

2014 City of Washougal Community Survey

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Final Report

Submitted to the City of Washougal, WA

by:

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2014 DirectionFinder[®] Survey

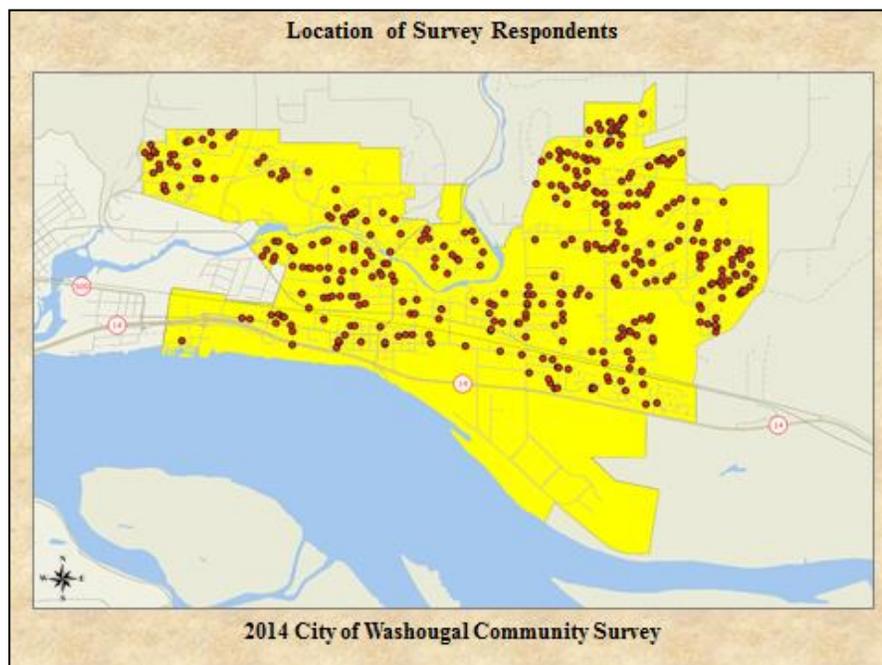
Executive Summary Report

Purpose and Methodology

ETC Institute administered the *DirectionFinder*[®] survey for the City of Washougal during the summer of 2014. The survey was administered as part of the City's effort to assess citizen satisfaction with the quality of services. The information gathered from the survey will help the City align its priorities with the needs of residents. This is the first time that Washougal has administered a community survey with ETC Institute.

Resident Survey. A four-page survey was mailed to a random sample of households in the City of Washougal. Approximately seven days after the surveys were mailed, residents who received the survey were contacted by phone. Those who indicated that they had not returned the survey were given the option of completing it by phone. Of the households that received a survey, 411 completed the survey. The results for the random sample of 411 households have a 95% level of confidence with a precision of at least +/-5%.

In order to better understand how well services are being delivered by the City, ETC Institute geocoded the home address of respondents to the survey. The map below shows the physical distribution of survey respondents based on the location of their home.



The percentage of “don’t know” responses has been excluded from many of the graphs shown in this report to facilitate valid comparisons of the results from the City of Washougal with the results from other communities in the *DirectionFinder*® database. Since the number of “don’t know” responses often reflects the utilization and awareness of City services, the percentage of “don’t know” responses has been provided in the tabular data section of this report. When the “don’t know” responses have been excluded, the text of this report will indicate that the responses have been excluded with the phrase “*who had an opinion.*”

This report contains:

- a summary of the methodology for administering the survey and major findings
- charts and graphs
- GIS maps that show the results of selected questions as maps of the City
- benchmarking data that show how the results for the City of Washougal compare to other cities
- importance-satisfaction analysis
- tables that show the results for each question on the survey
- a copy of the survey instrument

Major Findings

- **Satisfaction with City Services.** Eighty-five percent (85%) of residents surveyed, *who had an opinion*, were satisfied (rating of 4 or 5 on a 5-point scale) with the quality of fire, emergency medical and ambulance services; 73% were satisfied with the quality of police services, 63% were satisfied with the quality of customer service from City employees, and 63% were satisfied with the quality of City parks. Residents were least satisfied with the effectiveness of economic development efforts (31%).
- **City Services That Should Receive the Most Emphasis Over the Next 2 Years.** Based on the sum of their top three choices, the services that residents indicated should receive the most emphasis from the City over the next two years were: (1) maintenance of City streets, (2) effectiveness of economic development efforts, and 3) the quality of City water utilities.

- **Perceptions of the City.** Sixty-nine percent (69%) of residents surveyed, *who had an opinion*, indicated that they were satisfied (rating of 4 or 5 on a 5-point scale) with the overall feeling of safety in the City; 59% were satisfied with the overall quality of life in the City, and 58% were satisfied with the quality of services provided by the City. Residents were least satisfied with the availability of job opportunities (11%).
- **Public Safety.** Eighty-one percent (81%) of residents surveyed, *who had an opinion*, were satisfied (rating of 4 or 5 on a 5-point scale) with the quality of local fire protection and rescue services; 78% were satisfied with how quickly fire and rescue personnel respond to emergencies, 75% were satisfied with how quickly ambulance personnel respond to emergencies, and 75% were satisfied with the visibility of police in the community. Residents were least satisfied with the quality of animal control (46%).
- **Parks and Recreation.** Sixty-two percent (62%) of residents surveyed, *who had an opinion*, were satisfied (rating of 4 or 5 on a 5-point scale) with the appearance and maintenance of existing City parks. Residents were least satisfied with the number of City parks (50%).
- **Communication.** Thirty-six percent (36%) of residents surveyed, *who had an opinion*, were satisfied (rating of 4 or 5 on a 5-point scale) with the availability of information about City programs and services; 36% were satisfied with the overall quality of the City's website, and 34% were satisfied with the City's efforts to keep residents informed about local issues. Residents were least satisfied with the level of public involvement in local decision making (21%).
- **Streets.** Sixty-one percent (61%) of residents surveyed, *who had an opinion*, were satisfied (rating of 4 or 5 on a 5-point scale) with the adequacy of City street lighting, and 58% were satisfied with mowing and trimming along City streets and other public areas. Residents were least satisfied with the condition of sidewalks in the City (46%).
- **Code Enforcement.** Thirty-six percent (36%) of residents surveyed, *who had an opinion*, were satisfied (rating of 4 or 5 on a 5-point scale) with the enforcement of codes designed to protect public safety. Residents were least satisfied with the enforcement of mowing and trimming of grass and weeds on private property (23%).
- **Customer Service.** Nearly half (47%) of residents surveyed indicated they had contacted the City with a question, problem, or complaint during the past year. Of those, 82% felt it was "very easy" or "somewhat easy" to contact the person they needed to reach. With regard to various behaviors exhibited by City employees, 86% of residents surveyed, *who had an opinion*, indicated that employees were "always" or "usually" courteous and polite, and 76% said the employees "always" or "usually" gave prompt, accurate, and complete answers to questions.

Other Findings

- 49% of residents surveyed currently get news and information about City programs, services, and events from the Camas-Washougal Post Record.
- 46% of residents surveyed currently use the public library to check out books, DVDs, or other materials. Only 11% indicated that they use the library for computer or WiFi access.
- When asked about the City's current pace of development, 64% of residents surveyed, *who had an opinion*, indicated that retail development was too slow, while 37% felt the pace of single-family residential development was too fast.
- When asked about their expectations for various services, 70% of residents surveyed, *who had an opinion*, indicated that the level of service for the maintenance of infrastructure should be higher. With regard to fire, EMS and ambulance services, 76% believe the level of service provided by the City should stay the same. Seventy-one percent (71%) are in favor of renewing the 2007-2012 property tax levy lid lift to maintain existing levels of fire, EMS and ambulance services.
- 24% of residents surveyed support a new \$20 annual vehicle license tab renewal fee in order to maintain the overall pavement condition of City streets; 65% do not support this fee, and 11% responded "don't know."

Opportunities for Improvement

In order to help the City identify opportunities for improvement, ETC Institute conducted an Importance-Satisfaction (I-S) Priorities Analysis. This analysis examined the importance that residents placed on each City service and the level of satisfaction with each service. By identifying services of high importance and low satisfaction, the analysis identified which services will have the most impact on overall satisfaction with City services over the next two years. If the City wants to improve its overall satisfaction rating, the City should prioritize improvements in services with the highest Importance-Satisfaction (I-S) ratings. Details regarding the methodology for the analysis are provided in Section 4 of this report.

Based on the results of the Importance-Satisfaction (I-S) Priorities Analysis, ETC Institute recommends the following:

- **Overall Priorities for the City by Major Category.** The first level of analysis reviewed the importance of and satisfaction with major categories of City services. This analysis was conducted to help set the overall priorities for the City. Based on the results of this analysis, the major services that are recommended as the top two opportunities for improvement over the next two years in order to raise the City's overall satisfaction rating are listed below in descending order of the Importance-Satisfaction rating:
 - Effectiveness of economic development efforts
 - Maintenance of City streets

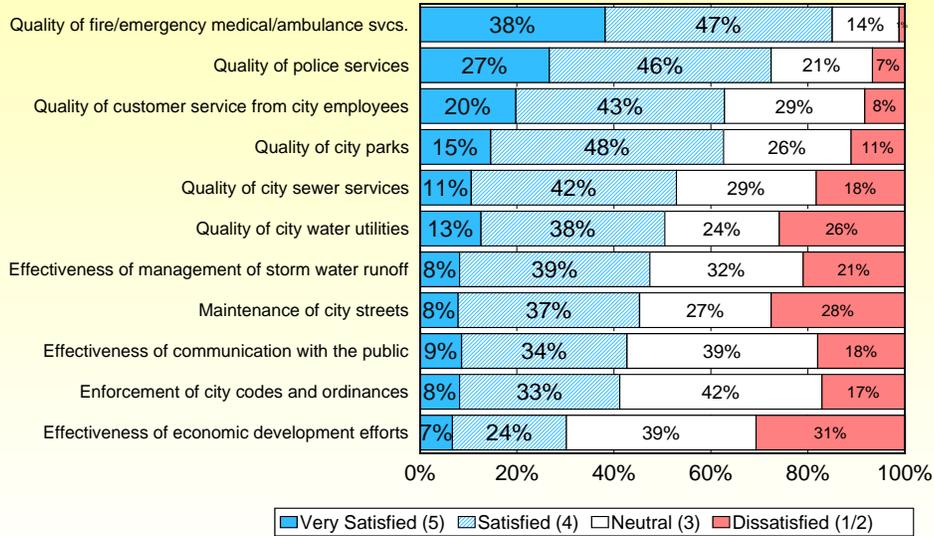
Priorities within Departments/Specific Areas. The second level of analysis reviewed the importance of and satisfaction of services within departments and specific service areas. This analysis was conducted to help departmental managers set priorities for their department. Based on the results of this analysis, the services that are recommended as the top priorities within each department over the next two years are listed below:

- **Public Safety:** the city's overall efforts to prevent crime.
- **Parks:** quality of facilities, such as picnic shelters and playgrounds in City parks, and appearance and maintenance of City parks.
- **Communication:** level of public involvement in local decision making.
- **Streets:** maintenance of major City streets.
- **Code Enforcement:** enforcing the cleanup of litter and debris on private property, enforcing the mowing and trimming of grass and weeds on private property.

Section 1:
Charts and Graphs

Q1. Satisfaction with Major Categories of Service Provided by the City

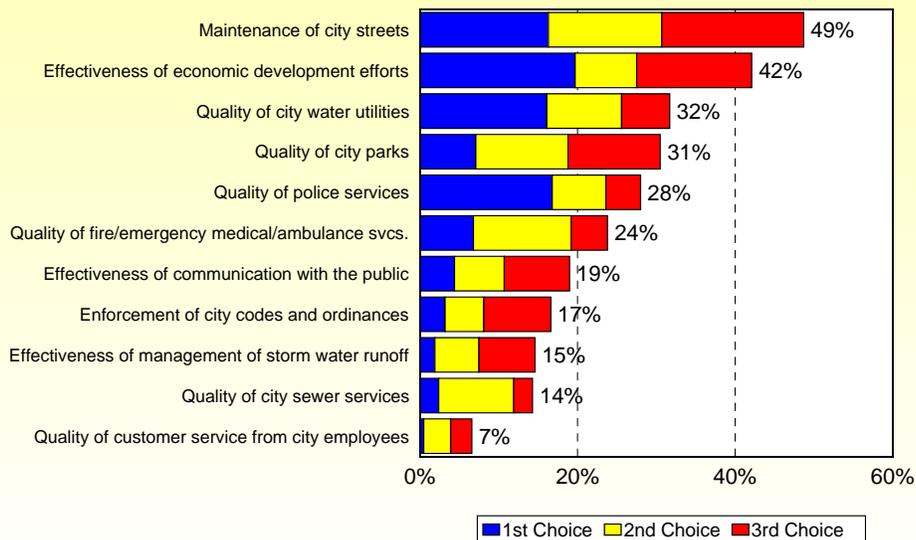
by percentage of respondents (excluding "don't know")



Source: ETC Institute DirectionFinder (2014 - Washougal, WA)

Q2. City Services That Should Receive the Most Emphasis Over the Next 2 Years

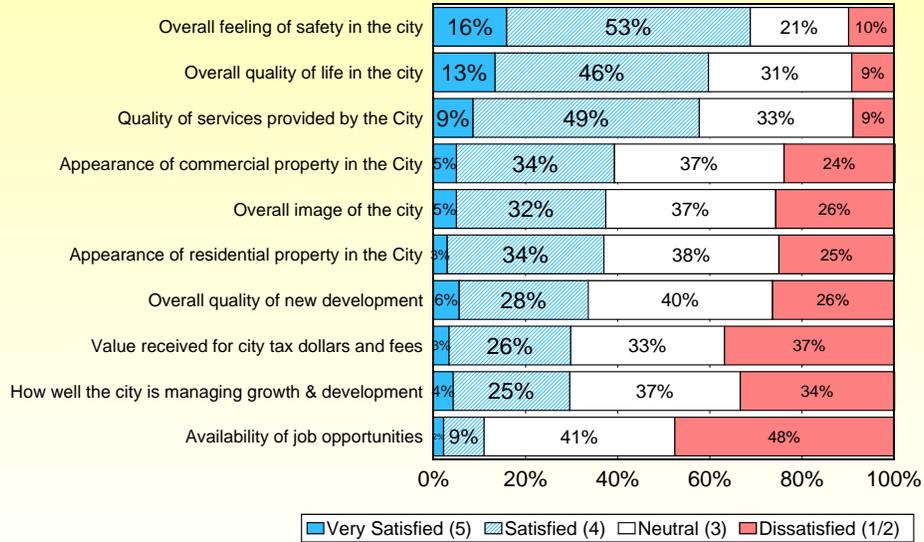
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute DirectionFinder (2014 - Washougal, WA)

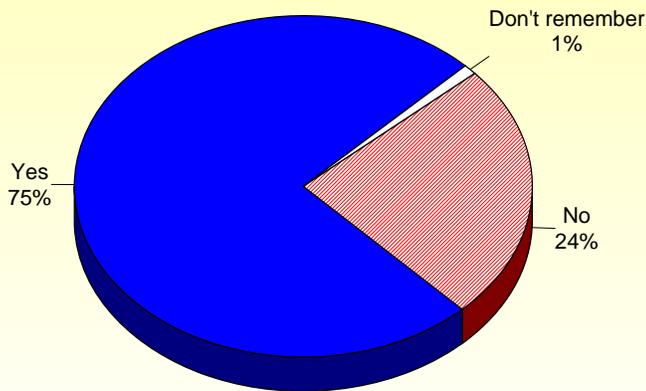
Q3. Satisfaction With Items That Influence the Perception Residents Have of the City

by percentage of respondents (excluding "don't know")



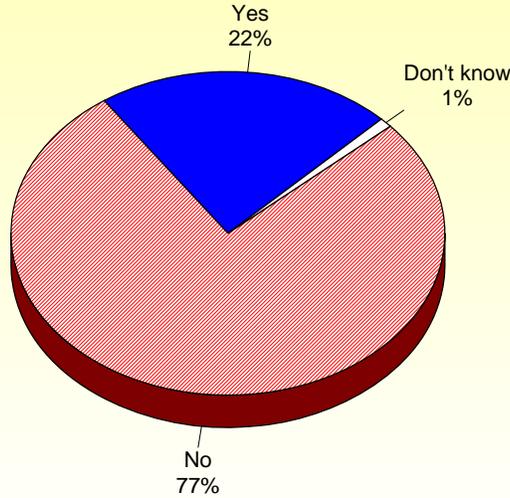
Source: ETC Institute DirectionFinder (2014 - Washougal, WA)

Q4. Did you vote in any Washougal municipal election in 2011 or 2013?



Source: ETC Institute DirectionFinder (2014 - Washougal, WA)

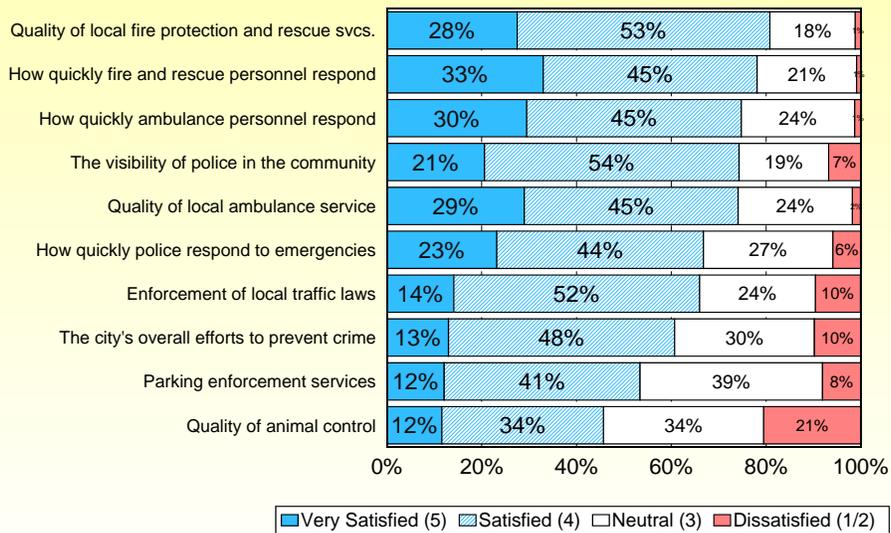
Q5. Have any members of your household attended or watched any Washougal public meeting in the last year?



Source: ETC Institute DirectionFinder (2014 - Washougal, WA)

Q6a-j. Satisfaction with Public Safety

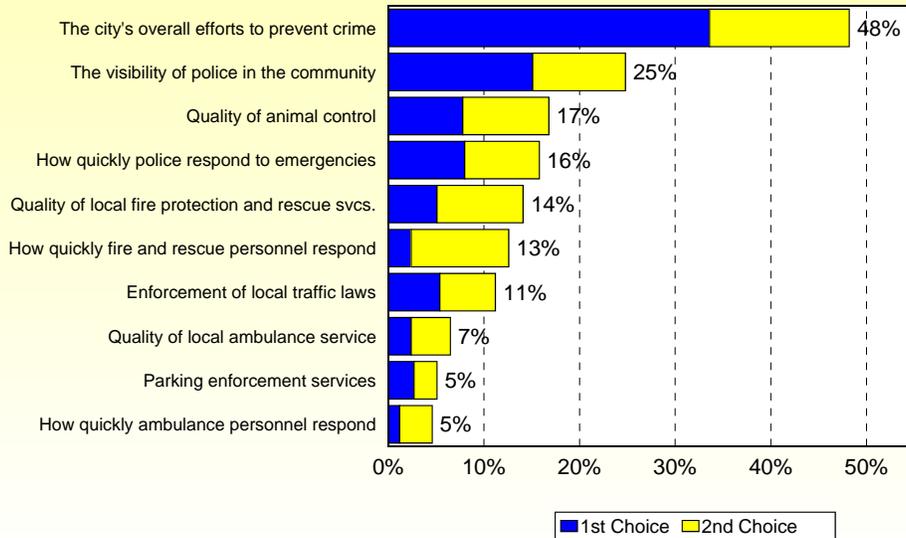
by percentage of respondents (excluding "don't know")



Source: ETC Institute DirectionFinder (2014 - Washougal, WA)

Public Safety Services That Should Receive the Most Emphasis Over the Next 2 Years

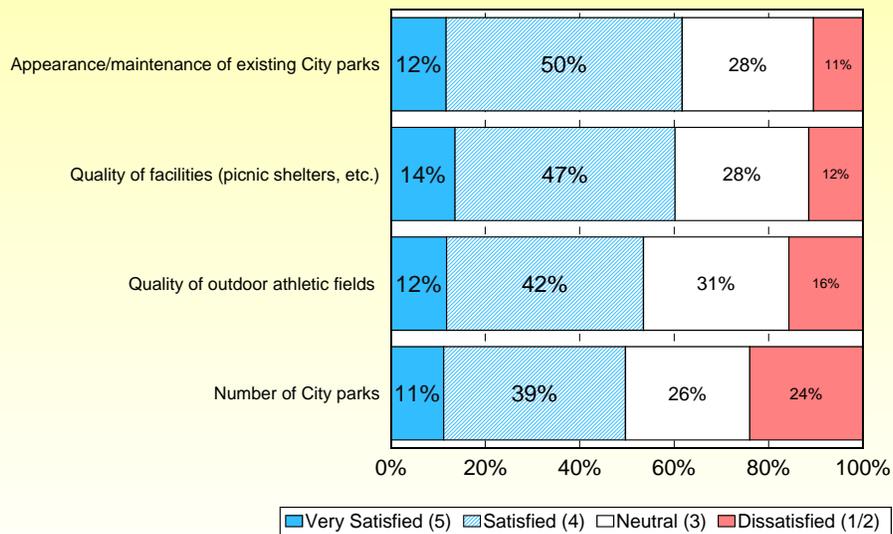
by percentage of respondents who selected the item as one of their top two choices



Source: ETC Institute DirectionFinder (2014 - Washougal, WA)

Q6k-n. Satisfaction with Parks and Recreation

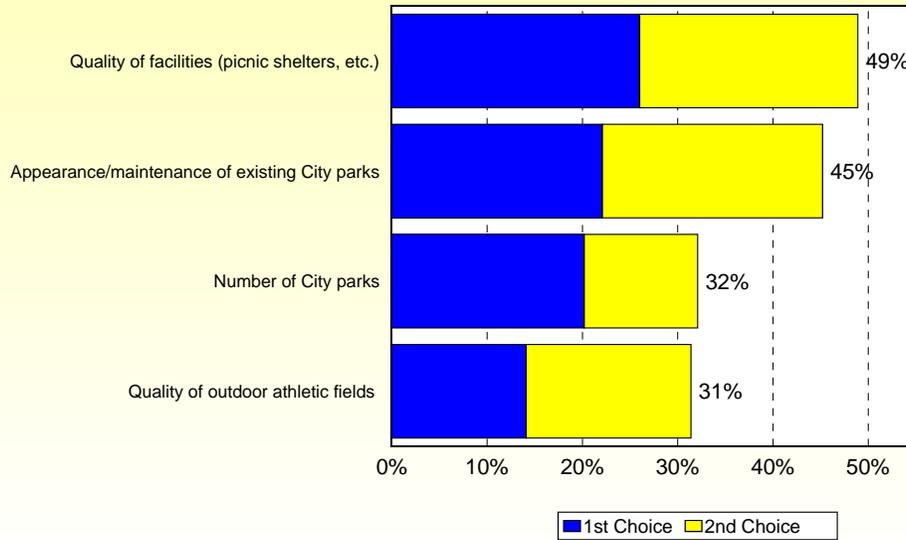
by percentage of respondents (excluding "don't know")



Source: ETC Institute DirectionFinder (2014 - Washougal, WA)

Parks and Recreation Services That Should Receive the Most Emphasis Over the Next 2 Years

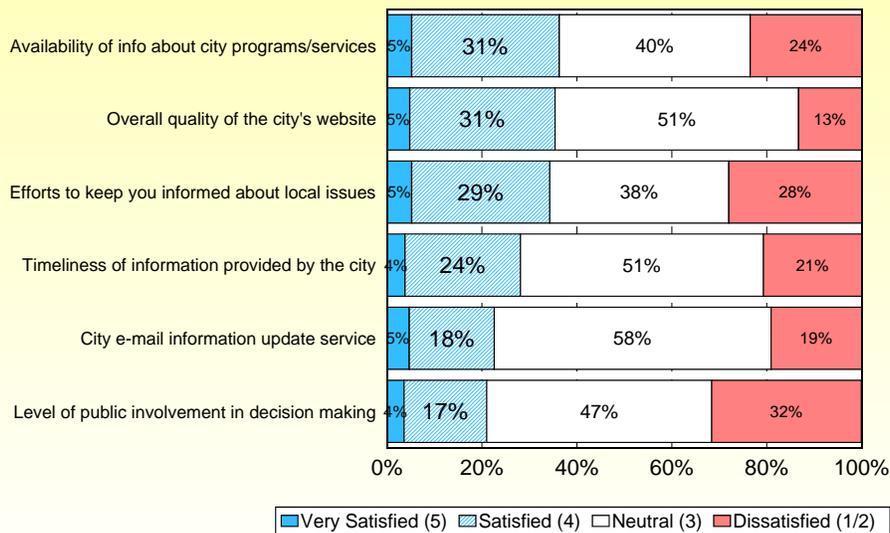
by percentage of respondents who selected the item as one of their top two choices



Source: ETC Institute DirectionFinder (2014 - Washougal, WA)

Q6o-t. Satisfaction with Communication

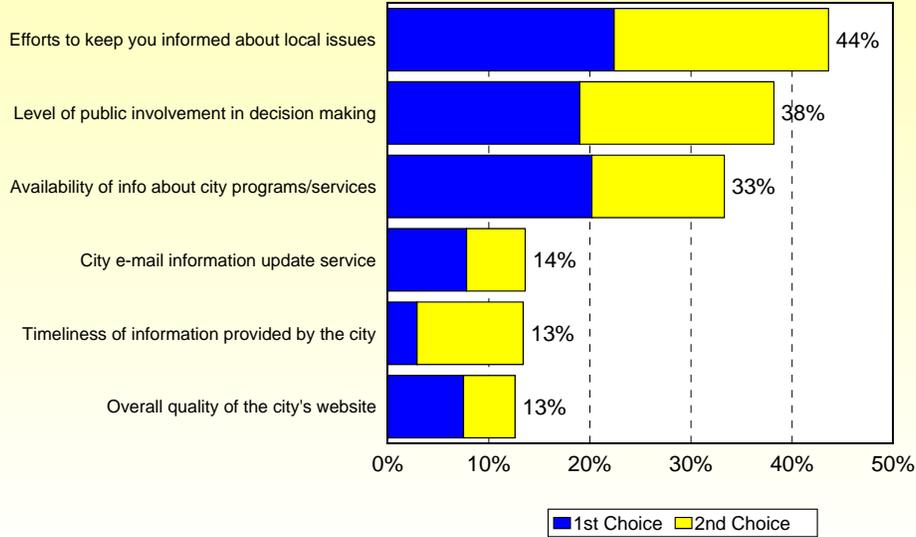
by percentage of respondents (excluding "don't know")



Source: ETC Institute DirectionFinder (2014 - Washougal, WA)

Communication Issues That Should Receive the Most Emphasis Over the Next 2 Years

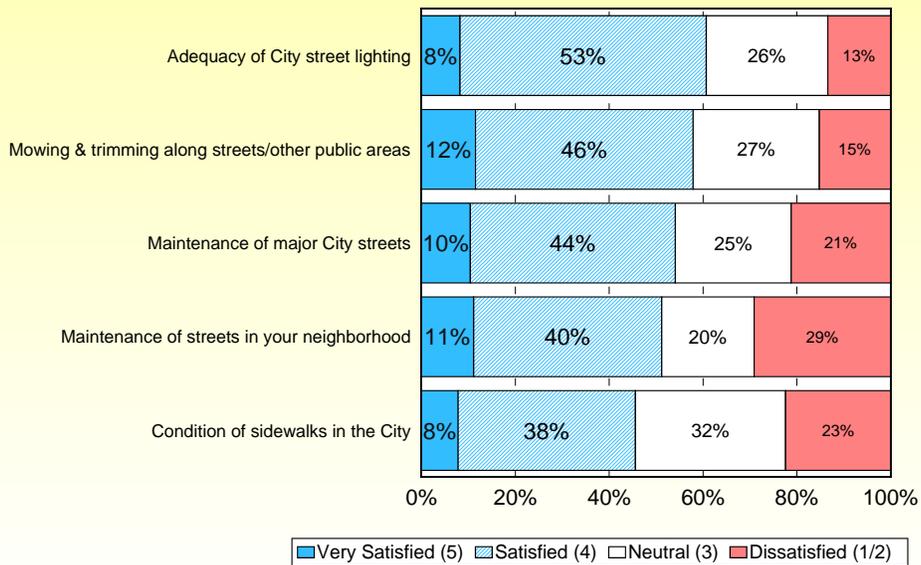
by percentage of respondents who selected the item as one of their top two choices



Source: ETC Institute DirectionFinder (2014 - Washougal, WA)

Q6u-y. Satisfaction With Streets

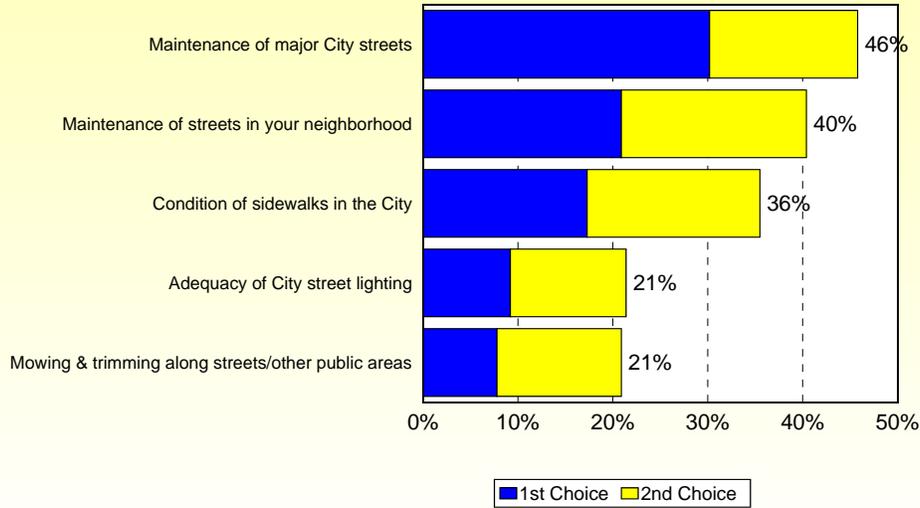
by percentage of respondents (excluding "don't know")



Source: ETC Institute DirectionFinder (2014 - Washougal, WA)

Street Issues That Should Receive the Most Emphasis Over the Next 2 Years

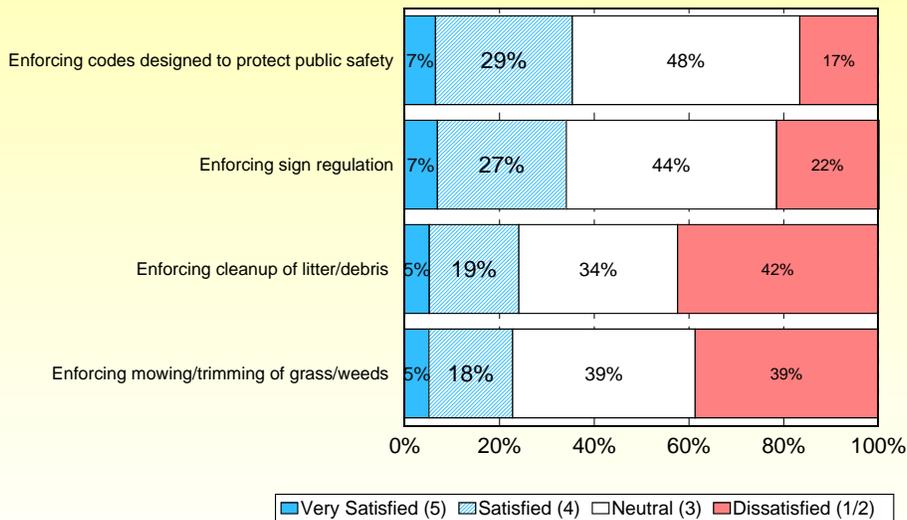
by percentage of respondents who selected the item as one of their top two choices



Source: ETC Institute DirectionFinder (2014 - Washougal, WA)

Q6(1-4). Satisfaction With Code Enforcement

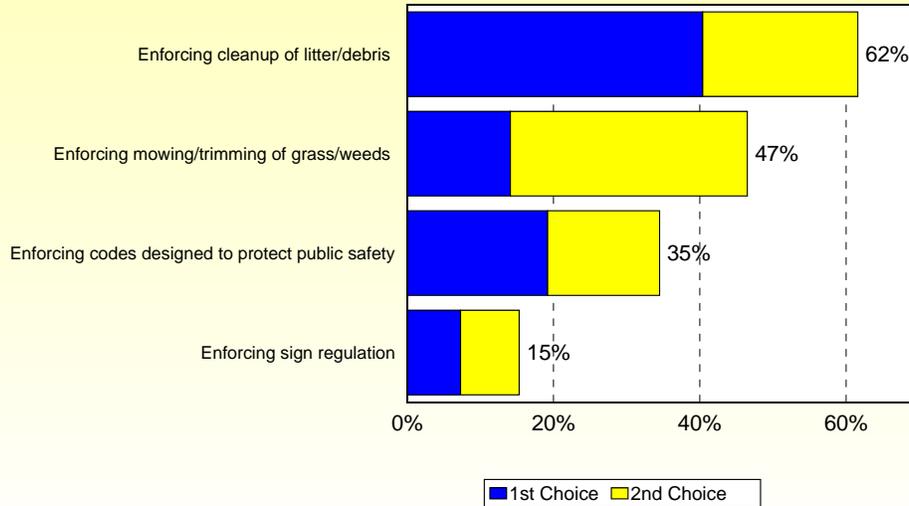
by percentage of respondents (excluding "don't know")



Source: ETC Institute DirectionFinder (2014 - Washougal, WA)

Code Enforcement Issues That Should Receive the Most Emphasis Over the Next 2 Years

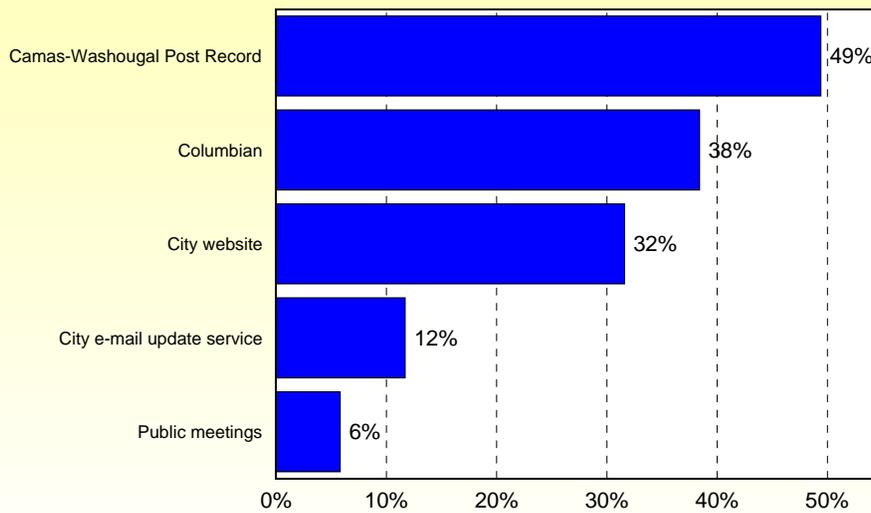
by percentage of respondents who selected the item as one of their top two choices



Source: ETC Institute DirectionFinder (2014 - Washougal, WA)

Q7. Where Residents Currently Get News and Information About City Programs, Services and Events

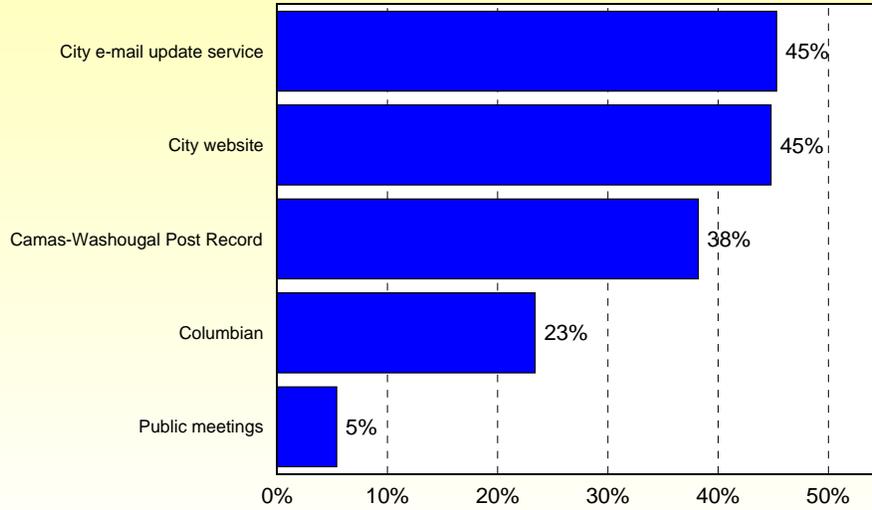
by percentage of respondents (multiple selections could be made)



Source: ETC Institute DirectionFinder (2014 - Washougal, WA)

Q8. TWO Sources of Information Residents Prefer to Get Information from the City

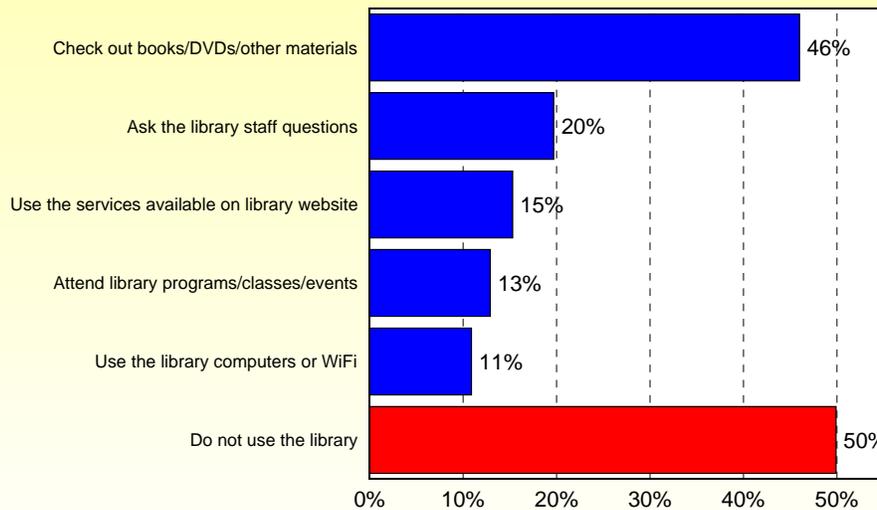
by percentage of respondents who selected the item as one of their top two choices



Source: ETC Institute DirectionFinder (2014 - Washougal, WA)

Q9. How Residents Currently Use the Public Library

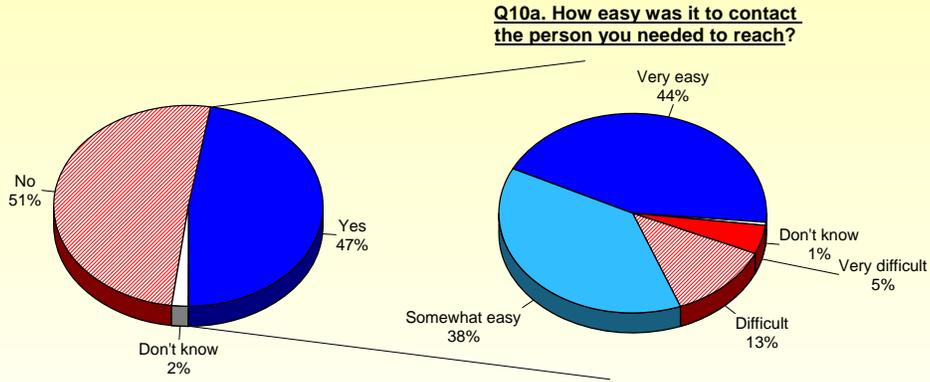
by percentage of respondents (multiple selections could be made)



Source: ETC Institute DirectionFinder (2014 - Washougal, WA)

Q10. Have you called, e-mailed or visited the City with a question, problem, or complaint during the past year?

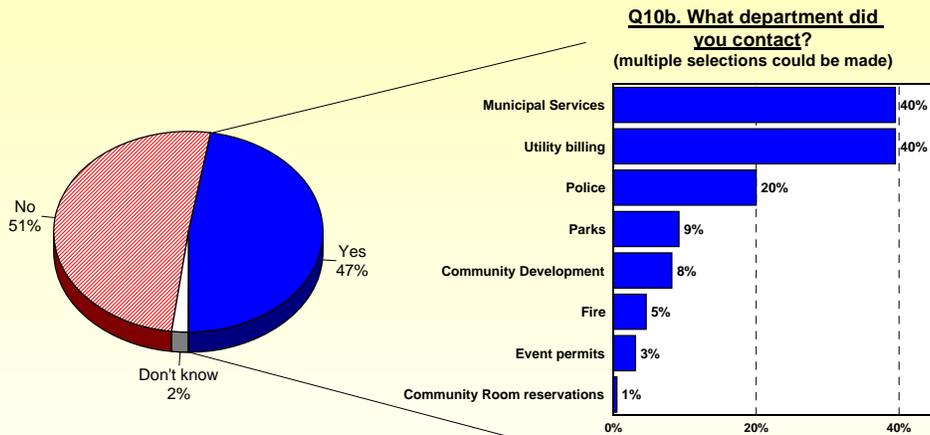
by percentage of respondents



Source: ETC Institute DirectionFinder (2014 - Washougal, WA)

Q10. Have you called, e-mailed or visited the City with a question, problem, or complaint during the past year?

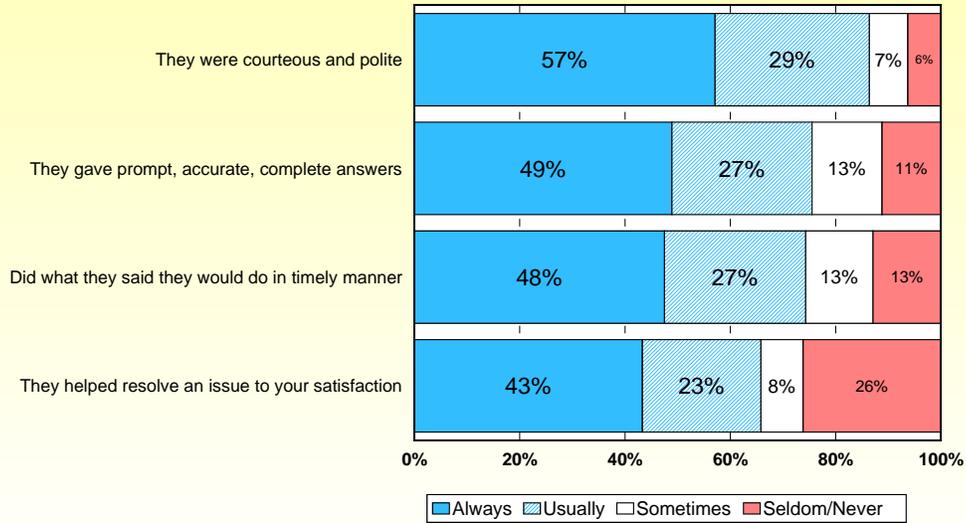
by percentage of respondents



Source: ETC Institute DirectionFinder (2014 - Washougal, WA)

Q10c. How often did the employees contacted display the following behaviors?

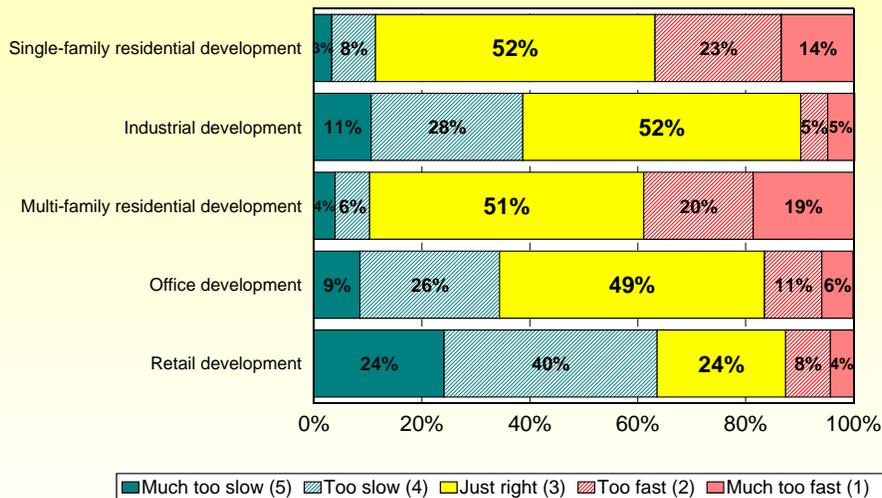
by percentage of respondents who contacted the City during the past year (excluding "don't know")



Source: ETC Institute DirectionFinder (2014 - Washougal, WA)

Q11. How Residents Rate the City's Current Pace of Development

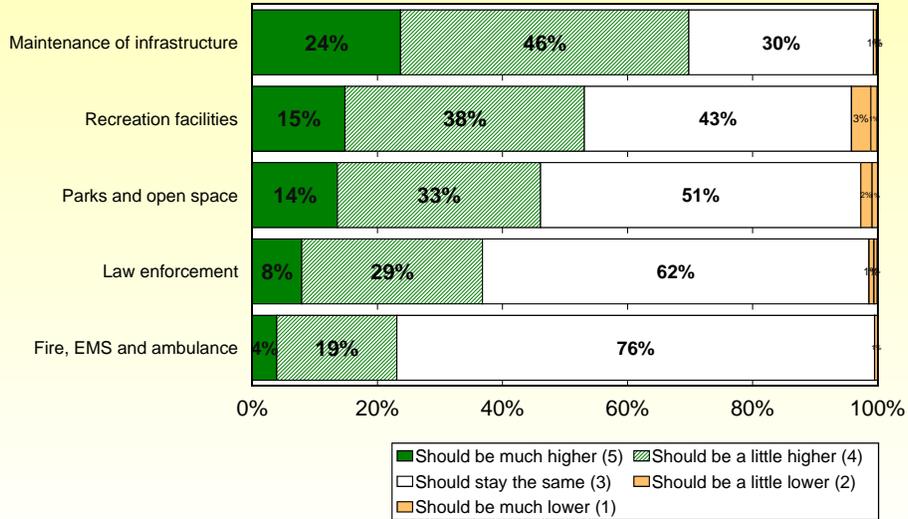
by percentage of respondents (excluding "don't know")



Source: ETC Institute DirectionFinder (2014 - Washougal, WA)

Q12. How the Level of Service Provided by the City Should Change

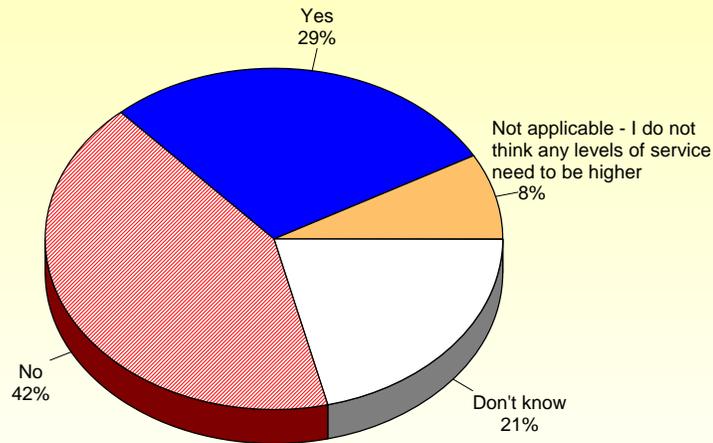
by percentage of respondents (excluding "don't know")



Source: ETC Institute DirectionFinder (2014 - Washougal, WA)

Q13. Would you be willing to pay more in taxes or fees to support an increase in service levels?

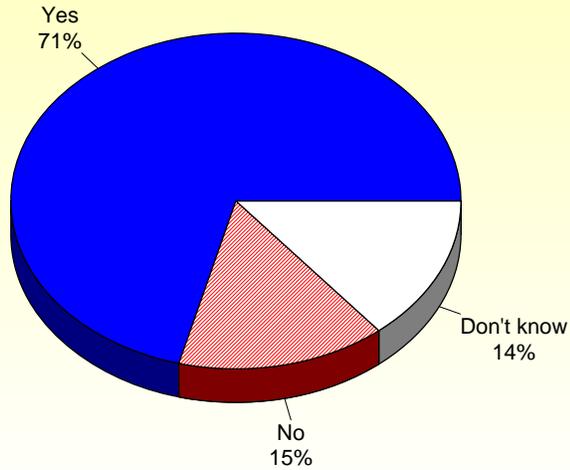
by percentage of respondents



Source: ETC Institute DirectionFinder (2014 - Washougal, WA)

Q14. To maintain existing levels of Fire, EMS and ambulance services, do you support renewing the 2007-2012 property tax levy lid lift?

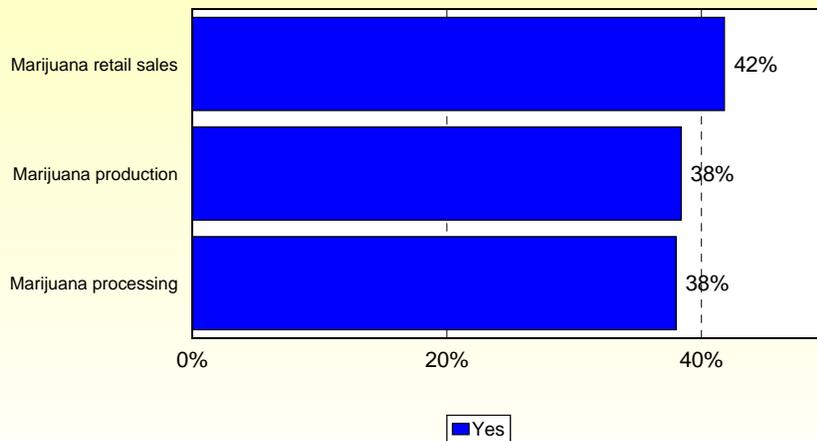
by percentage of respondents



Source: ETC Institute DirectionFinder (2014 - Washougal, WA)

Q15. Do you support allowing the following in Washougal?

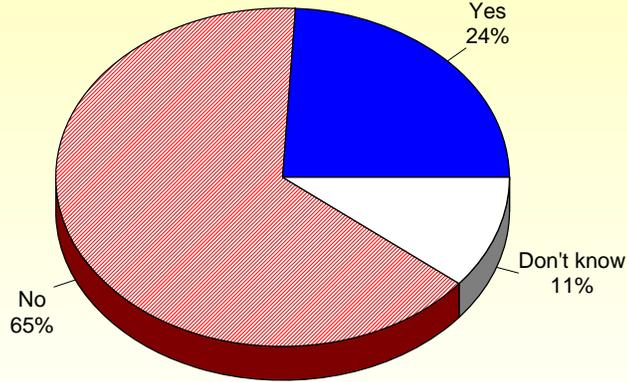
by percentage of respondents who answered "yes"



Source: ETC Institute DirectionFinder (2014 - Washougal, WA)

Q16. To maintain the overall pavement condition of city streets, do you support a new \$20 annual vehicle license tab renewal fee?

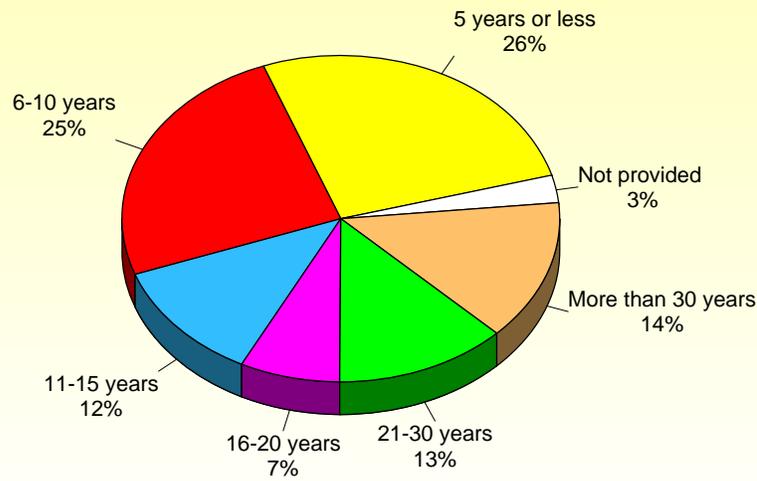
by percentage of respondents



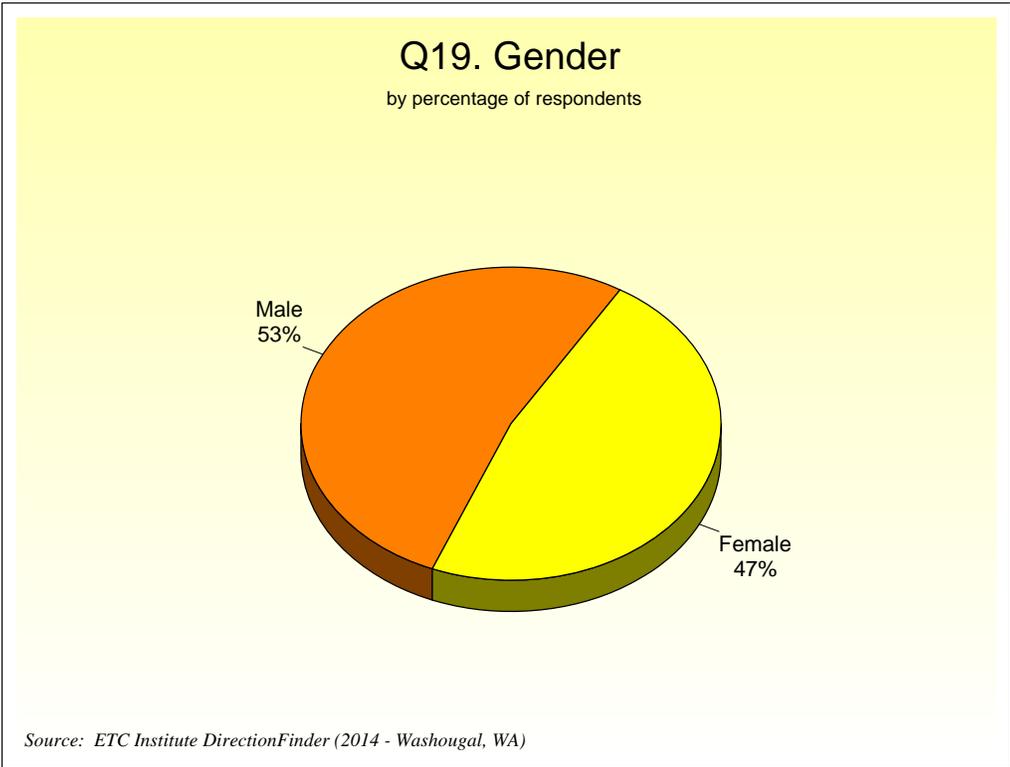
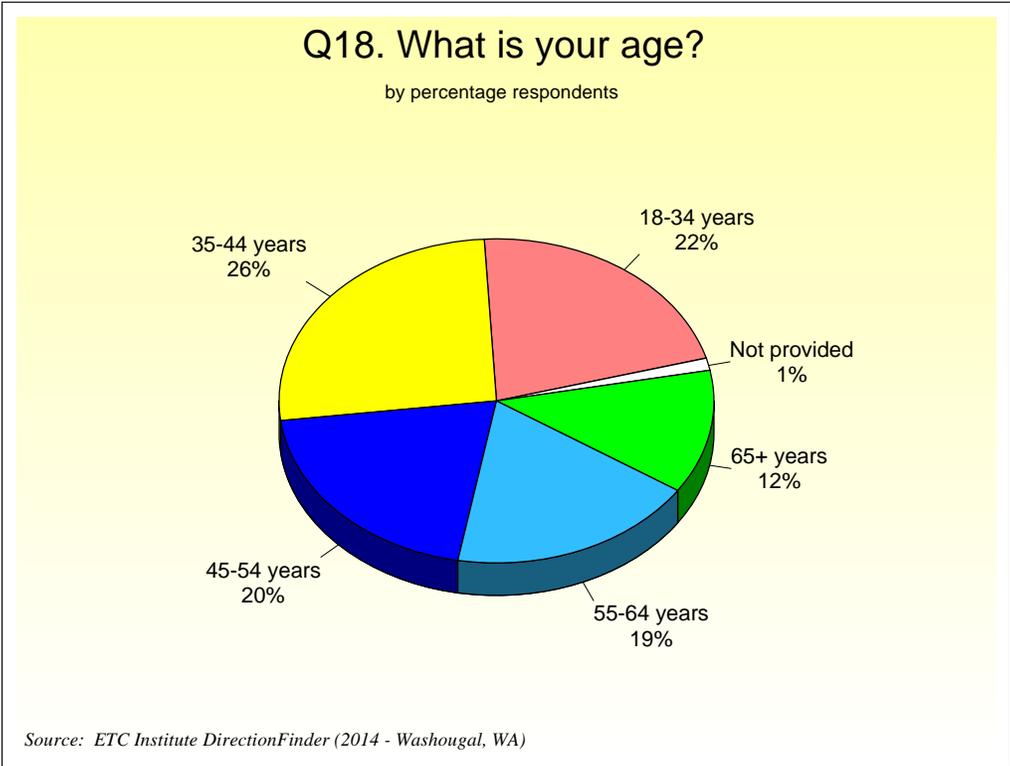
Source: ETC Institute DirectionFinder (2014 - Washougal, WA)

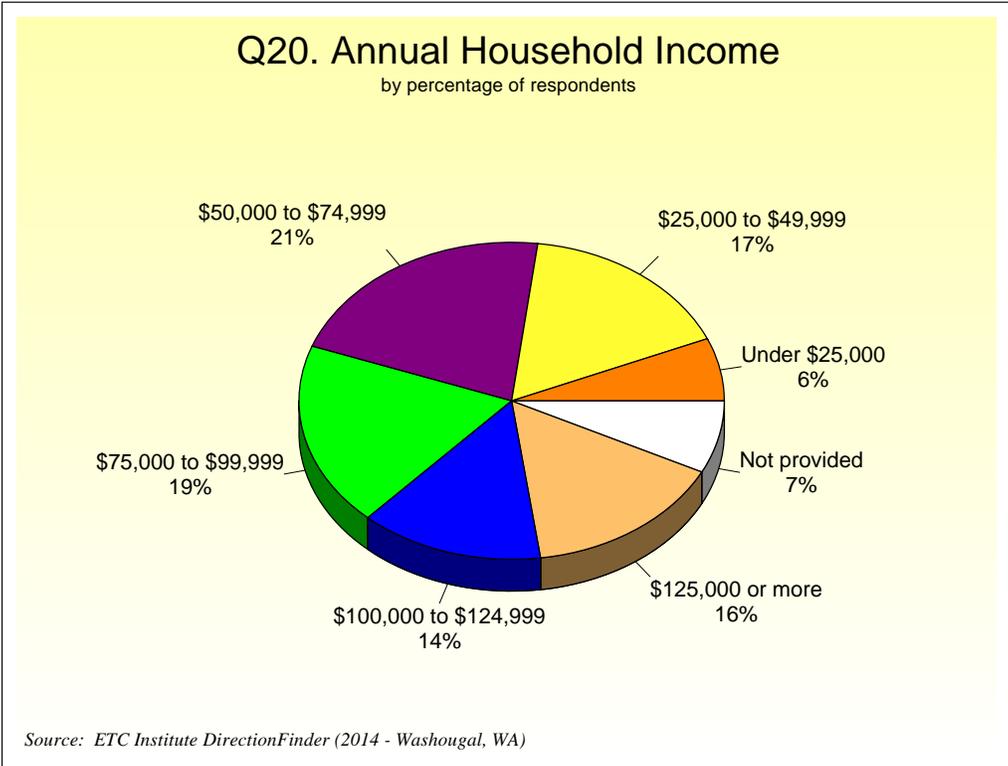
Q17. Approximately how many years have you lived in Washougal?

by percentage respondents



Source: ETC Institute DirectionFinder (2014 - Washougal, WA)





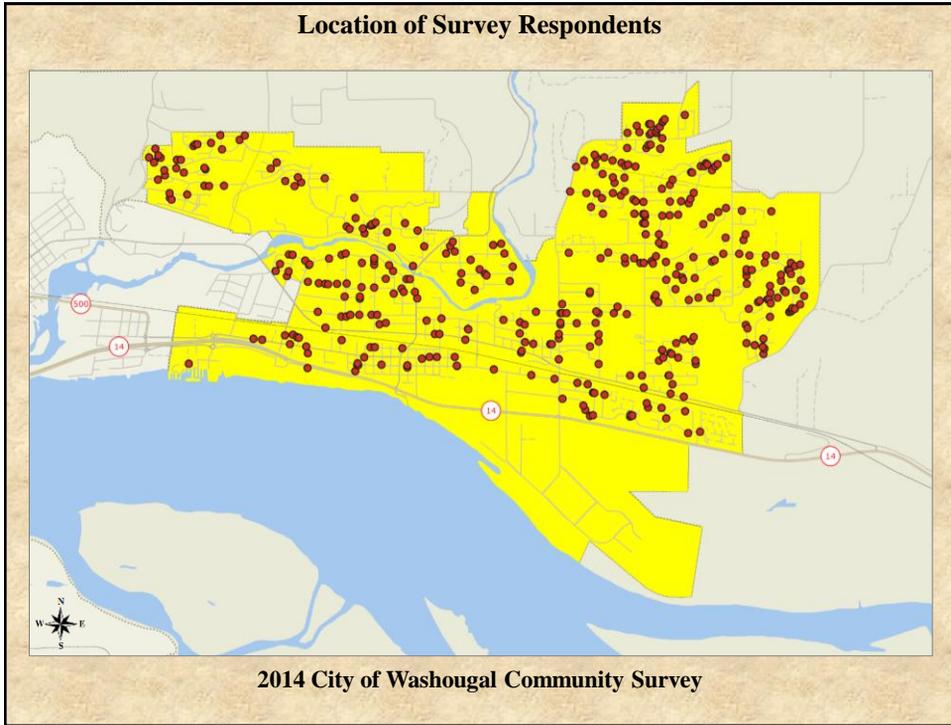
Section 2:
Geocoded Maps

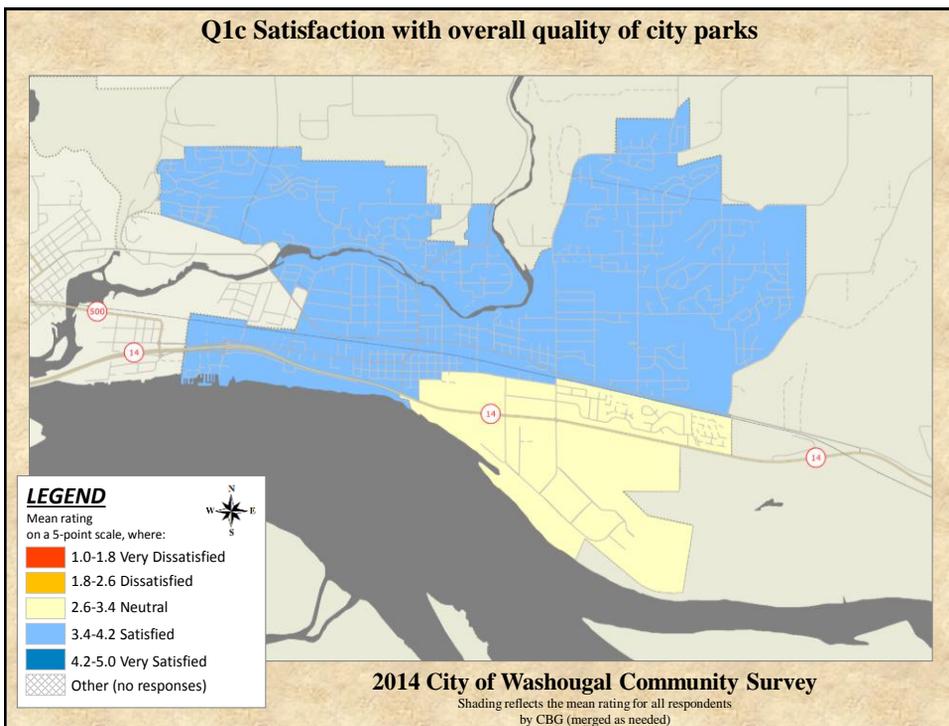
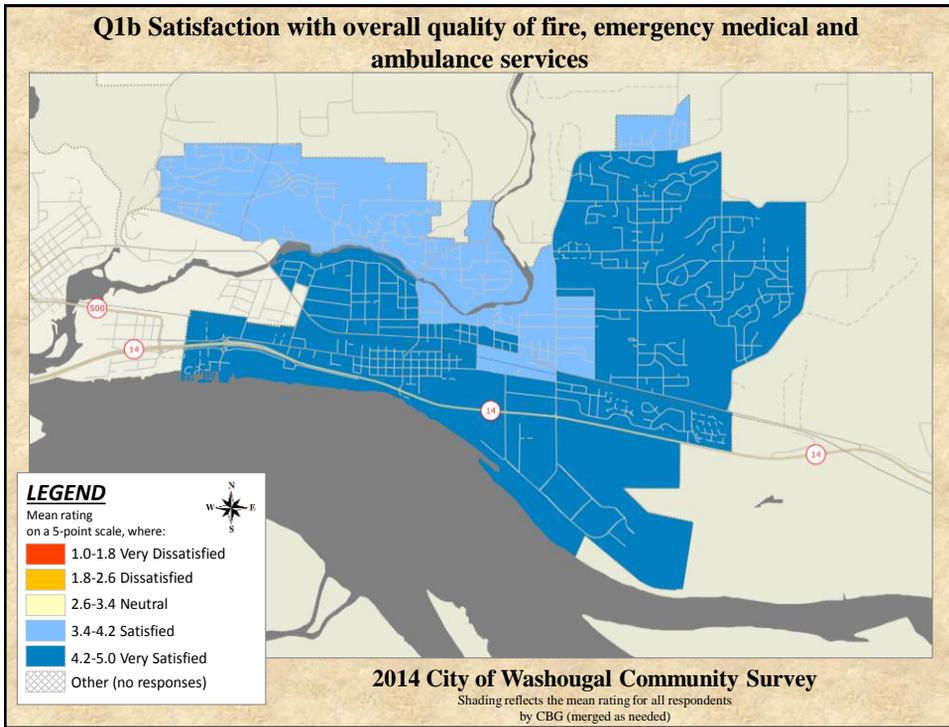
Interpreting the Maps

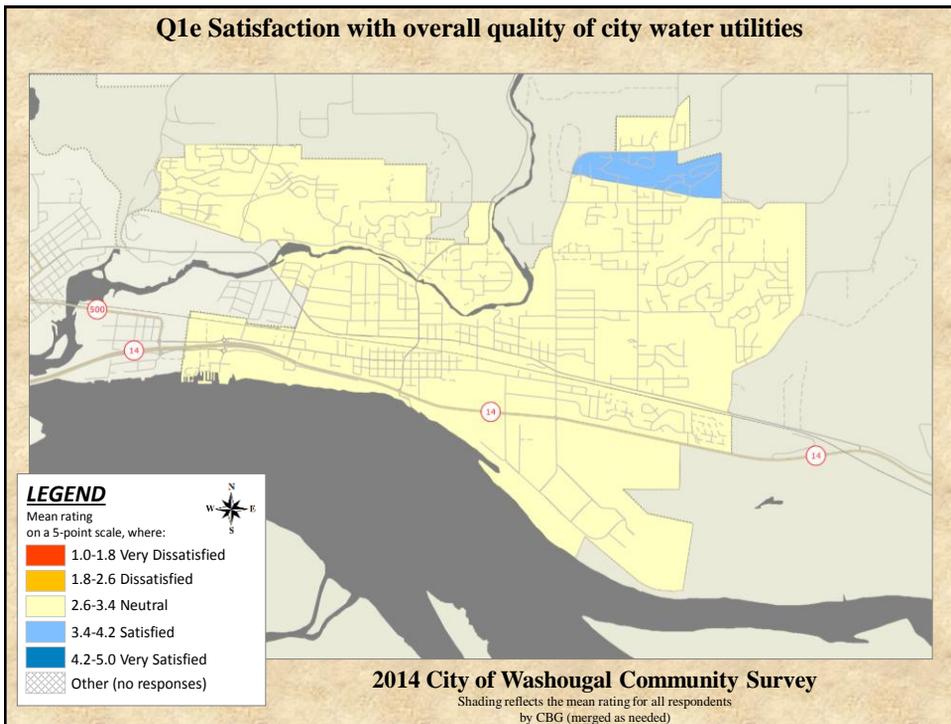
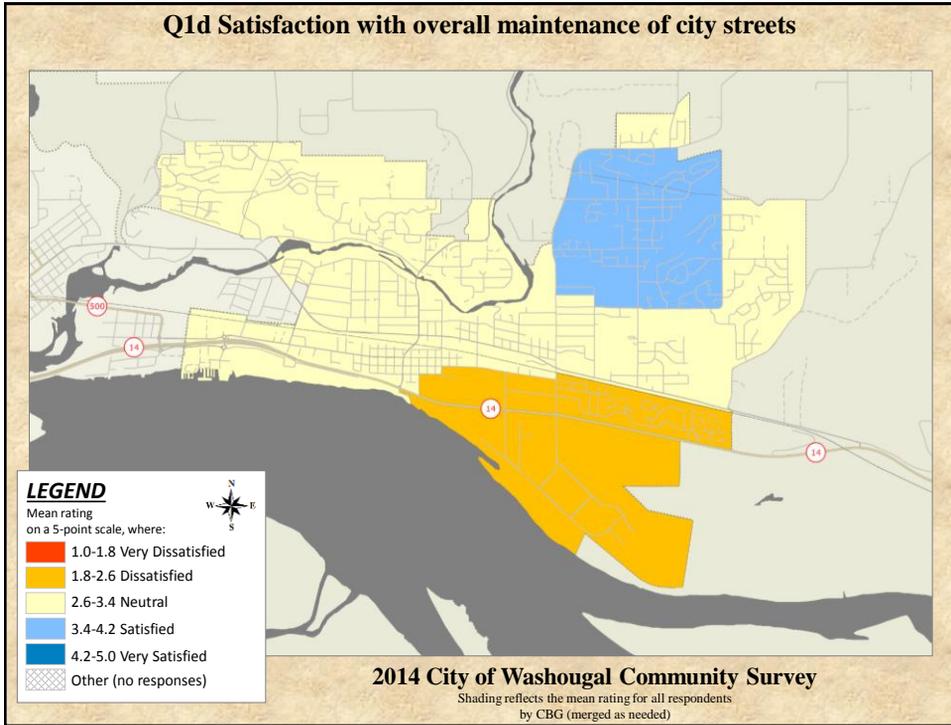
The maps on the following pages show the mean ratings for several questions on the survey by Census Block Group. If all areas on a map are the same color, then residents generally feel the same about that issue regardless of the location of their home.

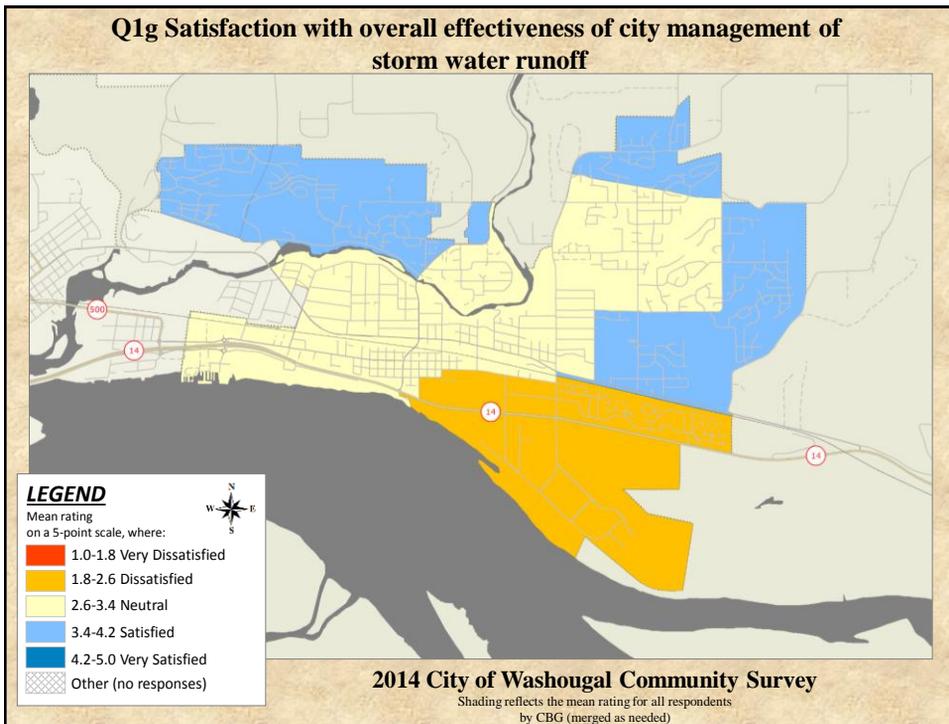
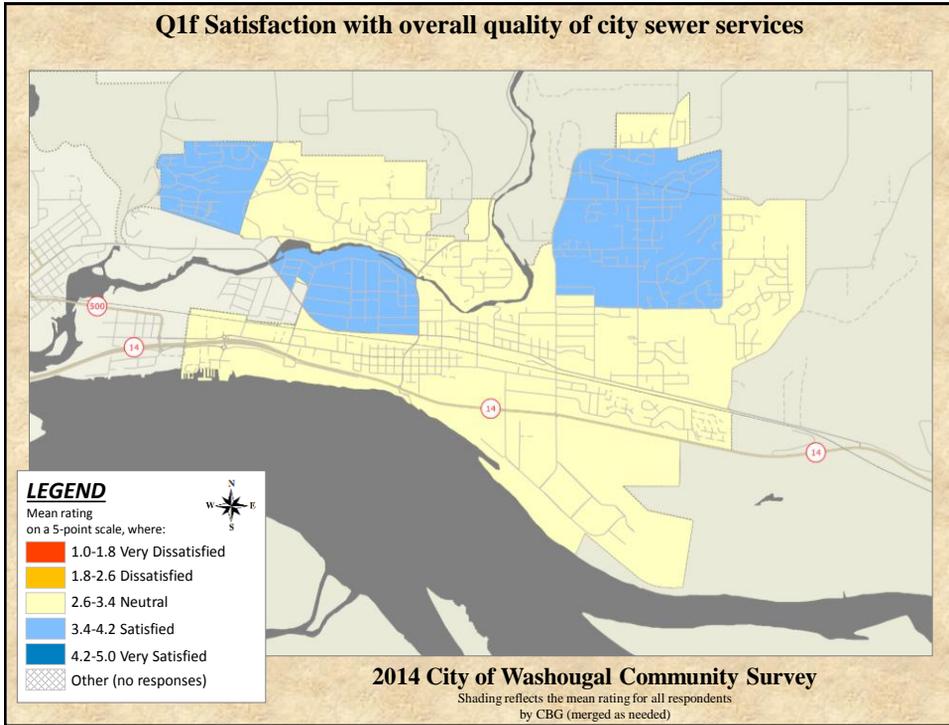
When reading the maps, please use the following color scheme as a guide:

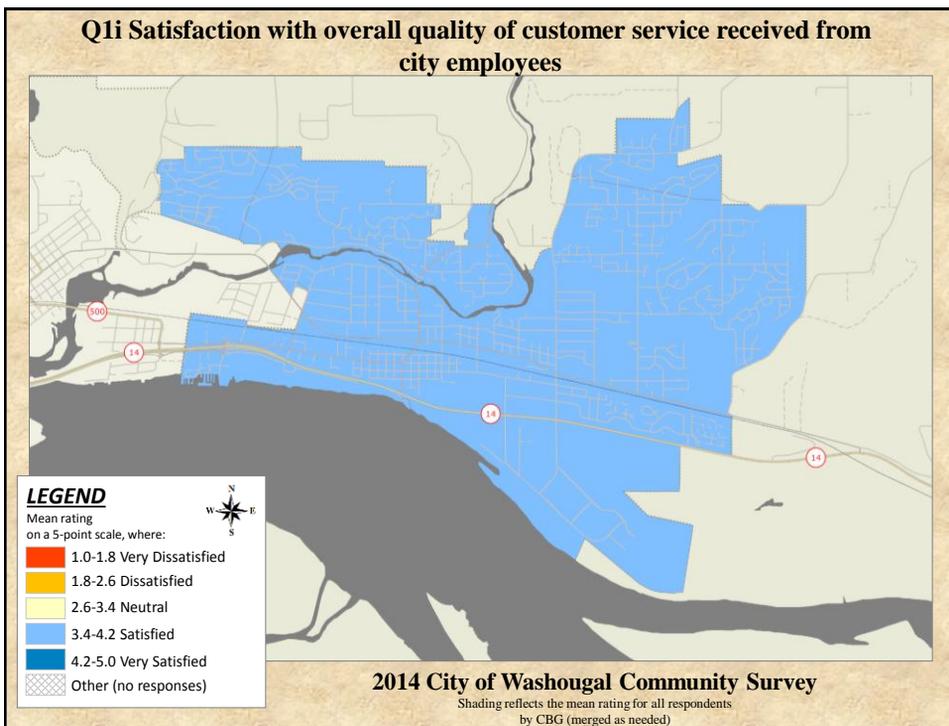
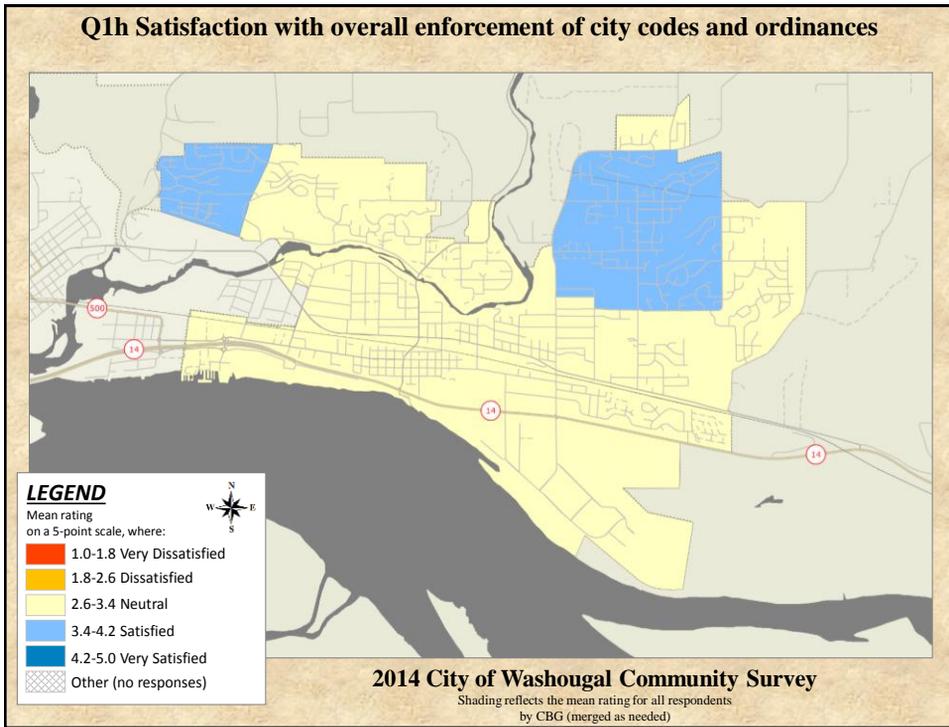
- **DARK/LIGHT BLUE** shades indicate POSITIVE ratings. Shades of blue generally indicate satisfaction with a service, ratings of “excellent” or “good” and ratings of “very safe” or “safe.”
- **OFF-WHITE** shades indicate NEUTRAL ratings. Shades of neutral generally indicate that residents thought the quality of service delivery is adequate.
- **ORANGE/RED** shades indicate NEGATIVE ratings. Shades of orange/red generally indicate dissatisfaction with a service, ratings of “below average” or “poor” and ratings of “unsafe” or “very unsafe.”

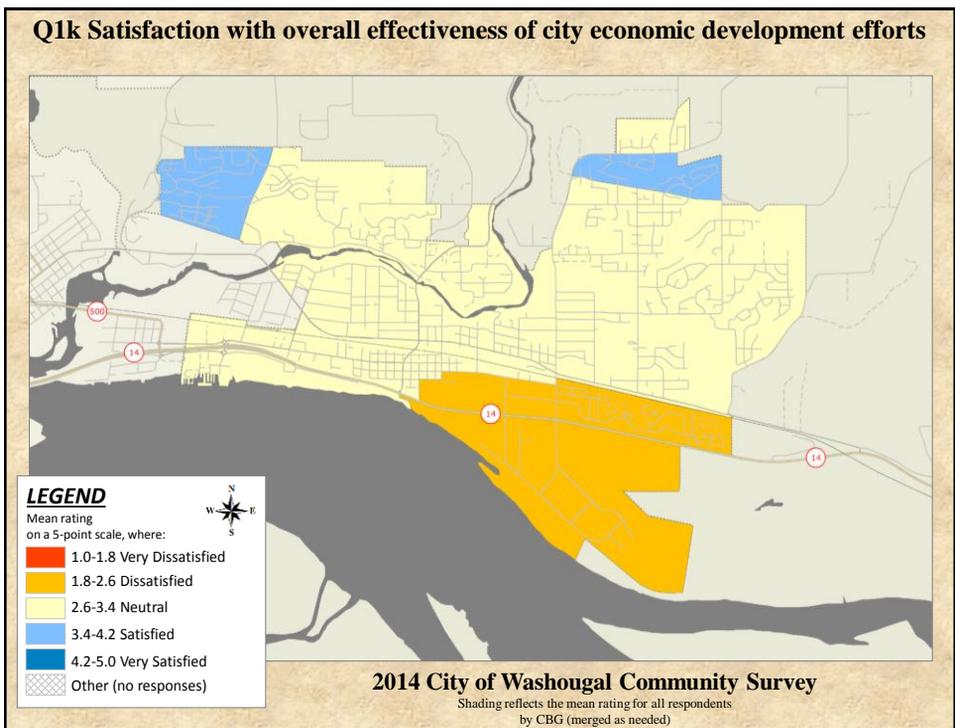
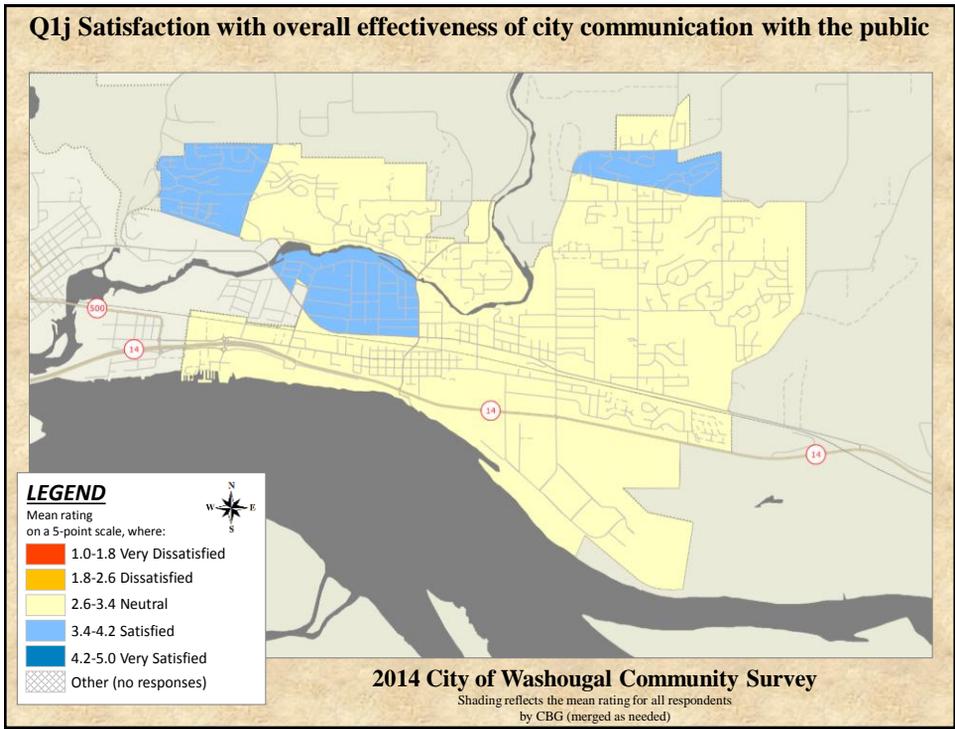


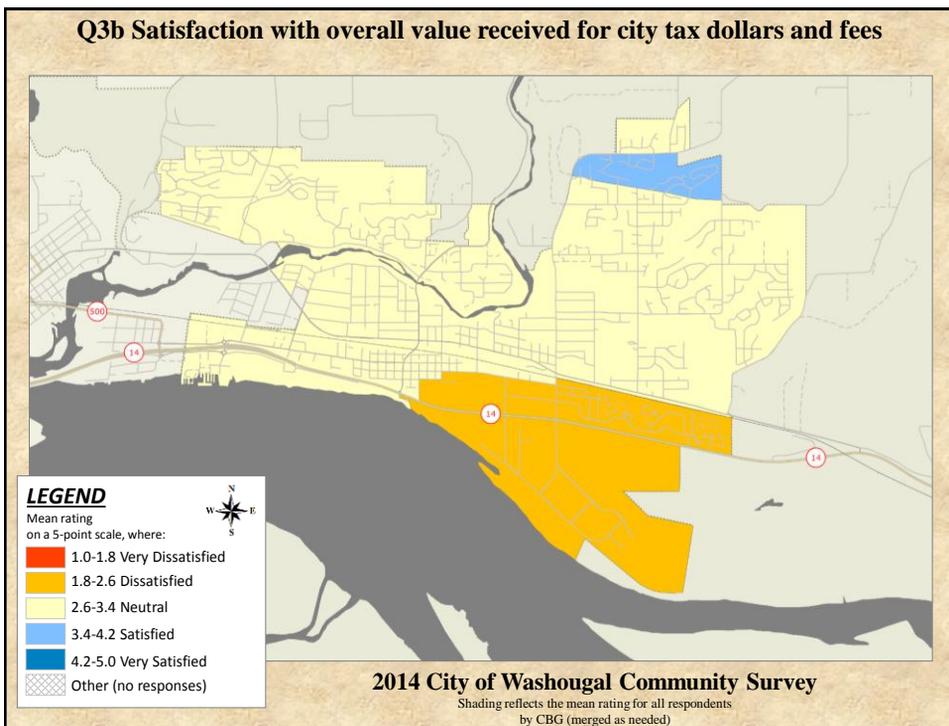
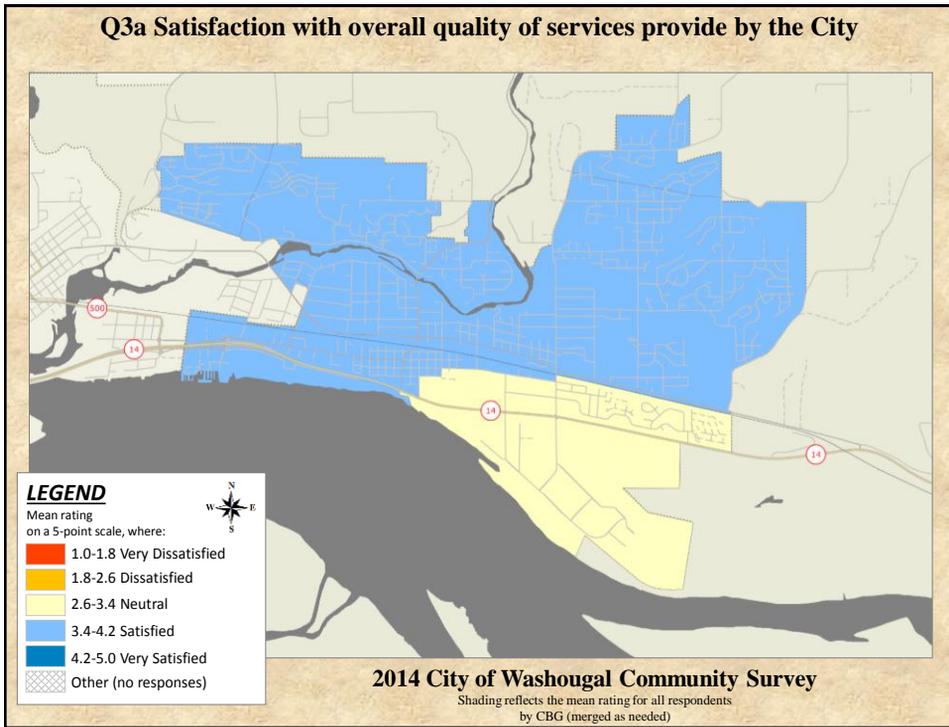


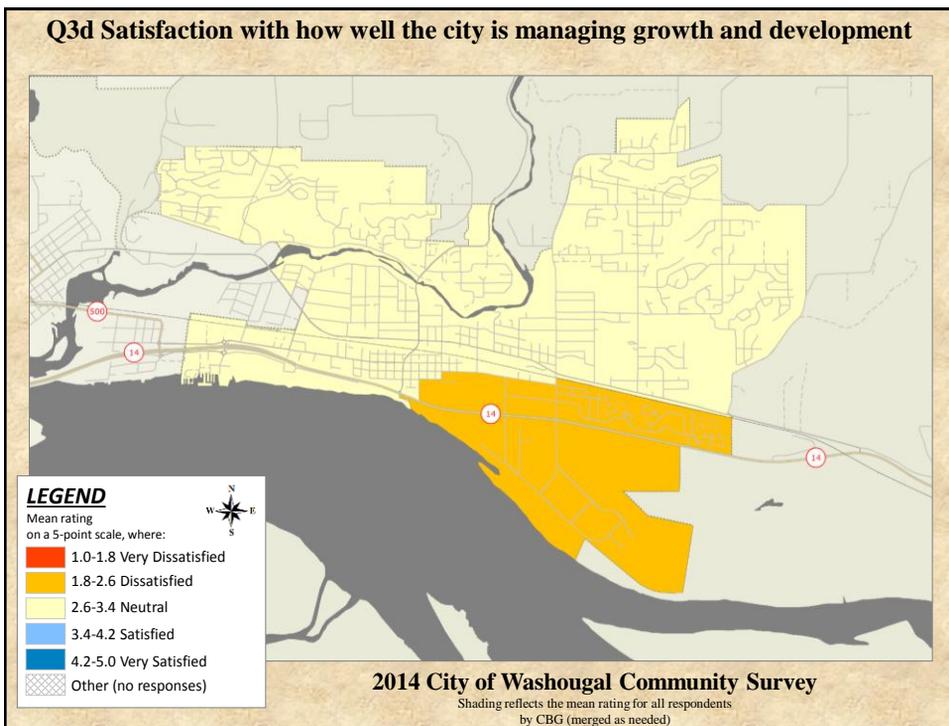
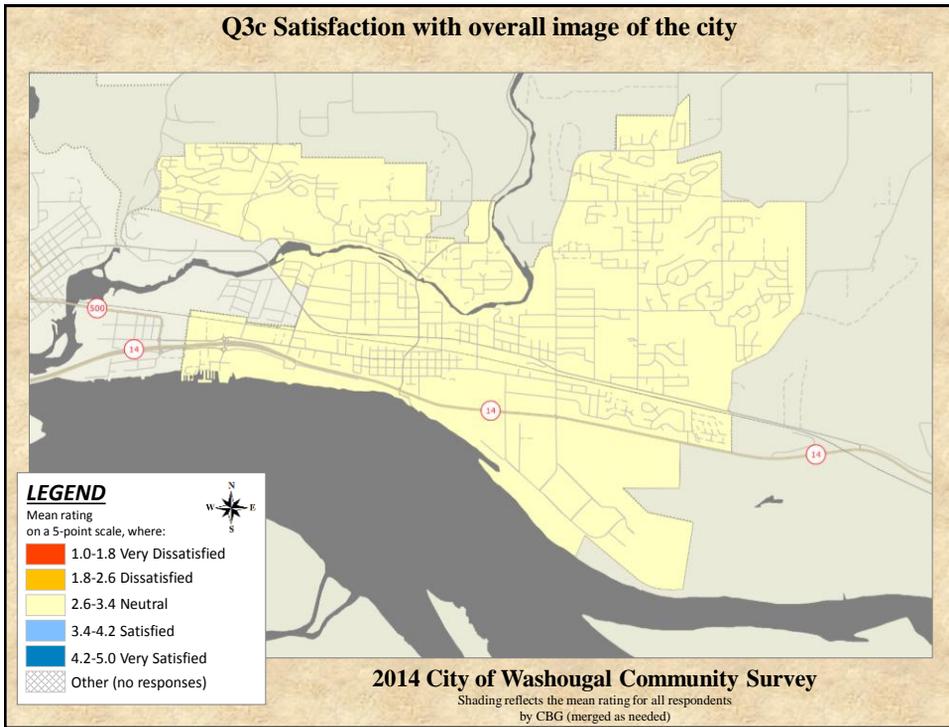


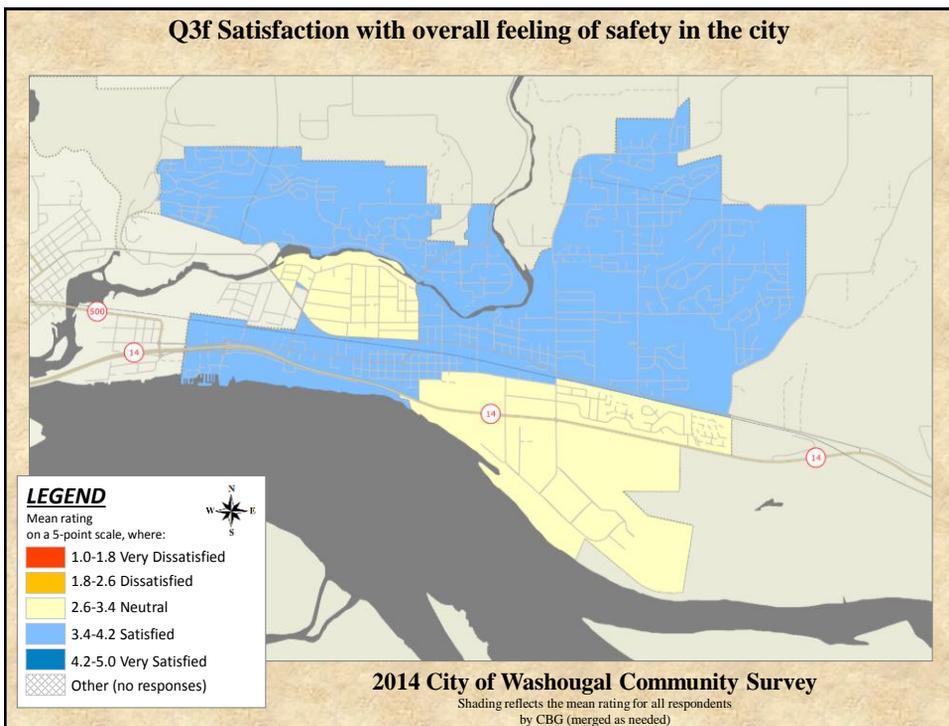
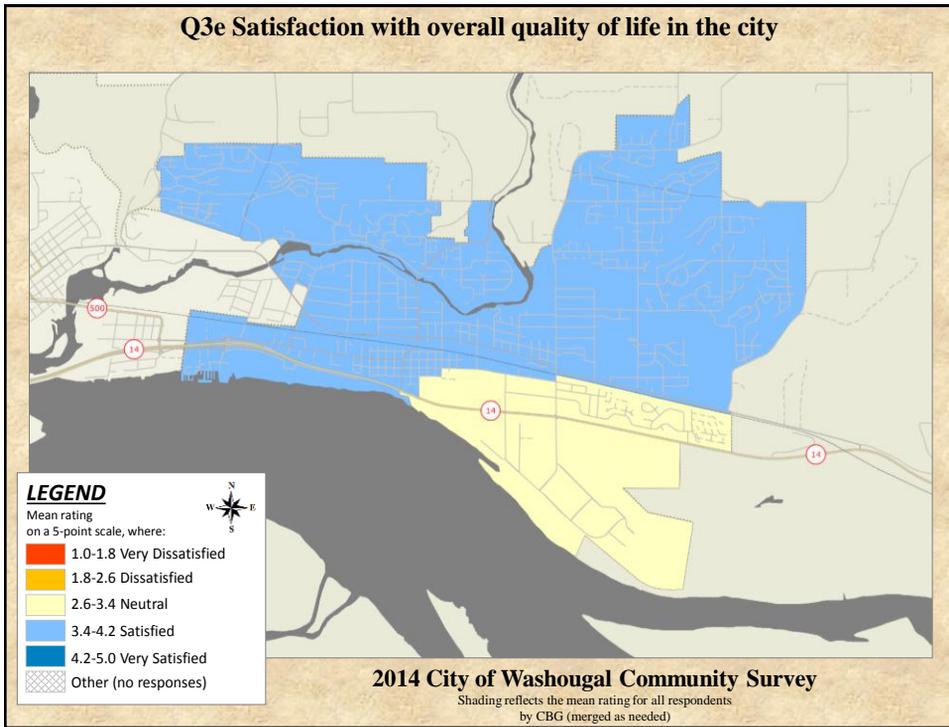


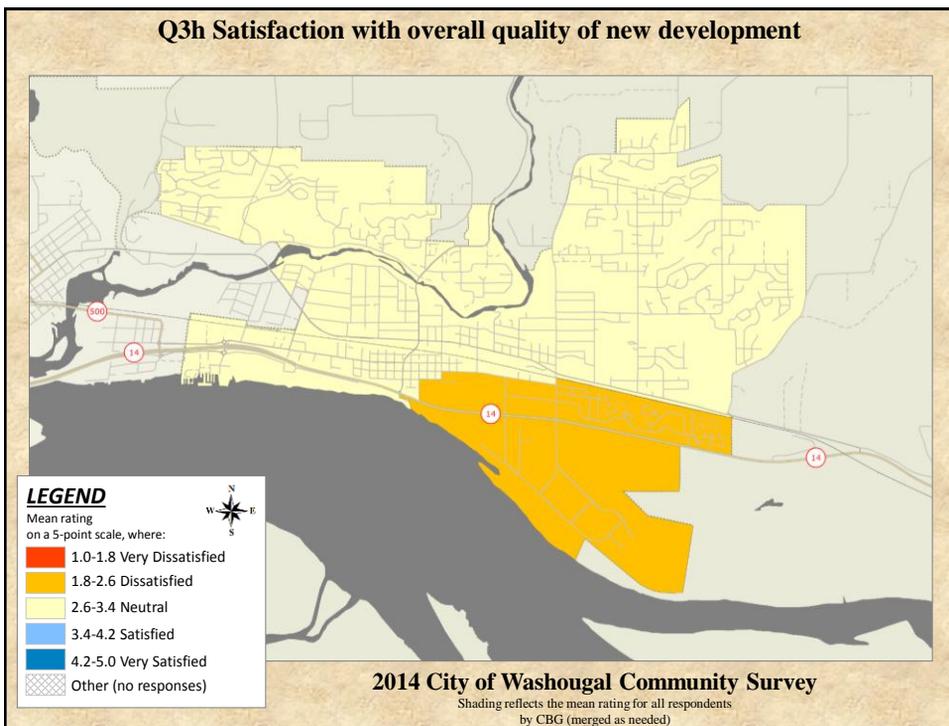
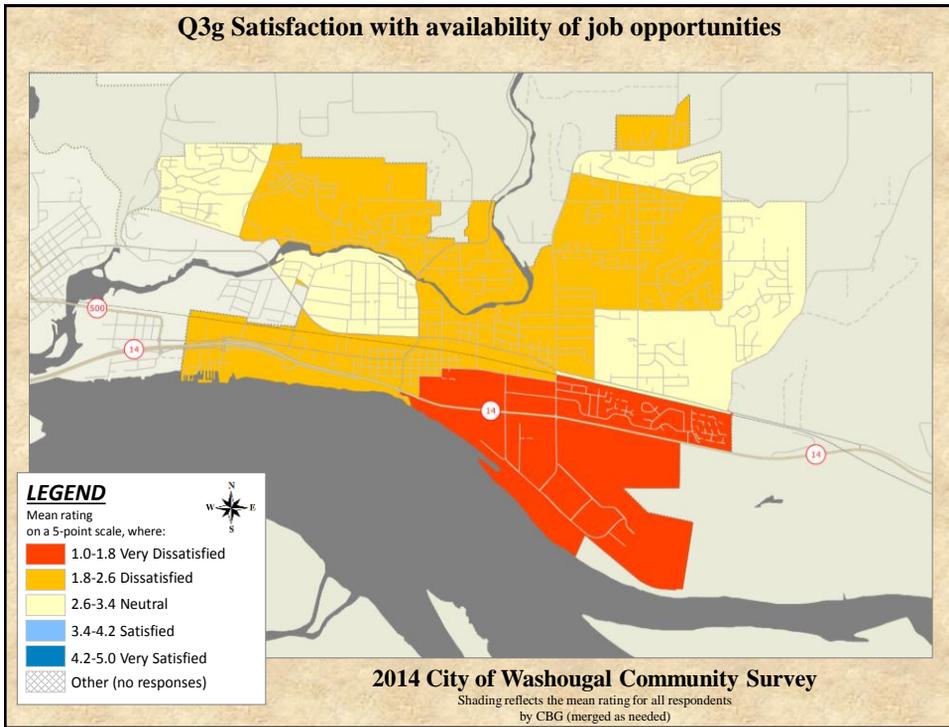


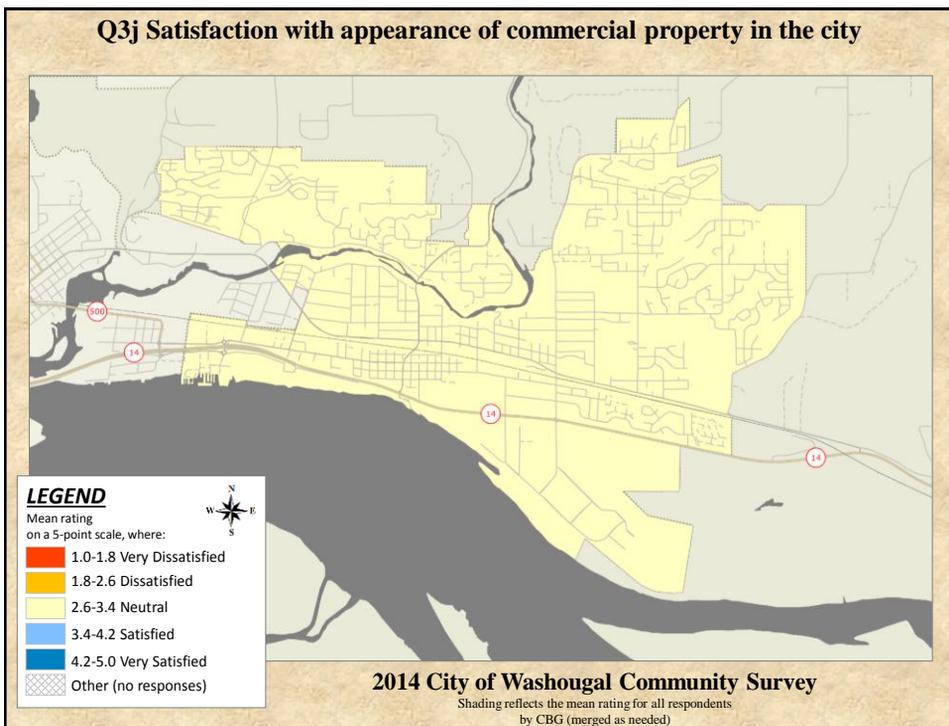
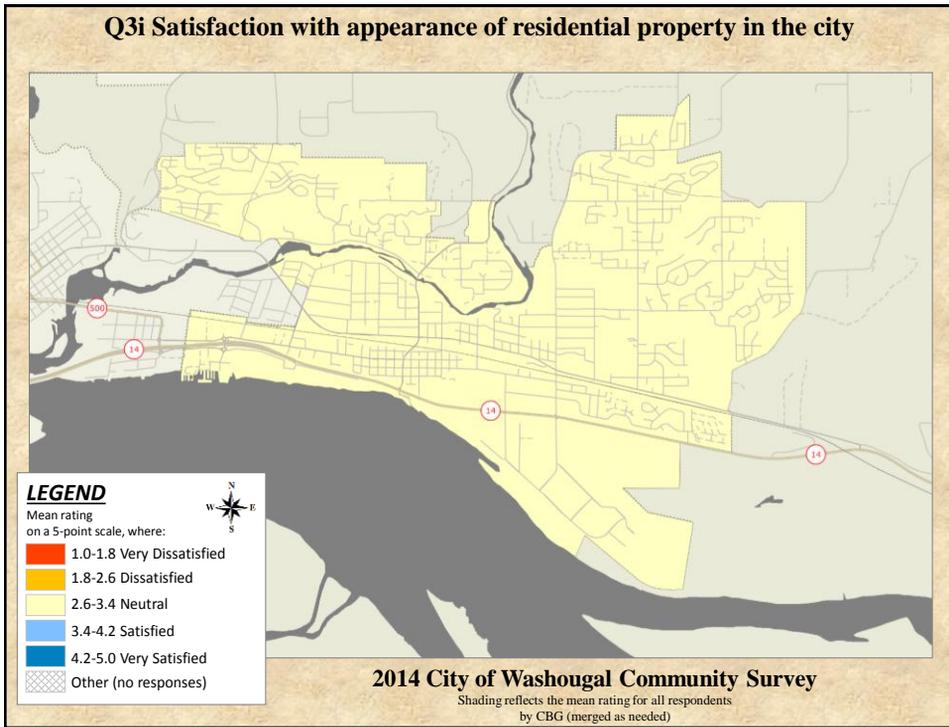


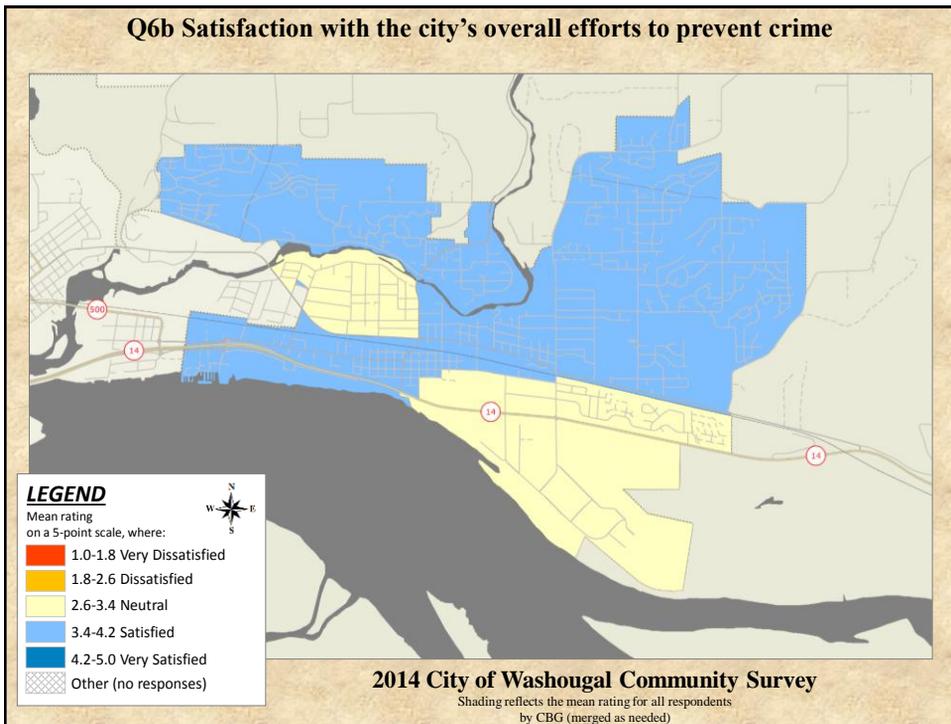
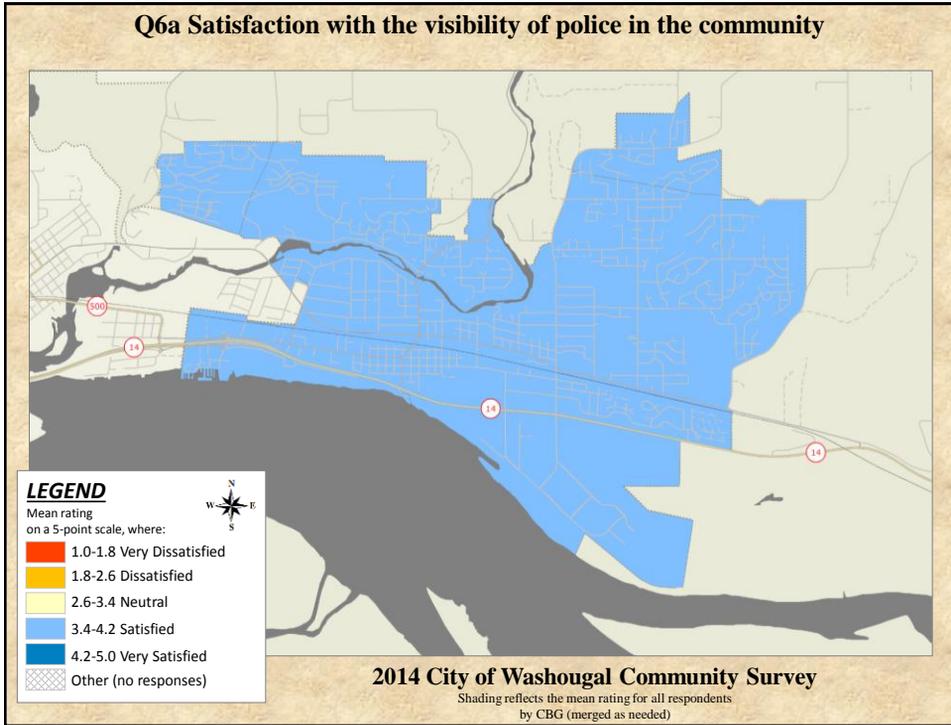


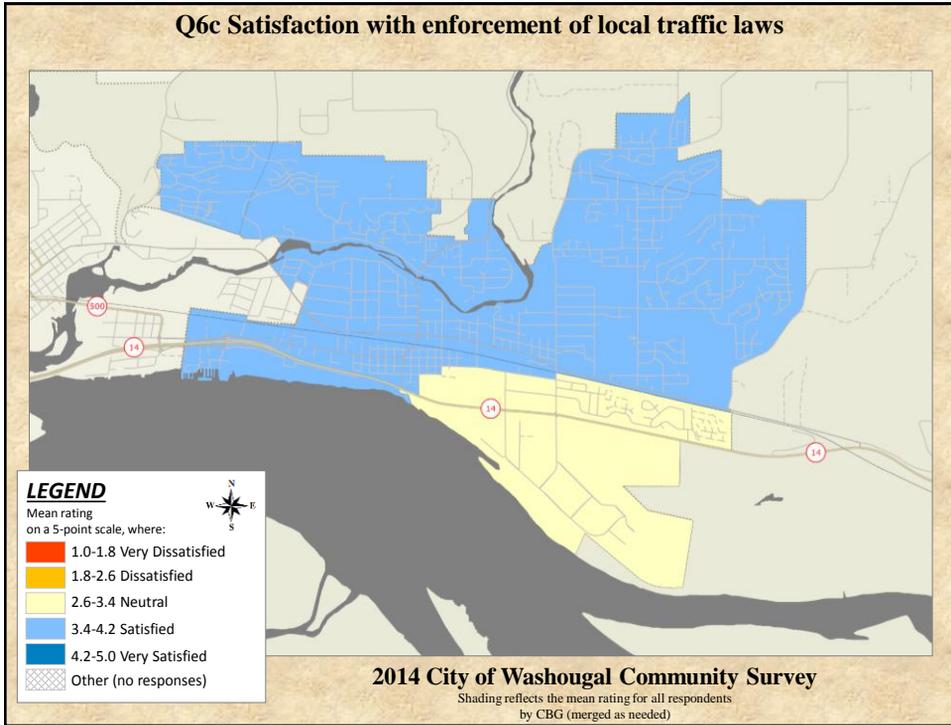


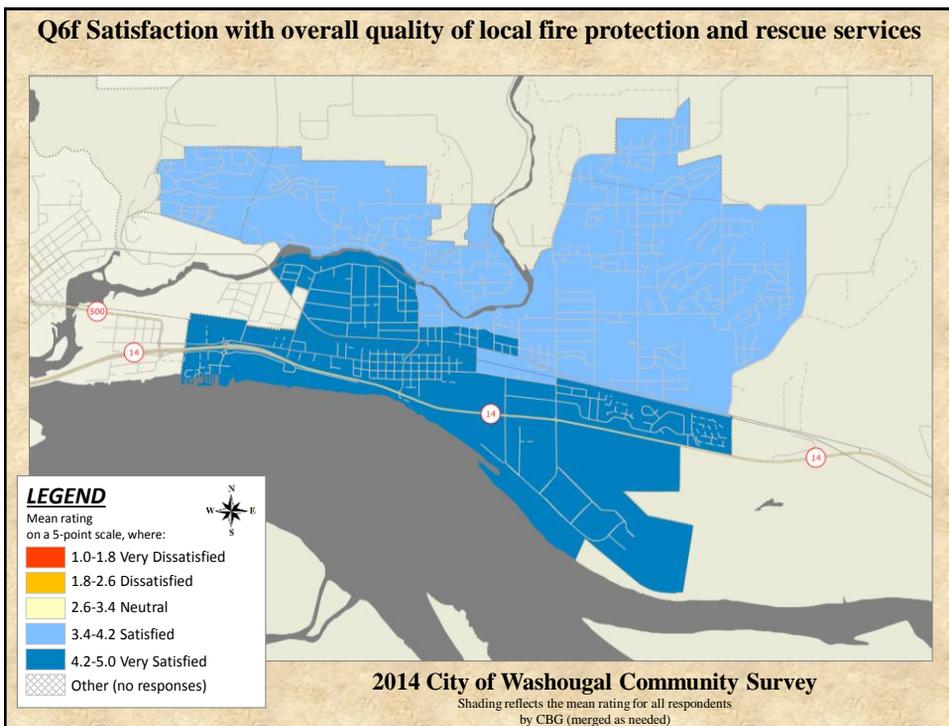
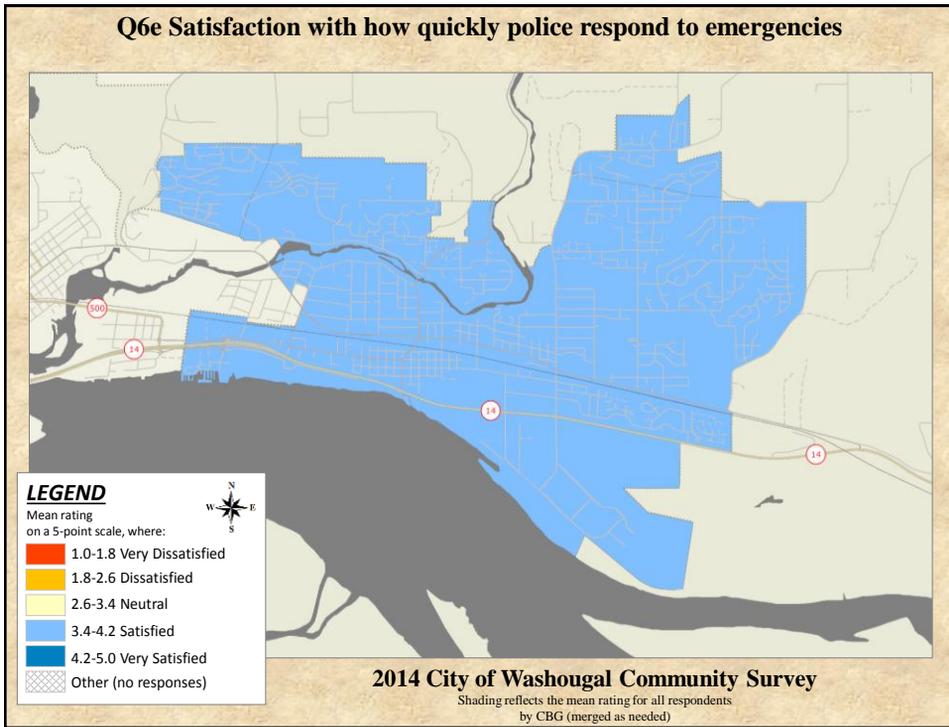


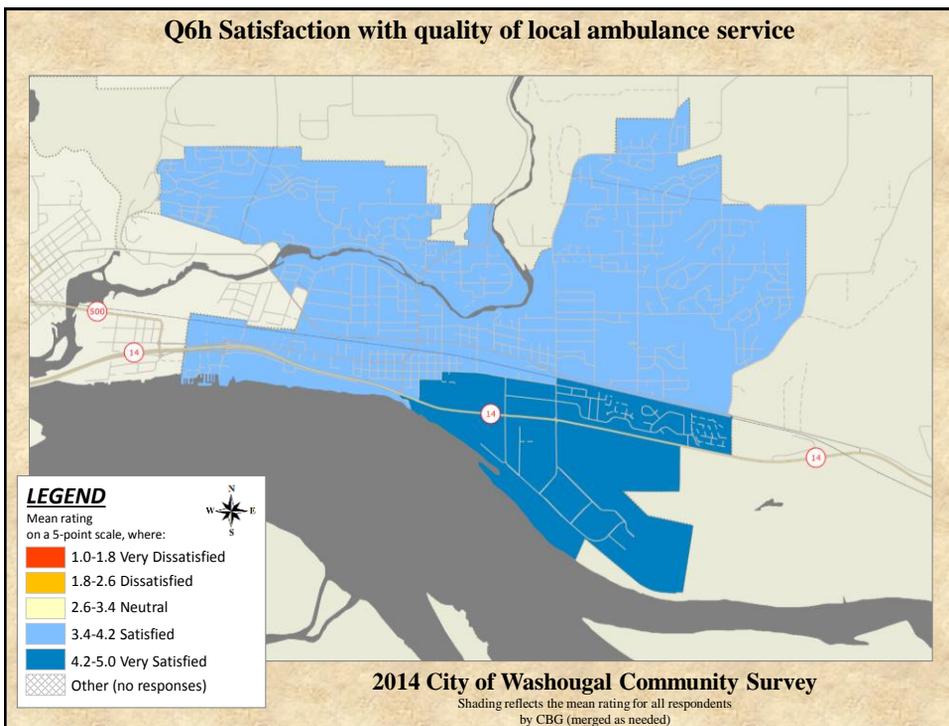
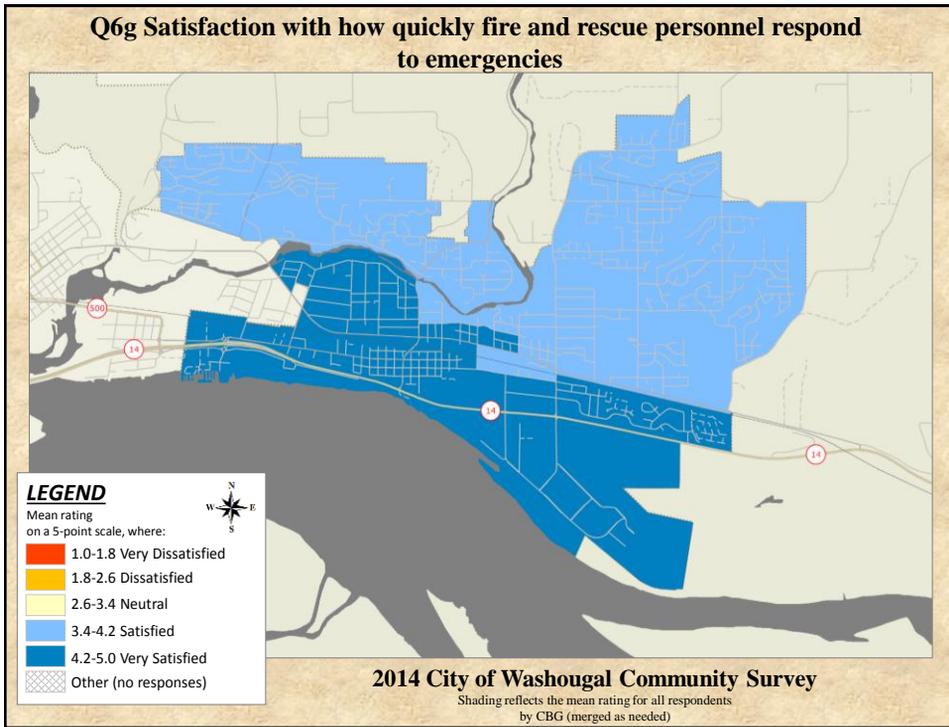


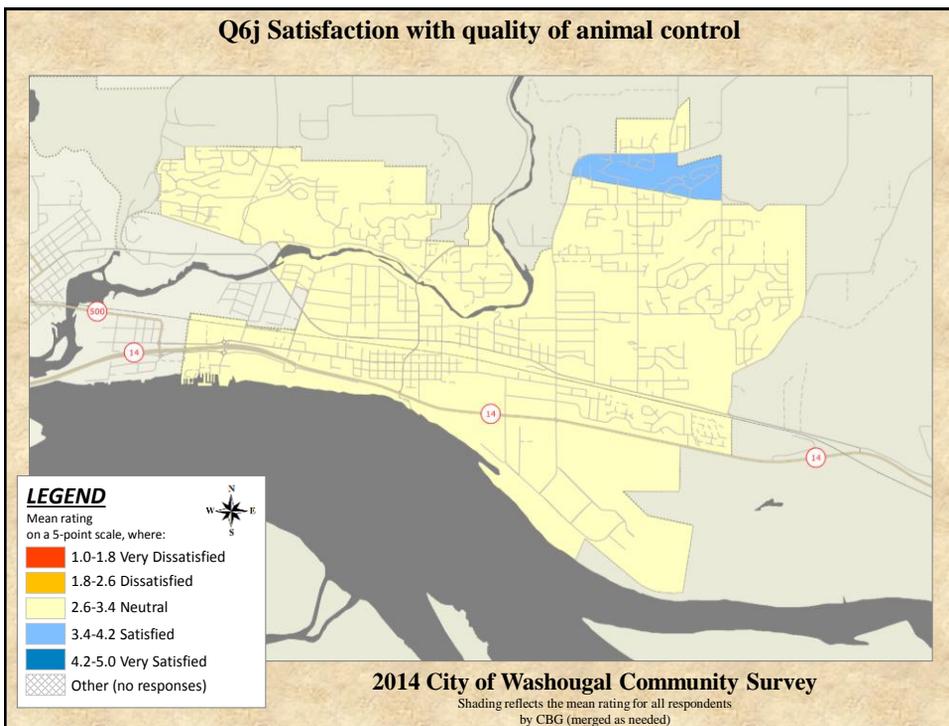
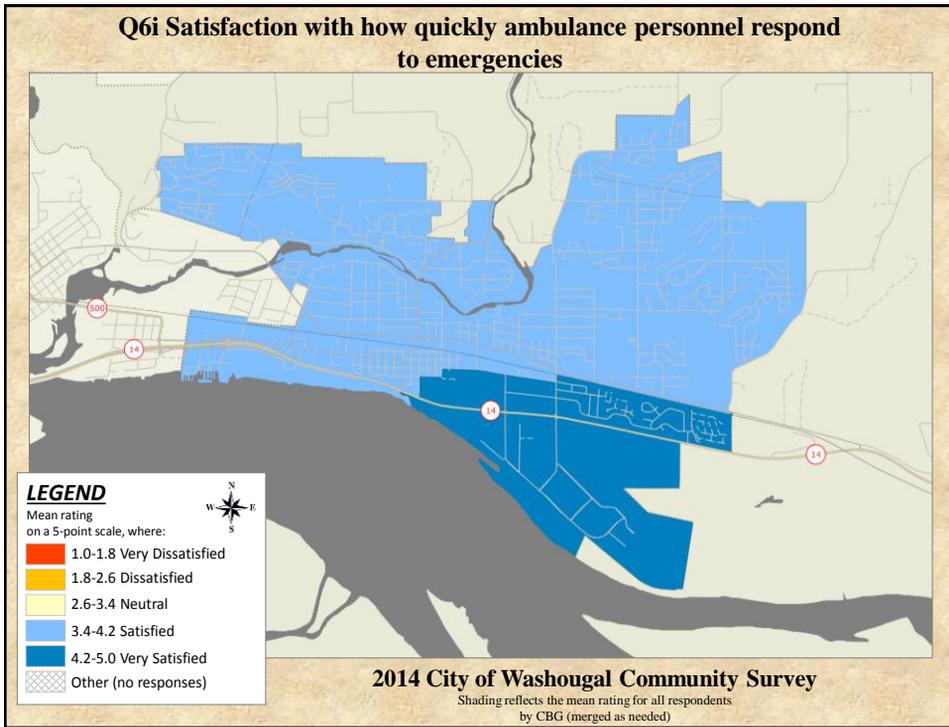


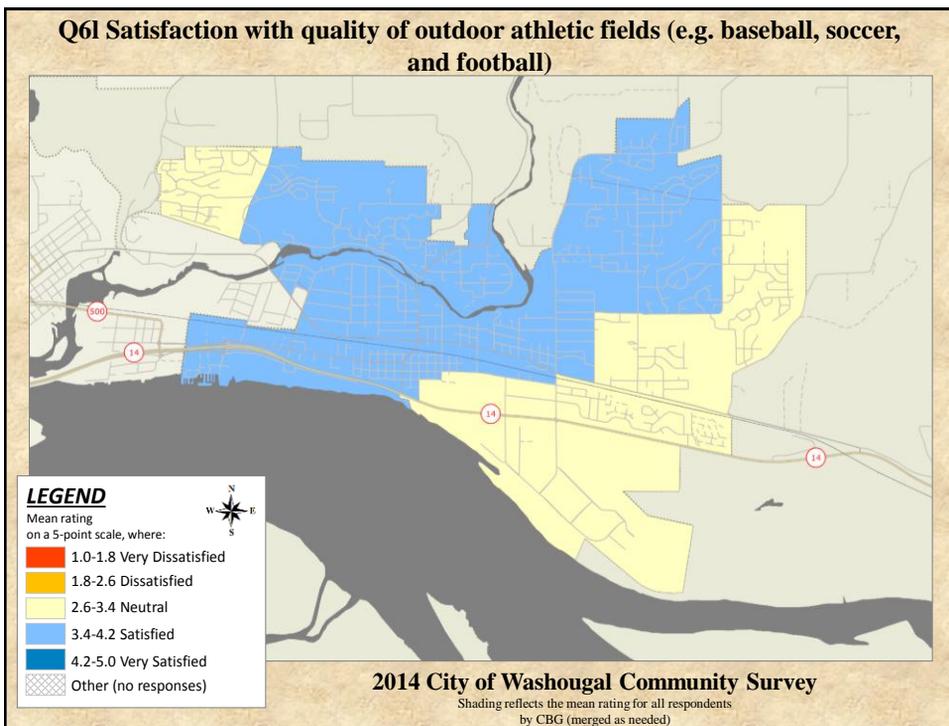
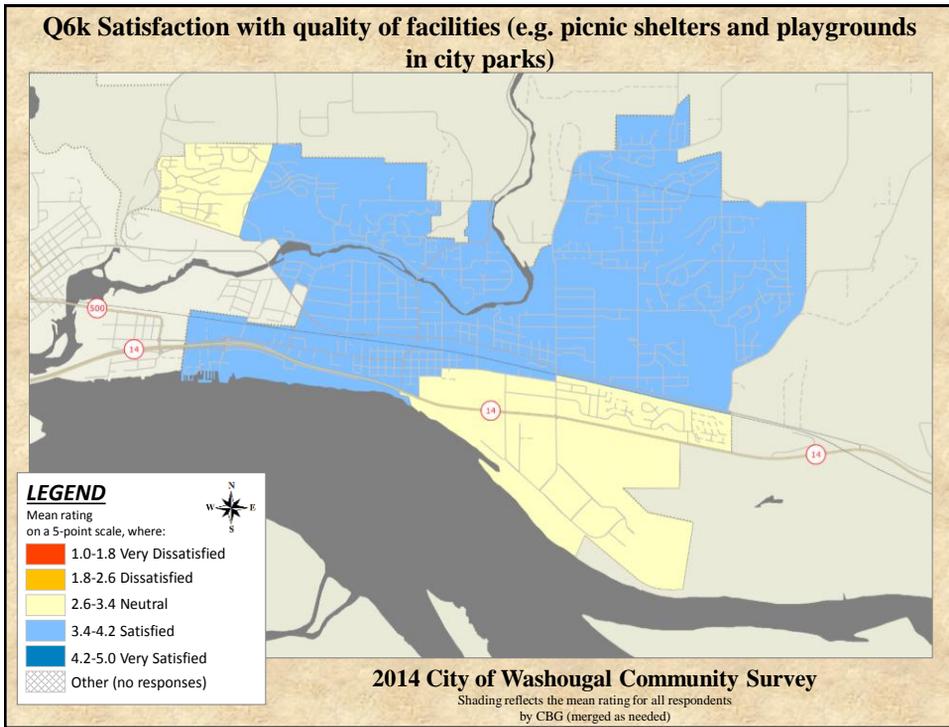


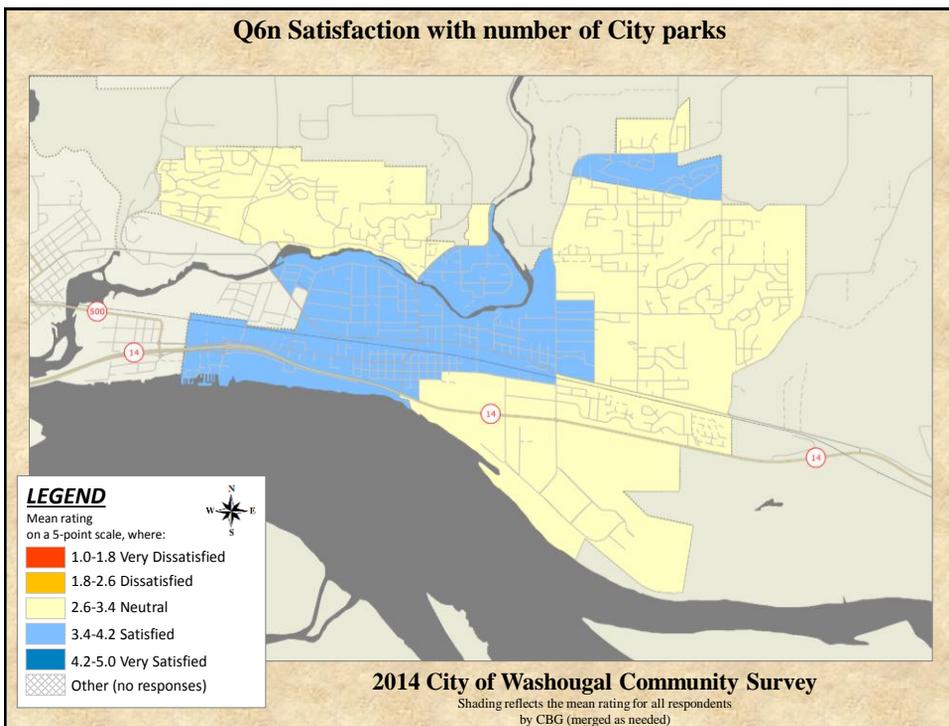
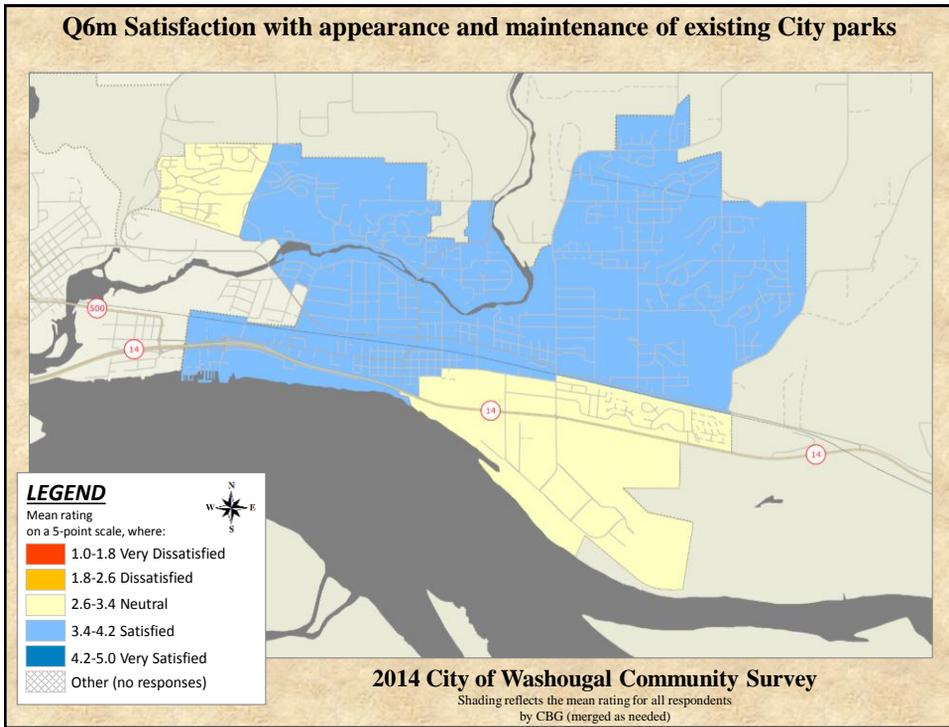


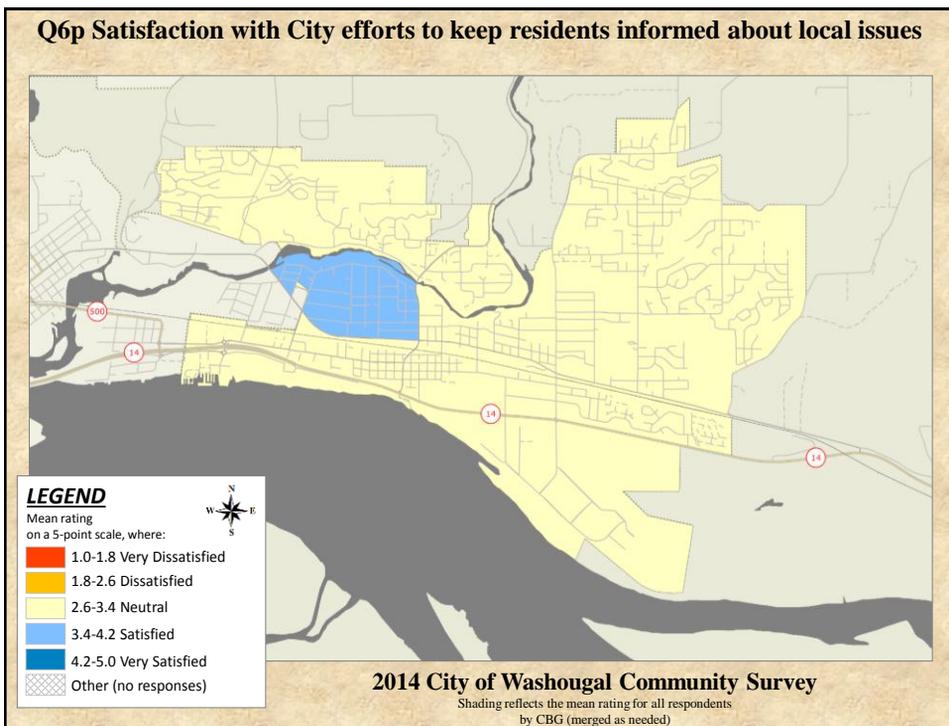
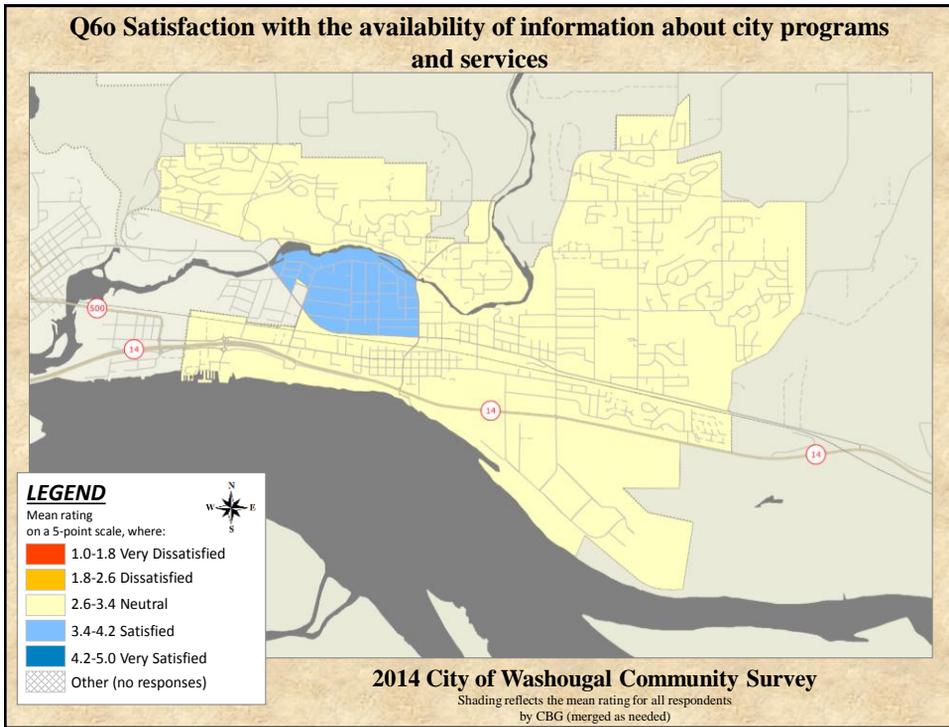


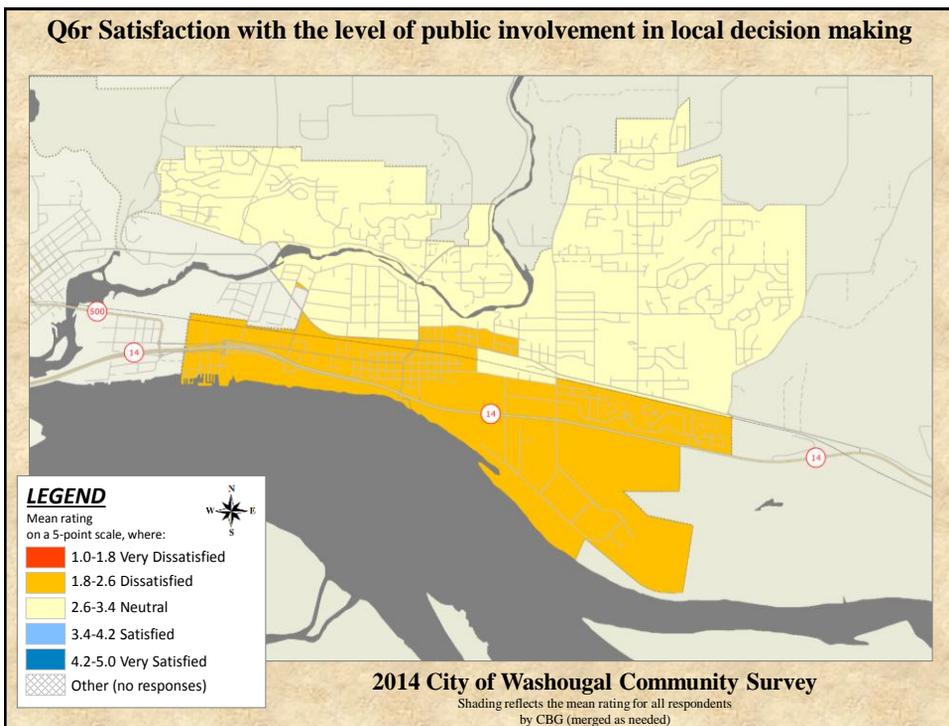
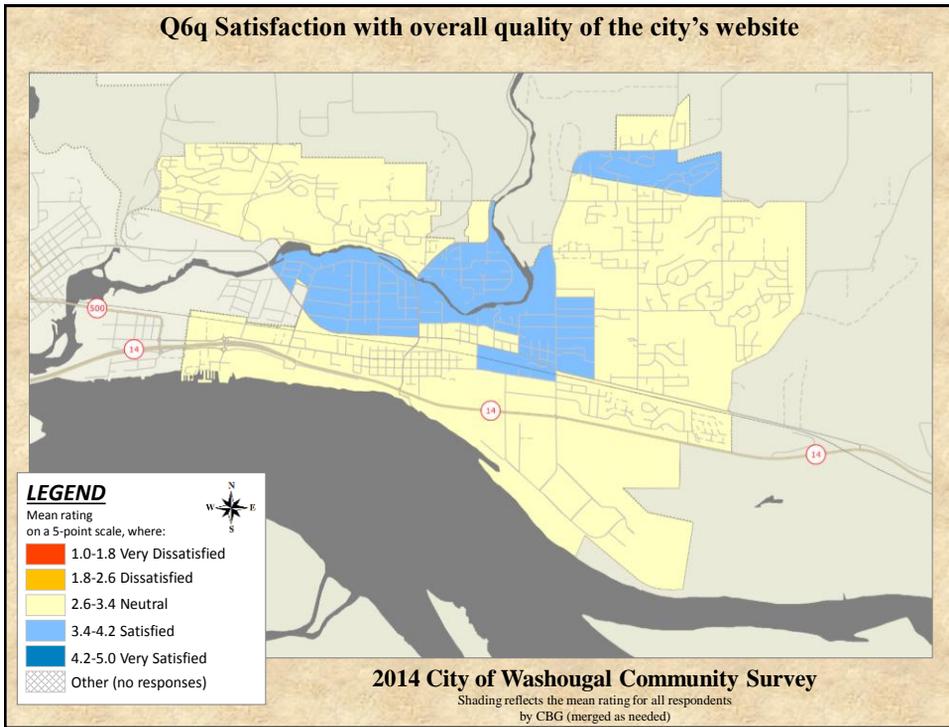


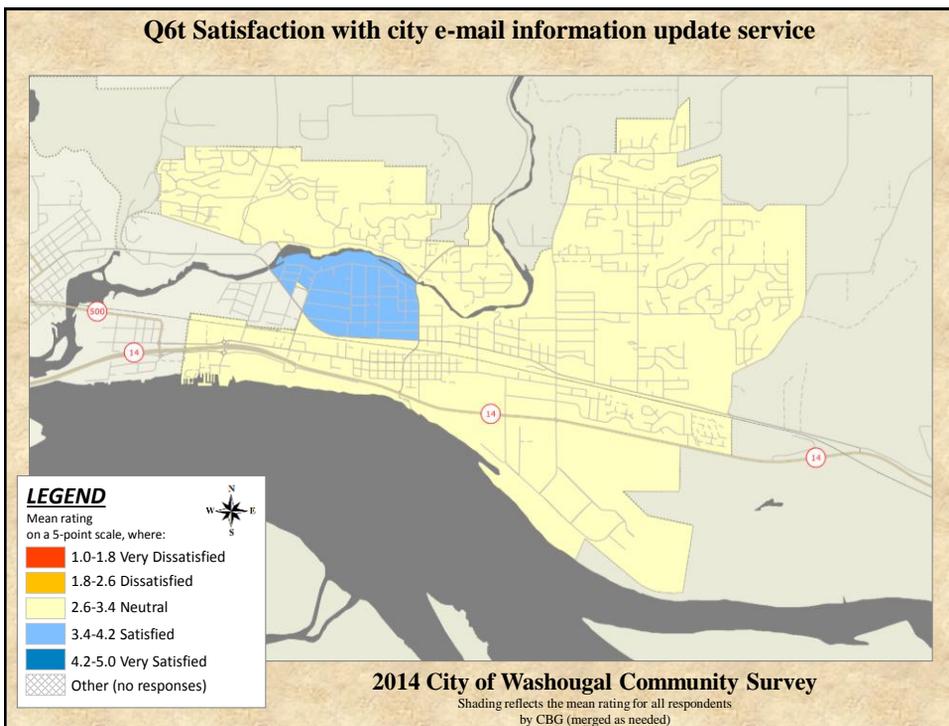
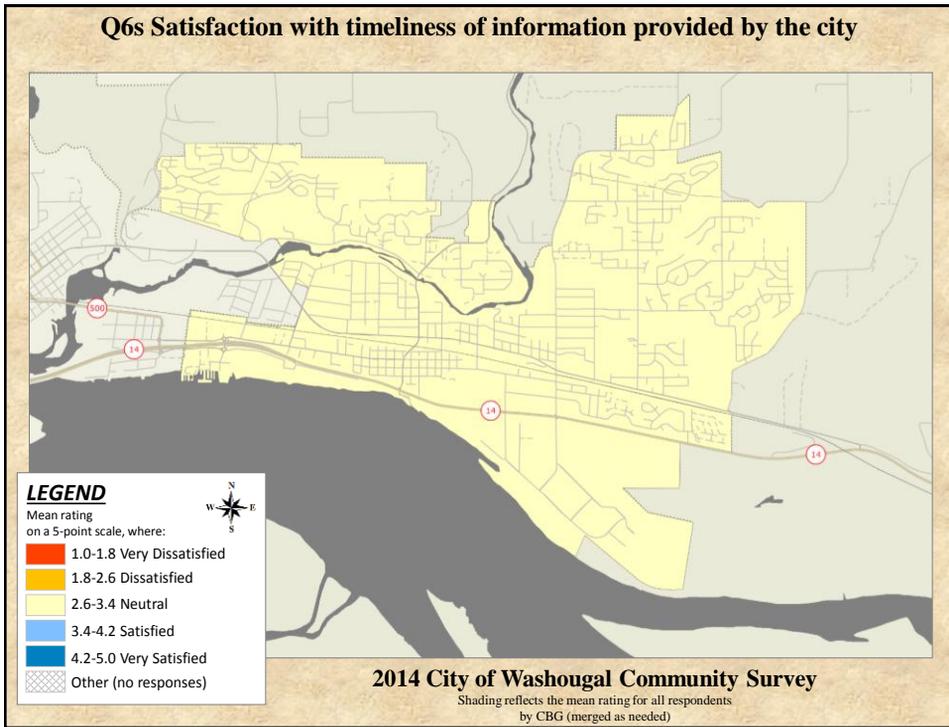


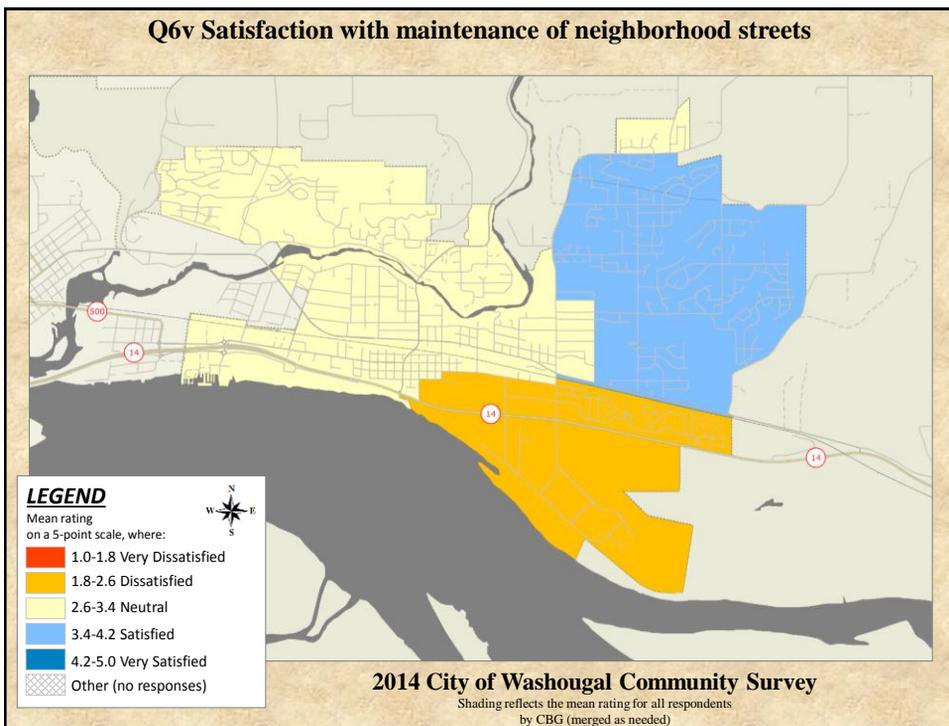
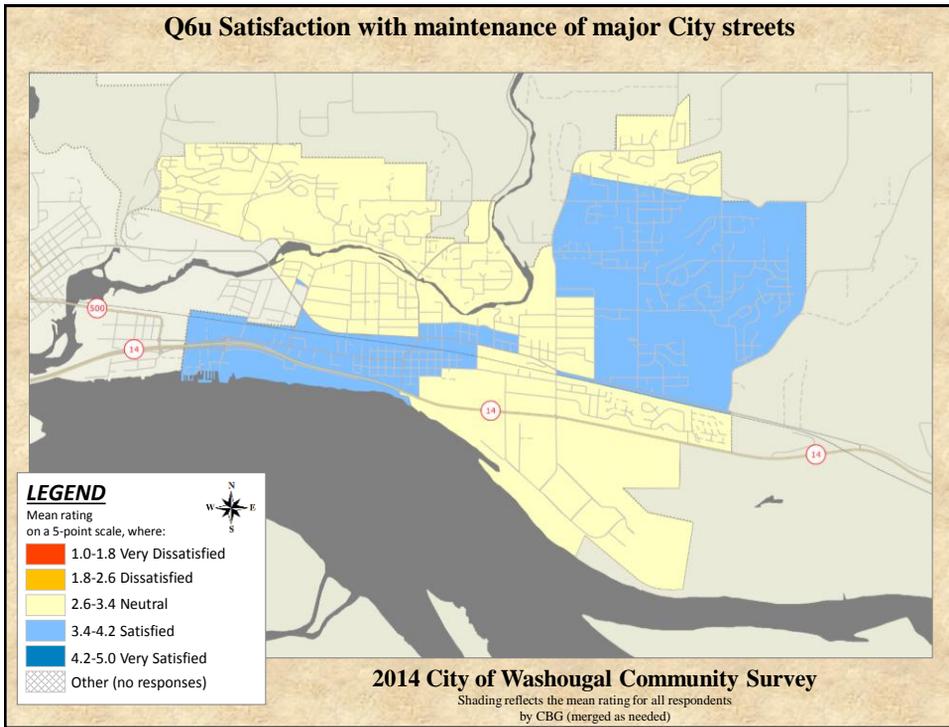


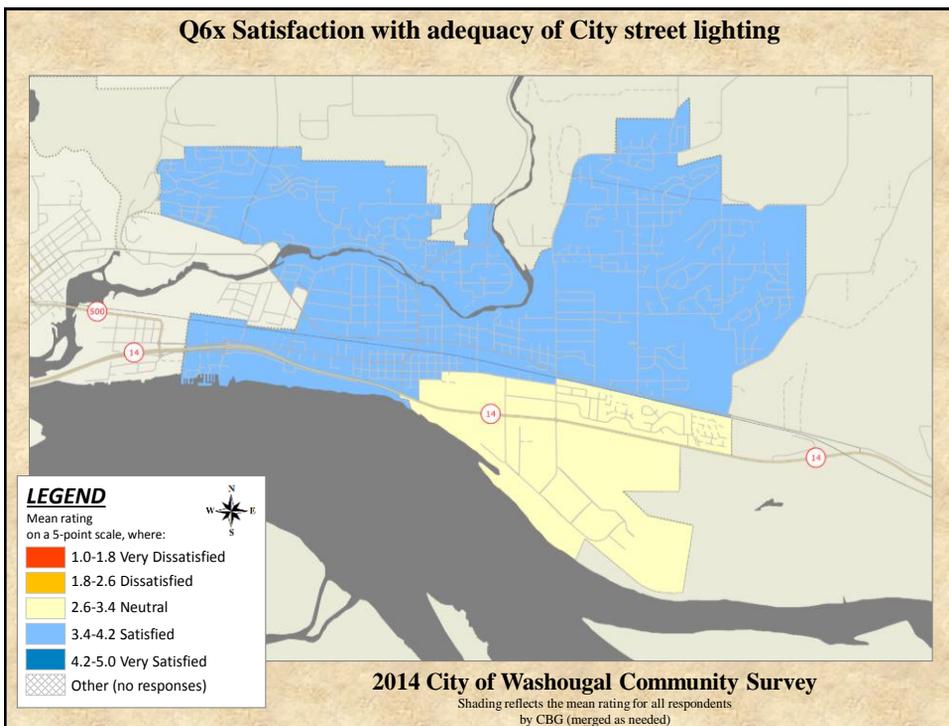
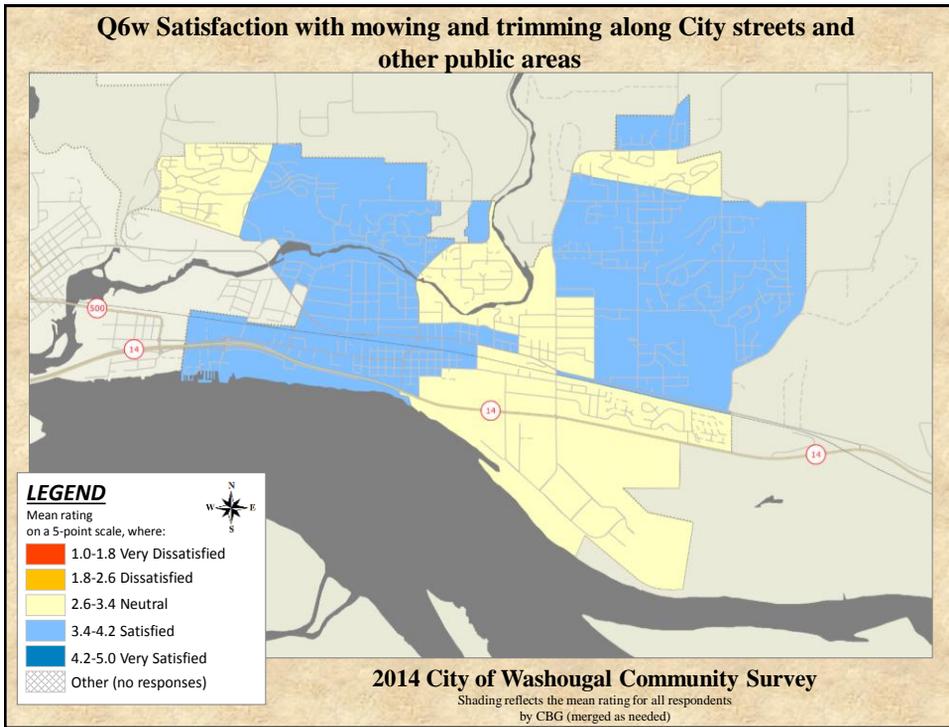


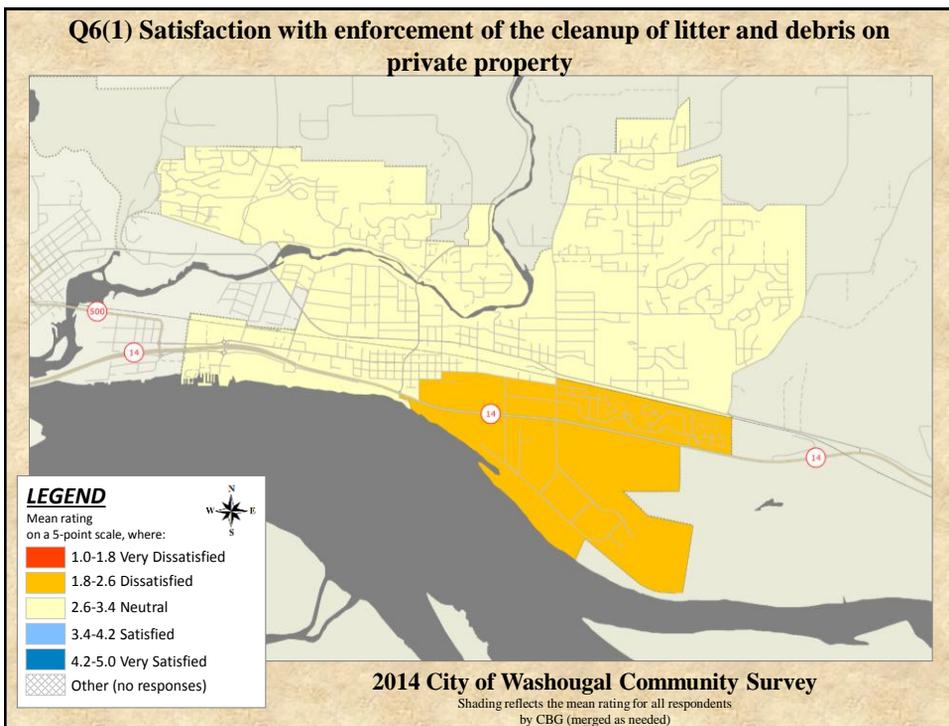
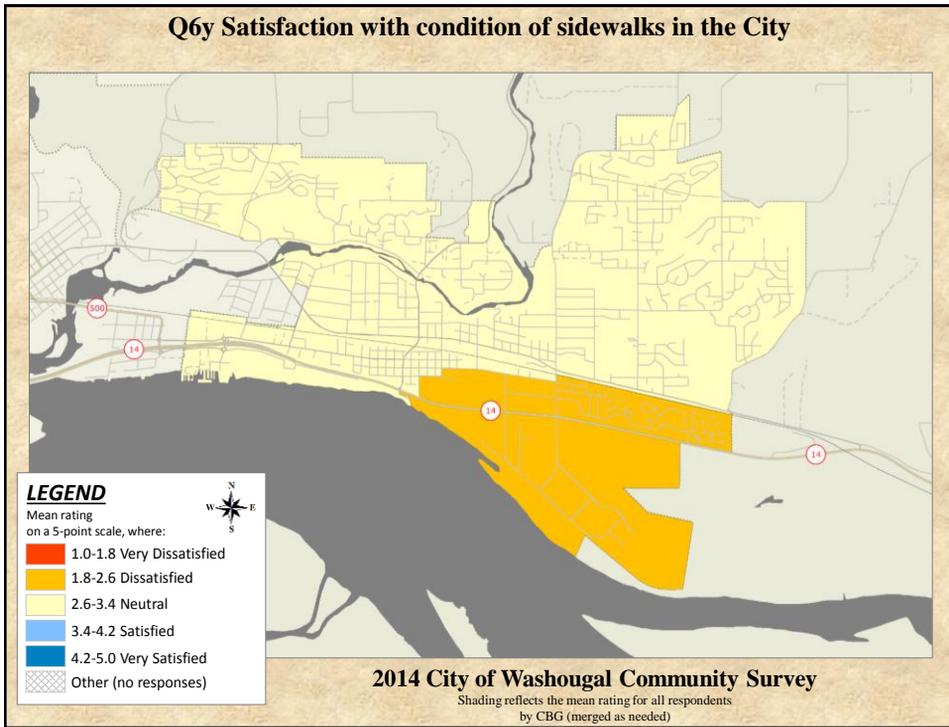


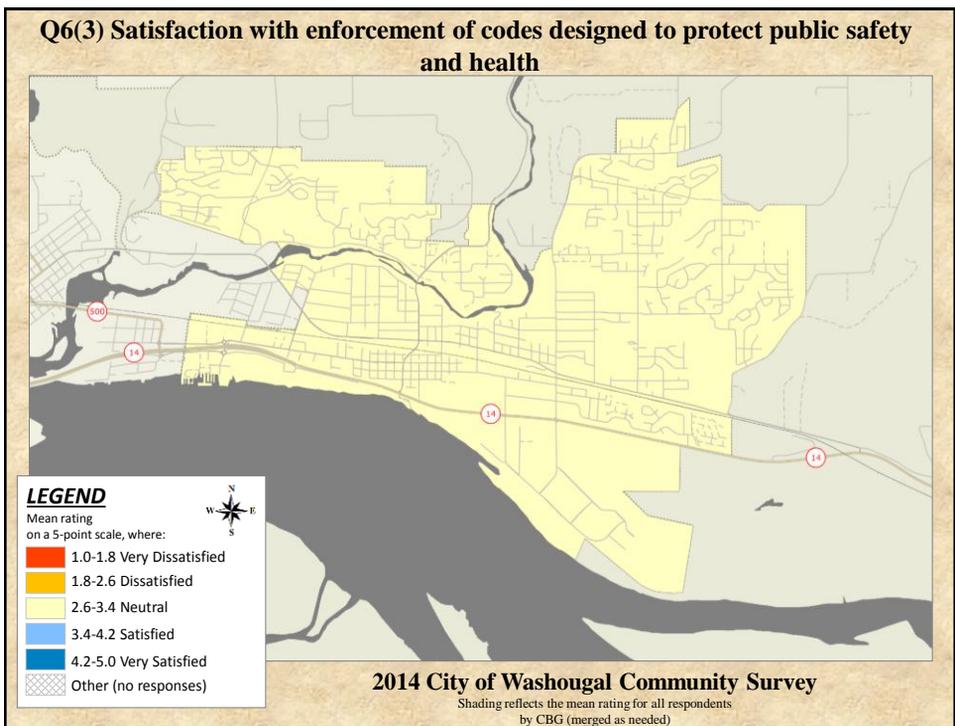
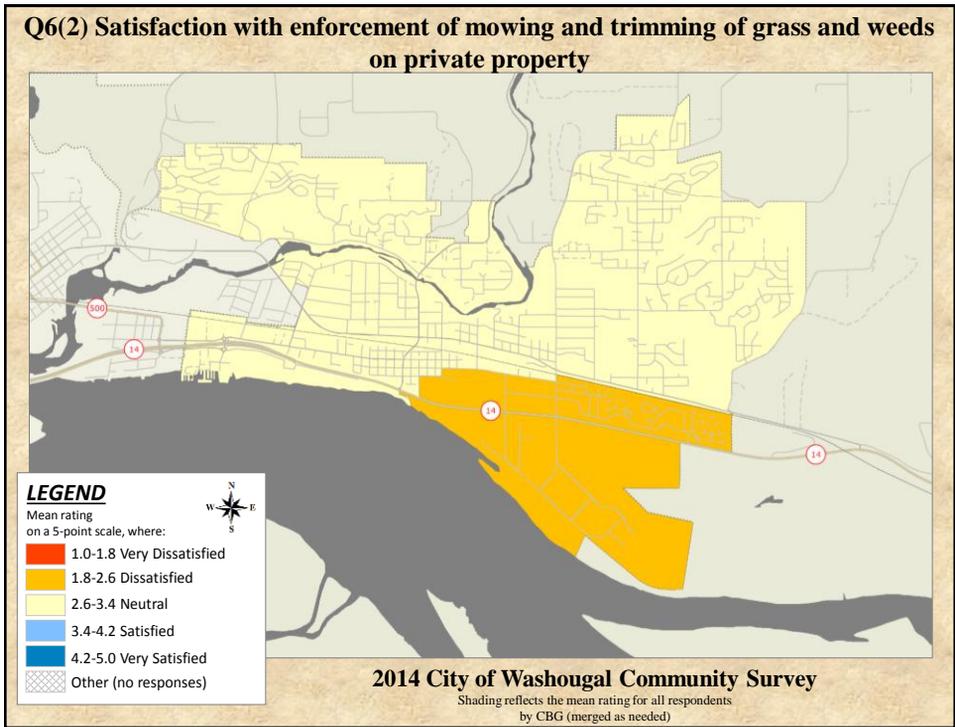


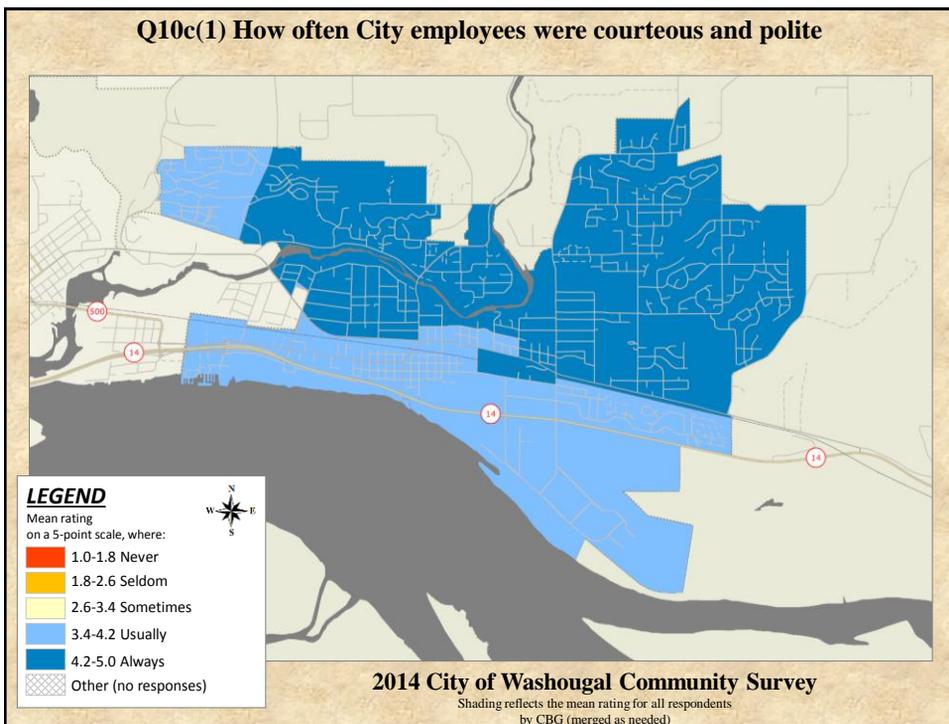
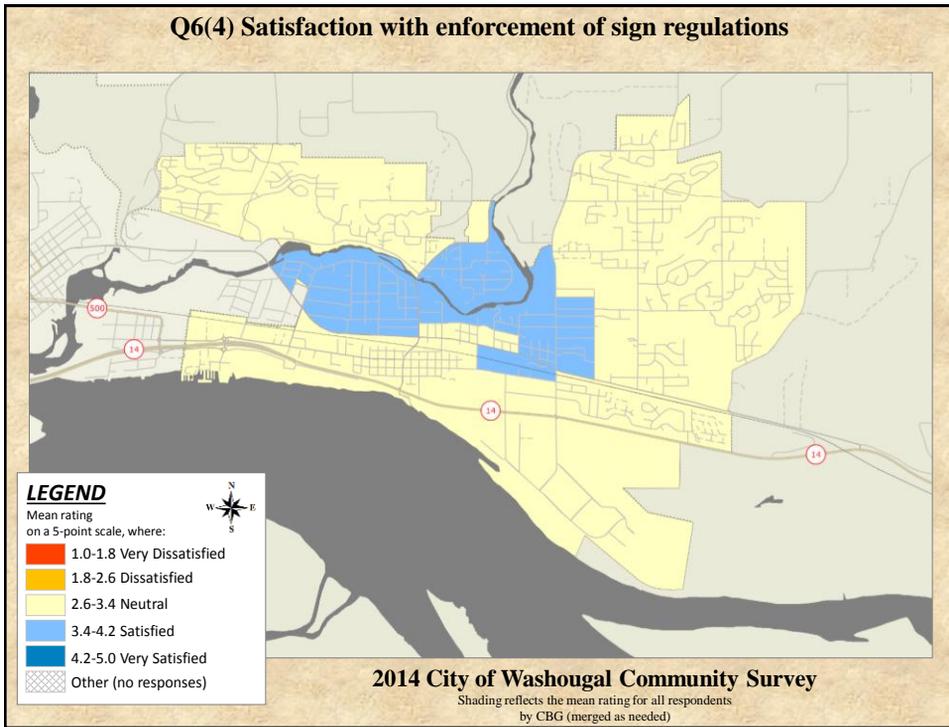


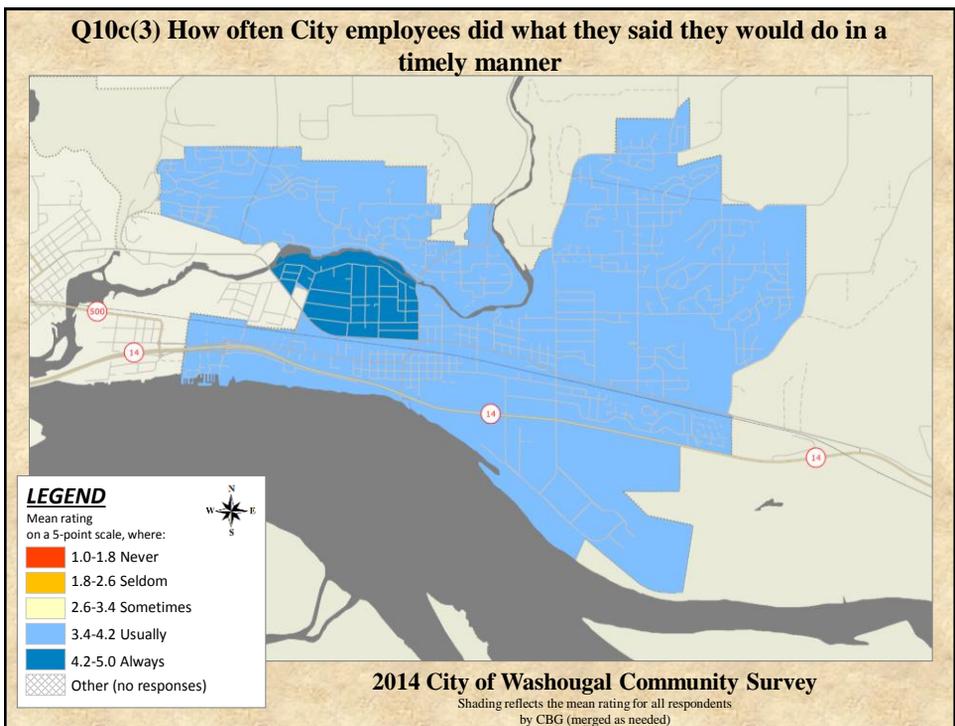
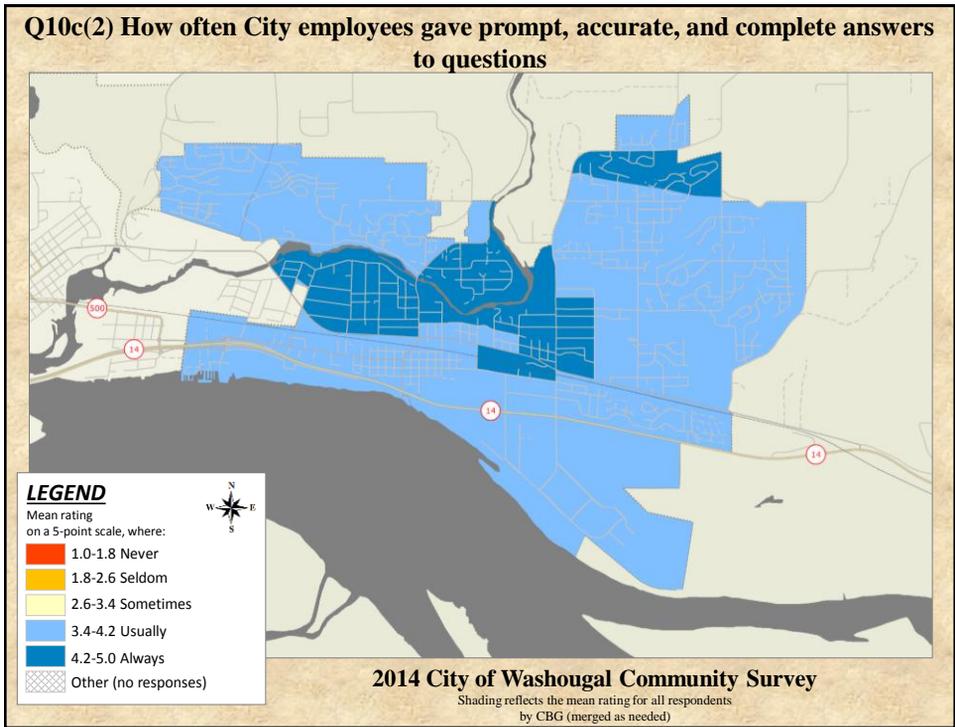


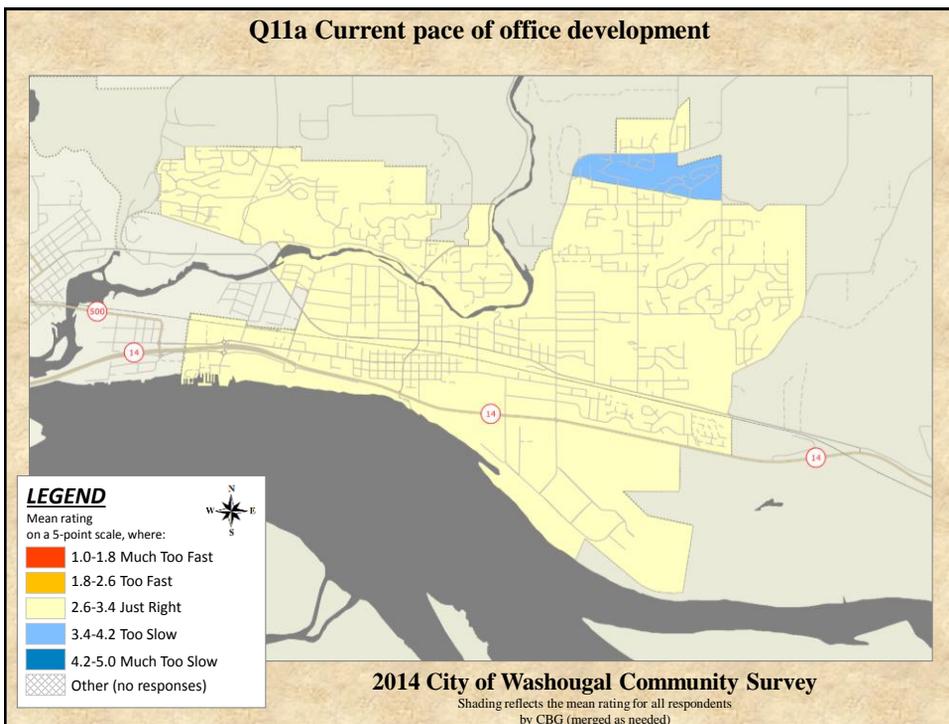
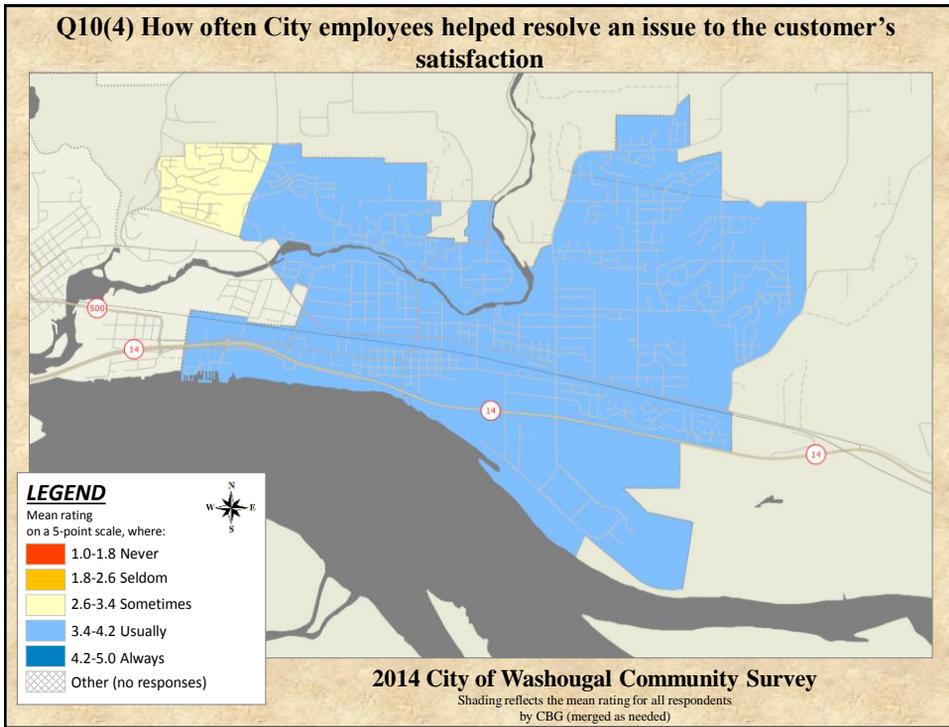


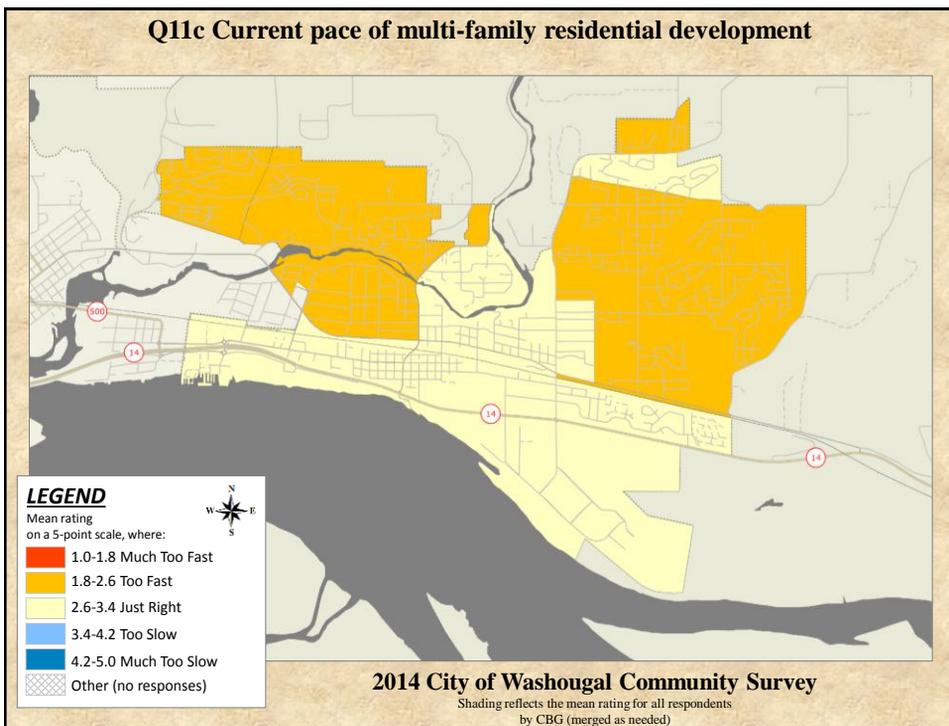
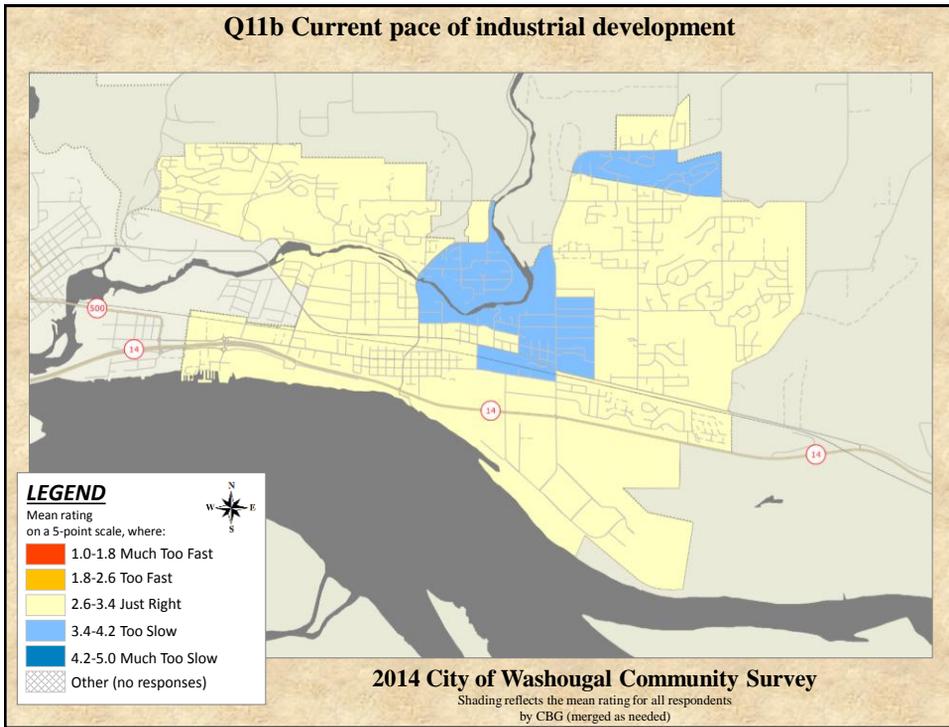


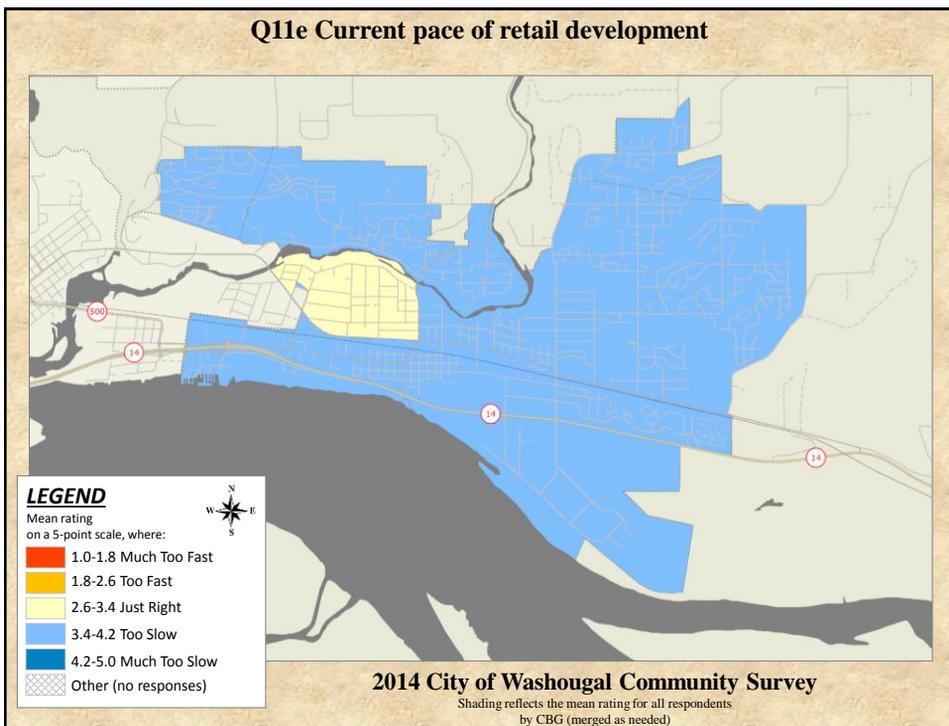
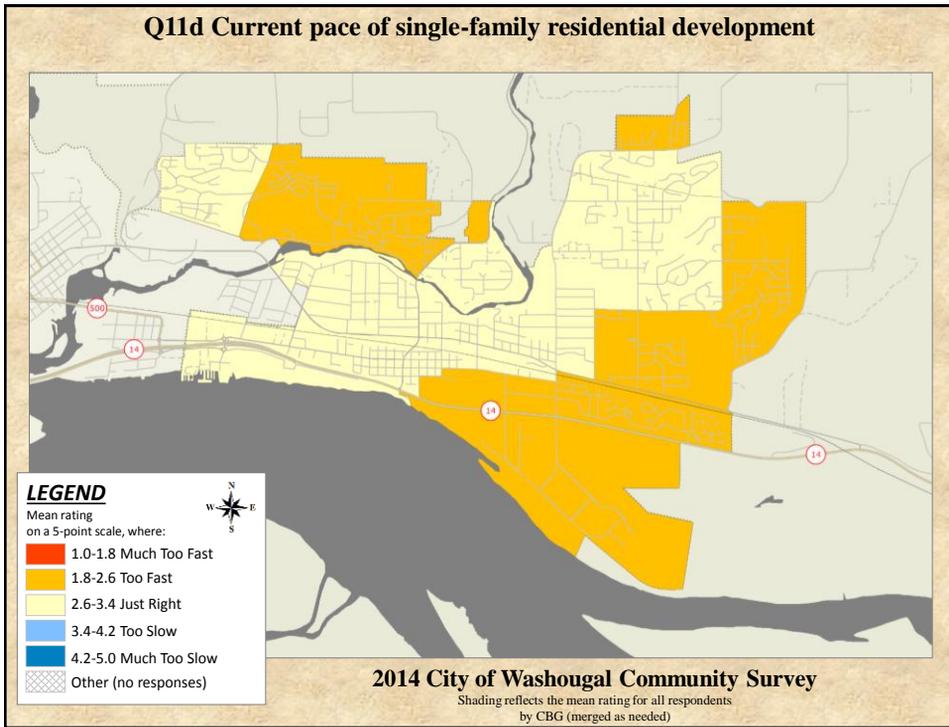


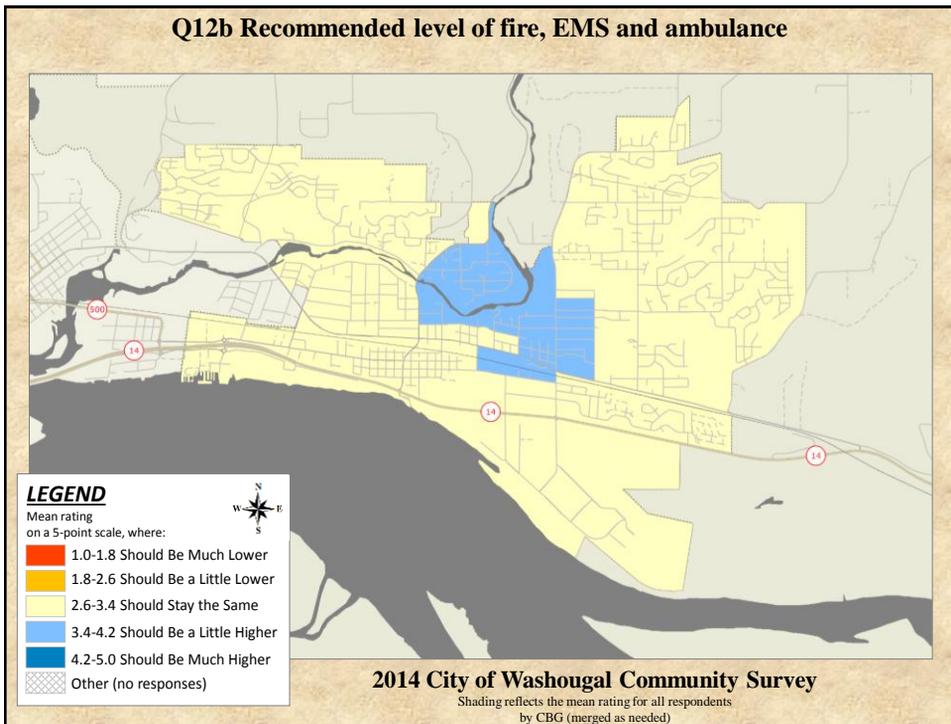
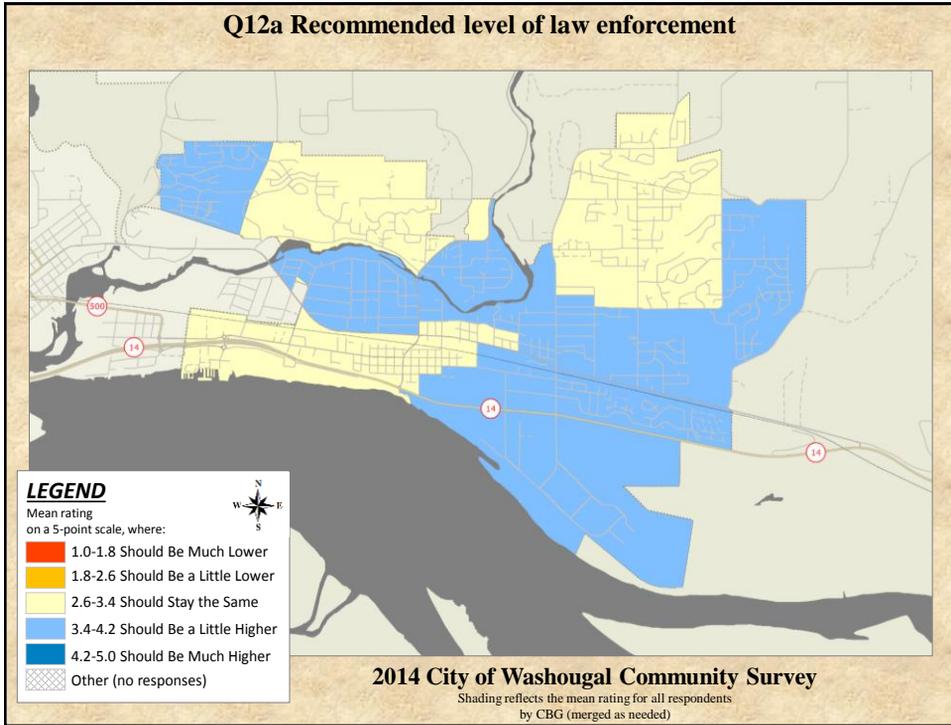


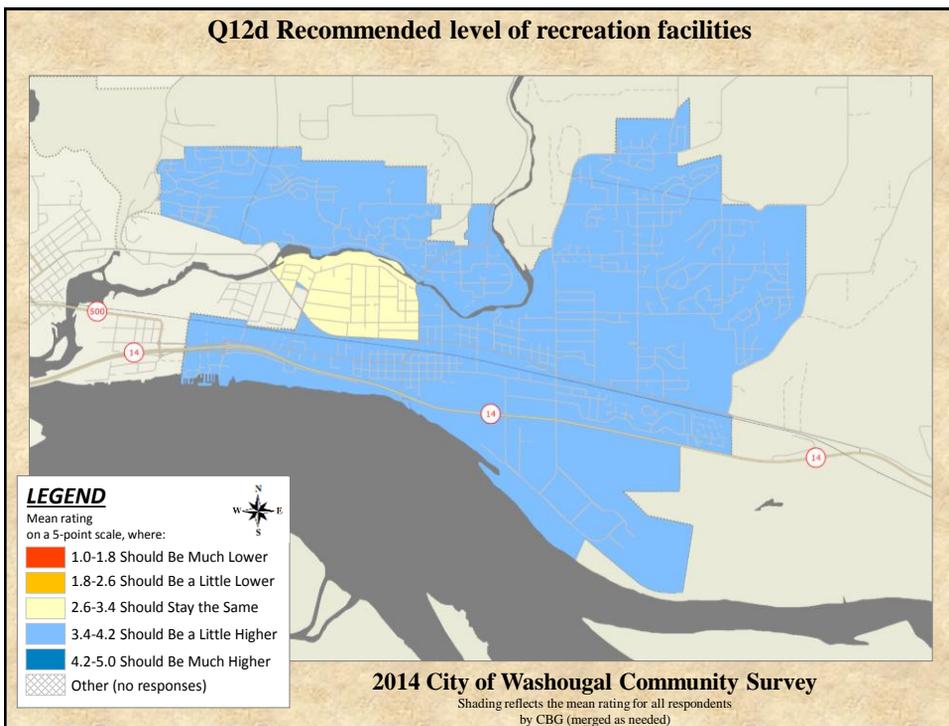
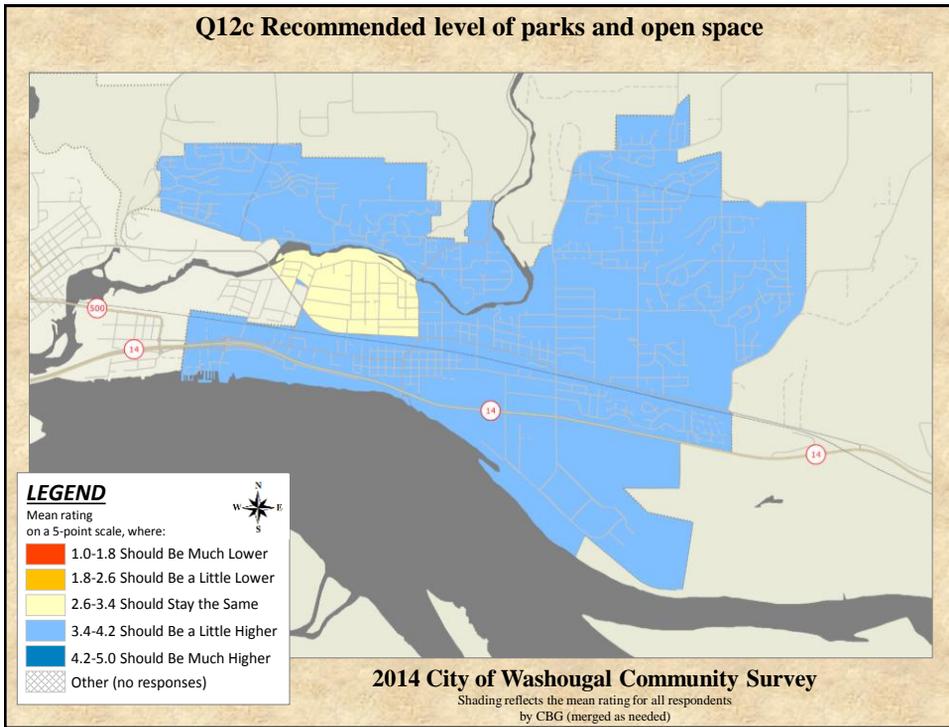


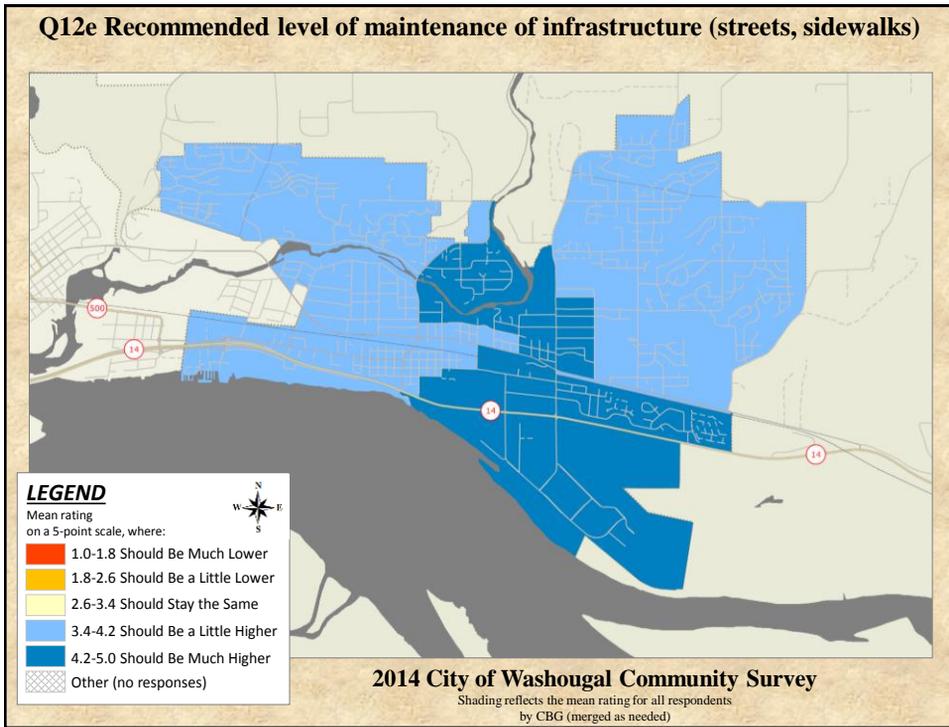












Section 3:
Benchmarking Analysis



DirectionFinder® Survey

Year 2014 Benchmarking Summary Report

Overview

ETC Institute's *DirectionFinder* program was originally developed in 1999 to help community leaders across the United States use statistically valid community survey data as a tool for making better decisions. Since November of 1999, the survey has been administered in more than 210 cities in 43 states. Most participating cities conduct the survey on an annual or biennial basis. This report contains benchmarking data from two sources: (1) a national survey that was administered by ETC Institute to a random sample of more than 4,000 residents across the United States and (2) a regional survey administered to 416 residents living in the Northwest Region of the United States, which includes the states of Idaho, Colorado, Montana, Oregon, Utah, Washington, Nevada and Wyoming.

Interpreting the Charts

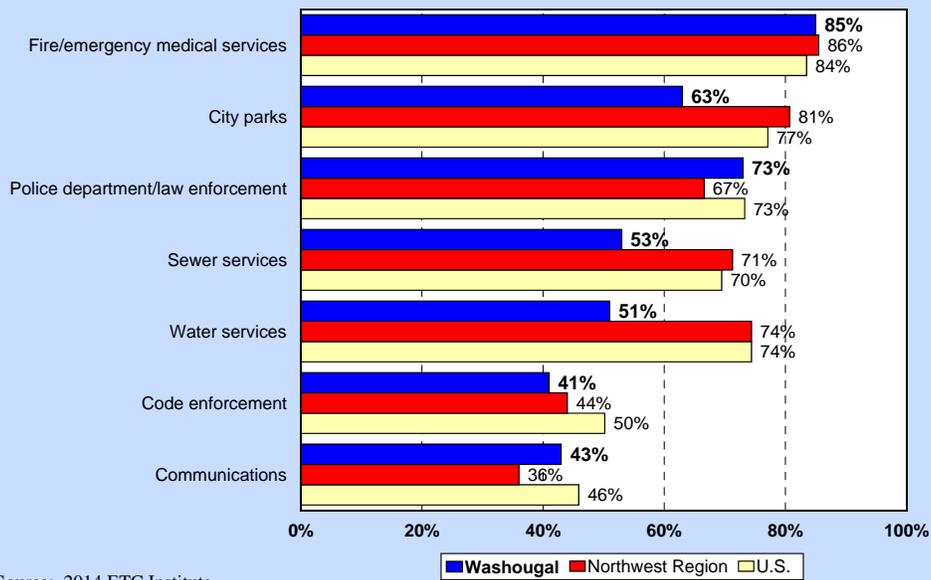
The charts on the following pages show how the overall results for Washougal compare to the national average based on the results of an annual survey that was administered by ETC Institute to a random sample of more than 4,000 U.S. residents and the regional survey administered to 416 residents living in the Northwest Region of the United States. The City of Washougal's results are shown in blue, the Northwest region's results are shown in red, and the National Averages are shown in tan in the charts on the following pages.

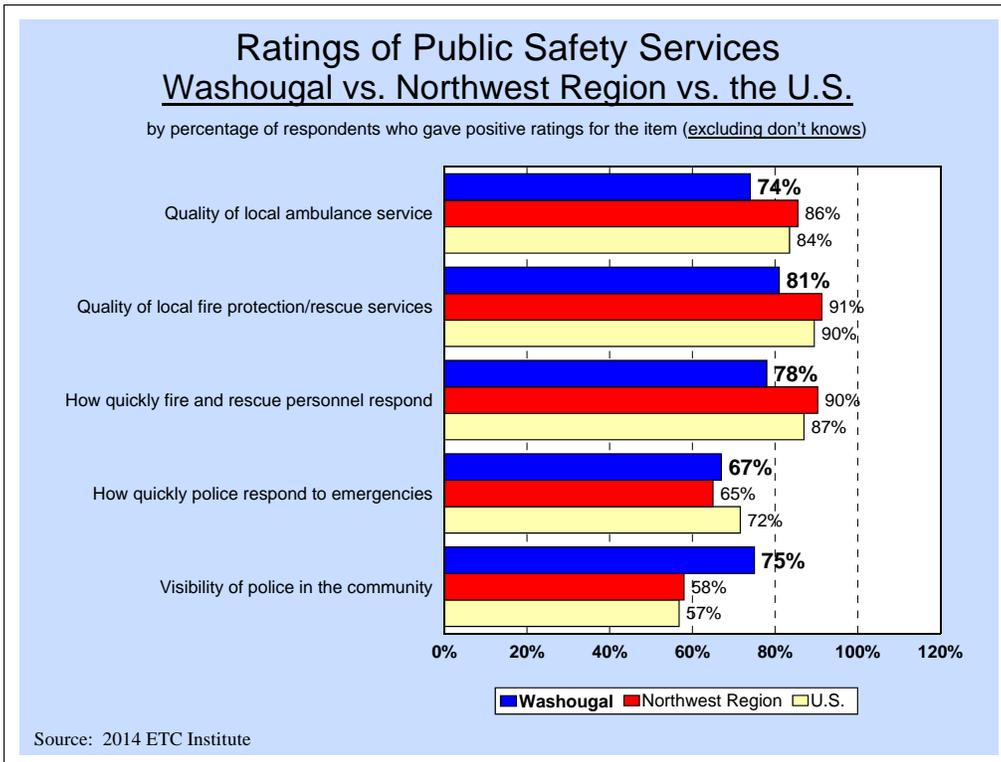
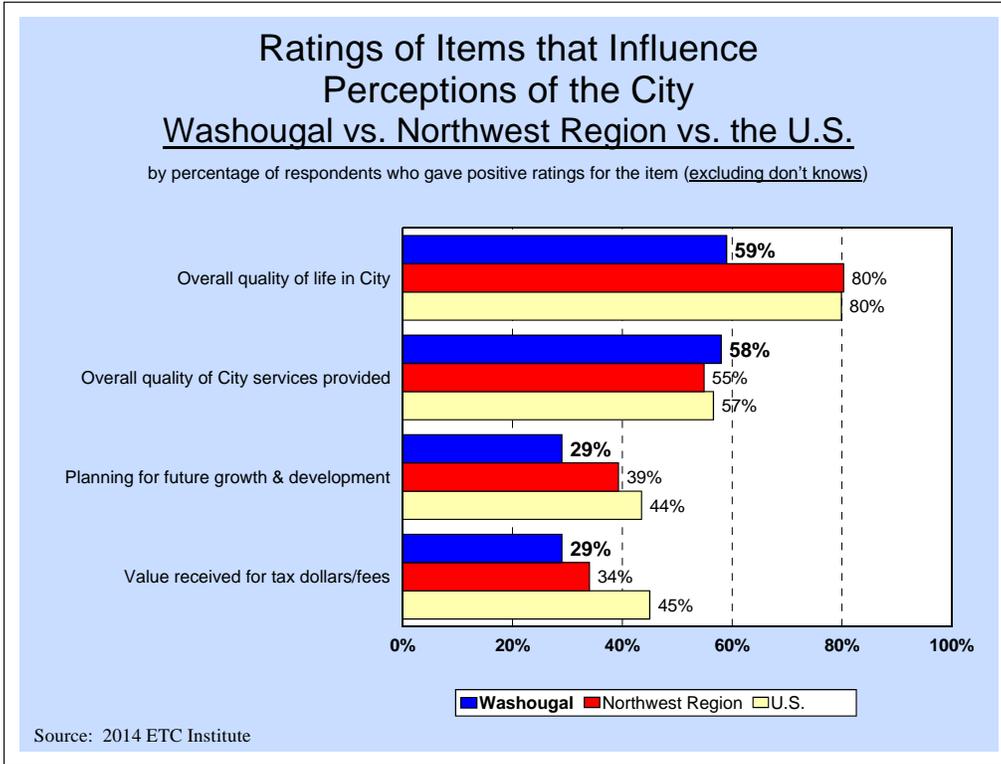
National Benchmarks

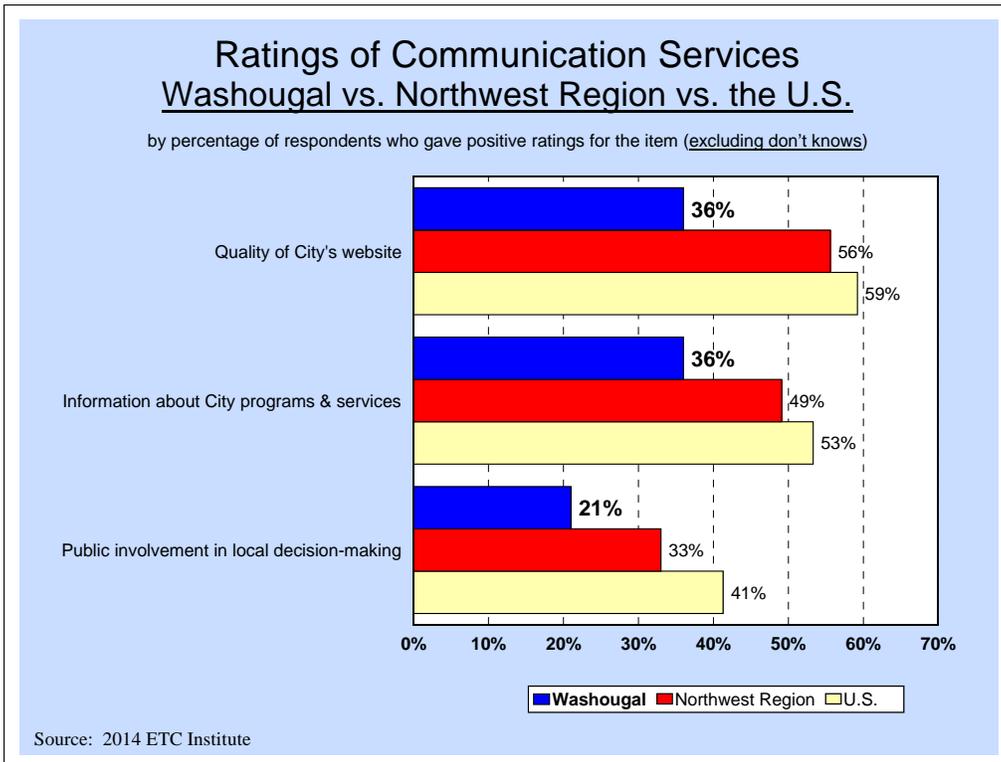
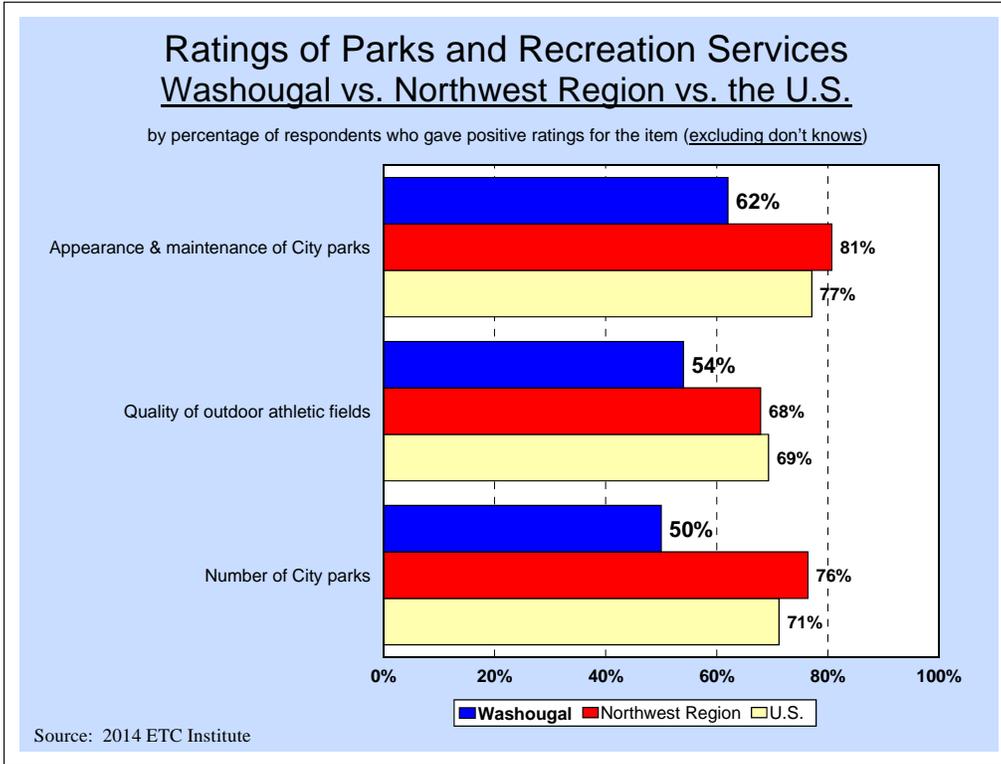
Note: The benchmarking data contained in this report is protected intellectual property. Any reproduction of the benchmarking information in this report by persons or organizations not directly affiliated with the City of Washougal is not authorized without written consent from ETC Institute.

Overall Ratings of City Services Washougal vs. Northwest Region vs. the U.S.

by percentage of respondents who gave positive ratings for the item (excluding don't knows)

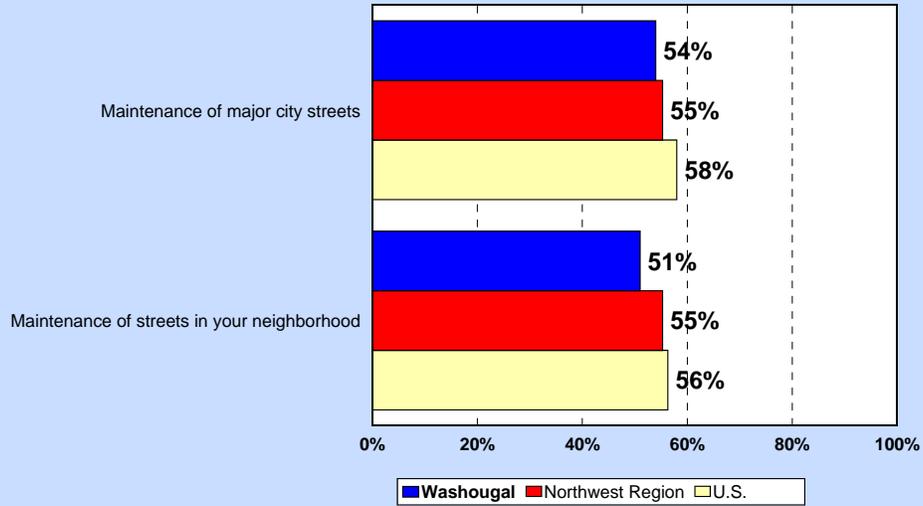






Ratings of Street Maintenance Services Washougal vs. Northwest Region vs. the U.S.

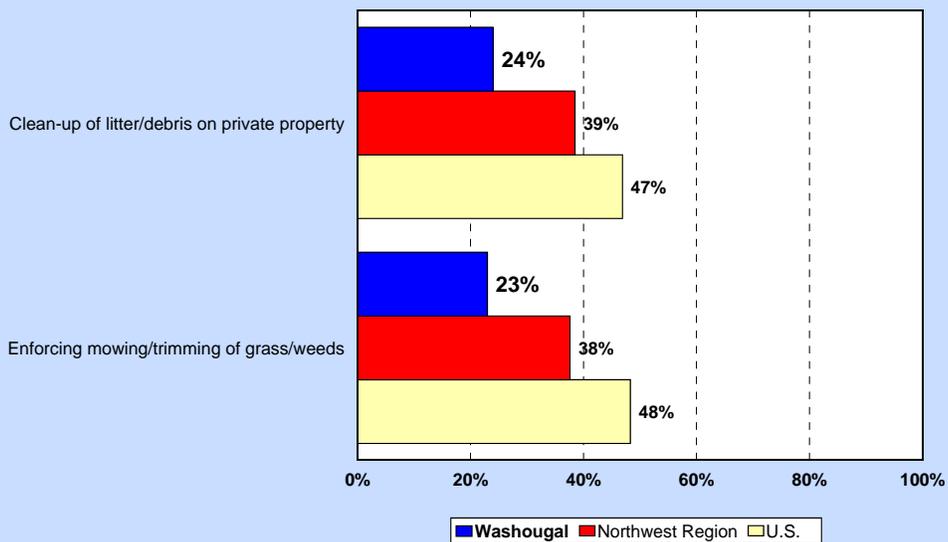
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Source: 2014 ETC Institute

Ratings of the Enforcement of Codes and Ordinances Washougal vs. Northwest Region vs. the U.S.

by percentage of respondents who gave positive ratings for the item (excluding don't knows)



Source: 2014 ETC Institute

Section 4:
Importance-Satisfaction Analysis



Importance-Satisfaction Analysis

The City of Washougal, WA

Overview

Today, city officials have limited resources which need to be targeted to activities that are of the most benefit to their citizens. Two of the most important criteria for decision making are (1) to target resources toward services of the highest importance to citizens; and (2) to target resources toward those services where citizens are the least satisfied.

The Importance-Satisfaction (IS) rating is a unique tool that allows public officials to better understand both of these highly important decision making criteria for each of the services they are providing. The Importance-Satisfaction rating is based on the concept that cities will maximize overall citizen satisfaction by emphasizing improvements in those service categories where the level of satisfaction is relatively low and the perceived importance of the service is relatively high.

Methodology

The rating is calculated by summing the percentage of responses for items selected as the first, second, and third most important services for the City to emphasize over the next two years. This sum is then multiplied by 1 minus the percentage of respondents that indicated they were positively satisfied with the City's performance in the related area (the sum of the ratings of 4 and 5 on a 5-point scale excluding "don't know" responses). "Don't know" responses are excluded from the calculation to ensure that the satisfaction ratings among service categories are comparable. $[IS=Importance \times (1-Satisfaction)]$.

Example of the Calculation. Respondents were asked to identify the major services they thought were the most important for the City to provide. Approximately forty-two percent (42.1%) of residents selected "effectiveness of economic development efforts" as the most important major service to provide.

With regard to satisfaction, approximately thirty percent (30.2%) of the residents surveyed rated their overall satisfaction with “effectiveness of economic development efforts” as a “4” or a “5” on a 5-point scale (where “5” means “very satisfied”). The I-S rating for “effectiveness of economic development efforts” was calculated by multiplying the sum of the most important percentages by 1 minus the sum of the satisfaction percentages. In this example, 42.1% was multiplied by 69.8% (1-0.302). This calculation yielded an I-S rating of 0.2939, which ranked first out of eleven major City services.

The maximum rating is 1.00 and would be achieved when 100% of the respondents select an item as one of their top three choices to emphasize over the next two years and 0% indicate that they are positively satisfied with the delivery of the service.

The lowest rating is 0.00 and could be achieved under either one of the following two situations:

- if 100% of the respondents were positively satisfied with the delivery of the service
- if none (0%) of the respondents selected the service as one of the three most important areas for the City to emphasize over the next two years.

Interpreting the Ratings

Ratings that are greater than or equal to 0.20 identify areas that should receive significantly more emphasis over the next two years. Ratings from .10 to .20 identify service areas that should receive increased emphasis. Ratings less than .10 should continue to receive the current level of emphasis.

- Definitely Increase Emphasis ($IS \geq 0.20$)
- Increase Current Emphasis ($0.10 \leq IS < 0.20$)
- Maintain Current Emphasis ($IS < 0.10$)

The results for Washougal are provided on the following pages.

Importance-Satisfaction Rating City of Washougal OVERALL

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>Very High Priority (IS >.20)</u>						
Effectiveness of economic development efforts	42%	2	30%	11	0.2939	1
Maintenance of city streets	49%	1	45%	8	0.2664	2
<u>High Priority (IS .10-.20)</u>						
Quality of city water utilities	32%	3	51%	6	0.1569	3
Quality of city parks	31%	4	63%	4	0.1141	4
Effectiveness of communication with the public	19%	7	43%	9	0.1089	5
<u>Medium Priority (IS <.10)</u>						
Enforcement of city codes and ordinances	17%	8	41%	10	0.0976	6
Quality of police services	28%	5	72%	2	0.0773	7
Effectiveness of management of storm water runoff	15%	9	47%	7	0.0768	8
Quality of city sewer services	14%	10	53%	5	0.0674	9
Quality of fire/emergency medical/ambulance svcs.	24%	6	85%	1	0.0357	10
Quality of customer service from city employees	7%	11	63%	3	0.0246	11

Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

Most Important %:

The "Most Important" percentage represents the sum of the first, second, and third most important responses for each item. Respondents were asked to identify the items they thought were most important for the City to provide.

Satisfaction %:

The "Satisfaction" percentage represents the sum of the ratings "4" and "5" excluding 'don't knows.' Respondents ranked their level of satisfaction with the each of the items on a scale of 1 to 5 with "5" being very satisfied and "1" being very dissatisfied.

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Importance-Satisfaction Rating

City of Washougal

Public Safety

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>High Priority (IS .10-.20)</u>						
The city's overall efforts to prevent crime	48%	1	61%	8	0.1894	1
<u>Medium Priority (IS <.10)</u>						
Quality of animal control	17%	3	46%	10	0.0912	2
The visibility of police in the community	25%	2	74%	4	0.0637	3
How quickly police respond to emergencies	16%	4	67%	6	0.0525	4
Enforcement of local traffic laws	11%	7	66%	7	0.0381	5
How quickly fire and rescue personnel respond	13%	6	78%	2	0.0276	6
Quality of local fire protection and rescue svcs.	14%	5	81%	1	0.0271	7
Parking enforcement services	5%	9	53%	9	0.0238	8
Quality of local ambulance service	7%	8	74%	5	0.0168	9
How quickly ambulance personnel respond	5%	10	75%	3	0.0116	10

Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

Most Important %:

The "Most Important" percentage represents the sum of the first and second most important responses for each item. Respondents were asked to identify the items they thought were most important for the City to provide.

Satisfaction %:

The "Satisfaction" percentage represents the sum of the ratings "4" and "5" excluding 'don't knows.' Respondents ranked their level of satisfaction with the each of the items on a scale of 1 to 5 with "5" being very satisfied and "1" being very dissatisfied.

Importance-Satisfaction Rating

City of Washougal

Parks

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<i>High Priority (IS .10-.20)</i>						
Quality of facilities (picnic shelters, etc.)	49%	1	60%	2	0.1946	1
Appearance/maintenance of existing City parks	45%	2	62%	1	0.1731	2
Number of City parks	32%	3	50%	4	0.1615	3
Quality of outdoor athletic fields	31%	4	54%	3	0.1460	4

Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

Most Important %:

The "Most Important" percentage represents the sum of the first and second most important responses for each item. Respondents were asked to identify the items they thought were most important for the City to provide.

Satisfaction %:

The "Satisfaction" percentage represents the sum of the ratings "4" and "5" excluding 'don't knows.' Respondents ranked their level of satisfaction with the each of the items on a scale of 1 to 5 with "5" being very satisfied and "1" being very dissatisfied.

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Importance-Satisfaction Rating

City of Washougal

Communication

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>Very High Priority (IS >.20)</u>						
Level of public involvement in decision making	38%	2	21%	6	0.3018	1
Efforts to keep you informed about local issues	44%	1	34%	3	0.2865	2
Availability of info about city programs/services	33%	3	36%	1	0.2121	3
<u>High Priority (IS .10-.20)</u>						
City e-mail information update service	14%	4	23%	5	0.1053	4
<u>Medium Priority (IS <.10)</u>						
Timeliness of information provided by the city	13%	5	28%	4	0.0963	5
Overall quality of the city's website	13%	6	35%	2	0.0814	6

Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

Most Important %:

The "Most Important" percentage represents the sum of respondents who selected the item as the most important code enforcement service to provide. Respondents were asked to identify the item they thought was most important for the City to provide.

Satisfaction %:

The "Satisfaction" percentage represents the sum of the ratings "4" and "5" excluding 'don't knows.' Respondents ranked their level of satisfaction with the each of the items on a scale of 1 to 5 with "5" being very satisfied and "1" being very dissatisfied.

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Importance-Satisfaction Rating

City of Washougal

Streets

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>Very High Priority (IS >.20)</u>						
Maintenance of major City streets	46%	1	54%	3	0.2102	1
<u>High Priority (IS .10-.20)</u>						
Maintenance of streets in your neighborhood	40%	2	51%	4	0.1972	2
Condition of sidewalks in the City	36%	3	46%	5	0.1931	3
<u>Medium Priority (IS <.10)</u>						
Mowing & trimming along streets/other public areas	21%	5	58%	2	0.0880	4
Adequacy of City street lighting	21%	4	61%	1	0.0841	5

Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

Most Important %:

The "Most Important" percentage represents the sum of respondents who selected the item as the most important code enforcement service to provide.
 Respondents were asked to identify the item they thought was most important for the City to provide.

Satisfaction %:

The "Satisfaction" percentage represents the sum of the ratings "4" and "5" excluding 'don't knows.'
 Respondents ranked their level of satisfaction with the each of the items on a scale of 1 to 5 with "5" being very satisfied and "1" being very dissatisfied.

Importance-Satisfaction Rating

City of Washougal

Code Enforcement

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>Very High Priority (IS >.20)</u>						
Enforcing cleanup of litter/debris	62%	1	24%	3	0.4675	1
Enforcing mowing/trimming of grass/weeds	47%	2	23%	4	0.3590	2
Enforcing codes designed to protect public safety	35%	3	35%	1	0.2229	3
<u>High Priority (IS .10-.20)</u>						
Enforcing sign regulation	15%	4	34%	2	0.1008	4

Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

Most Important %:

The "Most Important" percentage represents the sum of respondents who selected the item as the most important code enforcement service to provide.

Respondents were asked to identify the item they thought was most important for the City to provide.

Satisfaction %:

The "Satisfaction" percentage represents the sum of the ratings "4" and "5" excluding 'don't knows.' Respondents ranked their level of satisfaction with the each of the items on a scale of 1 to 5 with "5" being very satisfied and "1" being very dissatisfied.

Importance-Satisfaction Matrix Analysis

The Importance-Satisfaction rating is based on the concept that public agencies will maximize overall customer satisfaction by emphasizing improvements in those areas where the level of satisfaction is relatively low and the perceived importance of the service is relatively high. ETC Institute developed an Importance-Satisfaction Matrix to display the perceived importance of major services that were assessed on the survey against the perceived quality of service delivery. The two axes on the matrix represent Satisfaction (vertical) and relative Importance (horizontal).

The I-S (Importance-Satisfaction) matrix should be interpreted as follows.

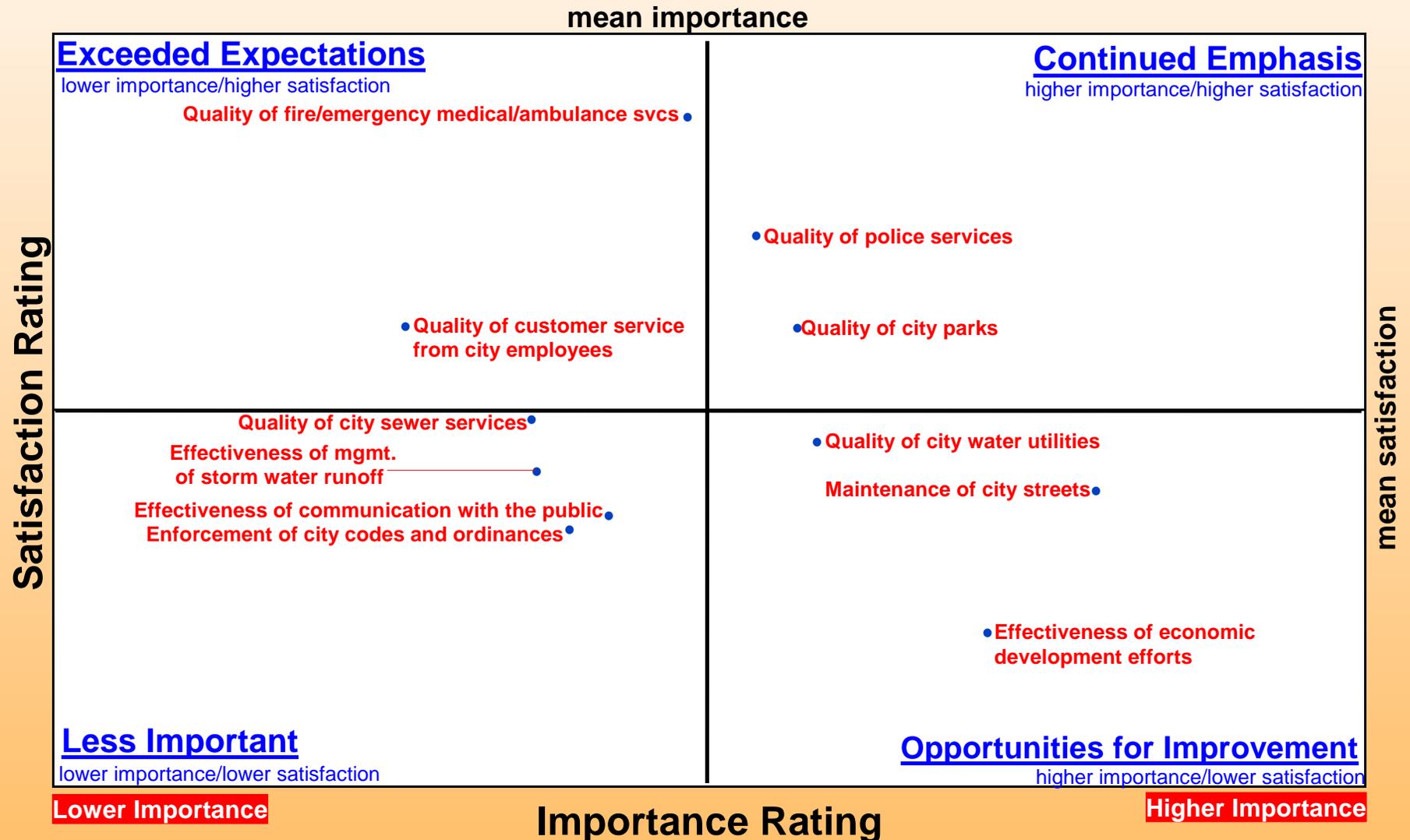
- **Continued Emphasis (above average importance and above average satisfaction).** This area shows where the City is meeting customer expectations. Items in this area have a significant impact on the customer's overall level of satisfaction. The City should maintain (or slightly increase) emphasis on items in this area.
- **Exceeding Expectations (below average importance and above average satisfaction).** This area shows where the City is performing significantly better than customers expect the City to perform. Items in this area do not significantly affect the overall level of satisfaction that residents have with City services. The City should maintain (or slightly decrease) emphasis on items in this area.
- **Opportunities for Improvement (above average importance and below average satisfaction).** This area shows where the City is not performing as well as residents expect the City to perform. This area has a significant impact on customer satisfaction, and the City should DEFINITELY increase emphasis on items in this area.
- **Less Important (below average importance and below average satisfaction).** This area shows where the City is not performing well relative to the City's performance in other areas; however, this area is generally considered to be less important to residents. This area does not significantly affect overall satisfaction with City services because the items are less important to residents. The agency should maintain current levels of emphasis on items in this area.

Matrices showing the results for Washougal are provided on the following pages.

2014 City of Washougal DirectionFinder Importance-Satisfaction Assessment Matrix

-Overall-

(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)

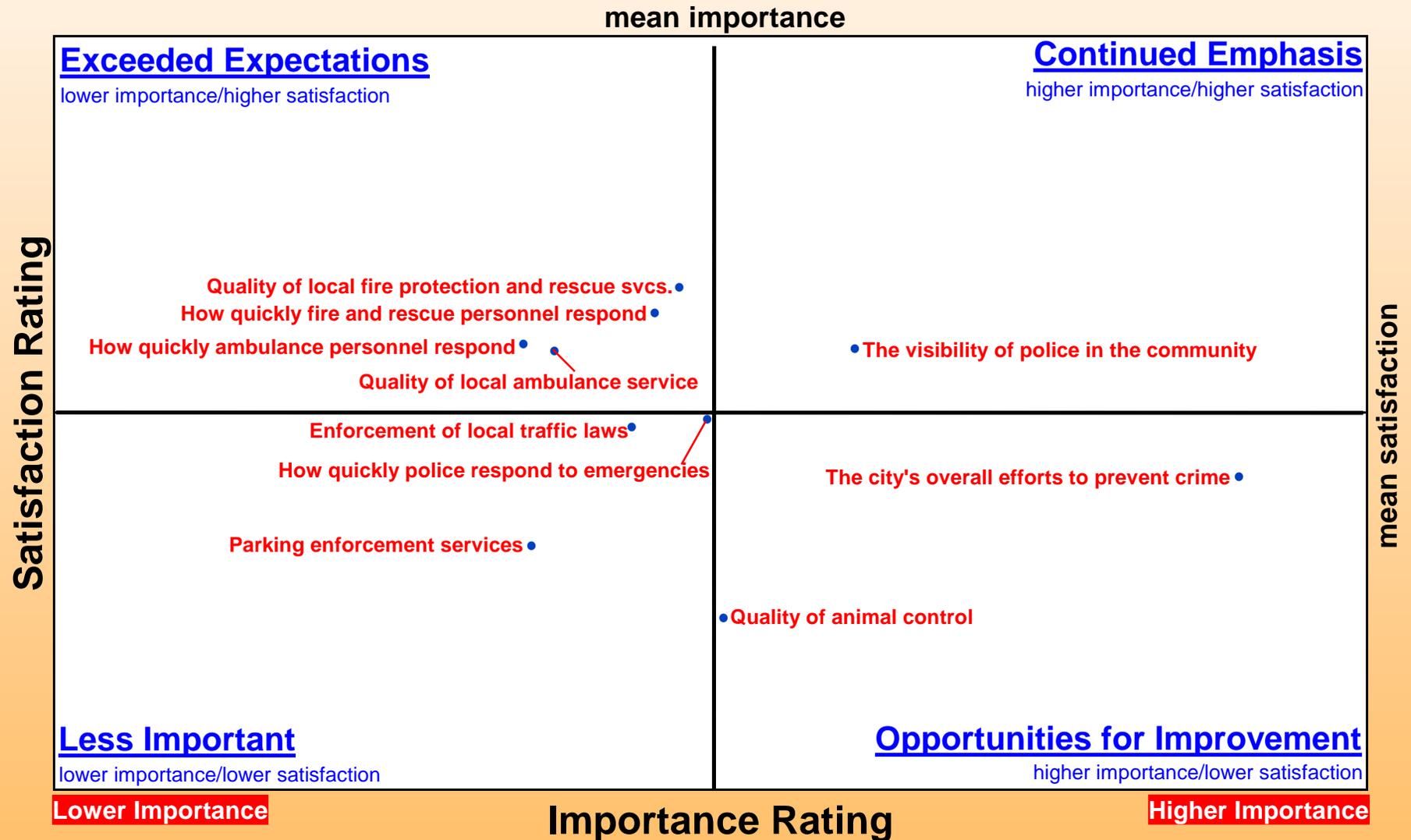


Source: ETC Institute (2014)

2014 City of Washougal DirectionFinder Importance-Satisfaction Assessment Matrix

-Public Safety-

(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)

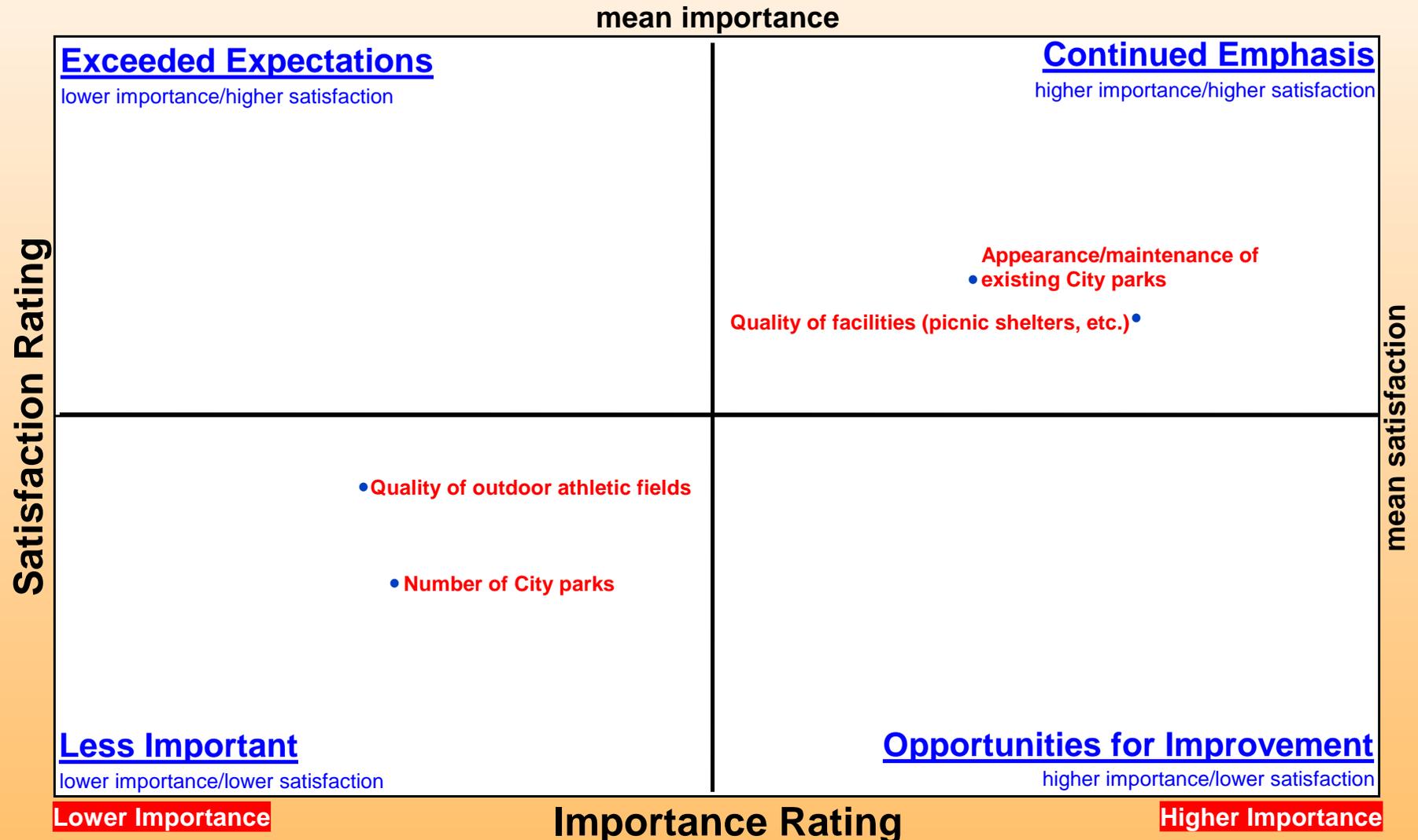


Source: ETC Institute (2014)

2014 City of Washougal DirectionFinder Importance-Satisfaction Assessment Matrix

-Parks-

(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)

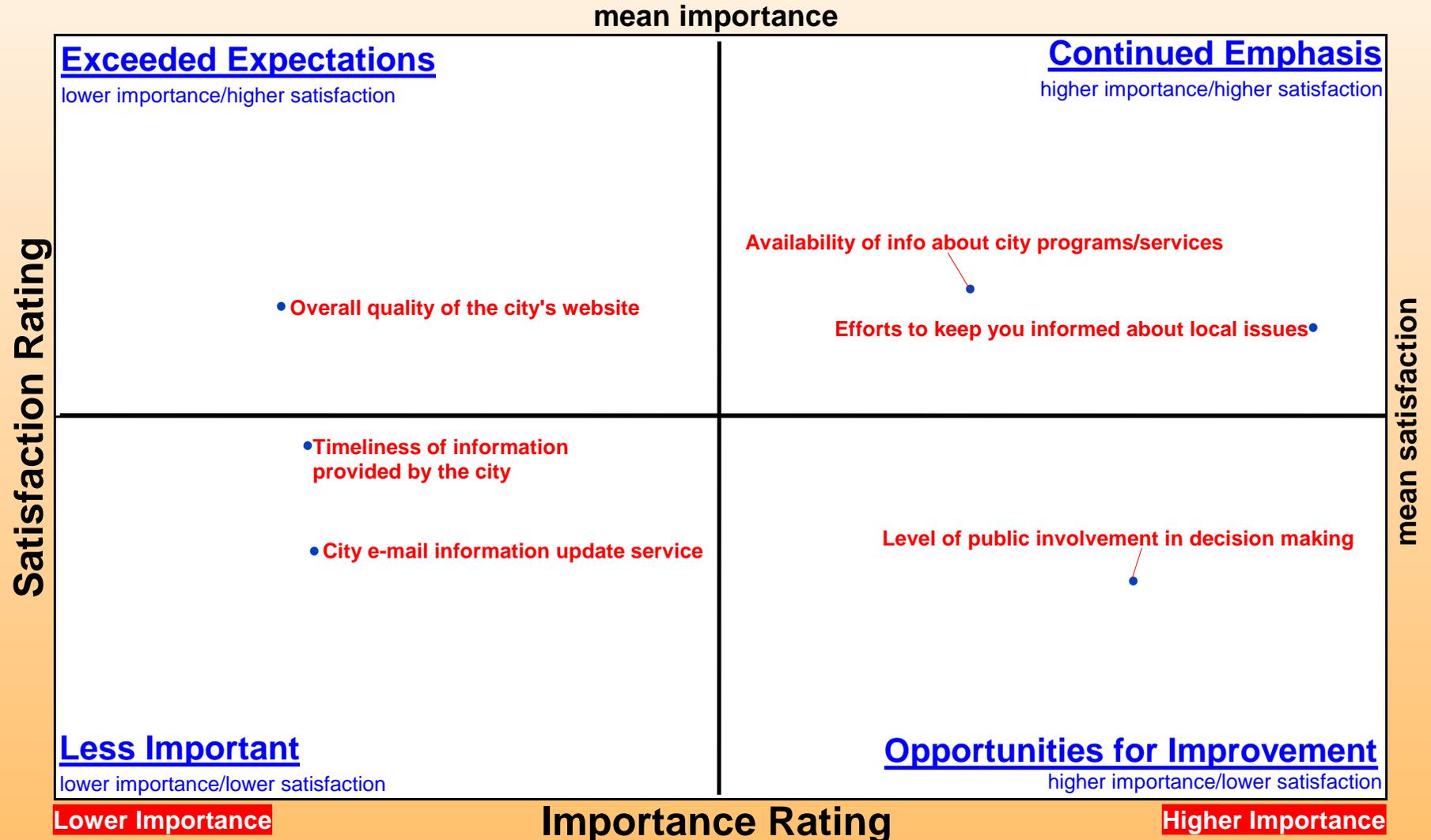


Source: ETC Institute (2014)

2014 City of Washougal DirectionFinder Importance-Satisfaction Assessment Matrix

-Communication-

(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)

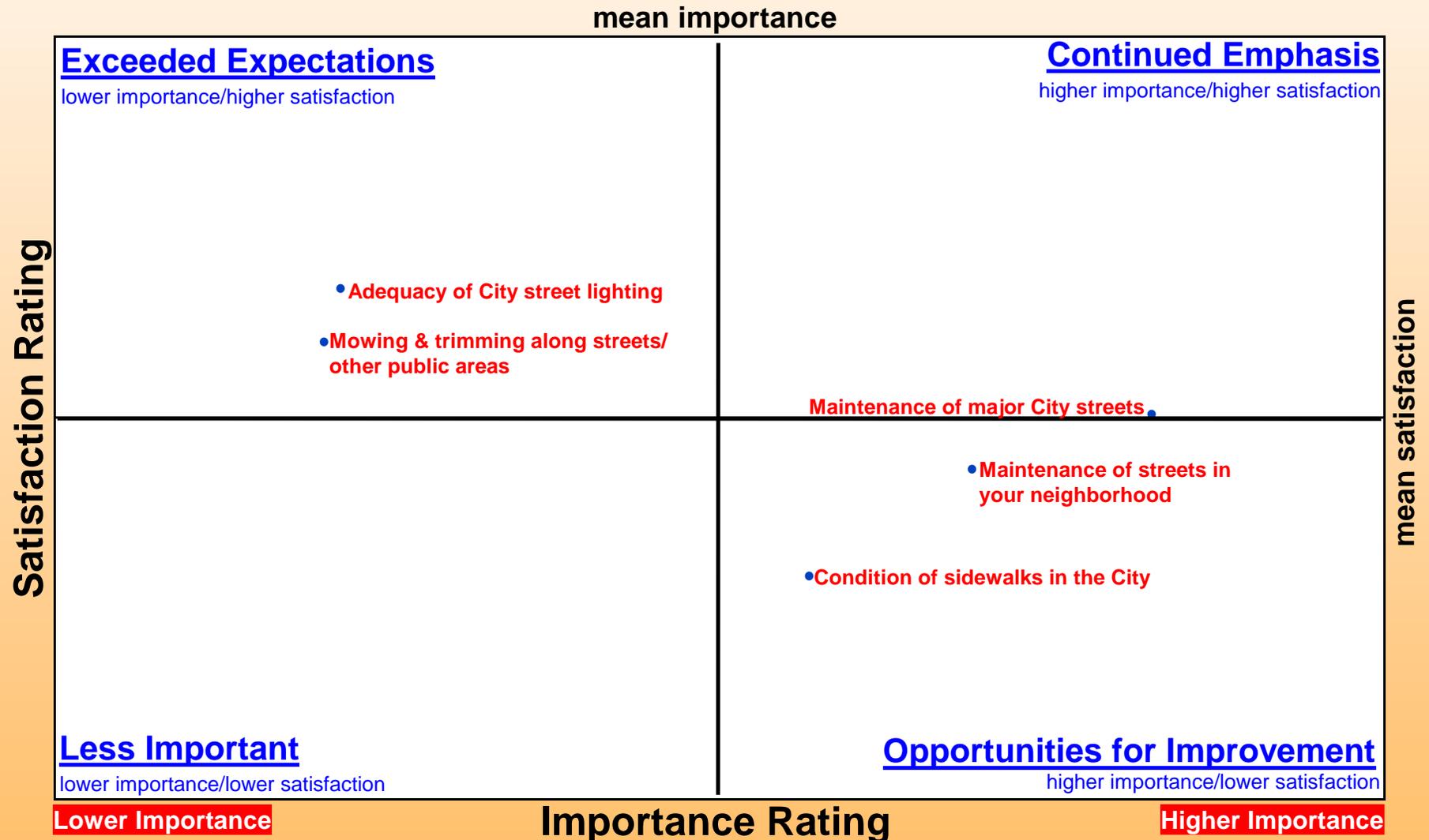


Source: ETC Institute (2014)

2014 City of Washougal DirectionFinder Importance-Satisfaction Assessment Matrix

-Streets-

(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)

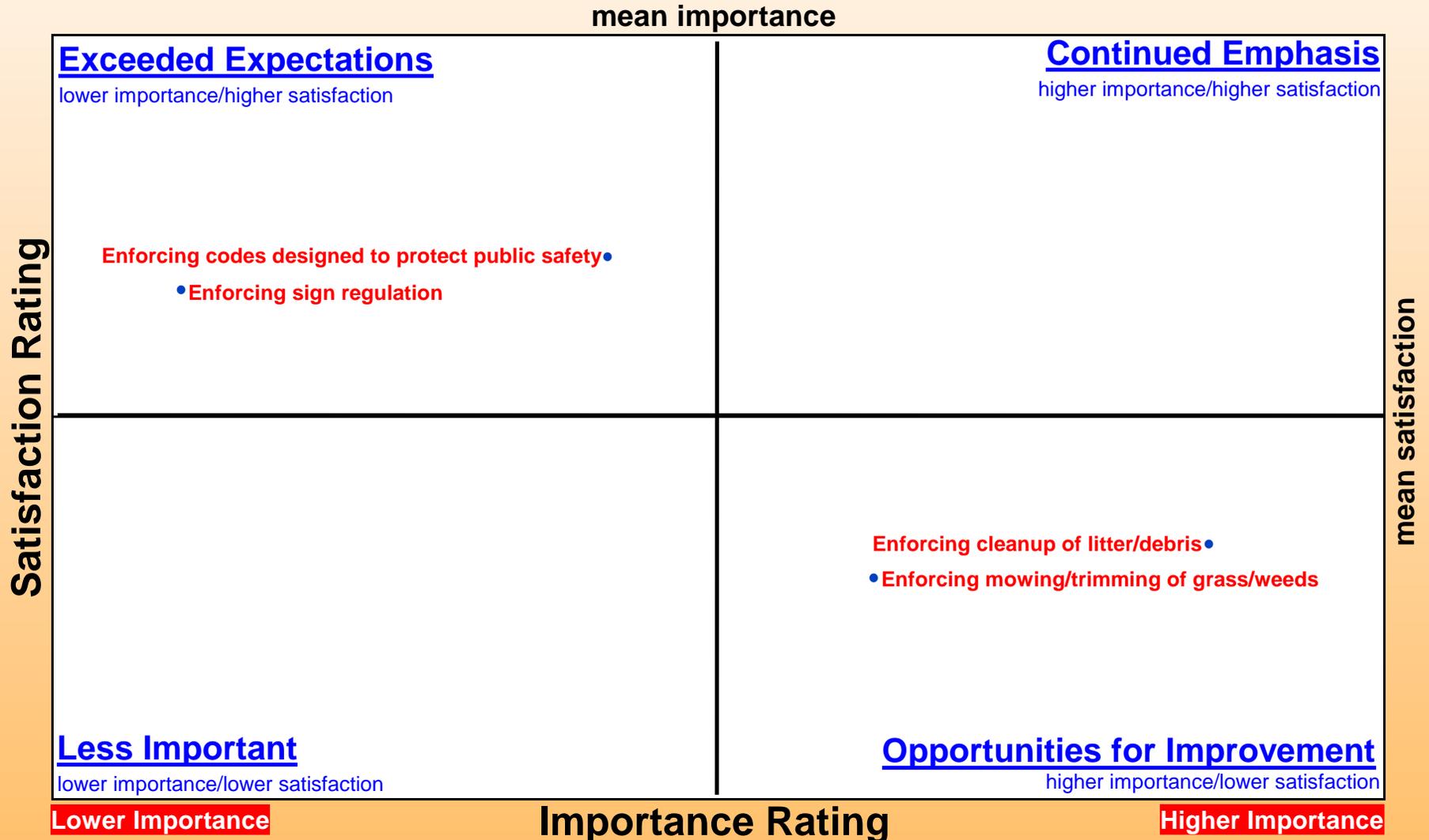


Source: ETC Institute (2014)

2014 City of Washougal DirectionFinder Importance-Satisfaction Assessment Matrix

-Code Enforcement-

(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)



Source: ETC Institute (2014)

***Section 5:
Tabular Data***

Q1: Major categories of services provided by the City of Washougal are listed below. Please rate each item on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."

(N=411)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q1a. Overall quality of police services	23.6%	40.4%	18.5%	4.1%	1.7%	11.7%
Q1b. Overall quality of fire, emergency medical and ambulance services	32.4%	39.7%	11.7%	0.7%	0.2%	15.3%
Q1c. Overall quality of city parks	14.1%	46.2%	25.3%	9.5%	1.2%	3.6%
Q1d. Overall maintenance of city streets	7.8%	37.0%	26.8%	21.2%	6.1%	1.2%
Q1e. Overall quality of city water utilities	12.2%	36.7%	22.9%	12.7%	12.4%	3.2%
Q1f. Overall quality of city sewer services	10.0%	39.7%	27.0%	7.3%	9.7%	6.3%
Q1g. Overall effectiveness of city management of storm water runoff	7.3%	35.0%	28.2%	9.2%	9.5%	10.7%
Q1h. Overall enforcement of city codes and ordinances	7.1%	28.5%	36.0%	10.0%	4.9%	13.6%
Q1i. Overall quality of customer service you receive from city employees	18.0%	39.2%	26.3%	4.6%	2.9%	9.0%
Q1j. Overall effectiveness of city communication with the public	8.0%	31.9%	36.7%	12.4%	4.4%	6.6%
Q1k. Overall effectiveness of city economic development efforts	5.8%	20.4%	34.1%	20.4%	6.3%	12.9%

EXCLUDING DON'T KNOWS

Q1. Major categories of services provided by the City of Washougal are listed below. Please rate each item on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied." (excluding "don't knows")

(N=411)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q1a. Overall quality of police services	26.7%	45.7%	20.9%	4.7%	1.9%
Q1b. Overall quality of fire, emergency medical and ambulance services	38.2%	46.8%	13.8%	0.9%	0.3%
Q1c. Overall quality of city parks	14.6%	48.0%	26.3%	9.8%	1.3%
Q1d. Overall maintenance of city streets	7.9%	37.4%	27.1%	21.4%	6.2%
Q1e. Overall quality of city water utilities	12.6%	37.9%	23.6%	13.1%	12.8%
Q1f. Overall quality of city sewer services	10.6%	42.3%	28.8%	7.8%	10.4%
Q1g. Overall effectiveness of city management of storm water runoff	8.2%	39.2%	31.6%	10.4%	10.6%
Q1h. Overall enforcement of city codes and ordinances	8.2%	33.0%	41.7%	11.5%	5.6%
Q1i. Overall quality of customer service you receive from city employees	19.8%	43.0%	28.9%	5.1%	3.2%
Q1j. Overall effectiveness of city communication with the public	8.6%	34.1%	39.3%	13.3%	4.7%
Q1k. Overall effectiveness of city economic development efforts	6.7%	23.5%	39.1%	23.5%	7.3%

Q2. Which THREE of the above items do you think should receive the most emphasis from city leaders over the next two years?

<u>Q2. 1st Choice</u>	<u>Number</u>	<u>Percent</u>
Overall quality of police services	69	16.8 %
Overall quality of fire, emergency medical and ambulance services	28	6.8 %
Overall quality of city parks	29	7.1 %
Overall maintenance of city streets	67	16.3 %
Overall quality of city water utilities	66	16.1 %
Overall quality of city sewer services	10	2.4 %
Overall effectiveness of city management of storm water runoff	8	1.9 %
Overall enforcement of city codes and ordinances	13	3.2 %
Overall quality of customer service you receive from city employees	2	0.5 %
Overall effectiveness of city communication with the public	18	4.4 %
Overall effectiveness of city economic development efforts	81	19.7 %
<u>None Chosen</u>	<u>20</u>	<u>4.9 %</u>
Total	411	100.0 %

Q2. Which THREE of the above items do you think should receive the most emphasis from city leaders over the next two years?

<u>Q2. 2nd Choice</u>	<u>Number</u>	<u>Percent</u>
Overall quality of police services	28	6.8 %
Overall quality of fire, emergency medical and ambulance services	51	12.4 %
Overall quality of city parks	48	11.7 %
Overall maintenance of city streets	59	14.4 %
Overall quality of city water utilities	39	9.5 %
Overall quality of city sewer services	39	9.5 %
Overall effectiveness of city management of storm water runoff	23	5.6 %
Overall enforcement of city codes and ordinances	20	4.9 %
Overall quality of customer service you receive from city employees	14	3.4 %
Overall effectiveness of city communication with the public	26	6.3 %
Overall effectiveness of city economic development efforts	32	7.8 %
<u>None Chosen</u>	<u>32</u>	<u>7.8 %</u>
Total	411	100.0 %

Q2. Which THREE of the above items do you think should receive the most emphasis from city leaders over the next two years?

<u>Q2. 3rd Choice</u>	<u>Number</u>	<u>Percent</u>
Overall quality of police services	18	4.4 %
Overall quality of fire, emergency medical and ambulance services	19	4.6 %
Overall quality of city parks	48	11.7 %
Overall maintenance of city streets	74	18.0 %
Overall quality of city water utilities	25	6.1 %
Overall quality of city sewer services	10	2.4 %
Overall effectiveness of city management of storm water runoff	29	7.1 %
Overall enforcement of city codes and ordinances	35	8.5 %
Overall quality of customer service you receive from city employees	11	2.7 %
Overall effectiveness of city communication with the public	34	8.3 %
Overall effectiveness of city economic development efforts	60	14.6 %
<u>None Chosen</u>	<u>48</u>	<u>11.7 %</u>
Total	411	100.0 %

Q2. Which THREE of the above items do you think should receive the most emphasis from city leaders over the next two years? (Sum of Top Three Choices)

<u>Q2. Sum of Top 3 Choices</u>	<u>Number</u>	<u>Percent</u>
Overall maintenance of city streets	200	48.7 %
Overall effectiveness of city economic development efforts	173	42.1 %
Overall quality of city water utilities	130	31.6 %
Overall quality of city parks	125	30.4 %
Overall quality of police services	115	28.0 %
Overall quality of fire, emergency medical and ambulance services	98	23.8 %
Overall effectiveness of city communication with the public	78	19.0 %
Overall enforcement of city codes and ordinances	68	16.5 %
Overall effectiveness of city management of storm water runoff	60	14.6 %
Overall quality of city sewer services	59	14.4 %
Overall quality of customer service you receive from city employees	27	6.6 %
Total	1133	

Q3. Several items that may influence your perception of the City of Washougal are listed below. Please rate each item on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."

(N=411)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q3a. Overall quality of services provided by the City of Washougal	8.0%	45.7%	31.1%	7.3%	1.0%	6.8%
Q3b. Overall value that you receive for your city tax dollars and fees	3.2%	24.6%	31.1%	23.4%	10.9%	6.8%
Q3c. Overall image of the city	4.9%	31.6%	36.0%	21.7%	3.4%	2.4%
Q3d. How well the city is managing growth and development	3.9%	23.1%	33.8%	26.3%	4.4%	8.5%
Q3e. Overall quality of life in the city	13.1%	45.3%	30.4%	8.3%	0.7%	2.2%
Q3f. Overall feeling of safety in the city	15.6%	51.8%	20.9%	7.5%	2.2%	1.9%
Q3g. Availability of job opportunities	1.7%	6.8%	32.1%	24.1%	12.9%	22.4%
Q3h. Overall quality of new development	5.1%	25.5%	36.5%	16.5%	7.5%	8.8%
Q3i. Appearance of residential property in the City	2.9%	33.3%	37.2%	20.2%	4.4%	1.9%
Q3j. Appearance of commercial property in the City	4.9%	33.3%	35.8%	18.7%	4.6%	2.7%

EXCLUDING DON'T KNOWS

Q3. Several items that may influence your perception of the City of Washougal are listed below. Please rate each item on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied." (excluding "don't knows")

(N=411)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q3a. Overall quality of services provided by the City of Washougal	8.6%	49.1%	33.4%	7.8%	1.0%
Q3b. Overall value that you receive for your city tax dollars and fees	3.4%	26.4%	33.4%	25.1%	11.7%
Q3c. Overall image of the city	5.0%	32.4%	36.9%	22.2%	3.5%
Q3d. How well the city is managing growth and development	4.3%	25.3%	37.0%	28.7%	4.8%
Q3e. Overall quality of life in the city	13.4%	46.3%	31.1%	8.5%	0.7%
Q3f. Overall feeling of safety in the city	15.9%	52.9%	21.3%	7.7%	2.2%
Q3g. Availability of job opportunities	2.2%	8.8%	41.4%	31.0%	16.6%
Q3h. Overall quality of new development	5.6%	28.0%	40.0%	18.1%	8.3%
Q3i. Appearance of residential property in the City	3.0%	34.0%	38.0%	20.6%	4.5%
Q3j. Appearance of commercial property in the City	5.0%	34.3%	36.8%	19.3%	4.8%

Q4. Did you vote in any Washougal municipal election in 2011 or 2013?

Q4. Did you vote in any Washougal municipal election in 2011 or 2013?	Number	Percent
Yes	307	74.7 %
No	100	24.3 %
Don't remember	4	1.0 %
Total	411	100.0 %

Q5. Have any members of your household attended or watched any Washougal public meeting in the last year?

Q5. Have any members of your household attended or watched any Washougal public meeting in the last year?	Number	Percent
Yes	91	22.1 %
No	316	76.9 %
Don't Know	4	1.0 %
Total	411	100.0 %

Q6a-j. Satisfaction with Public Safety. For each of the items listed below, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."

(N=411)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q6a. The visibility of police in the community	20.4%	53.3%	18.7%	5.1%	1.7%	0.7%
Q6b. The city's overall efforts to prevent crime	11.7%	42.8%	26.5%	7.1%	1.7%	10.2%
Q6c. Enforcement of local traffic laws	13.4%	49.1%	23.1%	5.8%	3.2%	5.4%
Q6d. Parking enforcement services	9.5%	32.4%	30.2%	4.6%	1.7%	21.7%
Q6e. How quickly police respond to emergencies	18.0%	33.8%	21.2%	3.2%	1.5%	22.4%
Q6f. Overall quality of local fire protection and rescue services	22.4%	43.3%	14.6%	0.7%	0.2%	18.7%
Q6g. How quickly fire and rescue personnel respond to emergencies	25.3%	34.5%	16.1%	0.7%	0.0%	23.4%
Q6h. Quality of local ambulance service	20.2%	31.4%	16.8%	1.2%	0.0%	30.4%
Q6i. How quickly ambulance personnel respond to emergencies	20.4%	31.4%	16.5%	1.0%	0.0%	30.7%
Q6j. Quality of animal control	9.7%	28.7%	28.5%	11.9%	5.4%	15.8%

EXCLUDING DON'T KNOWS

Q6a-j. Satisfaction with Public Safety. For each of the items listed below, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied." (excluding "don't knows")

(N=411)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q6a. The visibility of police in the community	20.6%	53.7%	18.9%	5.1%	1.7%
Q6b. The city's overall efforts to prevent crime	13.0%	47.7%	29.5%	7.9%	1.9%
Q6c. Enforcement of local traffic laws	14.1%	51.9%	24.4%	6.2%	3.3%
Q6d. Parking enforcement services	12.1%	41.3%	38.5%	5.9%	2.2%
Q6e. How quickly police respond to emergencies	23.2%	43.6%	27.3%	4.1%	1.9%
Q6f. Overall quality of local fire protection and rescue services	27.5%	53.3%	18.0%	0.9%	0.3%
Q6g. How quickly fire and rescue personnel respond to emergencies	33.0%	45.1%	21.0%	1.0%	0.0%
Q6h. Quality of local ambulance service	29.0%	45.1%	24.1%	1.7%	0.0%
Q6i. How quickly ambulance personnel respond to emergencies	29.5%	45.3%	23.9%	1.4%	0.0%
Q6j. Quality of animal control	11.6%	34.1%	33.8%	14.2%	6.4%

Which TWO Public Safety items do you think should receive the most emphasis from city leaders over the next two years?

<u>Q6. Public Safety - 1st Choice</u>	<u>Number</u>	<u>Percent</u>
The visibility of police in the community	62	15.1 %
The city's overall efforts to prevent crime	138	33.6 %
Enforcement of local traffic laws	22	5.4 %
Parking enforcement services	11	2.7 %
How quickly police respond to emergencies	33	8.0 %
Overall quality of local fire protection and rescue services	21	5.1 %
How quickly fire and rescue personnel respond to emergencies	10	2.4 %
Quality of local ambulance service	10	2.4 %
How quickly ambulance personnel respond to emergencies	5	1.2 %
Quality of animal control	32	7.8 %
None chosen	67	16.3 %
Total	411	100.0 %

Which TWO Public Safety items do you think should receive the most emphasis from city leaders over the next two years?

<u>Q6. Public Safety - 2nd Choice</u>	<u>Number</u>	<u>Percent</u>
The visibility of police in the community	40	9.7 %
The city's overall efforts to prevent crime	60	14.6 %
Enforcement of local traffic laws	24	5.8 %
Parking enforcement services	10	2.4 %
How quickly police respond to emergencies	32	7.8 %
Overall quality of local fire protection and rescue services	37	9.0 %
How quickly fire and rescue personnel respond to emergencies	42	10.2 %
Quality of local ambulance service	17	4.1 %
How quickly ambulance personnel respond to emergencies	14	3.4 %
Quality of animal control	37	9.0 %
None chosen	98	23.8 %
Total	411	100.0 %

Which TWO Public Safety items do you think should receive the most emphasis from city leaders over the next two years? (Sum of Top Two Choices)

<u>Q6. Public Safety - Sum of Top 2 Choices</u>	<u>Number</u>	<u>Percent</u>
The city's overall efforts to prevent crime	198	48.2 %
The visibility of police in the community	102	24.8 %
Quality of animal control	69	16.8 %
How quickly police respond to emergencies	65	15.8 %
Overall quality of local fire protection and rescue services	58	14.1 %
How quickly fire and rescue personnel respond to emergencies	52	12.7 %
Enforcement of local traffic laws	46	11.2 %
Quality of local ambulance service	27	6.6 %
Parking enforcement services	21	5.1 %
How quickly ambulance personnel respond to emergencies	19	4.6 %
Total	657	

Q6k-n. Satisfaction with Parks. For each of the items listed below, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."

(N=411)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q6k. Quality of facilities such as picnic shelters and playgrounds in city parks	12.7%	43.4%	26.3%	8.3%	2.4%	6.8%
Q6l. Quality of outdoor athletic fields (e.g., baseball, soccer, & football)	10.2%	36.3%	26.8%	9.7%	3.9%	13.1%
Q6m. Appearance and maintenance of existing City parks	11.2%	47.7%	26.5%	7.3%	2.7%	4.6%
Q6n. Number of City parks	10.7%	36.7%	25.1%	16.3%	6.6%	4.6%

EXCLUDING DON'T KNOWS

Q6k-n. Satisfaction with Parks. For each of the items listed below, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied." (excluding "don't knows")

(N=411)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q6k. Quality of facilities such as picnic shelters and playgrounds in city parks	13.6%	46.6%	28.3%	8.9%	2.6%
Q6l. Quality of outdoor athletic fields (e.g. baseball, soccer, & football)	11.8%	41.7%	30.8%	11.2%	4.5%
Q6m. Appearance and maintenance of existing City parks	11.7%	50.0%	27.8%	7.7%	2.8%
Q6n. Number of City parks	11.2%	38.5%	26.3%	17.1%	6.9%

Which TWO Parks items do you think should receive the most emphasis from city leaders over the next two years?

<u>Q6. Parks and Recreation – 1st Choice</u>	<u>Number</u>	<u>Percent</u>
Quality of facilities such as picnic shelters and playgrounds in city parks	107	26.0 %
Quality of outdoor athletic fields (e.g., baseball, soccer, & football)	58	14.1 %
Appearance and maintenance of existing City parks	91	22.1 %
Number of City parks	83	20.2 %
None chosen	72	17.5 %
Total	411	100.0 %

Which TWO Parks items do you think should receive the most emphasis from city leaders over the next two years?

<u>Q6. Parks and Recreation – 2nd Choice</u>	<u>Number</u>	<u>Percent</u>
Quality of facilities such as picnic shelters and playgrounds in city parks	94	22.9 %
Quality of outdoor athletic fields (e.g., baseball, soccer, & football)	71	17.3 %
Appearance and maintenance of existing City parks	95	23.1 %
Number of City parks	49	11.9 %
None chosen	102	24.8 %
Total	411	100.0 %

Which TWO Parks items do you think should receive the most emphasis from city leaders over the next two years? (Sum of Top Two Choices)

<u>Q6. Parks and Recreation – Sum of Top 2 Choices</u>	<u>Number</u>	<u>Percent</u>
Quality of facilities such as picnic shelters and playgrounds in city parks	201	48.9 %
Appearance and maintenance of existing City parks	186	45.3 %
Number of City parks	132	32.1 %
Quality of outdoor athletic fields (e.g., baseball, soccer, & football)	129	31.4 %
Total	648	

Q6o-t. Satisfaction with Communication. For each of the items listed below, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."

(N=411)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q6o. The availability of information about city programs and services	4.6%	27.8%	35.9%	18.0%	2.9%	10.7%
Q6p. City efforts to keep you informed about local issues	4.9%	27.0%	35.0%	22.1%	3.9%	7.1%
Q6q. Overall quality of the city's website	3.6%	23.1%	38.7%	8.3%	1.7%	24.6%
Q6r. The level of public involvement in local decision making	2.9%	14.1%	38.4%	17.5%	8.0%	19.0%
Q6s. Timeliness of information provided by the city	3.2%	20.0%	42.1%	11.9%	5.1%	17.8%
Q6t. City e-mail information update service	2.7%	10.2%	33.3%	8.8%	2.2%	42.8%

EXCLUDING DON'T KNOWS

Q6o-t. Satisfaction with Communication. For each of the items listed below, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied." (excluding "don't knows")

(N=411)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q6o. The availability of information about city programs and services	5.2%	31.1%	40.2%	20.2%	3.3%
Q6p. City efforts to keep you informed about local issues	5.2%	29.1%	37.7%	23.8%	4.2%
Q6q. Overall quality of the city's website	4.8%	30.6%	51.3%	11.0%	2.3%
Q6r. The level of public involvement in local decision making	3.6%	17.4%	47.4%	21.6%	9.9%
Q6s. Timeliness of information provided by the city	3.8%	24.3%	51.2%	14.5%	6.2%
Q6t. City e-mail information update service	4.7%	17.9%	58.3%	15.3%	3.8%

Which TWO Communication items do you think should receive the most emphasis from city leaders over the next two years?

<u>Q6. Communication – 1st Choice</u>	<u>Number</u>	<u>Percent</u>
The availability of information about city programs and services	83	20.2 %
City efforts to keep you informed about local issues	92	22.4 %
Overall quality of the city's website	31	7.5 %
The level of public involvement in local decision making	78	19.0 %
Timeliness of information provided by the city	12	2.9 %
City e-mail information update service	32	7.8 %
None Chosen	83	20.2 %
Total	411	100.0 %

Which TWO Communication items do you think should receive the most emphasis from city leaders over the next two years?

<u>Q6. Communication – 2nd Choice</u>	<u>Number</u>	<u>Percent</u>
The availability of information about city programs and services	54	13.1 %
City efforts to keep you informed about local issues	87	21.2 %
Overall quality of the city's website	21	5.1 %
The level of public involvement in local decision making	79	19.2 %
Timeliness of information provided by the city	43	10.5 %
City e-mail information update service	24	5.8 %
None Chosen	103	25.1 %
Total	411	100.0 %

Which TWO Communication items do you think should receive the most emphasis from city leaders over the next two years? (Sum of Top Two Choices)

<u>Q6. Communication – Sum of Top 2 Choices</u>	<u>Number</u>	<u>Percent</u>
City efforts to keep you informed about local issues	179	43.6 %
The level of public involvement in local decision making	157	38.2 %
The availability of information about city programs and services	137	33.3 %
City e-mail information update service	56	13.6 %
Timeliness of information provided by the city	55	13.4 %
Overall quality of the city's website	52	12.7 %
Total	636	

Q6u-y. Satisfaction with Streets. For each of the items listed below, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."

(N=411)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q6u. Maintenance of major City streets	10.2%	43.1%	24.3%	14.1%	6.8%	1.5%
Q6v. Maintenance of streets in your neighborhood	10.9%	39.7%	19.5%	16.8%	11.9%	1.2%
Q6w. Mowing & trimming along City streets and other public areas	11.2%	45.3%	26.3%	10.5%	4.4%	2.4%
Q6x. Adequacy of City street lighting	8.0%	51.3%	25.3%	10.9%	2.2%	2.2%
Q6y. Condition of sidewalks in the City	7.5%	36.5%	30.9%	12.9%	8.8%	3.4%

EXCLUDING DON'T KNOWS

Q6u-y. Satisfaction with Streets. For each of the items listed below, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied." (excluding "don't knows")

(N=411)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q6u. Maintenance of major City streets	10.4%	43.7%	24.7%	14.3%	6.9%
Q6v. Maintenance of streets in your neighborhood	11.1%	40.1%	19.7%	17.0%	12.1%
Q6w. Mowing & trimming along City streets and other public areas	11.5%	46.4%	26.9%	10.7%	4.5%
Q6x. Adequacy of City street lighting	8.2%	52.5%	25.9%	11.2%	2.2%
Q6y. Condition of sidewalks in the City	7.8%	37.8%	32.0%	13.4%	9.1%

Which TWO Street items do you think should receive the most emphasis from city leaders over the next two years?

<u>Q6. Streets – 1st Choice</u>	<u>Number</u>	<u>Percent</u>
Maintenance of major City streets	124	30.2 %
Maintenance of streets in your neighborhood	86	20.9 %
Mowing & trimming along City streets and other public areas	32	7.8 %
Adequacy of City street lighting	38	9.2 %
Condition of sidewalks in the City	71	17.3 %
None chosen	60	14.6 %
Total	411	100.0 %

Which TWO Street items do you think should receive the most emphasis from city leaders over the next two years?

<u>Q6. Streets – 2nd Choice</u>	<u>Number</u>	<u>Percent</u>
Maintenance of major City streets	64	15.6 %
Maintenance of streets in your neighborhood	80	19.5 %
Mowing & trimming along City streets and other public areas	54	13.1 %
Adequacy of City street lighting	50	12.2 %
Condition of sidewalks in the City	75	18.2 %
None chosen	88	21.4 %
Total	411	100.0 %

Which TWO Street items do you think should receive the most emphasis from city leaders over the next two years? (Sum of Top Two Choices)

<u>Q6. Streets – Sum of Top 2 Choices</u>	<u>Number</u>	<u>Percent</u>
Maintenance of major City streets	188	45.7 %
Maintenance of streets in your neighborhood	166	40.4 %
Condition of sidewalks in the City	146	35.5 %
Adequacy of City street lighting	88	21.4 %
Mowing & trimming along City streets and other public areas	86	20.9 %
Total	674	

Q6(1-4). Satisfaction with Code Enforcement. For each of the items listed below, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."

(N=411)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q6-1. Enforcing the cleanup of litter and debris on private property	4.4%	16.1%	28.5%	24.6%	11.4%	15.1%
Q6-2. Enforcing the mowing and trimming of grass and weeds on private property	4.4%	15.1%	32.8%	20.4%	12.7%	14.6%
Q6-3. Enforcing codes designed to protect public safety and health	5.1%	22.9%	38.0%	9.2%	3.9%	20.9%
Q6-4. Enforcing sign regulation	5.4%	21.2%	34.5%	10.0%	6.8%	22.1%

EXCLUDING DON'T KNOWS

Q6(1-4). Satisfaction with Code Enforcement. For each of the items listed below, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied." (excluding "don't knows")

(N=411)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q6-1. Enforcing the cleanup of litter and debris on private property	5.2%	18.9%	33.5%	28.9%	13.5%
Q6-2. Enforcing the mowing and trimming of grass and weeds on private property	5.1%	17.7%	38.5%	23.9%	14.8%
Q6-3. Enforcing codes designed to protect public safety and health	6.5%	28.9%	48.0%	11.7%	4.9%
Q6-4. Enforcing sign regulation	6.9%	27.2%	44.4%	12.8%	8.8%

Which TWO Code Enforcement items do you think should receive the most emphasis from city leaders over the next two years?

<u>Q6. Code Enforcement – 1st Choice</u>	<u>Number</u>	<u>Percent</u>
Enforcing the cleanup of litter and debris on private property	166	40.4 %
Enforcing the mowing and trimming of grass and weeds on private property	58	14.1 %
Enforcing codes designed to protect public safety and health	79	19.2 %
Enforcing sign regulation	30	7.3 %
None Chosen	78	19.0 %
Total	411	100.0 %

Which TWO Code Enforcement items do you think should receive the most emphasis from city leaders over the next two years?

<u>Q6. Code Enforcement – 2nd Choice</u>	<u>Number</u>	<u>Percent</u>
Enforcing the cleanup of litter and debris on private property	87	21.2 %
Enforcing the mowing and trimming of grass and weeds on private property	133	32.4 %
Enforcing codes designed to protect public safety and health	63	15.3 %
Enforcing sign regulation	33	8.0 %
None Chosen	95	23.1 %
Total	411	100.0 %

Which TWO Code Enforcement items do you think should receive the most emphasis from city leaders over the next two years? (Sum of Top Two Choices)

<u>Q6. Code Enforcement – Sum of Top 2 Choices</u>	<u>Number</u>	<u>Percent</u>
Enforcing the cleanup of litter and debris on private property	253	61.6 %
Enforcing the mowing and trimming of grass and weeds on private property	191	46.5 %
Enforcing codes designed to protect public safety and health	142	34.5 %
Enforcing sign regulation	63	15.3 %
Total	649	

Q7. Where do you currently get news and information about city programs, services, and events? [Check all that apply]

Q7. Where do you currently get news and information about city programs, services, and events?	Number	Percent
Camas-Washougal Post Record	203	49.4 %
Columbian	158	38.4 %
City web-site	130	31.6 %
Other	107	26.0 %
City e-mail update service	48	11.7 %
None chosen	39	9.5 %
Public Meetings	24	5.8 %
Total	709	

Q8. From which TWO sources of information listed above would you prefer to get information from the City? [Write the numbers below for your top two choices using the list in Q7 above (e.g., 2=Columbian).]

Q8. Top Two Sources	Number	Percent
City e-mail update service	186	45.3 %
City web-site	184	44.8 %
Camas-Washougal Post Record	157	38.2 %
Columbian	96	23.4 %
None chosen	52	12.7 %
Other	45	10.9 %
Public Meetings	22	5.4 %
Total	742	

Q9. How do you currently use the public library? [Check all that apply]

Q9. How do you currently use the public library?	Number	Percent
I do not use the library	205	49.9 %
I check out books, DVDs, or other materials	189	46.0 %
I ask the library staff questions	81	19.7 %
I use the services available on the library website	63	15.3 %
I attend library programs, classes or events	53	12.9 %
I use the library computers or WiFi	45	10.9 %
Other	6	1.5 %
None Chosen	1	0.2 %
Total	643	

Q10. Have you called, e-mailed or visited the City with a question, problem, or complaint during the past year?

Q10. Have you called, e-mailed or visited the City with a question, problem, or complaint during the past year?	Number	Percent
Yes	195	47.4 %
No	208	50.6 %
Don't Know	8	1.9 %
Total	411	100.0 %

Q10a. [If YES to Q#10] How easy was it to contact the person you needed to reach?

Q10a. How easy was it to contact the person you needed to reach?	Number	Percent
Very easy	86	44.1 %
Somewhat easy	74	37.9 %
Difficult	25	12.8 %
Very difficult	9	4.6 %
Don't Know	1	0.5 %
Total	195	100.0 %

Q10b. [If YES to Q#10] What department did you contact? [Check all that apply]

Q10b. What department did you contact?	Number	Percent
Municipal Services (streets/water/sewer)	77	39.5 %
Utility billing	77	39.5 %
Police	39	20.0 %
Other	34	17.4 %
Parks	18	9.2 %
Community Development	16	8.2 %
Fire	9	4.6 %
Event permits	6	3.1 %
Community Room reservations	1	0.5 %
Total	277	

Q10c. [If YES to Q#10] Several factors that may influence your perception of the quality of customer service you receive from City employees are listed below. For each item, please rate how often the employees you have contacted during the past year have displayed the behavior described on a scale of 5 to 1, where 5 means "always" and 1 means "never."

(N=195)

	Always	Usually	Sometimes	Seldom	Never	Don't Know
Q10c-1. They were courteous and polite	55.9%	28.7%	7.2%	2.6%	3.6%	2.1%
Q10c-2. They gave prompt, accurate, and complete answers to questions	47.2%	25.6%	12.8%	5.6%	5.1%	3.6%
Q10c-3. They did what they said they would do in a timely manner	43.6%	24.6%	11.8%	6.7%	5.1%	8.2%
Q10c-4. They helped you resolve an issue to your satisfaction	41.5%	21.5%	7.7%	10.3%	14.9%	4.1%

EXCLUDING DON'T KNOWS

Q10c. [If YES to Q#10] Several factors that may influence your perception of the quality of customer service you receive from City employees are listed below. For each item, please rate how often the employees you have contacted during the past year have displayed the behavior described on a scale of 5 to 1, where 5 means "always" and 1 means "never." (excluding "don't knows")

(N=195)

	Always	Usually	Sometimes	Seldom	Never
Q10c-1. They were courteous and polite	57.1%	29.3%	7.3%	2.6%	3.7%
Q10c-2. They gave prompt, accurate, and complete answers to questions	48.9%	26.6%	13.3%	5.9%	5.3%
Q10c-3. They did what they said they would do in a timely manner	47.5%	26.8%	12.8%	7.3%	5.6%
Q10c-4. They helped you resolve an issue to your satisfaction	43.3%	22.5%	8.0%	10.7%	15.5%

Q11. Land Development: Using a five-point scale where "5" means much too slow and "1" means much too fast, please rate the City's current pace of development in each of the following areas.

(N=411)

	Much too slow	Too slow	Just right	Too fast	Much too fast	Don't Know
Q11a. Office development	6.1%	18.5%	35.0%	7.5%	4.1%	28.7%
Q11b. Industrial development	7.8%	20.7%	38.0%	3.6%	3.6%	26.3%
Q11c. Multi-family residential development	2.9%	4.9%	38.4%	15.3%	14.1%	24.3%
Q11d. Single-family residential development	2.7%	6.6%	42.1%	19.0%	10.9%	18.7%
Q11e. Retail development	20.4%	33.6%	20.2%	7.1%	3.6%	15.1%

EXCLUDING DON'T KNOWS

Q11. Land Development: Using a five-point scale where "5" means much too slow and "1" means much too fast, please rate the City's current pace of development in each of the following areas. (excluding "don't knows")

(N=411)

	Much too slow	Too slow	Just right	Too fast	Much too fast
Q11a. Office development	8.5%	25.9%	49.1%	10.6%	5.8%
Q11b. Industrial development	10.6%	28.1%	51.5%	5.0%	5.0%
Q11c. Multi-family residential development	3.9%	6.4%	50.8%	20.3%	18.6%
Q11d. Single-family residential development	3.3%	8.1%	51.8%	23.4%	13.5%
Q11e. Retail development	24.1%	39.5%	23.8%	8.3%	4.3%

Q12. Expectations for Services: Using a scale from 1 to 5, where "5" means the level of service provided by the City "should be much higher" than it is now and "1" means it "should be much lower", please indicate how the level of service provided by the City should change in each of the areas listed below.

(N=411)

	Should Be Much Higher	Should be A Little Higher	Should be Stay The Same	Should be a Little Lower	Should be Much lower	Don't Know
Q12a. Law enforcement	7.3%	26.8%	57.2%	0.7%	0.5%	7.5%
Q12b. Fire, EMS and ambulance	3.4%	16.8%	66.9%	0.0%	0.5%	12.4%
Q12c. Parks and open space	12.9%	30.9%	48.7%	1.7%	1.0%	4.9%
Q12d. Recreation facilities	13.9%	36.0%	40.1%	2.9%	1.0%	6.1%
Q12e. Maintenance of Infrastructure (streets, sidewalks)	22.6%	44.0%	28.2%	0.5%	0.2%	4.4%

EXCLUDING DON'T KNOWS

Q12. Expectations for Services: Using a scale from 1 to 5, where "5" means the level of service provided by the City "should be much higher" than it is now and "1" means it "should be much lower", please indicate how the level of service provided by the City should change in each of the areas listed below. (excluding "don't knows")

(N=411)

	Should Be Much Higher	Should be A Little Higher	Should be Stay The Same	Should be a Little Lower	Should be Much lower
Q12a. Law enforcement	7.9%	28.9%	61.8%	0.8%	0.5%
Q12b. Fire, EMS and ambulance	3.9%	19.2%	76.4%	0.0%	0.6%
Q12c. Parks and open space	13.6%	32.5%	51.2%	1.8%	1.0%
Q12d. Recreation facilities	14.8%	38.3%	42.7%	3.1%	1.0%
Q12e. Maintenance of Infrastructure (streets, sidewalks)	23.7%	46.1%	29.5%	0.5%	0.3%

Q13. If you think the level of service for any of the items listed in Question 11 should be higher, would you be willing to pay more in taxes or fees to support an increase in the service level?

Q13. Would you be willing to pay more in taxes or fees to support an increase in the service level?	Number	Percent
Not applicable - I do not think any levels of service need to be higher	35	8.5 %
Yes - I would be willing to pay more in taxes and fees	117	28.5 %
No - I would not be willing to pay more in taxes and fees	172	41.8 %
Don't Know	87	21.2 %
Total	411	100.0 %

Q14. From 2007-2012 the City collected a voter approved property tax levy lid lift of \$.10/\$1,000 of assessed valuation to support EMS and ambulance services. To maintain existing levels of Fire, EMS and ambulance services, do you support renewing this levy lid lift? (Note: the expired property tax levy lid lift was costing the owner of a home valued at \$275,000 a total of \$27.50 per year, and this tax rate would remain the same if the levy lid lift is renewed.)

Q14. Do you support renewing this levy lid lift?	Number	Percent
Yes	290	70.6 %
No	61	14.8 %
Don't Know	60	14.6 %
Total	411	100.0 %

Q15. Washington voters approved Initiative 502 to allow for the production, processing and retail sales of recreational marijuana. Cities have discretion to regulate or prohibit such uses within their jurisdiction. Please indicate if you support allowing the following uses in Washougal by circling YES or NO below.

(N=411)

	Yes	No	Not provided
Q15a. Marijuana Production	38.4%	59.9%	1.7%
Q15b. Marijuana Processing	38.0%	60.3%	1.7%
Q15c. Marijuana Retail Sales	41.8%	56.7%	1.5%

Q16. To maintain the overall pavement condition of city streets do you support a new \$20 annual vehicle license tag renewal fee?

Q16. Do you support a new \$20 annual vehicle license tag renewal fee?	Number	Percent
Yes	101	24.6 %
No	266	64.7 %
Don't Know	44	10.7 %
Total	411	100.0 %

Q17. Approximately how many years have you lived in Washougal?

Q17. Approximately how many years have you lived in Washougal?	Number	Percent
5 years or less	109	26.5 %
6-10 years	102	24.8 %
11-15 years	50	12.2 %
16-20 years	30	7.3 %
21-30 years	52	12.7 %
more than 30 years	57	13.9 %
Not provided	11	2.7 %
Total	411	100.0 %

Q18. What is your age?

Q18. What is your age?	Number	Percent
18-34 years	89	21.7 %
35-44 years	107	26.0 %
45-54 years	84	20.4 %
55-64 years	76	18.5 %
65+ years	50	12.2 %
Not provided	5	1.2 %
Total	411	100.0 %

Q19. What is your gender?

Q19. What is your gender?	Number	Percent
Male	216	52.6 %
Female	195	47.4 %
Total	411	100.0 %

Q20. Would you say your total annual household income is:

Q20. Would you say your total annual household income is:	Number	Percent
Under \$25,000	26	6.3 %
\$25,000 to \$49,999	69	16.8 %
\$50,000 to \$74,999	88	21.4 %
\$75,000 to \$99,999	77	18.7 %
\$100,000 to \$124,999	57	13.9 %
\$125,000 or more	64	15.6 %
Not provided	30	7.3 %
Total	411	100.0 %

***Section 6:
Survey Instrument***



June 2014

CITY HALL

1701 C Street
Washougal, WA
98671

(360) 835-8501
Fax (360) 835-8808

POLICE DEPARTMENT

1320 A Street
Washougal, WA
98671

(360) 835-8701
Fax (360) 835-7559

FIRE & RESCUE

1400 A Street
Washougal, WA
98671

(360) 835-2211
Fax (360) 699-4859

Dear Washougal Resident:

Your input on the enclosed survey is extremely important. The City of Washougal is conducting a survey of residents to gather information about city priorities and the quality of city programs and services. The survey is part of our ongoing strategic planning process, which is designed to provide residents with the best services possible, and to assist us in making important decisions over the next several months. To assist us in aligning the City's priorities with the needs of our residents, **we need to know what you think.**

We appreciate your time. We realize this survey takes some time to complete, but every question is important. The time you invest in this survey will influence decisions we must make regarding the future of our City.

Please take a few minutes to complete and return this survey in the next few days. A postage-paid return envelope, addressed to ETC Institute, has been provided for your convenience. We have selected ETC Institute as our partner for this project because of its outstanding record of performance in working with communities nationwide. ETC will compile the results and present a report to the City in mid-July. The report will be a valuable resource as we work to provide you with the most responsive government possible. Look for a summary of the survey results on the city's website, www.cityofwashougal.us.

If you have any questions, please call Rose Jewell, Assistant to the Mayor and City Administrator, at (360) 835-8501. Thank you for your participation in this important process.

Sincerely,


Sean Guard
Mayor



City of Washougal Community Survey

Please take a few minutes to complete this survey. Your input is an important part of the City's on-going effort to identify and respond to citizen concerns. If you have questions, please call Rose Jewell, Assistant to the Mayor and City Administrator, at 360-835-8501.

1. Major categories of services provided by the City of Washougal are listed below. Please rate each item on a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied."

How Satisfied are you with:		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A.	Overall quality of police services	5	4	3	2	1	9
B.	Overall quality of fire, emergency medical and ambulance services	5	4	3	2	1	9
C.	Overall quality of city parks	5	4	3	2	1	9
D.	Overall maintenance of city streets	5	4	3	2	1	9
E.	Overall quality of city water utilities	5	4	3	2	1	9
F.	Overall quality of city sewer services	5	4	3	2	1	9
G.	Overall effectiveness of city management of storm water runoff	5	4	3	2	1	9
H.	Overall enforcement of city codes and ordinances	5	4	3	2	1	9
I.	Overall quality of customer service you receive from city employees	5	4	3	2	1	9
J.	Overall effectiveness of city communication with the public	5	4	3	2	1	9
K.	Overall effectiveness of city economic development efforts	5	4	3	2	1	9

2. Which THREE of the above items do you think should receive the most emphasis from city leaders over the next two years? [Write in the letters below using the letters from the list in Question 1 above.]

1st: _____ 2nd: _____ 3rd: _____

3. Several items that may influence your perception of the City of Washougal are listed below. Please rate each item on a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied."

How Satisfied are you with:		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A.	Overall quality of services provided by the City of Washougal	5	4	3	2	1	9
B.	Overall value that you receive for your city tax dollars and fees	5	4	3	2	1	9
C.	Overall image of the city	5	4	3	2	1	9
D.	How well the city is managing growth and development	5	4	3	2	1	9
E.	Overall quality of life in the city	5	4	3	2	1	9
F.	Overall feeling of safety in the city	5	4	3	2	1	9
G.	Availability of job opportunities	5	4	3	2	1	9
H.	Overall quality of new development	5	4	3	2	1	9
I.	Appearance of residential property in the City	5	4	3	2	1	9
J.	Appearance of commercial property in the City	5	4	3	2	1	9

4. Did you vote in any Washougal municipal election in 2011 or 2013?

____(1) Yes ____ (2) No

5. Have any members of your household attended or watched any Washougal public meeting in the last year?

____(1) Yes ____ (2) No

6. **Satisfaction with Public Safety, Parks, Communication, and Streets.** For each of the items listed below, please rate your satisfaction on a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied."

How Satisfied are you with:		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
PUBLIC SAFETY							
A.	The visibility of police in the community	5	4	3	2	1	9
B.	The city's overall efforts to prevent crime	5	4	3	2	1	9
C.	Enforcement of local traffic laws	5	4	3	2	1	9
D.	Parking enforcement services	5	4	3	2	1	9
E.	How quickly police respond to emergencies	5	4	3	2	1	9
F.	Overall quality of local fire protection and rescue services	5	4	3	2	1	9
G.	How quickly fire and rescue personnel respond to emergencies	5	4	3	2	1	9
H.	Quality of local ambulance service	5	4	3	2	1	9
I.	How quickly ambulance personnel respond to emergencies	5	4	3	2	1	9
J.	Quality of animal control	5	4	3	2	1	9
Which TWO Public Safety items do you think should receive the most emphasis from city leaders over the next two years? [Write in the letters using the letters from the list above.] 1 st : _____ 2 nd : _____							
PARKS							
K.	Quality of facilities such as picnic shelters and playgrounds in city parks	5	4	3	2	1	9
L.	Quality of outdoor athletic fields (e.g., baseball, soccer, & football)	5	4	3	2	1	9
M.	Appearance and maintenance of existing City parks	5	4	3	2	1	9
N.	Number of City parks	5	4	3	2	1	9
Which TWO Parks and Recreation items do you think should receive the most emphasis from city leaders over the next two years? [Write in the letters using the letters from the list above.] 1 st : _____ 2 nd : _____							
COMMUNICATION							
O.	The availability of information about city programs and services	5	4	3	2	1	9
P.	City efforts to keep you informed about local issues	5	4	3	2	1	9
Q.	Overall quality of the city's website	5	4	3	2	1	9
R.	The level of public involvement in local decision making	5	4	3	2	1	9
S.	Timeliness of information provided by the city	5	4	3	2	1	9
T.	City e-mail information update service	5	4	3	2	1	9
Which TWO Communication items do you think should receive the most emphasis from city leaders over the next two years? [Write in the letters using the letters from the list above.] 1 st : _____ 2 nd : _____							
STREETS							
U.	Maintenance of major City streets	5	4	3	2	1	9
V.	Maintenance of streets in your neighborhood	5	4	3	2	1	9
W.	Mowing & trimming along City streets and other public areas	5	4	3	2	1	9
X.	Adequacy of City street lighting	5	4	3	2	1	9
Y.	Condition of sidewalks in the City	5	4	3	2	1	9
Which TWO Street related items do you think should receive the most emphasis from city leaders over the next two years? [Write in the letters using the letters from the list above.] 1 st : _____ 2 nd : _____							
CODE ENFORCEMENT							
1.	Enforcing the cleanup of litter and debris on private property	5	4	3	2	1	9
2.	Enforcing the mowing and trimming of grass and weeds on private property	5	4	3	2	1	9
3.	Enforcing codes designed to protect public safety and health	5	4	3	2	1	9
4.	Enforcing sign regulation	5	4	3	2	1	9
Which TWO Code Enforcement items do you think should receive the most emphasis from city leaders over the next two years? [Write in the numbers using the numbers from the list above.] 1 st : _____ 2 nd : _____							

12. **Expectations for Services:** Using a scale from 1 to 5, where 5 means the level of service provided by the City "should be much higher" than it is now and 1 means it "should be much lower", please indicate how the level of service provided by the City should change in each of the areas listed below.

How should the level of service provided by the City in the following areas change:		Should Be Much Higher	Should Be a Little Higher	Should Stay the Same	Should Be a Little Lower	Should Be Much Lower	Don't Know
A.	Law enforcement	5	4	3	2	1	9
B.	Fire, EMS and ambulance	5	4	3	2	1	9
C.	Parks and open space	5	4	3	2	1	9
D.	Recreation facilities	5	4	3	2	1	9
E.	Maintenance of Infrastructure (streets, sidewalks)	5	4	3	2	1	9

13. If you think the level of service for any of the items listed in Question 12 should be higher, would you be willing to pay more in taxes or fees to support an increase in the service level?

- (1) Not applicable – I do not think any levels of service need to be higher
- (2) Yes – I would be willing to pay more in taxes and fees
- (3) No – I would not be willing to pay more in taxes and fees
- (4) Don't know

14. From 2007-2012 the City collected a voter approved property tax levy lid lift of \$.10/\$1,000 of assessed valuation to support EMS and ambulance services. To maintain existing levels of Fire, EMS and ambulance services, do you support renewing this levy lid lift? (Note: the expired property tax levy lid lift was costing the owner of a home valued at \$275,000 a total of \$27.50 per year, and this tax rate would remain the same if the levy lid lift is renewed.)

- (1) Yes (2) No (3) Don't know

15. Washington voters approved Initiative 502 to allow for the production, processing and retail sales of recreational marijuana. Cities have discretion to regulate or prohibit such uses within their jurisdiction. Please indicate if you support allowing the following uses in Washougal by circling YES or NO below.

- (A) Marijuana Production..... YES..... NO
- (B) Marijuana Processing YES..... NO
- (C) Marijuana Retail Sales..... YES..... NO

16. To maintain the overall pavement condition of city streets do you support a new \$20 annual vehicle license tag renewal fee?

- (1) Yes (2) No (3) Don't know

17. Approximately how many years have you lived in Washougal? _____ years

18. What is your age? _____ years

19. What is your gender? (1) Male (2) Female

20. Would you say your total annual household income is:

- (1) Under \$25,000 (3) \$50,000 to \$74,999 (5) \$100,000 to \$124,999
- (2) \$25,000 to \$49,999 (4) \$75,000 to \$99,999 (6) \$125,000 or more

This concludes the survey. Thank you for your time!

Please Return Your Completed Survey in the Enclosed Postage Paid Envelope Addressed to:
ETC Institute, 725 W. Frontier Circle, Olathe, KS 66061

Your responses will remain completely confidential. The information printed to the right will ONLY be used to help identify which areas of the City are having difficulties with City services. If your address is not correct, please provide the correct information. Thank You.