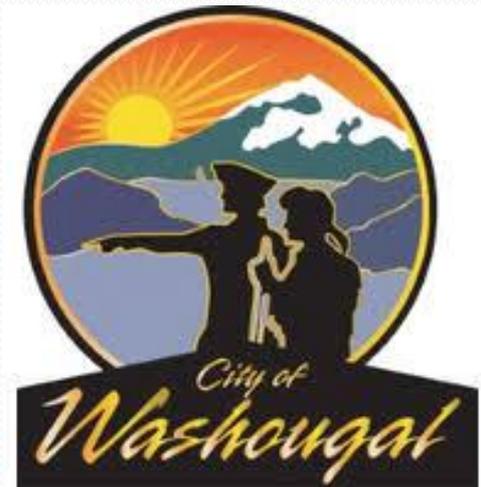


2020 Community Survey ***City of Washougal, Washington***

Presented by

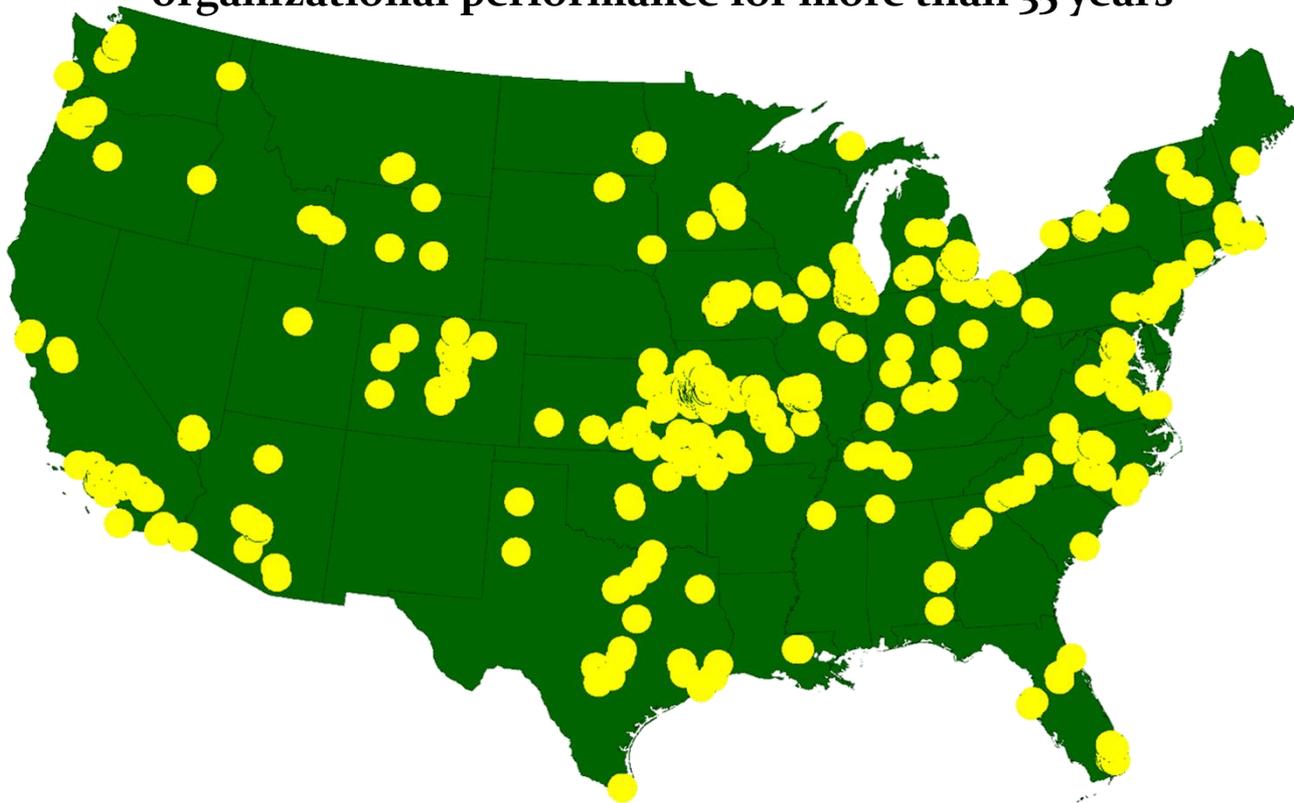


May 2020

ETC Institute

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More than 2,200,000 Persons Surveyed Since 2007
for more than 900 cities in 49 States

Agenda

- **Purpose and Methodology**
- **Bottom Line Upfront**
- **Major Findings**
- **Summary**
- **Questions**

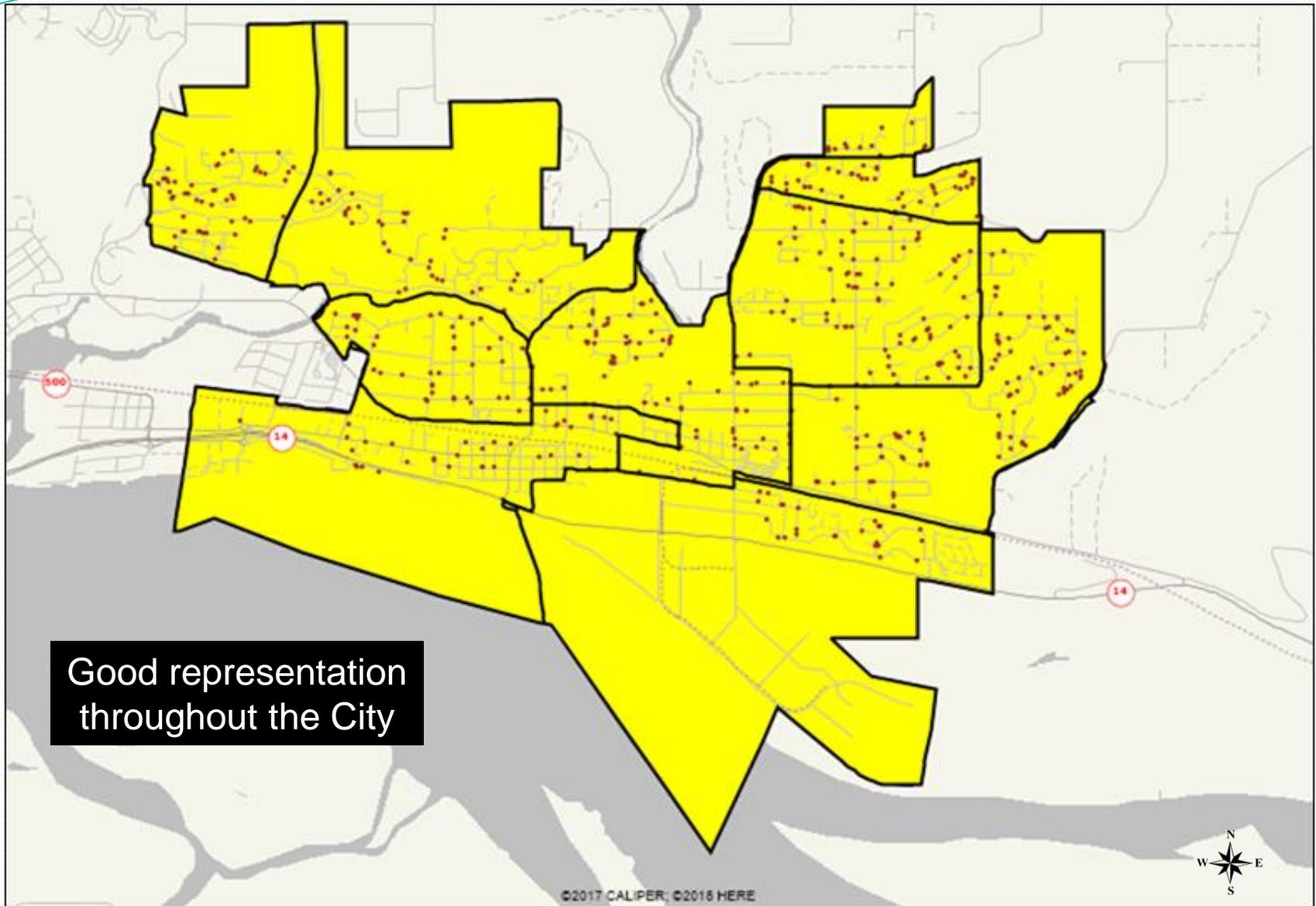
Purpose

- **To objectively assess satisfaction among residents with the delivery of City services**
- **To measure trends from previous surveys**
- **To help determine priorities for the community**
- **To compare the City's performance with other communities regionally and nationally**

Methodology

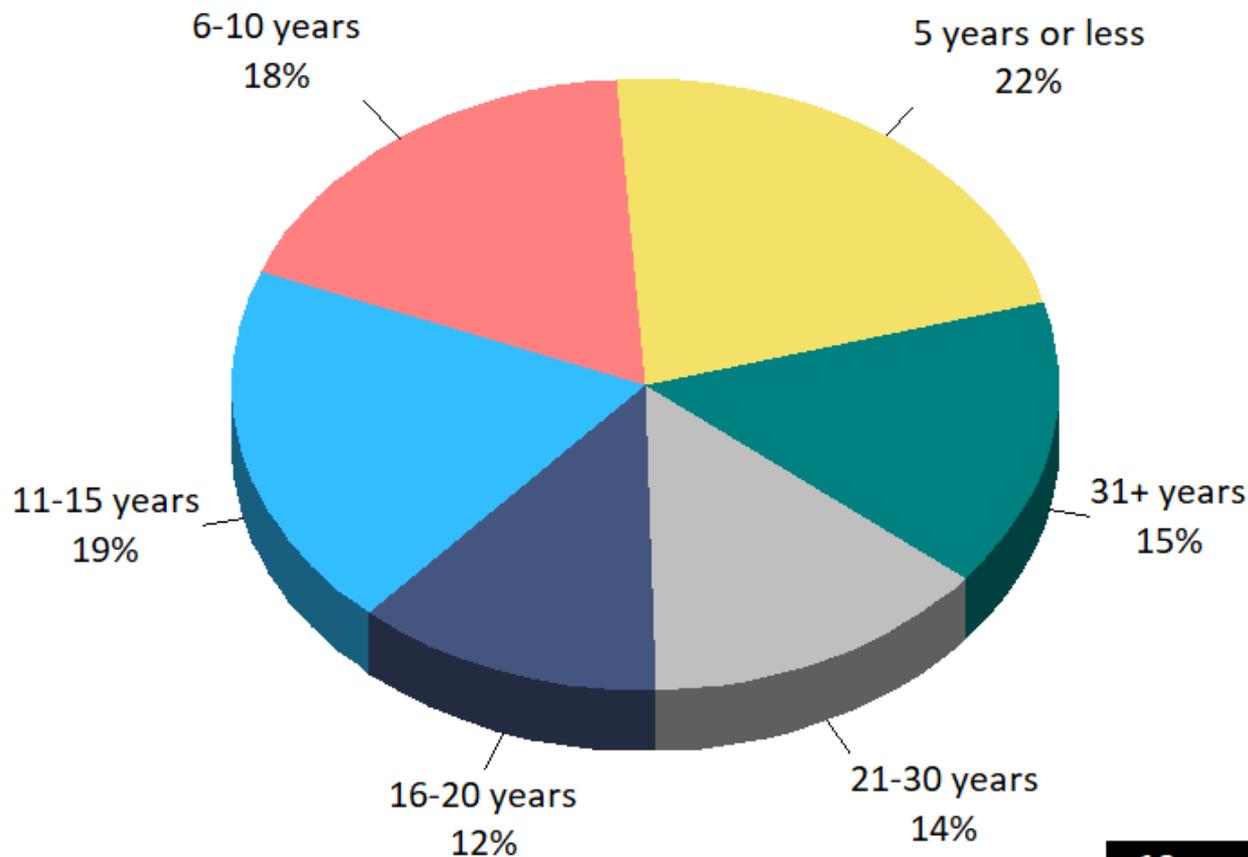
- **Survey Description**
 - ❑ six-page survey; included many of the same questions that were asked in previous years
 - ❑ 4th Community Survey conducted for the City
- **Method of Administration**
 - ❑ by mail and online to a random sample of City residents
 - ❑ each survey took approximately 15-20 minutes to complete
- **Sample size:**
 - ❑ goal number of surveys: 400
 - ❑ goal far exceeded: 517 completed surveys
 - ❑ demographics of survey respondents accurately reflects the actual population of the City
- **Confidence level:** 95%
- **Margin of error:** +/- 4.3% overall

Location of Survey Respondents



Q25. Approximately how many years have you lived in Washougal?

by percentage respondents (excluding "not provided")



10 years or less = 40%
15 years or less = 59%
21 years or more = 29%

Source: ETC Institute DirectionFinder (2020 - Washougal, WA)

Bottom Line Up Front

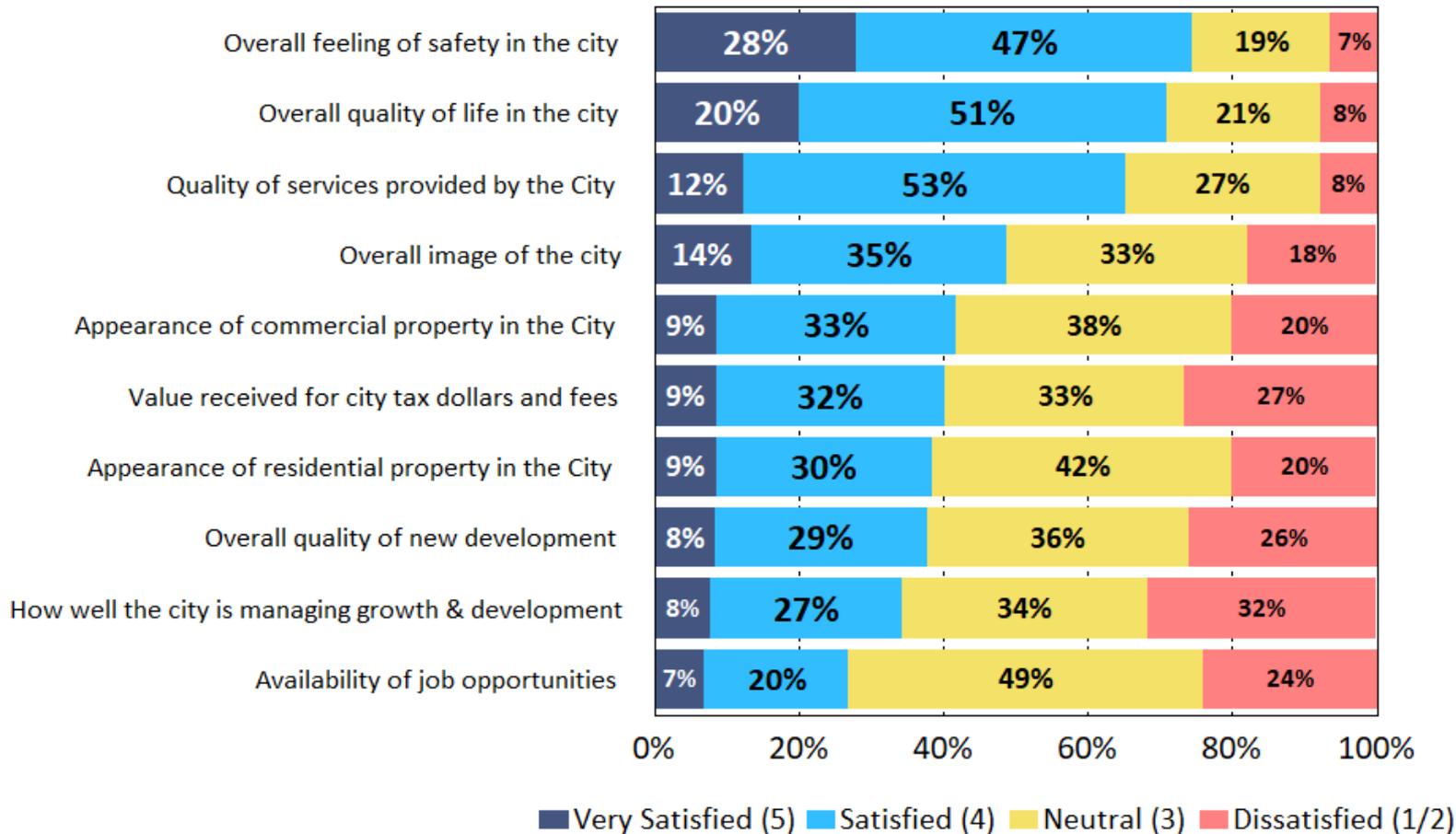
- **Residents Have a Positive Perception of the City**
 - ❑ 65% are satisfied with the overall quality of City services (a significant increase of 5% since 2018); only 8% are dissatisfied
- **The City Is Moving in the Right Direction**
 - ❑ Satisfaction ratings have increased or stayed the same in 49 of 54 areas since 2018, and increased or stayed the same in 44 of 54 areas since 2014
- **Washougal Rates Higher Than Other Cities in the Overall Quality of City Services**
 - ❑ The City rated 23% above the Northwest Regional Average and 17% above the U.S. Average in the overall quality of services provided by the City
- **Washougal Rates Higher Than Other Cities in Providing Customer Service**
 - ❑ The City rated 25% above the Northwest Regional Average and 28% above the U.S. Average in the quality of customer service provided by City employees
- **Overall Priorities for Improvement:**
 - ❑ Maintenance of City Streets
 - ❑ Effectiveness of Economic Development Efforts

Major Finding #1

Residents Have a Positive
Perception of the City

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

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

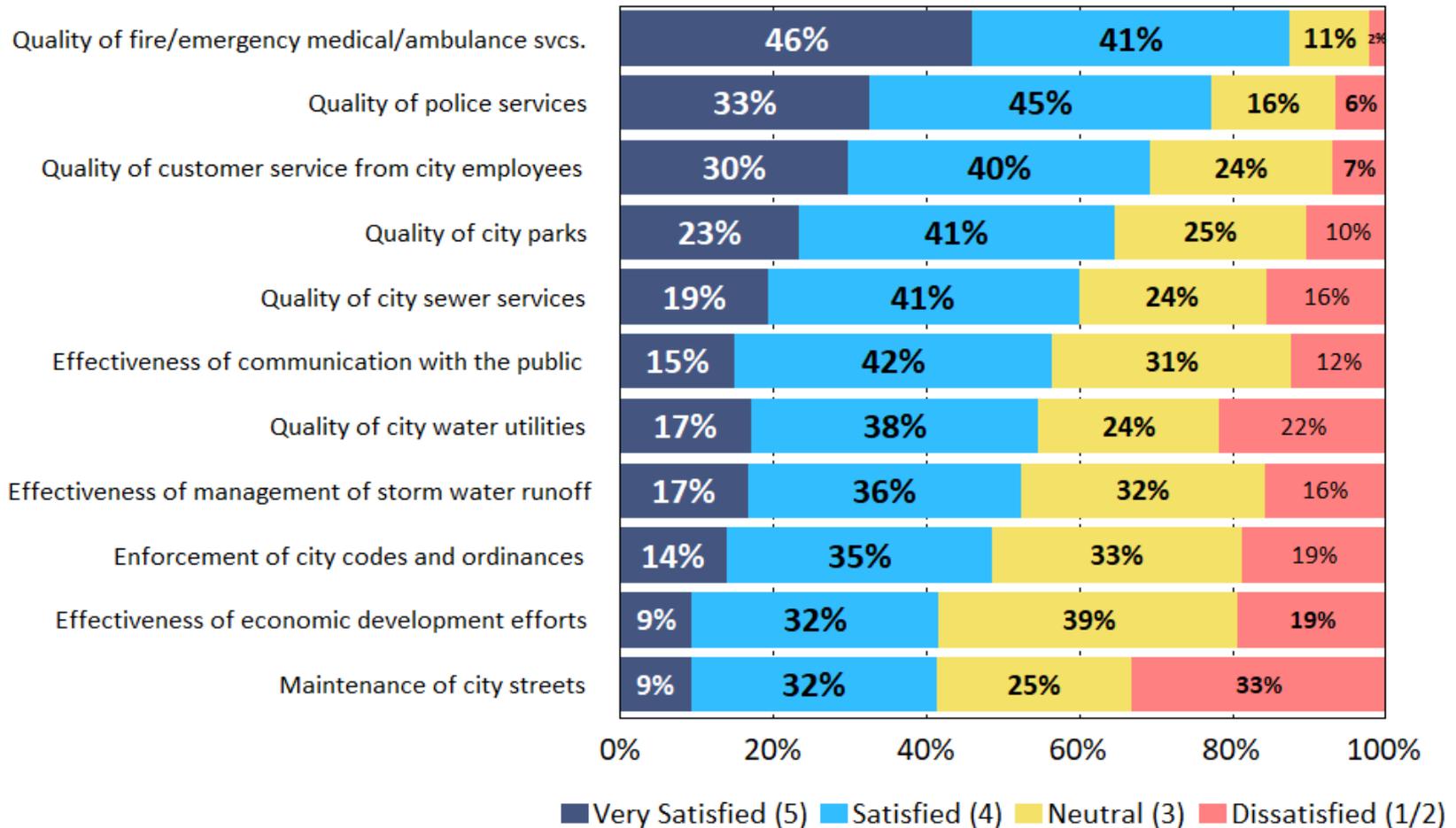


Source: ETC Institute DirectionFinder (2020 - Washougal, WA)

More Than an 8-1 Ratio of Residents Who Are Satisfied vs. Dissatisfied (65% vs. 8%) with the Overall Quality of Services Provided by the City

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

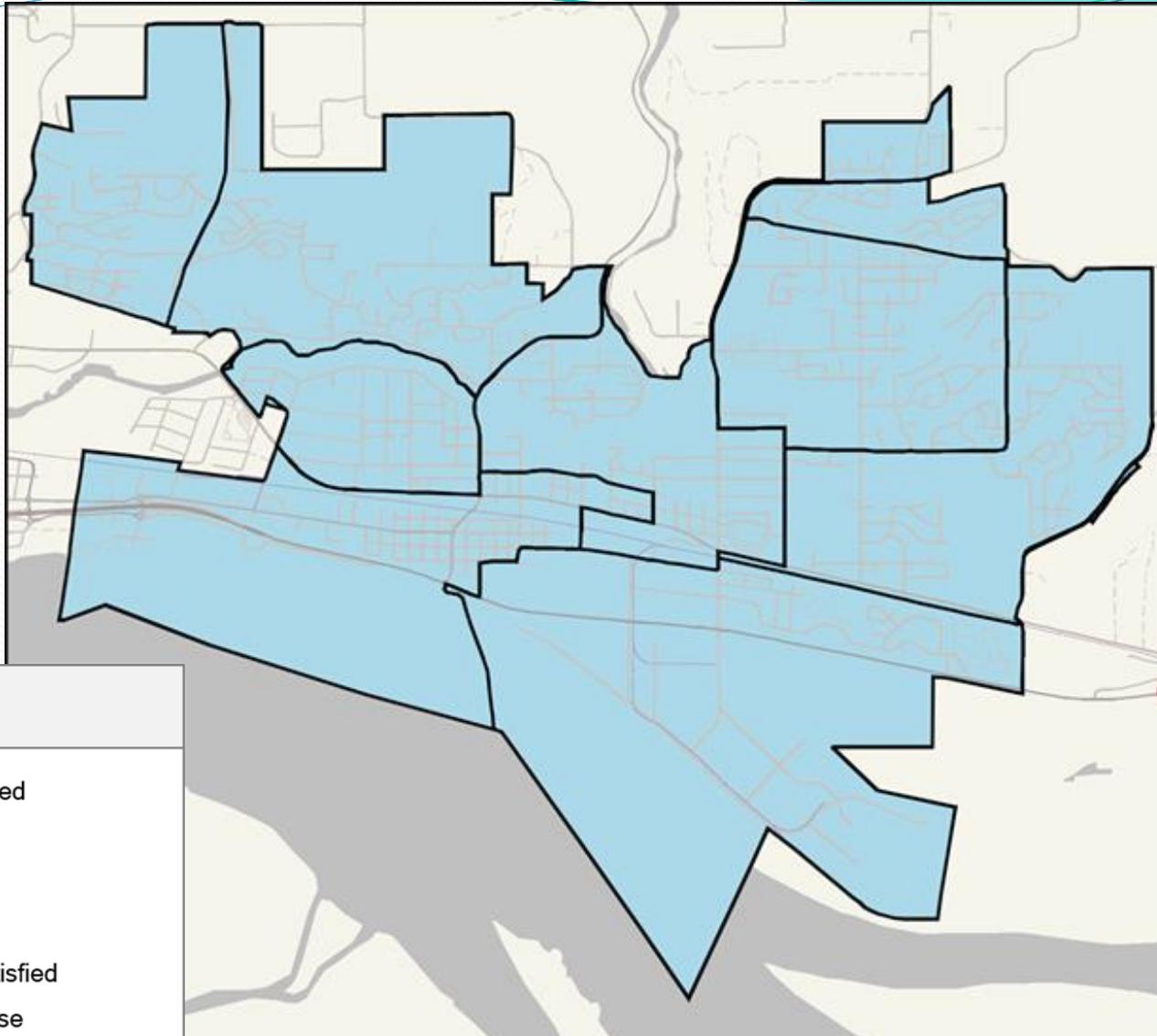
by percentage of respondents (excluding "don't know")



Source: ETC Institute DirectionFinder (2020 - Washougal, WA)

Most Services Receive High Ratings, but There Are Concerns with Maintenance of Streets and Economic Development Efforts

Overall Quality of Services Provided by the City of Washougal



Legend

-  Very Satisfied
-  Satisfied
-  Neutral
-  Dissatisfied
-  Very Dissatisfied
-  No Response

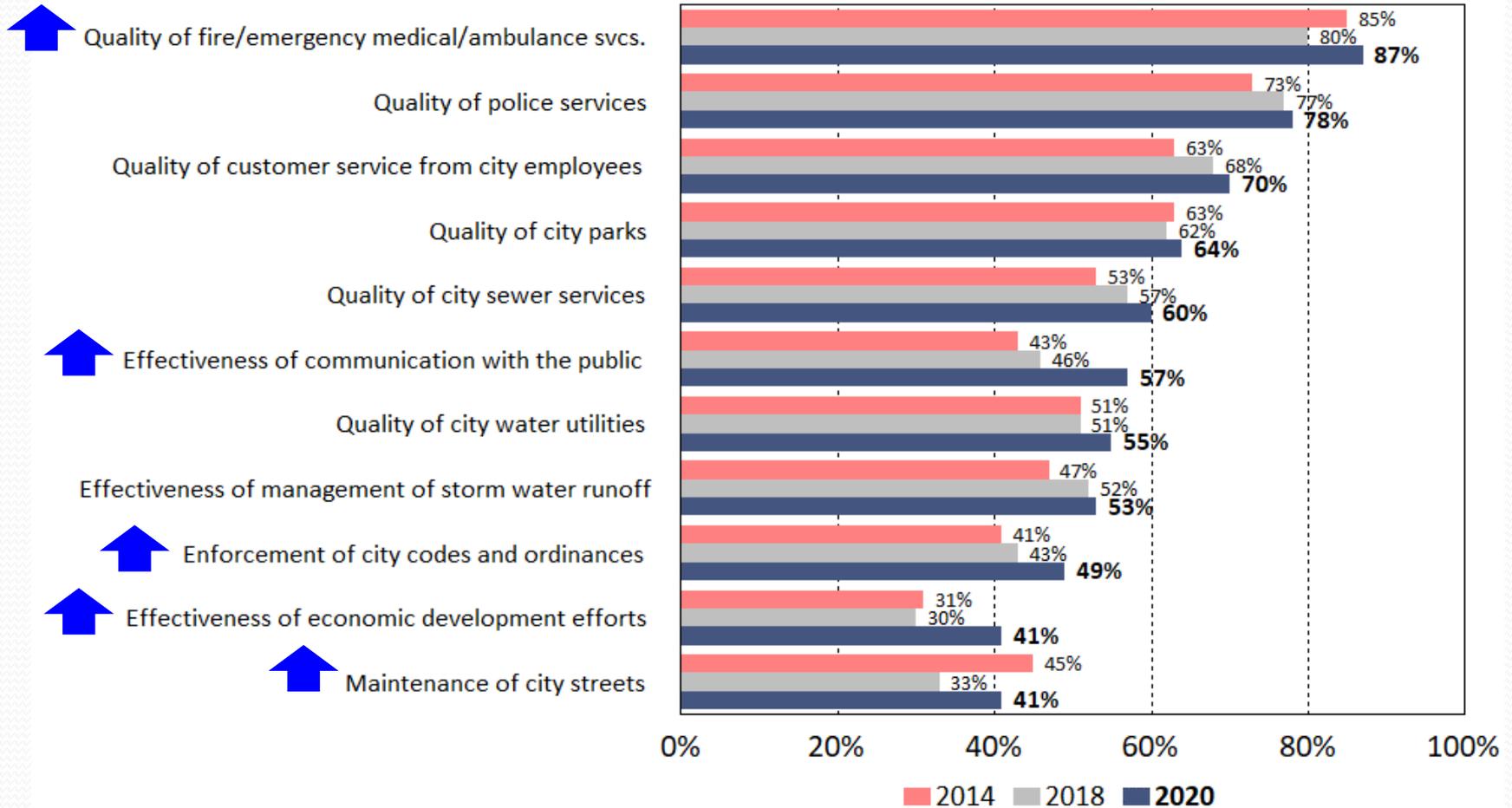
All areas are in BLUE, indicating that residents in all parts of the City are satisfied with the overall quality of City services

Major Finding #2

The City Is Moving in the Right
Direction

TRENDS: Satisfaction with Major Categories of Service Provided by the City - 2014 to 2020

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



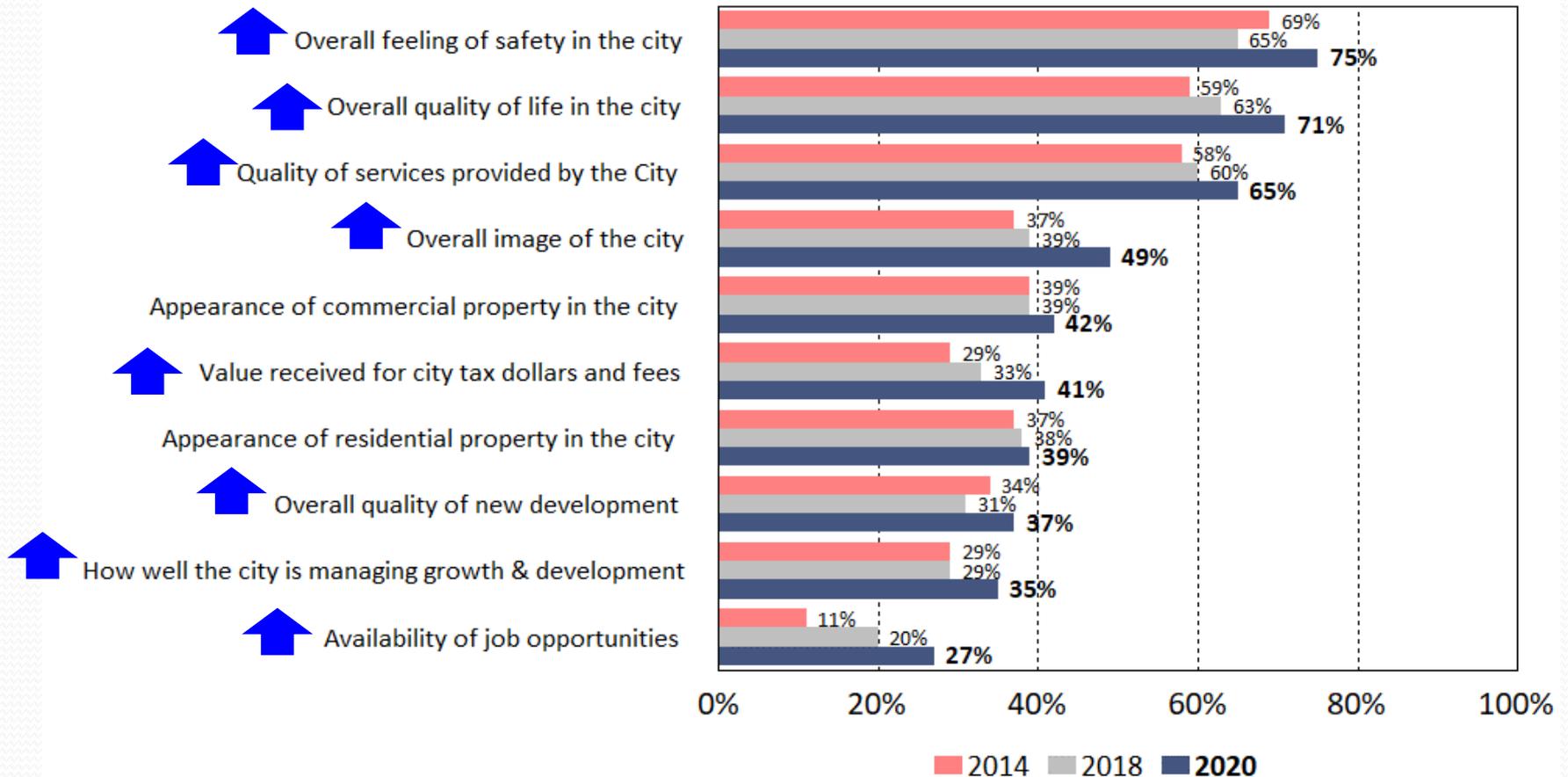
Source: ETC Institute DirectionFinder (2020 - Washougal, WA)

Significant Increases From 2018: Significant Decreases From 2018:

TRENDS: Satisfaction With Items That Influence the Perception Residents Have of the City

2014 to 2020

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



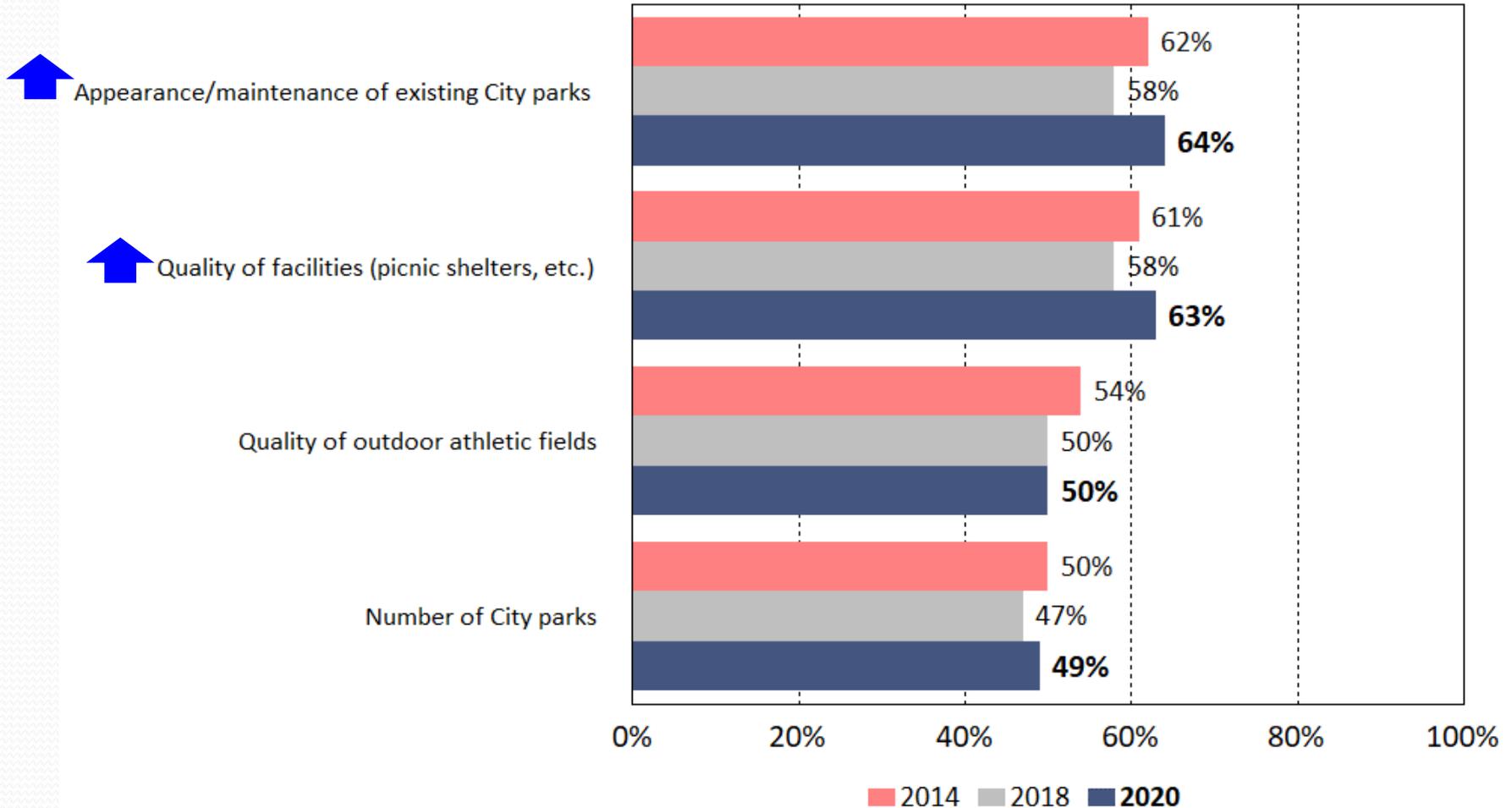
Source: ETC Institute DirectionFinder (2020 - Washougal, WA)

Significant Increases From 2018: **Significant Decreases From 2018:**

TRENDS: Satisfaction With Parks and Recreation

2014 to 2020

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



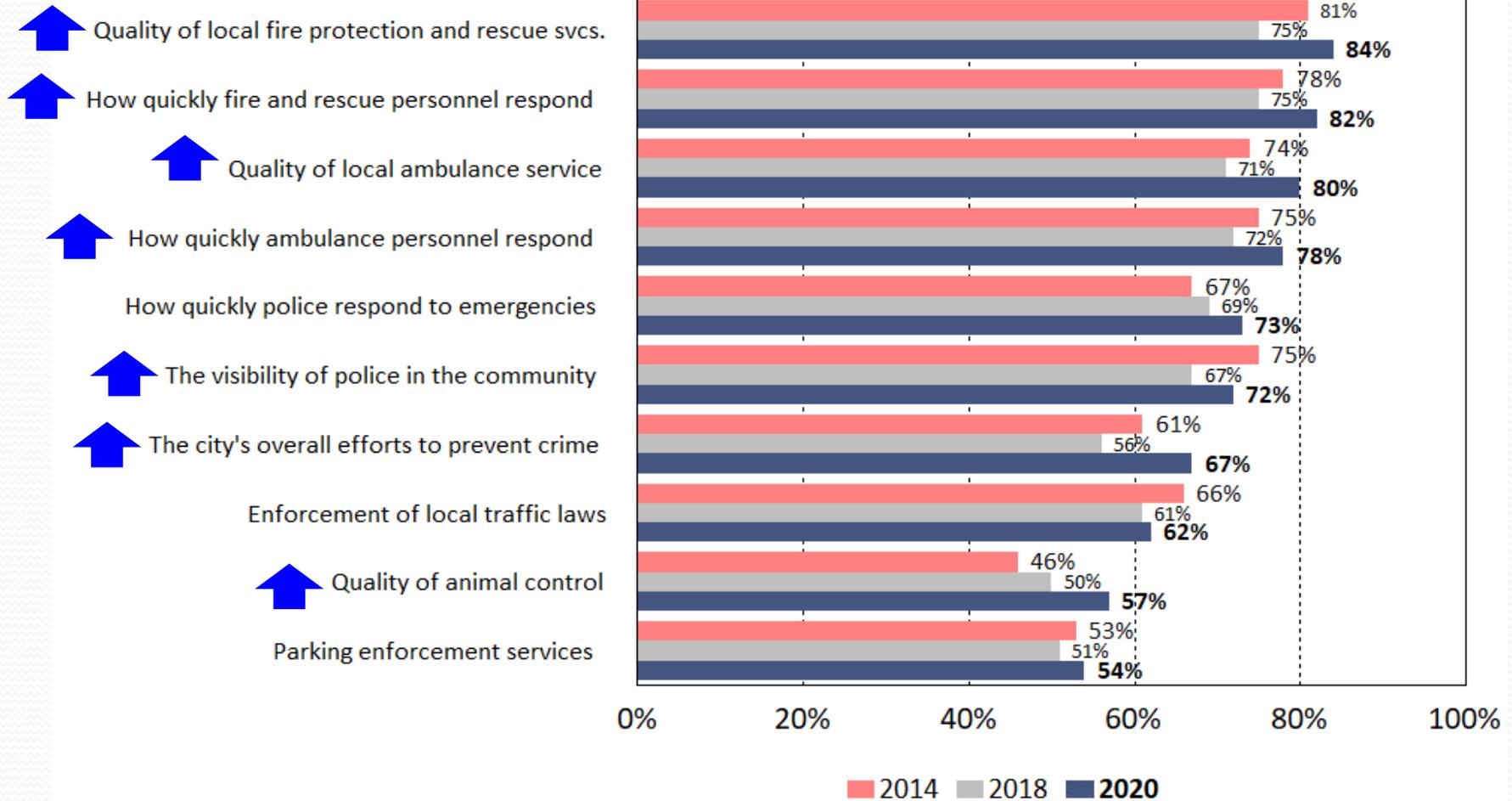
Source: ETC Institute DirectionFinder (2020 - Washougal, WA)

Significant Increases From 2018:  Significant Decreases From 2018: 

TRENDS: Satisfaction With Public Safety

2014 to 2020

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

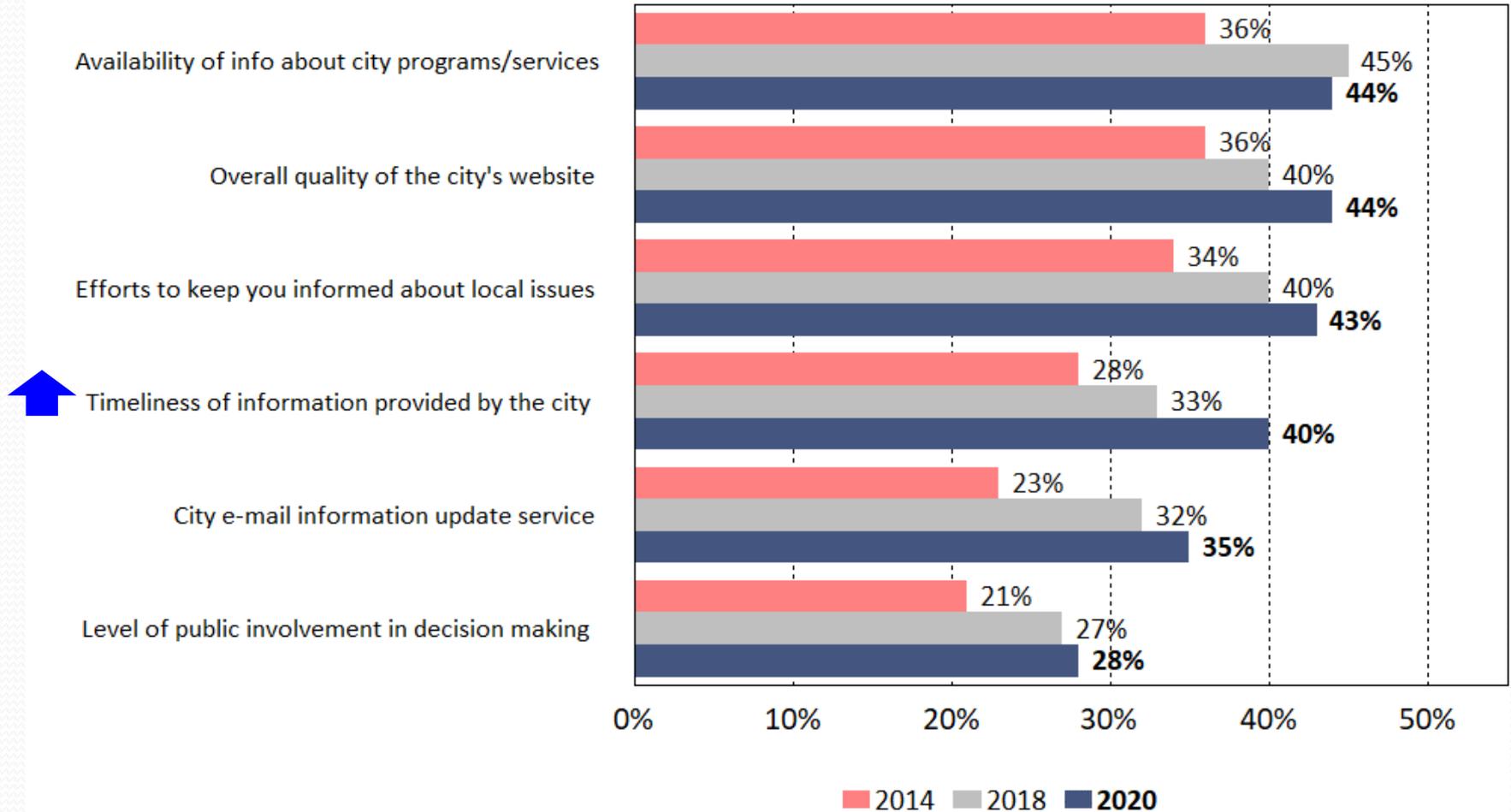


Source: ETC Institute DirectionFinder (2020 - Washougal, WA)

Significant Increases From 2018: Significant Decreases From 2018:

TRENDS: Satisfaction With Communication 2014 to 2020

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



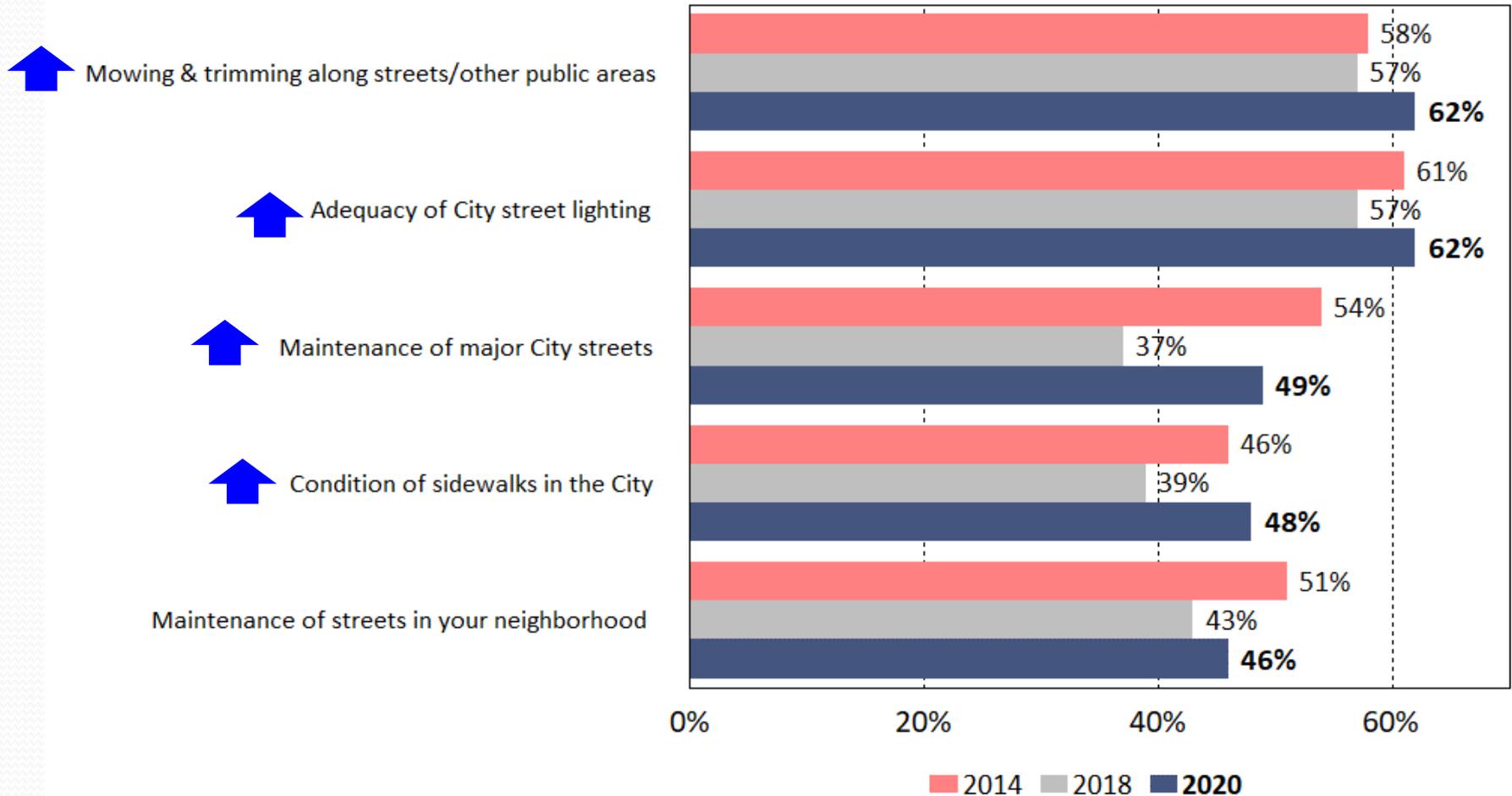
Source: ETC Institute DirectionFinder (2020 - Washougal, WA)

Significant Increases From 2018:  **Significant Decreases From 2018:** 

TRENDS: Satisfaction With Streets

2014 to 2020

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

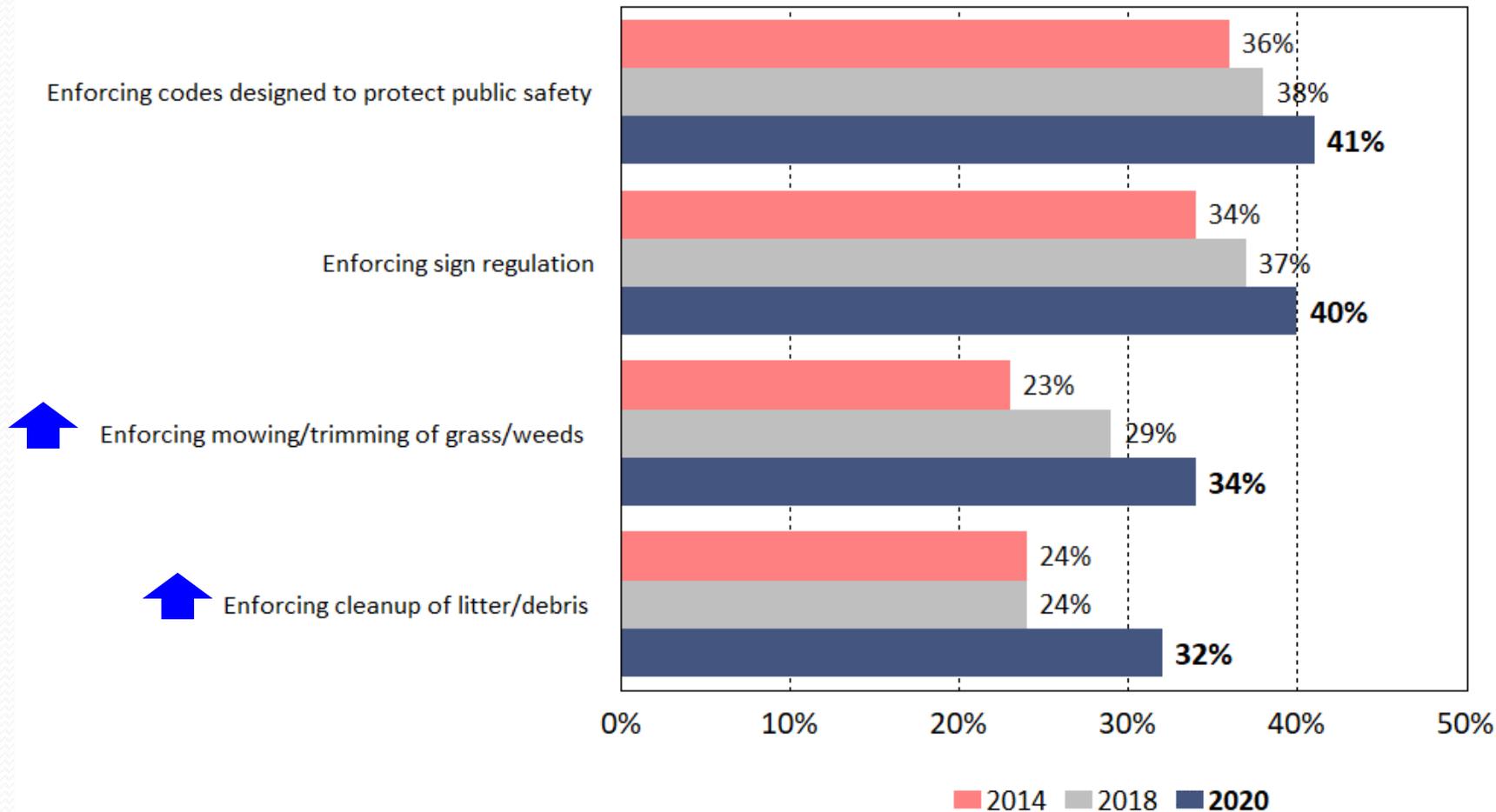


Source: ETC Institute DirectionFinder (2020 - Washougal, WA)

Significant Increases From 2018:  Significant Decreases From 2018: 

TRENDS: Satisfaction With Code Enforcement 2014 to 2020

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



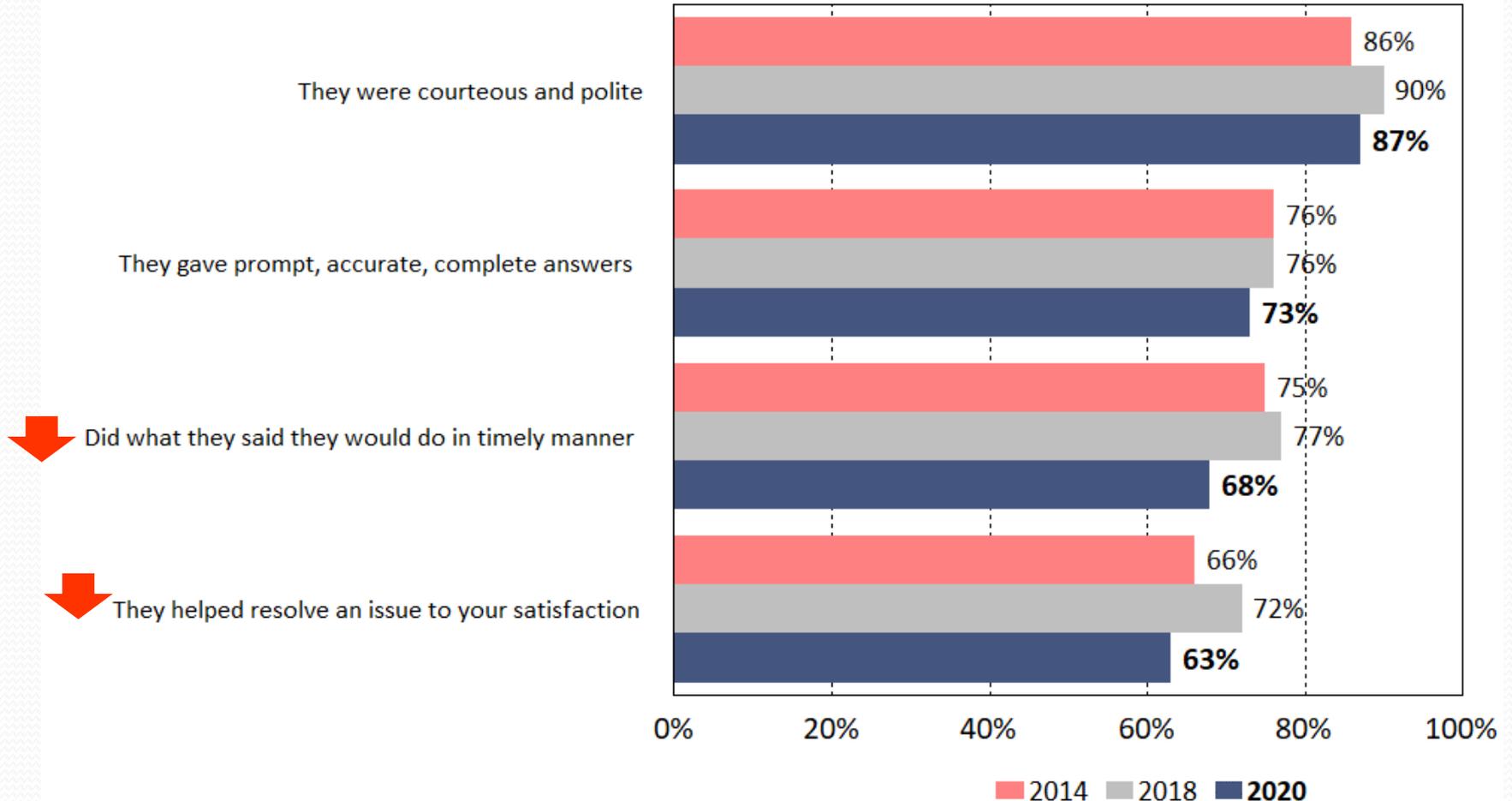
Source: ETC Institute DirectionFinder (2020 - Washougal, WA)

Significant Increases From 2018:  Significant Decreases From 2018: 

TRENDS: How often did the employees contacted display the following behaviors?

2014 to 2020

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



Source: ETC Institute DirectionFinder (2020 - Washougal, WA)

Significant Increases From 2018:  Significant Decreases From 2018: 

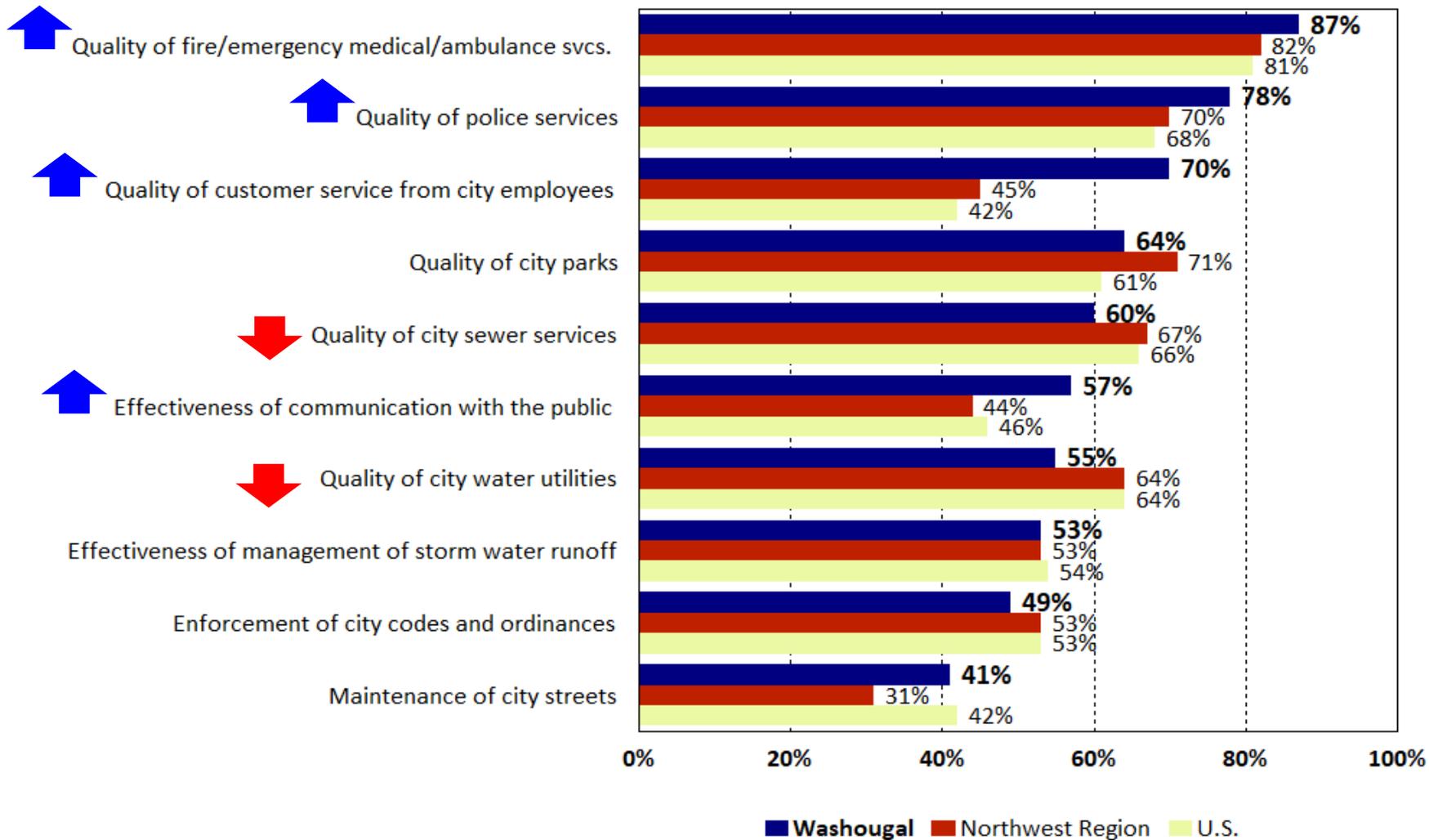
Major Finding #3

How Washougal Compares to
Other Communities

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)

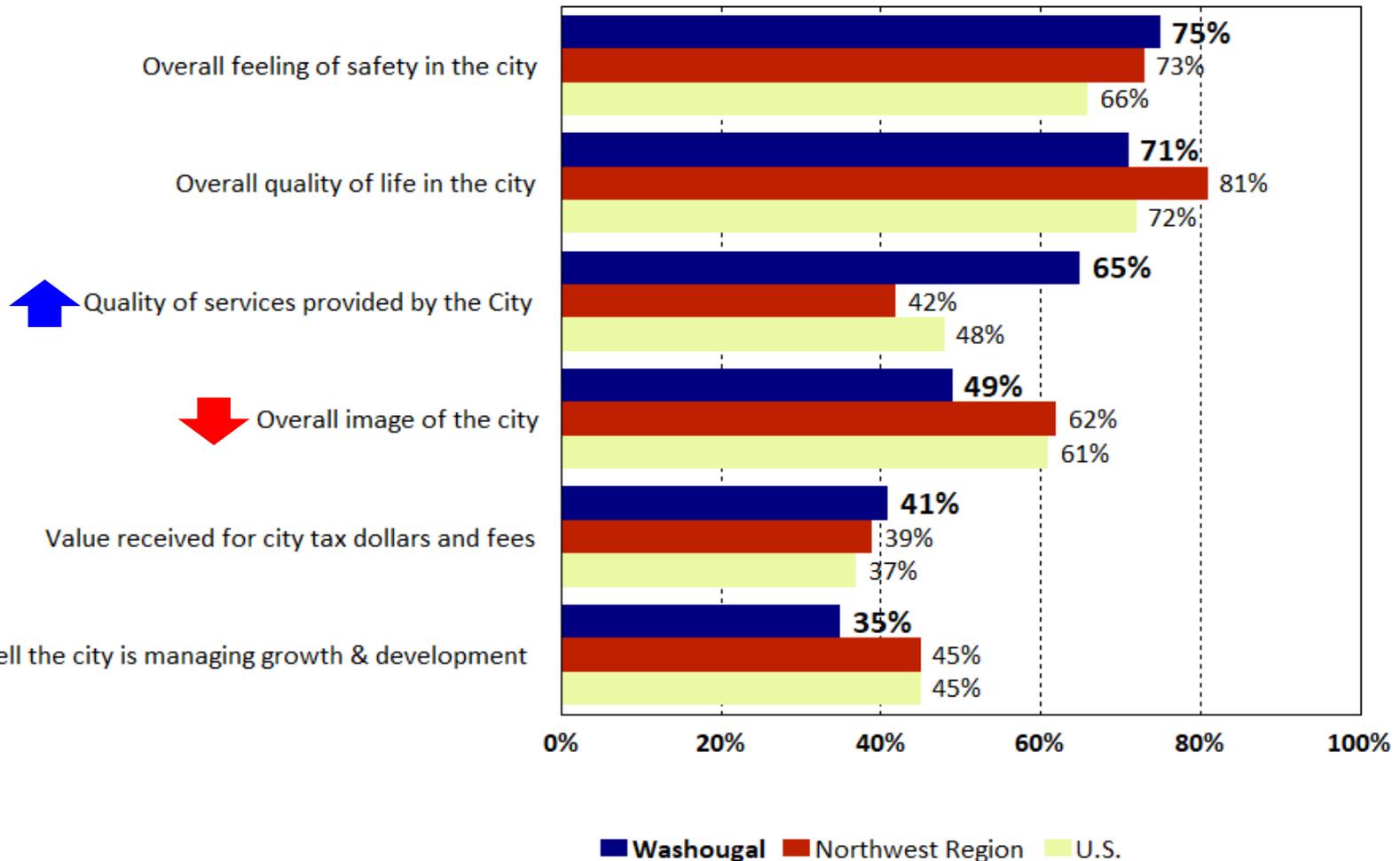


Source: 2020 ETC Institute

Ratings of Items that Influence Perceptions of the City

Washougal vs. Northwest Region vs. the U.S.

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



Source: 2020 ETC Institute

Significantly Higher: ▲

Significantly Lower: ▼

Major Finding #4

Priorities for Improvement

Importance-Satisfaction Rating

City of Washougal

OVERALL

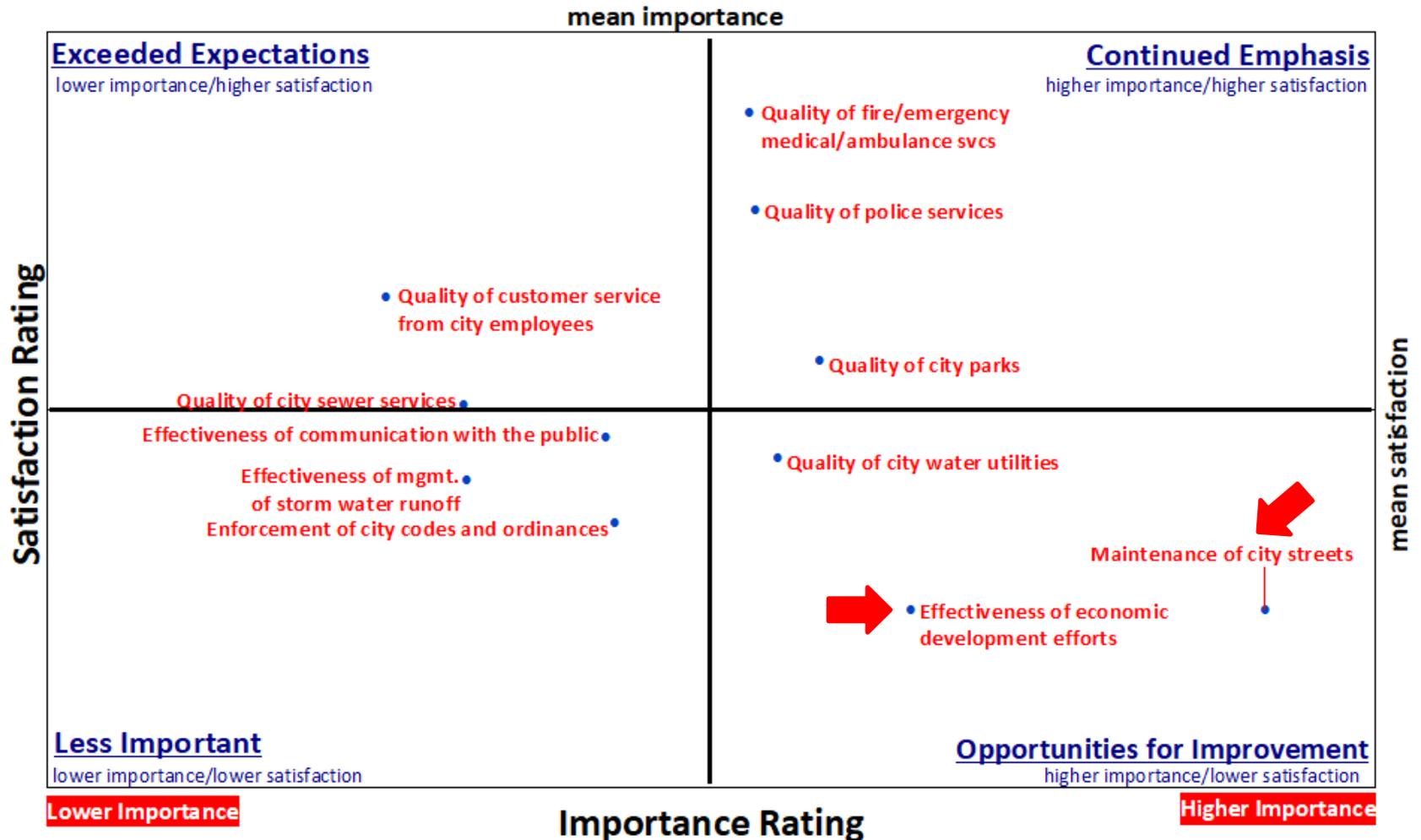
Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<i>Very High Priority (IS >.20)</i>						
Maintenance of city streets	53%	1	41%	11	0.3098	1
<i>High Priority (IS .10-.20)</i>						
Effectiveness of economic development efforts	34%	2	41%	10	0.1994	2
Quality of city water utilities	27%	4	55%	7	0.1206	3
Quality of city parks	29%	3	64%	4	0.1044	4
<i>Medium Priority (IS <.10)</i>						
Enforcement of city codes and ordinances	18%	7	49%	9	0.0928	5
Effectiveness of communication with the public	18%	8	57%	6	0.0761	6
Quality of police services	26%	5	78%	2	0.0563	7
Effectiveness of management of storm water runoff	10%	9	53%	8	0.0489	8
Quality of city sewer services	10%	10	60%	5	0.0408	9
Quality of fire/emergency medical/ambulance svcs.	25%	6	87%	1	0.0329	10
Quality of customer service from city employees	6%	11	70%	3	0.0183	11

Overall Priorities: 

2020 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)

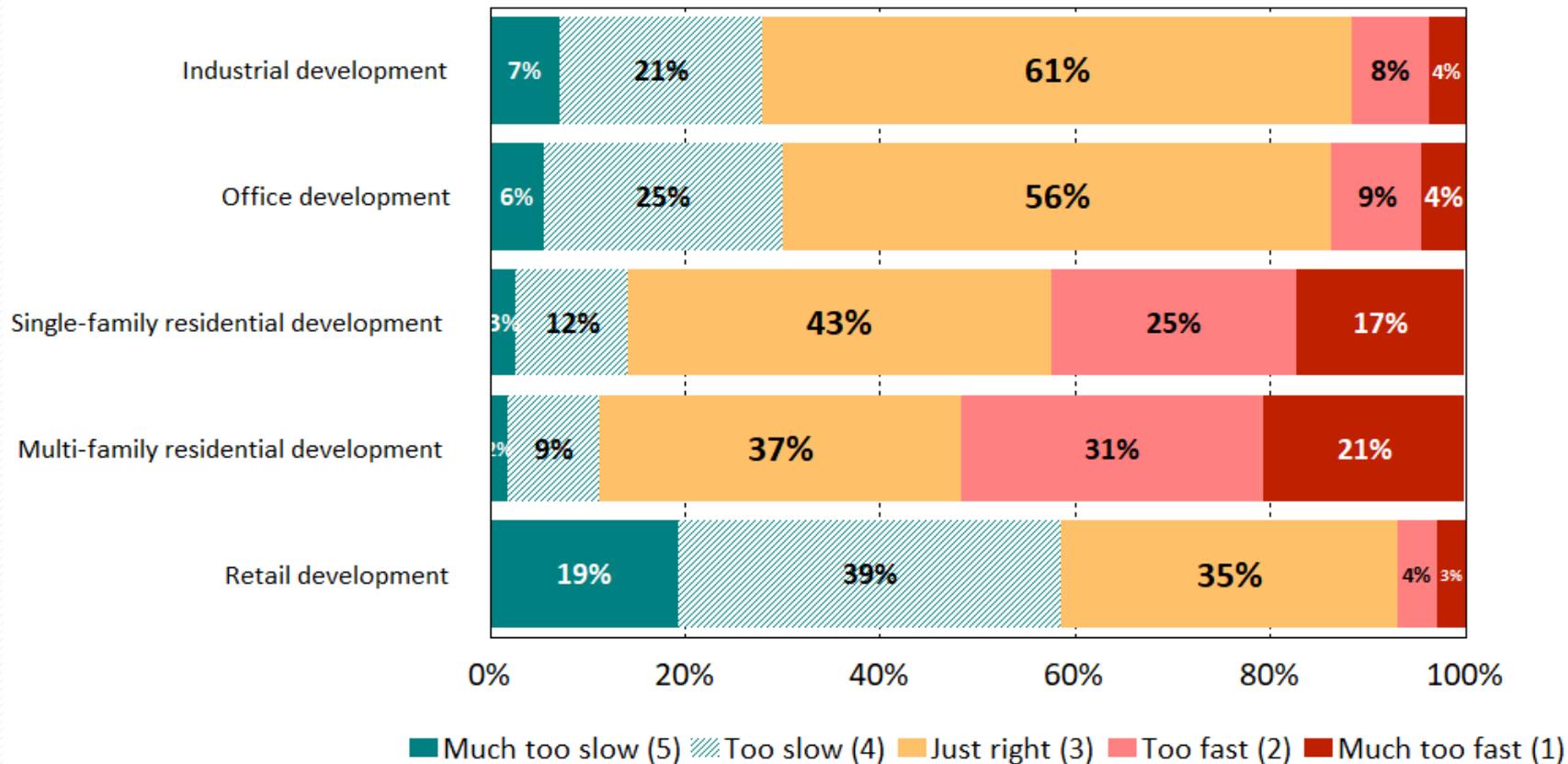


Source: ETC Institute (2020)

Other Findings

Q15. How Residents Rate the City's Current Pace of Development

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

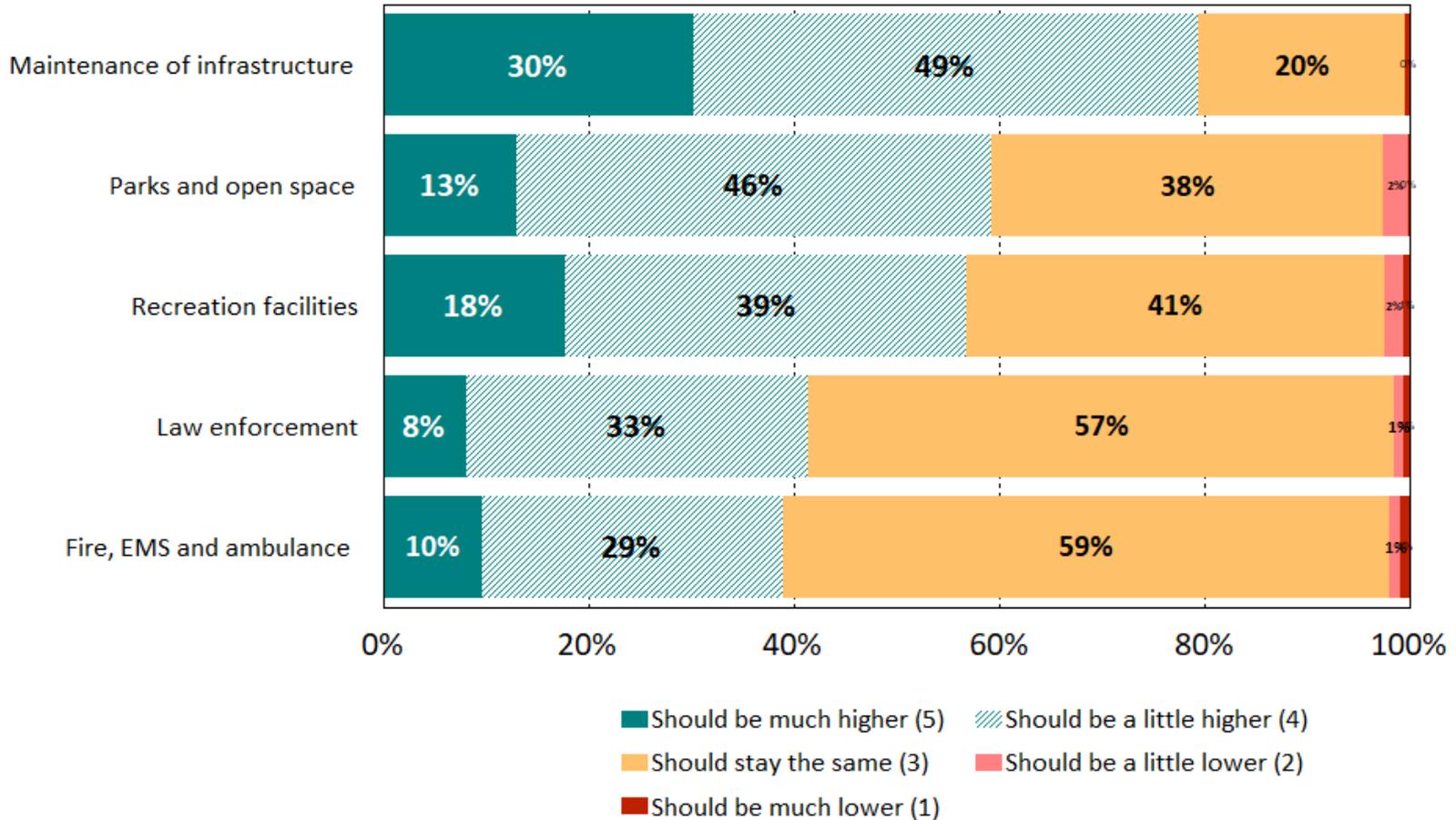


Source: ETC Institute DirectionFinder (2020 - Washougal, WA)

58% Feel Retail Development Is Too Slow; 52% Feel Multi-Family Residential Development Is Too Fast

Q19. How the Level of Service Provided by the City Should Change

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

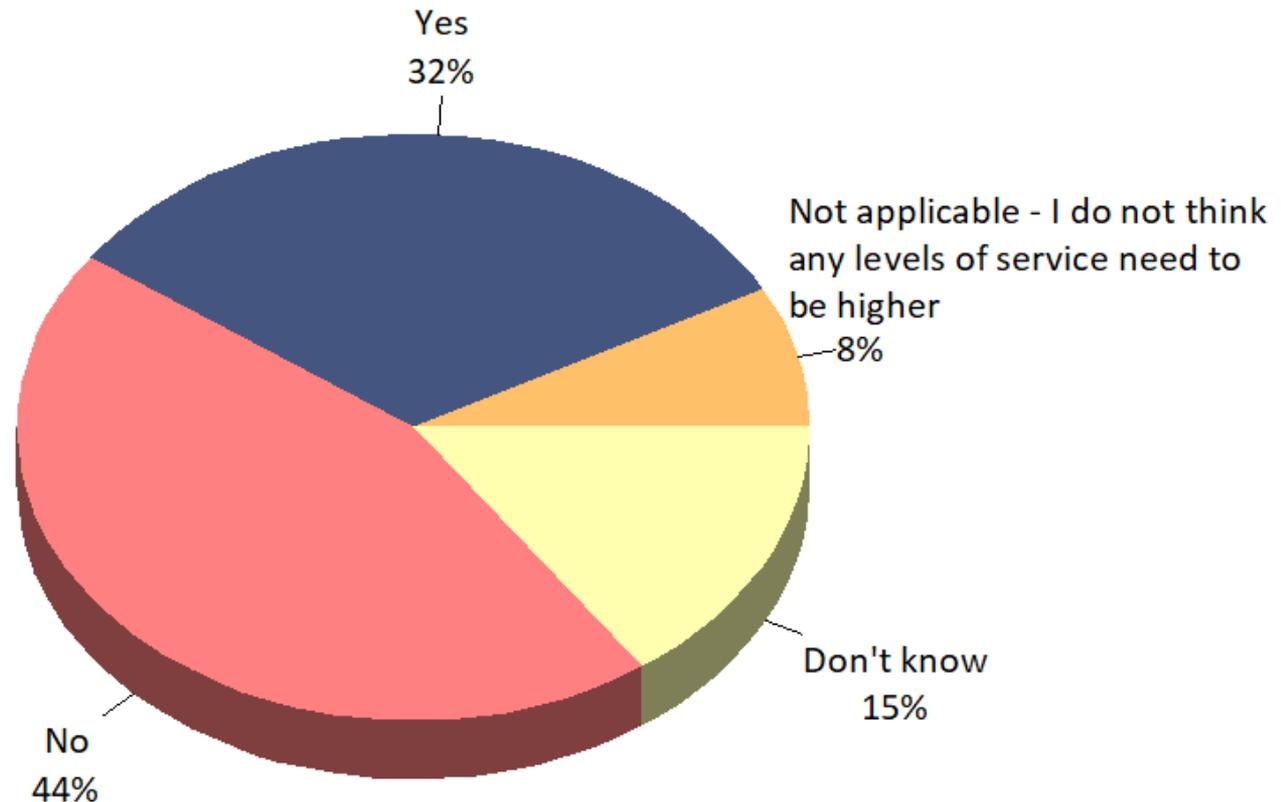


Source: ETC Institute DirectionFinder (2020 - Washougal, WA)

Over 75% Would Like to See Higher Levels of Service for Maintenance of Infrastructure
Over 50% Would Like to See Higher Levels of Service for Rec Facilities & Parks/Open Space

Q20. Would you be willing to pay more in taxes or fees to support an increase in service levels?

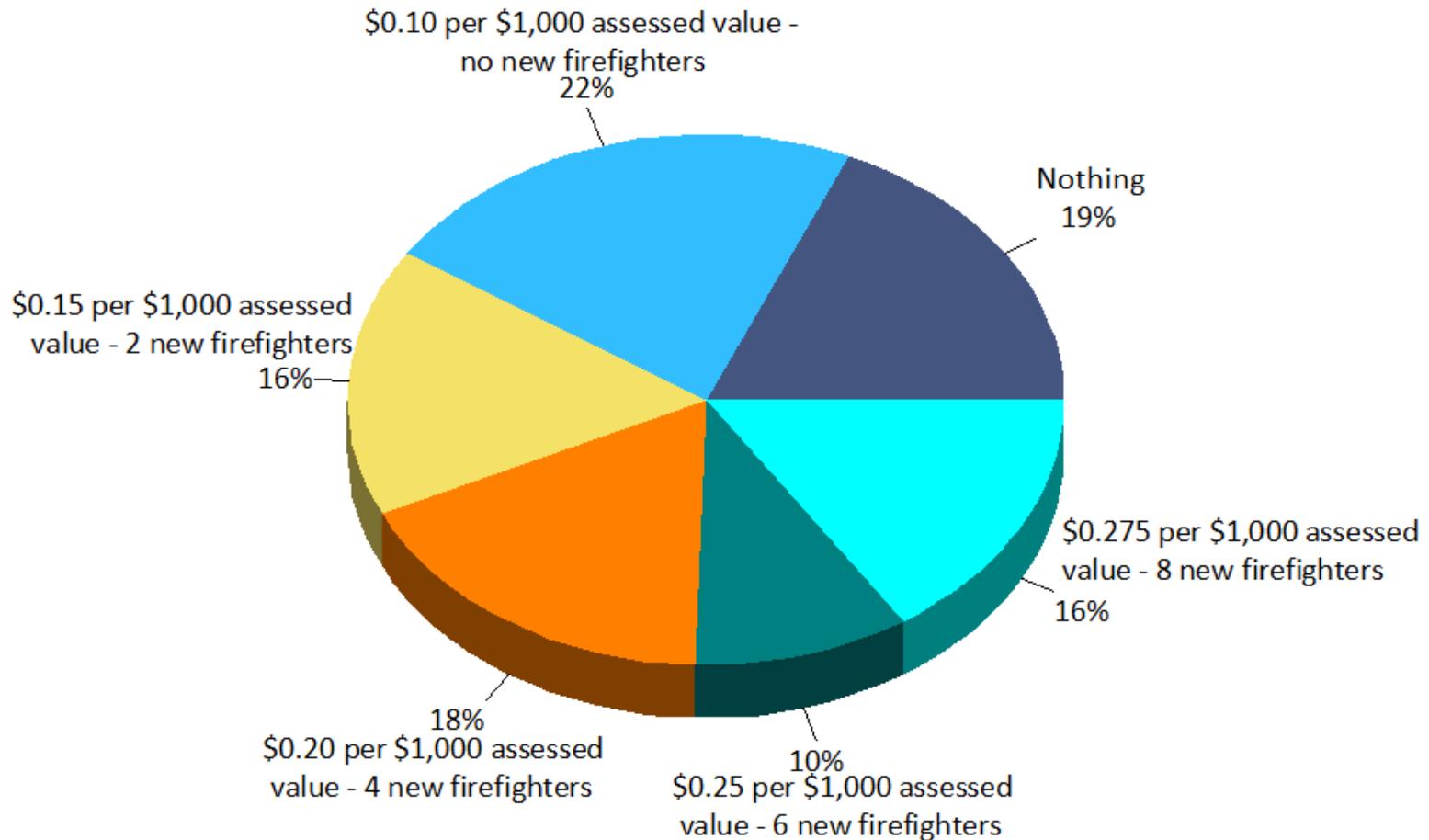
by percentage of respondents



Source: ETC Institute DirectionFinder (2020 - Washougal, WA)

Q21. Maximum Amount of Property Tax Respondents Would Be Willing to Support to Fund Firefighters

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

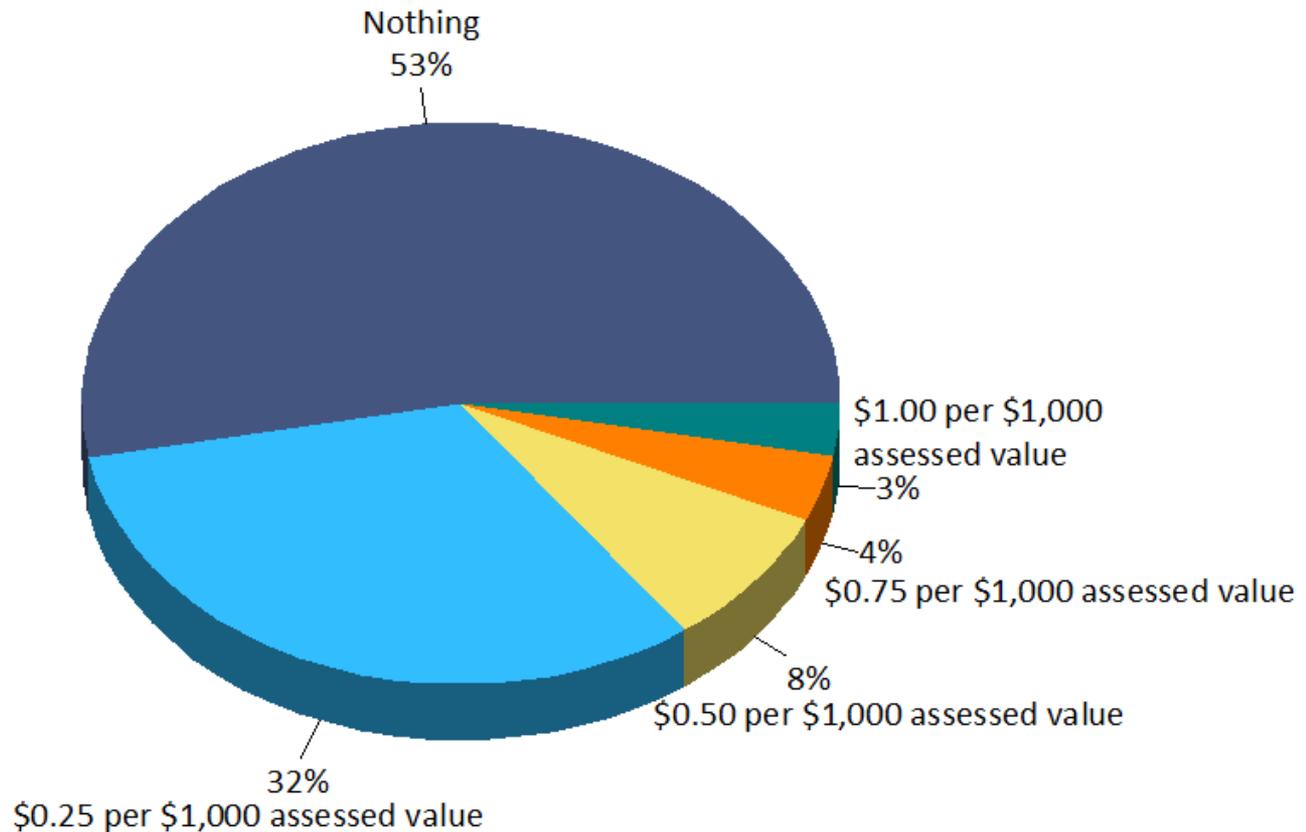


Source: ETC Institute DirectionFinder (2020 - Washougal, WA)

**82% would support at least \$.10 per \$1,000;
60% would support at least \$.15 per \$1,000;
44% would support at least \$.20 per \$1,000**

Q22. Maximum Amount of Property Tax Respondents Would Be Willing to Support to Fund Construction and Operation of a New Community Recreation Center

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

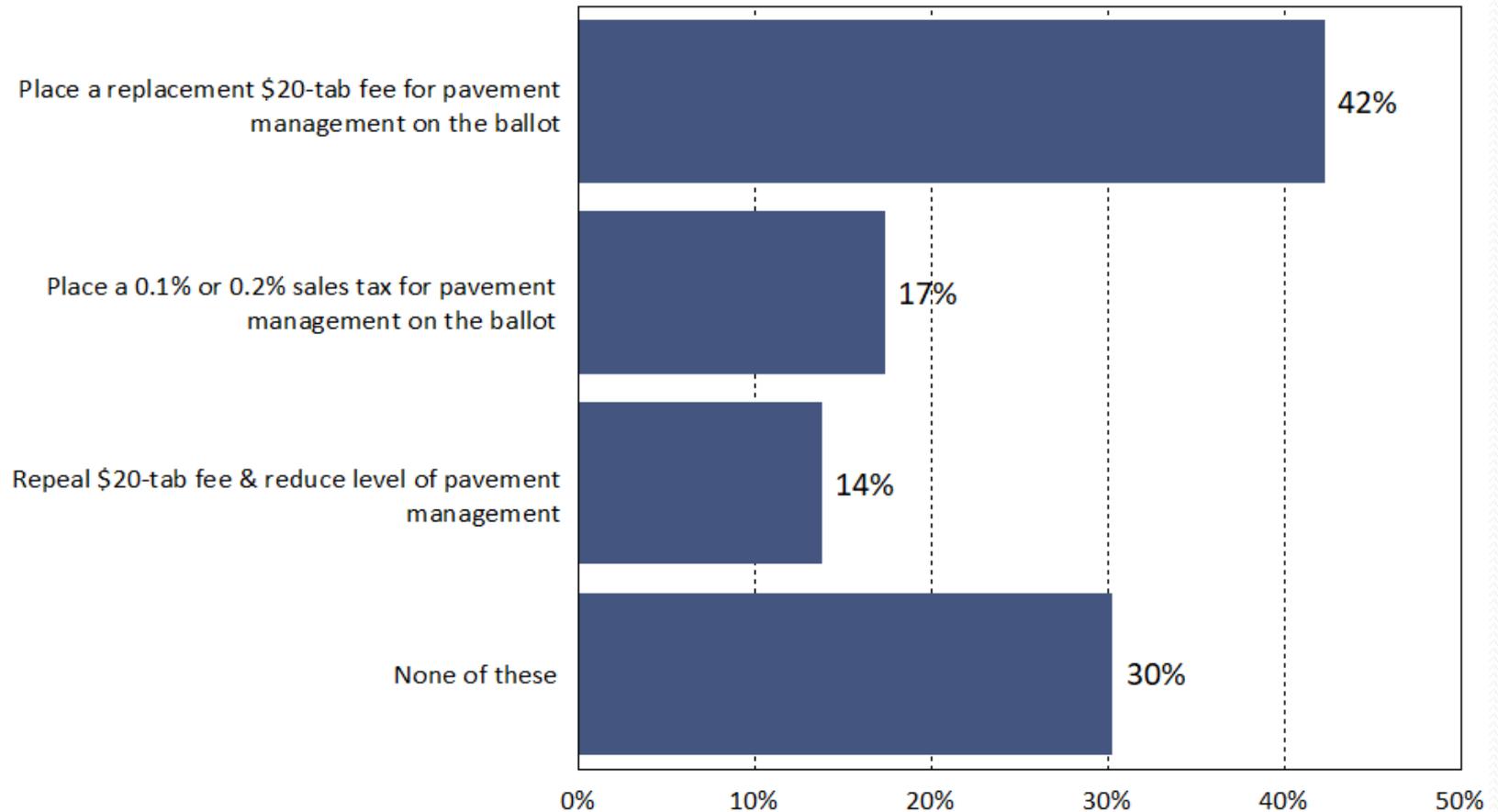


Source: ETC Institute DirectionFinder (2020 - Washougal, WA)

**47% would support at least \$.25 per \$1,000;
15% would support at least \$.50 per \$1,000**

Q23. Support for Solutions to Potential Funding Shortfall for Pavement Management

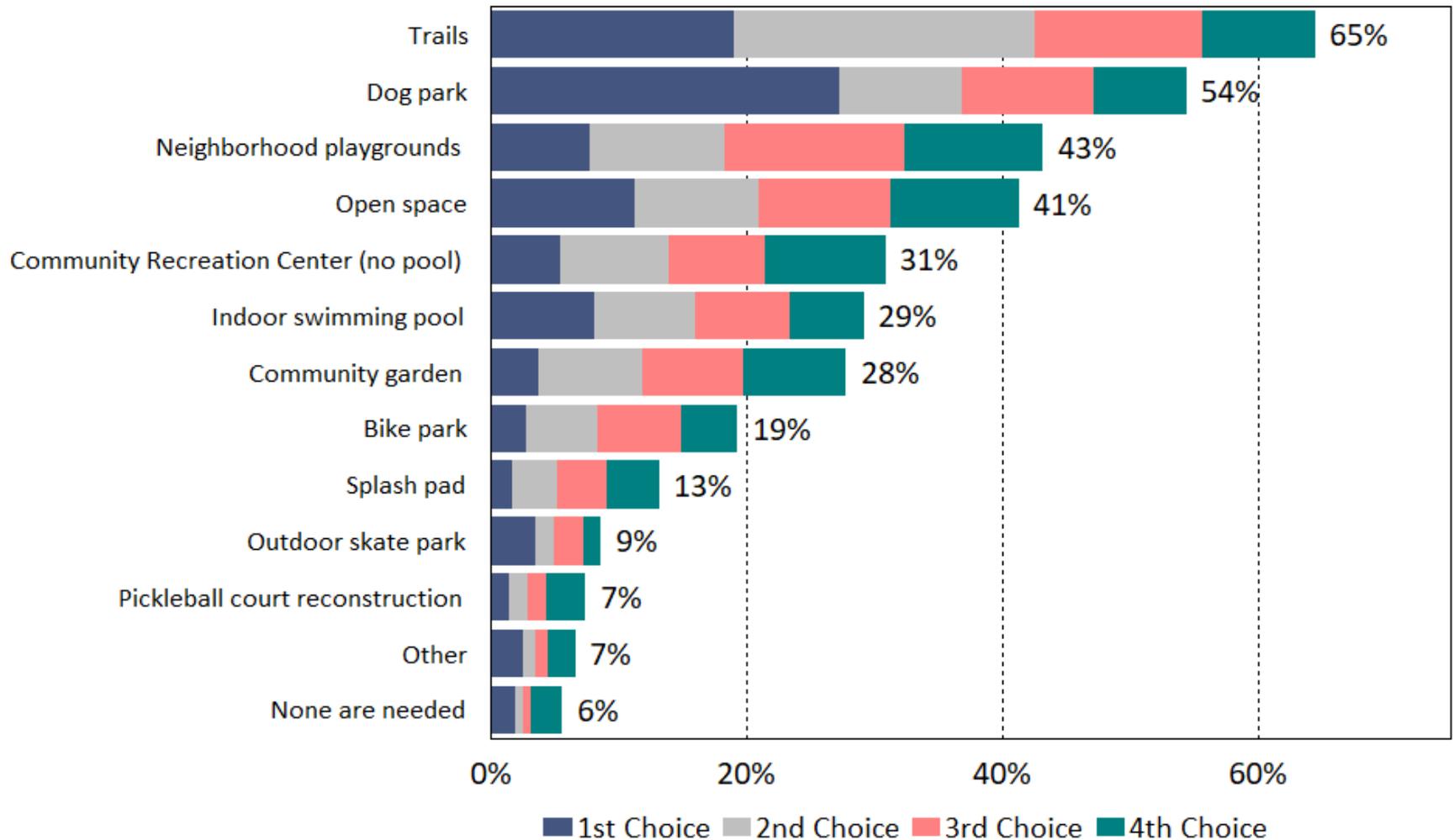
by percentage of respondents (excluding "don't know" - multiple selections could be made)



Source: ETC Institute DirectionFinder (2020 - Washougal, WA)

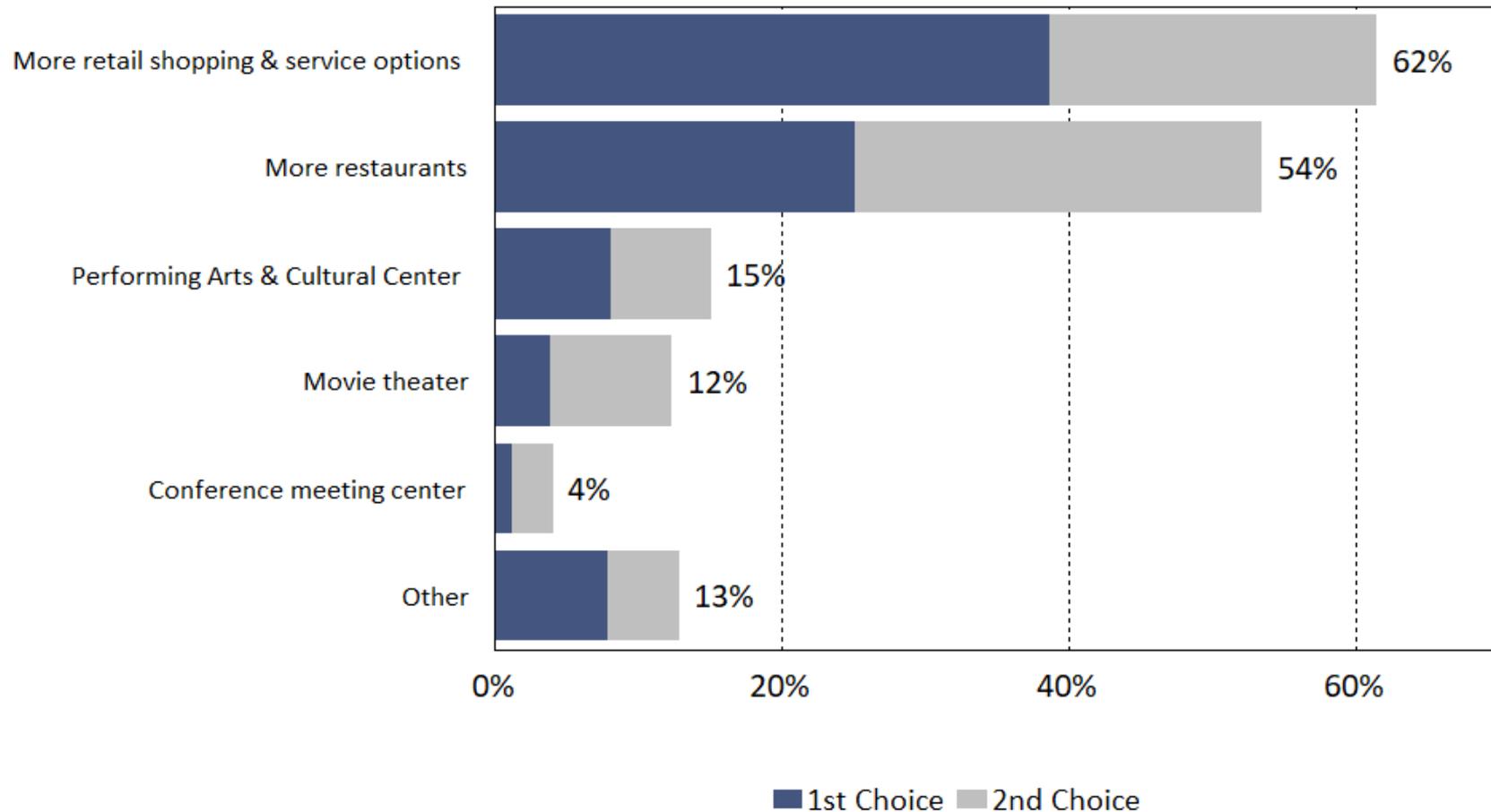
Q6. Parks and Recreation Amenities That Are Most Important to Develop in Washougal

by percentage of respondents who selected the item as one of their top four choices (excluding "none chosen")



Q24. Community Amenities That Are Most Important to Develop in Washougal

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



Source: ETC Institute DirectionFinder (2020 - Washougal, WA)

Summary

Summary

- **Residents Have a Positive Perception of the City**
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Questions?

THANK YOU!!