

City of Washougal Community Survey

Findings Report

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2020

Submitted to the City of Washougal, WA

by:

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2020 DirectionFinder® Survey

Executive Summary Report

Purpose and Methodology

ETC Institute administered the *DirectionFinder*® survey for the City of Washougal during the spring of 2020. 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 fourth time that Washougal has administered a community survey with ETC Institute; the first survey was conducted in the summer of 2014.

Resident Survey. A six-page survey was mailed to a random sample of households in the City of Washougal. The survey was accompanied by a cover letter from the Mayor explaining the purpose of the survey and included a link for giving residents the option to complete the survey online. Of the households that received a survey, 517 completed the survey. The results for the random sample of 517 households have a 95% level of confidence with a precision of at least +/-4.3%.

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.*” Furthermore, the percentage of “neutral” responses (a rating of “3” on a 5-point scale) indicates that residents are, for the most part, satisfied with City services. They believe improvements could be made, but they do not have strong feelings of dissatisfaction for a particular service.

This report contains:

- a summary of the methodology for administering the survey and major findings
- charts and graphs
- 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-seven percent (87%) 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; 78% were satisfied with the quality of police services, 70% were satisfied with the quality of customer service from City employees, and 64% were satisfied with the quality of City parks. Residents were least satisfied with maintenance of city streets (41%).

*There were six **notable increases** in positive ratings for City services from 2018: effectiveness of communication with the public (+11%), effectiveness of economic development efforts (+11%), maintenance of city streets (+8%), quality of fire/emergency medical/ambulance services (+7%), enforcement of city codes and ordinances (+6%), and quality of city water utilities (+4%). There were no **decreases in satisfaction in any of the major categories of service** from 2018.*

*Note: changes of 4% or more were considered notable

- **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 parks.
- **Perceptions of the City.** Seventy-five percent (75%) 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; 71% were satisfied with the overall quality of life in the City, and 65% were satisfied with the quality of services provided by the City. Residents were least satisfied with the availability of job opportunities (27%).

*There were **eight notable increases** in positive ratings from 2018 with regard to perception: overall feeling of safety in the city (+10%), overall image of the city (+10%), overall quality of life in the city (+8%), value received for city tax dollars and fees (+8%), availability of job opportunities (+7%), overall quality of new development (+6%), how well the city is managing growth and development (+6%), and quality of services provided by the City (+5%). There were no **decreases in satisfaction in any of the perception items** from 2018.*

- **Parks and Recreation.** Sixty-four percent (64%) 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 (49%).

There were **two notable increases** in positive ratings for parks and recreation services from 2018: appearance and maintenance of existing city parks (+6%) and quality of facilities (+5%). There were **no decreases in satisfaction in any of the parks and recreation services from 2018.**

- **Public Safety.** Eighty-four percent (84%) 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; 82% were satisfied with how quickly fire and rescue personnel respond, 80% were satisfied with the quality of local ambulance service, and 78% were satisfied with how quickly ambulance personnel respond. Residents were least satisfied with parking enforcement services (54%).

There were **eight notable increases** in positive ratings for public safety services from 2018: the city's overall efforts to prevent crime (+11%), quality of local fire protection and rescue services (+9%), quality of local ambulance service (+9%), how quickly fire and rescue personnel respond (+7%), quality of animal control (+7%), how quickly ambulance personnel respond (+6%), the visibility of police in the community (+5%), and how quickly police respond to emergencies (+4%). There were **no decreases in satisfaction in any of the public safety services from 2018.**

- **Communication.** Forty-four percent (44%) 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/services; 44% were satisfied with the overall quality of the city's website, and 43% 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 (28%).

There were **two notable increases** in positive ratings from 2018: timeliness of information provided by the city (+7%) and overall quality of the city's website (+4%). There were **no notable decreases in satisfaction in any of the communication services from 2018.**

- **Streets.** Sixty-two percent (62%) of residents surveyed, *who had an opinion*, were satisfied (rating of 4 or 5 on a 5-point scale) with mowing and trimming along streets and other public areas, and 62% were satisfied with the adequacy of City street lighting. Residents were least satisfied with maintenance of neighborhood streets (46%).

There were **four notable increases** in positive ratings from 2018: maintenance of major city streets (+12%), condition of sidewalks in the city (+9%), mowing and trimming along streets and other public areas (+5%), and adequacy of city street lighting (+5%). There were **no decreases in satisfaction in any of the street maintenance services from 2018.**

- **Code Enforcement.** Forty-one percent (41%) 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 and health. Residents were least satisfied with the enforcement of the cleanup of litter and debris on private property (32%).

There were two notable increases in positive ratings from 2018: enforcement of the cleanup of litter and debris on private property (+8%) and enforcement of mowing and trimming of grass and weeds on private property (+5%). There were no decreases in satisfaction in any of the code enforcement services from 2018.

- **Customer Service.** Thirty-six percent (36%) of residents surveyed indicated they had contacted the City with a question, problem, or complaint during the past year. Of those, 77% 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, 87% of residents surveyed, *who had an opinion*, indicated that employees were “always” or “usually” courteous and polite, and 73% said the employees “always” or “usually” gave prompt, accurate, and complete answers to questions.

All of the customer service characteristics showed decreases from 2018. Two of these decreases were notable: employees gave prompt, accurate, and complete answers to questions (-9%), and employees helped resolve an issue to your satisfaction (-9%).

Other Findings

- 58% of residents surveyed prefer to receive news and information about City programs, services, and events from a newsletter or other insert inside their utility bill envelope, and 52% get news and information from the City email update service.
- When asked about the City’s current pace of development, 58% of residents surveyed, *who had an opinion*, indicated that retail development was too slow, while 52% felt the pace of multi-family residential development was too fast.
- When asked about their expectations for various services, 79% 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, 59% believe the level of service provided by the City should stay the same.

Long-Term Trends

The notable increases and decreases among all of the items assessed from 2014 and 2020 are listed below and on the following page. Changes of 4% or more are considered notable.

Notable Long-Term Increases

- Availability of job opportunities (+16%)
- Effectiveness of communication with the public (+14%)
- Overall quality of life in the city (+12%)
- Overall image of the city (+12%)
- Value received for city tax dollars and fees (+12%)
- Timeliness of information provided by the city (+12%)
- City e-mail information update service (+12%)
- Quality of animal control (+11%)
- Enforcing mowing/trimming of grass/weeds (+11%)
- Effectiveness of economic development efforts (+10%)
- Efforts to keep you informed about local issues (+9%)
- Enforcement of city codes and ordinances (+8%)
- Availability of info about city programs/services (+8%)
- Overall quality of the city's website (+8%)
- Enforcing cleanup of litter/debris (+8%)
- Quality of customer service from city employees (+7%)
- Quality of city sewer services (+7%)
- Quality of services provided by the City (+7%)
- Level of public involvement in decision making (+7%)
- Effectiveness of management of storm water runoff (+6%)
- Overall feeling of safety in the city (+6%)
- How well the city is managing growth & development (+6%)
- Quality of local ambulance service (+6%)
- How quickly police respond to emergencies (+6%)
- The city's overall efforts to prevent crime (+6%)
- Enforcing sign regulation (+6%)
- Quality of police services (+5%)
- Enforcing codes designed to protect public safety (+5%)
- Quality of city water utilities (+4%)
- How quickly fire and rescue personnel respond (+4%)
- Mowing & trimming along streets/other public areas (+4%)

Notable Long-Term Decreases

- Employees gave prompt, accurate, and complete answers to questions (-8%)
- Maintenance of neighborhood streets (-5%)
- Maintenance of major city streets (-5%)
- Enforcement of local traffic laws (-4%)
- Quality of outdoor athletic fields (-4%)
- Maintenance of city streets (under “Major Categories of Service”) (-4%)

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:
 - Maintenance of City streets
 - Effectiveness of economic development efforts

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 on the following page:

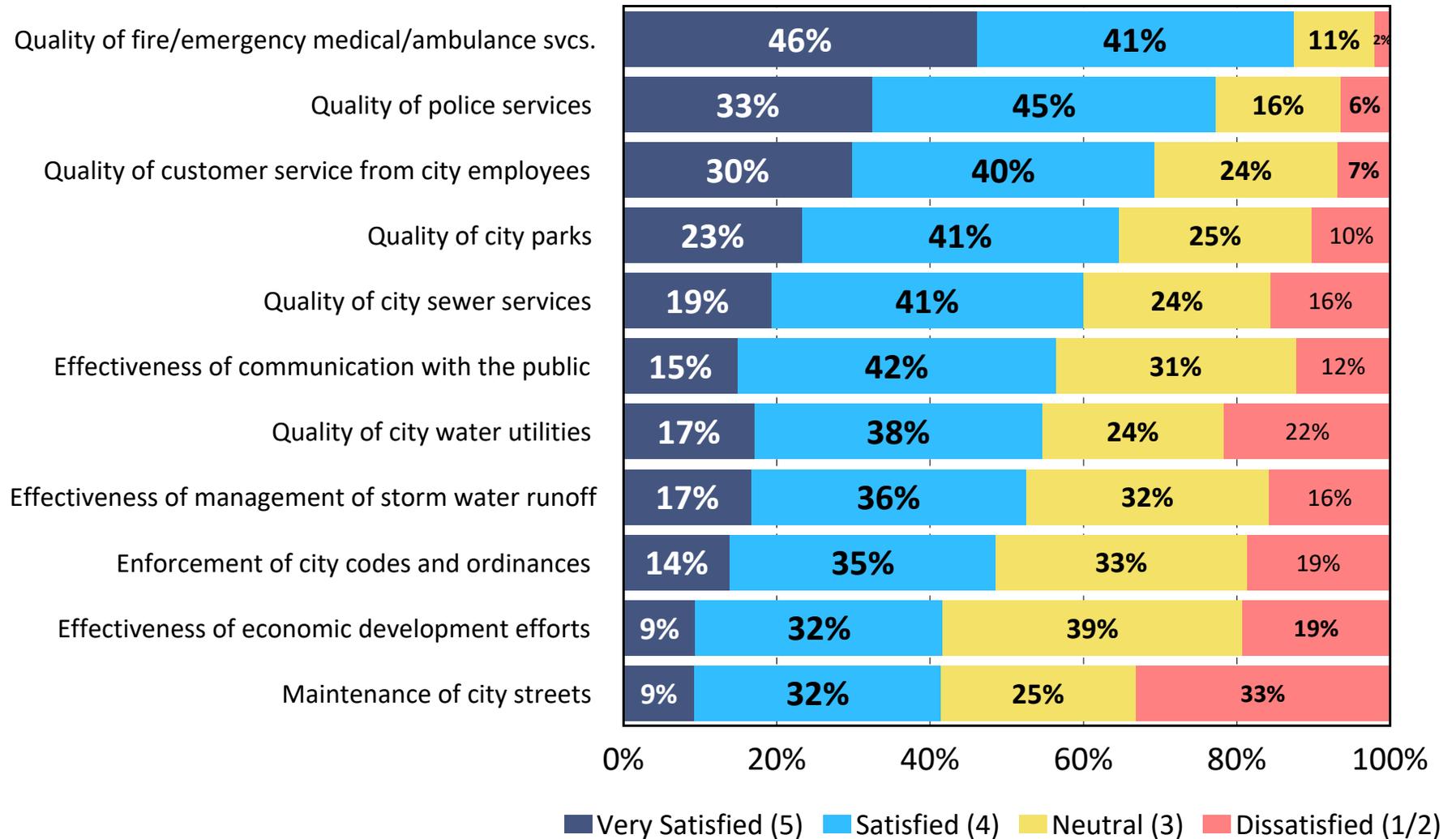
- **Parks:** appearance and maintenance of existing city parks
- **Public Safety:** the City's overall efforts to prevent crime
- **Communication:** efforts to inform about local issues and level of public involvement in local decision making
- **Streets:** maintenance of major City streets and maintenance of neighborhood streets
- **Code Enforcement:** enforcing the cleanup of litter and debris on private property, enforcing codes designed to protect public safety and health, and 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

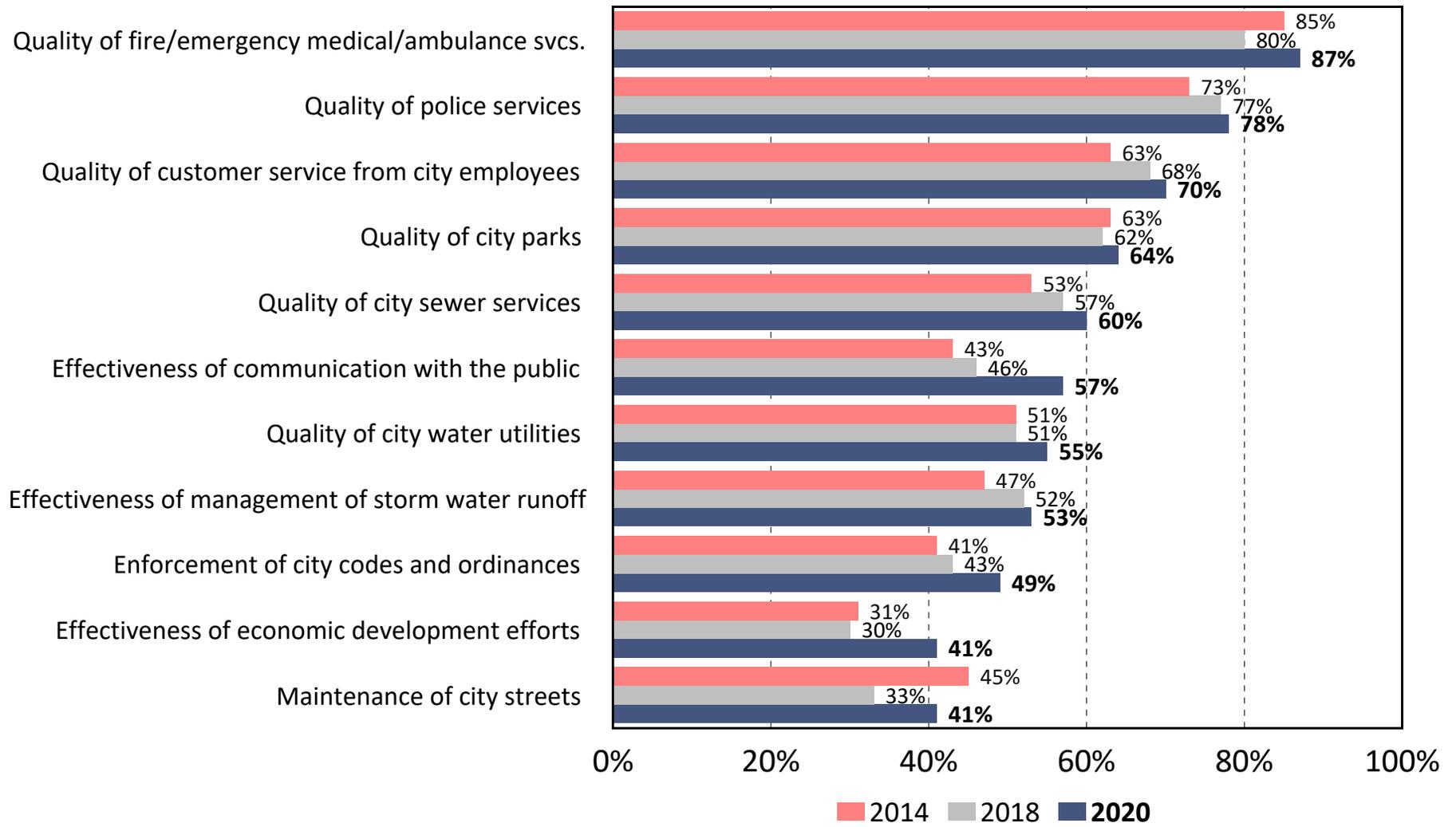
by percentage of respondents (excluding "don't know")



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

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

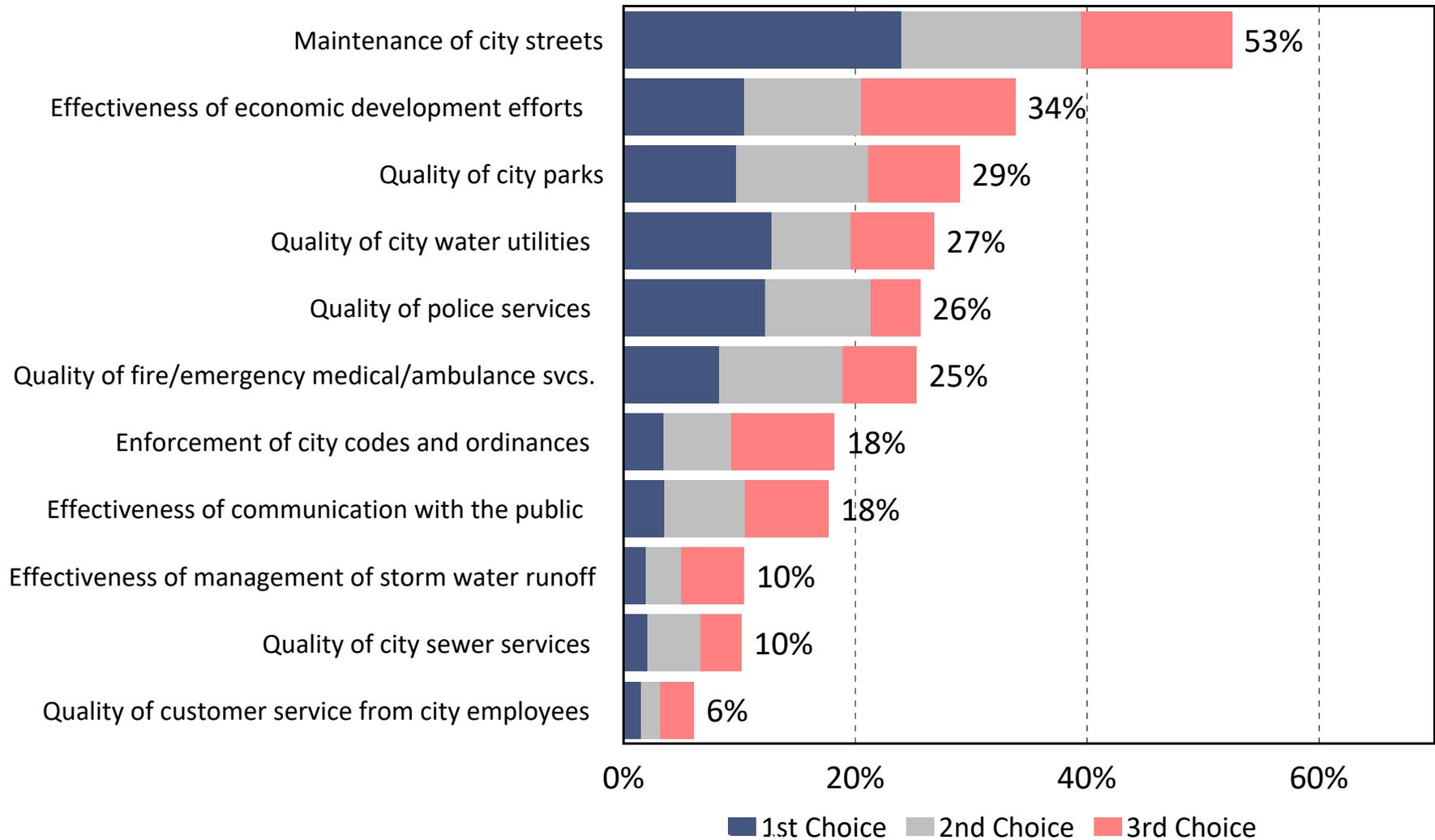
by percentage of respondents (excluding "don't know")



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

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

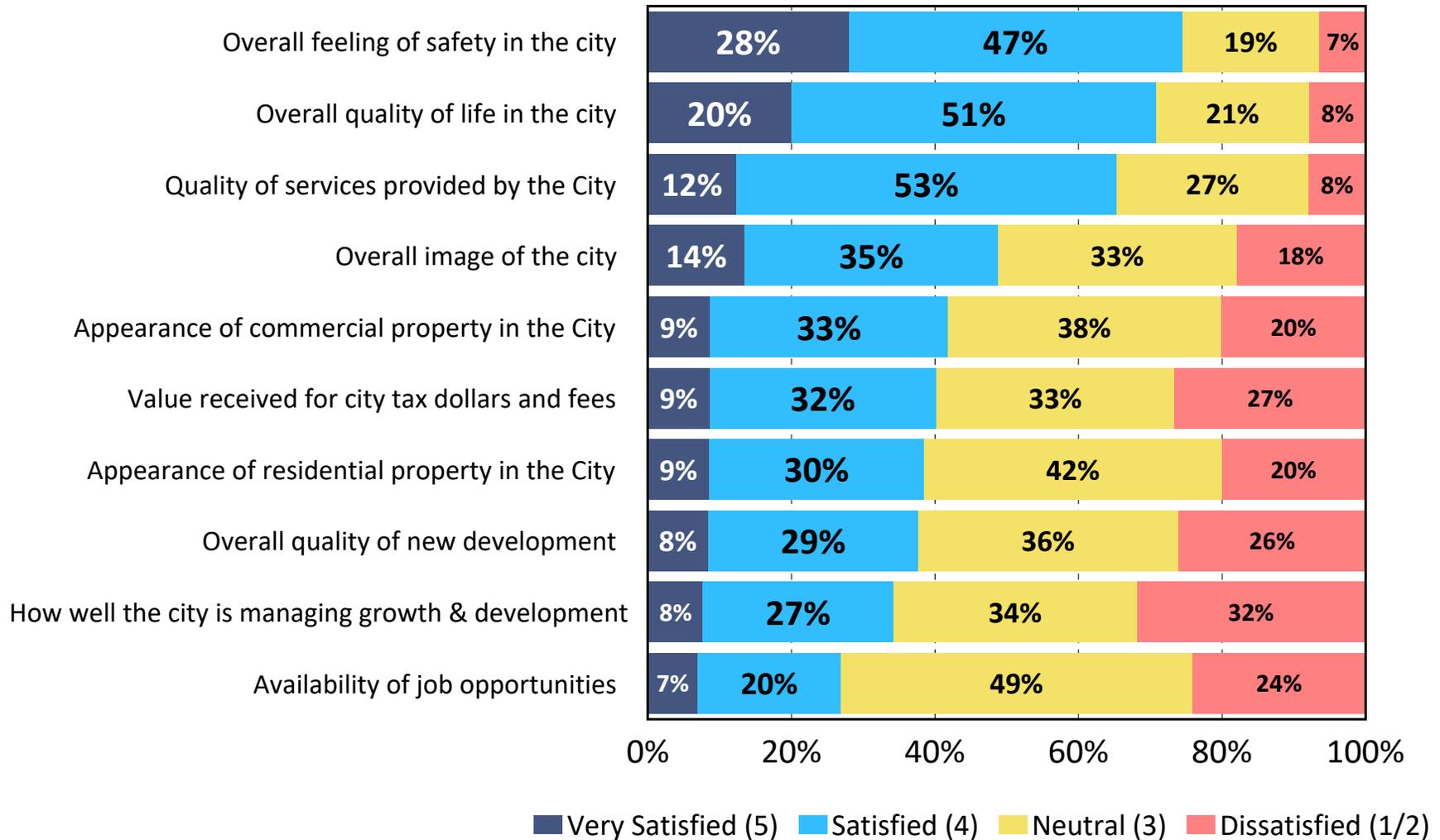
by percentage of respondents who selected the item as one of their top three choices



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

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

by percentage of respondents (excluding “don't know”)

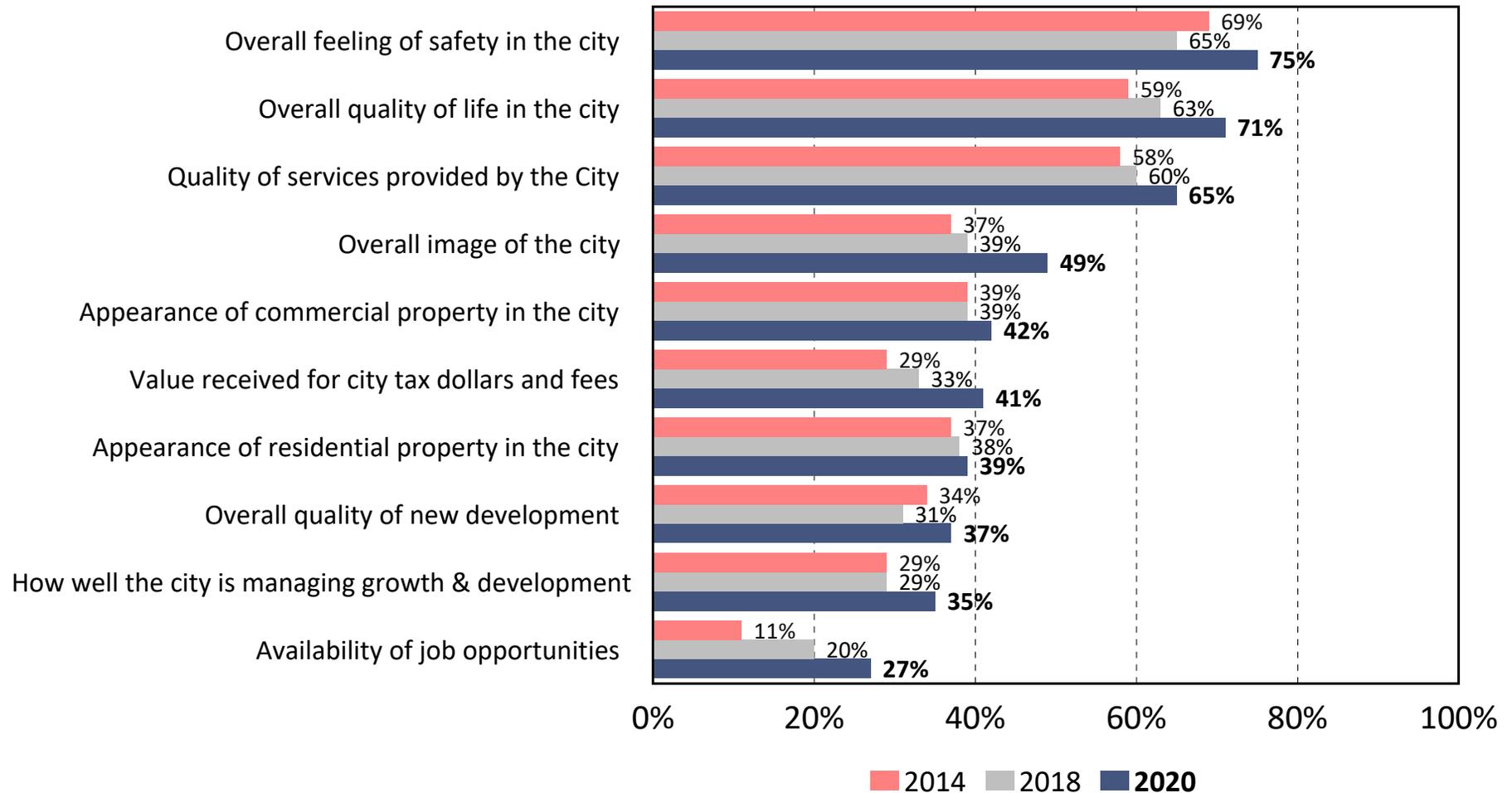


Source: ETC Institute DirectionFinder (2020 - Washougal, WA)

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

2014 to 2020

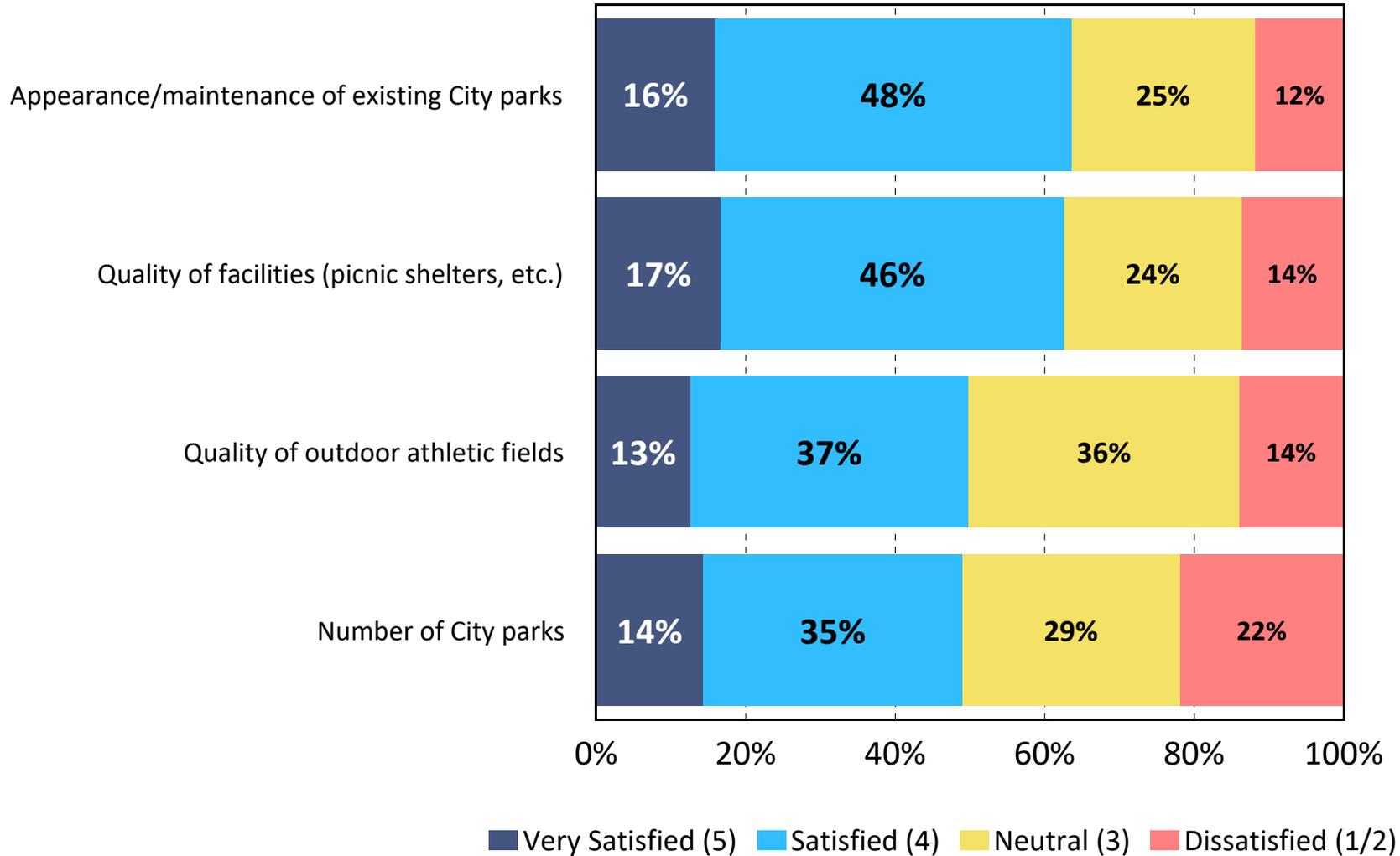
by percentage of respondents (excluding “don't know”)



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

Q4. Satisfaction with Parks and Recreation

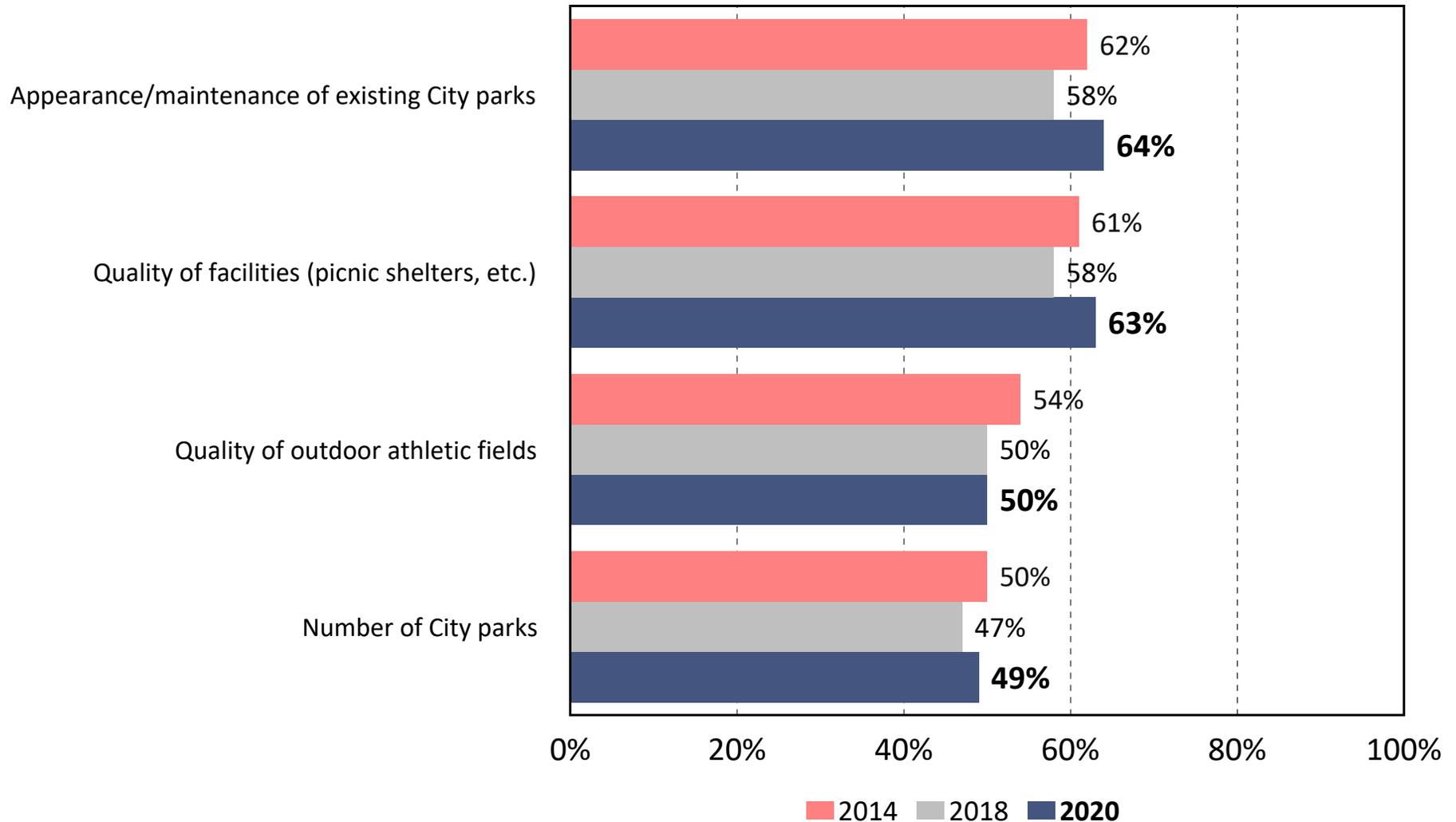
by percentage of respondents (excluding “don't know”)



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

TRENDS: Satisfaction With Parks and Recreation *2014 to 2020*

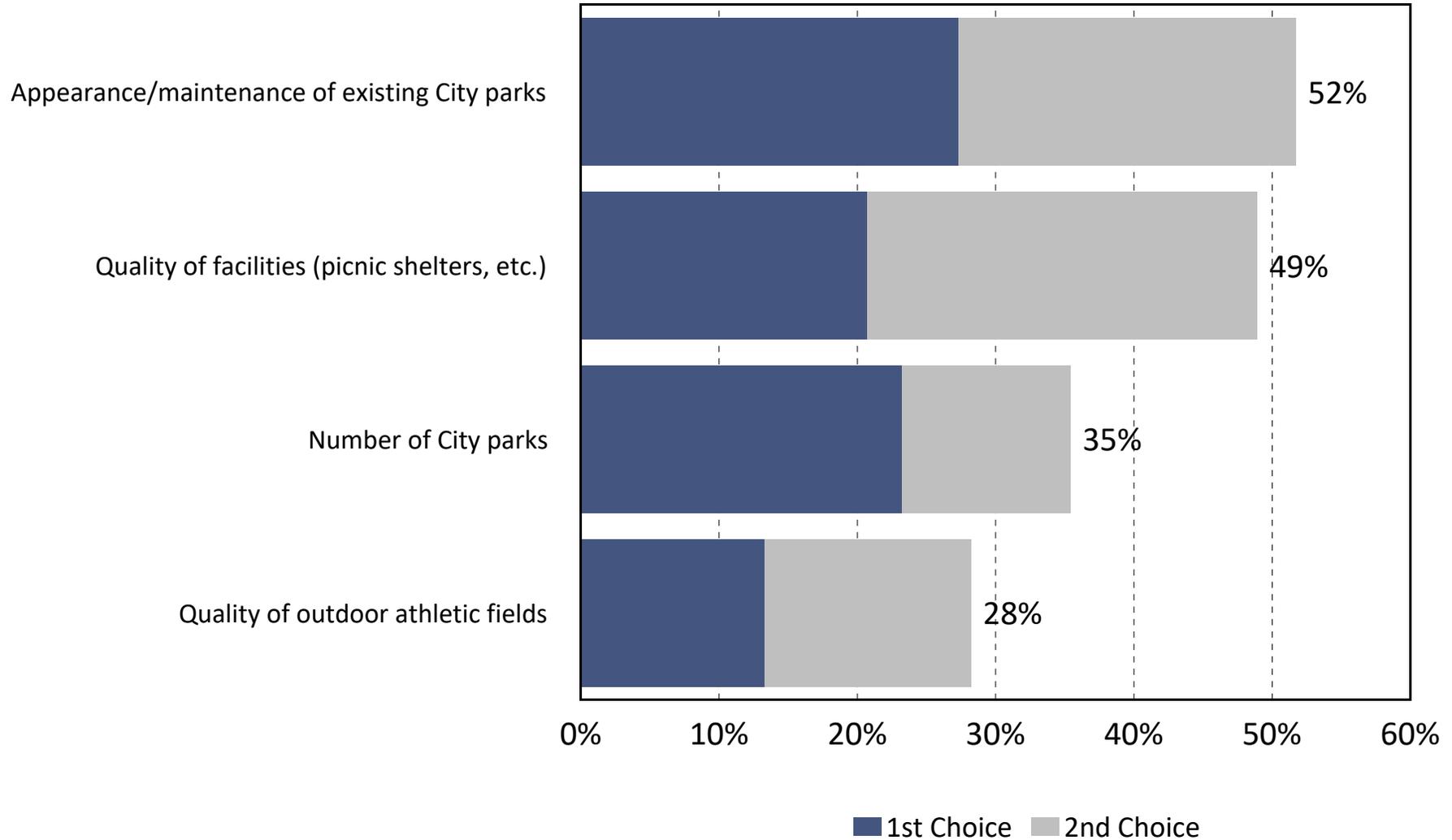
by percentage of respondents (excluding "don't know")



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

Q5. Park and Recreation Services That Should Receive the Most Emphasis Over the Next 2 Years

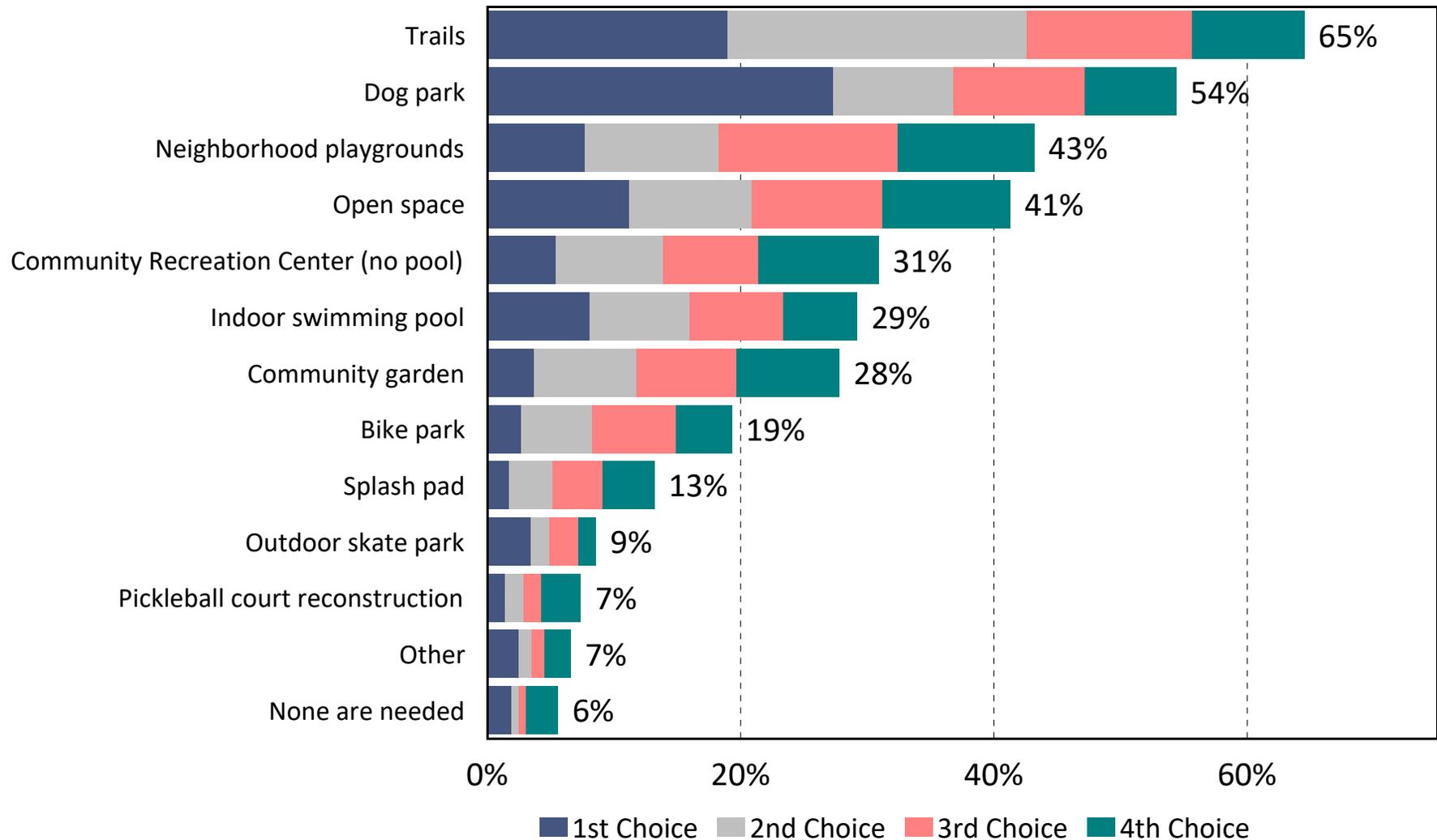
by percentage of respondents who selected the item as one of their top two choices



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

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

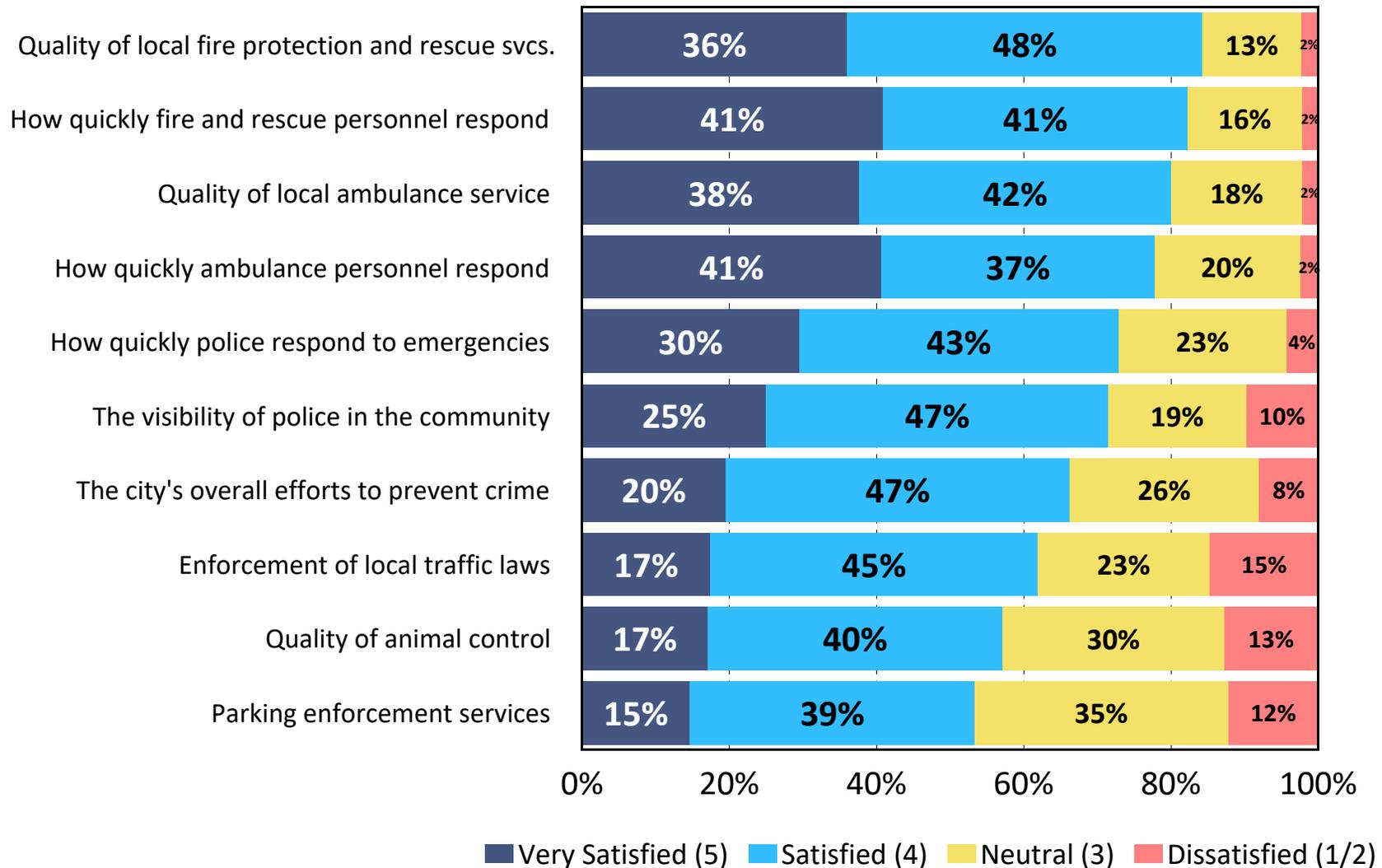
by percentage of respondents who selected the item as one of their top four choices (excluding "none chosen")



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

Q7. Satisfaction with Public Safety

by percentage of respondents (excluding “don't know”)

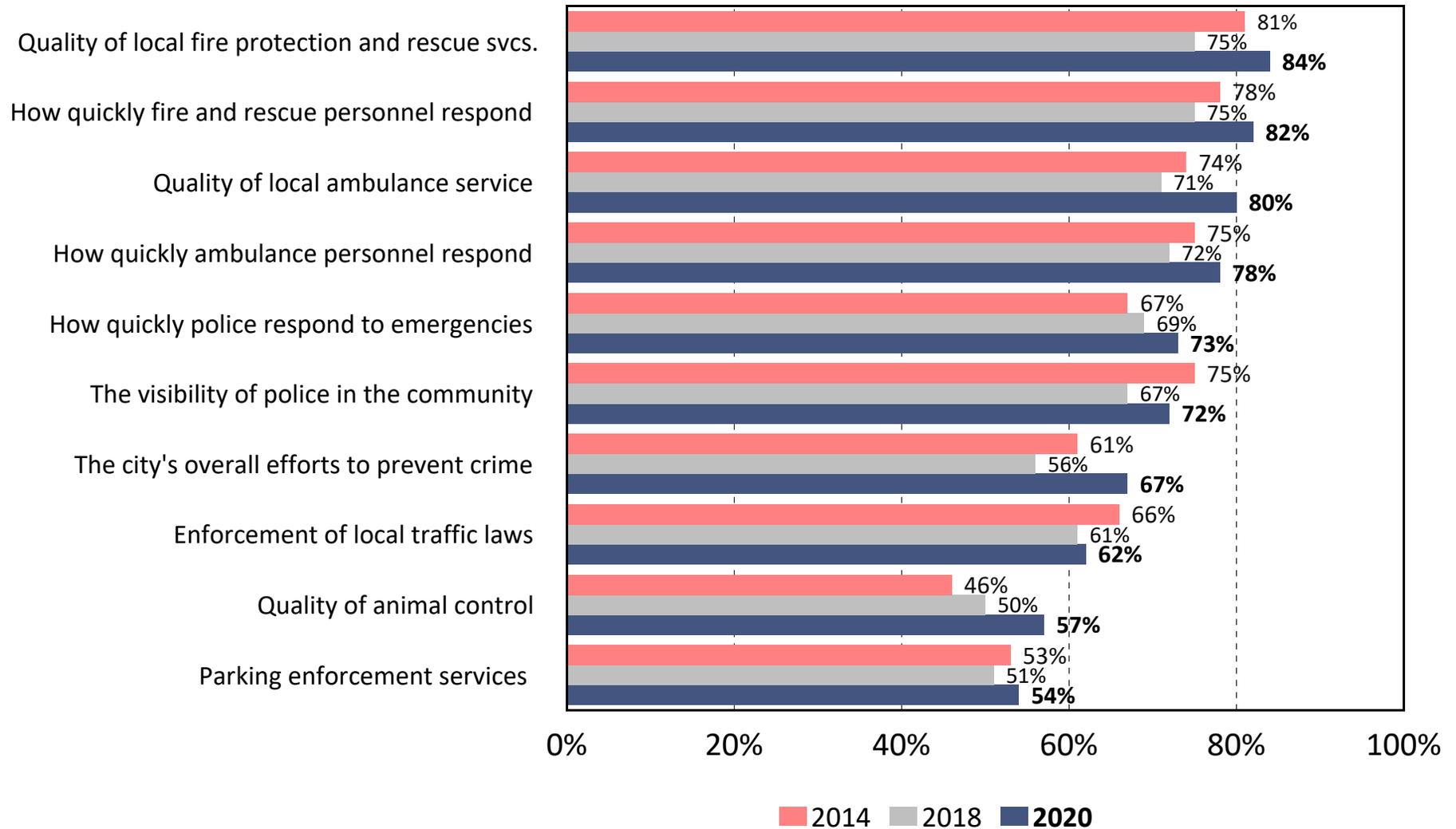


Source: ETC Institute DirectionFinder (2020 - Washougal, WA)

TRENDS: Satisfaction With Public Safety

2014 to 2020

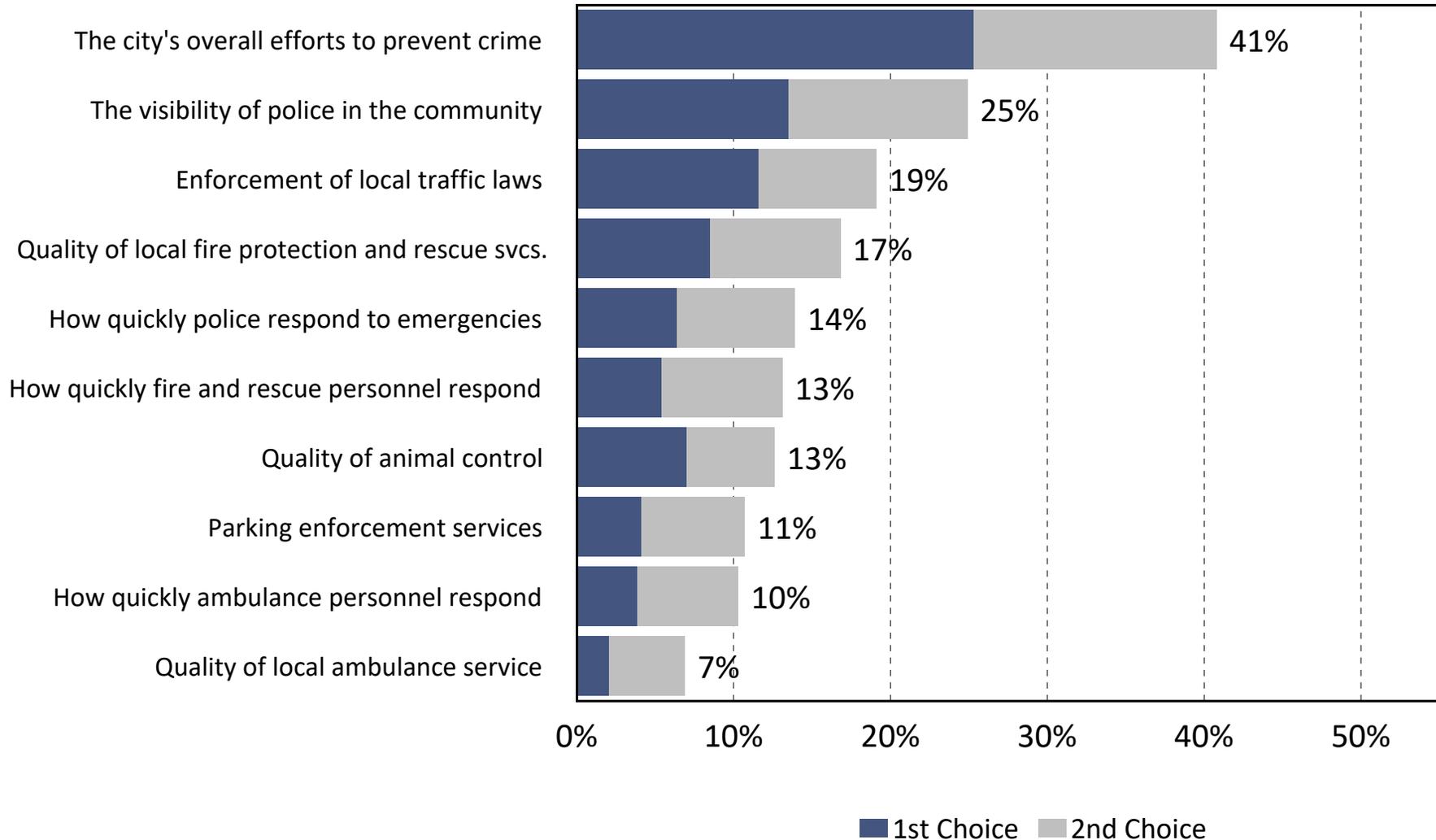
by percentage of respondents (excluding "don't know")



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

Q8. Public Safety Services That Should Receive the Most Emphasis Over the Next 2 Years

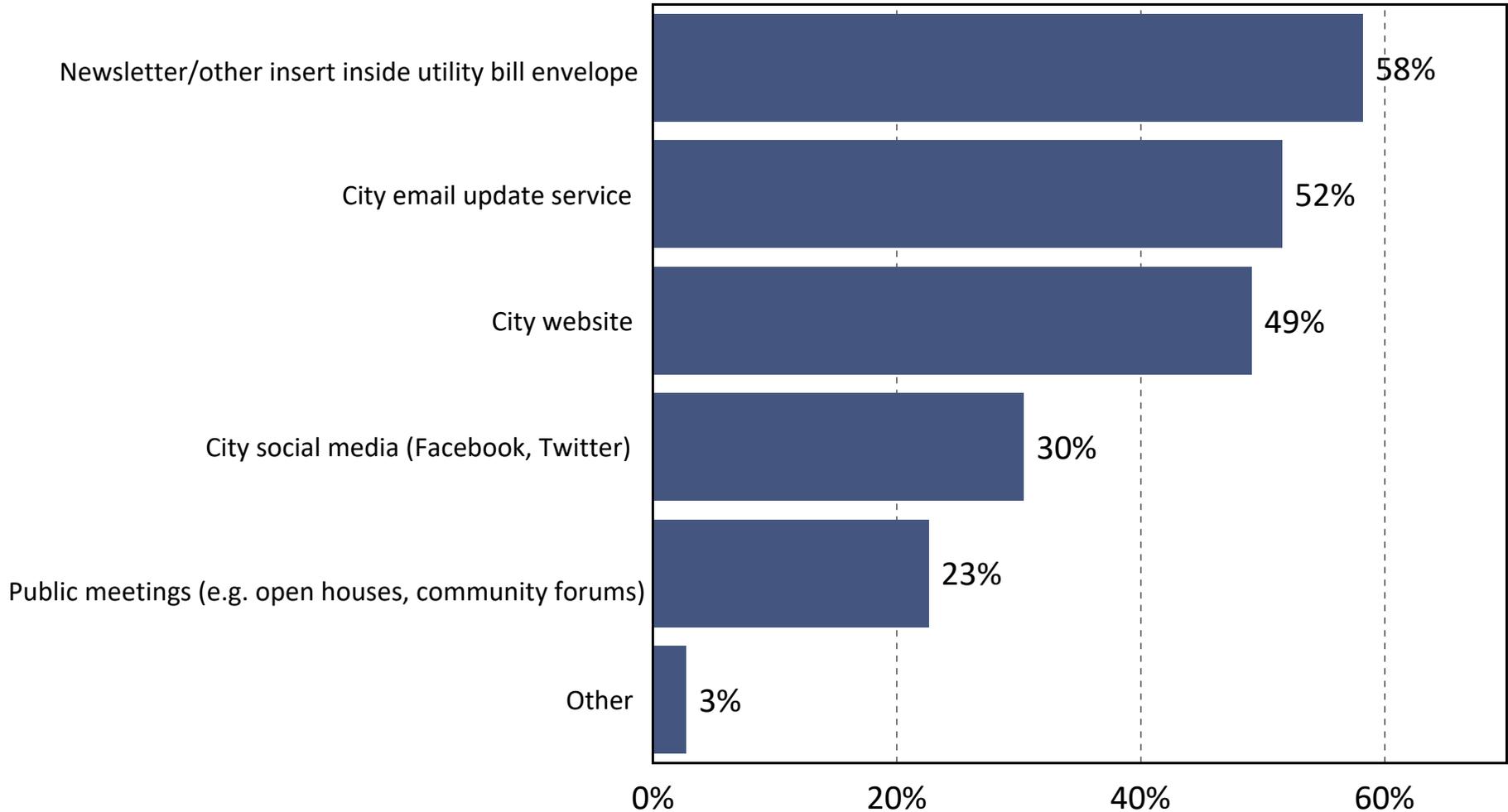
by percentage of respondents who selected the item as one of their top two choices



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

Q9. How Residents Prefer to Receive News and Information About City Programs, Services, and Events

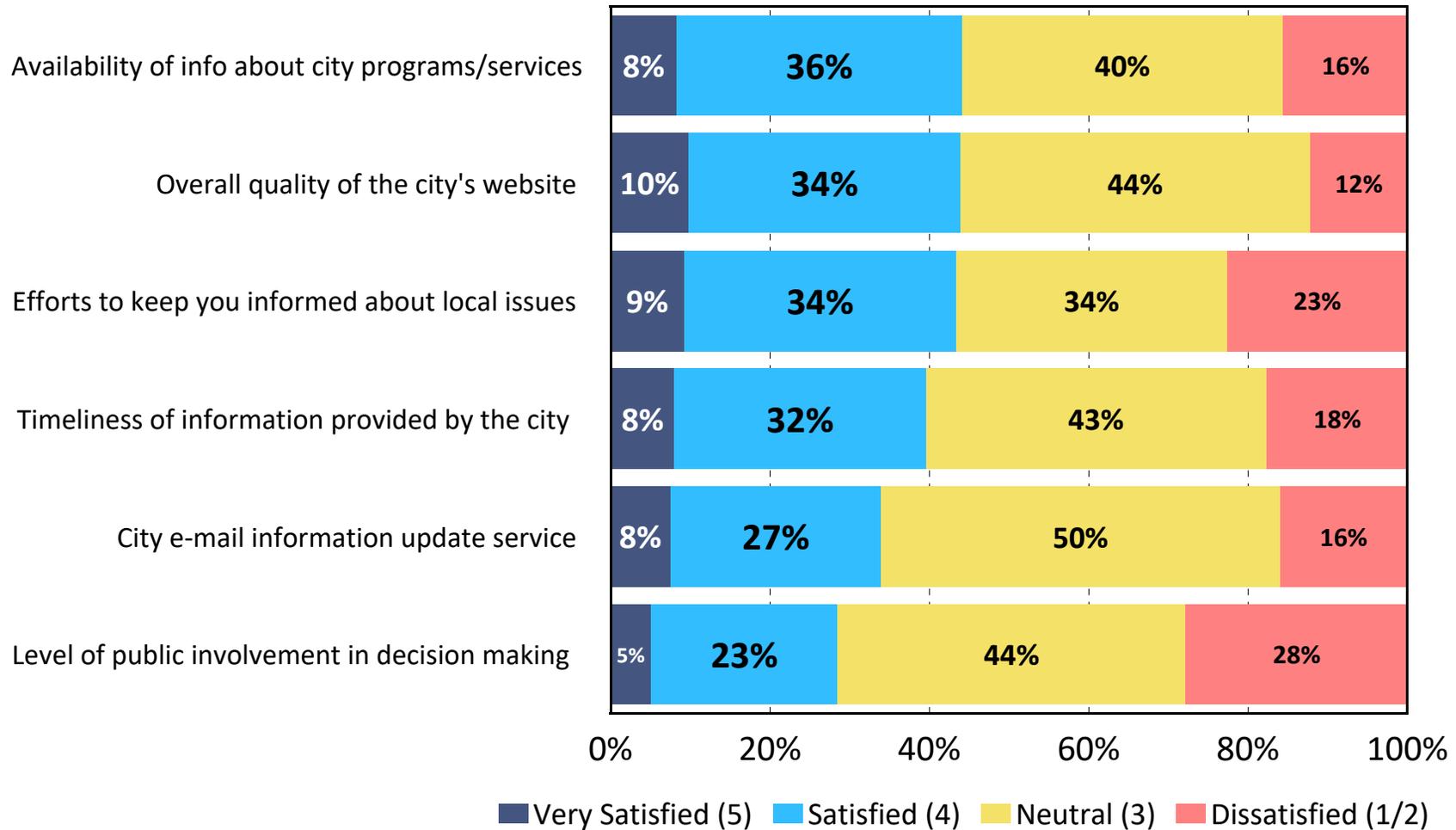
by percentage of respondents (multiple selections could be made)



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

Q10. Satisfaction with Communication

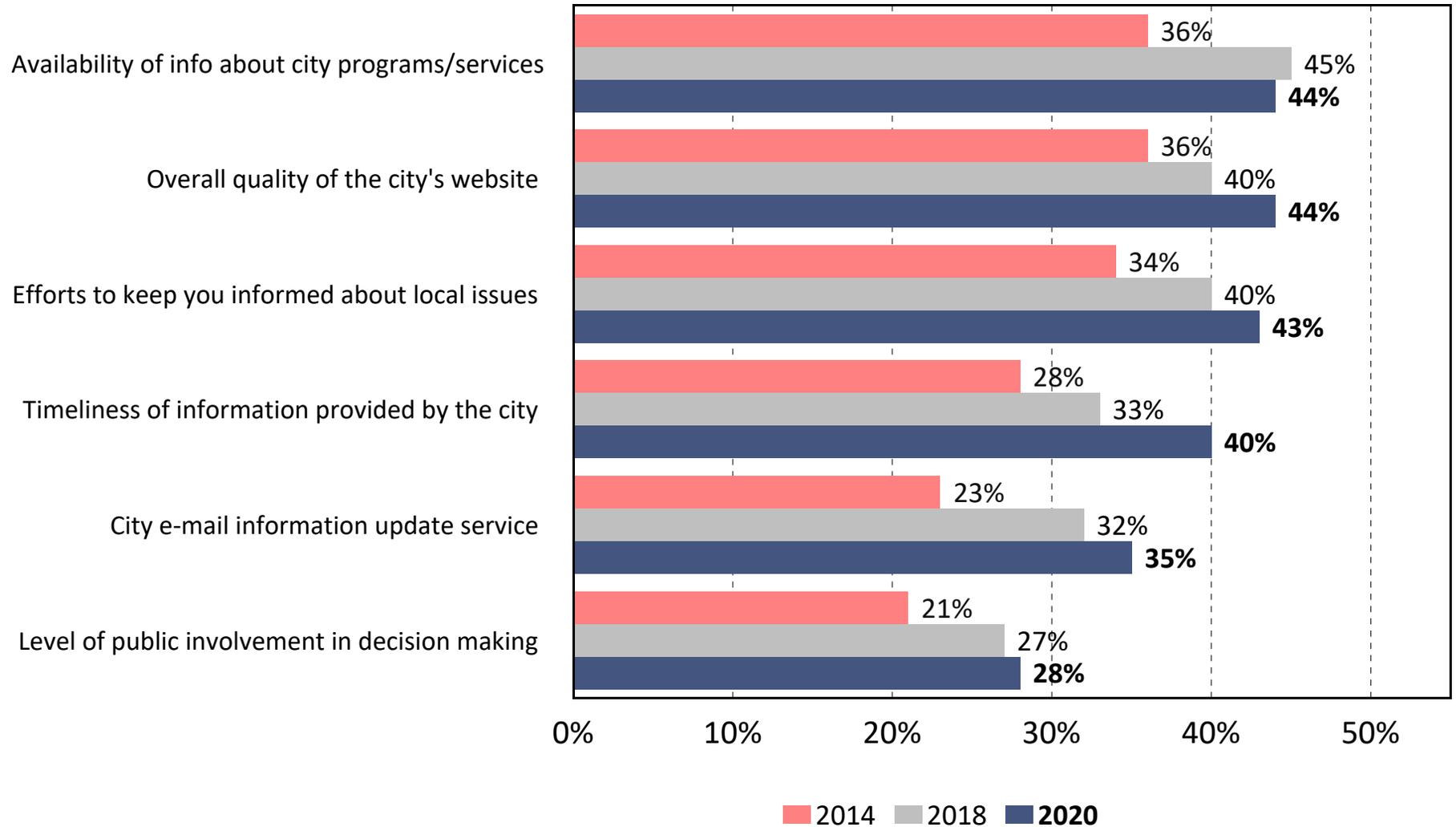
by percentage of respondents (excluding “don't know”)



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

TRENDS: Satisfaction With Communication 2014 to 2020

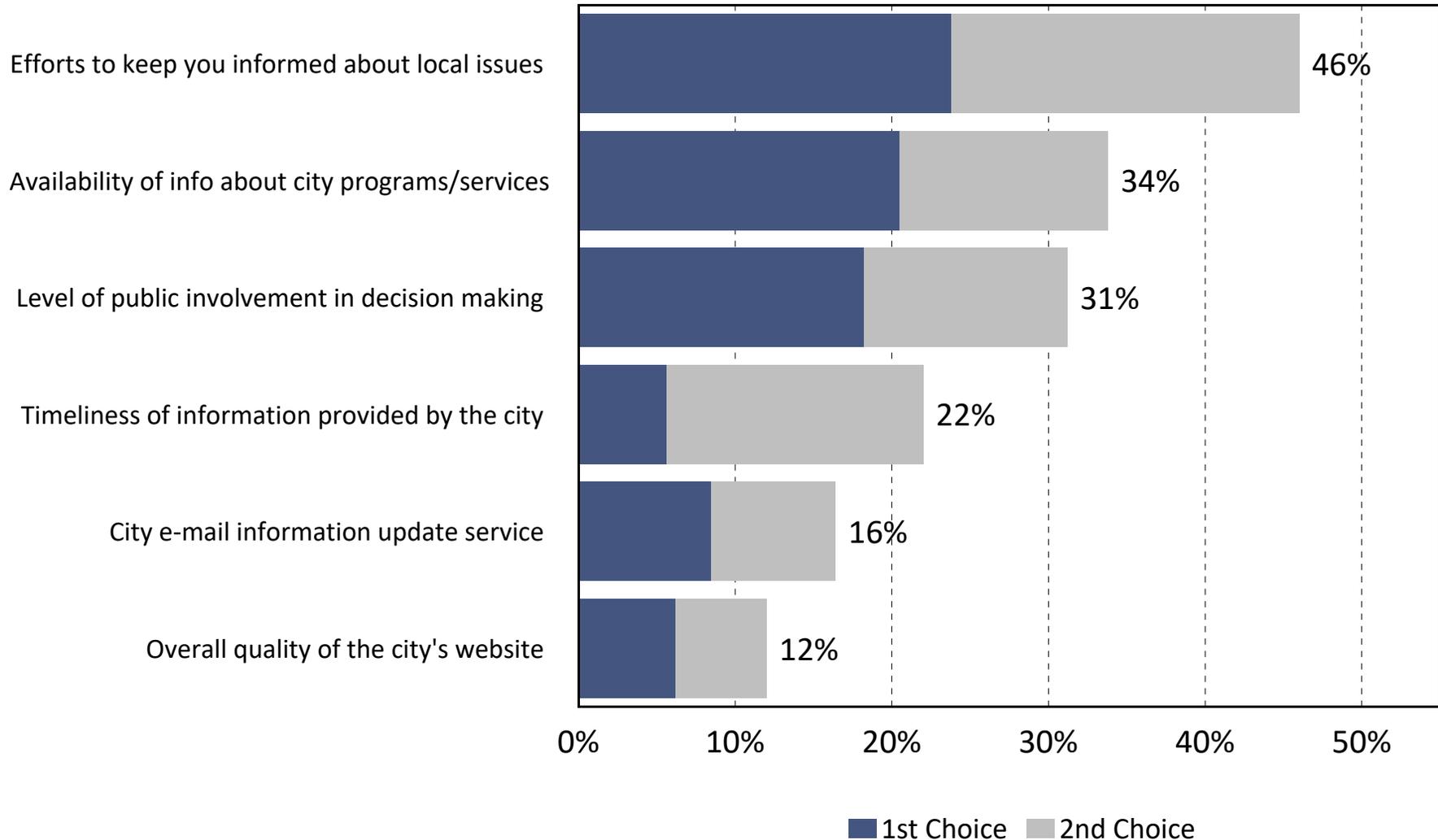
by percentage of respondents (excluding "don't know")



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

Q11. Communication Issues That Should Receive the Most Emphasis Over the Next 2 Years

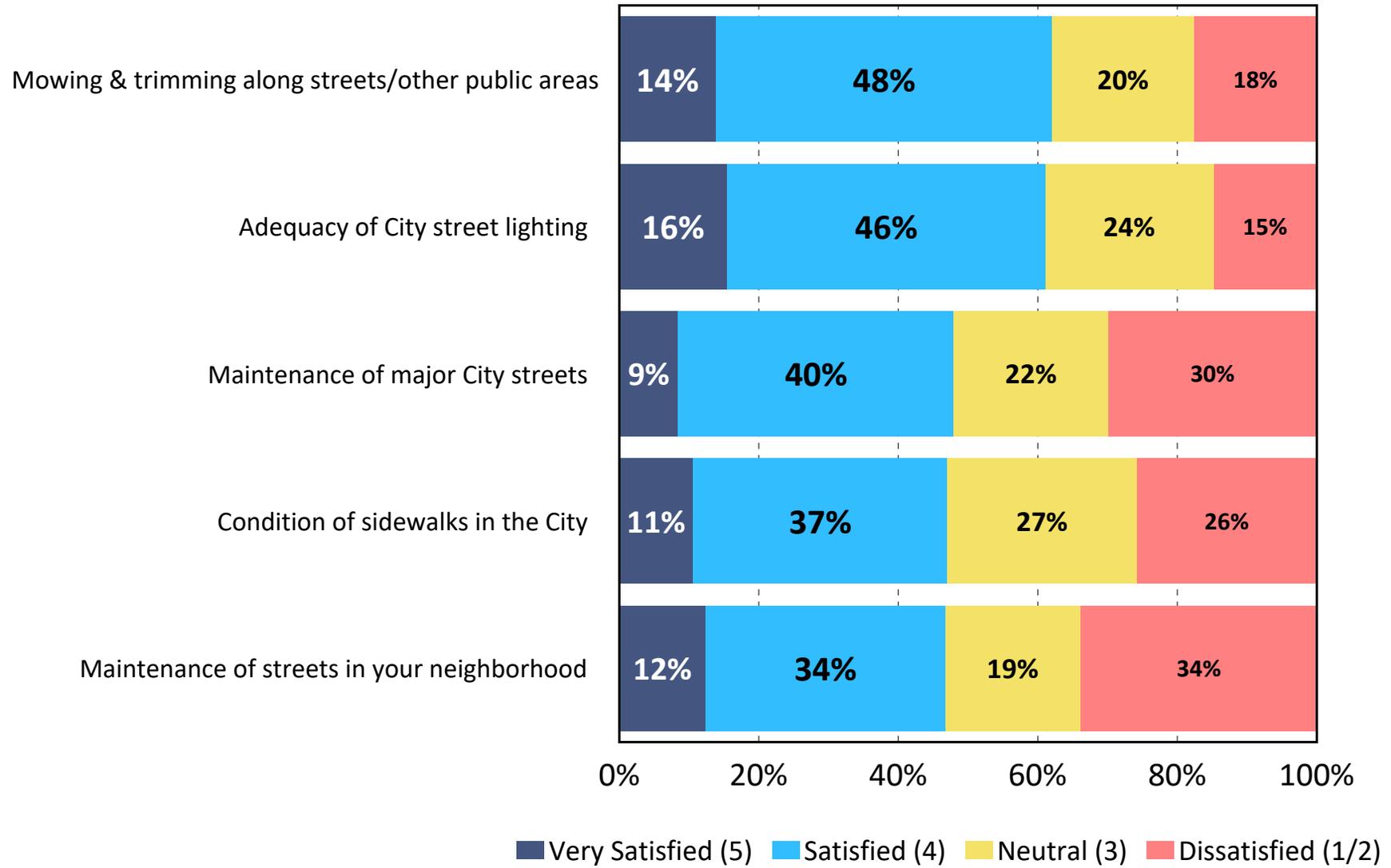
by percentage of respondents who selected the item as one of their top two choices



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

Q12. Satisfaction With Streets

by percentage of respondents (excluding “don't know”)

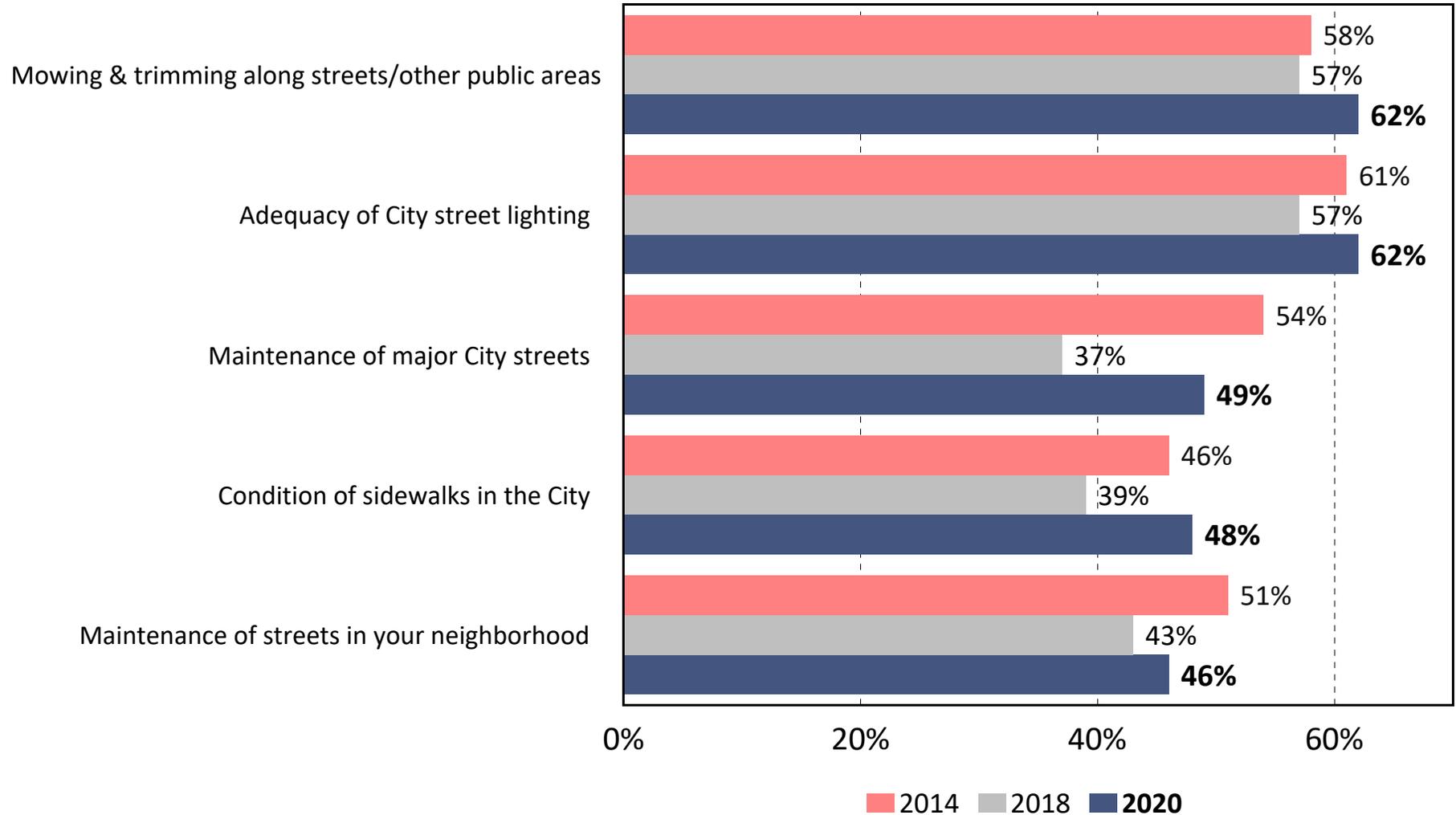


Source: ETC Institute DirectionFinder (2020 - Washougal, WA)

TRENDS: Satisfaction With Streets

2014 to 2020

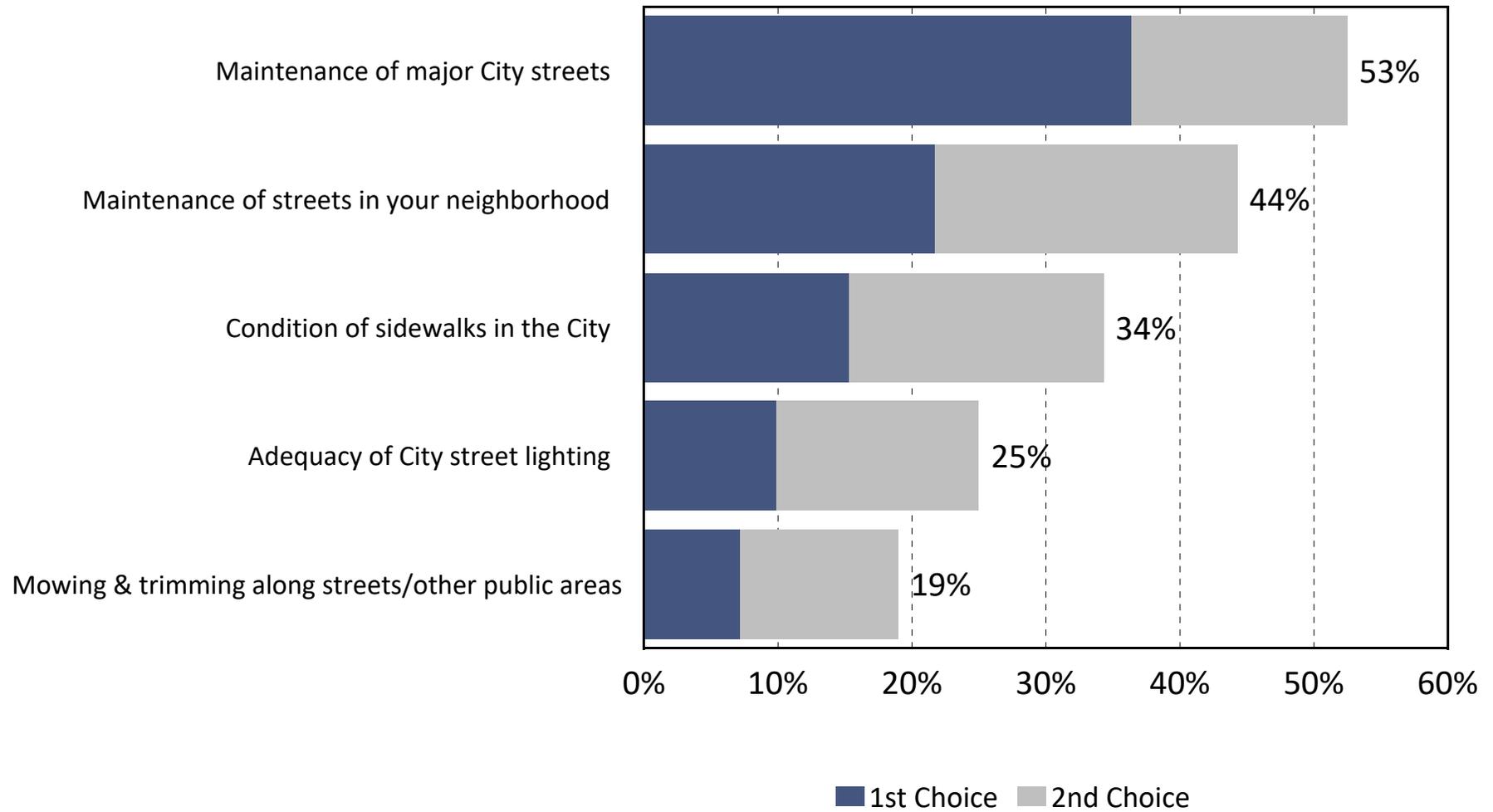
by percentage of respondents (excluding “don't know”)



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

Q13. Street Issues That Should Receive the Most Emphasis Over the Next 2 Years

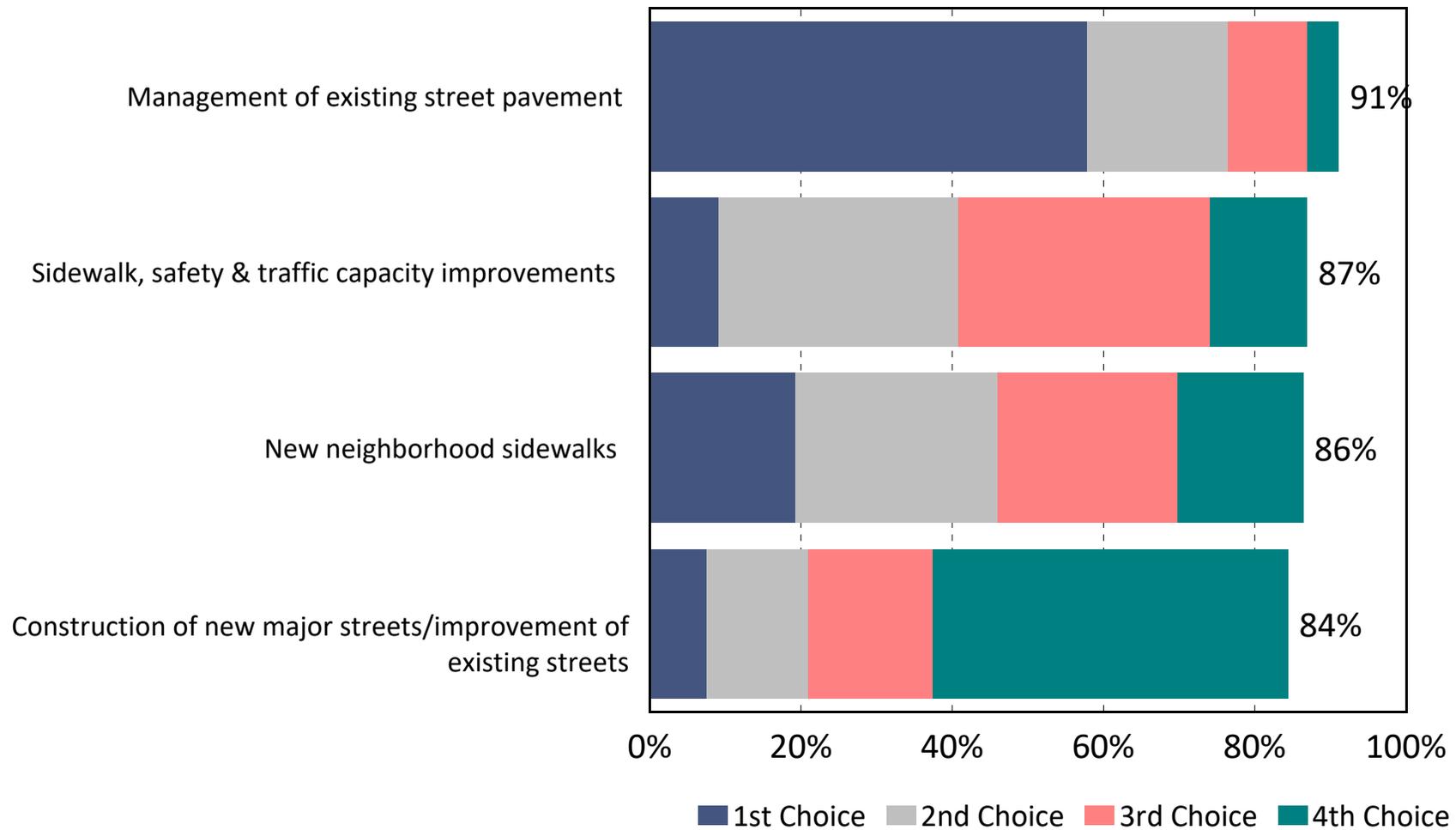
by percentage of respondents who selected the item as one of their top two choices



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

Q14. Importance of the Following Street and Sidewalk Services

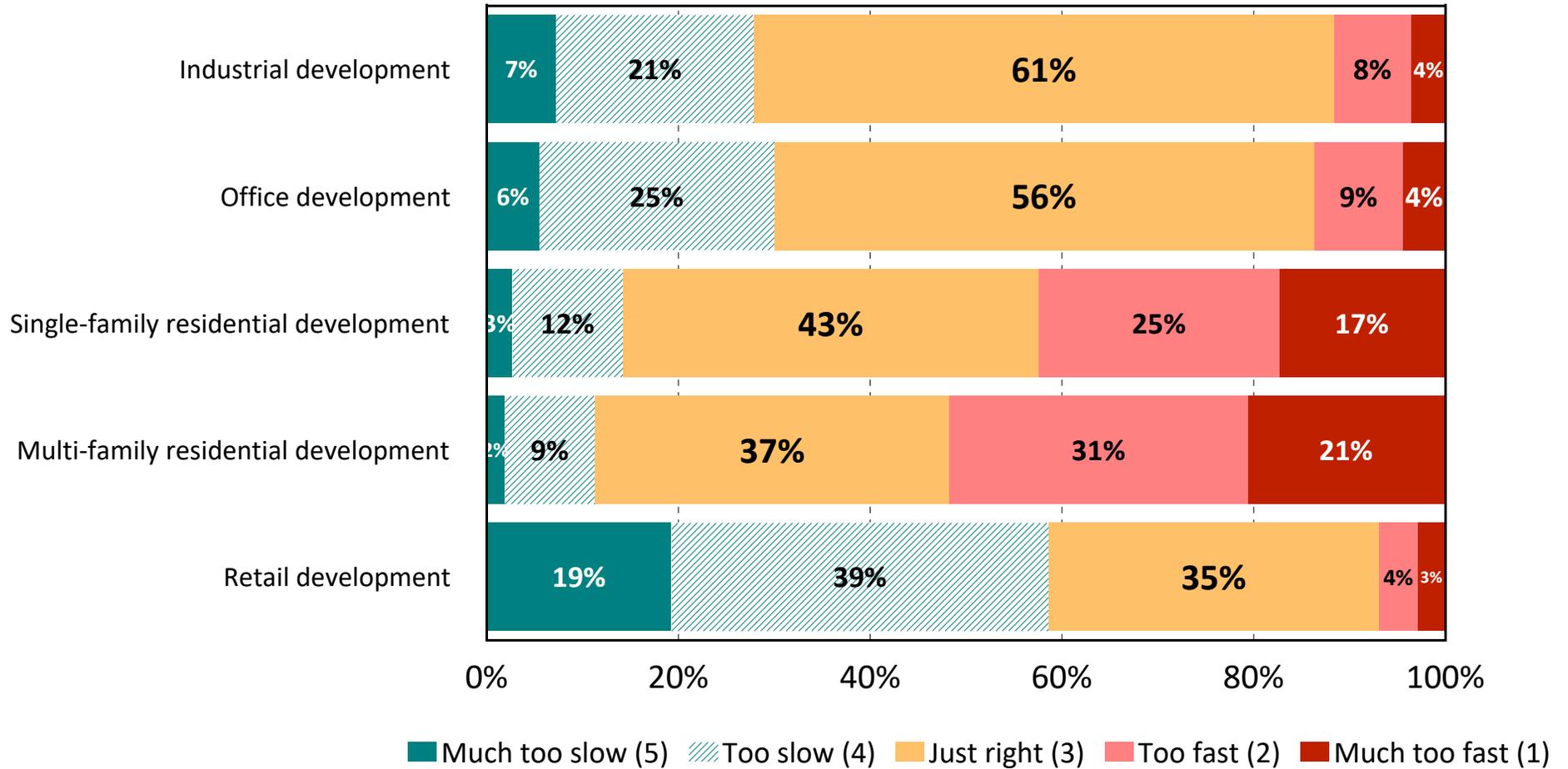
by percentage of respondents who selected the item as one of their top four choices (excluding "none chosen")



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

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

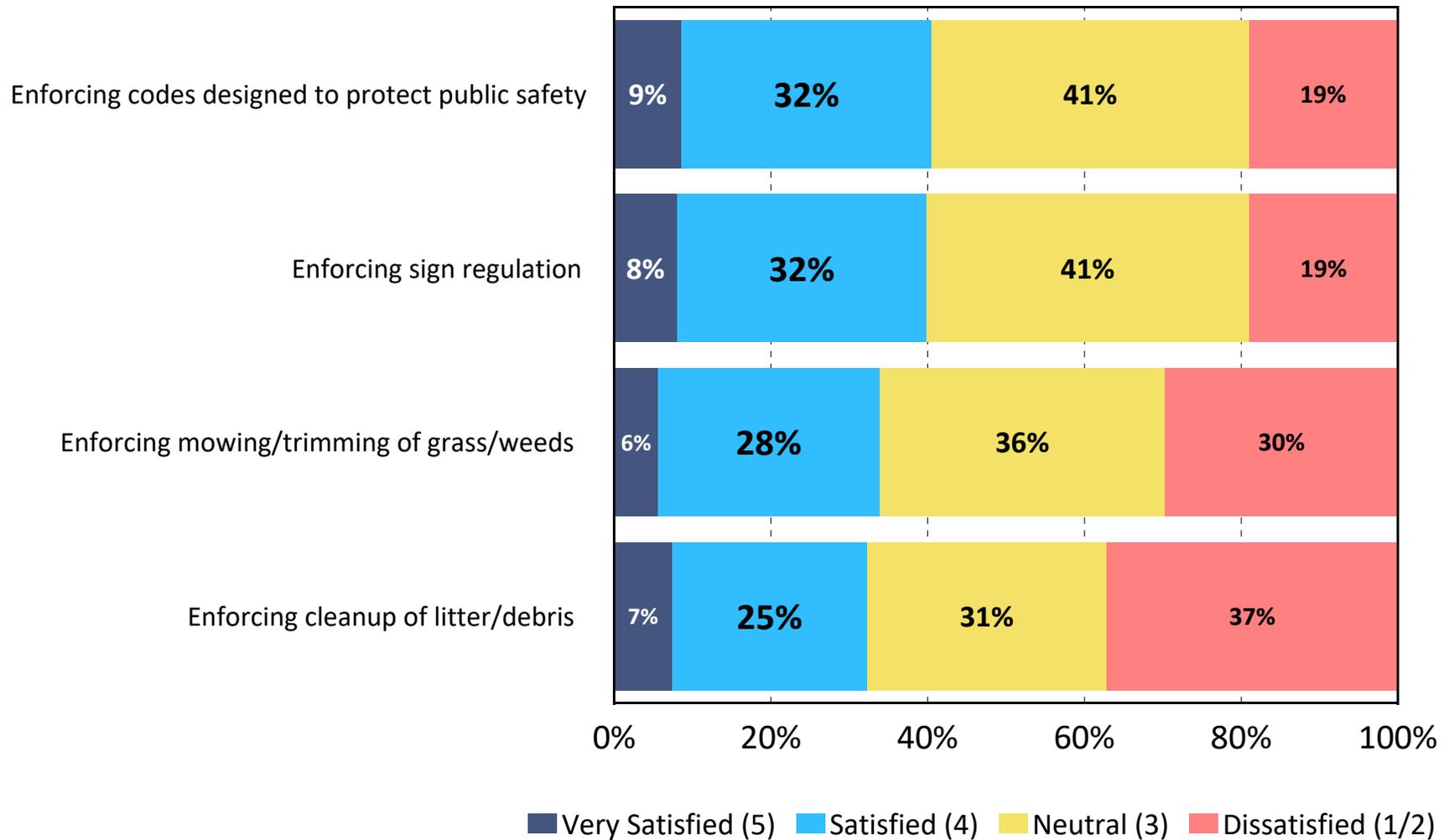
by percentage of respondents (excluding "don't know")



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

Q16. Satisfaction With Code Enforcement

by percentage of respondents (excluding “don’t know”)

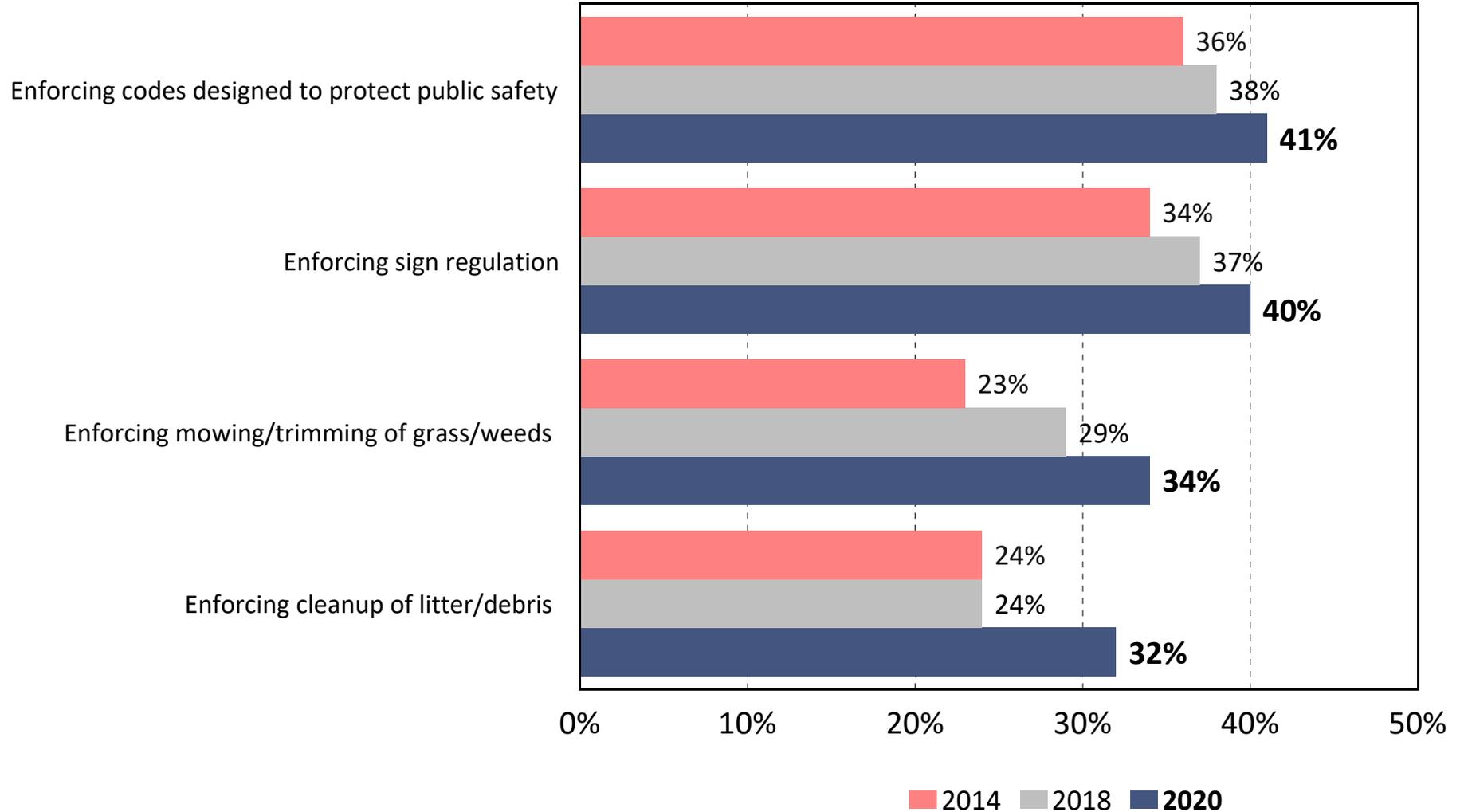


Source: ETC Institute DirectionFinder (2020 - Washougal, WA)

TRENDS: Satisfaction With Code Enforcement

2014 to 2020

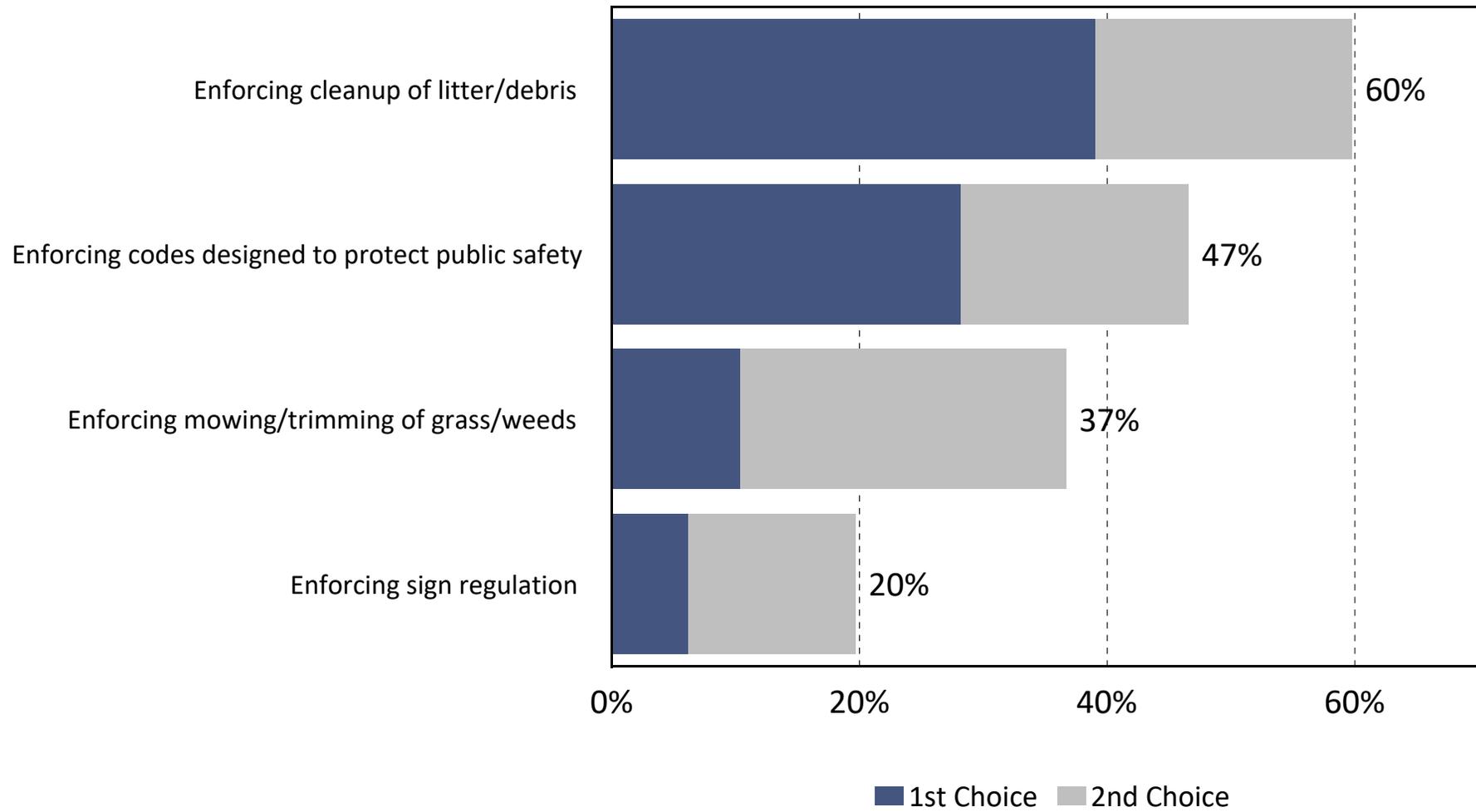
by percentage of respondents (excluding "don't know")



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

Q17. 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

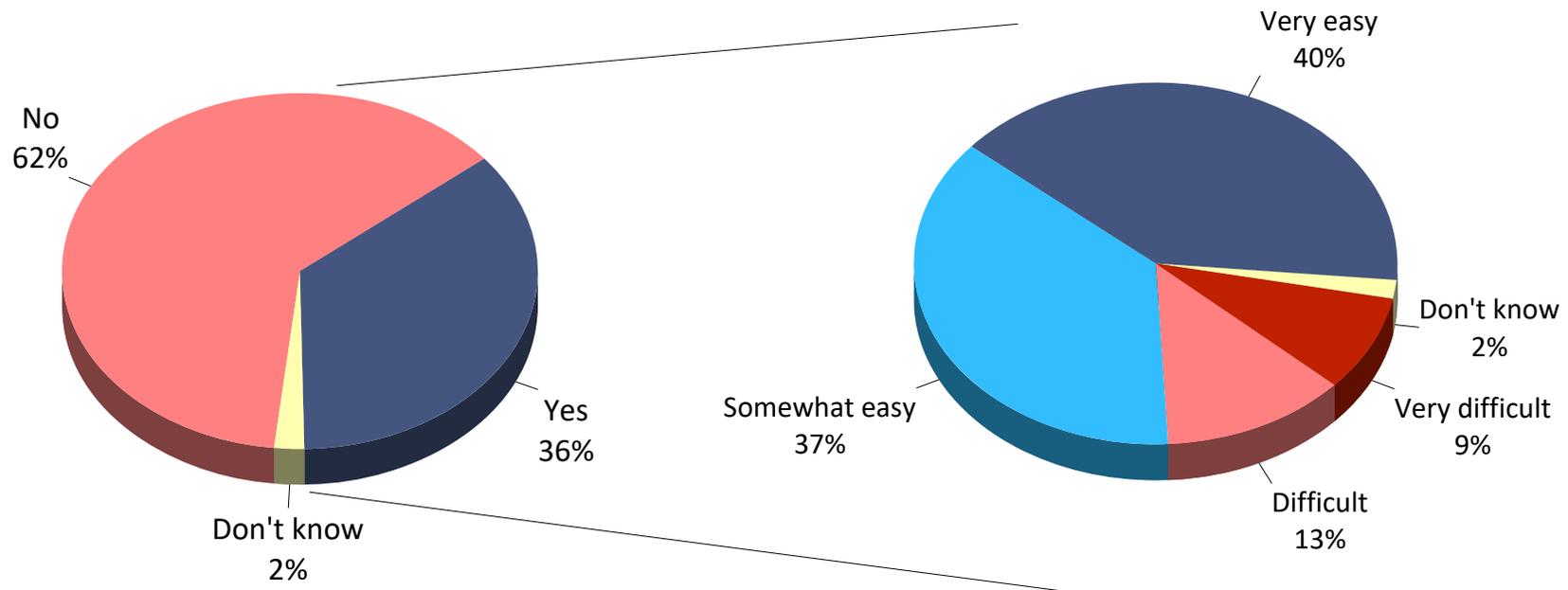


Source: ETC Institute DirectionFinder (2020 - Washougal, WA)

Q18. Have you called, e-mailed or visited the City with a question, problem, or complaint during the past year?

by percentage of respondents

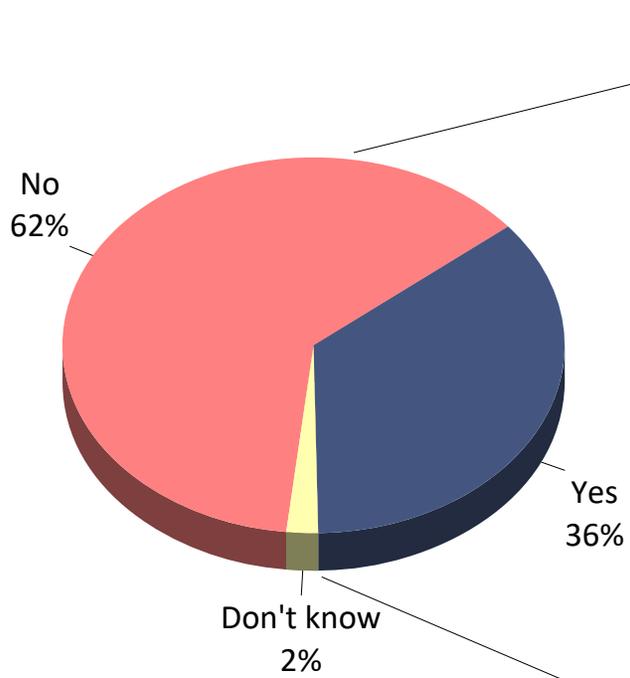
Q18a. How easy was it to contact the person you needed to reach?



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

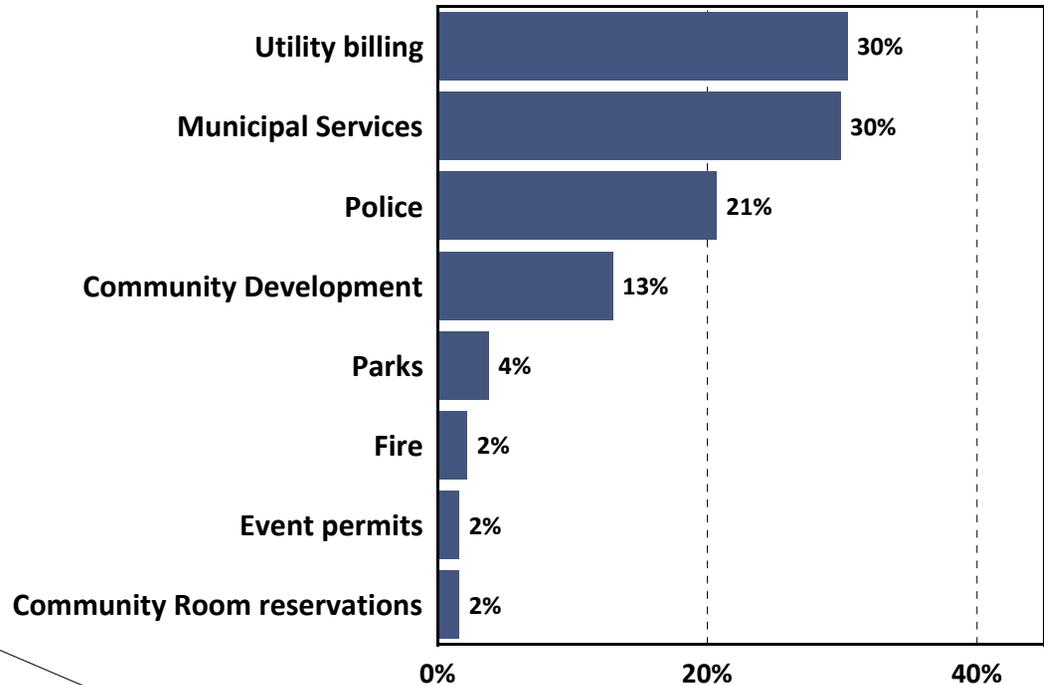
Q18. Have you called, e-mailed or visited the City with a question, problem, or complaint during the past year?

by percentage of respondents



Q18b. What department did you contact?

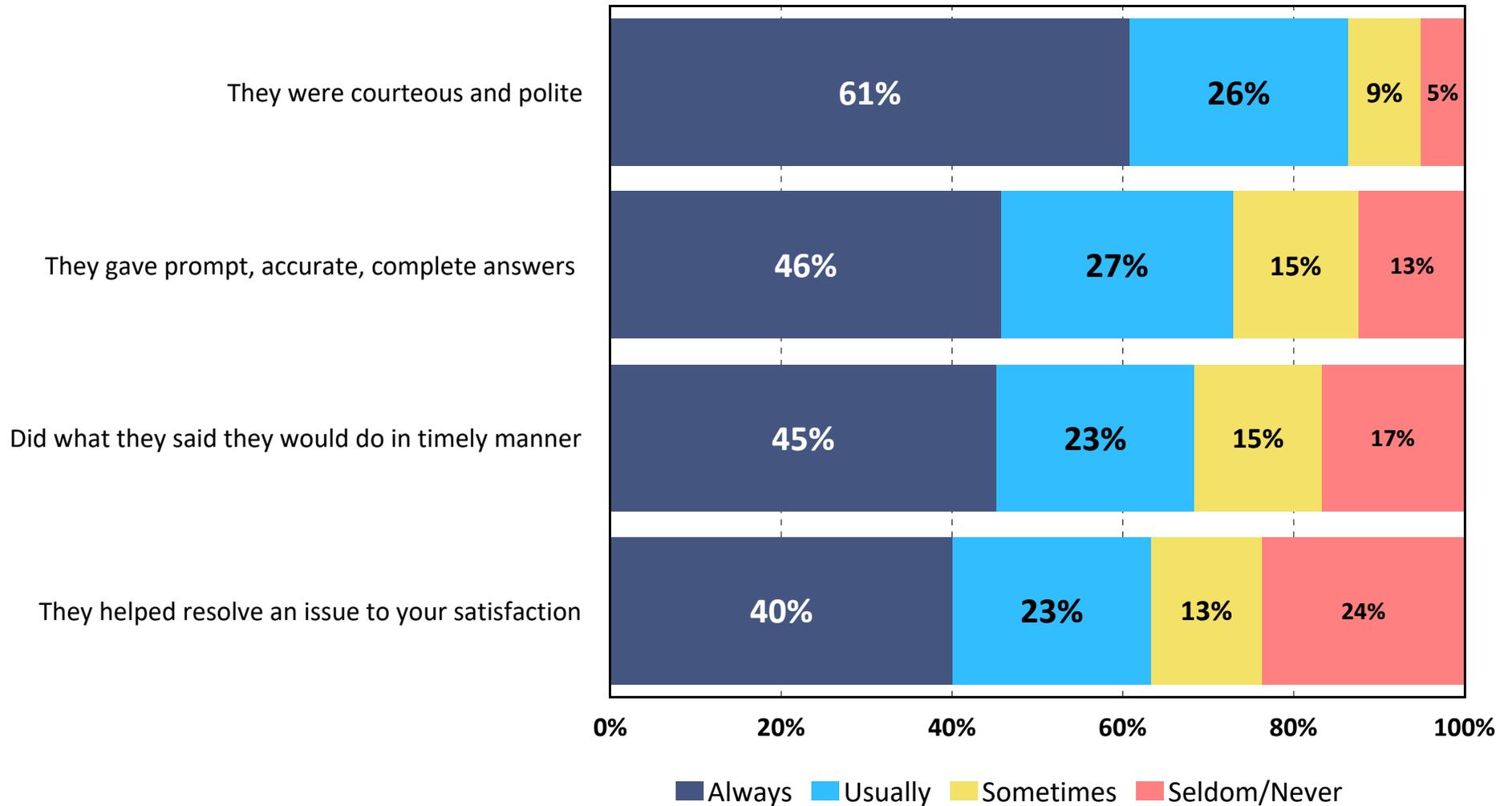
(multiple selections could be made)



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

Q18c. 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")

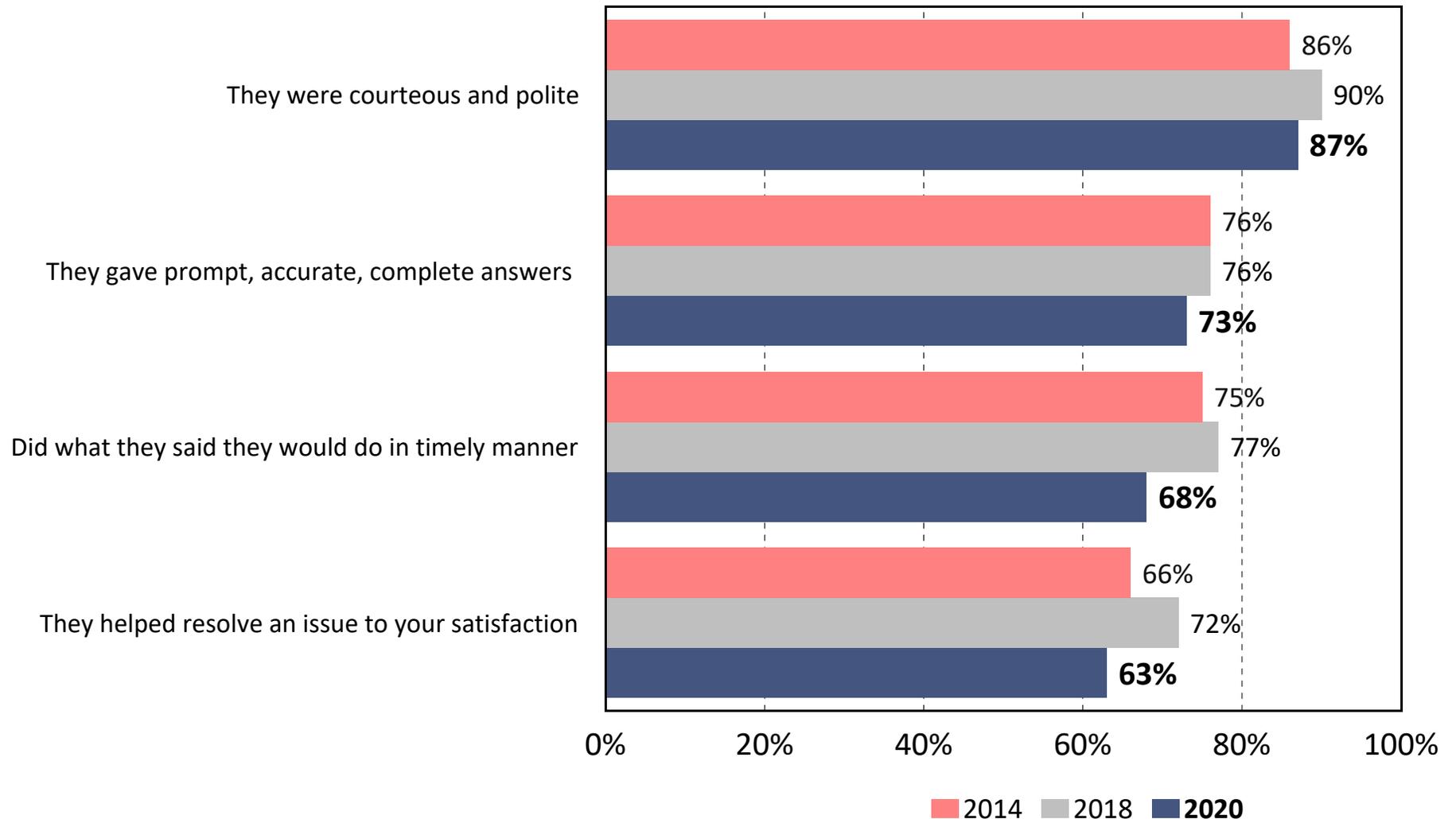


Source: ETC Institute DirectionFinder (2020 - Washougal, WA)

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

2014 to 2020

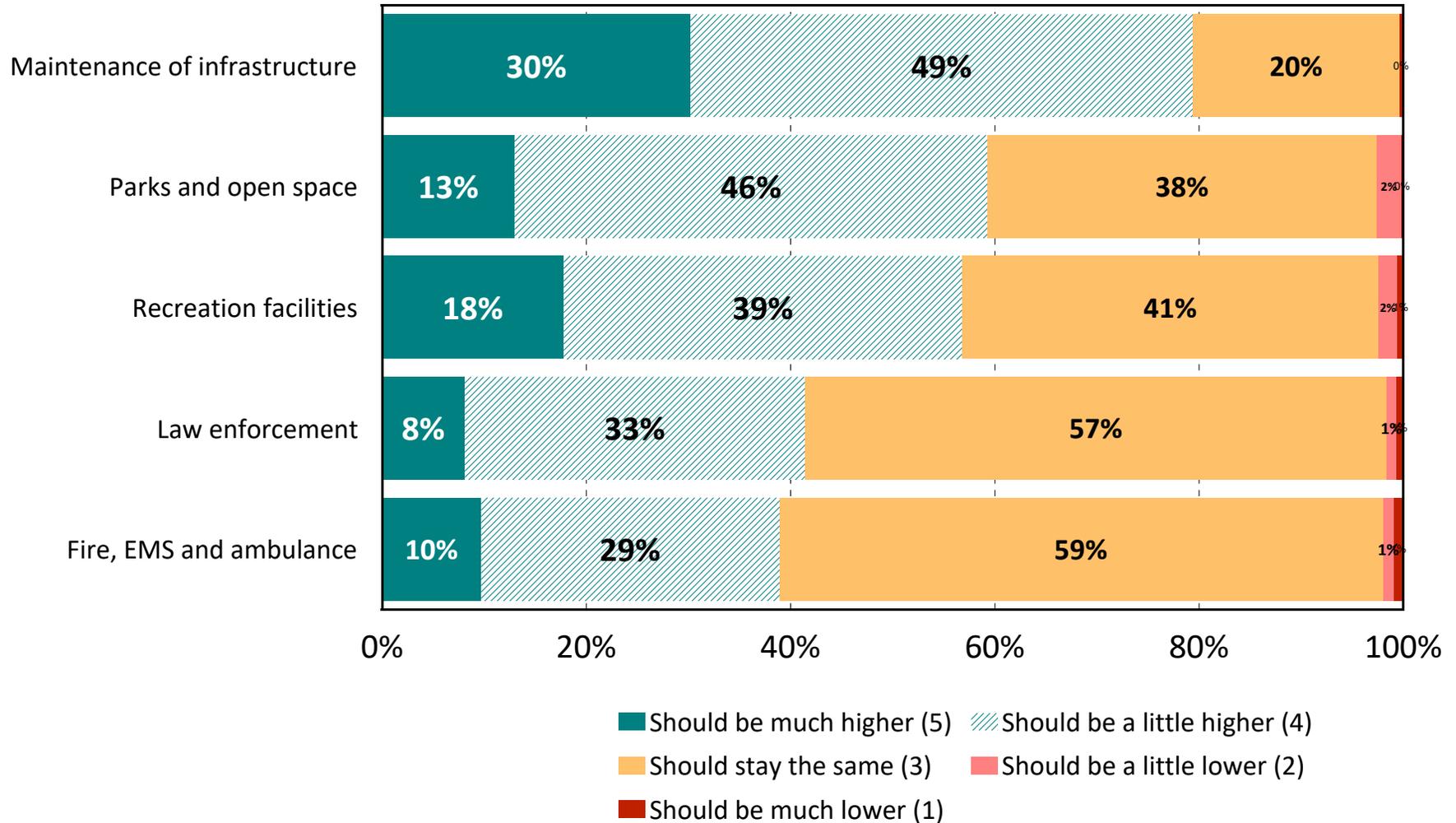
by percentage of respondents (excluding "don't know")



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

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

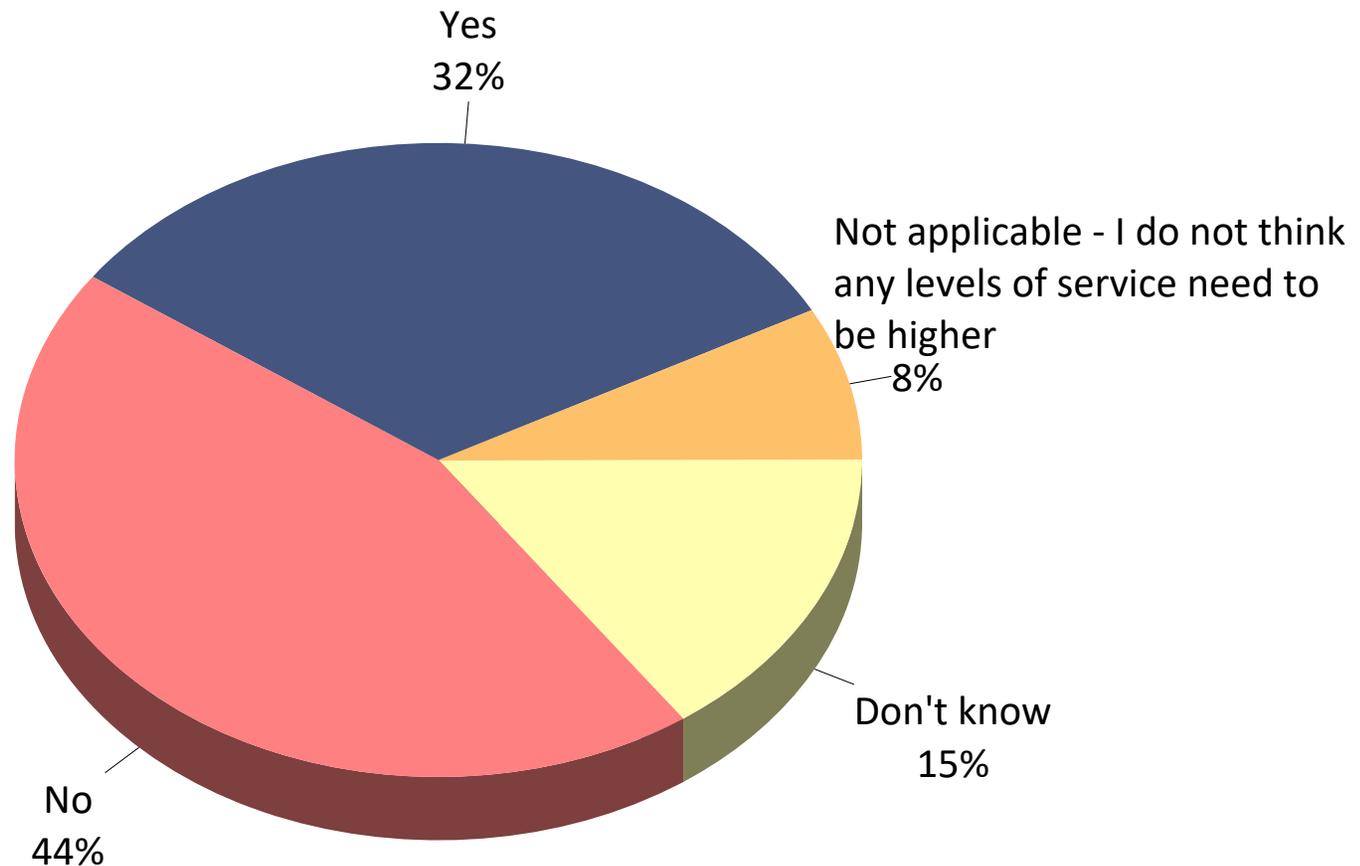
by percentage of respondents (excluding "don't know")



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

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

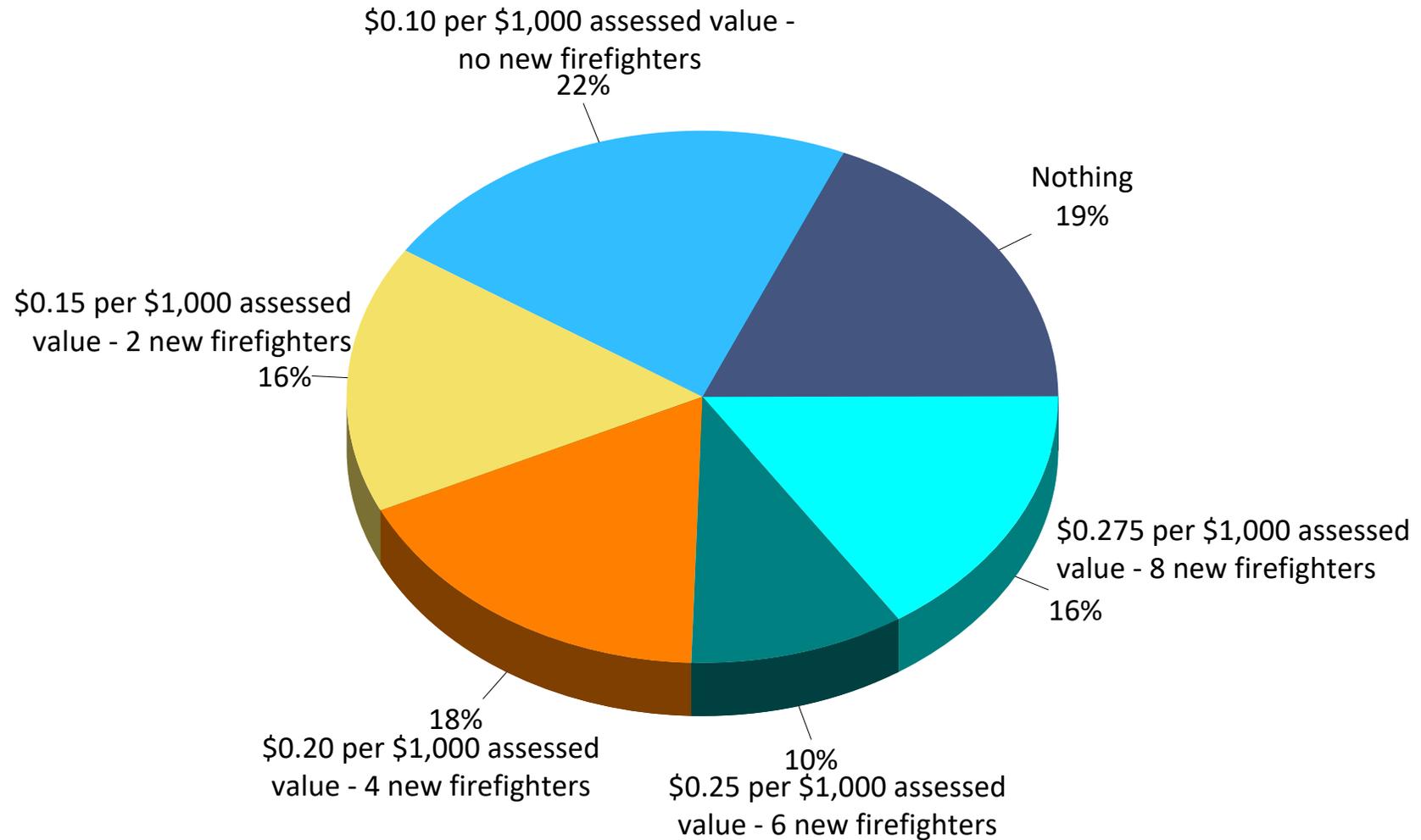
by percentage of respondents



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")

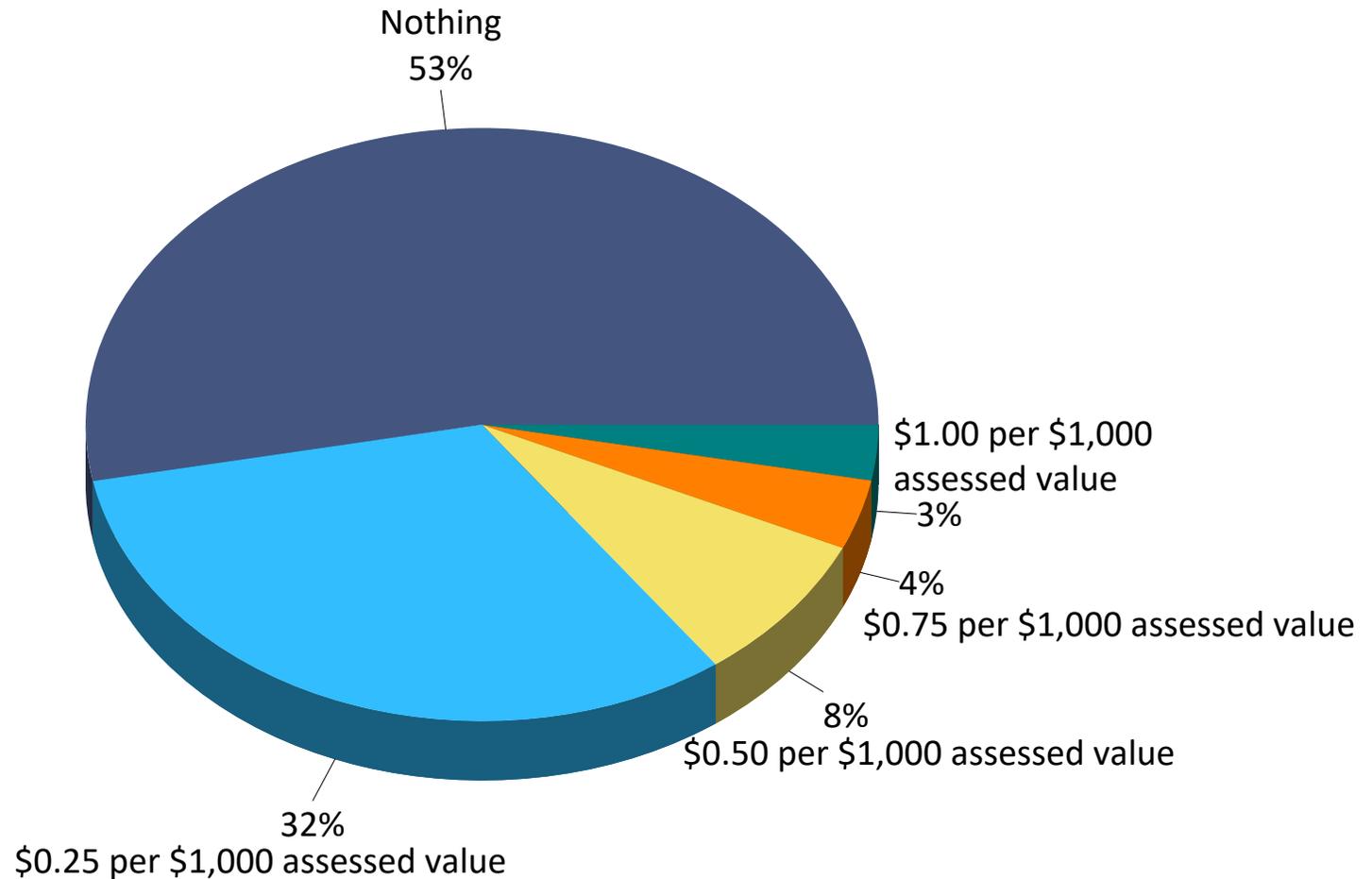


**82% would support at least \$.10 per \$1,000;
60% would support at least \$.15 per \$1,000;
44% would support at least \$.20 per \$1,000**

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

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")



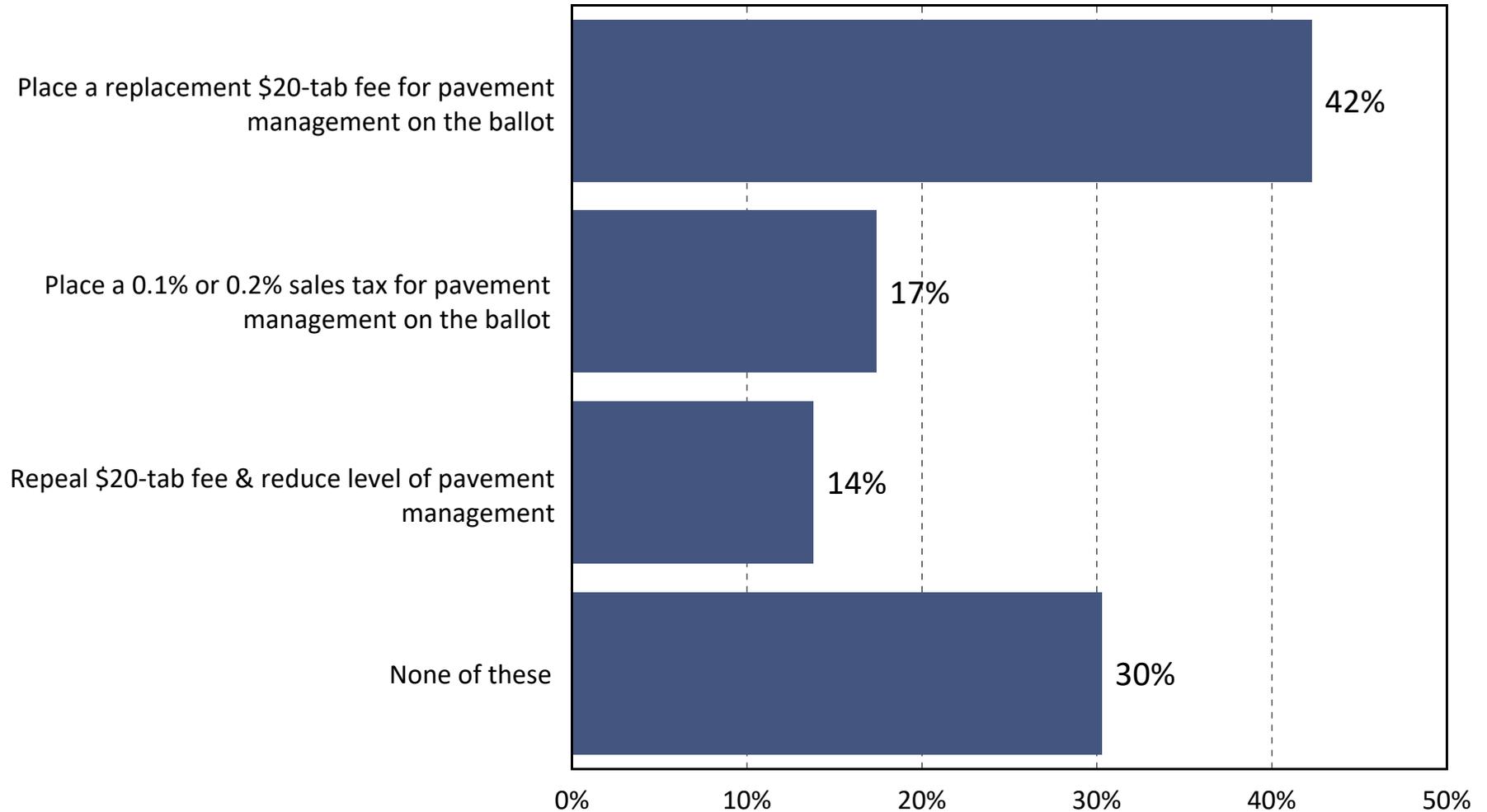
Source: ETC Institute DirectionFinder (2020 - Washougal, WA)

ETC Institute (2020)

**47% would support at least \$0.25 per \$1,000;
15% would support at least \$0.50 per \$1,000**

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

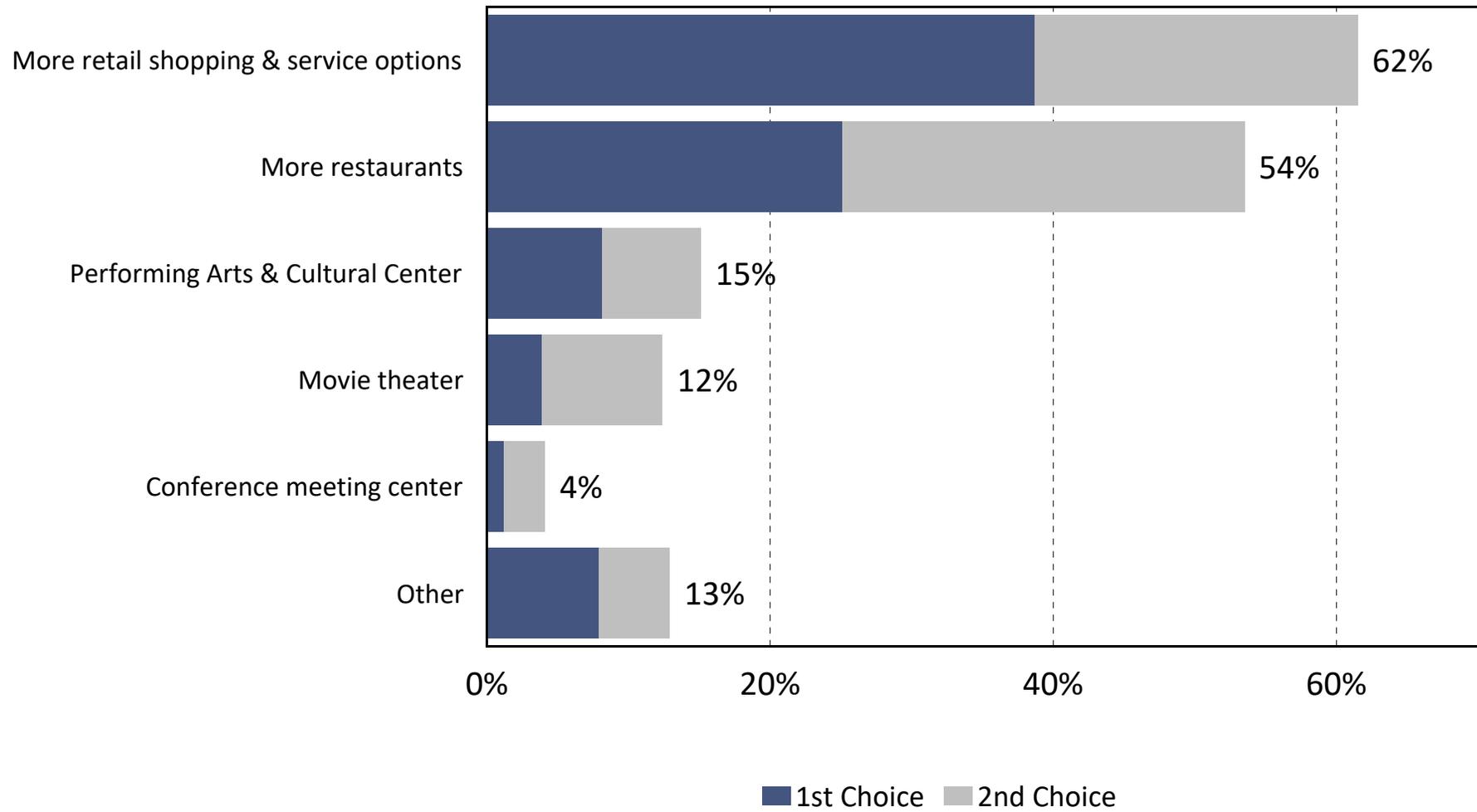
by percentage of respondents (excluding "don't know" - multiple selections could be made)



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

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

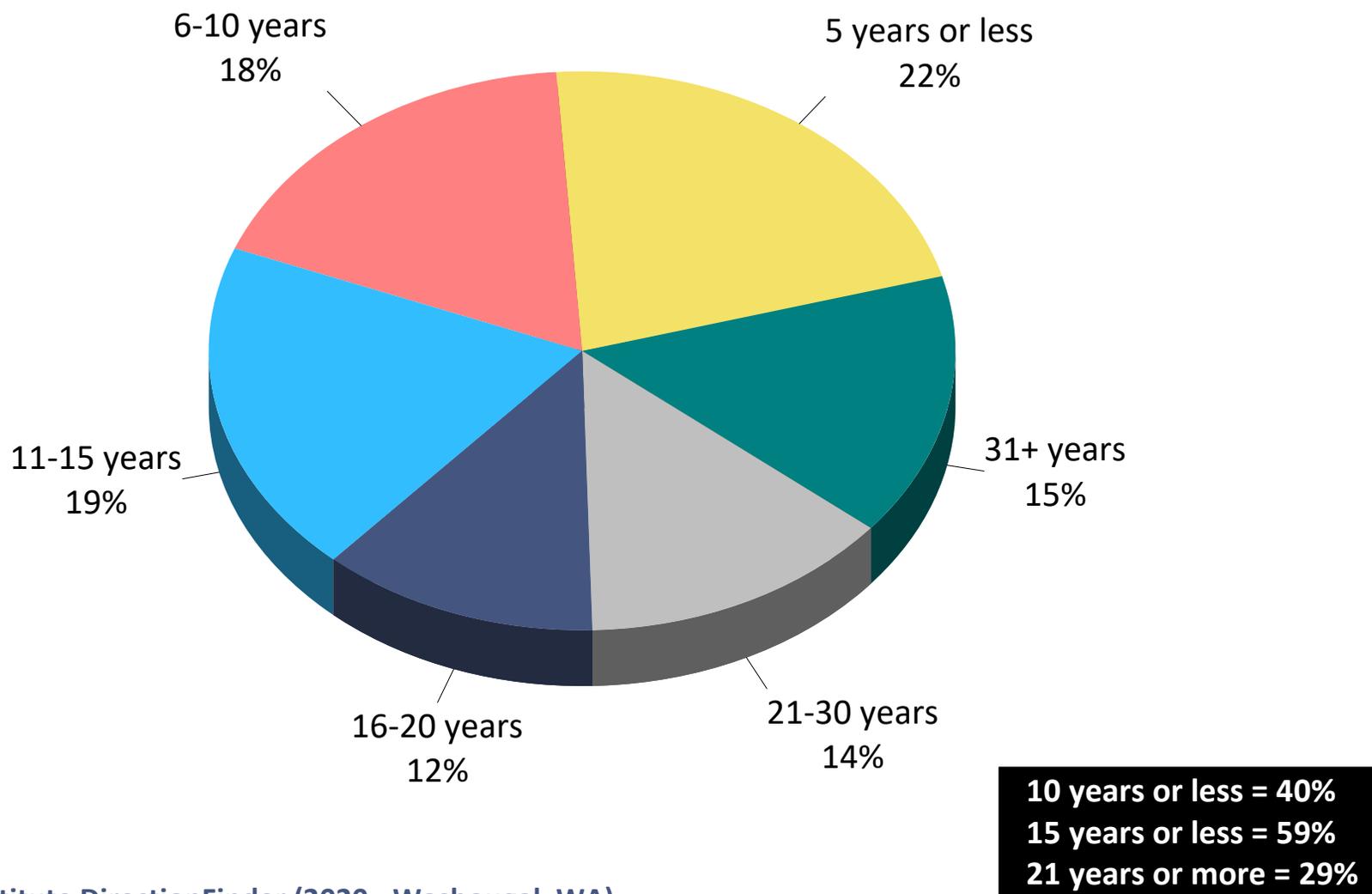
by percentage of respondents who selected the item as one of their top two choices



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

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

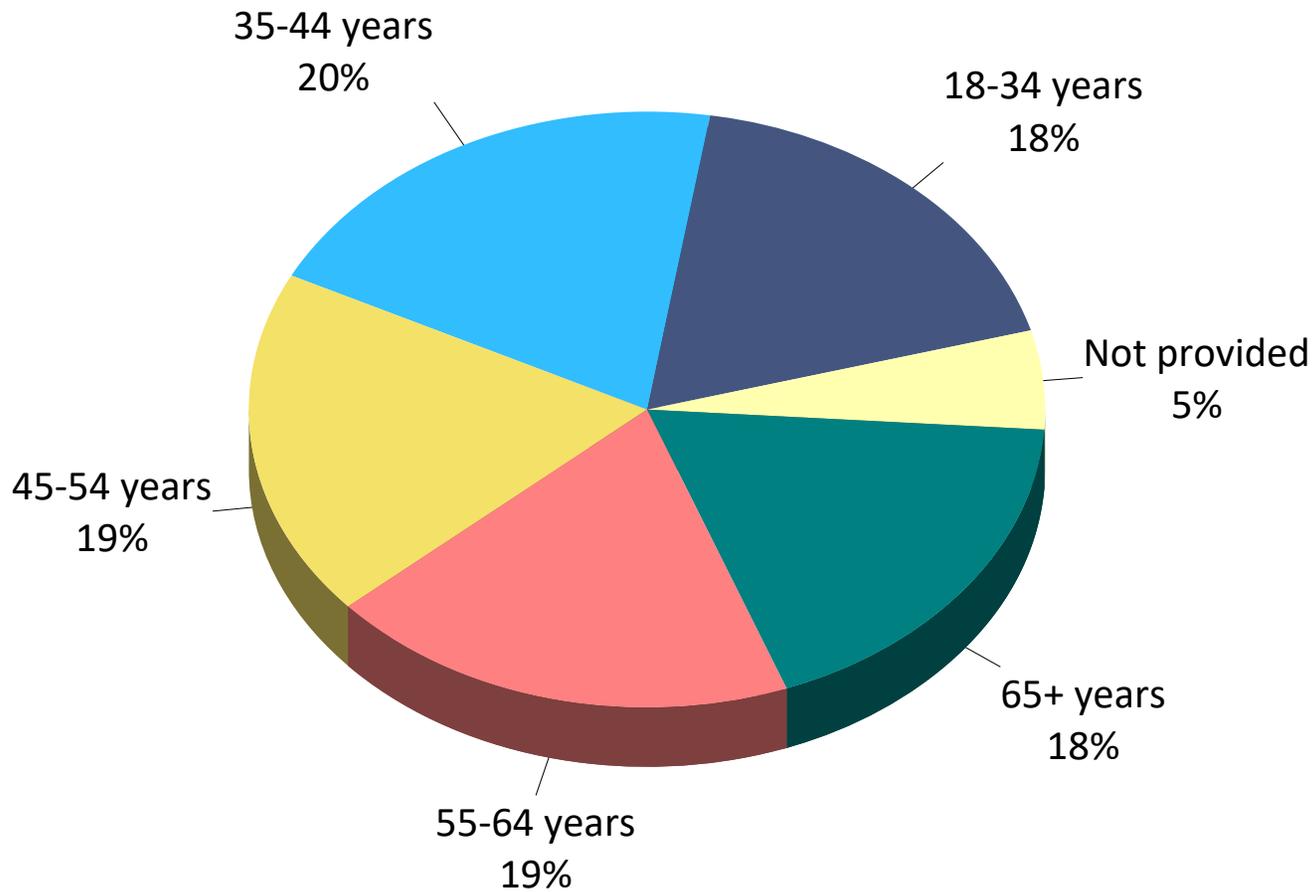
by percentage respondents (excluding “not provided”)



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

Q26. What is your age?

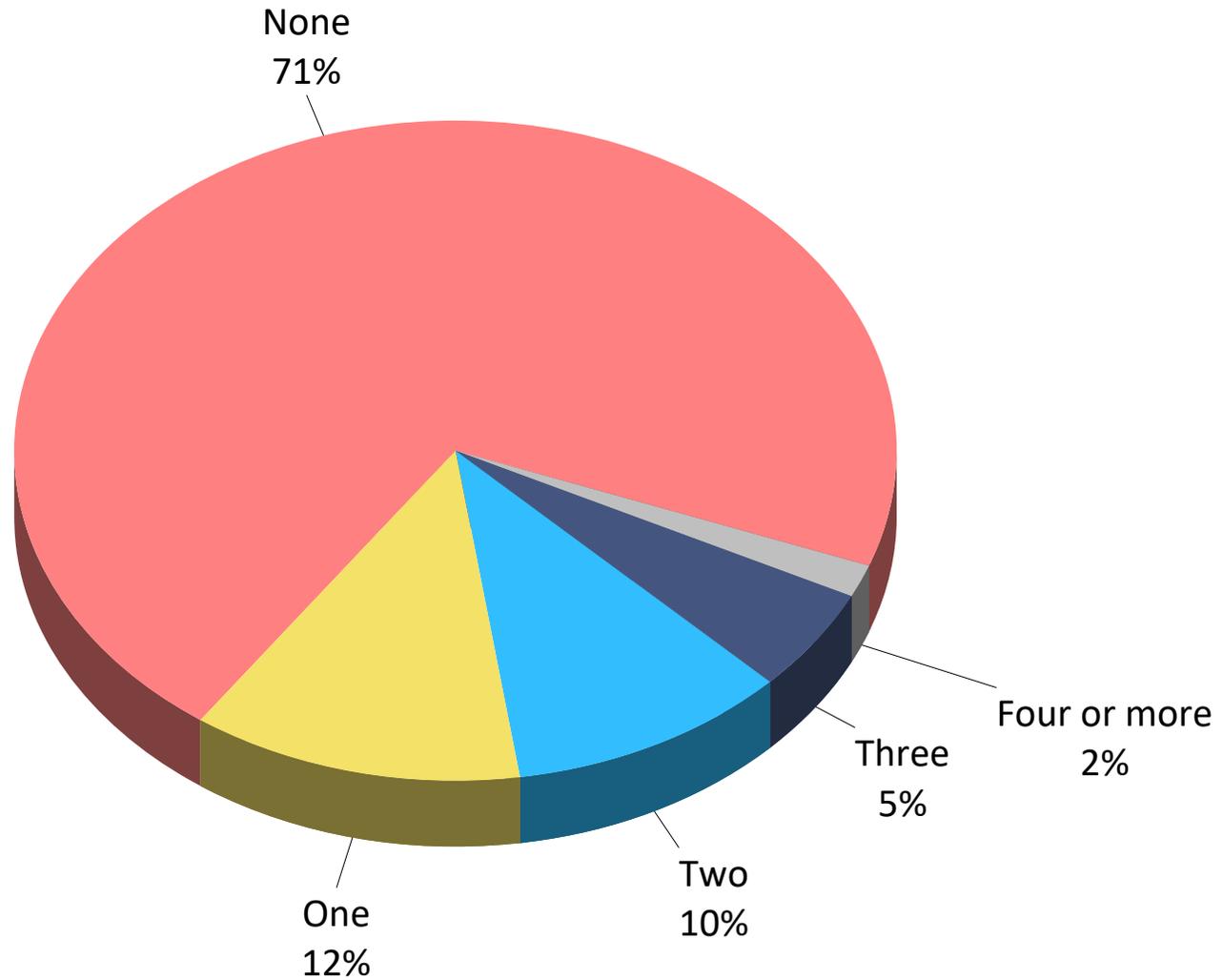
by percentage respondents



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

Q27. Children Under Age 18 Living in the Household

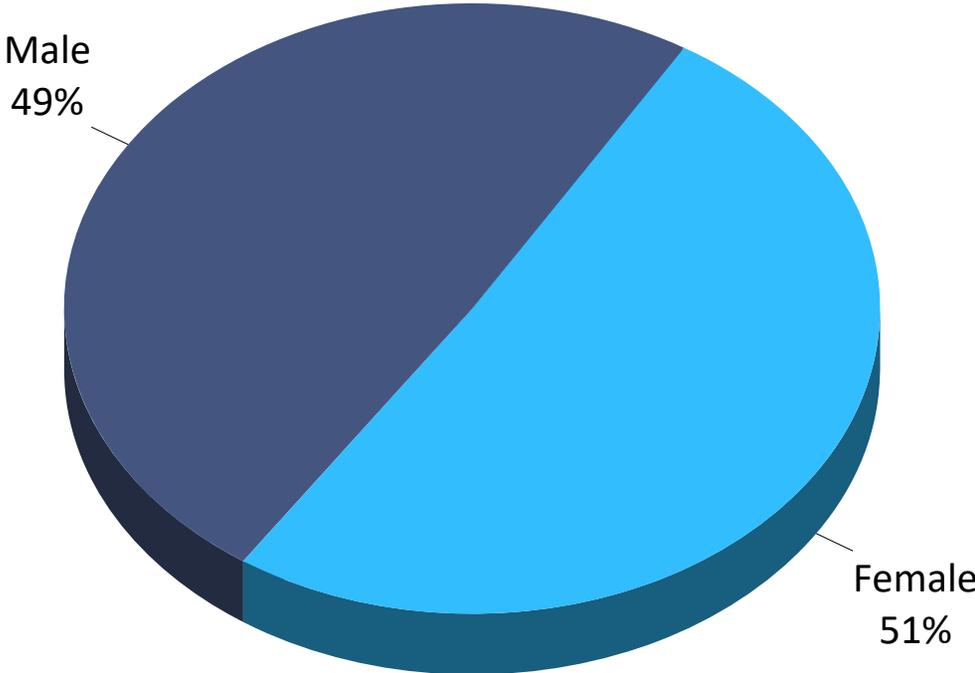
by percentage of respondents



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

Q28. Gender

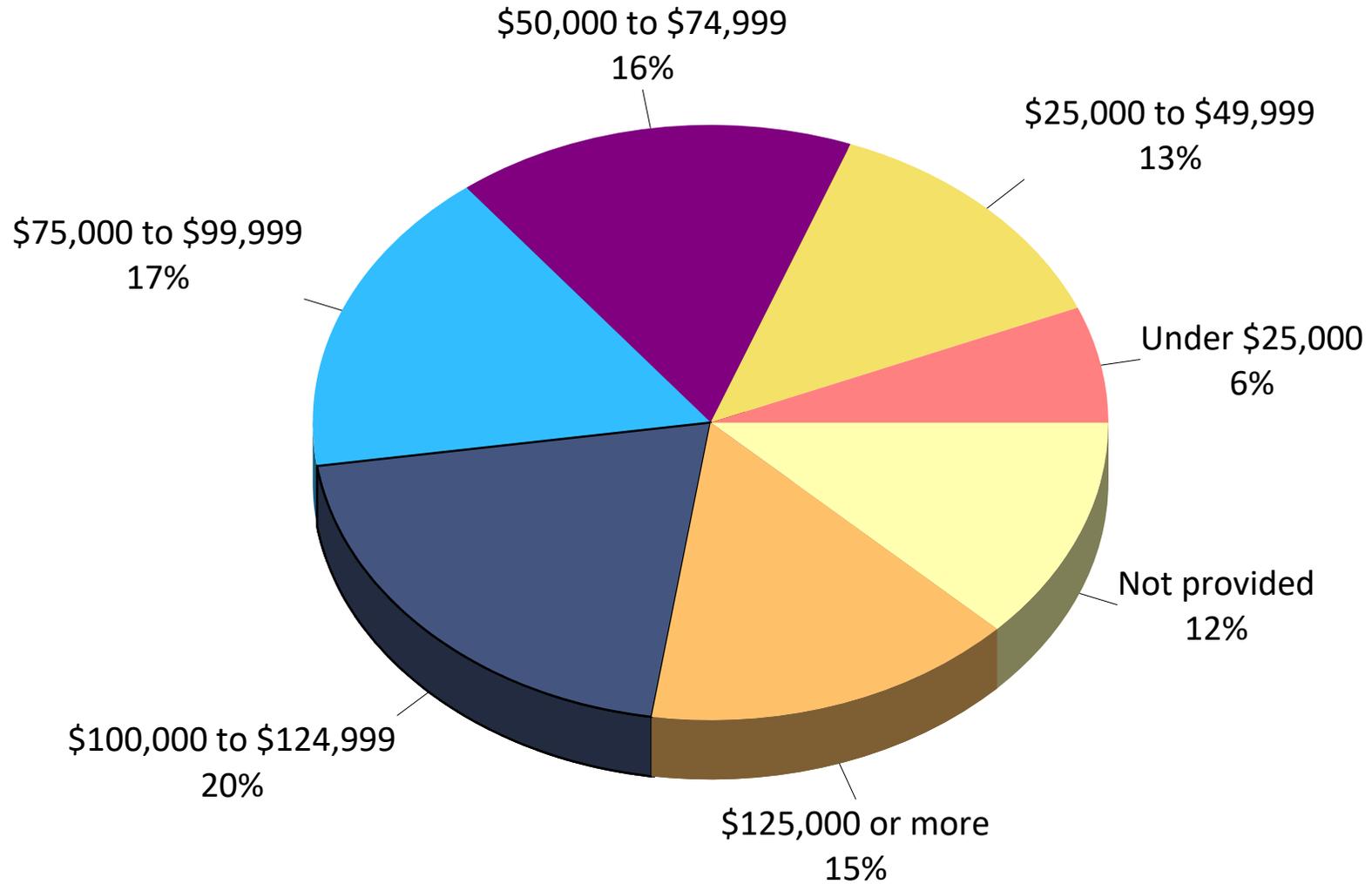
by percentage of respondents



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

Q29. Annual Household Income

by percentage of respondents



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

Section 2

Benchmarking Analysis

Benchmarking Summary Report

2020 Community Survey

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 230 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 during the summer of 2019 to a random sample of more than 4,000 residents in the continental United States and (2) a regional survey administered by ETC Institute during the summer of 2019 to 322 residents living in communities in the Northwest Region of the United States (Washington and Oregon).

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 322 residents living in the Northwest Region of the United States during the summer of 2019. 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 yellow in the charts on the following pages.

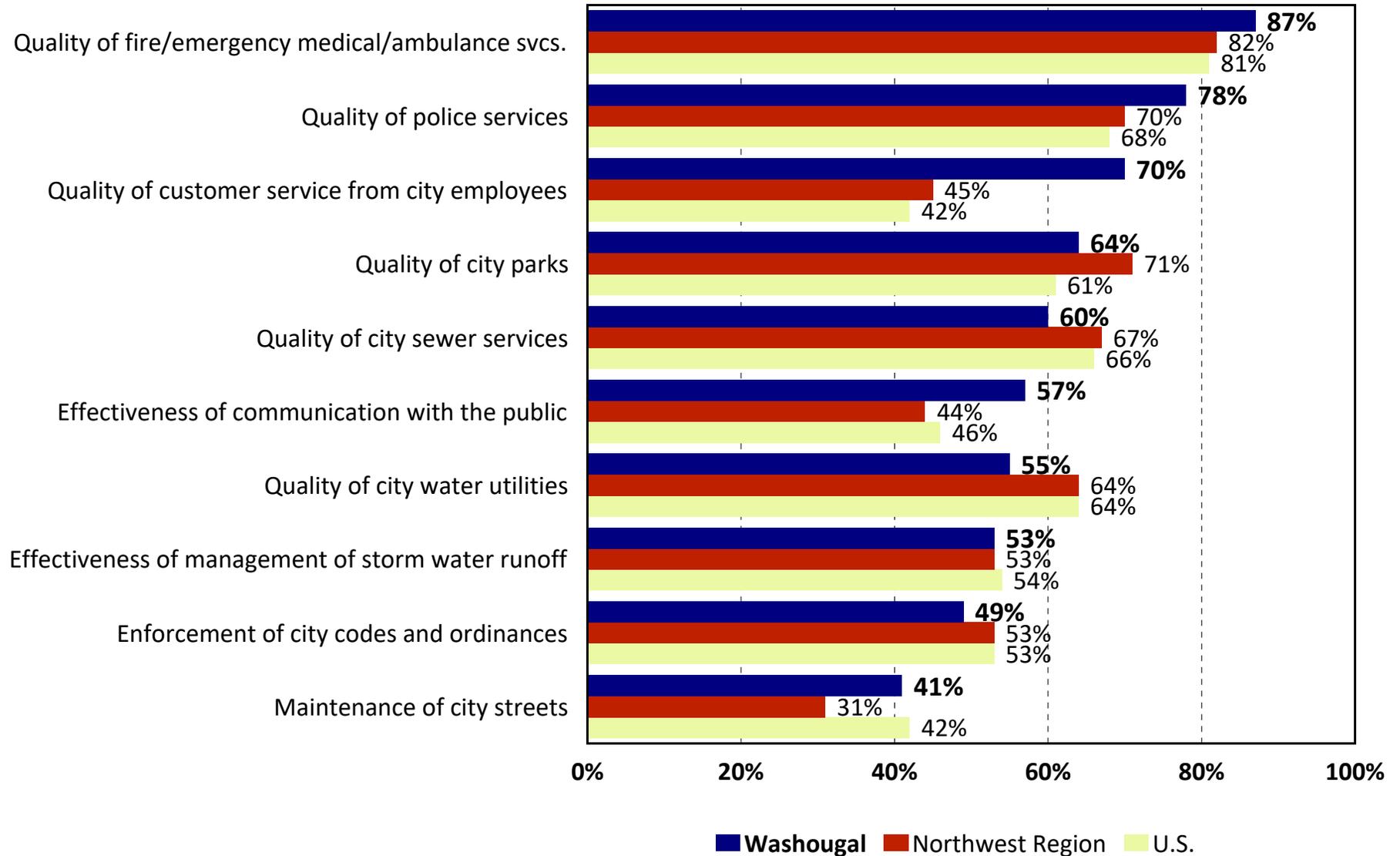
National Benchmarks

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.

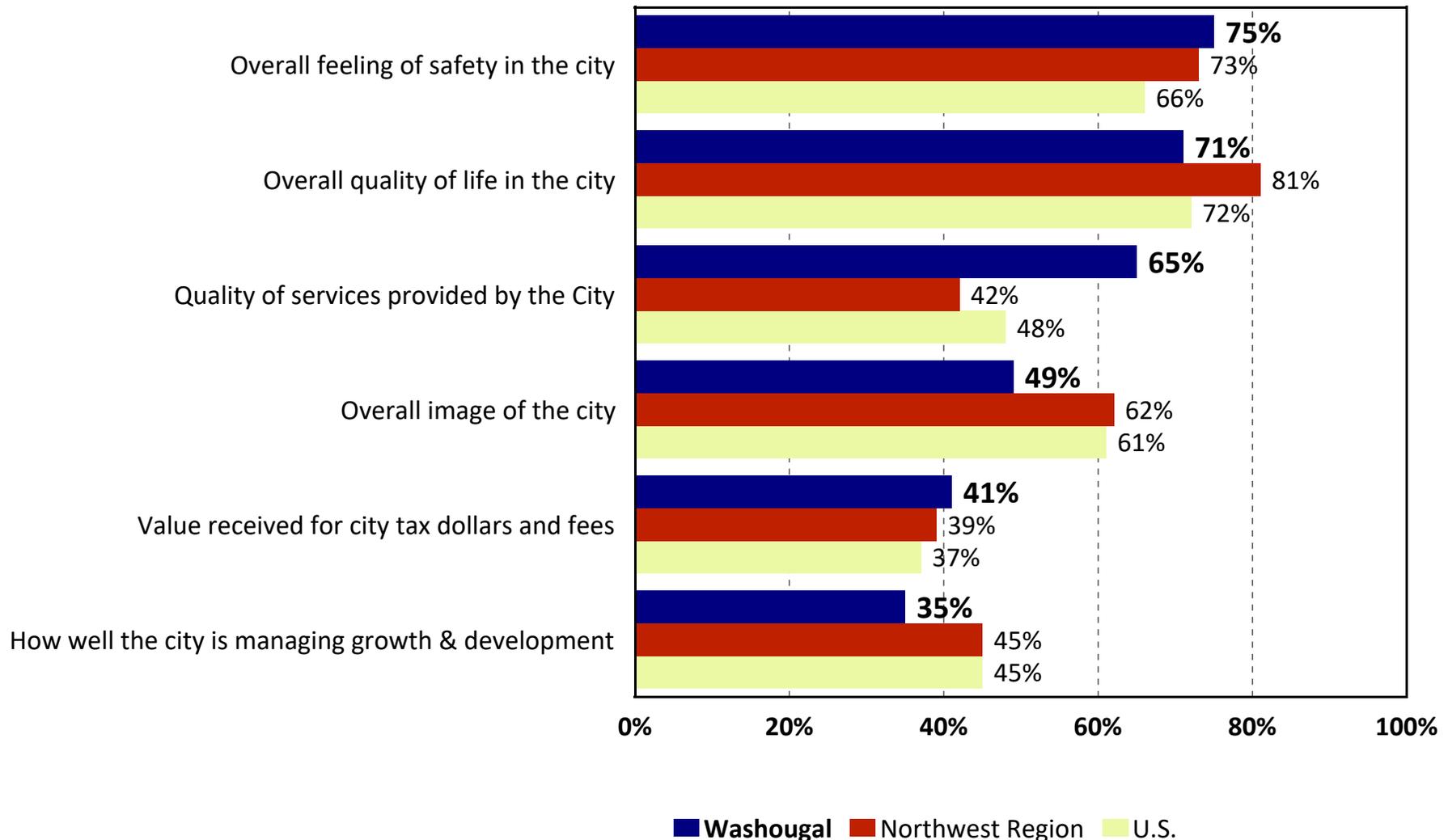
by percentage of respondents who gave positive ratings for the item (excluding don't knows)



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)

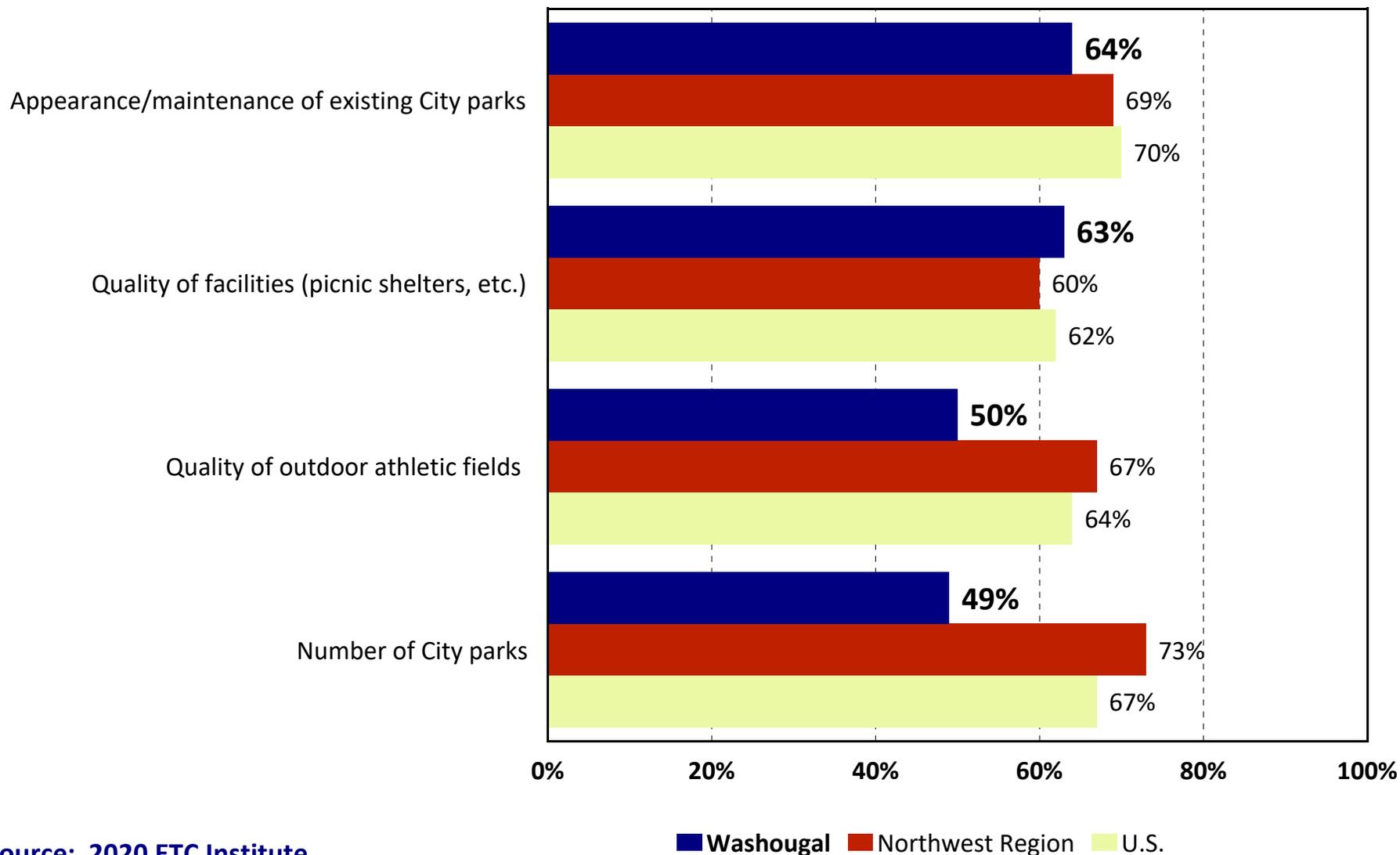


Source: 2020 ETC Institute

Ratings of Parks and Recreation Services

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

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

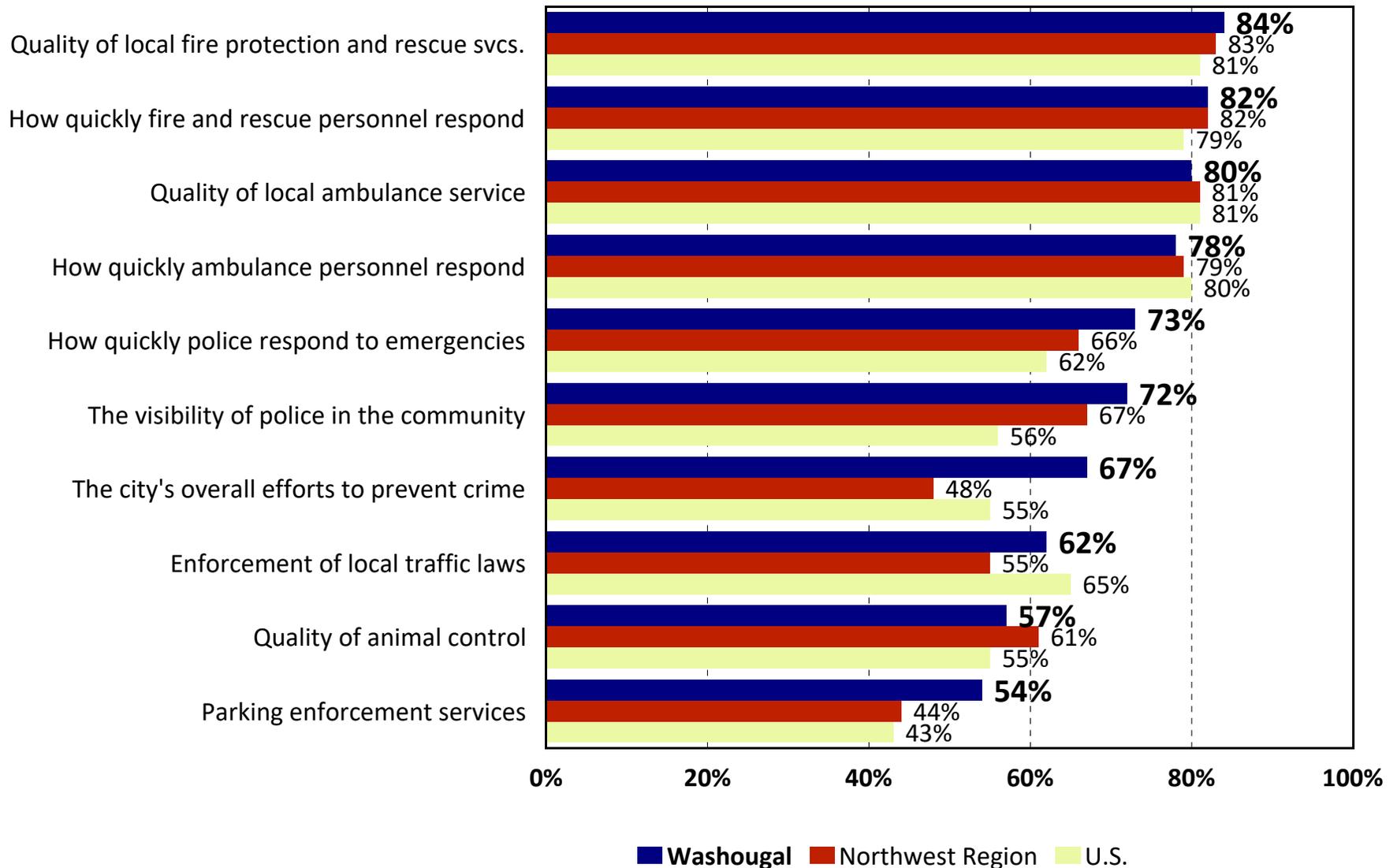


Source: 2020 ETC Institute

Ratings of Public Safety Services

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

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

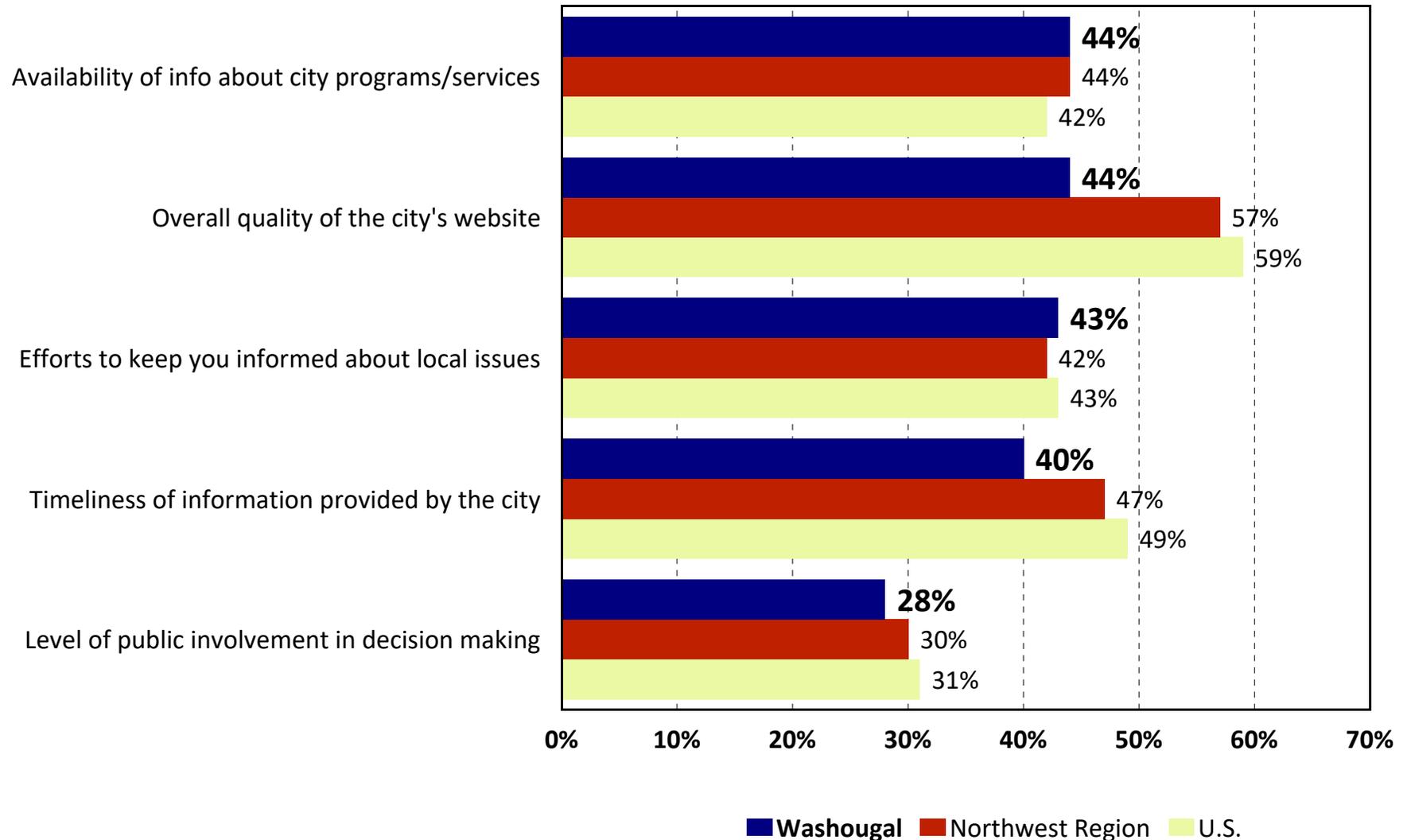


Source: 2020 ETC Institute

Ratings of Communication Services

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

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

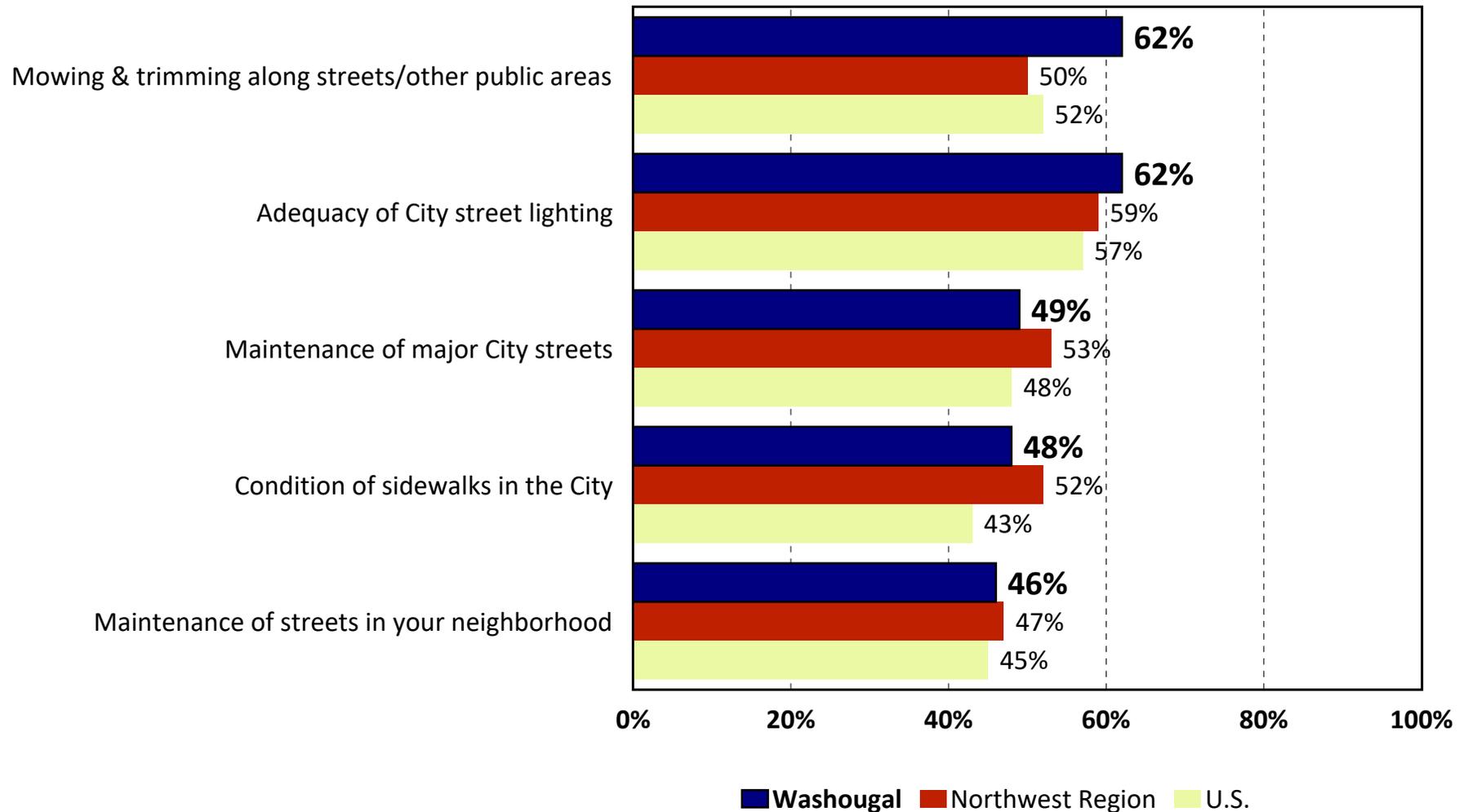


Source: 2020 ETC Institute

Ratings of Street Maintenance Services

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

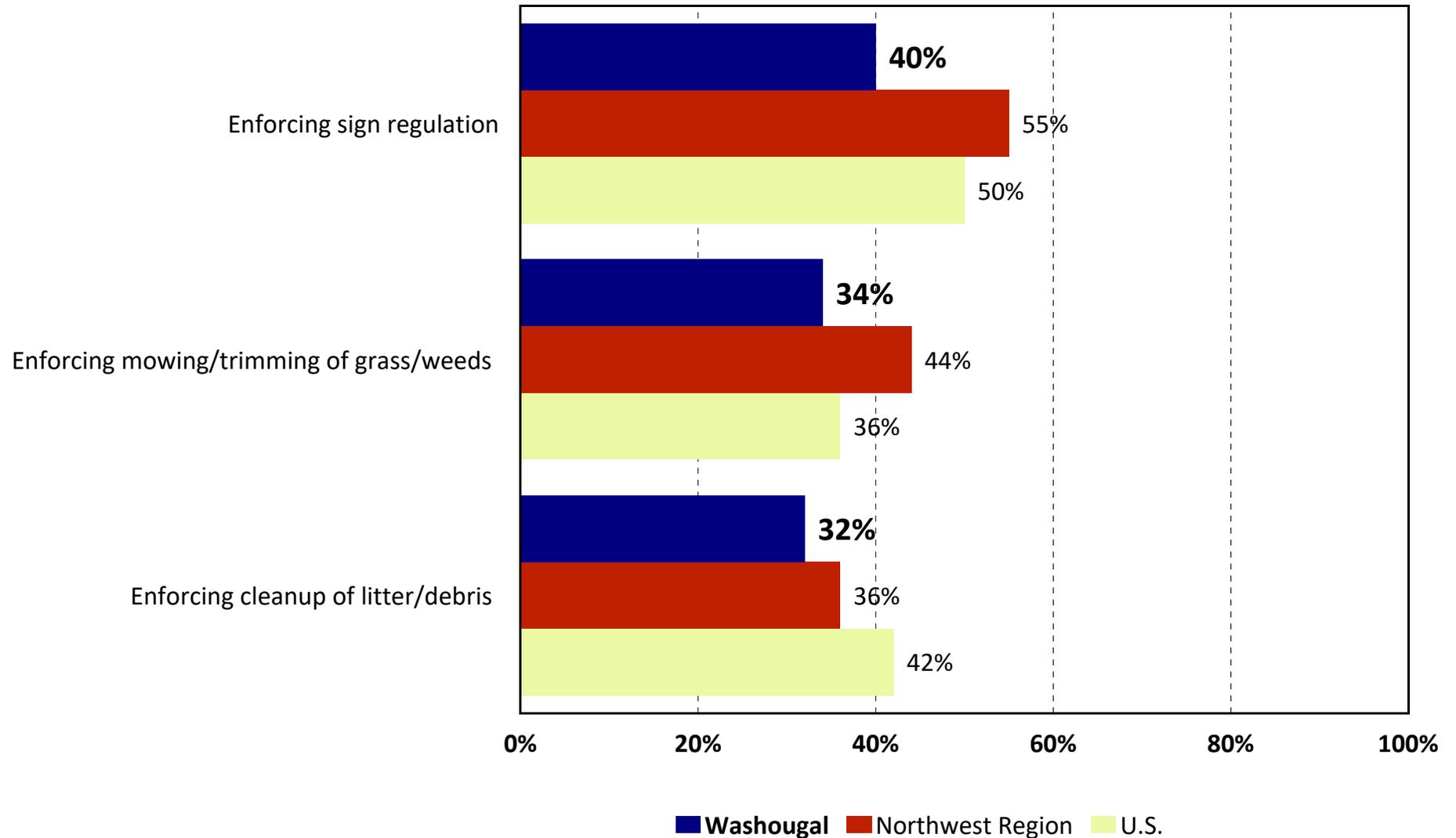
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Source: 2020 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: 2020 ETC Institute

Section 3

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 fifty-three percent (52.5%) of residents selected "maintenance of City streets" as the most important major service to provide.

With regard to satisfaction, 41% of the residents surveyed rated their overall satisfaction with “maintenance of City streets” as a “4” or a “5” on a 5-point scale (where “5” means “very satisfied”). The I-S rating for “maintenance of City streets” was calculated by multiplying the sum of the most important percentages by 1 minus the sum of the satisfaction percentages. In this example, 52.5% was multiplied by 59% (1-0.41). This calculation yielded an I-S rating of 0.3098, 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 > 0.20)
- Increase Current Emphasis (IS = 0.10 - 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>						
Maintenance of city streets	53%	1	41%	11	0.3098	1
<u>High Priority (IS .10-.20)</u>						
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
<u>Medium Priority (IS <.10)</u>						
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

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

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>						
Appearance/maintenance of existing City parks	52%	1	64%	1	0.1861	1
Quality of facilities (picnic shelters, etc.)	49%	2	63%	2	0.1809	2
Number of City parks	35%	3	49%	4	0.1805	3
Quality of outdoor athletic fields	28%	4	50%	3	0.1410	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

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	41%	1	67%	7	0.1346	1
<u>Medium Priority (IS <.10)</u>						
Enforcement of local traffic laws	19%	3	62%	8	0.0726	2
The visibility of police in the community	25%	2	72%	6	0.0697	3
Quality of animal control	13%	7	57%	9	0.0542	4
Parking enforcement services	11%	8	54%	10	0.0492	5
How quickly police respond to emergencies	14%	5	73%	5	0.0375	6
Quality of local fire protection and rescue svcs.	17%	4	84%	1	0.0269	7
How quickly fire and rescue personnel respond	13%	6	82%	2	0.0236	8
How quickly ambulance personnel respond	10%	9	78%	4	0.0227	9
Quality of local ambulance service	7%	10	80%	3	0.0138	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.

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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>						
Efforts to keep you informed about local issues	46%	1	43%	3	0.2622	1
Level of public involvement in decision making	31%	3	28%	6	0.2246	2
<u>High Priority (IS .10-.20)</u>						
Availability of info about city programs/services	34%	2	44%	1	0.1893	3
Timeliness of information provided by the city	22%	4	40%	4	0.1320	4
City e-mail information update service	16%	5	35%	5	0.1066	5
<u>Medium Priority (IS <.10)</u>						
Overall quality of the city's website	12%	6	44%	2	0.0672	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 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

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	53%	1	49%	3	0.2678	1
Maintenance of streets in your neighborhood	44%	2	46%	5	0.2392	2
<u>High Priority (IS .10-.20)</u>						
Condition of sidewalks in the City	34%	3	48%	4	0.1784	3
<u>Medium Priority (IS <.10)</u>						
Adequacy of City street lighting	25%	4	62%	2	0.0950	4
Mowing & trimming along streets/other public areas	19%	5	62%	1	0.0722	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 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

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	60%	1	32%	4	0.4066	1
Enforcing codes designed to protect public safety	47%	2	41%	1	0.2749	2
Enforcing mowing/trimming of grass/weeds	37%	3	34%	3	0.2422	3
<u>High Priority (IS .10-.20)</u>						
Enforcing sign regulation	20%	4	40%	2	0.1182	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 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.

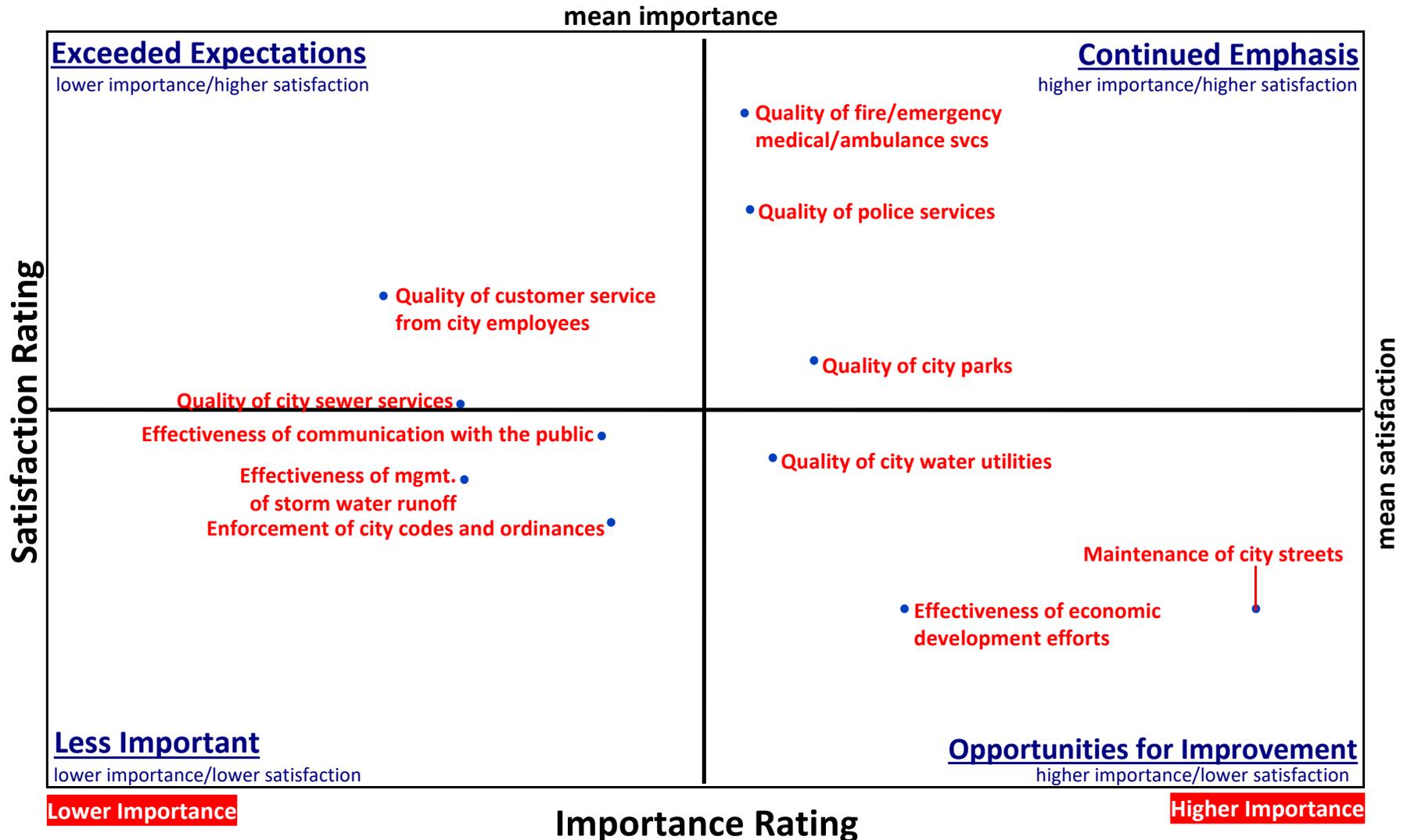
- **Continued Emphasis (above average importance and above average satisfaction).** This area shows where the City is meeting customer expectations. Items in this area have a significant impact on the customer's overall level of satisfaction. The City should maintain (or slightly increase) emphasis on 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.

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)

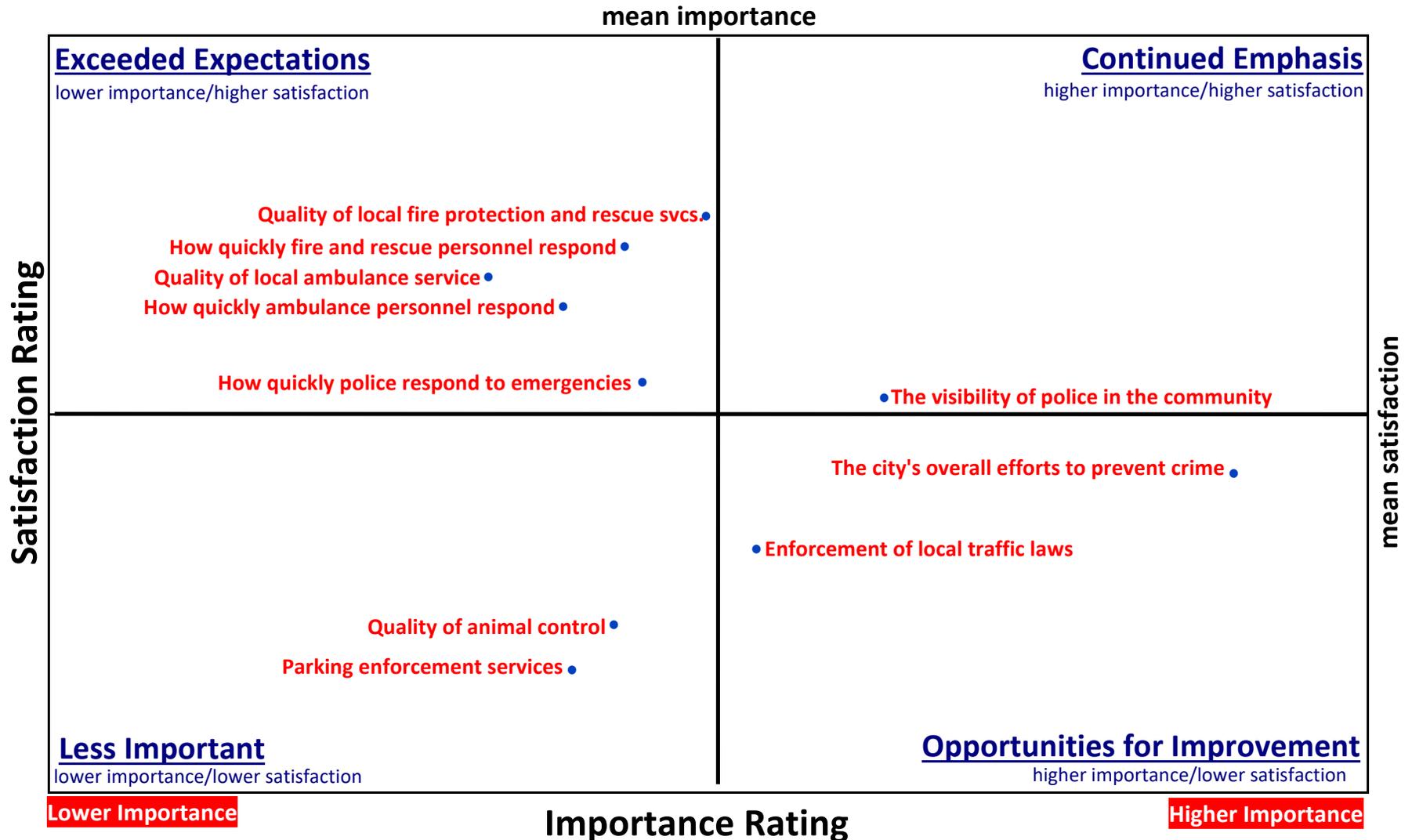


Source: ETC Institute (2020)

2020 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)

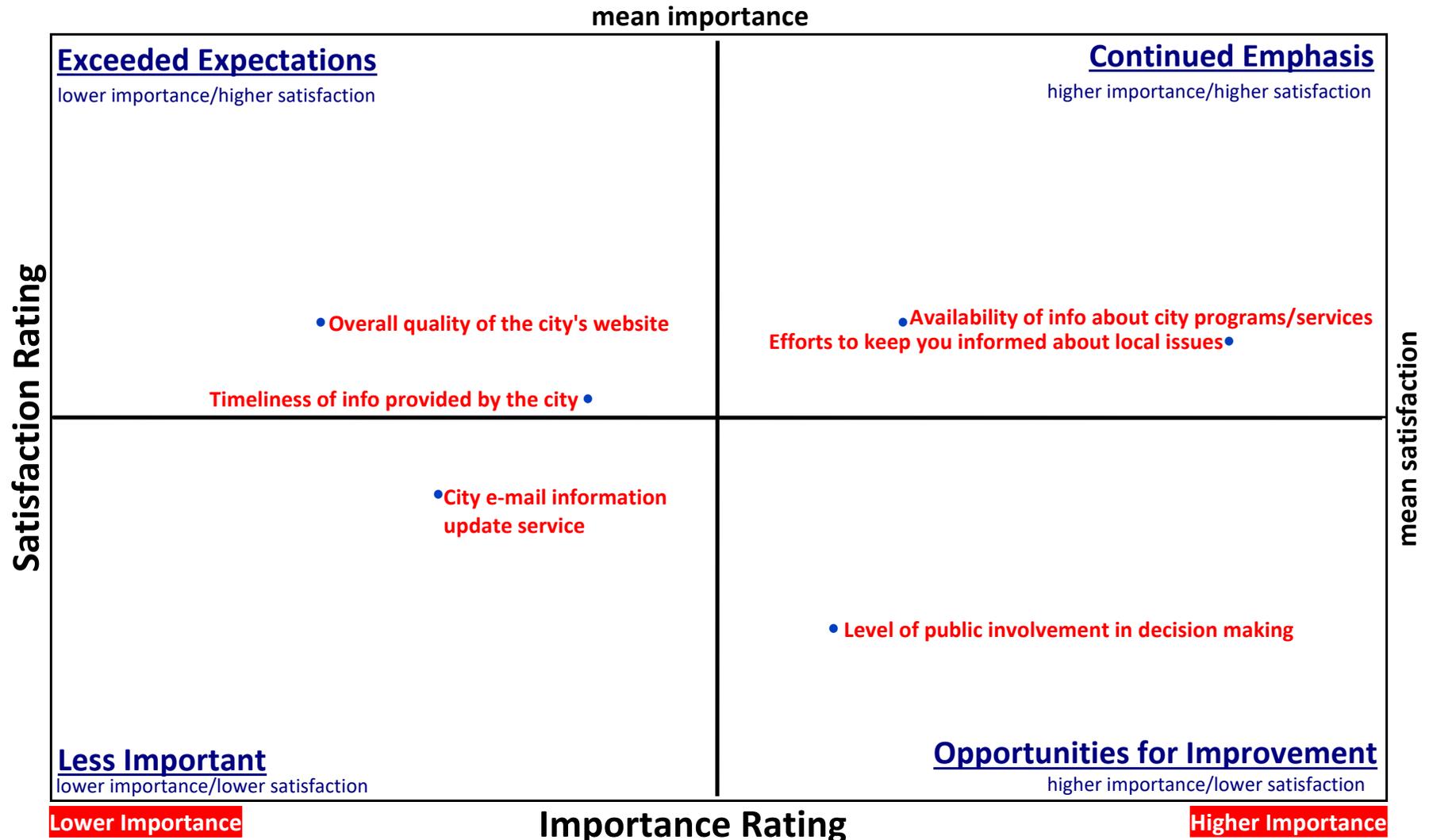


Source: ETC Institute (2020)

2020 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)

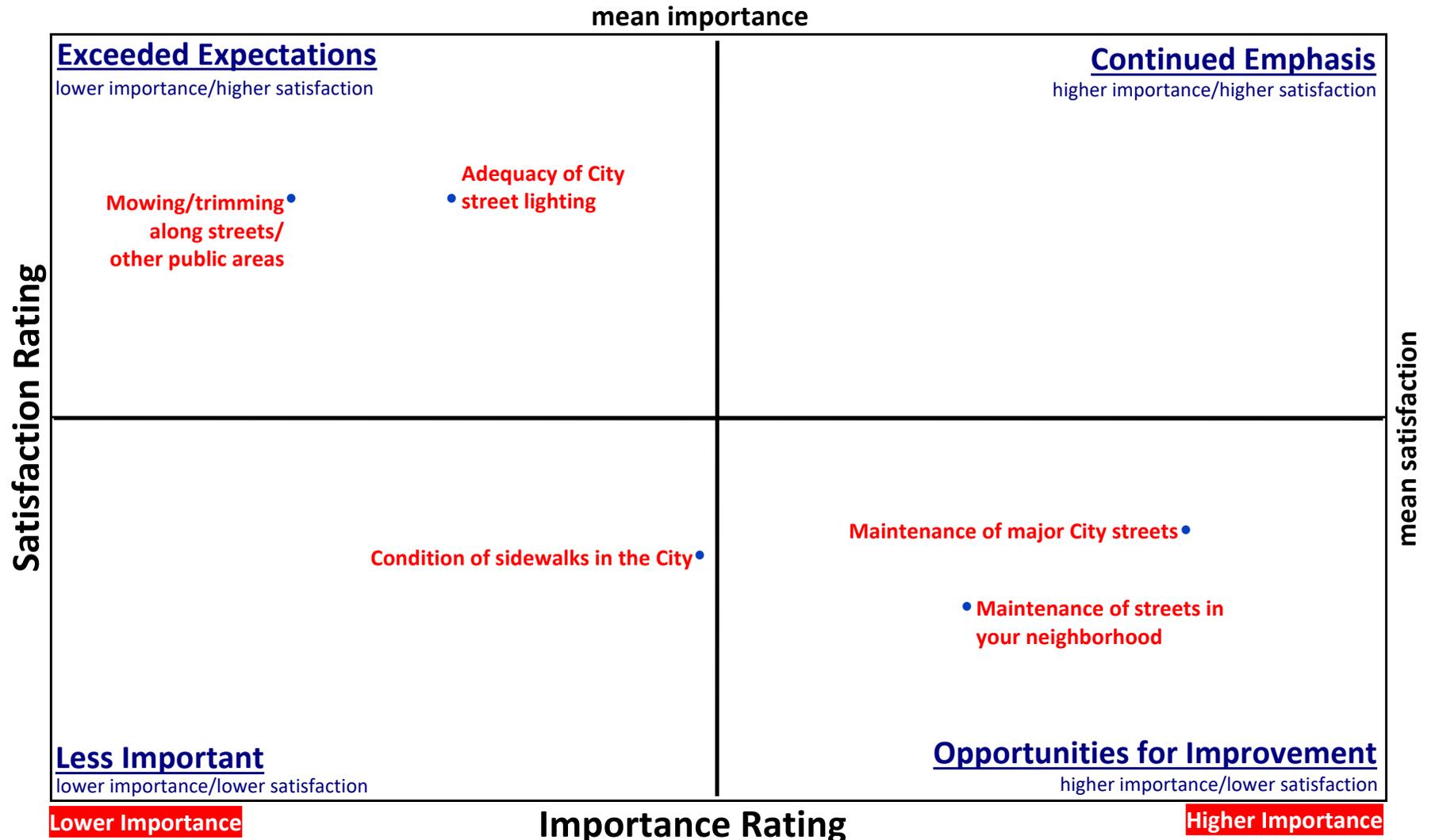


Source: ETC Institute (2020)

2020 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)

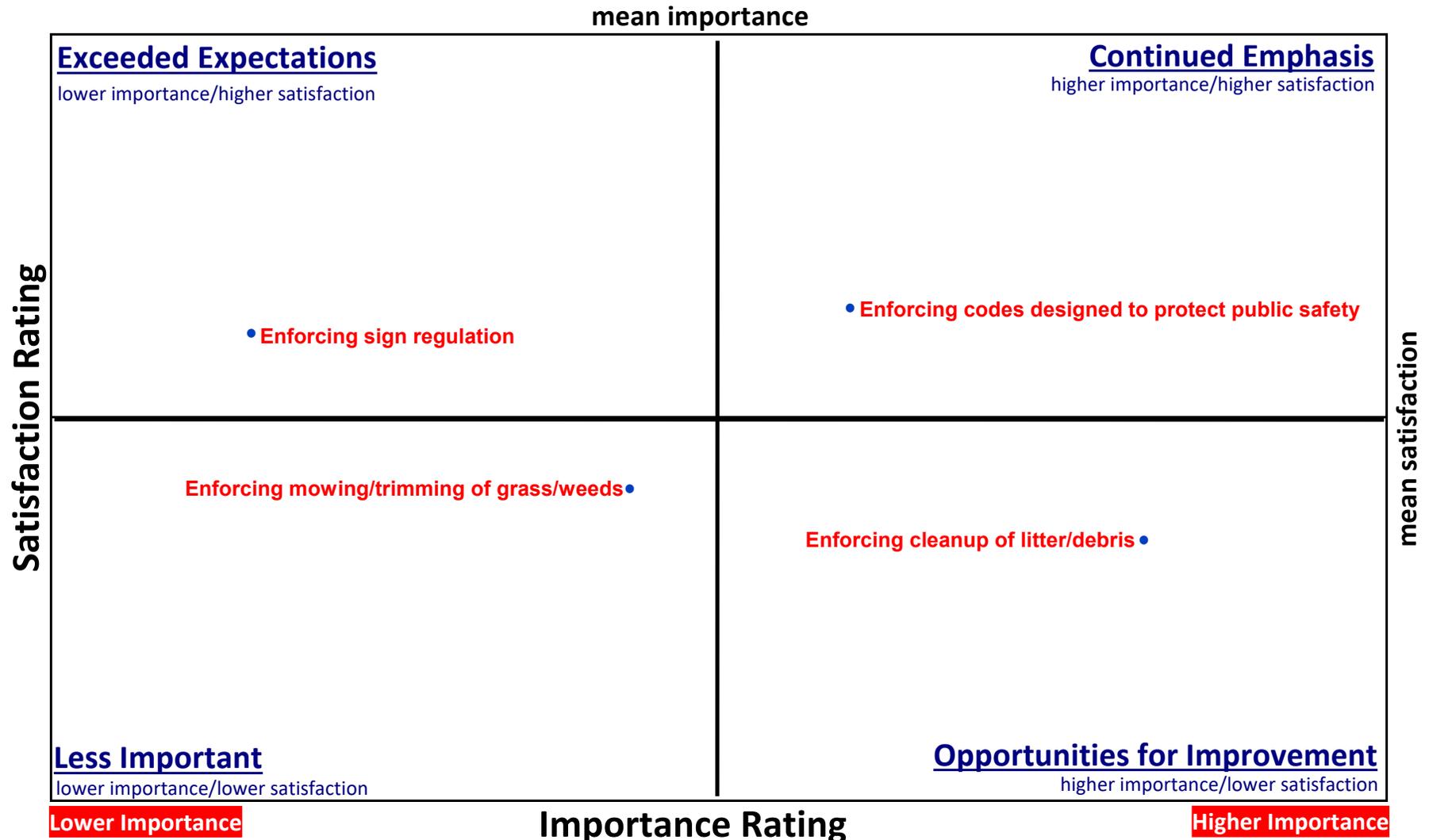


Source: ETC Institute (2020)

2020 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 (2020)

Section 4

Tabular Data

Q1. Major categories of services provided by the City of Washougal are listed below. Please rate each item using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=517)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q1-1. Overall quality of police services	29.2%	40.2%	14.5%	4.3%	1.5%	10.3%
Q1-2. Overall quality of fire, emergency medical & ambulance services	39.7%	35.6%	9.1%	1.2%	0.6%	13.9%
Q1-3. Overall quality of City parks	22.1%	39.1%	23.8%	7.0%	2.7%	5.4%
Q1-4. Overall maintenance of City streets	9.1%	31.5%	25.0%	22.2%	10.3%	1.9%
Q1-5. Overall quality of City water utilities	16.6%	36.4%	23.0%	11.8%	9.3%	2.9%
Q1-6. Overall quality of City sewer services	18.2%	38.3%	23.0%	7.7%	7.0%	5.8%
Q1-7. Overall effectiveness of City management of storm water runoff	14.9%	31.9%	28.2%	7.9%	6.2%	10.8%
Q1-8. Overall enforcement of City codes & ordinances	12.2%	30.4%	28.6%	10.6%	5.6%	12.6%
Q1-9. Overall quality of customer service you receive from City employees	26.7%	35.4%	21.3%	3.7%	2.5%	10.4%
Q1-10. Overall effectiveness of City communication with the public	14.1%	39.3%	29.6%	7.5%	4.1%	5.4%
Q1-11. Overall effectiveness of City economic development efforts	8.1%	27.9%	33.7%	10.4%	6.2%	13.7%

WITHOUT "DON'T KNOW"

Q1. Major categories of services provided by the City of Washougal are listed below. Please rate each item using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")

(N=517)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q1-1. Overall quality of police services	32.5%	44.8%	16.2%	4.7%	1.7%
Q1-2. Overall quality of fire, emergency medical & ambulance services	46.1%	41.3%	10.6%	1.3%	0.7%
Q1-3. Overall quality of City parks	23.3%	41.3%	25.2%	7.4%	2.9%
Q1-4. Overall maintenance of City streets	9.3%	32.1%	25.4%	22.7%	10.5%
Q1-5. Overall quality of City water utilities	17.1%	37.5%	23.7%	12.2%	9.6%
Q1-6. Overall quality of City sewer services	19.3%	40.7%	24.4%	8.2%	7.4%
Q1-7. Overall effectiveness of City management of storm water runoff	16.7%	35.8%	31.7%	8.9%	6.9%
Q1-8. Overall enforcement of City codes & ordinances	13.9%	34.7%	32.7%	12.2%	6.4%
Q1-9. Overall quality of customer service you receive from City employees	29.8%	39.5%	23.8%	4.1%	2.8%
Q1-10. Overall effectiveness of City communication with the public	14.9%	41.5%	31.3%	8.0%	4.3%
Q1-11. Overall effectiveness of City economic development efforts	9.4%	32.3%	39.0%	12.1%	7.2%

Q2. Which THREE of the items listed in Question 1 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

Q2. Top choice	Number	Percent
Overall quality of police services	63	12.2 %
Overall quality of fire, emergency medical & ambulance services	43	8.3 %
Overall quality of City parks	50	9.7 %
Overall maintenance of City streets	124	24.0 %
Overall quality of City water utilities	66	12.8 %
Overall quality of City sewer services	11	2.1 %
Overall effectiveness of City management of storm water runoff	10	1.9 %
Overall enforcement of City codes & ordinances	18	3.5 %
Overall quality of customer service you receive from City employees	8	1.5 %
Overall effectiveness of City communication with the public	18	3.5 %
Overall effectiveness of City economic development efforts	54	10.4 %
None chosen	52	10.1 %
Total	517	100.0 %

Q2. Which THREE of the items listed in Question 1 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

Q2. 2nd choice	Number	Percent
Overall quality of police services	47	9.1 %
Overall quality of fire, emergency medical & ambulance services	55	10.6 %
Overall quality of City parks	59	11.4 %
Overall maintenance of City streets	80	15.5 %
Overall quality of City water utilities	35	6.8 %
Overall quality of City sewer services	24	4.6 %
Overall effectiveness of City management of storm water runoff	16	3.1 %
Overall enforcement of City codes & ordinances	30	5.8 %
Overall quality of customer service you receive from City employees	9	1.7 %
Overall effectiveness of City communication with the public	36	7.0 %
Overall effectiveness of City economic development efforts	52	10.1 %
None chosen	74	14.3 %
Total	517	100.0 %

Q2. Which THREE of the items listed in Question 1 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

Q2. 3rd choice	Number	Percent
Overall quality of police services	22	4.3 %
Overall quality of fire, emergency medical & ambulance services	33	6.4 %
Overall quality of City parks	41	7.9 %
Overall maintenance of City streets	67	13.0 %
Overall quality of City water utilities	37	7.2 %
Overall quality of City sewer services	18	3.5 %
Overall effectiveness of City management of storm water runoff	28	5.4 %
Overall enforcement of City codes & ordinances	46	8.9 %
Overall quality of customer service you receive from City employees	15	2.9 %
Overall effectiveness of City communication with the public	37	7.2 %
Overall effectiveness of City economic development efforts	69	13.3 %
None chosen	104	20.1 %
Total	517	100.0 %

SUM OF TOP 3 CHOICES

Q2. Which THREE of the items listed in Question 1 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? (top 3)

Q2. Sum of top 3 choices	Number	Percent
Overall quality of police services	132	25.5 %
Overall quality of fire, emergency medical & ambulance services	131	25.3 %
Overall quality of City parks	150	29.0 %
Overall maintenance of City streets	271	52.4 %
Overall quality of City water utilities	138	26.7 %
Overall quality of City sewer services	53	10.3 %
Overall effectiveness of City management of storm water runoff	54	10.4 %
Overall enforcement of City codes & ordinances	94	18.2 %
Overall quality of customer service you receive from City employees	32	6.2 %
Overall effectiveness of City communication with the public	91	17.6 %
Overall effectiveness of City economic development efforts	175	33.8 %
None chosen	52	10.1 %
Total	1373	

Q3. Several items that may influence your perception of the City of Washougal are listed below. Please rate each item using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=517)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q3-1. Overall quality of services provided by City of Washougal	11.8%	50.9%	25.7%	6.0%	1.5%	4.1%
Q3-2. Overall value that you receive for your City tax & fees	8.3%	30.6%	32.1%	19.0%	6.8%	3.3%
Q3-3. Overall image of City	13.3%	34.8%	32.9%	13.9%	3.7%	1.4%
Q3-4. How well City is managing growth & development	7.4%	25.1%	32.3%	23.4%	6.8%	5.0%
Q3-5. Overall quality of life in City	19.7%	50.1%	21.1%	6.0%	1.7%	1.4%
Q3-6. Overall feeling of safety in City	27.5%	45.6%	18.8%	4.6%	1.7%	1.7%
Q3-7. Availability of job opportunities	5.2%	15.1%	36.9%	13.7%	4.4%	24.6%
Q3-8. Overall quality of new development	7.7%	27.1%	33.5%	18.2%	6.0%	7.5%
Q3-9. Appearance of residential property in City	8.3%	29.4%	40.6%	14.5%	5.0%	2.1%
Q3-10. Appearance of commercial property in City	8.5%	32.5%	37.3%	15.7%	4.1%	1.9%

WITHOUT "DON'T KNOW"

Q3. Several items that may influence your perception of the City of Washougal are listed below. Please rate each item using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")

(N=517)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q3-1. Overall quality of services provided by City of Washougal	12.3%	53.0%	26.8%	6.3%	1.6%
Q3-2. Overall value that you receive for your City tax & fees	8.6%	31.6%	33.2%	19.6%	7.0%
Q3-3. Overall image of City	13.5%	35.3%	33.3%	14.1%	3.7%
Q3-4. How well City is managing growth & development	7.7%	26.5%	34.0%	24.6%	7.1%
Q3-5. Overall quality of life in City	20.0%	50.8%	21.4%	6.1%	1.8%
Q3-6. Overall feeling of safety in City	28.0%	46.5%	19.1%	4.7%	1.8%
Q3-7. Availability of job opportunities	6.9%	20.0%	49.0%	18.2%	5.9%
Q3-8. Overall quality of new development	8.4%	29.3%	36.2%	19.7%	6.5%
Q3-9. Appearance of residential property in City	8.5%	30.0%	41.5%	14.8%	5.1%
Q3-10. Appearance of commercial property in City	8.7%	33.1%	38.1%	16.0%	4.1%

Q4. Please rate your satisfaction with each of the Parks and Recreation items listed below using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=517)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q4-1. Quality of facilities such as picnic shelters & playgrounds in City parks	15.5%	42.6%	22.1%	9.7%	2.9%	7.4%
Q4-2. Quality of outdoor athletic fields (e.g. baseball, soccer, & football)	10.6%	31.3%	30.6%	8.9%	2.7%	15.9%
Q4-3. Appearance & maintenance of existing City parks	15.1%	45.3%	23.4%	9.3%	1.9%	5.0%
Q4-4. Number of City parks	13.2%	31.9%	26.7%	15.1%	5.0%	8.1%

WITHOUT "DON'T KNOW"

Q4. Please rate your satisfaction with each of the Parks and Recreation items listed below using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")

(N=517)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q4-1. Quality of facilities such as picnic shelters & playgrounds in City parks	16.7%	45.9%	23.8%	10.4%	3.1%
Q4-2. Quality of outdoor athletic fields (e.g. baseball, soccer, & football)	12.6%	37.2%	36.3%	10.6%	3.2%
Q4-3. Appearance & maintenance of existing City parks	15.9%	47.7%	24.6%	9.8%	2.0%
Q4-4. Number of City parks	14.3%	34.7%	29.1%	16.4%	5.5%

Q5. Which TWO of the Parks and Recreation items listed in Question 4 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

Q5. Top choice	Number	Percent
Quality of facilities such as picnic shelters & playgrounds in City parks	107	20.7 %
Quality of outdoor athletic fields (e.g. baseball, soccer, & football)	69	13.3 %
Appearance & maintenance of existing City parks	141	27.3 %
Number of City parks	120	23.2 %
None chosen	80	15.5 %
Total	517	100.0 %

Q5. Which TWO of the Parks and Recreation items listed in Question 4 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

Q5. 2nd choice	Number	Percent
Quality of facilities such as picnic shelters & playgrounds in City parks	146	28.2 %
Quality of outdoor athletic fields (e.g. baseball, soccer, & football)	77	14.9 %
Appearance & maintenance of existing City parks	126	24.4 %
Number of City parks	63	12.2 %
None chosen	105	20.3 %
Total	517	100.0 %

SUM OF TOP 2 CHOICES**Q5. Which TWO of the Parks and Recreation items listed in Question 4 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? (top 2)**

Q5. Sum of top 2 choices	Number	Percent
Quality of facilities such as picnic shelters & playgrounds in City parks	253	48.9 %
Quality of outdoor athletic fields (e.g. baseball, soccer, & football)	146	28.2 %
Appearance & maintenance of existing City parks	267	51.6 %
Number of City parks	183	35.4 %
None chosen	80	15.5 %
Total	929	

Q6. Which FOUR of the following parks and recreation amenities do you think are most important to develop in Washougal.

Q6. Top choice	Number	Percent
Outdoor skate park	18	3.5 %
Dog park	141	27.3 %
Bike park	14	2.7 %
Community garden	19	3.7 %
Open space	58	11.2 %
Trails	98	19.0 %
Neighborhood playgrounds	40	7.7 %
Community Recreation Center (no pool)	28	5.4 %
Indoor swimming pool	42	8.1 %
Splash pad	9	1.7 %
Pickleball court reconstruction	7	1.4 %
Other	13	2.5 %
None are needed	10	1.9 %
None chosen	20	3.9 %
Total	517	100.0 %

Q6. Which FOUR of the following parks and recreation amenities do you think are most important to develop in Washougal.

Q6. 2nd choice	Number	Percent
Outdoor skate park	7	1.4 %
Dog park	49	9.5 %
Bike park	29	5.6 %
Community garden	42	8.1 %
Open space	50	9.7 %
Trails	122	23.6 %
Neighborhood playgrounds	55	10.6 %
Community Recreation Center (no pool)	44	8.5 %
Indoor swimming pool	41	7.9 %
Splash pad	18	3.5 %
Pickleball court reconstruction	8	1.5 %
Other	5	1.0 %
None are needed	3	0.6 %
None chosen	44	8.5 %
Total	517	100.0 %

Q6. Which FOUR of the following parks and recreation amenities do you think are most important to develop in Washougal.

Q6. 3rd choice	Number	Percent
Outdoor skate park	12	2.3 %
Dog park	54	10.4 %
Bike park	34	6.6 %
Community garden	41	7.9 %
Open space	53	10.3 %
Trails	67	13.0 %
Neighborhood playgrounds	73	14.1 %
Community Recreation Center (no pool)	39	7.5 %
Indoor swimming pool	38	7.4 %
Splash pad	20	3.9 %
Pickleball court reconstruction	7	1.4 %
Other	5	1.0 %
None are needed	3	0.6 %
None chosen	71	13.7 %
Total	517	100.0 %

Q6. Which FOUR of the following parks and recreation amenities do you think are most important to develop in Washougal.

Q6. 4th choice	Number	Percent
Outdoor skate park	7	1.4 %
Dog park	37	7.2 %
Bike park	23	4.4 %
Community garden	42	8.1 %
Open space	52	10.1 %
Trails	46	8.9 %
Neighborhood playgrounds	56	10.8 %
Community Recreation Center (no pool)	49	9.5 %
Indoor swimming pool	30	5.8 %
Splash pad	21	4.1 %
Pickleball court reconstruction	16	3.1 %
Other	11	2.1 %
None are needed	13	2.5 %
None chosen	114	22.1 %
Total	517	100.0 %

SUM OF TOP 4 CHOICES

Q6. Which FOUR of the following parks and recreation amenities do you think are most important to develop in Washougal. (top 4)

<u>Q6. Sum of top 4 choices</u>	<u>Number</u>	<u>Percent</u>
Outdoor skate park	44	8.5 %
Dog park	281	54.4 %
Bike park	100	19.3 %
Community garden	144	27.9 %
Open space	213	41.2 %
Trails	333	64.4 %
Neighborhood playgrounds	224	43.3 %
Community Recreation Center (no pool)	160	30.9 %
Indoor swimming pool	151	29.2 %
Splash pad	68	13.2 %
Pickleball court reconstruction	38	7.4 %
Other	34	6.6 %
None are needed	29	5.6 %
None chosen	20	3.9 %
Total	1839	

Q7. Please rate your satisfaction with each of the following public safety items using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied".

(N=517)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q7-1. Visibility of police in the community	24.4%	45.3%	18.2%	7.4%	2.1%	2.7%
Q7-2. City's overall efforts to prevent crime	18.0%	43.1%	23.6%	5.2%	2.3%	7.7%
Q7-3. Enforcement of local traffic laws	16.4%	42.0%	22.1%	9.3%	4.6%	5.6%
Q7-4. Parking enforcement services	12.4%	32.5%	29.0%	6.2%	4.1%	15.9%
Q7-5. How quickly police respond to emergencies	23.0%	33.8%	17.8%	1.7%	1.5%	22.1%
Q7-6. Overall quality of local fire protection & rescue services	30.6%	41.0%	11.4%	1.0%	1.0%	15.1%
Q7-7. How quickly fire & rescue personnel respond to emergencies	31.5%	31.9%	12.0%	0.6%	1.2%	22.8%
Q7-8. Quality of local ambulance service	28.0%	31.5%	13.3%	0.8%	0.8%	25.5%
Q7-9. How quickly ambulance personnel respond to emergencies	29.8%	27.3%	14.5%	1.2%	0.6%	26.7%
Q7-10. Quality of animal control	14.1%	33.1%	25.0%	7.0%	3.5%	17.4%

WITHOUT "DON'T KNOW"

Q7. Please rate your satisfaction with each of the following public safety items using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied". (without "don't know")

(N=517)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q7-1. Visibility of police in the community	25.0%	46.5%	18.7%	7.6%	2.2%
Q7-2. City's overall efforts to prevent crime	19.5%	46.8%	25.6%	5.7%	2.5%
Q7-3. Enforcement of local traffic laws	17.4%	44.5%	23.4%	9.8%	4.9%
Q7-4. Parking enforcement services	14.7%	38.6%	34.5%	7.4%	4.8%
Q7-5. How quickly police respond to emergencies	29.5%	43.4%	22.8%	2.2%	2.0%
Q7-6. Overall quality of local fire protection & rescue services	36.0%	48.3%	13.4%	1.1%	1.1%
Q7-7. How quickly fire & rescue personnel respond to emergencies	40.9%	41.4%	15.5%	0.8%	1.5%
Q7-8. Quality of local ambulance service	37.7%	42.3%	17.9%	1.0%	1.0%
Q7-9. How quickly ambulance personnel respond to emergencies	40.6%	37.2%	19.8%	1.6%	0.8%
Q7-10. Quality of animal control	17.1%	40.0%	30.2%	8.4%	4.2%

Q8. Which TWO of the public safety items listed in Question 7 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

Q8. Top choice	Number	Percent
Visibility of police in the community	70	13.5 %
City's overall efforts to prevent crime	131	25.3 %
Enforcement of local traffic laws	60	11.6 %
Parking enforcement services	21	4.1 %
How quickly police respond to emergencies	33	6.4 %
Overall quality of local fire protection & rescue services	44	8.5 %
How quickly fire & rescue personnel respond to emergencies	28	5.4 %
Quality of local ambulance service	11	2.1 %
How quickly ambulance personnel respond to emergencies	20	3.9 %
Quality of animal control	36	7.0 %
None chosen	63	12.2 %
Total	517	100.0 %

Q8. Which TWO of the public safety items listed in Question 7 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

Q8. 2nd choice	Number	Percent
Visibility of police in the community	59	11.4 %
City's overall efforts to prevent crime	80	15.5 %
Enforcement of local traffic laws	39	7.5 %
Parking enforcement services	34	6.6 %
How quickly police respond to emergencies	39	7.5 %
Overall quality of local fire protection & rescue services	43	8.3 %
How quickly fire & rescue personnel respond to emergencies	40	7.7 %
Quality of local ambulance service	25	4.8 %
How quickly ambulance personnel respond to emergencies	33	6.4 %
Quality of animal control	29	5.6 %
None chosen	96	18.6 %
Total	517	100.0 %

SUM OF TOP 2 CHOICES**Q8. Which TWO of the public safety items listed in Question 7 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? (top 2)**

Q8. Sum of top 2 choices	Number	Percent
Visibility of police in the community	129	25.0 %
City's overall efforts to prevent crime	211	40.8 %
Enforcement of local traffic laws	99	19.1 %
Parking enforcement services	55	10.6 %
How quickly police respond to emergencies	72	13.9 %
Overall quality of local fire protection & rescue services	87	16.8 %
How quickly fire & rescue personnel respond to emergencies	68	13.2 %
Quality of local ambulance service	36	7.0 %
How quickly ambulance personnel respond to emergencies	53	10.3 %
Quality of animal control	65	12.6 %
None chosen	63	12.2 %
Total	938	

Q9. Which of the following would be your preferred way(s) to receive news and information about City programs, services, and events?

Q9. What would be your preferred way(s) to receive news & information about City programs, services, & events

	Number	Percent
City website	254	49.1 %
City social media (Facebook, Twitter)	157	30.4 %
Public meetings (e.g. open houses, community forums)	117	22.6 %
City email update service	267	51.6 %
Newsletter or other insert inside utility bill envelope	301	58.2 %
Other	14	2.7 %
Total	1110	

Q9-6. Other

Q9-6. Other	Number	Percent
MAIL	3	21.4 %
NOTES FROM CITY COUNCIL MEETINGS IN UTILITY BILLS	1	7.1 %
Text messages	1	7.1 %
USE THE KIEV LP STATION FOR CITY MEETING BROADCASTS	1	7.1 %
POST RECORD NEWSPAPER	1	7.1 %
Text	1	7.1 %
THE MOST COST EFFECTIVE METHOD	1	7.1 %
INFORMATION NEEDS TO BE CURRENT/UPDATED	1	7.1 %
NEXTDOOR	1	7.1 %
TV, RADIO	1	7.1 %
EMERGENCY TEXT	1	7.1 %
ON OTHER ORGANIZATIONS/SOCIAL MEDIA	1	7.1 %
Total	14	100.0 %

Q10. Please rate your satisfaction with each of the following items concerning City communication using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=517)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q10-1. Availability of information about City programs & services	7.5%	32.7%	36.8%	11.0%	3.3%	8.7%
Q10-2. City efforts to keep you informed about local issues	8.5%	31.5%	31.3%	16.8%	4.1%	7.7%
Q10-3. Overall quality of City's website	7.4%	25.5%	32.9%	7.2%	1.9%	25.1%
Q10-4. Level of public involvement in local decision making	4.1%	18.8%	35.0%	15.7%	6.6%	19.9%
Q10-5. Timeliness of information provided by City	6.8%	26.9%	36.4%	10.4%	4.6%	14.9%
Q10-6. City email information update service	5.2%	18.6%	35.0%	7.0%	4.3%	30.0%

WITHOUT "DON'T KNOW"

Q10. Please rate your satisfaction with each of the following items concerning City communication using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")

(N=517)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q10-1. Availability of information about City programs & services	8.3%	35.8%	40.3%	12.1%	3.6%
Q10-2. City efforts to keep you informed about local issues	9.2%	34.2%	34.0%	18.2%	4.4%
Q10-3. Overall quality of City's website	9.8%	34.1%	43.9%	9.6%	2.6%
Q10-4. Level of public involvement in local decision making	5.1%	23.4%	43.7%	19.6%	8.2%
Q10-5. Timeliness of information provided by City	8.0%	31.6%	42.7%	12.3%	5.5%
Q10-6. City email information update service	7.5%	26.5%	50.0%	9.9%	6.1%

Q11. Which TWO of the communication items listed in Question 10 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

Q11. Top choice	Number	Percent
Availability of information about City programs & services	106	20.5 %
City efforts to keep you informed about local issues	123	23.8 %
Overall quality of City's website	32	6.2 %
Level of public involvement in local decision making	94	18.2 %
Timeliness of information provided by City	29	5.6 %
City email information update service	44	8.5 %
None chosen	89	17.2 %
Total	517	100.0 %

Q11. Which TWO of the communication items listed in Question 10 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

Q11. 2nd choice	Number	Percent
Availability of information about City programs & services	69	13.3 %
City efforts to keep you informed about local issues	115	22.2 %
Overall quality of City's website	30	5.8 %
Level of public involvement in local decision making	67	13.0 %
Timeliness of information provided by City	85	16.4 %
City email information update service	41	7.9 %
None chosen	110	21.3 %
Total	517	100.0 %

SUM OF TOP 2 CHOICES

Q11. Which TWO of the communication items listed in Question 10 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? (top 2)

Q11. Sum of top 2 choices	Number	Percent
Availability of information about City programs & services	175	33.8 %
City efforts to keep you informed about local issues	238	46.0 %
Overall quality of City's website	62	12.0 %
Level of public involvement in local decision making	161	31.1 %
Timeliness of information provided by City	114	22.1 %
City email information update service	85	16.4 %
None chosen	89	17.2 %
Total	924	

Q12. Please rate your satisfaction with each of the following items concerning City streets using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=517)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q12-1. Maintenance of major City streets	8.3%	38.7%	21.7%	20.3%	8.9%	2.1%
Q12-2. Maintenance of streets in your neighborhood	12.2%	33.8%	19.0%	21.5%	12.0%	1.5%
Q12-3. Mowing & trimming along City streets & other public areas	13.3%	46.4%	19.5%	11.6%	5.4%	3.7%
Q12-4. Adequacy of City street lighting	15.1%	44.3%	23.4%	11.0%	3.3%	2.9%
Q12-5. Condition of sidewalks in City	10.1%	34.6%	25.7%	16.6%	7.7%	5.2%

WITHOUT "DON'T KNOW"

Q12. Please rate your satisfaction with each of the following items concerning City streets using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")

(N=517)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q12-1. Maintenance of major City streets	8.5%	39.5%	22.1%	20.8%	9.1%
Q12-2. Maintenance of streets in your neighborhood	12.4%	34.4%	19.3%	21.8%	12.2%
Q12-3. Mowing & trimming along City streets & other public areas	13.9%	48.2%	20.3%	12.0%	5.6%
Q12-4. Adequacy of City street lighting	15.5%	45.6%	24.1%	11.4%	3.4%
Q12-5. Condition of sidewalks in City	10.6%	36.5%	27.1%	17.6%	8.2%

Q13. Which TWO of the street related items listed in Question 12 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

Q13. Top choice	Number	Percent
Maintenance of major City streets	188	36.4 %
Maintenance of streets in your neighborhood	112	21.7 %
Mowing & trimming along City streets & other public areas	37	7.2 %
Adequacy of City street lighting	51	9.9 %
Condition of sidewalks in City	79	15.3 %
None chosen	50	9.7 %
Total	517	100.0 %

Q13. Which TWO of the street related items listed in Question 12 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

Q13. 2nd choice	Number	Percent
Maintenance of major City streets	83	16.1 %
Maintenance of streets in your neighborhood	117	22.6 %
Mowing & trimming along City streets & other public areas	61	11.8 %
Adequacy of City street lighting	78	15.1 %
Condition of sidewalks in City	98	19.0 %
None chosen	80	15.5 %
Total	517	100.0 %

SUM OF TOP 2 CHOICES

Q13. Which TWO of the street related items listed in Question 12 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? (top 2)

Q13. Sum of top 2 choices	Number	Percent
Maintenance of major City streets	271	52.4 %
Maintenance of streets in your neighborhood	229	44.3 %
Mowing & trimming along City streets & other public areas	98	19.0 %
Adequacy of City street lighting	129	25.0 %
Condition of sidewalks in City	177	34.2 %
None chosen	50	9.7 %
Total	954	

Q14. To help the City prioritize funding for streets and sidewalks, please rank the importance that should be placed on the following street and sidewalk services by writing the numbers that correspond to your rankings in the spaces provided below.

Q14. Top choice	Number	Percent
Management of existing street pavement to keep surface of streets in good condition (e.g. free of potholes & cracks)	299	57.8 %
New neighborhood sidewalks in areas without sidewalks, & corresponding storm water improvements that come with new sidewalks	100	19.3 %
Sidewalk, safety & traffic capacity improvements to existing major streets (e.g. new sidewalks, new travel lanes, intersection controls)	47	9.1 %
Construction of new major streets & improvement of existing streets to promote economic development	39	7.5 %
None chosen	32	6.2 %
Total	517	100.0 %

Q14. To help the City prioritize funding for streets and sidewalks, please rank the importance that should be placed on the following street and sidewalk services by writing the numbers that correspond to your rankings in the spaces provided below.

Q14. 2nd choice	Number	Percent
Management of existing street pavement to keep surface of streets in good condition (e.g. free of potholes & cracks)	96	18.6 %
New neighborhood sidewalks in areas without sidewalks, & corresponding storm water improvements that come with new sidewalks	138	26.7 %
Sidewalk, safety & traffic capacity improvements to existing major streets (e.g. new sidewalks, new travel lanes, intersection controls)	164	31.7 %
Construction of new major streets & improvement of existing streets to promote economic development	70	13.5 %
None chosen	49	9.5 %
Total	517	100.0 %

Q14. To help the City prioritize funding for streets and sidewalks, please rank the importance that should be placed on the following street and sidewalk services by writing the numbers that correspond to your rankings in the spaces provided below.

<u>Q14. 3rd choice</u>	<u>Number</u>	<u>Percent</u>
Management of existing street pavement to keep surface of streets in good condition (e.g. free of potholes & cracks)	55	10.6 %
New neighborhood sidewalks in areas without sidewalks, & corresponding storm water improvements that come with new sidewalks	123	23.8 %
Sidewalk, safety & traffic capacity improvements to existing major streets (e.g. new sidewalks, new travel lanes, intersection controls)	172	33.3 %
Construction of new major streets & improvement of existing streets to promote economic development	85	16.4 %
None chosen	82	15.9 %
Total	517	100.0 %

Q14. To help the City prioritize funding for streets and sidewalks, please rank the importance that should be placed on the following street and sidewalk services by writing the numbers that correspond to your rankings in the spaces provided below.

<u>Q14. 4th choice</u>	<u>Number</u>	<u>Percent</u>
Management of existing street pavement to keep surface of streets in good condition (e.g. free of potholes & cracks)	21	4.1 %
New neighborhood sidewalks in areas without sidewalks, & corresponding storm water improvements that come with new sidewalks	86	16.6 %
Sidewalk, safety & traffic capacity improvements to existing major streets (e.g. new sidewalks, new travel lanes, intersection controls)	66	12.8 %
Construction of new major streets & improvement of existing streets to promote economic development	243	47.0 %
None chosen	101	19.5 %
Total	517	100.0 %

SUM OF TOP 4 CHOICES

Q14. To help the City prioritize funding for streets and sidewalks, please rank the importance that should be placed on the following street and sidewalk services by writing the numbers that correspond to your rankings in the spaces provided below. (top 4)

<u>Q14. Sum of top 4 choices</u>	<u>Number</u>	<u>Percent</u>
Management of existing street pavement to keep surface of streets in good condition (e.g. free of potholes & cracks)	471	91.1 %
New neighborhood sidewalks in areas without sidewalks, & corresponding storm water improvements that come with new sidewalks	447	86.5 %
Sidewalk, safety & traffic capacity improvements to existing major streets (e.g. new sidewalks, new travel lanes, intersection controls)	449	86.8 %
Construction of new major streets & improvement of existing streets to promote economic development	437	84.5 %
<u>None chosen</u>	<u>32</u>	<u>6.2 %</u>
Total	1836	

Q15. Land Development. Using a scale of 1 to 5, 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=517)

	Much too slow	Too slow	Just right	Too fast	Much too fast	Don't know
Q15-1. Office development	3.9%	17.2%	39.7%	6.6%	3.1%	29.6%
Q15-2. Industrial development	5.2%	15.1%	44.1%	5.8%	2.7%	27.1%
Q15-3. Multi-family residential development	1.5%	7.7%	30.4%	25.5%	16.8%	18.0%
Q15-4. Single-family residential development	2.3%	9.9%	37.1%	21.5%	14.7%	14.5%
Q15-5. Retail development	15.7%	31.9%	28.0%	3.3%	2.3%	18.8%

WITHOUT "DON'T KNOW"

Q15. Land Development. Using a scale of 1 to 5, 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. (without "don't know")

(N=517)

	Much too slow	Too slow	Just right	Too fast	Much too fast
Q15-1. Office development	5.5%	24.5%	56.3%	9.3%	4.4%
Q15-2. Industrial development	7.2%	20.7%	60.5%	8.0%	3.7%
Q15-3. Multi-family residential development	1.9%	9.4%	37.0%	31.1%	20.5%
Q15-4. Single-family residential development	2.7%	11.5%	43.4%	25.1%	17.2%
Q15-5. Retail development	19.3%	39.3%	34.5%	4.0%	2.9%

Q16. Please rate your satisfaction with each of the code enforcement items listed below using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=517)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q16-1. Enforcing cleanup of litter & debris on private property	6.2%	20.9%	25.5%	21.3%	9.9%	16.2%
Q16-2. Enforcing mowing & trimming of grass & weeds on private property	4.6%	23.4%	30.2%	18.2%	6.4%	17.2%
Q16-3. Enforcing codes designed to protect public safety & health	6.8%	25.1%	31.9%	9.5%	5.4%	21.3%
Q16-4. Enforcing sign regulation	6.2%	24.8%	31.9%	10.4%	4.3%	22.4%

WITHOUT "DON'T KNOW"

Q16. Please rate your satisfaction with each of the code enforcement items listed below using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")

(N=517)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q16-1. Enforcing cleanup of litter & debris on private property	7.4%	24.9%	30.5%	25.4%	11.8%
Q16-2. Enforcing mowing & trimming of grass & weeds on private property	5.6%	28.3%	36.4%	22.0%	7.7%
Q16-3. Enforcing codes designed to protect public safety & health	8.6%	31.9%	40.5%	12.0%	6.9%
Q16-4. Enforcing sign regulation	8.0%	31.9%	41.1%	13.5%	5.5%

Q17. Which TWO of the code enforcement items listed in Question 16 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

Q17. Top choice	Number	Percent
Enforcing cleanup of litter & debris on private property	202	39.1 %
Enforcing mowing & trimming of grass & weeds on private property	54	10.4 %
Enforcing codes designed to protect public safety & health	146	28.2 %
Enforcing sign regulation	32	6.2 %
None chosen	83	16.1 %
Total	517	100.0 %

Q17. Which TWO of the code enforcement items listed in Question 16 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

Q17. 2nd choice	Number	Percent
Enforcing cleanup of litter & debris on private property	107	20.7 %
Enforcing mowing & trimming of grass & weeds on private property	136	26.3 %
Enforcing codes designed to protect public safety & health	95	18.4 %
Enforcing sign regulation	70	13.5 %
None chosen	109	21.1 %
Total	517	100.0 %

SUM OF TOP 2 CHOICES

Q17. Which TWO of the code enforcement items listed in Question 16 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? (top 2)

Q17. Sum of top 2 choices	Number	Percent
Enforcing cleanup of litter & debris on private property	309	59.8 %
Enforcing mowing & trimming of grass & weeds on private property	190	36.8 %
Enforcing codes designed to protect public safety & health	241	46.6 %
Enforcing sign regulation	102	19.7 %
None chosen	83	16.1 %
Total	925	

Q18. Have you called, emailed, or visited the City with a question, problem, or complaint during the past year?

Q18. Have you called, emailed, or visited City with a question, problem, or complaint during past year	Number	Percent
Yes	184	35.6 %
No	323	62.5 %
Don't know	10	1.9 %
Total	517	100.0 %

WITHOUT "DON'T KNOW"

Q18. Have you called, emailed, or visited the City with a question, problem, or complaint during the past year? (without "don't know")

Q18. Have you called, emailed, or visited City with a question, problem, or complaint during past year	Number	Percent
Yes	184	36.3 %
No	323	63.7 %
Total	507	100.0 %

Q18a. How easy was it to contact the person you needed to reach?

Q18a. How easy was it to contact the person you needed to reach	Number	Percent
Very easy	74	40.2 %
Somewhat easy	68	37.0 %
Difficult	23	12.5 %
Very difficult	16	8.7 %
Don't know	3	1.6 %
Total	184	100.0 %

WITHOUT "DON'T KNOW"

Q18a. How easy was it to contact the person you needed to reach? (without "don't know")

Q18a. How easy was it to contact the person you needed to reach	Number	Percent
Very easy	74	40.9 %
Somewhat easy	68	37.6 %
Difficult	23	12.7 %
Very difficult	16	8.8 %
Total	181	100.0 %

Q18b. What department did you contact?

<u>Q18b. What department did you contact</u>	<u>Number</u>	<u>Percent</u>
Police	38	20.7 %
Fire	4	2.2 %
Community Development	24	13.0 %
Parks	7	3.8 %
Community Room Reservations	3	1.6 %
Event Permits	3	1.6 %
Utility Billing	56	30.4 %
Municipal Services (streets/water/sewer)	55	29.9 %
Other	43	23.4 %
Total	233	

Q18b-9. Other

<u>Q18b-9. Other</u>	<u>Number</u>	<u>Percent</u>
Code enforcement	11	25.6 %
Animal control	8	18.6 %
MAYOR	2	4.7 %
CITY COUNCIL	2	4.7 %
Dog licensing	1	2.3 %
CITY MANAGER	1	2.3 %
Building permits	1	2.3 %
DOG BARKING	1	2.3 %
City Hall	1	2.3 %
Assistant to City Manager	1	2.3 %
Permit	1	2.3 %
PARKING	1	2.3 %
BUSINESS LICENSING	1	2.3 %
HOMELESS INTRUSIONS	1	2.3 %
GROUNDS/CEMETERY	1	2.3 %
Engineering	1	2.3 %
PURCHASE CEMETERY SERVICES	1	2.3 %
HOA	1	2.3 %
Neighborhood property management	1	2.3 %
TRANSFER STATION/RECYCLE	1	2.3 %
COMMUNITY MEETING	1	2.3 %
Building Dept	1	2.3 %
NOISE COMPLAINT	1	2.3 %
Water bill	1	2.3 %
Total	43	100.0 %

Q18c. 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 using a scale of 1 to 5, where 5 means "Always" and 1 means "Never."

(N=184)

	Always	Usually	Sometimes	Seldom	Never	Don't know
Q18c-1. They were courteous & polite	58.2%	24.5%	8.2%	3.8%	1.1%	4.3%
Q18c-2. They gave prompt, accurate, & complete answers to questions	44.0%	26.1%	14.1%	8.2%	3.8%	3.8%
Q18c-3. They did what they said they would do in a timely manner	41.3%	21.2%	13.6%	8.2%	7.1%	8.7%
Q18c-4. They helped you resolve an issue to your satisfaction	38.6%	22.3%	12.5%	12.5%	10.3%	3.8%

WITHOUT "DON'T KNOW"

Q18c. 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 using a scale of 1 to 5, where 5 means "Always" and 1 means "Never." (without "don't know")

(N=184)

	Always	Usually	Sometimes	Seldom	Never
Q18c-1. They were courteous & polite	60.8%	25.6%	8.5%	4.0%	1.1%
Q18c-2. They gave prompt, accurate, & complete answers to questions	45.8%	27.1%	14.7%	8.5%	4.0%
Q18c-3. They did what they said they would do in a timely manner	45.2%	23.2%	14.9%	8.9%	7.7%
Q18c-4. They helped you resolve an issue to your satisfaction	40.1%	23.2%	13.0%	13.0%	10.7%

Q19. Expectations for Services. Using a scale of 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=517)

	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
Q19-1. Law enforcement	7.0%	28.6%	48.9%	0.8%	0.6%	14.1%
Q19-2. Fire, EMS & ambulance	8.1%	24.6%	49.7%	1.0%	0.8%	15.9%
Q19-3. Parks & open space	11.6%	41.4%	34.0%	2.1%	0.2%	10.6%
Q19-4. Recreation facilities	15.5%	33.8%	35.4%	1.5%	0.6%	13.2%
Q19-5. Maintenance of infrastructure (streets, sidewalks)	28.2%	46.0%	19.0%	0.0%	0.4%	6.4%

WITHOUT "DON'T KNOW"

Q19. Expectations for Services. Using a scale of 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. (without "don't know")

(N=517)

	Should be much higher	Should be a little higher	Should stay the same	Should be a little lower	Should be much lower
Q19-1. Law enforcement	8.1%	33.3%	57.0%	0.9%	0.7%
Q19-2. Fire, EMS & ambulance	9.7%	29.2%	59.1%	1.1%	0.9%
Q19-3. Parks & open space	13.0%	46.3%	38.1%	2.4%	0.2%
Q19-4. Recreation facilities	17.8%	39.0%	40.8%	1.8%	0.7%
Q19-5. Maintenance of infrastructure (streets, sidewalks)	30.2%	49.2%	20.2%	0.0%	0.4%

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

Q20. Would you be willing to pay more in taxes or fees to support an increase in service level	Number	Percent
Yes, I would be willing to pay more in taxes or fees	168	32.5 %
No, I would not be willing to pay more in taxes or fees	230	44.5 %
Not applicable-I do not think any levels of service need to be higher	40	7.7 %
Don't know	79	15.3 %
Total	517	100.0 %

WITHOUT "DON'T KNOW"**Q20. Would you be willing to pay more in taxes or fees to support an increase in the service level? (without "don't know")**

Q20. Would you be willing to pay more in taxes or fees to support an increase in service level	Number	Percent
Yes, I would be willing to pay more in taxes or fees	168	38.4 %
No, I would not be willing to pay more in taxes or fees	230	52.5 %
Not applicable-I do not think any levels of service need to be higher	40	9.1 %
Total	438	100.0 %

Q21. The Cities of Camas and Washougal recently commissioned a Fire Master Plan which identifies that the cities should consider adding 8-12 new firefighter positions to enhance staffing at the three existing fire stations. Two new stations with staffing will be needed to cover anticipated growth in the next 20 years. The current levy lid lift (which goes toward funding Fire and EMS) is \$0.10 per \$1,000 of assessed valuation, and it will expire later this year. Knowing this, please select the maximum amount of property tax you would be willing to support to fund firefighters.

Q21. Maximum amount of property tax you would be willing to support to fund firefighters	Number	Percent
Nothing	82	15.9 %
\$0.10 per \$1,000 assessed value levy lid lift renewal supporting no new firefighters (\$40 annual cost to \$400K home)	98	19.0 %
\$0.15 per \$1,000 assessed value for 2 new firefighters (\$60 annual cost to \$400K home)	71	13.7 %
\$0.20 per \$1,000 assessed value for 4 new firefighters (\$80 annual cost to \$400K home)	78	15.1 %
\$0.25 per \$1,000 assessed value for 6 new firefighters (\$100 annual cost to \$400K home)	43	8.3 %
\$0.275 per \$1,000 assessed value for 8 new firefighters (\$110 annual cost to \$400K home)	70	13.5 %
Don't know	75	14.5 %
Total	517	100.0 %

WITHOUT "DON'T KNOW"

Q21. The Cities of Camas and Washougal recently commissioned a Fire Master Plan which identifies that the cities should consider adding 8-12 new firefighter positions to enhance staffing at the three existing fire stations. Two new stations with staffing will be needed to cover anticipated growth in the next 20 years. The current levy lid lift (which goes toward funding Fire and EMS) is \$0.10 per \$1,000 of assessed valuation, and it will expire later this year. Knowing this, please select the maximum amount of property tax you would be willing to support to fund firefighters. (without "don't know")

Q21. Maximum amount of property tax you would be willing to support to fund firefighters	Number	Percent
Nothing	82	18.6 %
\$0.10 per \$1,000 assessed value levy lid lift renewal supporting no new firefighters (\$40 annual cost to \$400K home)	98	22.2 %
\$0.15 per \$1,000 assessed value for 2 new firefighters (\$60 annual cost to \$400K home)	71	16.1 %
\$0.20 per \$1,000 assessed value for 4 new firefighters (\$80 annual cost to \$400K home)	78	17.6 %
\$0.25 per \$1,000 assessed value for 6 new firefighters (\$100 annual cost to \$400K home)	43	9.7 %
\$0.275 per \$1,000 assessed value for 8 new firefighters (\$110 annual cost to \$400K home)	70	15.8 %
Total	442	100.0 %

Q22. In prior surveys, Washougal citizens have indicated that a community recreation center and/or swimming pool is a highly desired community amenity. A facility could include a gymnasium, recreational pool, running track, exercise facilities, locker rooms, and/or community spaces. The construction of such a facility will require a property tax funded bond. Operating such a facility will likely require some level of subsidy beyond what user fees can cover. Knowing this, please select the maximum amount of property tax you would be willing to support to fund the construction and operation of a new community recreation center.

Q22. Maximum amount of property tax you would be willing to support to fund construction & operation of a new community recreation center

	Number	Percent
Nothing	235	45.5 %
\$0.25 per \$1,000 assessed value (\$100 annual cost to \$400K home)	142	27.5 %
\$0.50 per \$1,000 assessed value (\$200 annual cost to \$400K home)	37	7.2 %
\$0.75 per \$1,000 assessed value (\$300 annual cost to \$400K home)	17	3.3 %
\$1.00 per \$1,000 assessed value (\$400 annual cost to \$400K home)	13	2.5 %
Don't know	73	14.1 %
Total	517	100.0 %

WITHOUT "DON'T KNOW"

Q22. In prior surveys, Washougal citizens have indicated that a community recreation center and/or swimming pool is a highly desired community amenity. A facility could include a gymnasium, recreational pool, running track, exercise facilities, locker rooms, and/or community spaces. The construction of such a facility will require a property tax funded bond. Operating such a facility will likely require some level of subsidy beyond what user fees can cover. Knowing this, please select the maximum amount of property tax you would be willing to support to fund the construction and operation of a new community recreation center. (without "don't know")

Q22. Maximum amount of property tax you would be willing to support to fund construction & operation of a new community recreation center

	Number	Percent
Nothing	235	52.9 %
\$0.25 per \$1,000 assessed value (\$100 annual cost to \$400K home)	142	32.0 %
\$0.50 per \$1,000 assessed value (\$200 annual cost to \$400K home)	37	8.3 %
\$0.75 per \$1,000 assessed value (\$300 annual cost to \$400K home)	17	3.8 %
\$1.00 per \$1,000 assessed value (\$400 annual cost to \$400K home)	13	2.9 %
Total	444	100.0 %

Q23. Washington voters recently approved I-976 limiting vehicle license tab fees. The measure is currently being challenged in the court system. Washougal will lose approximately \$262,000 of pavement management (street repairs, maintenance and repaving) funding if the measure is implemented. Which of the following solutions to this funding shortfall do you support?

Q23. What following solutions to this funding shortfall do you support	Number	Percent
Repeal \$20-tab fee & reduce level of pavement management	54	10.4 %
Place a replacement \$20-tab fee for pavement management on the ballot	166	32.1 %
Place a 0.1% or 0.2% sales tax for pavement management on the ballot	68	13.2 %
None of these	119	23.0 %
Don't know	127	24.6 %
Total	534	

WITHOUT "DON'T KNOW"

Q23. Washington voters recently approved I-976 limiting vehicle license tab fees. The measure is currently being challenged in the court system. Washougal will lose approximately \$262,000 of pavement management (street repairs, maintenance and repaving) funding if the measure is implemented. Which of the following solutions to this funding shortfall do you support? (without "don't know")

Q23. What following solutions to this funding shortfall do you support	Number	Percent
Repeal \$20-tab fee & reduce level of pavement management	54	13.8 %
Place a replacement \$20-tab fee for pavement management on the ballot	165	42.3 %
Place a 0.1% or 0.2% sales tax for pavement management on the ballot	68	17.4 %
None of these	118	30.3 %
Total	405	

Q24. Which TWO of the following community amenities are the most important to develop in Washougal?

<u>Q24. Top choice</u>	<u>Number</u>	<u>Percent</u>
More retail shopping & service options	200	38.7 %
More restaurants	130	25.1 %
Performing Arts & Cultural Center	42	8.1 %
Conference/meeting center	6	1.2 %
Movie theater	20	3.9 %
Other	41	7.9 %
None chosen	78	15.1 %
Total	517	100.0 %

Q24. Which TWO of the following community amenities are the most important to develop in Washougal?

<u>Q24. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
More retail shopping & service options	118	22.8 %
More restaurants	147	28.4 %
Performing Arts & Cultural Center	36	7.0 %
Conference/meeting center	15	2.9 %
Movie theater	44	8.5 %
Other	26	5.0 %
None chosen	131	25.3 %
Total	517	100.0 %

SUM OF TOP 2 CHOICES**Q24. Which TWO of the following community amenities are the most important to develop in Washougal? (top 2)**

<u>Q24. Sum of top 2 choices</u>	<u>Number</u>	<u>Percent</u>
More retail shopping & service options	318	61.5 %
More restaurants	277	53.6 %
Performing Arts & Cultural Center	78	15.1 %
Conference/meeting center	21	4.1 %
Movie theater	64	12.4 %
Other	67	13.0 %
None chosen	78	15.1 %
Total	903	

Q24-6. Other

<u>Q24-6. Other</u>	<u>Number</u>	<u>Percent</u>
Rec Center	3	5.0 %
PARKS	2	3.3 %
PUBLIC RESTROOMS	2	3.3 %
DOG PARK	2	3.3 %
PLACES FOR TEENAGERS, BOWLING, SKATING, GAMING FACILITIES	1	1.7 %
OUTDOOR COURTS	1	1.7 %
LIBRARY	1	1.7 %
Walking trail	1	1.7 %
Open space for walking and enjoying our community	1	1.7 %
Parks	1	1.7 %
Dog parks/trails	1	1.7 %
Indoor pool	1	1.7 %
Trails/parks	1	1.7 %
Businesses to bring jobs to our area	1	1.7 %
Community dog park	1	1.7 %
SENIOR CENTER IMPROVEMENT	1	1.7 %
COMMUNITY CENTER LIKE FIRSTENBURG, NO POOL THOUGH	1	1.7 %
BIGGER LIBRARY	1	1.7 %
Mixed use buildings with condo or apartments on top-senior living	1	1.7 %
RECREATION-INDOOR PICKLEBALL	1	1.7 %
SINGLE FAMILY HOMES	1	1.7 %
MOTORCROSS TRAILS	1	1.7 %
POOL	1	1.7 %
GROCERY CHAIN STORES, BESIDES SAFEWAY	1	1.7 %
GROCERY STORE	1	1.7 %
Water play area	1	1.7 %
Bowling or family fun center	1	1.7 %
PORT AREA DEVELOPMENT WITH RESTAURANTS	1	1.7 %
Community Rec with pool	1	1.7 %
MORE GROCERY AND RETAIL SPACE	1	1.7 %
ANOTHER GROCERY STORE IS NEEDED	1	1.7 %
KIDS ACTIVITIES SKYZONE	1	1.7 %
Sports complex	1	1.7 %
FERRY SERVICE TO TROUTDALE	1	1.7 %
Library, dog park	1	1.7 %
Any space for teens to use and be safe in	1	1.7 %
MUSIC EVETNS	1	1.7 %
DOG PARK/OPEN SPACES	1	1.7 %
Community center with recreation opportunities	1	1.7 %
COMMUNITY CENTER WITH POOL	1	1.7 %
CEMETERY CENTER	1	1.7 %
LEASE REGULATIONS AND FEES	1	1.7 %
BIG BUSINESS	1	1.7 %
SWIMMING POOL	1	1.7 %
COMMUNITY GARDEN	1	1.7 %
Parks and outdoor spaces	1	1.7 %
FILLING CURRENT EMPTY RETAIL SPACE NOT BUILD MORE	1	1.7 %

Q24-6. Other

Q24-6. Other	Number	Percent
ACCESS NATURE LIKE PARKS AND STEIGERWORLD		
MORE OF THIS	1	1.7 %
FORMER MARKETS AND EVENTS	1	1.7 %
OUTDOOR RECREATION	1	1.7 %
BETTER RIVER ACCESS ON WASHOUGAL ROAD	1	1.7 %
THINGS FOR KIDS/TEENAGERS	1	1.7 %
LET PRIVATE DEVELOPERS DECIDE	1	1.7 %
GROCERY STORE INCREASE	1	1.7 %
I HAVE NO NEED FOR MORE	1	1.7 %
Total	60	100.0 %

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

Q25. How many years have you lived in Washougal	Number	Percent
0-5	109	21.1 %
6-10	90	17.4 %
11-15	96	18.6 %
16-20	60	11.6 %
21-30	68	13.2 %
31+	75	14.5 %
Not provided	19	3.7 %
Total	517	100.0 %

WITHOUT "NOT PROVIDED"

Q25. Approximately how many years have you lived in Washougal? (without "not provided")

Q25. How many years have you lived in Washougal	Number	Percent
0-5	109	21.9 %
6-10	90	18.1 %
11-15	96	19.3 %
16-20	60	12.0 %
21-30	68	13.7 %
31+	75	15.1 %
Total	498	100.0 %

Q26. What is your age?

Q26. Your age	Number	Percent
18-34	95	18.4 %
35-44	104	20.1 %
45-54	97	18.8 %
55-64	99	19.1 %
65+	95	18.4 %
Not provided	27	5.2 %
Total	517	100.0 %

WITHOUT "NOT PROVIDED"**Q26. What is your age? (without "not provided")**

Q26. Your age	Number	Percent
18-34	95	19.4 %
35-44	104	21.2 %
45-54	97	19.8 %
55-64	99	20.2 %
65+	95	19.4 %
Total	490	100.0 %

Q27. How many children under age 18 live in your household?

Q27. How many children under age 18 live in your household	Number	Percent
0	366	70.8 %
1	62	12.0 %
2	54	10.4 %
3	27	5.2 %
4	5	1.0 %
5+	3	0.6 %
Total	517	100.0 %

Q28. What is your gender?

Q28. Your gender	Number	Percent
Male	254	49.1 %
Female	262	50.7 %
Not provided	1	0.2 %
Total	517	100.0 %

WITHOUT "NOT PROVIDED"**Q28. What is your gender? (without "not provided")**

Q28. Your gender	Number	Percent
Male	254	49.2 %
Female	262	50.8 %
Total	516	100.0 %

Q29. Would you say your total annual household income is...

Q29. What is your total annual household income	Number	Percent
Under \$25K	32	6.2 %
\$25K to \$49,999	68	13.2 %
\$50K to \$74,999	83	16.1 %
\$75K to \$99,999	87	16.8 %
\$100K to \$124,999	106	20.5 %
\$125K+	78	15.1 %
Not provided	63	12.2 %
Total	517	100.0 %

WITHOUT "NOT PROVIDED"**Q29. Would you say your total annual household income is... (without "not provided")**

Q29. What is your total annual household income	Number	Percent
Under \$25K	32	7.0 %
\$25K to \$49,999	68	15.0 %
\$50K to \$74,999	83	18.3 %
\$75K to \$99,999	87	19.2 %
\$100K to \$124,999	106	23.3 %
\$125K+	78	17.2 %
Total	454	100.0 %

Section 5

Survey Instrument



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, conducted every two years, 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. You may also complete the survey on-line by going to www.WashougalSurvey.com.

We have again 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 late-May. 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 City Manager, at (360) 835-8501 ext. 602. Thank you for your participation in this important process.

Sincerely,

Molly Coston
Mayor



2020 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 City Manager, at 360-835-8501.

1. Major categories of services provided by the City of Washougal are listed below. Please rate each item using 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
01. Overall quality of police services	5	4	3	2	1	9
02. Overall quality of fire, emergency medical and ambulance services	5	4	3	2	1	9
03. Overall quality of city parks	5	4	3	2	1	9
04. Overall maintenance of city streets	5	4	3	2	1	9
05. Overall quality of city water utilities	5	4	3	2	1	9
06. Overall quality of city sewer services	5	4	3	2	1	9
07. Overall effectiveness of city management of storm water runoff	5	4	3	2	1	9
08. Overall enforcement of city codes and ordinances	5	4	3	2	1	9
09. Overall quality of customer service you receive from city employees	5	4	3	2	1	9
10. Overall effectiveness of city communication with the public	5	4	3	2	1	9
11. Overall effectiveness of city economic development efforts	5	4	3	2	1	9

2. Which THREE of the items listed in Question 1 do you think should receive the MOST EMPHASIS from city leaders over the next TWO years? [Write in your answers below using the numbers from the list in Question 1.]

1st: ____ 2nd: ____ 3rd: ____

3. Several items that may influence your perception of the City of Washougal are listed below. Please rate each item using 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
01. Overall quality of services provided by the City of Washougal	5	4	3	2	1	9
02. Overall value that you receive for your city tax dollars and fees	5	4	3	2	1	9
03. Overall image of the city	5	4	3	2	1	9
04. How well the city is managing growth and development	5	4	3	2	1	9
05. Overall quality of life in the city	5	4	3	2	1	9
06. Overall feeling of safety in the city	5	4	3	2	1	9
07. Availability of job opportunities	5	4	3	2	1	9
08. Overall quality of new development	5	4	3	2	1	9
09. Appearance of residential property in the city	5	4	3	2	1	9
10. Appearance of commercial property in the city	5	4	3	2	1	9

4. Please rate your satisfaction with each of the Parks and Recreation items listed below using 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
1. Quality of facilities such as picnic shelters and playgrounds in city parks	5	4	3	2	1	9
2. Quality of outdoor athletic fields (e.g. baseball, soccer, and football)	5	4	3	2	1	9
3. Appearance and maintenance of existing city parks	5	4	3	2	1	9
4. Number of city parks	5	4	3	2	1	9

5. Which TWO of the Parks and Recreation items listed in Question 4 do you think should receive the MOST EMPHASIS from city leaders over the next TWO years? [Write in your answers below using the numbers from the list in Question 4.]

1st: _____ 2nd: _____

6. Which FOUR of the following parks and recreation amenities do you think are most important to develop in Washougal. [Write in your answers using the numbers from the list below.]

- | | | |
|------------------------|---|-------------------------------------|
| 01. Outdoor skate park | 06. Trails | 11. Pickleball Court reconstruction |
| 02. Dog Park | 07. Neighborhood playgrounds | 12. Other: _____ |
| 03. Bike park | 08. Community Recreation Center (no pool) | 13. None are needed |
| 04. Community Garden | 09. Indoor swimming pool | |
| 05. Open space | 10. Splash pad | |

1st: _____ 2nd: _____ 3rd: _____ 4th: _____

7. Please rate your satisfaction with each of the following public safety items using 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
01. The visibility of police in the community	5	4	3	2	1	9
02. The city's overall efforts to prevent crime	5	4	3	2	1	9
03. Enforcement of local traffic laws	5	4	3	2	1	9
04. Parking enforcement services	5	4	3	2	1	9
05. How quickly police respond to emergencies	5	4	3	2	1	9
06. Overall quality of local fire protection and rescue services	5	4	3	2	1	9
07. How quickly fire and rescue personnel respond to emergencies	5	4	3	2	1	9
08. Quality of local ambulance service	5	4	3	2	1	9
09. How quickly ambulance personnel respond to emergencies	5	4	3	2	1	9
10. Quality of animal control	5	4	3	2	1	9

8. Which TWO of the public safety items listed in Question 7 do you think should receive the MOST EMPHASIS from city leaders over the next TWO years? [Write in your answers below using the numbers from the list in Question 7.]

1st: _____ 2nd: _____

9. Which of the following would be your preferred way(s) to receive news and information about City programs, services, and events? [Check all that apply.]

- ____ (1) City web-site
- ____ (2) City social media (Facebook, Twitter)
- ____ (3) Public meetings (e.g. open houses, community forums)
- ____ (4) City e-mail update service
- ____ (5) Newsletter or other insert inside utility bill envelope
- ____ (6) Other: _____

10. Please rate your satisfaction with each of the following items concerning city communication using 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
1.	The availability of information about city programs and services	5	4	3	2	1	9
2.	City efforts to keep you informed about local issues	5	4	3	2	1	9
3.	Overall quality of the city's website	5	4	3	2	1	9
4.	The level of public involvement in local decision making	5	4	3	2	1	9
5.	Timeliness of information provided by the city	5	4	3	2	1	9
6.	City e-mail information update service	5	4	3	2	1	9

11. Which TWO of the communication items listed in Question 10 do you think should receive the MOST EMPHASIS from city leaders over the next TWO years? [Write in your answers below using the numbers from the list in Question 10.]

1st: ____ 2nd: ____

12. Please rate your satisfaction with each of the following items concerning city streets using 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
1.	Maintenance of major city streets	5	4	3	2	1	9
2.	Maintenance of streets in your neighborhood	5	4	3	2	1	9
3.	Mowing and trimming along city streets and other public areas	5	4	3	2	1	9
4.	Adequacy of city street lighting	5	4	3	2	1	9
5.	Condition of sidewalks in the city	5	4	3	2	1	9

13. Which TWO of the street related items listed in Question 12 do you think should receive the MOST EMPHASIS from city leaders over the next TWO years? [Write in your answers below using the numbers from the list in Question 12.]

1st: ____ 2nd: ____

14. To help the City prioritize funding for streets and sidewalks, please rank the importance that should be placed on the following street and sidewalk services by writing the numbers that correspond to your rankings in the spaces provided below.

- Management of existing street pavement to keep the surface of streets in good condition (e.g. free of potholes & cracks)
- New neighborhood sidewalks in areas without sidewalks, and the corresponding storm water improvements that come with new sidewalks
- Sidewalk, safety and traffic capacity improvements to existing major streets (e.g. new sidewalks, new travel lanes, intersection controls)
- Construction of new major streets and improvement of existing streets to promote economic development

1st: ____ 2nd: ____ 3rd: ____ 4th: ____

15. **Land Development.** Using a scale of 1 to 5, 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.

Type of Development	Much Too Slow	Too Slow	Just Right	Too Fast	Much Too Fast	Don't Know
1. Office development	5	4	3	2	1	9
2. Industrial development	5	4	3	2	1	9
3. Multi-family residential development	5	4	3	2	1	9
4. Single-family residential development	5	4	3	2	1	9
5. Retail development	5	4	3	2	1	9

16. Please rate your satisfaction with each of the code enforcement items listed below using 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
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

17. Which TWO of the code enforcement items listed in Question 16 do you think should receive the MOST EMPHASIS from city leaders over the next TWO years? [Write in your answers below using the numbers from the list in Question 16.]

1st: _____ 2nd: _____

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

____(1) Yes [Answer Q18a-c.] ____ (2) No [Skip to Q19.] ____ (9) Don't Know [Skip to Q19.]

18a. How easy was it to contact the person you needed to reach?

____ (1) Very easy ____ (2) Somewhat easy ____ (3) Difficult ____ (4) Very difficult ____ (9) Don't know

18b. What department did you contact? [Check all that apply.]

- | | |
|--------------------------------------|---|
| ____ (1) Police | ____ (6) Event permits |
| ____ (2) Fire | ____ (7) Utility Billing |
| ____ (3) Community Development | ____ (8) Municipal Services (streets/water/sewer) |
| ____ (4) Parks | ____ (9) Other: _____ |
| ____ (5) Community Room reservations | |

18c. 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 using a scale of 1 to 5, where 5 means "Always" and 1 means "Never".

Frequency that...	Always	Usually	Sometimes	Seldom	Never	Don't Know
1. They were courteous and polite	5	4	3	2	1	9
2. They gave prompt, accurate, and complete answers to questions	5	4	3	2	1	9
3. They did what they said they would do in a timely manner	5	4	3	2	1	9
4. They helped you resolve an issue to your satisfaction	5	4	3	2	1	9

19. Expectations for Services. Using a scale of 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.

	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
1. Law enforcement	5	4	3	2	1	9
2. Fire, EMS and ambulance	5	4	3	2	1	9
3. Parks and open space	5	4	3	2	1	9
4. Recreation facilities	5	4	3	2	1	9
5. Maintenance of Infrastructure (streets, sidewalks)	5	4	3	2	1	9

20. **Would you be willing to pay more in taxes or fees to support an increase in the service level?**

- ___(1) Yes, I would be willing to pay more in taxes or fees
- ___(2) No, I would not be willing to pay more in taxes or fees
- ___(3) Not applicable - I do not think any levels of service need to be higher
- ___(9) Don't know

21. **The Cities of Camas and Washougal recently commissioned a Fire Master Plan which identifies that the cities should consider adding 8-12 new firefighter positions to enhance staffing at the three existing fire stations. Two new stations with staffing will be needed to cover anticipated growth in the next 20 years. The current levy lid lift is \$0.10 per \$1,000 of assessed valuation, and it will expire later this year. Knowing this, please select the maximum amount of property tax you would be willing to support to fund firefighters.**

- ___(1) Nothing
- ___(2) \$0.10 per \$1,000 assessed value levy lid lift renewal supporting no new firefighters (\$40 annual cost to \$400K home)
- ___(3) \$0.15 per \$1,000 assessed value for 2 new firefighters (\$60 annual cost to \$400K home)
- ___(4) \$0.20 per \$1,000 assessed value for 4 new firefighters (\$80 annual cost to \$400K home)
- ___(5) \$0.25 per \$1,000 assessed value for 6 new firefighters (\$100 annual cost to \$400K home)
- ___(6) \$0.275 per \$1,000 assessed value for 8 new firefighters (\$110 annual cost to \$400K home)
- ___(9) Don't know

22. **In prior surveys, Washougal citizens have indicated that a community recreation center and/or swimming pool is a highly desired community amenity. A facility could include a gymnasium, recreational pool, running track, exercise facilities, locker rooms, and/or community spaces. The construction of such a facility will require a property tax funded bond. Operating such a facility will likely require some level of subsidy beyond what user fees can cover. Knowing this, please select the maximum amount of property tax you would be willing to support to fund the construction and operation of a new community recreation center.**

- ___(1) Nothing
- ___(2) \$0.25 per \$1,000 assessed value (\$100 annual cost to \$400K home)
- ___(3) \$0.50 per \$1,000 assessed value (\$200 annual cost to \$400K home)
- ___(4) \$0.75 per \$1,000 assessed value (\$300 annual cost to \$400K home)
- ___(5) \$1.00 per \$1,000 assessed value (\$400 annual cost to \$400K home)
- ___(9) Don't know

23. **Washington voters recently approved I-976 limiting vehicle license tab fees. The measure is currently being challenged in the court system. Washougal will lose approximately \$262,000 of pavement management (street repairs, maintenance and repaving) funding if the measure is implemented. Which of the following solutions to this funding shortfall do you support? [Check all that apply.]**

- ___(1) Repeal the \$20-tab fee and reduce the level of pavement management
- ___(2) Place a replacement \$20-tab fee for pavement management on the ballot
- ___(3) Place a 0.1% or 0.2% sales tax for pavement management on the ballot
- ___(4) None of these
- ___(9) Don't know

24. **Which TWO of the following community amenities are the most important to develop in Washougal? [Write in your answers using the numbers from the list below, or circle "None".]**

- | | |
|---|------------------------------|
| 1. More retail shopping and service options | 4. Conference/meeting center |
| 2. More restaurants | 5. Movie theater |
| 3. Performing Arts and Cultural Center | 6. Other : _____ |

1st: ____ 2nd: ____ NONE

25. **Approximately how many years have you lived in Washougal?** _____ years
26. **What is your age?** _____ years
27. **How many children under age 18 live in your household?** _____ children
28. **What is your gender?** _____(1) Male _____(2) Female
29. **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
30. **If you have suggestions for improving the quality of city programs, facilities, or services, please write your suggestions in the space below.**

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.