

# 2024 City of Washougal Community Survey Findings Report

Presented to the City of Washougal,  
Washington

May 2024



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# Executive Summary

# 2024 City of Washougal Community Survey

## Executive Summary



### Purpose

ETC Institute administered the *DirectionFinder®* survey for the City of Washougal during the spring of 2024. 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 sixth time that Washougal has administered a community survey with ETC Institute; the first survey was conducted in the summer of 2014.

### Methodology

A five-page survey was mailed to a random sample of households in the City of Washougal. The survey was accompanied by a cover letter 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, 507 responded to the survey. The results for the random sample of 507 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 communities
- Importance-Satisfaction analysis
- tables that show the results for each question on the survey
- a copy of the survey instrument

# 2024 City of Washougal Community Survey

## Executive Summary



### Major Findings

**Satisfaction with City Services.** Eighty-six percent (86%) 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; 76% were satisfied with the quality of police services, 69% were satisfied with the quality of customer service from City employees, and 66% were satisfied with the quality of City parks. Residents were least satisfied with effectiveness of economic development efforts (29%).

**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) quality of city water utilities.

**Perceptions of the City.** Sixty-nine percent (69%) of residents surveyed, who had an opinion, indicated that they were satisfied (rating of 4 or 5 on a 5-point scale) with the overall feeling of safety in the City; 64% were satisfied with the overall quality of life in the City, and 59% were satisfied with the quality of services provided by the City. Residents were least satisfied with the availability of job opportunities (19%).

**Parks and Recreation.** Sixty-two percent (62%) of residents surveyed, who had an opinion, were satisfied (rating of 4 or 5 on a 5-point scale) with the appearance/maintenance of existing city parks. Residents were least satisfied with the number of City parks (51%).

**Public Safety.** Eighty-two percent (82%) 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; 81% were satisfied with how quickly fire and rescue personnel respond, 74% were satisfied with how quickly ambulance personnel respond, and 74% were satisfied with the quality of local ambulance service. Residents were least satisfied with parking enforcement services (47%).

**Communication.** Thirty-eight percent (38%) of residents surveyed, who had an opinion, were satisfied (rating of 4 or 5 on a 5-point scale) with the overall quality of the city's website; 33% were satisfied with the availability of information about city programs/services, and 32% 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 (23%).

**Streets.** Fifty-seven percent (57%) of residents surveyed, who had an opinion, were satisfied (rating of 4 or 5 on a 5-point scale) with the adequacy of City street lighting, and 54% were satisfied with mowing and trimming along streets and other public areas. Residents were least satisfied with the condition of sidewalks in the City (46%).

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**Code Enforcement.** Forty percent (40%) 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 (30%).

**Customer Service.** Twenty-eight percent (28%) of residents surveyed indicated they had contacted the City with a question, problem, or complaint during the past year. Of those, 81% 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, 89% of residents surveyed, who had an opinion, indicated that employees were “always” or “usually” courteous and polite, and 75% said the employees “always” or “usually” gave prompt, accurate, and complete answers to questions.

### Other Findings

- 49% of residents surveyed prefer to receive news and information about City programs, services, and events from social media, and 48% prefer to get news and information from the City email update service.
- When asked about the City’s current pace of development, 61% of residents surveyed, who had an opinion, indicated that retail development was too slow, while 53% felt the pace of multi-family residential development was too fast.
- Based on the sum of their top five choices, the unfunded parks and recreation improvements that should be the top priorities for the City were: 1) expand trail system throughout the City, 2) improve Steamboat Landing waterfront park and dock on Columbia River, 3) improve Sandy Swimming Hole waterfront park on N. Shepherd Road, 4) develop a new indoor recreation center, and 5) develop Schmid Family Park on 32<sup>nd</sup> Street.
- Based on the sum of their top five choices, the unfunded transportation improvements that should be the top priorities for the City were: 1) Washougal River Road 18<sup>th</sup>/O Street to Shepherd, 2) Shepherd Road, 3) SR-14 access improvements at 27<sup>th</sup>, 4) 27<sup>th</sup> Street at SR-14 to Index and west to vacant land, and 5) 32<sup>nd</sup>/Stiles Road/34<sup>th</sup> Street.

# 2024 City of Washougal Community Survey

## Executive Summary



### Trends Since 2022

Satisfaction ratings for the City of Washougal **stayed the same or increased in 50 of the 54 areas** that were assessed in both 2022 and 2024. The City showed significant increases (5% or more) in 27 of these areas. The tables below and on the following page show the comparisons between the 2022 and 2024 survey results:

City Service	2024	2022	Difference	Category
Mowing & trimming along streets/other public areas	54%	42%	12%	Streets
Enforcing codes designed to protect public safety & health	40%	28%	12%	Code Enforcement
Enforcing sign regulation	37%	25%	12%	Code Enforcement
They helped resolve an issue to your satisfaction	67%	56%	11%	Customer Service
Enforcement of city codes and ordinances	44%	35%	9%	Major Categories of City Services
Enforcing mowing/trimming of grass/weeds	31%	22%	9%	Code Enforcement
Enforcing cleanup of litter/debris	30%	21%	9%	Code Enforcement
Quality of city water utilities	42%	33%	9%	Major Categories of City Services
The visibility of police in the community	67%	59%	8%	Public Safety
Quality of customer service from city employees	69%	61%	8%	Major Categories of City Services
Quality of city parks	66%	59%	7%	Major Categories of City Services
Quality of animal control	53%	46%	7%	Public Safety
Condition of sidewalks in the City	46%	39%	7%	Streets
Did what they said they would do in timely manner	74%	67%	7%	Customer Service
How quickly police respond to emergencies	70%	63%	7%	Public Safety
Effectiveness of communication with the public	49%	43%	6%	Major Categories of City Services
Appearance of residential property in the city	44%	38%	6%	Perceptions of the City
Appearance of commercial property in the city	41%	35%	6%	Perceptions of the City
Appearance/maintenance of existing City parks	62%	56%	6%	Parks and Recreation
Quality of city sewer services	52%	47%	5%	Major Categories of City Services
How quickly fire and rescue personnel respond	81%	76%	5%	Public Safety
How quickly ambulance personnel respond	74%	69%	5%	Public Safety
City e-mail information update service	29%	24%	5%	Communication
Overall image of the city	45%	40%	5%	Perceptions of the City
Quality of services provided by the City	59%	54%	5%	Perceptions of the City
Quality of local fire protection and rescue svcs.	82%	77%	5%	Public Safety
Enforcement of local traffic laws	57%	52%	5%	Public Safety

# 2024 City of Washougal Community Survey

## Executive Summary



### Trends Since 2022 (Cont.)

City Service	2024	2022	Difference	Category
They gave prompt, accurate, complete answers	75%	71%	4%	Customer Service
Quality of police services	76%	72%	4%	Major Categories of City Services
Number of City parks	51%	47%	4%	Parks and Recreation
Overall quality of life in the city	64%	60%	4%	Perceptions of the City
Level of public involvement in decision making	23%	19%	4%	Communication
Quality of facilities (picnic shelters, etc.)	60%	56%	4%	Parks and Recreation
Efforts to keep you informed about local issues	32%	29%	3%	Communication
Quality of fire/emergency medical/ambulance svcs.	86%	83%	3%	Major Categories of City Services
How well the city is managing growth & development	27%	24%	3%	Perceptions of the City
Quality of local ambulance service	74%	71%	3%	Public Safety
Maintenance of city streets	48%	45%	3%	Major Categories of City Services
Quality of outdoor athletic fields	58%	55%	3%	Parks and Recreation
The city's overall efforts to prevent crime	57%	54%	3%	Public Safety
Timeliness of information provided by the city	31%	29%	2%	Communication
Value received for city tax dollars and fees	33%	31%	2%	Perceptions of the City
Effectiveness of economic development efforts	29%	27%	2%	Major Categories of City Services
Overall quality of new development	29%	27%	2%	Perceptions of the City
Parking enforcement services	47%	45%	2%	Public Safety
They were courteous and polite	89%	88%	1%	Customer Service
Overall feeling of safety in the city	69%	68%	1%	Perceptions of the City
Overall quality of the city's website	38%	38%	0%	Communication
Effectiveness of management of storm water runoff	50%	50%	0%	Major Categories of City Services
Adequacy of City street lighting	57%	57%	0%	Streets
Availability of info about city programs/services	33%	34%	-1%	Communication
Availability of job opportunities	19%	20%	-1%	Perceptions of the City
Maintenance of major City streets	50%	54%	-4%	Streets
Maintenance of streets in your neighborhood	47%	51%	-4%	Streets

# 2024 City of Washougal Community Survey

## Executive Summary



### 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 3 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 three opportunities for improvement over the next two years in order to raise the City's overall satisfaction rating are listed below in descending order of the Importance-Satisfaction rating:

- Effectiveness of economic development efforts (I-S Rating = 0.3103)
- Maintenance of city streets (I-S Rating = 0.2460)
- Quality of city water utilities (I-S Rating = 0.2082)

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

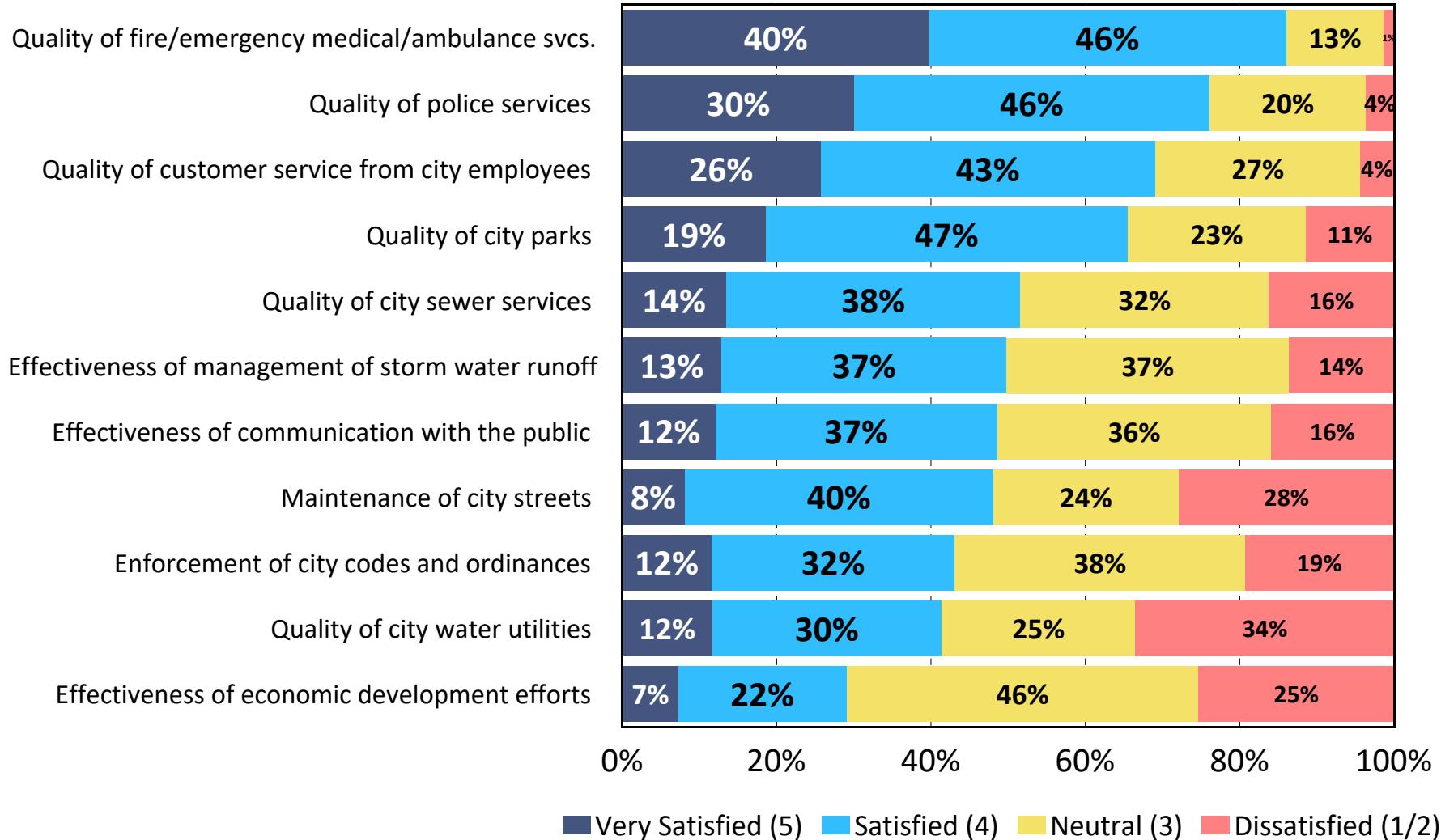
- **Parks:** appearance and maintenance of existing city parks and quality of facilities
- **Public Safety:** the city's overall efforts to prevent crime and visibility of police in the community
- **Communication:** efforts to inform about local issues, level of public involvement in local decision making, and availability of information about city programs/services
- **Streets:** maintenance of major city streets, maintenance of neighborhood streets, and condition of sidewalks in the city
- **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

# 1

## Charts and Graphs

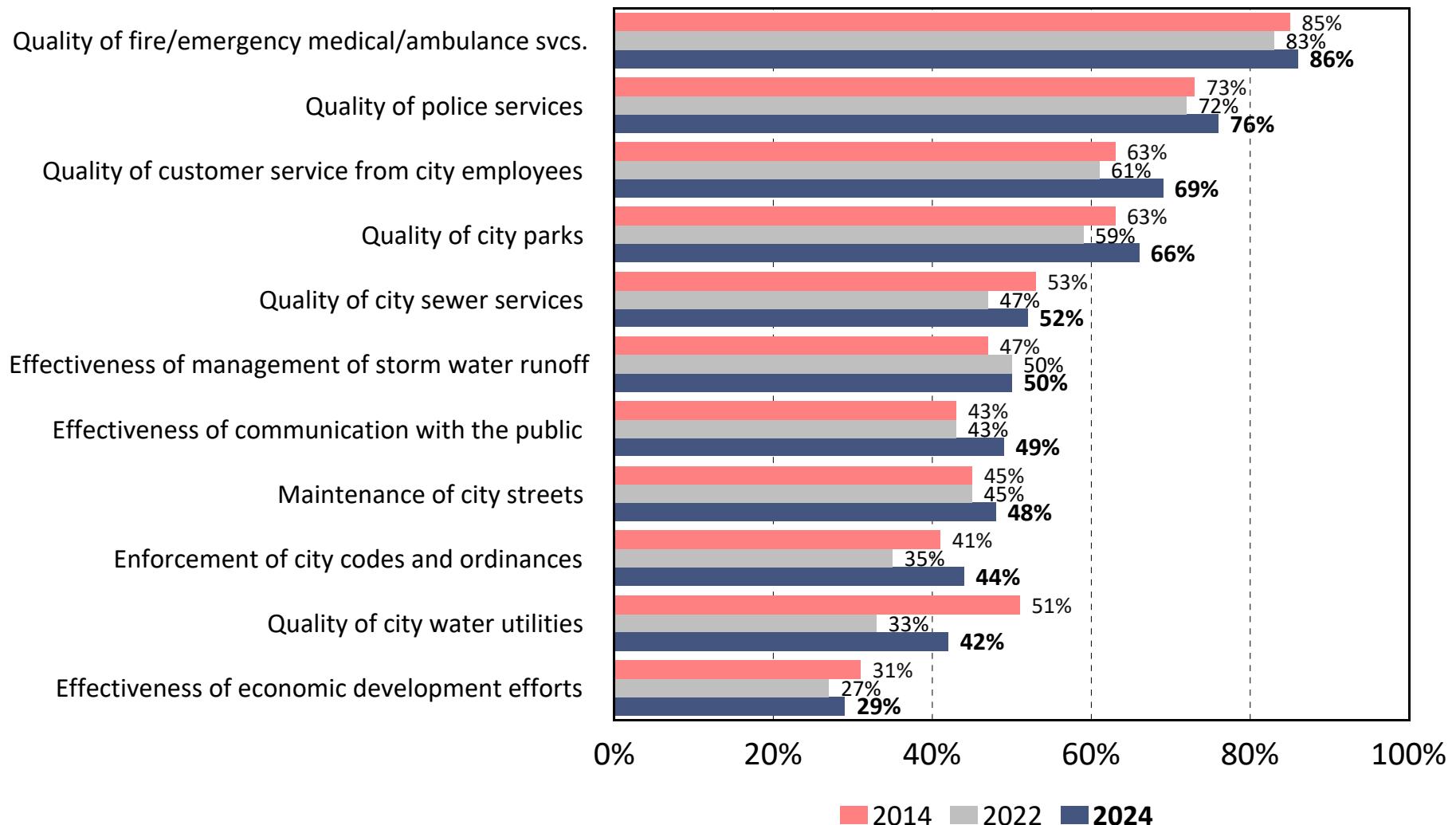
# Q1. Satisfaction with Major Categories of Service Provided by the City

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



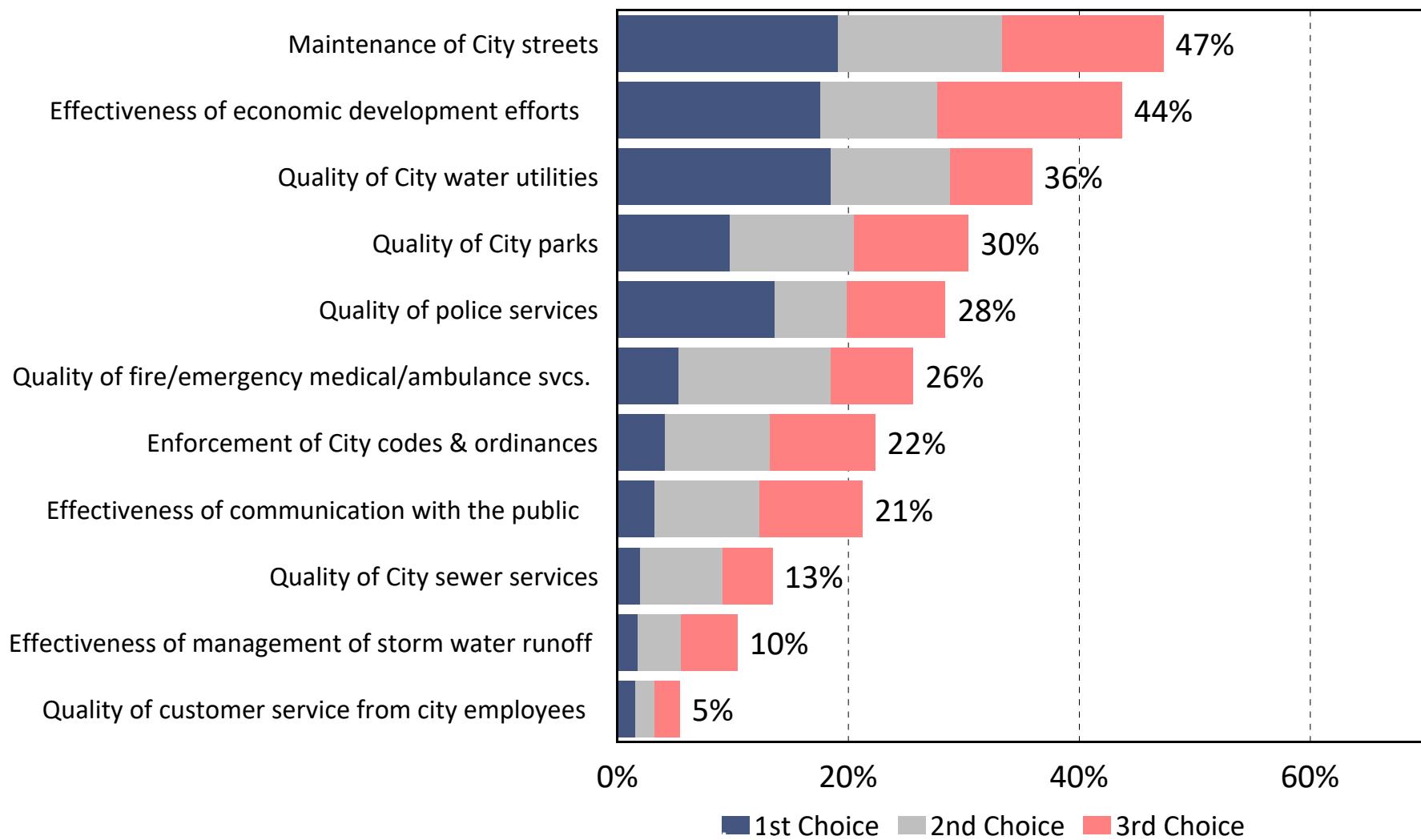
# TRENDS: Satisfaction with Major Categories of Service Provided by the City - 2014 to 2024

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



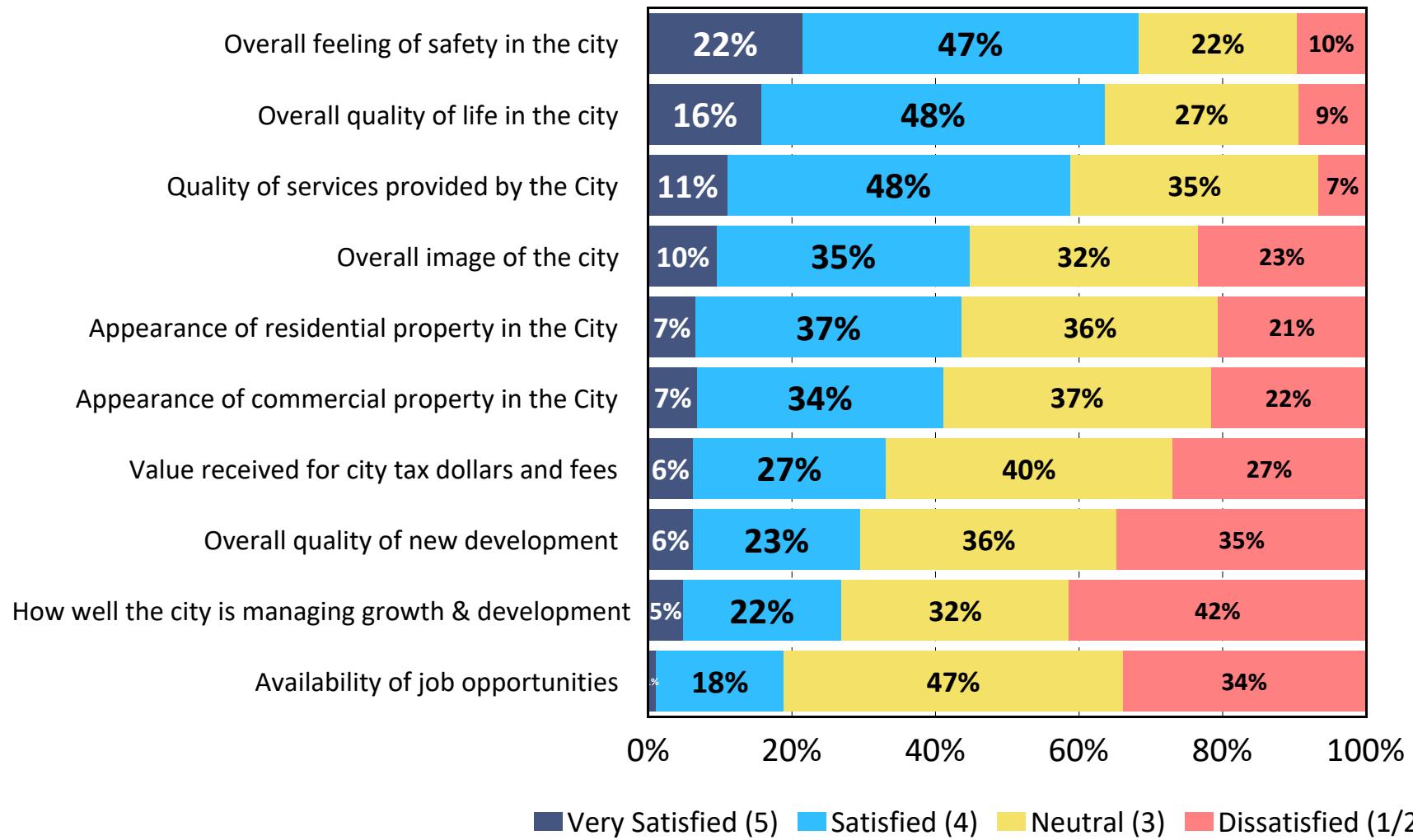
## Q2. City Services That Should Receive the Most Emphasis Over the Next 2 Years

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



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

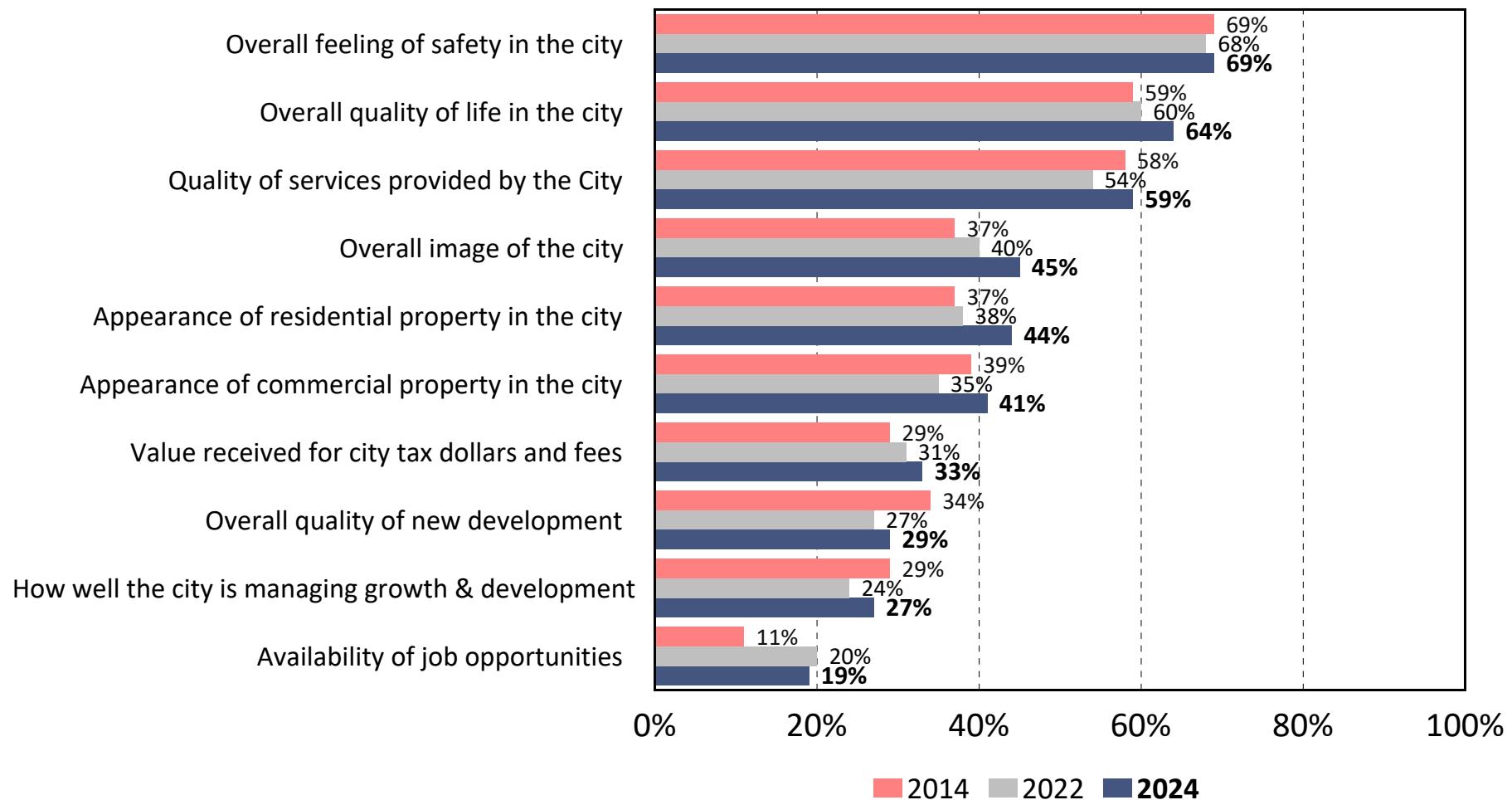
by percentage of respondents (excluding “don't know”)



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

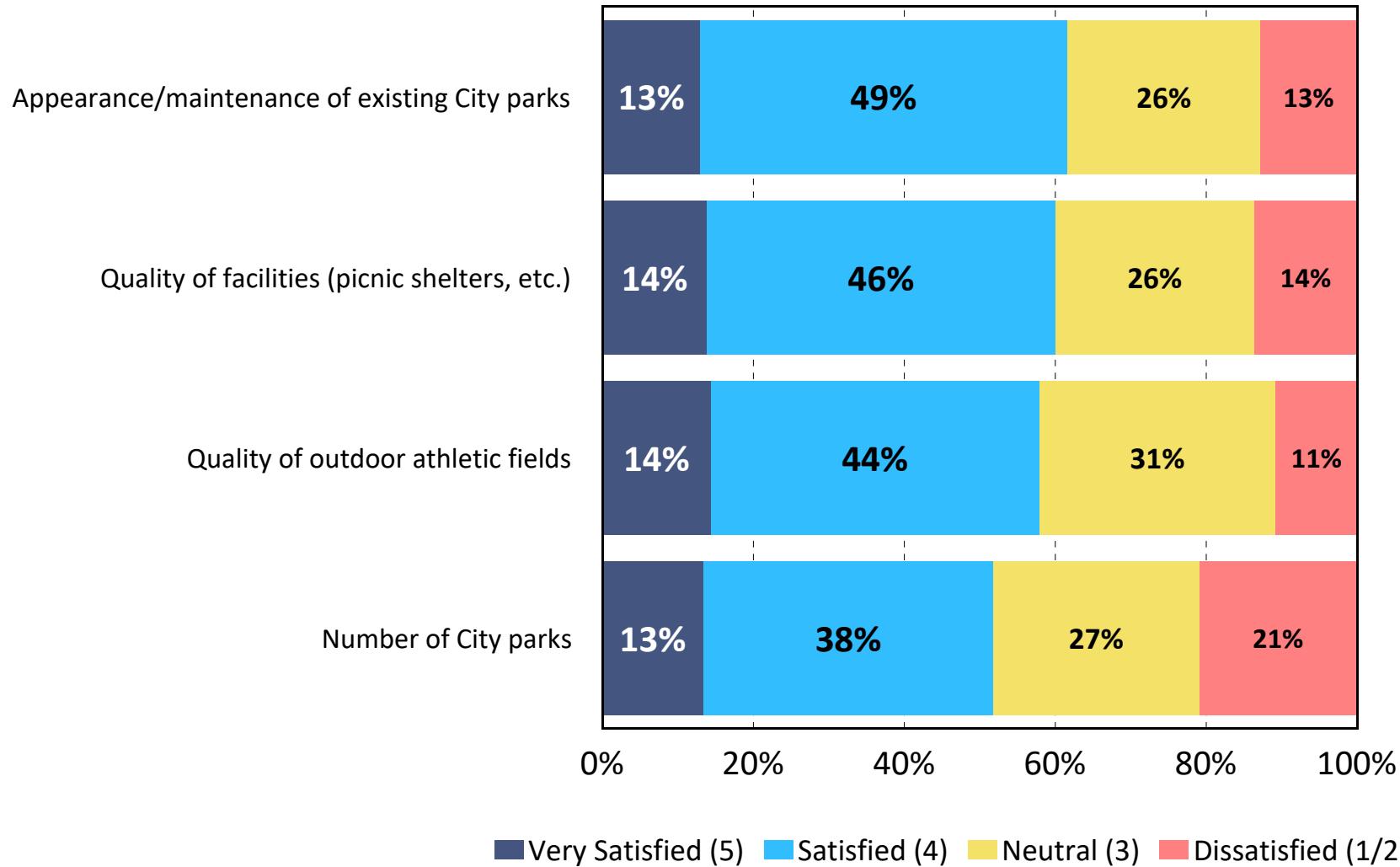
## 2014 to 2024

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



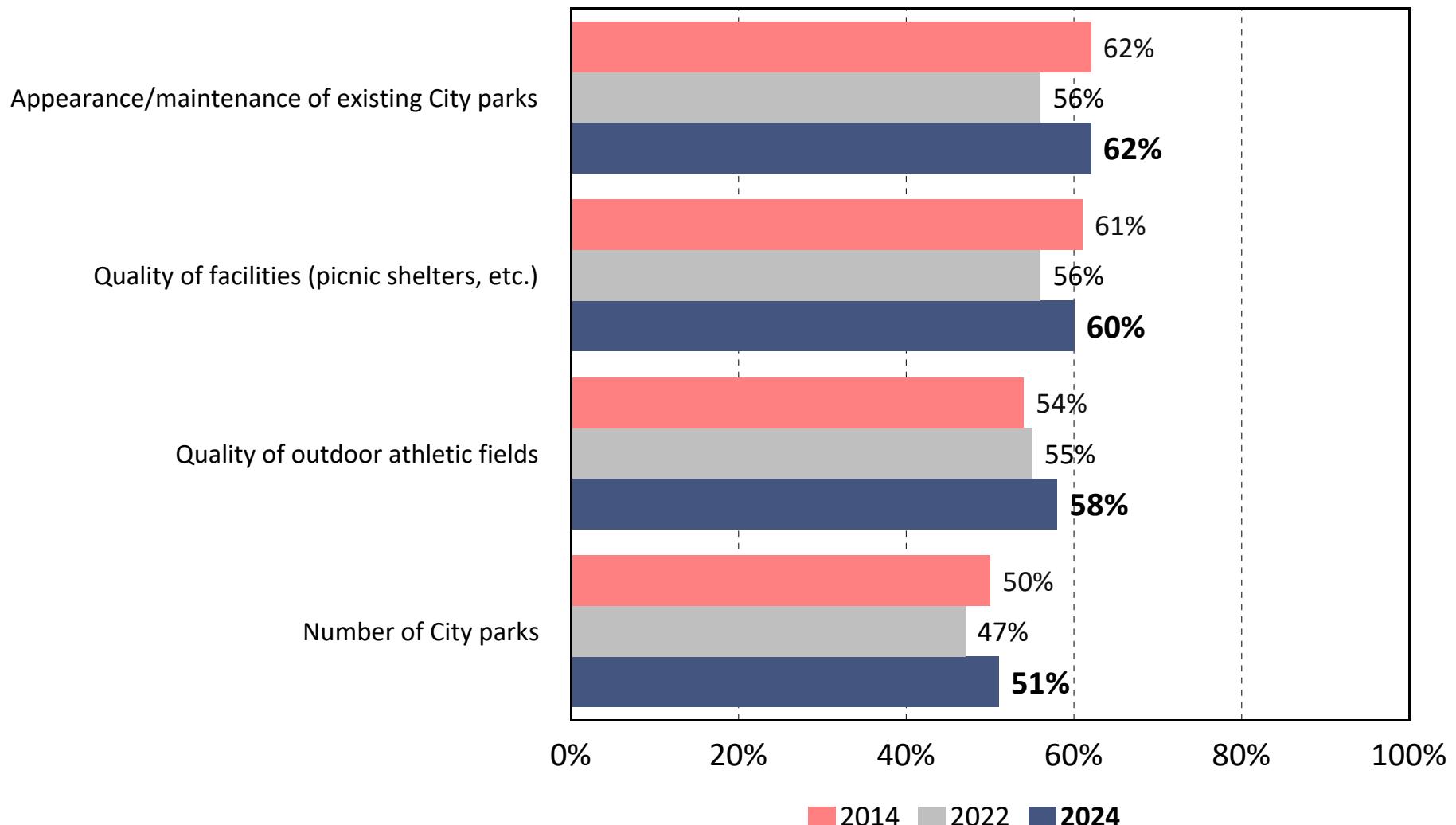
## Q4. Satisfaction with Parks and Recreation

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



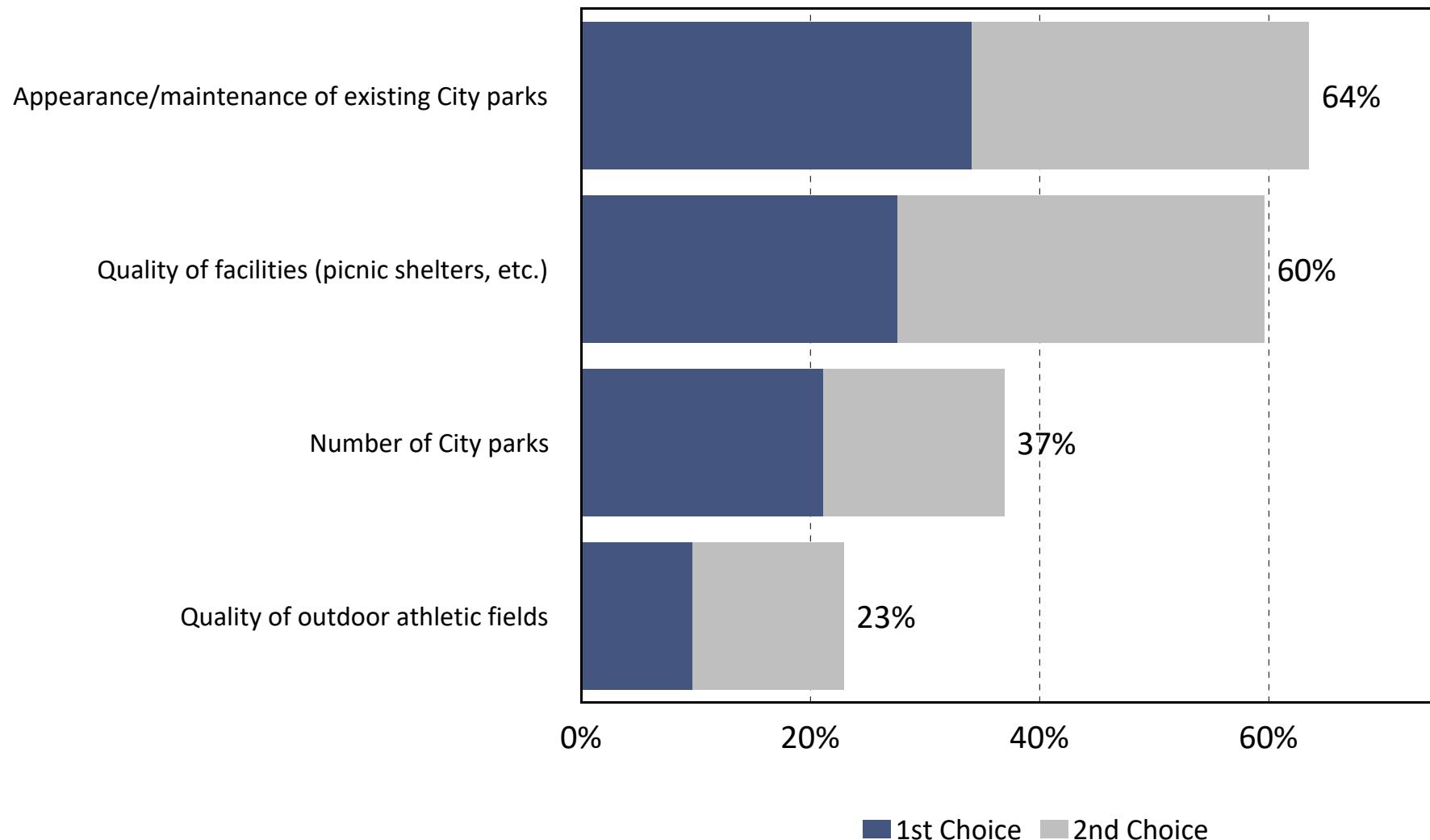
# TRENDS: Satisfaction With Parks and Recreation 2014 to 2024

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



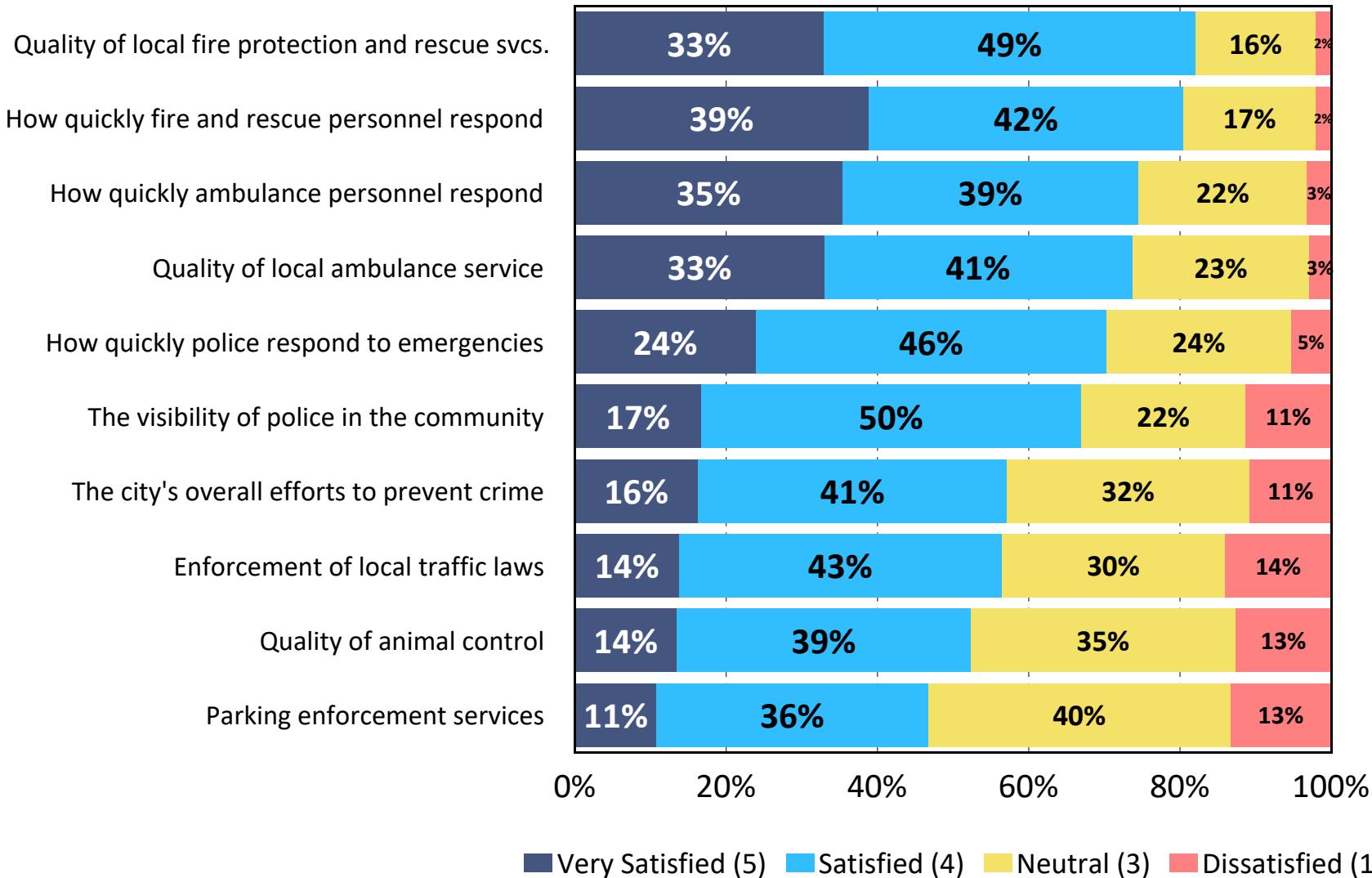
# Q5. Park and Recreation Services That Should Receive the Most Emphasis Over the Next 2 Years

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



# Q6. Satisfaction with Public Safety

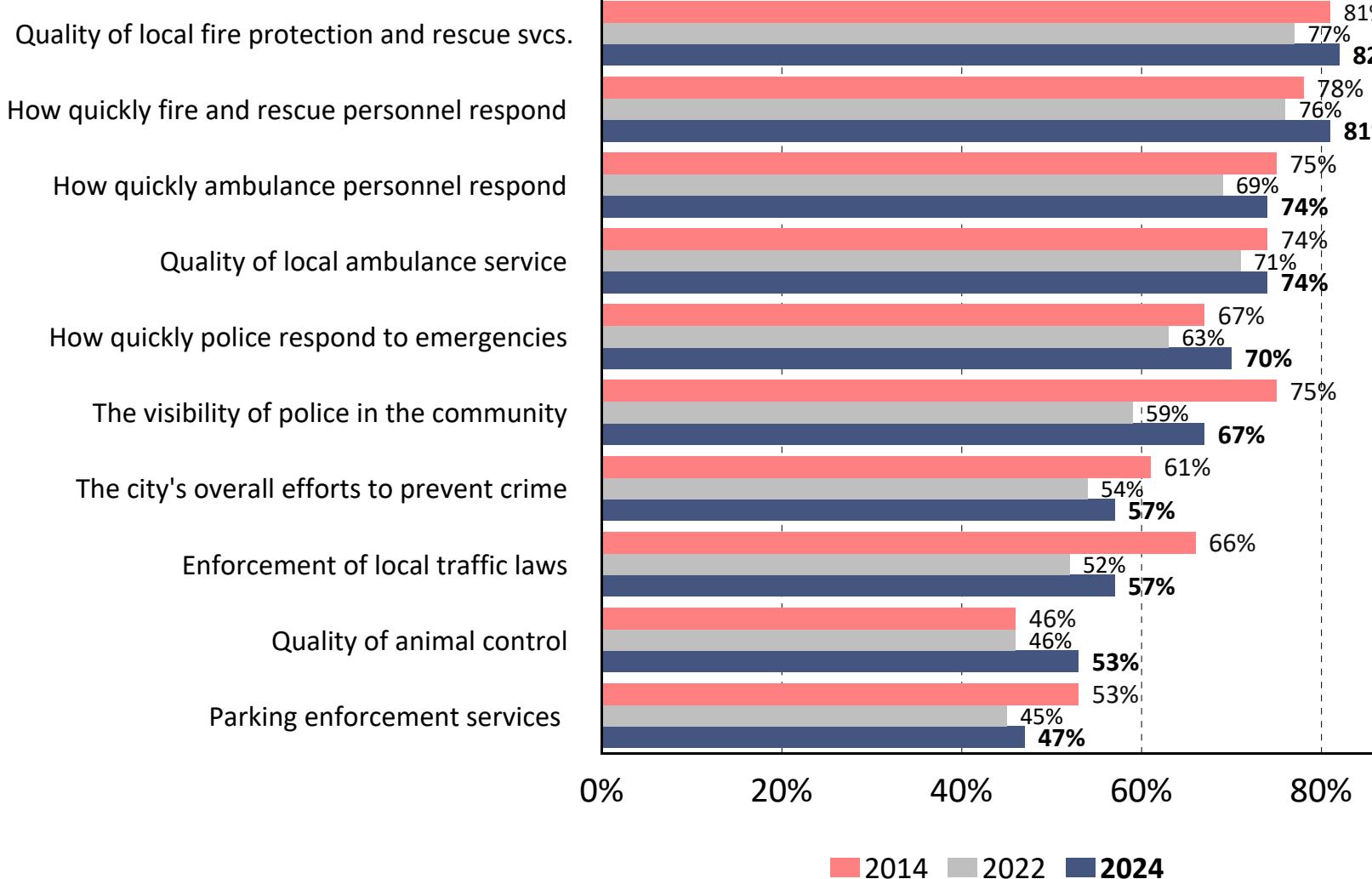
by percentage of respondents (excluding “don't know”)



# TRENDS: Satisfaction With Public Safety

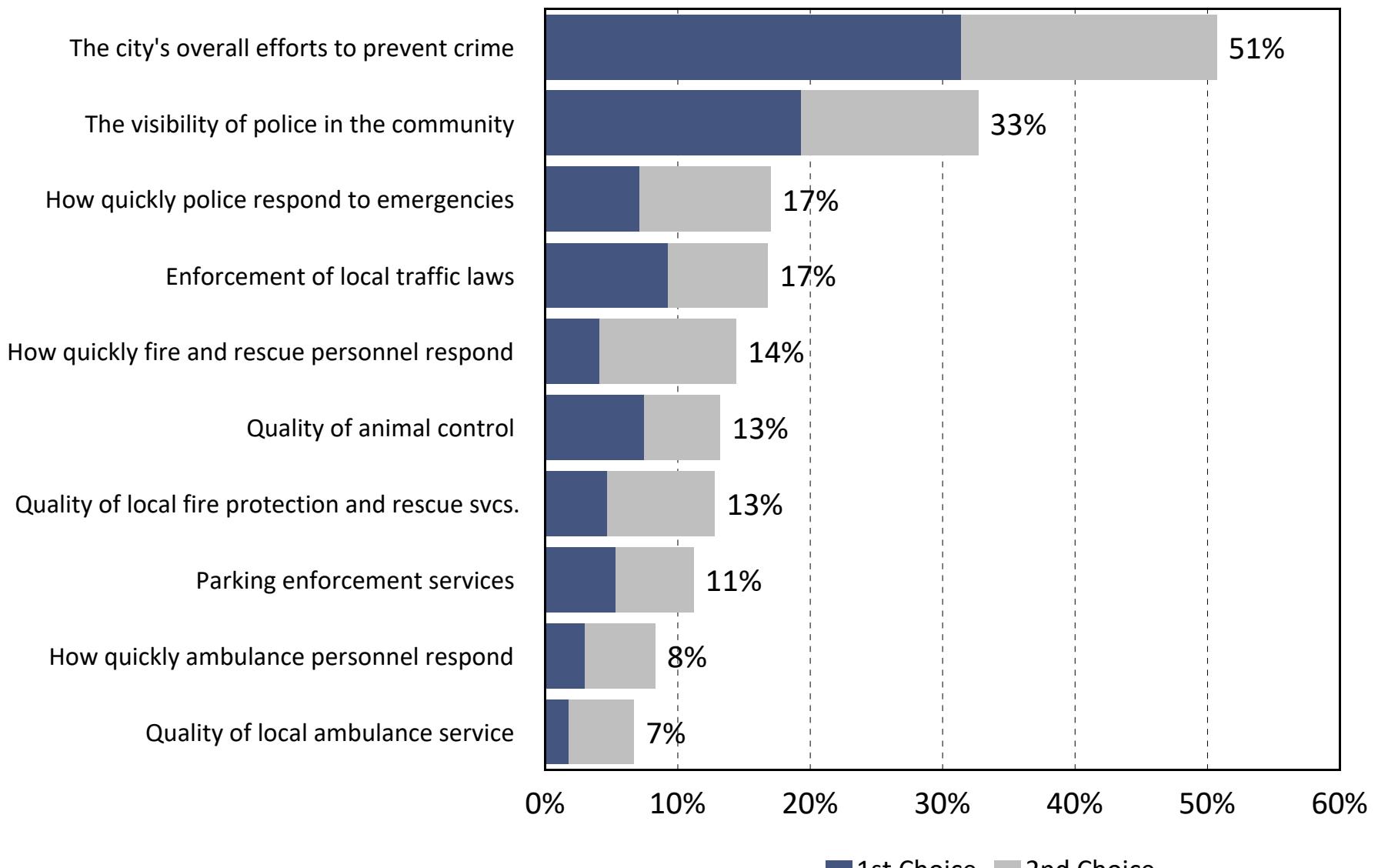
## 2014 to 2024

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



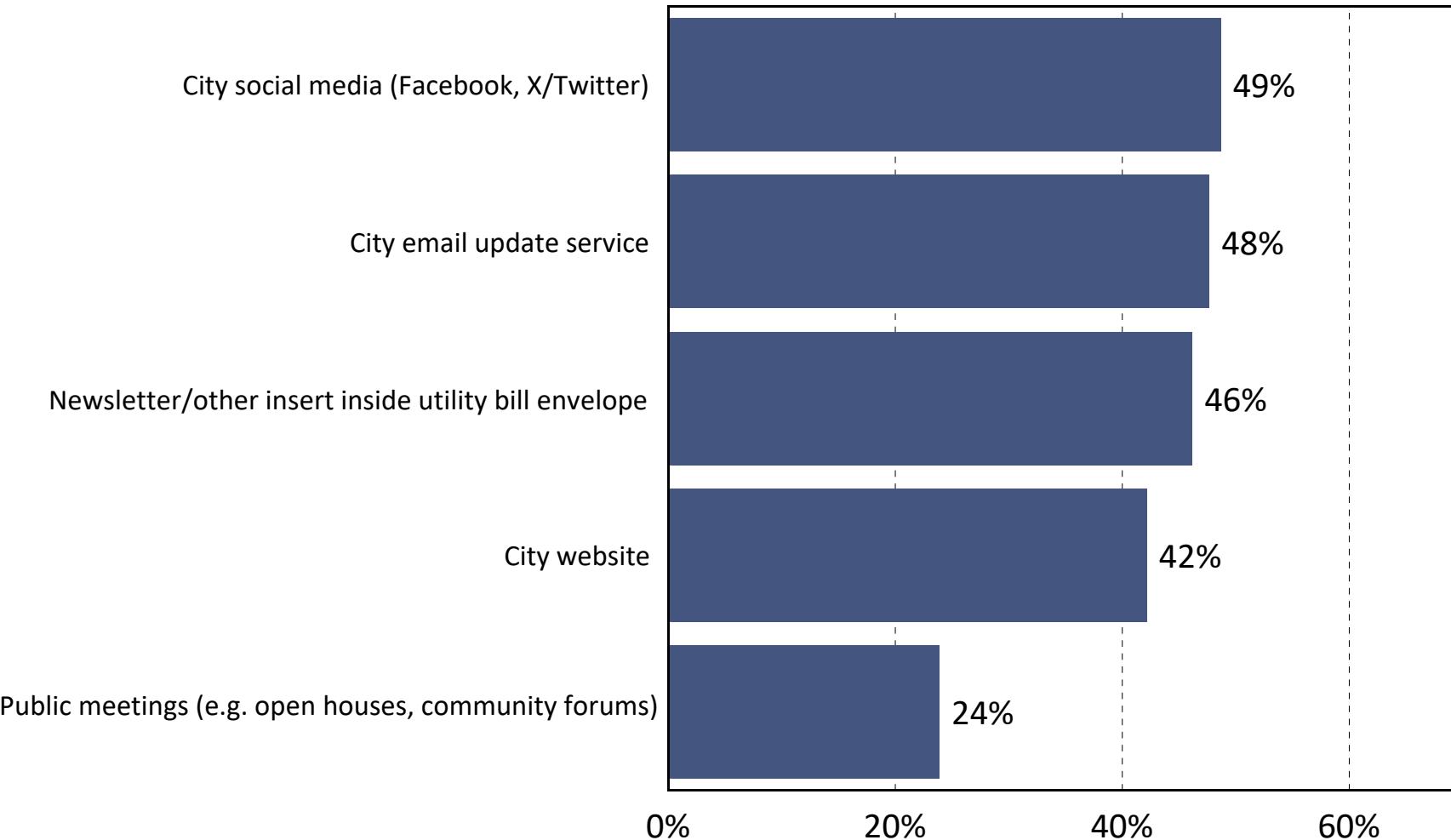
# Q7. Public Safety Services That Should Receive the Most Emphasis Over the Next 2 Years

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



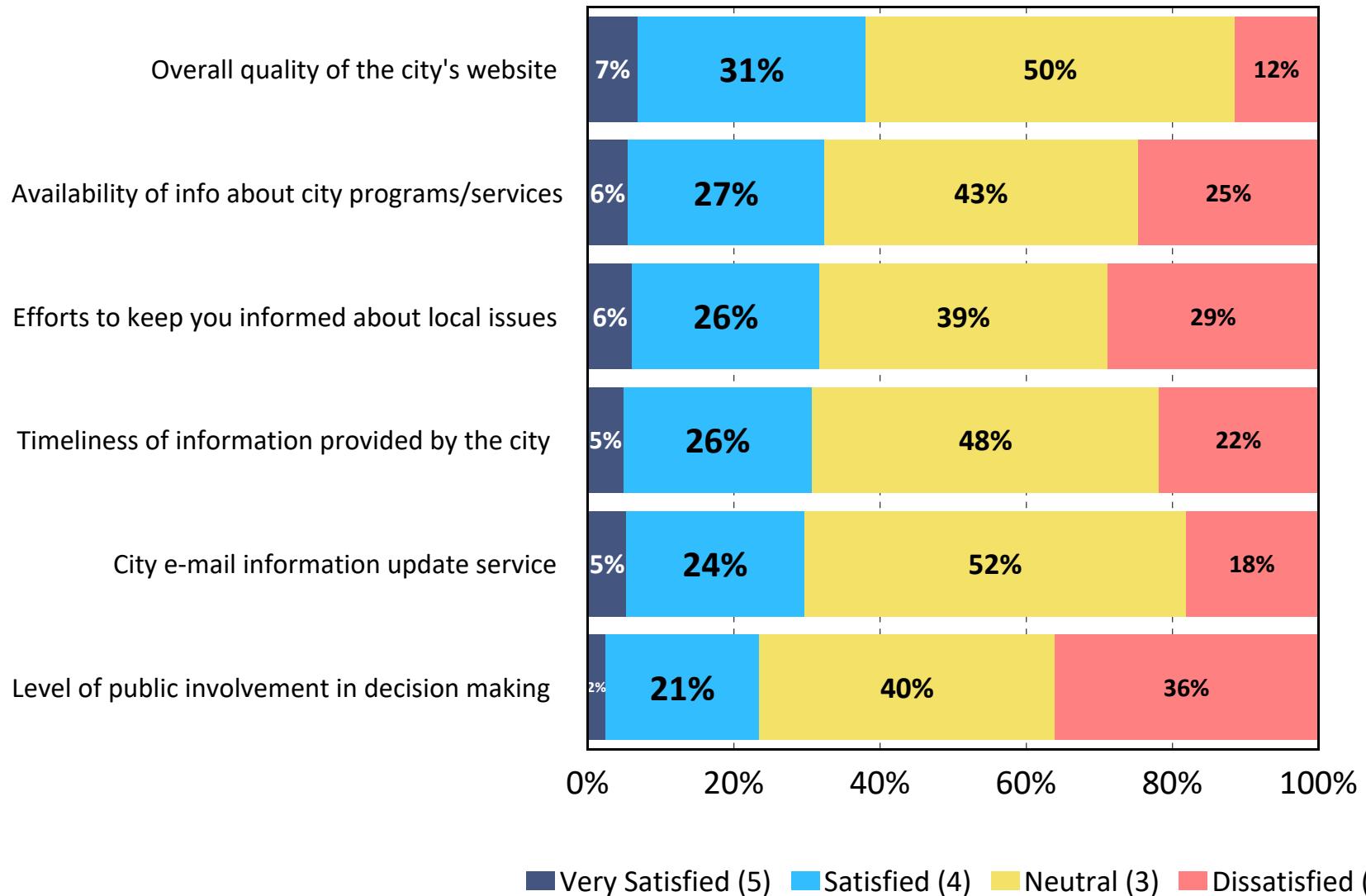
## Q8. How Residents Prefer to Receive News and Information About City Programs, Services, and Events

by percentage of respondents (multiple selections could be made)



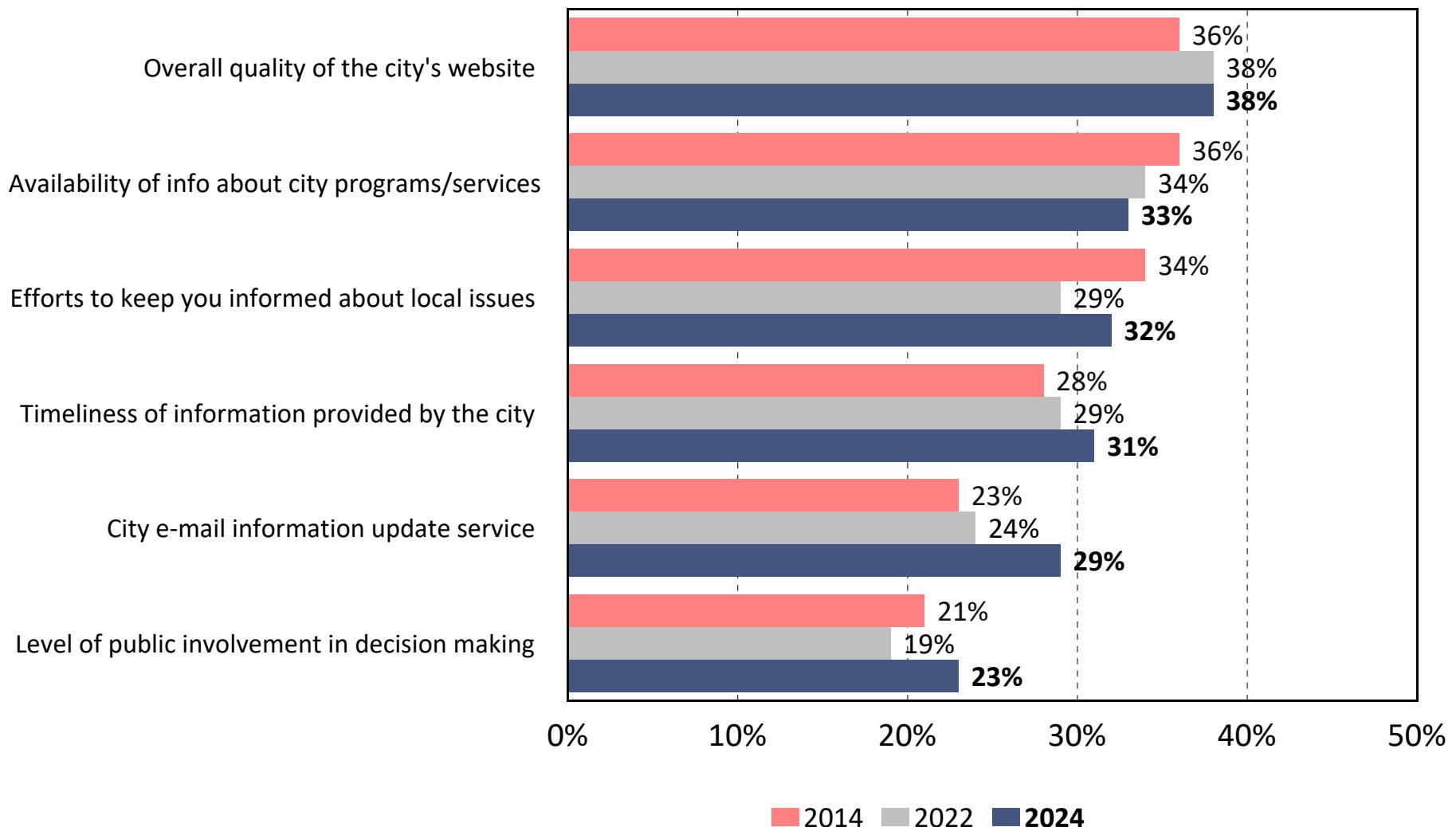
# Q9. Satisfaction with Communication

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



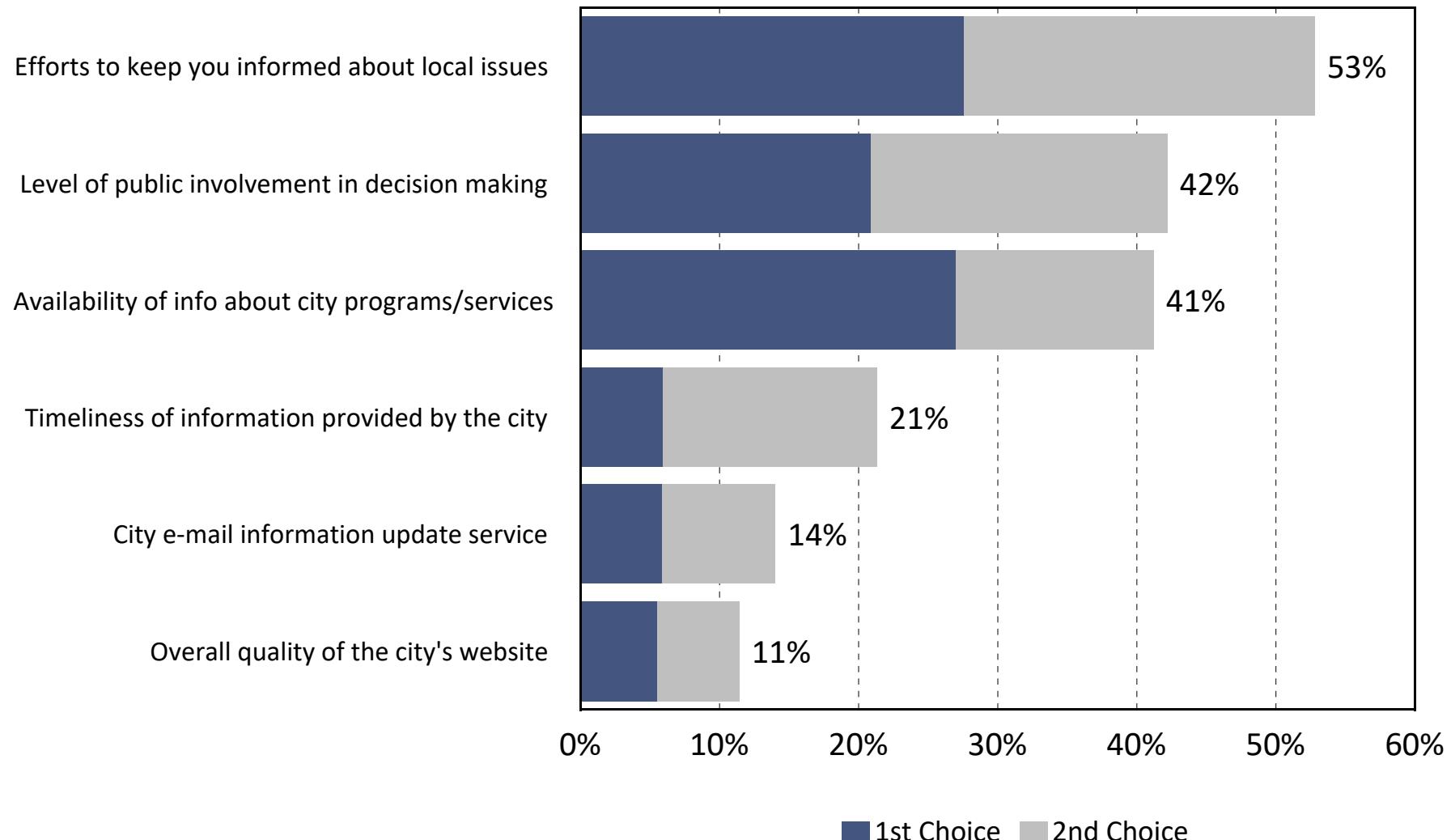
# TRENDS: Satisfaction With Communication 2014 to 2024

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



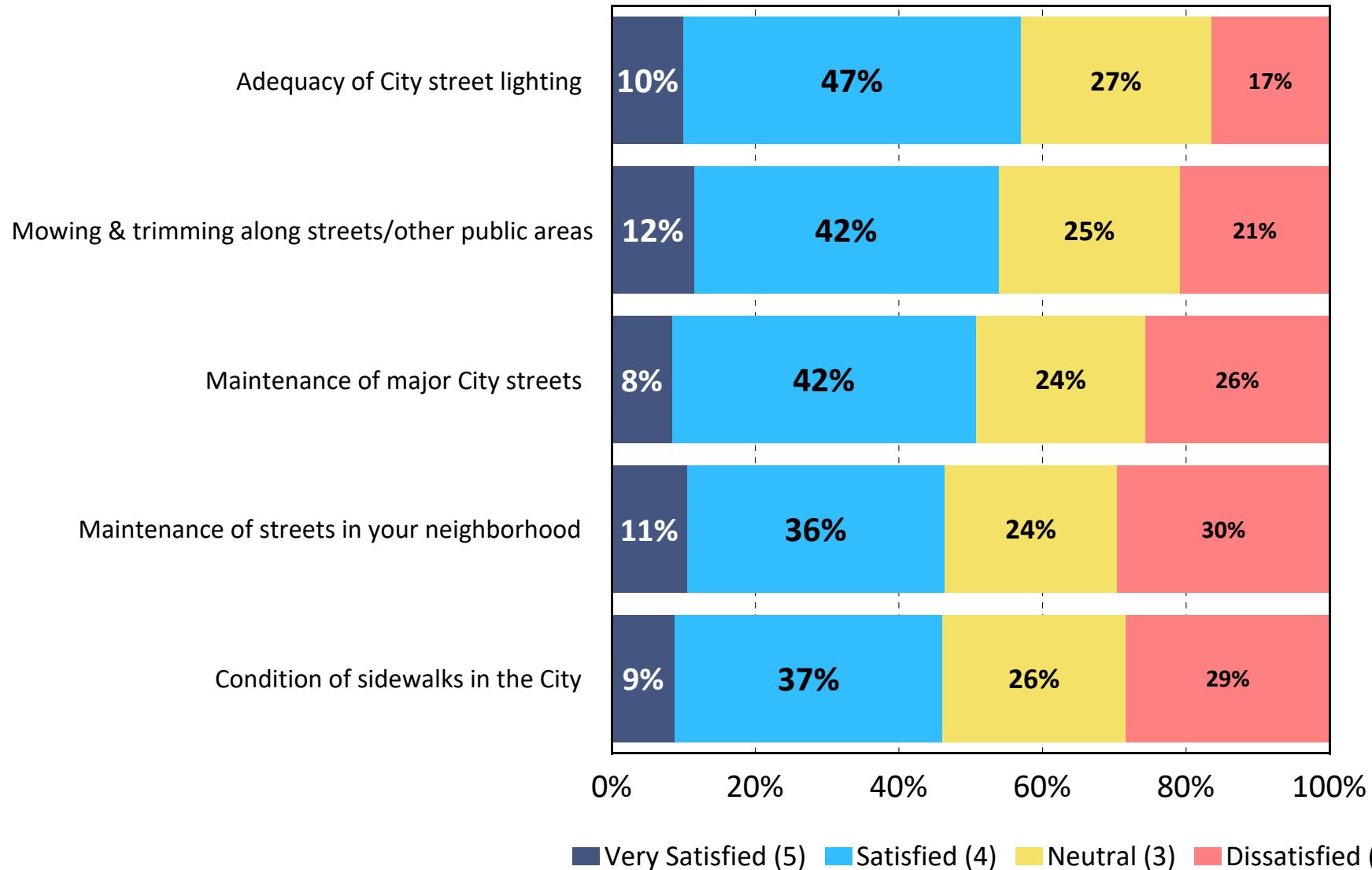
# Q10. Communication Issues That Should Receive the Most Emphasis Over the Next 2 Years

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



# Q11. Satisfaction With Streets

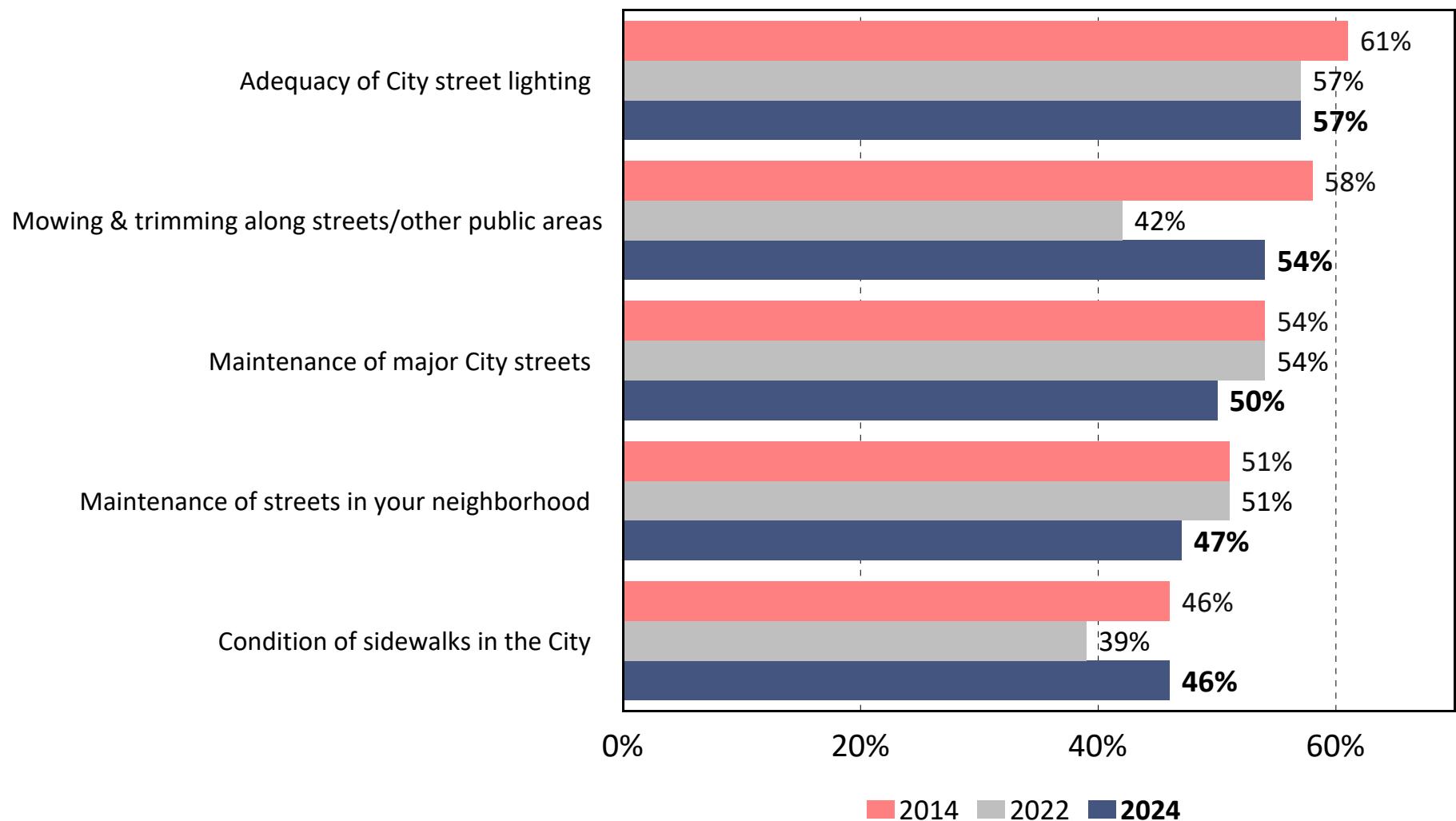
by percentage of respondents (excluding “don't know”)



# TRENDS: Satisfaction With Streets

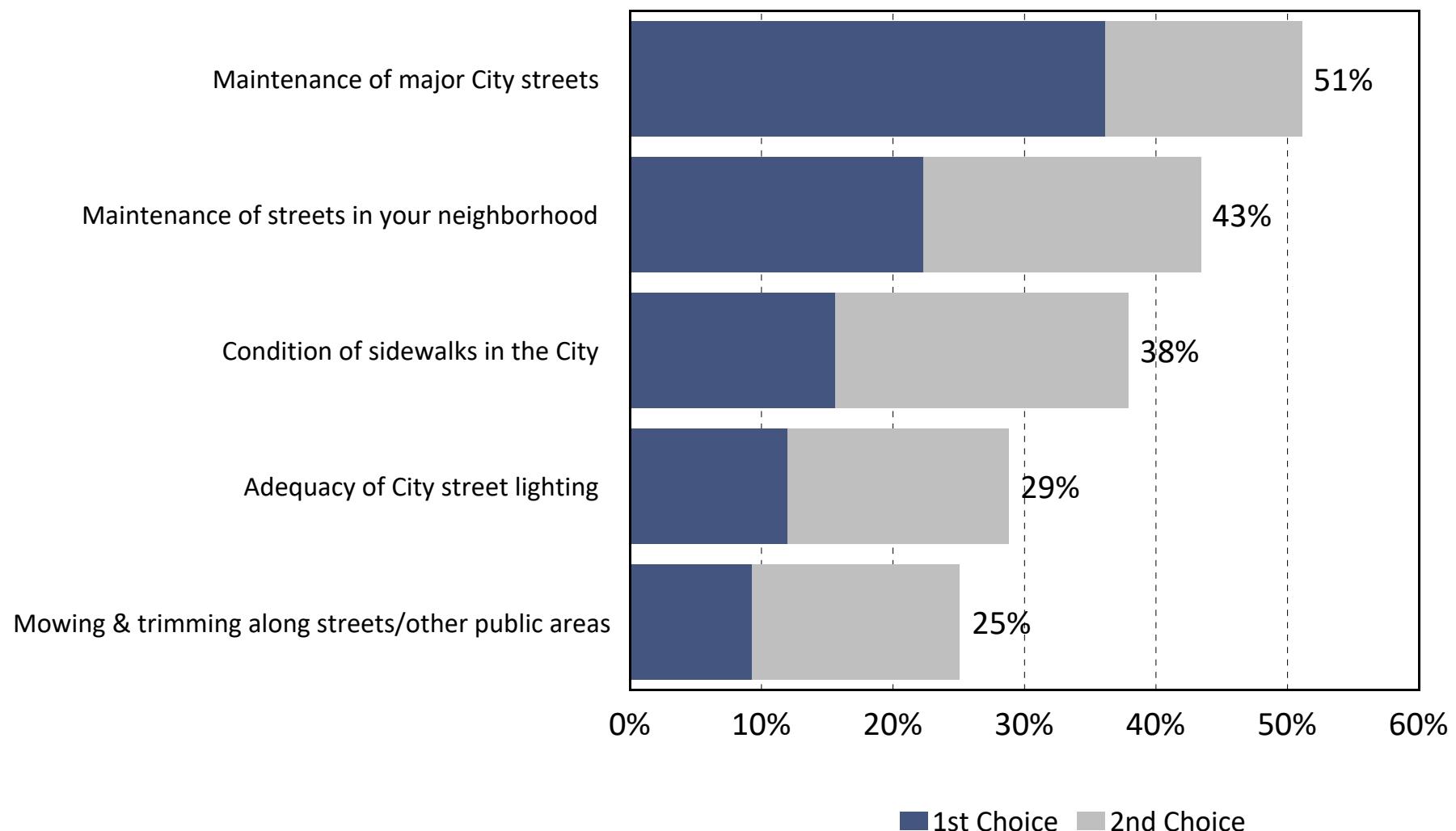
## 2014 to 2024

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



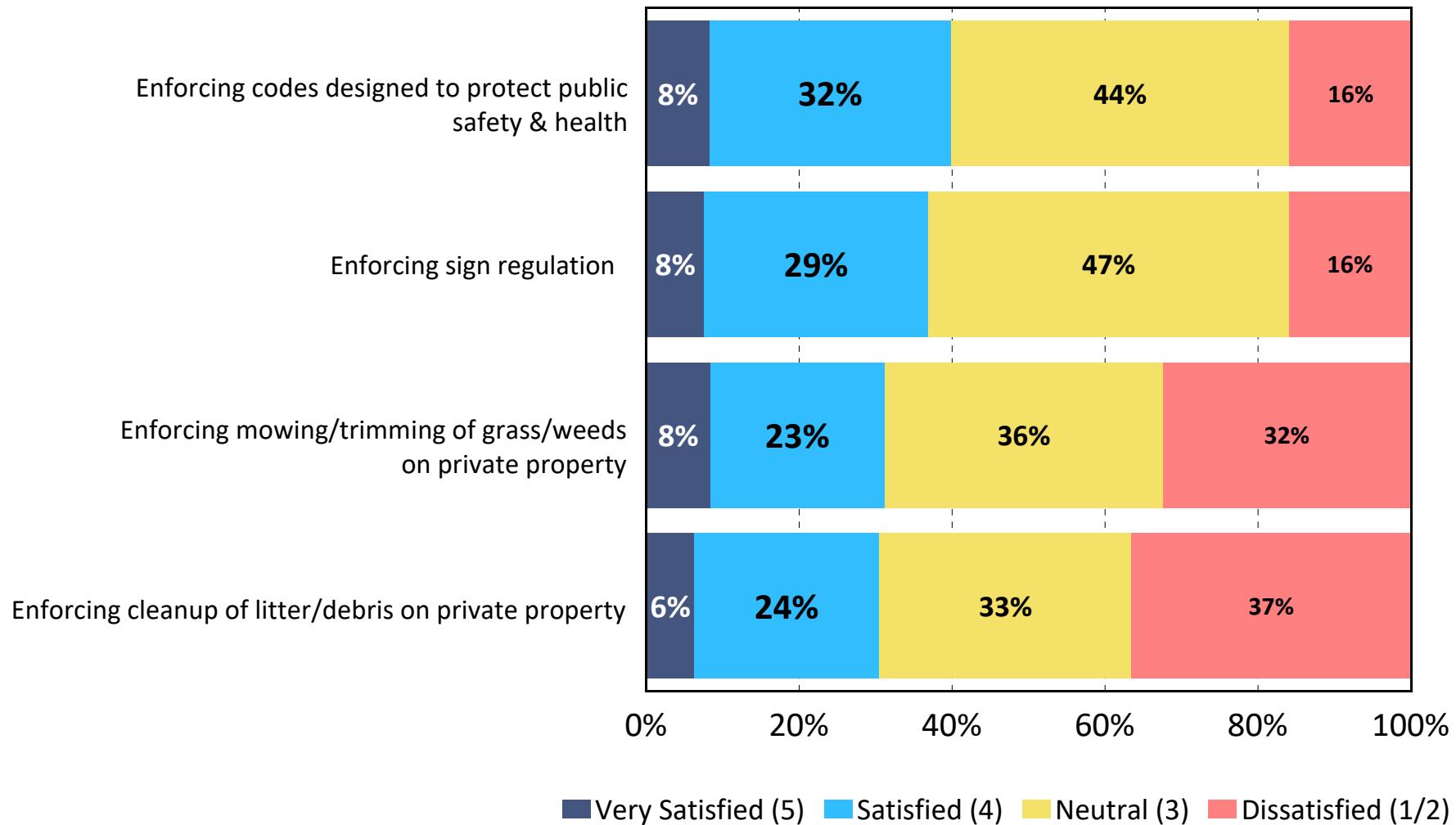
# Q12. Street Issues That Should Receive the Most Emphasis Over the Next 2 Years

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



# Q13. Satisfaction With Code Enforcement

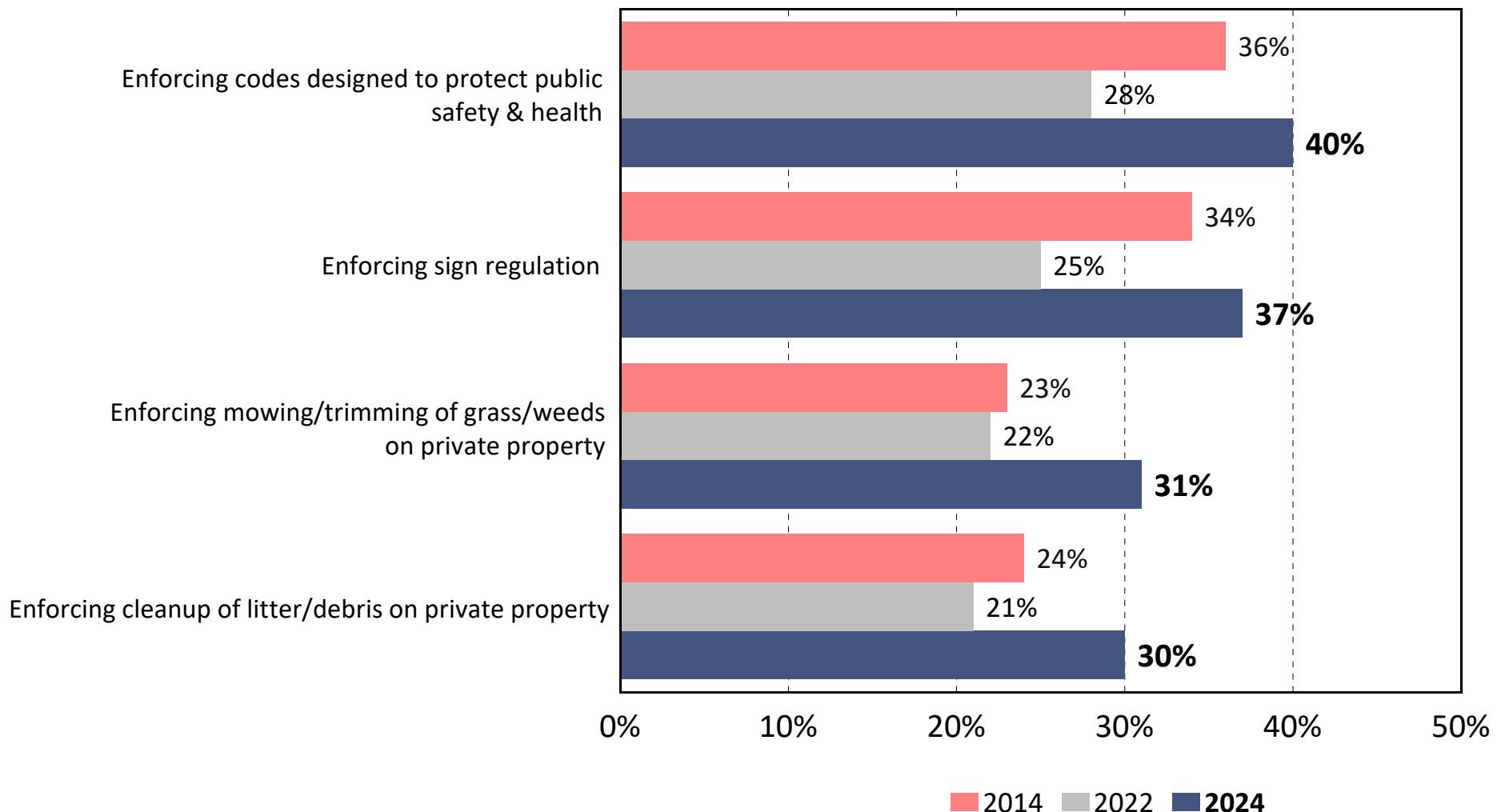
by percentage of respondents (excluding “don’t know”)



# TRENDS: Satisfaction With Code Enforcement

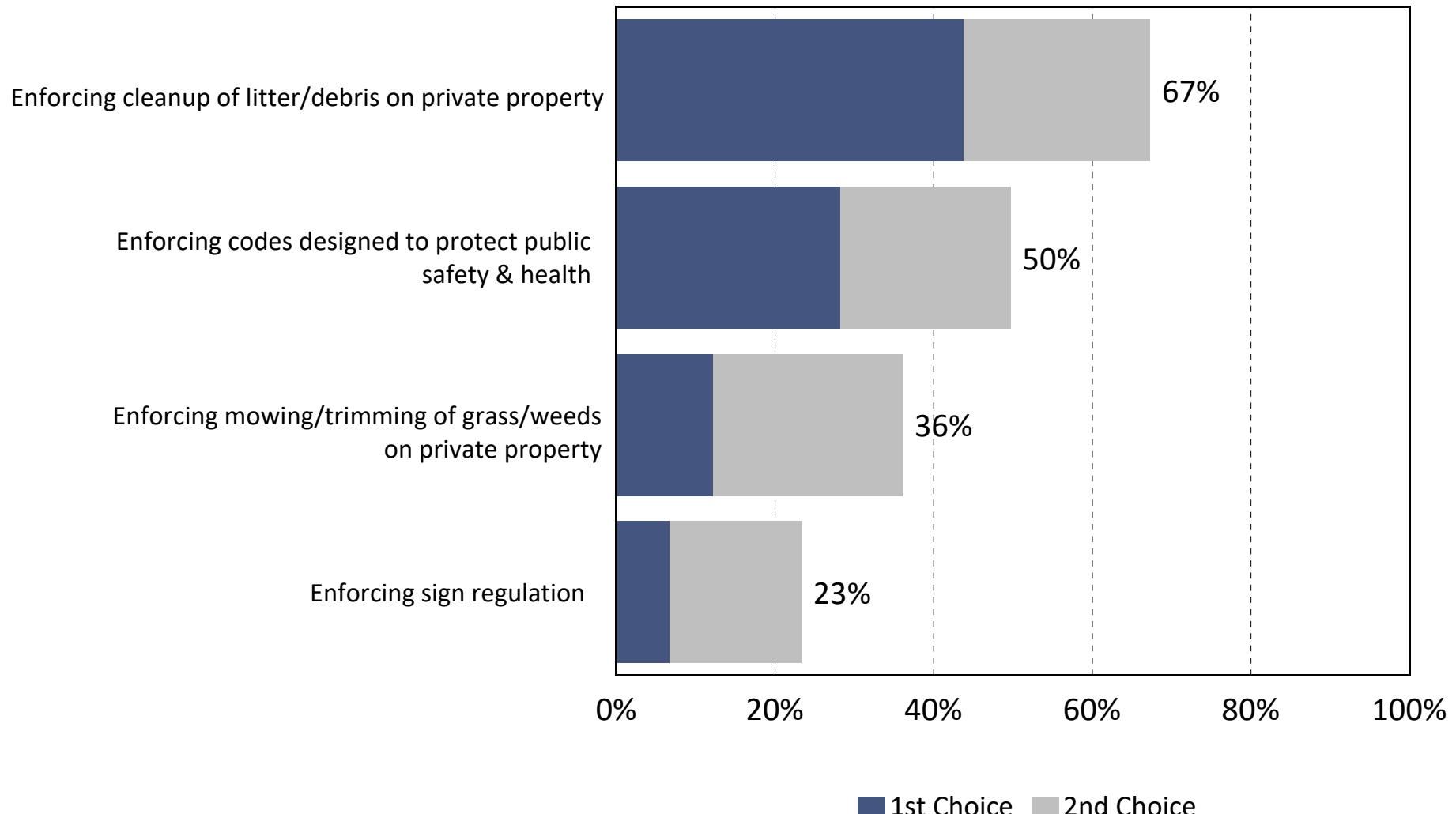
## 2014 to 2024

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



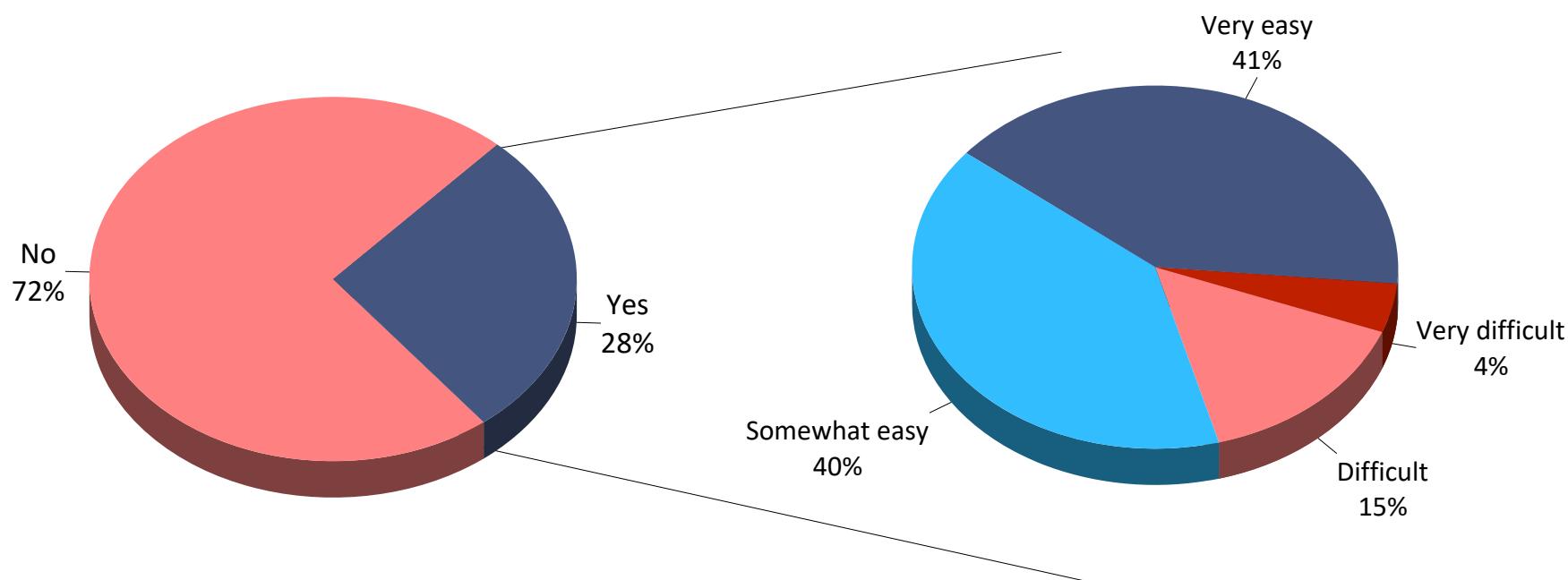
# Q14. Code Enforcement Issues That Should Receive the Most Emphasis Over the Next 2 Years

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



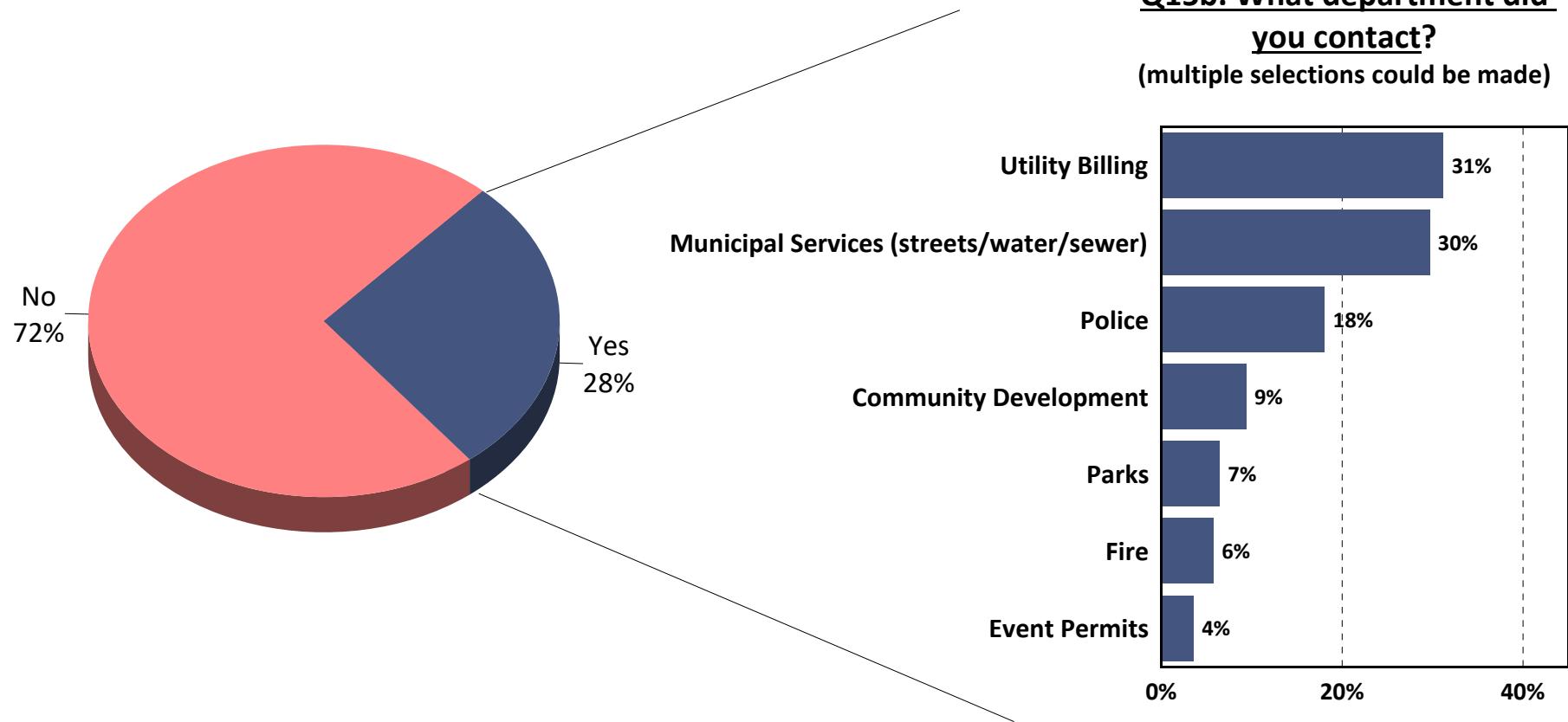
# Q15. Have you called, e-mailed or visited the City with a question, problem, or complaint during the past year?

by percentage of respondents



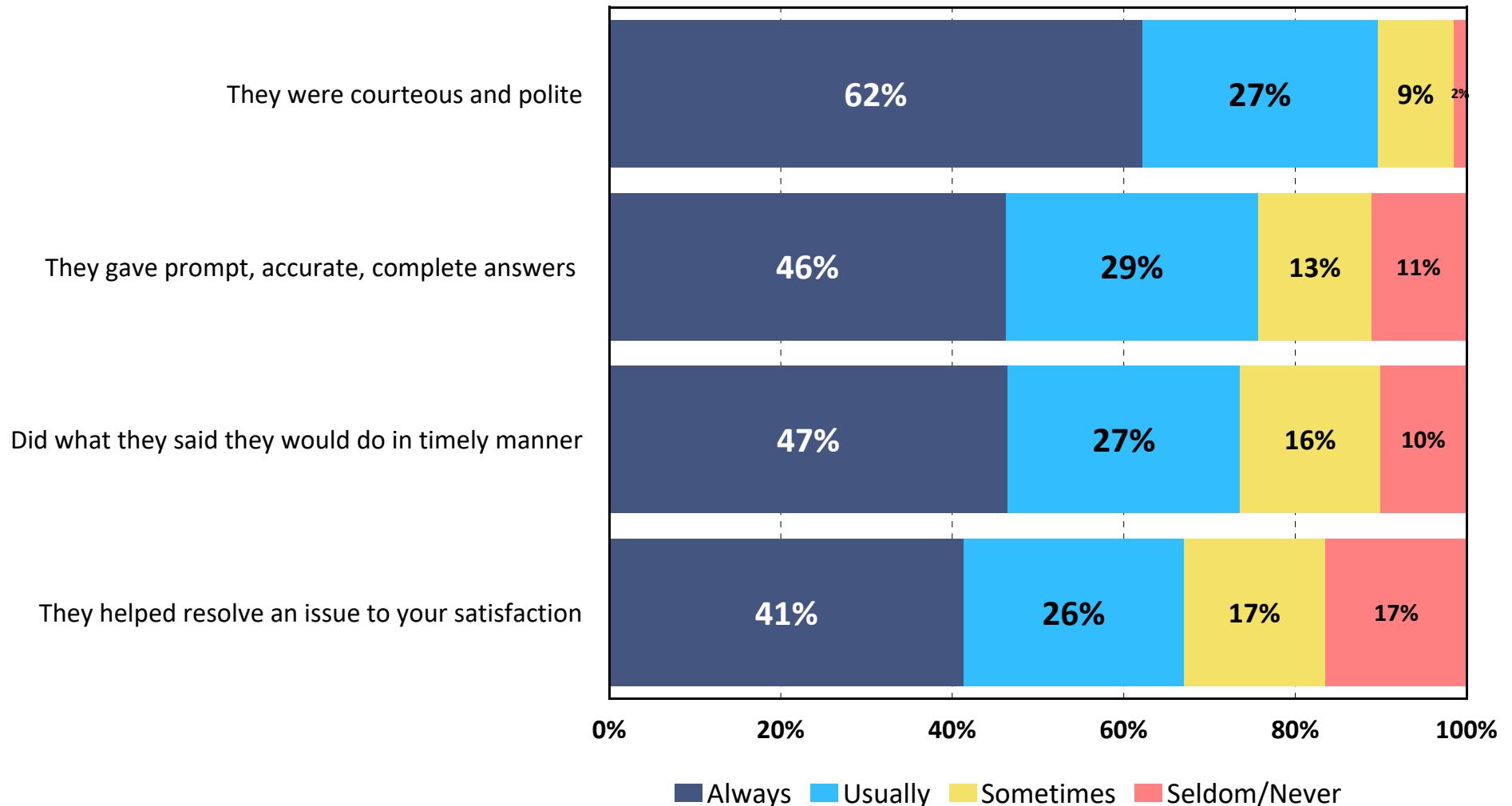
# Q15. Have you called, e-mailed or visited the City with a question, problem, or complaint during the past year?

by percentage of respondents



# Q15c. How often did the employees contacted display the following behaviors?

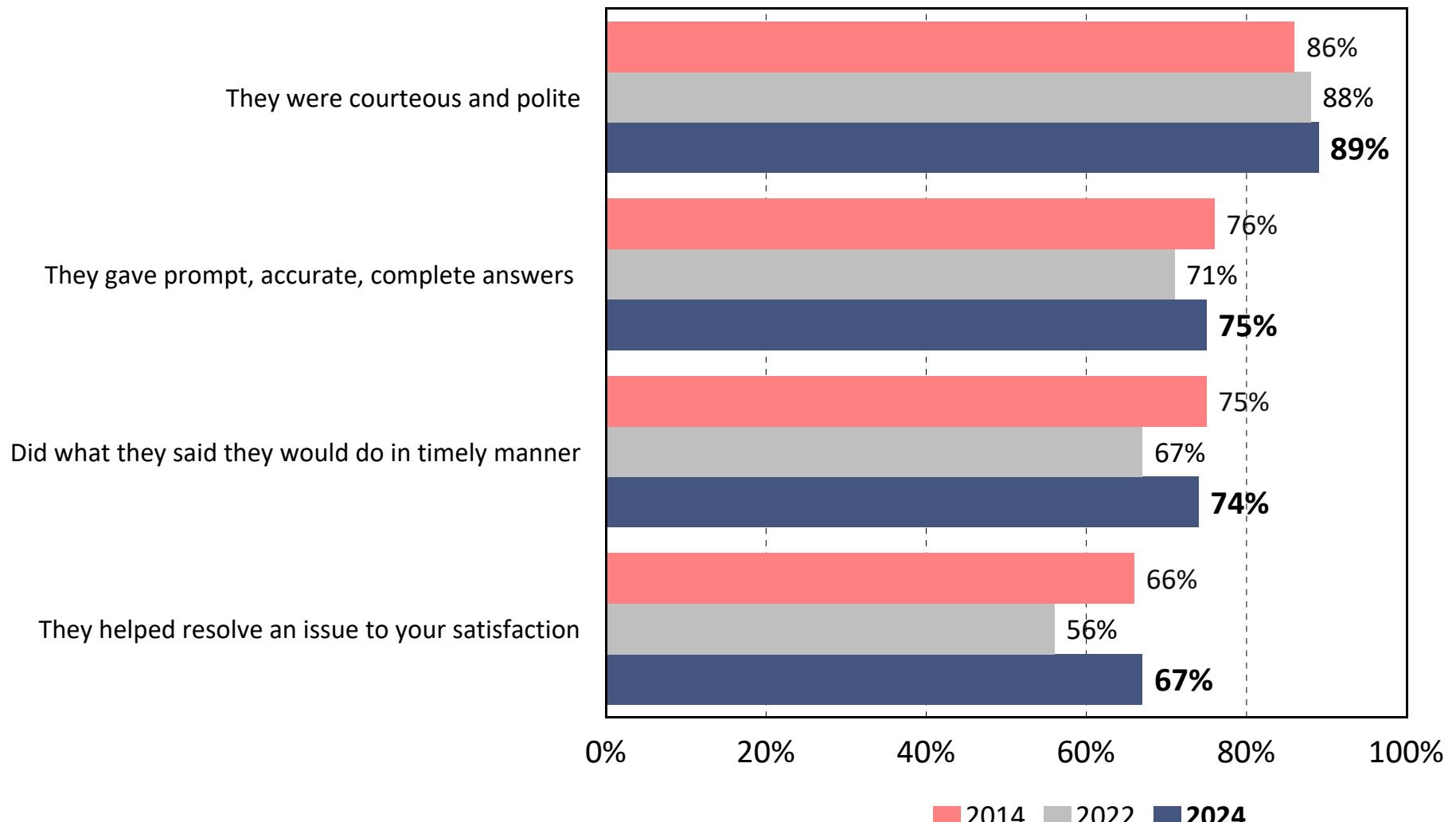
by percentage of respondents who contacted the City during the past year (excluding "don't know")



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

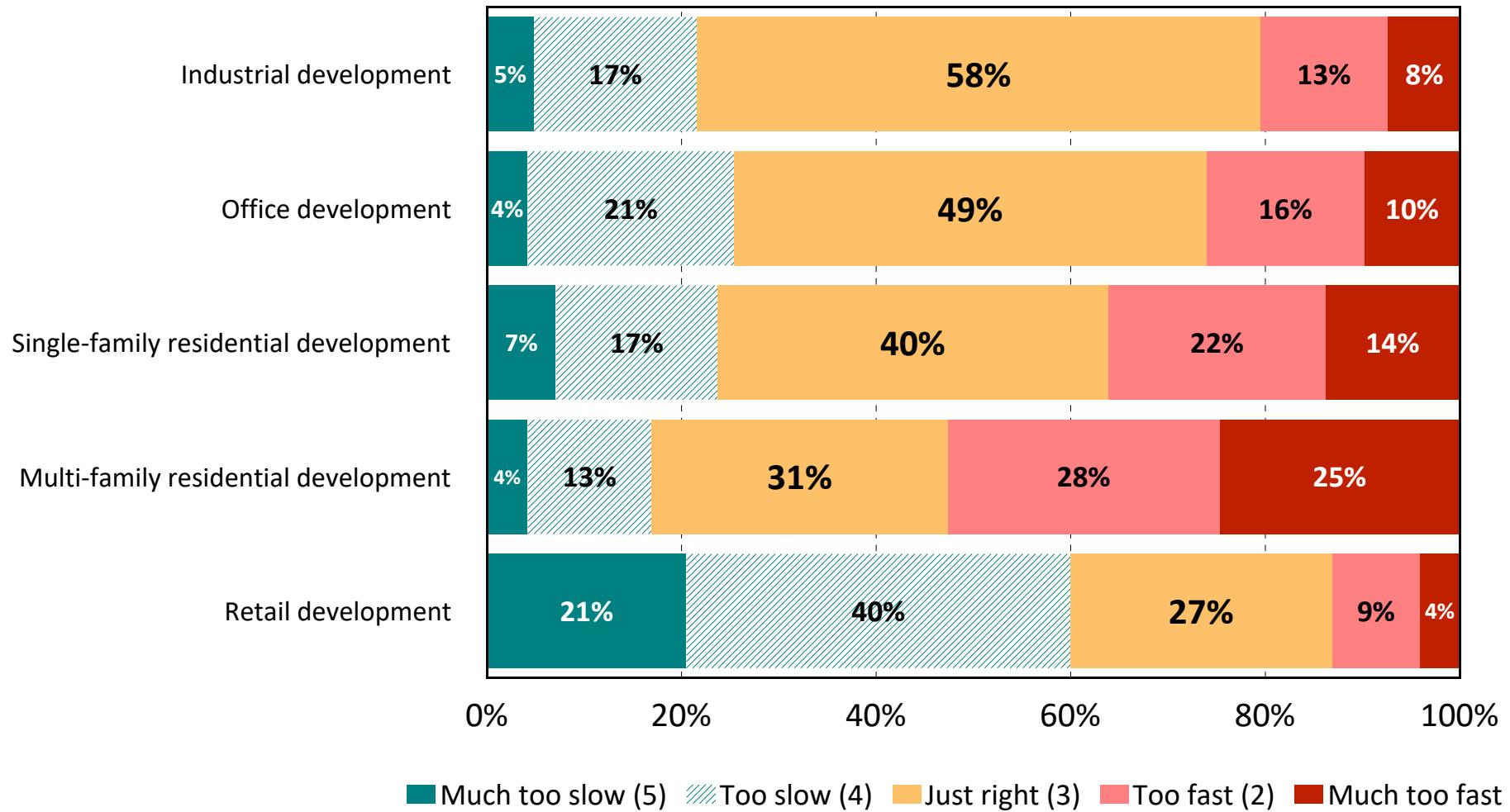
## 2014 to 2024

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



# Q16. How Residents Rate the City's Current Pace of Development

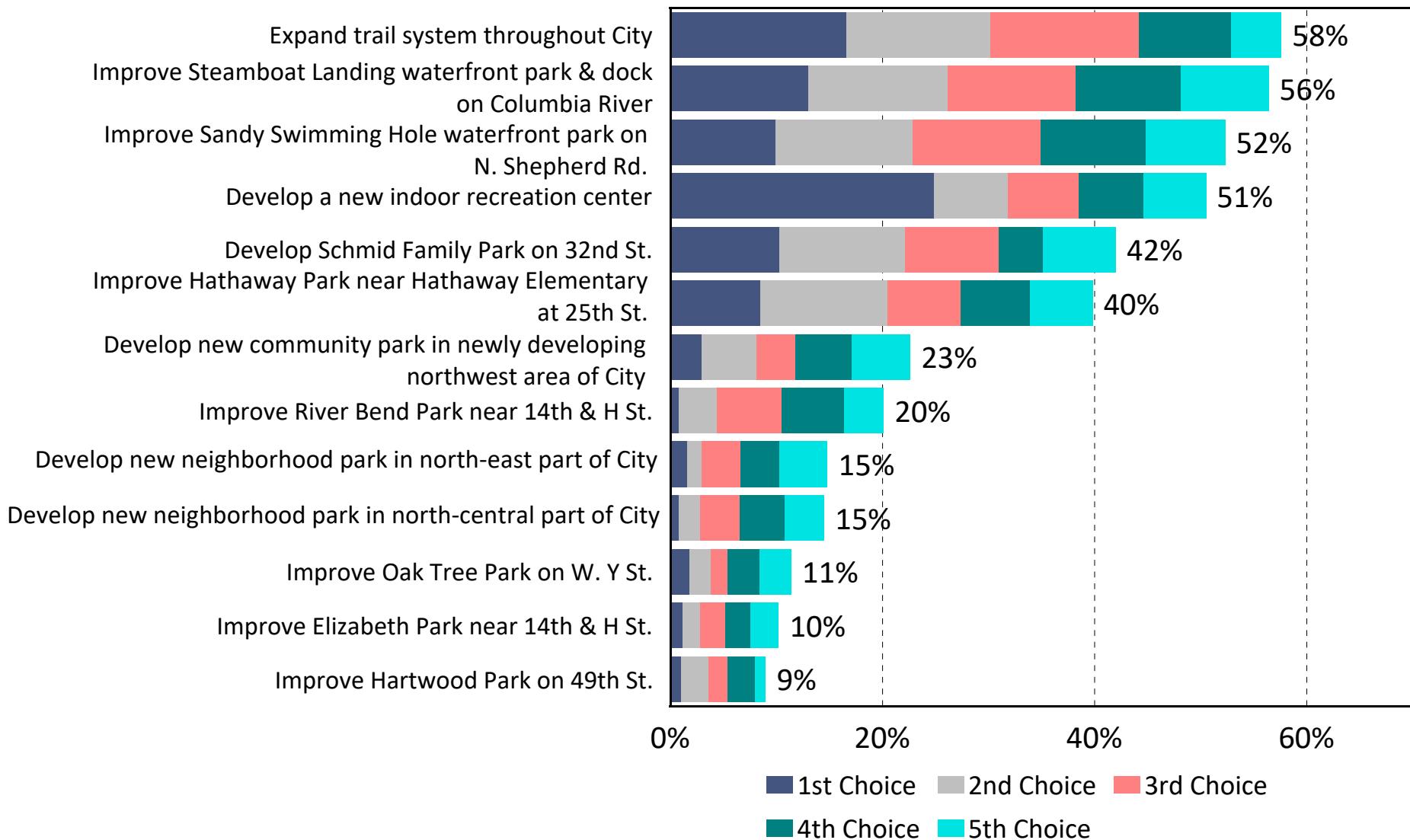
by percentage of respondents (excluding "don't know")



# Q17. Unfunded Parks and Recreation Improvements

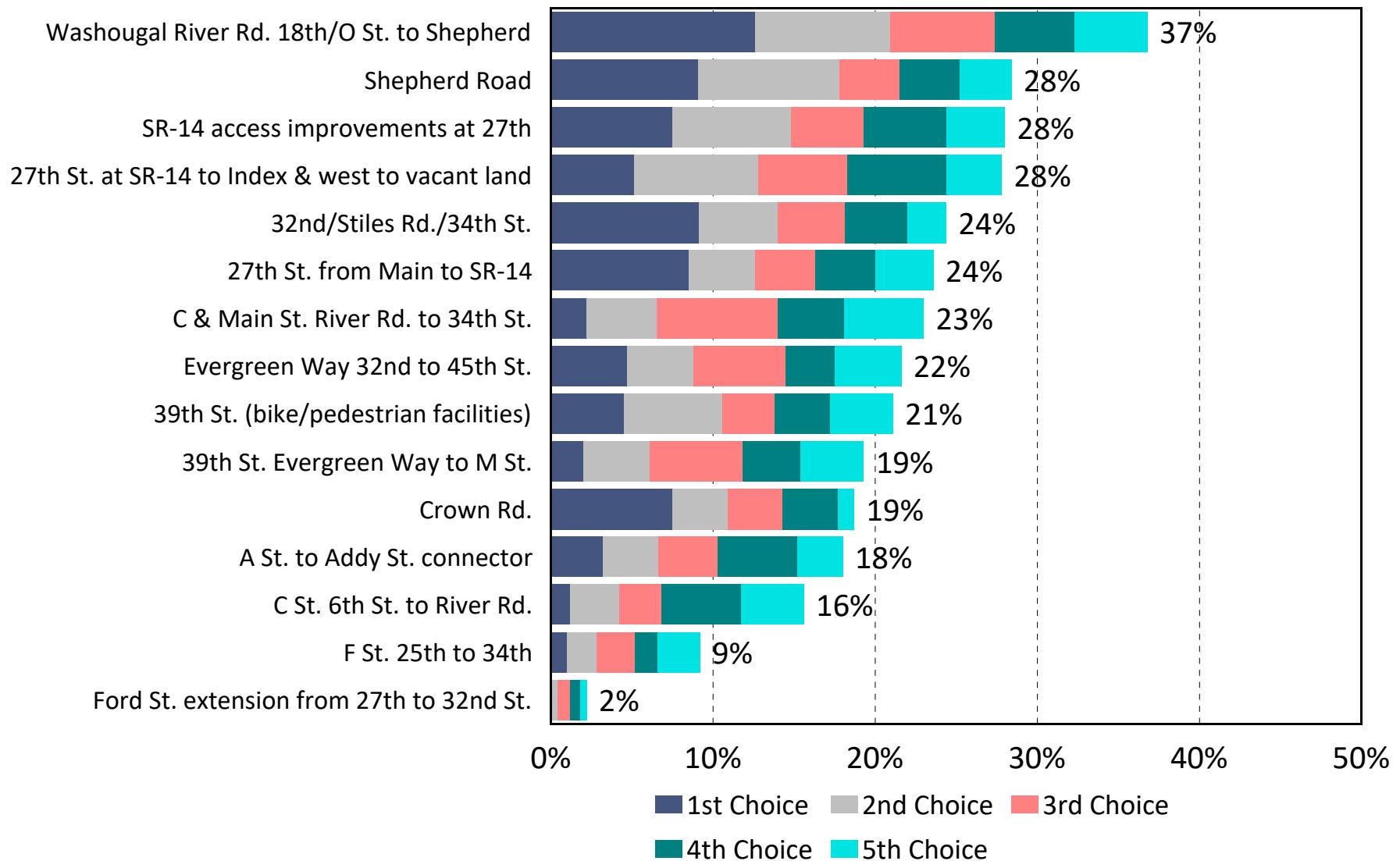
## That Should be the Top Priorities for the City

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



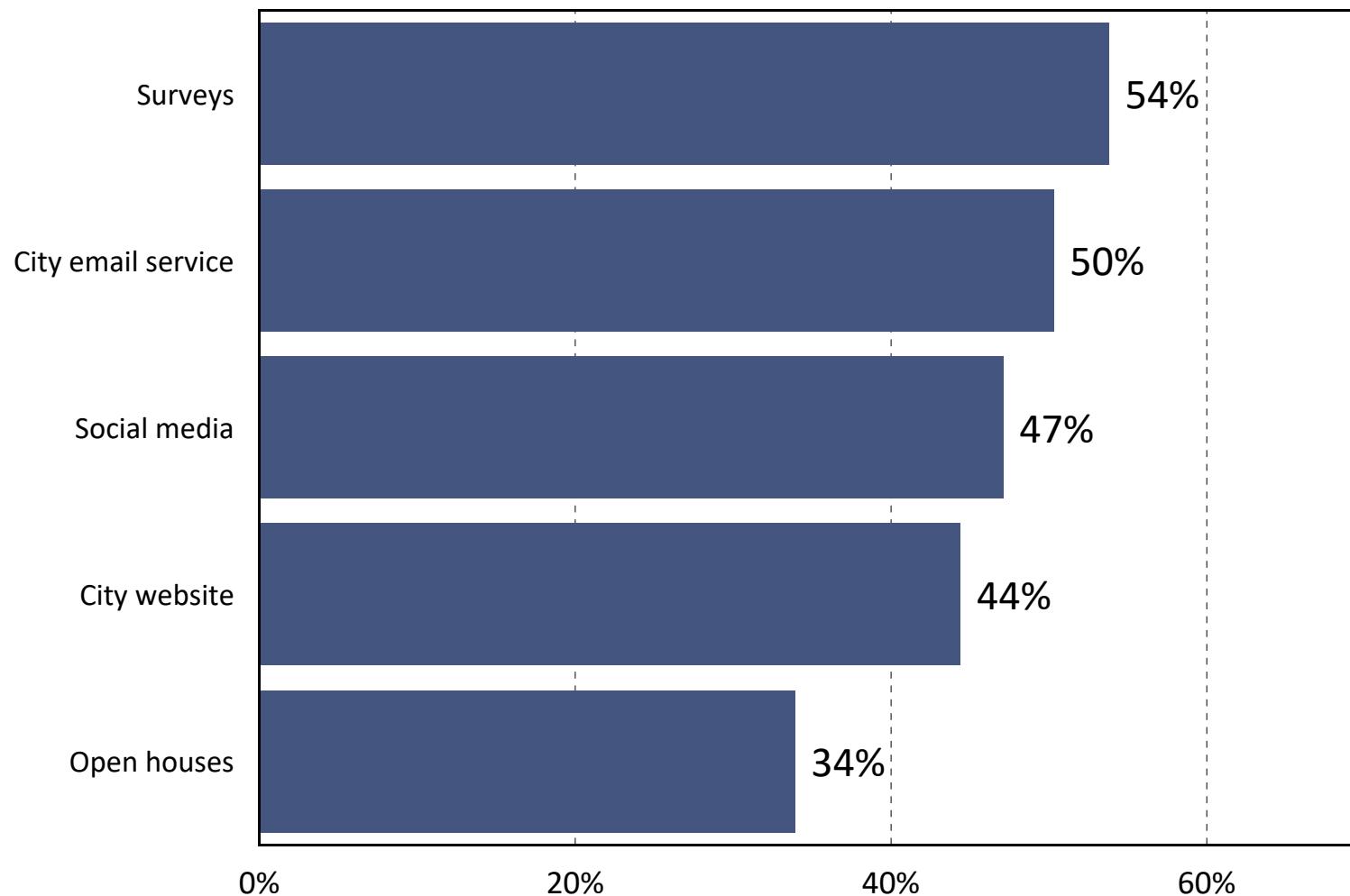
# Q18. Unfunded Transportation Improvements That Should be the Top Priorities for the City

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



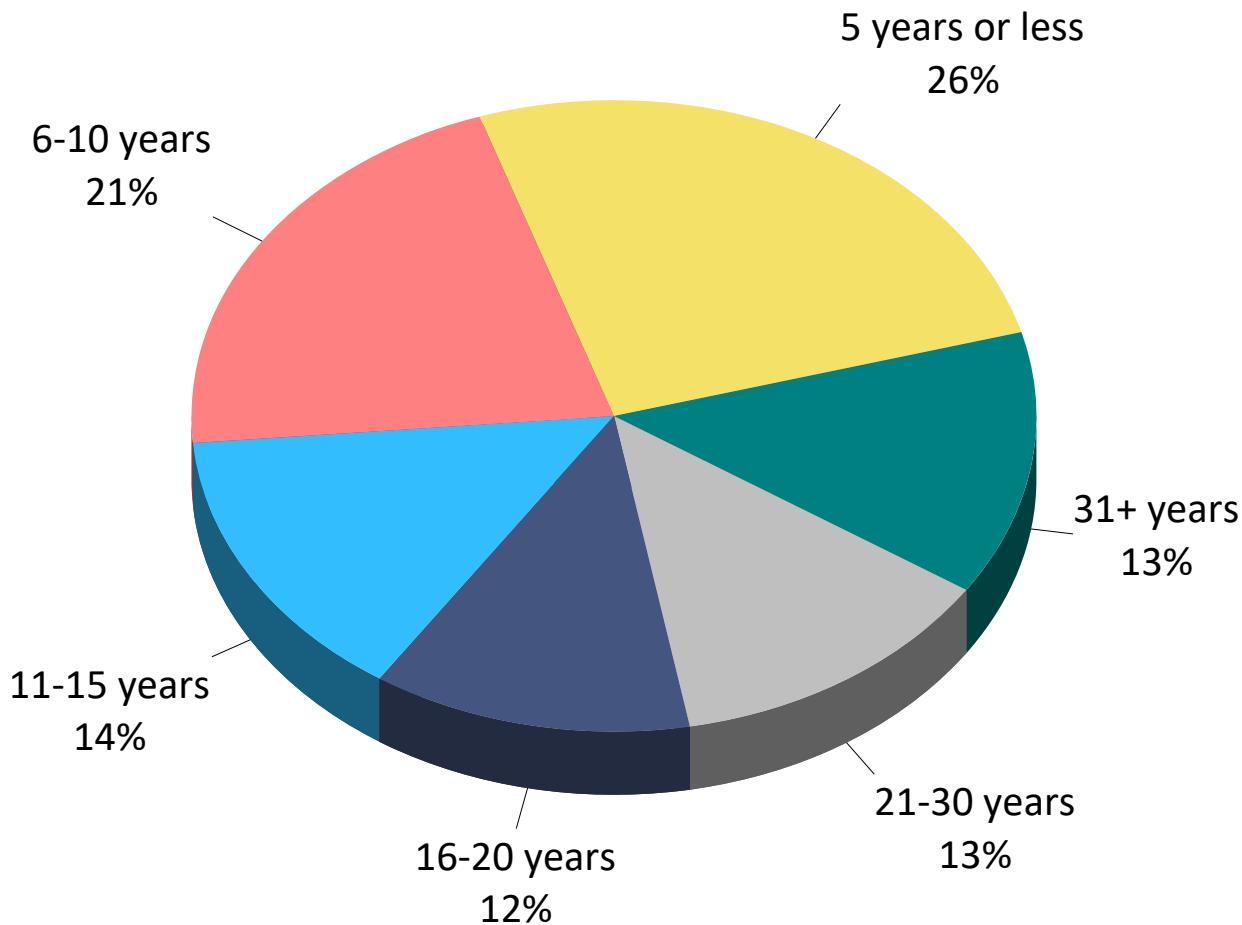
# Q19. What is the best way for the City to facilitate your involvement and input into its Comprehensive Plan update?

by percentage of respondents (multiple selections could be made)



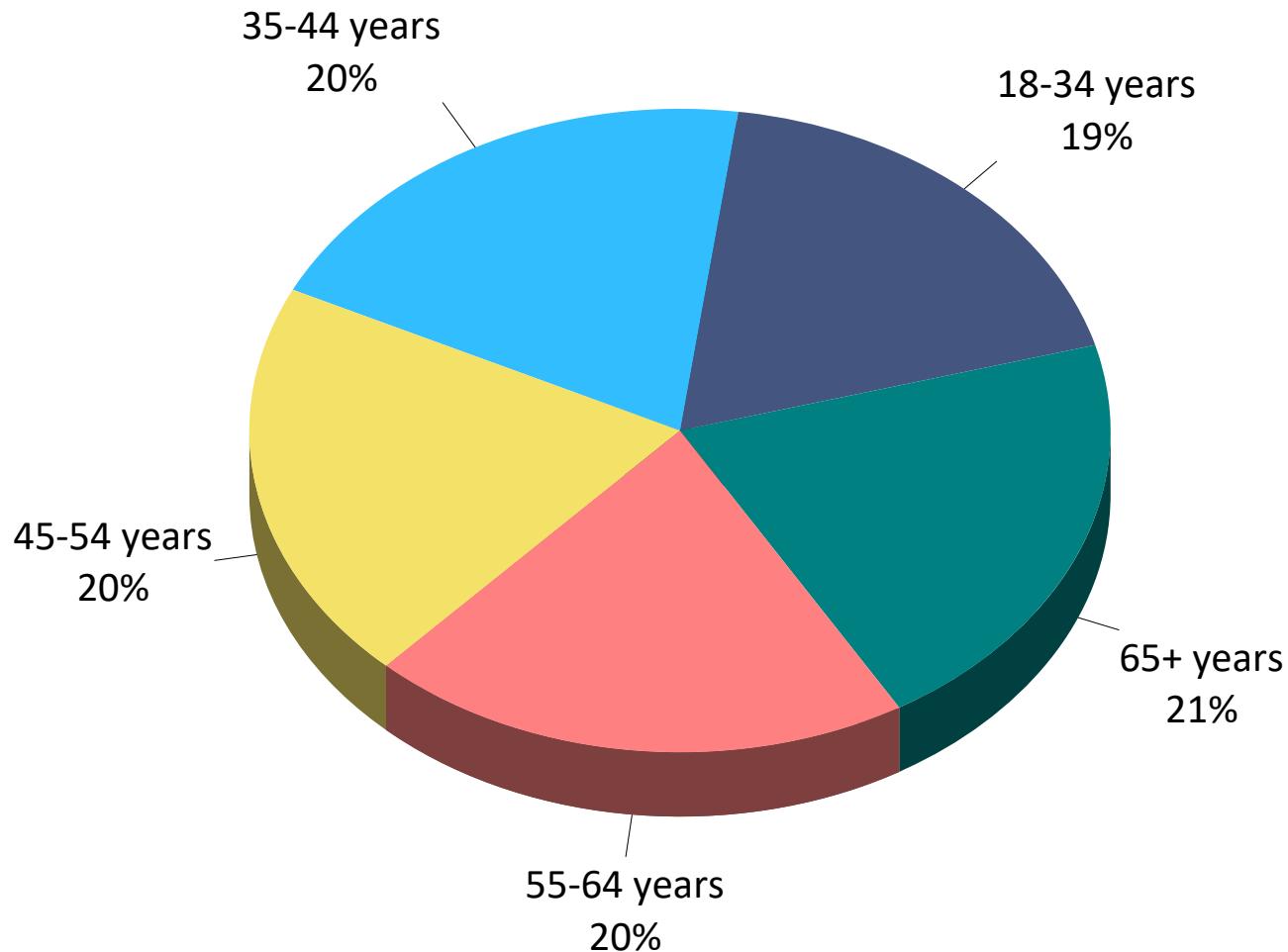
## Q20. Approximately how many years have you lived in Washougal?

by percentage respondents (excluding “not provided”)



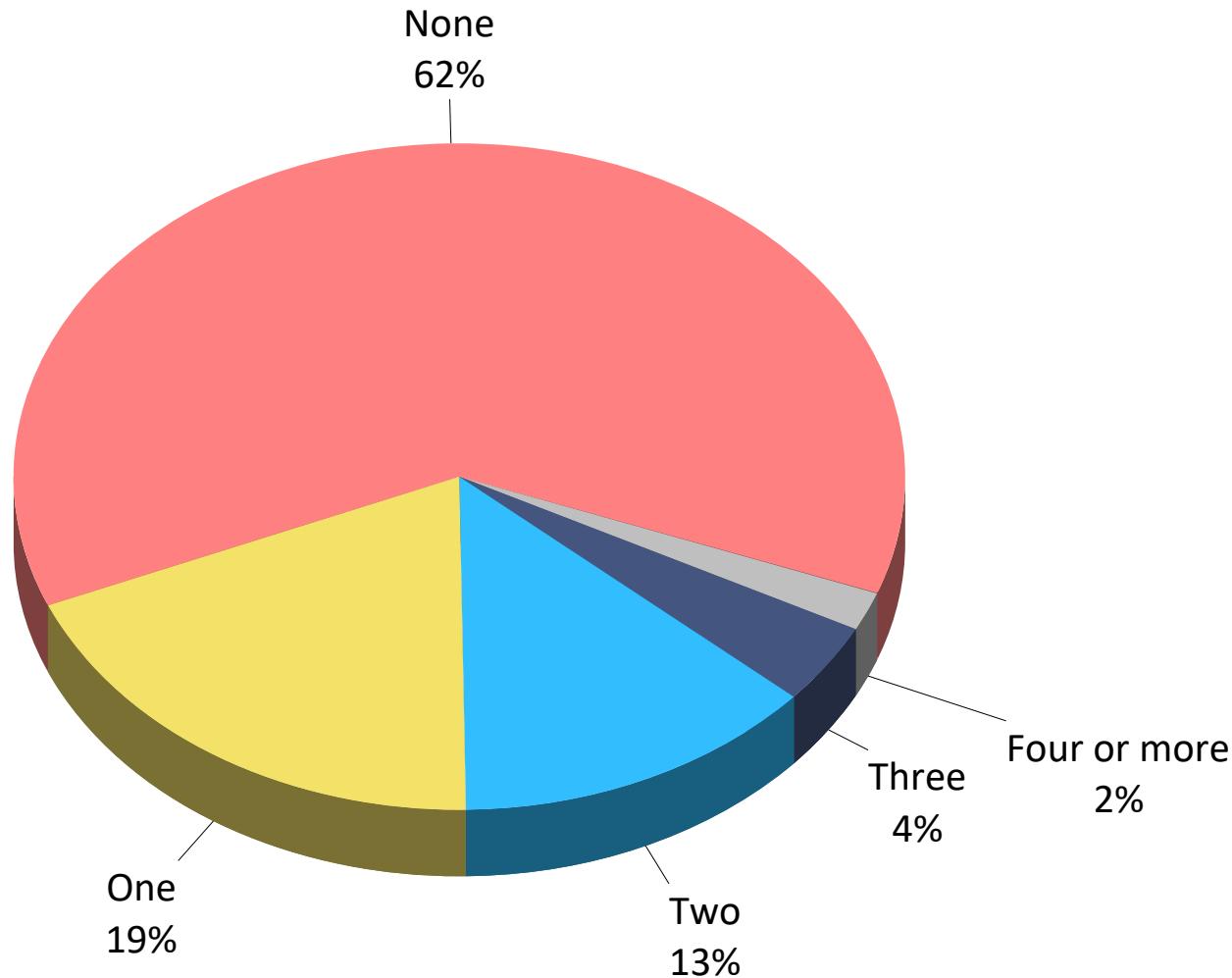
## Q21. What is your age?

by percentage respondents (excluding “not provided”)



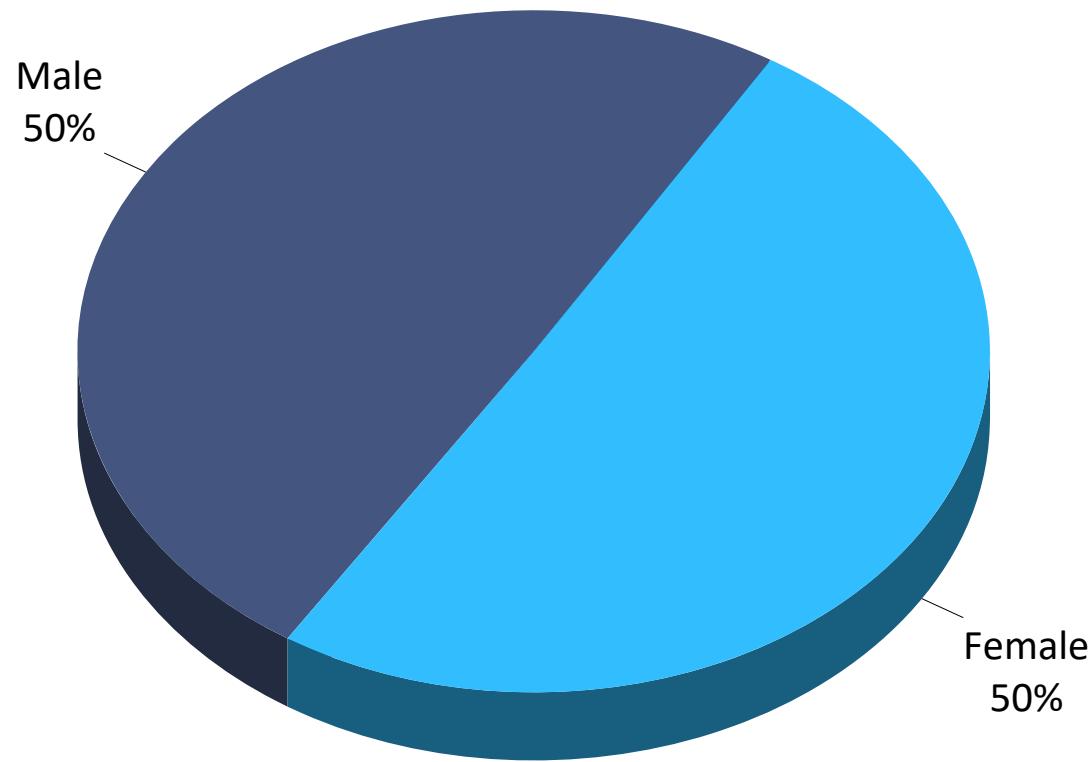
## Q22. Number of Children Under Age 18 Living in the Household

by percentage respondents (excluding “not provided”)



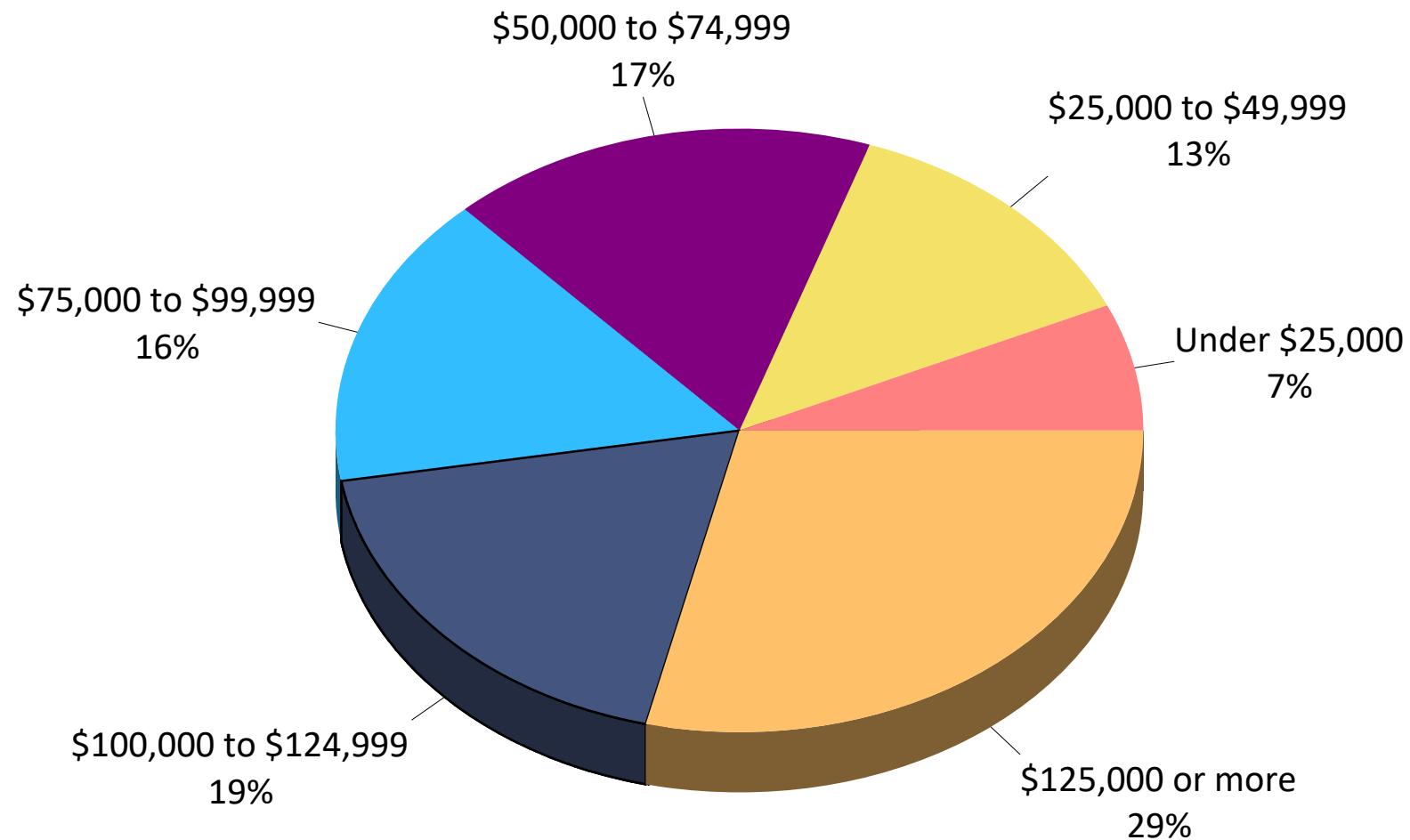
## Q23. Gender

by percentage respondents (excluding “not provided”)



## Q24. Annual Household Income

by percentage respondents (excluding “not provided”)



2

## Benchmarking Analysis

# Benchmarking Analysis



## Overview

ETC Institute's *DirectionFinder*® program was originally developed in 1999 to help community leaders use statistically-valid community survey data as a tool for making better decisions. Since November 1999, the survey has been administered in more than 500 cities and counties in 49 states. Most participating communities 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 2023 to a random sample of more than 10,000 residents in the continental United States and (2) a regional survey that was administered by ETC Institute during the summer of 2023 to a random sample of residents living in the Northwest Region of the United States. The Northwest Region includes the states of Washington, Oregon, Idaho, Montana, Alaska and Hawaii.

The charts on the following pages show how the results for the City of Washougal compare to the national average and the Northwest regional average. The blue bar shows the results for the City of Washougal, the red bar shows the national average, and the yellow bar shows the results for the Northwest Region.

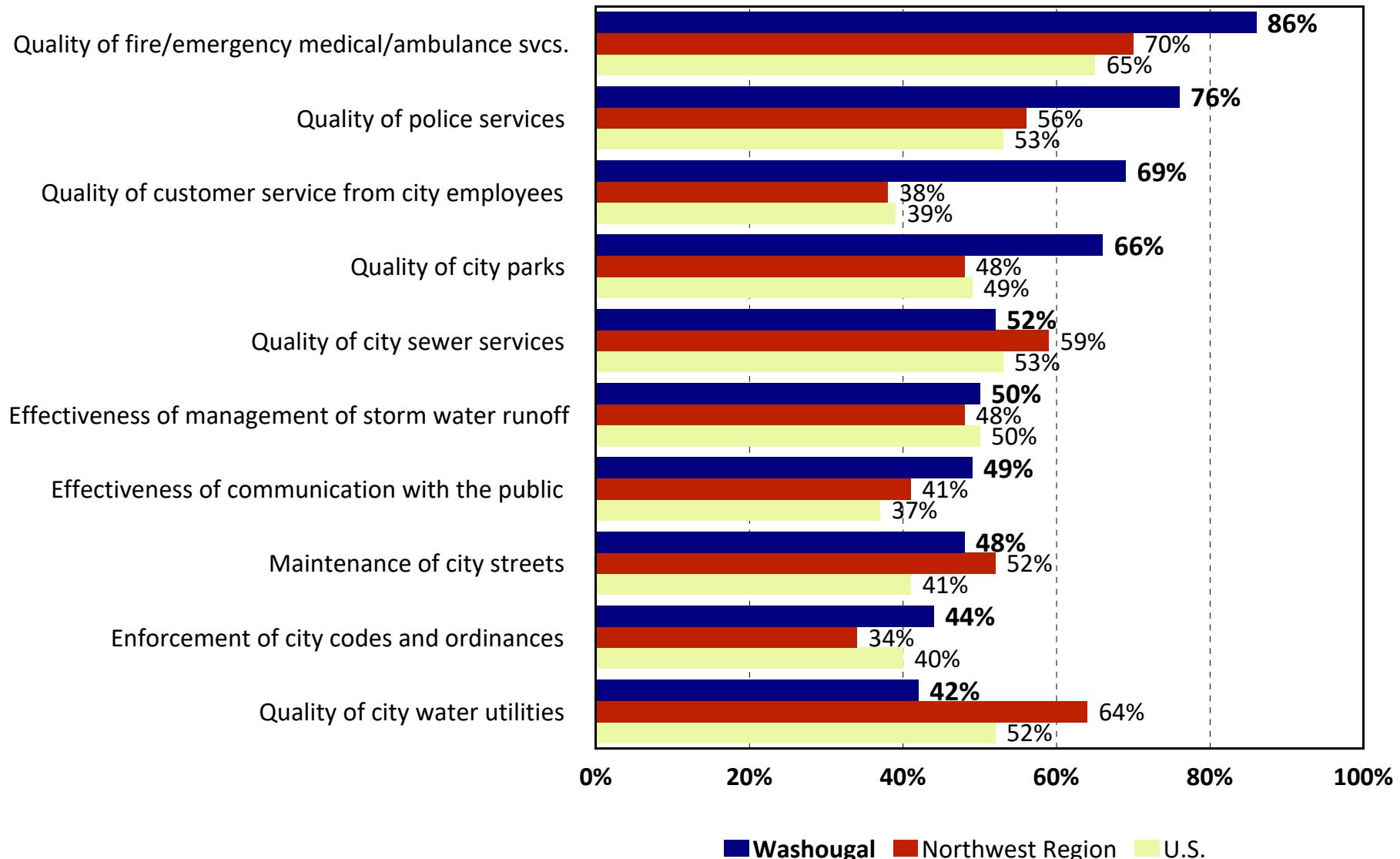
# National Benchmarks

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

# Overall Ratings of City Services

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

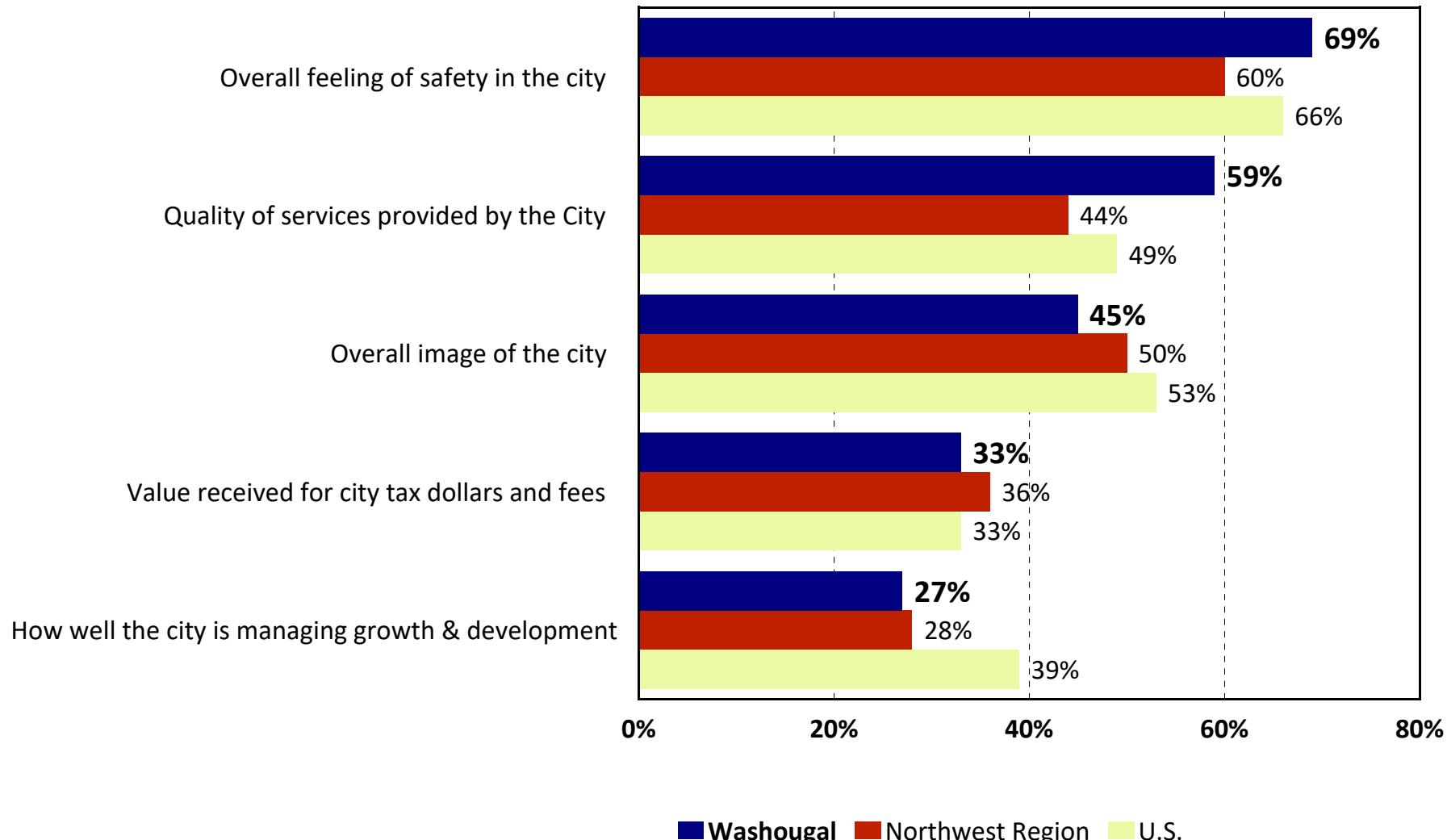
by percentage of respondents who gave positive ratings for the item (excluding don't knows)



# Ratings of 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)

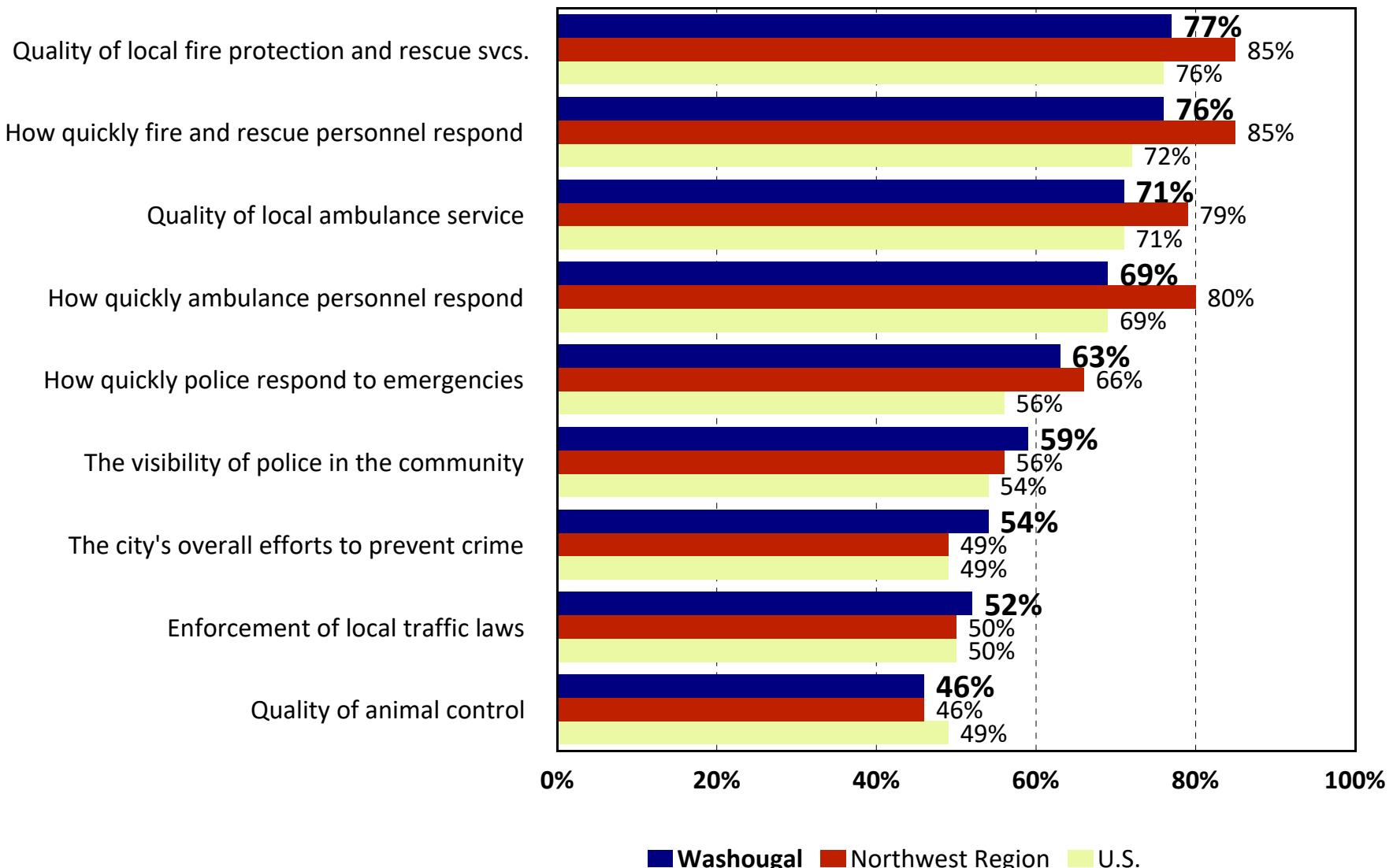


■ Washougal ■ Northwest Region ■ U.S.

# Ratings of Public Safety Services

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

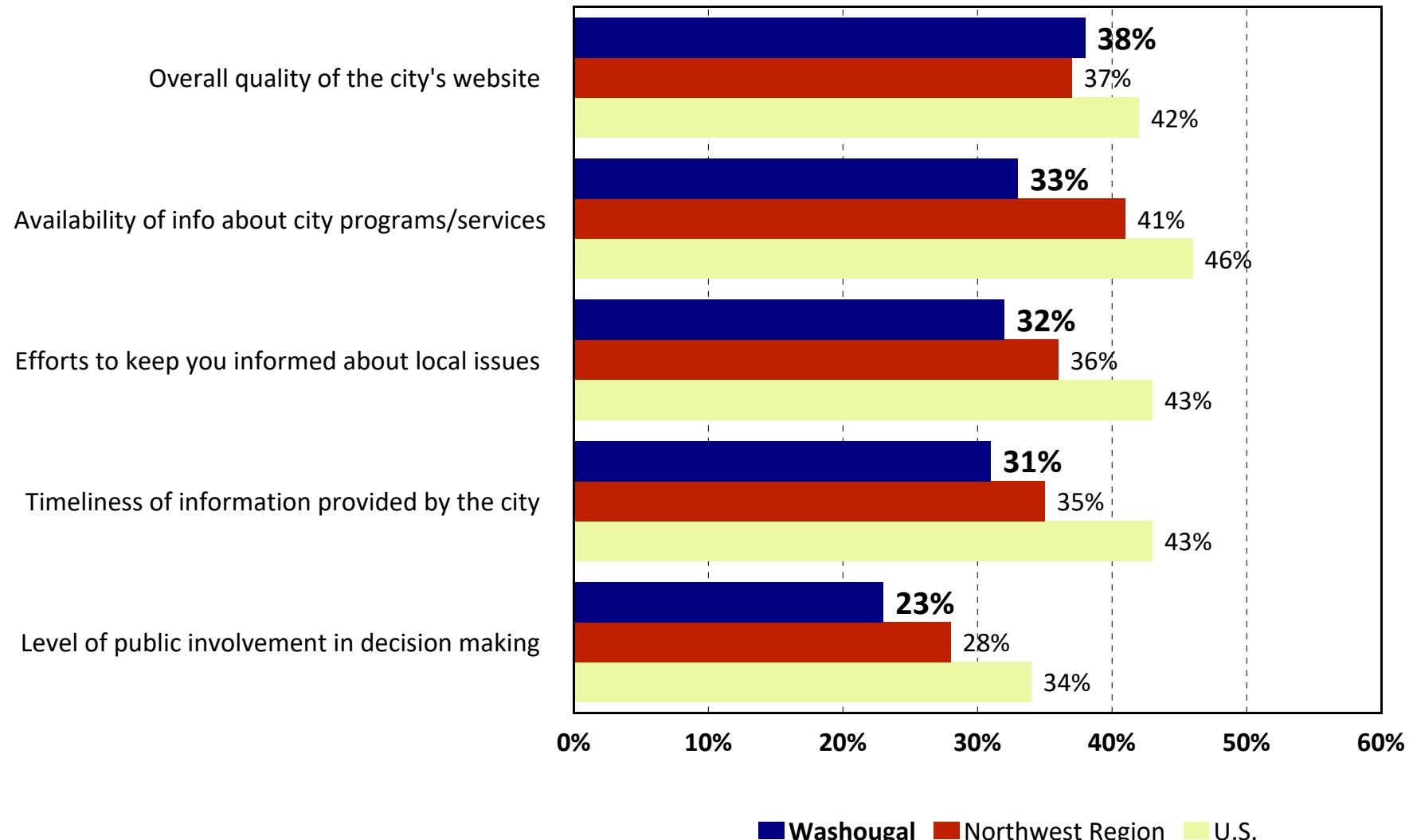
by percentage of respondents who gave positive ratings for the item (excluding don't knows)



# Ratings of Communication Services

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

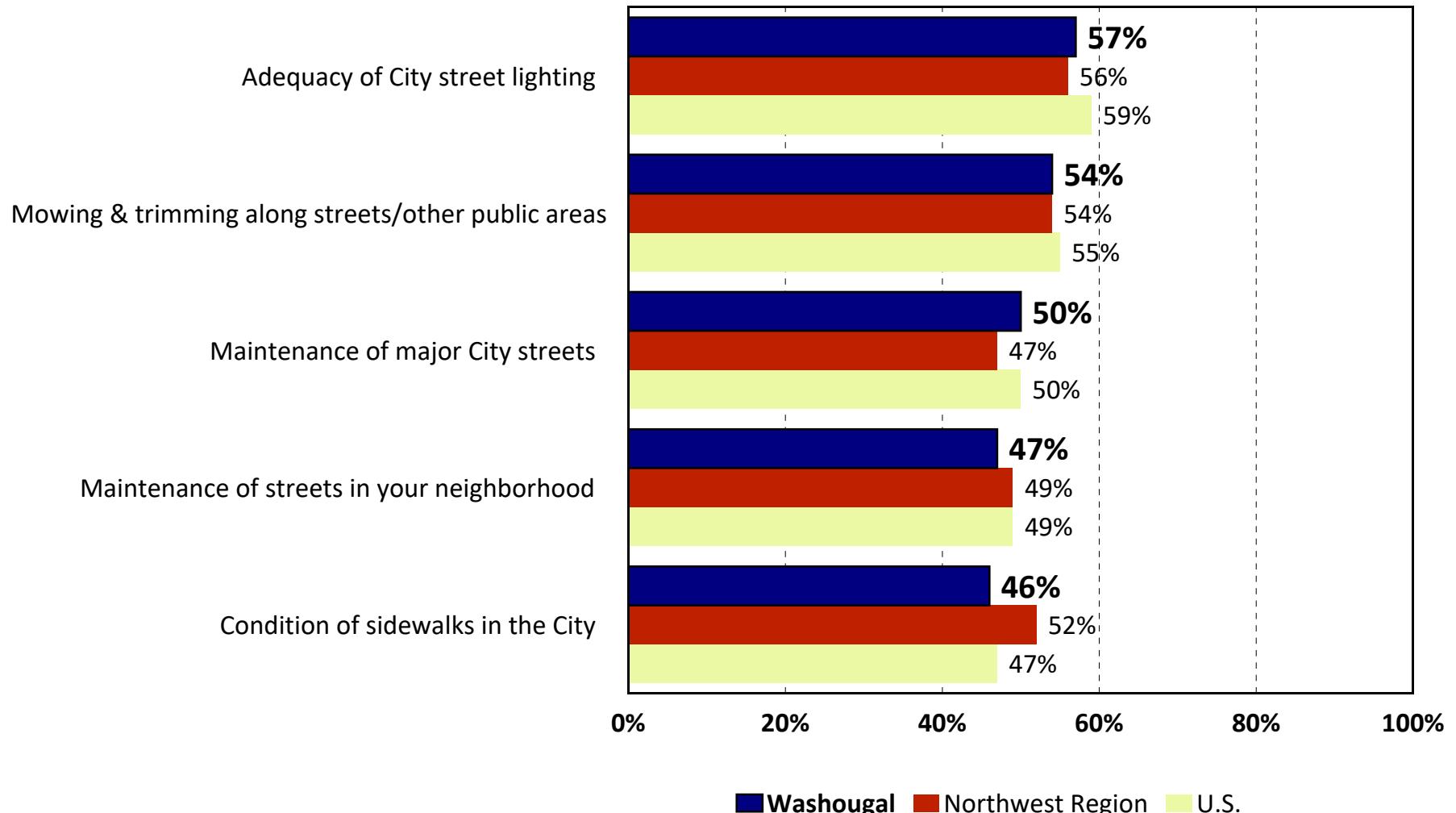
by percentage of respondents who gave positive ratings for the item (excluding don't knows)



# Ratings of Street Maintenance Services

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

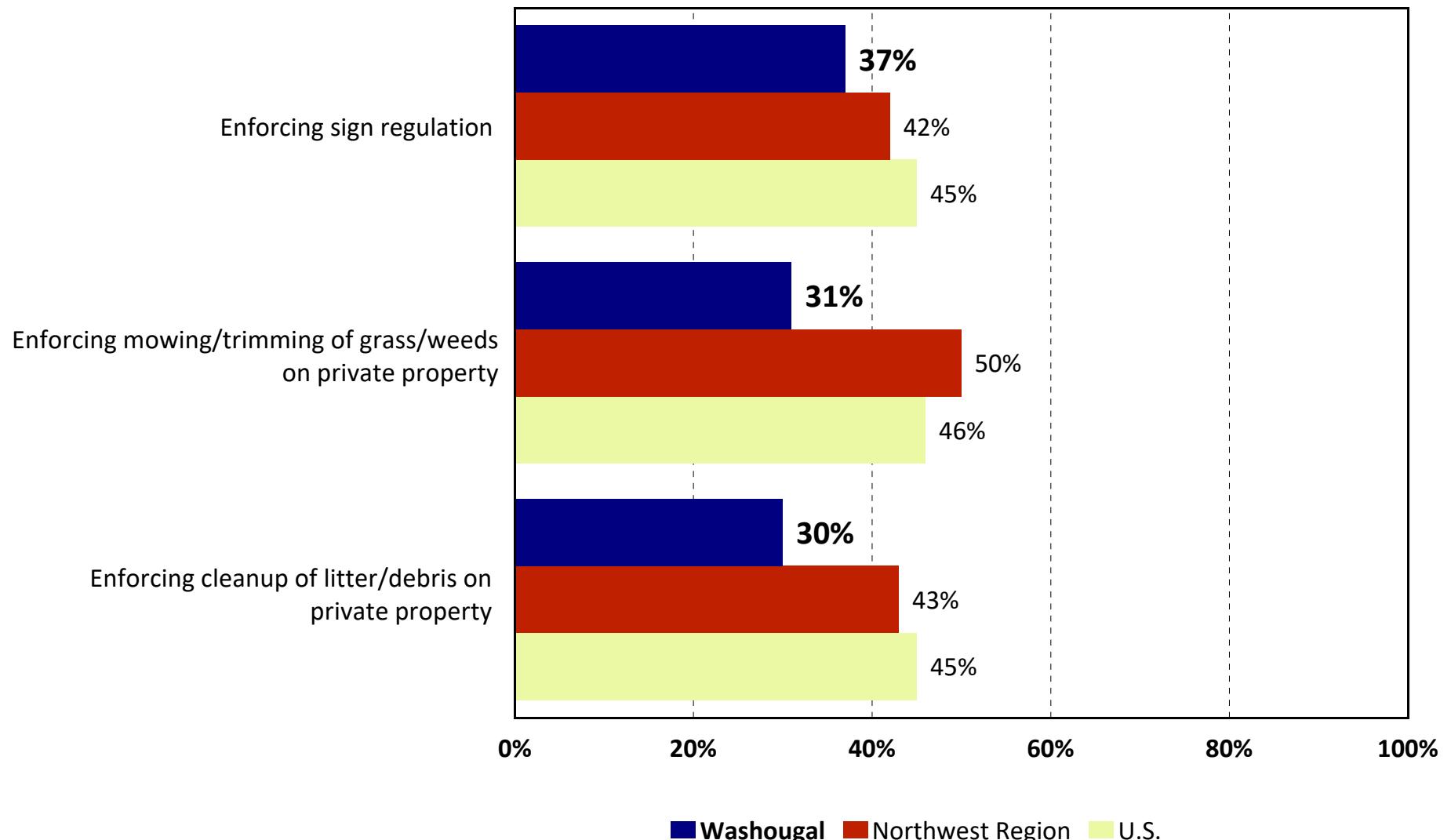
by percentage of respondents who rated the item 4 or 5 on a 5-point scale  
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



# 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)



3

## Importance-Satisfaction Analysis

# Importance-Satisfaction Analysis



## Overview

Today, community leaders 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 (I-S) 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 (I-S) 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.

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. The sum is then multiplied by 1 minus the percentage of respondents who 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 the satisfaction ratings among service categories are comparable.

$$\text{I-S Rating} = \text{Importance} \times (1 - \text{Satisfaction})$$

## Example of the Calculation

Respondents were asked to identify the major categories of City services that were most important to their household. Nearly half (47.3%) of the respondent households selected "*maintenance of city streets*" as one of the most important services for the City to emphasize.

With regard to satisfaction, 48% of respondents surveyed rated "*maintenance of city streets*" as a "4" or "5" on a 5-point scale (where "5" means "Very Satisfied") excluding "Don't Know" responses. The I-S rating was calculated by multiplying the sum of the most important percentages by one minus the sum of the satisfaction percentages. In this example, 47.3% was multiplied by 52% (1-0.48). This calculation yielded an I-S rating of 0.2460, which ranked second out of eleven major categories of City services analyzed.

# Importance-Satisfaction Analysis



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 of importance and 0% indicate they are positively satisfied with the delivery of the service.

The lowest rating is 0.00 and could be achieved under either 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.

## Interpreting the Ratings

Ratings that are greater than or equal to 0.20 identify areas that should receive significantly more emphasis. Ratings from 0.10 to 0.20 identify service areas that should receive increased emphasis. Ratings less than 0.10 should continue to receive the current level of emphasis.

- Definitely Increase Emphasis ( $I-S > 0.20$ )
- Increase Current Emphasis ( $I-S = 0.10 - 0.20$ )
- Maintain Current Emphasis ( $I-S < 0.10$ )

Tables showing the results for the City of Washougal are provided on the following pages.

# Importance-Satisfaction Analysis



## 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 its 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.

Matrix charts showing the results for the City of 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
<b><u>Very High Priority (IS &gt;.20)</u></b>						
Effectiveness of economic development efforts	44%	2	29%	11	0.3103	1
Maintenance of city streets	47%	1	48%	8	0.2460	2
Quality of city water utilities	36%	3	42%	10	0.2082	3
<b><u>High Priority (IS .10-.20)</u></b>						
Enforcement of city codes and ordinances	22%	7	44%	9	0.1249	4
Effectiveness of communication with the public	21%	8	49%	7	0.1081	5
Quality of city parks	30%	4	66%	4	0.1034	6
<b><u>Medium Priority (IS &lt;.10)</u></b>						
Quality of police services	28%	5	76%	2	0.0682	7
Quality of city sewer services	13%	9	52%	5	0.0643	8
Effectiveness of management of storm water runoff	10%	10	50%	6	0.0520	9
Quality of fire/emergency medical/ambulance svcs.	26%	6	86%	1	0.0358	10
Quality of customer service from city employees	5%	11	69%	3	0.0167	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 emphasize.

**Satisfaction %:**

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

# Importance-Satisfaction Rating

## City of Washougal

### Parks

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b><u>Very High Priority (IS &gt;.20)</u></b>						
Appearance/maintenance of existing City parks	64%	1	62%	1	0.2413	1
Quality of facilities (picnic shelters, etc.)	60%	2	60%	2	0.2384	2
<b><u>High Priority (IS .10-.20)</u></b>						
Number of City parks	37%	3	51%	4	0.1808	3
<b><u>Medium Priority (IS &lt;.10)</u></b>						
Quality of outdoor athletic fields	23%	4	58%	3	0.0962	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 emphasize.

**Satisfaction %:**

The "Satisfaction" percentage represents the sum of the ratings "4" and "5" excluding 'don't knows.' Respondents ranked their level of satisfaction with 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
<b><u>Very High Priority (IS &gt;.20)</u></b>						
The city's overall efforts to prevent crime	51%	1	57%	7	0.2180	1
<b><u>High Priority (IS .10-.20)</u></b>						
The visibility of police in the community	33%	2	67%	6	0.1079	2
<b><u>Medium Priority (IS &lt;.10)</u></b>						
Enforcement of local traffic laws	17%	4	57%	8	0.0722	3
Quality of animal control	13%	6	53%	9	0.0620	4
Parking enforcement services	11%	8	47%	10	0.0594	5
How quickly police respond to emergencies	17%	3	70%	5	0.0510	6
How quickly fire and rescue personnel respond	14%	5	81%	2	0.0274	7
Quality of local fire protection and rescue svcs.	13%	7	82%	1	0.0230	8
How quickly ambulance personnel respond	8%	9	74%	3	0.0216	9
Quality of local ambulance service	7%	10	74%	4	0.0174	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 emphasize.

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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
<b><u>Very High Priority (IS &gt;.20)</u></b>						
Efforts to keep you informed about local issues	53%	1	32%	3	0.3590	1
Level of public involvement in decision making	42%	2	23%	6	0.3249	2
Availability of info about city programs/services	41%	3	33%	2	0.2760	3
<b><u>High Priority (IS .10-.20)</u></b>						
Timeliness of information provided by the city	21%	4	31%	4	0.1470	4
<b><u>Medium Priority (IS &lt;.10)</u></b>						
City e-mail information update service	14%	5	29%	5	0.0994	5
Overall quality of the city's website	11%	6	38%	1	0.0707	6

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

**Most Important %:**

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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
<b><i>Very High Priority (IS &gt;.20)</i></b>						
Maintenance of major City streets	51%	1	50%	3	0.2555	1
Maintenance of streets in your neighborhood	43%	2	47%	4	0.2300	2
Condition of sidewalks in the City	38%	3	46%	5	0.2047	3
<b><i>High Priority (IS .10-.20)</i></b>						
Adequacy of City street lighting	29%	4	57%	1	0.1238	4
Mowing & trimming along streets/other public areas	25%	5	54%	2	0.1155	5

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

***Most Important %:***

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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
<b><u>Very High Priority (IS &gt;.20)</u></b>						
Enforcing cleanup of litter/debris on private property	67%	1	30%	4	0.4711	1
Enforcing codes designed to protect public safety & health	50%	2	40%	1	0.2982	2
Enforcing mowing/trimming of grass/weeds on private property	36%	3	31%	3	0.2491	3
<b><u>High Priority (IS .10-.20)</u></b>						
Enforcing sign regulation	23%	4	37%	2	0.1468	4

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

**Most Important %:**

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**Satisfaction %:**

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# Importance-Satisfaction Analysis



## Importance-Satisfaction Matrix Analysis

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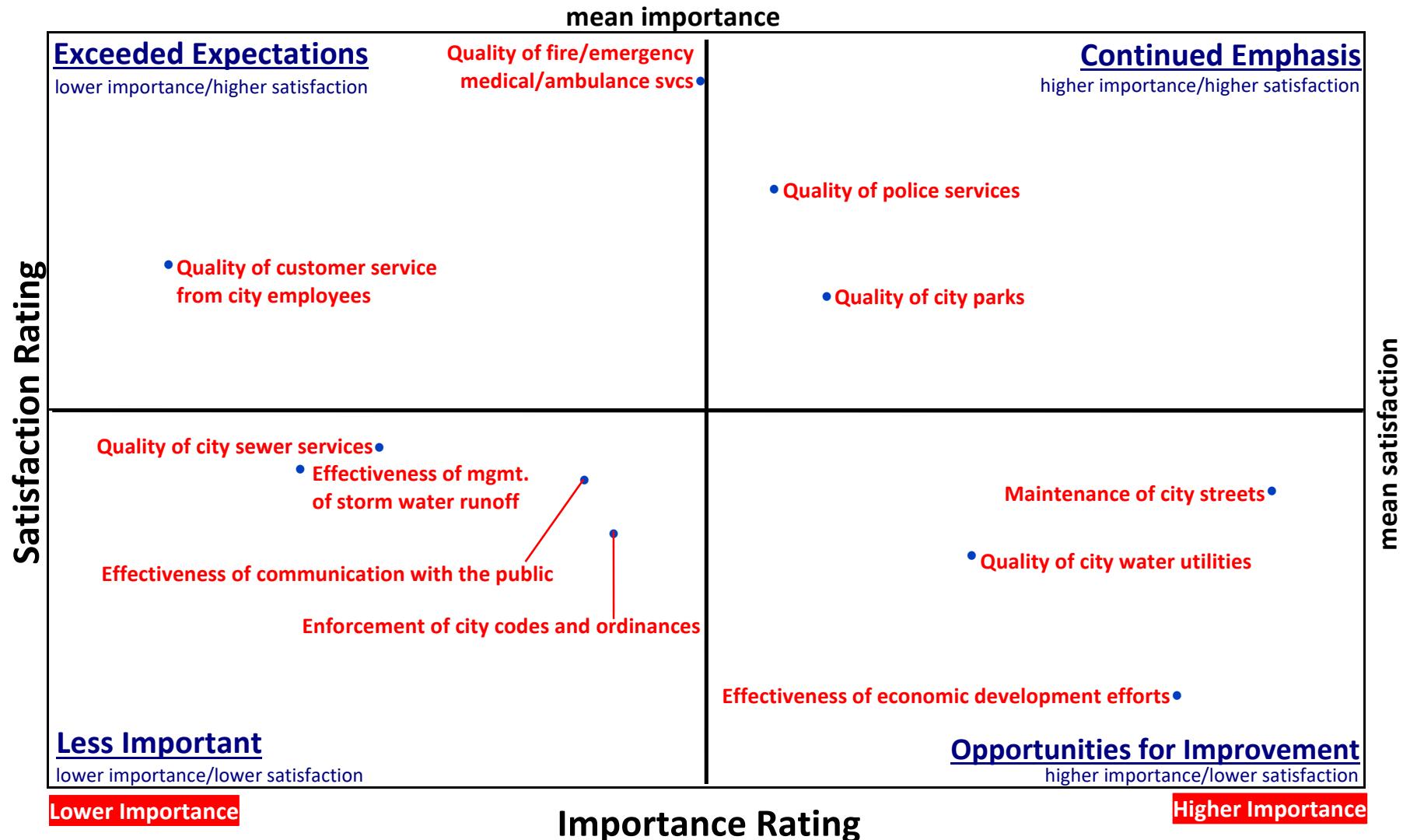
Matrix charts showing the results for the City of Washougal are provided on the following pages.

# 2024 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)

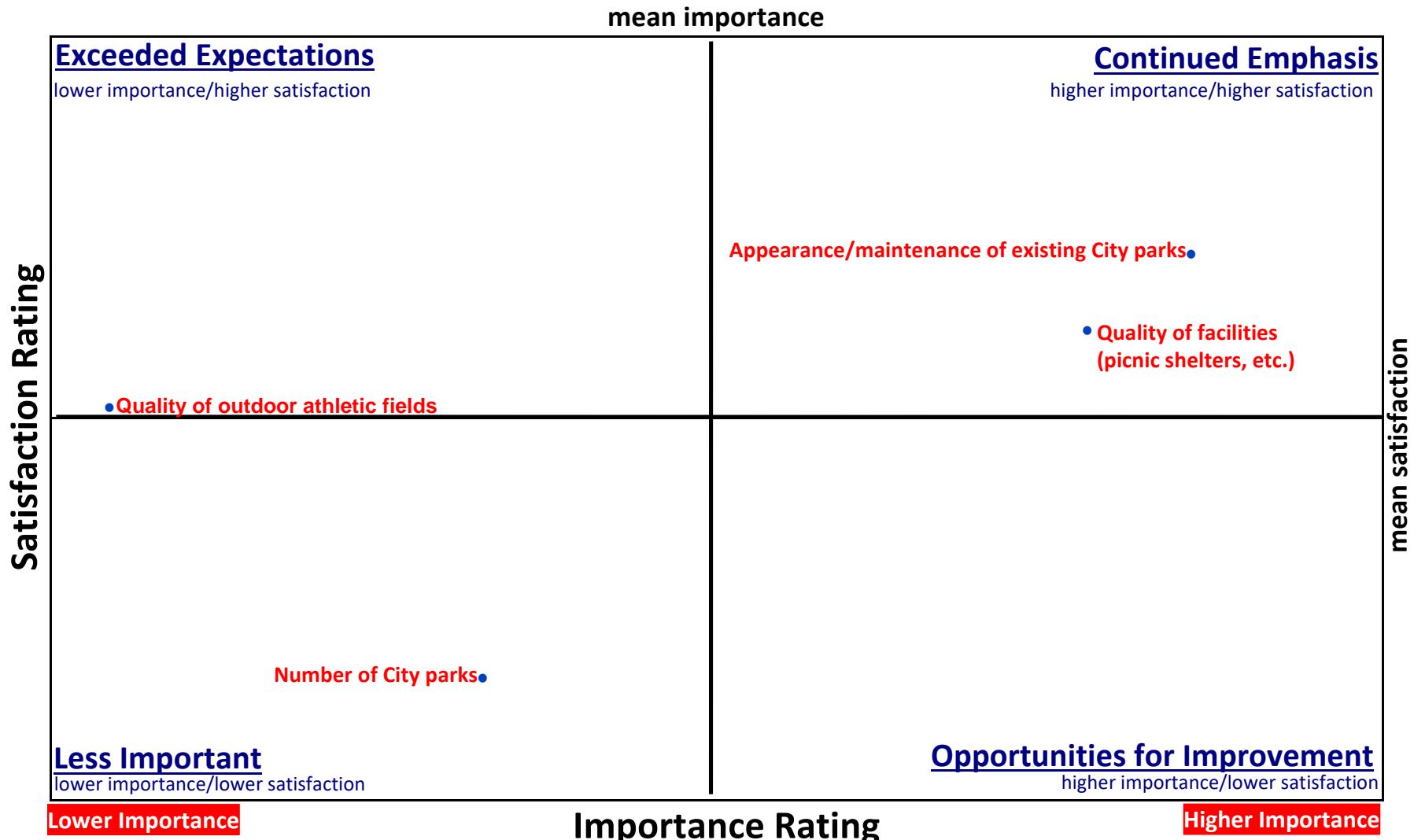


# 2024 City of Washougal DirectionFinder

## Importance-Satisfaction Assessment Matrix

### -Parks-

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

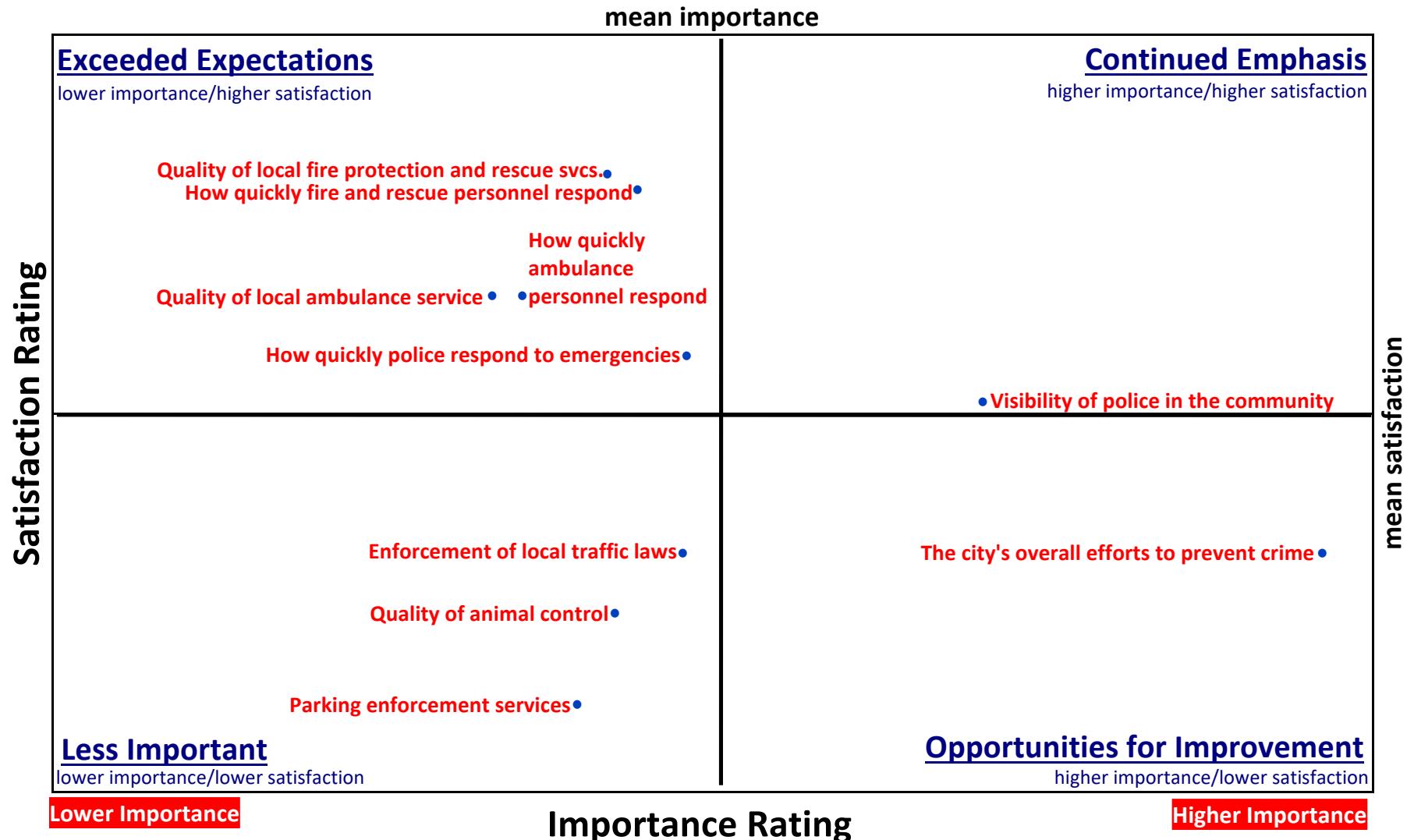


# 2024 City of Washougal DirectionFinder

## 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)

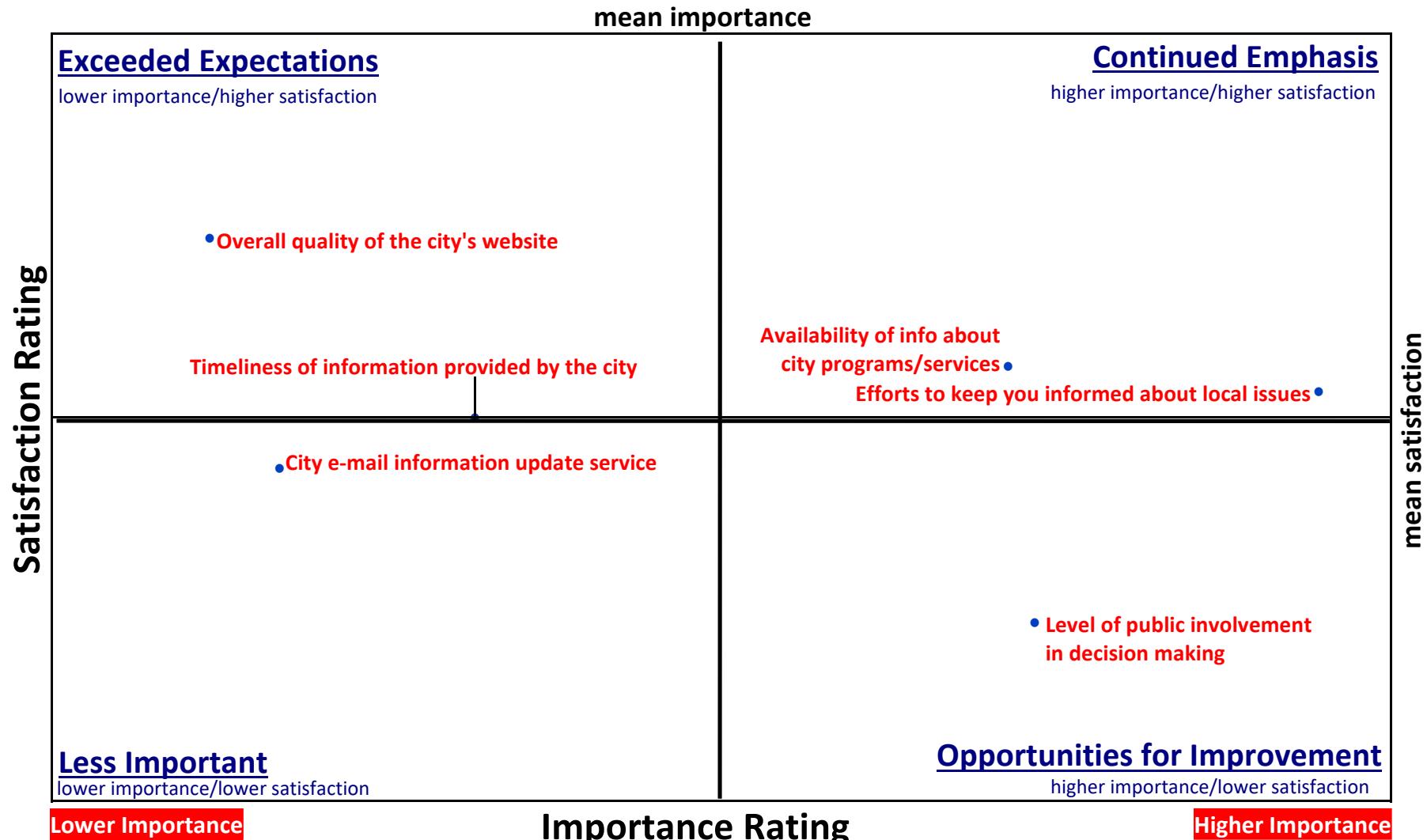


# 2024 City of Washougal DirectionFinder

## Importance-Satisfaction Assessment Matrix

### -Communication-

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

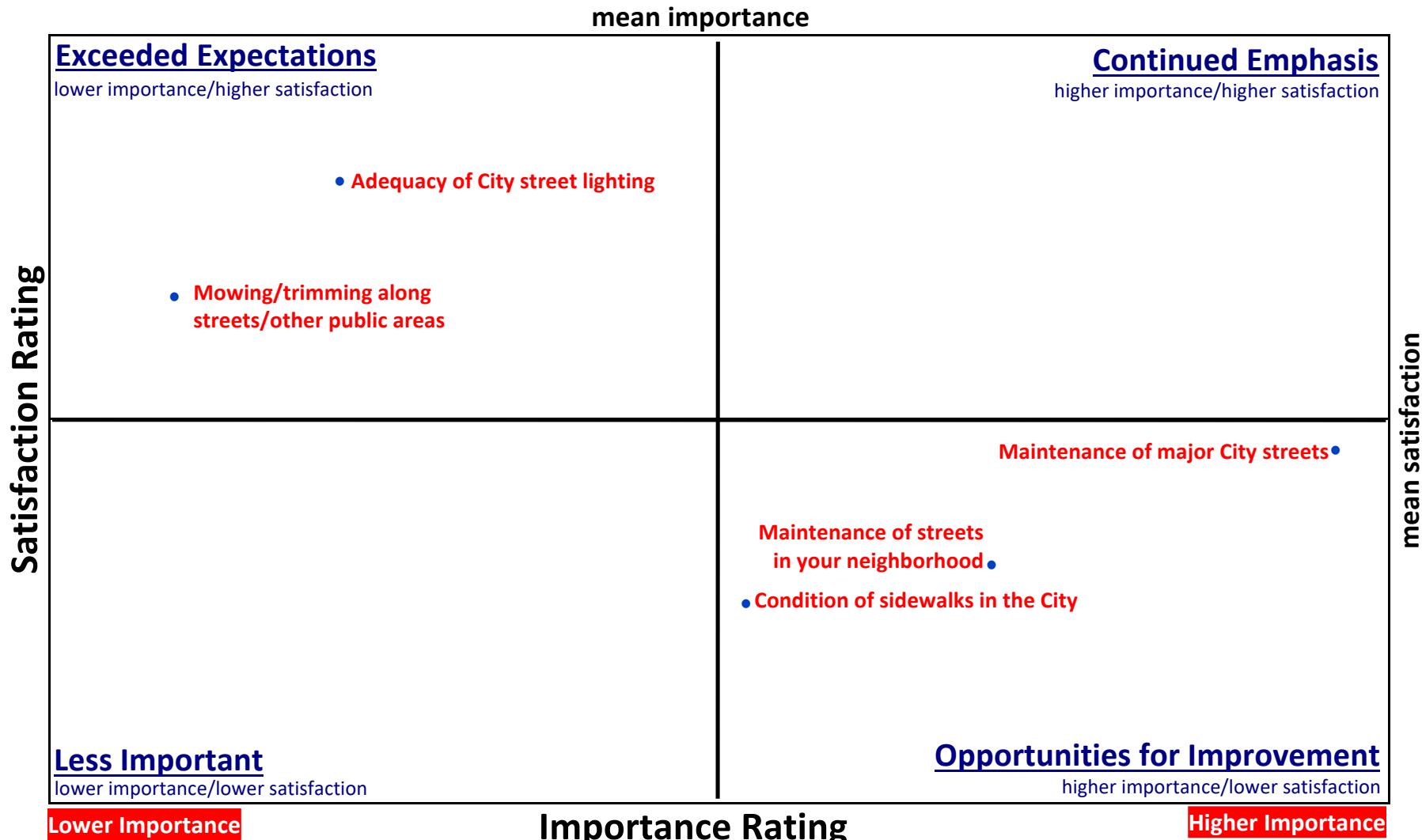


# 2024 City of Washougal DirectionFinder

## Importance-Satisfaction Assessment Matrix

### -Streets-

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

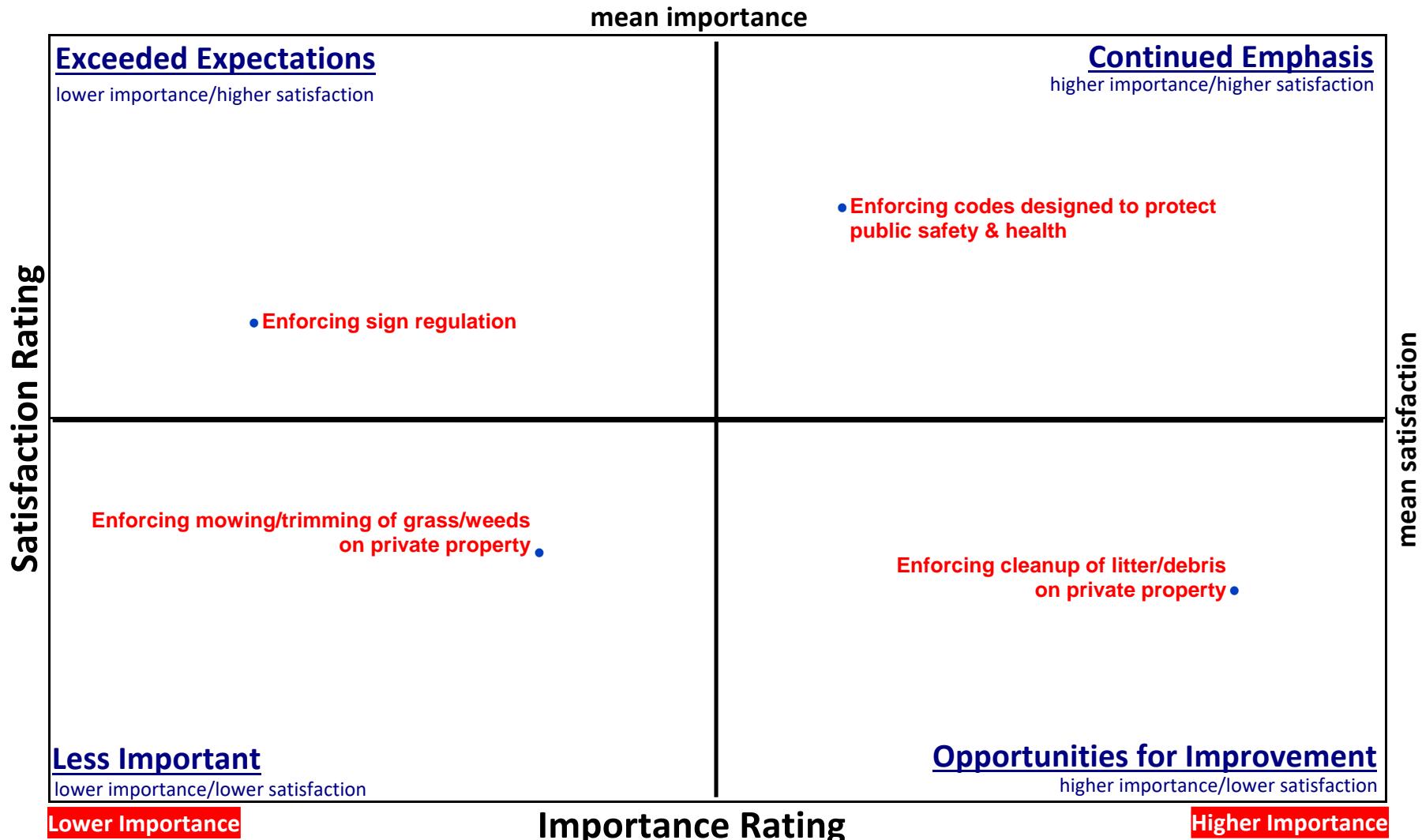


# 2024 City of Washougal DirectionFinder

## 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)



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=507)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q1-1. Overall quality of police services	28.0%	42.8%	18.9%	2.8%	0.6%	6.9%
Q1-2. Overall quality of fire, emergency medical & ambulance services	35.7%	41.4%	11.4%	1.2%	0.0%	10.3%
Q1-3. Overall quality of City parks	17.9%	45.4%	22.3%	10.7%	0.4%	3.4%
Q1-4. Overall maintenance of City streets	8.1%	39.8%	23.9%	23.3%	4.5%	0.4%
Q1-5. Overall quality of City water utilities	10.7%	27.0%	22.9%	16.6%	14.0%	8.9%
Q1-6. Overall quality of City sewer services	11.6%	32.9%	27.8%	9.1%	4.9%	13.6%
Q1-7. Overall effectiveness of City management of stormwater runoff	11.0%	31.6%	31.4%	7.9%	3.7%	14.4%
Q1-8. Overall enforcement of City codes & ordinances	10.1%	27.4%	32.7%	13.4%	3.4%	13.0%
Q1-9. Overall quality of customer service you receive from City employees	22.9%	38.7%	23.7%	2.6%	1.4%	10.8%
Q1-10. Overall effectiveness of City communication with the public	11.2%	33.9%	32.9%	12.8%	2.0%	7.1%
Q1-11. Overall effectiveness of City economic development efforts	6.5%	19.3%	40.4%	17.2%	5.3%	11.2%

**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=507)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q1-1. Overall quality of police services	30.1%	46.0%	20.3%	3.0%	0.6%
Q1-2. Overall quality of fire, emergency medical & ambulance services	39.8%	46.2%	12.7%	1.3%	0.0%
Q1-3. Overall quality of City parks	18.6%	46.9%	23.1%	11.0%	0.4%
Q1-4. Overall maintenance of City streets	8.1%	40.0%	24.0%	23.4%	4.6%
Q1-5. Overall quality of City water utilities	11.7%	29.7%	25.1%	18.2%	15.4%
Q1-6. Overall quality of City sewer services	13.5%	38.1%	32.2%	10.5%	5.7%
Q1-7. Overall effectiveness of City management of stormwater runoff	12.9%	36.9%	36.6%	9.2%	4.4%
Q1-8. Overall enforcement of City codes & ordinances	11.6%	31.5%	37.6%	15.4%	3.9%
Q1-9. Overall quality of customer service you receive from City employees	25.7%	43.4%	26.5%	2.9%	1.5%
Q1-10. Overall effectiveness of City communication with the public	12.1%	36.5%	35.5%	13.8%	2.1%
Q1-11. Overall effectiveness of City economic development efforts	7.3%	21.8%	45.6%	19.3%	6.0%

**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?**

<u>Q2. Top choice</u>	Number	Percent
Overall quality of police services	69	13.6 %
Overall quality of fire, emergency medical & ambulance services	27	5.3 %
Overall quality of City parks	49	9.7 %
Overall maintenance of City streets	97	19.1 %
Overall quality of City water utilities	94	18.5 %
Overall quality of City sewer services	10	2.0 %
Overall effectiveness of City management of stormwater runoff	9	1.8 %
Overall enforcement of City codes & ordinances	21	4.1 %
Overall quality of customer service you receive from City employees	8	1.6 %
Overall effectiveness of City communication with the public	16	3.2 %
Overall effectiveness of City economic development efforts	89	17.6 %
<u>None chosen</u>	18	3.6 %
<b>Total</b>	<b>507</b>	<b>100.0 %</b>

**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?**

<u>Q2. 2nd choice</u>	Number	Percent
Overall quality of police services	32	6.3 %
Overall quality of fire, emergency medical & ambulance services	67	13.2 %
Overall quality of City parks	55	10.8 %
Overall maintenance of City streets	72	14.2 %
Overall quality of City water utilities	52	10.3 %
Overall quality of City sewer services	36	7.1 %
Overall effectiveness of City management of stormwater runoff	19	3.7 %
Overall enforcement of City codes & ordinances	46	9.1 %
Overall quality of customer service you receive from City employees	8	1.6 %
Overall effectiveness of City communication with the public	46	9.1 %
Overall effectiveness of City economic development efforts	51	10.1 %
<u>None chosen</u>	23	4.5 %
<b>Total</b>	<b>507</b>	<b>100.0 %</b>

**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?**

<u>Q2. 3rd choice</u>	<u>Number</u>	<u>Percent</u>
Overall quality of police services	43	8.5 %
Overall quality of fire, emergency medical & ambulance services	36	7.1 %
Overall quality of City parks	50	9.9 %
Overall maintenance of City streets	71	14.0 %
Overall quality of City water utilities	36	7.1 %
Overall quality of City sewer services	22	4.3 %
Overall effectiveness of City management of stormwater runoff	25	4.9 %
Overall enforcement of City codes & ordinances	46	9.1 %
Overall quality of customer service you receive from City employees	11	2.2 %
Overall effectiveness of City communication with the public	45	8.9 %
Overall effectiveness of City economic development efforts	81	16.0 %
<u>None chosen</u>	<u>41</u>	<u>8.1 %</u>
<b>Total</b>	<b>507</b>	<b>100.0 %</b>

**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)**

<u>Q2. Sum of top 3 choices</u>	<u>Number</u>	<u>Percent</u>
Overall quality of police services	144	28.4 %
Overall quality of fire, emergency medical & ambulance services	130	25.6 %
Overall quality of City parks	154	30.4 %
Overall maintenance of City streets	240	47.3 %
Overall quality of City water utilities	182	35.9 %
Overall quality of City sewer services	68	13.4 %
Overall effectiveness of City management of stormwater runoff	53	10.5 %
Overall enforcement of City codes & ordinances	113	22.3 %
Overall quality of customer service you receive from City employees	27	5.3 %
Overall effectiveness of City communication with the public	107	21.1 %
Overall effectiveness of City economic development efforts	221	43.6 %
<u>None chosen</u>	<u>18</u>	<u>3.6 %</u>
<b>Total</b>	<b>1457</b>	

**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=507)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q3-1. Overall quality of services provided by City of Washougal	10.7%	46.4%	33.5%	5.9%	0.6%	3.0%
Q3-2. Overall value that you receive for your City tax dollars & fees	5.9%	25.6%	38.1%	20.5%	5.3%	4.5%
Q3-3. Overall image of City	9.5%	34.7%	31.4%	19.9%	3.2%	1.4%
Q3-4. How well City is managing growth & development	4.5%	20.9%	30.0%	30.4%	8.9%	5.3%
Q3-5. Overall quality of life in City	15.6%	47.1%	26.6%	8.3%	1.0%	1.4%
Q3-6. Overall feeling of safety in City	21.3%	46.4%	21.9%	8.7%	0.8%	1.0%
Q3-7. Availability of job opportunities	0.8%	12.8%	34.3%	19.7%	4.7%	27.6%
Q3-8. Overall quality of new development	5.7%	21.7%	33.1%	24.3%	8.1%	7.1%
Q3-9. Appearance of residential property in City	6.5%	36.5%	35.1%	17.2%	3.2%	1.6%
Q3-10. Appearance of commercial property in City	6.7%	33.7%	36.7%	18.1%	3.2%	1.6%

**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=507)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q3-1. Overall quality of services provided by City of Washougal	11.0%	47.8%	34.6%	6.1%	0.6%
Q3-2. Overall value that you receive for your City tax dollars & fees	6.2%	26.9%	39.9%	21.5%	5.6%
Q3-3. Overall image of City	9.6%	35.2%	31.8%	20.2%	3.2%
Q3-4. How well City is managing growth & development	4.8%	22.1%	31.7%	32.1%	9.4%
Q3-5. Overall quality of life in City	15.8%	47.8%	27.0%	8.4%	1.0%
Q3-6. Overall feeling of safety in City	21.5%	46.8%	22.1%	8.8%	0.8%
Q3-7. Availability of job opportunities	1.1%	17.7%	47.4%	27.2%	6.5%
Q3-8. Overall quality of new development	6.2%	23.4%	35.7%	26.1%	8.7%
Q3-9. Appearance of residential property in City	6.6%	37.1%	35.7%	17.4%	3.2%
Q3-10. Appearance of commercial property in City	6.8%	34.3%	37.3%	18.4%	3.2%

**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=507)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q4-1. Quality of facilities such as picnic shelters & playgrounds in City parks	12.6%	42.0%	24.1%	10.7%	1.8%	8.9%
Q4-2. Quality of outdoor athletic fields (e.g., baseball, soccer, & football)	11.8%	35.7%	25.6%	7.1%	1.8%	17.9%
Q4-3. Appearance & maintenance of existing City parks	12.2%	45.8%	24.1%	10.1%	2.0%	5.9%
Q4-4. Number of City parks	12.4%	35.5%	25.2%	15.8%	3.6%	7.5%

**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=507)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q4-1. Quality of facilities such as picnic shelters & playgrounds in City parks	13.9%	46.1%	26.4%	11.7%	1.9%
Q4-2. Quality of outdoor athletic fields (e.g., baseball, soccer, & football)	14.4%	43.5%	31.3%	8.7%	2.2%
Q4-3. Appearance & maintenance of existing City parks	13.0%	48.6%	25.6%	10.7%	2.1%
Q4-4. Number of City parks	13.4%	38.4%	27.3%	17.1%	3.8%

**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?**

<u>Q5. Top choice</u>	Number	Percent
Quality of facilities such as picnic shelters & playgrounds in City parks	140	27.6 %
Quality of outdoor athletic fields (e.g., baseball, soccer, & football)	49	9.7 %
Appearance & maintenance of existing City parks	173	34.1 %
Number of City parks	107	21.1 %
<u>None chosen</u>	38	7.5 %
Total	507	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?**

<u>Q5. 2nd choice</u>	Number	Percent
Quality of facilities such as picnic shelters & playgrounds in City parks	162	32.0 %
Quality of outdoor athletic fields (e.g., baseball, soccer, & football)	67	13.2 %
Appearance & maintenance of existing City parks	149	29.4 %
Number of City parks	80	15.8 %
<u>None chosen</u>	49	9.7 %
Total	507	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)**

<u>Q5. Sum of top 2 choices</u>	Number	Percent
Quality of facilities such as picnic shelters & playgrounds in City parks	302	59.6 %
Quality of outdoor athletic fields (e.g., baseball, soccer, & football)	116	22.9 %
Appearance & maintenance of existing City parks	322	63.5 %
Number of City parks	187	36.9 %
<u>None chosen</u>	38	7.5 %
Total	965	

**Q6. 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=507)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q6-1. Visibility of police in the community	16.4%	49.1%	21.3%	9.9%	1.2%	2.2%
Q6-2. City's overall efforts to prevent crime	14.8%	37.1%	29.2%	8.1%	1.8%	9.1%
Q6-3. Enforcement of local traffic laws	13.0%	40.2%	28.0%	10.7%	2.6%	5.5%
Q6-4. Parking enforcement services	8.9%	29.6%	32.9%	8.3%	2.8%	17.6%
Q6-5. How quickly police respond to emergencies	17.6%	34.1%	17.9%	3.6%	0.4%	26.4%
Q6-6. Overall quality of local fire protection & rescue services	27.0%	40.4%	13.0%	1.6%	0.2%	17.8%
Q6-7. How quickly fire & rescue personnel respond to emergencies	29.4%	31.6%	13.2%	1.4%	0.2%	24.3%
Q6-8. Quality of local ambulance service	22.9%	28.2%	16.2%	1.8%	0.2%	30.8%
Q6-9. How quickly ambulance personnel respond to emergencies	24.1%	26.6%	15.2%	2.0%	0.2%	32.0%
Q6-10. Quality of animal control	10.1%	29.0%	26.2%	6.9%	2.6%	25.2%

**WITHOUT "DON'T KNOW"**

**Q6. 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=507)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q6-1. Visibility of police in the community	16.7%	50.2%	21.8%	10.1%	1.2%
Q6-2. City's overall efforts to prevent crime	16.3%	40.8%	32.1%	8.9%	2.0%
Q6-3. Enforcement of local traffic laws	13.8%	42.6%	29.6%	11.3%	2.7%
Q6-4. Parking enforcement services	10.8%	35.9%	40.0%	10.0%	3.3%
Q6-5. How quickly police respond to emergencies	23.9%	46.4%	24.4%	4.8%	0.5%
Q6-6. Overall quality of local fire protection & rescue services	32.9%	49.2%	15.8%	1.9%	0.2%
Q6-7. How quickly fire & rescue personnel respond to emergencies	38.8%	41.7%	17.4%	1.8%	0.3%
Q6-8. Quality of local ambulance service	33.0%	40.7%	23.4%	2.6%	0.3%
Q6-9. How quickly ambulance personnel respond to emergencies	35.4%	39.1%	22.3%	2.9%	0.3%
Q6-10. Quality of animal control	13.5%	38.8%	35.1%	9.2%	3.4%

**Q7. Which TWO of the public safety items listed in Question 6 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?**

Q7. Top choice	Number	Percent
Visibility of police in the community	98	19.3 %
City's overall efforts to prevent crime	159	31.4 %
Enforcement of local traffic laws	47	9.3 %
Parking enforcement services	27	5.3 %
How quickly police respond to emergencies	36	7.1 %
Overall quality of local fire protection & rescue services	24	4.7 %
How quickly fire & rescue personnel respond to emergencies	21	4.1 %
Quality of local ambulance service	9	1.8 %
How quickly ambulance personnel respond to emergencies	15	3.0 %
Quality of animal control	38	7.5 %
<u>None chosen</u>	33	6.5 %
Total	507	100.0 %

**Q7. Which TWO of the public safety items listed in Question 6 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?**

Q7. 2nd choice	Number	Percent
Visibility of police in the community	68	13.4 %
City's overall efforts to prevent crime	98	19.3 %
Enforcement of local traffic laws	38	7.5 %
Parking enforcement services	30	5.9 %
How quickly police respond to emergencies	50	9.9 %
Overall quality of local fire protection & rescue services	41	8.1 %
How quickly fire & rescue personnel respond to emergencies	52	10.3 %
Quality of local ambulance service	25	4.9 %
How quickly ambulance personnel respond to emergencies	27	5.3 %
Quality of animal control	29	5.7 %
<u>None chosen</u>	49	9.7 %
Total	507	100.0 %

**SUM OF TOP 2 CHOICES****Q7. Which TWO of the public safety items listed in Question 6 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? (top 2)**

Q7. Sum of top 2 choices	Number	Percent
Visibility of police in the community	166	32.7 %
City's overall efforts to prevent crime	257	50.7 %
Enforcement of local traffic laws	85	16.8 %
Parking enforcement services	57	11.2 %
How quickly police respond to emergencies	86	17.0 %
Overall quality of local fire protection & rescue services	65	12.8 %
How quickly fire & rescue personnel respond to emergencies	73	14.4 %
Quality of local ambulance service	34	6.7 %
How quickly ambulance personnel respond to emergencies	42	8.3 %
Quality of animal control	67	13.2 %
<u>None chosen</u>	33	6.5 %
Total	965	

**Q8. Which of the following would be your preferred way(s) to receive news and information about City programs, services, and events?**

Q8. Your preferred ways to receive news & information about City programs, services, & events	Number	Percent
City website	214	42.2 %
City social media (Facebook, X/Twitter)	247	48.7 %
Public meetings (e.g., open houses, community forums)	121	23.9 %
City email update service	242	47.7 %
Newsletter or other insert inside utility bill envelope	234	46.2 %
<u>Other</u>	12	2.4 %
Total	1070	

**Q8-6. Other**

Q8-6. Other	Number	Percent
Text	3	25.0 %
Mail	2	16.7 %
Put public notice of property development on website	1	8.3 %
Signs etc.	1	8.3 %
Email	1	8.3 %
An Instagram account	1	8.3 %
Post Record Newspaper	1	8.3 %
TikTok, Facebook, email, text alerts, etc.	1	8.3 %
<u>Signs, street banners</u>	1	8.3 %
Total	12	100.0 %

**Q9. 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=507)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q9-1. Availability of information about City programs & services	5.1%	24.9%	39.6%	20.3%	2.6%	7.5%
Q9-2. City efforts to keep you informed about local issues	5.7%	24.1%	37.1%	24.1%	3.2%	5.9%
Q9-3. Overall quality of City's website	5.3%	24.7%	39.6%	8.3%	0.8%	21.3%
Q9-4. Level of public involvement in local decision making	2.0%	17.2%	32.9%	23.5%	5.9%	18.5%
Q9-5. Timeliness of information provided by City	4.1%	21.7%	40.0%	15.8%	2.6%	15.8%
Q9-6. City email information update service	3.4%	15.4%	33.1%	9.3%	2.2%	36.7%

**WITHOUT "DON'T KNOW"**

**Q9. 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=507)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q9-1. Availability of information about City programs & services	5.5%	26.9%	42.9%	22.0%	2.8%
Q9-2. City efforts to keep you informed about local issues	6.1%	25.6%	39.4%	25.6%	3.4%
Q9-3. Overall quality of City's website	6.8%	31.3%	50.4%	10.5%	1.0%
Q9-4. Level of public involvement in local decision making	2.4%	21.1%	40.4%	28.8%	7.3%
Q9-5. Timeliness of information provided by City	4.9%	25.8%	47.5%	18.7%	3.0%
Q9-6. City email information update service	5.3%	24.3%	52.3%	14.6%	3.4%

**Q10. Which TWO of the communication items listed in Question 9 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?**

<u>Q10. Top choice</u>	Number	Percent
Availability of information about City programs & services	137	27.0 %
City efforts to keep you informed about local issues	140	27.6 %
Overall quality of City's website	28	5.5 %
Level of public involvement in local decision making	106	20.9 %
Timeliness of information provided by City	30	5.9 %
City email information update service	30	5.9 %
<u>None chosen</u>	36	7.1 %
<b>Total</b>	<b>507</b>	<b>100.0 %</b>

**Q10. Which TWO of the communication items listed in Question 9 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?**

<u>Q10. 2nd choice</u>	Number	Percent
Availability of information about City programs & services	72	14.2 %
City efforts to keep you informed about local issues	128	25.2 %
Overall quality of City's website	30	5.9 %
Level of public involvement in local decision making	108	21.3 %
Timeliness of information provided by City	78	15.4 %
City email information update service	41	8.1 %
<u>None chosen</u>	50	9.9 %
<b>Total</b>	<b>507</b>	<b>100.0 %</b>

**SUM OF TOP 2 CHOICES**

**Q10. Which TWO of the communication items listed in Question 9 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? (top 2)**

<u>Q10. Sum of top 2 choices</u>	Number	Percent
Availability of information about City programs & services	209	41.2 %
City efforts to keep you informed about local issues	268	52.9 %
Overall quality of City's website	58	11.4 %
Level of public involvement in local decision making	214	42.2 %
Timeliness of information provided by City	108	21.3 %
City email information update service	71	14.0 %
<u>None chosen</u>	36	7.1 %
<b>Total</b>	<b>964</b>	

**Q11. 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=507)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q11-1. Maintenance of major City streets	8.3%	41.6%	23.1%	20.1%	5.1%	1.8%
Q11-2. Maintenance of streets in your neighborhood	10.3%	35.1%	23.5%	20.3%	8.7%	2.2%
Q11-3. Mowing & trimming along City streets & other public areas	11.2%	41.4%	24.7%	16.0%	4.3%	2.4%
Q11-4. Adequacy of City street lighting	9.9%	46.2%	26.0%	14.0%	2.2%	1.8%
Q11-5. Condition of sidewalks in City	8.5%	36.1%	24.7%	22.9%	4.7%	3.2%

**WITHOUT "DON'T KNOW"**

**Q11. 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=507)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q11-1. Maintenance of major City streets	8.4%	42.4%	23.5%	20.5%	5.2%
Q11-2. Maintenance of streets in your neighborhood	10.5%	35.9%	24.0%	20.8%	8.9%
Q11-3. Mowing & trimming along City streets & other public areas	11.5%	42.4%	25.3%	16.4%	4.4%
Q11-4. Adequacy of City street lighting	10.0%	47.0%	26.5%	14.3%	2.2%
Q11-5. Condition of sidewalks in City	8.8%	37.3%	25.5%	23.6%	4.9%

**Q12. Which TWO of the street related items listed in Question 11 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?**

<u>Q12. Top choice</u>	Number	Percent
Maintenance of major City streets	183	36.1 %
Maintenance of streets in your neighborhood	113	22.3 %
Mowing & trimming along City streets & other public areas	47	9.3 %
Adequacy of City street lighting	61	12.0 %
Condition of sidewalks in City	79	15.6 %
<u>None chosen</u>	24	4.7 %
<b>Total</b>	<b>507</b>	<b>100.0 %</b>

**Q12. Which TWO of the street related items listed in Question 11 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?**

<u>Q12. 2nd choice</u>	Number	Percent
Maintenance of major City streets	76	15.0 %
Maintenance of streets in your neighborhood	107	21.1 %
Mowing & trimming along City streets & other public areas	80	15.8 %
Adequacy of City street lighting	85	16.8 %
Condition of sidewalks in City	113	22.3 %
<u>None chosen</u>	46	9.1 %
<b>Total</b>	<b>507</b>	<b>100.0 %</b>

**SUM OF TOP 2 CHOICES**

**Q12. Which TWO of the street related items listed in Question 11 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? (top 2)**

<u>Q12. Sum of top 2 choices</u>	Number	Percent
Maintenance of major City streets	259	51.1 %
Maintenance of streets in your neighborhood	220	43.4 %
Mowing & trimming along City streets & other public areas	127	25.0 %
Adequacy of City street lighting	146	28.8 %
Condition of sidewalks in City	192	37.9 %
<u>None chosen</u>	24	4.7 %
<b>Total</b>	<b>968</b>	

**Q13. 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=507)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q13-1. Enforcing cleanup of litter & debris on private property	5.3%	20.5%	28.0%	23.1%	7.9%	15.2%
Q13-2. Enforcing mowing & trimming of grass & weeds on private property	7.1%	19.3%	30.8%	22.1%	5.3%	15.4%
Q13-3. Enforcing codes designed to protect public safety & health	6.7%	25.6%	35.9%	9.1%	3.9%	18.7%
Q13-4. Enforcing sign regulation	5.9%	22.9%	36.9%	9.7%	2.8%	21.9%

**WITHOUT "DON'T KNOW"**

**Q13. 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=507)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q13-1. Enforcing cleanup of litter & debris on private property	6.3%	24.2%	33.0%	27.2%	9.3%
Q13-2. Enforcing mowing & trimming of grass & weeds on private property	8.4%	22.8%	36.4%	26.1%	6.3%
Q13-3. Enforcing codes designed to protect public safety & health	8.3%	31.6%	44.2%	11.2%	4.9%
Q13-4. Enforcing sign regulation	7.6%	29.3%	47.2%	12.4%	3.5%

**Q14. Which TWO of the code enforcement items listed in Question 13 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?**

<u>Q14. Top choice</u>	<u>Number</u>	<u>Percent</u>
Enforcing cleanup of litter & debris on private property	222	43.8 %
Enforcing mowing & trimming of grass & weeds on private property	62	12.2 %
Enforcing codes designed to protect public safety & health	143	28.2 %
Enforcing sign regulation	34	6.7 %
<u>None chosen</u>	<u>46</u>	<u>9.1 %</u>
Total	507	100.0 %

**Q14. Which TWO of the code enforcement items listed in Question 13 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?**

<u>Q14. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Enforcing cleanup of litter & debris on private property	119	23.5 %
Enforcing mowing & trimming of grass & weeds on private property	121	23.9 %
Enforcing codes designed to protect public safety & health	109	21.5 %
Enforcing sign regulation	84	16.6 %
<u>None chosen</u>	<u>74</u>	<u>14.6 %</u>
Total	507	100.0 %

**SUM OF TOP 2 CHOICES**

**Q14. Which TWO of the code enforcement items listed in Question 13 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? (top 2)**

<u>Q14. Sum of top 2 choices</u>	<u>Number</u>	<u>Percent</u>
Enforcing cleanup of litter & debris on private property	341	67.3 %
Enforcing mowing & trimming of grass & weeds on private property	183	36.1 %
Enforcing codes designed to protect public safety & health	252	49.7 %
Enforcing sign regulation	118	23.3 %
<u>None chosen</u>	<u>46</u>	<u>9.1 %</u>
Total	940	

**Q15. Have you called, emailed, or visited the City with a question, problem, or complaint during the past year?**

Q15. Have you called, emailed, or visited City with a question, problem, or complaint during past year	Number	Percent
Yes	138	27.2 %
No	361	71.2 %
<u>Don't know</u>	8	1.6 %
Total	507	100.0 %

**WITHOUT "DON'T KNOW"**

**Q15. Have you called, emailed, or visited the City with a question, problem, or complaint during the past year? (without "don't know")**

Q15. Have you called, emailed, or visited City with a question, problem, or complaint during past year	Number	Percent
Yes	138	27.7 %
No	361	72.3 %
Total	499	100.0 %

**Q15a. How easy was it to contact the person you needed to reach?**

Q15a. How easy was it to contact the person you needed to reach	Number	Percent
Very easy	56	40.6 %
Somewhat easy	55	39.9 %
Difficult	21	15.2 %
<u>Very difficult</u>	6	4.3 %
Total	138	100.0 %

**Q15b. What department did you contact?**

Q15b. What department did you contact	Number	Percent
Police	25	18.1 %
Fire	8	5.8 %
Community Development	13	9.4 %
Parks	9	6.5 %
Event permits	5	3.6 %
Utility Billing	43	31.2 %
Municipal Services (streets/water/sewer)	41	29.7 %
Other	32	23.2 %
Total	176	

**Q15b-8. Other:**

Q15b-8. Other	Number	Percent
Code enforcement	15	46.9 %
Building permits	4	12.5 %
Animal control	2	6.3 %
Sprinkler backflow testing department	1	3.1 %
Trees on lines	1	3.1 %
Property & building code confirmation	1	3.1 %
Streets	1	3.1 %
Permit for fireplace install	1	3.1 %
Permit department	1	3.1 %
City Hall	1	3.1 %
Community outreach	1	3.1 %
Public works	1	3.1 %
Permitting	1	3.1 %
Banner display	1	3.1 %
Total	32	100.0 %

**Q15c. 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=138)

	Always	Usually	Sometimes	Seldom	Never	Don't know
Q15c-1. They were courteous & polite	60.9%	26.8%	8.7%	0.0%	1.4%	2.2%
Q15c-2. They gave prompt, accurate, & complete answers to questions	45.7%	29.0%	13.0%	8.7%	2.2%	1.4%
Q15c-3. They did what they said they would do in a timely manner	43.5%	25.4%	15.2%	5.8%	3.6%	6.5%
Q15c-4. They helped you resolve an issue to your satisfaction	39.9%	24.6%	15.9%	9.4%	6.5%	3.6%

**WITHOUT "DON'T KNOW"**

**Q15c. 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=138)

	Always	Usually	Sometimes	Seldom	Never
Q15c-1. They were courteous & polite	62.2%	27.4%	8.9%	0.0%	1.5%
Q15c-2. They gave prompt, accurate, & complete answers to questions	46.3%	29.4%	13.2%	8.8%	2.2%
Q15c-3. They did what they said they would do in a timely manner	46.5%	27.1%	16.3%	6.2%	3.9%
Q15c-4. They helped you resolve an issue to your satisfaction	41.4%	25.6%	16.5%	9.8%	6.8%

**Q16. 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=507)

	Much too slow	Too slow	Just right	Too fast	Much too fast	Don't know
Q16-1. Office development	3.0%	15.0%	34.3%	11.4%	6.9%	29.4%
Q16-2. Industrial development	3.6%	12.4%	42.8%	9.7%	5.5%	26.0%
Q16-3. Multi-family residential development	3.6%	10.8%	26.0%	23.9%	21.1%	14.6%
Q16-4. Single-family residential development	6.1%	14.2%	34.5%	19.1%	11.8%	14.2%
Q16-5. Retail development	17.9%	34.5%	23.5%	7.9%	3.6%	12.6%

**WITHOUT "DON'T KNOW"**

**Q16. 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=507)

	Much too slow	Too slow	Just right	Too fast	Much too fast
Q16-1. Office development	4.2%	21.2%	48.6%	16.2%	9.8%
Q16-2. Industrial development	4.8%	16.8%	57.9%	13.1%	7.5%
Q16-3. Multi-family residential development	4.2%	12.7%	30.5%	27.9%	24.7%
Q16-4. Single-family residential development	7.1%	16.6%	40.2%	22.3%	13.8%
Q16-5. Retail development	20.5%	39.5%	26.9%	9.0%	4.1%

**Q17. Which FIVE of the following unfunded parks and recreation improvements should be the top priorities for the City?**

<u>Q17. Top choice</u>	<u>Number</u>	<u>Percent</u>
Develop a new indoor recreation center	126	24.9 %
Develop a new community park in newly developing north-west area of City	15	3.0 %
Develop a new neighborhood park in north-central part of City	4	0.8 %
Develop a new neighborhood park in north-east part of City	8	1.6 %
Develop Schmid Family Park on 32nd St (develop shelters including larger pavilion, new playground, amphitheater, sports field, water access)	52	10.3 %
Expand trail system throughout City	84	16.6 %
Improve Elizabeth Park near 14th & H St (improve/expand basketball court, new cover at play area, new picnic shelter)	6	1.2 %
Improve Hartwood Park on 49th St (add play features, add restrooms, improve parking, develop structure for event rentals)	5	1.0 %
Improve Hathaway Park near Hathaway Elementary at 25th St (replace playground, improve lower parking lot, new restroom at pickleball courts, improve shelters, improve paths)	43	8.5 %
Improve Oak Tree Park on W Y St (new playground, covered shelter with water/electricity & restrooms)	9	1.8 %
Improve River Bend Park near 14th & H St (add deck system like Sandy Swimming Hole, new playground)	4	0.8 %
Improve Sandy Swimming Hole waterfront park on N Shepherd Rd (improved access for bikes, new off-street parking area, pedestrian safety improvements)	50	9.9 %
Improve Steamboat Landing waterfront park & dock on Columbia River (update restrooms, improve parking, ADA accessible connections, kayak dock addition)	66	13.0 %
<u>None chosen</u>	35	6.9 %
<b>Total</b>	<b>507</b>	<b>100.0 %</b>

**Q17. Which FIVE of the following unfunded parks and recreation improvements should be the top priorities for the City?**

<u>Q17. 2nd choice</u>	Number	Percent
Develop a new indoor recreation center	35	6.9 %
Develop a new community park in newly developing north-west area of City	26	5.1 %
Develop a new neighborhood park in north-central part of City	10	2.0 %
Develop a new neighborhood park in north-east part of City	7	1.4 %
Develop Schmid Family Park on 32nd St (develop shelters including larger pavilion, new playground, amphitheater, sports field, water access)	60	11.8 %
Expand trail system throughout City	69	13.6 %
Improve Elizabeth Park near 14th & H St (improve/expand basketball court, new cover at play area, new picnic shelter)	8	1.6 %
Improve Hartwood Park on 49th St (add play features, add restrooms, improve parking, develop structure for event rentals)	13	2.6 %
Improve Hathaway Park near Hathaway Elementary at 25th St (replace playground, improve lower parking lot, new restroom at pickleball courts, improve shelters, improve paths)	61	12.0 %
Improve Oak Tree Park on W Y St (new playground, covered shelter with water/electricity & restrooms)	10	2.0 %
Improve River Bend Park near 14th & H St (add deck system like Sandy Swimming Hole, new playground)	18	3.6 %
Improve Sandy Swimming Hole waterfront park on N Shepherd Rd (improved access for bikes, new off-street parking area, pedestrian safety improvements)	66	13.0 %
Improve Steamboat Landing waterfront park & dock on Columbia River (update restrooms, improve parking, ADA accessible connections, kayak dock addition)	67	13.2 %
<u>None chosen</u>	57	11.2 %
<b>Total</b>	<b>507</b>	<b>100.0 %</b>

**Q17. Which FIVE of the following unfunded parks and recreation improvements should be the top priorities for the City?**

<u>Q17. 3rd choice</u>	Number	Percent
Develop a new indoor recreation center	34	6.7 %
Develop a new community park in newly developing north-west area of City	19	3.7 %
Develop a new neighborhood park in north-central part of City	19	3.7 %
Develop a new neighborhood park in north-east part of City	18	3.6 %
Develop Schmid Family Park on 32nd St (develop shelters including larger pavilion, new playground, amphitheater, sports field, water access)	45	8.9 %
Expand trail system throughout City	71	14.0 %
Improve Elizabeth Park near 14th & H St (improve/expand basketball court, new cover at play area, new picnic shelter)	12	2.4 %
Improve Hartwood Park on 49th St (add play features, add restrooms, improve parking, develop structure for event rentals)	9	1.8 %
Improve Hathaway Park near Hathaway Elementary at 25th St (replace playground, improve lower parking lot, new restroom at pickleball courts, improve shelters, improve paths)	35	6.9 %
Improve Oak Tree Park on W Y St (new playground, covered shelter with water/electricity & restrooms)	8	1.6 %
Improve River Bend Park near 14th & H St (add deck system like Sandy Swimming Hole, new playground)	31	6.1 %
Improve Sandy Swimming Hole waterfront park on N Shepherd Rd (improved access for bikes, new off-street parking area, pedestrian safety improvements)	61	12.0 %
Improve Steamboat Landing waterfront park & dock on Columbia River (update restrooms, improve parking, ADA accessible connections, kayak dock addition)	61	12.0 %
<u>None chosen</u>	84	16.6 %
<b>Total</b>	<b>507</b>	<b>100.0 %</b>

**Q17. Which FIVE of the following unfunded parks and recreation improvements should be the top priorities for the City?**

<u>Q17. 4th choice</u>	<u>Number</u>	<u>Percent</u>
Develop a new indoor recreation center	31	6.1 %
Develop a new community park in newly developing north-west area of City	27	5.3 %
Develop a new neighborhood park in north-central part of City	22	4.3 %
Develop a new neighborhood park in north-east part of City	19	3.7 %
Develop Schmid Family Park on 32nd St (develop shelters including larger pavilion, new playground, amphitheater, sports field, water access)	21	4.1 %
Expand trail system throughout City	44	8.7 %
Improve Elizabeth Park near 14th & H St (improve/expand basketball court, new cover at play area, new picnic shelter)	12	2.4 %
Improve Hartwood Park on 49th St (add play features, add restrooms, improve parking, develop structure for event rentals)	13	2.6 %
Improve Hathaway Park near Hathaway Elementary at 25th St (replace playground, improve lower parking lot, new restroom at pickleball courts, improve shelters, improve paths)	33	6.5 %
Improve Oak Tree Park on W Y St (new playground, covered shelter with water/electricity & restrooms)	15	3.0 %
Improve River Bend Park near 14th & H St (add deck system like Sandy Swimming Hole, new playground)	30	5.9 %
Improve Sandy Swimming Hole waterfront park on N Shepherd Rd (improved access for bikes, new off-street parking area, pedestrian safety improvements)	50	9.9 %
Improve Steamboat Landing waterfront park & dock on Columbia River (update restrooms, improve parking, ADA accessible connections, kayak dock addition)	50	9.9 %
<u>None chosen</u>	<u>140</u>	<u>27.6 %</u>
<b>Total</b>	<b>507</b>	<b>100.0 %</b>

**Q17. Which FIVE of the following unfunded parks and recreation improvements should be the top priorities for the City?**

<u>Q17. 5th choice</u>	<u>Number</u>	<u>Percent</u>
Develop a new indoor recreation center	30	5.9 %
Develop a new community park in newly developing north-west area of City	28	5.5 %
Develop a new neighborhood park in north-central part of City	19	3.7 %
Develop a new neighborhood park in north-east part of City	23	4.5 %
Develop Schmid Family Park on 32nd St (develop shelters including larger pavilion, new playground, amphitheater, sports field, water access)	35	6.9 %
Expand trail system throughout City	24	4.7 %
Improve Elizabeth Park near 14th & H St (improve/expand basketball court, new cover at play area, new picnic shelter)	13	2.6 %
Improve Hartwood Park on 49th St (add play features, add restrooms, improve parking, develop structure for event rentals)	5	1.0 %
Improve Hathaway Park near Hathaway Elementary at 25th St (replace playground, improve lower parking lot, new restroom at pickleball courts, improve shelters, improve paths)	30	5.9 %
Improve Oak Tree Park on W Y St (new playground, covered shelter with water/electricity & restrooms)	15	3.0 %
Improve River Bend Park near 14th & H St (add deck system like Sandy Swimming Hole, new playground)	19	3.7 %
Improve Sandy Swimming Hole waterfront park on N Shepherd Rd (improved access for bikes, new off-street parking area, pedestrian safety improvements)	38	7.5 %
Improve Steamboat Landing waterfront park & dock on Columbia River (update restrooms, improve parking, ADA accessible connections, kayak dock addition)	42	8.3 %
<u>None chosen</u>	186	36.7 %
<b>Total</b>	<b>507</b>	<b>100.0 %</b>

**SUM OF TOP 5 CHOICES****Q17. Which FIVE of the following unfunded parks and recreation improvements should be the top priorities for the City? (top 5)**

Q17. Sum of top 5 choices	Number	Percent
Develop a new indoor recreation center	256	50.5 %
Develop a new community park in newly developing north-west area of City	115	22.7 %
Develop a new neighborhood park in north-central part of City	74	14.6 %
Develop a new neighborhood park in north-east part of City	75	14.8 %
Develop Schmid Family Park on 32nd St (develop shelters including larger pavilion, new playground, amphitheater, sports field, water access)	213	42.0 %
Expand trail system throughout City	292	57.6 %
Improve Elizabeth Park near 14th & H St (improve/expand basketball court, new cover at play area, new picnic shelter)	51	10.1 %
Improve Hartwood Park on 49th St (add play features, add restrooms, improve parking, develop structure for event rentals)	45	8.9 %
Improve Hathaway Park near Hathaway Elementary at 25th St (replace playground, improve lower parking lot, new restroom at pickleball courts, improve shelters, improve paths)	202	39.8 %
Improve Oak Tree Park on W Y St (new playground, covered shelter with water/electricity & restrooms)	57	11.2 %
Improve River Bend Park near 14th & H St (add deck system like Sandy Swimming Hole, new playground)	102	20.1 %
Improve Sandy Swimming Hole waterfront park on N Shepherd Rd (improved access for bikes, new off-street parking area, pedestrian safety improvements)	265	52.3 %
Improve Steamboat Landing waterfront park & dock on Columbia River (update restrooms, improve parking, ADA accessible connections, kayak dock addition)	286	56.4 %
<u>None chosen</u>	35	6.9 %
<b>Total</b>	<b>2068</b>	

**Q18. Which FIVE of the following unfunded transportation improvements should be the top priorities for the City?**

Q18. Top choice	Number	Percent
27th St from Main to SR-14 (widen for turn lanes)	43	8.5 %
27th St at SR-14 to Index & west to vacant land (Port Access Improvements, widen, bike/pedestrian facilities)	26	5.1 %
32nd/Stiles Road/34th St (widen to 3 lanes, bike lanes, sidewalks)	46	9.1 %
39th St (bike/pedestrian facilities)	23	4.5 %
39th St Evergreen Way to M St (traffic calming)	10	2.0 %
A Street to Addy St connector (new road in undeveloped Towncenter east of Pendleton)	16	3.2 %
C & Main St River Rd to 34th St (bike lanes & sidewalks)	11	2.2 %
C St 6th St to River Rd (bike lanes & sidewalks)	6	1.2 %
Crown Rd (widen to three lanes, bike lanes, sidewalks)	38	7.5 %
Evergreen Way 32nd to 45th St (widen for bike lanes south side)	24	4.7 %
F St 25th to 34th (traffic calming)	5	1.0 %
Shepherd Road (bike/pedestrian facilities)	46	9.1 %
SR-14 access improvements at 27th (add ramps)	38	7.5 %
Washougal River Rd 18th/O St to Shepherd (intersection improvements)	64	12.6 %
<u>None chosen</u>	111	21.9 %
<b>Total</b>	<b>507</b>	<b>100.0 %</b>

**Q18. Which FIVE of the following unfunded transportation improvements should be the top priorities for the City?**

Q18. 2nd choice	Number	Percent
27th St from Main to SR-14 (widen for turn lanes)	21	4.1 %
27th St at SR-14 to Index & west to vacant land (Port Access Improvements, widen, bike/pedestrian facilities)	39	7.7 %
32nd/Stiles Road/34th St (widen to 3 lanes, bike lanes, sidewalks)	25	4.9 %
39th St (bike/pedestrian facilities)	31	6.1 %
39th St Evergreen Way to M St (traffic calming)	21	4.1 %
A Street to Addy St connector (new road in undeveloped Towncenter east of Pendleton)	17	3.4 %
C & Main St River Rd to 34th St (bike lanes & sidewalks)	22	4.3 %
C St 6th St to River Rd (bike lanes & sidewalks)	15	3.0 %
Crown Rd (widen to three lanes, bike lanes, sidewalks)	17	3.4 %
Evergreen Way 32nd to 45th St (widen for bike lanes south side)	21	4.1 %
F St 25th to 34th (traffic calming)	9	1.8 %
Ford St extension from 27th to 32nd St	2	0.4 %
Shepherd Road (bike/pedestrian facilities)	44	8.7 %
SR-14 access improvements at 27th (add ramps)	37	7.3 %
Washougal River Rd 18th/O St to Shepherd (intersection improvements)	42	8.3 %
<b>None chosen</b>	<b>144</b>	<b>28.4 %</b>
<b>Total</b>	<b>507</b>	<b>100.0 %</b>

**Q18. Which FIVE of the following unfunded transportation improvements should be the top priorities for the City?**

<u>Q18. 3rd choice</u>	<u>Number</u>	<u>Percent</u>
27th St from Main to SR-14 (widen for turn lanes)	19	3.7 %
27th St at SR-14 to Index & west to vacant land (Port Access Improvements, widen, bike/pedestrian facilities)	28	5.5 %
32nd/Stiles Road/34th St (widen to 3 lanes, bike lanes, sidewalks)	21	4.1 %
39th St (bike/pedestrian facilities)	16	3.2 %
39th St Evergreen Way to M St (traffic calming)	29	5.7 %
A Street to Addy St connector (new road in undeveloped Towncenter east of Pendleton)	19	3.7 %
C & Main St River Rd to 34th St (bike lanes & sidewalks)	38	7.5 %
C St 6th St to River Rd (bike lanes & sidewalks)	13	2.6 %
Crown Rd (widen to three lanes, bike lanes, sidewalks)	17	3.4 %
Evergreen Way 32nd to 45th St (widen for bike lanes south side)	29	5.7 %
F St 25th to 34th (traffic calming)	12	2.4 %
Ford St extension from 27th to 32nd St	4	0.8 %
Shepherd Road (bike/pedestrian facilities)	19	3.7 %
SR-14 access improvements at 27th (add ramps)	23	4.5 %
Washougal River Rd 18th/O St to Shepherd (intersection improvements)	33	6.5 %
<u>None chosen</u>	<u>187</u>	<u>36.9 %</u>
<b>Total</b>	<b>507</b>	<b>100.0 %</b>

**Q18. Which FIVE of the following unfunded transportation improvements should be the top priorities for the City?**

<u>Q18. 4th choice</u>	<u>Number</u>	<u>Percent</u>
27th St from Main to SR-14 (widen for turn lanes)	19	3.7 %
27th St at SR-14 to Index & west to vacant land (Port Access Improvements, widen, bike/pedestrian facilities)	31	6.1 %
32nd/Stiles Road/34th St (widen to 3 lanes, bike lanes, sidewalks)	20	3.9 %
39th St (bike/pedestrian facilities)	17	3.4 %
39th St Evergreen Way to M St (traffic calming)	18	3.6 %
A Street to Addy St connector (new road in undeveloped Towncenter east of Pendleton)	25	4.9 %
C & Main St River Rd to 34th St (bike lanes & sidewalks)	21	4.1 %
C St 6th St to River Rd (bike lanes & sidewalks)	25	4.9 %
Crown Rd (widen to three lanes, bike lanes, sidewalks)	17	3.4 %
Evergreen Way 32nd to 45th St (widen for bike lanes south side)	15	3.0 %
F St 25th to 34th (traffic calming)	7	1.4 %
Ford St extension from 27th to 32nd St	3	0.6 %
Shepherd Road (bike/pedestrian facilities)	19	3.7 %
SR-14 access improvements at 27th (add ramps)	26	5.1 %
Washougal River Rd 18th/O St to Shepherd (intersection improvements)	25	4.9 %
<u>None chosen</u>	<u>219</u>	<u>43.2 %</u>
<b>Total</b>	<b>507</b>	<b>100.0 %</b>

**Q18. Which FIVE of the following unfunded transportation improvements should be the top priorities for the City?**

<u>Q18. 5th choice</u>	<u>Number</u>	<u>Percent</u>
27th St from Main to SR-14 (widen for turn lanes)	18	3.6 %
27th St at SR-14 to Index & west to vacant land (Port Access Improvements, widen, bike/pedestrian facilities)	17	3.4 %
32nd/Stiles Road/34th St (widen to 3 lanes, bike lanes, sidewalks)	12	2.4 %
39th St (bike/pedestrian facilities)	20	3.9 %
39th St Evergreen Way to M St (traffic calming)	20	3.9 %
A Street to Addy St connector (new road in undeveloped Towncenter east of Pendleton)	14	2.8 %
C & Main St River Rd to 34th St (bike lanes & sidewalks)	25	4.9 %
C St 6th St to River Rd (bike lanes & sidewalks)	20	3.9 %
Crown Rd (widen to three lanes, bike lanes, sidewalks)	5	1.0 %
Evergreen Way 32nd to 45th St (widen for bike lanes south side)	21	4.1 %
F St 25th to 34th (traffic calming)	13	2.6 %
Ford St extension from 27th to 32nd St	2	0.4 %
Shepherd Road (bike/pedestrian facilities)	16	3.2 %
SR-14 access improvements at 27th (add ramps)	18	3.6 %
Washougal River Rd 18th/O St to Shepherd (intersection improvements)	23	4.5 %
<u>None chosen</u>	<u>263</u>	<u>51.9 %</u>
<b>Total</b>	<b>507</b>	<b>100.0 %</b>

**SUM OF TOP 5 CHOICES****Q18. Which FIVE of the following unfunded transportation improvements should be the top priorities for the City? (top 5)**

Q18. Sum of top 5 choices	Number	Percent
27th St from Main to SR-14 (widen for turn lanes)	120	23.7 %
27th St at SR-14 to Index & west to vacant land (Port Access Improvements, widen, bike/pedestrian facilities)	141	27.8 %
32nd/Stiles Road/34th St (widen to 3 lanes, bike lanes, sidewalks)	124	24.5 %
39th St (bike/pedestrian facilities)	107	21.1 %
39th St Evergreen Way to M St (traffic calming)	98	19.3 %
A Street to Addy St connector (new road in undeveloped Towncenter east of Pendleton)	91	17.9 %
C & Main St River Rd to 34th St (bike lanes & sidewalks)	117	23.1 %
C St 6th St to River Rd (bike lanes & sidewalks)	79	15.6 %
Crown Rd (widen to three lanes, bike lanes, sidewalks)	94	18.5 %
Evergreen Way 32nd to 45th St (widen for bike lanes south side)	110	21.7 %
F St 25th to 34th (traffic calming)	46	9.1 %
Ford St extension from 27th to 32nd St	11	2.2 %
Shepherd Road (bike/pedestrian facilities)	144	28.4 %
SR-14 access improvements at 27th (add ramps)	142	28.0 %
Washougal River Rd 18th/O St to Shepherd (intersection improvements)	187	36.9 %
<u>None chosen</u>	111	21.9 %
Total	1722	

**Q19. The City of Washougal is beginning its update to its Comprehensive Plan as required by the Washington State Growth Management Act (GMA). What is the best way for the City to facilitate your involvement and input into this important process?**

Q19. What is the best way for City to facilitate your involvement & input into its update to Comprehensive

Plan	Number	Percent
City website	225	44.4 %
City email service	255	50.3 %
Open houses	172	33.9 %
Surveys	273	53.8 %
Social media	239	47.1 %
<u>Other</u>	15	3.0 %
Total	1179	

**Q19-6. Other:**

Q19-6. Other	Number	Percent
Mailer	3	20.0 %
Water bill inserts	2	13.3 %
FLYERS/INFO MAILED TO HOMES	1	6.7 %
Signs etc.	1	6.7 %
Direct mail	1	6.7 %
OWNER INPUT	1	6.7 %
Text or handouts at Safeway's	1	6.7 %
OPEN HOUSES IN NEIGHBORHOODS	1	6.7 %
Utility bill inserts	1	6.7 %
Text	1	6.7 %
Call	1	6.7 %
TikTok or other social media apps	1	6.7 %
Total	15	100.0 %

**Q20. Approximately how many years have you lived in Washougal?**

Q20. How many years have you lived in Washougal	Number	Percent
0-5	128	25.2 %
6-10	105	20.7 %
11-15	71	14.0 %
16-20	60	11.8 %
21-30	64	12.6 %
31+	66	13.0 %
<u>Not provided</u>	13	2.6 %
Total	507	100.0 %

**WITHOUT "NOT PROVIDED"****Q20. Approximately how many years have you lived in Washougal? (without "not provided")**

Q20. How many years have you lived in Washougal	Number	Percent
0-5	128	25.9 %
6-10	105	21.3 %
11-15	71	14.4 %
16-20	60	12.1 %
21-30	64	13.0 %
31+	66	13.4 %
Total	494	100.0 %

**Q21. What is your age?**

<u>Q21. Your age</u>	Number	Percent
18-34	93	18.3 %
35-44	99	19.5 %
45-54	100	19.7 %
55-64	101	19.9 %
65+	103	20.3 %
<u>Not provided</u>	<u>11</u>	<u>2.2 %</u>
Total	507	100.0 %

**WITHOUT "NOT PROVIDED"****Q21. What is your age? (without "not provided")**

<u>Q21. Your age</u>	Number	Percent
18-34	93	18.8 %
35-44	99	20.0 %
45-54	100	20.2 %
55-64	101	20.4 %
<u>65+</u>	<u>103</u>	<u>20.8 %</u>
Total	496	100.0 %

**Q22. How many children under age 18 live in your household?**

Q22. How many children under 18 live in your household

	Number	Percent
0	292	57.6 %
1	90	17.8 %
2	63	12.4 %
3	19	3.7 %
4+	9	1.8 %
<u>Not provided</u>	34	6.7 %
Total	507	100.0 %

**WITHOUT "NOT PROVIDED"****Q22. How many children under age 18 live in your household? (without "not provided")**

Q22. How many children under 18 live in your household

	Number	Percent
0	292	61.7 %
1	90	19.0 %
2	63	13.3 %
3	19	4.0 %
4+	9	1.9 %
Total	473	100.0 %

**Q23. What is your gender?**

Q23. Your gender

	Number	Percent
Male	247	48.7 %
Female	251	49.5 %
<u>Not provided</u>	9	1.8 %
Total	507	100.0 %

**WITHOUT "NOT PROVIDED"****Q23. What is your gender? (without "not provided")**

Q23. Your gender

	Number	Percent
Male	247	49.6 %
Female	251	50.4 %
Total	498	100.0 %

**Q24. Would you say your total annual household income is...**

<u>Q24. Your total annual household income</u>	Number	Percent
Under \$25K	30	5.9 %
\$25K to \$49,999	59	11.6 %
\$50K to \$74,999	76	15.0 %
\$75K to \$99,999	70	13.8 %
\$100K to \$124,999	84	16.6 %
\$125K+	128	25.2 %
<u>Not provided</u>	60	11.8 %
<b>Total</b>	<b>507</b>	<b>100.0 %</b>

**WITHOUT "NOT PROVIDED"****Q24. Would you say your total annual household income is... (without "not provided")**

<u>Q24. Your total annual household income</u>	Number	Percent
Under \$25K	30	6.7 %
\$25K to \$49,999	59	13.2 %
\$50K to \$74,999	76	17.0 %
\$75K to \$99,999	70	15.7 %
\$100K to \$124,999	84	18.8 %
\$125K+	128	28.6 %
<b>Total</b>	<b>447</b>	<b>100.0 %</b>



## 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, will provide us with your valuable feedback regarding our services and input from the community as we prioritize projects and programs as part of implementing our recently adopted strategic plan and updating our Growth Management Comprehensive Plan. To assist us in aligning the city's priorities with the needs of our residents, **we need to know what you want.**

**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. **As our way of saying THANK YOU, you will have the option of entering a random drawing for a \$500 Visa gift card at the end of the survey.**

**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 online by going to [WashougalSurvey.com](http://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 early November. 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, [cityofwashougal.us](http://cityofwashougal.us).

If you have any questions, please call Rose Jewell, Community Engagement Manager, at (360) 835-8501 ext. 602. On behalf of the City Council, thank you for your participation in this important process.

Sincerely,

David Scott  
City Manager



# 2024 City of Washougal Community Survey

Please take a few minutes to complete this survey. Your input is an important part of the city's ongoing effort to identify and respond to citizen concerns. If you have questions, please call Rose Jewell, Community Engagement Manager, at 360-835-8501. **As our way of saying THANK YOU, you will have the option of entering a random drawing for a \$500 Visa gift card at the end of the survey.**

**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 stormwater 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 on the previous page 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. **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. The 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

7. **Which TWO of the public safety items listed in Question 6 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 6.]**

1st: \_\_\_\_ 2nd: \_\_\_\_

8. **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 website
- (2) City social media (Facebook, X/Twitter)
- (3) Public meetings (e.g., open houses, community forums)
- (4) City email update service
- (5) Newsletter or other insert inside utility bill envelope
- (6) Other: \_\_\_\_\_

9. **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. The 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 email information update service	5	4	3	2	1	9

10. **Which TWO of the communication items listed in Question 9 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 9.]**

1st: \_\_\_\_ 2nd: \_\_\_\_

11. 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

12. Which TWO of the street related items listed in Question 11 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 11.]

1st: \_\_\_\_\_ 2nd: \_\_\_\_\_

13. 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

14. Which TWO of the code enforcement items listed in Question 13 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 13.]

1st: \_\_\_\_\_ 2nd: \_\_\_\_\_

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

\_\_\_\_(1) Yes [Answer Q15a-c.]      \_\_\_\_(2) No [Skip to Q16.]      \_\_\_\_(9) Don't know [Skip to Q16.]

15a. How easy was it to contact the person you needed to reach?

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

15b. What department did you contact? [Check all that apply.]

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

15c. 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

**16. 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

**17. Which FIVE of the following unfunded parks and recreation improvements should be the top priorities for the city? [Select up to 5 items using the numbers from the list below, if you do not support any items, circle "None."]**

- (01) Develop a New Indoor Recreation Center
- (02) Develop a New Community Park in the newly developing north-west area of the city
- (03) Develop a New Neighborhood Park in the north-central part of the city
- (04) Develop a New Neighborhood Park in the north-east part of the city
- (05) Develop Schmid Family Park on 32nd St (develop shelters including larger pavilion, new playground, amphitheater, sports field, water access)
- (06) Expand the Trail System throughout the city
- (07) Improve Elizabeth Park near 14th and H St (improve/expand basketball court, new cover at play area, new picnic shelter)
- (08) Improve Hartwood Park on 49th St. (add play features, add restrooms, improve parking, develop structure for event rentals)
- (09) Improve Hathaway Park near Hathaway Elementary at 25th St. (replace playground, improve lower parking lot, new restroom at pickleball courts, improve shelters, improve paths)
- (10) Improve Oak Tree Park on W Y St. (new playground, covered shelter with water/electricity and restrooms)
- (11) Improve River Bend Park near 14th and H St. (add deck system like Sandy Swimming Hole, new playground)
- (12) Improve Sandy Swimming Hole waterfront park on N Shepherd Rd. (improved access for bikes, new off-street parking area, pedestrian safety improvements)
- (13) Improve Steamboat Landing waterfront park and dock on Columbia River (update restrooms, improve parking, ADA accessible connections, kayak dock addition)

1st: \_\_\_\_\_ 2nd: \_\_\_\_\_ 3rd: \_\_\_\_\_ 4th: \_\_\_\_\_ 5th: \_\_\_\_\_ NONE

**18. Which FIVE of the following unfunded transportation improvements should be the top priorities for the city? [Select up to 5 items using the numbers from the list below, if you do not support any items, circle "None."]**

- (01) 27th St from Main to SR-14 (widen for turn lanes)
- (02) 27th St at SR-14 to Index and west to vacant land (Port Access Improvements, widen, bike/pedestrian facilities)
- (03) 32nd/Stiles Road/34th St (widen to 3 lanes, bike lanes, sidewalks)
- (04) 39th St (bike/pedestrian facilities)
- (05) 39th St Evergreen Way to M St (traffic calming)
- (06) A Street to Addy St connector (new road in undeveloped Towncenter east of Pendleton)
- (07) C and Main St River Rd to 34th St (bike lanes and sidewalks)
- (08) C St 6th St to River Rd (bike lanes and sidewalks)
- (09) Crown Rd (widen to three lanes, bike lanes, sidewalks)
- (10) Evergreen Way 32nd to 45th St (widen for bike lanes south side)
- (11) F St 25th to 34th (traffic calming)
- (12) Ford St extension from 27th to 32nd St
- (13) Shepherd Road (bike/pedestrian facilities)
- (14) SR-14 access improvements at 27th (add ramps)
- (15) Washougal River Rd 18th/O St to Shepherd (intersection improvements)

1st: \_\_\_\_\_ 2nd: \_\_\_\_\_ 3rd: \_\_\_\_\_ 4th: \_\_\_\_\_ 5th: \_\_\_\_\_ NONE

**19. The City of Washougal is beginning its update to its Comprehensive Plan as required by the Washington State Growth Management Act (GMA). What is the best way for the city to facilitate your involvement and input into this important process? [Select all that apply.]**

(1) City website       (3) Open houses       (5) Social media  
 (2) City email service       (4) Surveys       (6) Other: \_\_\_\_\_

### **Demographics**

**20. Approximately how many years have you lived in Washougal? \_\_\_\_\_ years**

**21. What is your age? \_\_\_\_\_ years**

**22. How many children under age 18 live in your household? \_\_\_\_\_ children**

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

**24. 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

**25. If you have suggestions for improving the quality of city programs, facilities, or services, please write your suggestions in the space below.**

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**26. If you would like to be entered in our random drawing for a \$500 Visa gift card, please provide you name, phone number and email address below:**

Name: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Email Address: \_\_\_\_\_

**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.