



PUBLIC ENGAGEMENT CAMPAIGN

July – December 2011

Surveys conducted by Trevor Evers and Joanne Boys

Gathered Information Context

- The results of citizen surveys are only one information piece to shape Washougal's direction
- Slides and/or comments are not in any particular order
- Some comments and results may reflect national and local environments as well as citizen experiences
- Examples:
 - Business walk-and-talk during construction on E Street and Highway 14
 - Great Recession
 - Job concerns
 - Housing market

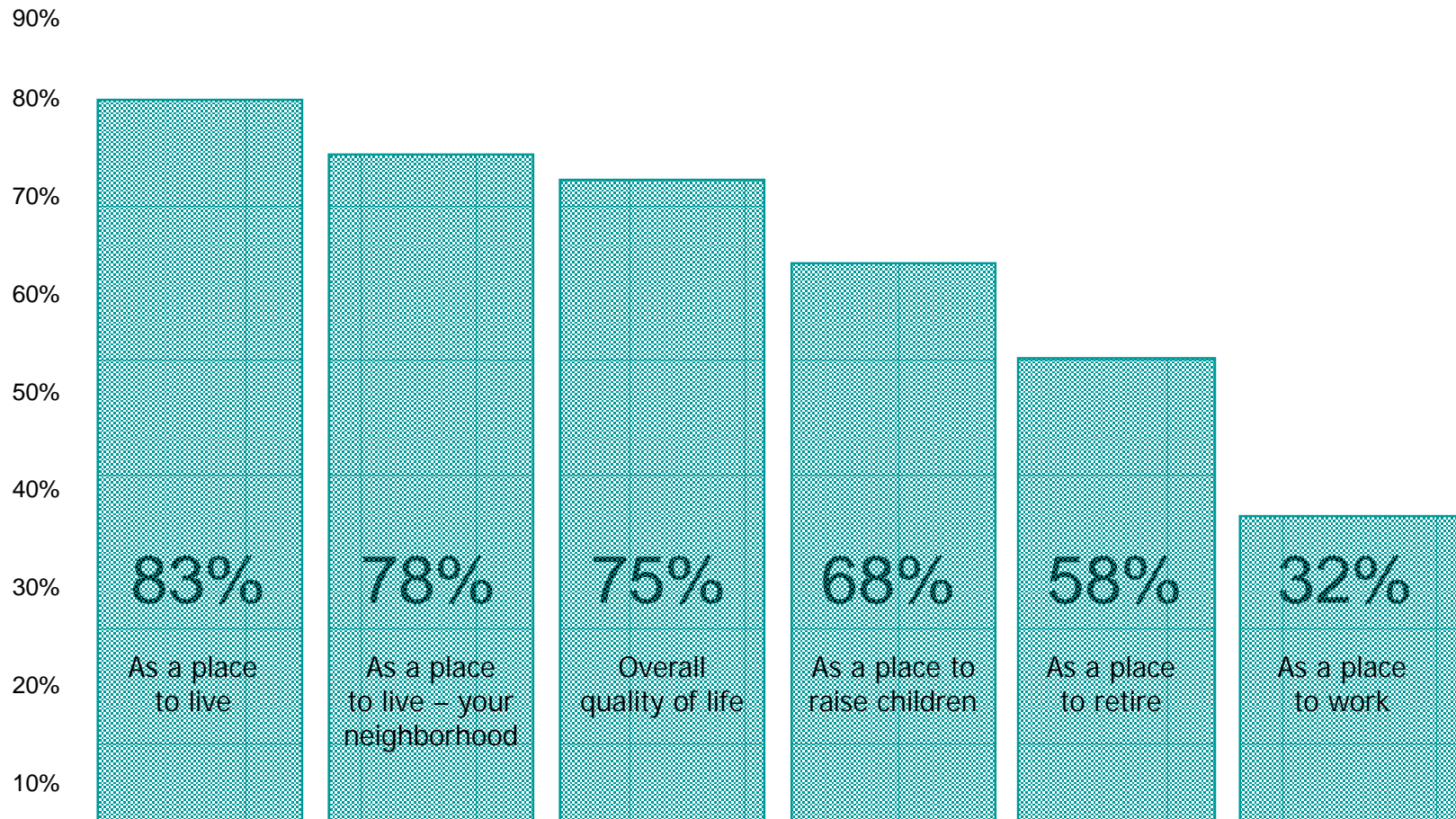
Public Engagement Outreach Goal achieved

Total Contacts – 1,287

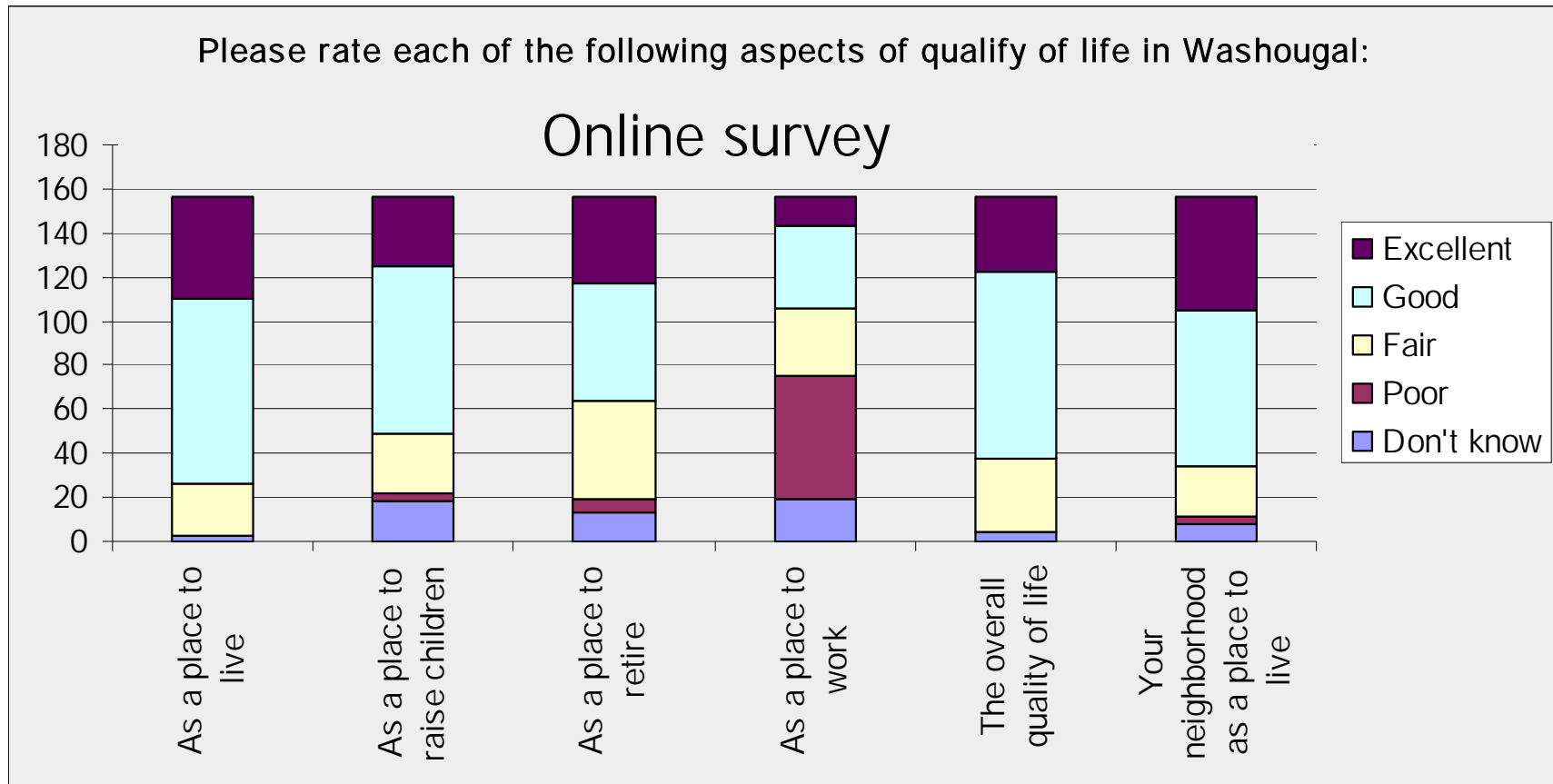
- Walk-and-talk to commercial or industrial businesses (136)
- External and internal stakeholder interviews
- On-line polls (157); telephone surveys (531)
- Presentations
- Coffee conversations and Contractor Coffee Meeting
- Public workshops
- Farmer's Market and Port Concerts
- Previously elected and appointed board members
- Service organizations
- Survey boxes

Public Outreach Goal – contact 5% - 10% of the population (700-1,400)

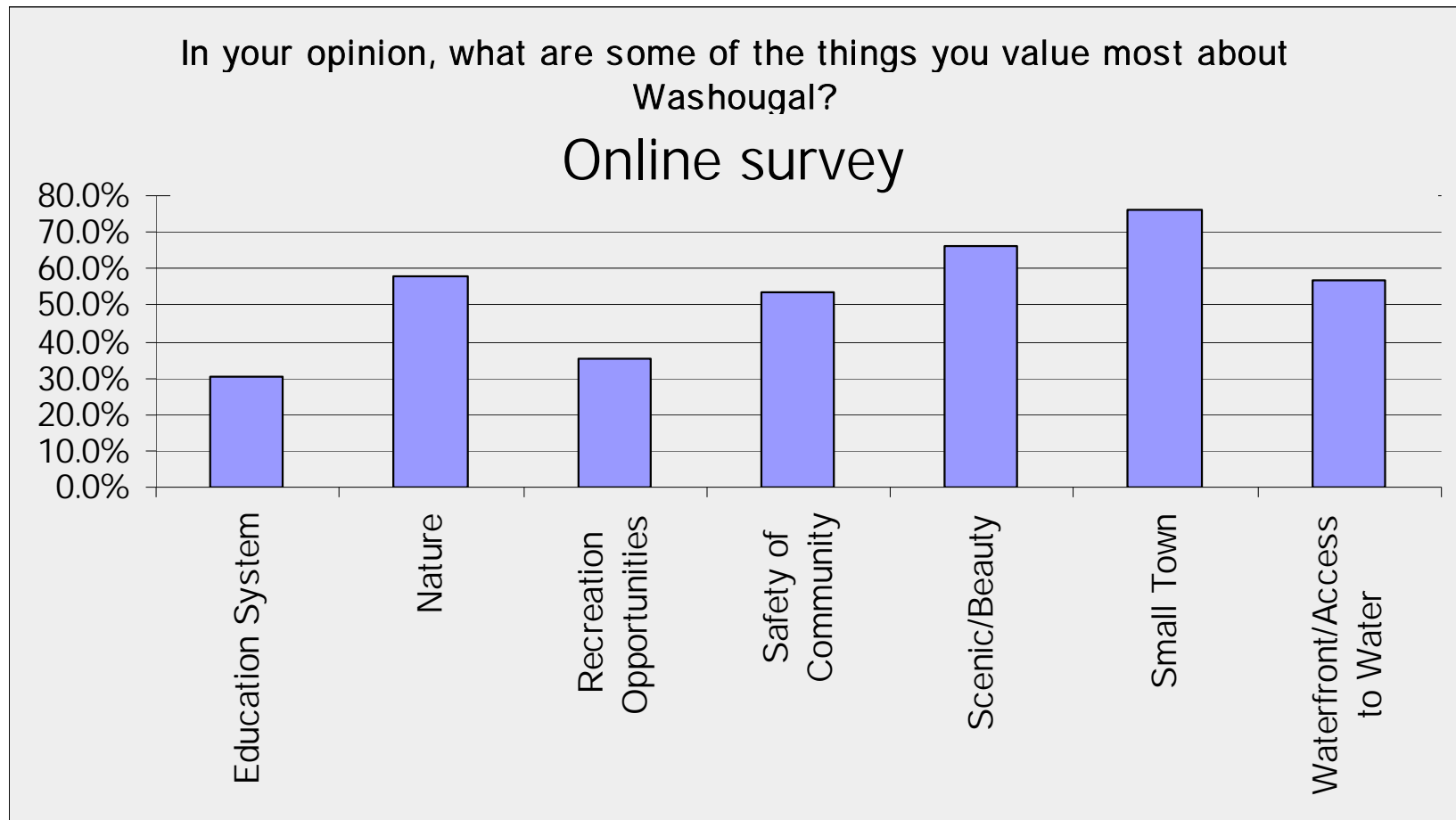
Quality of Life (Excellent / Good)



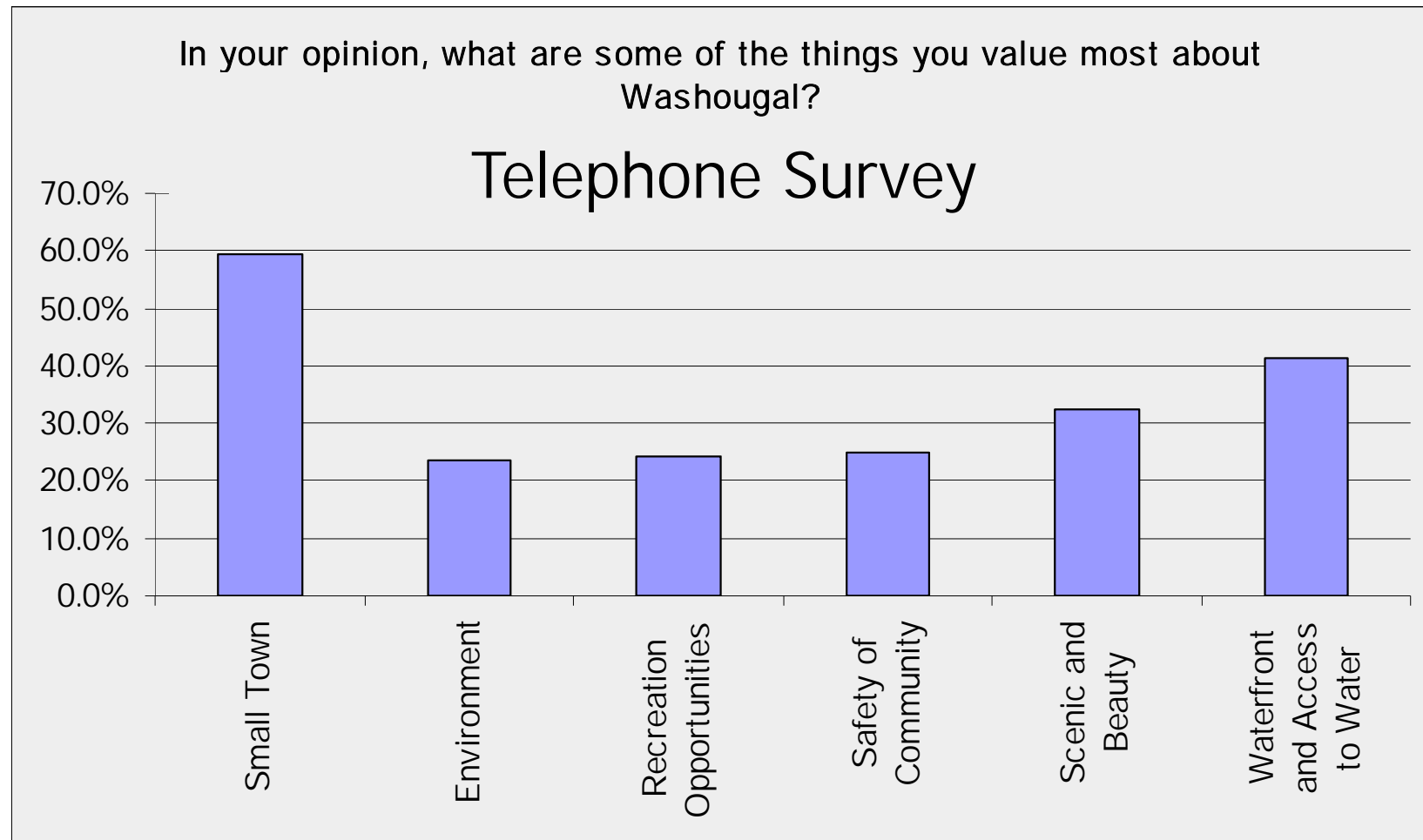
Quality of Life



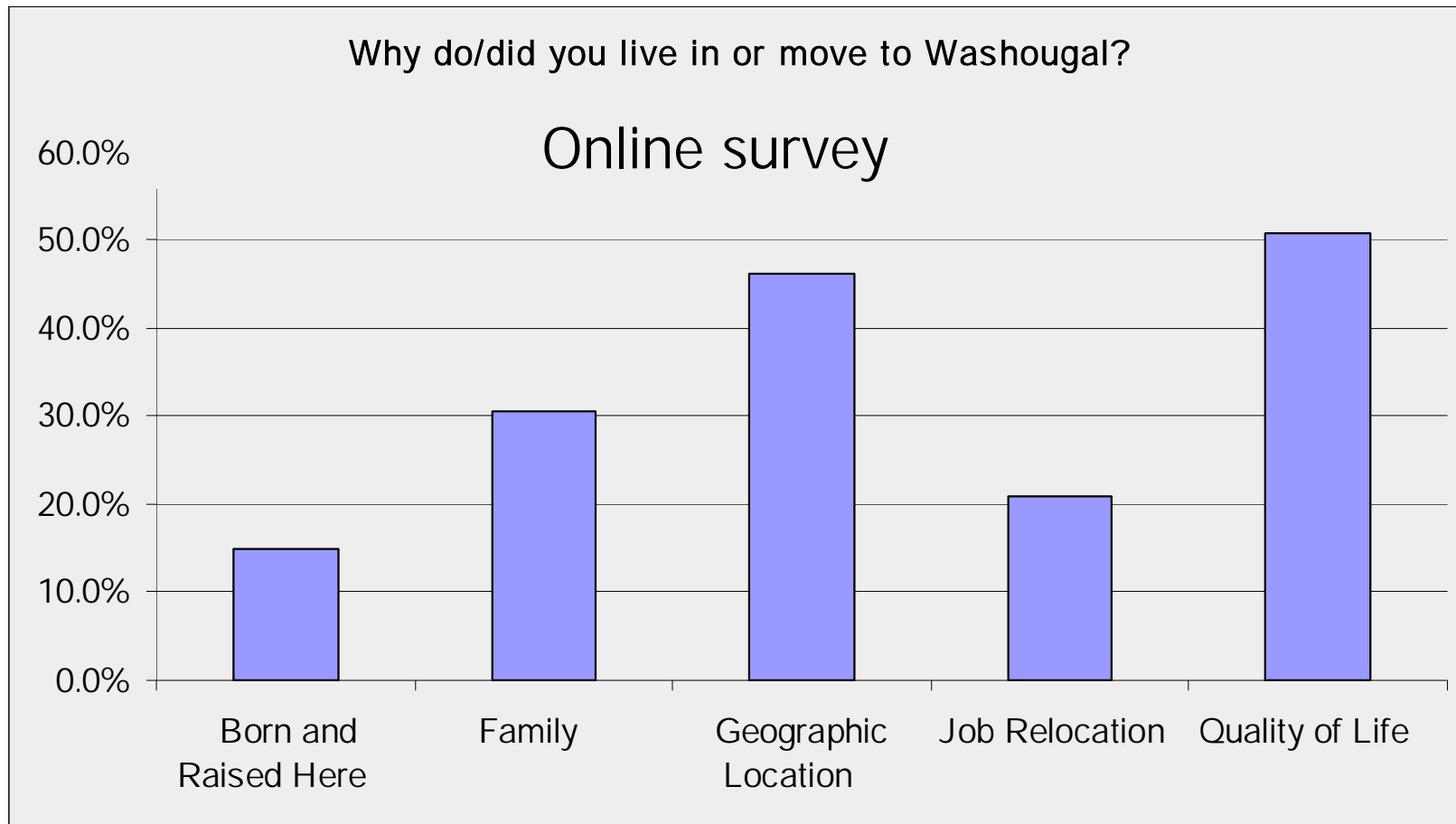
What citizens value most



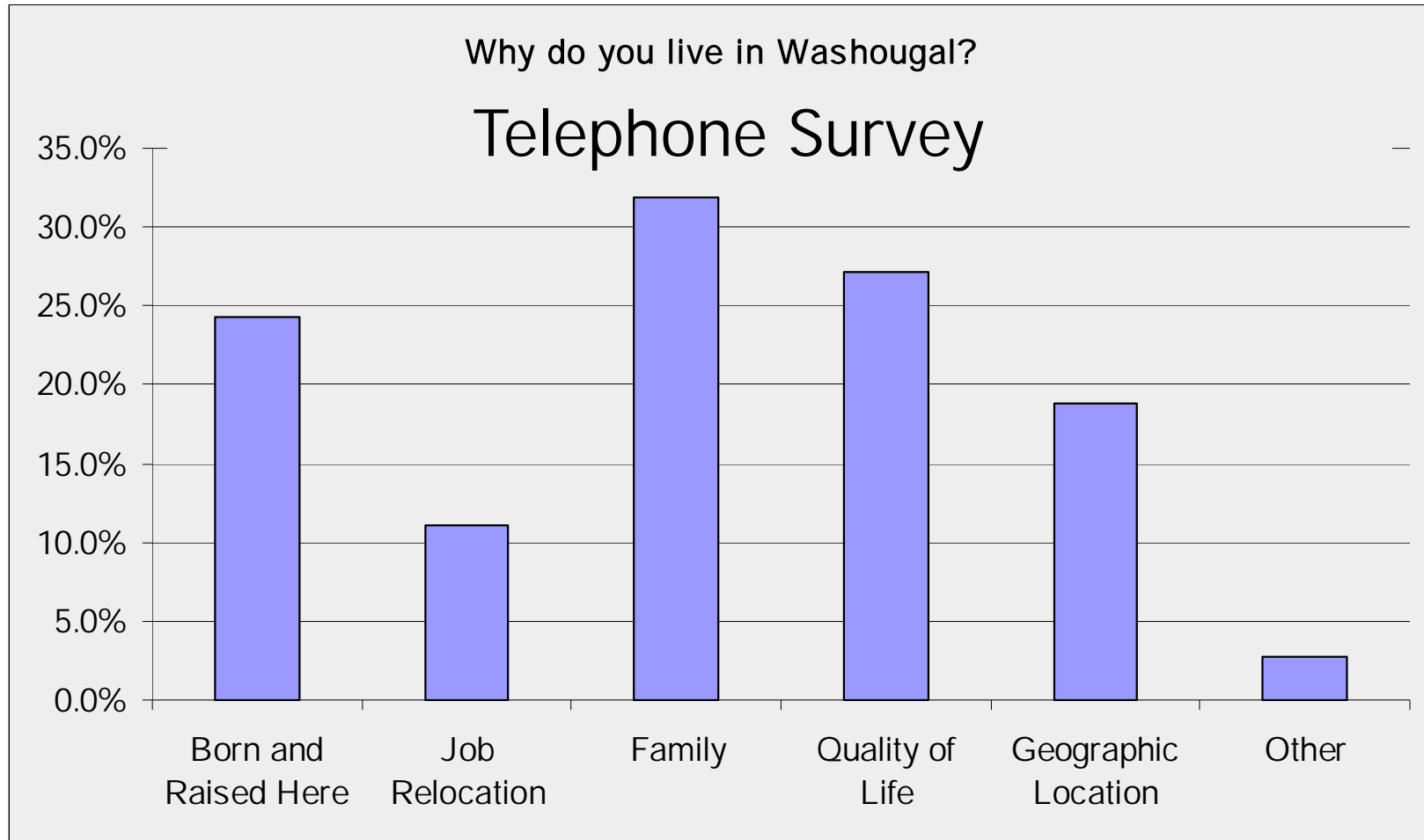
What citizens value most



Why citizens live here

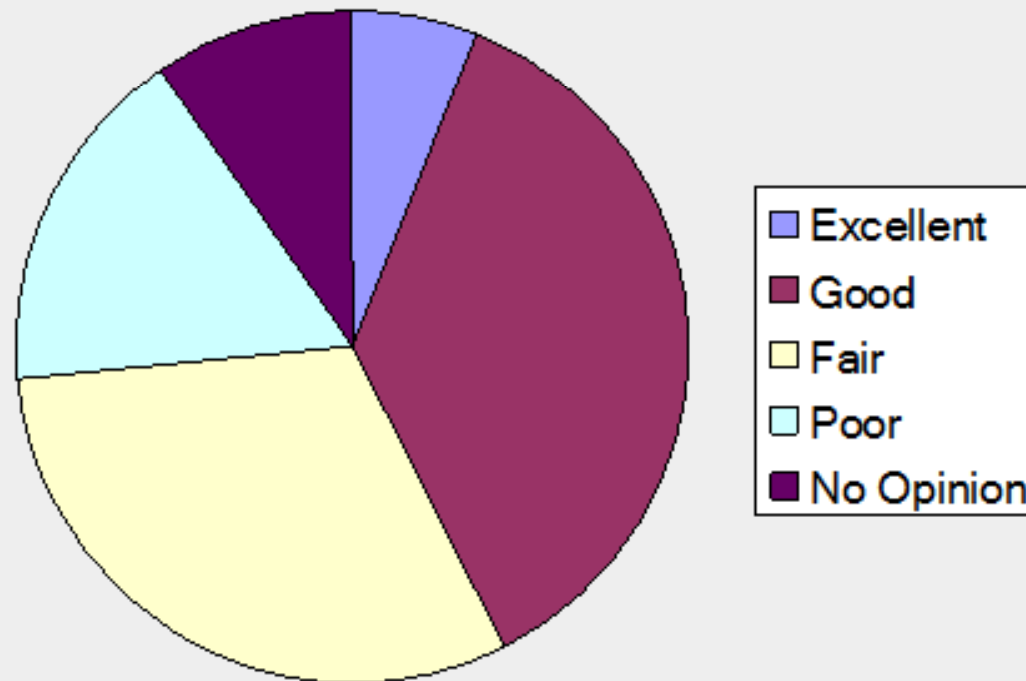


Why citizens live here



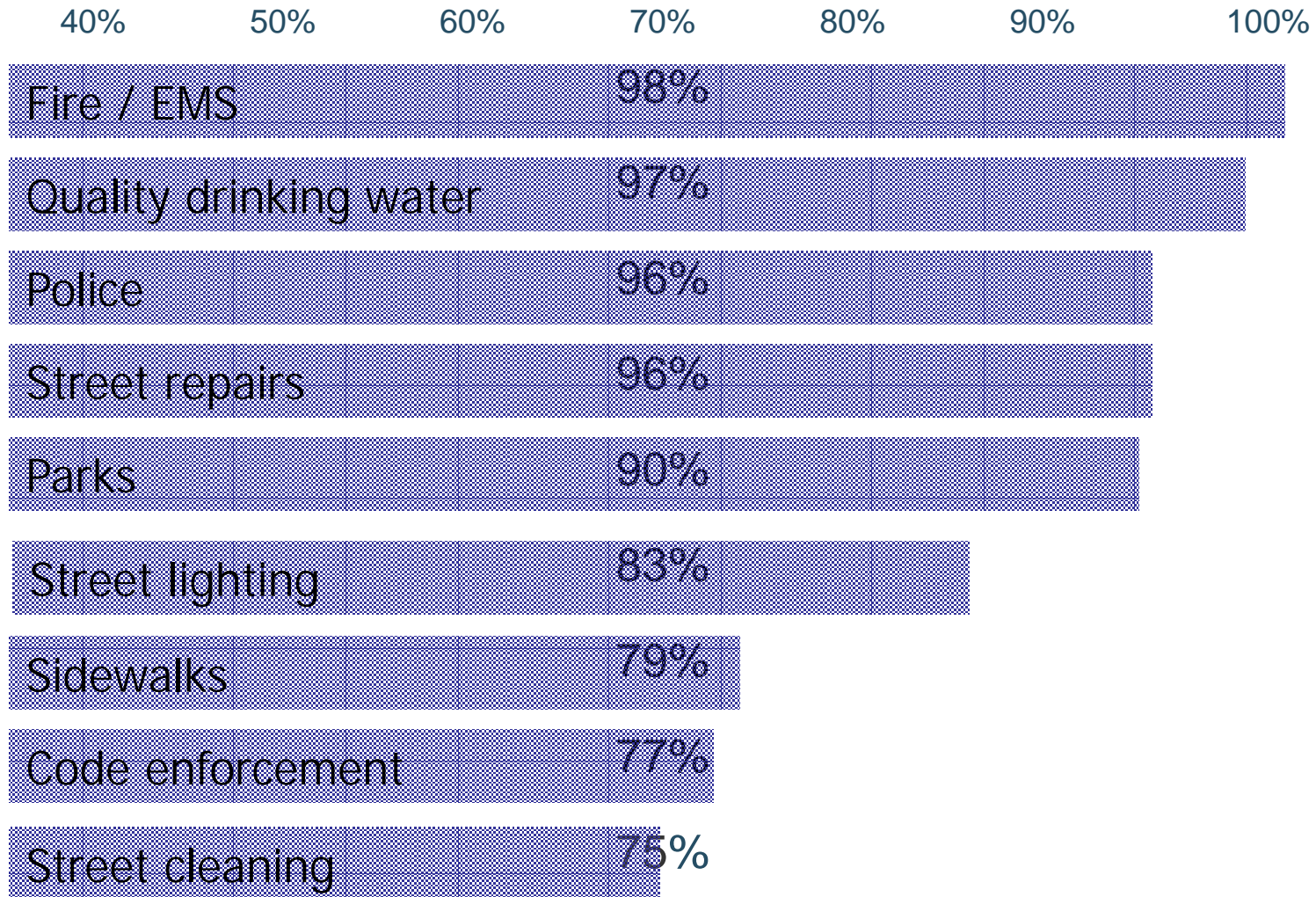
Decision making opportunities

How would you rate the city's performance in providing residents the opportunity to be involved in decisions that affect city government?

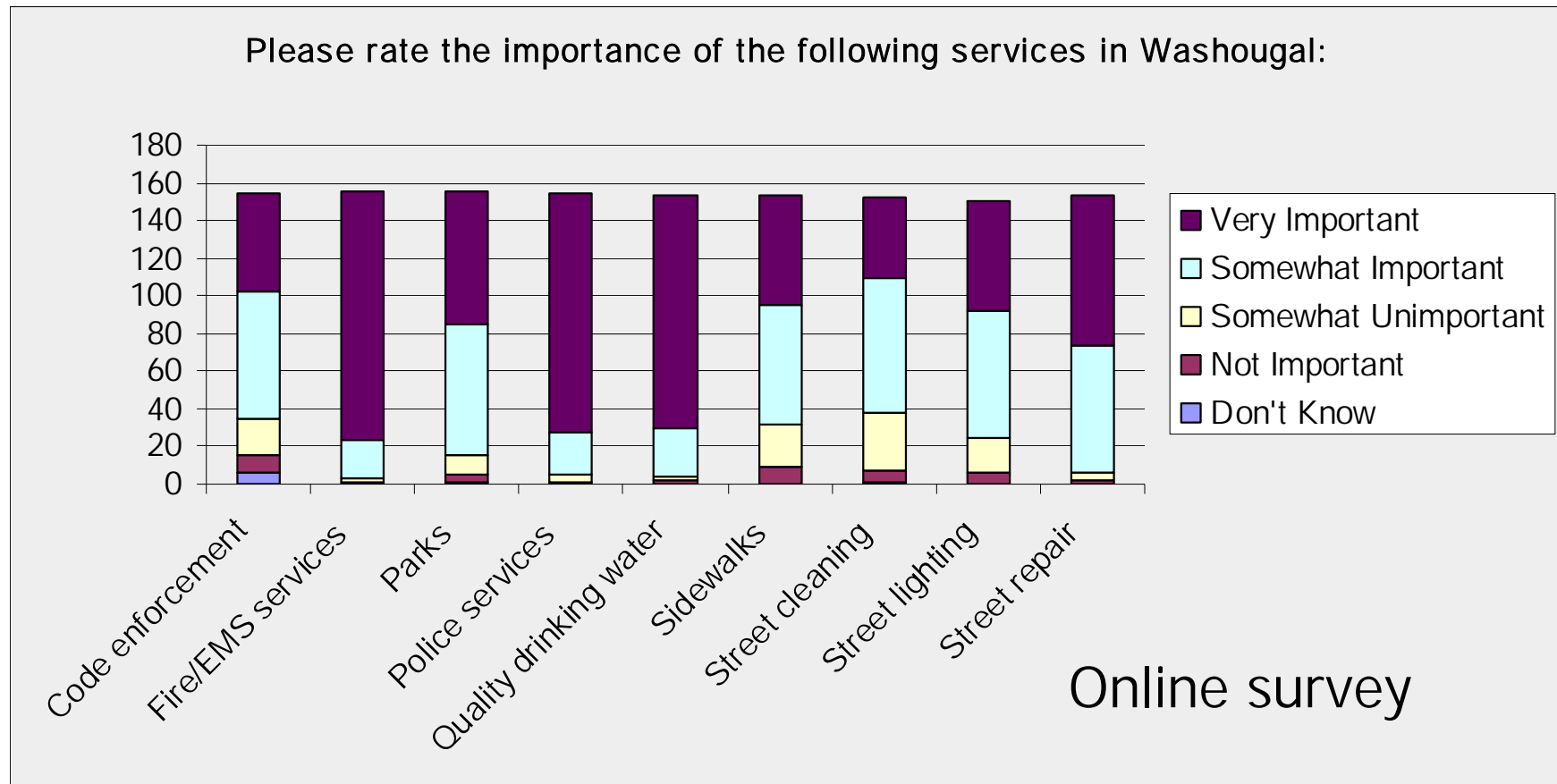


Importance of Services

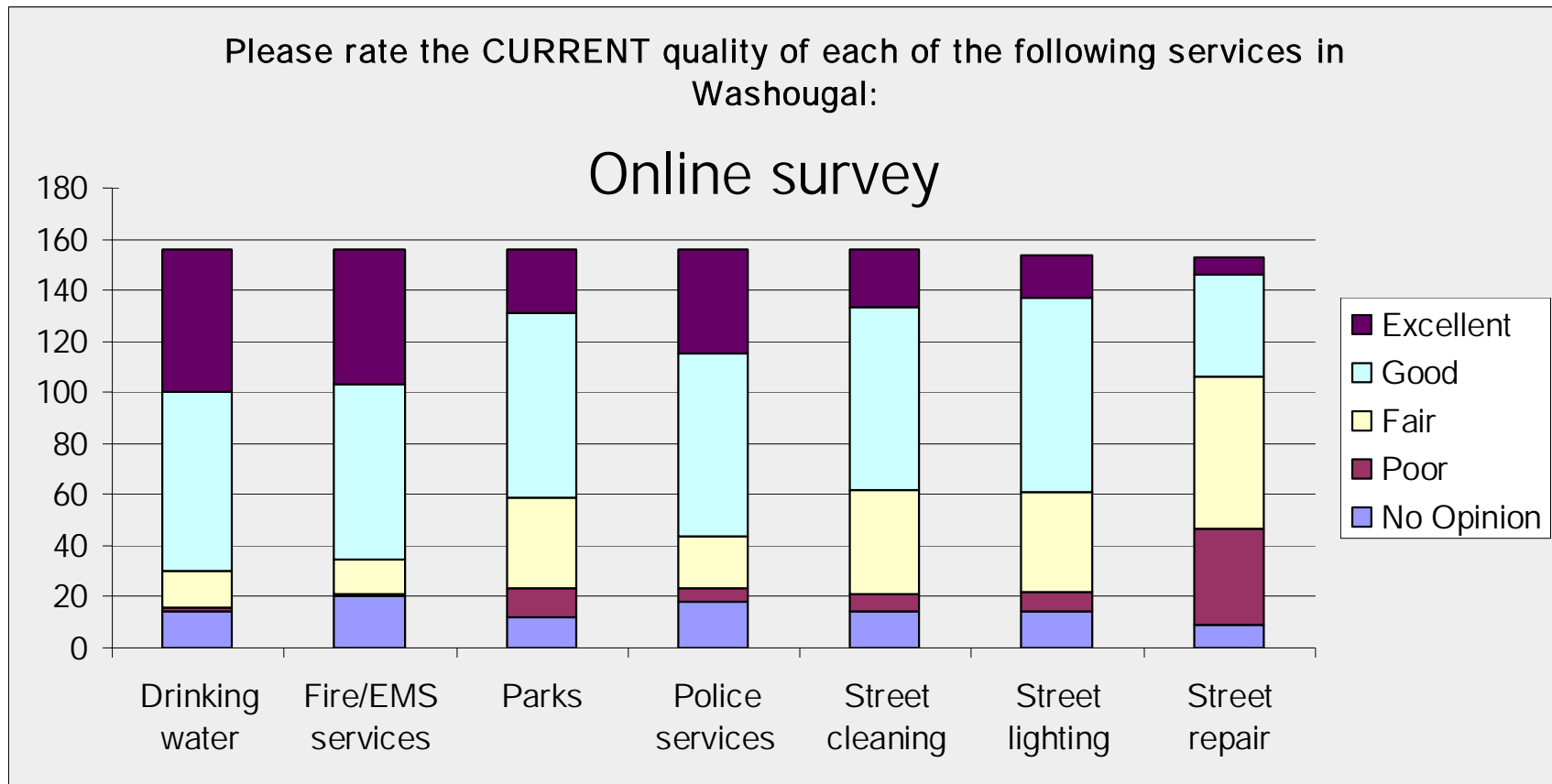
(Very Important / Somewhat Important)



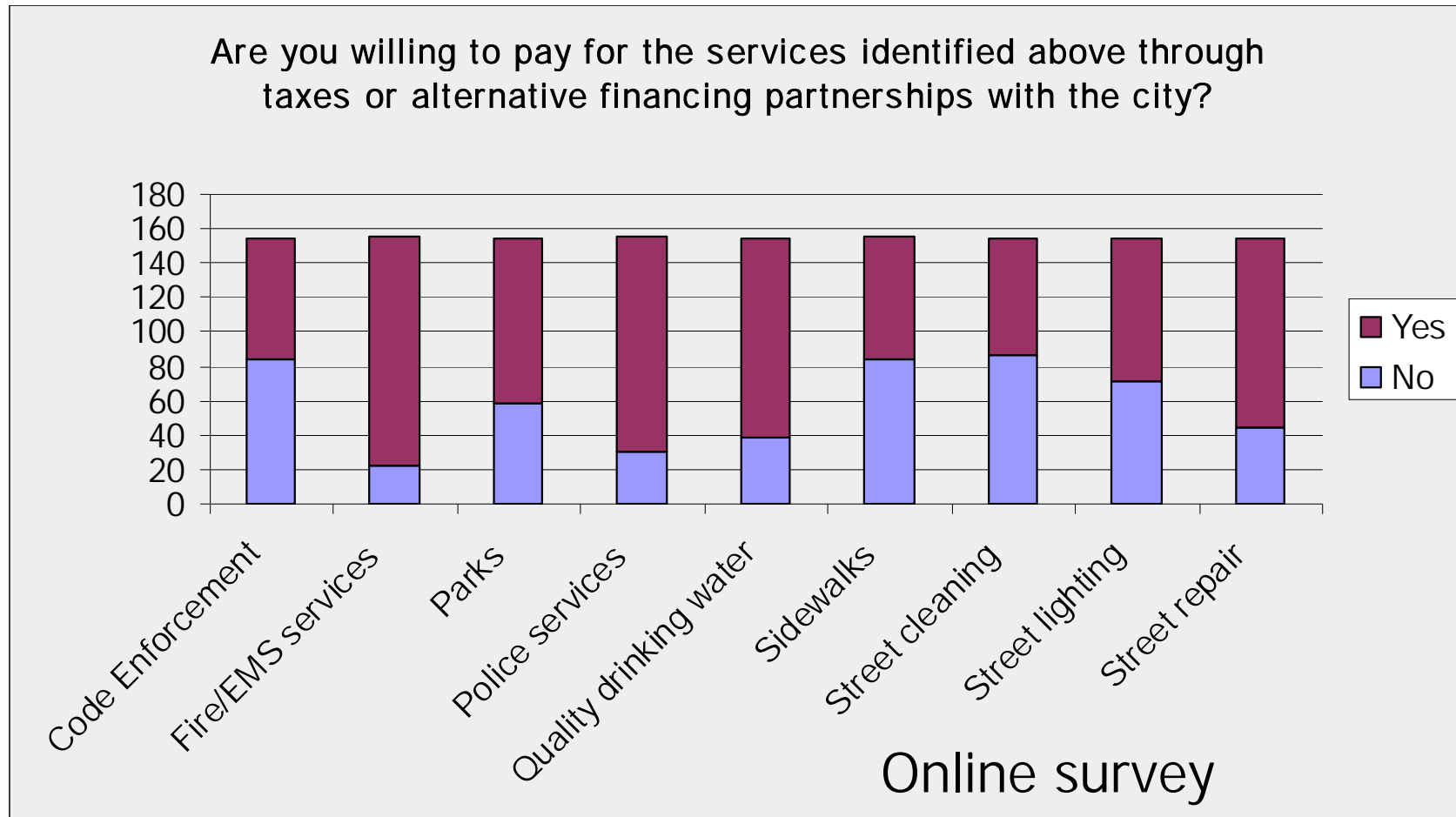
Importance of services



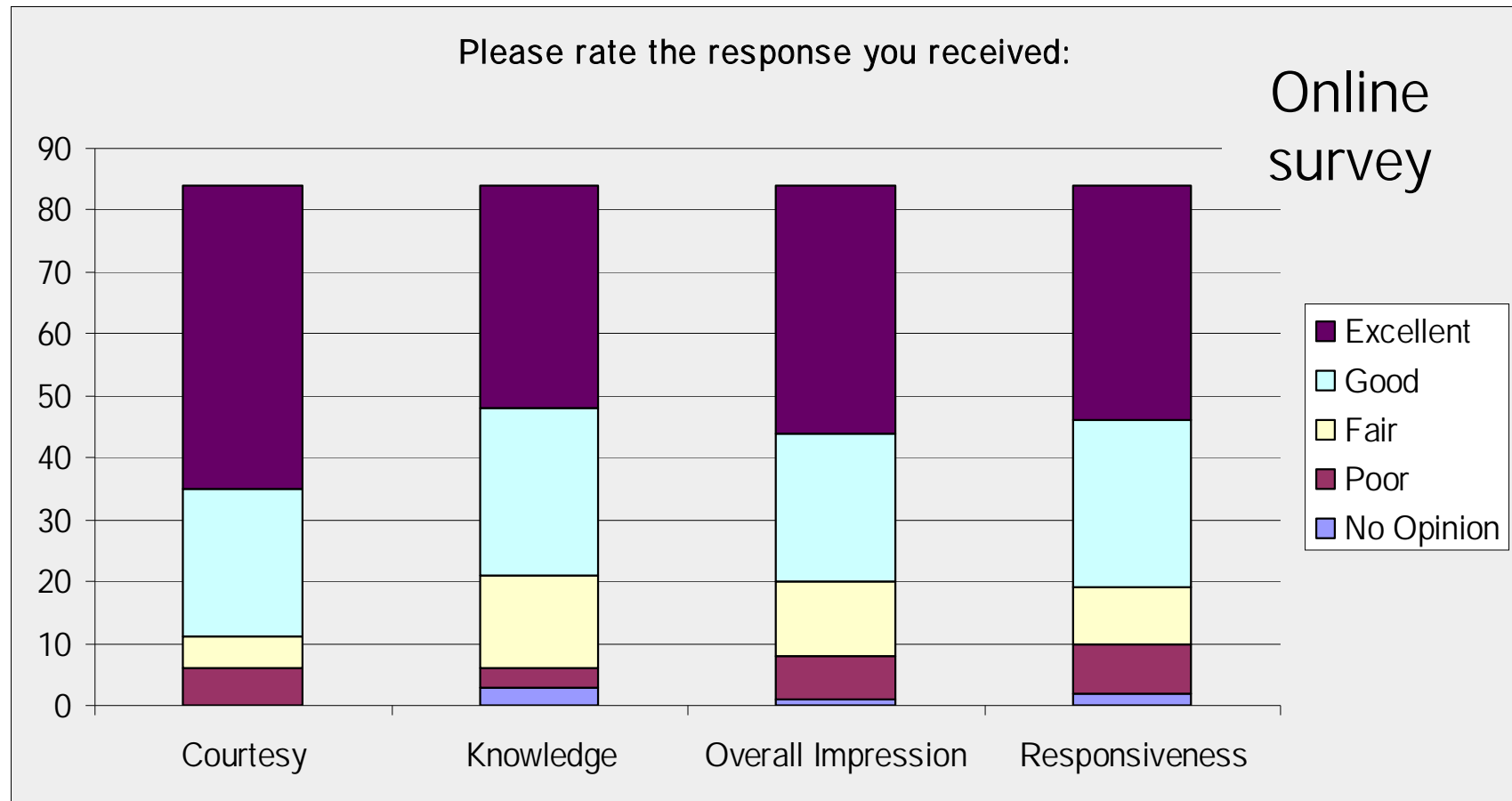
Quality of services



Paying for services



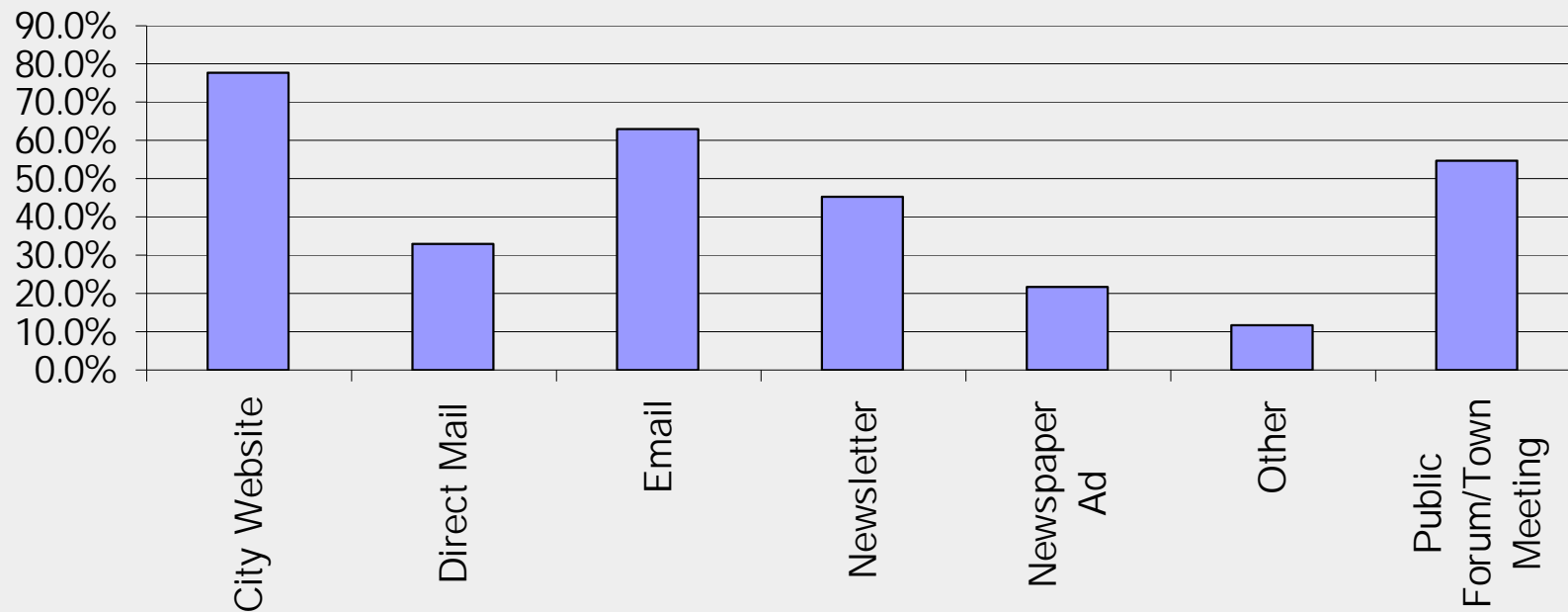
Contact with City Staff



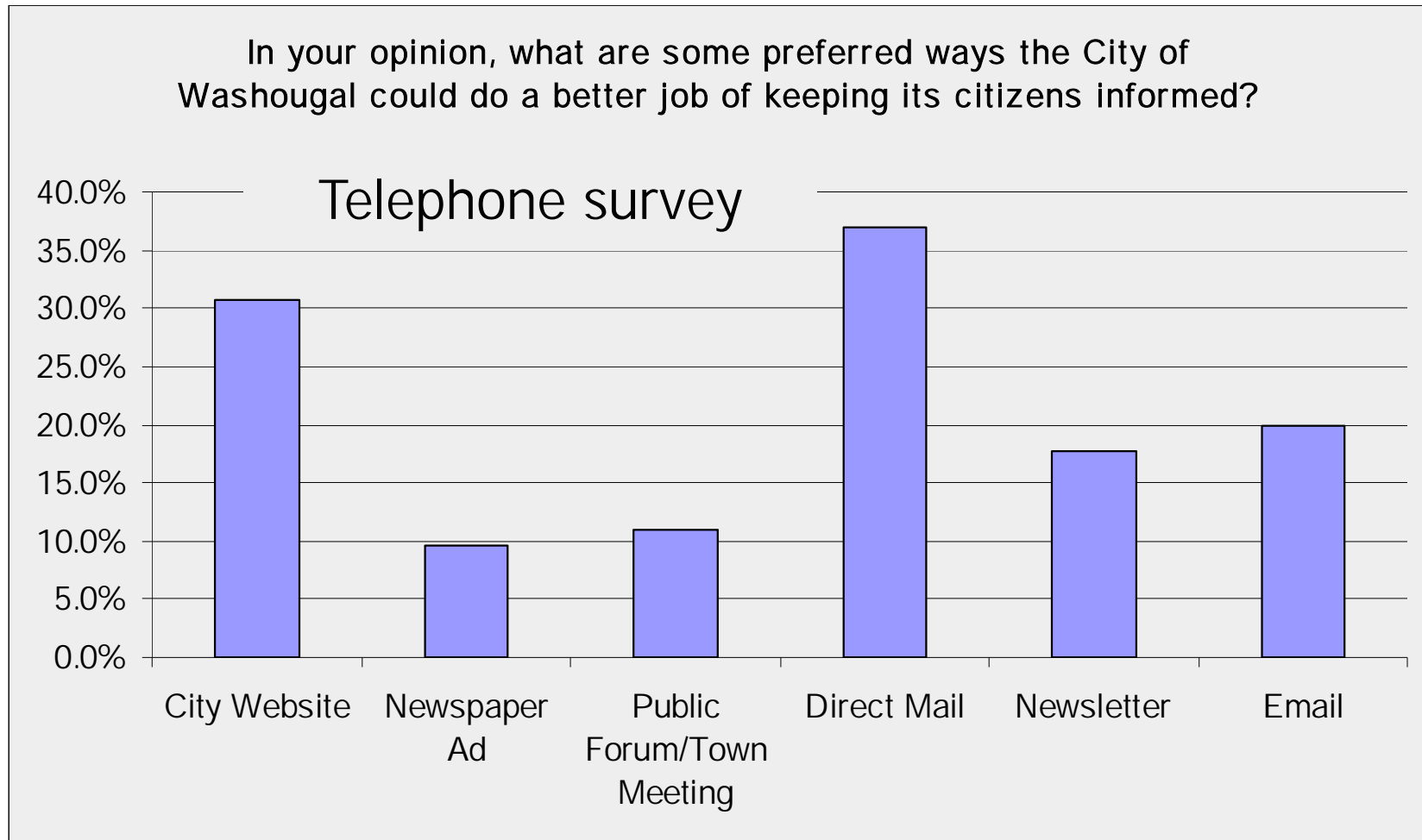
Staying informed

In your opinion, what are some preferred ways the city of Washougal could do a better job of keeping its citizens informed (check all that apply)?

Online survey

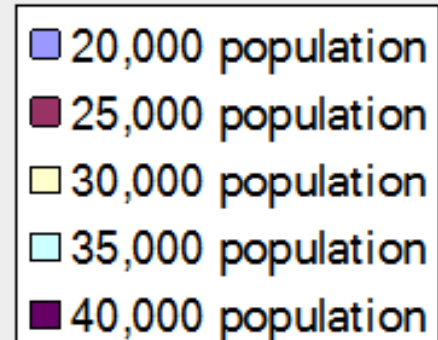
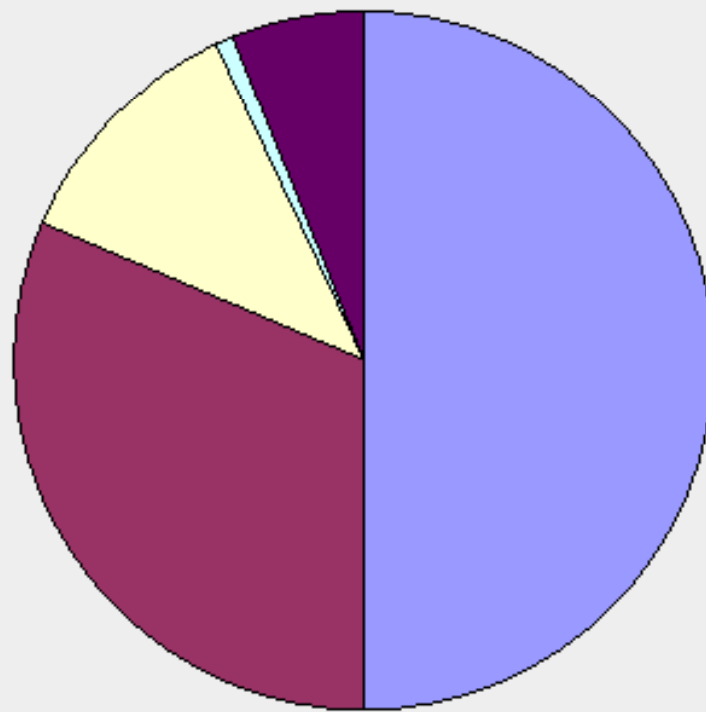


Staying informed



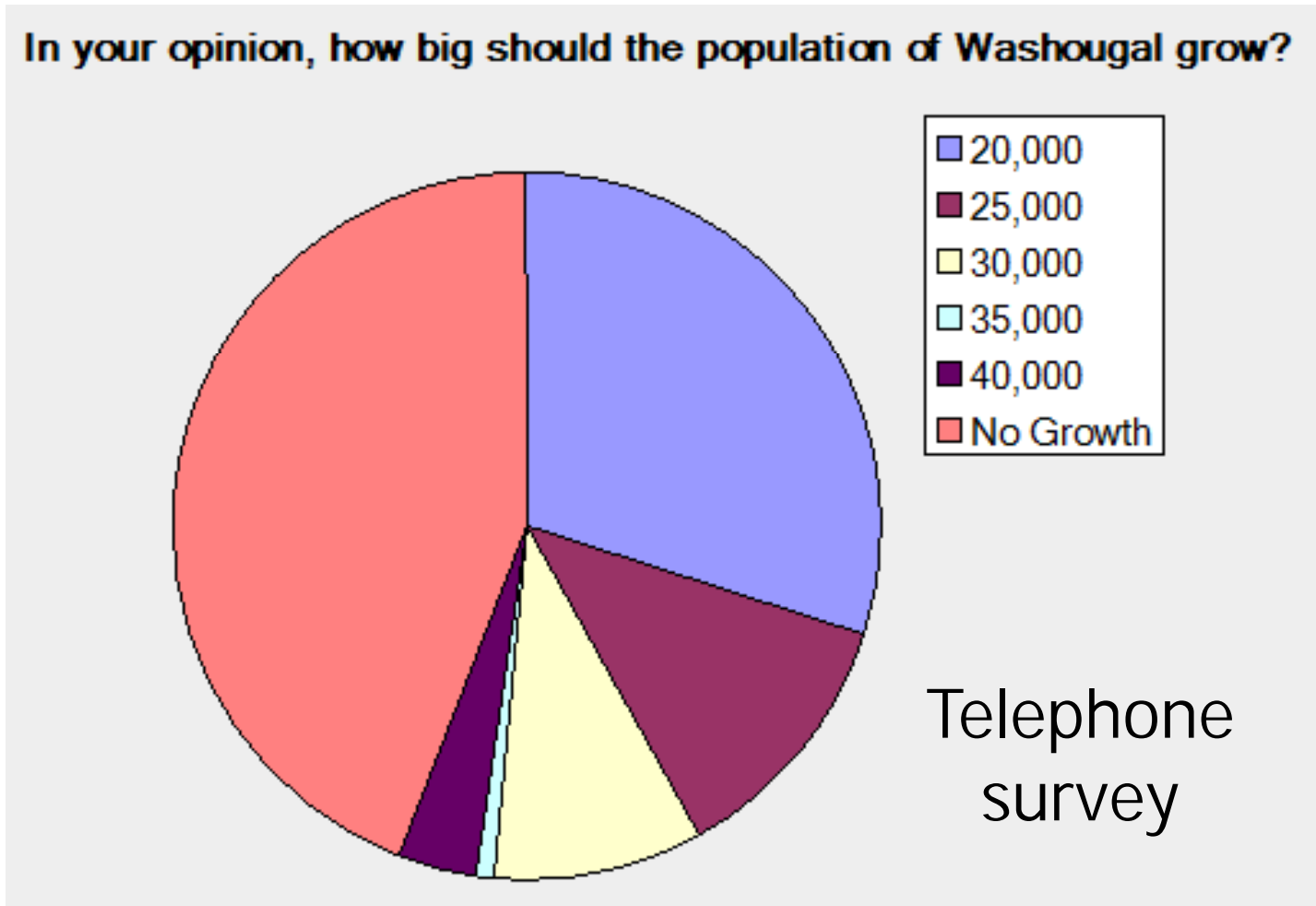
How big should we grow?

In your opinion, how big should Washougal grow* (current population is 14,210)? *Some studies suggest that 2/3 of population growth is our children and grandchildren.



Online survey

How big should we grow?



ADDITIONAL COMMENTS

Top comments received

- Commercial and Economic Development
- Jobs
- Transportation
- Parks and Trails
- Downtown Revitalization
- Police, Fire and EMS - Community Safety

Commercial Development

- The need for more commercial development received the highest number of comments
- 83% of respondents feel that it is *very important/somewhat important* to address commercial development during the strategic planning process

Transportation

Transportation received the second highest number of comments

- Expressed support for
 - Highway 14 improvements,
 - Second railroad overpass,
 - Interchange at 27th Street and 32nd Street intersection
- 96% of the respondents feel that street repair is *very important/somewhat important*
- 70% of the respondents feel that transportation is *very important/somewhat important* to address during the strategic planning process
- Only 31% of the respondents felt that our current quality of street repair is *excellent or good*

Parks and trails

Parks and trails received the third highest number of comments

- 90% feel park services are *important/somewhat important*
- 86% indicated that park services are *very important/somewhat important* to address in the strategic planning process
- 35% said that recreational opportunities are something they value about Washougal
- 62% felt that the current quality of park services is *excellent/good*
- 62% are willing to help pay for park services through taxes or alternative financing partnerships with the city

Downtown revitalization

- Downtown revitalization received the fourth highest number of comments
- 75% of respondents feel that downtown revitalization is *very important/somewhat important* to address during the strategic planning process

Police, fire, EMS

Citizens are concerned with city-wide public safety

- 98% (Fire/EMS) and 96% (Police) of respondents indicate that police/fire/EMS services are *very important/somewhat important*
- 86% (Fire/EMS) and 81% (Police) of respondents indicate that they are willing to pay for these services through taxes or alternative financing partnerships with the city
- 78% (Fire/EMS) and 72% (Police) of the respondents indicate the current quality of these services as *excellent/good*
- 92% of the respondents feel that it is *very important/somewhat important* to address public safety during the strategic planning process
- 54% of the respondents identified public safety as one of the things they value most about Washougal

Additional subjects

- Community Activities/Events
- Community Aesthetics
- Impact Fees
- Library
- Senior Citizens
- Sidewalks
- Tourism
- Utility Rates
- Youth
- Growth
- Citizen Communications

Expressed interest

- Community's desire for community activities and special events
- Aesthetics – dilapidated buildings and challenge making Washougal attractive to business
- Impact fees for new growth should be higher
- The fees assessed to developers have not adequately addressed city services and roads
- A better and larger library is needed
- Senior citizens – senior housing, hospital
- Sidewalks needed to all schools and connected throughout town

More comments

- Tourism – seek out tourism opportunities
- Utility Rates
 - Should be raised for those using water
 - Rates increased annually rather than increase by a large jump
 - Cost too high
 - Bill people on fixed incomes for usage rather than a flat fee
- Youth activities – nothing for kids to do in community
- Jobs

Business & industry comments

- Business Association needed (location specific – downtown, E Street, Industrial Park)
- Economy has hit the majority of businesses hard
- Signage needed directly to downtown businesses
- Website usability/functionality – ability to use city website to advertise or link
- Grand opening, ribbon cutting after infrastructure improvements on E Street
- Monthly newsletter (business and public/electronic version)