

# CITY OF PASCO, WA 2011





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## SURVEY BACKGROUND

### ABOUT THE NATIONAL CITIZEN SURVEY™

The National Citizen Survey™ (The NCS) is a collaborative effort between National Research Center, Inc. (NRC) and the International City/County Management Association (ICMA). The NCS was developed by NRC to provide a statistically valid survey of resident opinions about community and services provided by local government. The survey results may be used by staff, elected officials and other stakeholders for community planning and resource allocation, program improvement and policy making.

FIGURE 1: THE NATIONAL CITIZEN SURVEY™ METHODS AND GOALS

#### **Survey Objectives** Assessment Methods Multi-contact mailed survey Identify community strengths and Representative sample of 1,200 households weaknesses Identify service strengths and 231 surveys returned; 20% response rate 6% margin of error weaknesses Data statistically weighted to reflect population **Assessment Goals Immediate** Long-term Provide useful information for: Improved services **Planning** More civic engagement Resource allocation Better community quality of life Performance measurement Stronger public trust Program and policy evaluation

The NCS focuses on a series of community characteristics and local government services, as well as issues of public trust. Resident behaviors related to civic engagement in the community also were measured in the survey.

FIGURE 2: THE NATIONAL CITIZEN SURVEY™ FOCUS AREAS

#### **COMMUNITY QUALITY**

Quality of life Quality of neighborhood Place to live

#### **COMMUNITY DESIGN**

#### **Transportation**

Ease of travel, transit services, street maintenance

#### **Housing**

Housing options, cost, affordability

#### Land Use and Zoning

New development, growth, code enforcement

#### **Economic Sustainability**

Employment, shopping and retail, City as a place to work

#### **PUBLIC SAFETY**

Safety in neighborhood and downtown Crime victimization Police, fire, EMS services Emergency preparedness

# **ENVIRONMENTAL SUSTAINABILITY**

Cleanliness
Air quality
Preservation of natural areas
Garbage and recycling
services

# RECREATION AND WELLNESS

#### **Parks and Recreation**

Recreation opportunities, use of parks and facilities, programs and classes

#### **Culture, Arts and Education**

Cultural and educational opportunities, libraries, schools

#### **Health and Wellness**

Availability of food, health services, social services

# COMMUNITY INCLUSIVENESS

Sense of community Racial and cultural acceptance Senior, youth and low-income services

#### **CIVIC ENGAGEMENT**

#### **Civic Activity**

Volunteerism Civic attentiveness Voting behavior

#### **Social Engagement**

Neighborliness, social and religious events

#### **Information and Awareness**

Public information, publications, Web site

#### **PUBLIC TRUST**

Cooperation in community
Value of services
Direction of community
Citizen involvement
Employees

The survey and its administration are standardized to assure high quality research methods and directly comparable results across The National Citizen Survey™ jurisdictions. Participating households are selected at random and the household member who responds is selected without bias. Multiple mailings give each household more than one chance to participate with self-addressed and postage-paid envelopes. Results are statistically weighted to reflect the proper demographic composition of the entire community. A total of 231 completed surveys were obtained, providing an overall response rate of 20%. Typically, response rates obtained on citizen surveys range from 20% to 40%.

The National Citizen Survey™ customized for the City of Pasco was developed in close cooperation with local jurisdiction staff. Pasco staff selected items from a menu of questions about services and community issues and provided the appropriate letterhead and signatures for mailings. City of Pasco staff also augmented The National Citizen Survey™ basic service with several custom questions.

#### UNDERSTANDING THE RESULTS

As shown in Figure 2, this report is based around respondents' opinions about eight larger categories: community quality, community design, public safety, environmental sustainability, recreation and wellness, community inclusiveness, civic engagement and public trust. Each report section begins with residents' ratings of community characteristics and is followed by residents' ratings of service quality. For all evaluative questions, the percent of residents rating the service or community feature as "excellent" or "good" is presented. To see the full set of responses for each question on the survey, please see Appendix A: Complete Survey Frequencies.

# Margin of Error

The margin of error around results for the City of Pasco Survey (231completed surveys) is plus or minus six percentage points. This is a measure of the precision of your results; a larger number of completed surveys gives a smaller (more precise) margin of error, while a smaller number of surveys yields a larger margin of error. With your margin of error, you may conclude that when 60% of survey respondents report that a particular service is "excellent" or "good," somewhere between 54-66% of all residents are likely to feel that way.

# **Comparing Survey Results**

Certain kinds of services tend to be thought better of by residents in many communities across the country. For example, public safety services tend to be received better than transportation services by residents of most American communities. Where possible, the better comparison is not from one service to another in the City of Pasco, but from City of Pasco services to services like them provided by other jurisdictions.

# **Interpreting Comparisons to Previous Years**

This report contains comparisons with prior years' results. In this report, we are comparing this year's data with existing data in the graphs. Differences between years can be considered "statistically significant" if they are greater than nine percentage points. Trend data for your jurisdiction represent important comparison data and should be examined for improvements or declines. Deviations from stable trends over time, especially represent opportunities for understanding how local policies, programs or public information may have affected residents' opinions.

# **Benchmark Comparisons**

NRC's database of comparative resident opinion is comprised of resident perspectives gathered in citizen surveys from approximately 500 jurisdictions whose residents evaluated local government services and gave their opinion about the quality of community life. The comparison evaluations are from the most recent survey completed in each jurisdiction; most communities conduct surveys every year or in alternating years. NRC adds the latest results quickly upon survey completion, keeping the benchmark data fresh and relevant.

The City of Pasco chose to have comparisons made to the entire database. A benchmark comparison (the average rating from all the comparison jurisdictions where a similar question was asked) has been provided when a similar question on the City of Pasco survey was included in NRC's database and there were at least five jurisdictions in which the question was asked. For most questions compared to the entire dataset, there were more than 100 jurisdictions included in the benchmark comparison.

Where comparisons for quality ratings were available, the City of Pasco results were generally noted as being "above" the benchmark, "below" the benchmark or "similar" to the benchmark. For some questions – those related to resident behavior, circumstance or to a local problem – the comparison to the benchmark is designated as "more," "similar" or "less" (for example, the percent of crime victims, residents visiting a park or residents identifying code enforcement as a problem.) In instances where ratings are considerably higher or lower than the benchmark, these ratings have been further demarcated by the attribute of "much," (for example, "much less" or "much above"). These labels come from a statistical comparison of the City of Pasco's rating to the benchmark.

# "Don't Know" Responses and Rounding

On many of the questions in the survey respondents may answer "don't know." The proportion of respondents giving this reply is shown in the full set of responses included in Appendix A. However, these responses have been removed from the analyses presented in the body of the report. In other words, the tables and graphs display the responses from respondents who had an opinion about a specific item.

For some questions, respondents were permitted to select more than one answer. When the total exceeds 100% in a table for a multiple response question, it is because some respondents did select more than one response. When a table for a question that only permitted a single response does not total to exactly 100%, it is due to the customary practice of percentages being rounded to the nearest whole number.

For more information on understanding The NCS report, please see Appendix B: Survey Methodology.

#### EXECUTIVE SUMMARY

This report of the City of Pasco survey provides the opinions of a representative sample of residents about community quality of life, service delivery, civic participation and unique issues of local interest. A periodic sounding of resident opinion offers staff, elected officials and other stakeholders an opportunity to identify challenges and to plan for and evaluate improvements and to sustain services and amenities for long-term success.

Most residents experienced a good quality of life in the City of Pasco and believed the City was a good place to live. The overall quality of life in the City of Pasco was rated as "excellent" or "good" by 64% of respondents. A majority reported they plan on staying in the City of Pasco for the next five years.

A variety of characteristics of the community was evaluated by those participating in the study. The two characteristics receiving the most favorable ratings were the ease of bus travel and the ease of car travel in Pasco. The two characteristics receiving the least positive ratings were the overall image or reputation of Pasco and shopping opportunities.

Ratings of community characteristics were compared to the benchmark database. Of the 29 characteristics for which comparisons were available, seven were above the national benchmark comparison, eight were similar to the national benchmark comparison and 14 were below.

Residents in the City of Pasco were somewhat civically engaged. While only 22% had attended a meeting of local elected public officials or other local public meeting in the previous 12 months, 91% had provided help to a friend or neighbor. Less than half had volunteered their time to some group or activity in the City of Pasco, which was lower than the benchmark.

In general, survey respondents demonstrated trust in local government. Close to half rated the overall direction being taken by the City of Pasco as "good" or "excellent." This was similar to the benchmark. Those residents who had interacted with an employee of the City of Pasco in the previous 12 months gave high marks to those employees. Most rated their overall impression of employees as "excellent" or "good."

City services rated were able to be compared to the benchmark database. Of the 37 services for which comparisons were available, five were above the benchmark comparison, 19 were similar to the benchmark comparison and 13 were below.

A Key Driver Analysis was conducted for the City of Pasco which examined the relationships between ratings of each service and ratings of the City of Pasco's services overall. Those key driver services that correlated most strongly with residents' perceptions about overall City service quality have been identified. By targeting improvements in key services, the City of Pasco can focus on the services that have the greatest likelihood of influencing residents' opinions about overall service quality. Services found to be influential in ratings of overall service quality from the Key Driver Analysis were:

- Public library services
- Traffic signal timing
- Police services

Of these services, those deserving the most attention may be those that were below or similar to the benchmark comparisons: public library services and police services. For traffic signal timing, the City of Pasco was above the benchmark and should continue to ensure high quality performance.

## COMMUNITY RATINGS

# OVERALL COMMUNITY QUALITY

Overall quality of community life may be the single best indicator of success in providing the natural ambience, services and amenities that make for an attractive community. The National Citizen Survey™ contained many questions related to quality of community life in the City of Pasco – not only direct questions about quality of life overall and in neighborhoods, but questions to measure residents′ commitment to the City of Pasco. Residents were asked whether they planned to move soon or if they would recommend the City of Pasco to others. Intentions to stay and willingness to make recommendations provide evidence that the City of Pasco offers services and amenities that work.

Many of the City of Pasco's residents gave favorable ratings to their neighborhoods and the community as a place to live. Further, most reported they would recommend the community to others and plan to stay for the next five years. These ratings has varied when compared to past survey years.

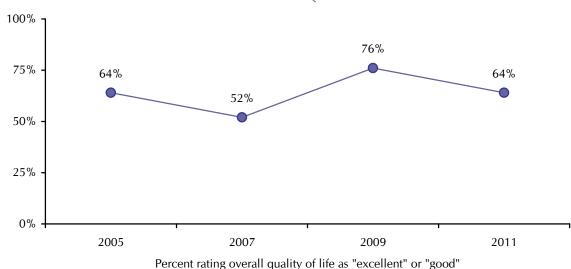


FIGURE 3: RATINGS OF OVERALL QUALITY OF LIFE BY YEAR

FIGURE 4: RATINGS OF OVERALL COMMUNITY QUALITY BY YEAR

	2011	2009	2007	2005
The overall quality of life in Pasco	64%	76%	52%	64%
Your neighborhood as a place to live	71%	77%	63%	68%
Pasco as a place to live	73%	78%	59%	75%
Percent "excellent" or "good"				

FIGURE 5: LIKELIHOOD OF REMAINING IN COMMUNITY AND RECOMMENDING COMMUNITY BY YEAR

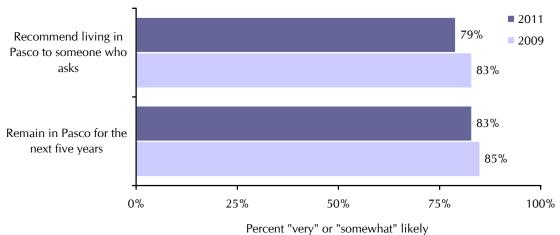


FIGURE 6: OVERALL COMMUNITY QUALITY BENCHMARKS

	Comparison to benchmark
Overall quality of life in Pasco	Much below
Your neighborhood as place to live	Below
Pasco as a place to live	Much below
Recommend living in Pasco to someone who asks	Below
Remain in Pasco for the next five years	Similar

#### COMMUNITY DESIGN

# **Transportation**

The ability to move easily throughout a community can greatly affect the quality of life of residents by diminishing time wasted in traffic congestion and by providing opportunities to travel quickly and safely by modes other than the automobile. High quality options for resident mobility not only require local government to remove barriers to flow but they require government programs and policies that create quality opportunities for all modes of travel.

Residents responding to the survey were given a list of six aspects of mobility to rate on a scale of "excellent," "good," "fair" and "poor." Ease of car travel was given the most positive rating, followed by ease of bus travel in Pasco. These ratings tended to be similar to or above the benchmark and varied compared to years past.

FIGURE 7: RATINGS OF TRANSPORTATION IN COMMUNITY BY YEAR

	2011	2009	2007	2005
Ease of car travel in Pasco	72%	72%	64%	73%
Ease of bus travel in Pasco	70%	67%	74%	NA
Ease of bicycle travel in Pasco	53%	67%	55%	63%
Ease of walking in Pasco	55%	61%	57%	67%
Availability of paths and walking trails	59%	62%	NA	NA
Traffic flow on major streets	55%	54%	NA	NA
Percent "excellent" or "good"	·			

FIGURE 8: COMMUNITY TRANSPORTATION BENCHMARKS

	Comparison to benchmark		
Ease of car travel in Pasco	Much above		
Ease of bus travel in Pasco	Much above		
Ease of bicycle travel in Pasco	Similar		
Ease of walking in Pasco	Similar		
Availability of paths and walking trails	Similar		
Traffic flow on major streets	Above		

Eight transportation services were rated in Pasco. As compared to most communities across America, ratings tended to be a mix of positive and negative. Four were above the benchmark, two were below the benchmark and two were similar to the benchmark.

FIGURE 9: RATINGS OF TRANSPORTATION AND PARKING SERVICES BY YEAR

	2011	2009	2007	2005
Street repair	53%	53%	57%	54%
Street cleaning	60%	62%	59%	62%
Street lighting	51%	57%	54%	57%
Snow removal	47%	51%	46%	45%
Sidewalk maintenance	50%	47%	51%	53%
Traffic signal timing	57%	49%	44%	57%
Bus or transit services	73%	68%	77%	NA
Amount of public parking	57%	62%	NA	60%
Percent "excellent" or "good"				

FIGURE 10: TRANSPORTATION AND PARKING SERVICES BENCHMARKS

	Comparison to benchmark
Street repair	Much above
Street cleaning	Similar
Street lighting	Below
Snow removal	Much below
Sidewalk maintenance	Similar
Traffic signal timing	Above
Bus or transit services	Much above
Amount of public parking	Above

By measuring choice of travel mode over time, communities can monitor their success in providing attractive alternatives to the traditional mode of travel, the single-occupied automobile. When asked how they typically traveled to work, single-occupancy (SOV) travel was the overwhelming mode of use. However, 4% of work commute trips were made by transit, 2% by bicycle and 1% by foot.

FIGURE 11: FREQUENCY OF BUS USE IN LAST 12 MONTHS BY YEAR

reicent using at least once in past 12 months

Much more

FIGURE 12: FREQUENCY OF B	OUS USE BENCHMARKS
	Comparison to benchmark

Ridden a local bus within Pasco

The	<b>National</b>	Citizen	Survey <sup>TM</sup>

**2011** 73% 2009 Motorized vehicle by myself 76% 14% Motorized vehicle with others 19% Bus, rail, subway or other public transportation Walk Bicycle Work at home Other 0% 0% 20% 40% 60% 80% 100%

FIGURE 13: MODE OF TRAVEL USED FOR WORK COMMUTE BY YEAR

Percent of days mode used for work commute

FIGURE 14: DRIVE ALONE BENCHMARKS

	Comparison to benchmark
Average percent of work commute trips made by driving alone	Similar

# Housing

Housing variety and affordability are not luxuries for any community. When there are too few options for housing style and affordability, the characteristics of a community tilt toward a single group, often of well-off residents. While this may seem attractive to a community, the absence of affordable townhomes, condominiums, mobile homes, single family detached homes and apartments means that in addition to losing the vibrancy of diverse thoughts and lifestyles, the community loses the service workers that sustain all communities – police officers, school teachers, house painters and electricians. These workers must live elsewhere and commute in at great personal cost and to the detriment of traffic flow and air quality. Furthermore lower income residents pay so much of their income to rent or mortgage that little remains to bolster their own quality of life or local business.

The survey of the City of Pasco residents asked respondents to reflect on the availability of affordable housing as well as the variety of housing options. The availability of affordable housing was rated as "excellent" or "good" by 52% of respondents, while the variety of housing options was rated as "excellent" or "good" by 57% of respondents. The rating of perceived affordable housing availability was much better in the City of Pasco than the ratings, on average, in comparison jurisdictions. These ratings were lower when compared to the most recent survey year.

FIGURE 15: RATINGS OF HOUSING IN COMMUNITY BY YEAR

	2011	2009	2007	2005
Availability of affordable quality housing	52%	66%	52%	55%
Variety of housing options	57%	70%	NA	NA
Percent "excellent" or "good"				

FIGURE 16: HOUSING CHARACTERISTICS BENCHMARKS

	Comparison to benchmark
Availability of affordable quality housing	Much above
Variety of housing options	Similar

To augment the perceptions of affordable housing in Pasco, the cost of housing as reported in the survey was compared to residents' reported monthly income to create a rough estimate of the proportion of residents of the City of Pasco experiencing housing cost stress. About 35% of survey participants were found to pay housing costs of more than 30% of their monthly household income.

FIGURE 17: PROPORTION OF RESPONDENTS EXPERIENCING HOUSING COST STRESS BY YEAR

	2011	2009	2007	2005
Housing costs 30% or more of income	35%	32%	NA	NA
Percent of respondents				

#### FIGURE 18: HOUSING COSTS BENCHMARKS

	Comparison to benchmark
Experiencing housing costs stress (housing costs 30% or MORE of income)	Similar

# Land Use and Zoning

Community development contributes to a feeling among residents and even visitors of the attention given to the speed of growth, the location of residences and businesses, the kind of housing that is appropriate for the community and the ease of access to commerce, green space and residences. Even the community's overall appearance often is attributed to the planning and enforcement functions of the local jurisdiction. Residents will appreciate an attractive, well-planned community. The NCS questionnaire asked residents to evaluate the quality of new development, the appearance of the City of Pasco and the speed of population growth. Problems with the appearance of property were rated, and the quality of land use planning, zoning and code enforcement services were evaluated.

The overall quality of new development in the City of Pasco was rated as "excellent" or "good" by 66% of respondents. The overall appearance of Pasco was rated as "excellent" or "good" by 37% of respondents and was much lower than the benchmark. When rating to what extent run down buildings, weed lots or junk vehicles were a problem in the City of Pasco, 19% thought they were a "major" problem. The services of land use, planning and zoning were rated similar to the benchmark, the services of code enforcement and animal control and were rated much below the benchmark. Ratings showed a varied pattern when compared to past years.

FIGURE 19: RATINGS OF THE COMMUNITY'S "BUILT ENVIRONMENT" BY YEAR

	2011	2009	2007	2005
Overall quality of new development in Pasco	66%	73%	65%	73%
Overall appearance of Pasco	37%	46%	33%	48%
Percent "excellent" or "good"	·			

FIGURE 20: BUILT ENVIRONMENT BENCHMARKS

	Comparison to benchmark
Quality of new development in Pasco	Similar
Overall appearance of Pasco	Much below

FIGURE 21: RATINGS OF POPULATION GROWTH BY YEAR

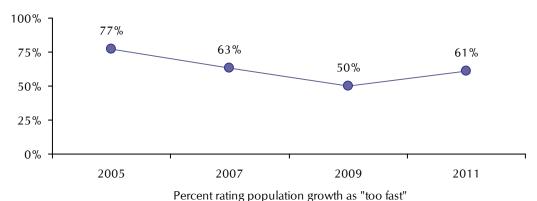
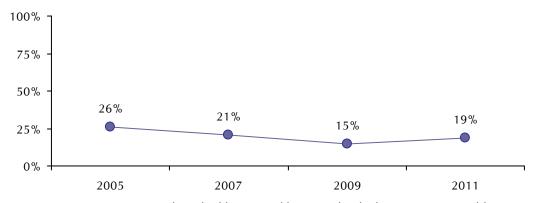


FIGURE 22: POPULATION GROWTH BENCHMARKS

	Comparison to benchmark
Population growth seen as too fast	Much more

FIGURE 23: RATINGS OF NUISANCE PROBLEMS BY YEAR



Percent rating run down buildings, weed lots or junk vehicles as a "major" problem

FIGURE 24: NUISANCE PROBLEMS BENCHMARKS

	Comparison to benchmark
Run down buildings, weed lots and junk vehicles seen as a "major" problem	More

FIGURE 25: RATINGS OF PLANNING AND COMMUNITY CODE ENFORCEMENT SERVICES BY YEAR

	2011	2009	2007	2005
Land use, planning and zoning	46%	45%	46%	53%
Code enforcement (weeds, abandoned buildings, etc.)	27%	30%	39%	38%
Animal control	37%	43%	45%	53%
Percent "excellent" or "good"				

FIGURE 26: PLANNING AND COMMUNITY CODE ENFORCEMENT SERVICES BENCHMARKS

	Comparison to benchmark
Land use, planning and zoning	Similar
Code enforcement (weeds, abandoned buildings, etc.)	Much below
Animal control	Much below

#### **ECONOMIC SUSTAINABILITY**

The United States has been in recession since late 2007 with an accelerated downturn occurring in the fourth quarter of 2008. Officially we emerged from recession in the third quarter of 2009, but high unemployment lingers, keeping a lid on a strong recovery. Many readers worry that the ill health of the economy will color how residents perceive their environment and the services that local government delivers. NRC researchers have found that the economic downturn has chastened Americans' view of their own economic futures but has not colored their perspectives about community services or quality of life.

Survey respondents were asked to rate a number of community features related to economic opportunity and growth. The most positively rated features were Pasco as a place to work and the overall quality of business and service establishments in Pasco. Receiving the lowest rating was employment opportunities. Ratings were similar to past survey years and varied when compared to the benchmark.

FIGURE 27: RATINGS OF ECONOMIC SUSTAINABILITY AND OPPORTUNITIES BY YEAR

	2011	2009	2007	2005
Employment opportunities	40%	48%	33%	39%
Shopping opportunities	35%	38%	38%	35%
Pasco as a place to work	63%	64%	57%	65%
Overall quality of business and service establishments in Pasco	54%	58%	NA	NA
Percent "excellent" or "good"				

FIGURE 28: ECONOMIC SUSTAINABILITY AND OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Employment opportunities	Above
Shopping opportunities	Much below
Pasco as a place to work	Similar
Overall quality of business and service establishments in Pasco	Below

Residents were asked to evaluate the speed of jobs growth and retail growth on a scale from "much too slow" to "much too fast." When asked about the rate of jobs growth in Pasco, 63% responded that it was "too slow," while 46% reported retail growth as "too slow." More residents in Pasco compared to other jurisdictions believed that retail growth was too slow and fewer residents believed that jobs growth was too slow.

FIGURE 29: RATINGS OF RETAIL AND JOBS GROWTH BY YEAR

	2011	2009	2007	2005
Retail growth seen as too slow	46%	34%	26%	41%
Jobs growth seen as too slow	63%	52%	51%	62%
Percent of respondents				

FIGURE 30: RETAIL AND JOB GROWTH BENCHMARKS

	Comparison to benchmark	
Retail growth seen as too slow	More	
Jobs growth seen as too slow	Much less	

FIGURE 31: RATINGS OF ECONOMIC DEVELOPMENT SERVICES BY YEAR

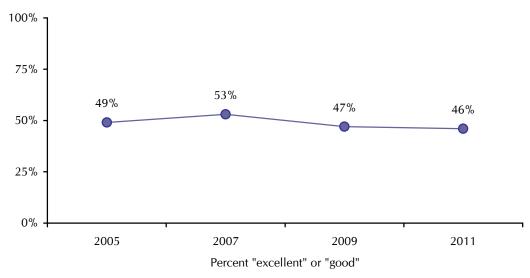


FIGURE 32: ECONOMIC DEVELOPMENT SERVICES BENCHMARKS

	Comparison to benchmark
Economic development	Similar

Residents were asked to reflect on their economic prospects in the near term. Twenty-six percent of the City of Pasco residents expected that the coming six months would have a "somewhat" or "very" positive impact on their family. The percent of residents with an optimistic outlook on their household income was more than comparison jurisdictions.

FIGURE 33: RATINGS OF PERSONAL ECONOMIC FUTURE BY YEAR

FIGURE 34: PERSONAL ECONOMIC FUTURE BENCHMARKS

	Comparison to benchmark
Positive impact of economy on household income	Above

#### PUBLIC SAFETY

Safety from violent or property crimes creates the cornerstone of an attractive community. No one wants to live in fear of crime, fire or natural hazards, and communities in which residents feel protected or unthreatened are communities that are more likely to show growth in population, commerce and property value.

Residents were asked to rate their feelings of safety from violent crimes, property crimes, fire and environmental dangers and to evaluate the local agencies whose main charge is to provide protection from these dangers. Many gave positive ratings of safety in the City of Pasco. About 54% of those completing the questionnaire said they felt "very" or "somewhat" safe from violent crimes and 63% felt "very" or "somewhat" safe from environmental hazards. Daytime sense of safety was better than nighttime safety and neighborhoods felt safer than downtown. These ratings varied when compared over time, and tended to be lower than the benchmark.

FIGURE 35: RATINGS OF COMMUNITY AND PERSONAL PUBLIC SAFETY BY YEAR

	2011	2009	2007	2005
Safety in your neighborhood during the day	91%	92%	80%	85%
Safety in your neighborhood after dark	67%	70%	53%	63%
Safety in Pasco's downtown area during the day	61%	60%	64%	69%
Safety in Pasco's downtown area after dark	28%	24%	27%	31%
Safety from violent crime (e.g., rape, assault, robbery)	54%	51%	41%	53%
Safety from property crimes (e.g, burglary, theft)	44%	44%	32%	40%
Safety from environmental hazards	63%	67%	NA	NA
Percent "very" or "somewhat" safe	·			

Figure 36: Community and Personal Public Safety Benchmarks

	Comparison to benchmark
In your neighborhood during the day	Similar
In your neighborhood after dark	Below
In Pasco's downtown area during the day	Much below
In Pasco's downtown area after dark	Much below
Violent crime (e.g., rape, assault, robbery)	Much below
Property crimes (e.g., burglary, theft)	Much below
Environmental hazards, including toxic waste	Much below

As assessed by the survey, 12% of respondents reported that someone in the household had been the victim of one or more crimes in the past year. Of those who had been the victim of a crime, 90% had reported it to the police. Compared to other jurisdictions about the same percent of Pasco residents had been victims of crime in the 12 months preceding the survey and many more Pasco residents had reported their most recent crime victimization to the police.

FIGURE 37: CRIME VICTIMIZATION AND REPORTING BY YEAR

	2011	2009	2007	2005
During the past 12 months, were you or anyone in your household the victim of any crime?	12%	17%	17%	26%
If yes, was this crime (these crimes) reported to the police?	90%	69%	76%	87%
Percent "yes"				

FIGURE 38: CRIME VICTIMIZATION AND REPORTING BENCHMARKS

	Comparison to benchmark		
Victim of crime	Similar		
Reported crimes	Much more		

Residents rated eight City public safety services; of these, six were rated similar to the benchmark comparison and two were rated below the benchmark comparison. Fire services and ambulance or emergency medical services received the highest ratings, while crime prevention and emergency preparedness received the lowest ratings. Most were rated similar to previous years.

FIGURE 39: RATINGS OF PUBLIC SAFETY SERVICES BY YEAR

	2011	2009	2007	2005
Police services	74%	71%	63%	70%
Fire services	88%	88%	87%	89%
Ambulance or emergency medical services	84%	87%	73%	87%
Crime prevention	56%	57%	43%	56%
Fire prevention and education	70%	68%	NA	NA
Municipal courts	60%	63%	55%	58%
Traffic enforcement	57%	63%	59%	63%
Emergency preparedness (services that prepare the community for natural				
disasters or other emergency services)	47%	53%	NA	NA
Percent "excellent" or "good"				

FIGURE 40: PUBLIC SAFETY SERVICES BENCHMARKS

	Comparison to benchmark
Police services	Similar
Fire services	Similar
Ambulance or emergency medical services	Similar
Crime prevention	Below
Fire prevention and education	Similar
Traffic enforcement	Similar
Courts	Similar
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	Below

FIGURE 41: CONTACT WITH POLICE DEPARTMENT

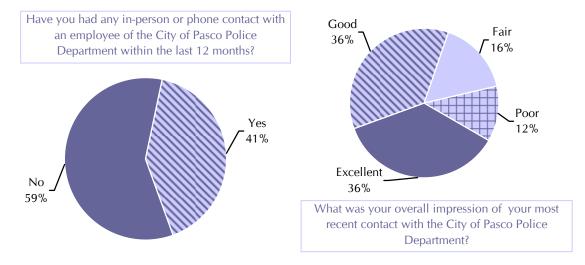


FIGURE 42: CONTACT WITH FIRE DEPARTMENT

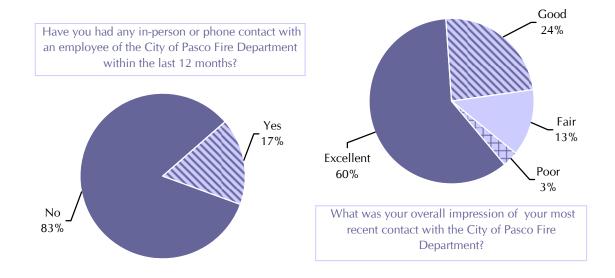


FIGURE 43: CONTACT WITH POLICE AND FIRE DEPARTMENTS BENCHMARKS

	Comparison to benchmark
Had contact with the City of Pasco Police Department	Similar
Overall impression of most recent contact with the City of Pasco Police Department	Similar
Had contact with the City of Pasco Fire Department	Similar
Overall impression of most recent contact with the City of Pasco Fire Department	Similar

#### ENVIRONMENTAL SUSTAINABILITY

Residents value the aesthetic qualities of their hometowns and appreciate features such as overall cleanliness and landscaping. In addition, the appearance and smell or taste of the air and water do not go unnoticed. These days, increasing attention is paid to proper treatment of the environment. At the same time that they are attending to community appearance and cleanliness, cities, counties, states and the nation are going "Green". These strengthening environmental concerns extend to trash haul, recycling, sewer services, the delivery of power and water and preservation of open spaces. Treatment of the environment affects air and water quality and, generally, how habitable and inviting a place appears.

Residents of the City of Pasco were asked to evaluate their local environment and the services provided to ensure its quality. The overall quality of the natural environment was rated as "excellent" or "good" by 51% of survey respondents. Air quality received the highest rating, and it was below the benchmark. Ratings had mostly remained stable over time.

FIGURE 44: RATINGS OF THE COMMUNITY'S NATURAL ENVIRONMENT BY YEAR

	2011	2009	2007	2005
Cleanliness of Pasco	38%	45%	NA	NA
Quality of overall natural environment in Pasco	55%	56%	NA	NA
Preservation of natural areas such as open space, farmlands and greenbelts	51%	57%	NA	NA
Air quality	56%	62%	59%	64%
Percent "excellent" or "good"				

FIGURE 45: COMMUNITY ENVIRONMENT BENCHMARKS

	Comparison to benchmark
Cleanliness of Pasco	Much below
Quality of overall natural environment in Pasco	Much below
Preservation of natural areas such as open space, farmlands and greenbelts	Similar
Air quality	Below

Resident recycling was much less than recycling reported in comparison communities. The rate of recycling had remained steady since 2005.

FIGURE 46: FREQUENCY OF RECYCLING IN LAST 12 MONTHS BY YEAR

FIGURE 47: FREQUENCY OF RECYCLING BENCHMARKS

	Comparison to benchmark
Recycled used paper, cans or bottles from your home	Much less

Of the six utility services rated by those completing the questionnaire, two were higher than the benchmark comparison, two were similar and two were below the benchmark comparison. These service ratings trends were generally similar when compared to past surveys.

FIGURE 48: RATINGS OF UTILITY SERVICES BY YEAR

	2011	2009	2007	2005
Sewer services	76%	73%	71%	69%
Drinking water	65%	62%	54%	56%
Storm drainage	68%	65%	63%	66%
Yard waste pick-up	66%	65%	56%	61%
Recycling	43%	51%	52%	65%
Garbage collection	84%	83%	84%	85%
Percent "excellent" or "good"				

FIGURE 49: UTILITY SERVICES BENCHMARKS

	Comparison to benchmark
Sewer services	Above
Drinking water	Similar
Storm drainage	Above
Yard waste pick-up	Below
Recycling	Much below
Garbage collection	Similar

#### RECREATION AND WELLNESS

# **Parks and Recreation**

Quality parks and recreation opportunities help to define a community as more than the grind of its business, traffic and hard work. Leisure activities vastly can improve the quality of life of residents, serving both to entertain and mobilize good health. The survey contained questions seeking residents' perspectives about opportunities and services related to the community's parks and recreation services.

Recreation opportunities in the City of Pasco were rated moderately. City parks, recreation programs or classes and recreation centers or facilities were rated lower than the benchmark. Parks and recreation ratings have varied over time.

Resident use of Pasco parks and recreation facilities tells its own story about the attractiveness and accessibility of those services. The percent of residents that used Pasco recreation centers was much smaller than the percent of users in comparison jurisdictions. Similarly, recreation program use in Pasco was much lower than use in comparison jurisdictions. These rates had declined since 2005.

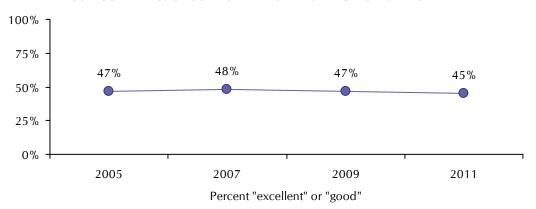


FIGURE 50: RATINGS OF COMMUNITY RECREATIONAL OPPORTUNITIES BY YEAR

FIGURE 51: COMMUNITY RECREATIONAL OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Recreation opportunities	Much below

FIGURE 52: PARTICIPATION IN PARKS AND RECREATION OPPORTUNITIES BY YEAR

	2011	2009	2007	2005
Used Pasco recreation centers	47%	48%	45%	62%
Participated in a recreation program or activity	35%	44%	46%	48%
Visited a neighborhood park or City park	79%	78%	87%	88%
Percent using at least once in last 12 months				

#### FIGURE 53: PARTICIPATION IN PARKS AND RECREATION OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Used Pasco recreation centers	Much less
Participated in a recreation program or activity	Much less
Visited a neighborhood park or City park	Less

#### FIGURE 54: RATINGS OF PARKS AND RECREATION SERVICES BY YEAR

	2011	2009	2007	2005
City parks	65%	65%	68%	70%
Recreation programs or classes	53%	56%	59%	69%
Recreation centers or facilities	53%	51%	53%	59%
Percent "excellent" or "good"				

#### Figure 55: Parks and Recreation Services Benchmarks

	Comparison to benchmark
City parks	Below
Recreation programs or classes	Much below
Recreation centers or facilities	Much below

## Culture, Arts and Education

A full service community does not address only the life and safety of its residents. Like individuals who simply go to the office and return home, a community that pays attention only to the life sustaining basics becomes insular, dreary and uninspiring. In the case of communities without thriving culture, arts and education opportunities, the magnet that attracts those who might consider relocating there is vastly weakened. Cultural, artistic, social and educational services elevate the opportunities for personal growth among residents. In the survey, residents were asked about the quality of opportunities to participate in cultural and educational activities.

Opportunities to attend cultural activities were rated as "excellent" or "good" by 45% of respondents. Educational opportunities were rated as "excellent" or "good" by 58% of respondents. Compared to the benchmark data, educational opportunities were similar to the average of comparison jurisdictions, while cultural activity opportunities were rated below the benchmark comparison.

About 67% of Pasco residents used a City library at least once in the 12 months preceding the survey. This participation rate for library use was less than to comparison jurisdictions. Rates of library use had varied over the past six years.

FIGURE 56: RATINGS OF CULTURAL AND EDUCATIONAL OPPORTUNITIES BY YEAR

	2011	2009	2007	2005
Opportunities to attend cultural activities	45%	47%	51%	49%
Educational opportunities	58%	69%	62%	68%
Percent "excellent" or "good"				

FIGURE 57: CULTURAL AND EDUCATIONAL OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Opportunities to attend cultural activities	Below
Educational opportunities	Similar

#### FIGURE 58: PARTICIPATION IN CULTURAL AND EDUCATIONAL OPPORTUNITIES BY YEAR

	2011	2009	2007	2005
Used Pasco public libraries or their services	67%	60%	66%	74%
Participated in religious or spiritual activities in Pasco	55%	52%	NA	NA
Percent using at least once in last 12 months				

#### FIGURE 59: PARTICIPATION IN CULTURAL AND EDUCATIONAL OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Used Pasco public libraries or their services	Less
Participated in religious or spiritual activities in Pasco	More

#### FIGURE 60: PERCEPTION OF CULTURAL AND EDUCATIONAL SERVICES BY YEAR

	2011	2009	2007	2005
Public schools	53%	63%	50%	62%
Public library services	61%	76%	74%	68%
Percent "excellent" or "good"				

#### FIGURE 61: CULTURAL AND EDUCATIONAL SERVICES BENCHMARKS

	Comparison to benchmark	
Public schools	Below	
Public library services	Much below	

#### Health and Wellness

Healthy residents have the wherewithal to contribute to the economy as volunteers or employees and they do not present a burden in cost and time to others. Although residents bear the primary responsibility for their good health, local government provides services that can foster that well being and that provide care when residents are ill.

Residents of the City of Pasco were asked to rate the community's health services as well as the availability of health care and preventive health care services. Among Pasco residents, 43% rated affordable quality health care as "excellent" or "good." Those ratings were similar to the ratings of comparison communities.

FIGURE 62: RATINGS OF COMMUNITY HEALTH AND WELLNESS ACCESS AND OPPORTUNITIES BY YEAR

	2011	2009	2007	2005
Availability of affordable quality health care	43%	54%	45%	42%
Availability of preventive health services	49%	53%	NA	NA
Percent "excellent" or "good"				

FIGURE 63: COMMUNITY HEALTH AND WELLNESS ACCESS AND OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Availability of affordable quality health care	Similar
Availability of preventive health services	Below

Health services offered in the City of Pasco were rated "excellent" or "good" by the majority of respondents and were similar to the benchmark.

Health services

Health services

The services of Health and Wellness Services by Year

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FIGURE 65: HEALTH AND WELLNESS SERVICES BENCHMARKS

	Comparison to benchmark
Health services	Similar

#### COMMUNITY INCLUSIVENESS

Diverse communities that include among their residents a mix of races, ages, wealth, ideas and beliefs have the raw material for the most vibrant and creative society. However, the presence of these features alone does not ensure a high quality or desirable space. Surveyed residents were asked about the success of the mix: the sense of community, the openness of residents to people of diverse backgrounds and the attractiveness of the City of Pasco as a place to raise children or to retire. They were also questioned about the quality of services delivered to various population subgroups, including older adults, youth and residents with few resources. A community that succeeds in creating an inclusive environment for a variety of residents is a community that offers more to many.

Most residents rated the City of Pasco as an "excellent" or "good" place to raise kids and a majority rated it as an excellent or good place to retire. Close to half of Pasco residents felt that the local sense of community was "excellent" or "good." A majority of survey respondents felt the City of Pasco was open and accepting towards people of diverse backgrounds. The availability of affordable quality child care was rated the lowest by residents but was higher than the benchmark. These ratings had varied over time.

FIGURE 66: RATINGS OF COMMUNITY QUALITY AND INCLUSIVENESS BY YEAR

	2011	2009	2007	2005
Sense of community	48%	53%	46%	56%
Openness and acceptance of the community towards people of diverse backgrounds	57%	63%	56%	54%
Availability of affordable quality child care	47%	54%	40%	41%
Pasco as a place to raise children	63%	62%	49%	66%
Pasco as a place to retire	59%	60%	45%	54%
Percent "excellent" or "good"				

FIGURE 67: COMMUNITY QUALITY AND INCLUSIVENESS BENCHMARKS

	Comparison to benchmark
Sense of community	Much below
Openness and acceptance of the community toward people of diverse backgrounds	Similar
Availability of affordable quality child care	Above
Pasco as a place to raise kids	Much below
Pasco as a place to retire	Below

Services to more vulnerable populations (e.g., seniors, youth or low-income residents) ranged from 46% to 58% with ratings of "excellent" or "good." These ratings were similar to the benchmark.

FIGURE 68: RATINGS OF QUALITY OF SERVICES PROVIDED FOR POPULATION SUBGROUPS BY YEAR

	2011	2009	2007	2005
Services to seniors	58%	63%	61%	67%
Services to youth	48%	53%	50%	52%
Services to low-income people	46%	58%	44%	54%
Percent "excellent" or "good"	<u>'</u>			

FIGURE 69: SERVICES PROVIDED FOR POPULATION SUBGROUPS BENCHMARKS

	Comparison to benchmark
Services to seniors	Similar
Services to youth	Similar
Services to low income people	Similar

#### CIVIC ENGAGEMENT

Community leaders cannot run a jurisdiction alone and a jurisdiction cannot run effectively if residents remain strangers with little to connect them. Elected officials and staff require the assistance of local residents whether that assistance comes in tacit approval or eager help; and commonality of purpose among the electorate facilitates policies and programs that appeal to most and causes discord among few. Furthermore, when neighbors help neighbors, the cost to the community to provide services to residents in need declines. When residents are civically engaged, they have taken the opportunity to participate in making the community more livable for all. The extent to which local government provides opportunities to become informed and engaged and the extent to which residents take those opportunities is an indicator of the connection between government and populace. By understanding your residents' level of connection to, knowledge of and participation in local government, the City can find better opportunities to communicate and educate citizens about its mission, services, accomplishments and plans. This survey information is essential for public communication and for helping local government staff to conceive strategies for reaching reluctant voters whose confidence in government may need boosting prior to important referenda.

# **Civic Activity**

Respondents were asked about the perceived community volunteering opportunities and their participation as citizens of the City of Pasco. Survey participants rated the volunteer opportunities in the City of Pasco moderately. Opportunities to attend or participate in community matters were rated similarly.

Ratings of civic engagement opportunities were below ratings from comparison jurisdictions where these questions were asked.

FIGURE 70: RATINGS OF CIVIC ENGAGEMENT OPPORTUNITIES BY YEAR

	2011	2009	2007	2005
Opportunities to volunteer	58%	72%	NA	NA
Opportunities to participate in community matters	51%	58%	NA	NA
Percent "excellent" or "good"				

FIGURE 71: CIVIC ENGAGEMENT OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Opportunities to participate in community matters	Below
Opportunities to volunteer	Much below

Most of the participants in this survey had not attended a public meeting, volunteered time to a group, or participated in a club in the 12 months prior to the survey, but the vast majority had helped a friend. The participation rates of these civic behaviors were mostly lower compared to the rates in other jurisdictions. Those who had provide help to friend or neighbor showed similar rates of involvement.

FIGURE 72: PARTICIPATION IN CIVIC ENGAGEMENT OPPORTUNITIES BY YEAR<sup>1</sup>

	2011	2009	2007	2005
Attended a meeting of local elected officials or other local public meeting	22%	19%	19%	31%
Watched a meeting of local elected officials or other public meeting on cable television, the Internet or other media	47%	39%	41%	45%
Volunteered your time to some group or activity in Pasco	38%	40%	43%	41%
Participated in a club or civic group in Pasco	22%	31%	NA	NA
Provided help to a friend or neighbor	91%	92%	NA	NA
Percent participating at least once in the last 12 months				

FIGURE 73: PARTICIPATION IN CIVIC ENGAGEMENT OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Attended a meeting of local elected officials or other local public meeting	Less
Watched a meeting of local elected officials or other public meeting on cable television, the Internet or other media	More
Volunteered your time to some group or activity in Pasco	Less
Participated in a club or civic group in Pasco	Much less
Provided help to a friend or neighbor	Similar

<sup>&</sup>lt;sup>1</sup> Over the past few years, local governments have adopted communication strategies that embrace the Internet and new media. In 2010, the question, "Watched a meeting of local elected officials or other local public meeting on cable television" was revised to include "the Internet or other media" to better reflect this trend.

Seventy-eight percent of Pasco residents reported they were registered to vote and 61% indicated they had voted in the last general election. This rate of self-reported voting was much lower than that of comparison communities.

FIGURE 74: REPORTED VOTING BEHAVIOR BY YEAR<sup>2</sup>

	2011	2009	2007	2005
Registered to vote	78%	78%	62%	74%
Voted in the last general election	61%	69%	51%	58%
Percent "yes"				

#### FIGURE 75: VOTING BEHAVIOR BENCHMARKS

	Comparison to benchmark
Registered to vote	Much less
Voted in last general election	Much less

<sup>&</sup>lt;sup>2</sup> Note: In addition to the removal of "don't know" responses, those who said "ineligible to vote" also have been omitted from this calculation. The full frequencies appear in Appendix A.

#### Information and Awareness

Those completing the survey were asked about their use and perceptions of various information sources and local government media services. When asked whether they had visited the City of Pasco Web site in the previous 12 months, about half reported they had done so at least once. Public information services were rated similarly compared to benchmark data and was similar to past survey years.

FIGURE 76: USE OF INFORMATION SOURCES BY YEAR

TIGORE 7 OF COL OF THE ORIGINATION COCKES OF TEXAS				
	2011	2009	2007	2005
Read Pasco Newsletter	77%	78%	42%	80%
Visited the City of Pasco Web site (at www.pasco-wa.gov)	51%	53%	38%	32%
Percent using at least once in last 12 months				

FIGURE 77: USE OF INFORMATION SOURCES BENCHMARKS

	Comparison to benchmark
Read Pasco Newsletter	Similar
Visited the City of Pasco Web site	Much less

FIGURE 78: RATINGS OF LOCAL GOVERNMENT MEDIA SERVICES AND INFORMATION DISSEMINATION BY YEAR

	2011	2009	2007	2005
Cable television	54%	53%	49%	40%
Public information services	57%	65%	58%	55%
Percent "excellent" or "good"				

FIGURE 79: LOCAL GOVERNMENT MEDIA SERVICES AND INFORMATION DISSEMINATION BENCHMARKS

	Comparison to benchmark
Cable television	Similar
Public information services	Similar

### **Social Engagement**

Opportunities to participate in social events and activities were rated as "excellent" or "good" by 50% of respondents. This rating was lower than the benchmark and had remained stable over time.

FIGURE 80: RATINGS OF SOCIAL ENGAGEMENT OPPORTUNITIES BY YEAR

	2011	2009	2007	2005
Opportunities to participate in social events and activities	50%	57%	NA	NA
Percent "excellent" or "good"				

FIGURE 81: SOCIAL ENGAGEMENT OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Opportunities to participate in social events and activities	Below

Residents in Pasco reported a fair amount of neighborliness. About 41% indicated talking or visiting with their neighbors at least several times a week. This amount of contact with neighbors was less than the amount of contact reported in other communities.

FIGURE 82: CONTACT WITH IMMEDIATE NEIGHBORS BY YEAR

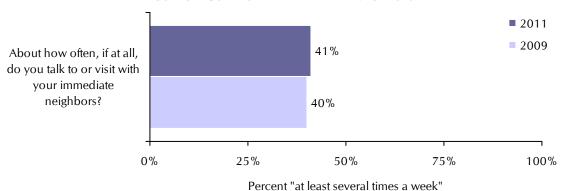


FIGURE 83: CONTACT WITH IMMEDIATE NEIGHBORS BENCHMARKS

	Comparison to benchmark
Has contact with neighbors at least several times per week	Much less

#### PUBLIC TRUST

When local government leaders are trusted, an environment of cooperation is more likely to surround all decisions they make. Cooperation leads to easier communication between leaders and residents and increases the likelihood that high value policies and programs will be implemented to improve the quality of life of the entire community. Trust can be measured in residents' opinions about the overall direction the City of Pasco is taking, their perspectives about the service value their taxes purchase and the openness of government to citizen participation. In addition, resident opinion about services provided by the City of Pasco could be compared to their opinion about services provided by the state and federal governments. If residents find nothing to admire in the services delivered by any level of government, their opinions about the City of Pasco may be colored by their dislike of what all levels of government provide.

About half of respondents felt that the value of services for taxes paid was "excellent" or "good." When asked to rate the job the City of Pasco does at welcoming citizen involvement, 40% rated it as "excellent" or "good." Of these four ratings, two were similar to the benchmark and two were below the benchmark.

FIGURE 84: PUBLIC TRUST RATINGS BY YEAR

	2011	2009	2007	2005
The value of services for the taxes paid to Pasco*	49%	53%	51%	52%
The overall direction that Pasco is taking*	45%	60%	54%	61%
The job Pasco government does at welcoming citizen involvement*	40%	47%	48%	56%
Overall image or reputation of Pasco	32%	37%	35%	46%
Percent "excellent" or "good"				

<sup>\*</sup> For jurisdictions that have conducted The NCS prior to 2008, the change in the wording of response options may cause a decline in the percent of residents who offer a positive perspective on public trust. It is well to factor in the possible change due to question wording this way: if you show an increase, you may have found even more improvement with the same question wording; if you show no change, you may have shown a slight increase with the same question wording; if you show a decrease, community sentiment is probably about stable.

FIGURE 85: PUBLIC TRUST BENCHMARKS

	Comparison to benchmark
Value of services for the taxes paid to Pasco	Similar
The overall direction that Pasco is taking	Similar
Job Pasco government does at welcoming citizen involvement	Below
Overall image or reputation of Pasco	Much below

On average, residents of the City of Pasco gave the highest evaluations to their own local government and the lowest average rating to the Federal Government and the State Government. The overall quality of services delivered by the City of Pasco was rated as "excellent" or "good" by 61% of survey participants. The City of Pasco's rating was similar to the benchmark when compared to other communities.

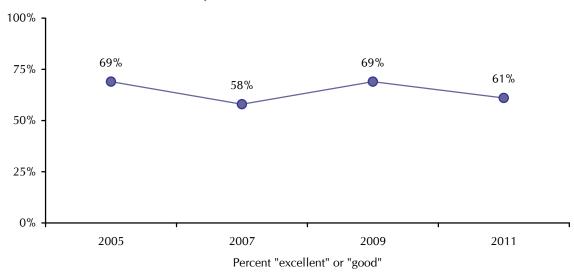


FIGURE 86: RATING OVERALL QUALITY OF SERVICES PROVIDED BY THE CITY OF PASCO BY YEAR

FIGURE 87: RATINGS OF SERVICES PROVIDED BY LOCAL, STATE AND FEDERAL GOVERNMENTS BY YEAR

	2011	2009	2007	2005
Services provided by City of Pasco	61%	69%	58%	69%
Services provided by the Federal Government	42%	50%	41%	50%
Services provided by the State Government	43%	49%	45%	51%
Services provided by Franklin County Government	53%	58%	NA	NA

FIGURE 88: SERVICES PROVIDED BY LOCAL, STATE AND FEDERAL GOVERNMENTS BENCHMARKS

	Comparison to benchmark
Services provided by the City of Pasco	Similar
Services provided by the Federal Government	Similar
Services provided by the State Government	Similar
Services provided by Franklin County Government	Similar

#### City of Pasco Employees

The employees of the City of Pasco who interact with the public create the first impression that most residents have of the City of Pasco. Front line staff who provide information, assist with bill paying, collect trash, create service schedules, fight fires and crime and even give traffic tickets are the collective face of the City of Pasco. As such, it is important to know about residents' experience talking with that "face." When employees appear to be knowledgeable, responsive and courteous, residents are more likely to feel that any needs or problems may be solved through positive and productive interactions with the City of Pasco staff.

Those completing the survey were asked if they had been in contact with a City employee either inperson, over the phone or via email in the last 12 months; the 46% who reported that they had been in contact (a percent that is much lower than the benchmark comparison) were then asked to indicate overall how satisfied they were with the employee in their most recent contact. City employees were rated highly; 71% of respondents rated their overall impression as "excellent" or "good." This rating was similar to the benchmark and had increased over time.



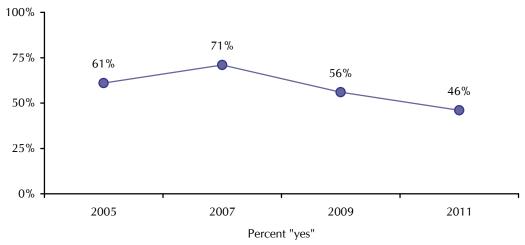


FIGURE 90: CONTACT WITH CITY EMPLOYEES BENCHMARKS

Comparison to bench			
Had contact with City employee(s) in last 12 months	Much less		

FIGURE 91: RATINGS OF CITY EMPLOYEES (AMONG THOSE WHO HAD CONTACT) BY YEAR

	2011	2009	2007	2005
Knowledge	72%	64%	68%	73%
Responsiveness	72%	66%	60%	63%
Courtesy	73%	70%	66%	68%
Overall impression	71%	68%	60%	58%
Percent "excellent" or "good"				

FIGURE 92: RATINGS OF CITY EMPLOYEES (AMONG THOSE WHO HAD CONTACT) BENCHMARKS

	Comparison to benchmark
Knowledge	Below
Responsiveness	Below
Courteousness	Below
Overall impression	Similar

#### FROM DATA TO ACTION

#### RESIDENT PRIORITIES

Knowing where to focus limited resources to improve residents' opinions of local government requires information that targets the services that are most important to residents. However, when residents are asked what services are most important, they rarely stray beyond core services – those directed to save lives and improve safety.

In market research, identifying the most important characteristics of a transaction or product is called Key Driver Analysis (KDA). The key drivers that are identified from that analysis do not come from asking customers to self-report which service or product characteristic most influenced their decision to buy or return, but rather from statistical analyses of the predictors of their behavior. When customers are asked to name the most important characteristics of a good or service, responses often are expected or misleading – just as they can be in the context of a citizen survey. For example, air travelers often claim that safety is the primary consideration in their choice of an airline, yet key driver analysis reveals that frequent flier perks or in-flight entertainment predicts their buying decisions.

In local government core services – like fire protection – invariably land at the top of the list created when residents are asked about the most important local government services. And core services are important. But by using KDA, our approach digs deeper to identify the less obvious, but more influential services that are most related to residents' ratings of overall quality of local government services. Because services focused directly on life and safety remain essential to quality government, it is suggested that core services should remain the focus of continuous monitoring and improvement where necessary – but monitoring core services or asking residents to identify important services is not enough.

A KDA was conducted for the City of Pasco by examining the relationships between ratings of each service and ratings of the City of Pasco's overall services. Those Key Driver services that correlated most highly with residents' perceptions about overall City service quality have been identified. By targeting improvements in key services, the City of Pasco can focus on the services that have the greatest likelihood of influencing residents' opinions about overall service quality. Because a strong correlation is not the same as a cause, there is no guarantee that improving ratings on key drivers necessarily will improve ratings. What is certain from these analyses is that key drivers are good predictors of overall resident opinion and that the key drivers presented may be useful focus areas to consider for enhancement of overall service ratings.

Services found to be most strongly correlated with ratings of overall service quality from the Pasco Key Driver Analysis were:

- Public library services
- Traffic signal timing
- Police services

#### CITY OF PASCO ACTION CHART™

The 2011 City of Pasco Action Chart™ on the following page combines three dimensions of performance:

- Comparison to resident evaluations from other communities. When a comparison is available, the background color of each service box indicates whether the service is above the national benchmark (green), similar to the benchmark (yellow) or below the benchmark (red).
- Identification of key services. A black key icon (►¬) next to a service box indicates it as a key driver for the City.
- Trendline icons (up and down arrows), indicating whether the current ratings are higher or lower than the previous survey.

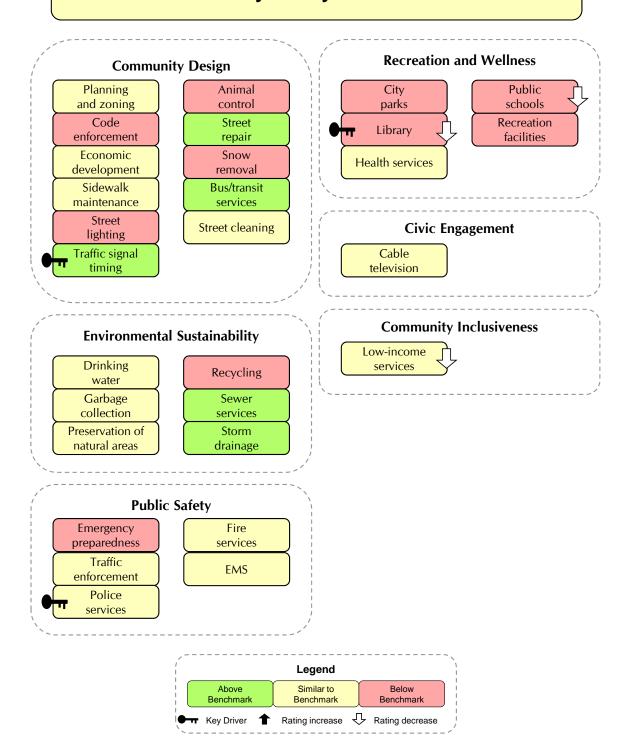
Twenty-nine services were included in the KDA for the City of Pasco. Of these, five were above the benchmark, ten were below the benchmark and fourteen were similar to the benchmark.

Considering all performance data included in the Action Chart, a jurisdiction typically will want to consider improvements to any key driver services that are trending down or that are not at least similar to the benchmark. In Pasco, public library services were below the benchmark and police services were similar to the benchmark. More detail about interpreting results can be found in the next section.

Services with a high percent of respondents answering "don't know" were excluded from the analysis and were considered services that would be less influential. See Appendix A: Complete Survey Frequencies, Frequencies Including "Don't Know" Responses for the percent "don't know" for each service.

FIGURE 93: CITY OF PASCO ACTION CHART™

# **Overall Quality of City of Pasco Services**



#### Using Your Action Chart™

The key drivers derived for the City of Pasco provide a list of those services that are uniquely related to overall service quality. Those key drivers are marked with the symbol of a key in the action chart. Because key driver results are based on a relatively small number of responses, the relationships or correlations that define the key drivers are subject to more variability than is seen when key drivers are derived from a large national dataset of resident responses. To benefit the City of Pasco, NRC lists the key drivers derived from tens of thousands of resident responses from across the country. This national list is updated periodically so that you can compare your key drivers to the key drivers from the entire NRC dataset. Where your locally derived key drivers overlap national key drivers, it makes sense to focus even more strongly on your keys. Similarly, when your local key drivers overlap your core services, there is stronger argument to make for attending to your key drivers that overlap with core services.

As staff review key drivers, not all drivers may resonate as likely links to residents' perspectives about overall service quality. For example, in Pasco, planning and zoning and police services may be obvious links to overall service delivery (and each is a key driver from our national database), since it could be easy for staff to see how residents' view of overall service delivery could be colored by how well they perceive police and land use planning to be delivered. But animal control could be a surprise. Before rejecting a key driver that does not pass the first test of conventional wisdom, consider whether residents' opinions about overall service quality could reasonably be influenced by this unexpected driver. For example, in the case of animal control, was there a visible case of violation prior to the survey data collection? Do Pasco residents have different expectations for animal control than what current policy provides? Are the rare instances of violation serious enough to cause a word of mouth campaign about service delivery?

If, after deeper review, the "suspect" driver still does not square with your understanding of the services that could influence residents' perspectives about overall service quality (and if that driver is not a core service or a key driver from NRC's national research), put action in that area on hold and wait to see if it appears as a key driver the next time the survey is conducted.

In the following table, we have listed your key drivers, core services and the national key drivers and we have indicated (in **bold** typeface and with the symbol "•"), the City of Pasco key drivers that overlap core services or the nationally derived keys. In general, key drivers below the benchmark may be targeted for improvement. Additionally, we have indicated (with the symbol "°") those services that neither are local nor national key drivers nor are they core services. It is these services that could be considered first for resource reductions.

FIGURE 94: KEY DRIVERS COMPARED

	City of Pasco	National Key	
Service	Key Drivers	Drivers	Core Services
Police services	✓	✓	✓
Fire services			✓
Ambulance and emergency medical services			✓
° Traffic enforcement			
Street repair			✓
° Street cleaning			
° Street lighting			
° Snow removal			
° Sidewalk maintenance			
Traffic signal timing	✓		
° Bus or transit services			
Garbage collection			✓
° Recycling			
Storm drainage			✓
Drinking water			✓
Sewer services			✓
° City parks			
° Recreation centers or facilities			
Land use planning and zoning		✓	
Code enforcement			✓
° Animal control			
Economic development		✓	
Health services			✓
° Services to low income residents			
Public library	✓		
Public schools		✓	
° Cable television			
° Emergency preparedness			
° Preservation of natural areas			

<sup>Key driver overlaps with national and or core services
Service may be targeted for reductions it is not a key driver or core service</sup> 

# CUSTOM QUESTIONS

"Don't know" responses have been removed from the following questions.

Custom Question 1				
"Impact fees" are assessed on all new housing construction to help pay for related public infrastructure (like roads and parks). To what extent do you support or oppose an impact fee to pay a portion of new school construction costs in Pasco?	Percent of respondents			
Strongly support	42%			
Somewhat support	37%			
Somewhat oppose	11%			
Strongly oppose	9%			
Total	100%			

Custom Question 2	
The City of Pasco is considering asking the state to change the process arbitrators use in organized-labor negotiations to ensure that an individual city's budget or "ability to pay" is factored into the arbitration decision. To what extent do you support or oppose a change to reflect the city's "ability to pay"?	Percent of respondents
Strongly support	27%
Somewhat support	39%
Somewhat oppose	22%
Strongly oppose	12%
Total	100%

Custom Question 3					
There are seven members of the City Council; five positions require a candidate to reside within a geographical district within the City and two positions are elected "at large" without regard to district residency. The purpose of having some districts is to assure reasonable geographic representation of Council members throughout the city. Please indicate which of the following best reflects your view:	Percent of respondents				
Favor the current system as described above	63%				
Prefer fewer at large representatives	27%				
Prefer more at large representatives	9%				
Total	100%				

# APPENDIX A: COMPLETE SURVEY FREQUENCIES

# Frequencies Excluding "Don't Know" Responses

Question 1: Quality of Life					
Please rate each of the following aspects of quality of life in Pasco:	Excellent	Good	Fair	Poor	Total
Pasco as a place to live	19%	54%	25%	2%	100%
Your neighborhood as a place to live	28%	44%	22%	7%	100%
Pasco as a place to raise children	15%	48%	26%	12%	100%
Pasco as a place to work	14%	49%	25%	12%	100%
Pasco as a place to retire	17%	42%	23%	18%	100%
The overall quality of life in Pasco	15%	49%	33%	3%	100%

Question 2: Community Characteristics					
Please rate each of the following characteristics as they relate to Pasco as a whole:	Excellent	Good	Fair	Poor	Total
Sense of community	8%	40%	39%	13%	100%
Openness and acceptance of the community towards people of diverse backgrounds	20%	37%	35%	8%	100%
Overall appearance of Pasco	8%	29%	44%	19%	100%
Cleanliness of Pasco	6%	32%	47%	15%	100%
Overall quality of new development in Pasco	15%	51%	24%	10%	100%
Variety of housing options	11%	46%	34%	9%	100%
Overall quality of business and service establishments in Pasco	13%	40%	35%	12%	100%
Shopping opportunities	10%	24%	41%	24%	100%
Opportunities to attend cultural activities	13%	32%	35%	20%	100%
Recreational opportunities	9%	35%	33%	22%	100%
Employment opportunities	10%	30%	38%	23%	100%
Educational opportunities		38%	28%	15%	100%
Opportunities to participate in social events and activities	14%	36%	37%	14%	100%
Opportunities to volunteer	16%	42%	32%	11%	100%
Opportunities to participate in community matters	13%	38%	38%	11%	100%
Ease of car travel in Pasco	25%	48%	21%	7%	100%
Ease of bus travel in Pasco	24%	46%	24%	6%	100%
Ease of bicycle travel in Pasco	15%	38%	33%	14%	100%
Ease of walking in Pasco	16%	39%	39%	6%	100%
Availability of paths and walking trails	18%	41%	32%	9%	100%
Traffic flow on major streets	8%	47%	32%	13%	100%
Amount of public parking	13%	45%	34%	8%	100%
Availability of affordable quality housing	15%	37%	35%	13%	100%
Availability of affordable quality child care	17%	29%	38%	16%	100%

Question 2: Community Characteristics					
Please rate each of the following characteristics as they relate to Pasco as a whole:	Excellent	Good	Fair	Poor	Total
Availability of affordable quality health care	13%	31%	36%	21%	100%
Availability of preventive health services	13%	36%	32%	19%	100%
Air quality	13%	43%	38%	6%	100%
Quality of overall natural environment in Pasco	10%	44%	37%	8%	100%
Overall image or reputation of Pasco	6%	26%	38%	30%	100%

Question 3: Growth							
Please rate the speed of growth in the following categories in Pasco over the past 2 years:  Much Somewhat Right Somewhat Much amount too fast Tota							
Population growth	1%	5%	34%	37%	23%	100%	
Retail growth (stores, restaurants, etc.)	9%	37%	32%	16%	6%	100%	
Jobs growth	21%	42%	30%	5%	3%	100%	

Question 4: Code Enforcement					
To what degree, if at all, are run down buildings, weed lots or junk vehicles a problem in Pasco?	Percent of respondents				
Not a problem	9%				
Minor problem	24%				
Moderate problem	48%				
Major problem	19%				
Total	100%				

Question 5: Community Safety							
Please rate how safe or unsafe you feel from the following in Pasco:	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Total	
Violent crime (e.g., rape, assault, robbery)	12%	42%	24%	16%	6%	100%	
Property crimes (e.g., burglary, theft)	7%	37%	19%	27%	11%	100%	
Environmental hazards, including toxic waste	32%	31%	21%	9%	7%	100%	

Question 6: Personal Safety						
Please rate how safe or unsafe you feel:	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Total
In your neighborhood during the day	56%	35%	6%	2%	1%	100%
In your neighborhood after dark	28%	39%	14%	10%	9%	100%

Question 6: Personal Safety						
Please rate how safe or unsafe you feel:	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Total
In Pasco's downtown area during the day	24%	37%	23%	9%	7%	100%
In Pasco's downtown area after dark	9%	19%	12%	30%	30%	100%

Question 7: Contact with Police Department		
Have you had any in-person or phone contact with an employee of the City of Pasco Police Department within the last 12 months?	No	Yes
Have you had any in-person or phone contact with an employee of the City of Pasco Police Department within the last 12 months?	59%	41%

Question 8: Ratings of Contact with Police Department							
What was your overall impression of your most recent contact with the City of Pasco Police Department? Excellent Good							
What was your overall impression of your most recent contact with the City of Pasco Police Department?	36%	36%	16%	12%			

Question 9: Crime Victim	
During the past 12 months, were you or anyone in your household the victim of any crime?	Percent of respondents
No	88%
Yes	12%

Question 10: Crime Reporting				
If yes, was this crime (these crimes) reported to the police?  Percent of respond				
No	10%			
Yes	90%			
Total	100%			

Question 1	Question 11: Resident Behaviors								
In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Pasco?	Never	Once or twice	3 to 12 times	13 to 26 times	More than 26 times	Total			
Used Pasco public libraries or their services	33%	26%	25%	9%	6%	100%			
Used Pasco recreation centers	53%	26%	10%	5%	6%	100%			
Participated in a recreation program or activity	65%	18%	9%	6%	3%	100%			
Visited a neighborhood park or City park	21%	18%	30%	17%	14%	100%			
Ridden a local bus within Pasco	67%	17%	4%	2%	10%	100%			
Attended a meeting of local elected officials or other local public meeting	78%	19%	3%	0%	0%	100%			

Question 1	1: Reside	ent Behavio	ors			
In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Pasco?	Never	Once or twice	3 to 12 times	13 to 26 times	More than 26 times	Total
Watched a meeting of local elected officials or other City-sponsored public meeting on cable						
television, the Internet or other media	53%	25%	13%	5%	4%	100%
Read Pasco Newsletter	23%	34%	30%	6%	8%	100%
Visited the City of Pasco Web site (at www.pasco-wa.gov)	49%	27%	13%	8%	3%	100%
Recycled used paper, cans or bottles from your home	38%	19%	19%	11%	12%	100%
Volunteered your time to some group or activity in Pasco	62%	17%	10%	3%	8%	100%
Participated in religious or spiritual activities in Pasco	45%	11%	12%	6%	26%	100%
Participated in a club or civic group in Pasco	78%	10%	6%	3%	4%	100%
Provided help to a friend or neighbor	9%	24%	36%	14%	17%	100%

Question 12: Neighborliness	
About how often, if at all, do you talk to or visit with your immediate neighbors (people who live in the 10 or 20 households that are closest to you)?	Percent of respondents
Just about everyday	13%
Several times a week	28%
Several times a month	27%
Less than several times a month	32%
Total	100%

Question 13: Service Qu	ality				
Please rate the quality of each of the following services in Pasco:	Excellent	Good	Fair	Poor	Total
Police services	32%	41%	22%	4%	100%
Fire services	44%	44%	12%	1%	100%
Ambulance or emergency medical services	41%	42%	16%	1%	100%
Crime prevention	13%	43%	29%	15%	100%
Fire prevention and education	23%	47%	24%	6%	100%
Municipal courts	18%	42%	33%	7%	100%
Traffic enforcement	19%	38%	34%	9%	100%
Street repair	15%	38%	42%	6%	100%
Street cleaning	16%	44%	29%	11%	100%
Street lighting	16%	35%	32%	17%	100%
Snow removal	11%	35%	37%	16%	100%
Sidewalk maintenance	15%	35%	37%	13%	100%

Question 13: Service Quality					
Please rate the quality of each of the following services in Pasco:	Excellent	Good	Fair	Poor	Total
Traffic signal timing	13%	45%	31%	11%	100%
Bus or transit services	19%	54%	22%	5%	100%
Garbage collection	38%	46%	14%	2%	100%
Recycling	15%	29%	29%	28%	100%
Yard waste pick-up	26%	40%	20%	14%	100%
Storm drainage	17%	51%	24%	8%	100%
Drinking water	23%	42%	27%	8%	100%
Sewer services	27%	49%	21%	3%	100%
City parks	22%	44%	30%	5%	100%
Recreation programs or classes	16%	38%	38%	9%	100%
Recreation centers or facilities	13%	40%	36%	11%	100%
Land use, planning and zoning	5%	41%	40%	14%	100%
Code enforcement (weeds, abandoned buildings, etc.)	5%	22%	47%	26%	100%
Animal control	8%	28%	33%	30%	100%
Economic development	8%	38%	42%	13%	100%
Health services	15%	44%	35%	6%	100%
Services to seniors	18%	40%	32%	9%	100%
Services to youth	15%	33%	36%	16%	100%
Services to low-income people	14%	32%	40%	15%	100%
Public library services	26%	35%	32%	7%	100%
Public information services	19%	37%	38%	5%	100%
Public schools	17%	36%	34%	13%	100%
Cable television	15%	40%	32%	14%	100%
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	16%	31%	34%	19%	100%
Preservation of natural areas such as open space, farmlands and greenbelts	13%	37%	35%	14%	100%

Question 14: Government Services Overall					
Overall, how would you rate the quality of the services provided by each of the following?	Excellent	Good	Fair	Poor	Total
The City of Pasco	15%	46%	36%	3%	100%
The Federal Government	9%	33%	38%	20%	100%
The State Government	8%	35%	41%	16%	100%
Franklin County Government	13%	40%	40%	7%	100%

Question 15: Recommendation and Longevity						
Please indicate how likely or unlikely very Somewhat Somewhat Very you are to do each of the following: likely likely unlikely Tota						
Recommend living in Pasco to someone who asks	33%	46%	16%	5%	100%	
Remain in Pasco for the next five years	53%	30%	13%	5%	100%	

Question 16: Impact of the Economy	
What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:	Percent of respondents
Very positive	9%
Somewhat positive	16%
Neutral	40%
Somewhat negative	30%
Very negative	6%
Total	100%

Question 17: Contact with Fire Department			
Have you had any in-person or phone contact with an employee of the City of Pasco Fire Department within the last 12 months?	No	Yes	
Have you had any in-person or phone contact with an employee of the City of Pasco Fire			
Department within the last 12 months?	83%	17%	

Question 18: Ratings of Contact with Fire Department				
What was your overall impression of your most recent contact with the City of Pasco Fire Department? Excellent Good Fair I			Poor	
What was your overall impression of your most recent contact with the City of Pasco Fire Department?	60%	24%	13%	3%

Question 19: Contact with City Employees			
Have you had any in-person, phone or email with an employee of the City of Pasco within the last 12 months (including police, receptionists, planners or any others)?	Percent of respondents		
No	54%		
Yes	46%		
Total	100%		

Question 20: City Employees					
What was your impression of the employee(s) of the City of Pasco in your most recent contact?	Excellent	Good	Fair	Poor	Total
Knowledge	19%	53%	24%	3%	100%
Responsiveness	24%	48%	21%	7%	100%
Courtesy	31%	43%	17%	9%	100%
Overall impression	27%	44%	20%	9%	100%

Question 21: Government Performance					
Please rate the following categories of Pasco government performance:	Excellent	Good	Fair	Poor	Total
The value of services for the taxes paid to Pasco	14%	35%	40%	11%	100%
The overall direction that Pasco is taking	9%	37%	46%	9%	100%
The job Pasco government does at welcoming citizen involvement	9%	31%	38%	22%	100%

Question 22a: Custom Question 1	
"Impact fees" are assessed on all new housing construction to help pay for related public infrastructure (like roads and parks). To what extent do you support or oppose an impact fee to pay a portion of new school construction costs in Pasco?	Percent of respondents
Strongly support	42%
Somewhat support	37%
Somewhat oppose	11%
Strongly oppose	9%
Total	100%

Question 22b: Custom Question 2	
The City of Pasco is considering asking the state to change the process arbitrators use in organized-labor negotiations to ensure that an individual city's budget or "ability to pay" is factored into the arbitration decision. To what extent do you support or oppose a	Percent of
change to reflect the city's "ability to pay"?	respondents
Strongly support	27%
Somewhat support	39%
Somewhat oppose	22%
Strongly oppose	12%
Total	100%
Question 22c: Custom Question 3	
There are seven members of the City Council; five positions require a candidate to reside within a geographical district within the City and two positions are elected "at large" without regard to district residency. The purpose of having some districts is to assure	
reasonable geographic representation of Council members throughout the city. Please indicate which of the following best reflects your view:	Percent of respondents
Favor the current system as described above	63%
Prefer fewer at large representatives	27%
Prefer more at large representatives	9%
Total	100%

Question D1: Employment Status				
Are you currently employed for pay?	Percent of respondents			
No	30%			
Yes, full-time	60%			
Yes, part-time	10%			
Total	100%			

Question D2: Mode of Transportation Used for Commute	
During a typical week, how many days do you commute to work (for the longest distance of your commute) in each of the ways listed below?	Percent of days mode used
Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) by myself	73%
Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) with other children or adults	14%
Bus, rail, subway or other public transportation	4%
Walk	1%
Bicycle	2%
Work at home	5%
Other	1%

Question D3: Length of Residency	
How many years have you lived in Pasco?	Percent of respondents
Less than 2 years	12%
2 to 5 years	24%
6 to 10 years	12%
11 to 20 years	25%
More than 20 years	27%
Total	100%

Question D4: Housing Unit Type	
Which best describes the building you live in?	Percent of respondents
One family house detached from any other houses	70%
House attached to one or more houses (e.g., a duplex or townhome) 4%	
Building with two or more apartments or condominiums	20%
Mobile home	5%
Other	2%
Total	100%

Question D5: Housing Tenure (Rent/Own)	
Is this house, apartment or mobile home Percent of respond	
Rented for cash or occupied without cash payment	34%
Owned by you or someone in this house with a mortgage or free and clear	66%
Total	100%

Question D6: Monthly Housing Cost	
About how much is the total monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners" association (HOA) fees)?	Percent of respondents
Less than \$300 per month	10%
\$300 to \$599 per month	16%
\$600 to \$999 per month	36%
\$1,000 to \$1,499 per month	24%
\$1,500 to \$2,499 per month	12%
\$2,500 or more per month	1%
Total	100%

Question D7: Presence of Children in Household	
Do any children 17 or under live in your household?  Percent of respondents	
No	56%
Yes	44%
Total	100%

Question D8: Presence of Older Adults in Household	
Are you or any other members of your household aged 65 or older?  Percent of respondents	
No	80%
Yes	20%
Total	100%

Question D9: Household Income	
How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)	Percent of respondents
Less than \$24,999	26%
\$25,000 to \$49,999	31%
\$50,000 to \$99,999	32%
\$100,000 to \$149,000	7%
\$150,000 or more	4%
Total	100%

Question D10: Ethnicity	
Are you Spanish, Hispanic or Latino? Percent of responde	
No, not Spanish, Hispanic or Latino	57%
Yes, I consider myself to be Spanish, Hispanic or Latino	43%
Total	100%

Question D11: Race	
What is your race? (Mark one or more races to indicate what race(s) you consider yourself to be.)	Percent of respondents
American Indian or Alaskan Native	2%
Asian, Asian Indian or Pacific Islander	5%
Black or African American	2%
White	62%
Other	35%

Total may exceed 100% as respondents could select more than one option

Question D12: Age	
In which category is your age?	Percent of respondents
18 to 24 years	6%
25 to 34 years	35%
35 to 44 years	17%
45 to 54 years	19%
55 to 64 years	10%
65 to 74 years	9%
75 years or older	5%
Total	100%

Question D13: Gender	
What is your sex?	Percent of respondents
Female	50%
Male	50%
Total	100%

Question D14: Registered to Vote	
Are you registered to vote in your jurisdiction?	Percent of respondents
No	20%
Yes	74%
Ineligible to vote	6%
Total	100%

Question D15: Voted in Last General Election	
Many people don't have time to vote in elections. Did you vote in the last general election?	Percent of respondents
No	36%
Yes	57%
Ineligible to vote	7%
Total	100%

Question D16: Has Cell Phone									
Do you have a cell phone?	Percent of respondents								
No	11%								
Yes	89%								
Total	100%								

Question D17: Has Land Line									
Do you have a land line at home?	Percent of respondents								
No	47%								
Yes	53%								
Total	100%								

Question D18: Primary Phone	
If you have both a cell phone and a land line, which do you consider your primary telephone number?	Percent of respondents
Cell	26%
Land line	43%
Both	30%
Total	100%

# Frequencies Including "Don't Know" Responses

These tables contain the percentage of respondents for each response category as well as the "n" or total number of respondents for each category, next to the percentage.

Question 1: Quality of Life														
Please rate each of the following aspects of quality of life in Pasco:	Excel	lent	Go	od	Fai	ir	Poo	or	Don't l	know	Tot	al		
Pasco as a place to live	19%	43	54%	121	25%	57	2%	4	0%	0	100%	226		
Your neighborhood as a place to live	28%	62	44%	98	22%	49	7%	16	0%	0	100%	225		
Pasco as a place to raise children	14%	31	44%	98	24%	53	11%	24	8%	19	100%	224		
Pasco as a place to work	12%	27	42%	95	21%	48	10%	23	14%	33	100%	225		
Pasco as a place to retire	14%	31	35%	78	19%	44	15%	33	17%	38	100%	225		
The overall quality of life in Pasco	15%	33	48%	108	32%	72	3%	8	2%	4	100%	225		

Question 2:	Question 2: Community Characteristics													
Please rate each of the following characteristics as they relate to Pasco as a whole:	Excel	lent	t Good		Fair		Poor		Don't know		Tot	al		
Sense of community	8%	1 <i>7</i>	37%	83	37%	82	12%	27	5%	11	100%	220		
Openness and acceptance of the community towards people of diverse backgrounds	19%	43	35%	79	33%	74	7%	16	5%	10	100%	223		
Overall appearance of Pasco	8%	18	29%	65	43%	97	18%	41	2%	4	100%	225		
Cleanliness of Pasco	6%	14	32%	72	47%	105	15%	34	0%	0	100%	226		
Overall quality of new development in Pasco		33	49%	110	23%	53	10%	22	4%	9	100%	226		
Variety of housing options	10%	23	43%	98	33%	73	8%	19	6%	13	100%	226		
Overall quality of business and service establishments in Pasco	13%	29	39%	88	34%	76	11%	25	3%	6	100%	225		
Shopping opportunities	10%	23	24%	55	41%	93	24%	54	0%	1	100%	226		
Opportunities to attend cultural activities	12%	27	29%	65	31%	71	17%	40	11%	24	100%	227		
Recreational opportunities	9%	20	32%	73	30%	69	20%	46	8%	19	100%	227		
Employment opportunities	8%	19	25%	5 <i>7</i>	32%	72	19%	43	16%	36	100%	225		
Educational opportunities	17%	39	34%	77	25%	56	13%	30	11%	25	100%	227		
Opportunities to participate in social events and activities	12%	27	31%	69	32%	72	12%	26	14%	31	100%	225		
Opportunities to volunteer	13%	30	36%	81	27%	61	9%	20	15%	34	100%	226		

Question 2:	Question 2: Community Characteristics													
Please rate each of the following characteristics as they relate to Pasco as a whole:	Excel	lent	nt Good		Fair		Poor		Do kno		Tot	al		
Opportunities to participate in community matters	11%	25	32%	<i>7</i> 1	32%	<i>7</i> 1	9%	20	17%	39	100%	225		
Ease of car travel in Pasco	24%	54	46%	105	20%	46	7%	15	3%	7	100%	227		
Ease of bus travel in Pasco	17%	38	32%	72	17%	38	4%	9	30%	68	100%	225		
Ease of bicycle travel in Pasco	11%	25	28%	62	25%	55	11%	23	25%	55	100%	219		
Ease of walking in Pasco	15%	33	35%	79	35%	80	5%	12	9%	21	100%	225		
Availability of paths and walking trails	16%	36	36%	82	29%	65	8%	18	10%	23	100%	225		
Traffic flow on major streets	7%	16	46%	102	30%	68	13%	29	4%	9	100%	223		
Amount of public parking	12%	26	42%	94	32%	71	8%	18	7%	17	100%	226		
Availability of affordable quality housing	13%	30	34%	77	32%	73	12%	26	9%	20	100%	226		
Availability of affordable quality child care	10%	21	16%	35	21%	46	9%	19	45%	100	100%	221		
Availability of affordable quality health care	11%	24	26%	59	31%	69	18%	41	14%	32	100%	225		
Availability of preventive health services		24	28%	64	25%	56	15%	33	22%	50	100%	227		
Air quality		27	41%	93	37%	83	5%	12	5%	10	100%	226		
Quality of overall natural environment in Pasco	10%	22	43%	96	35%	79	8%	18	3%	7	100%	223		
Overall image or reputation of Pasco	6%	14	25%	57	37%	83	29%	66	2%	5	100%	225		

Question 3: Growth														
Please rate the speed of growth in the following categories in Pasco over the past 2 years:	too w	Somev too sl	Right amount		Somewhat too fast		Much too fast		Don't know		Total			
Population growth	0%	1	4%	9	30%	68	33%	75	21%	47	12%	27	100%	227
Retail growth (stores, restaurants, etc.)	8%	18	33%	75	29%	66	15%	33	6%	13	9%	20	100%	224
Jobs growth	15%	35	31%	71	22%	50	4%	9	2%	4	25%	57	100%	226

Question 4: Code Enforcement		
To what degree, if at all, are run down buildings, weed lots or junk vehicles a problem in Pasco?	Percent of respondents	Count
Not a problem	8%	17
Minor problem	22%	47
Moderate problem	43%	93
Major problem	17%	38
Don't know	10%	21
Total	100%	217

	Question 5: Community Safety													
Please rate how safe or unsafe you feel from the following in Pasco:	Very	safe	Somev safe		Neither sa unsa		or Somewha unsafe						Tot	al
Violent crime (e.g., rape, assault, robbery)	11%	25	39%	88	23%	51	15%	33	6%	13	6%	13	100%	224
Property crimes (e.g., burglary, theft)	6%	14	36%	81	18%	41	26%	58	10%	23	3%	6	100%	224
Environmental hazards, including toxic waste	28%	62	27%	59	18%	41	7%	16	6%	14	14%	31	100%	224

	Question 6: Personal Safety														
Please rate how safe or unsafe you feel:	Very	Somewhat safe		Neither sa unsa		Somev unsa	Very unsafe		Don't know		Tot	al			
In your neighborhood during the day	56%	126	35%	79	6%	13	2%	4	1%	3	0%	0	100%	225	
In your neighborhood after dark	28%	63	39%	87	14%	32	10%	23	9%	19	0%	0	100%	224	
In Pasco's downtown area during the day	22%	50	34%	76	21%	47	8%	18	7%	15	8%	18	100%	223	
In Pasco's downtown area after dark	8%	18	17%	38	10%	23	27%	60	27%	60	11%	25	100%	225	

Question 7: Contact with Police Department										
Have you had any in-person or phone contact with an employee of the City of Pasco Police Department within the last 12 months?	No Yes know				Tot	al				
Have you had any in-person or phone contact with an employee of the City of Pasco Police Department within the last 12 months?	57%	126	40%	88	3%	6	100%	219		

Question 8: Ratings of Contact with Police Department												
What was your overall impression of your most recent contact with the City of Pasco Police Department? Excellent Good Fair Poor know Total												
What was your overall impression of your most recent contact with the City of Pasco Police Department?	36%	30	35%	30	15%	13	12%	11	1%	1	100%	86

Question 9: Crime Victim		
During the past 12 months, were you or anyone in your household the victim of any crime?	Percent of respondents	Count
No	86%	189
Yes	12%	26
Don't know	2%	4
Total	100%	218

Question 10: Crime Reporting		
If yes, was this crime (these crimes) reported to the police?	Percent of respondents	Count
No	9%	2
Yes	87%	22
Don't know	4%	1
Total	100%	26

Que	stion 11	1: Resid	dent Beh	aviors								
In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Pasco?	Never		Once or twice		3 to 12 times		13 to		More than 26 times		Tot	al
Used Pasco public libraries or their services	33%	74	26%	59	25%	57	9%	20	6%	13	100%	222
Used Pasco recreation centers	53%	119	26%	57	10%	22	5%	11	6%	14	100%	224
Participated in a recreation program or activity	65%	145	18%	40	9%	20	6%	13	3%	6	100%	225
Visited a neighborhood park or City park	21%	46	18%	41	30%	68	17%	37	14%	30	100%	222
Ridden a local bus within Pasco	67%	147	17%	38	4%	10	2%	5	10%	21	100%	220
Attended a meeting of local elected officials or other local public meeting	78%	174	19%	42	3%	7	0%	1	0%	0	100%	224
Watched a meeting of local elected officials or other City- sponsored public meeting on cable television, the Internet or other media	53%	120	25%	57	13%	29	5%	10	4%	9	100%	225
Read Pasco Newsletter	23%	50	34%	75	30%	67	6%	12	8%	17	100%	223
Visited the City of Pasco Web site (at www.pasco-wa.gov)	49%	110	27%	61	13%	30	8%	17	3%	6	100%	223
Recycled used paper, cans or bottles from your home	38%	85	19%	43	19%	43	11%	25	12%	28	100%	225
Volunteered your time to some group or activity in Pasco	62%	139	17%	37	10%	22	3%	7	8%	19	100%	224
Participated in religious or spiritual activities in Pasco	45%	100	11%	24	12%	27	6%	14	26%	59	100%	223
Participated in a club or civic group in Pasco	78%	172	10%	21	6%	12	3%	6	4%	9	100%	220
Provided help to a friend or neighbor	9%	21	24%	54	36%	82	14%	31	17%	38	100%	226

Question 12: Neighborliness		
About how often, if at all, do you talk to or visit with your immediate neighbors (people who live in the 10 or 20 households that are closest to you)?	Percent of respondents	Count
Just about everyday	13%	30
Several times a week	28%	62
Several times a month	27%	60
Less than several times a month	32%	72
Total	100%	223

Question	n 13: Se	rvice	Quality	′								
Please rate the quality of each of the following services in Pasco:	Excel	lent	Go	od	Fai	r	Poo	or	Do kno		Tot	al
Police services	28%	64	36%	81	19%	43	4%	8	13%	28	100%	225
Fire services	31%	70	32%	71	8%	19	0%	1	28%	64	100%	225
Ambulance or emergency medical services	28%	64	29%	66	11%	24	0%	1	31%	71	100%	226
Crime prevention	10%	23	33%	75	23%	51	12%	26	22%	50	100%	225
Fire prevention and education	16%	36	32%	72	17%	37	4%	10	31%	70	100%	224
Municipal courts	11%	25	25%	57	20%	45	4%	9	40%	90	100%	225
Traffic enforcement	17%	37	32%	73	29%	65	8%	18	14%	30	100%	224
Street repair	14%	31	36%	81	39%	88	5%	12	6%	14	100%	225
Street cleaning	15%	35	42%	96	28%	62	10%	23	4%	10	100%	226
Street lighting	16%	35	34%	76	31%	70	17%	38	2%	4	100%	223
Snow removal	11%	24	33%	73	34%	77	15%	34	7%	17	100%	225
Sidewalk maintenance	13%	30	32%	72	33%	75	12%	27	10%	22	100%	226
Traffic signal timing	12%	27	43%	97	30%	68	11%	24	4%	9	100%	225
Bus or transit services	12%	26	34%	74	13%	30	3%	7	38%	85	100%	222
Garbage collection	37%	83	45%	101	14%	31	2%	5	2%	5	100%	224
Recycling	13%	28	25%	56	25%	57	24%	54	13%	29	100%	224
Yard waste pick-up	20%	45	31%	69	15%	34	10%	23	24%	54	100%	225
Storm drainage	13%	29	38%	86	18%	40	6%	14	25%	57	100%	225
Drinking water	22%	49	40%	91	26%	59	7%	17	5%	11	100%	227
Sewer services	21%	47	39%	88	17%	37	2%	5	21%	47	100%	224
City parks	19%	43	38%	87	27%	60	4%	9	12%	27	100%	226
Recreation programs or classes	9%	21	22%	50	23%	51	5%	12	40%	89	100%	222
Recreation centers or facilities	8%	18	25%	55	22%	49	6%	15	39%	87	100%	225
Land use, planning and zoning	3%	7	28%	62	27%	60	9%	21	33%	73	100%	223
Code enforcement (weeds, abandoned buildings, etc.)	4%	9	17%	38	36%	81	20%	46	23%	51	100%	225
Animal control	7%	16	24%	54	28%	64	25%	57	15%	34	100%	225
Economic development	6%	13	29%	64	32%	70	10%	21	24%	53	100%	222

Question	า 13: Se	rvice	Quality	′								
Please rate the quality of each of the following services in Pasco:	Excellent		Good		Fair		Poo	Poor		n't ow	Tot	al
Health services	11%	25	33%	73	26%	59	5%	10	26%	58	100%	225
Services to seniors	10%	22	21%	47	17%	38	5%	11	47%	107	100%	225
Services to youth	9%	20	20%	44	22%	49	10%	22	40%	90	100%	225
Services to low-income people	9%	19	21%	45	26%	56	9%	20	36%	78	100%	218
Public library services	21%	47	28%	63	26%	59	6%	13	19%	42	100%	225
Public information services	13%	28	25%	55	25%	56	4%	8	34%	74	100%	221
Public schools	13%	29	28%	63	26%	60	10%	22	23%	52	100%	226
Cable television	12%	26	31%	68	25%	55	11%	23	22%	47	100%	220
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	10%	22	20%	43	22%	48	12%	26	37%	82	100%	221
Preservation of natural areas such as open space, farmlands and greenbelts	9%	19	24%	53	23%	49	9%	20	35%	77	100%	219

Question 14: Go	vernme	nt Ser	vices O	veral								
Overall, how would you rate the quality of the services provided by each of the following?	Excellent		ent Good		Good Fair		Poor		Don't know		Tot	al
The City of Pasco	14%	32	42%	96	33%	75	3%	6	8%	19	100%	227
The Federal Government	7%	16	26%	58	30%	67	16%	35	22%	50	100%	226
The State Government	6%	14	28%	64	33%	75	13%	29	19%	44	100%	226
Franklin County Government	10%	23	32%	73	32%	73	6%	13	19%	44	100%	226

Question 15: Recommendation and Longevity												
Please indicate how likely or unlikely you are to do each of the following:	Very likely		Some like		Somewhat unlikely		Very unlikely		Don't know		Tot	al
Recommend living in Pasco to someone who asks	32%	72	45%	101	15%	35	5%	12	3%	6	100%	227
Remain in Pasco for the next five years	50%	114	29%	65	12%	27	4%	10	5%	11	100%	227

Question 16: Impact of the Economy		
What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:	Percent of respondents	Count
Very positive	9%	20
Somewhat positive	16%	36
Neutral	40%	90
Somewhat negative	30%	67
Very negative	6%	14
Total	100%	227

Question 17: Contact with Fire Department											
Have you had any in-person or phone contact with an employee of the City of Pasco Fire Department within the last 12 months?	No Yes know				Tot	al					
Have you had any in-person or phone contact with an employee of the City of Pasco Fire Department within the last 12 months?	82%	187	16%	37	1%	3	100%	227			

Question 18: Ratings of Contact with Fire Department												
What was your overall impression of your most recent contact with the City of Pasco Fire Department?	Excel	lent	Goo	od	Fair		Pod	or	Don knov		Tota	al
What was your overall impression of your most recent contact with the City of Pasco Fire Department?	60%	21	24%	8	13%	4	3%	1	0%	0	100%	35

Question 19: Contact with City Employees					
Have you had any in-person, phone or email with an employee of the City of Pasco within the last 12 months (including police, receptionists, planners or any others)?	Percent of respondents	Count			
No	54%	120			
Yes	46%	101			
Total	100%	221			

Question 20: City Employees												
What was your impression of the employee(s) of the City of Pasco in your most recent contact?	Excel	lent	Goo	od	Fai	r	Po	or	Dor kno		Tot	al
Knowledge	19%	19	53%	53	24%	25	3%	3	0%	0	100%	100
Responsiveness	24%	25	48%	48	21%	21	7%	7	0%	0	100%	101
Courtesy	31%	31	43%	43	17%	17	9%	10	0%	0	100%	101
Overall impression	27%	28	44%	45	20%	20	9%	9	0%	0	100%	101

Question 21: Government Performance												
Please rate the following categories of Pasco government performance:	Excel	lent	Goo	od	Fai	r	Poo	or	Dor kno		Tot	al
The value of services for the taxes paid to Pasco	11%	25	28%	65	32%	73	9%	21	20%	45	100%	228
The overall direction that Pasco is taking	7%	17	31%	71	39%	88	7%	17	15%	35	100%	227
The job Pasco government does at welcoming citizen involvement	7%	16	23%	52	28%	64	16%	36	26%	58	100%	226

Question 22a: Custom Question 1						
"Impact fees" are assessed on all new housing construction to help pay for related public infrastructure (like roads and parks). To what extent do you support or oppose an impact fee to pay a portion of new school construction costs in Pasco?	Percent of respondents	Count				
Strongly support	34%	78				
Somewhat support	30%	68				
Somewhat oppose	9%	20				
Strongly oppose	8%	17				
Don't know	19%	44				
Total	100%	228				

Question 22b: Custom Question 2					
The City of Pasco is considering asking the state to change the process arbitrators use in organized-labor negotiations to ensure that an individual city's budget or "ability to pay" is factored into the arbitration decision. To what extent do you support or oppose a change to reflect the city's "ability to pay"?	Percent of respondents	Count			
Strongly support	17%	38			
Somewhat support	24%	56			
Somewhat oppose	14%	32			
Strongly oppose	7%	16			
Don't know	38%	86			
Total	100%	227			

Question 22c: Custom Question 3						
There are seven members of the City Council; five positions require a candidate to reside within a geographical district within the City and two positions are elected "at large" without regard to district residency. The purpose of having some districts is to assure reasonable geographic representation of Council members throughout the city. Please indicate which of the following best reflects your view:	Percent of respondents	Count				
Favor the current system as described above	37%	82				
Prefer fewer at large representatives	16%	35				
Prefer more at large representatives	5%	12				
Don't know	42%	94				
Total	100%	223				

Question D1: Employment Status					
Are you currently employed for pay? Percent of respondents		Count			
No	30%	65			
Yes, full-time	60%	130			
Yes, part-time	10%	23			
Total	100%	219			

Question D2: Mode of Transportation Used for Commute	
During a typical week, how many days do you commute to work (for the longest distance of your commute) in each of the ways listed below?	Percent of days mode used
Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) by myself	73%
Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) with other children or adults	14%
Bus, rail, subway or other public transportation	4%
Walk	1%
Bicycle	2%
Work at home	5%
Other	1%

Question D3: Length of Residency					
How many years have you lived in Pasco?	Percent of respondents	Count			
Less than 2 years	12%	28			
2 to 5 years	24%	54			
6 to 10 years	12%	27			
11 to 20 years	25%	55			
More than 20 years	27%	60			
Total	100%	223			

Question D4: Housing Unit Type						
Which best describes the building you live in?	Percent of respondents	Count				
One family house detached from any other houses	70%	157				
House attached to one or more houses (e.g., a duplex or townhome)	4%	8				
Building with two or more apartments or condominiums	20%	45				
Mobile home	5%	10				
Other	2%	4				
Total	100%	224				

Question D5: Housing Tenure (Rent/Own)						
Is this house, apartment or mobile home	Percent of respondents	Count				
Rented for cash or occupied without cash payment	34%	73				
Owned by you or someone in this house with a mortgage or free and clear	66%	141				
Total	100%	215				

Question D6: Monthly Housing Cost		
About how much is the total monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners" association (HOA) fees)?	Percent of respondents	Count
Less than \$300 per month	10%	23
\$300 to \$599 per month	16%	36
\$600 to \$999 per month	36%	80
\$1,000 to \$1,499 per month	24%	53
\$1,500 to \$2,499 per month	12%	27
\$2,500 or more per month	1%	2
Total	100%	221

Question D7: Presence of Children in Household			
Do any children 17 or under live in your household?	Percent of respondents	Count	
No	56%	123	
Yes	44%	98	
Total	100%	221	

Question D8: Presence of Older Adults in Household			
Are you or any other members of your household aged 65 or older?	Percent of respondents	Count	
No	80%	179	
Yes	20%	45	
Total	100%	225	

Question D9: Household Income			
How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)	Percent of respondents	Count	
Less than \$24,999	26%	57	
\$25,000 to \$49,999	31%	68	
\$50,000 to \$99,999	32%	69	
\$100,000 to \$149,000	7%	15	
\$150,000 or more	4%	8	
Total	100%	217	

Question D10: Ethnicity			
Are you Spanish, Hispanic or Latino? Percent of respondents Count			
No, not Spanish, Hispanic or Latino	57%	125	
Yes, I consider myself to be Spanish, Hispanic or Latino	43%	94	
Total	100%	219	

Question D11: Race			
What is your race? (Mark one or more races to indicate what race(s) you consider yourself to be.)	Percent of respondents	Count	
American Indian or Alaskan Native	2%	4	
Asian, Asian Indian or Pacific Islander	5%	10	
Black or African American	2%	5	
White	62%	132	
Other	35%	74	
Total may exceed 100% as respondents could select more than one option			

Question D12: Age				
In which category is your age?	Percent of respondents	Count		
18 to 24 years	6%	13		
25 to 34 years	35%	77		
35 to 44 years	17%	39		
45 to 54 years	19%	42		
55 to 64 years	10%	22		
65 to 74 years	9%	19		
75 years or older	5%	10		
Total	100%	223		

Question D13: Gender			
What is your sex? Percent of respondents Count			
Female 50%		111	
Male 50%		110	
Total	100%	222	

Question D14: Registered to Vote			
Are you registered to vote in your jurisdiction?  Percent of respondents  Count			
No	19%	43	
Yes 69%		156	
Ineligible to vote	5%	12	
Don't know	6%	13	
Total	100%	224	

Question D15: Voted in Last General Election				
Many people don't have time to vote in elections. Did you vote in the last general election?  Percent of respondents  C				
No	34%	76		
Yes	54%	120		
Ineligible to vote	7%	16		
Don't know	5%	12		
Total	100%	225		

Question D16: Has Cell Phone				
Do you have a cell phone? Percent of respondents Count				
No	11%	24		
Yes 89%		199		
Total	100%	223		

Question D17: Has Land Line			
Do you have a land line at home? Percent of respondents Count			
No	47%	103	
Yes 53%		118	
Total	100%	221	

Question D18: Primary Phone			
If you have both a cell phone and a land line, which do you consider your primary telephone number?  Percent of respondents			
Cell	26%	27	
Land line	43%	44	
Both	30%	31	
Total	100%	102	

### APPENDIX B: SURVEY METHODOLOGY

The National Citizen Survey™ (The NCS) was developed to provide local jurisdictions an accurate, affordable and easy way to assess and interpret resident opinion about important community issues. While standardization of question wording and survey methods provide the rigor to assure valid results, each jurisdiction has enough flexibility to construct a customized version of The NCS that asks residents about key local services and important local issues.

Results offer insight into residents' perspectives about local government performance and as such provide important benchmarks for jurisdictions working on performance measurement. The NCS is designed to help with budget, land use and strategic planning as well as to communicate with local residents. The NCS permits questions to test support for local policies and answers to its questions also speak to community trust and involvement in community-building activities as well as to resident demographic characteristics.

#### SURVEY VALIDITY

The question of survey validity has two parts: 1) how can a jurisdiction be confident that the results from those who completed the questionnaire are representative of the results that would have been obtained had the survey been administered to the entire population? and 2) how closely do the perspectives recorded on the survey reflect what residents really believe or do?

To answer the first question, the best survey research practices were used for the resources spent to ensure that the results from the survey respondents reflect the opinions of residents in the entire jurisdiction. These practices include:

- Using a mail-out/mail-back methodology, which typically gets a higher response rate than
  phone for the same dollars spent. A higher response rate lessens the worry that those who did
  not respond are different than those who did respond.
- Selecting households at random within the jurisdiction to receive the survey. A random selection ensures that the households selected to receive the survey are similar to the entire population. A non-random sample may only include households from one geographic area, or from households of only one type.
- Over-sampling multi-family housing units to improve response from hard-to-reach, lower income, or younger apartment dwellers.
- Selecting the respondent within the household using an unbiased sampling procedure; in this case, the "birthday method." The cover letter included an instruction requesting that the respondent in the household be the adult (18 years old or older) who most recently had a birthday, irrespective of year of birth.
- Contacting potential respondents three times to encourage response from people who may have different opinions or habits than those who would respond with only a single prompt.
- Soliciting response on jurisdiction letterhead signed by the highest ranking elected official or staff member, thus appealing to the recipients' sense of civic responsibility.
- Providing a self-addressed, postage-paid return envelope.
- Offering the survey in Spanish when appropriate and requested by City officials.
- Using the most recent available information about the characteristics of jurisdiction residents to weight the data to reflect the demographics of the population.

The answer to the second question about how closely the perspectives recorded on the survey reflect what residents really believe or do is more complex. Resident responses to surveys are influenced by a variety of factors. For questions about service quality, residents' expectations for

service quality play a role as well as the "objective" quality of the service provided, the way the resident perceives the entire community (that is, the context in which the service is provided), the scale on which the resident is asked to record his or her opinion and, of course, the opinion, itself, that a resident holds about the service. Similarly a resident's report of certain behaviors is colored by what he or she believes is the socially desirable response (e.g., reporting tolerant behaviors toward "oppressed groups," likelihood of voting a tax increase for services to poor people, use of alternative modes of travel to work besides the single occupancy vehicle), his or her memory of the actual behavior (if it is not a question speculating about future actions, like a vote), his or her confidence that he or she can be honest without suffering any negative consequences (thus the need for anonymity) as well as the actual behavior itself.

How closely survey results come to recording the way a person really feels or behaves often is measured by the coincidence of reported behavior with observed current behavior (e.g., driving habits), reported intentions to behave with observed future behavior (e.g., voting choices) or reported opinions about current community quality with objective characteristics of the community (e.g., feelings of safety correlated with rates of crime). There is a body of scientific literature that has investigated the relationship between reported behaviors and actual behaviors. Well-conducted surveys, by and large, do capture true respondent behaviors or intentions to act with great accuracy. Predictions of voting outcomes tend to be quite accurate using survey research, as do reported behaviors that are not about highly sensitive issues (e.g., family abuse or other illegal or morally sanctioned activities). For self-reports about highly sensitive issues, statistical adjustments can be made to correct for the respondents' tendency to report what they think the "correct" response should be.

Research on the correlation of resident opinion about service quality and "objective" ratings of service quality tend to be ambiguous, some showing stronger relationships than others. NRC's own research has demonstrated that residents who report the lowest ratings of street repair live in communities with objectively worse street conditions than those who report high ratings of street repair (based on road quality, delay in street repair, number of road repair employees). Similarly, the lowest rated fire services appear to be "objectively" worse than the highest rated fire services (expenditures per capita, response time, "professional" status of firefighters, breadth of services and training provided). Whether or not some research confirms the relationship between what residents think about a community and what can be seen "objectively" in a community, NRC has argued that resident opinion is a perspective that cannot be ignored by government administrators. NRC principals have written, "If you collect trash three times a day but residents think that your trash haul is lousy, you still have a problem."

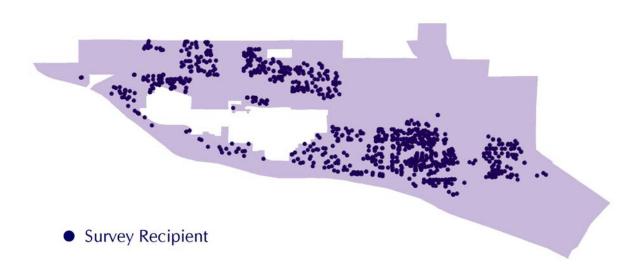
### SURVEY SAMPLING

"Sampling" refers to the method by which survey recipients were chosen. All households within the City of Pasco were eligible to participate in the survey; 1,200 were selected to receive the survey. These 1,200 households were randomly selected from a comprehensive list of all housing units within the City of Pasco boundaries. The basis of the list of all housing units was a United States Postal Service listing of housing units within zip codes. Since some of the zip codes that serve the City of Pasco households may also serve addresses that lie outside of the jurisdiction, the exact geographic location of each housing unit was compared to jurisdiction boundaries, using the most current municipal boundary file (updated on a quarterly basis), and addresses located outside of the City of Pasco boundaries were removed from consideration.

To choose the 1,200 survey recipients, a systematic sampling method was applied to the list of households known to be within the City of Pasco. Systematic sampling is a procedure whereby a complete list of all possible items is culled, selecting every Nth one until the appropriate amount of items is selected. Multi-family housing units were over sampled as residents of this type of housing typically respond at lower rates to surveys than do those in single-family housing units.

FIGURE 95: LOCATION OF SURVEY RECIPIENTS

# The National Citizen Survey™ Pasco, WA 2011



An individual within each household was selected using the birthday method. The birthday method selects a person within the household by asking the "person whose birthday has most recently passed" to complete the questionnaire. The underlying assumption in this method is that day of birth has no relationship to the way people respond to surveys. This instruction was contained in the cover letter accompanying the questionnaire.

In response to the growing number of the cell-phone population (so-called "cord cutters"), which includes a large proportion of young adults, questions about cell phones and land lines are included on The NCS™ questionnaire. As of the middle of 2010 (the most recent estimates available as of the end of 2010), 26.6% of U.S. households had a cell phone but no landline.³ Among younger adults (age 18-34), 53.7% of households were "cell-only." Based on survey results, Pasco has a "cord cutter" population greater than the nationwide 2010 estimates.

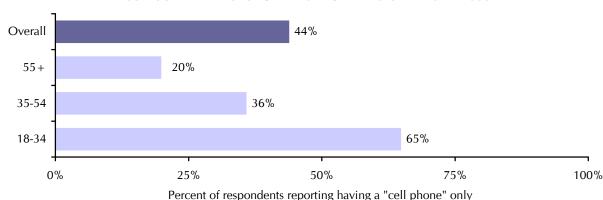


FIGURE 96: PREVALENCE OF CELL-PHONE ONLY RESPONDENTS IN PASCO

#### SURVEY ADMINISTRATION

Selected households received three mailings, one week apart, beginning November 8, 2011. The first mailing was a prenotification postcard announcing the upcoming survey. The next mailing contained a letter from the mayor inviting the household to participate, a questionnaire and a postage-paid return envelope. The final mailing contained a reminder letter, another survey and a postage-paid return envelope. The second cover letter asked those who had not completed the survey to do so and those who have already done so to refrain from turning in another survey. Completed surveys were collected over the following seven weeks.

#### SURVEY RESPONSE RATE AND CONFIDENCE INTERVALS

It is customary to describe the precision of estimates made from surveys by a "level of confidence" and accompanying "confidence interval" (or margin of error). A traditional level of confidence, and the one used here, is 95%. The 95% confidence interval can be any size and quantifies the sampling error or imprecision of the survey results because some residents' opinions are relied on to estimate all residents' opinions. The confidence interval for the City of Pasco survey is no greater than plus or minus six percentage points around any given percent reported for the entire sample (231 completed surveys).

A 95% confidence interval indicates that for every 100 random samples of this many residents, 95 of the confidence intervals created will include the "true" population response. This theory is applied in practice to mean that the "true" perspective of the target population lies within the confidence interval created for a single survey. For example, if 75% of residents rate a service as "excellent" or "good," then the 4% margin of error (for the 95% confidence interval) indicates that the range of likely responses for the entire jurisdiction is between 71% and 79%. This source of error is called sampling error. In addition to sampling error, other sources of error may affect any survey, including the non-response of residents with opinions different from survey responders.

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<sup>&</sup>lt;sup>3</sup> http://www.cdc.gov/nchs/data/nhis/earlyrelease/wireless201012.pdf

Though standardized on The NCS, on other surveys, differences in question wording, order, translation and data entry, as examples, can lead to somewhat varying results.

For subgroups of responses, the margin of error increases because the sample size for the subgroup is smaller. For subgroups of approximately 100 respondents, the margin of error is plus or minus 10 percentage points

### SURVEY PROCESSING (DATA ENTRY)

Completed surveys received by NRC were assigned a unique identification number. Additionally, each survey was reviewed and "cleaned" as necessary. For example, a question may have asked a respondent to pick two items out of a list of five, but the respondent checked three; NRC staff would choose randomly two of the three selected items to be coded in the dataset.

Once all surveys were assigned a unique identification number, they were entered into an electronic dataset. This dataset was subject to a data entry protocol of "key and verify," in which survey data were entered twice into an electronic dataset and then compared. Discrepancies were evaluated against the original survey form and corrected. Range checks as well as other forms of quality control were also performed.

#### SURVEY DATA WEIGHTING

The demographic characteristics of the survey sample were compared to those found in the 2010 Census and 2005-2009 American Community Survey estimates for adults in the City of Pasco. Sample results were weighted using the population norms to reflect the appropriate percent of those residents. Other discrepancies between the whole population and the sample were also aided by the weighting due to the intercorrelation of many socioeconomic characteristics.

The variables used for weighting were housing tenure, housing unit type, race and ethnicity and sex and age. This decision was based on:

- The disparity between the survey respondent characteristics and the population norms for these variables
- The saliency of these variables in detecting differences of opinion among subgroups
- The importance to the community of correct racial and/or ethnic representation
- The historical use of the variables and the desirability of consistently representing different groups over the years

The primary objective of weighting survey data is to make the survey sample reflective of the larger population of the community. This is done by: 1) reviewing the sample demographics and comparing them to the population norms from the most recent Census or other sources and 2) comparing the responses to different questions for demographic subgroups. The demographic characteristics that are least similar to the Census and yield the most different results are the best candidates for data weighting. A third criterion sometimes used is the importance that the community places on a specific variable. For example, if a jurisdiction feels that accurate race representation is key to staff and public acceptance of the study results, additional consideration will be given in the weighting process to adjusting the race variable.

A special software program using mathematical algorithms is used to calculate the appropriate weights. Data weighting can adjust up to 5 demographic variables. Several different weighting "schemes" may be tested to ensure the best fit for the data.

The process actually begins at the point of sampling. Knowing that residents in single family dwellings are more likely to respond to a mail survey, NRC oversamples residents of multi-family dwellings to ensure their proper representation in the sample data. Rather than giving all residents an equal chance of receiving the survey, this is systematic, stratified sampling, which gives each resident of the jurisdiction a known chance of receiving the survey (and apartment dwellers, for example, a greater chance than single family home dwellers). As a consequence, results must be weighted to recapture the proper representation of apartment dwellers.

The results of the weighting scheme are presented in the table on the following page.

Pasco, WA Citizen Survey Weighting Table					
Characteristic	Population Norm <sup>4</sup>	ulation Norm <sup>4</sup> Unweighted Data Weighted			
Housing					
Rent home	35%	20%	34%		
Own home	65%	80%	66%		
Detached unit	77%	80%	75%		
Attached unit	23%	20%	25%		
Race and Ethnicity					
White	60%	72%	56%		
Not white	40%	28%	44%		
Not Hispanic	51%	73%	57%		
Hispanic	49%	27%	43%		
White alone, not Hispanic	45%	63%	45%		
Hispanic and/or other race	55%	37%	55%		
Sex and Age					
Female	50%	49%	50%		
Male	50%	51%	50%		
18-34 years of age	43%	19%	41%		
35-54 years of age	35%	32%	36%		
55 + years of age	22%	48%	23%		
Females 18-34	21%	12%	21%		
Females 35-54	17%	16%	18%		
Females 55+	11%	21%	11%		
Males 18-34	22%	8%	20%		
Males 35-54	18%	17%	18%		
Males 55+	11%	27%	11%		

<sup>4 1</sup> Source: 2010 Census/2005-2009 ACS

### SURVEY DATA ANALYSIS AND REPORTING

The survey dataset was analyzed using the Statistical Package for the Social Sciences (SPSS). Frequency distributions were presented in the body of the report.

### Use of the "Excellent, Good, Fair, Poor" Response Scale

The scale on which respondents are asked to record their opinions about service and community quality is "excellent," "good," "fair" or "poor" (EGFP). This scale has important advantages over other scale possibilities (very good to very bad; very satisfied to very dissatisfied; strongly agree to strongly disagree, as examples). EGFP is used by the plurality of jurisdictions conducting citizen surveys across the U.S. The advantage of familiarity was one that NRC did not want to dismiss when crafting The National Citizen Survey™ questionnaire, because elected officials, staff and residents already are acquainted with opinion surveys measured this way. EGFP also has the advantage of offering three positive options, rather than only two, over which a resident can offer an opinion. While symmetrical scales often are the right choice in other measurement tasks, NRC has found that ratings of almost every local government service in almost every jurisdiction tend, on average, to be positive (that is, above the scale midpoint). Therefore, to permit finer distinctions among positively rated services, EGFP offers three options across which to spread those ratings. EGFP is more neutral because it requires no positive statement of service quality to judge (as agreedisagree scales require) and, finally, EGFP intends to measure absolute quality of service delivery or community quality (unlike satisfaction scales which ignore residents' perceptions of quality in favor of their report on the acceptability of the level of service offered).

### "Don't Know" Responses

On many of the questions in the survey respondents may answer "don't know." The proportion of respondents giving this reply is shown in the full set of responses included in Appendix A. However, these responses have been removed from the analyses presented in the body of the report. In other words, the tables and graphs display the responses from respondents who had an opinion about a specific item.

### Benchmark Comparisons

NRC has been leading the strategic use of surveys for local governments since 1991, when the principals of the company wrote the first edition of what became the classic text on citizen surveying. In *Citizen Surveys: how to do them, how to use them, what they mean,* published by ICMA, not only were the principles for quality survey methods articulated, but both the idea of benchmark data for citizen opinion and the method for gathering benchmark data were pioneered. The argument for benchmarks was called "In Search of Standards." "What has been missing from a local government's analysis of its survey results is the context that school administrators can supply when they tell parents how an 80 percent score on the social studies test compares to test results from other school systems..."

NRC's database of comparative resident opinion is comprised of resident perspectives gathered in citizen surveys from approximately 500 jurisdictions whose residents evaluated local government services. Conducted with typically no fewer than 400 residents in each jurisdiction, opinions are intended to represent over 30 million Americans. NRC has innovated a method for quantitatively integrating the results of surveys that are conducted by NRC with those that others have conducted. The integration methods have been thoroughly described not only in the Citizen Surveys book, but

also in *Public Administration Review, Journal of Policy Analysis* and *Management*. Scholars who specialize in the analysis of citizen surveys regularly have relied on this work (e.g., Kelly, J. & Swindell, D. (2002). Service quality variation across urban space: First steps towards a model of citizen satisfaction. *Journal of Urban Affairs*, 24, 271-288.; Van Ryzin, G., Muzzio, D., Immerwahr, S., Gulick, L. & Martinez, E. (2004). Drivers and consequences of citizen satisfaction: An application of the American Customer Satisfaction Index Model to New York City, *Public Administration Review*, 64, 331-341). The method described in those publications is refined regularly and statistically tested on a growing number of citizen surveys in NRC's proprietary databases. NRC's work on calculating national benchmarks for resident opinions about service delivery and quality of life won the Samuel C. May award for research excellence from the Western Governmental Research Association.

The comparison evaluations are from the most recent survey completed in each jurisdiction; most communities conduct surveys every year or in alternating years. NRC adds the latest results quickly upon survey completion, keeping the benchmark data fresh and relevant.

### The Role of Comparisons

Benchmark comparisons are used for performance measurement. Jurisdictions use the comparative information to help interpret their own citizen survey results, to create or revise community plans, to evaluate the success of policy or budget decisions and to measure local government performance. Taking the pulse of the community has little meaning without knowing what pulse rate is too high and what is too low. When surveys of service satisfaction turn up "good" citizen evaluations, jurisdictions need to know how others rate their services to understand if "good" is good enough. Furthermore, in the absence of national or peer community comparisons, a jurisdiction is left with comparing its fire protection rating to its street maintenance rating. That comparison is unfair. Streets always lose to fire. More important and harder questions need to be asked; for example, how do residents' ratings of fire service compare to opinions about fire service in other communities?

A police department that provides the fastest and most efficient service – one that closes most of its cases, solves most of its crimes and keeps the crime rate low – still has a problem to fix if the residents in the community it intends to protect believe services are not very good compared to ratings given by residents to their own objectively "worse" departments. The benchmark data can help that police department – or any department – to understand how well citizens think it is doing. Without the comparative data, it would be like bowling in a tournament without knowing what the other teams are scoring. NRC recommends that citizen opinion be used in conjunction with other sources of data about budget, personnel and politics to help managers know how to respond to comparative results.

Jurisdictions in the benchmark database are distributed geographically across the country and range from small to large in population size. Most commonly, comparisons are made to the entire database. Comparisons may also be made to subsets of jurisdictions (for example, within a given region or population category). Despite the differences in jurisdiction characteristics, all are in the business of providing local government services to residents. Though individual jurisdiction circumstances, resources and practices vary, the objective in every community is to provide services that are so timely, tailored and effective that residents conclude the services are of the highest quality. High ratings in any jurisdiction, like SAT scores in any teen household, bring pride and a sense of accomplishment.

### Comparison of Pasco to the Benchmark Database

The City of Pasco chose to have comparisons made to the entire database. A benchmark comparison (the average rating from all the comparison jurisdictions where a similar question was asked) has been provided when a similar question on the City of Pasco Survey was included in NRC's database and there were at least five jurisdictions in which the question was asked. For most questions compared to the entire dataset, there were more than 100 jurisdictions included in the benchmark comparison.

Where comparisons for quality ratings were available, the City of Pasco results were generally noted as being "above" the benchmark, "below" the benchmark or "similar" to the benchmark. For some questions – those related to resident behavior, circumstance or to a local problem – the comparison to the benchmark is designated as "more," "similar" or "less" (for example, the percent of crime victims, residents visiting a park or residents identifying code enforcement as a problem.) In instances where ratings are considerably higher or lower than the benchmark, these ratings have been further demarcated by the attribute of "much," (for example, "much less" or "much above"). These labels come from a statistical comparison of the City of Pasco's rating to the benchmark where a rating is considered "similar" if it is within the margin of error; "above," "below," "more" or "less" if the difference between your jurisdiction's rating and the benchmark is greater the margin of error; and "much above," "much below," "much more" or "much less" if the difference between your jurisdiction's rating and the benchmark is more than twice the margin of error.

### APPENDIX C: SURVEY MATERIALS

The following pages contain copies of the survey materials sent to randomly selected households within the City of Pasco.

### Dear Pasco Resident,

Your household has been selected at random to participate in an anonymous citizen survey about the City of Pasco. You will receive a copy of the survey next week in the mail with instructions for completing and returning it. Thank you in advance for helping us with this important project!

Sincerely,

Matt Watkins

Mayor

### Dear Pasco Resident,

Your household has been selected at random to participate in an anonymous citizen survey about the City of Pasco. You will receive a copy of the survey next week in the mail with instructions for completing and returning it. Thank you in advance for helping us with this important project!

Sincerely,

Matt Watkins

Mayor

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Sincerely,

Matt Watkins

Mayor



Presorted
First Class Mail
US Postage
PAID
Boulder, CO
Permit NO. 94



Presorted First Class Mail US Postage PAID Boulder, CO Permit NO. 94



Presorted
First Class Mail
US Postage
PAID
Boulder, CO
Permit NO. 94



Presorted
First Class Mail
US Postage
PAID
Boulder, CO
Permit NO. 94



MAYOR

P.O. Box 293 (525 North 3 rd Avenue) Pasco, Washington 99301 / www.pasco-wa.gov

November 2011

#### Dear Pasco Resident:

The City of Pasco wants to know what you think about our community and municipal government. You have been randomly selected to participate in Pasco's 2011 Citizen Survey.

Please take a few minutes to fill out the enclosed Citizen Survey. Your feedback will help the City set benchmarks for tracking the quality of services provided to residents. Your answers will help the City Council make decisions that affect our community. You should find the questions interesting and we will definitely find your answers useful. Please participate!

To get a representative sample of Pasco residents, the adult (anyone 18 years or older) in your household who most recently had a birthday should complete this survey. Year of birth of the adult does not matter.

Please have the appropriate member of the household spend a few minutes to answer all the questions and return the survey in the enclosed postage-paid envelope. **Your responses will remain completely anonymous.** 

Your participation in this survey is very important – especially since your household is one of only a small number of households being surveyed. If you have any questions about the Citizen Survey please call (509) 545-3404.

Please help us shape the future of Pasco. Thank you for your time and participation.

Sincerely,

Matt Watkins

If Asather

Mayor



MAYOR

P.O. Box 293 (525 North 3 rd Avenue) Pasco, Washington 99301 / www.pasco-wa.gov

November 2011

Dear Pasco Resident:

About one week ago, you should have received a copy of the enclosed survey. If you completed it and sent it back, we thank you for your time and ask you to discard this survey. Please do not respond twice. If you have not had a chance to complete the survey, we would appreciate your response. The City of Pasco wants to know what you think about our community and municipal government. You have been randomly selected to participate in the City of Pasco's Citizen Survey.

Please take a few minutes to fill out the enclosed Citizen Survey. Your feedback will help the City set benchmarks for tracking the quality of services provided to residents. Your answers will help the City Council make decisions that affect our community. You should find the questions interesting and we will definitely find your answers useful. Please participate!

To get a representative sample of Pasco residents, the adult (anyone 18 years or older) in your household who most recently had a birthday should complete this survey. Year of birth of the adult does not matter.

Please have the appropriate member of the household spend a few minutes to answer all the questions and return the survey in the enclosed postage-paid envelope. **Your responses will remain completely anonymous.** 

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Please help us shape the future of Pasco. Thank you for your time and participation.

Sincerely,

Matt Watkins

not Water

Mayor

### The City of Pasco 2011 Citizen Survey

Please complete this questionnaire if you are the adult (age 18 or older) in the household who most recently had a birthday. The adult's year of birth does not matter. Please select the response (by circling the number or checking the box) that most closely represents your opinion for each question. Your responses are anonymous and will be reported in group form only.

### 1. Please rate each of the following aspects of quality of life in Pasco:

	Excellent	Good	Fair	Poor	Don't know
Pasco as a place to live	1	2	3	4	5
Your neighborhood as a place to live	1	2	3	4	5
Pasco as a place to raise children	1	2	3	4	5
Pasco as a place to work	1	2	3	4	5
Pasco as a place to retire	1	2	3	4	5
The overall quality of life in Pasco	1	2	3	4	5

#### 2. Please rate each of the following characteristics as they relate to Pasco as a whole:

	Excellent	Good	Fair	Poor	Don't know
Sense of community	1	2	3	4	5
Openness and acceptance of the community toward people of					
diverse backgrounds	1	2	3	4	5
Overall appearance of Pasco	1	2	3	4	5
Cleanliness of Pasco		2	3	4	5
Overall quality of new development in Pasco	1	2	3	4	5
Variety of housing options		2	3	4	5
Overall quality of business and service establishments in Pasco	1	2	3	4	5
Shopping opportunities	1	2	3	4	5
Opportunities to attend cultural activities	1	2	3	4	5
Recreational opportunities	1	2	3	4	5
Employment opportunities	1	2	3	4	5
Educational opportunities		2	3	4	5
Opportunities to participate in social events and activities	1	2	3	4	5
Opportunities to volunteer	1	2	3	4	5
Opportunities to participate in community matters	1	2	3	4	5
Ease of car travel in Pasco	1	2	3	4	5
Ease of bus travel in Pasco	1	2	3	4	5
Ease of bicycle travel in Pasco	1	2	3	4	5
Ease of walking in Pasco	1	2	3	4	5
Availability of paths and walking trails	1	2	3	4	5
Traffic flow on major streets	1	2	3	4	5
Amount of public parking		2	3	4	5
Availability of affordable quality housing	1	2	3	4	5
Availability of affordable quality child care	1	2	3	4	5
Availability of affordable quality health care	1	2	3	4	5
Availability of preventive health services	1	2	3	4	5
Air quality	1	2	3	4	5
Quality of overall natural environment in Pasco	1	2	3	4	5
Overall image or reputation of Pasco	1	2	3	4	5

### 3. Please rate the speed of growth in the following categories in Pasco over the past 2 years:

	Much	Somewhat	Right	Somewhat	Much	Don't	
	too slow	too slow	amount	too fast	too fast	know	
Population growth	1	2	3	4	5	6	
Retail growth (stores, restaurants, etc.)	1	2	3	4	5	6	
Jobs growth	1	2	3	4	5	6	



O Don't know → Go to Question 11

O Don't know

					•		,
4.	To what degree, if at all, are run down buildings, wo Not a problem O Minor problem O Minor problem	v <b>eed lots or</b> oderate prob	•	es a problem i Major proble		Oon't knov	v
5. Please rate how safe or unsafe you feel from the following in Pasco:							
	,	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Don't know
	Violent crime (e.g., rape, assault, robbery)	1	2	3	4	5	6
	Property crimes (e.g., burglary, theft)		2	3	4	5	6
	Environmental hazards, including toxic waste		2	3	4	5	6
6.	Please rate how safe or unsafe you feel:						
		Very	Somewhat	Neither safe	Somewhat	Very	Don't
		safe	safe	nor unsafe	unsafe	unsafe	know
	In your neighborhood during the day	1	2	3	4	5	6
	In your neighborhood after dark	1	2	3	4	5	6
	In Pasco's downtown area during the day	1	2	3	4	5	6
	In Pasco's downtown area after dark		2	3	4	5	6
7.	Have you had any in-person or phone contact with 12 months?  ○ No → Go to Question 9  ○ Yes → Go to			<b>y of Pasco <u>Po</u></b> Don't know <del>-3</del>		<u></u>	in the last
	8. What was your overall impression of your mos O Excellent O Good O Fa	t recent cor	ntact with th		co <u>Police De</u>		
9.	During the past 12 months, were you or anyone in	your house	hold the vic	tim of any cri	ime?		

11. In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Pasco?

O Yes → Go to Question 10

Never	Once or twice	3 to 12 times	13 to 26 times	More than 26 times
Used Pasco public libraries or their services	2	3	4	5
Used Pasco recreation centers	2	3	4	5
Participated in a recreation program or activity	2	3	4	5
Visited a neighborhood park or City park1	2	3	4	5
Ridden a local bus within Pasco	2	3	4	5
Attended a meeting of local elected officials or other local public				
meeting1	2	3	4	5
Watched a meeting of local elected officials or other City-sponsored				
public meeting on cable television, the Internet or other media 1	2	3	4	5
Read Pasco Newsletter1	2	3	4	5
Visited the City of Pasco Web site (at www.pasco-wa.gov)	2	3	4	5
Recycled used paper, cans or bottles from your home1	2	3	4	5
Volunteered your time to some group or activity in Pasco	2	3	4	5
Participated in religious or spiritual activities in Pasco	2	3	4	5
Participated in a club or civic group in Pasco1	2	3	4	5
Provided help to a friend or neighbor 1	2	3	4	5

12. Abo	ut how often, if at all,	, do you talk to or vi	sit with your	immediate neighbors	(people who l	live in the 1	10 or 20
hous	seholds that are close	st to you)?					

O Just about every day

O No → Go to Question 11

10. If yes, was this crime (these crimes) reported to the police?

O Yes

- O Several times a week
- O Several times a month
- O Less than several times a month

# The City of Pasco 2011 Citizen Survey

Police services	3. Please rate the qualit	ty of each of the following services in Pasc		_			_
Fire services	Police services						Don't know
Ambulance or emergency medical services.         1         2         3         4         5           Crime prevention and education         1         2         3         4         5           Municipal courts         1         2         3         4         5           Municipal courts         1         2         3         4         5           Street epair         1         2         3         4         5           Street epair         1         2         3         4         5           Street lighting         1         2         3         4         5           Street lighting         1         2         3         4         5           Sidewalk maintenance         1         2         3         4         5           Tartific signal timing         4						•	
Crime prevention         1         2         3         4         5           Municipal courts.         1         2         3         4         5           Municipal courts.         1         2         3         4         5           Street repair         1         2         3         4         5           Street leghir         1         2         3         4         5           Street leghir         1         2         3         4         5           Street lighting         1         2         3         4         5           Snow removal         1         2         3         4         5           Sidewalk maintenance         1         2         3         4         5           I raffic signal timing         1         2         3         4         5           Bus or transit services         1         2         3         4         5           Garbage collection         1         2         3         4         5           Recycling         1         2         3         4         5           Retractin contractions a services         1         2         3					_	•	_
Fire prevention and education						-	
Municipal courts					_	•	_
Traffic enforcement.	•					•	
Street repair					_	•	_
Street lighting						•	
Street lighting.	•				_	•	_
Snow removal         1         2         3         4         5           Sidewalk maintenance         1         2         3         4         5           Bus or transit services         1         2         3         4         5           Bus or transit services         1         2         3         4         5           Recycling         1         2         3         4         5           Recycling         1         2         3         4         5           Storm drainage         1         2         3         4         5           Storm drainage         1         2         3         4         5           Drinking water         1         2         3         4         5           Sewer services         1         2         3         4         5           City parks         1         2         3         4         5           Recreation programs or classes         1         2         3         4         5           Recreation centers or facilities         1         2         3         4         5           Recreation centers or facilities         1         2						•	
Sidewalk maintenance					_	•	_
Traffic signal timing						•	
Bus or transit services.					_	•	_
Garbage collection						•	
Recycling				=	_	•	-
Yard waste pick-up	_					•	
Storm drainage					_	•	
Drinking water.						•	
Sewer services	_				_	•	_
City parks	Ü					•	
Recreation programs or classes					_	•	_
Recreation centers or facilities	, ·					•	
Land use, planning and zoning				_	_	=	_
Code enforcement (weeds, abandoned buildings, etc.)						•	
Animal control				_	_	•	_
Economic development							
Health services   1					_	•	_
Services to seniors	·					4	
Services to youth					_	4	
Services to low-income people					3	4	
Public library services	-			2	3	4	5
Public information services				2	3	4	
Public schools				2	3	4	5
Cable television				2	3	4	5
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)				2	3	4	5
natural disasters or other emergency situations)				2	3	4	5
Preservation of natural areas such as open space, farmlands and greenbelts	Emergency preparedr	ness (services that prepare the community for	or				
greenbelts	natural disasters or	other emergency situations)	1	2	3	4	5
Overall, how would you rate the quality of the services provided by each of the following?    Excellent   Good   Fair   Poor   Don't known	Preservation of natura	al areas such as open space, farmlands and					
The City of Pasco	greenbelts		1	2	3	4	5
The City of Pasco	Overall how would	you goto the guality of the services provide	ad by aach a	f the feller	uing?		
The City of Pasco	. Overall, flow would		•		-	Poor	Don't know
The Federal Government 1 2 3 4 5 The State Government 1 2 3 4 5 Franklin County Government 1 2 3 4 5  Franklin County Government 1 2 3 4 5  Please indicate how likely or unlikely you are to do each of the following:    Very   Somewhat   Somewhat   Very   Don't     likely   likely   unlikely   unlikely   unlikely   know     Recommend living in Pasco to someone who asks 1 2 3 4 5   Remain in Pasco for the next five years 1 2 3 4 5   What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:	The City of Passe						
The State Government	,					•	
Franklin County Government							
Please indicate how likely or unlikely you are to do each of the following:    Very   Somewhat   Somewhat   Very   Don't							
Very likelySomewhat likelySomewhat unlikelyVery unlikelyDon't knowRecommend living in Pasco to someone who asks12345Remain in Pasco for the next five years12345What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:	Franklin County Gov	emment	I	2	3	4	3
Recommend living in Pasco to someone who asks	. Please indicate how	likely or unlikely you are to do each of the	Very S			•	_
Remain in Pasco for the next five years	D 11: : :	D / 1			_		
. What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:							
the impact will be:	Remain in Pasco for t	he next five years	1	2	3	4	5
O Very positive O Somewhat positive O Neutral O Somewhat negative O Very negative		do you think the economy will have on you Somewhat positive O Neutral				-	



17.	17. Have you had any in-person or phone contact with an employee of the City of Pasco Fire Department within the last 12 months?										
	0 1	No → Go to Questio	n 19	O Yes → Go	to Question 18	O Don	O Don't know → Go to Question 19				
	18.	What was your ove O Excellent	rall impre: O Good	ssion of your mo		ct with the C O Po	•		artment Don't kno		
19.	<ul> <li>19. Have you had any in-person, phone or email contact with an employee of the City of Pasco within the last 12 months (including police, receptionists, planners or any others)?</li> <li>○ No → Go to Question 21</li> <li>○ Yes → Go to Question 20</li> </ul>								12 months		
	20. What was your impression of the employee(s) of the City of Pasco in your most recent contact? (Rate each characteristic below.)										
						Excellent	Good	Fair	Poor	Don't know	
		owledge					2	3	4	5	
		sponsiveness					2	3	4	5	
		urtesy					2	3	4	5	
	Ov	erall impression	•••••		•••••	I	2	3	4	5	
21.	Ple	ase rate the followin	g categori	es of Pasco gove	ernment perform	ance:					
						Excellent	Good	Fair	Poor	Don't know	
		e value of services for					2	3	4	5	
		e overall direction tha					2	3	4	5	
	The	e job Pasco governme	ent does at	welcoming citiz	zen involvement	1	2	3	4	5	
22.	Ple	ase check the respon	se that co	mes closest to v	our opinion for	each of the f	ollowing a	uestions:			
	a.	"Impact fees" are a and parks). To what	ssessed on	all new housing	g construction to	help pay fo	r related p	ublic infra			
		costs in Pasco? O Strongly support		newhat support	• • • • • • • • • • • • • • • • • • •		-	y oppose			
	b. c.	The City of Pasco is negotiations to ensure To what extent do your Strongly support.  There are seven medistrict within the Cof having some districts. Please indicates of Payor the current of Prefer fewer at lating of Prefer more at lating of Don't know.	mbers of to city and tw ricts is to a e which of system as rge represe	individual city' rt or oppose a conewhat support the City Council vo positions are assure reasonab the following b described above	s budget or "abi hange to reflect OSomewhat ; five positions re elected "at large le geographic re est reflects your	lity to pay" i the city's "al oppose equire a can " without re presentation	s factored bility to pa O Strongl didate to r gard to dis	into the ar y"? y oppose eside withi strict reside	Don' O Don' In a geogency. The	t know graphical e purpose	

## The City of Pasco 2011 Citizen Survey

Our last questions are about you and your household. Again, all of your responses to this survey are completely anonymous and will be reported in group form only.

D1. Are you currently employed for pay?  ○ No → Go to Question D3  ○ Yes, full time → Go to Question D2  ○ Yes, part time → Go to Question D2	D8. Are you or any other members of your household aged 65 or older? O No O Yes  D9. How much do you anticipate your household's total					
D2. During a typical week, how many days do you commute to work (for the longest distance of your commute) in each of the ways listed below? (Enter the total number of days, using whole numbers.)  Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) by myself days  Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) with other	D9. How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)  O Less than \$24,999 O \$25,000 to \$49,999 O \$50,000 to \$99,999 O \$100,000 to \$149,999 O \$150,000 or more					
children or adults days	Please respond to both questions D10 and D11:					
Bus, rail, subway or other public transportation	<ul> <li>D10. Are you Spanish, Hispanic or Latino?</li> <li>O No, not Spanish, Hispanic or Latino</li> <li>O Yes, I consider myself to be Spanish, Hispanic or Latino</li> </ul>					
Other	D11. What is your race? (Mark one or more races to indicate what race you consider yourself to be.)  O American Indian or Alaskan Native O Asian, Asian Indian or Pacific Islander O Black or African American O White O Other  D12. In which category is your age? O 18-24 years O 25-34 years O 35-44 years O 35-44 years O 35-44 years O 45-54 years  D13. What is your sex?					
<ul><li>D5. Is this house, apartment or mobile home</li><li>Q Rented for cash or occupied without cash payment?</li><li>Q Owned by you or someone in this house with a mortgage or free and clear?</li></ul>	O Female O Male  D14. Are you registered to vote in your jurisdiction? O No O Ineligible to vote O Yes O Don't know					
D6. About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?  ○ Less than \$300 per month ○ \$300 to \$599 per month ○ \$600 to \$999 per month ○ \$1,000 to \$1,499 per month ○ \$1,500 to \$2,499 per month ○ \$2,500 or more per month	D15. Many people don't have time to vote in elections.  Did you vote in the last general election?  No Ineligible to vote  Yes Don't know  D16. Do you have a cell phone?  No Yes  D17. Do you have a land line at home?  No Yes  D18. If you have both a cell phone and a land line, which					
D7. Do any children 17 or under live in your household?  O No  O Yes	do you consider your primary telephone number?  O Cell O Land line O Both					

Thank you for completing this survey. Please return the completed survey in the postage-paid envelope to: National Research Center, Inc., PO Box 549, Belle Mead, NJ 08502



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