

# THE NCS™

## The National Community Survey™

### Pasco, WA

*Community Livability Report*

*2019*



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NRC is a charter member of the AAPOR Transparency Initiative, providing clear disclosure of our sound and ethical survey research practices.

# About The NCS™

The National Community Survey™ report is about the “livability” of Pasco. The phrase “livable community” is used here to evoke a place that is not simply habitable, but that is desirable. It is not only where people do live, but where they want to live.

Great communities are partnerships of the government, private sector, community-based organizations and residents, all geographically connected. The NCS captures residents’ opinions considering ten central facets of a community:

- Economy
- Mobility
- Community Design
- Utilities
- Safety
- Natural Environment
- Parks and Recreation
- Health and Wellness
- Education, Arts and Culture
- Inclusivity & Engagement



The Community Livability Report provides the opinions of a representative sample of 207 residents of the City of Pasco. The margin of error around any reported percentage is 7% for all respondents and the response rate for the 2019 survey was 12%. The full description of methods used to garner these opinions can be found in the *Technical Appendices* provided under separate cover.

# Overview of Results

## Residents continue to focus on mobility and explore alternative modes of transportation.

Survey respondents were more likely to have carpoled, walked or biked instead of driving, and used public transportation in 2019 compared to 2017; further, they were more likely to do so than residents in other communities across the nation. An area of opportunity for Pasco continues to be the overall quality of the transportation system, respondents indicated this was a top area of focus for the next two years. Residents' ratings of most mobility-related aspects, such as ease of travel by car, ease of public parking, traffic services, street cleaning and street lighting were similar to those given in other communities and remained stable from 2017 to 2019.

## Education, Arts and Culture is an area of opportunity.

Education, Arts and Culture, a facet of community livability identified by respondents as an area of relatively high importance and lower quality, could be an area of focus for the City. Well over 7 in 10 residents supported Pasco's recently formed Arts and Culture Commission to use public funds to help pay for public art projects and indicated that more cultural opportunities would be somewhat or very likely to bring them to downtown Pasco more often. With ratings below the national average for opportunities to attend special events and festivals, opportunities to attend cultural/arts/music activities and overall opportunities for education, culture and the arts, there is room for growth in this area.

## Economy ratings are on the rise.

Ratings of aspects of the Economy were similar to national averages including the overall economic health of Pasco, economic development, and the overall quality of business and service establishments in Pasco, all of which increased in 2019 compared to 2017. Evaluations of the cost of living in Pasco and employment opportunities were also similar to the rest of the country. However, Pasco as a place to work was trending down from 2017 ratings. Residents were more optimistic in 2019 about the impact of the local economy on their income in the six months with almost 4 in 10 noting the economy would have a positive impact on their income.

# Facets of Livability

Ratings of importance were compared to ratings of quality to help guide City staff and officials with decisions on future resource allocation and strategic planning areas. When competition for limited resources demands that efficiencies or cutbacks be instituted, it is wise not only to know what facets are deemed most important to residents' quality of life, but which are among the most important are perceived to be delivered with the lowest quality. It is these facets of community livability – more important facets delivered with lower quality – to which attention needs to be paid first.

To identify the facets perceived by residents to have relatively lower quality at the same time as relatively higher importance, the national benchmark comparisons for quality and importance ratings were compared for each. The upper left-hand quadrant contains those services of higher importance but lower quality, and may be considered as areas of focus for the City.

		QUALITY		
		LOWER	SIMILAR	HIGHER
IMPORTANCE	HIGHER	<ul style="list-style-type: none"> <li>• Health and Wellness</li> <li>• Education, Arts and Culture</li> </ul>	<ul style="list-style-type: none"> <li>• Community Design</li> </ul>	
	SIMILAR	<ul style="list-style-type: none"> <li>• Safety</li> <li>• Natural Environment</li> </ul>	<ul style="list-style-type: none"> <li>• Economy</li> </ul>	
	LOWER		<ul style="list-style-type: none"> <li>• Mobility</li> </ul>	

Table 1: QUALITY OF FACETS OF LIVABILITY- SUMMARY

Percent excellent or good	Comparison to benchmark	Change 2017 to 2019	2019 rating
Overall economic health of Pasco	↔	↑	63%
Overall quality of the transportation system (auto, bicycle, foot, bus) in Pasco	↓	↓	57%
Overall design or layout of Pasco's residential and commercial areas (e.g., homes, buildings, streets, parks, etc.)	↔	↑	51%
Overall quality of the utility infrastructure in Pasco (water, sewer, storm water, electric/gas)	*	*	74%
Overall feeling of safety in Pasco	↓	↑	64%
Quality of overall natural environment in Pasco	↓	↔	61%
Overall quality of the parks and recreation opportunities	*	*	59%
Overall health and wellness opportunities in Pasco	↓	↔	46%
Overall opportunities for education, culture, and the arts	↓	↔	47%
Residents' connection and engagement with their community	*	*	33%

Table 2: IMPORTANCE OF FACETS OF LIVABILITY- SUMMARY

Percent essential or important	Comparison to benchmark	Change 2017 to 2019	2019 rating
Overall economic health of Pasco	↔	↔	92%
Overall quality of the transportation system (auto, bicycle, foot, bus) in Pasco	↔	↔	75%
Overall design or layout of Pasco's residential and commercial areas (e.g., homes, buildings, streets, parks, etc.)	↑	↑	87%
Overall quality of the utility infrastructure in Pasco (water, sewer, storm water, electric/gas)	*	*	92%
Overall feeling of safety in Pasco	↔	↔	94%
Overall quality of natural environment in Pasco	↔	↑	88%
Overall quality of the parks and recreation opportunities	*	*	91%
Overall health and wellness opportunities in Pasco	↑	↔	86%
Overall opportunities for education, culture, and the arts	↑	↔	86%
Residents' connection and engagement with their community	↔	↔	76%

# Quality of Life

*Measuring community livability starts with assessing the quality of life of those who live there, and ensuring that the community is attractive, accessible, and welcoming to all.*

OVERALL QUALITY OF LIFE

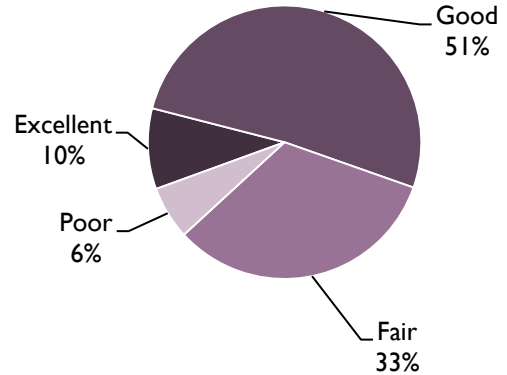


FIGURE 1: QUALITY OF LIFE

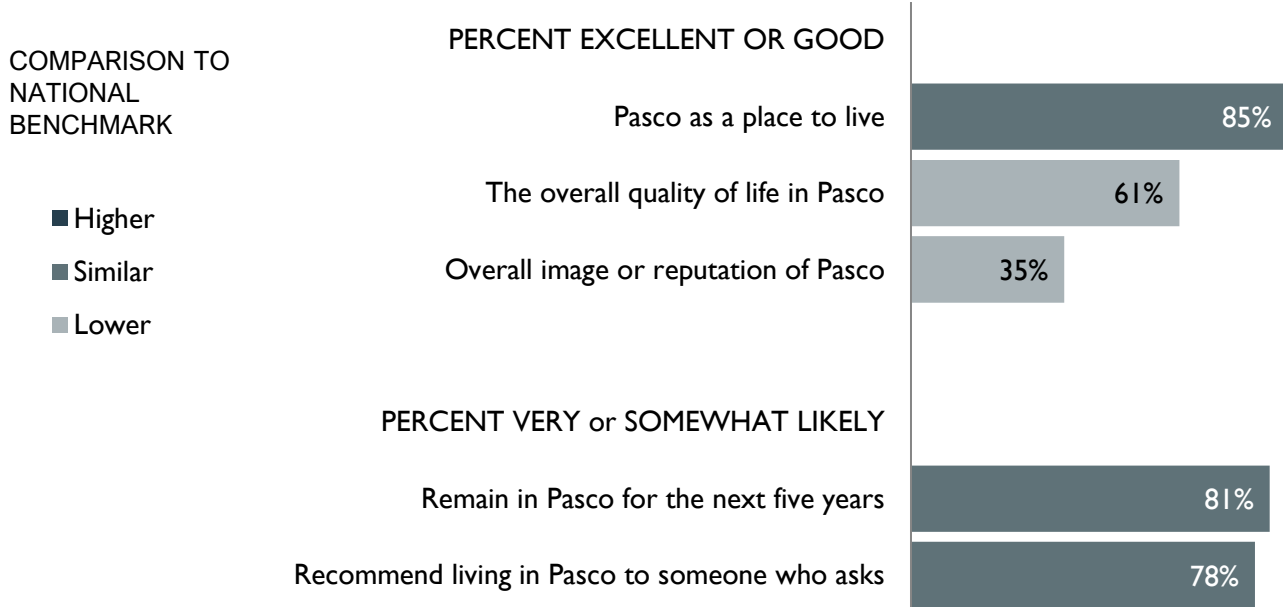


FIGURE 1: QUALITY OF LIFE - SUMMARY

Percent excellent or good	Comparison to benchmark	Change 2017 to 2019	2019 rating
Overall image or reputation of Pasco	↓↓	↔	35%
The overall quality of life in Pasco	↓	↔	61%
Pasco as a place to live	↔	↔	85%

FIGURE 2: RECOMMEND PASCO - SUMMARY

Percent very or somewhat likely	Comparison to benchmark	Change 2017 to 2019	2019 rating
Recommend living in Pasco to someone who asks	78%	↔	↔
Remain in Pasco for the next five years	81%	↔	↔

# Governance

*Strong local governments produce results that meet the needs of residents while making the best use of available resources, and are responsive to the present and future needs of the community as a whole.*

## OVERALL CONFIDENCE IN GOVERNMENT

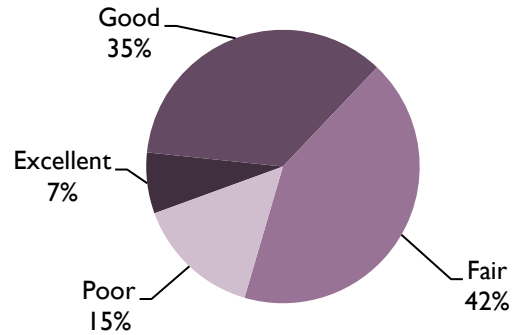


FIGURE 3: GOVERNMENT PERFORMANCE AND SERVICES

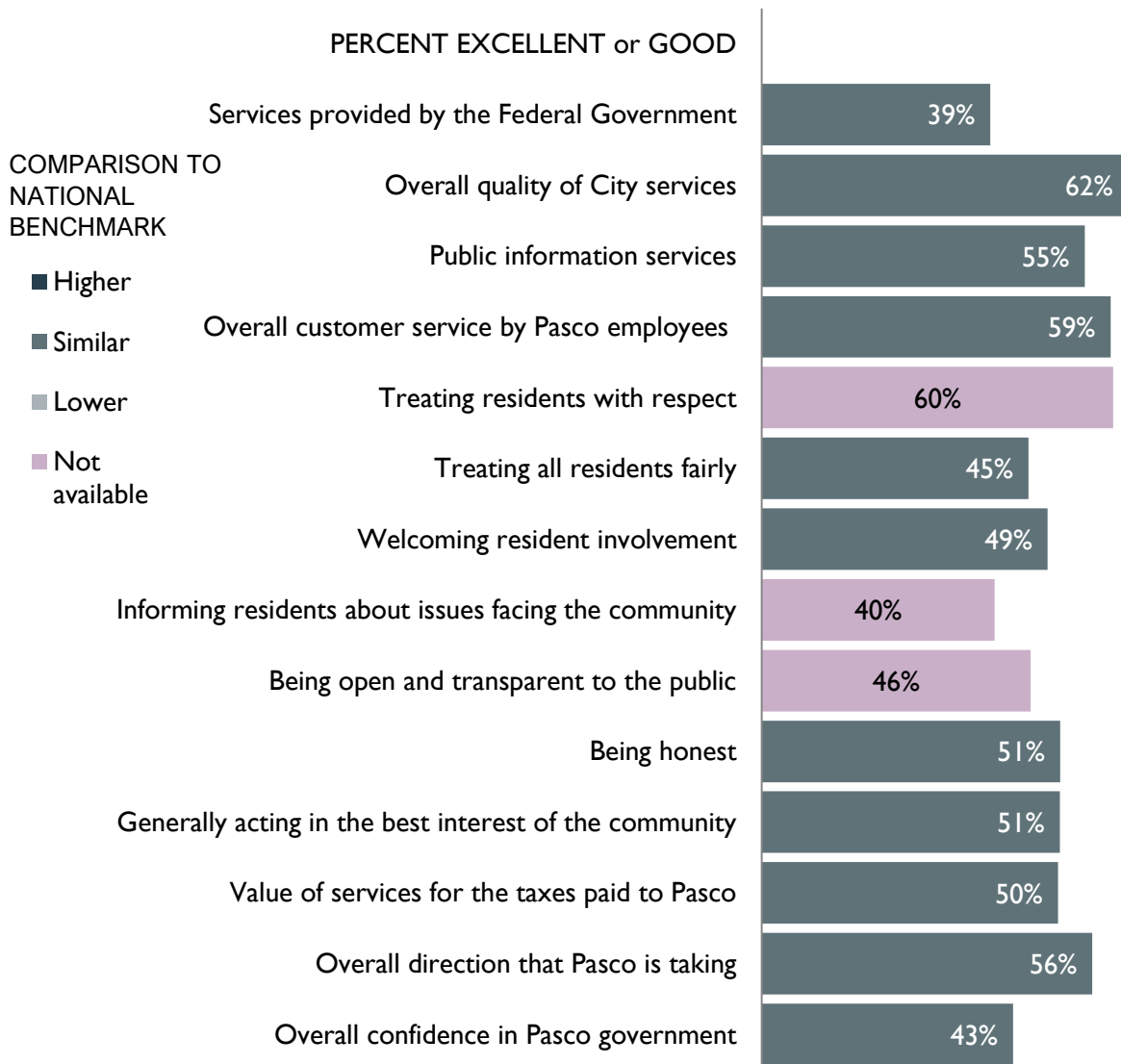




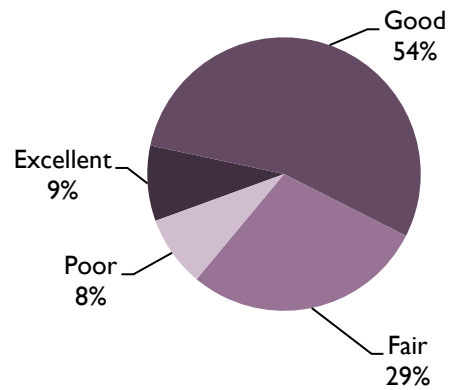
Table 3: GOVERNMENT PERFORMANCE AND SERVICES - SUMMARY

Percent excellent or good	Comparison to benchmark	Change 2017 to 2019	2019 rating
Overall confidence in Pasco government	↔	↔	43%
Overall direction that Pasco is taking	↔	↑	56%
Value of services for the taxes paid to Pasco	↔	↑	50%
Generally acting in the best interest of the community	↔	↔	51%
Being honest	↔	↔	51%
Being open and transparent to the public	*	*	46%
Informing residents about issues facing the community	*	*	40%
Job Pasco government does at welcoming resident involvement	↔	↔	49%
Treating all residents fairly	↔	↔	45%
Treating residents with respect	*	*	60%
Overall customer service by Pasco employees (police, receptionists, planners, etc.)	↔	↔	59%
Public information services	↔	↔	55%
Overall quality of City services	↔	↔	62%
Services provided by the Federal Government	↔	↔	39%

# Economy

Local governments work together with private and nonprofit businesses, and with the community at large, to foster sustainable growth, create jobs, and promote a thriving local economy.

OVERALL ECONOMIC HEALTH OF PASCO



What impact, if any, do you think the economy will have on your family income in the next 6 months?

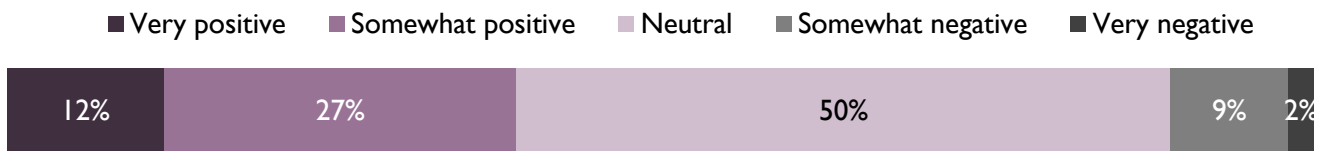


FIGURE 4: ECONOMIC HEALTH

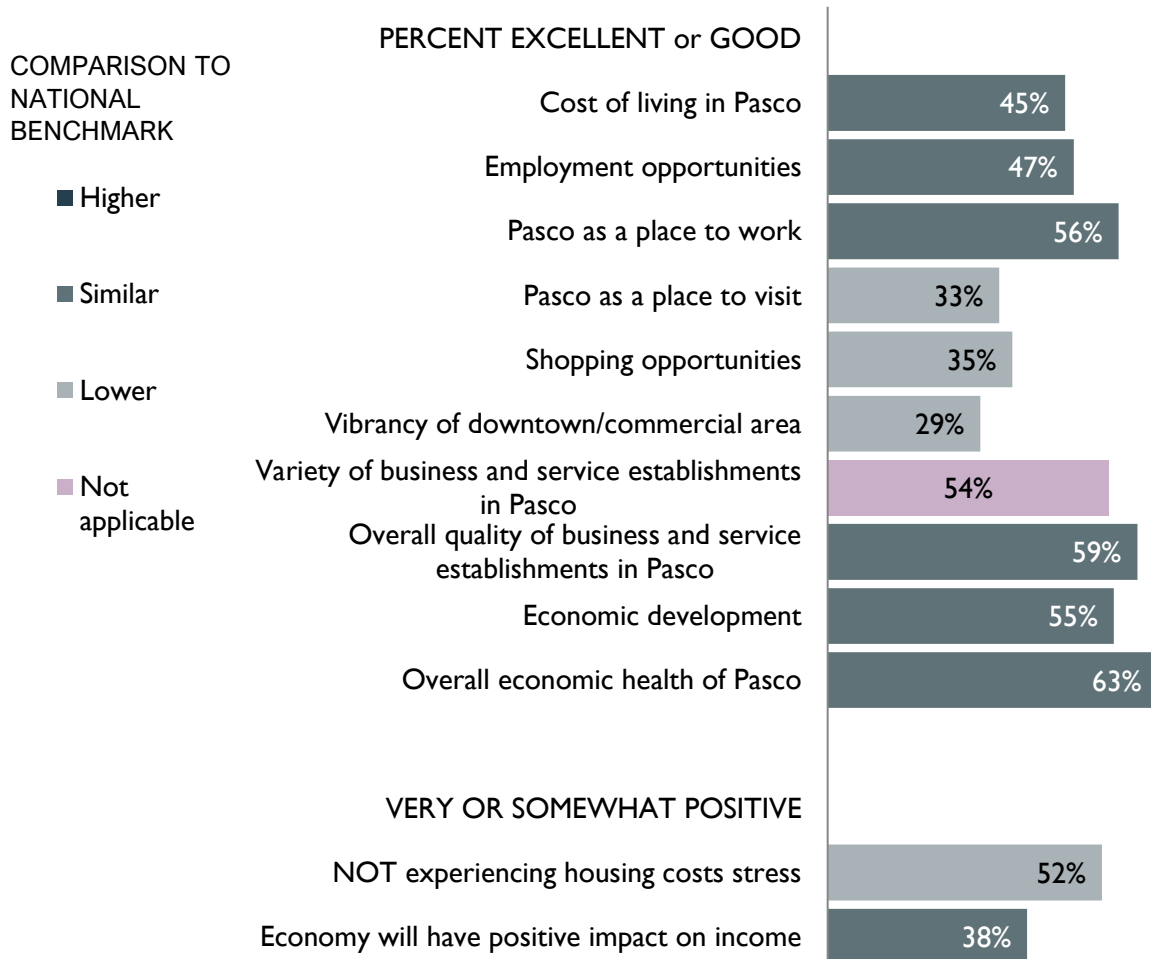


Table 4: ECONOMIC HEALTH - SUMMARY

Percent excellent or good	Comparison to benchmark	Change 2017 to 2019	2019 rating
Overall economic health of Pasco	↔	↑	63%
Economic development	↔	↑	55%
Overall quality of business and service establishments in Pasco	↔	↑	59%
Variety of business and service establishments in Pasco	*	*	54%
Vibrancy of downtown/commercial area	↓	↔	29%
Shopping opportunities	↓	↔	35%
Pasco as a place to visit	↓↓	↔	33%
Pasco as a place to work	↔	↓	56%
Employment opportunities	↔	↔	47%
Cost of living in Pasco	↔	↔	45%

Table 5: ECONOMIC IMPACT - SUMMARY

Percent very or somewhat positive	Comparison to benchmark	Change 2017 to 2019	2019 rating
Economy will have positive impact on income	↔	↑	38%

Table 6: HOUSING COST - SUMMARY

Percent for whom housing costs are NOT 30% or more of household income	Comparison to benchmark	Change 2017 to 2019	2019 rating
NOT experiencing housing costs stress	↓	↑	52%

# Mobility

*The ease with which residents can move about their communities, whether for commuting, leisure, or recreation, plays a major role in the quality of life for all who live, work and play in the community.*

THE OVERALL QUALITY OF THE TRANSPORTATION SYSTEM

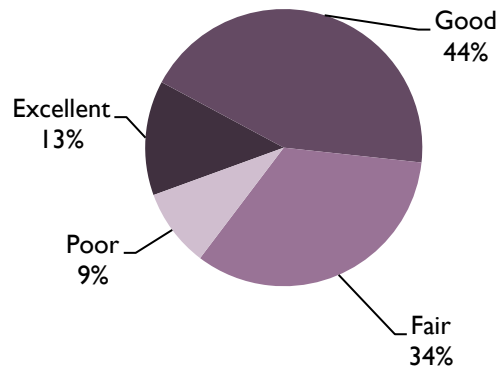


FIGURE 5: MOBILITY

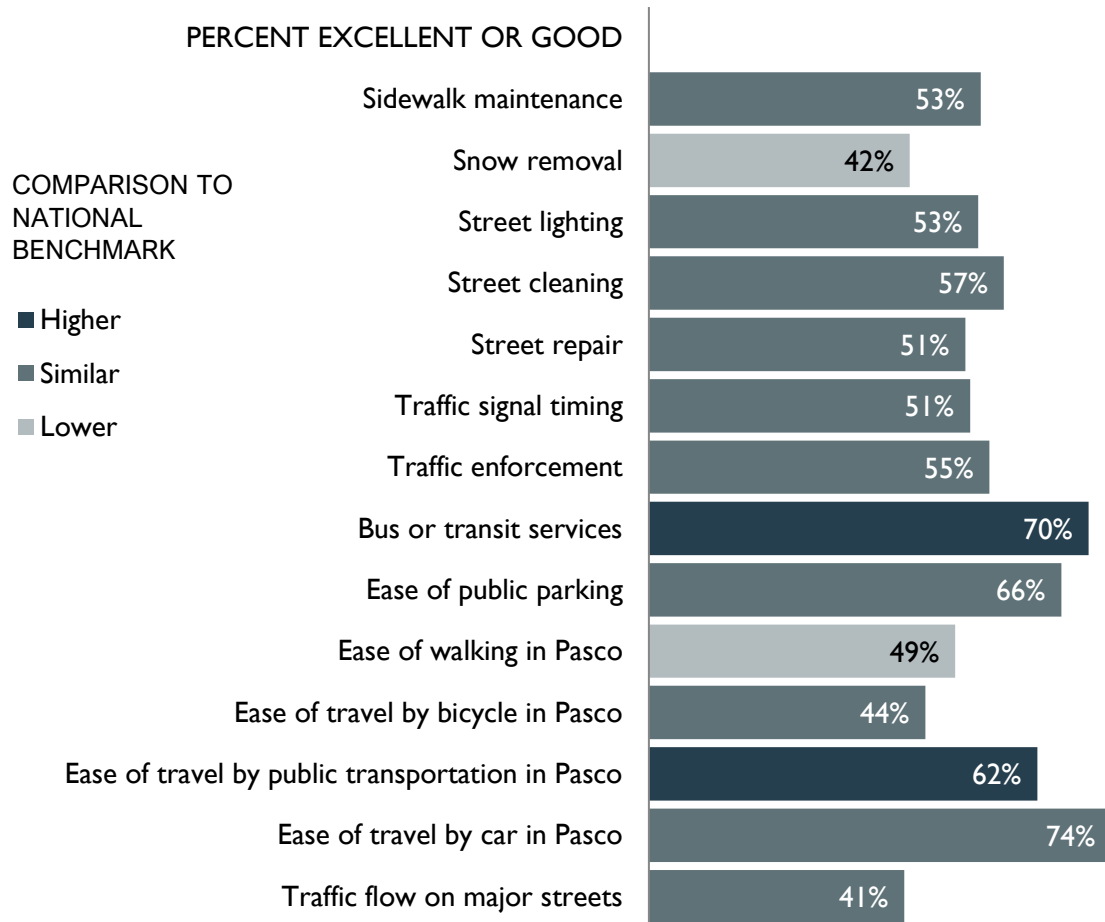


FIGURE 6: ALTERNATIVE TRANSPORTATION MODES

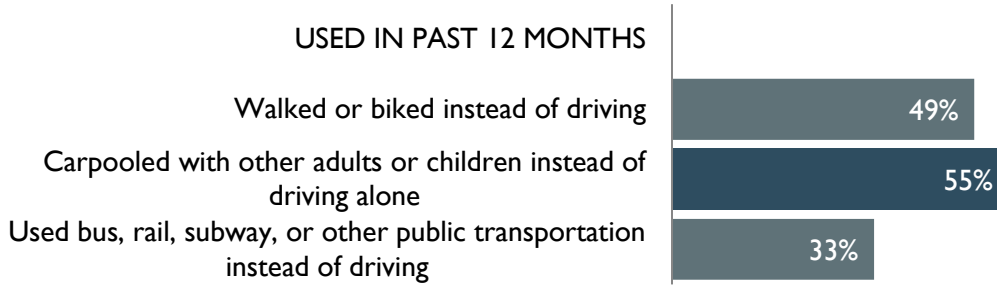


Table 7: MOBILITY- SUMMARY

Percent excellent or good	Comparison to benchmark	Change 2017 to 2019	2019 rating
Overall quality of the transportation system (auto, bicycle, foot, bus) in Pasco	↓	↓	57%
Traffic flow on major streets	↔	↔	41%
Ease of travel by car in Pasco	↔	↔	74%
Ease of travel by public transportation in Pasco	↑	↔	62%
Ease of travel by bicycle in Pasco	↔	↔	44%
Ease of walking in Pasco	↓	↔	49%
Ease of public parking	↔	↔	66%
Bus or transit services	↑	↔	70%
Traffic enforcement	↔	↔	55%
Traffic signal timing	↔	↔	51%
Street repair	↔	↔	51%
Street cleaning	↔	↔	57%
Street lighting	↔	↔	53%
Snow removal	↓	↔	42%
Sidewalk maintenance	↔	↑	53%

Table 8: USE OF ALTERNATIVE TRANSPORTATION MODES - SUMMARY

Percent who did this in past 12 months	Comparison to benchmark	Change 2017 to 2019	2019 rating
Used bus, rail, subway, or other public transportation instead of driving	↔	↑	33%
Carooled with other adults or children instead of driving alone	↑	↑	55%
Walked or biked instead of driving	↔	↑	49%

# Community Design

*A well-designed community enhances the quality of life for its residents by encouraging smart land use and zoning, ensuring that affordable housing is accessible to all, and providing access to parks and other green spaces.*

THE OVERALL DESIGN OR LAYOUT OF PASCO'S RESIDENTIAL AND COMMERCIAL AREAS

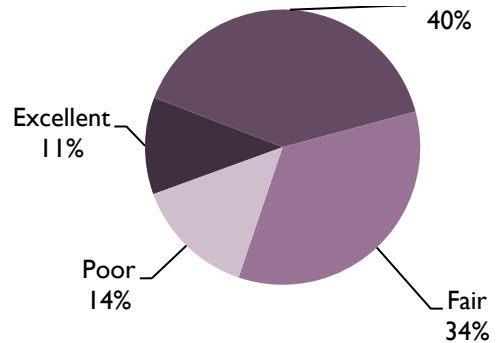


FIGURE 7: COMMUNITY DESIGN

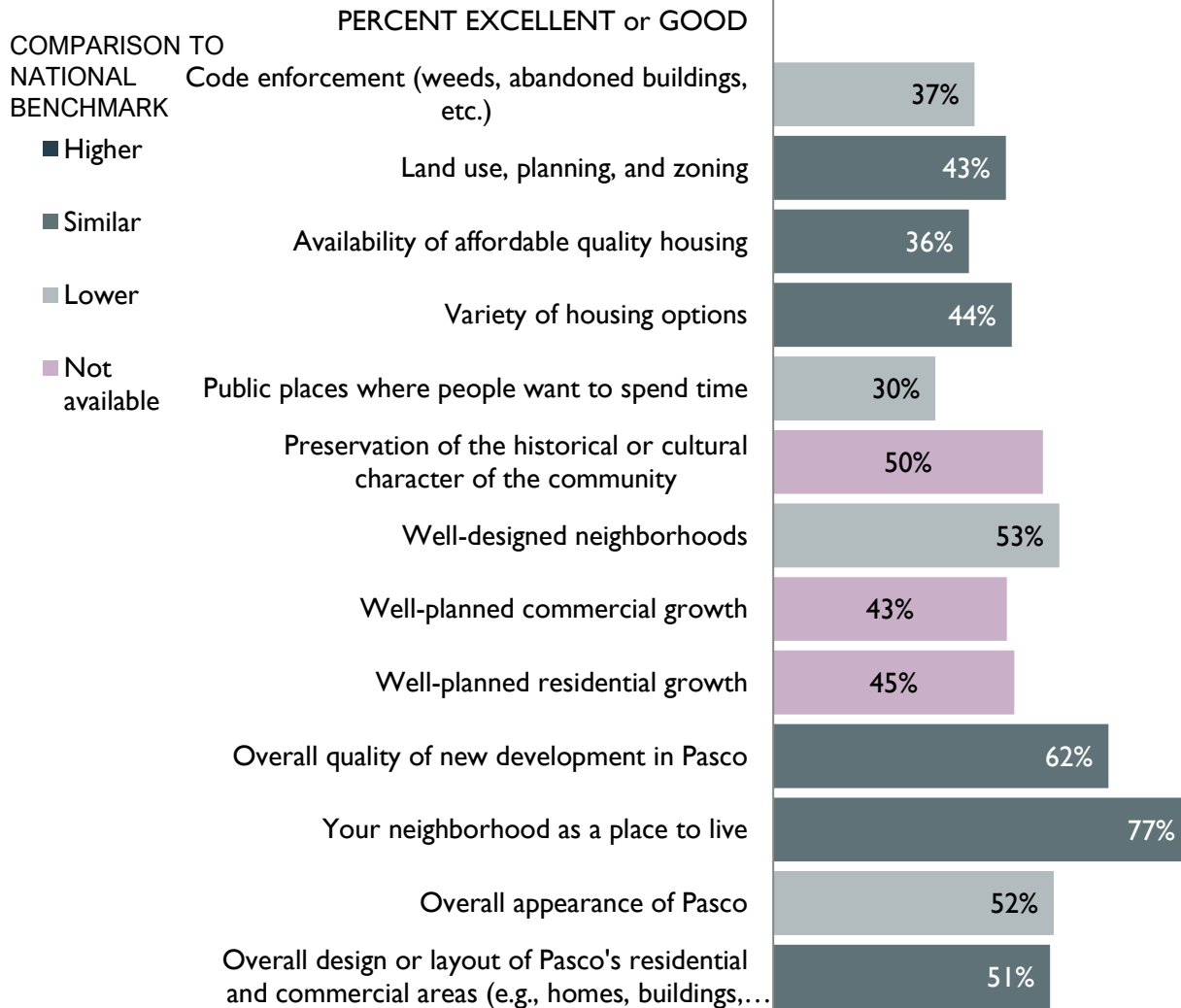


Table 9: COMMUNITY DESIGN - SUMMARY

Percent excellent or good	Comparison to benchmark	Change 2017 to 2019	2019 rating
Overall design or layout of Pasco's residential and commercial areas (e.g., homes, buildings, streets, parks, etc.)	↔	↑	51%
Overall appearance of Pasco	↓	↔	52%
Your neighborhood as a place to live	↔	↔	77%
Overall quality of new development in Pasco	↔	↑	62%
Well-planned residential growth	*	*	45%
Well-planned commercial growth	*	*	43%
Well-designed neighborhoods	↓	*	53%
Preservation of the historical or cultural character of the community	*	*	50%
Public places where people want to spend time	↓↓	↓	30%
Variety of housing options	↔	↔	44%
Availability of affordable quality housing	↔	↔	36%
Land use, planning, and zoning	↔	↔	43%
Code enforcement (weeds, abandoned buildings, etc.)	↓	↔	37%

# Utilities

*Services such as water, gas, electricity, and internet access play a vital role in ensuring the physical and economic health and well-being of the communities they serve.*

THE OVERALL QUALITY OF THE UTILITY INFRASTRUCTURE

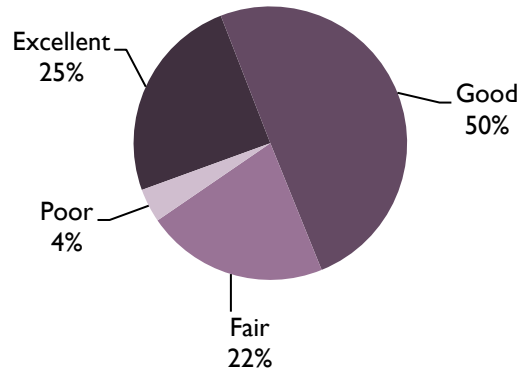


FIGURE 8: UTILITIES

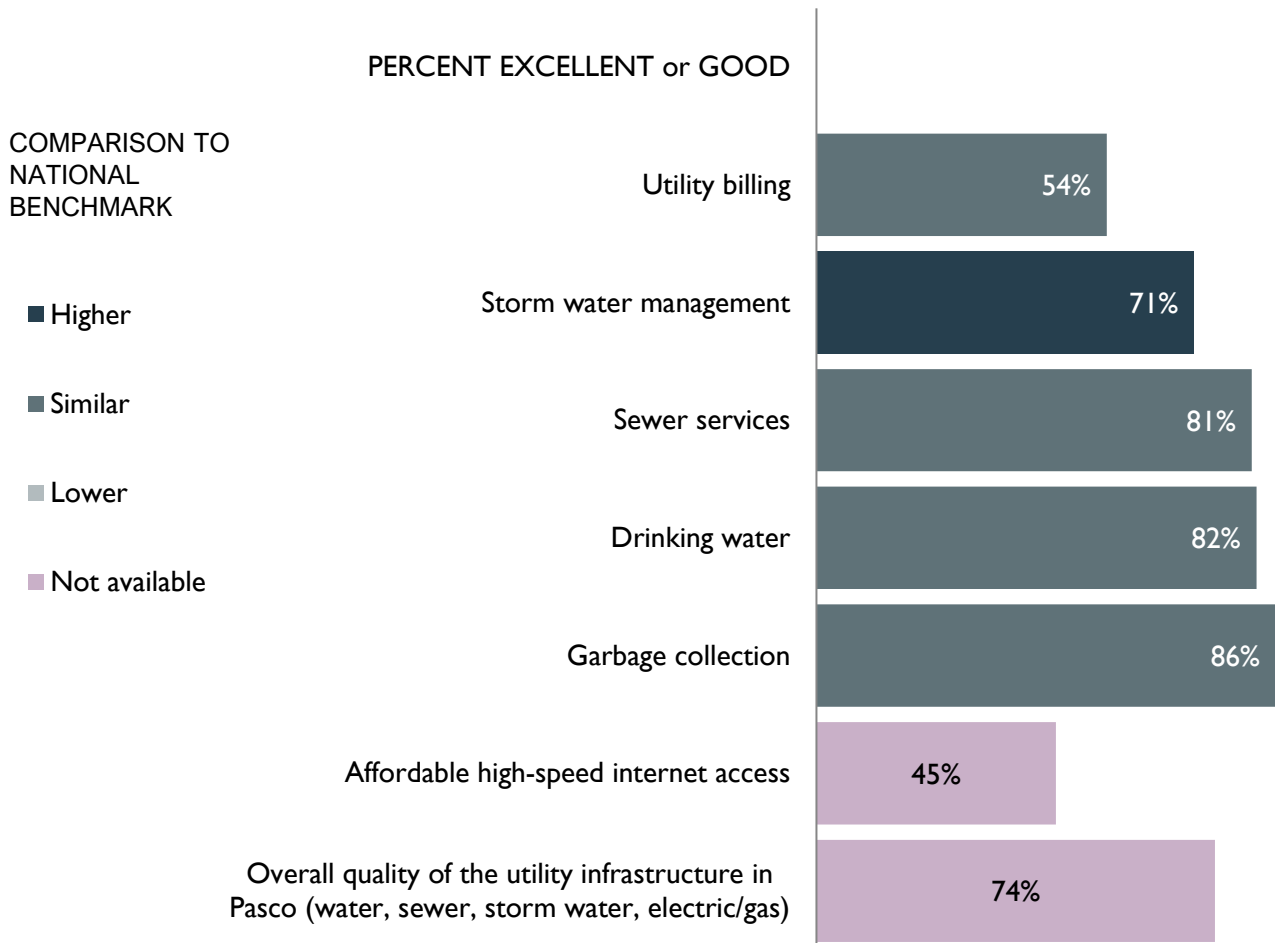




Table 10: UTILITES - SUMMARY

Percent excellent or good	Comparison to benchmark	Change 2017 to 2019	2019 rating
Overall quality of the utility infrastructure in Pasco (water, sewer, storm water, electric/gas)	*	*	74%
Affordable high-speed internet access	*	*	45%
Garbage collection	↔	↔	86%
Drinking water	↔	↑	82%
Sewer services	↔	↔	81%
Storm water management	↑	↔	71%
Utility billing	↔	↔	54%

# Safety

*Public safety is often the most important task facing local governments. All residents should feel safe and secure in their neighborhoods and in the greater community, and providing robust Safety-related services is essential to residents' quality of life.*

OVERALL FEELING OF SAFETY

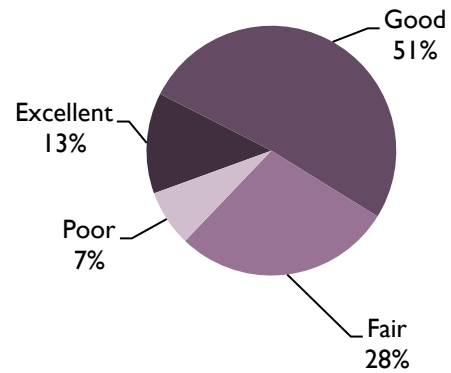


FIGURE 9: SAFETY

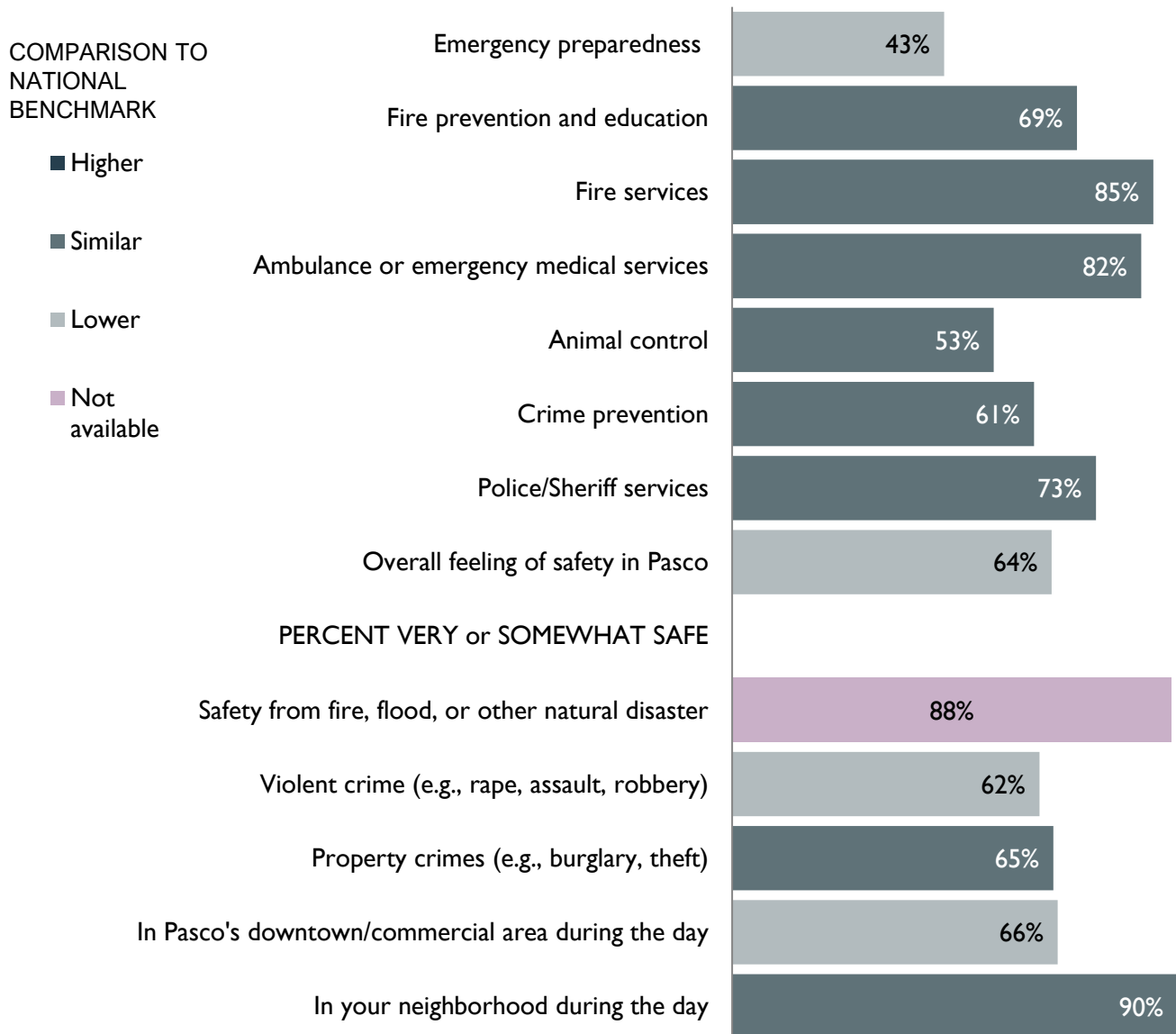


Table 11: SAFETY-RELATED SERVICES - SUMMARY

Percent excellent or good	Comparison to benchmark	Change 2017 to 2019	2019 rating
Overall feeling of safety in Pasco	↓	↑	64%
Police/Sheriff services	↔	↔	73%
Crime prevention	↔	↔	61%
Animal control	↔	↔	53%
Ambulance or emergency medical services	↔	↔	82%
Fire services	↔	↔	85%
Fire prevention and education	↔	↔	69%
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	↓	↔	43%

Table 12: FEELINGS OF SAFETY- SUMMARY

Percent who feel very or somewhat safe	Comparison to benchmark	Change 2017 to 2019	2019 rating
In your neighborhood during the day	↔	↔	90%
In Pasco's downtown/commercial area during the day	↓	↔	66%
Property crimes (e.g., burglary, theft)	↔	↑	65%
Violent crime (e.g., rape, assault, robbery)	*	*	62%
Safety from fire, flood, or other natural disaster	*	*	88%

# Natural Environment

*The natural environment plays a vital role in the health and well-being of residents. The natural spaces in which residents live and experience their communities has a direct and profound effect on quality of life.*

OVERALL QUALITY OF NATURAL ENVIRONMENT

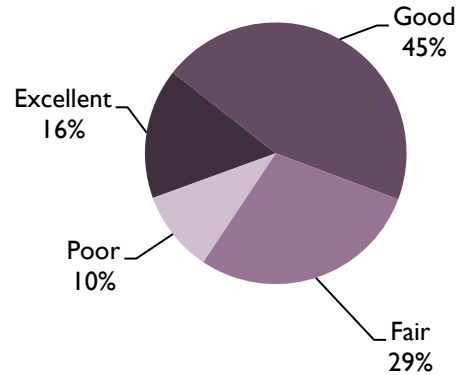


FIGURE 10: NATURAL ENVIRONMENT

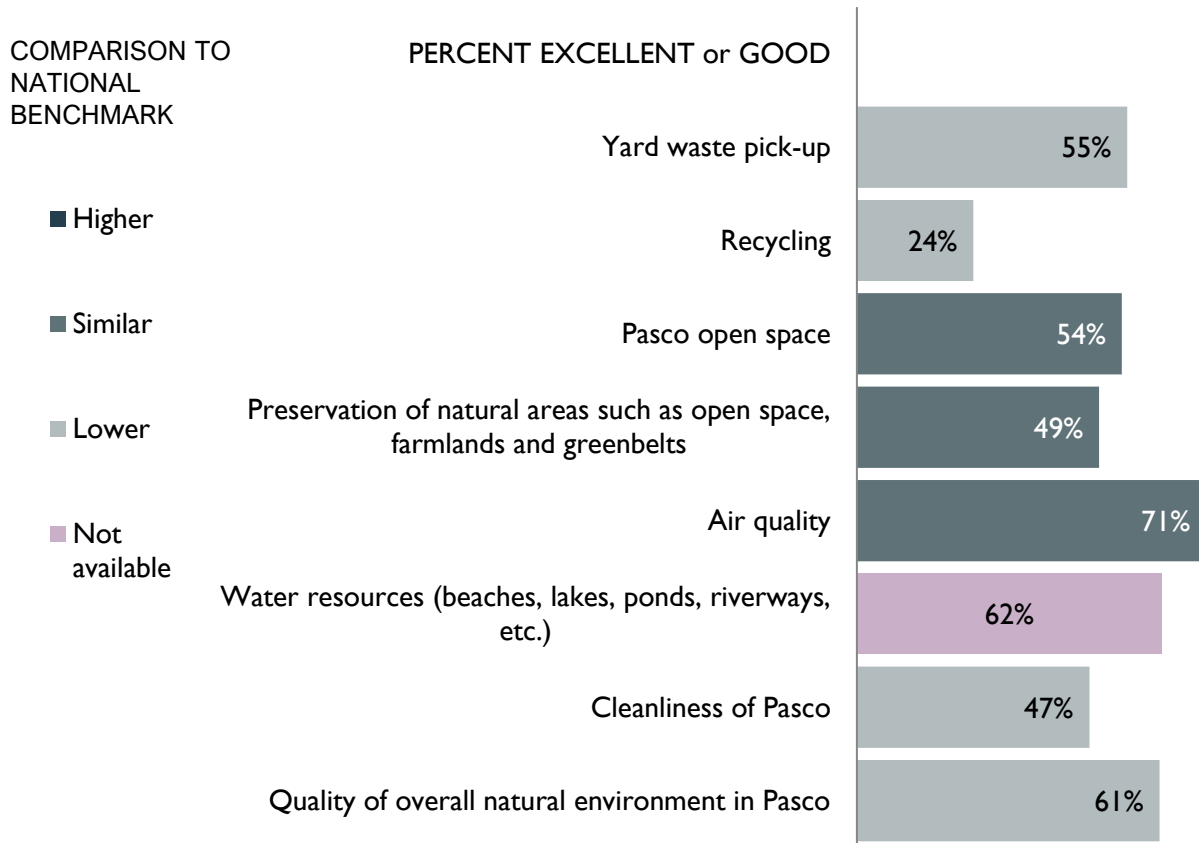


Table 13: NATURAL ENVIRONMENT - SUMMARY

Percent excellent or good	Comparison to benchmark	Change 2017 to 2019	2019 rating
Quality of overall natural environment in Pasco	↓	↔	61%
Cleanliness of Pasco	↓	↔	47%
Water resources (beaches, lakes, ponds, riverways, etc.)	*	*	62%
Air quality	↔	↔	71%
Preservation of natural areas such as open space, farmlands and greenbelts	↔	↔	49%
Pasco open space	↔	↑	54%
Recycling	↓↓	↓	24%
Yard waste pick-up	↓	↓	55%

# Parks and Recreation

*"There are no communities that pride themselves on their quality of life, promote themselves as a desirable location for businesses to relocate, or maintain that they are environmental stewards of their natural resources, without such communities having a robust, active system of parks and recreation programs for public use and enjoyment." - National Recreation and Park Association*

THE OVERALL QUALITY OF THE PARKS AND RECREATION OPPORTUNITIES

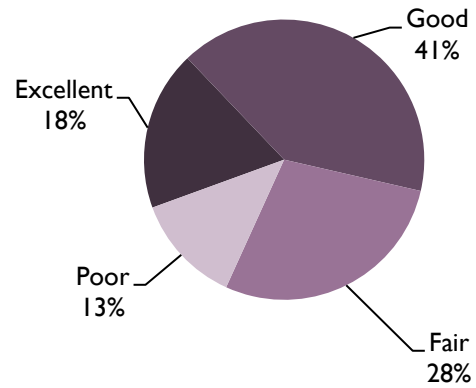


FIGURE 11: PARKS AND RECREATION

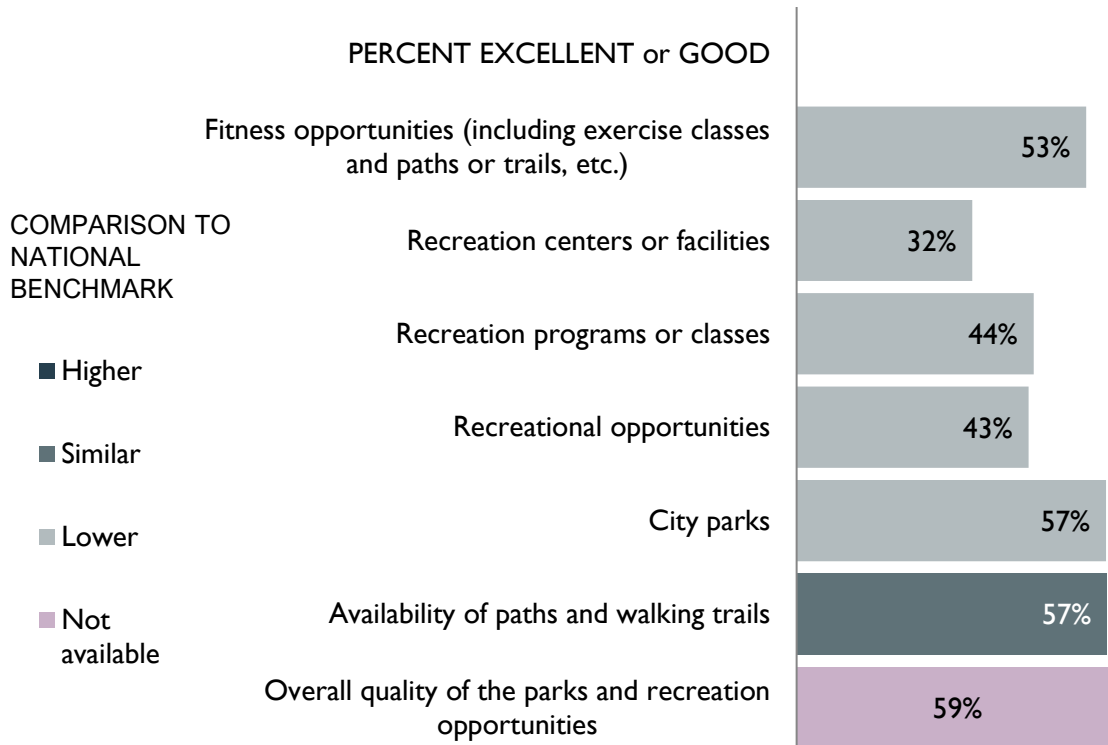


Table 14: PARKS AND RECREATION - SUMMARY

Percent excellent or good	Comparison to benchmark	Change 2017 to 2019	2019 rating
Overall quality of the parks and recreation opportunities	*	*	59%
Availability of paths and walking trails	↔	↔	57%
City parks	↓	↓	57%
Recreational opportunities	↓	↔	43%
Recreation programs or classes	↓	↔	44%
Recreation centers or facilities	↓↓	↓	32%
Fitness opportunities (including exercise classes and paths or trails, etc.)	↓	↔	53%

# Health and Wellness

*The characteristics of and amenities available in the communities in which people live has a direct impact on the health and wellness of residents, and thus, on their quality of life overall.*

## HEALTH AND WELLNESS OPPORTUNITIES

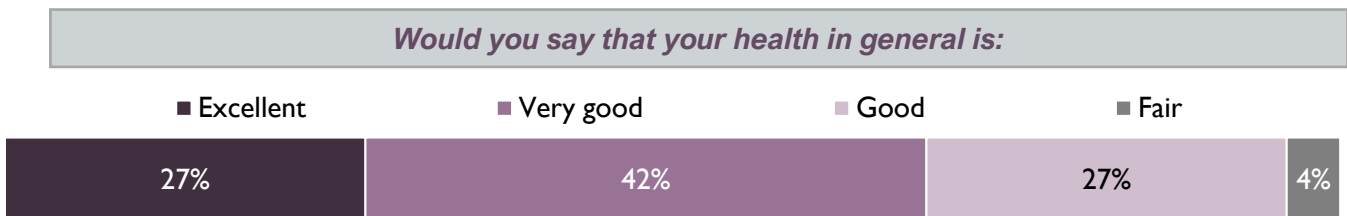
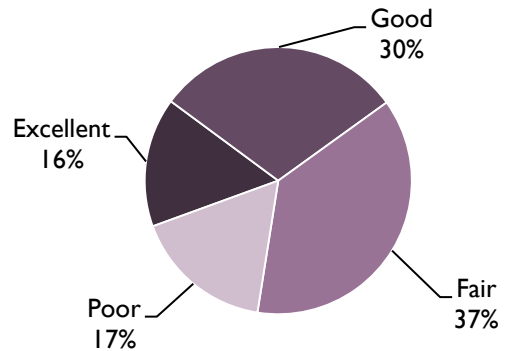


FIGURE 12: HEALTH AND WELLNESS

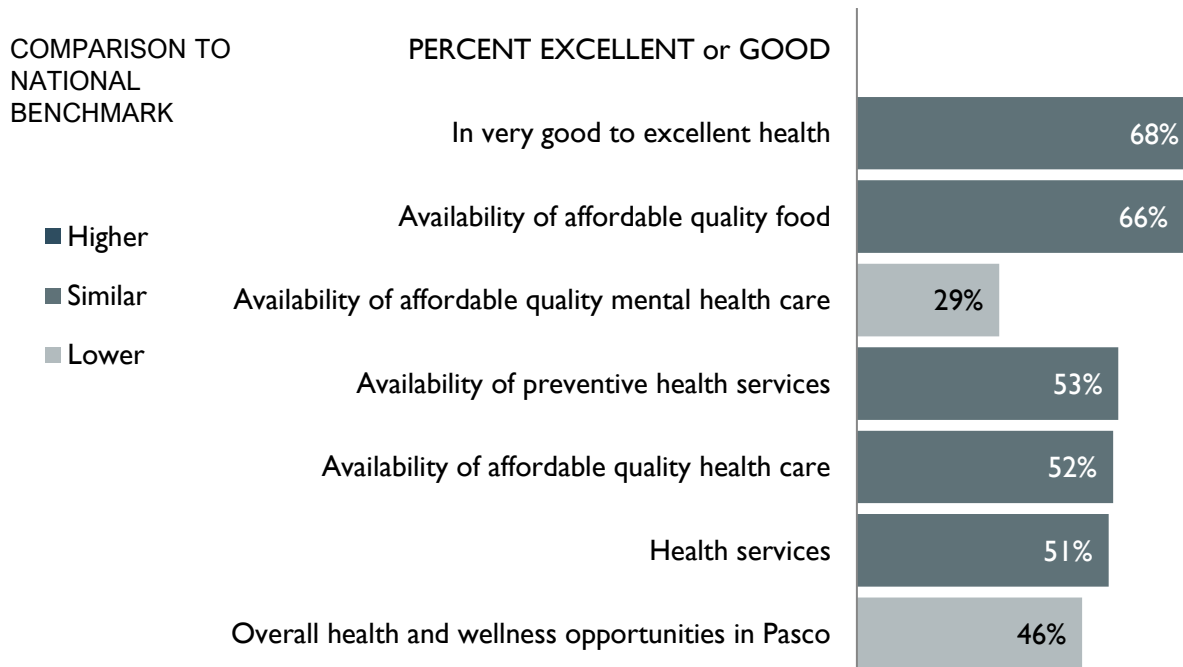




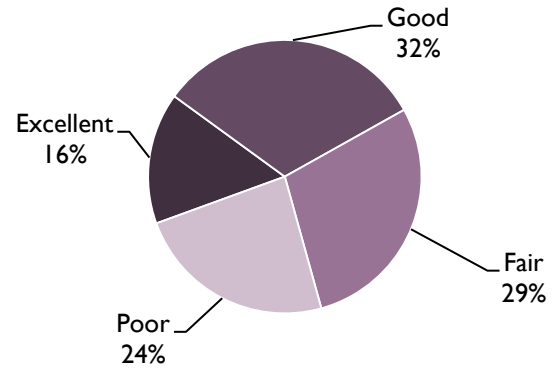
Table 15: HEALTH AND WELLNESS - SUMMARY

Percent excellent or good	Comparison to benchmark	Change 2017 to 2019	2019 rating
Overall health and wellness opportunities in Pasco	↓	↔	46%
Health services	↔	↔	51%
Availability of affordable quality health care	↔	↔	52%
Availability of preventive health services	↔	↔	53%
Availability of affordable quality mental health care	↓	↓	29%
Availability of affordable quality food	↔	↔	66%
In very good to excellent health	↔	↑	68%

# Education, Arts, and Culture

*Participation in the arts, in educational opportunities, and in cultural activities is linked to increased civic engagement, greater social tolerance, and enhanced enjoyment of the local community.*

**OVERALL OPPORTUNITIES FOR EDUCATION, CULTURE, AND THE ARTS**



**FIGURE 13: EDUCATION, ARTS AND CULTURE**

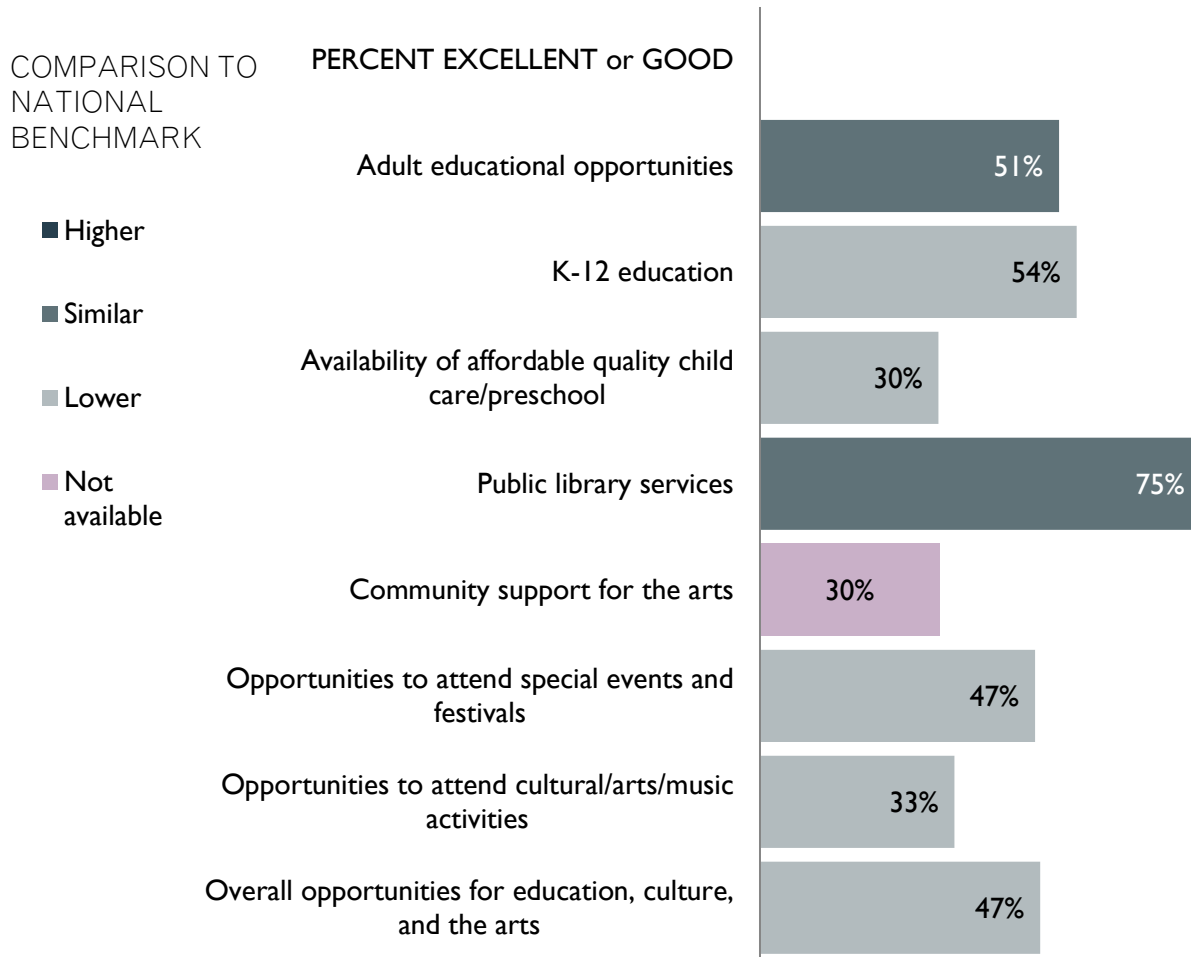


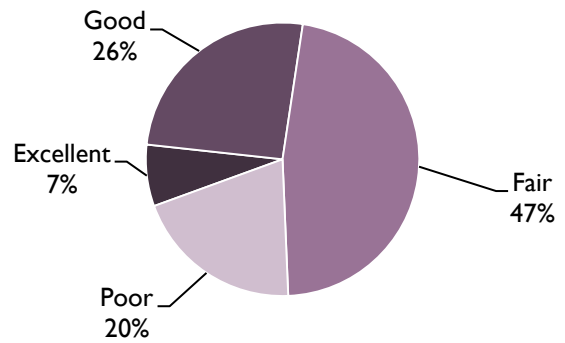
Table 16: EDUCATION, ARTS AND CULTURE - SUMMARY

Percent excellent or good	Comparison to benchmark	Change 2017 to 2019	2019 rating
Overall opportunities for education, culture, and the arts	↓	↔	47%
Opportunities to attend cultural/arts/music activities	↓↓	↔	33%
Opportunities to attend special events and festivals	↓	↔	47%
Community support for the arts	*	*	30%
Public library services	↔	↔	75%
Availability of affordable quality child care/preschool	↓	↓	30%
K-12 education	↓	↔	54%
Adult educational opportunities	↔	↔	51%

# Inclusivity and Engagement

*Inclusivity refers to a cultural and environmental feeling of belonging; residents who feel invited to participate within their communities feel more included, involved, and engaged than those who do not.*

**RESIDENTS' CONNECTION AND ENGAGEMENT WITH THEIR COMMUNITY**



**FIGURE 14: INCLUSIVITY & ENGAGEMENT**

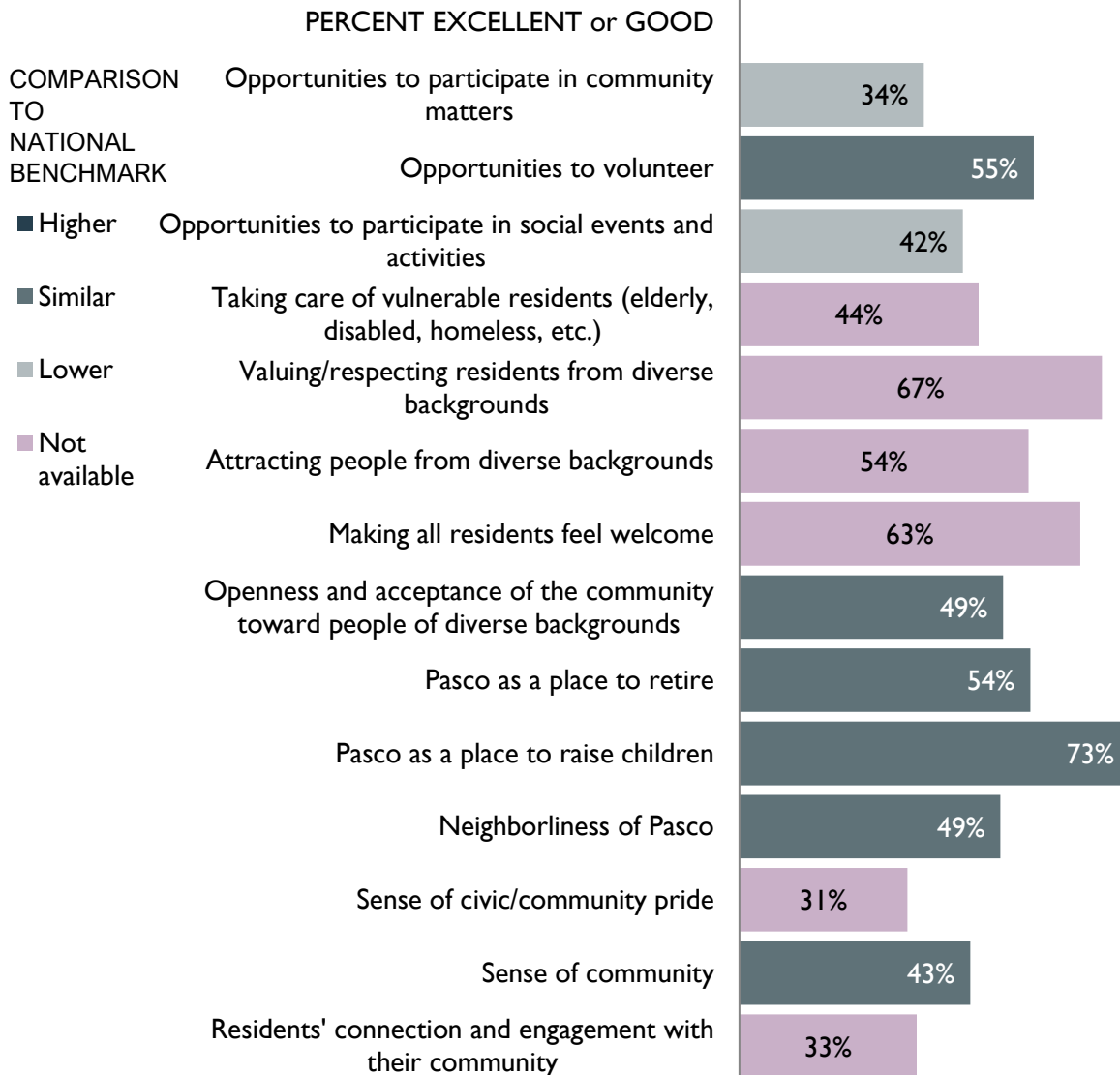


Table 17: INCLUSIVITY & ENGAGEMENT - SUMMARY

Percent excellent or good	Comparison to benchmark	Change 2017 to 2019	2019 rating
Residents' connection and engagement with their community	*	*	33%
Sense of community	↔	↔	43%
Sense of civic/community pride	*	*	31%
Neighborliness of Pasco	↔	↔	49%
Pasco as a place to raise children	↔	↑	73%
Pasco as a place to retire	↔	↓	54%
Openness and acceptance of the community toward people of diverse backgrounds	↔	↓	49%
Making all residents feel welcome	*	*	63%
Attracting people from diverse backgrounds	*	*	54%
Valuing/respecting residents from diverse backgrounds	*	*	67%
Taking care of vulnerable residents (elderly, disabled, homeless, etc.)	*	*	44%
Opportunities to participate in social events and activities	↓	↔	42%
Opportunities to volunteer	↔	↔	55%
Opportunities to participate in community matters	↓	↓	34%

FIGURE 15: RESIDENTS' PARTICIPATION LEVELS

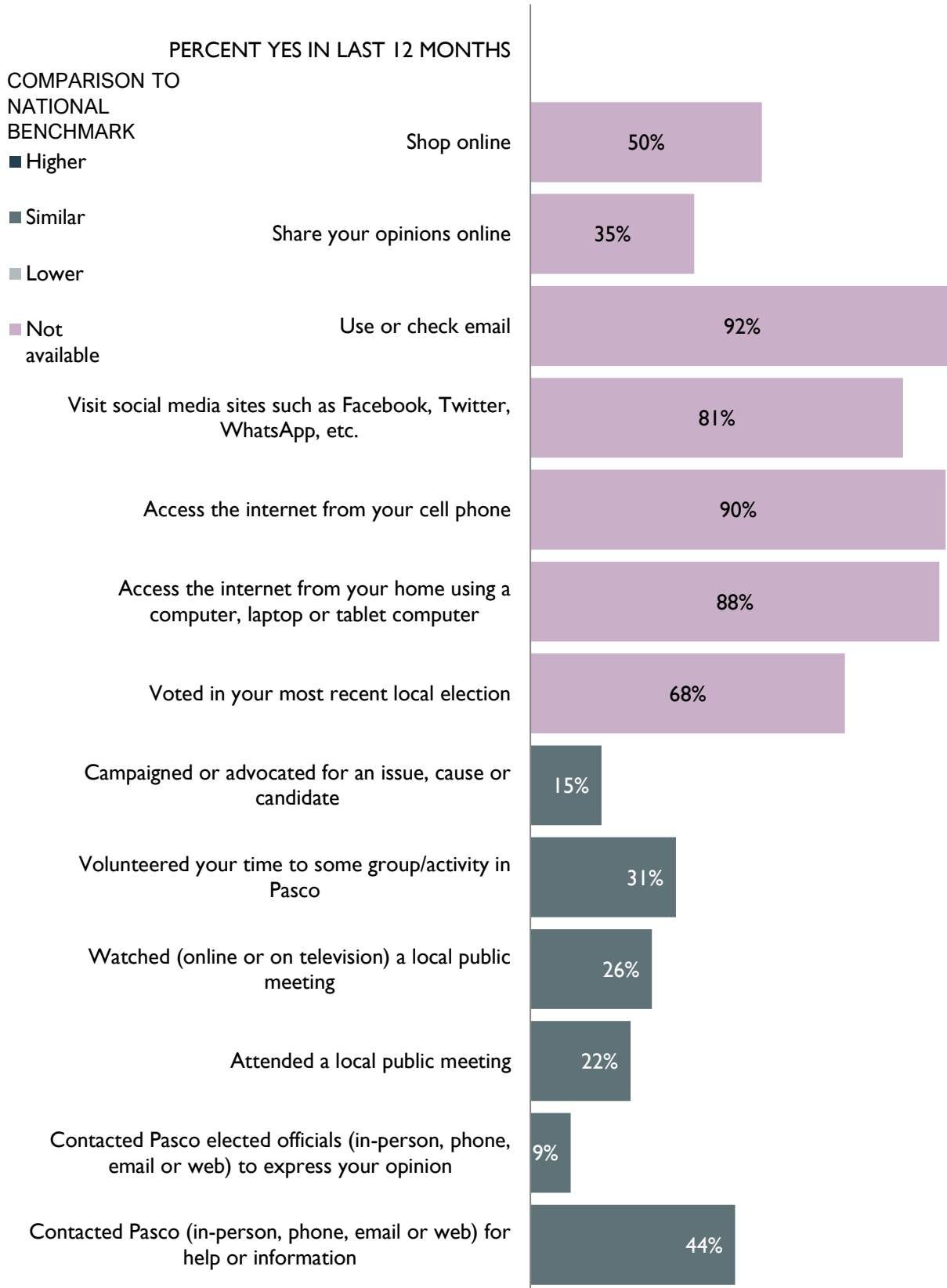


Table 18: RESIDENTS' PARTICIPATION IN LAST 12 MONTHS- SUMMARY

Percent who had done each in last 12 months	Comparison to benchmark	Change 2017 to 2019	2019 rating
Contacted Pasco (in-person, phone, email or web) for help or information	↔	↔	44%
Contacted Pasco elected officials (in-person, phone, email or web) to express your opinion	↔	↔	9%
Attended a local public meeting	↔	↔	22%
Watched (online or on television) a local public meeting	↔	↔	26%
Volunteered your time to some group/activity in Pasco	↔	↑	31%
Campaigned or advocated for an issue, cause or candidate	↔	↔	15%
Voted in your most recent local election	*	*	68%

Table 19: RESIDENTS' GENERAL USE OF TECHNOLOGY- SUMMARY

Comparison to benchmark	Comparison to benchmark	Change 2017 to 2019	2019 rating
Access the internet from your home using a computer, laptop or tablet computer	*	*	88%
Access the internet from your cell phone	*	*	90%
Visit social media sites such as Facebook, Twitter, WhatsApp, etc.	*	*	81%
Use or check email	*	*	92%
Share your opinions online	*	*	35%
Shop online	*	*	50%

# Special Topics

FIGURE 16: Funding Public Art Projects

*Pasco recently formed an Arts and Culture Commission. The Commission will be responsible for finding funding and resources to create several public art projects. To what extent do you support or oppose using public funds to help pay for public art projects?*

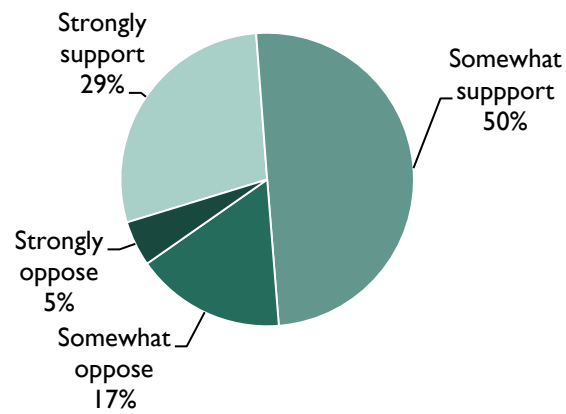




FIGURE 17: Affordable Housing

*The City of Pasco is exploring ways to take action to increase the development/supply of more affordable housing units. To what extent would you support or oppose the City exploring each the following options?*

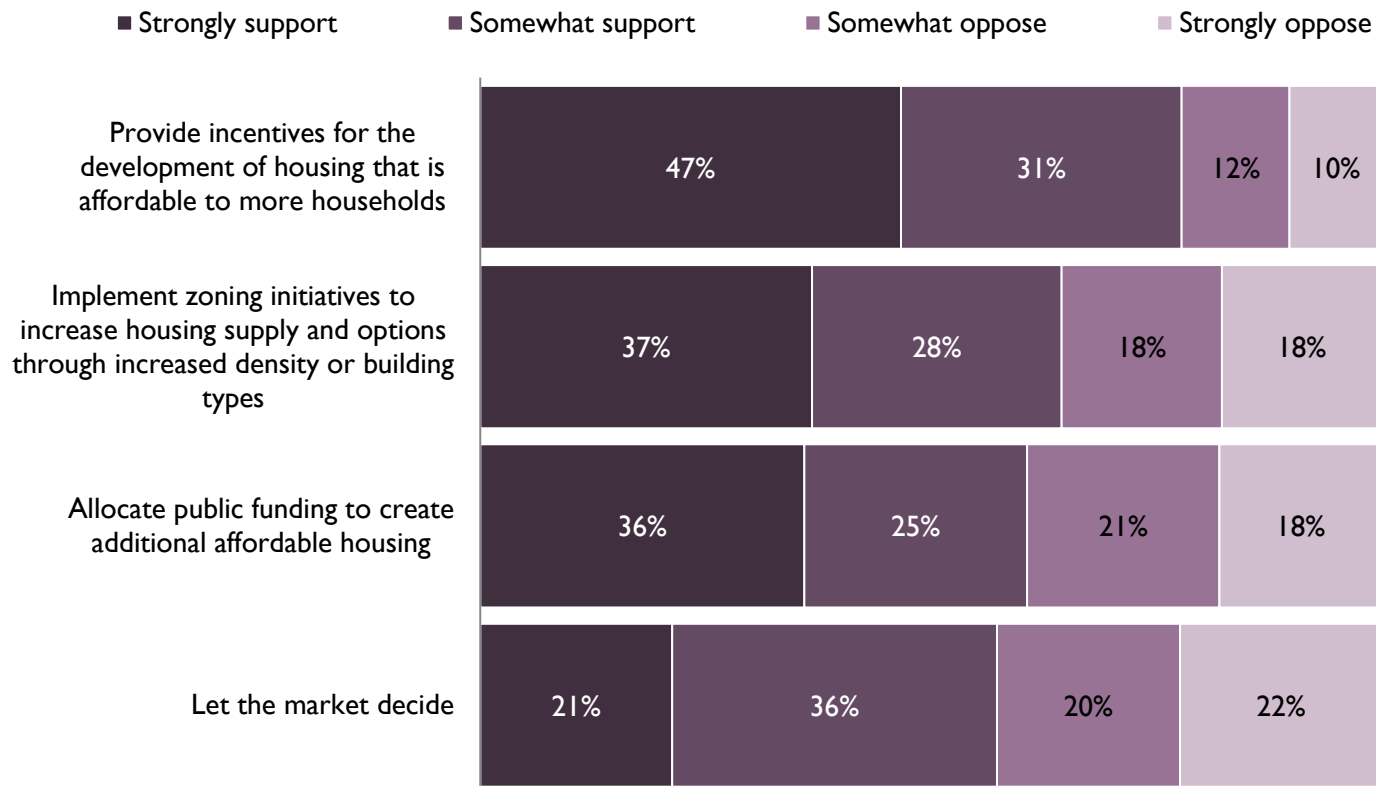


FIGURE 18: Interest in Downtown

*How likely, if at all, would each of the following be to bring you to downtown more often?*

