



# SUMMARY REPORT OF 2010 CITIZEN SATISFACTION SURVEY RESULTS

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## ACTIONABLE CITIZEN RESEARCH

### OUR MISSION:

Promote a friendly, family-oriented and economically sound environment for all persons by strengthening and encouraging wholesome and progressive growth.



SUBMITTED BY  
PJ KEZELE, DEPUTY CITY CLERK

# OVERVIEW

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## PROJECT GOAL

Enlist citizen input that can be used to make decisions and support budget process.

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## OBJECTIVES

Meaningful questions = Meaningful results

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Survey results should:

- Align with city's mission statement.
  - Provide actionable data.
  - Evaluate performance to improve service delivery.
  - Guide budgetary decisions.
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## RESEARCH PROCEDURES

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The City of Ilwaco 2010 Citizen Satisfaction Survey was distributed by mail on October 6, 2010. The city sent 567 surveys to all residential (483) and commercial (84) customers. Customers with more than one account receiving a utility bill at the same address only received one survey. Four (4) citizens requested extra copies of the survey. 83 surveys were received, a 15% response rate. Averages and percentages are based on all those who responded to a particular question.

# EXECUTIVE SUMMARY

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## SATISFACTION VS. IMPORTANCE

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### ***Top areas of opportunity for improvement to increase overall satisfaction (high importance/low satisfaction)***

1. Maintaining city roads and sidewalks
2. Communicating with residents
3. Providing adequate storm drainage

### ***Most satisfaction***

1. Responding to fire and emergency medical incidents
2. Providing community meeting space
3. Supporting local library service

### ***Least satisfaction***

1. Maintaining city roads and sidewalks
2. Communicating with residents
3. Promoting economic development and diversification

### ***Most importance***

1. Responding to fire and emergency medical incidents
2. Responding to violent and non-violent crime
3. Maintaining city roads and sidewalks

### ***Least importance***

1. Developing and maintaining walking and biking trails
2. Developing and maintaining parks and recreational facilities
3. Providing community meeting space

### ***Main Reason SATISFIED with the job the city is doing planning for the future***

1. Managing growth
2. Library, parks and community center

### ***Main reason NOT SATISFIED with the job the city is doing planning for the future***

1. Water quality
2. Economic development
3. Planning

### ***Priority roads and sidewalks***

1. Vandalia/Baker Bay
2. Lake Street sidewalks
3. Spruce (note: maintained by WSDOT)

### ***Largest gap between importance and satisfaction***

1. Maintaining city roads and sidewalks
2. Communicating with residents
3. Providing adequate storm drainage

### ***Smallest gap between importance and satisfaction***

1. Supporting local library services
2. Developing and maintaining parks and recreational facilities
3. Developing and maintaining walking and biking trails

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## PRIORITIZING TAX DOLLARS & PROPERTY TAX

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### **Top two priorities for your tax dollar:**

1. *Maintaining roads and sidewalks*
2. *Creating living wage jobs*

### **Bottom two priorities for your tax dollar:**

1. *Developing walking and biking trails*
2. *Funding special drug enforcement teams*

### **Percentage of property tax bill respondent thinks goes to support city government services:**

1. Over half (55%) of respondents **correctly** identified **25% or less** as the percentage of their property tax bill that goes to support city government. However, one-third (33%) **incorrectly** identified that amount to be 25 to 50%, 9% identified that amount is 50-75% and 3% identified that amount to be over 75%.

<p>The City of Ilwaco receives <b>18% of the property tax bill</b>. Schools receive 47%, Pacific County receives 14%, the hospital receives 10%, Port of Ilwaco receives 7% and the library receives 4%.</p>
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## COMMUNITY RELATIONSHIPS & FUNDING

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1. **All five mutually beneficial relationships rated relatively high**, with the Port of Ilwaco rated as most important (4.83) and National Parks as least important (3.86).
2. **All five entities the city supports financially through rent, utilities, contributions, etc. rated relatively high**, with PACE/CCAP rated as most important (4.04) and Long Beach Peninsula Visitors Bureau as least important (3.35).

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## PUBLIC INVOLVEMENT & COMMUNICATION

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1. **Over half** (52%) of the respondents have **attended a City of Ilwaco public hearing or meeting** within the last 12 months.
2. **87 percent** of the respondents have **internet access** at home (45%), work (2%) or both (40%).
3. The top preferred way for respondents to get information about programs and services was **newspaper** (27%), followed by mail (24%), email (15%) and city newsletter (13%).
3. The top way in which respondents would like to be involved in affecting how things happen in Ilwaco was **surveys** (24%), followed by meetings (21%) and hearings (16%).

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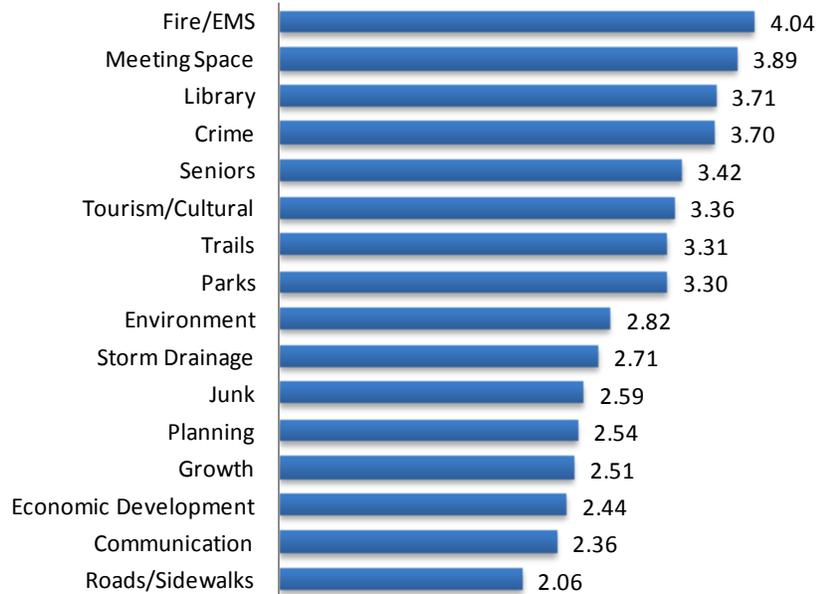
## DEMOGRAPHICS

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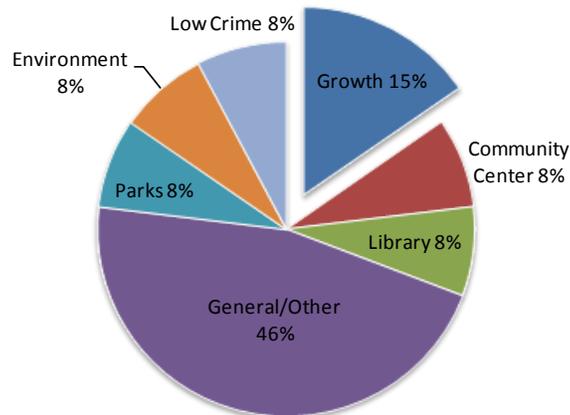
1. The survey was responded to almost equally by **men (49%)** and **women (51%)**.
2. The majority of respondents live in Town/Port (36%), Vandalia (22%) & Sahalee (11%).
3. **94 percent** of respondents **own their home**.
4. **Two-thirds** (66%) of those living in the households of the respondents are over **45 years of age**.
5. **71 percent** of the respondents have lived in Ilwaco **six or more years**.



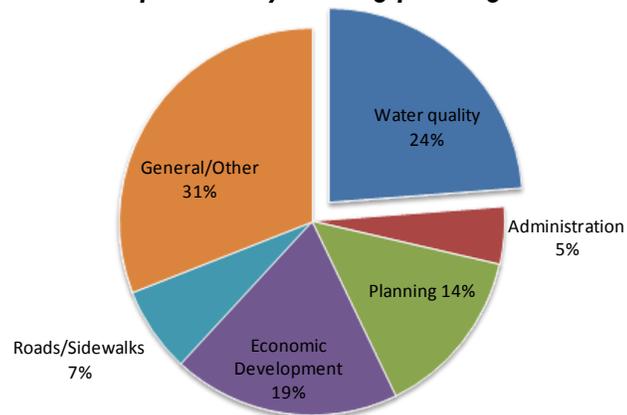
## SATISFACTION WITH THE JOB THE CITY IS DOING...



### Main Reason SATISFIED with the job the city is doing planning for the future



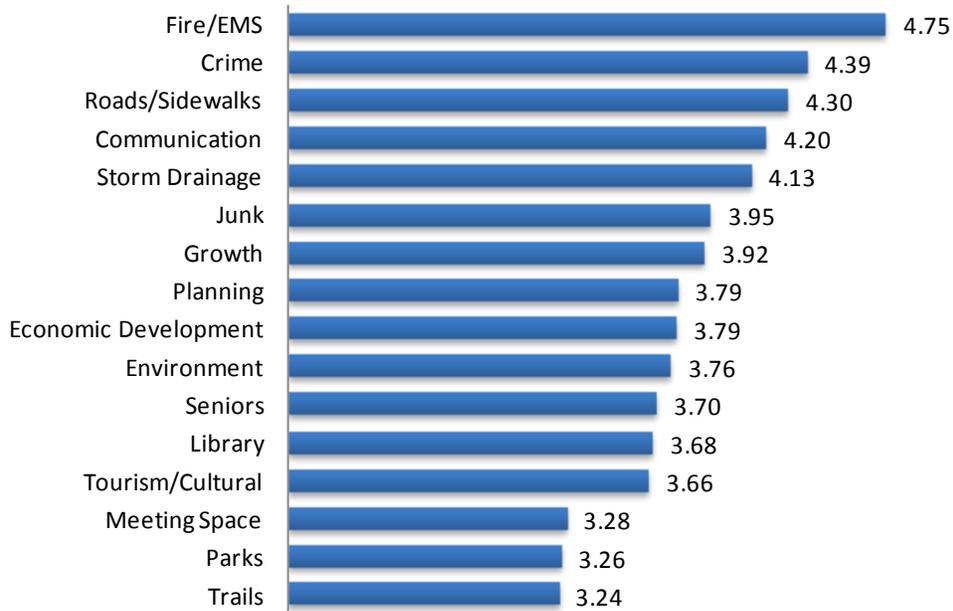
### Main reason NOT SATISFIED with the job the city is doing planning for the future



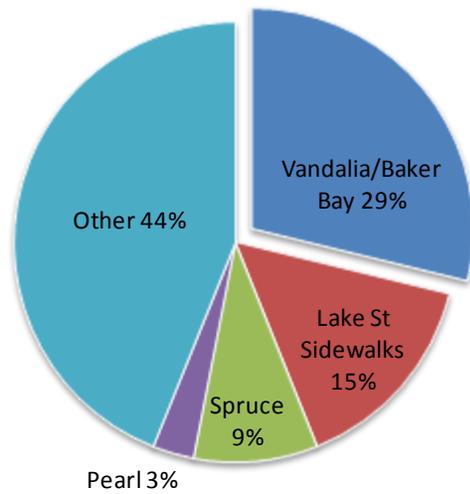
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## IMPORTANCE THE CITY SPEND TAX DOLLARS ON...

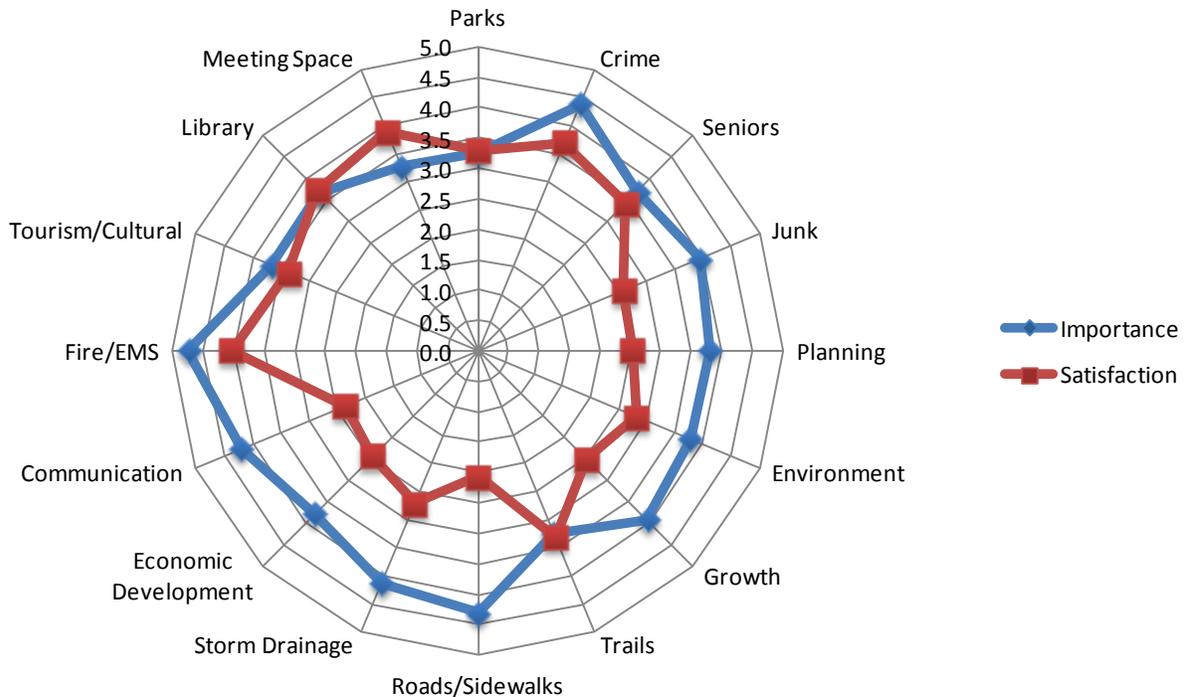
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### ***Road or sidewalk that gives you the most concern?***



SATISFACTION WITH THE JOB THE CITY IS DOING VS. IMPORTANCE THAT THE CITY SPEND TAX DOLLARS ON...



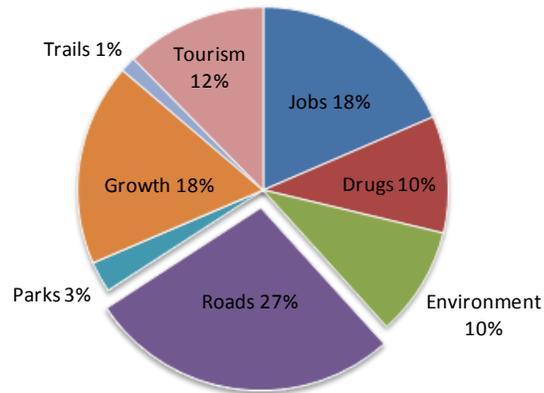
<b>Importance vs. Satisfaction</b>	Mean importance Rating	Mean Satisfaction Rating	Gap
Maintaining city roads and sidewalks	4.30	2.06	2.24
Communicating with residents	4.20	2.36	1.84
Providing adequate storm drainage	4.13	2.71	1.42
Planning for future growth	3.92	2.51	1.41
Controlling litter, illegal dumping and junk vehicles	3.95	2.59	1.36
Promoting economic development and diversification	3.79	2.44	1.34
Coordinating land use through planning, zoning & code enforcement	3.79	2.54	1.25
Planning for environmental protection and conservation	3.76	2.82	0.94
Responding to fire and emergency medical incidents	4.75	4.04	0.71
Responding to violent and non-violent crime	4.39	3.70	0.69
Providing community meeting space	3.28	3.89	0.61
Promoting tourism and cultural/historical activities	3.66	3.36	0.30
Supporting local senior services	3.70	3.42	0.28
Supporting local library services	3.68	3.71	-0.03
Developing and maintaining parks and recreational facilities	3.26	3.30	-0.04
Developing and maintaining walking and biking trails	3.24	3.31	-0.06

# SERVICE PRIORITIES AND PROPERTY TAXES

## PRIORITIES IF FUNDING WERE TO REMAIN THE SAME OVER THE NEXT TWO YEARS

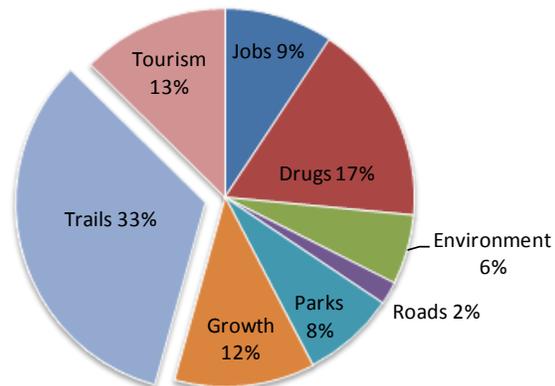
### **Top two priorities for your tax dollar:**

1. Maintaining roads and sidewalks
2. Creating living wage jobs



### **Bottom two priorities for your tax dollar:**

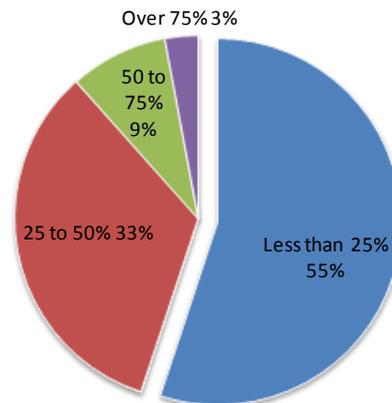
1. Developing walking and biking trails
2. Funding special drug enforcement teams



### **Percentage of property tax bill respondent thinks goes to support city government services:**

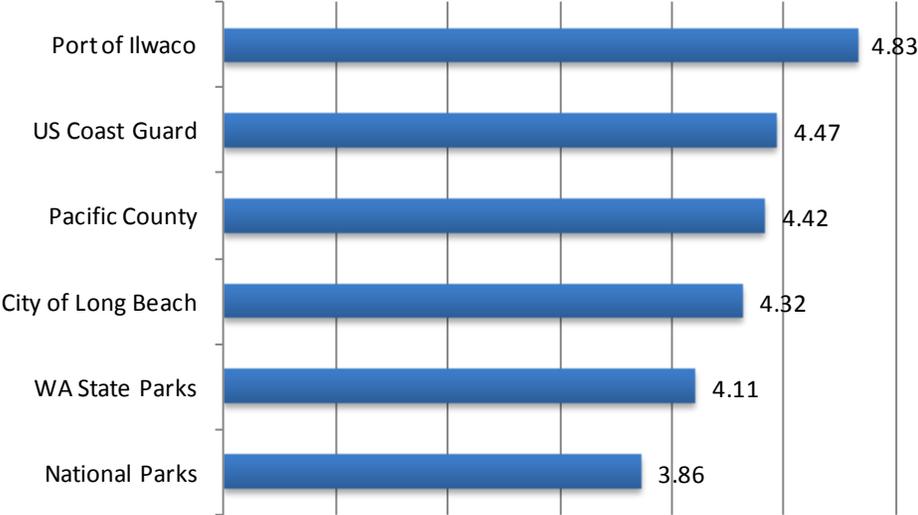
#### **Actual percentage:**

1. Schools: 47%
2. **City: 18%**
3. County: 14%
4. Hospital: 10%
5. Port: 7%
6. Library: 4%

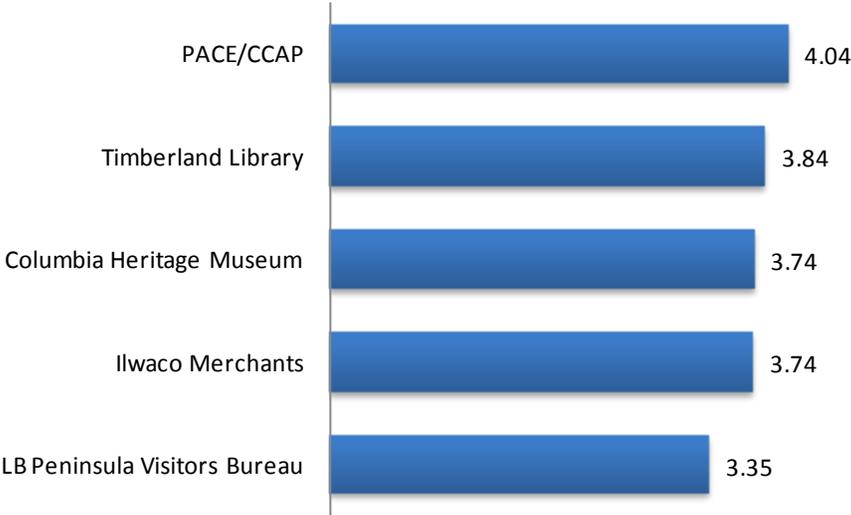


# COMMUNITY RELATIONSHIPS & FUNDING

## IMPORTANCE OF MUTUALLY BENEFICIAL RELATIONSHIPS



## IMPORTANCE OF THE CITY CONTINUING FINANCIAL SUPPORT

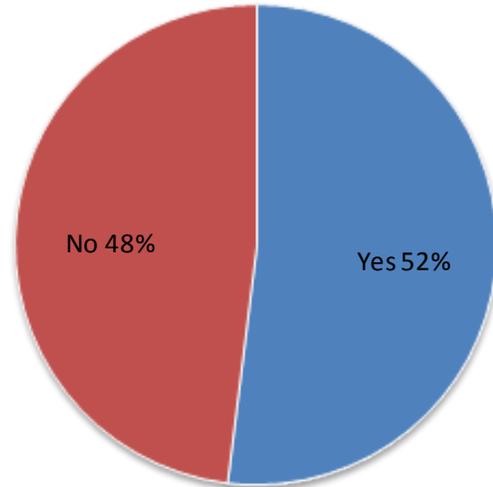


# PUBLIC INVOLVEMENT & COMMUNICATION

## ***Attended a public hearing or meeting***

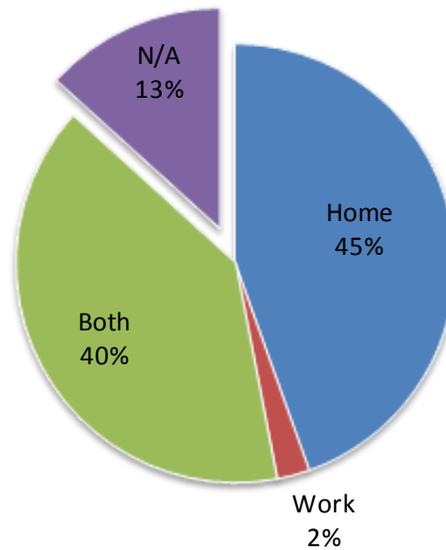
Yes: 52%

No: 48%



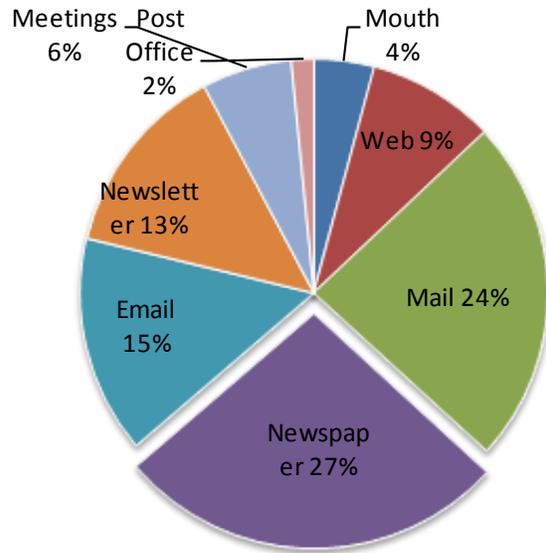
## ***Access to internet***

87% have access to the internet at home, work or both.



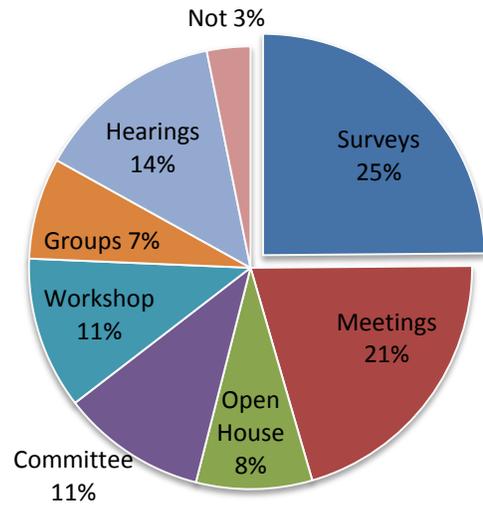
**Top ways prefer to get information about programs & services**

1. Newspaper: 27%
2. Mail: 24%
3. Email: 15%
4. Newsletter: 13%



**Top ways would like to be involved**

1. Surveys: 24%
2. Meetings: 21%
3. Hearings: 16%



# DEMOGRAPHICS

- Respondents equally divided by gender.
- Town 36%, Vandalia 22%, Sahalee 11%
- 94% own their own home
- 66% household members 45 and over
- 71% have lived in Ilwaco 6 or more years

