



Pasco, WA

Dashboard Summary of Findings
2016



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Summary

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 survey and its administration are standardized to assure high quality research methods and directly comparable results across The NCS communities. The NCS captures residents' opinions within the three pillars of a community (Community Characteristics, Governance and Participation) across eight central facets of community (Safety, Mobility, Natural Environment, Built Environment, Economy, Recreation and Wellness, Education and Enrichment and Community Engagement). This report summarizes Pasco's performance in the eight facets of community livability with the "General" rating as a summary of results from the overarching questions not shown within any of the eight facets. The "Overall" represents the community pillar in its entirety (the eight facets and general).

By summarizing resident ratings across the eight facets and three pillars of a livable community, a picture of Pasco's community livability emerges. Below, the color of each community facet summarizes how residents rated each of the pillars that support it – Community Characteristics, Governance and Participation. When most ratings were higher than the benchmark, the color is the darkest shade; when most ratings were lower than the benchmark, the color is the lightest shade. A mix of ratings (higher and lower than the benchmark) results in a color between the extremes.

Generally, ratings about the dimensions of community livability in Pasco across all of the facets were strong and similar to other communities across the nation. However, many of the aspects related to Community Characteristics, such as general measures and the facets of Safety, Natural Environment, Economy, Education and Enrichment, Community Engagement, as well as Safety within Governance were lower than other communities. This information can be helpful in identifying the areas that merit more attention.

Figure 1: Dashboard Summary

	Community Characteristics			Governance			Participation		
	Higher	Similar	Lower	Higher	Similar	Lower	Higher	Similar	Lower
Overall	1	22	28	0	33	12	0	31	5
General	0	1	6	0	2	1	0	3	0
Safety	0	1	2	0	3	4	0	3	0
Mobility	1	7	0	0	7	1	0	2	1
Natural Environment	0	1	2	0	5	1	0	2	1
Built Environment	0	3	2	0	4	2	0	2	0
Economy	0	3	5	0	1	0	0	3	0
Recreation and Wellness	0	3	3	0	3	1	0	4	1
Education and Enrichment	0	2	4	0	1	1	0	2	1
Community Engagement	0	1	4	0	7	1	0	10	1

Legend	
	Higher
	Similar
	Lower

The National Citizen Survey™

Figure 2: Detailed Dashboard

	Community Characteristics	Trend	Benchmark	Percent positive	Governance	Trend	Benchmark	Percent positive	Participation	Trend	Benchmark	Percent positive
General	Overall appearance	↑	↓	44%	Customer service	↔	↓	57%	Recommend Pasco	↔	↔	76%
	Overall quality of life	↓	↓	59%	Services provided by Pasco	↔	↔	60%	Remain in Pasco	↔	↔	80%
	Place to retire	↓	↓	45%	Services provided by the Federal Government	↔	↔	44%	Contacted Pasco employees	↔	↔	44%
	Place to raise children	↔	↓	61%								
	Place to live	↔	↓	66%								
	Neighborhood	↔	↔	74%								
	Overall image	↔	↓↓	23%								
Safety	Overall feeling of safety	↔	↓	53%	Police	↔	↓	63%	Was NOT the victim of a crime	↔	↔	87%
	Safe in neighborhood	↔	↔	85%	Crime prevention	↔	↓	45%	Did NOT report a crime	↔	↔	76%
	Safe downtown/commercial area	↔	↓↓	59%	Fire	↔	↔	87%	Stocked supplies for an emergency	↔	↔	35%
					Fire prevention	↔	↔	65%				
					Ambulance/EMS	↑	↔	85%				
					Emergency preparedness	↔	↓	40%				
					Animal control	↓	↓	36%				
Mobility	Traffic flow	↔	↔	47%	Traffic enforcement	↓	↓	50%	Carpooled instead of driving alone	↔	↔	45%
	Travel by car	↔	↔	72%	Street repair	↔	↔	46%	Walked or biked instead of driving	↓	↓	41%
	Travel by bicycle	↑	↔	57%	Street cleaning	↑	↔	59%	Used public transportation instead of driving	↔	↔	28%
	Ease of walking	↑	↔	57%	Street lighting	↔	↔	50%				
	Travel by public transportation	↔	↑	59%	Snow removal	↔	↔	51%				
	Overall ease travel	↔	↔	72%	Sidewalk maintenance	↔	↔	48%				
	Public parking	↔	↔	66%	Traffic signal timing	↔	↔	48%				
Natural Environment	Paths and walking trails	↑	↔	61%	Bus or transit services	↔	↔	64%				
	Overall natural environment	↔	↓	58%	Garbage collection	↔	↔	84%	Recycled at home	↔	↓	72%
	Air quality	↔	↔	64%	Recycling	↔	↓↓	32%	Conserved water	↔	↔	81%
	Cleanliness	↑	↓	52%	Yard waste pick-up	↔	↔	66%	Made home more energy efficient	↔	↔	83%
					Drinking water	↔	↔	64%				
					Open space	↑	↔	47%				
					Natural areas preservation	↔	↔	46%				
Built Environment	New development in Pasco	↓	↔	44%	Sewer services	↑	↔	77%	NOT experiencing housing cost stress	↔	↔	68%
	Affordable quality housing	↔	↔	48%	Storm drainage	↔	↔	69%	Did NOT observe a code violation	↑	↔	56%
	Housing options	↔	↔	52%	Utility billing	↑	↔	66%				
	Overall built environment	↔	↓	42%	Land use, planning and zoning	↔	↓	33%				
	Public places	↑	↓	41%	Code enforcement	↔	↓	31%				
					Cable television	↔	↔	51%				

Legend

↑↑ Much higher ↑ Higher ↔ Similar ↓ Lower ↓↓ Much lower * Not available

The National Citizen Survey™

	Community Characteristics	Trend	Benchmark	Percent positive	Governance	Trend	Benchmark	Percent positive	Participation	Trend	Benchmark	Percent positive
Economy	Overall economic health	↔	↓	40%	Economic development	↔	↔	41%	Economy will have positive impact on income	↔	↔	30%
	Shopping opportunities	↔	↓	35%					Purchased goods or services in Pasco	↔	↔	94%
	Employment opportunities	↑	↔	37%					Work in Pasco	↓	↔	40%
	Place to visit	↔	↓	34%								
	Cost of living	↔	↔	49%								
	Vibrant downtown/commercial area	↔	↓↓	14%								
	Place to work	↔	↔	47%								
Recreation and Wellness	Fitness opportunities	↔	↓	49%	City parks	↑	↔	66%	In very good to excellent health	↔	↔	47%
	Recreational opportunities	↔	↓	42%	Recreation centers	↑	↔	56%	Used Pasco recreation centers	↔	↓	46%
	Health care	↔	↔	47%	Recreation programs	↔	↓	50%	Visited a City park	↔	↔	83%
	Mental health care	↔	↔	38%	Health services	↓	↔	48%	Ate 5 portions of fruits and vegetables	↔	↔	85%
	Health and wellness	↓	↓	40%					Participated in moderate or vigorous physical activity	↔	↔	79%
	Preventive health services	↑	↔	53%								
Education and Enrichment	K-12 education	↔	↓	53%	Public libraries	↑	↔	79%	Used Pasco public libraries	↔	↔	58%
	Cultural/arts/music activities	↔	↓	36%	Special events	↔	↓	39%	Participated in religious or spiritual activities	↔	↔	42%
	Child care/preschool	↔	↔	46%					Attended a City-sponsored event	↔	↓↓	31%
	Religious or spiritual events and activities	*	↓	63%								
	Adult education	↔	↔	59%								
	Overall education and enrichment	↓	↓	40%								
Community Engagement	Opportunities to participate in community matters	↑	↓	47%	Public information	↑	↔	63%	Sense of community	↔	↓	38%
	Opportunities to volunteer	↔	↓	53%	Overall direction	↔	↔	42%	Voted in local elections	↔	↔	76%
	Openness and acceptance	↔	↔	48%	Value of services for taxes paid	↑	↔	45%	Talked to or visited with neighbors	↔	↔	87%
	Social events and activities	↑	↓	41%	Welcoming citizen involvement	↔	↔	38%	Attended a local public meeting	↔	↔	21%
	Neighborliness	↔	↓	41%	Confidence in City government	↔	↔	34%	Watched a local public meeting	↔	↔	29%
					Acting in the best interest of Pasco	↔	↔	43%	Volunteered	↔	↔	37%
					Being honest	↔	↓	39%	Participated in a club	↔	↔	23%
					Treating all residents fairly	↔	↔	42%	Campaigned for an issue, cause or candidate	↔	↔	27%
									Contacted Pasco elected officials	↔	↔	15%
									Read or watched local news	↔	↔	89%
									Done a favor for a neighbor	↑	↔	85%

Legend

↑↑ Much higher ↑ Higher ↔ Similar ↓ Lower ↓↓ Much lower * Not available

THE NCS™

The National Citizen Survey™

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Community Livability Report
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About

The National Citizen Survey™ (The NCS) 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 within the three pillars of a community (Community Characteristics, Governance and Participation) across eight central facets of community (Safety, Mobility, Natural Environment, Built Environment, Economy, Recreation and Wellness, Education and Enrichment and Community Engagement).

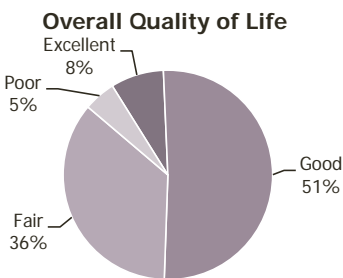
The Community Livability Report provides the opinions of a representative sample of 260 residents of the City of Pasco. The margin of error around any reported percentage is 6% for the entire sample. The full description of methods used to garner these opinions can be found in the *Technical Appendices* provided under separate cover.



Quality of Life in Pasco

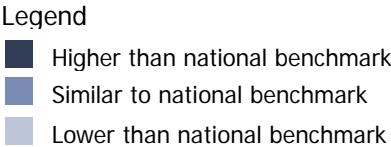
A majority of residents rated the quality of life in Pasco as excellent or good. This was lower than ratings in comparison communities (see Appendix B of the *Technical Appendices* provided under separate cover).

Shown below are the eight facets of community. The color of each community facet summarizes how residents rated it across the three sections of the survey that represent the pillars of a community – Community Characteristics, Governance and Participation. When most ratings across the three pillars were higher than the benchmark, the color for that facet is the darkest shade; when most ratings were lower than the benchmark, the color is the lightest shade. A mix of ratings (higher and lower than the benchmark) results in a color between the extremes.

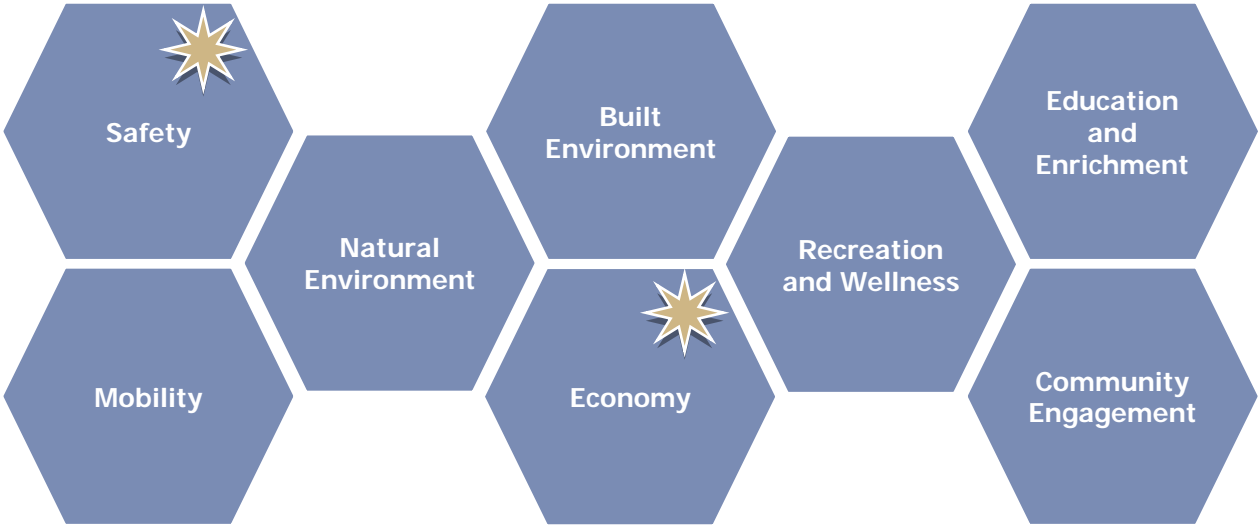


In addition to a summary of ratings, the image below includes one or more stars to indicate which community facets were the most important focus areas for the community. Residents identified Safety and Economy as priorities for the Pasco community in the coming two years. Ratings for all facets, including Safety, Mobility, Natural Environment, Built Environment, Economy, Recreation and Wellness, Education and Enrichment and Community Engagement were positive and similar to other communities. This overview of the key aspects of community quality provides a quick summary of where residents see exceptionally strong performance and where performance offers the greatest opportunity for improvement. Linking quality to importance offers community members and leaders a view into the characteristics of the community that matter most and that seem to be working best.

Details that support these findings are contained in the remainder of this Livability Report, starting with the ratings for Community Characteristics, Governance and Participation and ending with results for Pasco's unique questions.



★ Most important



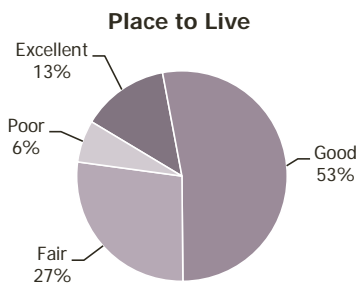
Community Characteristics

What makes a community livable, attractive and a place where people want to be?

Overall quality of community life represents the natural ambience, services and amenities that make for an attractive community. How residents rate their overall quality of life is an indicator of the overall health of a community. In the case of Pasco, 66% rated the City as an excellent or good place to live. Respondents' ratings of Pasco as a place to live were lower than ratings in other communities across the nation.

In addition to rating the City as a place to live, respondents rated several aspects of community quality including Pasco as a place to raise children and to retire, their neighborhood as a place to live, the overall image or reputation of Pasco and its overall appearance. About three-quarters of residents positively rated their neighborhood as a place to live which was similar to the benchmark. Close to 6 in 10 residents rated Pasco as a place to raise children as excellent or good while around 2 in 5 positively rated the City as a place to retire and its overall appearance; these ratings were lower than ratings in other communities. Around one-quarter rated Pasco's overall image as excellent or good which was lower than what was seen in comparison communities. Compared to the 2013 survey iteration, ratings for Pasco's overall appearance increased in 2015.

Delving deeper into Community Characteristics, survey respondents rated over 40 features of the community within the eight facets of Community Livability. In general, most ratings tended to be similar to or lower than comparison communities. Over 8 in 10 participants felt very or somewhat safe in their neighborhoods and about half felt safe in other areas of the City. In the facet of Mobility, strong ratings were given to most aspects; at least 7 in 10 residents gave excellent or good ratings to overall ease of travel and ease of travel by car and about 6 in 10



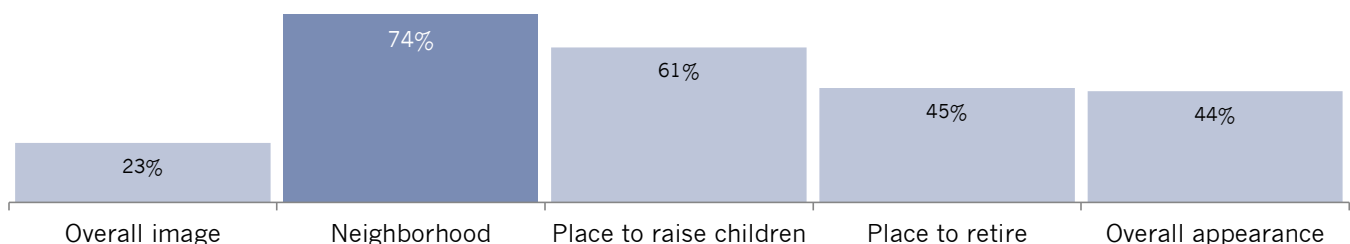
gave high marks to the availability of paths and walking trails and public parking. Ratings for ease of travel by public transportation were especially strong with nearly 6 in 10 residents rating this aspect positively; this rating was above the national benchmark. Measures that were given positive ratings included Pasco as a place to visit and shopping opportunities, with about one-third giving excellent or good marks, and the vibrancy of the City's downtown/commercial area, which received positive ratings from around 1 in 10 residents.

Seven aspects within Community Characteristics were rated higher in 2015 compared to the previous survey and five decreased over time (see *Trends Over Time* report, provided under separate cover).

Percent rating positively (e.g., excellent/good)

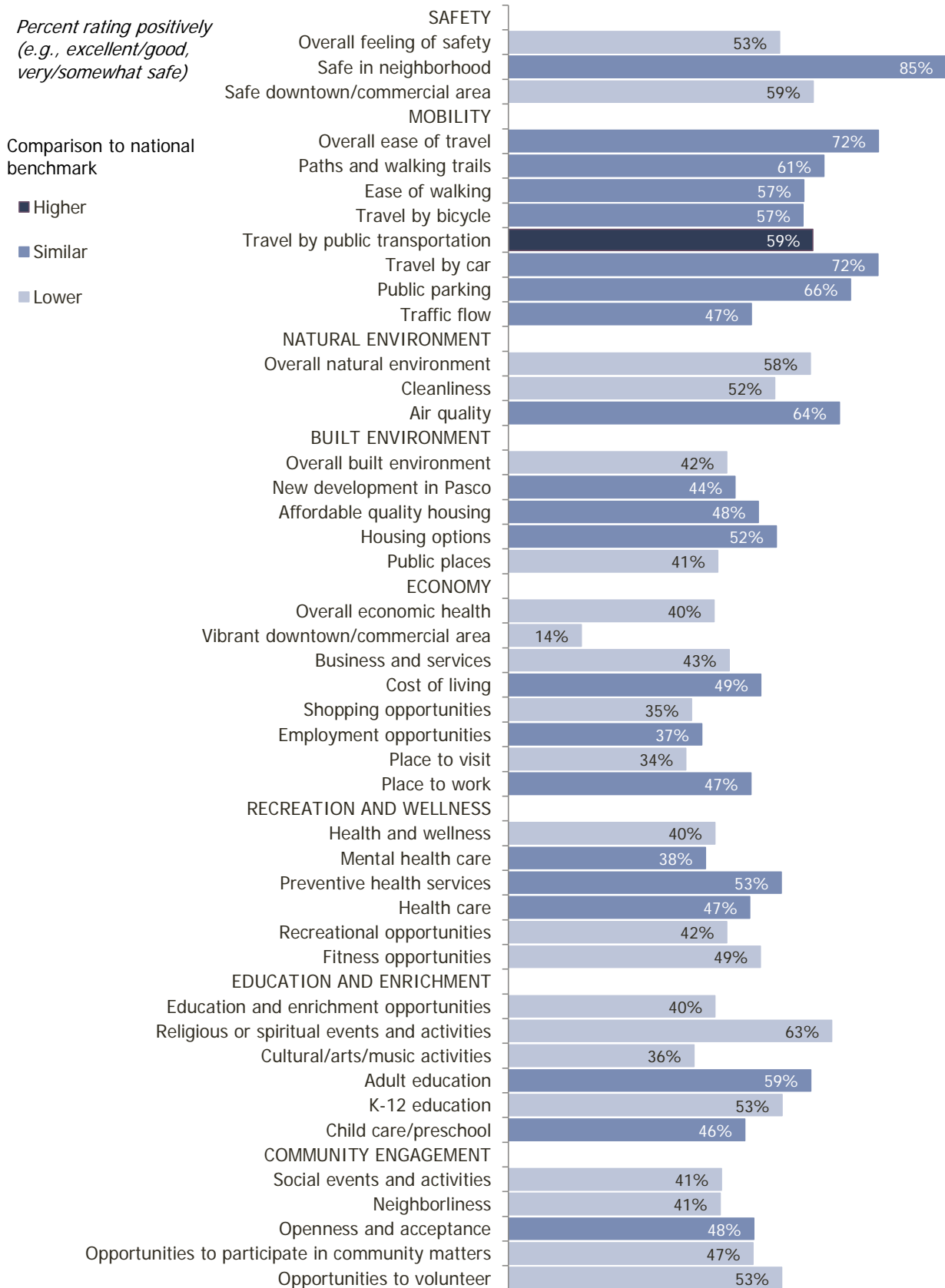
Comparison to national benchmark

■ Higher ■ Similar ■ Lower



The National Citizen Survey™

Figure 1: Aspects of Community Characteristics



Governance

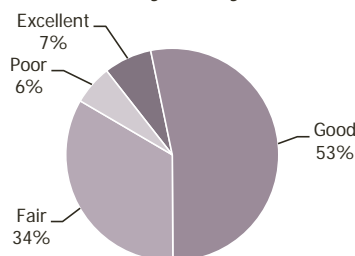
How well does the government of Pasco meet the needs and expectations of its residents?

The overall quality of the services provided by Pasco as well as the manner in which these services are provided are a key component of how residents rate their quality of life. About 3 in 5 residents gave excellent or good ratings to the overall quality of services provided by the City of Pasco, while only about 2 in 5 gave excellent or good ratings to the services provided by the Federal Government. Both of these ratings were similar to communities across the nation.

Survey respondents also rated various aspects of Pasco's leadership and governance. These ratings tended to be similar to the benchmark. More than 4 in 10 residents positively rated the value of services for taxes paid (which increased in 2015), the overall direction of Pasco, acting in the best interest of Pasco and treating all residents fairly. Residents' views on Pasco government being honest and overall customer service provided by the City were lower than in comparison communities.

Respondents evaluated over 30 individual services and amenities available in Pasco. The highest rated services were fire services, ambulance/EMS, garbage collection, and public libraries, with about 8 in 10 residents giving these aspects excellent or good ratings. At least two-thirds of respondents also gave high marks to yard waste pick-up, storm drainage, sewer services, utility billing and the City of Pasco's parks. Among the lowest rated aspects of Governance were recycling, land use, planning and zoning, and code enforcement, which were rated positively by about one-third of participants and tended to be rated lower than levels seen in other communities.

Overall Quality of City Services

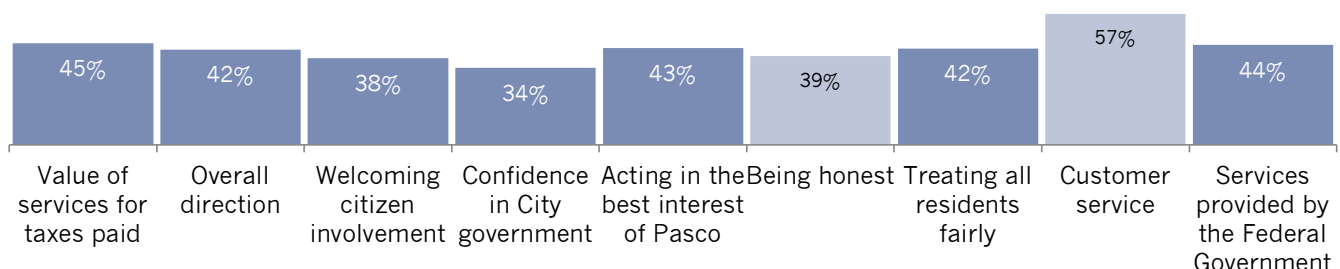


There were several differences found in ratings for aspects of Governance from 2013 to 2015. Ratings increased for ambulance/EMS, street cleaning, open space, sewer services, utility billing, city parks, recreation centers, public libraries and public information. Ratings decreased from 2013 to 2015 for animal control, traffic enforcement and health services.

Percent rating positively (e.g., excellent/good)

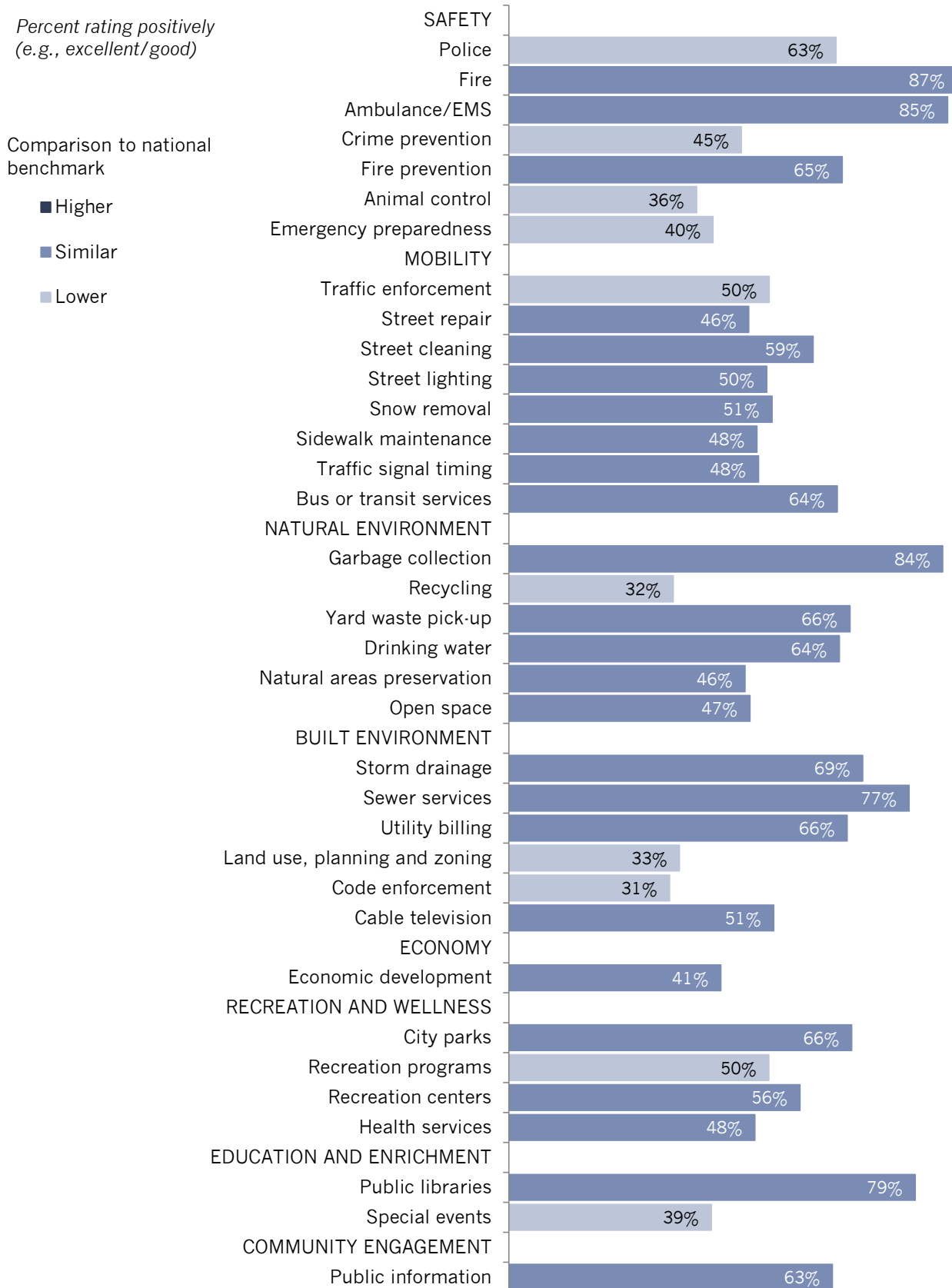
Comparison to national benchmark

■ Higher ■ Similar ■ Lower



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Figure 2: Aspects of Governance



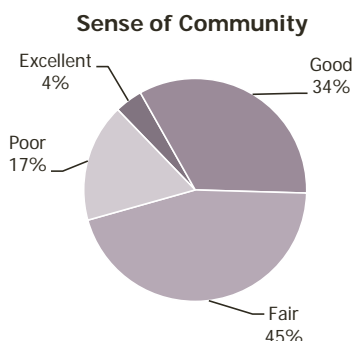
Participation

Are the residents of Pasco connected to the community and each other?

An engaged community harnesses its most valuable resource, its residents. The connections and trust among residents, government, businesses and other organizations help to create a sense of community; a shared sense of membership, belonging and history. Ratings for the sense of community in Pasco were rated fair or higher by nearly all residents. A vast majority reported that they would recommend living in Pasco and planned to remain in Pasco for the next five years; these items were reported in similar rates to those of the benchmark and remained stable from 2013 to 2015.

The survey included over 30 activities and behaviors for which respondents indicated how often they participated in or performed each, if at all. Pasco residents tended to report similar rates of Participation when compared to other communities across the nation. Within Safety, at least three-quarters of residents reported that they had not been the victim of a crime in 2015 nor had they reported a crime. About one-third of respondents had stocked supplies for an emergency. Pasco residents reported high rates of Participation within the facet of Natural Environment, as 8 in 10 indicated that they had conserved water and made home more energy efficient. However, about 7 in 10 had recycled at home, which was a level lower than those reported in comparison communities. Other aspects with high rates of Participation included purchased goods or services in Pasco (94%), visited a City park (83%), talked to or visited with neighbors (87%), done a favor for a neighbor (85%) and read or watched local news (89%). These ratings were all similar to the benchmark. Compared to comparison communities, fewer Pasco residents had walked or biked instead of driving, recycled at home, used Pasco recreation centers and attended a City-sponsored event than other residents.

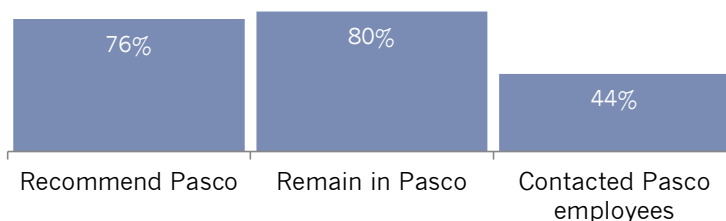
Compared to 2013, fewer residents reported that they had not observed a code violation, walked or biked instead of driving and worked within Pasco in 2015; however, more residents indicated that they had done a favor for a neighbor compared to the previous survey iteration.



Percent rating positively
(e.g., very/somewhat likely,
yes)

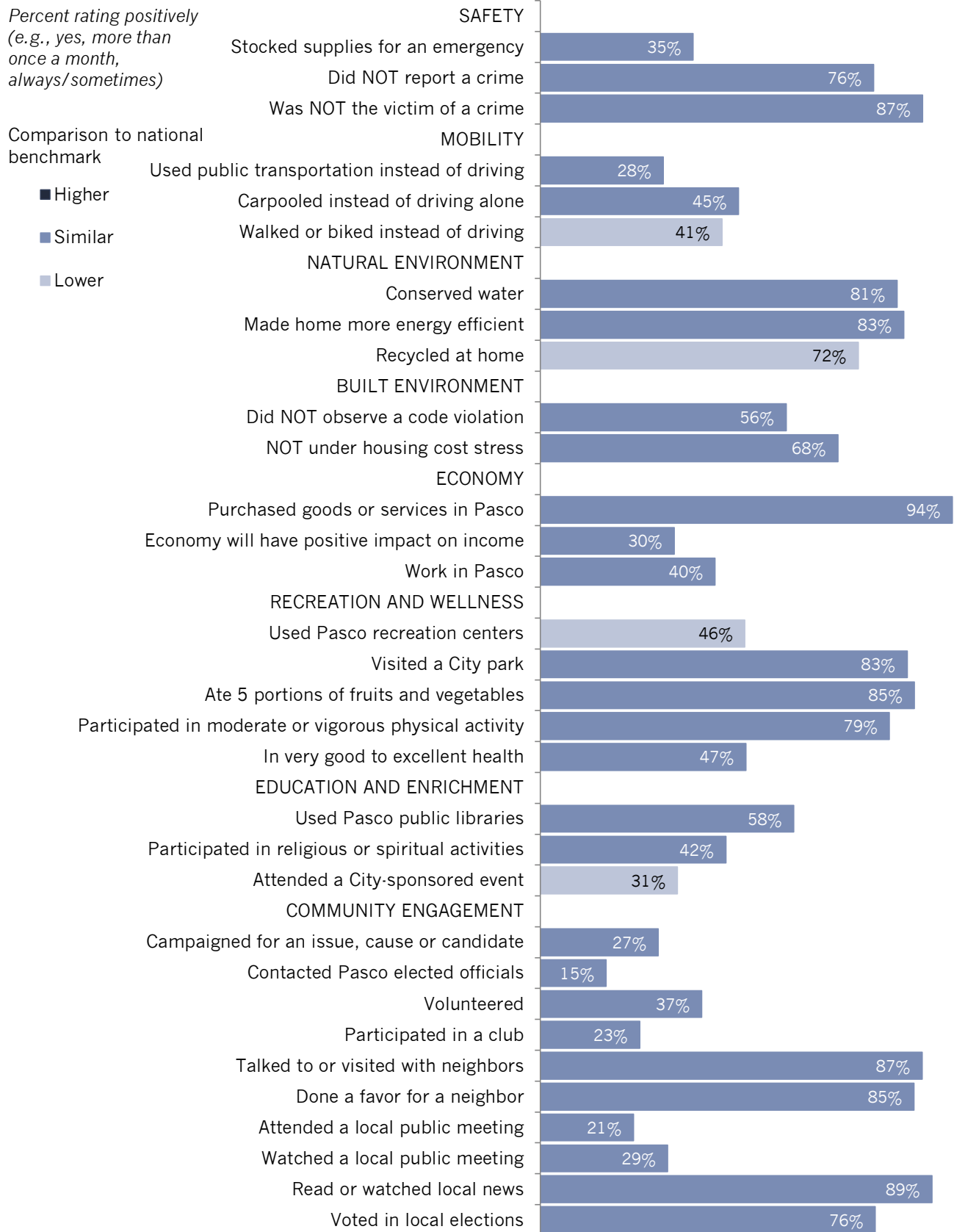
Comparison to national
benchmark

■ Higher ■ Similar ■ Lower



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Figure 3: Aspects of Participation

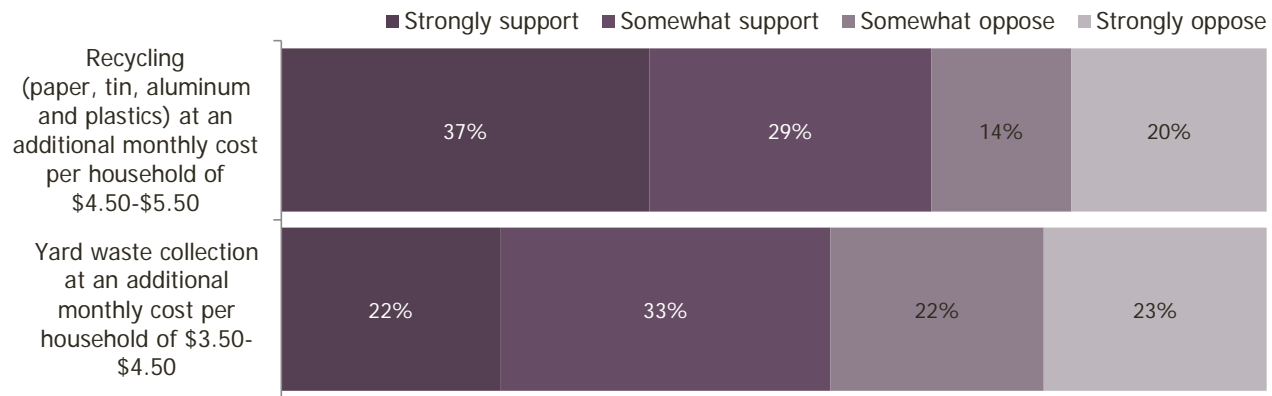


Special Topics

The City of Pasco included three questions of special interest on The NCS. The first special interest question asked residents to indicate their level of support for curbside container recycling and yard waste services at an additional cost. A majority of residents either somewhat or strongly supported both services and nearly 4 in 10 strongly supported a recycling curbside service. Roughly one-third somewhat or strongly opposed a recycling service while closer to half opposed a yard waste collection at the additional cost.

Figure 4: Recycling and Yard Waste Services

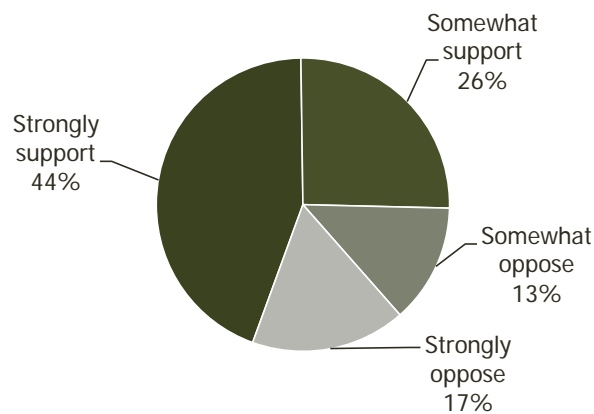
The City is considering providing curbside container recycling and yard waste services. To what extent would you support or oppose these services being offered:



The second special interest question asked residents if they would support or oppose the installation of traffic cameras in order to reduce the rate of traffic incidents at major intersections. About 4 in 10 respondents indicated that they would strongly support the measure and less than 2 in 10 residents would be strongly opposed to the installation of cameras.

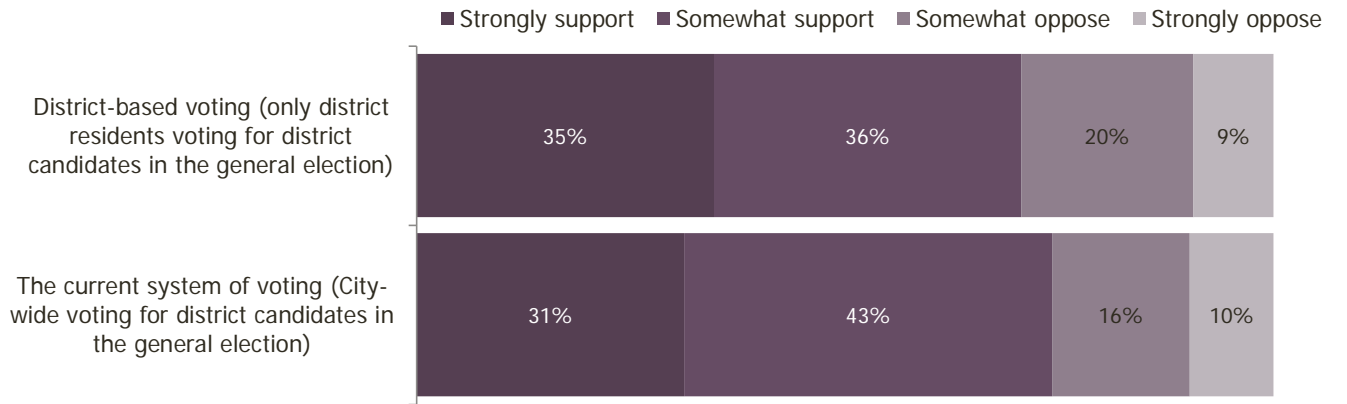
Figure 5: Traffic Cameras

In order to reduce the rate of serious traffic accidents at major intersections, the City is considering installing cameras to increase red light compliance. To what extent do you support or oppose the installation of traffic cameras at select intersections in Pasco?



The last special interest question asked residents about voting preferences for City Council elections. Three-quarters of residents would support maintaining the current system of voting and only a slightly fewer residents reported that they would support changing to the district-based voting method. Roughly the same amount somewhat or strongly opposed both methods of voting.

Figure 6: District-based Voting in General Elections
Of the seven members of City Council, five members are district-based, with only residents within the district able to run for election and only voters residing within the district voting on district candidates in primary elections and city-wide voting in the general (final) election. The method of voting for district-based candidates (district-based voting at the primary level and city-wide voting in the general election) is dictated by state law. The City is considering whether to push to change the law to allow for district-based voting in the general election in communities that choose this approach. To what extent do you support or oppose...



Conclusions

A majority of residents continue to enjoy a high quality of life.

The overall quality of life in Pasco was rated as excellent or good by nearly 6 in 10 residents and about two-thirds of residents rated the City as an excellent or good place to live. Additionally, close to three-quarters of participants gave high marks to their neighborhood as a place to live and 6 in 10 rated Pasco as a place to raise children as excellent or good. Most residents also indicated that they would recommend living in Pasco and planned to remain in the City for the next five years.

Safety is a top priority for residents and represents an opportunity for Pasco.

Safety was identified as a top area of focus for the community for the next two years. Many aspects within Safety received strong ratings and generally tended to remain stable between 2013 and 2015. Safety services that were given especially high marks included fire and ambulance/EMS services (a rating that increased from 2013 to 2015), with about 8 in 10 rating these services as excellent or good. Additionally, a similar proportion of respondents indicated that they felt somewhat or very safe in their neighborhoods. Close to 9 in 10 reported that they had not been the victims of a crime in 2015 and three-quarters of residents did not report a crime. However, several Safety aspects were rated lower than the benchmark, including overall feeling of safety, safety in Pasco's downtown/commercial area, police services, crime prevention, animal control and emergency preparedness. These ratings indicate that aspects of Safety could be an opportunity for improvement in the future.

People appreciate Mobility in Pasco.

Many aspects of Mobility received positive ratings from most residents. Overall ease of travel and ease of travel by car were given excellent or good marks by 7 in 10 participants and about 6 in 10 awarded high marks to the availability of paths and walking trails, ease of walking in Pasco, ease of travel by bicycle, public parking, street cleaning, bus or transit services. Additionally, close to 6 in 10 gave excellent or good ratings to travel by public transportation, a rating that was higher than comparison communities. Many ratings for aspects of Mobility increased between 2013 and 2015 including ease of travel by bicycle and walking, availability of paths and walking trails and street cleaning.

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Trend data for Pasco 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.

Meaningful differences between survey years have been noted within the following tables as being "higher" or "lower" if the differences are greater than nine percentage points between the 2013 and 2015 surveys, otherwise the comparison between 2013 and 2015 are noted as being "similar." Additionally, benchmark comparisons for all survey years are presented for reference. Changes in the benchmark comparison over time can be impacted by various trends, including varying survey cycles for the individual communities that comprise the benchmarks, regional and national economic or other events, as well as emerging survey methodologies.

Overall, ratings in Pasco for 2015 generally remained stable. Of the 131 items for which comparisons were available, 99 items were rated similarly in 2013 and 2015, 10 items showed a decrease in ratings and 22 showed an increase in ratings. Notable trends over time included the following:

- Within the pillar of Community Characteristics, trends between 2013 and 2015 generally remained stable, but there were several items that increased over time. In the facet of Mobility, ratings for ease of travel by bicycle, ease of walking and availability of paths and walking trails increased between 2013 and 2015. Other items that were rated higher in 2015 compared to 2013 included the cleanliness of Pasco, public places where people want to spend time, employment opportunities, preventative health services, opportunities to participate in community matters, opportunities to attend social events and activities and the overall appearance of Pasco. The measures that decreased over time within Community Characteristics were new development in Pasco, health and wellness opportunities, education and enrichment opportunities, overall quality of life and the City as a place to retire.
- Ten ratings increased within the pillar of Governance and three items decreased in 2015. The aspects with higher ratings between comparative years occurred in almost all eight facets and included value of services for taxes paid, City parks, recreation centers, public libraries, sewer services, utility billing, open space, street cleaning and ambulance/EMS services. Aspects that were less positively rated in 2015 compared to 2013 were animal control, traffic enforcement and health services.
- The majority of items within the pillar of Participation received similar ratings between 2013 and 2015. Fewer residents reported that they had not observed a code violation and more residents indicated that they had done a favor for a neighbor in 2015. However, fewer participants reported that they had walked or biked instead of driving and worked in Pasco compared to the previous iteration of the survey.

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Table 1: Community Characteristics General

	Percent rating positively (e.g., excellent/good)						2015 rating compared to 2013	Comparison to benchmark					
	2005	2007	2009	2011	2013	2015		2005	2007	2009	2011	2013	2015
Overall quality of life	64%	52%	76%	64%	69%	59%	Lower	Lower	Much lower	Similar	Much lower	Similar	Lower
Overall image	46%	35%	37%	32%	28%	23%	Similar	Much lower	Much lower	Much lower	Much lower	Much lower	Much lower
Place to live	75%	59%	78%	73%	69%	66%	Similar	Similar	Much lower	Lower	Much lower	Lower	Lower
Neighborhood	68%	63%	77%	71%	77%	74%	Similar	Similar	Much lower	Similar	Lower	Similar	Similar
Place to raise children	66%	49%	62%	63%	63%	61%	Similar	Similar	Much lower	Much lower	Much lower	Lower	Lower
Place to retire	54%	45%	60%	59%	59%	45%	Lower	Similar	Much lower	Similar	Lower	Similar	Lower
Overall appearance	48%	33%	46%	37%	33%	44%	Higher	Much lower	Much lower	Much lower	Much lower	Much lower	Lower

Table 2: Community Characteristics by Facet

		Percent rating positively (e.g., excellent/good, very/somewhat safe)						2015 rating compared to 2013	Comparison to benchmark					
		2005	2007	2009	2011	2013	2015		2005	2007	2009	2011	2013	2015
Safety	Overall feeling of safety	NA	NA	NA	NA	48%	53%	Similar	NA	NA	NA	NA	Much lower	Lower
	Safe in neighborhood	85%	80%	92%	91%	92%	85%	Similar	Lower	Lower	Similar	Similar	Similar	Similar
	Safe downtown/commercial area	69%	64%	60%	61%	60%	59%	Similar	Much lower	Much lower	Much lower	Much lower	Much lower	Much lower
	Overall ease of travel	NA	NA	NA	NA	67%	72%	Similar	NA	NA	NA	NA	Similar	Similar
	Paths and walking trails	NA	NA	62%	59%	47%	61%	Higher	NA	NA	Similar	Similar	Similar	Similar
	Ease of walking	67%	57%	61%	55%	47%	57%	Higher	Higher	Similar	Similar	Similar	Similar	Similar
Mobility	Travel by bicycle	63%	55%	67%	53%	35%	57%	Higher	Higher	Higher	Much higher	Similar	Similar	Similar
	Travel by public transportation	NA	NA	NA	NA	55%	59%	Similar	NA	NA	NA	NA	Similar	Higher
	Travel by car	73%	64%	72%	72%	67%	72%	Similar	Much higher	Much higher	Much higher	Much higher	Similar	Similar
	Public parking	NA	NA	NA	NA	63%	66%	Similar	NA	NA	NA	NA	Similar	Similar
	Traffic flow	65%	53%	54%	55%	47%	47%	Similar	NA	NA	Higher	Higher	Similar	Similar
Natural Environment	Overall natural environment	NA	NA	56%	55%	57%	58%	Similar	NA	NA	Much lower	Much lower	Lower	Lower
	Cleanliness	NA	NA	45%	38%	32%	52%	Higher	NA	NA	Much lower	Much lower	Much lower	Lower
	Air quality	64%	59%	62%	56%	56%	64%	Similar	Similar	Lower	Similar	Lower	Similar	Similar
	Overall built environment	NA	NA	NA	NA	45%	42%	Similar	NA	NA	NA	NA	Lower	Lower
Built Environment	New development in Pasco	73%	65%	73%	66%	54%	44%	Lower	Higher	Much higher	Much higher	Similar	Similar	Similar
	Affordable quality housing	55%	52%	66%	52%	54%	48%	Similar	Higher	Much higher	Much higher	Much higher	Similar	Similar
	Housing options	NA	NA	70%	57%	57%	52%	Similar	NA	NA	Higher	Similar	Similar	Similar

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		Percent rating positively (e.g., excellent/good, very/somewhat safe)						2015 rating compared to 2013	Comparison to benchmark					
		2005	2007	2009	2011	2013	2015		2005	2007	2009	2011	2013	2015
	Public places	NA	NA	NA	NA	31%	41%	Higher	NA	NA	NA	NA	Much lower	Lower
	Overall economic health	NA	NA	NA	NA	44%	40%	Similar	NA	NA	NA	NA	Similar	Lower
	Vibrant downtown/commercial area	NA	NA	NA	NA	18%	14%	Similar	NA	NA	NA	NA	Much lower	Much lower
	Business and services	NA	NA	58%	54%	38%	43%	Similar	NA	NA	Similar	Lower	Lower	Lower
	Cost of living	NA	NA	NA	NA	48%	49%	Similar	NA	NA	NA	NA	Similar	Similar
	Shopping opportunities	35%	38%	38%	35%	31%	35%	Similar	Much lower	Much lower	Lower	Much lower	Lower	Lower
	Employment opportunities	39%	33%	48%	40%	28%	37%	Higher	Similar	Higher	Much higher	Higher	Similar	Similar
	Place to visit	NA	NA	NA	NA	43%	34%	Similar	NA	NA	NA	NA	Lower	Lower
Economy	Place to work	65%	57%	64%	63%	56%	47%	Similar	Similar	Similar	Similar	Similar	Similar	Similar
	Health and wellness	NA	NA	NA	NA	49%	40%	Lower	NA	NA	NA	NA	Lower	Lower
	Mental health care	NA	NA	NA	NA	30%	38%	Similar	NA	NA	NA	NA	Similar	Similar
	Preventive health services	NA	NA	53%	49%	43%	53%	Higher	NA	NA	Similar	Lower	Similar	Similar
	Health care	42%	45%	54%	43%	51%	47%	Similar	Lower	Similar	Similar	Similar	Similar	Similar
	Recreational opportunities	47%	48%	47%	45%	42%	42%	Similar	Lower	Much lower	Much lower	Much lower	Lower	Lower
Recreation and Wellness	Fitness opportunities	NA	NA	NA	NA	53%	49%	Similar	NA	NA	NA	NA	Lower	Lower
	Religious or spiritual events and activities	NA	NA	NA	NA	NA	63%	NA	NA	NA	NA	NA	NA	Lower
	Cultural/arts/music activities	49%	51%	47%	45%	27%	36%	Similar	Lower	Similar	Similar	Lower	Lower	Lower
	Adult education	NA	NA	NA	NA	54%	59%	Similar	NA	NA	NA	NA	Similar	Similar
	K-12 education	62%	50%	63%	53%	54%	53%	Similar	Higher	Lower	Similar	Lower	Lower	Lower
Education and Enrichment	Child care/preschool	41%	40%	54%	47%	38%	46%	Similar	Similar	Similar	Much higher	Higher	Similar	Similar
	Social events and activities	NA	NA	57%	50%	29%	41%	Higher	NA	NA	Lower	Lower	Lower	Lower
	Neighborliness	NA	NA	NA	NA	40%	41%	Similar	NA	NA	NA	NA	Lower	Lower
	Openness and acceptance	54%	56%	63%	57%	45%	48%	Similar	Similar	Similar	Similar	Similar	Lower	Similar
	Opportunities to participate in community matters	NA	NA	58%	51%	37%	47%	Higher	NA	NA	Similar	Lower	Lower	Lower
Community Engagement	Opportunities to volunteer	NA	NA	72%	58%	45%	53%	Similar	NA	NA	Similar	Much lower	Lower	Lower

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Table 3: Governance General

	Percent rating positively (e.g., excellent/good)						2015 rating compared to 2013	Comparison to benchmark					
	2005	2007	2009	2011	2013	2015		2005	2007	2009	2011	2013	2015
Services provided by Pasco	69%	58%	69%	61%	64%	60%	Similar	Similar	Lower	Similar	Similar	Similar	Similar
Customer service	58%	60%	68%	71%	55%	57%	Similar	Lower	Much lower	Lower	Similar	Lower	Lower
Value of services for taxes paid	52%	51%	53%	49%	34%	45%	Higher	Similar	Similar	Similar	Similar	Similar	Similar
Overall direction	61%	54%	60%	45%	51%	42%	Similar	Similar	Higher	Similar	Similar	Similar	Similar
Welcoming citizen involvement	56%	48%	47%	40%	34%	38%	Similar	Similar	Similar	Similar	Lower	Lower	Similar
Confidence in City government	NA	NA	NA	NA	39%	34%	Similar	NA	NA	NA	NA	Similar	Similar
Acting in the best interest of Pasco	NA	NA	NA	NA	40%	43%	Similar	NA	NA	NA	NA	Similar	Similar
Being honest	NA	NA	NA	NA	40%	39%	Similar	NA	NA	NA	NA	Similar	Lower
Treating all residents fairly	NA	NA	NA	NA	46%	42%	Similar	NA	NA	NA	NA	Similar	Similar
Services provided by the Federal Government	50%	41%	50%	42%	36%	44%	Similar	Higher	Similar	Higher	Similar	Similar	Similar

Table 4: Governance by Facet

		Percent rating positively (e.g., excellent/good)						2015 rating compared to 2013	Comparison to benchmark					
		2005	2007	2009	2011	2013	2015		2005	2007	2009	2011	2013	2015
Safety	Police	70%	63%	71%	74%	67%	63%	Similar	Similar	Similar	Lower	Similar	Similar	Lower
	Fire	89%	87%	88%	88%	78%	87%	Similar	Similar	Similar	Similar	Similar	Lower	Similar
	Ambulance/EMS	87%	73%	87%	84%	73%	85%	Higher	Similar	Similar	Lower	Similar	Lower	Similar
	Crime prevention	56%	43%	57%	56%	50%	45%	Similar	Lower	Much lower	Similar	Lower	Lower	Lower
	Fire prevention	NA	NA	68%	70%	62%	65%	Similar	NA	NA	Similar	Similar	Lower	Similar
	Animal control	53%	45%	43%	37%	46%	36%	Lower	Similar	Much lower	Much lower	Much lower	Similar	Lower
	Emergency preparedness	NA	NA	53%	47%	32%	40%	Similar	NA	NA	Much lower	Lower	Much lower	Lower
	Traffic enforcement	63%	59%	63%	57%	61%	50%	Lower	Similar	Similar	Similar	Similar	Similar	Lower
	Street repair	54%	57%	53%	53%	39%	46%	Similar	Higher	Much higher	Much higher	Much higher	Similar	Similar
	Street cleaning	62%	59%	62%	60%	49%	59%	Higher	Similar	Similar	Similar	Similar	Similar	Similar
Mobility	Street lighting	57%	54%	57%	51%	46%	50%	Similar	Similar	Similar	Similar	Lower	Lower	Similar
	Snow removal	45%	46%	51%	47%	45%	51%	Similar	Much lower	Much lower	Much lower	Much lower	Lower	Similar
	Sidewalk maintenance	53%	51%	47%	50%	49%	48%	Similar	Similar	Similar	Similar	Similar	Similar	Similar
	Traffic signal timing	57%	44%	49%	57%	41%	48%	Similar	Higher	Higher	Similar	Higher	Similar	Similar
	Bus or transit services	NA	77%	68%	73%	69%	64%	Similar	NA	Much higher	Much higher	Much higher	Similar	Similar
	Garbage collection	85%	84%	83%	84%	76%	84%	Similar	Higher	Similar	Similar	Similar	Similar	Similar

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		Percent rating positively (e.g., excellent/good)						2015 rating compared to 2013	Comparison to benchmark					
		2005	2007	2009	2011	2013	2015		2005	2007	2009	2011	2013	2015
	Recycling	65%	52%	51%	43%	34%	32%	Similar	Lower	Much lower	Much lower	Much lower	Much lower	Much lower
	Yard waste pick-up	61%	56%	65%	66%	65%	66%	Similar	Similar	Much lower	Similar	Lower	Similar	Similar
	Drinking water	56%	54%	62%	65%	63%	64%	Similar	Similar	Similar	Similar	Similar	Similar	Similar
	Natural areas preservation	NA	NA	57%	51%	42%	46%	Similar	NA	NA	Similar	Similar	Lower	Similar
	Open space	NA	NA	NA	NA	37%	47%	Higher	NA	NA	NA	NA	Lower	Similar
Built Environment	Storm drainage	66%	63%	65%	68%	60%	69%	Similar	Higher	Much higher	Much higher	Higher	Similar	Similar
	Sewer services	69%	71%	73%	76%	65%	77%	Higher	Similar	Higher	Similar	Higher	Similar	Similar
	Utility billing	NA	NA	NA	NA	56%	66%	Higher	NA	NA	NA	NA	Similar	Similar
	Land use, planning and zoning	53%	46%	45%	46%	36%	33%	Similar	Higher	Higher	Higher	Similar	Similar	Lower
	Code enforcement	38%	39%	30%	27%	33%	31%	Similar	Lower	Lower	Much lower	Much lower	Lower	Lower
	Cable television	40%	49%	53%	54%	50%	51%	Similar	Lower	Similar	Similar	Similar	Similar	Similar
Economy	Economic development	49%	53%	47%	46%	43%	41%	Similar	Similar	Much higher	Higher	Similar	Similar	Similar
Recreation and Wellness	City parks	70%	68%	65%	65%	56%	66%	Higher	Similar	Lower	Lower	Lower	Lower	Similar
	Recreation programs	69%	59%	56%	53%	45%	50%	Similar	Similar	Lower	Lower	Much lower	Lower	Lower
	Recreation centers	59%	53%	51%	53%	38%	56%	Higher	Similar	Lower	Much lower	Much lower	Lower	Similar
	Health services	NA	NA	54%	58%	57%	48%	Lower	NA	NA	Similar	Similar	Similar	Similar
	Special events	NA	NA	NA	NA	37%	39%	Similar	NA	NA	NA	NA	Much lower	Lower
Education and Enrichment	Public libraries	68%	74%	76%	61%	69%	79%	Higher	Similar	Similar	Lower	Much lower	Lower	Similar
Community Engagement	Public information	55%	58%	65%	57%	51%	63%	Higher	Similar	Similar	Similar	Similar	Similar	Similar

Table 5: Participation General

	Percent rating positively (e.g., always/sometimes, more than once a month, yes)						2015 rating compared to 2013	Comparison to benchmark					
	2005	2007	2009	2011	2013	2015		2005	2007	2009	2011	2013	2015
Sense of community	56%	46%	53%	48%	33%	38%	Similar	Similar	Lower	Lower	Much lower	Lower	Lower
Recommend Pasco	NA	NA	83%	79%	77%	76%	Similar	NA	NA	Similar	Lower	Similar	Similar

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	Percent rating positively (e.g., always/sometimes, more than once a month, yes)						2015 rating compared to 2013	Comparison to benchmark					
	2005	2007	2009	2011	2013	2015		2005	2007	2009	2011	2013	2015
Remain in Pasco	NA	NA	85%	83%	85%	80%	Similar	NA	NA	Similar	Similar	Similar	Similar
Contacted Pasco employees	61%	71%	56%	46%	45%	44%	Similar	NA	NA	Similar	Much lower	Similar	Similar

Table 6: Participation by Facet

		Percent rating positively (e.g., always/sometimes, more than once a month, yes)						2015 rating compared to 2013	Comparison to benchmark					
		2005	2007	2009	2011	2013	2015		2005	2007	2009	2011	2013	2015
Safety	Stocked supplies for an emergency	NA	NA	NA	NA	40%	35%	Similar	NA	NA	NA	NA	Similar	Similar
	Did NOT report a crime	NA	NA	NA	NA	73%	76%	Similar	NA	NA	NA	NA	Similar	Similar
	Was NOT the victim of a crime	74%	83%	83%	88%	88%	87%	Similar	NA	NA	Similar	Similar	Similar	Similar
Mobility	Used public transportation instead of driving	NA	NA	NA	NA	26%	28%	Similar	NA	NA	NA	NA	Similar	Similar
	Carpooled instead of driving alone	NA	NA	NA	NA	47%	45%	Similar	NA	NA	NA	NA	Similar	Similar
	Walked or biked instead of driving	NA	NA	NA	NA	52%	41%	Lower	NA	NA	NA	NA	Similar	Lower
Natural Environment	Conserved water	NA	NA	NA	NA	76%	81%	Similar	NA	NA	NA	NA	Similar	Similar
	Made home more energy efficient	NA	NA	NA	NA	80%	83%	Similar	NA	NA	NA	NA	Similar	Similar
	Recycled at home	70%	57%	59%	62%	68%	72%	Similar	NA	NA	Much lower	Much lower	Lower	Lower
Built Environment	Did NOT observe a code violation	NA	NA	NA	NA	45%	56%	Higher	NA	NA	NA	NA	Similar	Similar
	NOT under housing cost stress	NA	NA	68%	65%	61%	68%	Similar	NA	NA	Higher	Similar	Similar	Similar
Economy	Purchased goods or services in Pasco	NA	NA	NA	NA	97%	94%	Similar	NA	NA	NA	NA	Similar	Similar
	Economy will have positive impact on income	32%	23%	25%	25%	25%	30%	Similar	NA	NA	Much higher	Higher	Similar	Similar
	Work in Pasco	NA	NA	NA	NA	51%	40%	Lower	NA	NA	NA	NA	Similar	Similar
Recreation and Wellness	Used Pasco recreation centers	62%	45%	48%	47%	40%	46%	Similar	NA	NA	Much lower	Much lower	Lower	Lower
	Visited a City park	88%	87%	78%	79%	78%	83%	Similar	NA	NA	Lower	Lower	Similar	Similar
	Ate 5 portions of fruits and vegetables	NA	NA	NA	NA	81%	85%	Similar	NA	NA	NA	NA	Similar	Similar
	Participated in moderate or vigorous physical activity	NA	NA	NA	NA	80%	79%	Similar	NA	NA	NA	NA	Similar	Similar

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		Percent rating positively (e.g., always/sometimes, more than once a month, yes)						2015 rating compared to 2013	Comparison to benchmark					
		2005	2007	2009	2011	2013	2015		2005	2007	2009	2011	2013	2015
Education and Enrichment	In very good to excellent health	NA	NA	NA	NA	55%	47%	Similar	NA	NA	NA	NA	Similar	Similar
	Used Pasco public libraries	74%	66%	60%	67%	66%	58%	Similar	NA	NA	Much lower	Lower	Similar	Similar
	Participated in religious or spiritual activities	NA	NA	52%	55%	47%	42%	Similar	NA	NA	Similar	Higher	Similar	Similar
	Attended a City-sponsored event	NA	NA	NA	NA	31%	31%	Similar	NA	NA	NA	NA	Much lower	Much lower
Community Engagement	Campaigned for an issue, cause or candidate	NA	NA	NA	NA	20%	27%	Similar	NA	NA	NA	NA	Similar	Similar
	Contacted Pasco elected officials	NA	NA	NA	NA	15%	15%	Similar	NA	NA	NA	NA	Similar	Similar
	Volunteered	41%	43%	40%	38%	35%	37%	Similar	NA	NA	Similar	Lower	Similar	Similar
	Participated in a club	NA	NA	31%	22%	14%	23%	Similar	NA	NA	Similar	Much lower	Lower	Similar
	Talked to or visited with neighbors	NA	NA	NA	NA	82%	87%	Similar	NA	NA	NA	NA	Similar	Similar
	Done a favor for a neighbor	NA	NA	NA	NA	75%	85%	Higher	NA	NA	NA	NA	Similar	Similar
	Attended a local public meeting	31%	19%	19%	22%	14%	21%	Similar	NA	NA	Much lower	Lower	Lower	Similar
	Watched a local public meeting	45%	41%	39%	47%	30%	29%	Similar	NA	NA	Lower	Higher	Similar	Similar
	Read or watched local news	NA	NA	NA	NA	87%	89%	Similar	NA	NA	NA	NA	Similar	Similar
	Voted in local elections	58%	51%	63%	57%	77%	76%	Similar	NA	NA	Much lower	Much lower	Similar	Similar



Pasco, WA

Comparisons by Demographic Subgroups
2016



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Summary

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 survey and its administration are standardized to assure high quality research methods and directly comparable results across The NCS communities. This report discusses differences in opinion of survey respondents by housing unit type (attached or detached), housing tenure (rent or own), age and gender.

Responses in the following tables show only the proportion of respondents giving a certain answer; for example, the percent of respondents who rated the quality of life as “excellent” or “good,” or the percent of respondents who attended a public meeting more than once a month. ANOVA and chi-square tests of significance were applied to these comparisons of survey questions. A “p-value” of 0.05 or less indicates that there is less than a 5% probability that differences observed between subgroups are due to chance; or in other words, a greater than 95% probability that the differences observed are “real.” Where differences were statistically significant, they have been shaded grey.

The margin of error for this report is generally no greater than plus or minus six percentage points around any given percent reported for the entire sample (260 completed surveys). 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.

Notable differences between demographic subgroups included the following:

- Within the facet of general Community Characteristics, residents who lived in attached housing tended to give higher ratings to their neighborhood as a place to live, and felt safer in their neighborhoods and in Pasco’s downtown/commercial areas during the day, while participants who lived in detached housing awarded higher ratings to Pasco as a place to retire. Where significance was noted, residents who lived in attached housing also tended to rate aspects of Mobility, (traffic flow on major streets, ease of walking in Pasco and availability of paths and walking trails) Education and Enrichment (availability of affordable quality child care/preschool, K-12 education and adult education opportunities) and Community Engagement (opportunities to participate in social events/activities and community matters and openness and acceptance of the community toward people of diverse backgrounds) higher than their counterparts.
- Ratings within Governance had significant differences in several areas. Where differences were noted as being significant, those living in attached housing, residents who rented their homes, or younger respondents (aged 18-34) gave higher ratings to the job Pasco government did at welcoming citizen involvement, acting in the best interest of the community and treating all residents fairly compared to those in other demographic groups. Meanwhile, residents who lived in attached housing provided lower ratings for garbage collection, yard waste pick-up and drinking water compared to participants who lived in detached housing. Additionally, where differences were significant, men tended to rate aspects of Governance more highly than did women.
- Rates of Participation tended to vary across demographic groups. While residents who lived in attached housing and rented their homes were more likely to report that they were under housing cost stress, but they were less likely to report that they had observed a code violation than individuals who lived in detached housing and residents who owned their homes. Homeowners were less likely to report that they volunteered their time to some group/activity in Pasco, participated in a club, or attended a public meeting than renters; however, they were more likely to report that they talked to or visited with neighbors and had done a favor for a neighbor than other respondents. Residents who were aged 18-34 were less likely to say that they would remain in Pasco for the next five years than older participants, while residents aged 55 and older were less likely to say that the economy will have positive impact on income than those who were younger.
- When asked about their support for recycling and yard waste services, residents who lived in rented units, participants who lived in attached housing or who were between the ages of 18-34 were more likely to support recycling and yard waste collection at an additional monthly cost than those who owned their residences, residents who lived in detached housing or older respondents.

- Regarding support for installing cameras at street lights, residents who were male or owned their homes were less likely to support the installation of cameras to increase red light compliance than those who rented or were female.

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Table 1: Community Characteristics - General

Percent rating positively (e.g., excellent/good)	Housing Unit Type		Housing Tenure		Age			Sex		Overall
	Detached	Attached	Rent	Own	18-34	35-54	55+	Female	Male	
The overall quality of life in Pasco	57%	67%	63%	57%	56%	65%	56%	63%	56%	59%
Overall image or reputation of Pasco	22%	30%	25%	23%	21%	23%	29%	24%	23%	23%
Pasco as a place to live	65%	73%	64%	68%	61%	66%	76%	74%	59%	66%
Your neighborhood as a place to live	70%	85%	77%	71%	74%	70%	76%	74%	72%	74%
Pasco as a place to raise children	58%	71%	68%	57%	67%	56%	55%	61%	60%	61%
Pasco as a place to retire	49%	27%	28%	52%	30%	51%	57%	47%	41%	45%
Overall appearance of Pasco	41%	55%	52%	41%	45%	45%	43%	52%	38%	44%

Table 2: Community Characteristics - Safety

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Housing Unit Type		Housing Tenure		Age			Sex		Overall
	Detached	Attached	Rent	Own	18-34	35-54	55+	Female	Male	
Overall feeling of safety in Pasco	51%	60%	57%	51%	56%	50%	49%	53%	53%	53%
In your neighborhood during the day	81%	98%	91%	82%	89%	78%	87%	84%	87%	85%
In Pasco's downtown/commercial areas during the day	56%	72%	70%	54%	61%	62%	53%	60%	61%	59%

Table 3: Community Characteristics - Mobility

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Housing Unit Type		Housing Tenure		Age			Sex		Overall
	Detached	Attached	Rent	Own	18-34	35-54	55+	Female	Male	
Overall ease of getting to the places you usually have to visit	72%	76%	77%	71%	72%	69%	79%	71%	73%	72%
Traffic flow on major streets	44%	60%	59%	43%	49%	38%	58%	44%	51%	47%
Ease of public parking	66%	70%	71%	65%	76%	55%	67%	61%	73%	66%
Ease of travel by car in Pasco	70%	80%	80%	68%	76%	72%	67%	74%	70%	72%
Ease of travel by public transportation in Pasco	63%	50%	52%	64%	54%	66%	62%	67%	52%	59%
Ease of travel by bicycle in Pasco	56%	61%	57%	58%	52%	67%	48%	63%	52%	57%
Ease of walking in Pasco	52%	73%	64%	54%	65%	46%	61%	59%	54%	57%
Availability of paths and walking trails	57%	81%	67%	60%	67%	53%	68%	60%	63%	61%

Table 4: Community Characteristics - Natural Environment

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Housing Unit Type		Housing Tenure		Age			Sex		Overall
	Detached	Attached	Rent	Own	18-34	35-54	55+	Female	Male	
Quality of overall natural environment in Pasco	61%	50%	61%	57%	59%	62%	53%	61%	57%	58%
Air quality	66%	63%	68%	64%	72%	62%	59%	61%	71%	64%
Cleanliness of Pasco	51%	59%	58%	50%	57%	46%	53%	55%	50%	52%

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Table 5: Community Characteristics - Built Environment

	Housing Unit Type		Housing tenure		Age			Sex		Overall
	Detached	Attached	Rent	Own	18-34	35-54	55+	Female	Male	
Percent rating positively (e.g., excellent/good, very/somewhat safe)										
Overall "built environment" of Pasco (including overall design, buildings, parks and transportation systems)	41%	47%	42%	43%	38%	44%	46%	47%	37%	42%
Public places where people want to spend time	37%	52%	43%	40%	41%	38%	43%	41%	40%	41%
Variety of housing options	50%	59%	45%	56%	53%	50%	53%	54%	51%	52%
Availability of affordable quality housing	52%	38%	34%	57%	45%	47%	59%	47%	51%	48%
Overall quality of new development in Pasco	42%	53%	46%	44%	47%	42%	42%	50%	39%	44%

Table 6: Community Characteristics - Economy

	Housing Unit Type		Housing Tenure		Age			Sex		Overall
	Detached	Attached	Rent	Own	18-34	35-54	55+	Female	Male	
Percent rating positively (e.g., excellent/good, very/somewhat safe)										
Overall economic health of Pasco	40%	39%	31%	44%	35%	41%	48%	37%	43%	40%
Pasco as a place to work	45%	52%	41%	50%	42%	46%	58%	49%	45%	47%
Pasco as a place to visit	33%	36%	38%	32%	26%	42%	36%	39%	29%	34%
Employment opportunities	36%	40%	36%	37%	29%	47%	35%	33%	40%	37%
Shopping opportunities	33%	46%	37%	35%	29%	42%	38%	37%	35%	35%
Cost of living in Pasco	57%	25%	33%	58%	53%	45%	51%	39%	61%	49%
Overall quality of business and service establishments in Pasco	40%	56%	46%	42%	46%	42%	44%	48%	41%	43%
Vibrant downtown/commercial area	15%	9%	7%	17%	9%	18%	16%	12%	15%	14%

Table 7: Community Characteristics - Recreation and Wellness

	Housing Unit Type		Housing Tenure		Age			Sex		Overall
	Detached	Attached	Rent	Own	18-34	35-54	55+	Female	Male	
Percent rating positively (e.g., excellent/good, very/somewhat safe)										
Health and wellness opportunities in Pasco	43%	32%	30%	46%	24%	51%	53%	41%	42%	40%
Fitness opportunities (including exercise classes and paths or trails, etc.)	49%	52%	43%	52%	45%	45%	61%	45%	54%	49%
Recreational opportunities	42%	44%	37%	45%	31%	49%	54%	37%	48%	42%
Availability of affordable quality health care	47%	49%	44%	49%	52%	41%	49%	54%	42%	47%
Availability of preventive health services	50%	65%	56%	53%	58%	48%	54%	59%	49%	53%
Availability of affordable quality mental health care	37%	43%	38%	39%	47%	36%	30%	38%	41%	38%

Table 8: Community Characteristics - Education and Enrichment

	Housing Unit Type		Housing Tenure		Age			Sex		Overall
	Detached	Attached	Rent	Own	18-34	35-54	55+	Female	Male	
Percent rating positively (e.g., excellent/good, very/somewhat safe)										
Overall opportunities for education and enrichment	42%	38%	34%	44%	31%	43%	55%	37%	46%	40%
Availability of affordable quality child care/preschool	39%	65%	63%	35%	47%	49%	37%	44%	48%	46%
K-12 education	48%	71%	65%	47%	56%	51%	52%	57%	50%	53%
Adult educational opportunities	52%	77%	66%	54%	71%	51%	49%	56%	63%	59%

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Percent rating positively (e.g., excellent/good, very/somewhat safe)	Housing Unit Type		Housing Tenure		Age			Sex		Overall
	Detached	Attached	Rent	Own	18-34	35-54	55+	Female	Male	
Opportunities to attend cultural/arts/music activities	33%	48%	39%	35%	47%	28%	32%	37%	36%	36%
Opportunities to participate in religious or spiritual events and activities	60%	74%	76%	58%	69%	61%	61%	54%	74%	63%

Table 9: Community Characteristics - Community Engagement

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Housing Unit Type		Housing Tenure		Age			Sex		Overall
	Detached	Attached	Rent	Own	18-34	35-54	55+	Female	Male	
Opportunities to participate in social events and activities	35%	65%	50%	37%	48%	36%	36%	46%	36%	41%
Opportunities to volunteer	51%	59%	57%	51%	54%	48%	61%	54%	53%	53%
Opportunities to participate in community matters	42%	69%	59%	42%	58%	38%	44%	48%	47%	47%
Openness and acceptance of the community toward people of diverse backgrounds	43%	63%	53%	45%	48%	47%	45%	50%	45%	48%
Neighborliness of residents in Pasco	42%	38%	33%	45%	43%	37%	45%	44%	39%	41%

Table 10: Governance - General

Percent rating positively (e.g., excellent/good)	Housing Unit Type		Housing Tenure		Age			Sex		Overall
	Detached	Attached	Rent	Own	18-34	35-54	55+	Female	Male	
The City of Pasco	57%	72%	69%	57%	64%	55%	61%	61%	60%	60%
The value of services for the taxes paid to Pasco	47%	41%	41%	48%	55%	35%	44%	41%	50%	45%
The overall direction that Pasco is taking	38%	58%	44%	42%	42%	41%	46%	40%	45%	42%
The job Pasco government does at welcoming citizen involvement	32%	58%	52%	31%	51%	25%	33%	35%	42%	38%
Overall confidence in Pasco government	30%	51%	50%	28%	42%	29%	29%	35%	35%	34%
Generally acting in the best interest of the community	37%	62%	60%	36%	54%	33%	40%	39%	46%	43%
Being honest	36%	52%	50%	35%	51%	30%	37%	32%	46%	39%
Treating all residents fairly	39%	59%	59%	37%	56%	31%	42%	38%	48%	42%
Overall customer service by Pasco employees (police, receptionists, planners, etc.)	59%	52%	58%	57%	49%	60%	65%	46%	67%	57%
The Federal Government	40%	63%	57%	39%	54%	42%	35%	48%	43%	44%

Table 11: Governance - Safety

Percent rating positively (e.g., excellent/good)	Housing Unit Type		Housing Tenure		Age			Sex		Overall
	Detached	Attached	Rent	Own	18-34	35-54	55+	Female	Male	
Police/Sheriff services	61%	69%	64%	62%	60%	57%	73%	62%	62%	63%
Fire services	85%	93%	96%	82%	91%	77%	94%	88%	85%	87%
Ambulance or emergency medical services	84%	89%	86%	84%	85%	80%	91%	89%	81%	85%
Crime prevention	48%	31%	35%	49%	41%	44%	52%	40%	50%	45%
Fire prevention and education	66%	59%	58%	67%	56%	67%	70%	63%	66%	65%
Animal control	35%	46%	36%	38%	35%	37%	40%	30%	44%	36%
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	42%	32%	42%	39%	38%	39%	46%	34%	44%	40%

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Table 12: Governance - Mobility

Percent rating positively (e.g., excellent/good)	Housing Unit Type		Housing Tenure		Age			Sex		Overall
	Detached	Attached	Rent	Own	18-34	35-54	55+	Female	Male	
Traffic enforcement	51%	52%	51%	52%	47%	51%	57%	51%	51%	50%
Street repair	49%	38%	40%	50%	48%	47%	44%	35%	57%	46%
Street cleaning	58%	66%	51%	63%	69%	46%	66%	57%	63%	59%
Street lighting	51%	48%	42%	55%	52%	42%	62%	47%	54%	50%
Snow removal	51%	54%	60%	48%	50%	53%	52%	48%	55%	51%
Sidewalk maintenance	49%	44%	39%	53%	49%	43%	54%	45%	50%	48%
Traffic signal timing	47%	54%	48%	48%	48%	46%	51%	52%	44%	48%
Bus or transit services	65%	58%	50%	71%	61%	61%	70%	63%	64%	64%

Table 13: Governance - Natural Environment

Percent rating positively (e.g., excellent/good)	Housing Unit Type		Housing Tenure		Age			Sex		Overall
	Detached	Attached	Rent	Own	18-34	35-54	55+	Female	Male	
Garbage collection	88%	66%	71%	89%	80%	83%	92%	75%	93%	84%
Recycling	33%	31%	34%	31%	17%	41%	43%	34%	30%	32%
Yard waste pick-up	73%	42%	53%	72%	61%	64%	77%	58%	73%	66%
Drinking water	73%	40%	50%	73%	61%	66%	70%	64%	68%	64%
Preservation of natural areas such as open space, farmlands and greenbelts	43%	61%	53%	43%	51%	45%	42%	37%	55%	46%
Pasco open space	43%	63%	58%	41%	50%	49%	41%	40%	54%	47%

Table 14: Governance - Built Environment

Percent rating positively (e.g., excellent/good)	Housing Unit Type		Housing Tenure		Age			Sex		Overall
	Detached	Attached	Rent	Own	18-34	35-54	55+	Female	Male	
Storm drainage	69%	68%	68%	69%	73%	65%	70%	66%	72%	69%
Sewer services	83%	60%	72%	81%	76%	78%	81%	74%	83%	77%
Utility billing	71%	42%	58%	69%	63%	61%	76%	66%	67%	66%
Land use, planning and zoning	31%	45%	41%	30%	33%	37%	28%	41%	28%	33%
Code enforcement (weeds, abandoned buildings, etc.)	32%	25%	36%	30%	33%	28%	35%	34%	30%	31%
Cable television	50%	57%	50%	53%	60%	47%	50%	42%	61%	51%

Table 15: Governance - Economy

Percent rating positively (e.g., excellent/good)	Housing Unit Type		Housing Tenure		Age			Sex		Overall
	Detached	Attached	Rent	Own	18-34	35-54	55+	Female	Male	
Economic development	39%	54%	45%	40%	44%	40%	42%	39%	46%	41%

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Table 16: Governance - Recreation and Wellness

Percent rating positively (e.g., excellent/good)	Housing Unit Type		Housing Tenure		Age			Sex		Overall
	Detached	Attached	Rent	Own	18-34	35-54	55+	Female	Male	
City parks	67%	59%	65%	66%	69%	61%	67%	63%	70%	66%
Recreation programs or classes	55%	32%	48%	51%	48%	50%	52%	45%	54%	50%
Recreation centers or facilities	59%	45%	64%	52%	65%	51%	52%	49%	63%	56%
Health services	50%	43%	39%	53%	38%	54%	54%	51%	46%	48%

Table 17: Governance - Education and Enrichment

Percent rating positively (e.g., excellent/good)	Housing Unit Type		Housing Tenure		Age			Sex		Overall
	Detached	Attached	Rent	Own	18-34	35-54	55+	Female	Male	
Public library services	84%	63%	74%	82%	82%	75%	80%	74%	85%	79%
City-sponsored special events	41%	28%	43%	36%	32%	39%	49%	30%	46%	39%

Table 18: Governance - Community Engagement

Percent rating positively (e.g., excellent/good)	Housing Unit Type		Housing Tenure		Age			Sex		Overall
	Detached	Attached	Rent	Own	18-34	35-54	55+	Female	Male	
Public information services	63%	65%	68%	61%	74%	57%	57%	58%	69%	63%

Table 19: Participation General

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Housing Unit Type		Housing Tenure		Age			Sex		Overall
	Detached	Attached	Rent	Own	18-34	35-54	55+	Female	Male	
Sense of community	33%	56%	51%	32%	33%	46%	34%	40%	37%	38%
Recommend living in Pasco to someone who asks	71%	92%	80%	74%	68%	82%	81%	84%	69%	76%
Remain in Pasco for the next five years	74%	98%	84%	78%	71%	81%	90%	85%	75%	80%
Contacted the City of Pasco (in-person, phone, email or web) for help or information	46%	44%	43%	47%	39%	56%	45%	45%	47%	44%

Table 20: Participation - Safety

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Housing Unit Type		Housing Tenure		Age			Sex		Overall
	Detached	Attached	Rent	Own	18-34	35-54	55+	Female	Male	
Was NOT the victim of a crime	85%	90%	91%	84%	89%	84%	85%	82%	90%	87%
Did NOT report a crime	74%	82%	84%	71%	80%	69%	77%	77%	73%	76%
Stocked supplies in preparation for an emergency	33%	41%	36%	34%	29%	37%	42%	27%	42%	35%

Table 21: Participation - Mobility

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Housing Unit Type		Housing Tenure		Age			Sex		Overall
	Detached	Attached	Rent	Own	18-34	35-54	55+	Female	Male	
Walked or biked instead of driving	44%	34%	39%	43%	32%	51%	45%	41%	42%	41%
Carpooled with other adults or children instead of driving alone	41%	59%	51%	43%	51%	42%	40%	53%	38%	45%
Used bus, rail, subway or other public transportation instead of driving	20%	58%	45%	21%	32%	26%	26%	36%	22%	28%

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Table 22: Participation - Natural Environment

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Housing Unit Type		Housing Tenure		Age			Sex		Overall
	Detached	Attached	Rent	Own	18-34	35-54	55+	Female	Male	
Recycle at home	75%	62%	70%	73%	67%	73%	77%	71%	72%	72%
Made efforts to make your home more energy efficient	81%	85%	90%	79%	84%	81%	81%	83%	82%	83%
Made efforts to conserve water	82%	74%	80%	81%	76%	79%	89%	87%	74%	81%

Table 23: Participation - Built Environment

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Housing Unit Type		Housing Tenure		Age			Sex		Overall
	Detached	Attached	Rent	Own	18-34	35-54	55+	Female	Male	
NOT under housing cost stress	71%	55%	58%	72%	65%	69%	69%	60%	75%	68%
Did NOT observe a code violation	51%	70%	68%	50%	68%	51%	42%	52%	58%	56%

Table 24: Participation - Economy

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Housing Unit Type		Housing Tenure		Age			Sex		Overall
	Detached	Attached	Rent	Own	18-34	35-54	55+	Female	Male	
Purchase goods or services from a business located in Pasco	95%	90%	92%	94%	94%	92%	95%	90%	97%	94%
Economy will have positive impact on income	29%	35%	36%	28%	39%	30%	17%	28%	34%	30%
Work in Pasco	40%	37%	48%	36%	39%	48%	27%	36%	45%	40%

Table 25: Participation - Recreation and Wellness

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Housing Unit Type		Housing Tenure		Age			Sex		Overall
	Detached	Attached	Rent	Own	18-34	35-54	55+	Female	Male	
Used Pasco recreation centers or their services	49%	40%	46%	47%	53%	42%	40%	38%	55%	46%
Visited a neighborhood park or City park	84%	87%	89%	82%	91%	85%	74%	84%	86%	83%
Eat at least 5 portions of fruits and vegetables a day	84%	89%	89%	83%	89%	84%	81%	89%	82%	85%
Participate in moderate or vigorous physical activity	85%	60%	71%	83%	77%	81%	81%	76%	82%	79%
Reported being in "very good" or "excellent" health	51%	31%	31%	54%	47%	45%	48%	38%	55%	47%

Table 26: Participation - Education and Enrichment

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Housing Unit Type		Housing Tenure		Age			Sex		Overall
	Detached	Attached	Rent	Own	18-34	35-54	55+	Female	Male	
Used Pasco public libraries or their services	55%	67%	58%	58%	68%	50%	50%	65%	51%	58%
Participated in religious or spiritual activities in Pasco	40%	54%	49%	41%	42%	50%	37%	44%	43%	42%
Attended a City-sponsored event	31%	33%	40%	28%	27%	39%	30%	27%	37%	31%

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Table 27: Participation - Community Engagement

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Housing Unit Type		Housing Tenure		Age			Sex		Overall
	Detached	Attached	Rent	Own	18-34	35-54	55+	Female	Male	
Campaigned or advocated for an issue, cause or candidate	27%	26%	25%	28%	27%	30%	21%	21%	33%	27%
Contacted Pasco elected officials (in-person, phone, email or web) to express your opinion	13%	25%	16%	15%	14%	17%	17%	17%	15%	15%
Volunteered your time to some group/activity in Pasco	39%	35%	47%	33%	42%	41%	26%	36%	40%	37%
Participated in a club	23%	22%	31%	19%	29%	16%	22%	20%	27%	23%
Talked to or visited with your immediate neighbors	91%	68%	76%	91%	81%	85%	96%	81%	91%	87%
Done a favor for a neighbor	85%	82%	77%	88%	81%	85%	92%	88%	82%	85%
Attended a local public meeting	17%	39%	34%	16%	30%	13%	20%	23%	21%	21%
Watched (online or on television) a local public meeting	31%	24%	23%	34%	30%	26%	35%	25%	35%	29%
Read or watch local news (via television, paper, computer, etc.)	87%	94%	89%	89%	86%	86%	96%	89%	89%	89%
Vote in local elections	82%	55%	58%	84%	64%	77%	94%	69%	82%	76%

Table 28: Community Focus Areas

Percent rating positively (e.g., essential/very important)	Housing Unit Type		Housing Tenure		Age			Sex		Overall
	Detached	Attached	Rent	Own	18-34	35-54	55+	Female	Male	
Overall feeling of safety in Pasco	94%	81%	88%	93%	90%	91%	93%	91%	92%	91%
Overall ease of getting to the places you usually have to visit	74%	68%	78%	71%	78%	68%	72%	74%	74%	73%
Quality of overall natural environment in Pasco	73%	81%	88%	69%	80%	72%	70%	72%	78%	75%
Overall "built environment" of Pasco (including overall design, buildings, parks and transportation systems)	77%	61%	69%	75%	69%	79%	72%	73%	75%	74%
Health and wellness opportunities in Pasco	73%	71%	78%	70%	68%	74%	78%	81%	64%	73%
Overall opportunities for education and enrichment	80%	81%	85%	79%	82%	81%	77%	85%	76%	81%
Overall economic health of Pasco	89%	87%	91%	88%	90%	88%	88%	89%	89%	89%
Sense of community	80%	91%	90%	79%	86%	81%	81%	83%	83%	82%

Table 29: Quality of Services

Overall, how would you rate the quality of the services provided by each of the following? (Percent rating as "Excellent" or "Good").	Housing Unit Type		Housing Tenure		Age			Sex		Overall
	Detached	Attached	Rent	Own	18-34	35-54	55+	Female	Male	
Franklin County Government	42%	58%	53%	43%	42%	51%	46%	46%	47%	45%
The State Government	36%	53%	51%	35%	47%	42%	27%	41%	41%	39%

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Table 30: Curbside Recycling and Waste Services

The City is considering providing curbside container recycling and yard waste services. To what extent would you support or oppose these services being offered: (Percent rating as "Strongly support" or "Somewhat support").	Housing Unit Type		Housing Tenure		Age			Sex		Overall
	Detached	Attached	Rent	Own	18-34	35-54	55+	Female	Male	
Recycling (paper, tin, aluminum and plastics) at an additional monthly cost per household of \$4.50-\$5.50	60%	87%	85%	57%	79%	63%	48%	66%	67%	66%
Yard waste collection at an additional monthly cost per household of \$3.50-\$4.50	46%	89%	81%	43%	69%	52%	37%	61%	51%	56%

Table 31: Red Light Compliance

	Housing Unit Type		Housing Tenure		Age			Sex		Overall
	Detached	Attached	Rent	Own	18-34	35-54	55+	Female	Male	
In order to reduce the rate of serious traffic accidents at major intersections, the City is considering installing cameras to increase red light compliance. To what extent do you support or oppose the installation of traffic cameras at select intersection	68%	80%	83%	64%	71%	69%	70%	78%	62%	70%

Table 32: District Based Voting

Of the seven members of City Council, five members are district-based, with only residents within the district able to run for election and only voters residing within the district voting on district candidates in primary elections and city-wide voting in the general (final) election. The method of voting for district-based candidates (district-based voting at the primary level and city-wide voting in the general election) is dictated by state law. The City is considering whether to push to change the law to allow for district-based voting in the general election in communities that choose this approach. To what extent do you support or oppose... (Percent rating as "Strongly support" or "Somewhat support").	Housing Unit Type		Housing Tenure		Age			Sex		Overall
	Detached	Attached	Rent	Own	18-34	35-54	55+	Female	Male	
The current system of voting (City-wide voting for district candidates in the general election)	73%	79%	82%	71%	74%	79%	68%	77%	73%	74%
District-based voting (only district residents voting for district candidates in the general election)	73%	62%	74%	69%	64%	79%	72%	73%	69%	71%

THE NCS™

The National Citizen Survey™

Pasco, WA

Supplemental Demographic Crosstabs
2016



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Summary

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 survey and its administration are standardized to assure high quality research methods and directly comparable results across The NCS communities. This report discusses differences in opinion of survey respondents by ethnicity.

Responses in the following tables show only the proportion of respondents giving a certain answer; for example, the percent of respondents who rated the quality of life as “excellent” or “good,” or the percent of respondents who attended a public meeting more than once a month. ANOVA and chi-square tests of significance were applied to these comparisons of survey questions. A “p-value” of 0.05 or less indicates that there is less than a 5% probability that differences observed between subgroups are due to chance; or in other words, a greater than 95% probability that the differences observed are “real.” Where differences were statistically significant, they have been shaded grey.

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Table 1: Community Characteristics - General

Percent rating positively (e.g., excellent/good)	Hispanic		Overall
	Not Hispanic	Hispanic	
The overall quality of life in Pasco	59%	56%	57%
Overall image or reputation of Pasco	20%	23%	22%
Pasco as a place to live	65%	64%	64%
Your neighborhood as a place to live	80%	67%	74%
Pasco as a place to raise children	56%	60%	57%
Pasco as a place to retire	48%	49%	48%
Overall appearance of Pasco	40%	48%	42%

Table 2: Community Characteristics - Safety

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Hispanic		Overall
	Not Hispanic	Hispanic	
Overall feeling of safety in Pasco	50%	49%	49%
In your neighborhood during the day	86%	81%	83%
In Pasco's downtown/commercial areas during the day	46%	62%	53%

Table 3: Community Characteristics - Mobility

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Hispanic		Overall
	Not Hispanic	Hispanic	
Overall ease of getting to the places you usually have to visit	71%	65%	68%
Traffic flow on major streets	42%	53%	47%
Ease of public parking	65%	71%	67%
Ease of travel by car in Pasco	69%	77%	72%
Ease of travel by public transportation in Pasco	47%	55%	50%
Ease of travel by bicycle in Pasco	43%	57%	49%
Ease of walking in Pasco	51%	54%	52%
Availability of paths and walking trails	56%	61%	57%

Table 4: Community Characteristics - Natural Environment

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Hispanic		Overall
	Not Hispanic	Hispanic	
Quality of overall natural environment in Pasco	50%	63%	55%
Air quality	65%	64%	64%
Cleanliness of Pasco	46%	57%	49%

Table 5: Community Characteristics - Built Environment

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Hispanic		Overall
	Not Hispanic	Hispanic	
Overall "built environment" of Pasco (including overall design, buildings, parks and transportation systems)	34%	42%	39%
Public places where people want to spend time	31%	42%	35%
Variety of housing options	52%	55%	53%
Availability of affordable quality housing	56%	51%	54%
Overall quality of new development in Pasco	45%	43%	44%

Table 6: Community Characteristics - Economy

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Hispanic		Overall
	Not Hispanic	Hispanic	
Overall economic health of Pasco	43%	39%	41%
Pasco as a place to work	46%	52%	50%
Pasco as a place to visit	25%	45%	34%
Employment opportunities	31%	44%	37%
Shopping opportunities	27%	38%	31%

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Percent rating positively (e.g., excellent/good, very/somewhat safe)	Hispanic		Overall
	Not Hispanic	Hispanic	
Cost of living in Pasco	58%	55%	55%
Overall quality of business and service establishments in Pasco	40%	51%	43%
Vibrant downtown/commercial area	10%	14%	12%

Table 7: Community Characteristics - Recreation and Wellness

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Hispanic		Overall
	Not Hispanic	Hispanic	
Health and wellness opportunities in Pasco	44%	42%	43%
Fitness opportunities (including exercise classes and paths or trails, etc.)	53%	51%	52%
Recreational opportunities	40%	46%	42%
Availability of affordable quality health care	52%	50%	50%
Availability of preventive health services	52%	55%	52%
Availability of affordable quality mental health care	24%	42%	33%

Table 8: Community Characteristics - Education and Enrichment

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Hispanic		Overall
	Not Hispanic	Hispanic	
Overall opportunities for education and enrichment	49%	38%	44%
Availability of affordable quality child care/preschool	38%	54%	45%
K-12 education	42%	57%	47%
Adult educational opportunities	58%	57%	57%
Opportunities to attend cultural/arts/music activities	28%	48%	36%
Opportunities to participate in religious or spiritual events and activities	67%	62%	63%

Table 9: Community Characteristics - Community Engagement

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Hispanic		Overall
	Not Hispanic	Hispanic	
Opportunities to participate in social events and activities	32%	42%	35%
Opportunities to volunteer	62%	58%	57%
Opportunities to participate in community matters	46%	50%	46%
Openness and acceptance of the community toward people of diverse backgrounds	54%	44%	48%
Neighborliness of residents in Pasco	43%	38%	40%

Table 10: Governance - General

Percent rating positively (e.g., excellent/good)	Hispanic		Overall
	Not Hispanic	Hispanic	
The City of Pasco	58%	55%	56%
The value of services for the taxes paid to Pasco	45%	47%	45%
The overall direction that Pasco is taking	41%	40%	40%
The job Pasco government does at welcoming citizen involvement	34%	37%	35%
Overall confidence in Pasco government	31%	42%	35%
Generally acting in the best interest of the community	42%	38%	40%
Being honest	42%	39%	40%
Treating all residents fairly	43%	36%	39%
Overall customer service by Pasco employees (police, receptionists, planners, etc.)	59%	52%	56%
The Federal Government	31%	53%	40%

Table 11: Governance - Safety

Percent rating positively (e.g., excellent/good)	Hispanic		Overall
	Not Hispanic	Hispanic	
Police/Sheriff services	71%	54%	63%
Fire services	91%	82%	87%
Ambulance or emergency medical services	90%	79%	86%

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Percent rating positively (e.g., excellent/good)	Hispanic		Overall
	Not Hispanic	Hispanic	
Crime prevention	54%	45%	50%
Fire prevention and education	69%	62%	66%
Animal control	42%	45%	42%
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	45%	47%	45%

Table 12: Governance - Mobility

Percent rating positively (e.g., excellent/good)	Hispanic		Overall
	Not Hispanic	Hispanic	
Traffic enforcement	56%	47%	52%
Street repair	49%	47%	47%
Street cleaning	61%	60%	61%
Street lighting	54%	57%	55%
Snow removal	47%	53%	50%
Sidewalk maintenance	49%	54%	51%
Traffic signal timing	44%	58%	50%
Bus or transit services	66%	51%	59%

Table 13: Governance - Natural Environment

Percent rating positively (e.g., excellent/good)	Hispanic		Overall
	Not Hispanic	Hispanic	
Garbage collection	87%	75%	82%
Recycling	23%	34%	28%
Yard waste pick-up	66%	64%	65%
Drinking water	68%	66%	67%
Preservation of natural areas such as open space, farmlands and greenbelts	44%	47%	45%
Pasco open space	41%	53%	45%

Table 14: Governance - Built Environment

Percent rating positively (e.g., excellent/good)	Hispanic		Overall
	Not Hispanic	Hispanic	
Storm drainage	68%	78%	72%
Sewer services	81%	75%	78%
Utility billing	69%	66%	67%
Land use, planning and zoning	31%	34%	32%
Code enforcement (weeds, abandoned buildings, etc.)	32%	30%	30%
Cable television	42%	65%	53%

Table 15: Governance - Economy

Percent rating positively (e.g., excellent/good)	Hispanic		Overall
	Not Hispanic	Hispanic	
Economic development	38%	42%	38%

Table 16: Governance - Recreation and Wellness

Percent rating positively (e.g., excellent/good)	Hispanic		Overall
	Not Hispanic	Hispanic	
City parks	67%	63%	65%
Recreation programs or classes	52%	43%	48%
Recreation centers or facilities	51%	47%	49%
Health services	50%	54%	51%

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Table 17: Governance - Education and Enrichment

Percent rating positively (e.g., excellent/good)	Hispanic		Overall
	Not Hispanic	Hispanic	
Public library services	82%	74%	78%
City-sponsored special events	39%	35%	37%

Table 18: Governance - Community Engagement

Percent rating positively (e.g., excellent/good)	Hispanic		Overall
	Not Hispanic	Hispanic	
Public information services	57%	63%	59%

Table 19: Participation General

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Hispanic		Overall
	Not Hispanic	Hispanic	
Sense of community	30%	36%	33%
Recommend living in Pasco to someone who asks	71%	68%	70%
Remain in Pasco for the next five years	76%	71%	74%
Contacted the City of Pasco (in-person, phone, email or web) for help or information	51%	44%	47%

Table 20: Participation - Safety

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Hispanic		Overall
	Not Hispanic	Hispanic	
Was NOT the victim of a crime	87%	82%	85%
Did NOT report a crime	73%	74%	74%
Stocked supplies in preparation for an emergency	41%	35%	37%

Table 21: Participation - Mobility

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Hispanic		Overall
	Not Hispanic	Hispanic	
Walked or biked instead of driving	44%	44%	43%
Carpooled with other adults or children instead of driving alone	46%	54%	48%
Used bus, rail, subway or other public transportation instead of driving	15%	36%	24%

Table 22: Participation - Natural Environment

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Hispanic		Overall
	Not Hispanic	Hispanic	
Recycle at home	68%	73%	70%
Made efforts to make your home more energy efficient	73%	84%	79%
Made efforts to conserve water	76%	78%	78%

Table 23: Participation - Built Environment

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Hispanic		Overall
	Not Hispanic	Hispanic	
NOT under housing cost stress	74%	61%	68%
Did NOT observe a code violation	42%	47%	44%

Table 24: Participation - Economy

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Hispanic		Overall
	Not Hispanic	Hispanic	
Purchase goods or services from a business located in Pasco	94%	92%	93%
Economy will have positive impact on income	25%	40%	32%
Work in Pasco	28%	47%	36%

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Table 25: Participation - Recreation and Wellness

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Hispanic		Overall
	Not Hispanic	Hispanic	
Used Pasco recreation centers or their services	40%	51%	44%
Visited a neighborhood park or City park	80%	87%	81%
Eat at least 5 portions of fruits and vegetables a day	77%	89%	82%
Participate in moderate or vigorous physical activity	81%	83%	82%
Reported being in "very good" or "excellent" health	63%	49%	56%

Table 26: Participation - Education and Enrichment

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Hispanic		Overall
	Not Hispanic	Hispanic	
Used Pasco public libraries or their services	60%	68%	62%
Participated in religious or spiritual activities in Pasco	37%	62%	47%
Attended a City-sponsored event	39%	43%	41%

Table 27: Participation - Community Engagement

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Hispanic		Overall
	Not Hispanic	Hispanic	
Campaigned or advocated for an issue, cause or candidate	34%	38%	35%
Contacted Pasco elected officials (in-person, phone, email or web) to express your opinion	23%	21%	21%
Volunteered your time to some group/activity in Pasco	42%	47%	44%
Participated in a club	30%	33%	31%
Talked to or visited with your immediate neighbors	91%	81%	87%
Done a favor for a neighbor	80%	88%	84%
Attended a local public meeting	24%	32%	27%
Watched (online or on television) a local public meeting	29%	41%	34%
Read or watch local news (via television, paper, computer, etc.)	86%	95%	91%
Vote in local elections	89%	72%	82%

Table 28: Community Focus Areas

Percent rating positively (e.g., essential/very important)	Hispanic		Overall
	Not Hispanic	Hispanic	
Overall feeling of safety in Pasco	93%	90%	92%
Overall ease of getting to the places you usually have to visit	73%	70%	72%
Quality of overall natural environment in Pasco	66%	81%	73%
Overall "built environment" of Pasco (including overall design, buildings, parks and transportation systems)	67%	81%	73%
Health and wellness opportunities in Pasco	64%	82%	72%
Overall opportunities for education and enrichment	78%	87%	82%
Overall economic health of Pasco	89%	94%	91%
Sense of community	75%	89%	81%

Table 29: Quality of Services

Overall, how would you rate the quality of the services provided by each of the following? (Percent rating as "Excellent" or "Good").	Hispanic		Overall
	Not Hispanic	Hispanic	
Franklin County Government	40%	44%	41%
The State Government	28%	54%	39%

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Table 30: Curbside Recycling and Waste Services

The City is considering providing curbside container recycling and yard waste services. To what extent would you support or oppose these services being offered: (Percent rating as "Strongly support" or "Somewhat support").	Hispanic		Overall
	Not Hispanic	Hispanic	
Recycling (paper, tin, aluminum and plastics) at an additional monthly cost per household of \$4.50-\$5.50	64%	72%	67%
Yard waste collection at an additional monthly cost per household of \$3.50-\$4.50	47%	69%	56%

Table 31: Red Light Compliance

	Hispanic		Overall
	Not Hispanic	Hispanic	
In order to reduce the rate of serious traffic accidents at major intersections, the City is considering installing cameras to increase red light compliance. To what extent do you support or oppose the installation of traffic cameras at select intersection	62%	69%	65%

Table 32: District Based Voting

Of the seven members of City Council, five members are district-based, with only residents within the district able to run for election and only voters residing within the district voting on district candidates in primary elections and city-wide voting in the general (final) election. The method of voting for district-based candidates (district-based voting at the primary level and city-wide voting in the general election) is dictated by state law. The City is considering whether to push to change the law to allow for district-based voting in the general election in communities that choose this approach. To what extent do you support or oppose... (Percent rating as "Strongly support" or "Somewhat support").	Hispanic		Overall
	Not Hispanic	Hispanic	
The current system of voting (City-wide voting for district candidates in the general election)	69%	80%	74%
District-based voting (only district residents voting for district candidates in the general election)	67%	76%	71%



Pasco, WA

Supplemental Online Survey Results

2016



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The National Citizen Survey™
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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 this Report

As part of its participation in The National Citizen Survey™, the City of Pasco conducted a mailed survey of 1,400 residents. Surveys were mailed to randomly selected households in November 2015 and data were collected through December 31st, 2015. Results from this scientific sample were detailed in the report, *The National Citizen Survey: Community Livability Report, Pasco, WA, 2016*.

After the official data collection period closed the City made a web-based version of the same survey available to all its residents through a link on the City's website. Visitors to the site could access the survey in January 2016 through early February 2016 and 327 surveys were completed.

This report contains the results of this non-scientific administration of the web-based survey and the data have not been weighted to current population estimates of Pasco.

Complete Survey Responses

The following pages contain a complete set of responses to each question on the survey, excluding the “don’t know” responses. The percent of respondents giving a particular response is shown followed by the number of respondents (denoted with “N=”).

Responses excluding “don’t know”

Table 1: Question 1

Please rate each of the following aspects of quality of life in Pasco:	Excellent		Good		Fair		Poor		Total	
Pasco as a place to live	13%	N=40	51%	N=154	26%	N=80	9%	N=28	100%	N=302
Your neighborhood as a place to live	33%	N=102	45%	N=136	15%	N=47	7%	N=20	100%	N=305
Pasco as a place to raise children	14%	N=41	40%	N=118	33%	N=99	13%	N=39	100%	N=297
Pasco as a place to work	12%	N=31	37%	N=97	36%	N=96	15%	N=41	100%	N=265
Pasco as a place to visit	6%	N=18	22%	N=67	39%	N=119	33%	N=101	100%	N=305
Pasco as a place to retire	14%	N=40	37%	N=107	23%	N=67	26%	N=74	100%	N=288
The overall quality of life in Pasco	9%	N=28	47%	N=146	35%	N=108	9%	N=27	100%	N=309

Table 2: Question 2

Please rate each of the following characteristics as they relate to Pasco as a whole:	Excellent		Good		Fair		Poor		Total	
Overall feeling of safety in Pasco	9%	N=27	41%	N=128	33%	N=101	17%	N=53	100%	N=309
Overall ease of getting to the places you usually have to visit	21%	N=66	47%	N=144	22%	N=67	10%	N=32	100%	N=309
Quality of overall natural environment in Pasco	10%	N=32	39%	N=122	33%	N=101	17%	N=54	100%	N=309
Overall "built environment" of Pasco (including overall design, buildings, parks and transportation systems)	5%	N=16	29%	N=90	40%	N=123	25%	N=77	100%	N=306
Health and wellness opportunities in Pasco	8%	N=25	36%	N=110	35%	N=107	20%	N=60	100%	N=302
Overall opportunities for education and enrichment	9%	N=28	38%	N=114	34%	N=104	19%	N=58	100%	N=304
Overall economic health of Pasco	6%	N=17	37%	N=110	37%	N=111	20%	N=60	100%	N=298
Sense of community	8%	N=26	22%	N=68	38%	N=117	32%	N=98	100%	N=309
Overall image or reputation of Pasco	3%	N=10	15%	N=45	31%	N=97	51%	N=158	100%	N=310

Table 3: Question 3

Please indicate how likely or unlikely you are to do each of the following:	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Total	
Recommend living in Pasco to someone who asks	25%	N=77	42%	N=129	17%	N=51	16%	N=48	100%	N=305
Remain in Pasco for the next five years	46%	N=138	27%	N=80	13%	N=39	14%	N=43	100%	N=300

Table 4: Question 4

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	57%	N=175	26%	N=78	8%	N=24	7%	N=20	3%	N=8	100%	N=305
In Pasco's downtown/commercial areas during the day	16%	N=49	29%	N=88	19%	N=56	27%	N=80	9%	N=28	100%	N=301

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Table 5: Question 5

Please rate each of the following characteristics as they relate to Pasco as a whole:	Excellent		Good		Fair		Poor		Total	
Traffic flow on major streets	6%	N=19	39%	N=115	31%	N=91	24%	N=71	100%	N=296
Ease of public parking	14%	N=41	53%	N=154	24%	N=71	9%	N=27	100%	N=293
Ease of travel by car in Pasco	20%	N=59	50%	N=151	20%	N=60	10%	N=30	100%	N=300
Ease of travel by public transportation in Pasco	8%	N=12	32%	N=48	34%	N=51	26%	N=39	100%	N=150
Ease of travel by bicycle in Pasco	5%	N=10	32%	N=65	33%	N=66	30%	N=60	100%	N=201
Ease of walking in Pasco	8%	N=20	42%	N=111	33%	N=87	18%	N=48	100%	N=266
Availability of paths and walking trails	13%	N=36	37%	N=102	30%	N=83	20%	N=55	100%	N=276
Air quality	14%	N=41	52%	N=152	25%	N=72	9%	N=25	100%	N=290
Cleanliness of Pasco	4%	N=11	40%	N=117	41%	N=120	16%	N=48	100%	N=296
Overall appearance of Pasco	2%	N=6	36%	N=106	38%	N=114	24%	N=71	100%	N=297
Public places where people want to spend time	4%	N=12	25%	N=73	37%	N=106	34%	N=99	100%	N=290
Variety of housing options	13%	N=38	40%	N=113	31%	N=88	16%	N=46	100%	N=285
Availability of affordable quality housing	18%	N=49	44%	N=122	27%	N=74	12%	N=34	100%	N=279
Fitness opportunities (including exercise classes and paths or trails, etc.)	13%	N=37	38%	N=109	31%	N=87	18%	N=51	100%	N=284
Recreational opportunities	8%	N=24	33%	N=96	33%	N=94	26%	N=75	100%	N=289
Availability of affordable quality health care	11%	N=29	42%	N=114	34%	N=91	13%	N=36	100%	N=270
Availability of preventive health services	9%	N=24	43%	N=112	35%	N=93	13%	N=34	100%	N=263
Availability of affordable quality mental health care	6%	N=10	17%	N=30	30%	N=53	47%	N=84	100%	N=177

Table 6: Question 6

Please rate each of the following characteristics as they relate to Pasco as a whole:	Excellent		Good		Fair		Poor		Total	
Availability of affordable quality child care/preschool	10%	N=15	28%	N=43	39%	N=59	23%	N=34	100%	N=151
K-12 education	7%	N=16	32%	N=75	32%	N=77	29%	N=70	100%	N=238
Adult educational opportunities	12%	N=28	39%	N=90	31%	N=71	17%	N=39	100%	N=228
Opportunities to attend cultural/arts/music activities	7%	N=18	23%	N=59	33%	N=86	37%	N=96	100%	N=259
Opportunities to participate in religious or spiritual events and activities	18%	N=38	46%	N=98	26%	N=56	10%	N=21	100%	N=213
Employment opportunities	7%	N=17	25%	N=59	42%	N=99	26%	N=62	100%	N=237
Shopping opportunities	2%	N=6	25%	N=73	32%	N=92	41%	N=117	100%	N=288
Cost of living in Pasco	19%	N=55	44%	N=129	28%	N=81	9%	N=26	100%	N=291
Overall quality of business and service establishments in Pasco	4%	N=12	37%	N=107	40%	N=114	19%	N=54	100%	N=287
Vibrant downtown/commercial area	2%	N=5	6%	N=16	35%	N=99	58%	N=164	100%	N=284
Overall quality of new development in Pasco	8%	N=22	36%	N=100	33%	N=92	24%	N=67	100%	N=281
Opportunities to participate in social events and activities	5%	N=13	21%	N=56	43%	N=114	31%	N=83	100%	N=266
Opportunities to volunteer	16%	N=36	45%	N=102	29%	N=65	11%	N=25	100%	N=228
Opportunities to participate in community matters	10%	N=24	36%	N=84	36%	N=85	18%	N=42	100%	N=235
Openness and acceptance of the community toward people of diverse backgrounds	13%	N=36	38%	N=103	23%	N=63	25%	N=67	100%	N=269
Neighborliness of residents in Pasco	10%	N=30	35%	N=100	37%	N=107	18%	N=51	100%	N=288

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Table 7: Question 7

Please indicate whether or not you have done each of the following in the last 12 months.	No		Yes		Total	
Made efforts to conserve water	21%	N=60	79%	N=228	100%	N=288
Made efforts to make your home more energy efficient	22%	N=63	78%	N=225	100%	N=288
Observed a code violation or other hazard in Pasco	33%	N=95	67%	N=191	100%	N=286
Household member was a victim of a crime in Pasco	87%	N=249	13%	N=36	100%	N=285
Reported a crime to the police in Pasco	74%	N=214	26%	N=74	100%	N=288
Stocked supplies in preparation for an emergency	60%	N=173	40%	N=113	100%	N=286
Campaigned or advocated for an issue, cause or candidate	58%	N=166	42%	N=121	100%	N=287
Contacted the City of Pasco (in-person, phone, email or web) for help or information	50%	N=144	50%	N=144	100%	N=288
Contacted Pasco elected officials (in-person, phone, email or web) to express your opinion	70%	N=202	30%	N=86	100%	N=288

Table 8: Question 8

In the last 12 months, about how many times, if at all, have you or other household members done each of the following in Pasco?	2 times a week or more		2-4 times a month		Once a month or less		Not at all		Total	
Used Pasco recreation centers or their services	5%	N=13	7%	N=20	23%	N=66	65%	N=187	100%	N=286
Visited a neighborhood park or City park	11%	N=31	27%	N=78	38%	N=109	24%	N=69	100%	N=287
Used Pasco public libraries or their services	9%	N=27	22%	N=64	31%	N=88	38%	N=108	100%	N=287
Participated in religious or spiritual activities in Pasco	15%	N=42	13%	N=38	14%	N=41	58%	N=166	100%	N=287
Attended a City-sponsored event	1%	N=3	2%	N=5	45%	N=128	52%	N=149	100%	N=285
Used bus, rail, subway or other public transportation instead of driving	3%	N=10	4%	N=12	7%	N=19	86%	N=245	100%	N=286
Carpooled with other adults or children instead of driving alone	18%	N=51	15%	N=42	17%	N=50	50%	N=143	100%	N=286
Walked or biked instead of driving	14%	N=39	11%	N=31	20%	N=58	55%	N=158	100%	N=286
Volunteered your time to some group/activity in Pasco	9%	N=27	17%	N=49	25%	N=71	49%	N=140	100%	N=287
Participated in a club	7%	N=20	13%	N=36	16%	N=46	64%	N=182	100%	N=284
Talked to or visited with your immediate neighbors	31%	N=90	33%	N=95	25%	N=73	10%	N=30	100%	N=288
Done a favor for a neighbor	18%	N=51	27%	N=79	38%	N=108	17%	N=50	100%	N=288

Table 9: Question 9

Thinking about local public meetings (of local elected officials like City Council or County Commissioners, advisory boards, town halls, HOA, neighborhood watch, etc.), in the last 12 months, about how many times, if at all, have you or other household members attended or watched a local public meeting?	2 times a week or more		2-4 times a month		Once a month or less		Not at all		Total	
Attended a local public meeting	1%	N=2	7%	N=18	26%	N=72	66%	N=181	100%	N=273
Watched (online or on television) a local public meeting	1%	N=4	7%	N=21	27%	N=76	65%	N=184	100%	N=285

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Table 10: Question 10

Please rate the quality of each of the following services in Pasco:	Excellent		Good		Fair		Poor		Total	
Police/Sheriff services	31%	N=77	38%	N=95	18%	N=46	13%	N=34	100%	N=252
Fire services	42%	N=88	46%	N=97	10%	N=20	2%	N=5	100%	N=210
Ambulance or emergency medical services	44%	N=94	45%	N=95	8%	N=17	3%	N=6	100%	N=212
Crime prevention	14%	N=33	43%	N=101	29%	N=68	14%	N=34	100%	N=236
Fire prevention and education	18%	N=35	51%	N=99	24%	N=48	7%	N=14	100%	N=196
Traffic enforcement	15%	N=35	43%	N=103	28%	N=66	15%	N=36	100%	N=240
Street repair	8%	N=22	37%	N=97	33%	N=86	21%	N=55	100%	N=260
Street cleaning	16%	N=41	44%	N=115	26%	N=69	14%	N=36	100%	N=261
Street lighting	15%	N=39	44%	N=117	31%	N=83	11%	N=29	100%	N=268
Snow removal	11%	N=29	35%	N=90	34%	N=86	19%	N=49	100%	N=254
Sidewalk maintenance	10%	N=24	41%	N=104	35%	N=88	14%	N=36	100%	N=252
Traffic signal timing	8%	N=21	36%	N=96	32%	N=84	24%	N=64	100%	N=265
Bus or transit services	13%	N=17	44%	N=58	27%	N=36	17%	N=22	100%	N=133
Garbage collection	47%	N=127	36%	N=98	13%	N=34	4%	N=10	100%	N=269
Recycling	7%	N=16	16%	N=39	19%	N=47	58%	N=141	100%	N=243
Yard waste pick-up	30%	N=69	35%	N=81	18%	N=41	17%	N=39	100%	N=230
Storm drainage	20%	N=45	53%	N=122	20%	N=45	7%	N=17	100%	N=229
Drinking water	31%	N=83	43%	N=114	18%	N=49	8%	N=20	100%	N=266
Sewer services	29%	N=69	53%	N=125	15%	N=35	3%	N=8	100%	N=237
Utility billing	23%	N=60	49%	N=129	22%	N=58	7%	N=18	100%	N=265
City parks	17%	N=43	46%	N=113	27%	N=67	9%	N=23	100%	N=246
Recreation programs or classes	13%	N=23	36%	N=62	28%	N=48	22%	N=38	100%	N=171
Recreation centers or facilities	8%	N=14	35%	N=59	35%	N=59	23%	N=39	100%	N=171
Land use, planning and zoning	3%	N=7	26%	N=57	31%	N=68	39%	N=85	100%	N=217
Code enforcement (weeds, abandoned buildings, etc.)	4%	N=10	26%	N=59	37%	N=84	32%	N=73	100%	N=226
Animal control	6%	N=14	37%	N=83	32%	N=73	25%	N=57	100%	N=227
Economic development	5%	N=12	26%	N=61	38%	N=90	30%	N=71	100%	N=234
Health services	9%	N=20	45%	N=103	34%	N=79	12%	N=27	100%	N=229
Public library services	30%	N=66	45%	N=98	18%	N=39	6%	N=14	100%	N=217
Public information services	6%	N=12	45%	N=87	34%	N=66	15%	N=29	100%	N=194
Cable television	13%	N=26	34%	N=65	24%	N=47	28%	N=55	100%	N=193
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	9%	N=14	39%	N=60	28%	N=42	24%	N=36	100%	N=152
Preservation of natural areas such as open space, farmlands and greenbelts	9%	N=20	32%	N=70	38%	N=84	21%	N=46	100%	N=220
Pasco open space	8%	N=17	32%	N=68	38%	N=81	22%	N=48	100%	N=214
City-sponsored special events	5%	N=9	29%	N=53	38%	N=70	27%	N=50	100%	N=182
Overall customer service by Pasco employees (police, receptionists, planners, etc.)	15%	N=37	41%	N=102	25%	N=62	18%	N=45	100%	N=246

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Table 11: Question 11

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	10%	N=26	41%	N=103	31%	N=77	18%	N=44	100%	N=250
The Federal Government	5%	N=11	25%	N=58	39%	N=92	31%	N=72	100%	N=233

Table 12: Question 12

Please rate the following categories of Pasco government performance:	Excellent		Good		Fair		Poor		Total	
The value of services for the taxes paid to Pasco	9%	N=23	31%	N=77	36%	N=89	23%	N=58	100%	N=247
The overall direction that Pasco is taking	7%	N=18	29%	N=72	34%	N=84	30%	N=74	100%	N=248
The job Pasco government does at welcoming citizen involvement	9%	N=20	23%	N=52	35%	N=78	33%	N=74	100%	N=224
Overall confidence in Pasco government	7%	N=16	25%	N=60	33%	N=79	36%	N=86	100%	N=241
Generally acting in the best interest of the community	9%	N=22	26%	N=64	33%	N=79	32%	N=78	100%	N=243
Being honest	11%	N=26	26%	N=60	32%	N=72	30%	N=69	100%	N=227
Treating all residents fairly	8%	N=20	26%	N=61	30%	N=71	36%	N=84	100%	N=236

Table 13: Question 13

Please rate how important, if at all, you think it is for the Pasco community to focus on each of the following in the coming two years:	Essential		Very important		Somewhat important		Not at all important		Total	
Overall feeling of safety in Pasco	60%	N=153	30%	N=77	9%	N=22	1%	N=3	100%	N=255
Overall ease of getting to the places you usually have to visit	28%	N=71	44%	N=111	25%	N=64	2%	N=6	100%	N=252
Quality of overall natural environment in Pasco	24%	N=61	43%	N=109	30%	N=75	3%	N=8	100%	N=253
Overall "built environment" of Pasco (including overall design, buildings, parks and transportation systems)	30%	N=76	42%	N=107	24%	N=62	4%	N=10	100%	N=255
Health and wellness opportunities in Pasco	29%	N=74	39%	N=99	26%	N=65	6%	N=14	100%	N=252
Overall opportunities for education and enrichment	46%	N=118	37%	N=95	13%	N=33	3%	N=8	100%	N=254
Overall economic health of Pasco	51%	N=129	41%	N=104	7%	N=18	2%	N=4	100%	N=255
Sense of community	39%	N=98	40%	N=102	19%	N=47	3%	N=7	100%	N=254

Table 14: Question 14

The City is considering providing curbside container recycling and yard waste services. To what extent would you support or oppose these services being offered:	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Total	
Recycling (paper, tin, aluminum and plastics) at an additional monthly cost per household of \$4.50-\$5.50	49%	N=125	19%	N=48	9%	N=24	23%	N=59	100%	N=256
Yard waste collection at an additional monthly cost per household of \$3.50-\$4.50	27%	N=68	24%	N=61	17%	N=43	31%	N=79	100%	N=251

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Table 15: Question 15

In order to reduce the rate of serious traffic accidents at major intersections, the City is considering installing cameras to increase red light compliance. To what extent do you support or oppose the installation of traffic cameras at select intersections	Percent	Number
Strongly support	32%	N=83
Somewhat support	27%	N=69
Somewhat oppose	12%	N=31
Strongly oppose	29%	N=73
Total	100%	N=256

Table 16: Question 16

Of the seven members of City Council, five members are district-based, with only residents within the district able to run for election and only voters residing within the district voting on district candidates in primary elections and city-wide voting in the general (final) election. The method of voting for district-based candidates (district-based voting at the primary level and city-wide voting in the general election) is dictated by state law. The City is considering whether to push to change the law to allow for district-based voting in the general election in communities that choose this approach. To what extent do you support or oppose...	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Total	
The current system of voting (City-wide voting for district candidates in the general election)	25%	N=62	42%	N=103	20%	N=50	12%	N=29	100%	N=244
District-based voting (only district residents voting for district candidates in the general election)	33%	N=79	38%	N=91	16%	N=39	13%	N=32	100%	N=241

Table 17: Question D1

How often, if at all, do you do each of the following, considering all of the times you could?	Never		Rarely		Sometimes		Usually		Always		Total	
Recycle at home	14%	N=36	16%	N=41	20%	N=50	20%	N=50	30%	N=76	100%	N=253
Purchase goods or services from a business located in Pasco	2%	N=4	5%	N=13	30%	N=75	54%	N=137	9%	N=23	100%	N=252
Eat at least 5 portions of fruits and vegetables a day	2%	N=4	19%	N=47	37%	N=91	32%	N=80	11%	N=27	100%	N=249
Participate in moderate or vigorous physical activity	2%	N=5	13%	N=32	37%	N=92	31%	N=78	18%	N=45	100%	N=252
Read or watch local news (via television, paper, computer, etc.)	2%	N=6	4%	N=9	12%	N=31	29%	N=72	53%	N=134	100%	N=252
Vote in local elections	5%	N=12	2%	N=6	7%	N=18	23%	N=58	63%	N=159	100%	N=253

Table 18: Question D2

Would you say that in general your health is:	Percent	Number
Excellent	20%	N=50
Very good	46%	N=116
Good	29%	N=73
Fair	4%	N=11
Poor	1%	N=3
Total	100%	N=253

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Table 19: Question D3

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	Number
Very positive	10%	N=26
Somewhat positive	20%	N=50
Neutral	51%	N=128
Somewhat negative	17%	N=42
Very negative	3%	N=7
Total	100%	N=253

Table 20: Question D4

What is your employment status?	Percent	Number
Working full time for pay	61%	N=156
Working part time for pay	6%	N=16
Unemployed, looking for paid work	2%	N=4
Unemployed, not looking for paid work	5%	N=13
Fully retired	26%	N=65
Total	100%	N=254

Table 21: Question D5

Do you work inside the boundaries of Pasco?	Percent	Number
Yes, outside the home	27%	N=69
Yes, from home	4%	N=9
No	69%	N=173
Total	100%	N=251

Table 22: Question D6

How many years have you lived in Pasco?	Percent	Number
Less than 2 years	13%	N=32
2 to 5 years	18%	N=45
6 to 10 years	21%	N=53
11 to 20 years	18%	N=45
More than 20 years	31%	N=77
Total	100%	N=252

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Table 23: Question D7

Which best describes the building you live in?	Percent	Number
One family house detached from any other houses	94%	N=238
Building with two or more homes (duplex, townhome, apartment or condominium)	3%	N=8
Mobile home	2%	N=5
Other	1%	N=3
Total	100%	N=254

Table 24: Question D8

Is this house, apartment or mobile home...	Percent	Number
Rented	7%	N=17
Owned	93%	N=236
Total	100%	N=253

Table 25: Question D9

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)?	Percent	Number
Less than \$300 per month	6%	N=15
\$300 to \$599 per month	9%	N=22
\$600 to \$999 per month	19%	N=47
\$1,000 to \$1,499 per month	37%	N=92
\$1,500 to \$2,499 per month	25%	N=61
\$2,500 or more per month	4%	N=11
Total	100%	N=248

Table 26: Question D10

Do any children 17 or under live in your household?	Percent	Number
No	55%	N=138
Yes	45%	N=115
Total	100%	N=253

Table 27: Question D11

Are you or any other members of your household aged 65 or older?	Percent	Number
No	75%	N=190
Yes	25%	N=63
Total	100%	N=253

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Table 28: Question D12

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	Number
Less than \$25,000	7%	N=17
\$25,000 to \$49,999	12%	N=29
\$50,000 to \$99,999	47%	N=113
\$100,000 to \$149,999	23%	N=54
\$150,000 or more	11%	N=27
Total	100%	N=240

Table 29: Question D13

Are you Spanish, Hispanic or Latino?	Percent	Number
No, not Spanish, Hispanic or Latino	88%	N=220
Yes, I consider myself to be Spanish, Hispanic or Latino	12%	N=30
Total	100%	N=250

Table 30: Question D14

What is your race? (Mark one or more races to indicate what race(s) you consider yourself to be.)	Percent	Number
American Indian or Alaskan Native	2%	N=5
Asian, Asian Indian or Pacific Islander	4%	N=9
Black or African American	2%	N=4
White	88%	N=221
Other	8%	N=20

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

Table 31: Question D15

In which category is your age?	Percent	Number
18 to 24 years	4%	N=10
25 to 34 years	25%	N=63
35 to 44 years	23%	N=57
45 to 54 years	15%	N=37
55 to 64 years	16%	N=40
65 to 74 years	14%	N=36
75 years or older	3%	N=7
Total	100%	N=250

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Table 32: Question D16

What is your sex?	Percent	Number
Female	50%	N=125
Male	50%	N=124
Total	100%	N=249

Table 33: Question D17

Do you consider a cell phone or landline your primary telephone number?	Percent	Number
Cell	70%	N=176
Land line	12%	N=31
Both	17%	N=43
Total	100%	N=250

Responses including “don’t know”

The following pages contain a complete set of responses to each question on the survey, including the “don’t know” responses. The percent of respondents giving a particular response is shown followed by the number of respondents (denoted with “N=“).

Table 34: Question 1

Please rate each of the following aspects of quality of life in Pasco:	Excellent		Good		Fair		Poor		Don't know		Total	
Pasco as a place to live	13%	N=40	51%	N=154	26%	N=80	9%	N=28	0%	N=0	100%	N=302
Your neighborhood as a place to live	33%	N=102	44%	N=136	15%	N=47	6%	N=20	1%	N=3	100%	N=308
Pasco as a place to raise children	13%	N=41	38%	N=118	32%	N=99	13%	N=39	5%	N=14	100%	N=311
Pasco as a place to work	10%	N=31	31%	N=97	31%	N=96	13%	N=41	14%	N=44	100%	N=309
Pasco as a place to visit	6%	N=18	22%	N=67	38%	N=119	32%	N=101	2%	N=6	100%	N=311
Pasco as a place to retire	13%	N=40	35%	N=107	22%	N=67	24%	N=74	7%	N=22	100%	N=310
The overall quality of life in Pasco	9%	N=28	47%	N=146	35%	N=108	9%	N=27	0%	N=1	100%	N=310

Table 35: Question 2

Please rate each of the following characteristics as they relate to Pasco as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
Overall feeling of safety in Pasco	9%	N=27	41%	N=128	33%	N=101	17%	N=53	0%	N=1	100%	N=310
Overall ease of getting to the places you usually have to visit	21%	N=66	46%	N=144	22%	N=67	10%	N=32	0%	N=1	100%	N=310
Quality of overall natural environment in Pasco	10%	N=32	39%	N=122	33%	N=101	17%	N=54	0%	N=0	100%	N=309
Overall "built environment" of Pasco (including overall design, buildings, parks and transportation systems)	5%	N=16	29%	N=90	40%	N=123	25%	N=77	1%	N=3	100%	N=309
Health and wellness opportunities in Pasco	8%	N=25	36%	N=110	35%	N=107	20%	N=60	1%	N=4	100%	N=306
Overall opportunities for education and enrichment	9%	N=28	37%	N=114	34%	N=104	19%	N=58	2%	N=6	100%	N=310
Overall economic health of Pasco	6%	N=17	36%	N=110	36%	N=111	19%	N=60	3%	N=10	100%	N=308
Sense of community	8%	N=26	22%	N=68	38%	N=117	32%	N=98	0%	N=1	100%	N=310
Overall image or reputation of Pasco	3%	N=10	15%	N=45	31%	N=97	51%	N=158	0%	N=0	100%	N=310

Table 36: Question 3

Please indicate how likely or unlikely you are to do each of the following:	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know		Total	
Recommend living in Pasco to someone who asks	25%	N=77	42%	N=129	17%	N=51	16%	N=48	0%	N=0	100%	N=305
Remain in Pasco for the next five years	46%	N=138	26%	N=80	13%	N=39	14%	N=43	1%	N=2	100%	N=302

Table 37: Question 4

Please rate how safe or unsafe you feel:	Very safe		Somewhat safe		Neither safe nor unsafe		Somewhat unsafe		Very unsafe		Don't know		Total	
In your neighborhood during the day	57%	N=175	26%	N=78	8%	N=24	7%	N=20	3%	N=8	0%	N=0	100%	N=305
In Pasco's downtown/commercial areas during the day	16%	N=49	29%	N=88	18%	N=56	26%	N=80	9%	N=28	1%	N=4	100%	N=305

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Table 38: Question 5

Please rate each of the following characteristics as they relate to Pasco as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
Traffic flow on major streets	6%	N=19	39%	N=115	31%	N=91	24%	N=71	0%	N=0	100%	N=296
Ease of public parking	14%	N=41	52%	N=154	24%	N=71	9%	N=27	2%	N=5	100%	N=298
Ease of travel by car in Pasco	20%	N=59	50%	N=151	20%	N=60	10%	N=30	0%	N=0	100%	N=300
Ease of travel by public transportation in Pasco	4%	N=12	16%	N=48	17%	N=51	13%	N=39	50%	N=148	100%	N=298
Ease of travel by bicycle in Pasco	3%	N=10	22%	N=65	22%	N=66	20%	N=60	32%	N=96	100%	N=297
Ease of walking in Pasco	7%	N=20	37%	N=111	29%	N=87	16%	N=48	11%	N=33	100%	N=299
Availability of paths and walking trails	12%	N=36	34%	N=102	28%	N=83	18%	N=55	8%	N=23	100%	N=299
Air quality	14%	N=41	51%	N=152	24%	N=72	8%	N=25	3%	N=8	100%	N=298
Cleanliness of Pasco	4%	N=11	39%	N=117	40%	N=120	16%	N=48	0%	N=1	100%	N=297
Overall appearance of Pasco	2%	N=6	36%	N=106	38%	N=114	24%	N=71	0%	N=0	100%	N=297
Public places where people want to spend time	4%	N=12	24%	N=73	35%	N=106	33%	N=99	3%	N=9	100%	N=299
Variety of housing options	13%	N=38	38%	N=113	30%	N=88	15%	N=46	4%	N=12	100%	N=297
Availability of affordable quality housing	16%	N=49	41%	N=122	25%	N=74	11%	N=34	7%	N=20	100%	N=299
Fitness opportunities (including exercise classes and paths or trails, etc.)	12%	N=37	36%	N=109	29%	N=87	17%	N=51	5%	N=15	100%	N=299
Recreational opportunities	8%	N=24	32%	N=96	31%	N=94	25%	N=75	3%	N=10	100%	N=299
Availability of affordable quality health care	10%	N=29	38%	N=114	31%	N=91	12%	N=36	9%	N=28	100%	N=298
Availability of preventive health services	8%	N=24	37%	N=112	31%	N=93	11%	N=34	12%	N=36	100%	N=299
Availability of affordable quality mental health care	3%	N=10	10%	N=30	18%	N=53	28%	N=84	41%	N=122	100%	N=299

Table 39: Question 6

Please rate each of the following characteristics as they relate to Pasco as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
Availability of affordable quality child care/preschool	5%	N=15	15%	N=43	20%	N=59	12%	N=34	48%	N=138	100%	N=289
K-12 education	6%	N=16	26%	N=75	27%	N=77	25%	N=70	16%	N=47	100%	N=285
Adult educational opportunities	10%	N=28	31%	N=90	24%	N=71	13%	N=39	21%	N=62	100%	N=290
Opportunities to attend cultural/arts/music activities	6%	N=18	20%	N=59	29%	N=86	33%	N=96	11%	N=33	100%	N=292
Opportunities to participate in religious or spiritual events and activities	13%	N=38	34%	N=98	19%	N=56	7%	N=21	27%	N=79	100%	N=292
Employment opportunities	6%	N=17	20%	N=59	34%	N=99	22%	N=62	18%	N=51	100%	N=288
Shopping opportunities	2%	N=6	25%	N=73	32%	N=92	40%	N=117	1%	N=2	100%	N=290
Cost of living in Pasco	19%	N=55	44%	N=129	28%	N=81	9%	N=26	0%	N=0	100%	N=291
Overall quality of business and service establishments in Pasco	4%	N=12	37%	N=107	39%	N=114	19%	N=54	1%	N=4	100%	N=291
Vibrant downtown/commercial area	2%	N=5	5%	N=16	34%	N=99	56%	N=164	3%	N=8	100%	N=292
Overall quality of new development in Pasco	8%	N=22	34%	N=100	32%	N=92	23%	N=67	4%	N=11	100%	N=292
Opportunities to participate in social events and activities	4%	N=13	19%	N=56	39%	N=114	29%	N=83	9%	N=25	100%	N=291
Opportunities to volunteer	12%	N=36	35%	N=102	22%	N=65	9%	N=25	22%	N=64	100%	N=292

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Please rate each of the following characteristics as they relate to Pasco as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
Opportunities to participate in community matters	8%	N=24	29%	N=84	29%	N=85	14%	N=42	19%	N=56	100%	N=291
Openness and acceptance of the community toward people of diverse backgrounds	12%	N=36	35%	N=103	22%	N=63	23%	N=67	8%	N=22	100%	N=291
Neighborliness of residents in Pasco	10%	N=30	34%	N=100	37%	N=107	18%	N=51	1%	N=3	100%	N=291

Table 40: Question 7

Please indicate whether or not you have done each of the following in the last 12 months.	No		Yes		Total	
Made efforts to conserve water	21%	N=60	79%	N=228	100%	N=288
Made efforts to make your home more energy efficient	22%	N=63	78%	N=225	100%	N=288
Observed a code violation or other hazard in Pasco	33%	N=95	67%	N=191	100%	N=286
Household member was a victim of a crime in Pasco	87%	N=249	13%	N=36	100%	N=285
Reported a crime to the police in Pasco	74%	N=214	26%	N=74	100%	N=288
Stocked supplies in preparation for an emergency	60%	N=173	40%	N=113	100%	N=286
Campaigned or advocated for an issue, cause or candidate	58%	N=166	42%	N=121	100%	N=287
Contacted the City of Pasco (in-person, phone, email or web) for help or information	50%	N=144	50%	N=144	100%	N=288
Contacted Pasco elected officials (in-person, phone, email or web) to express your opinion	70%	N=202	30%	N=86	100%	N=288

Table 41: Question 8

In the last 12 months, about how many times, if at all, have you or other household members done each of the following in Pasco?	2 times a week or more		2-4 times a month		Once a month or less		Not at all		Total	
Used Pasco recreation centers or their services	5%	N=13	7%	N=20	23%	N=66	65%	N=187	100%	N=286
Visited a neighborhood park or City park	11%	N=31	27%	N=78	38%	N=109	24%	N=69	100%	N=287
Used Pasco public libraries or their services	9%	N=27	22%	N=64	31%	N=88	38%	N=108	100%	N=287
Participated in religious or spiritual activities in Pasco	15%	N=42	13%	N=38	14%	N=41	58%	N=166	100%	N=287
Attended a City-sponsored event	1%	N=3	2%	N=5	45%	N=128	52%	N=149	100%	N=285
Used bus, rail, subway or other public transportation instead of driving	3%	N=10	4%	N=12	7%	N=19	86%	N=245	100%	N=286
Carpooled with other adults or children instead of driving alone	18%	N=51	15%	N=42	17%	N=50	50%	N=143	100%	N=286
Walked or biked instead of driving	14%	N=39	11%	N=31	20%	N=58	55%	N=158	100%	N=286
Volunteered your time to some group/activity in Pasco	9%	N=27	17%	N=49	25%	N=71	49%	N=140	100%	N=287
Participated in a club	7%	N=20	13%	N=36	16%	N=46	64%	N=182	100%	N=284
Talked to or visited with your immediate neighbors	31%	N=90	33%	N=95	25%	N=73	10%	N=30	100%	N=288
Done a favor for a neighbor	18%	N=51	27%	N=79	38%	N=108	17%	N=50	100%	N=288

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Table 42: Question 9

Thinking about local public meetings (of local elected officials like City Council or County Commissioners, advisory boards, town halls, HOA, neighborhood watch, etc.), in the last 12 months, about how many times, if at all, have you or other household members attended or watched a local public meeting?	2 times a week or more		2-4 times a month		Once a month or less		Not at all		Total	
Attended a local public meeting	1%	N=2	7%	N=18	26%	N=72	66%	N=181	100%	N=273
Watched (online or on television) a local public meeting	1%	N=4	7%	N=21	27%	N=76	65%	N=184	100%	N=285

Table 43: Question 10

Please rate the quality of each of the following services in Pasco:	Excellent		Good		Fair		Poor		Don't know		Total	
Police/Sheriff services	28%	N=77	35%	N=95	17%	N=46	13%	N=34	7%	N=20	100%	N=272
Fire services	33%	N=88	36%	N=97	7%	N=20	2%	N=5	22%	N=59	100%	N=269
Ambulance or emergency medical services	34%	N=94	35%	N=95	6%	N=17	2%	N=6	22%	N=61	100%	N=273
Crime prevention	12%	N=33	37%	N=101	25%	N=68	13%	N=34	13%	N=36	100%	N=272
Fire prevention and education	13%	N=35	37%	N=99	18%	N=48	5%	N=14	27%	N=74	100%	N=270
Traffic enforcement	13%	N=35	38%	N=103	24%	N=66	13%	N=36	12%	N=32	100%	N=272
Street repair	8%	N=22	36%	N=97	32%	N=86	20%	N=55	5%	N=13	100%	N=273
Street cleaning	15%	N=41	42%	N=115	25%	N=69	13%	N=36	5%	N=13	100%	N=274
Street lighting	14%	N=39	43%	N=117	30%	N=83	11%	N=29	2%	N=6	100%	N=274
Snow removal	11%	N=29	33%	N=90	31%	N=86	18%	N=49	7%	N=20	100%	N=274
Sidewalk maintenance	9%	N=24	38%	N=104	32%	N=88	13%	N=36	8%	N=21	100%	N=273
Traffic signal timing	8%	N=21	35%	N=96	31%	N=84	23%	N=64	3%	N=8	100%	N=273
Bus or transit services	6%	N=17	21%	N=58	13%	N=36	8%	N=22	51%	N=139	100%	N=272
Garbage collection	46%	N=127	36%	N=98	12%	N=34	4%	N=10	2%	N=5	100%	N=274
Recycling	6%	N=16	14%	N=39	17%	N=47	51%	N=141	11%	N=31	100%	N=274
Yard waste pick-up	25%	N=69	30%	N=81	15%	N=41	14%	N=39	16%	N=43	100%	N=273
Storm drainage	16%	N=45	45%	N=122	16%	N=45	6%	N=17	16%	N=44	100%	N=273
Drinking water	30%	N=83	42%	N=114	18%	N=49	7%	N=20	3%	N=8	100%	N=274
Sewer services	25%	N=69	46%	N=125	13%	N=35	3%	N=8	13%	N=35	100%	N=272
Utility billing	22%	N=60	47%	N=129	21%	N=58	7%	N=18	3%	N=7	100%	N=272
City parks	16%	N=43	41%	N=113	25%	N=67	8%	N=23	10%	N=27	100%	N=273
Recreation programs or classes	8%	N=23	23%	N=62	18%	N=48	14%	N=38	38%	N=103	100%	N=274
Recreation centers or facilities	5%	N=14	22%	N=59	22%	N=59	14%	N=39	37%	N=102	100%	N=273
Land use, planning and zoning	3%	N=7	21%	N=57	25%	N=68	31%	N=85	20%	N=55	100%	N=272
Code enforcement (weeds, abandoned buildings, etc.)	4%	N=10	22%	N=59	31%	N=84	27%	N=73	17%	N=47	100%	N=273
Animal control	5%	N=14	30%	N=83	27%	N=73	21%	N=57	17%	N=46	100%	N=273
Economic development	4%	N=12	22%	N=61	33%	N=90	26%	N=71	14%	N=39	100%	N=273
Health services	7%	N=20	38%	N=103	29%	N=79	10%	N=27	16%	N=44	100%	N=273
Public library services	24%	N=66	36%	N=98	14%	N=39	5%	N=14	20%	N=55	100%	N=272
Public information services	4%	N=12	32%	N=87	24%	N=66	11%	N=29	28%	N=76	100%	N=270

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Please rate the quality of each of the following services in Pasco:	Excellent		Good		Fair		Poor		Don't know		Total	
Cable television	10%	N=26	24%	N=65	17%	N=47	20%	N=55	29%	N=79	100%	N=272
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	5%	N=14	22%	N=60	15%	N=42	13%	N=36	44%	N=120	100%	N=272
Preservation of natural areas such as open space, farmlands and greenbelts	7%	N=20	26%	N=70	31%	N=84	17%	N=46	19%	N=53	100%	N=273
Pasco open space	6%	N=17	25%	N=68	30%	N=81	18%	N=48	21%	N=58	100%	N=272
City-sponsored special events	3%	N=9	20%	N=53	26%	N=70	19%	N=50	33%	N=88	100%	N=270
Overall customer service by Pasco employees (police, receptionists, planners, etc.)	14%	N=37	38%	N=102	23%	N=62	17%	N=45	9%	N=25	100%	N=271

Table 44: Question 11

Overall, how would you rate the quality of the services provided by each of the following?	Excellent		Good		Fair		Poor		Don't know		Total	
The City of Pasco	10%	N=26	40%	N=103	30%	N=77	17%	N=44	4%	N=10	100%	N=260
The Federal Government	4%	N=11	22%	N=58	35%	N=92	27%	N=72	11%	N=29	100%	N=262
Franklin County Government	7%	N=19	29%	N=76	32%	N=83	16%	N=43	16%	N=41	100%	N=262
The State Government	6%	N=16	26%	N=67	31%	N=81	27%	N=70	11%	N=28	100%	N=262

Table 45: Question 12

Please rate the following categories of Pasco government performance:	Excellent		Good		Fair		Poor		Don't know		Total	
The value of services for the taxes paid to Pasco	9%	N=23	30%	N=77	34%	N=89	22%	N=58	5%	N=14	100%	N=261
The overall direction that Pasco is taking	7%	N=18	27%	N=72	32%	N=84	28%	N=74	5%	N=14	100%	N=262
The job Pasco government does at welcoming citizen involvement	8%	N=20	20%	N=52	30%	N=78	28%	N=74	14%	N=37	100%	N=261
Overall confidence in Pasco government	6%	N=16	23%	N=60	31%	N=79	33%	N=86	7%	N=18	100%	N=259
Generally acting in the best interest of the community	8%	N=22	25%	N=64	30%	N=79	30%	N=78	7%	N=18	100%	N=261
Being honest	10%	N=26	23%	N=60	28%	N=72	27%	N=69	13%	N=33	100%	N=260
Treating all residents fairly	8%	N=20	23%	N=61	27%	N=71	32%	N=84	10%	N=25	100%	N=261

Table 46: Question 13

Please rate how important, if at all, you think it is for the Pasco community to focus on each of the following in the coming two years:	Essential		Very important		Somewhat important		Not at all important		Total	
Overall feeling of safety in Pasco	60%	N=153	30%	N=77	9%	N=22	1%	N=3	100%	N=255
Overall ease of getting to the places you usually have to visit	28%	N=71	44%	N=111	25%	N=64	2%	N=6	100%	N=252
Quality of overall natural environment in Pasco	24%	N=61	43%	N=109	30%	N=75	3%	N=8	100%	N=253
Overall "built environment" of Pasco (including overall design, buildings, parks and transportation systems)	30%	N=76	42%	N=107	24%	N=62	4%	N=10	100%	N=255
Health and wellness opportunities in Pasco	29%	N=74	39%	N=99	26%	N=65	6%	N=14	100%	N=252
Overall opportunities for education and enrichment	46%	N=118	37%	N=95	13%	N=33	3%	N=8	100%	N=254
Overall economic health of Pasco	51%	N=129	41%	N=104	7%	N=18	2%	N=4	100%	N=255

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Please rate how important, if at all, you think it is for the Pasco community to focus on each of the following in the coming two years:	Essential		Very important		Somewhat important		Not at all important		Total	
Sense of community	39%	N=98	40%	N=102	19%	N=47	3%	N=7	100%	N=254

Table 47: Question 14

The City is considering providing curbside container recycling and yard waste services. To what extent would you support or oppose these services being offered:	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Total	
Recycling (paper, tin, aluminum and plastics) at an additional monthly cost per household of \$4.50-\$5.50	49%	N=125	19%	N=48	9%	N=24	23%	N=59	100%	N=256
Yard waste collection at an additional monthly cost per household of \$3.50-\$4.50	27%	N=68	24%	N=61	17%	N=43	31%	N=79	100%	N=251

Table 48: Question 15

In order to reduce the rate of serious traffic accidents at major intersections, the City is considering installing cameras to increase red light compliance. To what extent do you support or oppose the installation of traffic cameras at select intersections	Percent	Number
Strongly support	32%	N=83
Somewhat support	27%	N=69
Somewhat oppose	12%	N=31
Strongly oppose	29%	N=73
Total	100%	N=256

Table 49: Question 16

Of the seven members of City Council, five members are district-based, with only residents within the district able to run for election and only voters residing within the district voting on district candidates in primary elections and city-wide voting in the general (final) election. The method of voting for district-based candidates (district-based voting at the primary level and city-wide voting in the general election) is dictated by state law. The City is considering whether to push to change the law to allow for district-based voting in the general election in communities that choose this approach. To what extent do you support or oppose...	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Total	
The current system of voting (City-wide voting for district candidates in the general election)	25%	N=62	42%	N=103	20%	N=50	12%	N=29	100%	N=244
District-based voting (only district residents voting for district candidates in the general election)	33%	N=79	38%	N=91	16%	N=39	13%	N=32	100%	N=241

Table 50: Question D1

How often, if at all, do you do each of the following, considering all of the times you could?	Never		Rarely		Sometimes		Usually		Always		Total	
Recycle at home	14%	N=36	16%	N=41	20%	N=50	20%	N=50	30%	N=76	100%	N=253
Purchase goods or services from a business located in Pasco	2%	N=4	5%	N=13	30%	N=75	54%	N=137	9%	N=23	100%	N=252
Eat at least 5 portions of fruits and vegetables a day	2%	N=4	19%	N=47	37%	N=91	32%	N=80	11%	N=27	100%	N=249

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How often, if at all, do you do each of the following, considering all of the times you could?	Never		Rarely		Sometimes		Usually		Always		Total	
Participate in moderate or vigorous physical activity	2%	N=5	13%	N=32	37%	N=92	31%	N=78	18%	N=45	100%	N=252
Read or watch local news (via television, paper, computer, etc.)	2%	N=6	4%	N=9	12%	N=31	29%	N=72	53%	N=134	100%	N=252
Vote in local elections	5%	N=12	2%	N=6	7%	N=18	23%	N=58	63%	N=159	100%	N=253

Table 51: Question D2

Would you say that in general your health is:	Percent	Number
Excellent	20%	N=50
Very good	46%	N=116
Good	29%	N=73
Fair	4%	N=11
Poor	1%	N=3
Total	100%	N=253

Table 52: Question D3

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	Number
Very positive	10%	N=26
Somewhat positive	20%	N=50
Neutral	51%	N=128
Somewhat negative	17%	N=42
Very negative	3%	N=7
Total	100%	N=253

Table 53: Question D4

What is your employment status?	Percent	Number
Working full time for pay	61%	N=156
Working part time for pay	6%	N=16
Unemployed, looking for paid work	2%	N=4
Unemployed, not looking for paid work	5%	N=13
Fully retired	26%	N=65
Total	100%	N=254

Table 54: Question D5

Do you work inside the boundaries of Pasco?	Percent	Number
Yes, outside the home	27%	N=69
Yes, from home	4%	N=9
No	69%	N=173
Total	100%	N=251

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Table 55: Question D6

How many years have you lived in Pasco?	Percent	Number
Less than 2 years	13%	N=32
2 to 5 years	18%	N=45
6 to 10 years	21%	N=53
11 to 20 years	18%	N=45
More than 20 years	31%	N=77
Total	100%	N=252

Table 56: Question D7

Which best describes the building you live in?	Percent	Number
One family house detached from any other houses	94%	N=238
Building with two or more homes (duplex, townhome, apartment or condominium)	3%	N=8
Mobile home	2%	N=5
Other	1%	N=3
Total	100%	N=254

Table 57: Question D8

Is this house, apartment or mobile home...	Percent	Number
Rented	7%	N=17
Owned	93%	N=236
Total	100%	N=253

Table 58: Question D9

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)?	Percent	Number
Less than \$300 per month	6%	N=15
\$300 to \$599 per month	9%	N=22
\$600 to \$999 per month	19%	N=47
\$1,000 to \$1,499 per month	37%	N=92
\$1,500 to \$2,499 per month	25%	N=61
\$2,500 or more per month	4%	N=11
Total	100%	N=248

Table 59: Question D10

Do any children 17 or under live in your household?	Percent	Number
No	55%	N=138
Yes	45%	N=115
Total	100%	N=253

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Table 60: Question D11

Are you or any other members of your household aged 65 or older?	Percent	Number
No	75%	N=190
Yes	25%	N=63
Total	100%	N=253

Table 61: Question D12

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	Number
Less than \$25,000	7%	N=17
\$25,000 to \$49,999	12%	N=29
\$50,000 to \$99,999	47%	N=113
\$100,000 to \$149,999	23%	N=54
\$150,000 or more	11%	N=27
Total	100%	N=240

Table 62: Question D13

Are you Spanish, Hispanic or Latino?	Percent	Number
No, not Spanish, Hispanic or Latino	88%	N=220
Yes, I consider myself to be Spanish, Hispanic or Latino	12%	N=30
Total	100%	N=250

Table 63: Question D14

What is your race? (Mark one or more races to indicate what race(s) you consider yourself to be.)	Percent	Number
American Indian or Alaskan Native	2%	N=5
Asian, Asian Indian or Pacific Islander	4%	N=9
Black or African American	2%	N=4
White	88%	N=221
Other	8%	N=20

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

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Table 64: Question D15

In which category is your age?	Percent	Number
18 to 24 years	4%	N=10
25 to 34 years	25%	N=63
35 to 44 years	23%	N=57
45 to 54 years	15%	N=37
55 to 64 years	16%	N=40
65 to 74 years	14%	N=36
75 years or older	3%	N=7
Total	100%	N=250

Table 65: Question D16

What is your sex?	Percent	Number
Female	50%	N=125
Male	50%	N=124
Total	100%	N=249

Table 66: Question D17

Do you consider a cell phone or landline your primary telephone number?	Percent	Number
Cell	70%	N=176
Land line	12%	N=31
Both	17%	N=43
Total	100%	N=250



Pasco, WA

Technical Appendices
2016



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Appendix A: Complete Survey Responses

Responses excluding “don’t know”

The following pages contain a complete set of responses to each question on the survey, excluding the “don’t know” responses. The percent of respondents giving a particular response is shown followed by the number of respondents (denoted with “N=”).

Table 1: Question 1

Please rate each of the following aspects of quality of life in Pasco:	Excellent		Good		Fair		Poor		Total	
Pasco as a place to live	13%	N=35	53%	N=137	27%	N=71	6%	N=17	100%	N=259
Your neighborhood as a place to live	22%	N=56	52%	N=135	20%	N=51	6%	N=17	100%	N=258
Pasco as a place to raise children	12%	N=28	49%	N=115	33%	N=77	6%	N=15	100%	N=234
Pasco as a place to work	12%	N=27	35%	N=81	40%	N=92	13%	N=30	100%	N=231
Pasco as a place to visit	8%	N=21	26%	N=66	42%	N=105	24%	N=59	100%	N=251
Pasco as a place to retire	9%	N=22	36%	N=83	41%	N=96	14%	N=33	100%	N=235
The overall quality of life in Pasco	8%	N=21	51%	N=131	36%	N=91	5%	N=13	100%	N=256

Table 2: Question 2

Please rate each of the following characteristics as they relate to Pasco as a whole:	Excellent		Good		Fair		Poor		Total	
Overall feeling of safety in Pasco	8%	N=21	45%	N=115	36%	N=92	12%	N=31	100%	N=259
Overall ease of getting to the places you usually have to visit	18%	N=45	54%	N=139	24%	N=62	4%	N=11	100%	N=257
Quality of overall natural environment in Pasco	10%	N=26	48%	N=123	31%	N=79	10%	N=27	100%	N=255
Overall “built environment” of Pasco (including overall design, buildings, parks and transportation systems)	5%	N=12	38%	N=96	38%	N=98	19%	N=50	100%	N=255
Health and wellness opportunities in Pasco	5%	N=13	35%	N=84	45%	N=109	15%	N=36	100%	N=242
Overall opportunities for education and enrichment	6%	N=15	34%	N=83	47%	N=114	13%	N=32	100%	N=244
Overall economic health of Pasco	4%	N=10	36%	N=86	46%	N=111	14%	N=35	100%	N=242
Sense of community	4%	N=10	34%	N=82	45%	N=111	17%	N=42	100%	N=245
Overall image or reputation of Pasco	2%	N=5	21%	N=53	40%	N=99	37%	N=90	100%	N=247

Table 3: Question 3

Please indicate how likely or unlikely you are to do each of the following:	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Total	
Recommend living in Pasco to someone who asks	24%	N=62	51%	N=131	14%	N=36	10%	N=26	100%	N=254
Remain in Pasco for the next five years	53%	N=131	27%	N=66	7%	N=16	13%	N=33	100%	N=246

Table 4: Question 4

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	52%	N=135	33%	N=84	6%	N=15	7%	N=19	2%	N=5	100%	N=259
In Pasco’s downtown/commercial areas during the day	22%	N=54	37%	N=92	20%	N=50	12%	N=31	8%	N=20	100%	N=248

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Table 5: Question 5

Please rate each of the following characteristics as they relate to Pasco as a whole:	Excellent		Good		Fair		Poor		Total	
Traffic flow on major streets	7%	N=19	40%	N=100	37%	N=94	16%	N=40	100%	N=253
Ease of public parking	20%	N=51	46%	N=117	28%	N=72	5%	N=13	100%	N=254
Ease of travel by car in Pasco	20%	N=52	51%	N=132	24%	N=61	5%	N=12	100%	N=258
Ease of travel by public transportation in Pasco	17%	N=30	42%	N=74	29%	N=50	12%	N=22	100%	N=176
Ease of travel by bicycle in Pasco	12%	N=21	46%	N=81	27%	N=48	16%	N=28	100%	N=178
Ease of walking in Pasco	18%	N=40	39%	N=88	27%	N=61	15%	N=34	100%	N=224
Availability of paths and walking trails	14%	N=32	47%	N=106	26%	N=58	13%	N=29	100%	N=226
Air quality	13%	N=33	51%	N=132	28%	N=73	8%	N=20	100%	N=258
Cleanliness of Pasco	16%	N=41	36%	N=92	39%	N=100	10%	N=25	100%	N=258
Overall appearance of Pasco	7%	N=18	37%	N=95	42%	N=109	14%	N=36	100%	N=258
Public places where people want to spend time	7%	N=19	33%	N=83	37%	N=92	23%	N=57	100%	N=250
Variety of housing options	12%	N=29	40%	N=96	35%	N=85	13%	N=31	100%	N=241
Availability of affordable quality housing	13%	N=31	35%	N=84	41%	N=97	11%	N=25	100%	N=236
Fitness opportunities (including exercise classes and paths or trails, etc.)	13%	N=28	36%	N=82	40%	N=91	11%	N=24	100%	N=225
Recreational opportunities	11%	N=26	31%	N=75	45%	N=107	13%	N=31	100%	N=239
Availability of affordable quality health care	4%	N=10	42%	N=97	43%	N=98	10%	N=23	100%	N=227
Availability of preventive health services	5%	N=11	48%	N=104	39%	N=84	8%	N=18	100%	N=217
Availability of affordable quality mental health care	4%	N=7	34%	N=55	41%	N=66	21%	N=34	100%	N=163

Table 6: Question 6

Please rate each of the following characteristics as they relate to Pasco as a whole:	Excellent		Good		Fair		Poor		Total	
Availability of affordable quality child care/preschool	9%	N=12	37%	N=52	42%	N=58	12%	N=17	100%	N=139
K-12 education	7%	N=14	46%	N=91	32%	N=62	15%	N=31	100%	N=198
Adult educational opportunities	13%	N=26	46%	N=93	32%	N=65	9%	N=19	100%	N=203
Opportunities to attend cultural/arts/music activities	6%	N=13	30%	N=64	42%	N=90	22%	N=48	100%	N=214
Opportunities to participate in religious or spiritual events and activities	11%	N=20	52%	N=99	31%	N=58	7%	N=13	100%	N=190
Employment opportunities	9%	N=19	29%	N=60	45%	N=95	18%	N=37	100%	N=210
Shopping opportunities	7%	N=17	29%	N=72	39%	N=98	25%	N=64	100%	N=251
Cost of living in Pasco	13%	N=33	36%	N=90	43%	N=109	8%	N=21	100%	N=253
Overall quality of business and service establishments in Pasco	3%	N=8	40%	N=97	47%	N=114	11%	N=26	100%	N=246
Vibrant downtown/commercial area	0%	N=0	14%	N=35	35%	N=88	50%	N=125	100%	N=248
Overall quality of new development in Pasco	8%	N=20	36%	N=88	39%	N=97	17%	N=41	100%	N=246
Opportunities to participate in social events and activities	2%	N=5	39%	N=86	42%	N=92	17%	N=37	100%	N=220
Opportunities to volunteer	7%	N=14	46%	N=93	40%	N=80	7%	N=15	100%	N=202
Opportunities to participate in community matters	4%	N=8	43%	N=85	40%	N=78	13%	N=26	100%	N=198
Openness and acceptance of the community toward people of diverse backgrounds	9%	N=22	38%	N=92	34%	N=81	19%	N=45	100%	N=240
Neighborliness of residents in Pasco	11%	N=27	30%	N=77	43%	N=110	16%	N=40	100%	N=254

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Table 7: Question 7

Please indicate whether or not you have done each of the following in the last 12 months.	No		Yes		Total	
Made efforts to conserve water	19%	N=49	81%	N=208	100%	N=257
Made efforts to make your home more energy efficient	17%	N=45	83%	N=212	100%	N=257
Observed a code violation or other hazard in Pasco	56%	N=141	44%	N=112	100%	N=253
Household member was a victim of a crime in Pasco	87%	N=223	13%	N=34	100%	N=257
Reported a crime to the police in Pasco	76%	N=190	24%	N=61	100%	N=252
Stocked supplies in preparation for an emergency	65%	N=167	35%	N=89	100%	N=256
Campaigned or advocated for an issue, cause or candidate	73%	N=187	27%	N=68	100%	N=255
Contacted the City of Pasco (in-person, phone, email or web) for help or information	56%	N=142	44%	N=114	100%	N=256
Contacted Pasco elected officials (in-person, phone, email or web) to express your opinion	85%	N=218	15%	N=38	100%	N=256

Table 8: Question 8

In the last 12 months, about how many times, if at all, have you or other household members done each of the following in Pasco?	2 times a week or more		2-4 times a month		Once a month or less		Not at all		Total	
Used Pasco recreation centers or their services	2%	N=5	15%	N=37	30%	N=77	54%	N=138	100%	N=257
Visited a neighborhood park or City park	10%	N=26	36%	N=93	37%	N=95	17%	N=43	100%	N=258
Used Pasco public libraries or their services	10%	N=25	25%	N=64	23%	N=59	42%	N=109	100%	N=257
Participated in religious or spiritual activities in Pasco	13%	N=33	18%	N=46	11%	N=29	58%	N=148	100%	N=256
Attended a City-sponsored event	1%	N=3	6%	N=16	24%	N=61	69%	N=176	100%	N=256
Used bus, rail, subway or other public transportation instead of driving	2%	N=4	10%	N=25	17%	N=43	72%	N=186	100%	N=258
Carpooled with other adults or children instead of driving alone	19%	N=48	12%	N=32	14%	N=36	55%	N=141	100%	N=256
Walked or biked instead of driving	8%	N=20	15%	N=39	18%	N=45	59%	N=149	100%	N=254
Volunteered your time to some group/activity in Pasco	5%	N=13	15%	N=38	17%	N=43	63%	N=163	100%	N=258
Participated in a club	4%	N=9	5%	N=12	14%	N=37	77%	N=199	100%	N=257
Talked to or visited with your immediate neighbors	31%	N=79	34%	N=87	22%	N=57	13%	N=34	100%	N=257
Done a favor for a neighbor	13%	N=34	21%	N=54	51%	N=130	15%	N=39	100%	N=258

Table 9: Question 9

Thinking about local public meetings (of local elected officials like City Council or County Commissioners, advisory boards, town halls, HOA, neighborhood watch, etc.), in the last 12 months, about how many times, if at all, have you or other household members attended or watched a local public meeting?	2 times a week or more		2-4 times a month		Once a month or less		Not at all		Total	
Attended a local public meeting	2%	N=5	3%	N=7	16%	N=42	79%	N=203	100%	N=257
Watched (online or on television) a local public meeting	1%	N=2	7%	N=17	22%	N=56	71%	N=183	100%	N=257

Table 10: Question 10

Please rate the quality of each of the following services in Pasco:	Excellent		Good		Fair		Poor		Total	
Police/Sheriff services	17%	N=38	46%	N=106	26%	N=58	11%	N=25	100%	N=227
Fire services	31%	N=58	55%	N=102	12%	N=23	1%	N=2	100%	N=184
Ambulance or emergency medical services	30%	N=53	55%	N=100	14%	N=25	1%	N=2	100%	N=180
Crime prevention	8%	N=16	37%	N=73	37%	N=74	18%	N=36	100%	N=200
Fire prevention and education	13%	N=22	52%	N=88	32%	N=54	4%	N=7	100%	N=171
Traffic enforcement	9%	N=19	42%	N=91	27%	N=60	22%	N=48	100%	N=218

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Please rate the quality of each of the following services in Pasco:	Excellent		Good		Fair		Poor		Total	
Street repair	8%	N=20	38%	N=90	41%	N=97	12%	N=29	100%	N=236
Street cleaning	14%	N=34	45%	N=107	31%	N=75	10%	N=24	100%	N=239
Street lighting	13%	N=31	37%	N=92	35%	N=87	15%	N=36	100%	N=246
Snow removal	7%	N=16	44%	N=98	36%	N=80	13%	N=29	100%	N=224
Sidewalk maintenance	11%	N=24	37%	N=84	34%	N=77	18%	N=40	100%	N=225
Traffic signal timing	9%	N=22	39%	N=93	37%	N=88	15%	N=36	100%	N=239
Bus or transit services	15%	N=25	48%	N=79	21%	N=34	16%	N=25	100%	N=163
Garbage collection	39%	N=92	45%	N=109	14%	N=34	2%	N=4	100%	N=239
Recycling	10%	N=22	22%	N=46	22%	N=47	46%	N=99	100%	N=214
Yard waste pick-up	30%	N=58	36%	N=69	25%	N=49	9%	N=16	100%	N=193
Storm drainage	21%	N=46	47%	N=100	26%	N=56	5%	N=11	100%	N=213
Drinking water	19%	N=46	45%	N=108	28%	N=67	8%	N=20	100%	N=241
Sewer services	21%	N=42	57%	N=116	18%	N=37	4%	N=9	100%	N=204
Utility billing	15%	N=37	50%	N=122	29%	N=71	5%	N=13	100%	N=242
City parks	17%	N=38	50%	N=112	29%	N=66	4%	N=10	100%	N=225
Recreation programs or classes	12%	N=18	38%	N=56	40%	N=58	10%	N=14	100%	N=146
Recreation centers or facilities	13%	N=19	44%	N=66	33%	N=49	11%	N=17	100%	N=151
Land use, planning and zoning	6%	N=11	27%	N=47	38%	N=67	29%	N=52	100%	N=177
Code enforcement (weeds, abandoned buildings, etc.)	5%	N=9	27%	N=52	40%	N=78	29%	N=57	100%	N=197
Animal control	10%	N=19	27%	N=54	38%	N=77	26%	N=51	100%	N=201
Economic development	7%	N=13	35%	N=68	41%	N=80	18%	N=35	100%	N=196
Health services	9%	N=20	38%	N=79	44%	N=92	8%	N=17	100%	N=208
Public library services	29%	N=60	50%	N=104	16%	N=33	5%	N=11	100%	N=209
Public information services	10%	N=18	53%	N=97	31%	N=57	6%	N=11	100%	N=183
Cable television	12%	N=22	39%	N=71	31%	N=57	17%	N=32	100%	N=183
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	8%	N=12	31%	N=46	43%	N=62	18%	N=26	100%	N=146
Preservation of natural areas such as open space, farmlands and greenbelts	10%	N=18	36%	N=63	41%	N=73	13%	N=23	100%	N=178
Pasco open space	8%	N=13	39%	N=69	40%	N=70	14%	N=24	100%	N=177
City-sponsored special events	9%	N=14	30%	N=47	45%	N=71	15%	N=24	100%	N=156
Overall customer service by Pasco employees (police, receptionists, planners, etc.)	18%	N=39	40%	N=86	34%	N=74	9%	N=19	100%	N=218

Table 11: Question 11

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	7%	N=17	53%	N=124	34%	N=78	6%	N=14	100%	N=233
The Federal Government	3%	N=7	40%	N=83	33%	N=67	23%	N=48	100%	N=205

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Table 12: Question 12

Please rate the following categories of Pasco government performance:	Excellent		Good		Fair		Poor		Total	
The value of services for the taxes paid to Pasco	6%	N=13	39%	N=89	39%	N=89	16%	N=37	100%	N=228
The overall direction that Pasco is taking	9%	N=21	33%	N=74	37%	N=85	21%	N=47	100%	N=227
The job Pasco government does at welcoming citizen involvement	5%	N=10	33%	N=64	39%	N=77	23%	N=45	100%	N=196
Overall confidence in Pasco government	4%	N=10	29%	N=65	47%	N=104	19%	N=43	100%	N=222
Generally acting in the best interest of the community	5%	N=10	38%	N=84	41%	N=90	17%	N=37	100%	N=221
Being honest	3%	N=6	36%	N=69	36%	N=71	25%	N=48	100%	N=194
Treating all residents fairly	4%	N=8	39%	N=79	32%	N=66	25%	N=52	100%	N=205

Table 13: Question 13

Please rate how important, if at all, you think it is for the Pasco community to focus on each of the following in the coming two years:	Essential		Very important		Somewhat important		Not at all important		Total	
Overall feeling of safety in Pasco	53%	N=138	38%	N=99	9%	N=22	0%	N=0	100%	N=259
Overall ease of getting to the places you usually have to visit	23%	N=58	50%	N=129	22%	N=57	5%	N=12	100%	N=256
Quality of overall natural environment in Pasco	23%	N=60	52%	N=134	24%	N=62	1%	N=3	100%	N=258
Overall "built environment" of Pasco (including overall design, buildings, parks and transportation systems)	26%	N=68	48%	N=122	24%	N=62	2%	N=5	100%	N=257
Health and wellness opportunities in Pasco	29%	N=76	43%	N=112	24%	N=61	3%	N=9	100%	N=258
Overall opportunities for education and enrichment	42%	N=108	39%	N=101	17%	N=43	3%	N=7	100%	N=258
Overall economic health of Pasco	42%	N=109	47%	N=121	9%	N=24	2%	N=4	100%	N=258
Sense of community	29%	N=76	53%	N=136	17%	N=43	1%	N=4	100%	N=258

Table 14: Question 14

The City is considering providing curbside container recycling and yard waste services. To what extent would you support or oppose these services being offered:	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Total	
Recycling (paper, tin, aluminum and plastics) at an additional monthly cost per household of \$4.50-\$5.50	37%	N=96	29%	N=73	14%	N=37	20%	N=51	100%	N=257
Yard waste collection at an additional monthly cost per household of \$3.50-\$4.50	22%	N=57	33%	N=86	22%	N=56	23%	N=58	100%	N=257

Table 15: Question 15

In order to reduce the rate of serious traffic accidents at major intersections, the City is considering installing cameras to increase red light compliance. To what extent do you support or oppose the installation of traffic cameras at select intersection	Percent	Number
Strongly support	44%	N=112
Somewhat support	26%	N=65
Somewhat oppose	13%	N=33
Strongly oppose	17%	N=43
Total	100%	N=254

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Table 16: Question 16

Of the seven members of City Council, five members are district-based, with only residents within the district able to run for election and only voters residing within the district voting on district candidates in primary elections and city-wide voting in the general (final) election. The method of voting for district-based candidates (district-based voting at the primary level and city-wide voting in the general election) is dictated by state law. The City is considering whether to push to change the law to allow for district-based voting in the general election in communities that choose this approach. To what extent do you support or oppose...	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Total	
The current system of voting (City-wide voting for district candidates in the general election)	31%	N=71	43%	N=98	16%	N=37	10%	N=22	100%	N=229
District-based voting (only district residents voting for district candidates in the general election)	35%	N=82	36%	N=85	20%	N=48	9%	N=22	100%	N=237

Table 17: Question D1

How often, if at all, do you do each of the following, considering all of the times you could?	Never		Rarely		Sometimes		Usually		Always		Total	
Recycle at home	12%	N=30	16%	N=40	33%	N=84	20%	N=50	19%	N=47	100%	N=251
Purchase goods or services from a business located in Pasco	1%	N=3	5%	N=13	28%	N=69	46%	N=115	19%	N=48	100%	N=249
Eat at least 5 portions of fruits and vegetables a day	3%	N=8	12%	N=30	39%	N=97	37%	N=92	9%	N=22	100%	N=249
Participate in moderate or vigorous physical activity	6%	N=16	14%	N=35	36%	N=91	29%	N=73	14%	N=34	100%	N=249
Read or watch local news (via television, paper, computer, etc.)	4%	N=9	7%	N=18	19%	N=47	31%	N=78	39%	N=96	100%	N=249
Vote in local elections	15%	N=37	9%	N=21	11%	N=28	20%	N=48	45%	N=109	100%	N=243

Table 18: Question D2

Would you say that in general your health is:	Percent	Number
Excellent	10%	N=26
Very good	36%	N=91
Good	36%	N=89
Fair	16%	N=40
Poor	2%	N=5
Total	100%	N=250

Table 19: Question D3

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	Number
Very positive	6%	N=15
Somewhat positive	24%	N=60
Neutral	53%	N=130
Somewhat negative	15%	N=38
Very negative	1%	N=3
Total	100%	N=246

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Table 20: Question D4

What is your employment status?	Percent	Number
Working full time for pay	62%	N=154
Working part time for pay	12%	N=29
Unemployed, looking for paid work	11%	N=27
Unemployed, not looking for paid work	4%	N=10
Fully retired	12%	N=29
Total	100%	N=248

Table 21: Question D5

Do you work inside the boundaries of Pasco?	Percent	Number
Yes, outside the home	31%	N=77
Yes, from home	8%	N=20
No	60%	N=148
Total	100%	N=245

Table 22: Question D6

How many years have you lived in Pasco?	Percent	Number
Less than 2 years	6%	N=16
2 to 5 years	24%	N=60
6 to 10 years	26%	N=65
11 to 20 years	17%	N=42
More than 20 years	27%	N=66
Total	100%	N=250

Table 23: Question D7

Which best describes the building you live in?	Percent	Number
One family house detached from any other houses	73%	N=184
Building with two or more homes (duplex, townhome, apartment or condominium)	20%	N=49
Mobile home	4%	N=11
Other	3%	N=7
Total	100%	N=252

Table 24: Question D8

Is this house, apartment or mobile home...	Percent	Number
Rented	32%	N=80
Owned	68%	N=170
Total	100%	N=250

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Table 25: Question D9

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)?	Percent	Number
Less than \$300 per month	6%	N=15
\$300 to \$599 per month	15%	N=35
\$600 to \$999 per month	34%	N=83
\$1,000 to \$1,499 per month	27%	N=65
\$1,500 to \$2,499 per month	15%	N=37
\$2,500 or more per month	4%	N=9
Total	100%	N=244

Table 26: Question D10

Do any children 17 or under live in your household?	Percent	Number
No	54%	N=137
Yes	46%	N=115
Total	100%	N=252

Table 27: Question D11

Are you or any other members of your household aged 65 or older?	Percent	Number
No	82%	N=206
Yes	18%	N=45
Total	100%	N=251

Table 28: Question D12

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	Number
Less than \$25,000	21%	N=51
\$25,000 to \$49,999	27%	N=64
\$50,000 to \$99,999	34%	N=82
\$100,000 to \$149,999	12%	N=28
\$150,000 or more	7%	N=17
Total	100%	N=242

Table 29: Question D13

Are you Spanish, Hispanic or Latino?	Percent	Number
No, not Spanish, Hispanic or Latino	54%	N=131
Yes, I consider myself to be Spanish, Hispanic or Latino	46%	N=114
Total	100%	N=245

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Table 30: Question D14

What is your race? (Mark one or more races to indicate what race(s) you consider yourself to be.)	Percent	Number
American Indian or Alaskan Native	3%	N=7
Asian, Asian Indian or Pacific Islander	4%	N=10
Black or African American	1%	N=3
White	67%	N=155
Other	27%	N=61

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

Table 31: Question D15

In which category is your age?	Percent	Number
18 to 24 years	9%	N=22
25 to 34 years	31%	N=78
35 to 44 years	19%	N=48
45 to 54 years	15%	N=38
55 to 64 years	11%	N=28
65 to 74 years	9%	N=23
75 years or older	5%	N=11
Total	100%	N=250

Table 32: Question D16

What is your sex?	Percent	Number
Female	50%	N=122
Male	50%	N=123
Total	100%	N=245

Table 33: Question D17

Do you consider a cell phone or landline your primary telephone number?	Percent	Number
Cell	71%	N=177
Land line	15%	N=37
Both	14%	N=36
Total	100%	N=250

Responses including “don’t know”

The following pages contain a complete set of responses to each question on the survey, including the “don’t know” responses. The percent of respondents giving a particular response is shown followed by the number of respondents (denoted with “N=”).

Table 34: Question 1

Please rate each of the following aspects of quality of life in Pasco:	Excellent		Good		Fair		Poor		Don't know		Total	
Pasco as a place to live	13%	N=35	53%	N=137	27%	N=71	6%	N=17	0%	N=0	100%	N=259
Your neighborhood as a place to live	22%	N=56	52%	N=135	20%	N=51	6%	N=17	0%	N=0	100%	N=258
Pasco as a place to raise children	11%	N=28	45%	N=115	30%	N=77	6%	N=15	9%	N=23	100%	N=257
Pasco as a place to work	11%	N=27	31%	N=81	36%	N=92	12%	N=30	10%	N=27	100%	N=258
Pasco as a place to visit	8%	N=21	25%	N=66	41%	N=105	23%	N=59	2%	N=6	100%	N=257
Pasco as a place to retire	9%	N=22	33%	N=83	38%	N=96	13%	N=33	7%	N=17	100%	N=252
The overall quality of life in Pasco	8%	N=21	51%	N=131	36%	N=91	5%	N=13	0%	N=1	100%	N=257

Table 35: Question 2

Please rate each of the following characteristics as they relate to Pasco as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
Overall feeling of safety in Pasco	8%	N=21	45%	N=115	36%	N=92	12%	N=31	0%	N=0	100%	N=259
Overall ease of getting to the places you usually have to visit	17%	N=45	54%	N=139	24%	N=62	4%	N=11	1%	N=1	100%	N=259
Quality of overall natural environment in Pasco	10%	N=26	48%	N=123	31%	N=79	10%	N=27	1%	N=3	100%	N=258
Overall "built environment" of Pasco (including overall design, buildings, parks and transportation systems)	5%	N=12	37%	N=96	38%	N=98	19%	N=50	1%	N=2	100%	N=258
Health and wellness opportunities in Pasco	5%	N=13	32%	N=84	42%	N=109	14%	N=36	7%	N=17	100%	N=259
Overall opportunities for education and enrichment	6%	N=15	32%	N=83	44%	N=114	13%	N=32	6%	N=15	100%	N=259
Overall economic health of Pasco	4%	N=10	33%	N=86	43%	N=111	14%	N=35	6%	N=15	100%	N=258
Sense of community	4%	N=10	32%	N=82	43%	N=111	16%	N=42	5%	N=14	100%	N=259
Overall image or reputation of Pasco	2%	N=5	21%	N=53	39%	N=99	35%	N=90	4%	N=9	100%	N=256

Table 36: Question 3

Please indicate how likely or unlikely you are to do each of the following:	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know		Total	
Recommend living in Pasco to someone who asks	24%	N=62	51%	N=131	14%	N=36	10%	N=26	2%	N=4	100%	N=259
Remain in Pasco for the next five years	51%	N=131	26%	N=66	6%	N=16	13%	N=33	5%	N=12	100%	N=258

Table 37: Question 4

Please rate how safe or unsafe you feel:	Very safe		Somewhat safe		Neither safe nor unsafe		Somewhat unsafe		Very unsafe		Don't know		Total	
In your neighborhood during the day	52%	N=135	32%	N=84	6%	N=15	7%	N=19	2%	N=5	0%	N=1	100%	N=260
In Pasco's downtown/commercial areas during the day	21%	N=54	36%	N=92	20%	N=50	12%	N=31	8%	N=20	4%	N=10	100%	N=258

Table 38: Question 5

Please rate each of the following characteristics as they relate to Pasco as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
Traffic flow on major streets	7%	N=19	40%	N=100	37%	N=94	16%	N=40	0%	N=1	100%	N=254
Ease of public parking	20%	N=51	46%	N=117	28%	N=72	5%	N=13	1%	N=3	100%	N=257
Ease of travel by car in Pasco	20%	N=52	51%	N=132	24%	N=61	5%	N=12	0%	N=1	100%	N=258
Ease of travel by public transportation in Pasco	12%	N=30	28%	N=74	19%	N=50	8%	N=22	32%	N=83	100%	N=258

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Please rate each of the following characteristics as they relate to Pasco as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
Ease of travel by bicycle in Pasco	8%	N=21	31%	N=81	19%	N=48	11%	N=28	31%	N=80	100%	N=258
Ease of walking in Pasco	16%	N=40	34%	N=88	24%	N=61	13%	N=34	13%	N=33	100%	N=257
Availability of paths and walking trails	12%	N=32	41%	N=106	22%	N=58	11%	N=29	13%	N=34	100%	N=260
Air quality	13%	N=33	51%	N=132	28%	N=73	8%	N=20	0%	N=1	100%	N=259
Cleanliness of Pasco	16%	N=41	36%	N=92	39%	N=100	10%	N=25	0%	N=1	100%	N=259
Overall appearance of Pasco	7%	N=18	37%	N=95	42%	N=109	14%	N=36	0%	N=1	100%	N=259
Public places where people want to spend time	7%	N=19	32%	N=83	36%	N=92	22%	N=57	3%	N=9	100%	N=259
Variety of housing options	11%	N=29	37%	N=96	33%	N=85	12%	N=31	6%	N=15	100%	N=256
Availability of affordable quality housing	12%	N=31	33%	N=84	38%	N=97	10%	N=25	8%	N=21	100%	N=257
Fitness opportunities (including exercise classes and paths or trails, etc.)	11%	N=28	32%	N=82	35%	N=91	9%	N=24	13%	N=34	100%	N=259
Recreational opportunities	10%	N=26	29%	N=75	42%	N=107	12%	N=31	7%	N=17	100%	N=256
Availability of affordable quality health care	4%	N=10	37%	N=97	38%	N=98	9%	N=23	12%	N=31	100%	N=259
Availability of preventive health services	4%	N=11	40%	N=104	33%	N=84	7%	N=18	15%	N=40	100%	N=257
Availability of affordable quality mental health care	3%	N=7	21%	N=55	26%	N=66	13%	N=34	37%	N=96	100%	N=259

Table 39: Question 6

Please rate each of the following characteristics as they relate to Pasco as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
Availability of affordable quality child care/preschool	5%	N=12	20%	N=52	23%	N=58	7%	N=17	46%	N=117	100%	N=257
K-12 education	5%	N=14	35%	N=91	24%	N=62	12%	N=31	23%	N=58	100%	N=256
Adult educational opportunities	10%	N=26	36%	N=93	25%	N=65	7%	N=19	21%	N=55	100%	N=258
Opportunities to attend cultural/arts/music activities	5%	N=13	25%	N=64	35%	N=90	19%	N=48	16%	N=41	100%	N=255
Opportunities to participate in religious or spiritual events and activities	8%	N=20	39%	N=99	23%	N=58	5%	N=13	25%	N=65	100%	N=255
Employment opportunities	7%	N=19	23%	N=60	37%	N=95	14%	N=37	19%	N=48	100%	N=258
Shopping opportunities	7%	N=17	28%	N=72	39%	N=98	25%	N=64	0%	N=1	100%	N=252
Cost of living in Pasco	13%	N=33	35%	N=90	43%	N=109	8%	N=21	1%	N=2	100%	N=255
Overall quality of business and service establishments in Pasco	3%	N=8	38%	N=97	44%	N=114	10%	N=26	5%	N=13	100%	N=259
Vibrant downtown/commercial area	0%	N=0	14%	N=35	34%	N=88	49%	N=125	4%	N=9	100%	N=257
Overall quality of new development in Pasco	8%	N=20	35%	N=88	38%	N=97	16%	N=41	3%	N=8	100%	N=254
Opportunities to participate in social events and activities	2%	N=5	33%	N=86	36%	N=92	14%	N=37	15%	N=38	100%	N=258
Opportunities to volunteer	5%	N=14	36%	N=93	31%	N=80	6%	N=15	21%	N=54	100%	N=257
Opportunities to participate in community matters	3%	N=8	33%	N=85	31%	N=78	10%	N=26	23%	N=59	100%	N=257
Openness and acceptance of the community toward people of diverse backgrounds	9%	N=22	36%	N=92	32%	N=81	18%	N=45	6%	N=15	100%	N=255
Neighborliness of residents in Pasco	11%	N=27	30%	N=77	43%	N=110	15%	N=40	1%	N=3	100%	N=257

Table 40: Question 7

Please indicate whether or not you have done each of the following in the last 12 months.	No		Yes		Total	
Made efforts to conserve water	19%	N=49	81%	N=208	100%	N=257
Made efforts to make your home more energy efficient	17%	N=45	83%	N=212	100%	N=257
Observed a code violation or other hazard in Pasco	56%	N=141	44%	N=112	100%	N=253
Household member was a victim of a crime in Pasco	87%	N=223	13%	N=34	100%	N=257
Reported a crime to the police in Pasco	76%	N=190	24%	N=61	100%	N=252
Stocked supplies in preparation for an emergency	65%	N=167	35%	N=89	100%	N=256

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Please indicate whether or not you have done each of the following in the last 12 months.	No		Yes		Total	
Campaigned or advocated for an issue, cause or candidate	73%	N=187	27%	N=68	100%	N=255
Contacted the City of Pasco (in-person, phone, email or web) for help or information	56%	N=142	44%	N=114	100%	N=256
Contacted Pasco elected officials (in-person, phone, email or web) to express your opinion	85%	N=218	15%	N=38	100%	N=256

Table 41: Question 8

In the last 12 months, about how many times, if at all, have you or other household members done each of the following in Pasco?	2 times a week or more		2-4 times a month		Once a month or less		Not at all		Total	
Used Pasco recreation centers or their services	2%	N=5	15%	N=37	30%	N=77	54%	N=138	100%	N=257
Visited a neighborhood park or City park	10%	N=26	36%	N=93	37%	N=95	17%	N=43	100%	N=258
Used Pasco public libraries or their services	10%	N=25	25%	N=64	23%	N=59	42%	N=109	100%	N=257
Participated in religious or spiritual activities in Pasco	13%	N=33	18%	N=46	11%	N=29	58%	N=148	100%	N=256
Attended a City-sponsored event	1%	N=3	6%	N=16	24%	N=61	69%	N=176	100%	N=256
Used bus, rail, subway or other public transportation instead of driving	2%	N=4	10%	N=25	17%	N=43	72%	N=186	100%	N=258
Carpooled with other adults or children instead of driving alone	19%	N=48	12%	N=32	14%	N=36	55%	N=141	100%	N=256
Walked or biked instead of driving	8%	N=20	15%	N=39	18%	N=45	59%	N=149	100%	N=254
Volunteered your time to some group/activity in Pasco	5%	N=13	15%	N=38	17%	N=43	63%	N=163	100%	N=258
Participated in a club	4%	N=9	5%	N=12	14%	N=37	77%	N=199	100%	N=257
Talked to or visited with your immediate neighbors	31%	N=79	34%	N=87	22%	N=57	13%	N=34	100%	N=257
Done a favor for a neighbor	13%	N=34	21%	N=54	51%	N=130	15%	N=39	100%	N=258

Table 42: Question 9

Thinking about local public meetings (of local elected officials like City Council or County Commissioners, advisory boards, town halls, HOA, neighborhood watch, etc.), in the last 12 months, about how many times, if at all, have you or other household members attended or watched a local public meeting?	2 times a week or more		2-4 times a month		Once a month or less		Not at all		Total	
Attended a local public meeting	2%	N=5	3%	N=7	16%	N=42	79%	N=203	100%	N=257
Watched (online or on television) a local public meeting	1%	N=2	7%	N=17	22%	N=56	71%	N=183	100%	N=257

Table 43: Question 10

Please rate the quality of each of the following services in Pasco:	Excellent		Good		Fair		Poor		Don't know		Total	
Police/Sheriff services	15%	N=38	42%	N=106	23%	N=58	10%	N=25	10%	N=25	100%	N=253
Fire services	23%	N=58	40%	N=102	9%	N=23	1%	N=2	27%	N=69	100%	N=253
Ambulance or emergency medical services	21%	N=53	40%	N=100	10%	N=25	1%	N=2	28%	N=72	100%	N=252
Crime prevention	6%	N=16	29%	N=73	29%	N=74	14%	N=36	21%	N=53	100%	N=253
Fire prevention and education	9%	N=22	35%	N=88	21%	N=54	3%	N=7	32%	N=81	100%	N=251
Traffic enforcement	8%	N=19	36%	N=91	24%	N=60	19%	N=48	13%	N=33	100%	N=251
Street repair	8%	N=20	36%	N=90	39%	N=97	11%	N=29	6%	N=16	100%	N=252
Street cleaning	13%	N=34	42%	N=107	30%	N=75	9%	N=24	5%	N=13	100%	N=252
Street lighting	12%	N=31	36%	N=92	34%	N=87	14%	N=36	3%	N=7	100%	N=252
Snow removal	6%	N=16	39%	N=98	32%	N=80	12%	N=29	11%	N=29	100%	N=253
Sidewalk maintenance	10%	N=24	33%	N=84	31%	N=77	16%	N=40	11%	N=27	100%	N=252
Traffic signal timing	9%	N=22	37%	N=93	35%	N=88	14%	N=36	5%	N=13	100%	N=252
Bus or transit services	10%	N=25	31%	N=79	13%	N=34	10%	N=25	36%	N=90	100%	N=253

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Please rate the quality of each of the following services in Pasco:	Excellent		Good		Fair		Poor		Don't know		Total	
Garbage collection	37%	N=92	43%	N=109	14%	N=34	2%	N=4	5%	N=12	100%	N=251
Recycling	9%	N=22	18%	N=46	19%	N=47	39%	N=99	15%	N=38	100%	N=252
Yard waste pick-up	23%	N=58	28%	N=69	20%	N=49	7%	N=16	23%	N=58	100%	N=251
Storm drainage	18%	N=46	40%	N=100	22%	N=56	4%	N=11	16%	N=39	100%	N=252
Drinking water	18%	N=46	43%	N=108	27%	N=67	8%	N=20	4%	N=11	100%	N=251
Sewer services	17%	N=42	47%	N=116	15%	N=37	4%	N=9	18%	N=45	100%	N=249
Utility billing	15%	N=37	48%	N=122	28%	N=71	5%	N=13	4%	N=11	100%	N=253
City parks	15%	N=38	44%	N=112	26%	N=66	4%	N=10	11%	N=27	100%	N=252
Recreation programs or classes	7%	N=18	22%	N=56	23%	N=58	5%	N=14	42%	N=107	100%	N=253
Recreation centers or facilities	8%	N=19	26%	N=66	20%	N=49	7%	N=17	40%	N=100	100%	N=250
Land use, planning and zoning	4%	N=11	19%	N=47	27%	N=67	21%	N=52	29%	N=73	100%	N=250
Code enforcement (weeds, abandoned buildings, etc.)	4%	N=9	21%	N=52	31%	N=78	23%	N=57	22%	N=55	100%	N=252
Animal control	8%	N=19	21%	N=54	30%	N=77	20%	N=51	20%	N=52	100%	N=253
Economic development	5%	N=13	27%	N=68	32%	N=80	14%	N=35	22%	N=56	100%	N=252
Health services	8%	N=20	31%	N=79	36%	N=92	7%	N=17	18%	N=44	100%	N=252
Public library services	24%	N=60	41%	N=104	13%	N=33	5%	N=11	17%	N=44	100%	N=253
Public information services	7%	N=18	39%	N=97	23%	N=57	4%	N=11	27%	N=67	100%	N=250
Cable television	9%	N=22	28%	N=71	23%	N=57	13%	N=32	27%	N=70	100%	N=253
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	5%	N=12	18%	N=46	25%	N=62	10%	N=26	42%	N=107	100%	N=253
Preservation of natural areas such as open space, farmlands and greenbelts	7%	N=18	25%	N=63	29%	N=73	9%	N=23	29%	N=74	100%	N=251
Pasco open space	5%	N=13	28%	N=69	28%	N=70	10%	N=24	29%	N=72	100%	N=249
City-sponsored special events	6%	N=14	19%	N=47	28%	N=71	10%	N=24	38%	N=95	100%	N=250
Overall customer service by Pasco employees (police, receptionists, planners, etc.)	15%	N=39	34%	N=86	29%	N=74	8%	N=19	14%	N=35	100%	N=252

Table 44: Question 11

Overall, how would you rate the quality of the services provided by each of the following?	Excellent		Good		Fair		Poor		Don't know		Total	
The City of Pasco	7%	N=17	49%	N=124	31%	N=78	6%	N=14	8%	N=20	100%	N=252
The Federal Government	3%	N=7	33%	N=83	27%	N=67	19%	N=48	19%	N=47	100%	N=252
Franklin County Government	3%	N=7	41%	N=103	27%	N=69	9%	N=24	20%	N=50	100%	N=253
The State Government	3%	N=7	36%	N=90	26%	N=67	15%	N=37	21%	N=52	100%	N=252

Table 45: Question 12

Please rate the following categories of Pasco government performance:	Excellent		Good		Fair		Poor		Don't know		Total	
The value of services for the taxes paid to Pasco	5%	N=13	35%	N=89	35%	N=89	15%	N=37	10%	N=25	100%	N=252
The overall direction that Pasco is taking	8%	N=21	29%	N=74	34%	N=85	19%	N=47	10%	N=26	100%	N=253
The job Pasco government does at welcoming citizen involvement	4%	N=10	26%	N=64	31%	N=77	18%	N=45	22%	N=55	100%	N=251
Overall confidence in Pasco government	4%	N=10	26%	N=65	42%	N=104	17%	N=43	11%	N=28	100%	N=251
Generally acting in the best interest of the community	4%	N=10	33%	N=84	36%	N=90	15%	N=37	12%	N=31	100%	N=252
Being honest	2%	N=6	28%	N=69	28%	N=71	19%	N=48	23%	N=57	100%	N=251
Treating all residents fairly	3%	N=8	31%	N=79	26%	N=66	21%	N=52	19%	N=47	100%	N=252

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Table 46: Question 13

Please rate how important, if at all, you think it is for the Pasco community to focus on each of the following in the coming two years:	Essential		Very important		Somewhat important		Not at all important		Total	
Overall feeling of safety in Pasco	53%	N=138	38%	N=99	9%	N=22	0%	N=0	100%	N=259
Overall ease of getting to the places you usually have to visit	23%	N=58	50%	N=129	22%	N=57	5%	N=12	100%	N=256
Quality of overall natural environment in Pasco	23%	N=60	52%	N=134	24%	N=62	1%	N=3	100%	N=258
Overall "built environment" of Pasco (including overall design, buildings, parks and transportation systems)	26%	N=68	48%	N=122	24%	N=62	2%	N=5	100%	N=257
Health and wellness opportunities in Pasco	29%	N=76	43%	N=112	24%	N=61	3%	N=9	100%	N=258
Overall opportunities for education and enrichment	42%	N=108	39%	N=101	17%	N=43	3%	N=7	100%	N=258
Overall economic health of Pasco	42%	N=109	47%	N=121	9%	N=24	2%	N=4	100%	N=258
Sense of community	29%	N=76	53%	N=136	17%	N=43	1%	N=4	100%	N=258

Table 47: Question 14

The City is considering providing curbside container recycling and yard waste services. To what extent would you support or oppose these services being offered:	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Total	
Recycling (paper, tin, aluminum and plastics) at an additional monthly cost per household of \$4.50-\$5.50	37%	N=96	29%	N=73	14%	N=37	20%	N=51	100%	N=257
Yard waste collection at an additional monthly cost per household of \$3.50-\$4.50	22%	N=57	33%	N=86	22%	N=56	23%	N=58	100%	N=257

Table 48: Question 15

In order to reduce the rate of serious traffic accidents at major intersections, the City is considering installing cameras to increase red light compliance. To what extent do you support or oppose the installation of traffic cameras at select intersection	Percent	Number
Strongly support	44%	N=112
Somewhat support	26%	N=65
Somewhat oppose	13%	N=33
Strongly oppose	17%	N=43
Total	100%	N=254

Table 49: Question 16

Of the seven members of City Council, five members are district-based, with only residents within the district able to run for election and only voters residing within the district voting on district candidates in primary elections and city-wide voting in the general (final) election. The method of voting for district-based candidates (district-based voting at the primary level and city-wide voting in the general election) is dictated by state law. The City is considering whether to push to change the law to allow for district-based voting in the general election in communities that choose this approach. To what extent do you support or oppose...	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Total	
The current system of voting (City-wide voting for district candidates in the general election)	31%	N=71	43%	N=98	16%	N=37	10%	N=22	100%	N=229
District-based voting (only district residents voting for district candidates in the general election)	35%	N=82	36%	N=85	20%	N=48	9%	N=22	100%	N=237

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Table 50: Question D1

How often, if at all, do you do each of the following, considering all of the times you could?	Never		Rarely		Sometimes		Usually		Always		Total	
Recycle at home	12%	N=30	16%	N=40	33%	N=84	20%	N=50	19%	N=47	100%	N=251
Purchase goods or services from a business located in Pasco	1%	N=3	5%	N=13	28%	N=69	46%	N=115	19%	N=48	100%	N=249
Eat at least 5 portions of fruits and vegetables a day	3%	N=8	12%	N=30	39%	N=97	37%	N=92	9%	N=22	100%	N=249
Participate in moderate or vigorous physical activity	6%	N=16	14%	N=35	36%	N=91	29%	N=73	14%	N=34	100%	N=249
Read or watch local news (via television, paper, computer, etc.)	4%	N=9	7%	N=18	19%	N=47	31%	N=78	39%	N=96	100%	N=249
Vote in local elections	15%	N=37	9%	N=21	11%	N=28	20%	N=48	45%	N=109	100%	N=243

Table 51: Question D2

Would you say that in general your health is:	Percent	Number
Excellent	10%	N=26
Very good	36%	N=91
Good	36%	N=89
Fair	16%	N=40
Poor	2%	N=5
Total	100%	N=250

Table 52: Question D3

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	Number
Very positive	6%	N=15
Somewhat positive	24%	N=60
Neutral	53%	N=130
Somewhat negative	15%	N=38
Very negative	1%	N=3
Total	100%	N=246

Table 53: Question D4

What is your employment status?	Percent	Number
Working full time for pay	62%	N=154
Working part time for pay	12%	N=29
Unemployed, looking for paid work	11%	N=27
Unemployed, not looking for paid work	4%	N=10
Fully retired	12%	N=29
Total	100%	N=248

Table 54: Question D5

Do you work inside the boundaries of Pasco?	Percent	Number
Yes, outside the home	31%	N=77
Yes, from home	8%	N=20
No	60%	N=148
Total	100%	N=245

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Table 55: Question D6

How many years have you lived in Pasco?	Percent	Number
Less than 2 years	6%	N=16
2 to 5 years	24%	N=60
6 to 10 years	26%	N=65
11 to 20 years	17%	N=42
More than 20 years	27%	N=66
Total	100%	N=250

Table 56: Question D7

Which best describes the building you live in?	Percent	Number
One family house detached from any other houses	73%	N=184
Building with two or more homes (duplex, townhome, apartment or condominium)	20%	N=49
Mobile home	4%	N=11
Other	3%	N=7
Total	100%	N=252

Table 57: Question D8

Is this house, apartment or mobile home...	Percent	Number
Rented	32%	N=80
Owned	68%	N=170
Total	100%	N=250

Table 58: Question D9

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)?	Percent	Number
Less than \$300 per month	6%	N=15
\$300 to \$599 per month	15%	N=35
\$600 to \$999 per month	34%	N=83
\$1,000 to \$1,499 per month	27%	N=65
\$1,500 to \$2,499 per month	15%	N=37
\$2,500 or more per month	4%	N=9
Total	100%	N=244

Table 59: Question D10

Do any children 17 or under live in your household?	Percent	Number
No	54%	N=137
Yes	46%	N=115
Total	100%	N=252

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Table 60: Question D11

Are you or any other members of your household aged 65 or older?	Percent	Number
No	82%	N=206
Yes	18%	N=45
Total	100%	N=251

Table 61: Question D12

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	Number
Less than \$25,000	21%	N=51
\$25,000 to \$49,999	27%	N=64
\$50,000 to \$99,999	34%	N=82
\$100,000 to \$149,999	12%	N=28
\$150,000 or more	7%	N=17
Total	100%	N=242

Table 62: Question D13

Are you Spanish, Hispanic or Latino?	Percent	Number
No, not Spanish, Hispanic or Latino	54%	N=131
Yes, I consider myself to be Spanish, Hispanic or Latino	46%	N=114
Total	100%	N=245

Table 63: Question D14

What is your race? (Mark one or more races to indicate what race(s) you consider yourself to be.)	Percent	Number
American Indian or Alaskan Native	3%	N=7
Asian, Asian Indian or Pacific Islander	4%	N=10
Black or African American	1%	N=3
White	67%	N=155
Other	27%	N=61

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

Table 64: Question D15

In which category is your age?	Percent	Number
18 to 24 years	9%	N=22
25 to 34 years	31%	N=78
35 to 44 years	19%	N=48
45 to 54 years	15%	N=38
55 to 64 years	11%	N=28
65 to 74 years	9%	N=23
75 years or older	5%	N=11
Total	100%	N=250

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Table 65: Question D16

What is your sex?	Percent	Number
Female	50%	N=122
Male	50%	N=123
Total	100%	N=245

Table 66: Question D17

Do you consider a cell phone or landline your primary telephone number?	Percent	Number
Cell	71%	N=177
Land line	15%	N=37
Both	14%	N=36
Total	100%	N=250

Appendix B: Benchmark Comparisons

Comparison Data

NRC's database of comparative resident opinion is comprised of resident perspectives gathered in surveys from over 500 communities whose residents evaluated the same kinds of topics on The National Citizen Survey™. The comparison evaluations are from the most recent survey completed in each community; 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 communities in the database represent a wide geographic and population range. The City of Pasco chose to have comparisons made to the entire database.

Interpreting the Results

Ratings are compared when there are at least five communities in which a similar question was asked. Where comparisons are available, four columns are provided in the table. The first column is Pasco's "percent positive." The percent positive is the combination of the top two most positive response options (i.e., "excellent" and "good," "very safe" and "somewhat safe," "essential" and "very important," etc.), or, in the case of resident behaviors/participation, the percent positive represents the proportion of respondents indicating "yes" or participating in an activity at least once a month. The second column is the rank assigned to Pasco's rating among communities where a similar question was asked. The third column is the number of communities that asked a similar question. The final column shows the comparison of Pasco's rating to the benchmark.

In that final column, Pasco's results are noted as being "higher" than the benchmark, "lower" than the benchmark or "similar" to the benchmark, meaning that the average rating given by Pasco residents is statistically similar to or different (greater or lesser) than the benchmark. More extreme differences are noted as "much higher" or "much lower."

Benchmark Database Characteristics	
Region	Percent
New England	3%
Middle Atlantic	5%
East North Central	15%
West North Central	13%
South Atlantic	22%
East South Central	3%
West South Central	7%
Mountain	16%
Pacific	16%
Population	Percent
Less than 10,000	10%
10,000 to 24,999	22%
25,000 to 49,999	23%
50,000 to 99,999	22%
100,000 or more	23%

National Benchmark Comparisons

Table 67: Community Characteristics General

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
The overall quality of life in Pasco	59%	363	400	Lower
Overall image or reputation of Pasco	23%	294	299	Much lower
Pasco as a place to live	66%	317	343	Lower
Your neighborhood as a place to live	74%	222	265	Similar
Pasco as a place to raise children	61%	285	334	Lower
Pasco as a place to retire	45%	276	317	Lower
Overall appearance of Pasco	44%	281	312	Lower

Table 68: Community Characteristics by Facet

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Safety	Overall feeling of safety in Pasco	53%	212	232	Lower
	In your neighborhood during the day	85%	261	305	Similar
	In Pasco's downtown/commercial area during the day	59%	253	259	Much lower
Mobility	Overall ease of getting to the places you usually have to visit	72%	95	148	Similar
	Availability of paths and walking trails	61%	164	268	Similar
	Ease of walking in Pasco	57%	158	249	Similar
	Ease of travel by bicycle in Pasco	57%	124	253	Similar
	Ease of travel by public transportation in Pasco	59%	29	129	Higher
	Ease of travel by car in Pasco	72%	86	256	Similar
	Ease of public parking	66%	32	123	Similar
	Traffic flow on major streets	47%	179	301	Similar
Natural Environment	Quality of overall natural environment in Pasco	58%	212	237	Lower
	Cleanliness of Pasco	52%	178	230	Lower
	Air quality	64%	175	213	Similar
Built Environment	Overall "built environment" of Pasco (including overall design, buildings, parks and transportation systems)	42%	130	142	Lower
	Overall quality of new development in Pasco	44%	195	245	Similar
	Availability of affordable quality housing	48%	88	257	Similar
	Variety of housing options	52%	155	236	Similar
	Public places where people want to spend time	41%	124	135	Lower
	Overall economic health of Pasco	40%	113	147	Lower
Economy	Vibrant downtown/commercial area	14%	128	132	Much lower
	Overall quality of business and service establishments in Pasco	43%	201	230	Lower
	Cost of living in Pasco	49%	43	141	Similar
	Shopping opportunities	35%	209	255	Lower
	Employment opportunities	37%	101	269	Similar
	Pasco as a place to visit	34%	135	154	Lower
	Pasco as a place to work	47%	236	308	Similar
	Health and wellness opportunities in Pasco	40%	139	144	Lower
	Availability of affordable quality mental health care	38%	90	122	Similar
	Availability of preventive health services	53%	149	194	Similar
	Availability of affordable quality health care	47%	167	218	Similar
Recreation and Wellness	Recreational opportunities	42%	230	261	Lower
	Fitness opportunities (including exercise classes and paths or trails, etc.)	49%	123	138	Lower
Education and Enrichment	Overall opportunities for education and enrichment	40%	129	142	Lower

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		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
	Opportunities to participate in religious or spiritual events and activities	63%	168	174	Lower
	Opportunities to attend cultural/arts/music activities	36%	221	254	Lower
	Adult educational opportunities	59%	70	128	Similar
	K-12 education	53%	188	227	Lower
	Availability of affordable quality child care/preschool	46%	130	216	Similar
Community Engagement	Opportunities to participate in social events and activities	41%	205	217	Lower
	Neighborliness of Pasco	41%	124	137	Lower
	Openness and acceptance of the community toward people of diverse backgrounds	48%	214	247	Similar
	Opportunities to participate in community matters	47%	214	230	Lower
	Opportunities to volunteer	53%	208	224	Lower

Table 69: Governance General

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Services provided by the City of Pasco	60%	325	388	Similar
Overall customer service by Pasco employees (police, receptionists, planners, etc.)	57%	284	323	Lower
Value of services for the taxes paid to Pasco	45%	262	349	Similar
Overall direction that Pasco is taking	42%	238	280	Similar
Job Pasco government does at welcoming citizen involvement	38%	228	267	Similar
Overall confidence in Pasco government	34%	115	142	Similar
Generally acting in the best interest of the community	43%	106	142	Similar
Being honest	39%	122	138	Lower
Treating all residents fairly	42%	116	141	Similar
Services provided by the Federal Government	44%	89	208	Similar

Table 70: Governance by Facet

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Safety	Police/Sheriff services	63%	354	385	Lower
	Fire services	87%	271	312	Similar
	Ambulance or emergency medical services	85%	245	301	Similar
	Crime prevention	45%	284	309	Lower
	Fire prevention and education	65%	218	246	Similar
	Animal control	36%	282	297	Lower
	Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	40%	221	242	Lower
	Traffic enforcement	50%	311	329	Lower
	Street repair	46%	197	374	Similar
	Street cleaning	59%	171	278	Similar
Mobility	Street lighting	50%	203	273	Similar
	Snow removal	51%	203	260	Similar
	Sidewalk maintenance	48%	181	277	Similar
	Traffic signal timing	48%	121	218	Similar
	Bus or transit services	64%	63	185	Similar
Natural Environment	Garbage collection	84%	134	310	Similar
	Recycling	32%	315	316	Much lower

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		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
	Yard waste pick-up	66%	142	229	Similar
	Drinking water	64%	213	294	Similar
	Preservation of natural areas such as open space, farmlands and greenbelts	46%	179	220	Similar
	Pasco open space	47%	105	133	Similar
Built Environment	Storm drainage	69%	100	317	Similar
	Sewer services	77%	156	278	Similar
	Utility billing	66%	78	126	Similar
	Land use, planning and zoning	33%	229	257	Lower
	Code enforcement (weeds, abandoned buildings, etc.)	31%	271	317	Lower
	Cable television	51%	102	165	Similar
	Economic development	41%	166	245	Similar
Economy	City parks	66%	246	287	Similar
Recreation and Wellness	Recreation programs or classes	50%	272	300	Lower
	Recreation centers or facilities	56%	202	244	Similar
	Health services	48%	146	170	Similar
	City-sponsored special events	39%	144	151	Lower
Education and Enrichment	Public library services	79%	240	303	Similar
Community Engagement	Public information services	63%	169	250	Similar

Table 71: Participation General

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Sense of community	38%	248	264	Lower
Recommend living in Pasco to someone who asks	76%	190	238	Similar
Remain in Pasco for the next five years	80%	164	233	Similar
Contacted Pasco (in-person, phone, email or web) for help or information	44%	147	270	Similar

Table 72: Participation by Facet

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Safety	Stocked supplies in preparation for an emergency	35%	66	128	Similar
	Did NOT report a crime to the police	76%	92	138	Similar
	Household member was NOT a victim of a crime	87%	153	230	Similar
Mobility	Used bus, rail, subway or other public transportation instead of driving	28%	49	114	Similar
	Carpooled with other adults or children instead of driving alone	45%	43	132	Similar
	Walked or biked instead of driving	41%	116	137	Lower
Natural Environment	Made efforts to conserve water	81%	71	128	Similar
	Made efforts to make your home more energy efficient	83%	17	128	Similar
	Recycle at home	72%	182	217	Lower
Built Environment	Did NOT observe a code violation or other hazard in Pasco	56%	61	130	Similar
	NOT experiencing housing costs stress	68%	120	213	Similar
Economy	Purchase goods or services from a business located in Pasco	94%	120	134	Similar
	Economy will have positive impact on income	30%	61	215	Similar

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		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Recreation and Wellness	Work inside boundaries of Pasco	40%	59	134	Similar
	Used Pasco recreation centers or their services	46%	181	202	Lower
	Visited a neighborhood park or City park	83%	126	233	Similar
	Eat at least 5 portions of fruits and vegetables a day	85%	53	131	Similar
	Participate in moderate or vigorous physical activity	79%	111	132	Similar
	In very good to excellent health	47%	126	133	Similar
Education and Enrichment	Used Pasco public libraries or their services	58%	159	203	Similar
	Participated in religious or spiritual activities in Pasco	42%	114	171	Similar
	Attended City-sponsored event	31%	131	135	Much lower
Community Engagement	Campaigned or advocated for an issue, cause or candidate	27%	24	125	Similar
	Contacted Pasco elected officials (in-person, phone, email or web) to express your opinion	15%	84	132	Similar
	Volunteered your time to some group/activity in Pasco	37%	135	222	Similar
	Participated in a club	23%	144	200	Similar
	Talked to or visited with your immediate neighbors	87%	110	133	Similar
	Done a favor for a neighbor	85%	39	129	Similar
	Attended a local public meeting	21%	110	222	Similar
	Watched (online or on television) a local public meeting	29%	85	186	Similar
	Read or watch local news (via television, paper, computer, etc.)	89%	46	133	Similar
	Vote in local elections	76%	152	215	Similar

Communities included in national comparisons

The communities included in Pasco's comparisons are listed on the following pages along with their population according to the 2010 Census.

Adams County, CO	441,603
Airway Heights city, WA	6,114
Albany city, OR	50,158
Albemarle County, VA	98,970
Albert Lea city, MN	18,016
Algonquin village, IL	30,046
Aliso Viejo city, CA	47,823
Altoona city, IA	14,541
American Canyon city, CA	19,454
Ames city, IA	58,965
Andover CDP, MA	8,762
Ankeny city, IA	45,582
Ann Arbor city, MI	113,934
Annapolis city, MD	38,394
Apache Junction city, AZ	35,840
Apple Valley town, CA	69,135
Arapahoe County, CO	572,003
Arkansas City city, AR	366
Arlington city, TX	365,438
Arlington County, VA	207,627
Arvada city, CO	106,433
Asheville city, NC	83,393
Ashland city, OR	20,078
Ashland town, VA	7,225
Aspen city, CO	6,658

Auburn city, AL	53,380
Auburn city, WA	70,180
Augusta CCD, GA	134,777
Aurora city, CO	325,078
Austin city, TX	790,390
Bainbridge Island city, WA	23,025
Baltimore city, MD	620,961
Bartonville town, TX	1,469
Battle Creek city, MI	52,347
Bay City city, MI	34,932
Baytown city, TX	71,802
Bedford city, TX	46,979
Bedford town, MA	13,320
Bellevue city, WA	122,363
Bellingham city, WA	80,885
Beltrami County, MN	44,442
Benbrook city, TX	21,234
Bend city, OR	76,639
Benicia city, CA	26,997
Bettendorf city, IA	33,217
Billings city, MT	104,170
Blaine city, MN	57,186
Bloomfield Hills city, MI	3,869
Bloomington city, MN	82,893
Blue Springs city, MO	52,575

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Boise City city, ID.....	205,671	Crystal Lake city, IL.....	40,743
Boone County, KY.....	118,811	Dacono city, CO.....	4,152
Boulder city, CO.....	97,385	Dade City city, FL.....	6,437
Bowling Green city, KY.....	58,067	Dakota County, MN.....	398,552
Brentwood city, MO.....	8,055	Dallas city, OR.....	14,583
Brentwood city, TN.....	37,060	Dallas city, TX.....	1,197,816
Brighton city, CO.....	33,352	Danville city, KY.....	16,218
Bristol city, TN.....	26,702	Dardenne Prairie city, MO.....	11,494
Broken Arrow city, OK.....	98,850	Davenport city, IA.....	99,685
Brookfield city, WI.....	37,920	Davidson town, NC.....	10,944
Brookline CDP, MA.....	58,732	Dayton city, OH.....	141,527
Broomfield city, CO.....	55,889	Decatur city, GA.....	19,335
Brownsburg town, IN.....	21,285	Del Mar city, CA.....	4,161
Bryan city, TX.....	76,201	Delray Beach city, FL.....	60,522
Burien city, WA.....	33,313	Denison city, TX.....	22,682
Burleson city, TX.....	36,690	Denton city, TX.....	113,383
Cabarrus County, NC.....	178,011	Denver city, CO.....	600,158
Cambridge city, MA.....	105,162	Derby city, KS.....	22,158
Canton city, SD.....	3,057	Des Peres city, MO.....	8,373
Cape Coral city, FL.....	154,305	Destin city, FL.....	12,305
Cape Girardeau city, MO.....	37,941	Dorchester County, MD.....	32,618
Carlisle borough, PA.....	18,682	Dothan city, AL.....	65,496
Carlsbad city, CA.....	105,328	Douglas County, CO.....	285,465
Carroll city, IA.....	10,103	Dover city, NH.....	29,987
Cartersville city, GA.....	19,731	Dublin city, CA.....	46,036
Cary town, NC.....	135,234	Duluth city, MN.....	86,265
Casa Grande city, AZ.....	48,571	Duncanville city, TX.....	38,524
Casper city, WY.....	55,316	Durham city, NC.....	228,330
Castine town, ME.....	1,366	Eagle town, CO.....	6,508
Castle Pines North city, CO.....	10,360	East Baton Rouge Parish, LA.....	440,171
Castle Rock town, CO.....	48,231	East Grand Forks city, MN.....	8,601
Centennial city, CO.....	100,377	East Lansing city, MI.....	48,579
Centralia city, IL.....	13,032	Eau Claire city, WI.....	65,883
Chambersburg borough, PA.....	20,268	Eden Prairie city, MN.....	60,797
Chandler city, AZ.....	236,123	Edgerton city, KS.....	1,671
Chanhausen city, MN.....	22,952	Edgewater city, CO.....	5,170
Chapel Hill town, NC.....	57,233	Edina city, MN.....	47,941
Charlotte city, NC.....	731,424	Edmond city, OK.....	81,405
Charlotte County, FL.....	159,978	Edmonds city, WA.....	39,709
Charlottesville city, VA.....	43,475	El Cerrito city, CA.....	23,549
Chattanooga city, TN.....	167,674	El Dorado County, CA.....	181,058
Chesterfield County, VA.....	316,236	El Paso city, TX.....	649,121
Chippewa Falls city, WI.....	13,661	Elk Grove city, CA.....	153,015
Citrus Heights city, CA.....	83,301	Elk River city, MN.....	22,974
Clackamas County, OR.....	375,992	Elko New Market city, MN.....	4,110
Clarendon Hills village, IL.....	8,427	Elmhurst city, IL.....	44,121
Clayton city, MO.....	15,939	Encinitas city, CA.....	59,518
Clearwater city, FL.....	107,685	Englewood city, CO.....	30,255
Cleveland Heights city, OH.....	46,121	Erie town, CO.....	18,135
Clinton city, SC.....	8,490	Escambia County, FL.....	297,619
Clive city, IA.....	15,447	Estes Park town, CO.....	5,858
Clovis city, CA.....	95,631	Fairview town, TX.....	7,248
College Park city, MD.....	30,413	Farmington Hills city, MI.....	79,740
College Station city, TX.....	93,857	Fayetteville city, NC.....	200,564
Colleyville city, TX.....	22,807	Fishers town, IN.....	76,794
Collinsville city, IL.....	25,579	Flower Mound town, TX.....	64,669
Columbia city, MO.....	108,500	Forest Grove city, OR.....	21,083
Columbia city, SC.....	129,272	Fort Collins city, CO.....	143,986
Columbia Falls city, MT.....	4,688	Fort Smith city, AR.....	86,209
Columbus city, WI.....	4,991	Fort Worth city, TX.....	741,206
Commerce City city, CO.....	45,913	Fountain Hills town, AZ.....	22,489
Concord city, CA.....	122,067	Franklin city, TN.....	62,487
Concord town, MA.....	17,668	Fredericksburg city, VA.....	24,286
Cookeville city, TN.....	30,435	Fremont city, CA.....	214,089
Coon Rapids city, MN.....	61,476	Friendswood city, TX.....	35,805
Copperas Cove city, TX.....	32,032	Fruita city, CO.....	12,646
Coronado city, CA.....	18,912	Gahanna city, OH.....	33,248
Corvallis city, OR.....	54,462	Gaithersburg city, MD.....	59,933
Creve Coeur city, MO.....	17,833	Galveston city, TX.....	47,743
Cross Roads town, TX.....	1,563	Gardner city, KS.....	19,123

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Geneva city, NY	13,261	Kennedale city, TX	6,763
Georgetown city, TX	47,400	Kennett Square borough, PA	6,072
Gilbert town, AZ	208,453	Kettering city, OH	56,163
Gillette city, WY	29,087	Key West city, FL	24,649
Glendora city, CA	50,073	King County, WA	1,931,249
Glenview village, IL	44,692	Kirkland city, WA	48,787
Globe city, AZ	7,532	Kirkwood city, MO	27,540
Golden Valley city, MN	20,371	Knoxville city, IA	7,313
Goodyear city, AZ	65,275	La Mesa city, CA	57,065
Grafton village, WI	11,459	La Plata town, MD	8,753
Grand Blanc city, MI	8,276	La Porte city, TX	33,800
Grand Island city, NE	48,520	La Vista city, NE	15,758
Grass Valley city, CA	12,860	Lafayette city, CO	24,453
Greeley city, CO	92,889	Laguna Beach city, CA	22,723
Green Valley CDP, AZ	21,391	Laguna Hills city, CA	30,344
Greenville city, NC	84,554	Laguna Niguel city, CA	62,979
Greenwich town, CT	61,171	Lake Oswego city, OR	36,619
Greenwood Village city, CO	13,925	Lake Stevens city, WA	28,069
Greer city, SC	25,515	Lake Worth city, FL	34,910
Guilford County, NC	488,406	Lake Zurich village, IL	19,631
Gunnison County, CO	15,324	Lakeville city, MN	55,954
Gurnee village, IL	31,295	Lakewood city, CO	142,980
Hailey city, ID	7,960	Lakewood city, WA	58,163
Haines Borough, AK	2,508	Lane County, OR	351,715
Hallandale Beach city, FL	37,113	Larimer County, CO	299,630
Hamilton city, OH	62,477	Las Cruces city, NM	97,618
Hanover County, VA	99,863	Las Vegas city, NV	583,756
Harrisonburg city, VA	48,914	Lawrence city, KS	87,643
Harrisonville city, MO	10,019	League City city, TX	83,560
Hayward city, CA	144,186	Lee's Summit city, MO	91,364
Henderson city, NV	257,729	Lehi city, UT	47,407
Herndon town, VA	23,292	Lenexa city, KS	48,190
High Point city, NC	104,371	Lewis County, NY	27,087
Highland Park city, IL	29,763	Lewisville city, TX	95,290
Highlands Ranch CDP, CO	96,713	Libertyville village, IL	20,315
Hillsborough town, NC	6,087	Lincoln city, NE	258,379
Holland city, MI	33,051	Lindsborg city, KS	3,458
Honolulu County, HI	953,207	Littleton city, CO	41,737
Hooksett town, NH	13,451	Livermore city, CA	80,968
Hopkins city, MN	17,591	Lombard village, IL	43,165
Hopkinton town, MA	14,925	Lone Tree city, CO	10,218
Hoquiam city, WA	8,726	Long Grove village, IL	8,043
Horry County, SC	269,291	Longmont city, CO	86,270
Hudson city, OH	22,262	Longview city, TX	80,455
Hudson town, CO	2,356	Los Alamos County, NM	17,950
Hudsonville city, MI	7,116	Louisville city, CO	18,376
Huntersville town, NC	46,773	Lynchburg city, VA	75,568
Hurst city, TX	37,337	Lynnwood city, WA	35,836
Hutchinson city, MN	14,178	Macomb County, MI	840,978
Hutto city, TX	14,698	Madison city, WI	233,209
Hyattsville city, MD	17,557	Manhattan Beach city, CA	35,135
Independence city, MO	116,830	Mankato city, MN	39,309
Indian Trail town, NC	33,518	Maple Grove city, MN	61,567
Indianola city, IA	14,782	Maple Valley city, WA	22,684
Iowa City city, IA	67,862	Maricopa County, AZ	3,817,117
Issaquah city, WA	30,434	Martinez city, CA	35,824
Jackson County, MI	160,248	Maryland Heights city, MO	27,472
James City County, VA	67,009	Matthews town, NC	27,198
Jefferson City city, MO	43,079	McAllen city, TX	129,877
Jefferson County, CO	534,543	McDonough city, GA	22,084
Jefferson County, NY	116,229	McKinney city, TX	131,117
Jerome city, ID	10,890	McMinnville city, OR	32,187
Johnson City city, TN	63,152	Medford city, OR	74,907
Johnston city, IA	17,278	Menlo Park city, CA	32,026
Jupiter town, FL	55,156	Mercer Island city, WA	22,699
Kalamazoo city, MI	74,262	Meridian charter township, MI	39,688
Kansas City city, KS	145,786	Meridian city, ID	75,092
Kansas City city, MO	459,787	Merriam city, KS	11,003
Keizer city, OR	36,478	Mesa County, CO	146,723
Kenmore city, WA	20,460	Miami Beach city, FL	87,779

The National Citizen Survey™

Miami city, FL	399,457	Pflugerville city, TX	46,936
Middleton city, WI	17,442	Phoenix city, AZ	1,445,632
Midland city, MI	41,863	Pinal County, AZ	375,770
Milford city, DE	9,559	Pinehurst village, NC	13,124
Milton city, GA	32,661	Piqua city, OH	20,522
Minneapolis city, MN	382,578	Pitkin County, CO	17,148
Mission Viejo city, CA	93,305	Plano city, TX	259,841
Modesto city, CA	201,165	Platte City city, MO	4,691
Monterey city, CA	27,810	Plymouth city, MN	70,576
Montgomery County, VA	94,392	Pocatello city, ID	54,255
Monticello city, UT	1,972	Polk County, IA	430,640
Monument town, CO	5,530	Pompano Beach city, FL	99,845
Mooresville town, NC	32,711	Port Huron city, MI	30,184
Morristown city, TN	29,137	Port Orange city, FL	56,048
Morrisville town, NC	18,576	Portland city, OR	583,776
Moscow city, ID	23,800	Post Falls city, ID	27,574
Mountain Village town, CO	1,320	Prince William County, VA	402,002
Mountlake Terrace city, WA	19,909	Prior Lake city, MN	22,796
Muscatine city, IA	22,886	Provo city, UT	112,488
Naperville city, IL	141,853	Pueblo city, CO	106,595
Needham CDP, MA	28,886	Purcellville town, VA	7,727
New Braunfels city, TX	57,740	Queen Creek town, AZ	26,361
New Brighton city, MN	21,456	Radnor township, PA	31,531
New Hanover County, NC	202,667	Ramsey city, MN	23,668
New Orleans city, LA	343,829	Rapid City city, SD	67,956
New Smyrna Beach city, FL	22,464	Raymore city, MO	19,206
Newberg city, OR	22,068	Redmond city, WA	54,144
Newport Beach city, CA	85,186	Rehoboth Beach city, DE	1,327
Newport News city, VA	180,719	Reno city, NV	225,221
Newton city, IA	15,254	Reston CDP, VA	58,404
Noblesville city, IN	51,969	Richmond city, CA	103,701
Nogales city, AZ	20,837	Richmond Heights city, MO	8,603
Norfolk city, VA	242,803	Rifle city, CO	9,172
North Richland Hills city, TX	63,343	Rio Rancho city, NM	87,521
Northglenn city, CO	35,789	River Falls city, WI	15,000
Novato city, CA	51,904	Riverdale city, UT	8,426
Novi city, MI	55,224	Riverside city, CA	303,871
O'Fallon city, IL	28,281	Riverside city, MO	2,937
O'Fallon city, MO	79,329	Rochester Hills city, MI	70,995
Oak Park village, IL	51,878	Rock Hill city, SC	66,154
Oakland city, CA	390,724	Rockford city, IL	152,871
Oakland Park city, FL	41,363	Rockville city, MD	61,209
Oakley city, CA	35,432	Rogers city, MN	8,597
Ogdensburg city, NY	11,128	Rolla city, MO	19,559
Oklahoma City city, OK	579,999	Roselle village, IL	22,763
Olathe city, KS	125,872	Rosemount city, MN	21,874
Old Town city, ME	7,840	Roseville city, MN	33,660
Olmsted County, MN	144,248	Roswell city, GA	88,346
Olympia city, WA	46,478	Round Rock city, TX	99,887
Orland Park village, IL	56,767	Royal Oak city, MI	57,236
Oshkosh city, WI	66,083	Saco city, ME	18,482
Oshtemo charter township, MI	21,705	Sahuarita town, AZ	25,259
Otsego County, MI	24,164	Sammamish city, WA	45,780
Overland Park city, KS	173,372	San Anselmo town, CA	12,336
Oviedo city, FL	33,342	San Antonio city, TX	1,327,407
Paducah city, KY	25,024	San Carlos city, CA	28,406
Palm Coast city, FL	75,180	San Diego city, CA	1,307,402
Palo Alto city, CA	64,403	San Francisco city, CA	805,235
Papillion city, NE	18,894	San Jose city, CA	945,942
Park City city, UT	7,558	San Juan County, NM	130,044
Parker town, CO	45,297	San Marcos city, CA	83,781
Parkland city, FL	23,962	San Marcos city, TX	44,894
Pasadena city, CA	137,122	San Rafael city, CA	57,713
Pasco city, WA	59,781	Sandy Springs city, GA	93,853
Pasco County, FL	464,697	Sanford city, FL	53,570
Pearland city, TX	91,252	Sangamon County, IL	197,465
Peoria city, AZ	154,065	Santa Clarita city, CA	176,320
Peoria city, IL	115,007	Santa Fe County, NM	144,170
Peoria County, IL	186,494	Santa Monica city, CA	89,736
Petoskey city, MI	5,670	Sarasota County, FL	379,448

The National Citizen Survey™

Savage city, MN.....	26,911	Thornton city, CO.....	118,772
Scarborough CDP, ME	4,403	Thousand Oaks city, CA.....	126,683
Schaumburg village, IL.....	74,227	Tigard city, OR.....	48,035
Scott County, MN.....	129,928	Tracy city, CA	82,922
Scottsdale city, AZ	217,385	Tualatin city, OR	26,054
Seaside city, CA	33,025	Tulsa city, OK	391,906
SeaTac city, WA	26,909	Twin Falls city, ID	44,125
Sevierville city, TN.....	14,807	Tyler city, TX	96,900
Shawnee city, KS	62,209	Umatilla city, OR	6,906
Sheboygan city, WI	49,288	Upper Arlington city, OH.....	33,771
Shoreview city, MN	25,043	Urbandale city, IA	39,463
Shorewood city, MN	7,307	Vail town, CO.....	5,305
Shorewood village, IL.....	15,615	Vancouver city, WA.....	161,791
Shorewood village, WI	13,162	Vestavia Hills city, AL	34,033
Sioux Center city, IA	7,048	Victoria city, MN.....	7,345
Sioux Falls city, SD.....	153,888	Virginia Beach city, VA.....	437,994
Skokie village, IL.....	64,784	Wake Forest town, NC.....	30,117
Snellville city, GA	18,242	Walnut Creek city, CA.....	64,173
Snowmass Village town, CO.....	2,826	Washington County, MN	238,136
South Kingstown town, RI.....	30,639	Washington town, NH	1,123
South Lake Tahoe city, CA.....	21,403	Washoe County, NV	421,407
South Portland city, ME	25,002	Watauga city, TX	23,497
Southborough town, MA.....	9,767	Wauwatosa city, WI	46,396
Southlake city, TX.....	26,575	Waverly city, IA	9,874
Sparks city, NV	90,264	Weddington town, NC	9,459
Spokane Valley city, WA	89,755	Wentzville city, MO.....	29,070
Spring Hill city, KS.....	5,437	West Carrollton city, OH.....	13,143
Springboro city, OH.....	17,409	West Chester borough, PA.....	18,461
Springfield city, MO.....	159,498	West Des Moines city, IA.....	56,609
Springfield city, OR	59,403	West Richland city, WA.....	11,811
Springville city, UT	29,466	Western Springs village, IL	12,975
St. Charles city, IL.....	32,974	Westerville city, OH.....	36,120
St. Cloud city, FL.....	35,183	Westlake town, TX	992
St. Cloud city, MN	65,842	Westminster city, CO.....	106,114
St. Joseph city, MO	76,780	Weston town, MA.....	11,261
St. Louis County, MN.....	200,226	Wheat Ridge city, CO	30,166
St. Louis Park city, MN	45,250	White House city, TN.....	10,255
Stallings town, NC	13,831	Wichita city, KS.....	382,368
State College borough, PA	42,034	Williamsburg city, VA.....	14,068
Steamboat Springs city, CO	12,088	Wilmington city, NC.....	106,476
Sterling Heights city, MI	129,699	Wilsonville city, OR.....	19,509
Sugar Grove village, IL.....	8,997	Winchester city, VA	26,203
Sugar Land city, TX.....	78,817	Windsor town, CO	18,644
Summit city, NJ.....	21,457	Windsor town, CT	29,044
Summit County, UT.....	36,324	Winnetka village, IL	12,187
Sunnyvale city, CA	140,081	Winston-Salem city, NC	229,617
Surprise city, AZ	117,517	Winter Garden city, FL.....	34,568
Suwanee city, GA.....	15,355	Woodbury city, MN.....	61,961
Tacoma city, WA.....	198,397	Woodland city, CA.....	55,468
Takoma Park city, MD	16,715	Woodland city, WA.....	5,509
Tamarac city, FL	60,427	Wrentham town, MA	10,955
Temecula city, CA	100,097	Yakima city, WA.....	91,067
Tempe city, AZ	161,719	York County, VA.....	65,464
Temple city, TX.....	66,102	Yorktown town, IN.....	9,405
The Woodlands CDP, TX.....	93,847		

Appendix C: Detailed Survey Methods

The National Citizen Survey (The NCS™), conducted by National Research Center, Inc., was developed to provide communities an accurate, affordable and easy way to assess and interpret resident opinion about important local topics. Standardization of common questions and survey methods provide the rigor to assure valid results, and each community has enough flexibility to construct a customized version of The NCS.

Results offer insight into residents' perspectives about the community as a whole, including local amenities, services, public trust, resident participation and other aspects of the community in order to support budgeting, land use and strategic planning and communication with residents. Resident demographic characteristics permit comparison to the Census as well as comparison of results for different subgroups of residents. The City of Pasco funded this research. Please contact Stan Strebel at the City of Pasco's City Manager's office at strebel@pasco-wa.gov if you have any questions about the survey.

Survey Validity

The question of survey validity has two parts: 1) how can a community 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 community. 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 community to receive the survey to ensure that the households selected to receive the survey are representative of the larger community.
- 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.
- Inviting response in a compelling manner (using appropriate letterhead/logos and a signature of a visible leader) to appeal to recipients' sense of civic responsibility.
- Providing a pre-addressed, postage-paid return envelope.
- Offering the survey in Spanish or other language when requested by a given community.
- Weighting the results 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 for 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 vary, with 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). Resident opinion commonly reflects objective performance data but is an important measure on its own. 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."

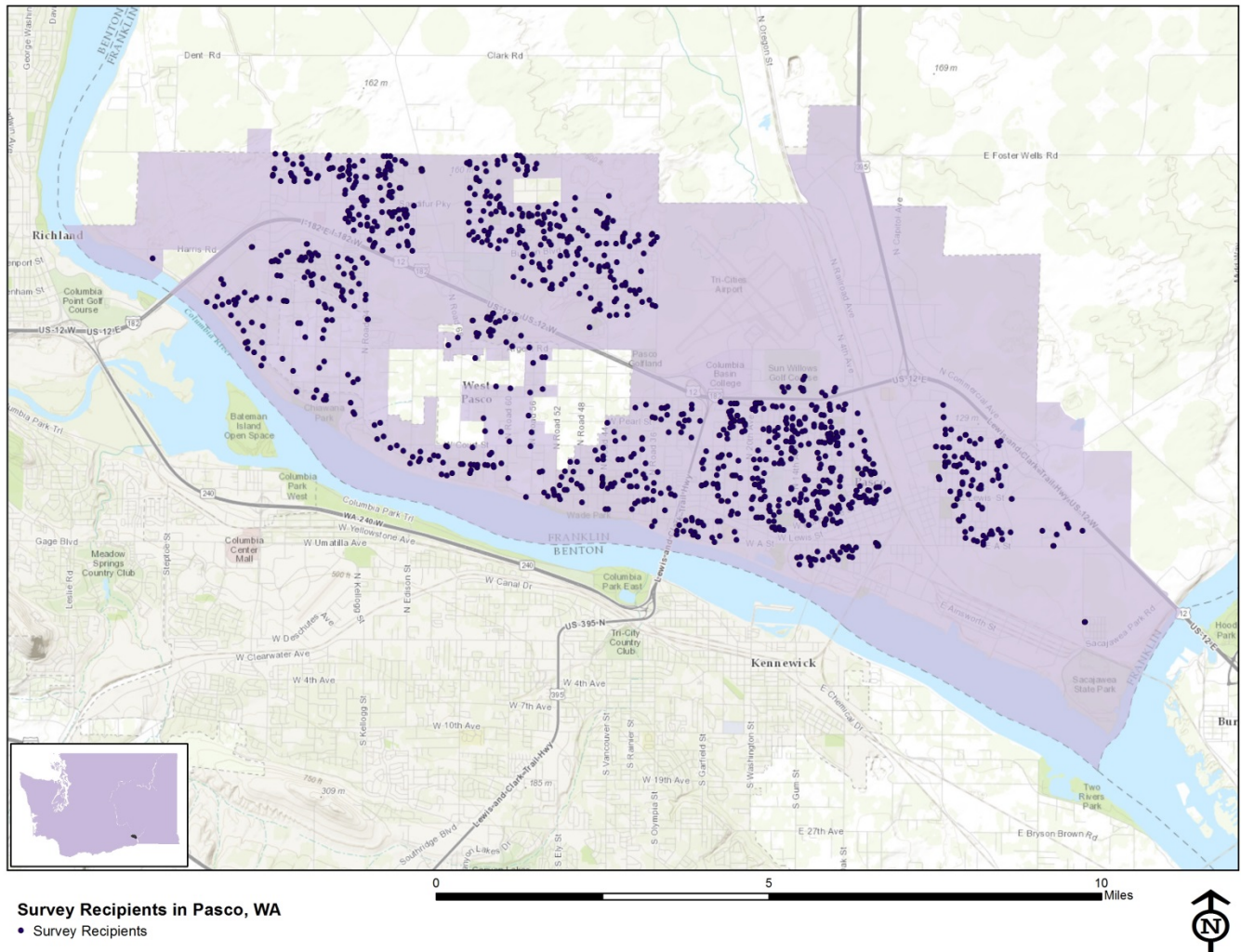
Survey Sampling

"Sampling" refers to the method by which households were chosen to receive the survey. All households within the City of Pasco were eligible to participate in the survey. A list of all households within the zip codes serving Pasco was purchased based on updated listings from the United States Postal Service. Since some of the zip codes that serve the City of Pasco households may also serve addresses that lie outside of the community, the exact geographic location of each housing unit was compared to community 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 1,400 survey recipients, a systematic sampling method was applied to the list of households previously screened for geographic location. Systematic sampling is a procedure whereby a complete list of all possible households is culled, selecting every *Nth* one, giving each eligible household a known probability of selection, until the appropriate number of households 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 1 displays a map of the households selected to receive the survey. In general, because of the random sampling techniques used, the displayed sampling density will closely mirror the overall housing unit density (which may be different from the population density). While the theory of probability assumes no bias in selection, there may be some minor variations in practice (meaning, an area with only 15% of the housing units might be sampled at an actual rate that is slightly above or below that).

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.

Figure 1: Location of Survey Recipients



Survey Administration and Response

Selected households received three mailings, one week apart, beginning on November 12th, 2015. 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 had already done so to refrain from turning in another survey. Both cover letters also contained paragraphs in Spanish. Respondents could opt to take the survey online as well in their language of preference. Completed surveys were collected over the following seven weeks.

About 3% of the 1,400 surveys mailed were returned because the housing unit was vacant or the postal service was unable to deliver the survey as addressed. Of the remaining 1,354 households that received the survey, 260 completed the survey, providing an overall response rate of 19%. Of the 260 completed surveys, 23 were completed online; five of the surveys were completed in Spanish.

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.¹

The margin of error 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 (260 completed surveys).

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)

Upon receipt, completed surveys 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; in this case, NRC would use protocols to randomly choose two of the three selected items for inclusion in the dataset.

All surveys then were entered twice into an electronic dataset; any discrepancies were resolved in comparison to the original survey form. 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 American Community Survey estimates for adults in the City of Pasco. The primary objective of weighting survey data is to make the survey sample reflective of the larger population of the community. The characteristics used for weighting were housing tenure (rent or own), housing unit type (attached or detached), ethnicity, sex and age. The results of the weighting scheme are presented in the following table.

¹ 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 community is between 71% and 79%. This source of uncertainty 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. 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.

Table 73: Pasco, WA 2015 Weighting Table

Characteristic	Population Norm	Unweighted Data	Weighted Data
Housing			
Rent home	35%	13%	32%
Own home	65%	87%	68%
Detached unit	77%	90%	78%
Attached unit	23%	10%	22%
Race and Ethnicity			
White	60%	78%	65%
Not white	40%	22%	35%
Not Hispanic	51%	77%	54%
Hispanic	49%	23%	46%
Sex and Age			
Female	50%	47%	50%
Male	50%	53%	50%
18-34 years of age	43%	14%	40%
35-54 years of age	35%	28%	35%
55+ years of age	22%	57%	25%
Females 18-34	21%	8%	21%
Females 35-54	17%	14%	17%
Females 55+	11%	25%	12%
Males 18-34	22%	7%	20%
Males 35-54	18%	15%	18%
Males 55+	11%	32%	13%

Survey Data Analysis and Reporting

The survey dataset was analyzed using the Statistical Package for the Social Sciences (SPSS). For the most part, the percentages presented in the reports represent the “percent positive.” The percent positive is the combination of the top two most positive response options (i.e., “excellent” and “good,” “very safe” and “somewhat safe,” “essential” and “very important,” etc.), or, in the case of resident behaviors/participation, the percent positive represents the proportion of respondents indicating “yes” or participating in an activity at least once a month.

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 reports. In other words, the tables and graphs display the responses from respondents who had an opinion about a specific item.

Appendix D: Survey Materials

Dear Pasco Resident,

Estimado Residente de Pasco,

It won't take much of your time to make a big difference!

iNo le tomará mucho de su tiempo para marcar una gran diferencia!

Your household has been randomly selected to participate in a survey about your community. Your survey will arrive in a few days.

Su hogar ha sido elegido al azar para participar en una encuesta sobre su comunidad. Su encuesta le llegará dentro de pocos días.

Thank you for helping create a better city!

iGracias por ayudar a crear una Pasco mejor!

Sincerely,

Atentamente,



Matt Watkins
Mayor

Dear Pasco Resident,

Estimado Residente de Pasco,

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Atentamente,



Matt Watkins
Mayor

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iGracias por ayudar a crear una Pasco mejor!

Sincerely,

Atentamente,



Matt Watkins
Mayor

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Su hogar ha sido elegido al azar para participar en una encuesta sobre su comunidad. Su encuesta le llegará dentro de pocos días.

Thank you for helping create a better city!

iGracias por ayudar a crear una Pasco mejor!

Sincerely,

Atentamente,



Matt Watkins
Mayor



City of Pasco
P.O. Box 293
525 N. 3rd Avenue
Pasco, WA 99301

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



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525 N. 3rd Avenue
Pasco, WA 99301

Presorted
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Boulder, CO
Permit NO. 94



MAYOR (509) 545-3404 / Fax (509) 545-3403

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

November 2015

Dear City of Pasco Resident:

Please help us shape the future of Pasco! You have been selected at random to participate in the 2015 Pasco Citizen Survey.

Please take a few minutes to fill out the enclosed survey. Your participation in this survey is very important – especially since your household is one of only a small number of households being surveyed. Your feedback will help Pasco make decisions that affect our city.

A few things to remember:

- **Your responses are completely anonymous.**
- In order to hear from a diverse group of residents, the adult 18 years or older in your household who most recently had a birthday should complete this survey.
- **You may return the survey by mail in the enclosed postage-paid envelope, or you can complete the survey online at:**

www.n-r-c.com/survey/pasco.htm

If you have any questions about the survey please call 509-545-3404.

Thank you for your time and participation!

Sincerely,

Estimado Residente de la Ciudad de Pasco:

¡Por favor ayúdenos a moldear el futuro de Pasco! Usted ha sido seleccionado al azar para participar en la Encuesta de Ciudadanos de Pasco del 2015.

Por favor tome unos minutos para completar la encuesta adjunta; si usted preferiría completar la encuesta en español, por favor siga las instrucciones abajo para acceder a la encuesta en español por medio de la red. Su participación en esta encuesta es muy importante – especialmente porque su hogar es uno de solamente un número pequeño de hogares que se están encuestando. Sus observaciones le ayudarán a Pasco tomar decisiones que afectarán a nuestra ciudad.

Algunas cosas para recordar:

- **Sus respuestas son completamente anónimas.**
- Para poder escuchar a un grupo diverso de residentes, el adulto de 18 años o más en su hogar que haya celebrado su cumpleaños más recientemente debe completar esta encuesta.
- **Puede devolver la encuesta por correo en el sobre pre-pagado adjunto, o puede completar la encuesta en línea en español en:**

www.n-r-c.com/survey/pasco.htm

Para la versión en español haga clic en “Español” en la esquina superior a mano derecha.

Si tiene alguna pregunta sobre la encuesta por favor llame al 509-545-3404.

¡Gracias por su tiempo y participación!

Atentamente,

Matt Watkins
Mayor



MAYOR (509) 545-3404 / Fax (509) 545-3403

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

December 2015

Dear City of Pasco Resident:

Here's a second chance if you haven't already responded to the 2015 Pasco Citizen Survey! **(If you completed it and sent it back, we thank you for your time and ask you to recycle this survey. Please do not respond twice.)**

Please help us shape the future of Pasco! You have been selected at random to participate in the 2015 Pasco Citizen Survey.

Please take a few minutes to fill out the enclosed survey. Your participation in this survey is very important – especially since your household is one of only a small number of households being surveyed. Your feedback will help Pasco make decisions that affect our city.

A few things to remember:

- **Your responses are completely anonymous.**
- In order to hear from a diverse group of residents, the adult 18 years or older in your household who most recently had a birthday should complete this survey.
- **You may return the survey by mail in the enclosed postage-paid envelope, or you can complete the survey online at:**

www.n-r-c.com/survey/pasco.htm

If you have any questions about the survey please call 509-545-3404.

Thank you for your time and participation!

Sincerely,

Estimado Residente de la Ciudad de Pasco:

¡Aquí tiene una segunda oportunidad si usted aún no ha respondido a la Encuesta de Ciudadanos de Pasco del 2015! **(Si usted la completó y la devolvió, le damos las gracias por su tiempo y le pedimos que recicle esta encuesta. Por favor no responda dos veces.)**

¡Por favor ayúdenos a moldear el futuro de Pasco! Usted ha sido seleccionado al azar para participar en la Encuesta de Ciudadanos de Pasco del 2015.

Por favor tome unos minutos para completar la encuesta adjunta; si usted preferiría completar la encuesta en español, por favor siga las instrucciones abajo para acceder a la encuesta en español por medio de la red. Su participación en esta encuesta es muy importante – especialmente porque su hogar es uno de solamente un número pequeño de hogares que se están encuestando. Sus observaciones le ayudarán a Pasco tomar decisiones que afectarán a nuestra ciudad.

Algunas cosas para recordar:

- **Sus respuestas son completamente anónimas.**
- Para poder escuchar a un grupo diverso de residentes, el adulto de 18 años o más en su hogar que haya celebrado su cumpleaños más recientemente debe completar esta encuesta.
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¡Gracias por su tiempo y participación!

Atentamente,

Matt Watkins
Mayor

The City of Pasco 2015 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:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
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 visit	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:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Overall feeling of safety in Pasco.....	1	2	3	4	5
Overall ease of getting to the places you usually have to visit	1	2	3	4	5
Quality of overall natural environment in Pasco	1	2	3	4	5
Overall "built environment" of Pasco (including overall design, buildings, parks and transportation systems).....	1	2	3	4	5
Health and wellness opportunities in Pasco.....	1	2	3	4	5
Overall opportunities for education and enrichment.....	1	2	3	4	5
Overall economic health of Pasco.....	1	2	3	4	5
Sense of community	1	2	3	4	5
Overall image or reputation of Pasco.....	1	2	3	4	5

3. Please indicate how likely or unlikely you are to do each of the following:

	<i>Very likely</i>	<i>Somewhat likely</i>	<i>Somewhat unlikely</i>	<i>Very unlikely</i>	<i>Don't know</i>
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

4. Please rate how safe or unsafe you feel:

	<i>Very safe</i>	<i>Somewhat safe</i>	<i>Neither safe nor unsafe</i>	<i>Somewhat unsafe</i>	<i>Very unsafe</i>	<i>Don't know</i>
In your neighborhood during the day	1	2	3	4	5	6
In Pasco's downtown/commercial areas during the day	1	2	3	4	5	6

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

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Traffic flow on major streets	1	2	3	4	5
Ease of public parking	1	2	3	4	5
Ease of travel by car in Pasco.....	1	2	3	4	5
Ease of travel by public transportation in Pasco	1	2	3	4	5
Ease of travel by bicycle 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
Air quality	1	2	3	4	5
Cleanliness of Pasco.....	1	2	3	4	5
Overall appearance of Pasco.....	1	2	3	4	5
Public places where people want to spend time	1	2	3	4	5
Variety of housing options	1	2	3	4	5
Availability of affordable quality housing	1	2	3	4	5
Fitness opportunities (including exercise classes and paths or trails, etc.).....	1	2	3	4	5
Recreational opportunities.....	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
Availability of affordable quality mental health care	1	2	3	4	5

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

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Availability of affordable quality child care/preschool	1	2	3	4	5
K-12 education.....	1	2	3	4	5
Adult educational opportunities.....	1	2	3	4	5
Opportunities to attend cultural/arts/music activities.....	1	2	3	4	5
Opportunities to participate in religious or spiritual events and activities	1	2	3	4	5
Employment opportunities	1	2	3	4	5
Shopping opportunities.....	1	2	3	4	5
Cost of living in Pasco.....	1	2	3	4	5
Overall quality of business and service establishments in Pasco.....	1	2	3	4	5
Vibrant downtown/commercial area.....	1	2	3	4	5
Overall quality of new development in Pasco.....	1	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
Openness and acceptance of the community toward people of diverse backgrounds	1	2	3	4	5
Neighborliness of residents in Pasco.....	1	2	3	4	5

7. Please indicate whether or not you have done each of the following in the last 12 months.

	<i>No</i>	<i>Yes</i>
Made efforts to conserve water	1	2
Made efforts to make your home more energy efficient.....	1	2
Observed a code violation or other hazard in Pasco (weeds, abandoned buildings, etc.).....	1	2
Household member was a victim of a crime in Pasco	1	2
Reported a crime to the police in Pasco.....	1	2
Stocked supplies in preparation for an emergency	1	2
Campaigned or advocated for an issue, cause or candidate	1	2
Contacted the City of Pasco (in-person, phone, email or web) for help or information	1	2
Contacted Pasco elected officials (in-person, phone, email or web) to express your opinion.....	1	2

8. In the last 12 months, about how many times, if at all, have you or other household members done each of the following in Pasco?

	<i>2 times a week or more</i>	<i>2-4 times a month</i>	<i>Once a month or less</i>	<i>Not at all</i>
Used Pasco recreation centers or their services	1	2	3	4
Visited a neighborhood park or City park.....	1	2	3	4
Used Pasco public libraries or their services	1	2	3	4
Participated in religious or spiritual activities in Pasco.....	1	2	3	4
Attended a City-sponsored event	1	2	3	4
Used bus, rail, subway or other public transportation instead of driving.....	1	2	3	4
Carpooled with other adults or children instead of driving alone	1	2	3	4
Walked or biked instead of driving.....	1	2	3	4
Volunteered your time to some group/activity in Pasco.....	1	2	3	4
Participated in a club.....	1	2	3	4
Talked to or visited with your immediate neighbors.....	1	2	3	4
Done a favor for a neighbor.....	1	2	3	4

9. Thinking about local public meetings (of local elected officials like City Council or County Commissioners, advisory boards, town halls, HOA, neighborhood watch, etc.), in the last 12 months, about how many times, if at all, have you or other household members attended or watched a local public meeting?

	<i>2 times a week or more</i>	<i>2-4 times a month</i>	<i>Once a month or less</i>	<i>Not at all</i>
<u>Attended</u> a local public meeting	1	2	3	4
<u>Watched</u> (online or on television) a local public meeting	1	2	3	4

The City of Pasco 2015 Citizen Survey

10. Please rate the quality of each of the following services in Pasco:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Police/Sheriff services.....	1	2	3	4	5
Fire services.....	1	2	3	4	5
Ambulance or emergency medical services	1	2	3	4	5
Crime prevention	1	2	3	4	5
Fire prevention and education.....	1	2	3	4	5
Traffic enforcement.....	1	2	3	4	5
Street repair	1	2	3	4	5
Street cleaning.....	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
Traffic 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
Yard waste pick-up.....	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
Utility billing	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
Land use, planning and zoning.....	1	2	3	4	5
Code enforcement (weeds, abandoned buildings, etc.).....	1	2	3	4	5
Animal control	1	2	3	4	5
Economic development	1	2	3	4	5
Health services	1	2	3	4	5
Public library services	1	2	3	4	5
Public information services	1	2	3	4	5
Cable television	1	2	3	4	5
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations).....	1	2	3	4	5
Preservation of natural areas such as open space, farmlands and greenbelts.....	1	2	3	4	5
Pasco open space.....	1	2	3	4	5
City-sponsored special events.....	1	2	3	4	5
Overall customer service by Pasco employees (police, receptionists, planners, etc.).....	1	2	3	4	5

11. Overall, how would you rate the quality of the services provided by each of the following?

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
The City of Pasco	1	2	3	4	5
The Federal Government	1	2	3	4	5
Franklin County Government	1	2	3	4	5
The State Government.....	1	2	3	4	5

12. Please rate the following categories of Pasco government performance:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
The value of services for the taxes paid to Pasco	1	2	3	4	5
The overall direction that Pasco is taking.....	1	2	3	4	5
The job Pasco government does at welcoming citizen involvement.....	1	2	3	4	5
Overall confidence in Pasco government	1	2	3	4	5
Generally acting in the best interest of the community	1	2	3	4	5
Being honest.....	1	2	3	4	5
Treating all residents fairly	1	2	3	4	5

13. Please rate how important, if at all, you think it is for the Pasco community to focus on each of the following in the coming two years:

	<i>Essential</i>	<i>Very important</i>	<i>Somewhat important</i>	<i>Not at all important</i>
Overall feeling of safety in Pasco.....	1	2	3	4
Overall ease of getting to the places you usually have to visit	1	2	3	4
Quality of overall natural environment in Pasco	1	2	3	4
Overall “built environment” of Pasco (including overall design, buildings, parks and transportation systems)	1	2	3	4
Health and wellness opportunities in Pasco.....	1	2	3	4
Overall opportunities for education and enrichment.....	1	2	3	4
Overall economic health of Pasco.....	1	2	3	4
Sense of community	1	2	3	4

14. The City is considering providing curbside container recycling and yard waste services. To what extent would you support or oppose these services being offered:

	<i>Strongly support</i>	<i>Somewhat support</i>	<i>Somewhat oppose</i>	<i>Strongly oppose</i>
Recycling (paper, tin, aluminum and plastics) at an additional monthly cost per household of \$4.50-\$5.50	1	2	3	4
Yard waste collection at an additional monthly cost per household of \$3.50-\$4.50.....	1	2	3	4

15. In order to reduce the rate of serious traffic accidents at major intersections, the City is considering installing cameras to increase red light compliance. To what extent do you support or oppose the installation of traffic cameras at select intersections in Pasco?

- ☐ Strongly support
- ☐ Somewhat support
- ☐ Somewhat oppose
- ☐ Strongly oppose

16. Of the seven members of City Council, five members are district-based, with only residents within the district able to run for election and only voters residing within the district voting on district candidates in *primary* elections and city-wide voting in the *general* (final) election. The method of voting for district-based candidates (district-based voting at the primary level and city-wide voting in the general election) is dictated by state law. The City is considering whether to push to change the law to allow for district-based voting in the general election in communities that choose this approach. To what extent do you support or oppose...

	<i>Strongly support</i>	<i>Somewhat support</i>	<i>Somewhat oppose</i>	<i>Strongly oppose</i>
The current system of voting (City-wide voting for district candidates in the general election)	1	2	3	4
District-based voting (only district residents voting for district candidates in the general election)	1	2	3	4

The City of Pasco 2015 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. How often, if at all, do you do each of the following, considering all of the times you could?

	<i>Never</i>	<i>Rarely</i>	<i>Sometimes</i>	<i>Usually</i>	<i>Always</i>
Recycle at home.....	1	2	3	4	5
Purchase goods or services from a business located in Pasco.....	1	2	3	4	5
Eat at least 5 portions of fruits and vegetables a day	1	2	3	4	5
Participate in moderate or vigorous physical activity	1	2	3	4	5
Read or watch local news (via television, paper, computer, etc.)	1	2	3	4	5
Vote in local elections	1	2	3	4	5

D2. Would you say that in general your health is:

- ☐ Excellent ☐ Very good ☐ Good ☐ Fair ☐ Poor

D3. 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:

- ☐ Very positive ☐ Somewhat positive ☐ Neutral ☐ Somewhat negative ☐ Very negative

D4. What is your employment status?

- ☐ Working full time for pay
☐ Working part time for pay
☐ Unemployed, looking for paid work
☐ Unemployed, not looking for paid work
☐ Fully retired

D5. Do you work inside the boundaries of Pasco?

- ☐ Yes, outside the home
☐ Yes, from home
☐ No

D6. How many years have you lived in Pasco?

- ☐ Less than 2 years ☐ 11-20 years
☐ 2-5 years ☐ More than 20 years
☐ 6-10 years

D7. Which best describes the building you live in?

- ☐ One family house detached from any other houses
☐ Building with two or more homes (duplex, townhome, apartment or condominium)
☐ Mobile home
☐ Other

D8. Is this house, apartment or mobile home...

- ☐ Rented
☐ Owned

D9. 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

D10. Do any children 17 or under live in your household?

- ☐ No ☐ Yes

D11. Are you or any other members of your household aged 65 or older?

- ☐ No ☐ Yes

D12. 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.)

- ☐ Less than \$25,000
☐ \$25,000 to \$49,999
☐ \$50,000 to \$99,999
☐ \$100,000 to \$149,999
☐ \$150,000 or more

Please respond to both questions D13 and D14:

D13. Are you Spanish, Hispanic or Latino?

- ☐ No, not Spanish, Hispanic or Latino
☐ Yes, I consider myself to be Spanish, Hispanic or Latino

D14. What is your race? (Mark one or more races to indicate what race you consider yourself to be.)

- ☐ American Indian or Alaskan Native
☐ Asian, Asian Indian or Pacific Islander
☐ Black or African American
☐ White
☐ Other

D15. In which category is your age?

- ☐ 18-24 years ☐ 55-64 years
☐ 25-34 years ☐ 65-74 years
☐ 35-44 years ☐ 75 years or older
☐ 45-54 years

D16. What is your sex?

- ☐ Female ☐ Male

D17. Do you consider a cell phone or land line your primary telephone number?

- ☐ Cell ☐ Land line ☐ 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

Dear Pasco Resident,

Just a reminder – if you have not yet completed Pasco's 2015 Community Survey, please do so.

Your participation in this survey is very important – your answers will help the City make decisions that affect your community.

Please complete the survey online at:
www.n-r-c.com/survey/pasco.htm

Thank you very much!



Matt Watkins
Mayor/Alcalde

Estimado residente de la Ciudad de Pasco,

Solamente un recordatorio – si usted aún no ha completado la Encuesta Ciudadana del 2015 de la Ciudad de Pasco, por favor hágalo.

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¡Muchas gracias!,



City of Pasco
P.O. Box 293
525 N. 3rd Avenue
Pasco, WA 99301

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Local Government Playbook of Strategies to Improve Communities



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777 North Capitol Street NE, Suite 500
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Introduction

Think of this guide as a helium balloon that will help lighten the burden of determining how to put your survey results to work for your community. Most community leaders are buried in information, because running local government requires knowing a lot about your own organization, the organizations of other entities that can inhibit or facilitate your success and your residents' perspectives about what is and ought to be happening. The National Citizen Survey you recently conducted has provided you with reliable reconnaissance about your residents' opinions and activities that you can get from no administrative records or discussions with managers or elected officials. Although the information in your survey is uniquely valuable, knowing what to make of it – as in, what to do with it – benefits from some assistance.

First, Take a Deep Breath

Pressure mounts to use data wisely. People are saying that data are money. Everyone is talking about how data help managers make the right decisions – to reduce crime, improve the housing stock, expand the tax base, sell bonds. It is true that being data driven does increase the likelihood that your decisions will be better for the community, but we recommend that as managers or elected officials are exposed to valid information about resident perspectives about the local quality of life, governance and reports of residents' engagement in the community, it is best to take off your leader hat and just listen to what the report says. Forget how data driven you must be and appreciate the survey results like you might your favorite music. Take the time to feel your own reaction to what you hear. Rather than pretend that management decisions are made strictly by the numbers and that emotion plays no part in the power of data, the first question a leader should ask of his survey data is not “do they make sense?” but “do they feel right?”

Once you've noticed which survey results resonate most with you, then examine them. Do they square with other data you have? Do they confirm what you and others have observed? Finally, as you think about what the survey results mean to you, remember that you are not alone. There are some, probably many, staff who have more direct experience with the areas reported on in the survey. Convene them to participate in the debrief, which may include the one you have with the researchers at National Research Center, Inc. if you have conducted The National Citizen Survey. In that debrief, you will

get a sense of how NRC recommends you move forward to put your results to use.

Where the Action Is

Putting your results to work is precisely why you conducted the survey, so taking the time to absorb the results is the beginning, not the end of the survey process. This Playbook of Strategies provides you with recommendations about how to move forward with your survey results. To help you get started with navigating toward building successful outcomes in your community The Playbook includes vignettes of how other jurisdictions used their survey results to improve their communities. The local governments highlighted in this playbook include:

- Cartersville, Georgia
- Winter Garden, Florida
- Paducah, Kentucky
- Noblesville, Indiana
- Park City, Utah
- Boulder, Colorado
- Hamilton, Ohio
- Puget Sound Clean Air Agency (King, Kitsap, Pierce and Snohomish Counties, Washington)
- Ankeny, Iowa
- Fort Collins, Colorado
- Greeley, Colorado
- Pocatello, Idaho
- Livermore, California
- Peoria, Arizona
- Longmont, Colorado
- Westminster, Colorado
- Littleton, Colorado

Creating Livable Communities

The Many Faces of “Livability”

Most leaders charged with running local governments seek to create “livable communities.” However, the phrase has been used to cover so much territory that it no longer is clear what anyone really means by it. For the literal minded, a livable place is, redundantly, where people reside and, if a place were not livable, it would be empty, save for passers-by – including those who arrive temporarily for commerce. However, by livable, most people mean something symbolic. The phrase “livable community” evokes 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.

Awards are given for the most livable places in America and the winners are chosen, often by magazines, based on many quality of life criteria like safety, affordability and beauty. Because livability means so many things to different people, researchers and community organizations have explored just about every window into the meaning of the term. For some, livability has to do with the built environment – a place that hews to land conservation, avoids sprawl and funnels activity into pedestrian-friendly space with low rise buildings and attractive greenery (Kunstler, 1993). Proper land use in a livable place results in the “spirit of community,” (Fischer, 2000) where neighbors trust and rely on each other and turn to each other for help. One organization reminds us that livability should not be the aspiration of only well off communities: “livability extends to economic dynamism and career opportunities as well as recreational, aesthetic, cross-generational and cultural activities.” (Community Research Connections in <http://crcresearch.org/case-studies/case-studies-sustainable-infrastructure/land-use-planning/what-makes-a-city-liveable>).

A livable community not only attracts people because its infrastructure represents good planning principles, it may also provide expansive opportunities like those of great cities. One simple characteristic of a great city that intersects with livable communities is the creation of a place where people want to spend time outside (<http://ecolocalizer.com/2009/07/08/what-is-a->

[good-city/](#)). A more elaborate set of amenities comes from the mid-twentieth century, when Lewis Mumford described this way what exceptional cities provide: “The chief function of the city is to convert power into form, energy into culture, dead matter into the living symbols of art, biological reproduction into social creativity.” This is a tall order but one that some believe would contribute to a city becoming “livable.”

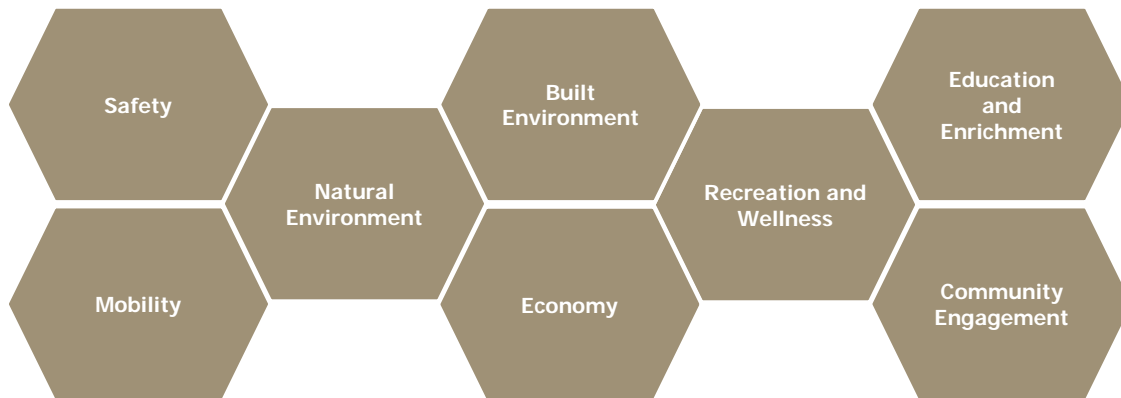
Below is a word cloud of definitions of livability that came from 18 articles reviewed by the National Association of Regional Networks (NARC).¹ It demonstrates the salience of Transportation and Community Quality as well as the diversity of other terms used to describe “livability.”

Figure 1: Livability Word Cloud



¹ Livability Word Cloud Including Scholarly and Practitioner Definitions (www.wordle.net) in LIVABILITY LITERATURE REVIEW: A SYNTHESIS OF CURRENT PRACTICE. National Association of Regional Councils and U.S. Department of Transportation 2012, Washington, D.C.

Figure 2: The Eight Facets of Livable Communities



Cross-cutting Management for Livability

While more and more local governments seek to create livable communities, the management tool they most often rely on is an engine comprising individual departments, each charged with providing targeted services, like police, library, parks, economic development, streets and many more. As much as the directors of these departments sit together at the executive table, they also confront unique service delivery issues that force a focused rather than peripheral view of their territory, so interconnection of work effort is hard to achieve. The difficulty of integrating the plans and actions of individual departments is the reason that local government (in fact any level of government and any large business) struggles to become a finely tuned, efficient and high powered machine. Nevertheless, the delivery of a livable community requires a honed engine with strong connection among all departments because the characteristics that make communities livable are not the territory of individual units (or even the government alone, as noted above).

Solutions to local challenges will come most easily from an integrated drive to improve. For example, a high crime rate in a jurisdiction is unlikely to be solved only by police or court action. Crime may be the result of conditions related to jobs, schools, street lighting, community connectedness, public trust, location of parks and more. Likewise, pedestrian friendly streets can be developed best with a partnership of planning, parks, utilities, police, fire, efforts to encourage community

engagement and participation of the private sector and faith-based organizations.

The NCS Helps Manage “Livability”

The National Citizen Survey™ has been designed to gather resident perspectives about community livability and to report to elected officials, local managers and community stakeholders those areas of livability that are doing well and those that merit improvement. The results of The NCS are reported in eight facets of community livability – natural environment, economy, built environment, recreation and wellness, safety, education and enrichment, mobility and community engagement. For each facet, residents report their perspectives about three aspects of livability – what we call the pillars of community life – the quality of community, quality of services and related resident activities.

With The NCS, the vague definitions of livability disappear because the report offers quantified metrics that indicate how livable the community is overall and within each domain. These measures will help leaders identify areas of strength and need and evaluate progress toward improvement. The emphasis on livability makes for a strategic approach to community quality and arms local leaders with critical information they need to help move the community where residents want it to be.

The Es of Action

NRC researchers have identified six kinds of action that can be considered as response to your citizen survey results. These categories of action have been gleaned from studying how jurisdictions have used their resident opinions to improve their communities and they are shown in the graphic, below. Don't feel obliged to identify interventions in each of the six categories, but appreciate them as suggested areas where important movement in community quality can be, and has been, made.



Envision: Results of The National Citizen Survey often are used by communities as part of goal setting and strategic or comprehensive planning. By understanding what residents think are the characteristics of the community that are most important to protect or improve, by knowing what is working and what remain challenges, local leaders can be guided toward planning for a community that builds on its strengths and improves in the areas that matter the most.

Earmark: Jurisdictions use The National Citizen Survey results most often to allocate or redistribute resources based on the aspects of community that residents find wanting. When mobility is important but not easily available or delivered with obstacles to accessibility, it may be wise to invest more in transit, roads, bicycling or walking paths. If ratings of the community's recreation and wellness are not strong or resident participation in civic volunteer opportunities are weak, wise reallocation of limited resources to enhance those facets of community will help move you forward.

Educate: Getting the word out about community amenities, services and opportunities to let residents and leaders of other organizations understand what you do well and what they may not understand about your community is one of the most common uses of survey findings. Whether marketing existing

programs or communicating a new community brand, education about what seems to be misunderstood or what may remain little known is a great way to use The NCS results.

Engage: Engagement can come in two essential forms – engagement with individuals or partnership with groups. In both cases, the results of your survey are relevant to the community overall and are not simply a comment on local government. Livable communities grow from the connection of businesses, non-profits, the government and residents working together. Engagement with individuals may mean little more than inviting residents to comment and work on The NCS findings; partnership with organizations can even start with your own employees and then spread to work with other levels of government, hospitals, schools and the Chamber of Commerce. When civic life is understood to be everyone's purview, the questions that arise from The NCS aren't only, "how can government improve?" They include, "how can we all contribute to making things better?"

Enact: Across the country, hundreds of millions of dollars have been raised or saved based on findings of The National Citizen Survey. These successes are created by findings that indicate support for possible bond raising ballot questions or that identify a need for new services, like recycling or transit, that could save time and money or simply improve the quality of life. Enacting new policies or establishing new programs often are the actions that follow attention to what residents report on their citizen survey.

Evaluate: The act of using The NCS is itself an evaluation of community, but beyond that single use of the survey, repeated use permits leaders to determine if the programs, policies or personnel changes they enact have had their intended effects. Other kinds of evaluation can come from The NCS. Often clients want to understand more about a finding of a survey, so they seek information from a more in-depth survey on fewer topics or by listening to groups of stakeholders through guided discussions. Performance measurement – comparing this administration's results to earlier administrations of the survey in your own jurisdiction or to benchmark jurisdictions - is a kind of evaluation that is linked to survey results when resident responses are tracked along with other performance data about service activities and costs.

Not every action must reflect each of the Es listed above. Your use of the Es of Action can be effective relying only on one theme. Nevertheless, this

example from Cartersville, GA embodies parts of each of the action themes.

A Case Study in Resident-friendly Recycling

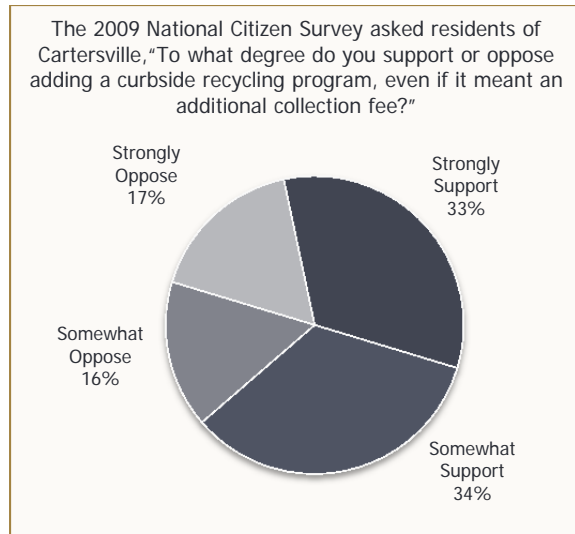
Cartersville, Georgia

The City of Cartersville, GA had a robust program in place for garbage collection and disposal. Since the mid-1970s, standard services such as curbside pick-up, large item pick-up, and dumpster services had been augmented by extras like bulk leaf vacuuming and grass clipping removal. The City had conducted a pilot recycling program in the late 1990s, but low participation and high costs made further implementation prohibitive. Although there was a rising sense that the city should provide recycling services, staff were concerned that recycling would require a rate increase that could upset customers and cause further difficulty. In 2009, Cartersville added a question about recycling to its fourth administration of The National Citizen Survey. The survey revealed that 67% of residents were supportive of including recycling in the city's waste disposal program, even if that change required an additional cost. Based on results from The National Citizen Survey, Cartersville decided the time was right to implement a recycling program, and set a goal to have the program in place by the beginning of 2012. Before implementing the new recycling program, Cartersville went through a multi-step planning and implementation process to ensure its success.

Envision: The City first identified seven major questions that would need to be resolved: How will recyclable materials be received? What type of containers do you want to use? What type of vehicle will it take? Can our regular collection routes be utilized? How much manpower will it take? How much will this program cost, and how will we pay for it?

The Public Works department met with its processing partner, Bartow County Solid Waste, to answer the first question. It was determined that a dual stream collection system – with one stream for paper and a separate stream for containers – could be easily integrated into the current structure and would also be sustainable for the foreseeable future.

The City also looked at its current five-day pick-up schedule and determined that a biweekly pick-up schedule would enable the City to implement recycling pick-up with minimal additional staff.



Earmark: Cartersville's Solid Waste Fund operates as an enterprise fund, and is therefore solely dependent on funds collected within that department to operate. Public Works increased fees by a reasonable \$2 per month to generate the funds needed to implement the program.

Next, the City needed to determine what type of collection containers should be used. Instead of choosing the standard 18-gallon open tubs, Cartersville opted for a container that would be easier for residents and collection staff to handle. The City decided on a smaller version of their garbage collection containers in two colors – dark blue for containers and light gray for paper. Because recycling was scheduled for collection every other week, the bins selected were large enough to hold two weeks' worth of recycling for the average household. A complementary recycling vehicle was selected for its ability to dump these units into a divided body for paper and containers.

Educate: The public was informed that recycling would be available to all residents on an opt-in basis, and they were encouraged to sign up to receive the collection bins. Information about the new program was distributed in the City's newsletter and sent to residents along with their garbage bills.

To facilitate ease of use, a sticker displaying the full year's collection schedule was displayed on the top of each container. This way, residents would only have to glance at the top of their trash bins to determine their next date for pick-up.

Engage: To add value for the monthly increase, the City developed and publicized a program called "Reside with Pride." The program includes specific times each year in which solid waste customers can

leave items from their home or yard curbside for pick-up free of charge – eliminating waste that might have accumulated over several weeks or months.

Evaluate: In February 2012, Cartersville successfully launched its first recycling program. Residents signing up to receive the service exceeded the City’s original estimate of 2,000 households.

	2013	2011
Approval rating	83%	50%
Comparison to Benchmark	Above	Much below

As a follow-up, the City included additional questions about the program in its 2013 administration of The National Citizen Survey. Quality of recycling services went from “much below” both the national and southeast United States benchmarks to “above” the benchmark in each area. Sixty-three percent of Cartersville residents indicated that they had recycled at least once in the past twelve months.

In the following chapters, each of the six Es is further defined and is accompanied by case studies of local governments that have used survey results from their residents to help strengthen their communities. These studies are intended to inform and inspire other local governments not only to understand but to act on survey data.



Envision

Every organization plans. Some plans happen on the fly when meetings seem to be veering off track but in most local governments, managers are trained to plan. Most plan to plan, by scheduling and distributing relevant materials in advance of meetings to create plans. Strategic, master, comprehensive or long range plans most often are created out of discussions with elected boards, councils or commissions. In an analysis of strategic plan success, it was found that more than 70% of plans fail. The research also found that a critical key to success in strategic planning was understanding stakeholder opinions:

Without an objective and unbiased understanding of “what’s going on here,” you’re not likely to come up with strategies that will be very effective. Take a hard look at what’s happening externally and internally and pay special attention to the needs of your stakeholders. As John Dewey once said, “A problem well defined is a problem half solved.”²

These plans always benefit from starting with credible information about the status of the community and issues that resonate with residents. We often liken the use of citizen survey results in the planning context as building a platform on which all stakeholders can stand and look at the same horizon. This way, there will be much less opportunity for individuals to claim they speak for the entire community when they offer the perspectives of a vocal minority or merely claim to know what all taxpayers are thinking.

Although strategic planning can vary significantly in terms of time and resources, there are a number of characteristics that help create more successful strategic plans in local governments.

Characteristics of Successful Strategic Plans

- Set an appropriate scope, timeframe and resource allotment
- Play to organizational strengths
- Align with your organizational culture
- Has actionable, tangible steps
- List expected outputs and outcomes
- Assign responsibility

- Are revisited (progress against goals are regularly monitored and considered).³⁴

Two case studies highlight the use of survey data in strategic planning. Winter Garden, Florida used The NCS data, first to help develop its strategic plan, and now continues to use survey data as performance measures when revisiting the strategic plan.

Case Studies in Strategic Planning

Winter Garden, FL

In Winter Garden, Florida, elected commission and senior staff identified the need to create a budget that reflects the values of the community. Winter Garden, with a previous tagline, “a charming little city with a juicy past” (referring to its history in the orange industry), has a historic downtown with bike and pedestrian connections to surrounding towns via its 22 mile West Orange Trail. A city west of Orlando, this gem of a small community relies on resident perspectives to assure that the community is steering in the right direction.

The experiences and preferences of stakeholder groups were collected through a survey of residents, focus groups, a town hall meeting and interviews. With a mission of becoming the best small city in Florida, staff then augmented findings with other sources of data and observations.



Results were synthesized to describe the community’s vision, values and goals. Research results and the strategic plan help guide the City in decision-making, budget allocation performance measurement.

² Leo Bottary. Top 10 Attributes Of Successful Strategic Plans <https://www.openforum.com/articles/top-10-attributes-of-successful-strategic-plans/>

³ Colorado Trust OCA

⁴ Leo Bottary. Top 10 Attributes Of Successful Strategic Plans. August 2011. <https://www.openforum.com/articles/top-10-attributes-of-successful-strategic-plans/>



Winter Garden monitors its strategic plan using performance data from The NCS. Throughout its annual budget document, Winter Garden publishes, along with operational indicators, customer service indicators from The NCS and other sources. Since the city conducts The NCS every other year, targets are set for years when the survey is to be repeated.

Key Performance Indicators: Customer Service Indicators	FY 09/10 Actual	FY 10/11 Actual
Safety from Property Crime Survey Index	51%	71%
Crime Prevention Survey Index	60%	83%
Average Safety in Your Neighborhood Survey Index	80%	89%
Safety in Downtown Winter Garden After Dark Survey Index	68%	82%

Paducah, Kentucky

Paducah is in far western Kentucky, bordering Illinois. I-24 swoops through the city of 25,000. Paducah is a river city located at the confluence of the Ohio and Tennessee Rivers. Besides housing West Kentucky Community and Technical College and Murray State University's Paducah Campus, Paducah is home to two hospitals, a bustling shopping area, and numerous art galleries and cultural venues including the Luther F. Carson Four Rivers Performing Arts Center and the National Quilt Museum of the United States.

Paducah also is an employment hub for the region with jobs in health care and the river industry. West of the city is the Paducah Gaseous Diffusion Plant, a facility that began enriching uranium in 1952 and one of the area's largest employers. Just before our planning session with Paducah leaders, USEC, which leases the plant from the Department of Energy, announced plans to cut jobs. The plant currently is in a transition phase with the DOE negotiating with

Global Laser Enrichment for the enrichment and sale of depleted uranium tails at the plant.

NRC conducted a full day workshop with Paducah's top staff and City commission to identify key survey findings. Notably, the local press attended this meeting and the journalist on assignment was invited to participate in the discussions. In the community visioning, participants were asked to



specify what was unique about Paducah as well as what they wanted for Paducah in the coming years. Survey results clearly showed that residents were not enthusiastic about the economic condition of the City. The imminent cut back in jobs at USEC did not help matters. In the discussion about the future, leaders identified this vision: A downtown hotel, high-paying quality jobs, economic development, population growth, sustained economy, more businesses/employer infill and more shopping. In small groups, jobs and economic development were seen to be top priorities.

But The NCS also identified public trust as an area that concerned residents, and that concern resonated with leaders. Therefore, from their small group discussions, leaders identified public image and community pride as areas for attention in addition to the local economy. These conclusions led to a set of action plans. To bolster community pride and reputation, the city would develop a marketing and community engagement strategy and increase its focus on neighborhood revitalization.

Economic development was to include developing a matrix to identify the types of businesses to incent depending on anticipated return on investment, creating a more development-ready infrastructure, and educating the public on building inspection policies to help encourage new development and the expansion of existing industries.

Paducah leaders will track the action plans and readjust as needed before The NCS is conducted again in two years.

Engage

Modern government might be better viewed as a social network rather than “the cockpit from which society is governed.” The more modes of opportunity that allow direct citizen engagement, the more accurately government represents public consensus about decisions and priorities.⁵

Dynamic partnerships can dramatically increase the effectiveness and buy-in for government programs. Your largest partner in governing is your residents. Partnerships also involve the private sector, community-based organizations and other government organizations. Partnerships allow actors to learn from each other’s experiences with the effect of increasing efficiency and ultimately improving the breadth and quality of a community. By collaborating with others, government can garner a broader range of resources.

Partnering with Your Residents

Residents are the heart of any community. By contributing their time, energy and talents, resident volunteers pump the life blood of thriving towns and cities. Residents who donate their time serve in many roles – neighborhood organizers, park volunteers, senior center ride providers, and more. However, although all communities have a wide range of sources for volunteers, volunteers often are an untapped resource, in many instances simply because residents are not asked to contribute. Volunteers can benefit government outside of direct service also. Volunteers create community ownership and generate public support for government by sharing their positive experiences with others in their community. Studies have found that levels of public trust are higher in communities with higher levels of civic engagement.⁶

Maximizing the benefits of volunteers takes commitment, planning, time, and organization. Governments should spend time considering whether and why they want to work with volunteers and develop a philosophy for the overall engagement of volunteers. Volunteers should never be considered “free help” but rather extensions of paid staff engaged in the fulfillment of a government’s mission. Although there are no guarantees that all volunteers will be beneficial for an organization,

these best practices should increase the likelihood of success. Particularly important are initial and periodic assessments of whether and how volunteers should be used.

More intensive collaboration may involve using a “Train-the-Trainer” model whereby local government staff train residents to go out into the community and share information and skills with other residents. Resident behaviors are strongly correlated with sustainability, community safety and emergency preparedness, health and wellness, community inclusivity and more. Pro-social attitudes and behaviors can be significantly strengthened through community outreach, training and organizing.

The development of local non-government leadership also has been a strategy used in many community health initiatives. Identifying and promoting a local “champion” lends a strong hand in helping residents adopt behaviors to strengthen communities.

Strategies for Successful Use of Volunteer Resources

- Conduct a periodic organizational assessment to determine whether and in what ways volunteers should be used and the organizational capacity for effective use of volunteers
- Develop plans around the appropriate skills, expertise, uses and roles of volunteers
- Identify effective recruiting strategies to attract capable people
- Have policies and procedures for volunteers, including risk management procedures, rules and regulations, and expected time commitment
- Screen and interview applicants for volunteer positions
- Place volunteers where they will be most effective in terms of the organization’s needs and the volunteer’s skills and available time
- Orient and train volunteers, not only on specific tasks, but on the organization’s mission, vision and goals.
- Provide meaningful volunteer jobs and roles in the organization
- Have a designated manager to supervise volunteers
- Empower volunteers by encouraging them to take initiative and ask questions
- Periodically assess volunteer performance and staff support for volunteers
- Track volunteer hours
- Regularly show appreciation and recognition of volunteers

⁵ What I Learned: An Insider’s Guide to Improving Local Government Modest proposals for fixing local government in America by James G. Kostaras AIA, AICP / Summer 2011: Government (Volume 14 n2)

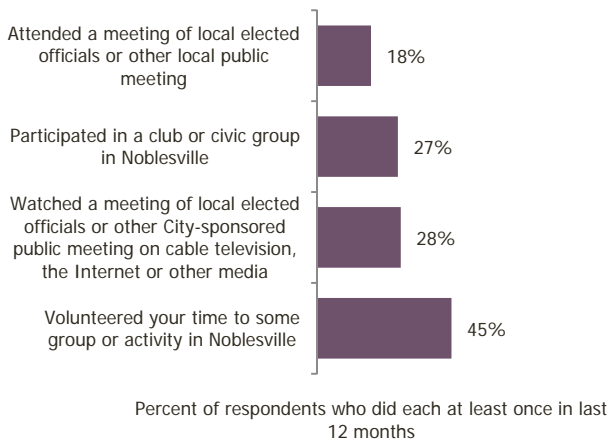
⁶ ASPA Task Force on Civic Education in the 21st Century and Putnam, R.B. Bowling Alone, America’s Declining Social Capital. Journal of Democracy.

A Case Study in Civic Engagement

Noblesville, Indiana

Civic engagement has been a passion of the mayor of this fast growing Indiana city since he took office on January 1, 2004. Mayor John Ditslear wasn't yet mayor when the Community Vision for Excellence initiative started in 1993. Its mission was to measure progress on a variety of indicators so that Noblesville would continue to be a great community for residents and visitors. The goals of Vision Noblesville (as it is now called) include helping all residents find meaningful employment, a healthy lifestyle, life-long learning opportunities, social services assistance when needed and available volunteer options.

Noblesville's 2010 National Citizen Survey was instrumental in alerting Mayor Ditslear of the need to enhance community volunteerism. According to the survey findings that year, participation in clubs or civic groups was not as strong as it was in other communities. The same was true for attending or watching public meetings and the number of Noblesville residents that volunteered was not remarkably high.



Being able to analyze the Citizen Survey data about this issue helped the mayor plan solutions. "We learned from the 2010 citizen survey that residents wanted more volunteer opportunities," said Mayor Ditslear.

To create a solution, he began a one year part-time pilot program that focused on increasing opportunities for and participation in volunteerism. This resulted in the creation of a volunteer program

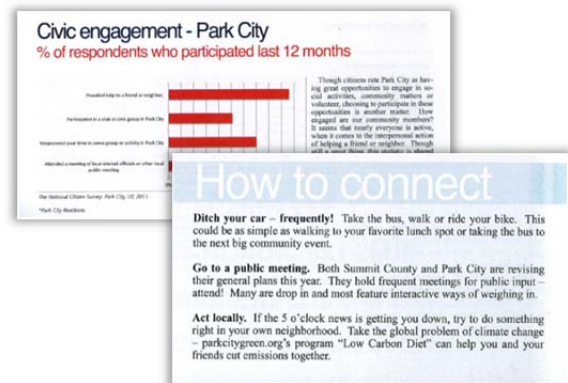
for community special events which has been very successful and continues to grow. This was followed by hiring a full-time manager of Vision Noblesville. Vision Noblesville has brought together a wide variety of community members to review long-term issues for the city and determine the best way to address these issues. Data are intentionally combined with community stories to help craft solutions which engage all sectors – government, business, education, and nonprofits. Currently, Vision Noblesville has 16 teams whose participants represent 72 different community organizations and businesses. These teams are working on issues ranging from enhancing the arts and creating more environmentally sustainable practices to improving the local workforce and services provided to families in need. All Vision Noblesville team members volunteer their time and expertise.

In the coming years, new Citizen Survey results along with other data will help the committees measure their success in achieving each of their established goals, including the goal of increasing volunteerism and civic engagement.

Case Studies in linking Civic Engagement for Fund Raising with Measurement

Park City, Utah and Boulder, Colorado

Foundations can't just snap their fingers and expect money to rain from the sky. Often, potential donors want information to help them understand where limited funds ought to be contributed. Kind of like a stock prospectus, only prettier, the Boulder County Trends Report, a publication of The Community Foundation for Boulder County, and the Park City Mile Post – modeled after the Boulder report –



published by The Park Record in cooperation with The Park City Foundation, offer an array of indicators about community from administrative sources and survey research. The Boulder County Trend Report touts “150 ways to gauge the state of our community and be inspired.” Each publication focuses on annual highlights. The Park City Mile Post is focused on three areas: growth and development, connectivity and the economy. In the Connectivity section of the report, social connections and civic engagement are covered.

The Boulder County Trends report highlighted the economy, education, the environment and the Latino community at the same time that it also offered up to date indicators of community engagement⁷.

Percent of Boulder County Residents Who Say We're Very Open or Open to the Following Groups	
Families with young children	81%
Young adults without children	68%
Gay and Lesbian people	51%
Senior citizens	58%
Recent college grads	51%
Racial and ethnic minorities	45%
Immigrants from other countries	43%
Source: TCF Survey 2014	

In their data reports, both Park City and The Community Foundation of Boulder County offer examples of how residents and businesses can support the community not only through monetary donations but through donations of time like reading to children in school, becoming a tutor, volunteering for an after school program, making sure your business supports parents with children in school, using alternative modes of travel, becoming more active and more.

Partnering with Other Organizations

Your creativity in finding strong and even uncommon partners that are outside the sector in which you operate can be an enormous asset for local government. An unlikely nonprofit partner may hold the solution to a problem you have faced for a long time. Partners from the private sector may be especially powerful allies. You cannot succeed doing everything on your own, hidden from the goodwill of potential partners.

Engaging in meaningful partnerships takes motivation and a plan, and not all partnerships and

collaborations are successful. Research has found that successful partnerships have certain practices in common. Consider how you can implement some of these strategies, or add to the ones you already are using, as you strengthen your network of partner organizations and volunteers.

Strategies to Promote Successful Partnerships

- Identify service needs and organizational gaps that could be filled by partners
- Strategically identify partnerships that will be most beneficial to your organization
- Create a partnership plan that describes the purposes and activities that will link the partners over the coming 12 to 24 months
- Partner with diverse types of organizations, both for-profit businesses and nonprofits, private and public
- Provide meaningful roles and engaging activities for partners
- Work with partners to leverage community resources in order to achieve goals
- Communicate regularly with partners – sharing information on each others' activities, successes, and challenges, as well as community needs and resources
- Co-sponsor activities with partners
- Participate in grant writing activities together
- Periodically publish evaluation findings in communications aimed at a wide variety of stakeholders, including partners
- Create community events with partners not only to familiarize the public with each program but also to show the links between program partners

Hamilton, Ohio is featured to demonstrate the importance of public-private partnerships.

A Public-Private Partnership to Energize the Urban Core

Hamilton, Ohio

Even as the great recession was receding, Hamilton, Ohio, like many cities and towns across the U.S. continued to suffer economically. Ratings from The National Citizen Survey described a community that felt job growth was too slow, shopping opportunities were not good and Hamilton was not a great place to work. On top of that, ratings for economic development were subpar.

⁷ In, “Our civic participation and giving” (p. 85, Boulder County Trends 2013, Community Foundation of Boulder County)

The specific and weak ratings of these economy-related community characteristics and services were enlightening even as the general sentiments were not news to city leaders. Knowing the economic challenges they faced, Hamilton leaders had put in place a rigorous public-private partnership program to grow the economic base of the community – even before the national economic meltdown in 2008.

The Hamilton Community Foundation, with cooperation of the city, sold the Hamiltonian Hotel to Concord Hospitality Enterprises, developer of Marriott Hotels. With favorable financial arrangements, the redevelopment of the old hotel into a Courtyard by Marriott created great opportunities for riverfront redevelopment – a boon to community quality as well as to the Hamilton budget. There is now an ambitious strategic plan for “Energizing Hamilton’s Urban Core”

(<https://www.hamilton-city.org/Modules/ShowDocument.aspx?documentid=4707>) that includes housing for workers, commercial and industrial development, upgraded infrastructure and enhanced entertainment opportunities. This extensive redevelopment effort should affect resident perceptions about the economic vitality of Hamilton and the next iteration of the citizen survey will demonstrate if this aspiration is being met.

Partnerships for Sustainability

Partnerships found to be most effective often involve multiple partners from multiple sectors. Areas commonly addressed through collaboration of private, public and non-profit groups focus on sustainability and food security. Advocates working on community food security have been one of the most innovative groups in terms of forming partnerships to address community needs. For more information on these partnerships, please see the following web pages.

- American Planning Association: Helping local, regional, and state governments address food system challenges
<http://www.planning.org/nationalcenters/health/briefingpapers/foodcouncils.htm>
- Nuener Kailee, Kelly Sylvia and Samina Raja. Planning to Eat? Innovative Government Plans and Policies to Build Healthy Food Systems in the United States. September 2011.
http://cccfoodpolicy.org/sites/default/files/resources/planning_to_eat_sunybuffalo.pdf

Partnerships with other government organizations also are becoming a necessity of modern government. Issues related to sustainability, mobility and economic development often are addressed best through a regional model.

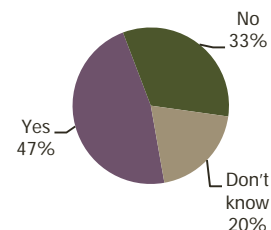
A Case Study in Intergovernmental Cooperation

Puget Sound Clean Air Agency

Wood burning devices (fireplaces and wood stoves) rank as one of the top air pollution offenders in the Puget Sound area of Washington. Although these devices create light, warmth and atmosphere, they are harmful to the environment and the health of area residents. Pollution levels from these sources were higher than the goals established by the Clean Air Agency’s Board of Directors.

The Puget Sound Clean Air Agency’s mission is to protect the health of residents who reside in King, Kitsap, Pierce and Snohomish Counties and to improve air quality by adopting and enforcing air quality regulations, sponsoring voluntary initiatives to improve air quality, and educating people and businesses about clean-air choices. The four-county Puget Sound region spans an area of 6,300 square miles and is home to approximately 3.4 million people. The Board understood that collaboration with educational, governmental, non-profit and corporate entities was key to facilitating awareness and behavior change among residents.

Do you think a gas or propane stove, fireplace insert, or fireplace could meet your needs as well as your wood stove, wood-burning insert, or wood-burning fireplace?



To understand if there would be resistance to modifying wood burning sources, the Board commissioned a survey to gather information about the use of wood-burning devices in households in the Puget Sound region. Information from this survey was combined with scientific data to create an emissions inventory and determine policies for the region.

Educate

Education and outreach are essential elements for strengthening and extending the work of local governments. They can take many forms, including marketing and public relations; community education and advocacy; collaborations, alliances, and partnerships; networking and more. Outreach is the mechanism for building a base of support. Increased networking and greater outreach mean access to more people. Without effective outreach efforts, organizations may limit their access to resources and fail to establish a positive image or reputation within the community.⁸ Public outreach is more than just broadcasting to residents. Good outreach should target diverse audiences:

- Community-based organizations such as schools, faith communities and community associations
- Business associations for possible partnerships, volunteers, donations and media access
- Volunteer groups
- Local media

Public Outreach and Education

Public outreach can be more than getting the word out. It can educate your audiences about broader issues like the need for water conservation or decreased use of motorized vehicles in your community.

The advances of technology have increased government's ability significantly to communicate with residents in cost-efficient, time sensitive manners. Most local governments now have web pages useful for educating residents and visitors. Some web pages also allow interaction such as ability to pay bills, ask questions, and communicate with other public officials and residents about community issues. Many cities provide 311 platforms where residents can report problems in their neighborhoods. Some local governments have established their own Facebook pages and communicate with citizens regularly using Twitter and YouTube (see Ankeny case study). Online Town Meetings also are becoming more commonplace (see Fort Collins case study).

For more information on social media use in local governing, see ICMA's Social Media Playbook

http://icma.org/en/Page/100423/Social_Media_Local_Government_Playbook.

For examples of using technology for civic engagement, see:

<http://knightfoundation.org/features/civictech/>

Key Strategies in Public Outreach⁹

- Have a strategic communication plan in place
- Develop one or more core messages
- Identify appropriate audiences
- Identify and train staff members to talk with media and the general public
- Target key media for regular outreach
- Have some combination of web, printed, and video materials to inform the media and the public
- Develop events that will showcase your community and its goals to the media and the public
- Work with stakeholders and partners on joint education and outreach efforts

A Case Study in the use of Social Media

Ankeny, Iowa

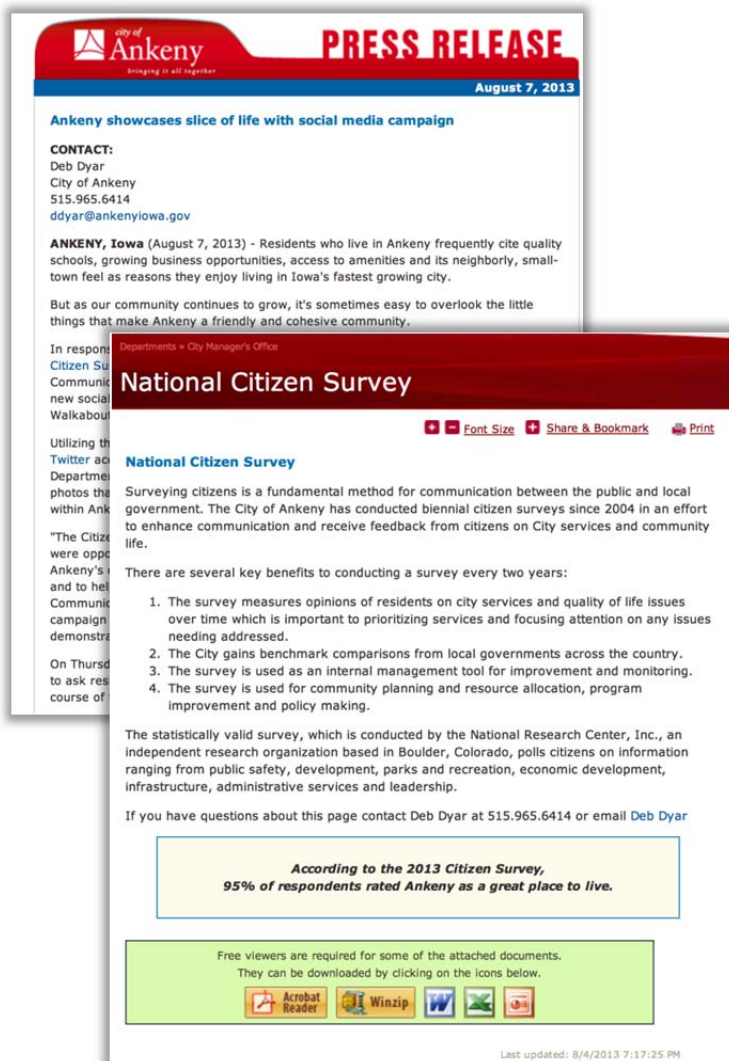
The City of Ankeny, Iowa is one of the fastest-growing communities in the state of Iowa. Results from all administrations of The National Citizen Survey going back ten years describe a community that is consistently revered by its fifty some thousand residents. Residents give the city ratings that exceed those of other communities for quality of life, quality of service delivery, housing costs, land use planning, safety and just about every other important community characteristic. In Ankeny, more residents are visiting the city website and more here than elsewhere across the U.S. believe that public information services are top notch. One of the few characteristics of the community that was not considered exemplary compared to ratings from residents in other places was "value of services for the taxes paid to Ankeny." As much as it was a strong rating, unlike other ratings, this one was not above those given in comparison communities. Furthermore, the rating for opportunities to attend cultural activities was lower than elsewhere. Finally, the number of residents having interaction with the city continued a decade long slide.

⁸ Building Capacity in Nonprofit Organizations. Edited by Carol J. De Vita and Cory Fleming. Copyright © April 2001. The Urban Institute. http://www.urban.org/uploadedpdf/building_capacity.pdf.

⁹ www.coloradotrust.org/attachments/0000/3848/OrganizationalCapacityAssessmentTool.pdf

Because The NCS indicated that 3 in 4 residents had access to social media such as Twitter and Facebook, City staff proactively launched a social media campaign called 'Wednesday Walkabout' – a video series promoted through the City's social media channels to help inform residents both old and new alike about the history and different amenities in their community.

In addition to this social media outreach campaign, Ankeny publishes an interactive site to let residents learn about the results of The National Citizen Survey on the City website (www.ankenyiowa.gov).



A Case Study in Online Resident Outreach and Communication

Fort Collins, Colorado

Fort Collins has been conducting biennial citizen surveys for more than a decade. Clearly the voice of residents is intended to help steer the direction of the city. Biennial budget documents are salted with scores of references to the citizen surveys among many measures that managers use to set targets for improving community quality. By putting residents central in the strategic direction of the city, Fort Collins takes the risk that unscripted “reviews” and resident perspectives may not match the preferences of staff or elected officials. Such is the nature of democracy at its best.

Besides its rich history with citizen surveys, the City of Fort Collins has partnered with Mindmixer™ to create a website to promote civic engagement online called Idea Lab (<http://idealab.fcgov.com/>). They operate the website as a “town meeting” allowing residents to respond at a time and place convenient. After creating an account, residents can share ideas, join discussions and help local government and other community organizations take action around an issue through shaping decisions, impacting policy and spreading awareness.

This virtual town hall has posts about sustainability, transportation, community engagement, diversity, and quality of life to name a few. Conversations occur between residents, city staff and community organizations.



Marketing and Advocacy

Public outreach can also be about branding. With traditional marketing outlets and the advent of social media, local governments are now choosing to

promote their communities and the work they do to visitors and residents alike. Reimaging or branding is an increasingly popular approach for cities and counties to highlight their unique attributes in a strategic voice.

A Case Study in Community Branding

Greeley, Colorado

Greeley, Colorado has a rich agricultural history of sugar beets, produce, corn and cattle as well as a highly-regarded university. However, as the longtime home of a meat processing facility, Greeley grew to have a reputation inside and outside the city as a place that featured some of the less attractive attributes of agriculture. A simplistic summary of a complex community, this stereotype, born out of the city's agrarian heritage, seemed to have a tail wind that blew into all parts of Colorado until City leaders had had enough. It was time for this city, with a population just shy of 100,000, to allocate resources to define the problem more clearly, gather and analyze data, set baselines for future comparisons and, most importantly, to take action.

The citizen survey results confirmed what everyone knew, but the survey put a number to it: two-thirds of Greeley residents thought that the community's image was not good.



The cultural scene is weak.

No, not by any means!

The Greeley Philharmonic just celebrated its 103rd season making it one of the oldest symphony orchestras in the nation

The new Creative District highlights the people, galleries and activities that make Greeley's creative class glad they're here www.greeleycreativedistrict.org;

However, about the same percent felt that more effort should be put into improving the community image through "communication, marketing and image building with residents and external audiences, community appearance, etc."

This and other data gave Greeley's leaders the information they needed to move forward. It clearly showed that the city had grown and evolved from its early agricultural roots and that people were fed up

with the old misperceptions. A partnership was formed by Greeley City government with the Greeley Chamber of Commerce, University of Northern Colorado, Aims Community College and others to improve the city's image.

With financial and civic support, Greeley embarked on an aggressive marketing and image initiative to show the state – and even local residents – that Greeley was far more than its distant history. The advertising campaign within the initiative, named "Greeley Unexpected," includes photos, conversations, traditional advertising, social and traditional media engagement and multi-media placements that highlight the great things about Greeley that too many people did not know or ignored.

These images, from the Greeley Unexpected campaign, help tell the story of a diverse and creative community and generate enthusiasm for the little known facts that Greeley is home to a variety of interesting individuals and businesses, from internationally known musicians to a special effects house that creates animatronic horrors for Hollywood.

For more information about the Greeley Unexpected campaign, a Flickr gallery of Greeley scenes, and more, visit: <http://www.greeleyunexpected.com>.

For more information on local government branding, see ICMA's Knowledge Network Community Branding Resources: http://icma.org/en/BlogPost/529/Knowledge_Network_Community_Branding_Resources



Earmark

By “earmark,” we simply mean “use resources.” Those resources could be finance, personnel or facilities but reallocation of resources is one common use of The NCS results and those decisions often are linked to the budget. Sometimes direct questions of residents tell you whether there is support for a bond issue or tax increase and sometimes the ratings you receive about the characteristics of your community suggest that new resources are needed to boost flagging opinion.

A Case Study in Earmarking

Pocatello, Idaho

In Pocatello, Idaho some residents brought to council’s attention the sore state of the existing animal shelter and the need for a new place. Because city council members were careful stewards of the public treasury, they were reluctant to forge ahead with a new expenditure, even if it was for wayward pets. Pocatello, Idaho used survey results to determine if there was enough resident support to include a ballot initiative in a local election. Clearly, as you see in the table of results, below, there was!

Now, the question did not include a price or a payment structure, but the overwhelming sentiment in favor showed that there was an opportunity to move forward (even with the expected decline in support once costs were identified) and that clear opportunity helped council make a decision to put the shelter’s construction on the ballot.

To what extent would you support or oppose the construction of a new Animal Shelter to improve and expand the facility?	Percent
Strongly support	47%
Somewhat support	40%
Somewhat oppose	7%
Strongly oppose	6%
Total	100%

In the words of one city administrator, “... on the last survey, we had one question asking about support for replacing the city’s animal shelter. The response on that particular question was so strong that a very conservative council was nonetheless motivated to put the question on the ballot for a \$2.8M bond (in Idaho, cities cannot go into long-term debt without a vote of the citizens and it has to be 2/3 YES (66%) in order for a general obligation bond to pass). The bond passed with 72%. I’ve pointed to this result as

an example of why surveys are useful. You think there is no support and has no chance in a bond election? The survey suggested otherwise and in fact it was otherwise. I’m fairly certain that without the survey, the question never would have made it to the ballot, let alone pass. So there you are.”

You can see a great video about the Pocatello Animal Shelter and how the bond measure helped them achieve their goals on their website: <http://www.pocatello.us/animal/>.

A more recent trend in governing relates to the use of performance-based budgeting (see Fort Collins’ “Budgeting for Outcomes” <http://www.fcgov.com/citymanager/budget.php>) or priority-based budgeting (see Boulder’s “Priority Based Budget” <https://bouldercolorado.gov/budget/priority-based-budgeting>). Performance budgeting is based on an organization’s mission, goals and objectives. It is a way to allocate resources and link the distribution of fund to measured results.¹⁰ Because the key outcome or “result” of local governing is resident satisfaction, surveys are often used to include residents in the budgeting process. Many local governments are now using resident opinion to help evaluate resource allocations made based on performance-based budgeting. Organizations that are using Priority Based Budgeting, first seek clarification about what community goals should drive resource allocation. Not only are elected officials asked what community goals should be, but The National Citizen Survey includes questions to assess community values that provide empirical evidence of what residents feel is most important for funding. (See <http://www.pbbcenter.org/> for more on Priority Based Budgeting.)

Following is a verbatim description from one of the Livermore, California managers showing how Livermore uses The NCS results in a comprehensive budgeting process.

¹⁰ K. Carter, The Performance Budget Revisited: A Report on State Budget Reform - Legislative Finance, Paper #91, Denver, National Conference of State Legislatures, pp. 2-3

A Case Study in Strategic Budgeting

Livermore, California

Quickly, let me outline the budget process as we developed it in Livermore. I see the various parts of it as a "mosaic", which when put altogether create an overall, coherent picture.

"First, we conduct The NCS every other year to use as a basic "report card" to gauge how residents feel about city services."

"Next staff prepares proposed work plans around services which take into consideration the results of The NCS. These two elements, the results of The NCS and the proposed work plans, are then sent to the City Council as background input for the annual City Council Goal Setting session as they develop priorities for the two-year budget. The Council then lists the proposed priorities (their own, ones from the proposed work plan which could be modified by the Council) on big newspaper sheets. Each Council member is given five colored dots to stick on their favorite items. The 5 items getting the most "votes" become the City Council priorities for the next two years. Obviously, this does not mean that other matters would not come up or be addressed during the two years, but does give clear FOCUS on what the staff and Council want to accomplish over the next two years. It is also helpful in avoiding leaping onto some big, new idea during the two years, because staff outline for the Council how assigning resources to the work on the "new idea" would delay or eliminate work on the Council's major Two Year Goals."

"Next, The NCS results, the newly minted Council goals, and the subsequently revised work plan are then used by the CM and Department Heads, along with their own professional views, to prepare a Preliminary Budget. The City Manager and Assistant City Manager meet in a Department Head Team meeting to hammer out a budget - this is a true team meeting where every Department Head hears, presents, and considers their budget request to every other Department (this is quite different than the traditional approach where the CM and ACM would meet with each Department Head separately). The Team approach means that the Police Chief has to "defend" the PD requests to the likes of the Library Director and Human Services Director! Although the CM has ultimate veto power (which we have never once had to actually use), the Team works until it develops a plan that everyone

can support (in fact the Budget Transmittal letter sent to the Council is always signed not only by the CM but every Department Head!)."

"Next the Preliminary Budget is sent to the Council for presentation, review, public comment, and eventual Council adoption. So the "mosaic" is created from the following pieces: The NCS results, the staff proposed work plan, the Council Goal Setting Session, the Council approved revised work plan, the staff proposed Preliminary Budget, public hearings, and finally Council adoption."

A Case Study in Strategic Budgeting

Peoria, Arizona

Another example of local government altering services based on resident preferences as stated in The National Citizen Survey is Peoria, Arizona. As the recession was biting into Peoria's dwindling budget, the idea to close city operations one day a week and to consolidate 40 hours into 4 days was tested among staff and council. Before moving forward on the idea, leaders wanted to assess the interest of residents in four 10 hour days instead of five 8 hour days. The 2009 citizen survey for Peoria had this question:

To save money, the City of Peoria is considering closing City Hall on Fridays, but extending the hours of service counters (for utility payments, building permits, etc.) from 7a.m. to 6 p.m. Monday through Thursday. Other city services, such as libraries, Rio Vista Recreation Center, fire and police would not be impacted by this change. To what extent would you support or oppose this change?	Percent
Strongly support	54%
Somewhat support	37%
Somewhat oppose	3%
Strongly oppose	5%
Total	100%

Support for the shift was extensive, so in 2010, the government shifted its hours of operation to help offset revenue shortfalls.

Enact

One of the greatest strengths of local government is its ability to shape communities using policies and laws. Systems-level change is often easiest achieved through changes in local policy. The principal activities of local government legislation are to develop, introduce, reform, and implement policies, and ensure that policies that are implemented do strengthen communities and address areas of weakness or need. Policies enacted by local governments can:

- Tax
- Subsidize/grant/loan
- Alter economic conditions
- Regulate
- Structure rights
- Generate information, keep records, disseminate information
- Fund government service
- Provide jobs
- Build and maintain infrastructure
- Reform the government itself¹¹

Whether it is adoptions to design codes, the limitation of parking spaces, utility rebates provided to older adults, or business relocation incentives, local officials have significant power to address the deepest community needs. Fort Collins, Colorado is featured in the case study below for its work in sustainability and climate change.

A Case Study in Surveys for Policy

Fort Collins, Colorado

Policies built on broad-based resident perspectives will receive stronger community support than policies created with only special interest input and the perspectives of residents with easiest access to council. Knowing that community values supported air quality programming, in 2011, the City contracted with National Research Center, Inc. to conduct a survey of its residents about climate attitudes and policies. The survey was designed to help local leaders create policies that best reflected resident preferences and the survey helped policy-makers create plans to address the concerns of different

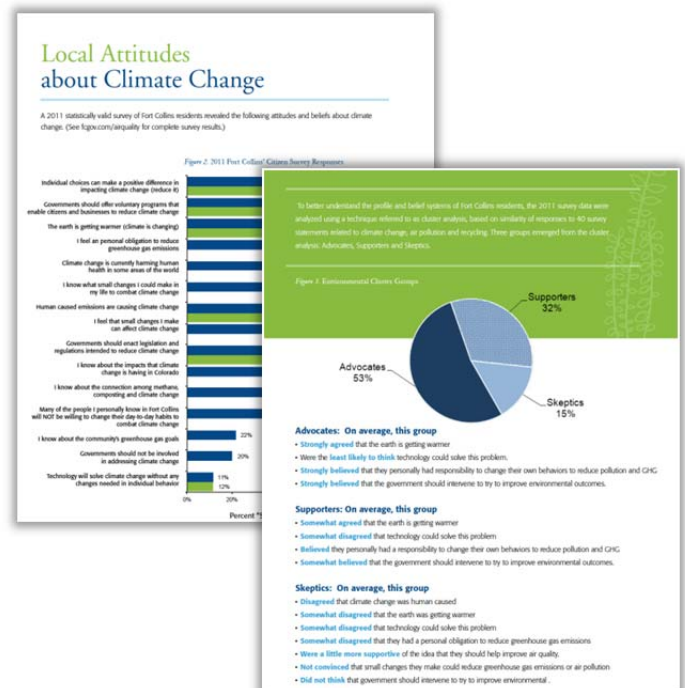
¹¹ People's Policy Institute: Participatory Policy Analysis: Achieving Systems Level Change Through CBPR
http://depts.washington.edu/ccph/pdf_files/CCPH_call_slides_10-21-09_bXw.pdf

resident groups using a population segmentation approach with survey results.

From the Fort Collins Climate Status Report, 2012: "Fort Collins has long been committed to reducing the community's carbon footprint." City staff identified the number one reason to have a community-wide air quality action plan as this: "First, city residents have high expectations for a clean environment. Residents have identified the Air Quality Program as being the single most important program for protecting their future quality of life, according to the City of Fort Collins 2003 Citizen Survey." (in Fort Collins Air Quality Plan, May 2011. p.1 <http://www.fcgov.com/airquality/pdf/2011-AirQualityPlan-Final-LowRes.pdf>).

The 2011 survey demonstrated that residents were broadly committed to government's role in reducing greenhouse gases and, with the cluster analysis of survey results, the survey showed what drove supporters, skeptics and advocates. The survey also showed that skeptics amounted to only 1 in 6 Fort Collins adults while supporters and advocates comprised over 80% of the population.

For other examples of policies enacted by local governments in terms of climate change, see <http://www.epa.gov/statelocalclimate/local/local-examples/case-studies.html>



Evaluate

"We must, in other words, become adept at learning. We must become able not only to transform our institutions, in response to changing situations and requirements; we must invent and develop institutions which are 'learning systems', that is to say, systems capable of bringing about their own continuing transformation." (Donald Schon 1973: 28)¹²

The concepts of "learning organizations" and, more recently, "data driven communities" have been influencing governments to improve by tracking performance. If you have recently completed The NCS or any type of citizen survey, you have begun the process of becoming a learning organization. A key is learning how to use data to assess needs and then evaluate the results of actions taken to address the needs.

What is evaluation?

Evaluation can be defined in a variety of ways, but the following is a definition that may be most relevant to local governments:

Evaluation is the systematic way that data are assembled into a picture of (1) how well an organization is delivering its services and (2) the impact of those services on the target population.¹³

There are three major categories of evaluation best used in local government, and all three can provide meaningful evidence of service quality and impacts.

Needs assessments provide a picture of a community's or a community group's (like older adults or government employees) strengths and needs.

Outcome evaluations measure the results of government service or activity and generally include questions about the process by which outcomes are achieved (like police quality as one service delivery process attempting to achieve the outcome of a sense of public safety).

Performance measurement tracks service delivery efficiencies and resident opinion about the success of service delivery. (Such performance tracking can be

done in the service of an outcome evaluation for specific community values or goals.) Local governments benefit from all three types of evaluation to become learning organizations.

Including the Voice of the Resident

Most government staff and elected officials believe they are in touch with residents' points of view. But understanding what residents want and what works can't come only from anecdotes or chance conversations with a few residents or staff. Valid and convincing assessment requires a grasp of evaluation principles and use of evaluation methods that bring in the voices of a representative sample of residents and offers robust empirical evidence about governing effectiveness. Although some needs assessments and evaluation are done without including the voice of the resident, it is best to include your greatest stakeholder.

Needs Assessments

The first step in improving community livability is to understand the strengths and needs of the community. The NCS or any citizen survey serves as a valuable needs assessment tool because it lets community leaders understand what residents themselves find working and what opportunities lie ahead. Needs assessments also can be conducted on specific issues such as older adult community livability, transportation or parks and recreation. Surveys or focus groups for particular topics are important and efficient ways to collect additional information before spending extensive resources on new activities or strategies.

A Case Study on Use of Deeper Investigation

Longmont, Colorado

Longmont did annual citizen surveys for years and then its managers realized they wanted to understand more about some of those survey findings. To do that, staff decided to alternate the general citizen survey one year with a policy exploration survey the next. This way there would be more information about the "Why's" of results.

For example, in one general citizen survey, Longmont recognized that resident ratings of snow removal were middling and stagnant. Over many years, residents gave average ratings just short of "good" on a scale of "excellent, good, fair poor."

¹² Smith, M. K. (2001, 2007) 'The learning organization', the encyclopedia of informal education, <http://www.infed.org/biblio/learning-organization.htm>.

¹³ P. H. Rossi and H. E. Freeman (1993). Evaluation: A Systematic Approach. Thousand Oaks, CA: Sage Publications, Inc. To order this textbook on evaluation, visit: www.sagepub.com.

Ratings of Snow Removal Service Compared by Year								
years prior to current	Average rating (0=poor, 33=fair, 66=good, 100=excellent)							
	Current	-2	-3	-4	-5	-6	-8	-10
Snow removal on major streets	64	69	67	62	65	65	63	61

Although ratings for snow removal in other places were, on average, not as good as Longmont's ratings, Longmont managers wondered if residents' perspectives about snow removal were influenced by widespread disagreement with snow removal policy.

In the policy exploration survey following the "current" year of the general survey, National Research Center asked residents about the policy that might have the biggest impact on overall ratings of snow removal. Given that big storms tend to most influence ratings of snow removal, the question asked if residents supported or opposed the policy of forbidding parking on plow routes during a snow emergency.

To what extent do you agree or disagree that during a declared snow emergency, the City of Longmont should implement and enforce a no parking policy along the approved snow plow routes in order to more efficiently plow the streets?	Percent
Strongly agree	65%
Somewhat agree	28%
Somewhat disagree	4%
Strongly disagree	2%
Total	100%

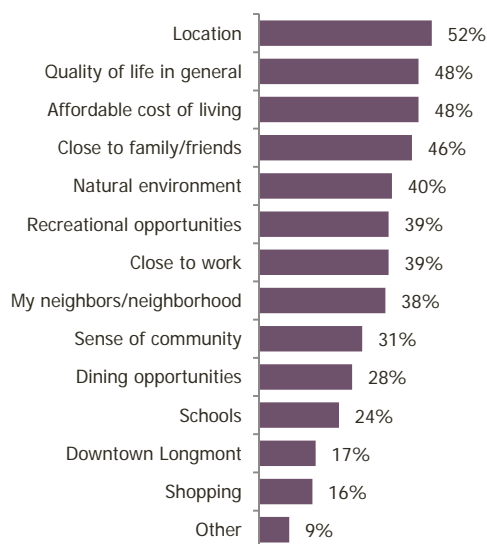
The vast majority of residents supported the policy, so no change has been planned. Although discovery that residents support the no-parking policy is unlikely to raise ratings, had policy makers unilaterally rescinded the policy and permitted parking on plow routes during big snow storms, those above average ratings likely would not have sustained.

For years, residents had been giving strong ratings to the overall quality of life in Longmont. City management and elected officials were interested in understanding what components of the community influenced those ratings. So following the biennial general citizen survey, the exploration survey sought deeper insight into community quality of life.

How would you rate your overall quality of life in Longmont?	Percent
Excellent	21%
Good	59%
Fair	18%
Poor	2%
Total	100%

In a question without response options, residents, in their own words, offered what they found to be most

appealing about life in Longmont. Results were as follows:



By learning what mattered most to residents of the community, local leaders are able to protect what seems to keep Longmont attractive – e.g. affordability and the environment – and to build on those aspects of community that may not yet be reasons to love life there (e.g. shopping and the downtown).

Performance Measurement

Most government performance measurement systems collect and report data that already reside in administrative filing cabinets and on file servers. Beyond the use of these "hard" measures, the assessment of relative performance success should also include residents' attitudes about the delivery of services and the qualities of the community that are meant to improve (in part) because of great services. Along with crime rates or road repair, assessments should include residents' evaluations of the effectiveness of local policing and the quality of community mobility. Going beyond administrative records to track performance tells local leaders how well a city or county is meeting its vision of success.

The same survey that assessed community strengths and needs can be used to reevaluate a community at a later date. The NCS and other broad citizen surveys are intended not only to serve as a community needs assessment but also as a systematic performance monitoring tool. Many communities now use survey results in their performance measurement systems. The City of Westminster, Colorado and the City of Littleton, Colorado are great examples of

incorporating resident opinions into performance systems.

Survey Results Fit Well into Performance Measures

Westminster, Colorado

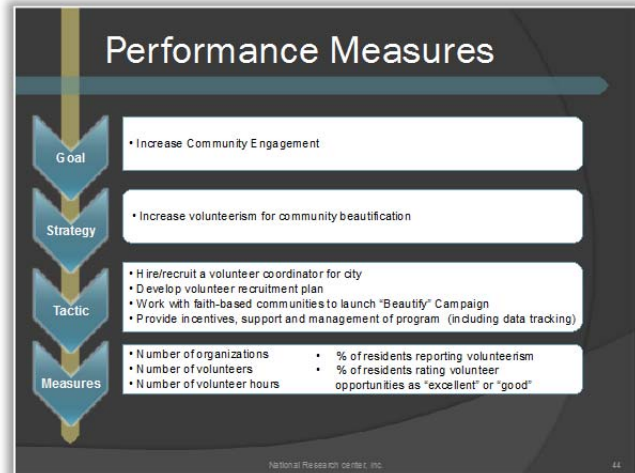
Westminster, Colorado has been on the front line of measuring and reporting performance for many years. City leaders view transparency about the efficiency and effectiveness of their work as a basic condition of local government. In its most recent report about its performance, "Take a Closer Look," staff wrote this:

"Performance measurement in the City of Westminster is continuously refined to ensure that the City is "measuring what matters." Through constant reinforcement, the City's performance measurement program works to improve the delivery of City services and the management of resources. Ultimately, performance measurement helps determine the progress made towards achieving the City's Strategic Plan Goals and Objectives."

You can see on page 1 of that report (<http://www.ci.westminster.co.us/Portals/0/Repository/Documents/CityGovernment/CMO%20-%20Take%20A%20Closer%20Look%20Report%20-%202013.pdf>) that staff are keenly aware that measuring outputs and efficiencies are important only as they serve creation of a high quality of community. Therefore the report starts with resident perspectives about the quality of life in Westminster as reported in the most recent Citizen Survey,

conducted by National Research Center, Inc.

Beyond resident perspectives on overall quality of life, Westminster as a place to live, raise children and retire, the performance report includes resident



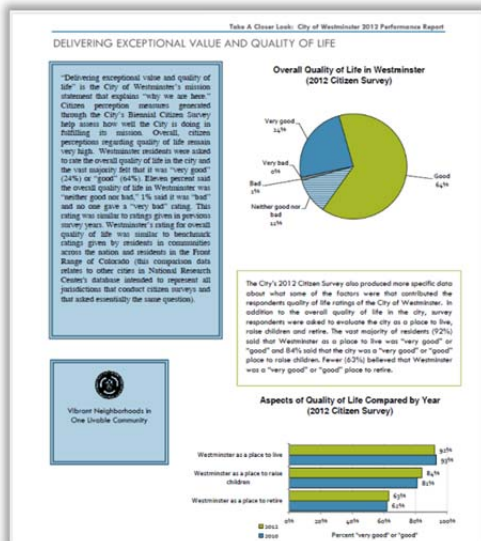
opinions about the quality of public works services. In place of cubic yards of snow plowed or linear miles of streets repaired or gallons of water treated, are resident sentiments about the quality of snow removal, street repair and water as you can see below:

MAINTAIN A HIGH QUALITY OF SERVICES FOR THE COMMUNITY

A major component of the Public Works and Utilities Department's operations is customer service. Reviewing the 2012 Citizen Survey, citizens continued to rank the importance of Public Works and Utilities key service areas as "essential" or "very important." Four of the top ten City services are within the Public Works and Utilities arena (drinking water quality, sewer services, snow removal, and street repair).

1. Drinking water quality: Citizens continued to rank the quality of drinking water highly in the 2012 Citizen Survey (81% in 2012 compared to 83% in 2010). Citizens also continue to value the importance of drinking water quality, with a slight reduction (94% in 2012 compared to 96% in 2010). Citizens continued to rate drinking water quality as "good" or "very good", maintaining an eight year trend.
2. Sewer services: This service has only been included on the survey since 2008 and citizens ranked it slightly higher in quality in 2012 over 2010 (up to 71% in 2012 from 70% in 2010). Citizens have ranked the importance of this service as increasingly "essential" or "very important" since its inclusion in the survey in 2008 (from 85% in 2008, 86% in 2010, to 87% in 2012). Staff strives to maintain the high quality of wastewater service to City residents while meeting all State and Federal regulations.
3. Snow removal: Citizens reduced their perception of this service's level of quality in 2012 (to 63% in 2012 from 69% in 2010), but have continued to rank snow removal as increasingly important in the 2012 survey (to 86% in 2012, up from 83% in 2010). Staff will analyze the changes from previous years and continue work to improve the quality of this service where possible.
4. Street repair: Quality rankings for street repair have continued to improve (53% in 2012 over 49% in 2010), with a slight reduction in the perceived importance of this service (84% in 2012, 86% in 2010).

In "Take a Closer Look," Westminster, CO. 2012 p.9



A Mix of Survey and Administrative Data in a Community Scorecard

Littleton, Colorado

The City of Littleton, Colorado produces an annual community scorecard (<http://www.littletongov.org/modules/showdocument.aspx?documentid=3278>) that presents data related to its City Council's goals. In the 2013-2014 report, performance data were presented in the following strategic areas:

- Assure a financially-sound city government
- Provide a safe community to live, work and play
- Develop and maintain the public infrastructure
- Preserve and cultivate a quality community
- Pursue a balanced and sustainable local economy
- Support environmental sustainability
- Foster community involvement, communication and trust

The report not only has hard data about sprinkler system installs, budget allocations, number of exhibits, visitors and miles traveled, but it also has resident perspectives about service quality and strategic direction directly from its citizen survey. Not only does the report include results of the survey but it shows how those results compare to results asked of residents in comparison communities.



Program Evaluation

Once you have decided to take action to improve your community, it is important to evaluate the results of your efforts. Strong governing requires both experimentation and use of evaluation data.

Strategies to Promote Successful Use of Evaluation

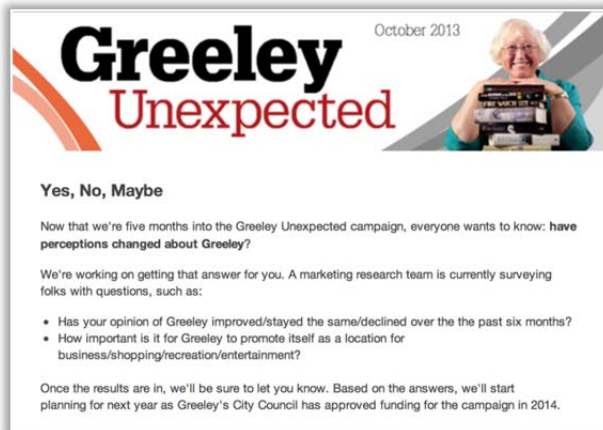
- Identify program goals, objectives, and performance measures well in advance of implementing their evaluation
- Regularly track service activities and outcomes
- Systematically measure service outputs (how many residents attended council meetings last year?) and outcomes (how much did their knowledge of community issues increase?)
- Regularly communicate evaluation results to staff, residents, and other stakeholders
- Use evaluation data to improve services
- Encourage organizational learning

Evaluations can be small or large, often based on the price tag of the new initiative. In the Educate section of this playbook, the reimagining campaign undertaken by Greeley, Colorado was presented. Although Greeley has only been working on this new branding initiative a short time, government staff wanted to assess its “penetration” at an early stage, so they launched a short, web-based survey to community stakeholders followed by a survey of residents of Greeley and residents in three of the state’s largest cities – Denver, Fort Collins and Colorado Springs.

A Case Study in New Program Evaluation

Greeley, Colorado

Greeley, Colorado has created a new image initiative and campaign called “Greeley Unexpected.” (See the Educate section for more information on the initiative.) The initiative did not come cheap. The intent was to go big – to change the perceptions that (at least) Coloradans had about Greeley. After the initiative had been running for several months, stakeholders were getting antsy to know if their investment was paying off and City staff needed data to help determine the direction for the 2014 campaign. So City staff, working with NRC, designed and put in the field a survey for residents and non-residents to determine the reach and effectiveness of the first year’s campaign. This research was at least as much to keep stakeholders (including funding decision makers such as the City Council) in the loop about the City’s attention to the big evaluative question (“Have perceptions of Greeley improved?”) as it was to determine the answer to the question.



The answer to the question has come with extensive and robust inquiry that has relied on surveys of residents and those from out of town.

With the results hot off the research report, this is how Greeley released the findings – a fitting way to reinforce the new brand!



Next Steps

As you consider how to strengthen your community, remember that you don't always have to blaze a new trail to get the job done. This Playbook has many examples in broad categories that reflect common and effective action areas for local governments. Build on the examples you find here that resonate with your community and dive in or give a call to National Research Center staff or the organizations we have highlighted. NRC can help you get in contact with those best equipped to help you solve the toughest problems whether related to budget, communication, ballot questions, strategic planning or citizen engagement. Quality communities are what every local government strives to encourage, but the burden cannot rest only on the shoulders of local government staff and elected officials. National Research Center can facilitate your success.