



City of Yakima

# **News Release**

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**Subject: Online Yakima Citizen Survey**

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## **Yakima Citizen Survey Now Available Online**

Two years ago the City of Yakima began asking the community to help identify its most important challenges and opportunities by taking part in an annual citizen survey. Results of the first two Yakima Citizen Surveys have contributed significantly to decisions made by the City Council as the City's programs and services were redesigned to make them better aligned with the needs of the community.

Phase 1 of the 2014 Yakima Citizen Survey began at the end of August and provided an opportunity for 3000 randomly-selected community members to complete a written questionnaire. The deadline for returning those survey's was October 9<sup>th</sup>.

National Research Center, Inc., which has conducted the first two Yakima Citizen Surveys, is also overseeing this year's survey. Results of Phase 1 of the 2014 Yakima Citizen Survey are expected to be available in late October or early November.

As has been the case the past two years, an online version of the survey is available on the City's website at [www.yakimawa.gov](http://www.yakimawa.gov). The link to the online version of the survey will remain active until November 15<sup>th</sup> and can be found in the *Points of Interest* section.. The online survey can be viewed in either English or Spanish.

This year's Yakima Citizens Survey contains virtually the same questions that have been included in both the 2012 and 2013 questionnaires. Survey takers are asked to rate various aspects of Yakima including quality of life, safety, events and activities, City services, local government performance, and specific programs or projects the City should focus on. Survey takers are also asked to provide certain demographic information including age, employment status, income, and ethnicity.

Results of each year's survey are compared to the findings of previous surveys to determine if progress is being made in meeting the needs of the community and if issues identified by community members as requiring improvement are being addressed by the City. Results are also compared to those of other cities to see how Yakima measures up to national benchmarks.

The survey also allows the City to ask three custom questions. In previous years the City has included custom questions concerning recycling, car tabs, potential property and sales tax increases, and which programs and services the City should invest in. This year's custom questions focus on events people would like to see at the Capitol Theatre, funding a potential aquatics facility, and which programs or projects the City should invest in including, specifically, parks and recreation facilities.