



**CITY OF YAKIMA, WA
DRAFT 2012**



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C O N T E N T S

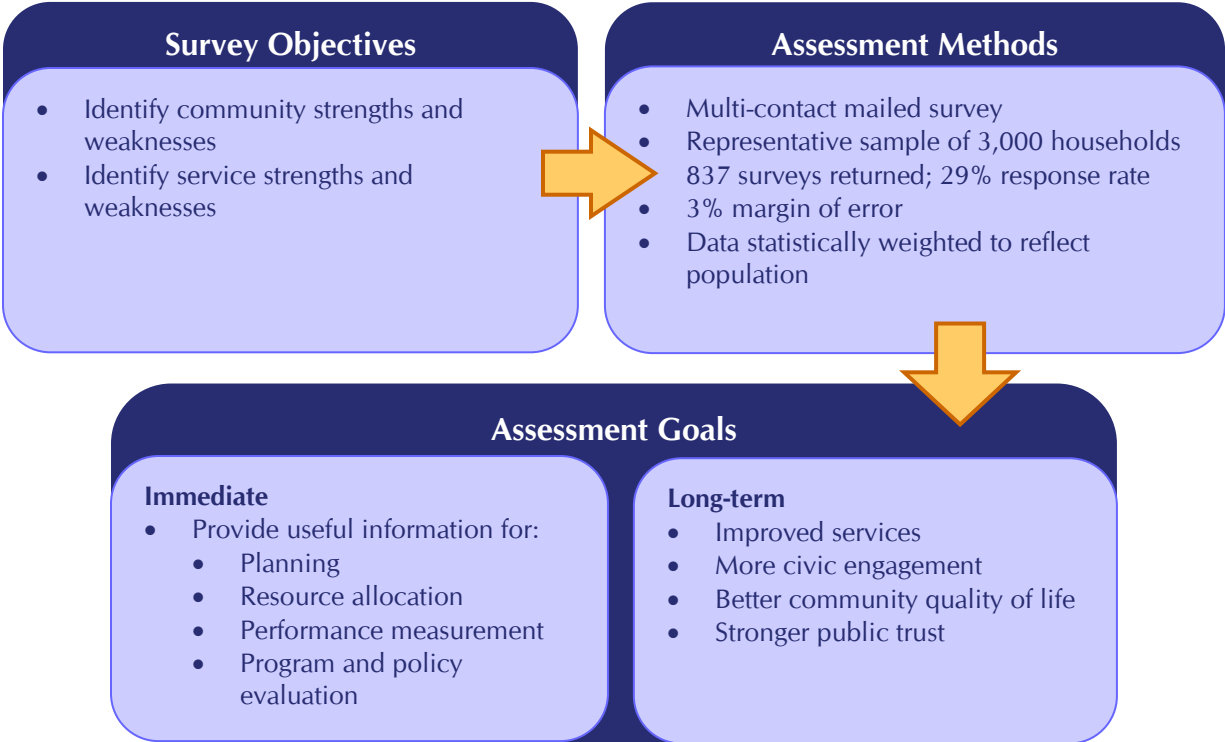
- Survey Background..... 1
 - About The National Citizen Survey™ 1
 - Understanding the Results 3
- Executive Summary 5
- Community Ratings 7
 - Overall Community Quality 7
 - Community Design 9
 - Transportation 9
 - Housing 13
 - Land Use and Zoning 15
 - Economic Sustainability..... 18
 - Public Safety 21
 - Environmental Sustainability..... 27
 - Recreation and Wellness 30
 - Parks and Recreation 30
 - Culture, Arts and Education 32
 - Community Inclusiveness..... 34
 - Civic Engagement..... 37
 - Civic Activity..... 37
 - Information and Awareness 40
 - Social Engagement 41
 - Public Trust..... 42
 - City of Yakima Employees 44
- From Data to Action 46
 - Resident Priorities 46
 - City of Yakima Action Chart™ 47
 - Using Your Action Chart™ 49
- Custom Questions 51
- Appendix A: Complete Survey Frequencies 52
 - Frequencies Excluding “Don’t Know” Responses 52
 - Frequencies Including “Don’t Know” Responses..... 64
- Appendix B: Survey Methodology 80
- Appendix C: Survey Materials..... 90

SURVEY BACKGROUND

ABOUT THE NATIONAL CITIZEN SURVEY™

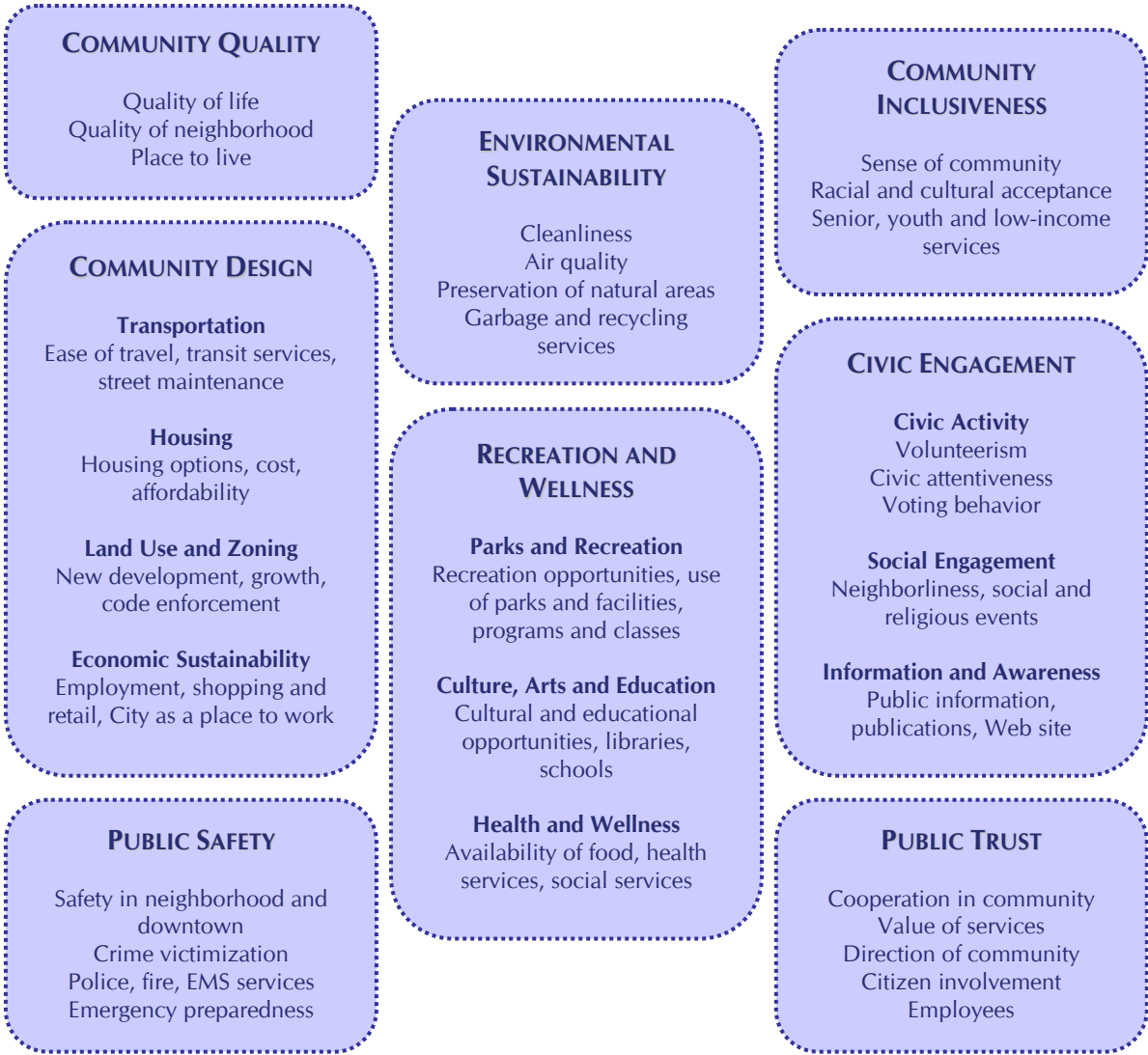
The National Citizen Survey™ (The NCS) is a collaborative effort between National Research Center, Inc. (NRC) and the International City/County Management Association (ICMA). The NCS was developed by NRC to provide a statistically valid survey of resident opinions about community and services provided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

FIGURE 1: THE NATIONAL CITIZEN SURVEY™ METHODS AND GOALS



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

FIGURE 2: THE NATIONAL CITIZEN SURVEY™ FOCUS AREAS



The survey and its administration are standardized to assure high quality research methods and directly comparable results across The National Citizen Survey™ jurisdictions. Participating households are selected at random and the household member who responds is selected without bias. Multiple mailings give each household more than one chance to participate with self-addressed and postage-paid envelopes. Results are statistically weighted to reflect the proper demographic composition of the entire community. A total of 837 completed surveys were obtained, providing an overall response rate of 29%. Typically, response rates obtained on citizen surveys range from 25% to 40%.

The National Citizen Survey™ customized for the City of Yakima was developed in close cooperation with local jurisdiction staff. Yakima staff selected items from a menu of questions about services and community issues and provided the appropriate letterhead and signatures for mailings. City of Yakima staff also augmented The National Citizen Survey™ basic service through a variety of options including sending all surveys in English and Spanish, a Web survey (available in English and Spanish), geographic crosstabulation of results and several custom questions.

UNDERSTANDING THE RESULTS

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

Margin of Error

The margin of error around results for the City of Yakima Survey (837 completed surveys) is plus or minus three percentage points. This is a measure of the precision of your results; a larger number of completed surveys gives a smaller (more precise) margin of error, while a smaller number of surveys yields a larger margin of error. With your margin of error, you may conclude that when 60% of survey respondents report that a particular service is "excellent" or "good," somewhere between 57-63% of all residents are likely to feel that way.

Comparing Survey Results

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

Benchmark Comparisons

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

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

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

“Don’t Know” Responses and Rounding

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

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

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

EXECUTIVE SUMMARY

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

Many residents experienced a good quality of life in the City of Yakima and believed the City was a good place to live. The overall quality of life in the City of Yakima was rated as “excellent” or “good” by 44% of respondents. A majority reported they plan on staying in the City of Yakima for the next five years.

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

Ratings of community characteristics were compared to the benchmark database. Of the 28 characteristics for which comparisons were available, two were above the national benchmark comparison, one was similar to the national benchmark comparison and 25 were below.

Residents in the City of Yakima were civically engaged. While only 18% had attended a meeting of local elected public officials or other local public meeting in the previous 12 months, 97% had provided help to a friend or neighbor. A majority had volunteered their time to some group or activity in the City of Yakima, which was much higher than the benchmark.

In general, survey respondents demonstrated distrust in local government. Less than half rated the overall direction being taken by the City of Yakima as “good” or “excellent.” This was lower than the benchmark. Those residents who had interacted with an employee of the City of Yakima in the previous 12 months gave moderate marks to those employees. A majority rated their overall impression of employees as “excellent” or “good.”

On average, residents gave less than favorable ratings to most local government services. City services rated were able to be compared to the benchmark database. Of the 35 services for which comparisons were available, one was above the benchmark comparison and 34 were below.

Respondents were asked to rate how frequently they participated in various activities in Yakima. The most popular activities included providing help to a friend or neighbor and visiting a neighborhood park or City park; while the least popular activities were riding a local bus and attending a meeting of local elected officials. Generally, participation rates in the various activities in the community were higher than other communities.

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

- Animal control
- Economic development
- Police services
- Public schools

COMMUNITY RATINGS

OVERALL COMMUNITY QUALITY

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

A majority of the City of Yakima’s residents gave favorable ratings to their neighborhoods and the community as a place to live. Further, many reported they would recommend the community to others and plan to stay for the next five years.

FIGURE 3: RATINGS OF OVERALL COMMUNITY QUALITY

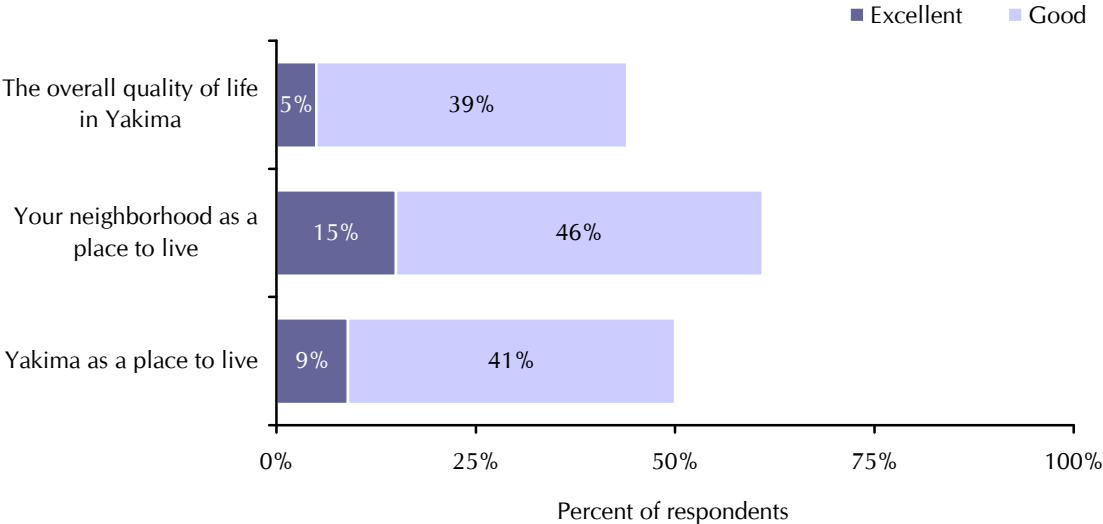
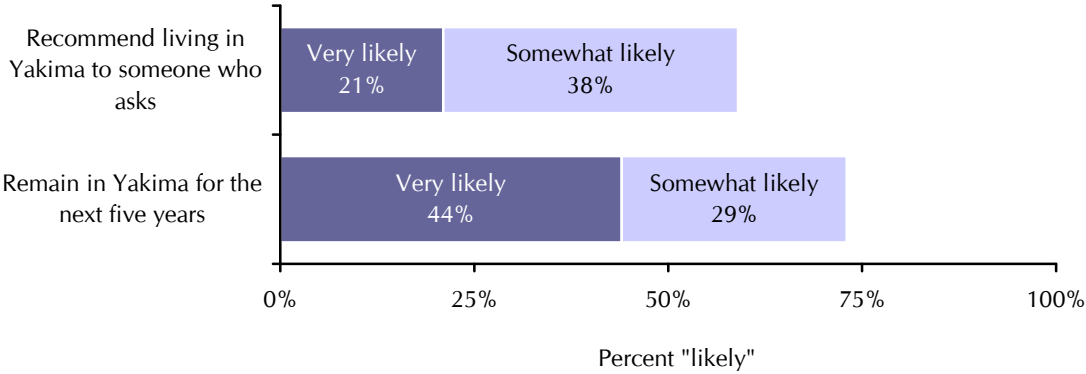


FIGURE 4: LIKELIHOOD OF REMAINING IN COMMUNITY AND RECOMMENDING COMMUNITY



The National Citizen Survey™ by National Research Center, Inc.

FIGURE 5: OVERALL COMMUNITY QUALITY BENCHMARKS

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

COMMUNITY DESIGN

Transportation

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

Residents responding to the survey were given a list of six aspects of mobility to rate on a scale of “excellent,” “good,” “fair” and “poor.” Ease of car travel was given the most positive rating, followed by ease of bus travel.

FIGURE 6: RATINGS OF TRANSPORTATION IN COMMUNITY

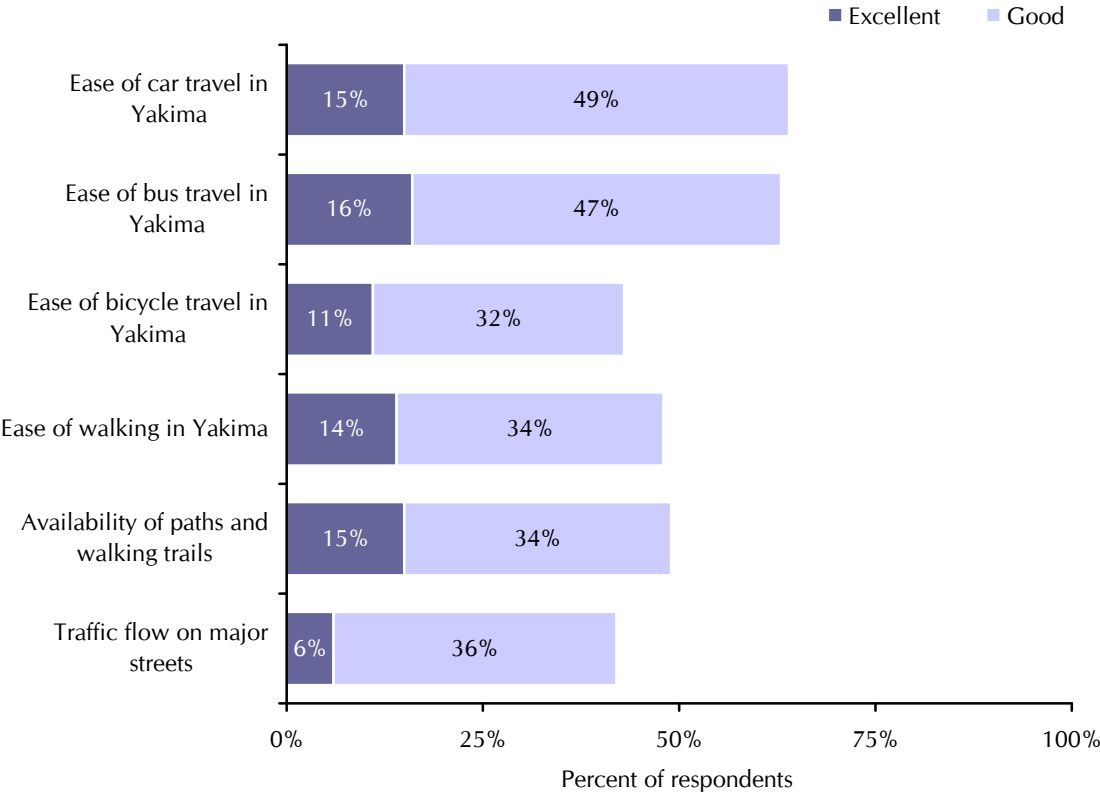


FIGURE 7: COMMUNITY TRANSPORTATION BENCHMARKS

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

Eight transportation services were rated in Yakima. As compared to most communities across America, ratings tended to be negative. All eight services were below the benchmark.

FIGURE 8: RATINGS OF TRANSPORTATION AND PARKING SERVICES

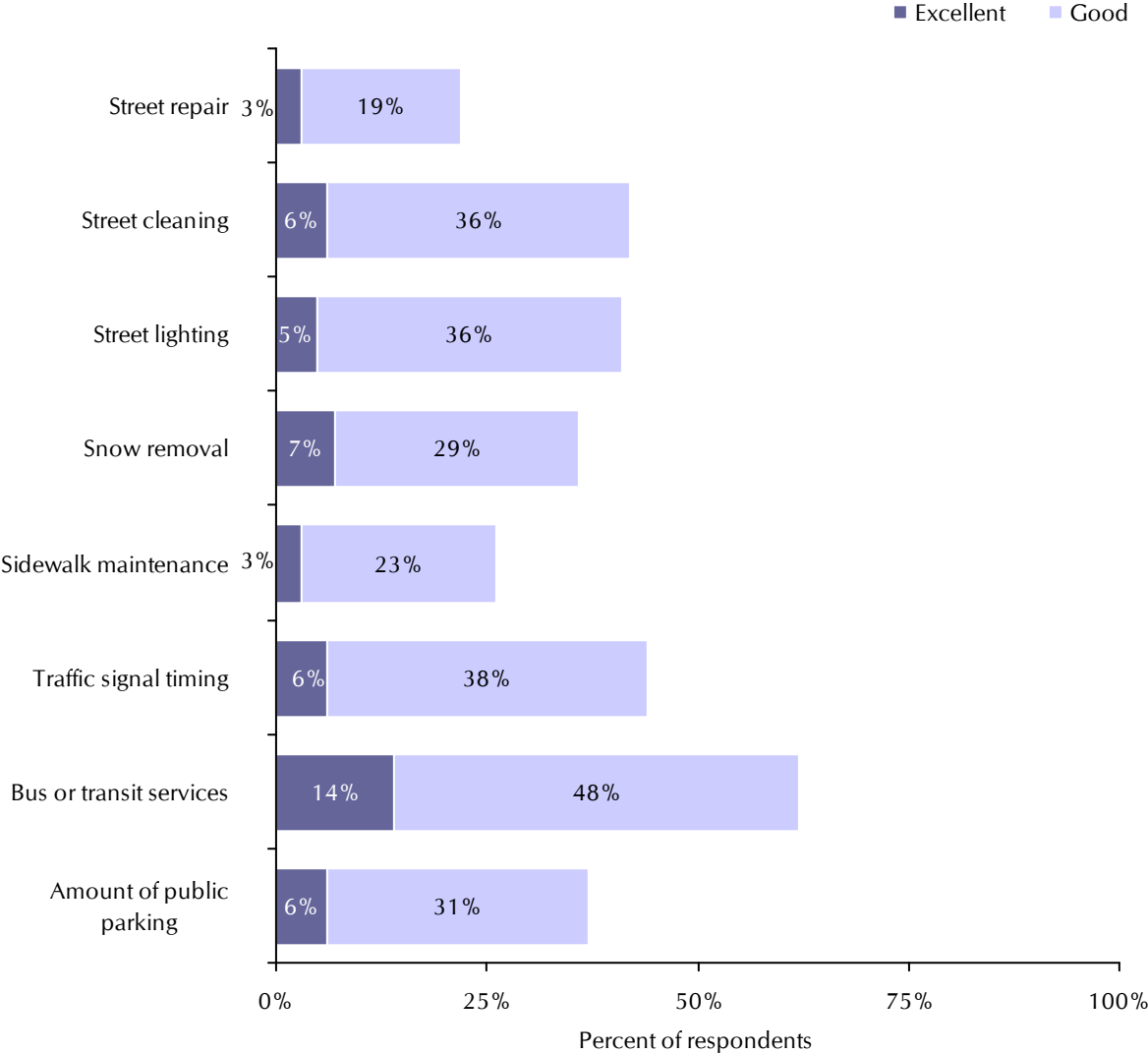


FIGURE 9: TRANSPORTATION AND PARKING SERVICES BENCHMARKS

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

The National Citizen Survey™ by National Research Center, Inc.

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

FIGURE 10: FREQUENCY OF BUS USE IN LAST 12 MONTHS

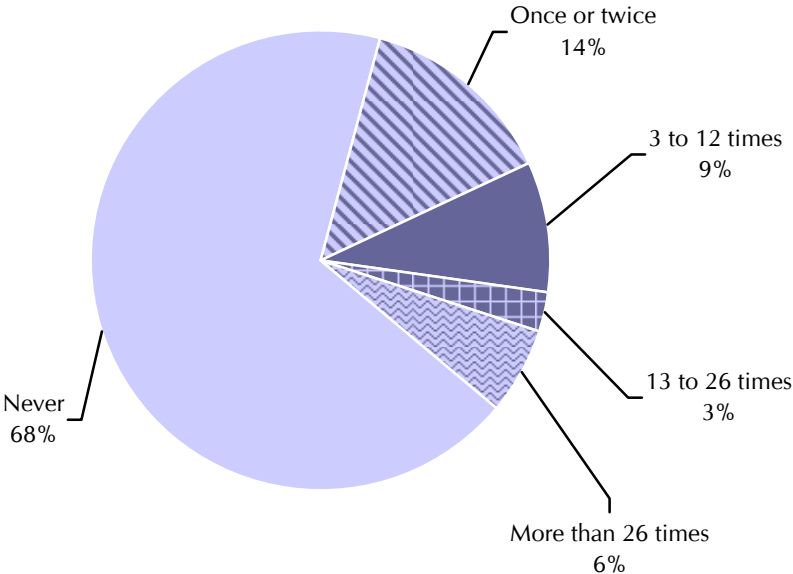


FIGURE 11: FREQUENCY OF BUS USE BENCHMARKS

Comparison to benchmark	
Ridden a local bus within Yakima	Much more

FIGURE 12: MODE OF TRAVEL USED FOR WORK COMMUTE

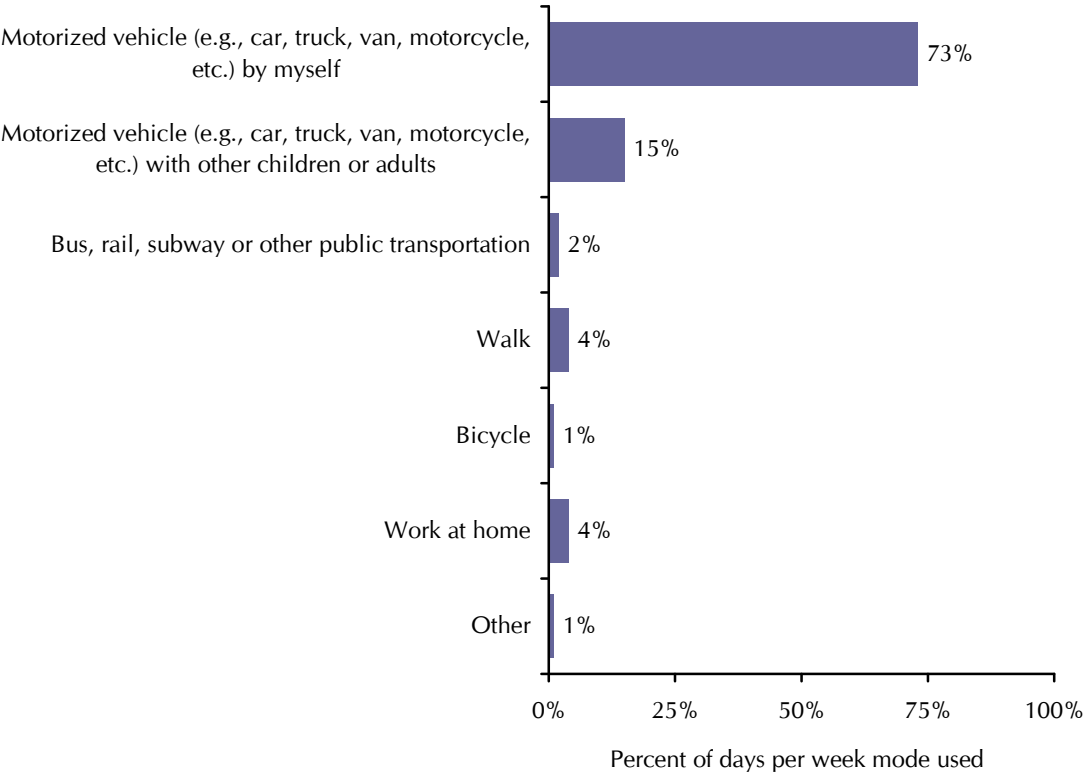


FIGURE 13: DRIVE ALONE BENCHMARKS

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

Housing

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

The survey of the City of Yakima residents asked respondents to reflect on the availability of affordable housing as well as the variety of housing options. The availability of affordable housing was rated as “excellent” or “good” by 33% of respondents, while the variety of housing options was rated as “excellent” or “good” by 46% of respondents. The rating of perceived affordable housing availability was worse in the City of Yakima than the ratings, on average, in comparison jurisdictions.

FIGURE 14: RATINGS OF HOUSING IN COMMUNITY

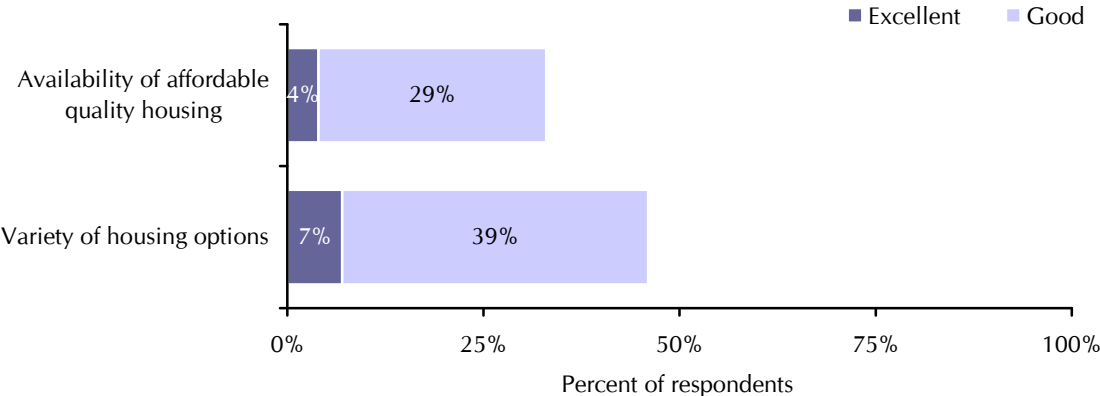


FIGURE 15: HOUSING CHARACTERISTICS BENCHMARKS

	Comparison to benchmark
Availability of affordable quality housing	Much below
Variety of housing options	Much below

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

FIGURE 16: PROPORTION OF RESPONDENTS WHOSE HOUSING COSTS ARE "AFFORDABLE"

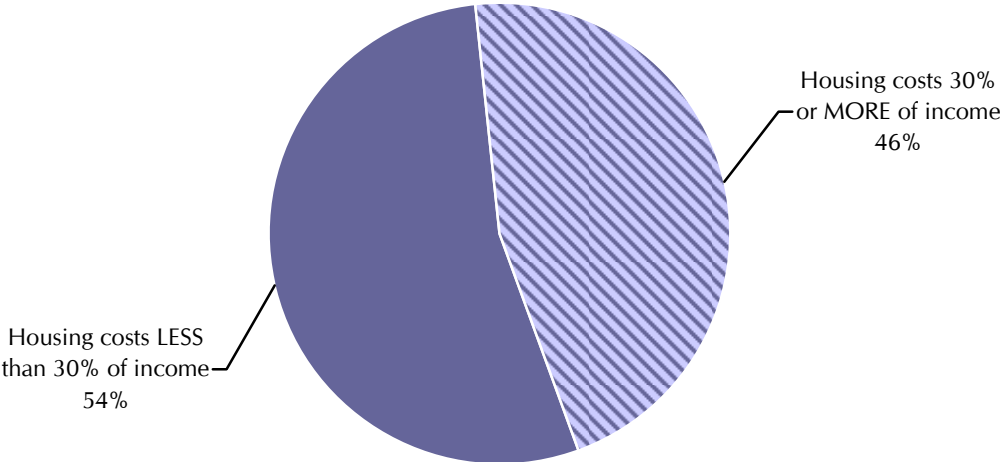


FIGURE 17: HOUSING COSTS BENCHMARKS

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

Land Use and Zoning

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

The overall quality of new development in the City of Yakima was rated as “excellent” by 6% of respondents and as “good” by an additional 32%. The overall appearance of Yakima was rated as “excellent” or “good” by 29% of respondents and was much lower than the benchmark. When rating to what extent run down buildings, weed lots or junk vehicles were a problem in the City of Yakima, 37% thought they were a “major” problem. The services of land use, planning and zoning, code enforcement and animal control were rated much below the benchmark.

FIGURE 18: RATINGS OF THE COMMUNITY'S "BUILT ENVIRONMENT"

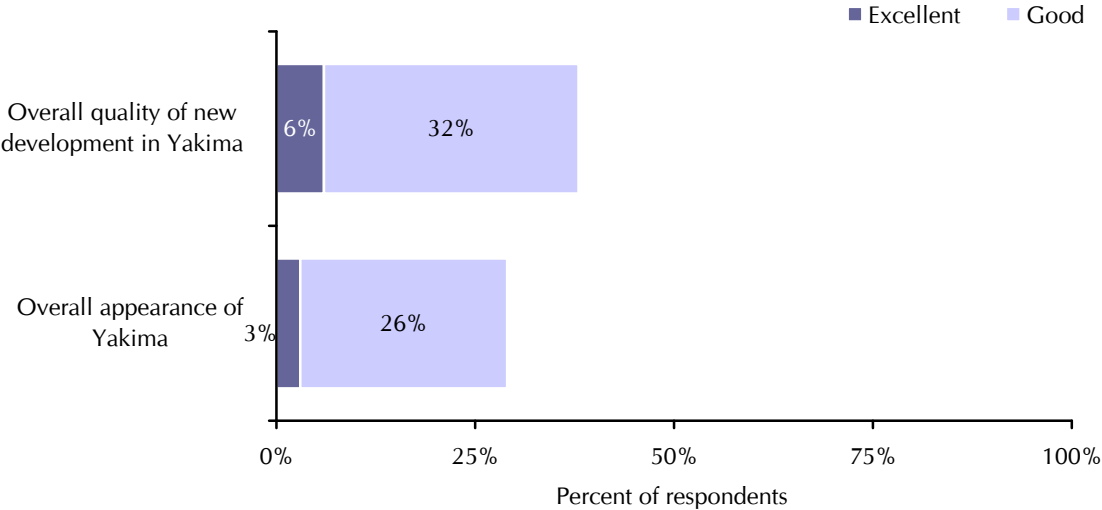


FIGURE 19: BUILT ENVIRONMENT BENCHMARKS

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

FIGURE 20: RATINGS OF POPULATION GROWTH

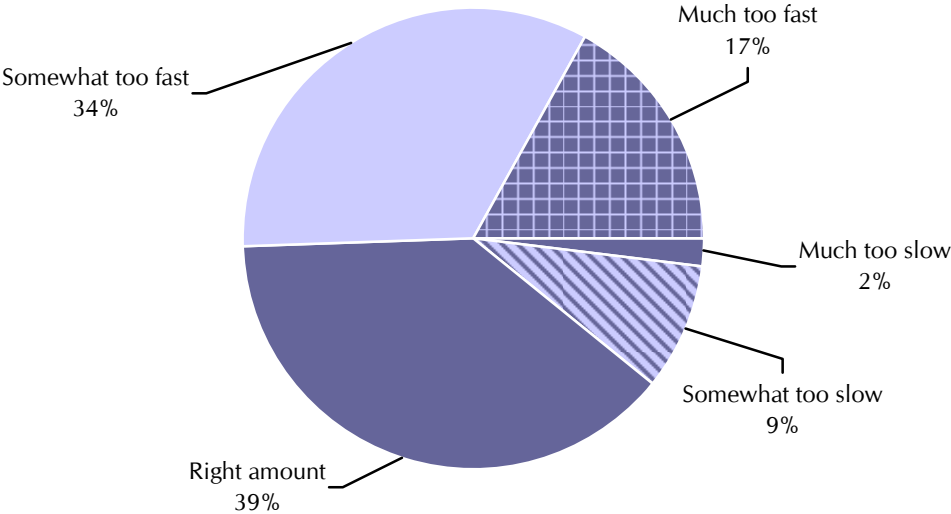


FIGURE 21: POPULATION GROWTH BENCHMARKS

Comparison to benchmark	
Population growth seen as too fast	Much more

FIGURE 22: RATINGS OF NUISANCE PROBLEMS

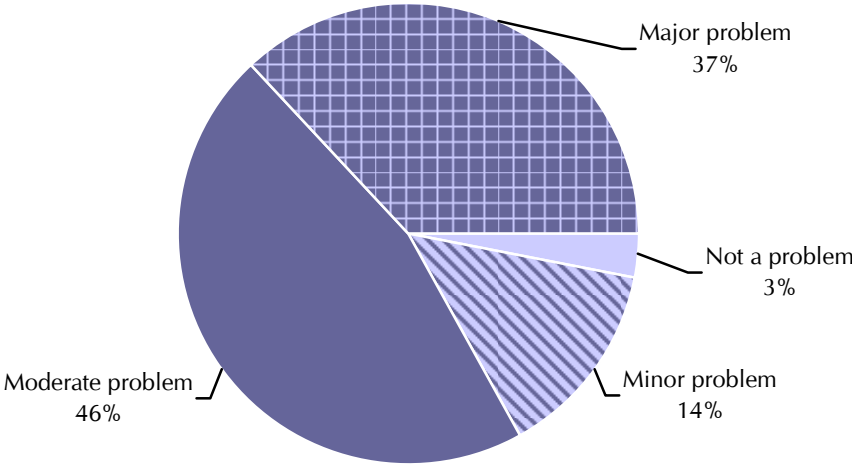


FIGURE 23: NUISANCE PROBLEMS BENCHMARKS

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

The National Citizen Survey™ by National Research Center, Inc.

FIGURE 24: RATINGS OF PLANNING AND COMMUNITY CODE ENFORCEMENT SERVICES

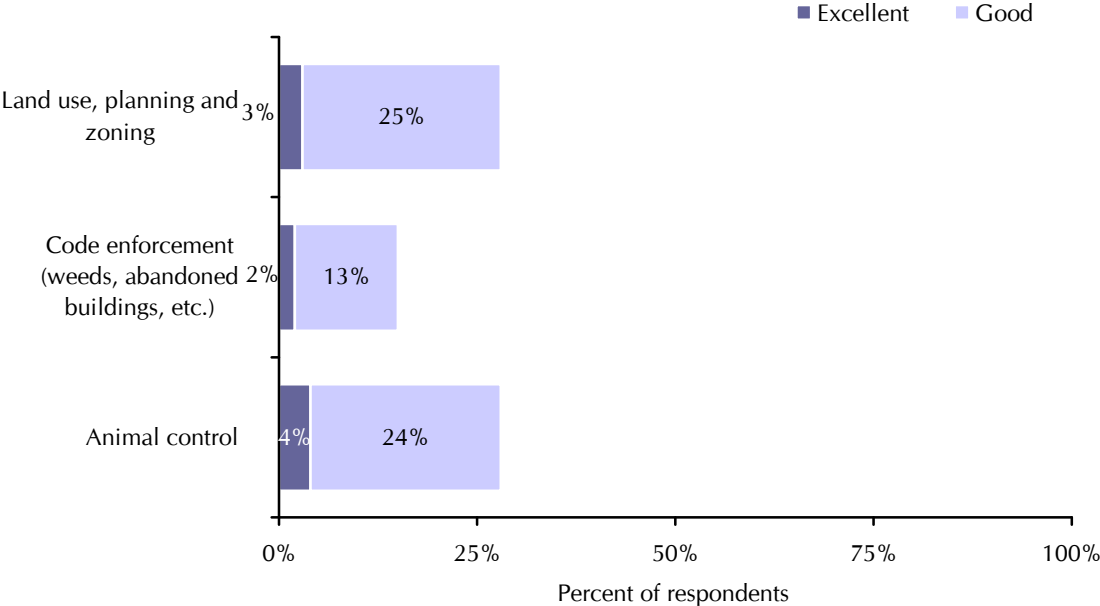


FIGURE 25: PLANNING AND COMMUNITY CODE ENFORCEMENT SERVICES BENCHMARKS

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

ECONOMIC SUSTAINABILITY

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

Survey respondents were asked to rate a number of community features related to economic opportunity and growth. The most positively rated features were the overall quality of business and service establishments in Yakima and shopping opportunities. Receiving the lowest rating was employment opportunities.

FIGURE 26: RATINGS OF ECONOMIC SUSTAINABILITY AND OPPORTUNITIES

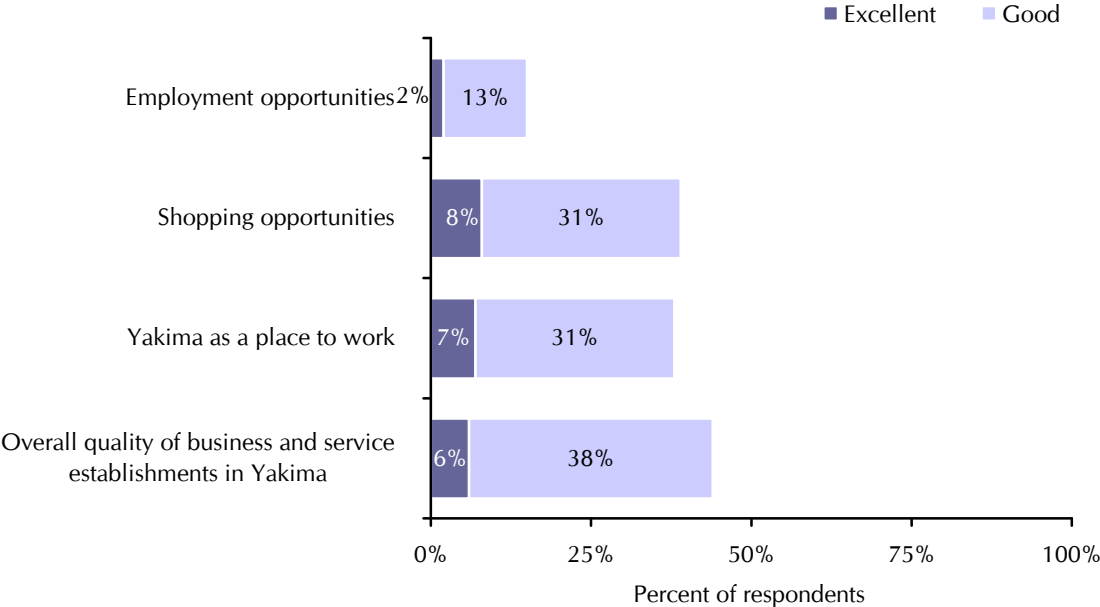


FIGURE 27: ECONOMIC SUSTAINABILITY AND OPPORTUNITIES BENCHMARKS

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

Residents were asked to evaluate the speed of jobs growth and retail growth on a scale from “much too slow” to “much too fast.” When asked about the rate of jobs growth in Yakima, 86% responded that it was “too slow,” while 49% reported retail growth as “too slow.” Many more residents in Yakima compared to other jurisdictions believed that retail growth was too slow and many more residents believed that jobs growth was too slow.

FIGURE 28: RATINGS OF RETAIL AND JOBS GROWTH

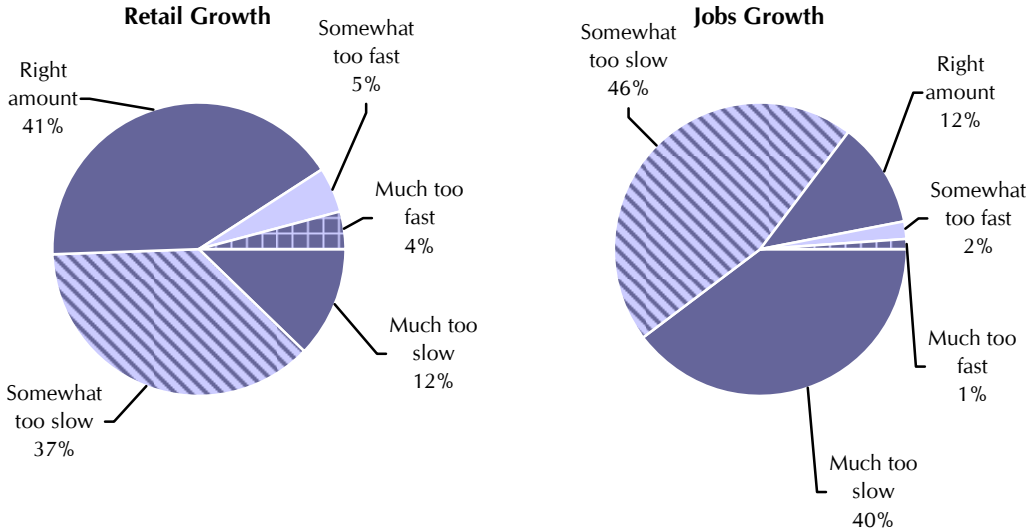


FIGURE 29: RETAIL AND JOBS GROWTH BENCHMARKS

	Comparison to benchmark
Retail growth seen as too slow	Much more
Jobs growth seen as too slow	Much more

FIGURE 30: RATINGS OF ECONOMIC DEVELOPMENT SERVICES

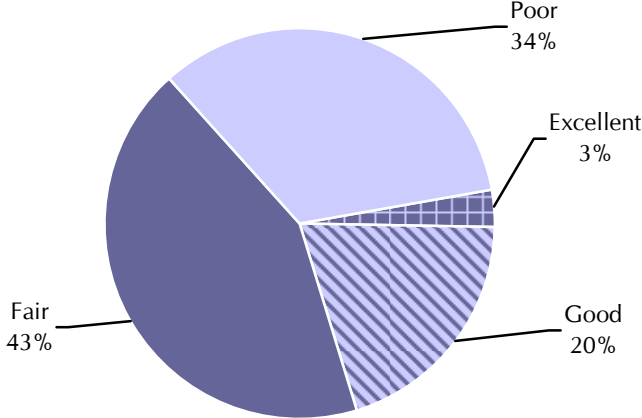


FIGURE 31: ECONOMIC DEVELOPMENT SERVICES BENCHMARKS

	Comparison to benchmark
Economic development	Much below

Residents were asked to reflect on their economic prospects in the near term. Seventeen percent of the City of Yakima residents expected that the coming six months would have a “somewhat” or “very” positive impact on their family, while 39% felt that the economic future would be “somewhat” or “very” negative. The percent of residents with an optimistic outlook on their household income was the same as comparison jurisdictions.

FIGURE 32: RATINGS OF PERSONAL ECONOMIC FUTURE

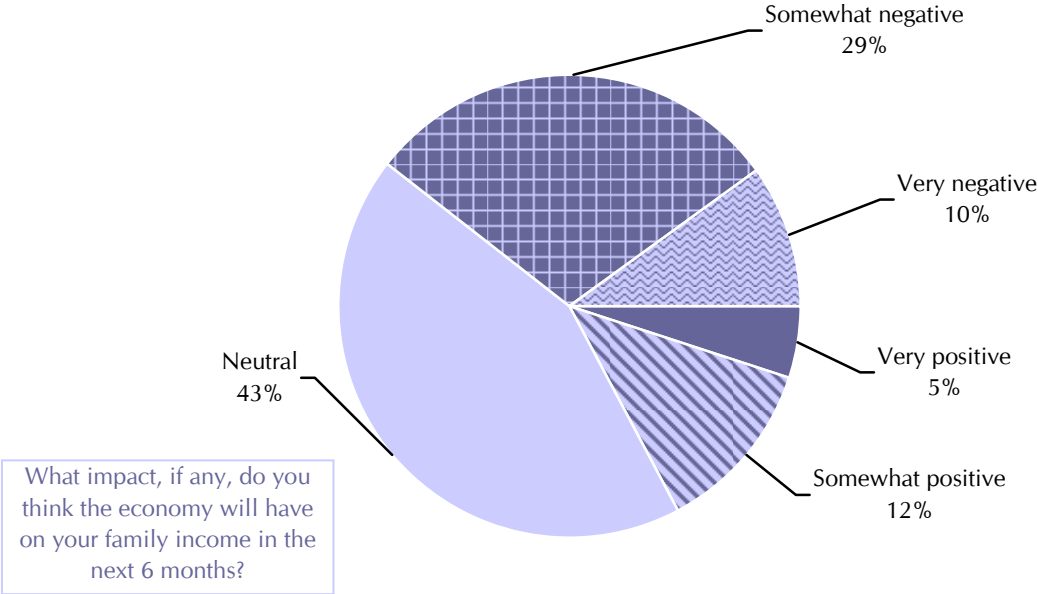


FIGURE 33: PERSONAL ECONOMIC FUTURE BENCHMARKS

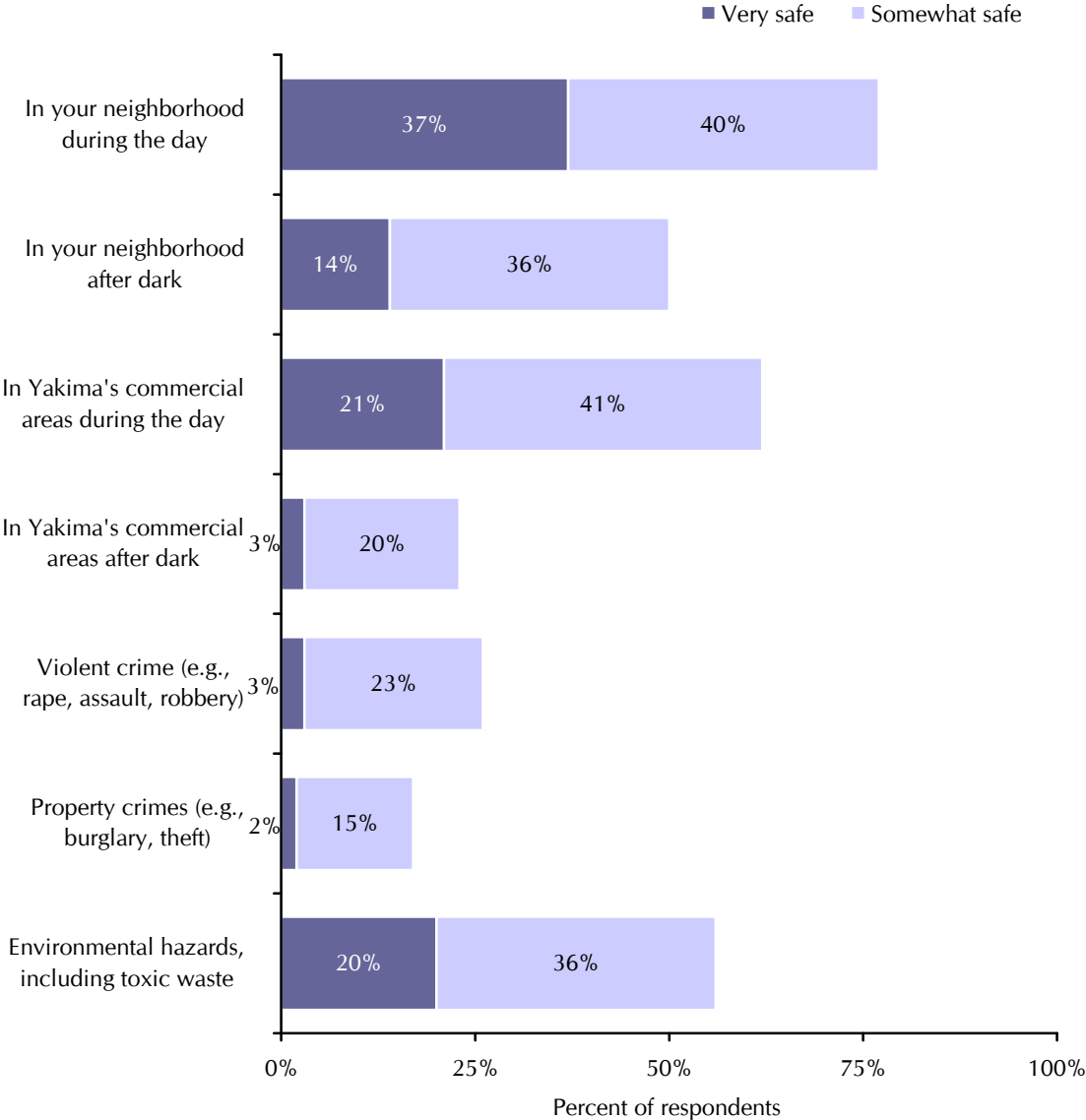
	Comparison to benchmark
Positive impact of economy on household income	Similar

PUBLIC SAFETY

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

Residents were asked to rate their feelings of safety from violent crimes, property crimes, fire and environmental dangers and to evaluate the local agencies whose main charge is to provide protection from these dangers. Many gave positive ratings of safety in the City of Yakima. About 26% of those completing the questionnaire said they felt “very” or “somewhat” safe from violent crimes and 56% felt “very” or “somewhat” safe from environmental hazards. Daytime sense of safety was better than nighttime safety and neighborhoods felt safer than commercial areas.

FIGURE 34: RATINGS OF COMMUNITY AND PERSONAL PUBLIC SAFETY



The National Citizen Survey™ by National Research Center, Inc.

FIGURE 35: COMMUNITY AND PERSONAL PUBLIC SAFETY BENCHMARKS

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

As assessed by the survey, 26% of respondents reported that someone in the household had been the victim of one or more crimes in the past year. Of those who had been the victim of a crime, 81% had reported it to police. Compared to other jurisdictions many more Yakima residents had been victims of crime in the 12 months preceding the survey and about the same percent of Yakima residents had reported their most recent crime victimization to the police.

FIGURE 36: CRIME VICTIMIZATION AND REPORTING

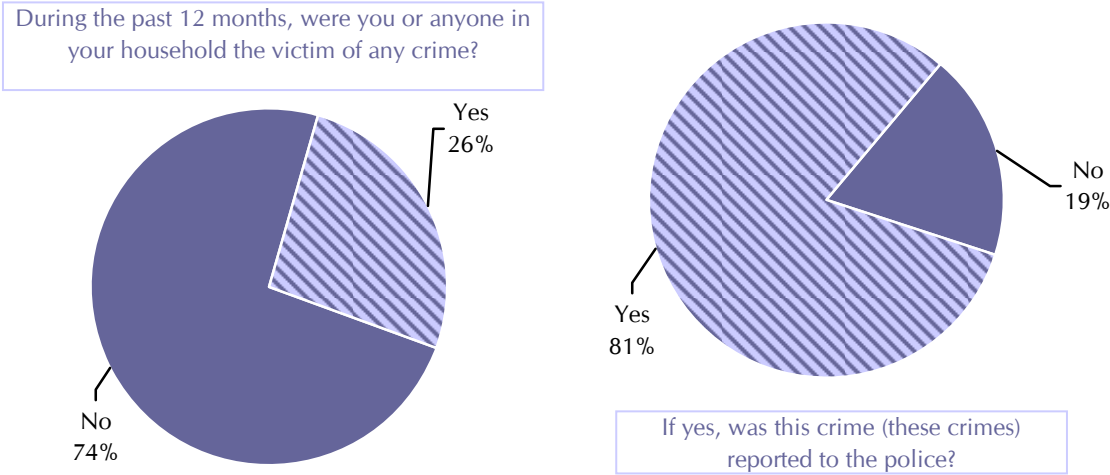
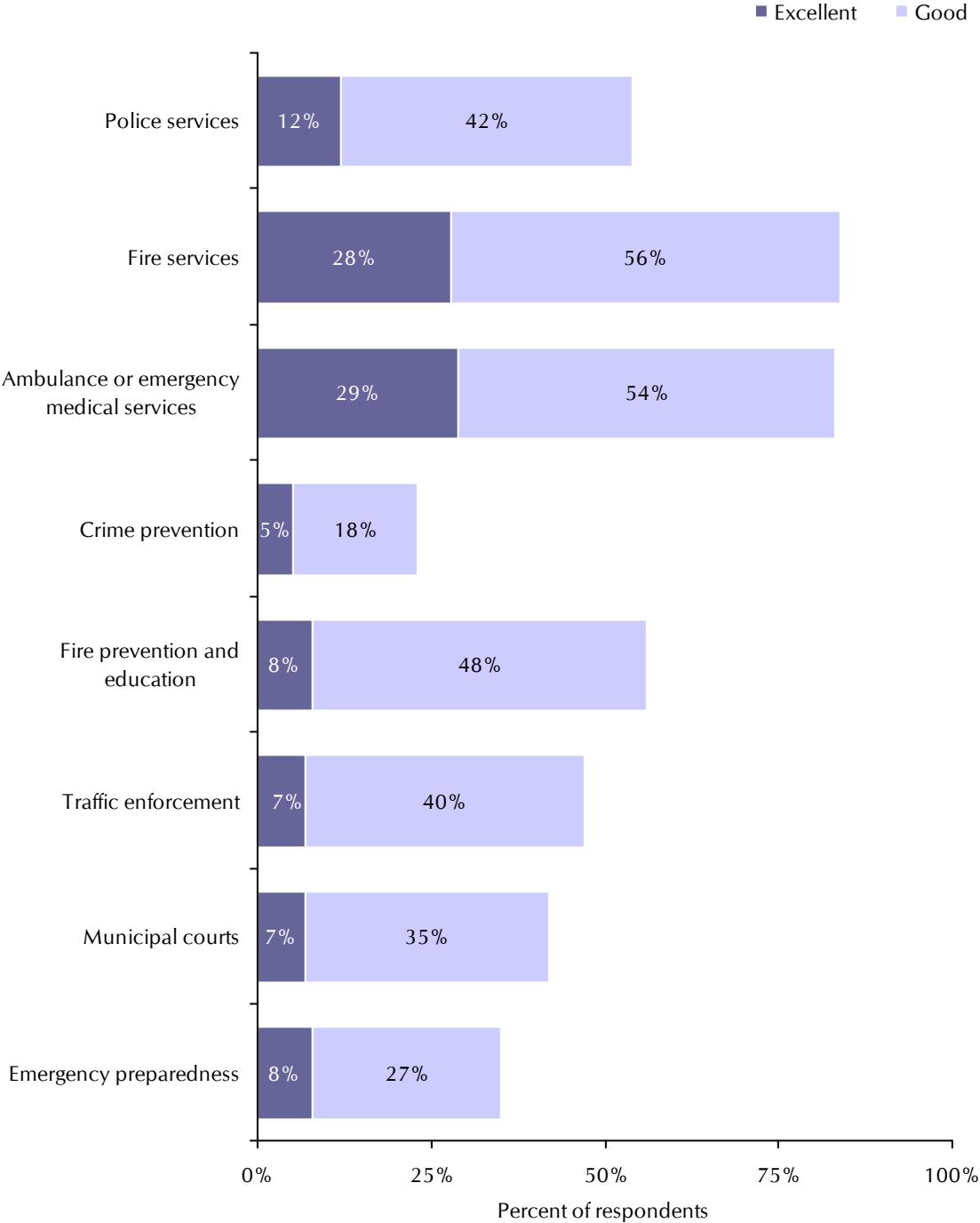


FIGURE 37: CRIME VICTIMIZATION AND REPORTING BENCHMARKS

	Comparison to benchmark
Victim of crime	Much more
Reported crimes	Similar

Residents rated eight City public safety services; of these, all eight were rated much below the benchmark comparison. Fire services and ambulance or emergency medical services received the highest ratings, while crime prevention and emergency preparedness received the lowest ratings.

FIGURE 38: RATINGS OF PUBLIC SAFETY SERVICES



The National Citizen Survey™ by National Research Center, Inc.

FIGURE 39: PUBLIC SAFETY SERVICES BENCHMARKS

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

FIGURE 40: CONTACT WITH POLICE DEPARTMENT

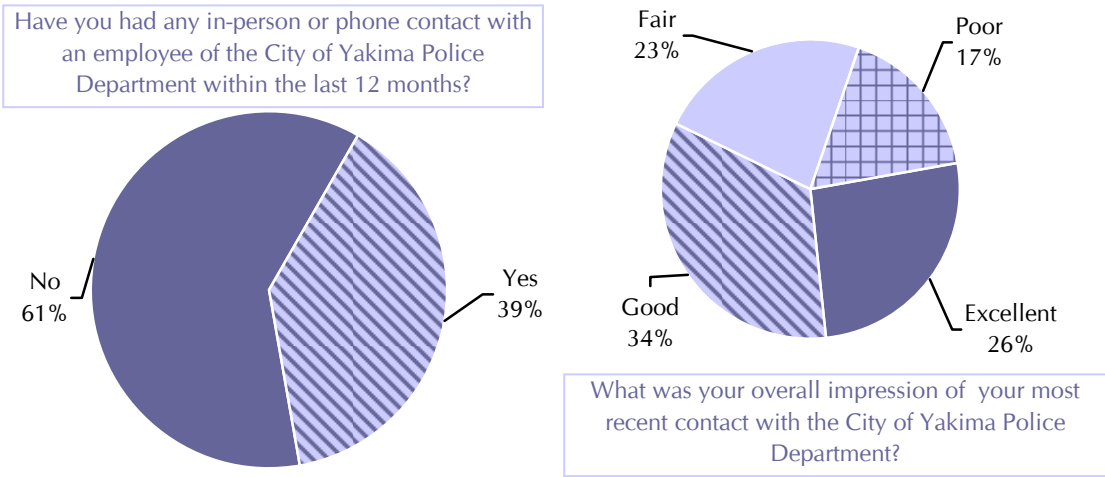


FIGURE 41: CONTACT WITH FIRE DEPARTMENT

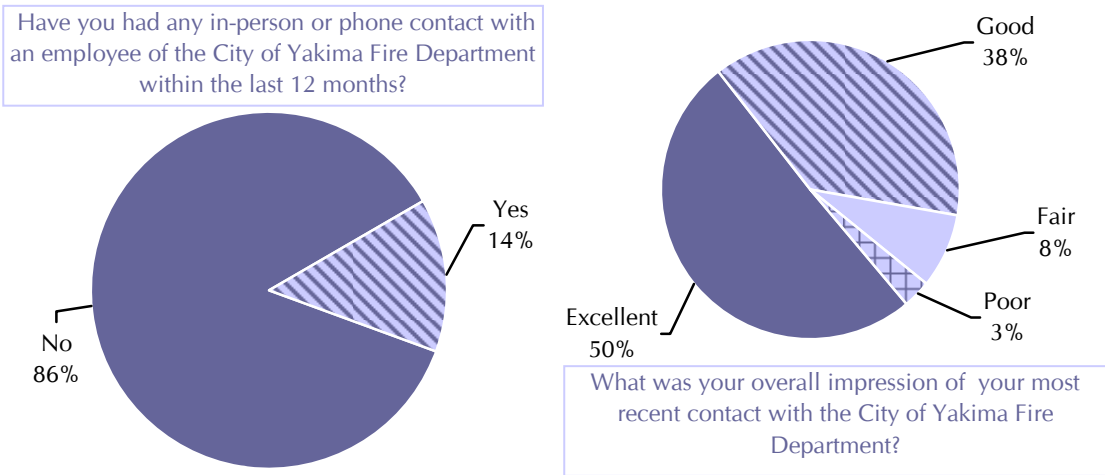


FIGURE 42: CONTACT WITH POLICE AND FIRE DEPARTMENTS BENCHMARKS

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

ENVIRONMENTAL SUSTAINABILITY

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

Residents of the City of Yakima were asked to evaluate their local environment and the services provided to ensure its quality. The overall quality of the natural environment was rated as “excellent” or “good” by 49% of survey respondents. Air quality received the highest rating, and it was below the benchmark.

FIGURE 43: RATINGS OF THE COMMUNITY'S NATURAL ENVIRONMENT

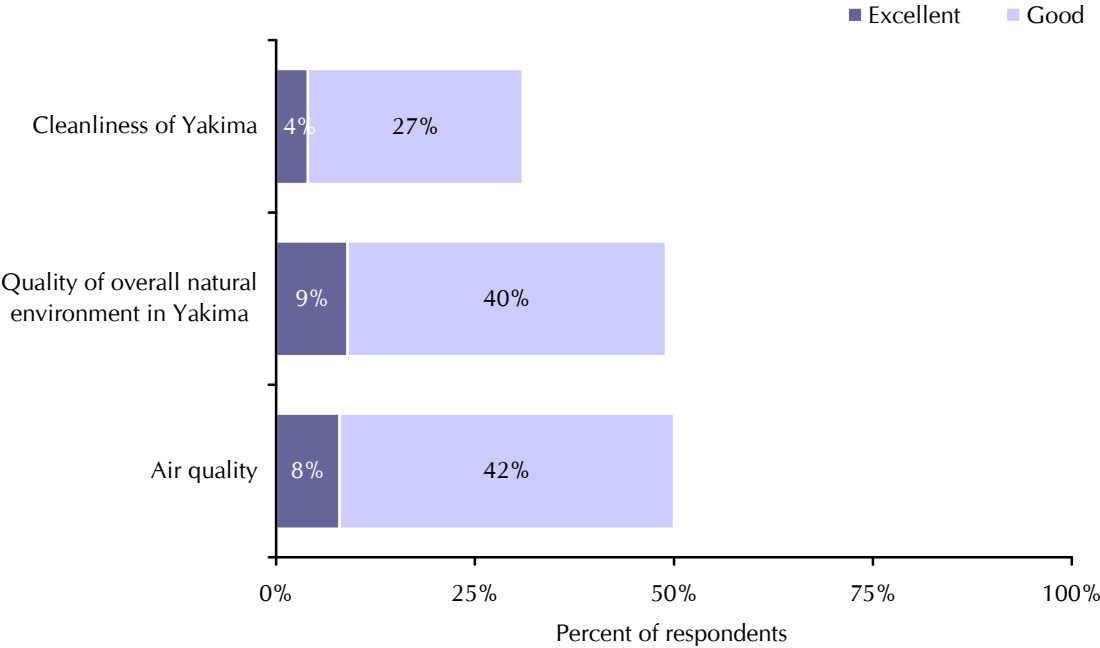


FIGURE 44: COMMUNITY ENVIRONMENT BENCHMARKS

	Comparison to benchmark
Cleanliness of Yakima	Much below
Quality of overall natural environment in Yakima	Much below
Air quality	Much below

Resident recycling was less than recycling reported in comparison communities.

FIGURE 45: FREQUENCY OF RECYCLING IN LAST 12 MONTHS

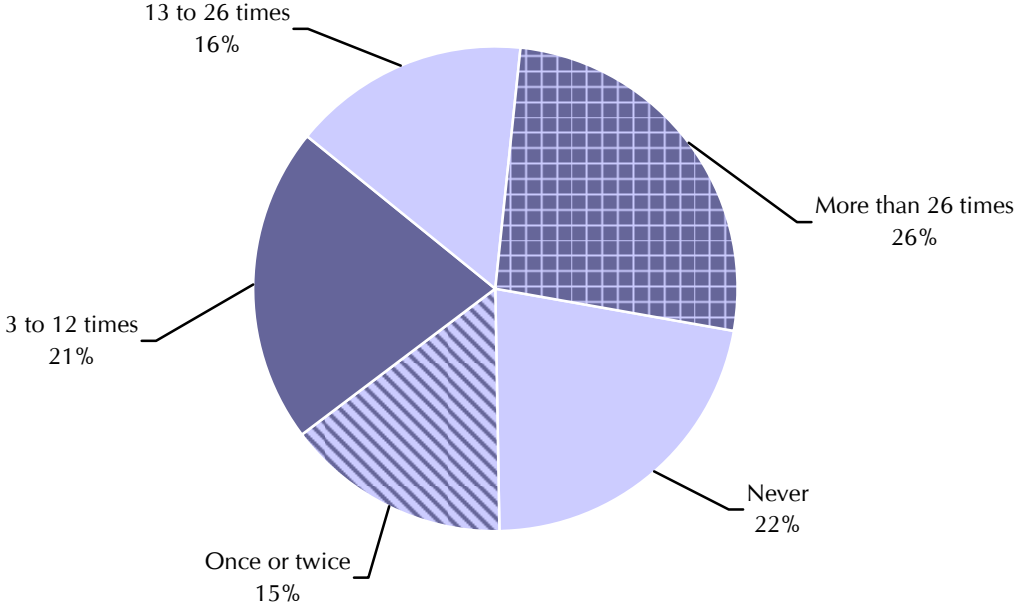


FIGURE 46: FREQUENCY OF RECYCLING BENCHMARKS

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

Of the seven utility services rated by those completing the questionnaire, all seven were below the benchmark comparison.

FIGURE 47: RATINGS OF UTILITY SERVICES

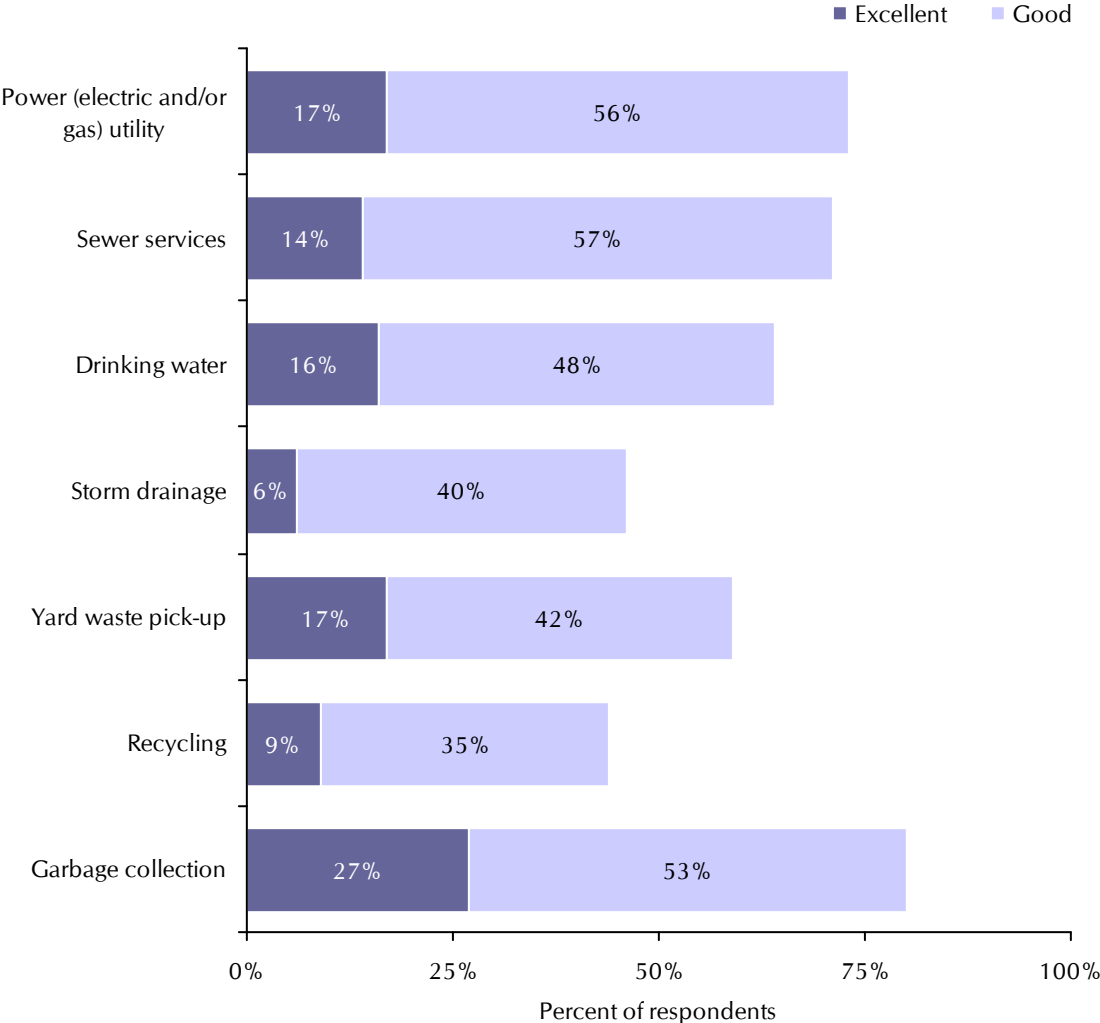


FIGURE 48: UTILITY SERVICES BENCHMARKS

	Comparison to benchmark
Power (electric and/or gas) utility	Below
Sewer services	Below
Drinking water	Below
Storm drainage	Much below
Yard waste pick-up	Much below
Recycling	Much below
Garbage collection	Below

RECREATION AND WELLNESS Parks and Recreation

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

Recreation opportunities in the City of Yakima were rated somewhat positively as were services related to parks and recreation. City parks were rated lower the benchmark. Recreation programs or classes and recreation centers received the lowest ratings and were lower than the national benchmark.

Resident use of Yakima parks and recreation facilities tells its own story about the attractiveness and accessibility of those services. The percent of residents that used Yakima recreation centers was greater than the percent of users in comparison jurisdictions. Similarly, recreation program use in Yakima was much higher than use in comparison jurisdictions.

FIGURE 49: RATINGS OF COMMUNITY RECREATIONAL OPPORTUNITIES

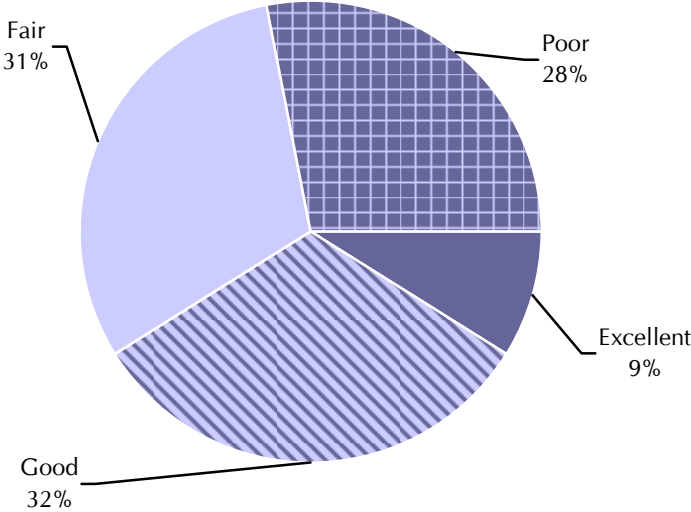


FIGURE 50: COMMUNITY RECREATIONAL OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Recreation opportunities	Much below

FIGURE 51: PARTICIPATION IN PARKS AND RECREATION OPPORTUNITIES

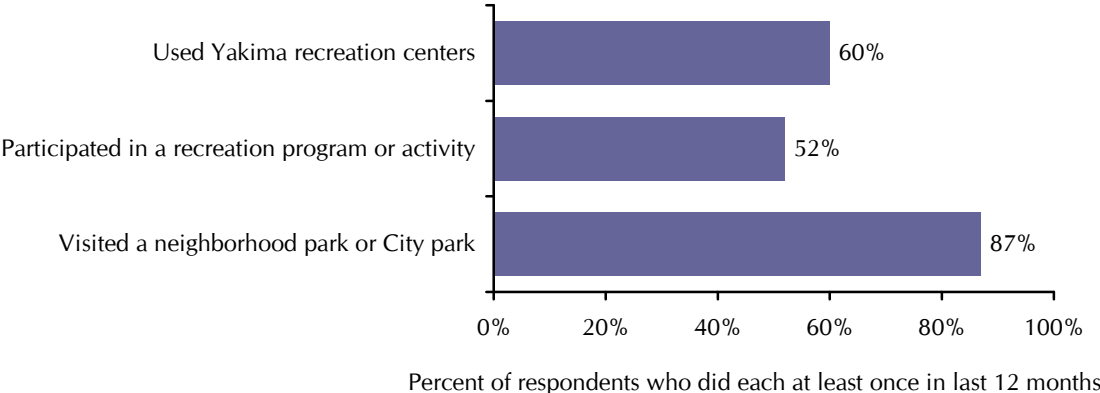


FIGURE 52: PARTICIPATION IN PARKS AND RECREATION OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Used Yakima recreation centers	More
Participated in a recreation program or activity	Much more
Visited a neighborhood park or City park	Similar

FIGURE 53: RATINGS OF PARKS AND RECREATION SERVICES

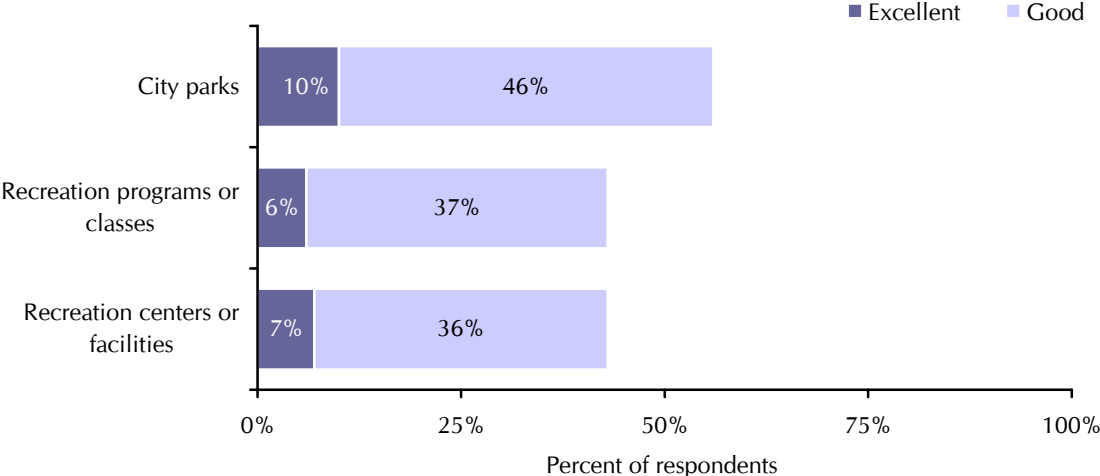


FIGURE 54: PARKS AND RECREATION SERVICES BENCHMARKS

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

The National Citizen Survey™ by National Research Center, Inc.

Culture, Arts and Education

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

Opportunities to attend cultural activities were rated as “excellent” or “good” by 42% of respondents. Educational opportunities were rated as “excellent” or “good” by 47% of respondents. Compared to the benchmark data, educational opportunities were below the average of comparison jurisdictions, as was cultural activity opportunities.

About 60% of Yakima residents used a City library at least once in the 12 months preceding the survey. This participation rate for library use was below comparison jurisdictions.

FIGURE 55: RATINGS OF CULTURAL AND EDUCATIONAL OPPORTUNITIES

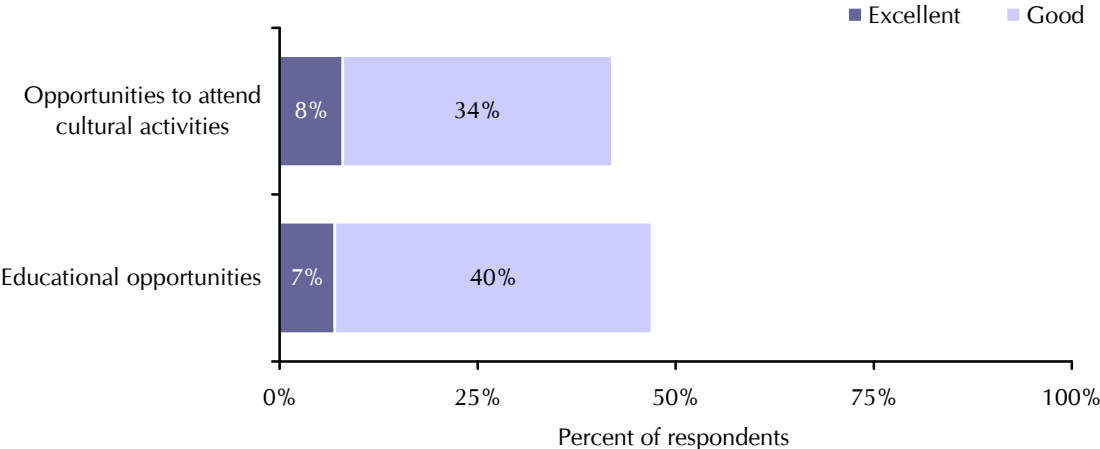


FIGURE 56: CULTURAL AND EDUCATIONAL OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Opportunities to attend cultural activities	Much below
Educational opportunities	Much below

FIGURE 57: PARTICIPATION IN CULTURAL AND EDUCATIONAL OPPORTUNITIES

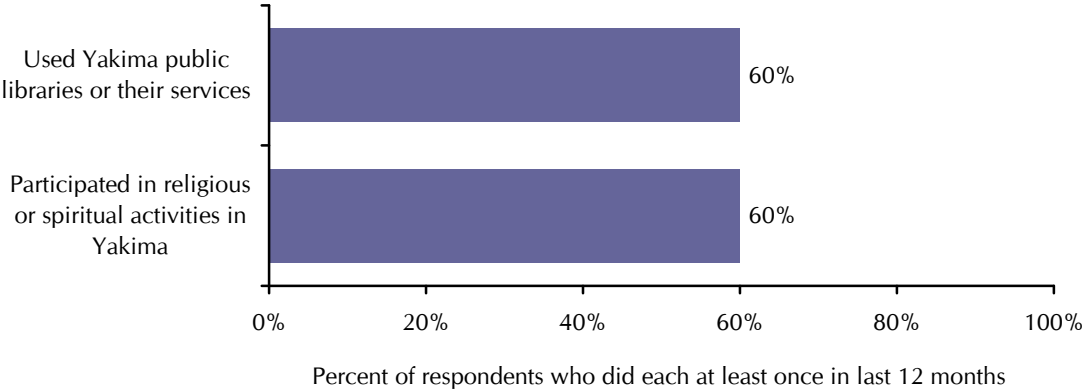


FIGURE 58: PARTICIPATION IN CULTURAL AND EDUCATIONAL OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Used Yakima public libraries or their services	Much less
Participated in religious or spiritual activities in Yakima	Much more

FIGURE 59: PERCEPTION OF CULTURAL AND EDUCATIONAL SERVICES

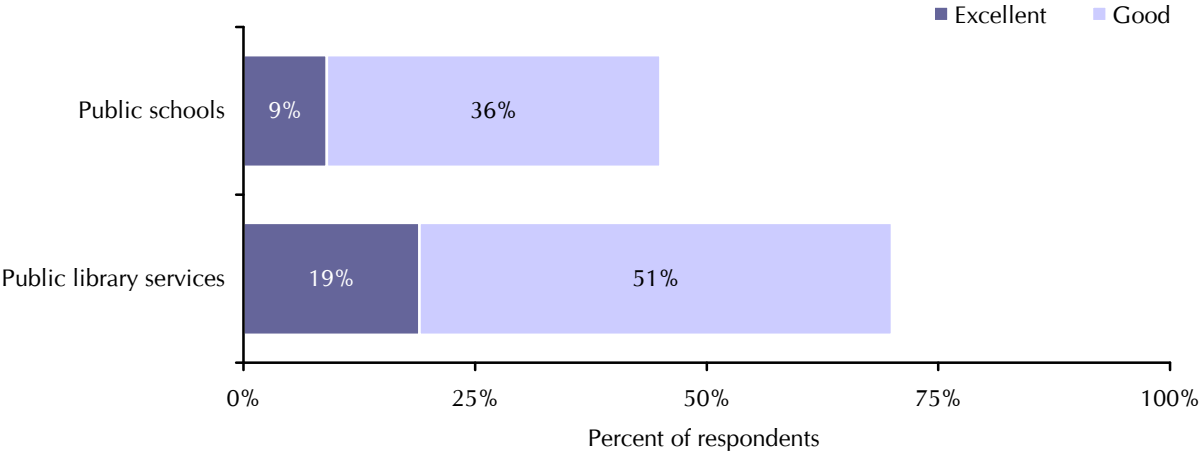


FIGURE 60: CULTURAL AND EDUCATIONAL SERVICES BENCHMARKS

	Comparison to benchmark
Public schools	Much below
Public library services	Much below

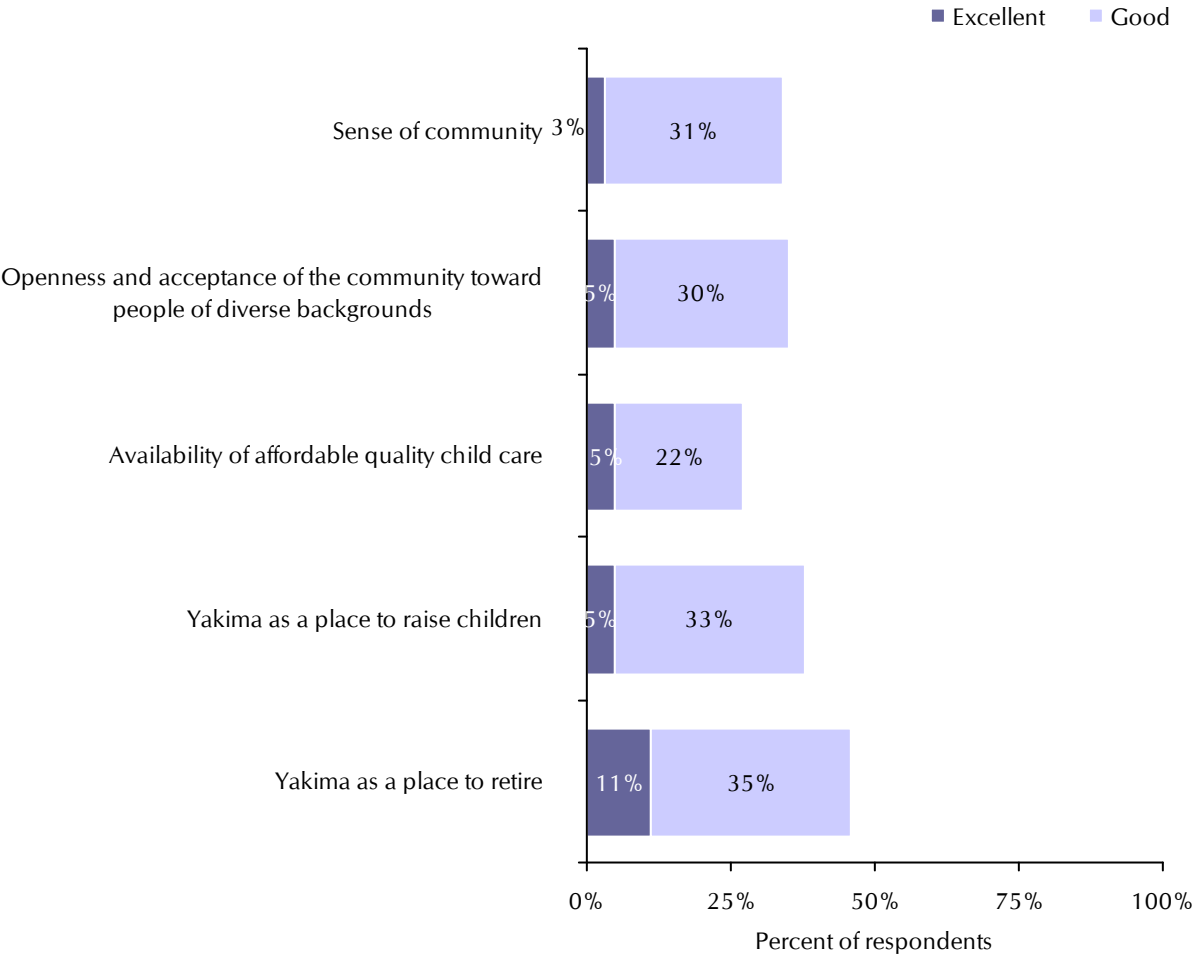
The National Citizen Survey™ by National Research Center, Inc.

COMMUNITY INCLUSIVENESS

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

About 38% residents rated the City of Yakima as an “excellent” or “good” place to raise kids and a moderate percentage rated it as an excellent or good place to retire. Some residents felt that the local sense of community was “excellent” or “good.” About 35% respondents felt the City of Yakima was open and accepting towards people of diverse backgrounds. The availability of affordable quality child care was rated the lowest by residents and was lower than the benchmark.

FIGURE 61: RATINGS OF COMMUNITY QUALITY AND INCLUSIVENESS



The National Citizen Survey™ by National Research Center, Inc.

FIGURE 62: COMMUNITY QUALITY AND INCLUSIVENESS BENCHMARKS

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

Services to more vulnerable populations (e.g., seniors, youth or low-income residents) ranged from 32% to 46% with ratings of “excellent” or “good.” All services were much below the benchmark.

FIGURE 63: RATINGS OF QUALITY OF SERVICES PROVIDED FOR POPULATION SUBGROUPS

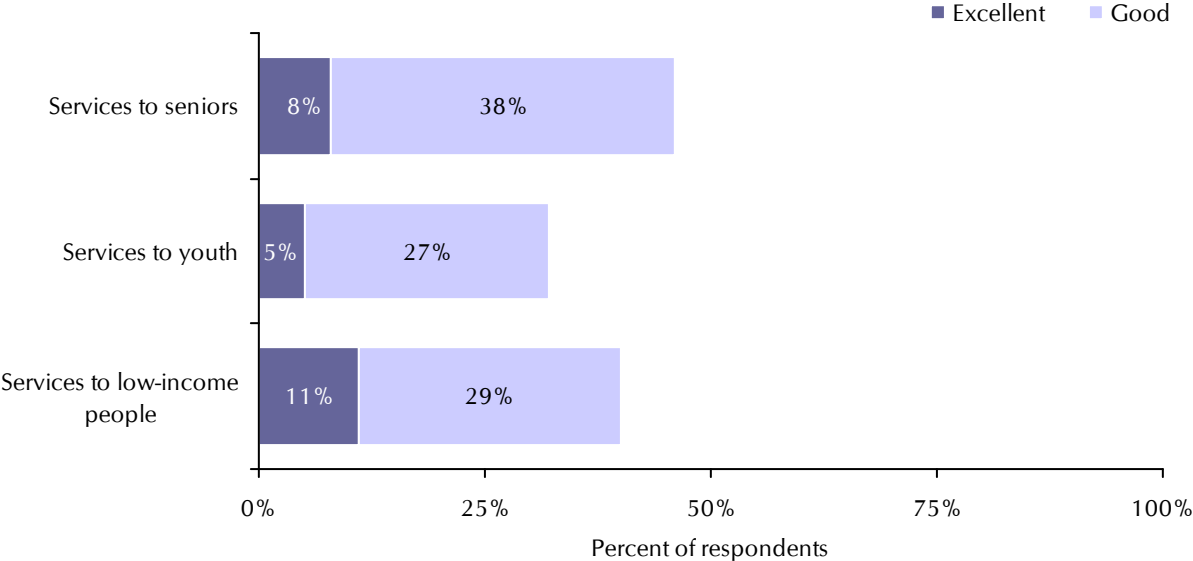


FIGURE 64: SERVICES PROVIDED FOR POPULATION SUBGROUPS BENCHMARKS

	Comparison to benchmark
Services to seniors	Much below
Services to youth	Much below
Services to low income people	Much below

CIVIC ENGAGEMENT

Community leaders cannot run a jurisdiction alone and a jurisdiction cannot run effectively if residents remain strangers with little to connect them. Elected officials and staff require the assistance of local residents whether that assistance comes in tacit approval or eager help; and commonality of purpose among the electorate facilitates policies and programs that appeal to most and causes discord among few. Furthermore, when neighbors help neighbors, the cost to the community to provide services to residents in need declines. When residents are civically engaged, they have taken the opportunity to participate in making the community more livable for all. The extent to which local government provides opportunities to become informed and engaged and the extent to which residents take those opportunities is an indicator of the connection between government and populace. By understanding your residents' level of connection to, knowledge of and participation in local government, the City can find better opportunities to communicate and educate citizens about its mission, services, accomplishments and plans. Communities with strong civic engagement may be more likely to see the benefits of programs intended to improve the quality of life of all residents and therefore would be more likely to support those new policies or programs.

Civic Activity

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

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

FIGURE 65: RATINGS OF CIVIC ENGAGEMENT OPPORTUNITIES

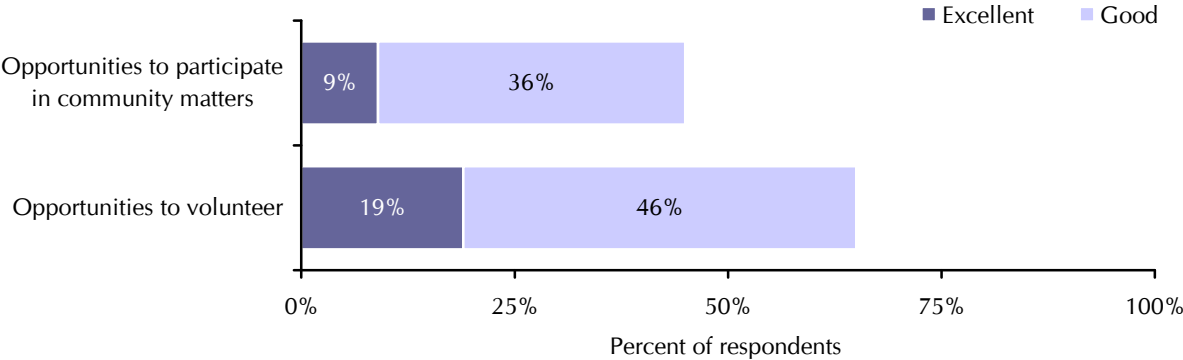


FIGURE 66: CIVIC ENGAGEMENT OPPORTUNITIES BENCHMARKS

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

Most of the participants in this survey had not attended a public meeting or participated in a club in the 12 months prior to the survey, but the vast majority had helped a friend. The participation rates of these civic behaviors were compared to the rates in other jurisdictions. Watching a meeting of local elected officials, volunteering time to a group, participating in a club and providing help to a friend or neighbor showed much higher rates of involvement. Attending a meeting of local elected officials showed lower rates of community engagement.

FIGURE 67: PARTICIPATION IN CIVIC ENGAGEMENT OPPORTUNITIES

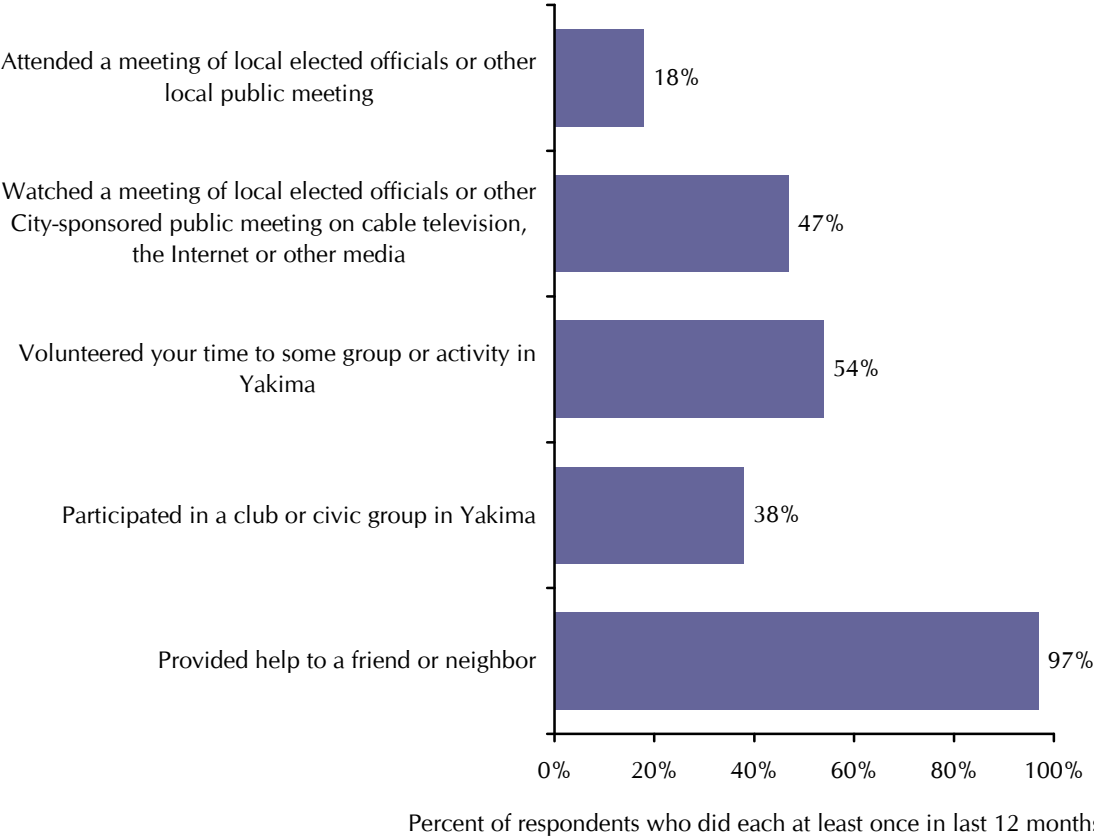


FIGURE 68: PARTICIPATION IN CIVIC ENGAGEMENT OPPORTUNITIES BENCHMARKS

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

Seventy-eight percent of Yakima residents reported they were registered to vote and 65% indicated they had voted in the last general election. This rate of self-reported voting was lower than that of comparison communities.

FIGURE 69: REPORTED VOTING BEHAVIOR

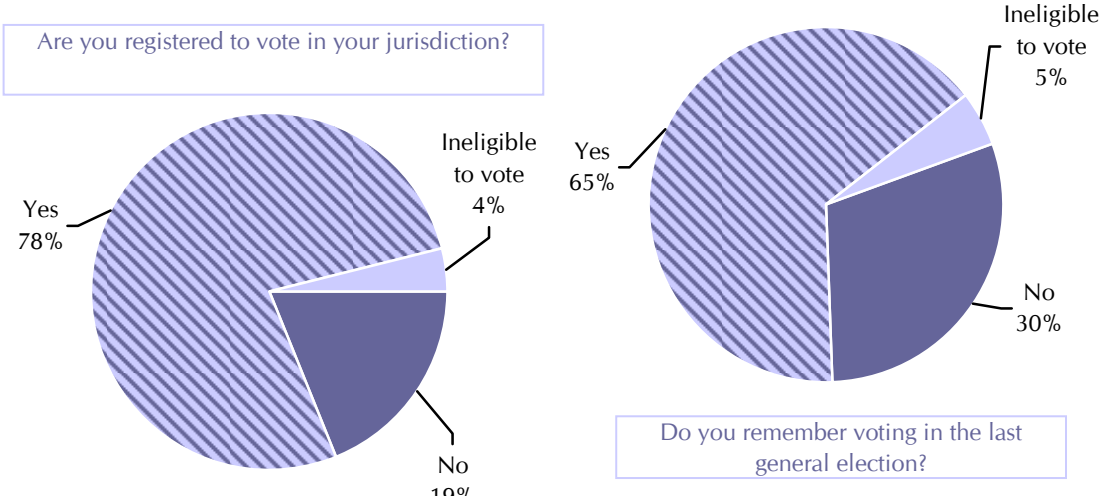


FIGURE 70: VOTING BEHAVIOR BENCHMARKS

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

Information and Awareness

Those completing the survey were asked about their use and perceptions of various information sources and local government media services. When asked whether they had visited the City of Yakima Web site in the previous 12 months, 36% reported they had done so at least once. Public information services were rated unfavorably compared to benchmark data.

FIGURE 71: USE OF INFORMATION SOURCES

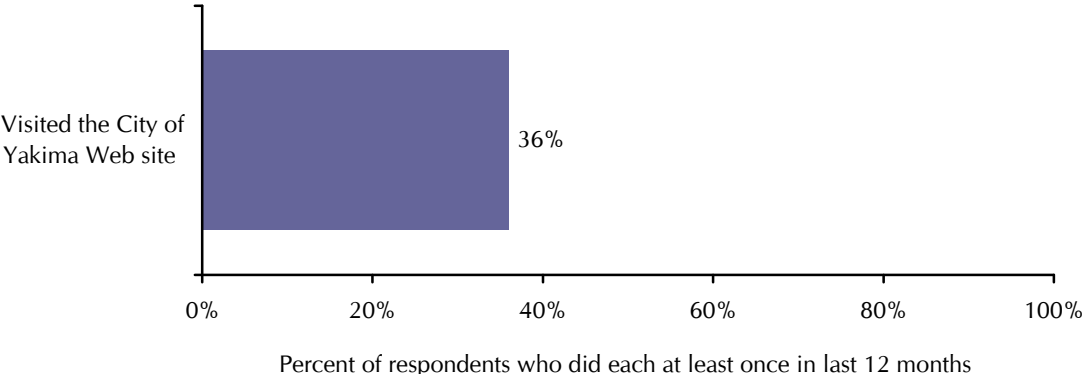


FIGURE 72: USE OF INFORMATION SOURCES BENCHMARKS

Comparison to benchmark	
Visited the City of Yakima Web site	Much less

FIGURE 73: RATINGS OF LOCAL GOVERNMENT MEDIA SERVICES AND INFORMATION DISSEMINATION

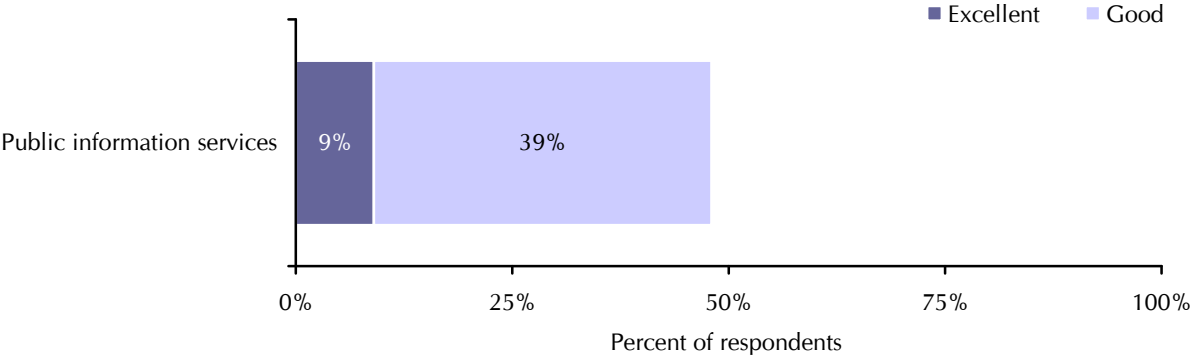


FIGURE 74: LOCAL GOVERNMENT MEDIA SERVICES AND INFORMATION DISSEMINATION BENCHMARKS

Comparison to benchmark	
Public information services	Much below

Social Engagement

Opportunities to participate in social events and activities were rated as “excellent” or “good” by 37% of respondents, while even more rated opportunities to participate in religious or spiritual events and activities as “excellent” or “good.”

FIGURE 75: RATINGS OF SOCIAL ENGAGEMENT OPPORTUNITIES

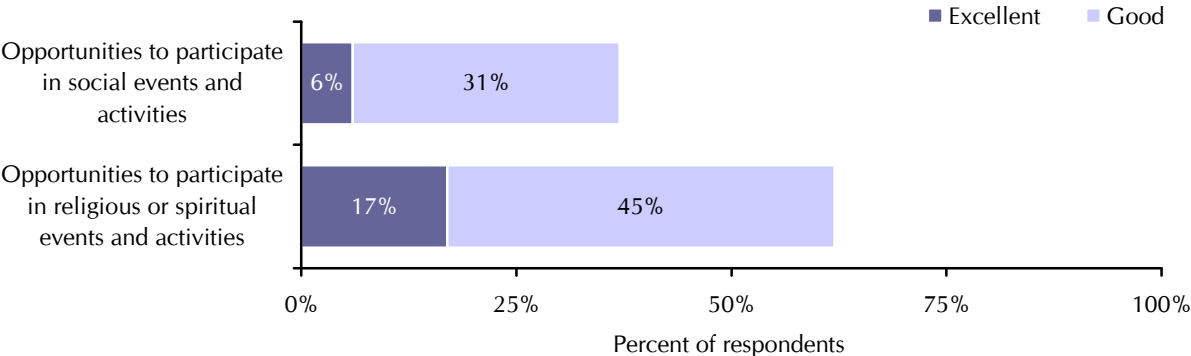


FIGURE 76: SOCIAL ENGAGEMENT OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Opportunities to participate in social events and activities	Much below
Opportunities to participate in religious or spiritual events and activities	Much below

Residents in Yakima reported a strong amount of neighborliness. More than half indicated talking or visiting with their neighbors at least several times a week. This amount of contact with neighbors was much more than the amount of contact reported in other communities.

FIGURE 77: CONTACT WITH IMMEDIATE NEIGHBORS

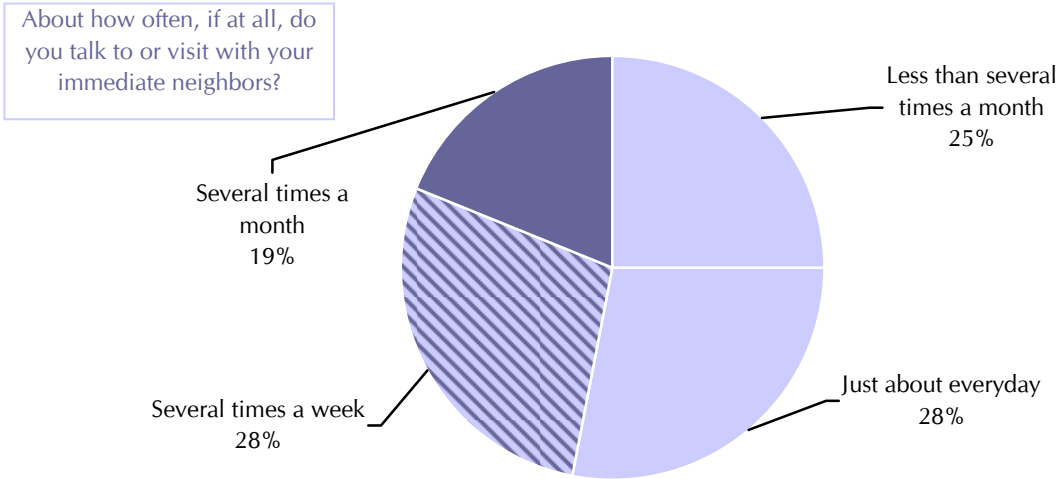


FIGURE 78: CONTACT WITH IMMEDIATE NEIGHBORS BENCHMARKS

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

PUBLIC TRUST

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

Less than half of respondents felt that the value of services for taxes paid was “excellent” or “good.” When asked to rate the job the City of Yakima does at welcoming citizen involvement, 30% rated it as “excellent” or “good.” All four of these ratings were much below the benchmark.

FIGURE 79: PUBLIC TRUST RATINGS

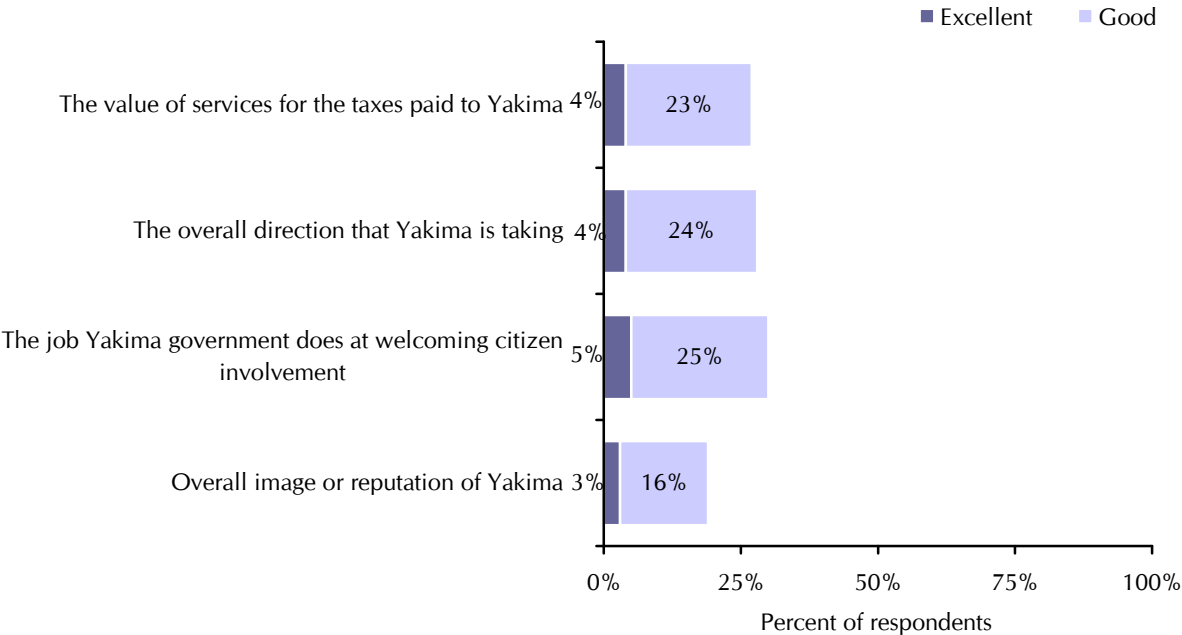


FIGURE 80: PUBLIC TRUST BENCHMARKS

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

On average, residents of the City of Yakima gave the highest evaluations to their own local government and the lowest average rating to the Federal Government. The overall quality of services delivered by the City of Yakima was rated as “excellent” or “good” by 45% of survey participants. The City of Yakima’s rating was below the benchmark when compared to other communities in the nation.

FIGURE 81: RATINGS OF SERVICES PROVIDED BY LOCAL, STATE AND FEDERAL GOVERNMENTS

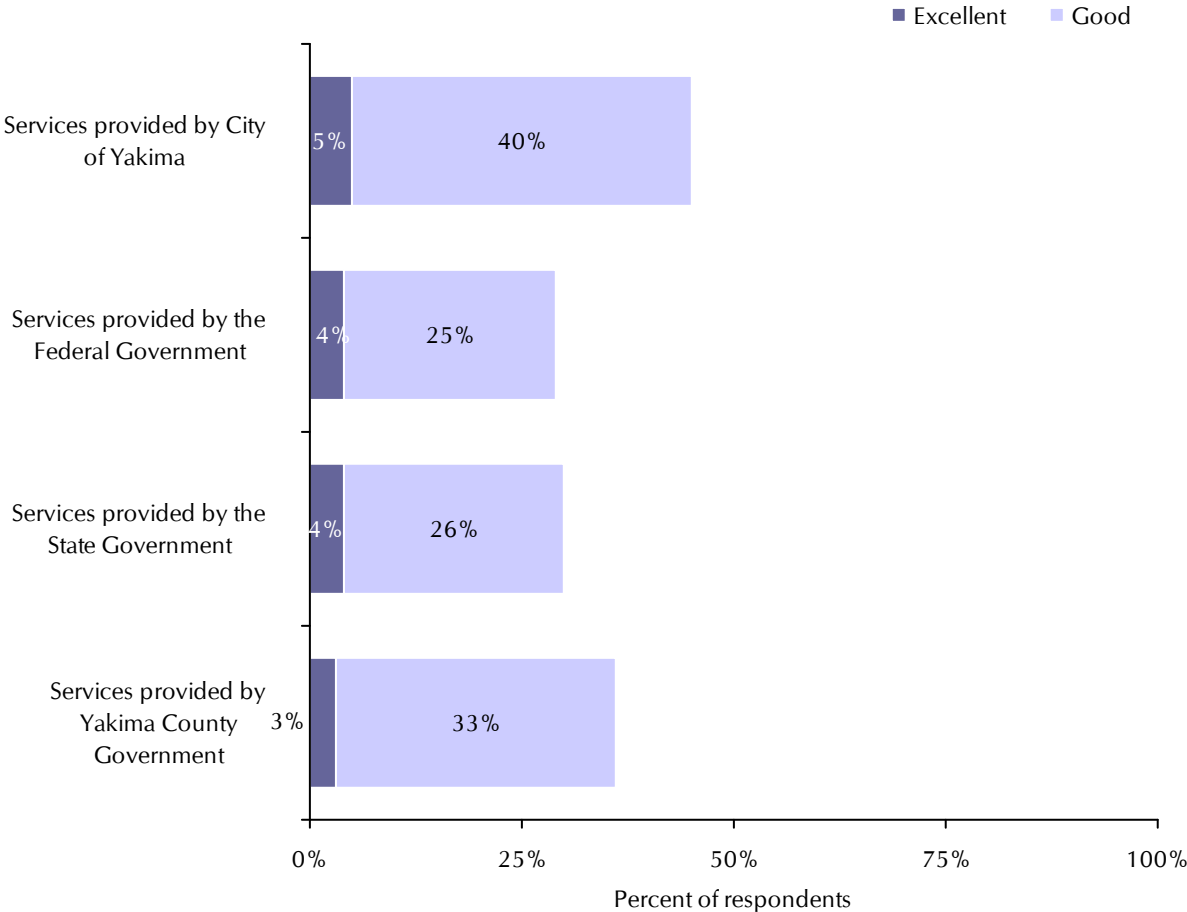


FIGURE 82: SERVICES PROVIDED BY LOCAL, STATE AND FEDERAL GOVERNMENTS BENCHMARKS

	Comparison to benchmark
Services provided by the City of Yakima	Much below
Services provided by the Federal Government	Much below
Services provided by the State Government	Much below
Services provided by Yakima County Government	Much below

City of Yakima Employees

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

Those completing the survey were asked if they had been in contact with a City employee either in-person, over the phone or via email in the last 12 months; the 42% who reported that they had been in contact (a percent that is much lower than the benchmark comparison) were then asked to indicate overall how satisfied they were with the employee in their most recent contact. City employees were rated highly; 60% of respondents rated their overall impression as “excellent” or “good.”

FIGURE 83: PROPORTION OF RESPONDENTS WHO HAD CONTACT WITH CITY EMPLOYEES IN PREVIOUS 12 MONTHS

Have you had any in-person, phone or email contact with an employee of Yakima within the last 12 months?

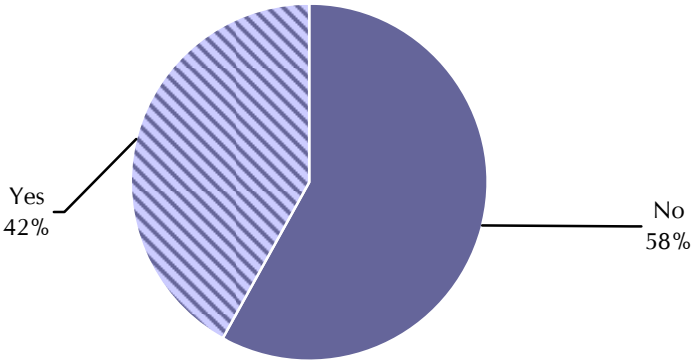


FIGURE 84: CONTACT WITH CITY EMPLOYEES BENCHMARKS

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

FIGURE 85: RATINGS OF CITY EMPLOYEES (AMONG THOSE WHO HAD CONTACT)

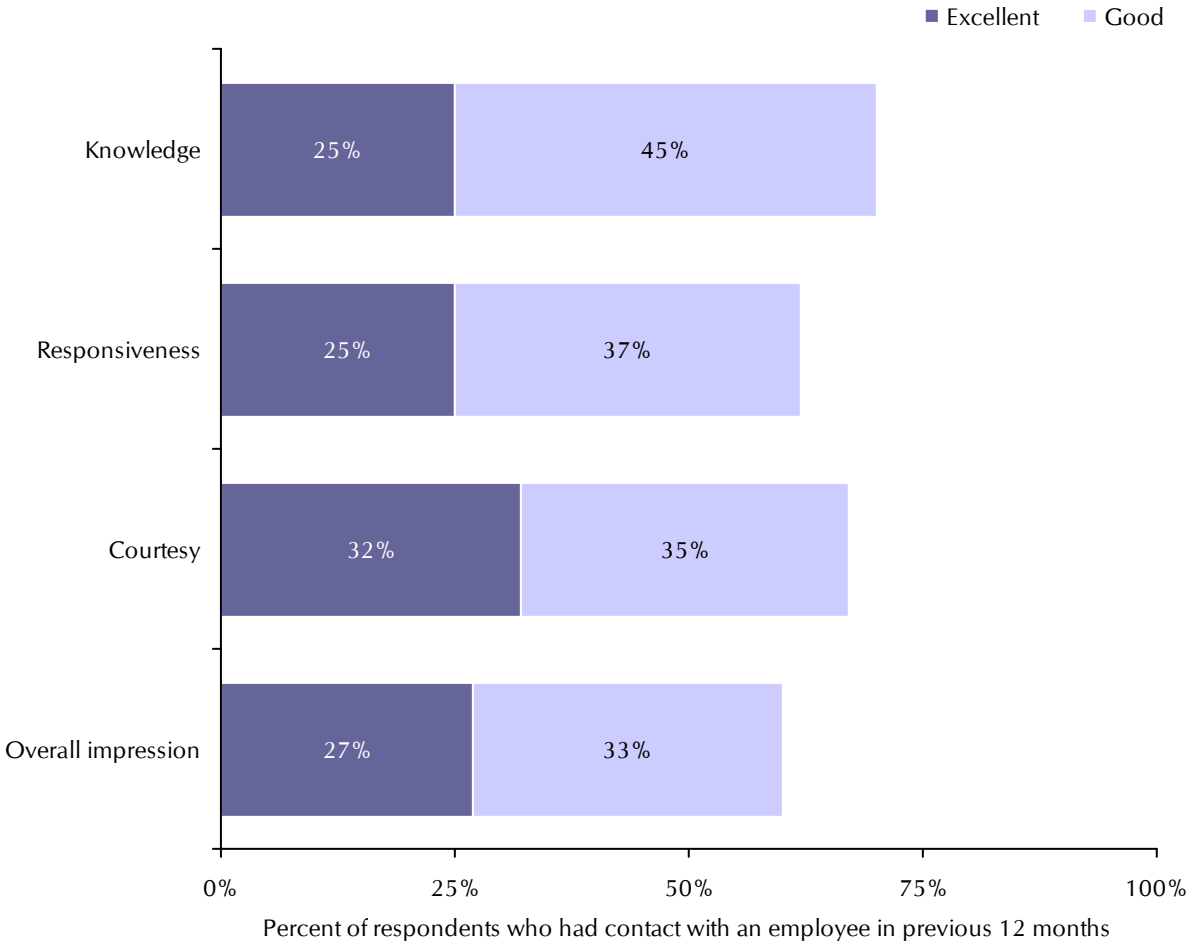


FIGURE 86: RATINGS OF CITY EMPLOYEES (AMONG THOSE WHO HAD CONTACT) BENCHMARKS

	Comparison to benchmark
Knowledge	Much below
Responsiveness	Much below
Courteousness	Much below
Overall impression	Much below

FROM DATA TO ACTION

RESIDENT PRIORITIES

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

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

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

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

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

- Animal control
- Economic development
- Police services
- Public Schools

CITY OF YAKIMA ACTION CHART™

The 2012 City of Yakima Action Chart™ on the following page combines two dimensions of performance:

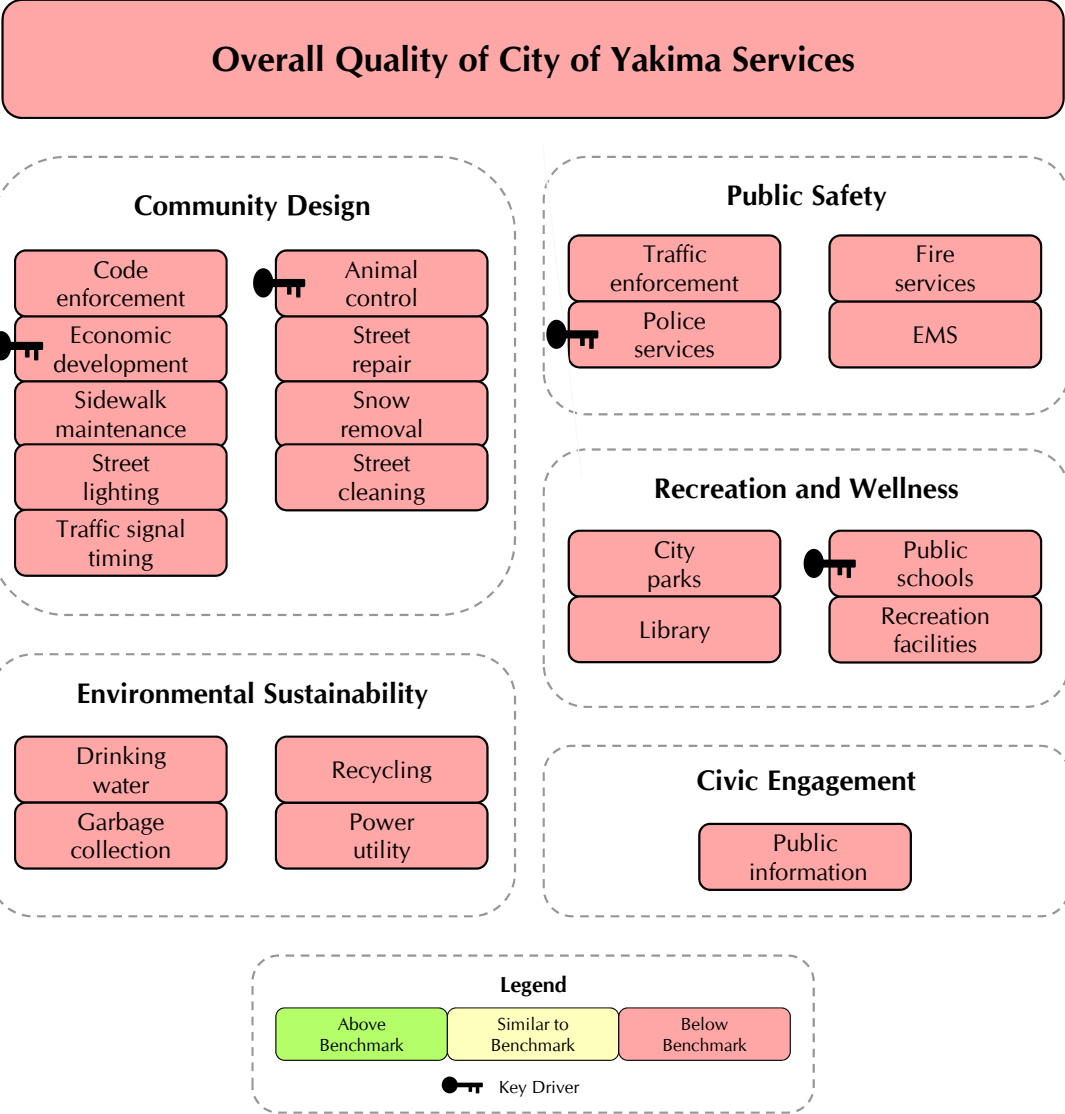
- Comparison to resident evaluations from other communities. When a comparison is available, the background color of each service box indicates whether the service is above the national benchmark (green), similar to the benchmark (yellow) or below the benchmark (red).
- Identification of key services. A black key icon (🔑) next to a service box indicates it as a key driver for the City.

22 services were included in the KDA for the City of Yakima. Of these, all were below the benchmark.

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

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

FIGURE 87: CITY OF YAKIMA ACTION CHART



Using Your Action Chart™

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

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

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

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

FIGURE 88: KEY DRIVERS COMPARED

Service	City of Yakima Key Driver	National Key Driver	Core Service
• Police services	✓	✓	✓
Fire services			✓
Ambulance and emergency medical services			✓
◦ Traffic enforcement			
Street repair			✓
◦ Street cleaning			
◦ Street lighting			
◦ Snow removal			
◦ Sidewalk maintenance			
◦ Traffic signal timing			
Garbage collection			✓
◦ Recycling			
Drinking water			✓
Power (electric and/or gas) utility			✓
◦ City parks			
◦ Recreation centers or facilities			
Code enforcement			✓
Animal control	✓		
• Economic development	✓	✓	
◦ Public library			
Public information services		✓	
• Public schools	✓	✓	

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

CUSTOM QUESTIONS

“Don’t know” responses have been removed from the following questions, when applicable.

Custom Question 1					
Please indicate how much you would support or oppose each of the following ways to fund future street/road repairs in Yakima:	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Total
Annual \$20 “car tab” fee on all registered vehicles	23%	27%	17%	33%	100%
Sales tax increase	5%	19%	24%	52%	100%
Property tax increase	4%	15%	18%	63%	100%

Custom Question 2					
Please indicate how much you would support or oppose the City of Yakima taking the following actions:	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Total
Funding the construction of a new aquatics facility with a property tax increase	14%	25%	19%	42%	100%
Funding the construction of a new aquatics facility with a sales tax increase	14%	25%	21%	39%	100%
Funding the repairs of existing aquatics facilities with a sales tax increase	10%	29%	25%	35%	100%
Funding the repairs of existing aquatics facilities with a property tax increase	9%	23%	24%	44%	100%

Custom Question 3	
The City of Yakima is considering implementing a curbside recycling program. To what extent do you support or oppose a curbside recycling program in Yakima?	Percent of respondents
Strongly support	60%
Somewhat support	28%
Somewhat oppose	5%
Strongly oppose	7%
Total	100%

APPENDIX A: COMPLETE SURVEY FREQUENCIES

FREQUENCIES EXCLUDING "DON'T KNOW" RESPONSES

Question 1: Quality of Life					
Please rate each of the following aspects of quality of life in Yakima:	Excellent	Good	Fair	Poor	Total
Yakima as a place to live	9%	41%	37%	14%	100%
Your neighborhood as a place to live	15%	46%	28%	12%	100%
Yakima as a place to raise children	5%	33%	40%	22%	100%
Yakima as a place to work	7%	31%	40%	23%	100%
Yakima as a place to retire	11%	35%	27%	28%	100%
The overall quality of life in Yakima	5%	39%	41%	16%	100%

Question 2: Community Characteristics					
Please rate each of the following characteristics as they relate to Yakima as a whole:	Excellent	Good	Fair	Poor	Total
Sense of community	3%	31%	47%	19%	100%
Openness and acceptance of the community toward people of diverse backgrounds	5%	30%	40%	25%	100%
Overall appearance of Yakima	3%	26%	47%	23%	100%
Cleanliness of Yakima	4%	27%	43%	25%	100%
Overall quality of new development in Yakima	6%	32%	38%	23%	100%
Variety of housing options	7%	39%	36%	18%	100%
Overall quality of business and service establishments in Yakima	6%	38%	43%	13%	100%
Shopping opportunities	8%	31%	38%	23%	100%
Opportunities to attend cultural activities	8%	34%	39%	19%	100%
Recreational opportunities	9%	32%	31%	28%	100%
Employment opportunities	2%	13%	43%	42%	100%
Educational opportunities	7%	40%	38%	16%	100%
Opportunities to participate in social events and activities	6%	31%	50%	12%	100%
Opportunities to participate in religious or spiritual events and activities	17%	45%	31%	7%	100%
Opportunities to volunteer	19%	46%	28%	7%	100%
Opportunities to participate in community matters	9%	36%	41%	14%	100%
Ease of car travel in Yakima	15%	49%	29%	7%	100%
Ease of bus travel in Yakima	16%	47%	27%	10%	100%
Ease of bicycle travel in Yakima	11%	32%	34%	23%	100%
Ease of walking in Yakima	14%	34%	35%	17%	100%
Availability of paths and walking trails	15%	34%	34%	17%	100%
Traffic flow on major streets	6%	36%	42%	16%	100%

Question 2: Community Characteristics					
Please rate each of the following characteristics as they relate to Yakima as a whole:	Excellent	Good	Fair	Poor	Total
Amount of public parking	6%	31%	38%	24%	100%
Availability of affordable quality housing	4%	29%	39%	28%	100%
Availability of affordable quality child care	5%	22%	43%	31%	100%
Air quality	8%	42%	38%	12%	100%
Quality of overall natural environment in Yakima	9%	40%	40%	11%	100%
Overall image or reputation of Yakima	3%	16%	32%	49%	100%

Question 3: Growth						
Please rate the speed of growth in the following categories in Yakima over the past 2 years:	Much too slow	Somewhat too slow	Right amount	Somewhat too fast	Much too fast	Total
Population growth	2%	9%	39%	34%	17%	100%
Retail growth (stores, restaurants, etc.)	12%	37%	41%	5%	4%	100%
Jobs growth	40%	46%	12%	2%	1%	100%

Question 4: Code Enforcement	
To what degree, if at all, are run down buildings, weed lots or junk vehicles a problem in Yakima?	Percent of respondents
Not a problem	3%
Minor problem	14%
Moderate problem	46%
Major problem	37%
Total	100%

Question 5: Community Safety						
Please rate how safe or unsafe you feel from the following in Yakima:	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Total
Violent crime (e.g., rape, assault, robbery)	3%	23%	21%	31%	22%	100%
Property crimes (e.g., burglary, theft)	2%	15%	16%	30%	37%	100%
Environmental hazards, including toxic waste	20%	36%	25%	15%	4%	100%

Question 6: Personal Safety						
Please rate how safe or unsafe you feel:	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Total
In your neighborhood during the day	37%	40%	9%	11%	3%	100%
In your neighborhood after dark	14%	36%	15%	22%	14%	100%
In Yakima's commercial areas during the day	21%	41%	19%	14%	5%	100%
In Yakima's commercial areas after dark	3%	20%	18%	31%	28%	100%

Question 7: Contact with Police Department			
Have you had any in-person or phone contact with an employee of the City of Yakima Police Department within the last 12 months?	No	Yes	Total
Have you had any in-person or phone contact with an employee of the City of Yakima Police Department within the last 12 months?	61%	39%	100%

Question 8: Ratings of Contact with Police Department					
What was your overall impression of your most recent contact with the City of Yakima Police Department?	Excellent	Good	Fair	Poor	Total
What was your overall impression of your most recent contact with the City of Yakima Police Department?	26%	34%	23%	17%	100%

Question 9: Crime Victim	
During the past 12 months, were you or anyone in your household the victim of any crime?	Percent of respondents
No	74%
Yes	26%
Total	100%

Question 10: Crime Reporting	
If yes, was this crime (these crimes) reported to the police?	Percent of respondents
No	19%
Yes	81%
Total	100%

Question 11: Resident Behaviors						
In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Yakima?	Never	Once or twice	3 to 12 times	13 to 26 times	More than 26 times	Total
Used Yakima public libraries or their services	40%	27%	21%	6%	6%	100%
Used Yakima recreation centers	40%	24%	23%	9%	5%	100%
Participated in a recreation program or activity	48%	27%	17%	6%	3%	100%
Visited a neighborhood park or City park	13%	23%	35%	16%	14%	100%
Ridden a local bus within Yakima	68%	14%	9%	3%	6%	100%
Attended a meeting of local elected officials or other local public meeting	82%	14%	3%	0%	1%	100%
Watched a meeting of local elected officials or other City-sponsored public meeting on cable television, the Internet or other media	53%	26%	16%	2%	2%	100%
Visited the City of Yakima Web site (at www.yakimawa.gov)	64%	20%	13%	3%	0%	100%
Recycled used paper, cans or bottles from your home	22%	15%	21%	16%	26%	100%
Volunteered your time to some group or activity in Yakima	46%	22%	15%	7%	10%	100%
Participated in religious or spiritual activities in Yakima	40%	16%	13%	9%	22%	100%
Participated in a club or civic group in Yakima	62%	17%	11%	4%	5%	100%
Provided help to a friend or neighbor	3%	18%	40%	18%	21%	100%

Question 12: Neighborliness	
About how often, if at all, do you talk to or visit with your immediate neighbors (people who live in the 10 or 20 households that are closest to you)?	Percent of respondents
Just about everyday	28%
Several times a week	28%
Several times a month	19%
Less than several times a month	25%
Total	100%

Question 13: Service Quality					
Please rate the quality of each of the following services in Yakima:	Excellent	Good	Fair	Poor	Total
Police services	12%	42%	32%	15%	100%
Fire services	28%	56%	14%	2%	100%
Ambulance or emergency medical services	29%	54%	14%	3%	100%
Crime prevention	5%	18%	40%	38%	100%
Fire prevention and education	8%	48%	36%	8%	100%
Municipal courts	7%	35%	42%	16%	100%
Traffic enforcement	7%	40%	38%	15%	100%
Street repair	3%	19%	31%	46%	100%
Street cleaning	6%	36%	41%	17%	100%
Street lighting	5%	36%	37%	22%	100%
Snow removal	7%	29%	36%	28%	100%
Sidewalk maintenance	3%	23%	41%	32%	100%
Traffic signal timing	6%	38%	38%	17%	100%
Bus or transit services	14%	48%	32%	6%	100%
Garbage collection	27%	53%	17%	4%	100%
Recycling	9%	35%	25%	31%	100%
Yard waste pick-up	17%	42%	28%	14%	100%
Storm drainage	6%	40%	39%	15%	100%
Drinking water	16%	48%	26%	9%	100%
Sewer services	14%	57%	27%	3%	100%
Power (electric and/or gas) utility	17%	56%	23%	4%	100%
City parks	10%	46%	35%	8%	100%
Recreation programs or classes	6%	37%	43%	13%	100%
Recreation centers or facilities	7%	36%	43%	14%	100%
Land use, planning and zoning	3%	25%	42%	31%	100%
Code enforcement (weeds, abandoned buildings, etc.)	2%	13%	39%	46%	100%
Animal control	4%	24%	35%	37%	100%
Economic development	3%	20%	43%	34%	100%
Services to seniors	8%	38%	39%	15%	100%
Services to youth	5%	27%	38%	30%	100%
Services to low-income people	11%	29%	30%	30%	100%
Public library services	19%	51%	24%	7%	100%
Public information services	9%	39%	39%	14%	100%
Public schools	9%	36%	37%	17%	100%
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	8%	27%	38%	27%	100%

Question 14: Government Services Overall					
Overall, how would you rate the quality of the services provided by each of the following?	Excellent	Good	Fair	Poor	Total
The City of Yakima	5%	40%	41%	14%	100%
The Federal Government	4%	25%	46%	26%	100%
The State Government	4%	26%	46%	25%	100%
Yakima County Government	3%	33%	44%	19%	100%

Question 15: Recommendation and Longevity					
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 Yakima to someone who asks	21%	38%	22%	20%	100%
Remain in Yakima for the next five years	44%	29%	14%	12%	100%

Question 16: Impact of the Economy	
What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:	Percent of respondents
Very positive	5%
Somewhat positive	12%
Neutral	43%
Somewhat negative	29%
Very negative	10%
Total	100%

Question 17: Contact with Fire Department			
Have you had any in-person or phone contact with an employee of the City of Yakima Fire Department within the last 12 months?	No	Yes	Total
Have you had any in-person or phone contact with an employee of the City of Yakima Fire Department within the last 12 months?	86%	14%	100%

Question 18: Ratings of Contact with Fire Department					
What was your overall impression of your most recent contact with the City of Yakima Fire Department?	Excellent	Good	Fair	Poor	Total
What was your overall impression of your most recent contact with the City of Yakima Fire Department?	50%	38%	8%	3%	100%

Question 19: Contact with City Employees	
Have you had any in-person, phone or email with an employee of the City of Yakima within the last 12 months (including police, receptionists, planners or any others)?	Percent of respondents
No	58%
Yes	42%
Total	100%

Question 20: City Employees					
What was your impression of the employee(s) of the City of Yakima in your most recent contact?	Excellent	Good	Fair	Poor	Total
Knowledge	25%	45%	23%	7%	100%
Responsiveness	25%	37%	24%	14%	100%
Courtesy	32%	35%	20%	14%	100%
Overall impression	27%	33%	23%	16%	100%

Question 21: Government Performance					
Please rate the following categories of Yakima government performance:	Excellent	Good	Fair	Poor	Total
The value of services for the taxes paid to Yakima	4%	23%	48%	25%	100%
The overall direction that Yakima is taking	4%	24%	45%	27%	100%
The job Yakima government does at welcoming citizen involvement	5%	25%	42%	29%	100%

Question 22a: Custom Question 1					
Please indicate how much you would support or oppose each of the following ways to fund future street/road repairs in Yakima:	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Total
	Annual \$20 "car tab" fee on all registered vehicles	23%	27%	17%	33%
Sales tax increase	5%	19%	24%	52%	100%
Property tax increase	4%	15%	18%	63%	100%

Question 22b: Custom Question 2					
Please indicate how much you would support or oppose the City of Yakima taking the following actions:	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Total
Funding the construction of a new aquatics facility with a property tax increase	14%	25%	19%	42%	100%
Funding the construction of a new aquatics facility with a sales tax increase	14%	25%	21%	39%	100%
Funding the repairs of existing aquatics facilities with a property tax increase	9%	23%	24%	44%	100%
Funding the repairs of existing aquatics facilities with a sales tax increase	10%	29%	25%	35%	100%

Question 22c: Custom Question 3	
The City of Yakima is considering implementing a curbside recycling program. To what extent do you support or oppose a curbside recycling program in Yakima?	Percent of respondents
Strongly support	60%
Somewhat support	28%
Somewhat oppose	5%
Strongly oppose	7%
Total	100%

Question D1: Employment Status	
Are you currently employed for pay?	Percent of respondents
No	40%
Yes, full-time	46%
Yes, part-time	14%
Total	100%

Question D2: Mode of Transportation Used for Commute	
During a typical week, how many days do you commute to work (for the longest distance of your commute) in each of the ways listed below?	Percent of days mode used
Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) by myself	73%
Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) with other children or adults	15%
Bus, rail, subway or other public transportation	2%
Walk	4%
Bicycle	1%
Work at home	4%
Other	1%

Question D3: Length of Residency	
How many years have you lived in Yakima?	Percent of respondents
Less than 2 years	4%
2 to 5 years	9%
6 to 10 years	12%
11 to 20 years	16%
More than 20 years	59%
Total	100%

Question D4: Housing Unit Type	
Which best describes the building you live in?	Percent of respondents
One family house detached from any other houses	61%
House attached to one or more houses (e.g., a duplex or townhome)	12%
Building with two or more apartments or condominiums	22%
Mobile home	3%
Other	2%
Total	100%

Question D5: Housing Tenure (Rent/Own)	
Is this house, apartment or mobile home...	Percent of respondents
Rented for cash or occupied without cash payment	44%
Owned by you or someone in this house with a mortgage or free and clear	56%
Total	100%

Question D6: Monthly Housing Cost	
About how much is the monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?	Percent of respondents
Less than \$300 per month	6%
\$300 to \$599 per month	26%
\$600 to \$999 per month	37%
\$1,000 to \$1,499 per month	19%
\$1,500 to \$2,499 per month	11%
\$2,500 or more per month	2%
Total	100%

Question D7: Presence of Children in Household	
Do any children 17 or under live in your household?	Percent of respondents
No	65%
Yes	35%
Total	100%

Question D8: Presence of Older Adults in Household	
Are you or any other members of your household aged 65 or older?	Percent of respondents
No	73%
Yes	27%
Total	100%

Question D9: Household Income	
How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)	Percent of respondents
Less than \$24,999	36%
\$25,000 to \$49,999	33%
\$50,000 to \$99,999	23%
\$100,000 to \$149,999	6%
\$150,000 or more	2%
Total	100%

Question D10: Ethnicity	
Are you Spanish, Hispanic or Latino?	Percent of respondents
No, not Spanish, Hispanic or Latino	68%
Yes, I consider myself to be Spanish, Hispanic or Latino	32%
Total	100%

Question D11: Race	
What is your race? (Mark one or more races to indicate what race(s) you consider yourself to be.)	Percent of respondents
American Indian or Alaskan Native	5%
Asian, Asian Indian or Pacific Islander	2%
Black or African American	1%
White	73%
Other	24%

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

Question D12: Age	
In which category is your age?	Percent of respondents
18 to 24 years	7%
25 to 34 years	24%
35 to 44 years	15%
45 to 54 years	17%
55 to 64 years	12%
65 to 74 years	14%
75 years or older	10%
Total	100%

Question D13: Gender	
What is your sex?	Percent of respondents
Female	53%
Male	47%
Total	100%

Question D14: Registered to Vote	
Are you registered to vote in your jurisdiction?	Percent of respondents
No	19%
Yes	78%
Ineligible to vote	4%
Total	100%

Question D15: Voted in Last General Election	
Many people don't have time to vote in elections. Did you vote in the last general election?	Percent of respondents
No	30%
Yes	65%
Ineligible to vote	5%
Total	100%

Question D16: Has Cell Phone	
Do you have a cell phone?	Percent of respondents
No	16%
Yes	84%
Total	100%

Question D17: Has Land Line	
Do you have a land line at home?	Percent of respondents
No	44%
Yes	56%
Total	100%

Question D18: Primary Phone	
If you have both a cell phone and a land line, which do you consider your primary telephone number?	Percent of respondents
Cell	28%
Land line	47%
Both	25%
Total	100%

FREQUENCIES INCLUDING “DON’T KNOW” RESPONSES

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

Question 1: Quality of Life												
Please rate each of the following aspects of quality of life in Yakima:	Excellent		Good		Fair		Poor		Don't know		Total	
	Yakima as a place to live	9%	70	41%	333	37%	301	14%	113	0%	3	100%
Your neighborhood as a place to live	15%	119	46%	373	28%	226	12%	97	0%	3	100%	818
Yakima as a place to raise children	5%	41	31%	252	38%	307	20%	165	5%	43	100%	808
Yakima as a place to work	6%	51	30%	241	38%	309	22%	178	3%	27	100%	807
Yakima as a place to retire	10%	76	31%	251	24%	192	25%	197	11%	86	100%	802
The overall quality of life in Yakima	5%	39	39%	315	40%	330	16%	126	1%	5	100%	815

Question 2: Community Characteristics												
Please rate each of the following characteristics as they relate to Yakima as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
	Sense of community	3%	21	30%	238	46%	363	18%	144	4%	32	100%
Openness and acceptance of the community toward people of diverse backgrounds	4%	36	30%	241	39%	317	25%	199	2%	20	100%	814
Overall appearance of Yakima	3%	28	26%	211	47%	385	23%	189	0%	3	100%	815
Cleanliness of Yakima	4%	36	27%	220	43%	353	25%	204	0%	1	100%	814
Overall quality of new development in Yakima	6%	48	31%	253	37%	300	22%	179	4%	30	100%	810
Variety of housing options	7%	56	37%	300	35%	281	17%	139	4%	30	100%	805
Overall quality of business and service establishments in Yakima	5%	45	37%	305	43%	352	13%	108	1%	7	100%	816
Shopping opportunities	8%	63	30%	248	38%	308	23%	188	1%	5	100%	812
Opportunities to attend cultural activities	7%	58	31%	255	36%	296	18%	147	7%	59	100%	814
Recreational opportunities	8%	68	31%	255	30%	249	27%	223	3%	21	100%	816
Employment opportunities	2%	13	13%	103	42%	333	40%	321	4%	29	100%	799

Question 2: Community Characteristics												
Please rate each of the following characteristics as they relate to Yakima as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
	Educational opportunities	7%	52	39%	308	36%	292	16%	125	3%	23	100%
Opportunities to participate in social events and activities	6%	49	29%	236	46%	378	12%	94	7%	57	100%	814
Opportunities to participate in religious or spiritual events and activities	15%	126	40%	328	28%	228	6%	50	11%	89	100%	820
Opportunities to volunteer	18%	143	44%	354	27%	215	6%	50	6%	49	100%	812
Opportunities to participate in community matters	8%	62	32%	258	36%	289	13%	102	11%	84	100%	794
Ease of car travel in Yakima	14%	118	48%	393	28%	233	7%	60	2%	16	100%	819
Ease of bus travel in Yakima	12%	95	35%	285	20%	160	8%	63	26%	207	100%	810
Ease of bicycle travel in Yakima	9%	72	25%	203	27%	220	18%	145	21%	171	100%	811
Ease of walking in Yakima	14%	110	32%	261	33%	270	17%	136	4%	35	100%	812
Availability of paths and walking trails	14%	115	33%	265	32%	261	16%	133	5%	40	100%	814
Traffic flow on major streets	6%	48	36%	289	41%	335	16%	128	1%	11	100%	811
Amount of public parking	6%	49	30%	242	37%	303	24%	192	3%	22	100%	809
Availability of affordable quality housing	3%	26	26%	211	35%	284	25%	202	10%	82	100%	806
Availability of affordable quality child care	3%	24	14%	109	27%	215	19%	154	37%	295	100%	797
Air quality	8%	63	41%	333	37%	297	11%	92	3%	25	100%	809
Quality of overall natural environment in Yakima	9%	71	39%	315	39%	314	10%	82	3%	24	100%	807
Overall image or reputation of Yakima	3%	26	15%	125	32%	259	48%	389	2%	13	100%	812

Question 3: Growth														
Please rate the speed of growth in the following categories in Yakima over the past 2 years:	Much too slow		Somewhat too slow		Right amount		Somewhat too fast		Much too fast		Don't know		Total	
	Population growth	2%	12	8%	65	33%	266	29%	232	14%	114	15%	122	100%
Retail growth (stores, restaurants, etc.)	12%	93	36%	287	39%	315	5%	40	4%	33	5%	38	100%	805
Jobs growth	35%	288	42%	338	10%	84	2%	12	1%	6	10%	84	100%	812

Question 4: Code Enforcement		
To what degree, if at all, are run down buildings, weed lots or junk vehicles a problem in Yakima?	Percent of respondents	Count
Not a problem	2%	19
Minor problem	13%	102
Moderate problem	44%	348
Major problem	35%	281
Don't know	6%	46
Total	100%	795

Question 5: Community Safety														
Please rate how safe or unsafe you feel from the following in Yakima:	Very safe		Somewhat safe		Neither safe nor unsafe		Somewhat unsafe		Very unsafe		Don't know		Total	
	Violent crime (e.g., rape, assault, robbery)	3%	23	23%	188	21%	167	31%	255	22%	178	1%	5	100%
Property crimes (e.g., burglary, theft)	2%	18	15%	121	16%	128	30%	243	36%	293	1%	12	100%	814
Environmental hazards, including toxic waste	17%	141	31%	254	21%	174	13%	103	4%	30	14%	112	100%	814

Question 6: Personal Safety														
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	37%	303	40%	331	9%	71	11%	88	3%	26	0%	3	100%
In your neighborhood after dark	14%	112	36%	292	15%	120	22%	178	14%	112	0%	4	100%	819
In Yakima's commercial areas during the day	21%	167	41%	330	19%	155	13%	109	5%	39	1%	12	100%	813
In Yakima's commercial areas after dark	3%	26	20%	161	17%	141	30%	245	27%	220	3%	23	100%	816

Question 7: Contact with Police Department								
Have you had any in-person or phone contact with an employee of the City of Yakima Police Department within the last 12 months?	No		Yes		Don't know		Total	
Have you had any in-person or phone contact with an employee of the City of Yakima Police Department within the last 12 months?	60%	484	38%	308	2%	16	100%	808

Question 8: Ratings of Contact with Police Department												
What was your overall impression of your most recent contact with the City of Yakima Police Department?	Excellent		Good		Fair		Poor		Don't know		Total	
What was your overall impression of your most recent contact with the City of Yakima Police Department?	26%	79	34%	102	23%	70	17%	52	0%	0	100%	304

Question 9: Crime Victim		
During the past 12 months, were you or anyone in your household the victim of any crime?	Percent of respondents	Count
No	72%	582
Yes	26%	210
Don't know	2%	13
Total	100%	805

Question 10: Crime Reporting		
If yes, was this crime (these crimes) reported to the police?	Percent of respondents	Count
No	19%	39
Yes	81%	166
Don't know	0%	1
Total	100%	205

Question 11: Resident Behaviors												
In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Yakima?	Never		Once or twice		3 to 12 times		13 to 26 times		More than 26 times		Total	
	Used Yakima public libraries or their services	40%	324	27%	222	21%	170	6%	51	6%	52	100%
Used Yakima recreation centers	40%	322	24%	192	23%	186	9%	73	5%	39	100%	812
Participated in a recreation program or activity	48%	386	27%	215	17%	135	6%	52	3%	23	100%	810
Visited a neighborhood park or City park	13%	102	23%	186	35%	280	16%	128	14%	113	100%	810
Ridden a local bus within Yakima	68%	546	14%	114	9%	73	3%	23	6%	52	100%	809
Attended a meeting of local elected officials or other local public meeting	82%	666	14%	112	3%	28	0%	2	1%	6	100%	814
Watched a meeting of local elected officials or other City-sponsored public meeting on cable television, the Internet or other media	53%	436	26%	216	16%	130	2%	20	2%	16	100%	818
Visited the City of Yakima Web site (at www.yakimawa.gov)	64%	510	20%	160	13%	103	3%	25	0%	3	100%	801
Recycled used paper, cans or bottles from your home	22%	175	15%	120	21%	168	16%	126	26%	204	100%	793
Volunteered your time to some group or activity in Yakima	46%	372	22%	178	15%	119	7%	59	10%	77	100%	805
Participated in religious or spiritual activities in Yakima	40%	318	16%	127	13%	106	9%	75	22%	179	100%	805
Participated in a club or civic group in Yakima	62%	504	17%	141	11%	87	4%	36	5%	43	100%	812
Provided help to a friend or neighbor	3%	28	18%	145	40%	326	18%	143	21%	170	100%	812

Question 12: Neighborliness		
About how often, if at all, do you talk to or visit with your immediate neighbors (people who live in the 10 or 20 households that are closest to you)?	Percent of respondents	Count
Just about everyday	28%	225
Several times a week	28%	225
Several times a month	19%	156
Less than several times a month	25%	202
Total	100%	808

Question 13: Service Quality												
Please rate the quality of each of the following services in Yakima:	Excellent		Good		Fair		Poor		Don't know		Total	
	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count
Police services	11%	89	39%	320	30%	243	14%	112	7%	55	100%	818
Fire services	24%	195	47%	387	12%	100	2%	13	15%	125	100%	821
Ambulance or emergency medical services	24%	199	45%	368	12%	98	2%	19	16%	133	100%	817
Crime prevention	4%	33	16%	129	36%	291	34%	277	10%	85	100%	815
Fire prevention and education	6%	51	37%	305	28%	231	6%	51	22%	175	100%	814
Municipal courts	5%	39	24%	198	30%	243	11%	92	29%	240	100%	813
Traffic enforcement	6%	49	36%	291	34%	278	14%	112	10%	84	100%	813
Street repair	3%	24	19%	153	31%	249	45%	368	2%	17	100%	812
Street cleaning	6%	49	35%	284	41%	328	17%	136	2%	13	100%	810
Street lighting	5%	38	36%	290	37%	297	21%	172	2%	13	100%	811
Snow removal	6%	51	29%	231	35%	285	27%	217	2%	20	100%	804
Sidewalk maintenance	3%	26	22%	177	39%	312	30%	240	6%	52	100%	807
Traffic signal timing	6%	49	37%	299	37%	300	17%	136	3%	26	100%	812
Bus or transit services	9%	74	32%	260	21%	171	4%	32	33%	269	100%	805
Garbage collection	26%	209	51%	413	16%	132	4%	32	3%	21	100%	806
Recycling	8%	62	30%	242	22%	178	27%	218	13%	106	100%	805
Yard waste pick-up	13%	102	32%	256	21%	171	11%	85	23%	187	100%	802
Storm drainage	5%	42	33%	265	33%	264	12%	98	16%	129	100%	798
Drinking water	16%	128	46%	378	26%	209	9%	73	3%	26	100%	814
Sewer services	12%	99	50%	398	23%	189	2%	18	12%	100	100%	804
Power (electric and/or gas) utility	16%	132	54%	436	22%	176	4%	33	3%	26	100%	803
City parks	10%	80	43%	354	33%	273	8%	64	6%	45	100%	816
Recreation programs or classes	4%	33	26%	208	30%	240	9%	74	31%	255	100%	810
Recreation centers or facilities	5%	38	26%	208	31%	246	10%	80	28%	225	100%	796
Land use, planning and zoning	2%	14	17%	137	28%	225	21%	166	33%	263	100%	805
Code enforcement (weeds, abandoned buildings, etc.)	2%	15	10%	84	32%	259	38%	310	18%	146	100%	814

Question 13: Service Quality												
Please rate the quality of each of the following services in Yakima:	Excellent		Good		Fair		Poor		Don't know		Total	
	Animal control	3%	27	20%	163	29%	236	31%	251	16%	127	100%
Economic development	2%	18	16%	131	35%	283	27%	220	19%	153	100%	805
Services to seniors	6%	46	27%	216	28%	225	10%	85	30%	241	100%	812
Services to youth	4%	29	20%	158	28%	228	23%	181	26%	206	100%	801
Services to low-income people	8%	64	22%	174	23%	181	22%	178	25%	199	100%	796
Public library services	15%	122	41%	331	19%	155	5%	43	20%	159	100%	811
Public information services	7%	52	28%	229	29%	230	10%	81	26%	212	100%	805
Public schools	8%	62	31%	246	31%	251	15%	116	15%	123	100%	799
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	5%	37	17%	130	24%	184	17%	132	37%	290	100%	773

Question 14: Government Services Overall												
Overall, how would you rate the quality of the services provided by each of the following?	Excellent		Good		Fair		Poor		Don't know		Total	
	The City of Yakima	5%	38	37%	301	39%	314	13%	109	6%	50	100%
The Federal Government	3%	26	21%	170	39%	317	22%	180	14%	115	100%	809
The State Government	3%	25	23%	180	40%	318	21%	170	14%	108	100%	802
Yakima County Government	3%	24	29%	235	38%	307	17%	137	13%	102	100%	805

Question 15: Recommendation and Longevity												
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 Yakima to someone who asks	21%	170	37%	300	21%	172	19%	157	2%	19	100%
Remain in Yakima for the next five years	43%	348	28%	227	14%	113	12%	97	3%	22	100%	806

Question 16: Impact of the Economy

What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:	Percent of respondents	Count
Very positive	5%	38
Somewhat positive	12%	101
Neutral	43%	349
Somewhat negative	29%	237
Very negative	10%	85
Total	100%	810

Question 17: Contact with Fire Department

Have you had any in-person or phone contact with an employee of the City of Yakima Fire Department within the last 12 months?	No		Yes		Don't know		Total	
	Have you had any in-person or phone contact with an employee of the City of Yakima Fire Department within the last 12 months?	86%	697	13%	110	1%	7	100%

Question 18: Ratings of Contact with Fire Department

What was your overall impression of your most recent contact with the City of Yakima Fire Department?	Excellent		Good		Fair		Poor		Don't know		Total	
	What was your overall impression of your most recent contact with the City of Yakima Fire Department?	50%	53	38%	41	8%	9	3%	4	1%	1	100%

Question 19: Contact with City Employees

Have you had any in-person, phone or email with an employee of the City of Yakima within the last 12 months (including police, receptionists, planners or any others)?	Percent of respondents	Count
No	58%	466
Yes	42%	342
Total	100%	808

Question 20: City Employees												
What was your impression of the employee(s) of the City of Yakima in your most recent contact?	Excellent		Good		Fair		Poor		Don't know		Total	
Knowledge	25%	84	44%	151	23%	77	7%	24	1%	4	100%	340
Responsiveness	25%	84	37%	125	24%	81	14%	47	1%	3	100%	341
Courtesy	31%	107	35%	119	19%	66	14%	46	1%	3	100%	340
Overall impression	27%	92	33%	111	23%	79	16%	55	1%	3	100%	340

Question 21: Government Performance												
Please rate the following categories of Yakima government performance:	Excellent		Good		Fair		Poor		Don't know		Total	
The value of services for the taxes paid to Yakima	3%	27	20%	165	42%	336	22%	175	13%	107	100%	811
The overall direction that Yakima is taking	3%	28	21%	169	40%	324	24%	193	12%	97	100%	812
The job Yakima government does at welcoming citizen involvement	4%	30	20%	162	34%	273	23%	185	20%	159	100%	808

Question 22a: Custom Question 1												
Please indicate how much you would support or oppose each of the following ways to fund future street/road repairs in Yakima:	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know		Total	
Annual \$20 "car tab" fee on all registered vehicles	22%	179	26%	209	16%	133	32%	256	4%	35	100%	812
Sales tax increase	5%	41	18%	144	23%	179	49%	387	6%	44	100%	796
Property tax increase	4%	28	13%	105	17%	134	58%	457	8%	66	100%	790

Question 22b: Custom Question 2												
Please indicate how much you would support or oppose the City of Yakima taking the following actions:	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know		Total	
	Funding the construction of a new aquatics facility with a property tax increase	13%	104	23%	185	18%	142	39%	317	7%	54	100%
Funding the construction of a new aquatics facility with a sales tax increase	13%	107	24%	189	20%	160	36%	290	7%	56	100%	802
Funding the repairs of existing aquatics facilities with a property tax increase	8%	67	21%	169	23%	180	41%	326	7%	56	100%	798
Funding the repairs of existing aquatics facilities with a sales tax increase	9%	73	27%	216	23%	186	32%	259	8%	68	100%	802

Question 22c: Custom Question 3		
The City of Yakima is considering implementing a curbside recycling program. To what extent do you support or oppose a curbside recycling program in Yakima?	Percent of respondents	Count
Strongly support	55%	449
Somewhat support	26%	213
Somewhat oppose	4%	34
Strongly oppose	7%	56
Don't know	8%	61
Total	100%	814

Question D1: Employment Status		
Are you currently employed for pay?	Percent of respondents	Count
No	40%	318
Yes, full-time	46%	372
Yes, part-time	14%	109
Total	100%	800

Question D2: Mode of Transportation Used for Commute	
During a typical week, how many days do you commute to work (for the longest distance of your commute) in each of the ways listed below?	Percent of days mode used
Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) by myself	73%
Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) with other children or adults	15%
Bus, rail, subway or other public transportation	2%
Walk	4%
Bicycle	1%
Work at home	4%
Other	1%

Question D3: Length of Residency		
How many years have you lived in Yakima?	Percent of respondents	Count
Less than 2 years	4%	36
2 to 5 years	9%	74
6 to 10 years	12%	95
11 to 20 years	16%	132
More than 20 years	59%	477
Total	100%	814

Question D4: Housing Unit Type		
Which best describes the building you live in?	Percent of respondents	Count
One family house detached from any other houses	61%	492
House attached to one or more houses (e.g., a duplex or townhome)	12%	98
Building with two or more apartments or condominiums	22%	180
Mobile home	3%	23
Other	2%	13
Total	100%	806

Question D5: Housing Tenure (Rent/Own)		
Is this house, apartment or mobile home...	Percent of respondents	Count
Rented for cash or occupied without cash payment	44%	347
Owned by you or someone in this house with a mortgage or free and clear	56%	439
Total	100%	786

Question D6: Monthly Housing Cost		
About how much is the monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners" association (HOA) fees)?	Percent of respondents	Count
Less than \$300 per month	6%	51
\$300 to \$599 per month	26%	205
\$600 to \$999 per month	37%	293
\$1,000 to \$1,499 per month	19%	148
\$1,500 to \$2,499 per month	11%	84
\$2,500 or more per month	2%	15
Total	100%	795

Question D7: Presence of Children in Household		
Do any children 17 or under live in your household?	Percent of respondents	Count
No	65%	519
Yes	35%	285
Total	100%	803

Question D8: Presence of Older Adults in Household		
Are you or any other members of your household aged 65 or older?	Percent of respondents	Count
No	73%	591
Yes	27%	223
Total	100%	814

Question D9: Household Income		
How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)	Percent of respondents	Count
Less than \$24,999	36%	277
\$25,000 to \$49,999	33%	258
\$50,000 to \$99,999	23%	175
\$100,000 to \$149,999	6%	47
\$150,000 or more	2%	17
Total	100%	774

Question D10: Ethnicity		
Are you Spanish, Hispanic or Latino?	Percent of respondents	Count
No, not Spanish, Hispanic or Latino	68%	540
Yes, I consider myself to be Spanish, Hispanic or Latino	32%	250
Total	100%	790

Question D11: Race		
What is your race? (Mark one or more races to indicate what race(s) you consider yourself to be.)	Percent of respondents	Count
American Indian or Alaskan Native	5%	37
Asian, Asian Indian or Pacific Islander	2%	15
Black or African American	1%	8
White	73%	571
Other	24%	191

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

Question D12: Age		
In which category is your age?	Percent of respondents	Count
18 to 24 years	7%	54
25 to 34 years	24%	198
35 to 44 years	15%	125
45 to 54 years	17%	140
55 to 64 years	12%	100
65 to 74 years	14%	114
75 years or older	10%	77
Total	100%	808

Question D13: Gender		
What is your sex?	Percent of respondents	Count
Female	53%	418
Male	47%	378
Total	100%	795

Question D14: Registered to Vote		
Are you registered to vote in your jurisdiction?	Percent of respondents	Count
No	18%	147
Yes	76%	615
Ineligible to vote	4%	29
Don't know	3%	21
Total	100%	813

Question D15: Voted in Last General Election		
Many people don't have time to vote in elections. Did you vote in the last general election?	Percent of respondents	Count
No	29%	236
Yes	64%	514
Ineligible to vote	4%	36
Don't know	3%	24
Total	100%	810

Question D16: Has Cell Phone		
Do you have a cell phone?	Percent of respondents	Count
No	16%	127
Yes	84%	684
Total	100%	811

Question D17: Has Land Line		
Do you have a land line at home?	Percent of respondents	Count
No	44%	353
Yes	56%	458
Total	100%	811

Question D18: Primary Phone		
If you have both a cell phone and a land line, which do you consider your primary telephone number?	Percent of respondents	Count
Cell	28%	98
Land line	47%	167
Both	25%	90
Total	100%	355

APPENDIX B: SURVEY METHODOLOGY

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

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

SURVEY VALIDITY

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

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

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

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

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

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

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

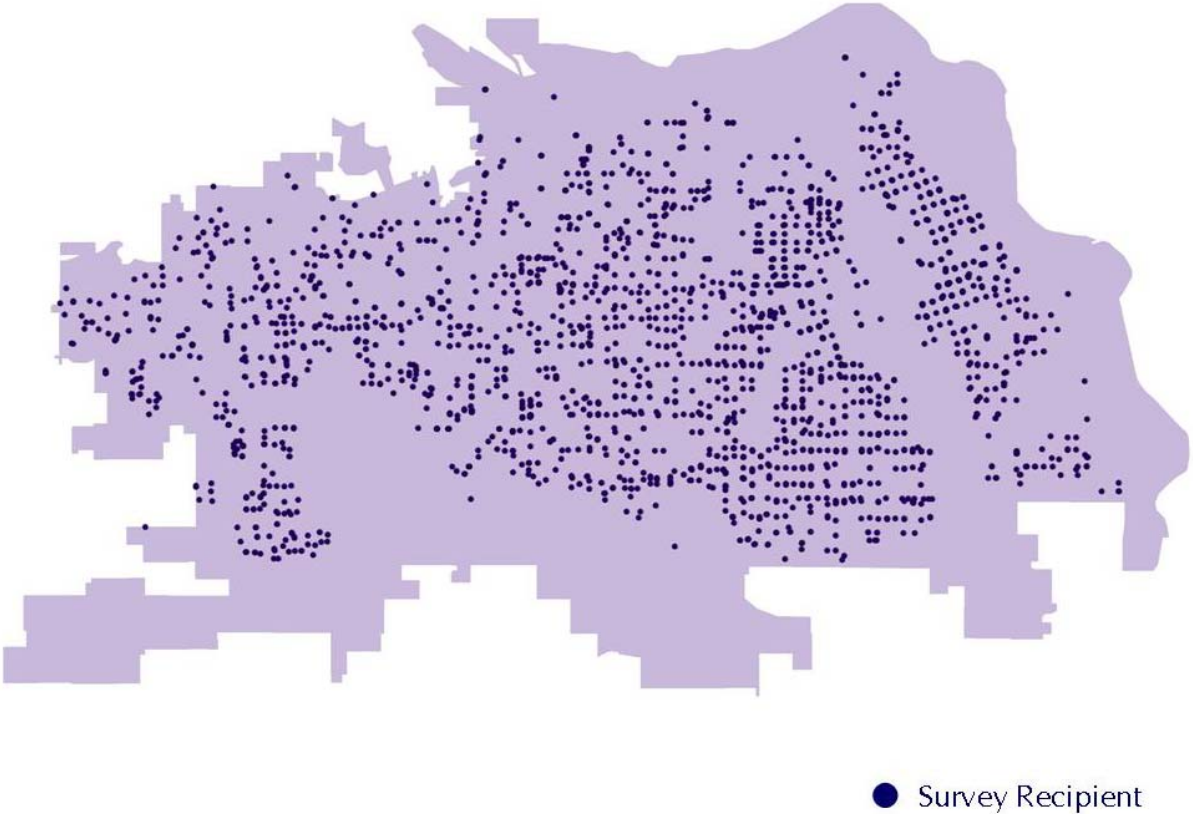
SURVEY SAMPLING

“Sampling” refers to the method by which survey recipients were chosen. All households within the City of Yakima were eligible to participate in the survey; 3,000 were selected to receive the survey. These 3,000 households were randomly selected from a comprehensive list of all housing units within the City of Yakima boundaries. The basis of the list of all housing units was a United States Postal Service listing of housing units within zip codes. Since some of the zip codes that serve the City of Yakima households may also serve addresses that lie outside of the jurisdiction, the exact geographic location of each housing unit was compared to jurisdiction boundaries, using the most current municipal boundary file (updated on a quarterly basis), and addresses located outside of the City of Yakima boundaries were removed from consideration.

To choose the 3,000 survey recipients, a systematic sampling method was applied to the list of households known to be within the City of Yakima. Systematic sampling is a procedure whereby a complete list of all possible items is culled, selecting every Nth one until the appropriate amount of items is selected. Multi-family housing units were over sampled as residents of this type of housing typically respond at lower rates to surveys than do those in single-family housing units.

FIGURE 89: LOCATION OF SURVEY RECIPIENTS

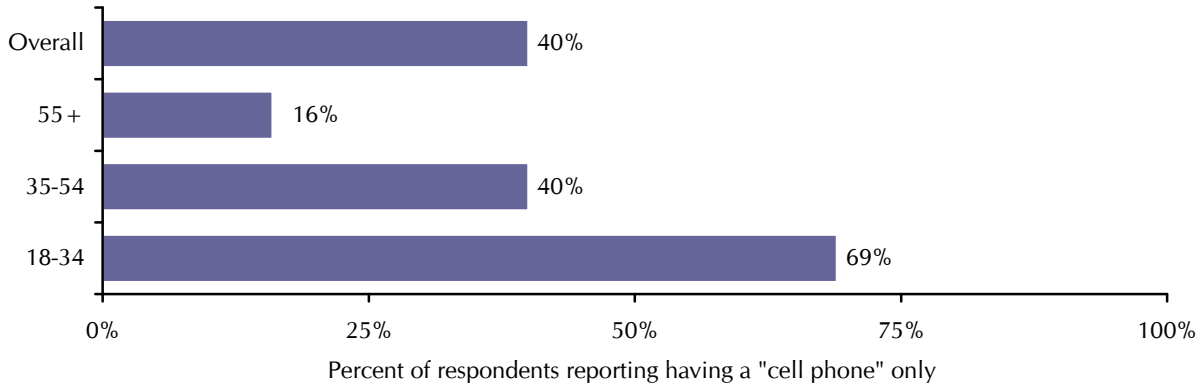
The National Citizen Survey™ Yakima, WA 2012



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

In response to the growing number of the cell-phone population (so-called “cord cutters”), which includes a large proportion of young adults, questions about cell phones and land lines are included on The NCS™ questionnaire. As of the middle of 2010 (the most recent estimates available as of the end of 2010), 26.6% of U.S. households had a cell phone but no landline.¹ Among younger adults (age 18-34), 53.7% of households were “cell-only.” Based on survey results, Yakima has a “cord cutter” population greater than the nationwide 2010 estimates

FIGURE 90: PREVALENCE OF CELL-PHONE ONLY RESPONDENTS IN YAKIMA



SURVEY ADMINISTRATION

Selected households received three mailings, one week apart, beginning June 22, 2012. The first mailing was a prenotification postcard announcing the upcoming survey. The next mailing contained a letter from the mayor inviting the household to participate, a questionnaire and a postage-paid return envelope. The final mailing contained a reminder letter, another survey and a postage-paid return envelope. The second cover letter asked those who had not completed the survey to do so and those who have already done so to refrain from turning in another survey. Completed surveys were collected over the following six weeks.

All selected households were mailed surveys in both English and Spanish, and were given the option of completing the survey online. Of the 837 completed surveys, 40 were completed in Spanish and 34 were completed online.

SURVEY RESPONSE RATE AND CONFIDENCE INTERVALS

It is customary to describe the precision of estimates made from surveys by a “level of confidence” and accompanying “confidence interval” (or margin of error). A traditional level of confidence, and the one used here, is 95%. The 95% confidence interval can be any size and quantifies the sampling error or imprecision of the survey results because some residents' opinions are relied on to estimate all residents' opinions. The confidence interval for the City of Yakima survey is no greater than plus or minus three percentage points around any given percent reported for the entire sample (837 completed surveys).

A 95% confidence interval indicates that for every 100 random samples of this many residents, 95 of the confidence intervals created will include the “true” population response. This theory is applied in practice to mean that the “true” perspective of the target population lies within the

¹ <http://www.cdc.gov/nchs/data/nhis/earlyrelease/wireless201012.pdf>

confidence interval created for a single survey. For example, if 75% of residents rate a service as “excellent” or “good,” then the 4% margin of error (for the 95% confidence interval) indicates that the range of likely responses for the entire jurisdiction is between 71% and 79%. This source of error is called sampling error. In addition to sampling error, other sources of error may affect any survey, including the non-response of residents with opinions different from survey responders. Though standardized on The NCS, on other surveys, differences in question wording, order, translation and data entry, as examples, can lead to somewhat varying results.

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

SURVEY PROCESSING (DATA ENTRY)

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

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

SURVEY DATA WEIGHTING

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

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

- The disparity between the survey respondent characteristics and the population norms for these variables
- The saliency of these variables in detecting differences of opinion among subgroups
- The importance to the community of correct ethnic representation

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

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

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

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

Yakima, WA Citizen Survey Weighting Table			
Characteristic	Population Norm ¹	Unweighted Data	Weighted Data
Housing			
Rent home	46%	32%	44%
Own home	54%	68%	56%
Detached unit	64%	66%	64%
Attached unit	36%	34%	36%
Race and Ethnicity			
White	72%	81%	69%
Not white	28%	19%	31%
Not Hispanic	67%	86%	68%
Hispanic	33%	14%	32%
White alone, not Hispanic	60%	76%	60%
Hispanic and/or other race	40%	24%	40%
Sex and Age			
Female	51%	56%	52%
Male	49%	44%	48%
18-34 years of age	34%	12%	31%
35-54 years of age	33%	27%	33%
55+ years of age	32%	61%	36%
Females 18-34	17%	8%	19%
Females 35-54	16%	15%	16%
Females 55+	18%	33%	17%
Males 18-34	18%	5%	13%
Males 35-54	17%	12%	17%
Males 55+	14%	28%	18%

¹ Source: 2010 Census/2005-2009 ACS

SURVEY DATA ANALYSIS AND REPORTING

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

Use of the “Excellent, Good, Fair, Poor” Response Scale

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

“Don’t Know” Responses

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

Benchmark Comparisons

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

NRC’s database of comparative resident opinion is comprised of resident perspectives gathered in citizen surveys from approximately 500 jurisdictions whose residents evaluated local government services. Conducted with typically no fewer than 400 residents in each jurisdiction, opinions are intended to represent over 30 million Americans. NRC has innovated a method for quantitatively integrating the results of surveys that are conducted by NRC with those that others have conducted. The integration methods have been thoroughly described not only in the Citizen Surveys book, but also in *Public Administration Review, Journal of Policy Analysis and Management*. Scholars who specialize in the analysis of citizen surveys regularly have relied on this work (e.g., Kelly, J. &

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

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

The Role of Comparisons

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

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

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

Comparison of Yakima to the Benchmark Database

The City of Yakima chose to have comparisons made to the entire database. A benchmark comparison (the average rating from all the comparison jurisdictions where a similar question was

asked) has been provided when a similar question on the City of Yakima Survey was included in NRC's database and there were at least five jurisdictions in which the question was asked. For most questions compared to the entire dataset, there were more than 100 jurisdictions included in the benchmark comparison.

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

APPENDIX C: SURVEY MATERIALS

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

Dear City of Yakima Resident,

Your household has been randomly selected to participate in a citizen survey about the City of Yakima. You will receive a copy of the survey next week in the mail with instructions for completing and returning it. Please be assured that your answers will be kept anonymous. Thank you in advance for helping us with this important project!

Sincerely,



Mayor/Alcalde
City of Yakima

Estimado residente de la ciudad de Yakima,

Su hogar ha sido seleccionado para participar en una encuesta anónima de ciudadanos sobre la Ciudad de Yakima. Usted recibirá una copia de la encuesta la próxima semana por correo con instrucciones en completar y regresar la encuesta. Gracias de antemano por su ayuda con este proyecto importante!

Atentamente,

Dear City of Yakima Resident,

Your household has been randomly selected to participate in a citizen survey about the City of Yakima. You will receive a copy of the survey next week in the mail with instructions for completing and returning it. Please be assured that your answers will be kept anonymous. Thank you in advance for helping us with this important project!

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Atentamente,



OFFICE OF THE CITY COUNCIL
129 North Second Street
Yakima, WA 98901

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Boulder, CO
Permit NO. 94



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*OFFICE OF THE CITY COUNCIL
129 North Second Street
City Hall, Yakima, Washington 98901
Phone (509) 575-6050 Fax (509) 576-6335*

*Micah Cawley, Mayor
Maureen Adkison, Assistant Mayor
Sara Bristol
Kathy Coffey
Rick Ensey
Dave Ettl
Bill Lover*

June 2012

Dear City of Yakima Resident:

The City of Yakima wants to know what you think about our community and municipal government. You have been randomly selected to participate in Yakima's 2012 Citizen Survey.

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

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

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

You may complete the survey online if you would prefer, at:
<http://www.n-r-c.com/survey/yakima.htm>

Your participation in this survey is very important – especially since your household is one of only a small number of households being surveyed. If you have any questions about the Citizen Survey please call 509-575-6050.

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

Sincerely,

Micah Cawley
Mayor



OFFICE OF THE CITY COUNCIL
129 North Second Street
City Hall, Yakima, Washington 98901
Phone (509) 575-6050 Fax (509) 576-6335

Micah Cawley, Mayor
Maureen Adkison, Assistant Mayor
Sara Bristol
Kathy Coffey
Rick Ensey
Dave Ettl
Bill Lover

July 2012

Dear City of Yakima Resident:

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

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

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

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

Sincerely,

Micah Cawley
Mayor

The City of Yakima 2012 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 Yakima:

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

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

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

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

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

4. To what degree, if at all, are run down buildings, weedy lots or junk vehicles a problem in Yakima?
 Not a problem Minor problem Moderate problem Major problem Don't know

5. Please rate how safe or unsafe you feel from the following in Yakima:

	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Don't know
Violent crime (e.g., rape, assault, robbery)	1	2	3	4	5	6
Property crimes (e.g., burglary, theft).....	1	2	3	4	5	6
Environmental hazards, including toxic waste.....	1	2	3	4	5	6

6. Please rate how safe or unsafe you feel:

	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Don't know
In your neighborhood during the day.....	1	2	3	4	5	6
In your neighborhood after dark.....	1	2	3	4	5	6
In Yakima's commercial areas during the day.....	1	2	3	4	5	6
In Yakima's commercial areas after dark	1	2	3	4	5	6

7. Have you had any in-person or phone contact with an employee of the City of Yakima Police Department within the last 12 months?

- No → Go to Question 9 Yes → Go to Question 8 Don't know → Go to Question 9

8. What was your overall impression of your most recent contact with the City of Yakima Police Department?

- Excellent Good Fair Poor Don't know

9. During the past 12 months, were you or anyone in your household the victim of any crime?

- No → Go to Question 11 Yes → Go to Question 10 Don't know → Go to Question 11

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

- No Yes Don't know

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

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

12. About how often, if at all, do you talk to or visit with your immediate neighbors (people who live in the 10 or 20 households that are closest to you)?

- Just about every day
 Several times a week
 Several times a month
 Less than several times a month

The City of Yakima 2012 Citizen Survey

13. Please rate the quality of each of the following services in Yakima:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Police 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
Municipal courts	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
Power (electric and/or gas) utility	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
Services to seniors.....	1	2	3	4	5
Services to youth.....	1	2	3	4	5
Services to low-income people	1	2	3	4	5
Public library services	1	2	3	4	5
Public information services	1	2	3	4	5
Public schools.....	1	2	3	4	5
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	1	2	3	4	5

14. 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 Yakima	1	2	3	4	5
The Federal Government	1	2	3	4	5
The State Government	1	2	3	4	5
Yakima County Government.....	1	2	3	4	5

15. 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 Yakima to someone who asks	1	2	3	4	5
Remain in Yakima for the next five years	1	2	3	4	5

16. 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

17. Have you had any in-person or phone contact with an employee of the City of Yakima Fire Department within the last 12 months?

- No → Go to Question 19
 Yes → Go to Question 18
 Don't know → Go to Question 19

18. What was your overall impression of your most recent contact with the City of Yakima Fire Department?

- Excellent
 Good
 Fair
 Poor
 Don't know

19. Have you had any in-person, phone or email contact with an employee of the City of Yakima within the last 12 months (including police, receptionists, planners or any others)?

- No → Go to Question 21
 Yes → Go to Question 20

20. What was your impression of the employee(s) of the City of Yakima in your most recent contact? (Rate each characteristic below.)

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Knowledge.....	1	2	3	4	5
Responsiveness.....	1	2	3	4	5
Courtesy.....	1	2	3	4	5
Overall impression.....	1	2	3	4	5

21. Please rate the following categories of Yakima 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 Yakima.....	1	2	3	4	5
The overall direction that Yakima is taking.....	1	2	3	4	5
The job Yakima government does at welcoming citizen involvement.....	1	2	3	4	5

22. Please check the response that comes closest to your opinion for each of the following questions:

a. Please indicate how much you would support or oppose each of the following ways to fund future street/road repairs in Yakima:

	<i>Strongly Support</i>	<i>Somewhat support</i>	<i>Somewhat oppose</i>	<i>Strongly oppose</i>	<i>Don't know</i>
Annual \$20 "car tab" fee on all registered vehicles.....	1	2	3	4	5
Sales tax increase.....	1	2	3	4	5
Property tax increase.....	1	2	3	4	5

b. Please indicate how much you would support or oppose the City of Yakima taking the following actions:

	<i>Strongly Support</i>	<i>Somewhat support</i>	<i>Somewhat oppose</i>	<i>Strongly oppose</i>	<i>Don't know</i>
Funding the construction of a new aquatics facility with a property tax increase.....	1	2	3	4	5
Funding the construction of a new aquatics facility with a sales tax increase.....	1	2	3	4	5
Funding the repairs of existing aquatics facilities with a property tax increase.....	1	2	3	4	5
Funding the repairs of existing aquatics facilities with a sales tax increase.....	1	2	3	4	5

c. The City of Yakima is considering implementing a curbside recycling program. To what extent do you support or oppose a curbside recycling program in Yakima?

- Strongly support
 Somewhat support
 Somewhat oppose
 Strongly oppose
 Don't know

The City of Yakima 2012 Citizen Survey

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

D1. Are you currently employed for pay?

- No → Go to Question D3
- Yes, full time → Go to Question D2
- Yes, part time → Go to Question D2

D2. During a typical week, how many days do you commute to work (for the longest distance of your commute) in each of the ways listed below? (Enter the total number of days, using whole numbers.)

- Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) by myself days
- Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) with other children or adults days
- Bus, rail, subway or other public transportation days
- Walk days
- Bicycle days
- Work at home days
- Other days

D3. How many years have you lived in Yakima?

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

D4. Which best describes the building you live in?

- One family house detached from any other houses
- House attached to one or more houses (e.g., a duplex or townhome)
- Building with two or more apartments or condominiums
- Mobile home
- Other

D5. Is this house, apartment or mobile home...

- Rented for cash or occupied without cash payment?
- Owned by you or someone in this house with a mortgage or free and clear?

D6. About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?

- Less than \$300 per month
- \$300 to \$599 per month
- \$600 to \$999 per month
- \$1,000 to \$1,499 per month
- \$1,500 to \$2,499 per month
- \$2,500 or more per month

D7. Do any children 17 or under live in your household?

- No Yes

D8. Are you or any other members of your household aged 65 or older?

- No Yes

D9. How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)

- Less than \$24,999
- \$25,000 to \$49,999
- \$50,000 to \$99,999
- \$100,000 to \$149,999
- \$150,000 or more

Please respond to both questions D10 and D11:

D10. Are you Spanish, Hispanic or Latino?

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

D11. 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

D12. 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

D13. What is your sex?

- Female Male

D14. Are you registered to vote in your jurisdiction?

- No Ineligible to vote
- Yes Don't know

D15. Many people don't have time to vote in elections. Did you vote in the last general election?

- No Ineligible to vote
- Yes Don't know

D16. Do you have a cell phone?

- No Yes

D17. Do you have a land line at home?

- No Yes

D18. If you have both a cell phone and a land line, which do you consider 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



OFFICE OF THE CITY COUNCIL
129 North Second Street
City Hall, Yakima, Washington 98901
Phone (509) 575-6050 Fax (509) 576-6335

Micah Cawley, Mayor
Maureen Adkison, Assistant Mayor
Sara Bristol
Kathy Coffey
Rick Ensey
Dave Ettl
Bill Lover

Junio 2012

Estimado residente de Yakima:

La Ciudad de Yakima desea saber qué piensa usted sobre la comunidad y el gobierno municipal. **Su hogar es uno de entre de algunos hogares seleccionados al azar para participar en la Ciudad de Yakima 2012 Encuesta de los Ciudadanos.**

Por favor tome unos pocos minutos para llenar la Encuesta de Ciudadanos adjunta. Sus respuestas ayudarán a que el Concejo de la Ciudad tome decisiones para mejorar la entrega de los servicios a nuestra comunidad. Encontrará que las preguntas son interesantes y nosotros definitivamente encontraremos que sus respuestas son útiles. ¡Por favor participe!

Para obtener una verdadera muestra representativa de los residentes de Yakima, solicitamos que llene la encuesta el adulto que haya tenido su cumpleaños más recientemente. La edad del adulto no importa siempre que tenga 18 años de edad o más. Al seleccionar de ésta forma a la persona que debe llenar la encuesta, se asegura que la encuesta en los hogares de la ciudad mejorara la exactitud de los resultados. Por favor tenga usted la seguridad de que sus respuestas se mantendrán anónimas.

Usted puede completar la encuesta en nuestro sitio en red, si usted prefiere, en:
<http://www.n-r-c.com/survey/ciudaddeyakima.htm>

Por favor, haga que el adecuado miembro del hogar pase unos minutos contestando todas las preguntas y devuelva la encuesta en el sobre adjunto con el franqueo pagado. Si tiene alguna pregunta acerca de la Encuesta de los Ciudadanos por favor llámenos al 509-575-6050.

Su participación en esta encuesta es muy importante especialmente puesto que su hogar es uno del pequeño número que está siendo encuestado. Por favor, ayúdenos a darle forma al futuro de Yakima. Gracias por su tiempo y participación.

Sinceramente,

Micah Cawley
Alcalde



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Micah Cawley, Mayor
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Sara Bristol
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Rick Ensey
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Bill Lover

Julio 2012

Estimado residente de Yakima:

Aproximadamente hace dos semanas habrá recibido usted una copia de la encuesta que se adjunta. Si usted la llenó y la devolvió, le damos las gracias por su tiempo y le rogamos que ignore esta encuesta. Por favor no responda dos veces. Si todavía no ha tenido la oportunidad de llenar la encuesta, le agradeceríamos su contestación. La Ciudad de Yakima desea saber qué piensa usted sobre la comunidad y el gobierno municipal. Su hogar es uno de algunos hogares seleccionados al azar para participar en la Ciudad de Yakima 2012 Encuesta de los Ciudadanos.

Por favor tome unos pocos minutos para llenar la Encuesta de Ciudadanos adjunta. Sus respuestas ayudarán a que el Concejo de la Ciudad tome decisiones para mejorar la entrega de los servicios a nuestra comunidad. Encontrará que las preguntas son interesantes y nosotros definitivamente encontraremos que sus respuestas son útiles. ¡Por favor participe!

Para obtener una verdadera muestra representativa de los residentes de Yakima, solicitamos que llene la encuesta el adulto que haya tenido su cumpleaños más recientemente. La edad del adulto no importa siempre que tenga 18 años de edad o más. Al seleccionar de ésta forma a la persona que debe llenar la encuesta, se asegura que la encuesta en los hogares de la ciudad mejorara la exactitud de los resultados. Por favor tenga usted la seguridad de que sus respuestas se mantendrán anónimas.

Usted puede completar la encuesta en nuestro sitio en red, si usted prefiere, en:
<http://www.n-r-c.com/survey/ciudaddeyakima.htm>

Por favor, haga que el adecuado miembro del hogar pase unos minutos contestando todas las preguntas y devuelva la encuesta en el sobre adjunto con el franqueo pagado. Si tiene alguna pregunta acerca de la Encuesta de los Ciudadanos por favor llámenos al 509-575-6050.

Su participación en esta encuesta es muy importante especialmente puesto que su hogar es uno del pequeño número que está siendo encuestado. Por favor, ayúdenos a darle forma al futuro de Yakima. Gracias por su tiempo y participación.

Sinceramente,

Micah Cawley
Alcalde

Encuesta Ciudadana del 2012 de la Ciudad de Yakima

Por favor complete este cuestionario si usted es el adulto (18 años o más) de su casa que más recientemente haya celebrado su cumpleaños. El año de nacimiento del adulto no importa. Por favor encierre en un círculo la respuesta que mejor represente su opinión en cada pregunta. Sus respuestas son anónimas y solo serán reportadas en forma general.

1. Por favor clasifique cada uno de los siguientes aspectos de la calidad de vida en Yakima:

	<i>Excelente</i>	<i>Bueno</i>	<i>Pasable</i>	<i>Bajo</i>	<i>No sé</i>
Yakima como lugar en donde vivir	1	2	3	4	5
Su vecindario como lugar en donde vivir.....	1	2	3	4	5
Yakima como lugar para criar niños	1	2	3	4	5
Yakima como lugar para trabajar.....	1	2	3	4	5
Yakima como lugar para jubilarse/retirarse.....	1	2	3	4	5
La calidad general de vida en Yakima	1	2	3	4	5

2. Por favor evalúe la forma en que cada una de las siguientes características se relaciona en general con la Ciudad de Yakima:

	<i>Excelente</i>	<i>Bueno</i>	<i>Pasable</i>	<i>Bajo</i>	<i>No sé</i>
Sentido de cooperación comunitaria.....	1	2	3	4	5
Aceptación de la comunidad a gente de diferentes antecedentes.....	1	2	3	4	5
Aspecto general de la Ciudad de Yakima	1	2	3	4	5
Limpieza de Yakima	1	2	3	4	5
Calidad general de desarrollo nuevo en Yakima.....	1	2	3	4	5
Variedad de opciones de vivienda	1	2	3	4	5
Calidad general de empresas y establecimientos de servicio en Yakima.....	1	2	3	4	5
Suficientes lugares de compra	1	2	3	4	5
Oportunidades para asistir a actividades culturales	1	2	3	4	5
Oportunidades de recreación.....	1	2	3	4	5
Oportunidades para empleo	1	2	3	4	5
Oportunidades educativas.....	1	2	3	4	5
Oportunidades para participar en eventos y actividades sociales.....	1	2	3	4	5
Oportunidades para participar en eventos y actividades religiosos o espirituales	1	2	3	4	5
Oportunidades para ser voluntario.....	1	2	3	4	5
Oportunidades para participar en asuntos de comunidad.....	1	2	3	4	5
Facilidad para andar en carro.....	1	2	3	4	5
Facilidad para andar en autobús.....	1	2	3	4	5
Facilidad para andar en bicicleta.....	1	2	3	4	5
Facilidad para caminar.....	1	2	3	4	5
Disponibilidad de caminos y senderos para caminar.....	1	2	3	4	5
Flujo de tráfico sobre las calles principales	1	2	3	4	5
Disponibilidad de Estacionamiento Público	1	2	3	4	5
Disponibilidad de viviendas a precios accesibles	1	2	3	4	5
Guarderías infantiles a precios accesibles.....	1	2	3	4	5
Calidad del medio ambiente (aire)	1	2	3	4	5
Calidad del ambiente natural general en Yakima.....	1	2	3	4	5
Imagen/reputación general de Yakima	1	2	3	4	5

3. Por favor evalúe la rapidez de crecimiento durante los últimos 2 años en las siguientes categorías:

	<i>demasiado lento</i>	<i>un poco lento</i>	<i>cantidad apropiada</i>	<i>un poco rápido</i>	<i>muy rápido</i>	<i>no sé</i>
Crecimiento de la población	1	2	3	4	5	6
Crecimiento del comercio (tiendas, restaurantes, etc.)	1	2	3	4	5	6
Aumento de oportunidad de empleo	1	2	3	4	5	6

4. ¿Hasta qué grado son problema los edificios en ruinas, lotes de hierba mala o vehículos chatarra en Yakima?

- No son problema
 Problema menor
 Problema moderado
 Problema mayor
 No sé

5. Por favor clasifique qué tan seguro o inseguro se siente usted de lo siguiente en Yakima:

	<i>muy seguro</i>	<i>más o menos seguro</i>	<i>ni seguro ni inseguro</i>	<i>más o menos inseguro</i>	<i>muy inseguro</i>	<i>no sé</i>
Crimen violento (Ej. violación, ataque, robo)	1	2	3	4	5	6
Crímenes de propiedad (Ej. robo, asalto).....	1	2	3	4	5	6
Peligros ambientales, incluyendo desecho tóxico.....	1	2	3	4	5	6

6. Por favor clasifique qué tan seguro o inseguro se siente usted:

	<i>muy seguro</i>	<i>más o menos seguro</i>	<i>ni seguro ni inseguro</i>	<i>más o menos inseguro</i>	<i>muy inseguro</i>	<i>no sé</i>
En su vecindario durante el día	1	2	3	4	5	6
En su vecindario durante la noche	1	2	3	4	5	6
En las áreas comerciales de durante el día.....	1	2	3	4	5	6
En las áreas comerciales de durante la noche.....	1	2	3	4	5	6

7. ¿Ha tenido algún contacto en persona o por teléfono con un empleado del Ciudad del Departamento de Policía Yakima dentro de los últimos 12 meses?

- No → Vaya a la Pregunta 9
 Sí → Vaya a la Pregunta 8
 No sé → Vaya a la Pregunta 9

8. ¿Cuál fue la impresión general de su contacto más reciente con el Ciudad del Departamento de Policía Yakima?

- Excelente
 Buena
 Regular
 Deficiente
 No sé

9. Durante los últimos 12 meses, ¿usted o alguno de los miembros de su familia fue víctima de algún crimen?

- No → Vaya a la pregunta 9
 Sí → Vaya a la pregunta 8
 No sé → Vaya a la pregunta 9

10. ¿Si usted marcó sí, denunció esos crímenes a la policía?

- No
 Sí
 No sé

11. Durante los últimos 12 meses, ¿cuántas veces (usted o algún miembro de su familia) participó en las siguientes actividades en la Ciudad de Yakima?

	<i>Nunca</i>	<i>1 ó 2 veces</i>	<i>3 a 12 veces</i>	<i>13 a 26 veces</i>	<i>más de 26 veces</i>
Utilizó una biblioteca pública o de sus servicios.....	1	2	3	4	5
Utilizó los centros de recreación de Yakima	1	2	3	4	5
Participó en programas o actividades recreativas.....	1	2	3	4	5
Visitó un parque del vecindario o de la Ciudad.....	1	2	3	4	5
Utilizó un autobús local dentro de la Ciudad	1	2	3	4	5
Asistió a una reunión de autoridades locales u otra reunión pública	1	2	3	4	5
Miró una reunión de oficiales locales electos u otra reunión pública patrocinada por la Ciudad en televisión por cable, la Internet u otros medio.....	1	2	3	4	5
Visitó la Ciudad del sitio en red Yakima (en www.yakimawa.gov)	1	2	3	4	5
Recicló papel, latas o botellas en su casa	1	2	3	4	5
Trabajó de voluntario en algún grupo o actividad	1	2	3	4	5
Participó en actividades religiosas o espirituales en Yakima	1	2	3	4	5
Participó en un club o grupo cívico en Yakima	1	2	3	4	5
Proporcionó ayuda a un amigo o vecino.....	1	2	3	4	5

12. ¿Como qué tan a menudo, si lo hace, habla o tiene visita con sus vecinos inmediatos (gente que vive en los 10 o 20 hogares más cercanos a usted)?

- Casi todos los días
 Varias veces por semana
 Varias veces al mes
 Menos de varias veces al mes

Encuesta Ciudadana del 2012 de la Ciudad de Yakima

13. Por favor clasifique la calidad de cada uno de los siguientes servicios en Yakima:

	<i>Excelente</i>	<i>Bueno</i>	<i>Pasable</i>	<i>Bajo</i>	<i>No sé</i>
Servicios de la Policía	1	2	3	4	5
Servicios de Bomberos.....	1	2	3	4	5
Servicios de Ambulancia / Médicos de Emergencia.....	1	2	3	4	5
Prevención de Crímenes	1	2	3	4	5
Educación y Prevención contra Incendios	1	2	3	4	5
Cortes Municipales	1	2	3	4	5
Imposición de las Leyes de Tránsito	1	2	3	4	5
Reparación de Calles	1	2	3	4	5
Limpieza de Calles.....	1	2	3	4	5
Iluminación de Calles	1	2	3	4	5
Removimiento de Nieve	1	2	3	4	5
Mantenimiento de Aceras / Veredas.....	1	2	3	4	5
Regulación de Semáforos / Señales de Tránsito	1	2	3	4	5
Servicios de Autobús / Transporte	1	2	3	4	5
Recolección de Basura.....	1	2	3	4	5
Reciclaje.....	1	2	3	4	5
Recolección de Desechos del Patio (jardín)	1	2	3	4	5
Drenajes	1	2	3	4	5
Agua Potable	1	2	3	4	5
Servicios de Cañería	1	2	3	4	5
Servicio (eléctrico y/o gas) de energía	1	2	3	4	5
Parques de Ciudad.....	1	2	3	4	5
Clases o Programas Recreativos	1	2	3	4	5
Centros de Recreación	1	2	3	4	5
Uso, Planificación y Zonificación de Terreno.....	1	2	3	4	5
Imposición de las Ordenanzas (mala hierba, maleza, edificios abandonados, etc.).....	1	2	3	4	5
Control de Animales	1	2	3	4	5
Desarrollo Económico	1	2	3	4	5
Servicios para Personas Mayores (de la tercera edad, Ciudadanos de oro, "seniors")	1	2	3	4	5
Servicios para la juventud	1	2	3	4	5
Servicios para Personas de Bajos Recursos	1	2	3	4	5
Servicios de Bibliotecas Públicas.....	1	2	3	4	5
Servicios de Información Pública	1	2	3	4	5
Escuelas Públicas	1	2	3	4	5
Preparación de emergencia (servicios que preparan a la comunidad para desastres u otras situaciones de emergencia).	1	2	3	4	5

14. En general, ¿cómo evalúa usted los servicios suministrados por...

	<i>Excelente</i>	<i>Bueno</i>	<i>Pasable</i>	<i>Bajo</i>	<i>No sé</i>
la Ciudad de Yakima.....	1	2	3	4	5
el Gobierno Federal	1	2	3	4	5
el Gobierno Estatal.....	1	2	3	4	5
Gobierno del Condado de Yakima.....	1	2	3	4	5

15. Por favor indique qué tan probable o improbable es usted para hacer cada uno de los siguientes:

	<i>Muy Probable</i>	<i>Algo probable</i>	<i>Algo improbable</i>	<i>Muy Improbable</i>	<i>No sé</i>
Recomendarle vivir en Yakima a alguien que pregunta	1	2	3	4	5
Permanecer en Yakima para los próximos cinco años	1	2	3	4	5

16. ¿Qué impacto, si existe, piensa usted que la economía tendrá en los ingresos de su familia en los próximos 6 meses? Usted piensa que el impacto será:
 Muy positivo Más o menos positivo Neutral Más o menos negativo Muy negativo

17. ¿Ha tenido algún contacto en persona o por teléfono con un empleado del Ciudad del Departamento de Bomberos Yakima dentro de los últimos 12 meses?
 No → Vaya a la Pregunta 19 Sí → Vaya a la Pregunta 18 No sé → Vaya a la Pregunta 19

18. ¿Cuál fue la impresión general de su contacto más reciente con el Ciudad del Departamentamento de Bomberos Yakima?
 Excelente Buena Regular Deficiente No sé

19. ¿Ha tenido contacto personal, teléfono o por correo electrónico con algún empleado de la Ciudad de Yakima durante los últimos 12 meses (incluyendo policías, recepcionistas, planificadores u otros)?
 No → Vaya a la pregunta 21 Sí → Vaya a la pregunta 20

20. ¿Cuál fue su impresión de los empleados de la Ciudad de Yakima en su más reciente contacto? (Evalúe cada característica abajo.)

	<i>Excelente</i>	<i>Buena</i>	<i>Pasable</i>	<i>Bajo</i>	<i>No sé</i>
Conocimiento	1	2	3	4	5
Simpatía.....	1	2	3	4	5
Cortesía	1	2	3	4	5
Impresión General	1	2	3	4	5

21. Por favor clasifique las siguientes categorías del desempeño gubernamental en Yakima:

	<i>Excelente</i>	<i>Buena</i>	<i>Pasable</i>	<i>Bajo</i>	<i>No sé</i>
El valor de servicios para los impuestos pagados a Yakima.....	1	2	3	4	5
La dirección general que está tomando Yakima.....	1	2	3	4	5
La labor del gobierno de Yakima para incluir la participación ciudadana.....	1	2	3	4	5

22. Por favor marque la respuesta que represente mejor su opinión en cada una de las siguientes preguntas:

a. Por favor indique cuánto apoyaría o se opondría usted a cada una de las siguientes maneras para financiar reparos futuros de calles/caminos en Yakima:

	<i>Fuertemente Apoyaría</i>	<i>Algo apoyaría</i>	<i>En algo me opondría</i>	<i>Fuertemente me opondría</i>	<i>No sé</i>
Cuota anual para "marchamo de carro" de \$20 sobre todos los vehículos registrados.....	1	2	3	4	5
Aumento en el impuesto de ventas	1	2	3	4	5
Aumento en el impuesto sobre la propiedad	1	2	3	4	5

b. Por favor indique cuánto apoyaría o se opondría usted a que la Ciudad de Yakima realizara las siguientes acciones:

	<i>Fuertemente Apoyaría</i>	<i>Algo apoyaría</i>	<i>En algo me opondría</i>	<i>Fuertemente me opondría</i>	<i>No sé</i>
Financiar la construcción de una instalación pública acuática nueva con un aumento en el impuesto sobre la propiedad.....	1	2	3	4	5
Financiar la construcción de una instalación pública acuática nueva con un aumento en el impuesto de ventas.....	1	2	3	4	5
Financiar los reparos de instalaciones públicas acuáticas existentes con un aumento en el impuesto sobre la propiedad.....	1	2	3	4	5
Financiar los reparos de instalaciones públicas acuáticas existentes con un aumento en el impuesto de ventas	1	2	3	4	5

c. La Ciudad de Yakima está considerando implementar un programa de reciclaje que se recoge al lado de la acera. ¿Hasta qué punto apoya o se opone usted a un programa de reciclaje que se recoge al lado de la acera en Yakima?

- Fuertemente apoyo
- Algo apoyo
- En algo me opongo
- Fuertemente me opongo
- No sé

Encuesta Ciudadana del 2012 de la Ciudad de Yakima

Nuestras últimas preguntas son acerca de usted y su hogar. De nuevo, todas las respuestas son anónimas y serán reportadas en forma general.

D1. ¿Actualmente está empleado con sueldo?

- No → Vaya a la Pregunta D3
- Sí, tiempo completo → Vaya a la Pregunta D2
- Sí, medio tiempo → Vaya a la Pregunta D2

D2. Durante una semana típica, ¿cuántos días hace un recorrido hasta el trabajo (para la mayor distancia que recorre) de cada manera en la lista de abajo? (Ponga el número total de días, usando números enteros.)

- Vehículo motorizado (Ej. carro, camión, motocicleta, etc...) solo días
- Vehículo motorizado (Ej. carro, camión, motocicleta, etc...) con otros niños o adultos días
- Autobús, vía férrea, metro u otro transporte público días
- Caminar días
- Bicicleta días
- Trabajar en el hogar días
- Otro días

D3. ¿Cuántos años tiene usted viviendo en Yakima?

- Menos de 2 años 11-20 años
- 2-5 años Más de 20 años
- 6-10 años

D4. ¿Cuál describe mejor el edificio en el que vive?

- Casa de una sola familia separada de cualquier otra casa
- Casa adjunta a una o más casas (p.ej., un dúplex o townhome)
- Edificio con dos o más apartamentos o condominios
- Hogar móvil
- Otro

D5. ¿Es esta casa, apartamento o casa rodante / trailer es...

- Alquilada o la ocupa sin pago?
- Propia, o alguno de su familia la paga con hipoteca o ya está pagado?

D6. ¿Como cuánto es su costo mensual de vivienda para el lugar donde vive? (incluyendo renta, pago de hipoteca, impuesto de propiedad, seguro de propiedad y cuotas de asociación de propietarios (HOA))?

- Menos de \$300 por mes
- \$300 a \$599 por mes
- \$600 a \$999 por mes
- \$1,000 a \$1,499 por mes
- \$1,500 a \$2,499 por mes
- \$2,500 o más por mes

D7. ¿Algún niño de 17 años o menos vive en su hogar?

- No Sí

D8. ¿Tiene usted o cualquiera de los miembros de su familia 65 años o más?

- No Sí

D9. ¿Cuánto cree usted que será el ingreso de su familia antes de impuestos para el año actual? (Por favor incluya en su ingreso total todo ingreso de todas las personas de su casa.)

- Menos de \$24,999
- \$25,000 a \$49,999
- \$50,000 a \$99,999
- \$100,000 a \$149,999
- \$150,000 o más

Por favor responda a ambas preguntas D10 y D11:

D10. ¿Es usted Español, Hispano o Latino?

- No, no soy Español, Hispano o Latino
- Sí, me considero Español, Hispano o Latino

D11. ¿Cuál es su raza? (Marque uno o más grupos que indiquen lo que usted se considera.)

- Indio Americano o nativo de Alaska
- Asiático o de las Islas del Pacífico
- Negro, Afro-americano
- Blanco / Caucásico
- Otro

D12. ¿En que categoría está su edad?

- 18-24 años 55-64 años
- 25-34 años 65-74 años
- 35-44 años 75 años o más
- 45-54 años

D13. ¿Cuál es su sexo?

- Femenino Masculino

D14. ¿Está registrado para votar en su jurisdicción?

- No
- Sí
- No tengo derecho a votar
- No sé

D15. Muchas personas no tienen tiempo para votar en las elecciones. ¿Recuerda usted haber votado en la última elección general?

- No No tengo derecho a votar
- Sí No sé

D16. ¿Usted tiene un teléfono celular?

- No Sí

D17. ¿Usted tiene una línea de tierra (conexión a la pared) en el hogar?

- No Sí

D18. Si usted tiene tanto un teléfono celular como una línea de tierra, ¿a cuál considera como su número primordial de teléfono?

- Celular Línea de tierra Ambos

Gracias por completar esta encuesta. Por favor regrese la encuesta en el sobre prepagado a:
National Research Center, Inc., PO Box 549, Belle Mead, NJ 08502



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