

The National Citizen Survey™

Yakima, WA

*Comparisons by Geographic
Subgroups*

2013

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Summary

The National Citizen Survey™ (The NCS) is a collaborative effort between National Research Center, Inc. (NRC) and the International City/County Management Association (ICMA). The survey and its administration are standardized to assure high quality research methods and directly comparable results across The National Citizen Survey™ communities. This report discusses differences in opinion of survey respondents by City Council District.

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

The margin of error for this report is generally no greater than plus or minus four percentage points around any given percent reported for the entire sample (762 completed surveys). For each City Council District (1, 2, 3 or 4), the margin of error rises to approximately plus or minus 11 percentage points since sample sizes were approximately 251 for District 1, 142 for District 2, 106 for District 3 and 263 for District 4. Notable differences between City Council District included the following:

- Respondents residing in District 3 tended to give less positive assessments of various aspects of Community Quality when compared to respondents in the other three districts. These differences were observed in the areas of overall quality of life, Yakima as a place to live, the variety of housing options and the availability of affordable housing. Respondents in District 1 and District 4 felt the safest in their neighborhoods and provided more positive assessments of volunteer opportunities.
- Several differences were found by Council District within aspects of Governance. For example, respondents in District 2 felt more positively about snow removal, recycling and yard waste pick-up than respondents in other Districts. Respondents in District 3 rated the services provided by the Federal Government more positively than the other Districts, but no difference between the Districts was found when rating the services provided by the City of Yakima.
- Overall, levels of Engagement and Participation in various activities varied by District. Respondents in Districts 1 and 2 reported higher levels of voting in local elections and campaigning or advocating for an issue, cause or candidate than Districts 3 and 4 but were the least likely to use bus, rail, subway or other public transportation instead of driving. Respondents in District 3 were more likely have used a Yakima recreation center or to have visited a neighborhood park or City Park.
- When indicating their priorities in which the City should invest over the next 12 months, respondents in District 3 placed more importance on community events/activities than the other districts while District 4 placed more importance on infrastructure improvements. Still, public safety/ police services and economic development/job creation were deemed the most important areas to invest overall.

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Table 1: Question 1

Please rate each of the following aspects of quality of life in Yakima: (Percent rating as "excellent" or "good").	City Council District				Overall
	District 1	District 2	District 3	District 4	
Yakima as a place to live	54%	50%	46%	49%	50%
Your neighborhood as a place to live	79%	59%	35%	62%	60%
Yakima as a place to raise children	49%	41%	35%	41%	42%
Yakima as a place to work	41%	40%	41%	40%	40%
Yakima as a place to visit	30%	37%	41%	37%	36%
Yakima as a place to retire	40%	49%	43%	47%	45%
The overall quality of life in Yakima	44%	46%	29%	44%	41%

Table 2: Question 2

Please rate each of the following characteristics as they relate to Yakima as a whole: (Percent rating as "excellent" or "good").	City Council District				Overall
	District 1	District 2	District 3	District 4	
Overall feeling of safety in Yakima	19%	29%	22%	22%	23%
Overall ease of getting to the places you usually have to visit	74%	74%	59%	67%	69%
Quality of overall natural environment in Yakima	57%	57%	55%	54%	56%
Overall "built environment" of Yakima (including buildings, parks and transportation systems)	27%	44%	40%	34%	36%
Health and wellness opportunities in Yakima	50%	49%	36%	51%	47%
Overall opportunities for education and enrichment	39%	48%	40%	41%	42%
Overall economic health of Yakima	21%	26%	26%	24%	24%
Sense of community	31%	29%	34%	31%	31%
Overall image or reputation of Yakima	15%	24%	22%	22%	21%

Table 3: Question 3

Please indicate how likely or unlikely you are to do each of the following: (Percent rating as "very" or "somewhat" likely).	City Council District				Overall
	District 1	District 2	District 3	District 4	
Recommend living in Yakima to someone who asks	56%	53%	51%	59%	55%
Remain in Yakima for the next five years	77%	79%	83%	78%	79%

Table 4: Question 4

Please rate how safe or unsafe you feel: (Percent rating as "very" or "somewhat" safe).	City Council District				Overall
	District 1	District 2	District 3	District 4	
In your neighborhood during the day	81%	70%	65%	77%	74%
In Yakima's downtown area during the day	52%	63%	59%	64%	60%

Table 5: Question 5

Please rate each of the following characteristics as they relate to Yakima as a whole: (Percent rating as "excellent" or "good").	City Council District				Overall
	District 1	District 2	District 3	District 4	
Traffic flow on major streets	51%	47%	49%	50%	49%
Ease of public parking	47%	37%	37%	39%	40%
Ease of travel by car in Yakima	67%	65%	56%	65%	64%
Ease of travel by public transportation in Yakima	49%	53%	54%	48%	51%
Ease of travel by bicycle in Yakima	32%	38%	32%	32%	33%
Ease of walking in Yakima	53%	49%	39%	42%	46%
Availability of paths and walking trails	59%	56%	41%	49%	52%
Air quality	60%	51%	43%	54%	53%
Cleanliness of Yakima	23%	27%	35%	32%	29%
Overall appearance of Yakima	22%	28%	32%	30%	28%
Public places where people want to spend time	34%	42%	38%	30%	35%
Variety of housing options	49%	36%	23%	36%	37%
Availability of affordable quality housing	45%	32%	26%	36%	36%
Fitness opportunities (including exercise classes and paths or trails, etc.)	62%	56%	43%	57%	55%
Recreational opportunities	46%	59%	44%	50%	50%
Availability of affordable quality food	56%	53%	50%	52%	53%
Availability of affordable quality health care	53%	44%	39%	43%	45%
Availability of preventive health services	54%	47%	45%	41%	47%
Availability of affordable quality mental health care	41%	40%	50%	43%	43%

Table 6: Question 6

Please rate each of the following characteristics as they relate to Yakima as a whole: (Percent rating as "excellent" or "good").	City Council District				Overall
	District 1	District 2	District 3	District 4	
Availability of affordable quality child care/preschool	53%	45%	55%	49%	50%
K-12 education	60%	59%	53%	47%	54%
Adult educational opportunities	50%	47%	50%	43%	47%
Opportunities to attend cultural/arts/music activities	50%	40%	36%	45%	43%
Opportunities to participate in religious or spiritual events and activities	77%	72%	68%	68%	71%
Employment opportunities	17%	25%	19%	18%	19%
Shopping opportunities	25%	46%	42%	39%	37%
Cost of living in Yakima	45%	34%	24%	36%	35%
Overall quality of business and service establishments in Yakima	44%	43%	34%	40%	40%
Vibrant downtown/commercial area	18%	20%	24%	24%	21%
Overall quality of new development in Yakima	31%	31%	35%	34%	33%
Opportunities to participate in social events and activities	42%	31%	32%	39%	36%
Opportunities to volunteer	63%	52%	44%	62%	56%
Opportunities to participate in community matters	44%	39%	35%	43%	41%
Openness and acceptance of the community toward people of diverse backgrounds	45%	26%	29%	30%	33%
Neighborliness of Yakima	39%	40%	31%	35%	36%

Table 7: Question 7

Please indicate whether or not you have done each of the following in the last 12 months. (Percent rating as "yes").	City Council District				Overall
	District 1	District 2	District 3	District 4	
Made efforts to conserve water	77%	85%	85%	81%	82%
Made efforts to make your home more energy efficient	79%	80%	79%	80%	80%
Observed a code violation or other hazard in Yakima	71%	64%	72%	61%	67%
Household member was a victim of a crime	24%	32%	38%	25%	29%
Reported a crime to the police	33%	43%	51%	42%	42%
Stocked supplies in preparation for an emergency	32%	29%	39%	31%	32%
Campaigned or advocated for an issue, cause or candidate	27%	23%	14%	24%	23%
Contacted Yakima (in-person, phone, email or web) for help or information	29%	36%	38%	29%	33%
Contacted Yakima elected officials (in-person, phone, email or web) to express your opinion	13%	17%	22%	12%	16%

Table 8: Question 8

In the last 12 months, about how many times, if at all, have you or other household members done each of the following in Yakima? (Percent rating as more than once a month).	City Council District				Overall
	District 1	District 2	District 3	District 4	
Used Yakima recreation centers or their services	27%	24%	39%	29%	29%
Visited a neighborhood park or City park	36%	49%	54%	50%	47%
Used Yakima public libraries or their services	30%	23%	36%	22%	27%
Participated in religious or spiritual activities in Yakima	44%	34%	43%	36%	39%
Attended a City-sponsored event	6%	13%	12%	10%	10%
Used bus, rail, subway or other public transportation instead of driving	6%	4%	28%	12%	12%
Carpooled with other adults or children instead of driving alone	28%	26%	39%	32%	31%
Walked or biked instead of driving	20%	33%	43%	33%	32%
Volunteered your time to some group/activity in Yakima	22%	25%	18%	26%	23%
Participated in a club	21%	22%	17%	22%	21%
Talked to or visited with your immediate neighbors	67%	67%	59%	64%	65%
Done a favor for a neighbor	51%	45%	52%	44%	48%

Table 9: Question 9

Thinking about local public meetings (of local elected officials like City Council or County Commissioners, advisory boards, town halls, HOA, neighborhood watch, etc.), in the last 12 months, about how many times, if at all, have you or other household members attended or watched a local public meeting? (Percent rating as more than once a month).	City Council District				Overall
	District 1	District 2	District 3	District 4	
Attended a local public meeting	1%	1%	1%	3%	2%
Watched (online or on television) a local public meeting	12%	9%	15%	14%	13%

Table 10: Question 10

Please rate the quality of each of the following services in Yakima: (Percent rating as "excellent" or "good").	City Council District				Overall
	District 1	District 2	District 3	District 4	
Police/Sheriff services	60%	49%	46%	59%	54%
Fire services	78%	80%	83%	88%	83%
Ambulance or emergency medical services	78%	82%	73%	83%	79%
Crime prevention	20%	18%	21%	29%	22%
Fire prevention and education	53%	62%	50%	56%	55%
Traffic enforcement	46%	40%	40%	45%	43%
Street repair	15%	19%	22%	22%	19%
Street cleaning	40%	41%	33%	38%	38%
Street lighting	52%	42%	31%	35%	40%
Snow removal	46%	50%	26%	43%	42%
Sidewalk maintenance	30%	35%	25%	27%	29%
Traffic signal timing	34%	40%	34%	36%	36%
Bus or transit services	53%	54%	62%	64%	59%
Garbage collection	81%	87%	71%	82%	81%
Recycling	33%	51%	38%	48%	42%
Yard waste pick-up	63%	72%	41%	64%	61%
Storm drainage	37%	42%	30%	39%	37%
Drinking water	59%	59%	66%	63%	61%
Sewer services	68%	63%	55%	62%	63%
Power (electric and/or gas) utility	71%	64%	60%	70%	67%
Utility billing	59%	51%	40%	62%	54%
City parks	57%	62%	44%	61%	57%
Recreation programs or classes	39%	42%	37%	43%	40%
Recreation centers or facilities	40%	34%	33%	39%	37%
Land use, planning and zoning	24%	31%	22%	31%	27%
Code enforcement (weeds, abandoned buildings, etc.)	10%	17%	16%	19%	15%
Animal control	28%	22%	20%	31%	26%
Economic development	21%	22%	29%	24%	24%
Health services	52%	39%	49%	46%	47%
Public library services	75%	74%	73%	72%	74%
Public information services	44%	51%	45%	46%	47%
Cable television	54%	38%	50%	46%	47%
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	34%	30%	29%	39%	34%
Preservation of natural areas such as open space, farmlands and greenbelts	35%	55%	47%	46%	45%
Yakima open space	35%	47%	35%	41%	39%
City-sponsored special events	38%	43%	36%	44%	41%
Overall customer service by Yakima employees (police, receptionists, planners, etc.)	50%	50%	46%	47%	48%

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Table 11: Question 11

Overall, how would you rate the quality of the services provided by each of the following? (Percent rating as "excellent" or "good").	City Council District				Overall
	District 1	District 2	District 3	District 4	
The City of Yakima	49%	44%	49%	47%	47%
The Federal Government	25%	34%	48%	31%	33%

Table 12: Question 12

Please rate the following categories of Yakima government performance: (Percent rating as "excellent" or "good").	City Council District				Overall
	District 1	District 2	District 3	District 4	
The value of services for the taxes paid to Yakima	26%	27%	21%	29%	26%
The overall direction that Yakima is taking	27%	38%	26%	32%	31%
The job Yakima government does at welcoming citizen involvement	32%	33%	29%	33%	32%
Overall confidence in Yakima government	25%	32%	24%	29%	28%
Generally acting in the best interest of the community	25%	33%	27%	36%	31%
Being honest	26%	32%	34%	36%	32%
Treating all residents fairly	31%	28%	27%	30%	29%

Table 13: Question 13a

Please indicate how important, if at all, it is for the City to invest in each of the following issues in the next 12 months: (Percent rating as "essential" or "very important").	City Council District				Overall
	District 1	District 2	District 3	District 4	
Community appearance	82%	70%	71%	80%	76%
Economic development/job creation	86%	91%	89%	93%	90%
Infrastructure improvements	73%	77%	64%	84%	75%
Public safety/police services	87%	93%	92%	90%	90%
Fire services	77%	89%	88%	83%	84%
Community events/activities	44%	55%	71%	57%	56%

Table 14: Question 13b

The City is considering implementing a curbside recycling program. Please indicate how much you would support or oppose paying each of the following proposed fees, if any: (Percent rating as "strongly" or "somewhat" support).	City Council District				Overall
	District 1	District 2	District 3	District 4	
\$0.00/month per household	78%	75%	80%	85%	80%
\$2.50/month per household	71%	68%	61%	73%	69%
\$5.00/month per household	40%	36%	30%	41%	37%
\$7.50/month per household	27%	18%	16%	30%	24%

Table 15: Question D1

How often, if at all, do you do each of the following, considering all of the times you could? (Percent rating as "always" or "sometimes").	City Council District				Overall
	District 1	District 2	District 3	District 4	
Recycled at home	74%	69%	67%	71%	71%
Purchased goods or services from a business located in Yakima	94%	94%	88%	91%	92%
Ate at least 5 portions of fruits and vegetables a day	81%	80%	80%	76%	79%
Participated in moderate or vigorous physical activity	82%	78%	74%	71%	76%
Read or watched local news (via television, paper, computer, etc.)	81%	90%	84%	88%	86%
Voted in local elections	84%	85%	61%	81%	78%

Table 16: Question D2

	City Council District				Overall
	District 1	District 2	District 3	District 4	
Would you say that in general your health is: (Percent rating as "excellent," "very good" or "good").	93%	88%	75%	86%	86%

Table 17: Question D3

	City Council District				Overall
	District 1	District 2	District 3	District 4	
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 rating as "very" or "somewhat" positive).	27%	24%	20%	22%	24%