

THE NCSTM
The National Citizen SurveyTM

Yakima, WA

Comparisons by Geographic Subgroups
2014



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Summary

The National Citizen Survey™ (The NCS™) is a collaborative effort between National Research Center, Inc. (NRC) and the International City/County Management Association (ICMA). The survey and its administration are standardized to assure high quality research methods and directly comparable results across The NCS communities. This report discusses differences in opinion of survey respondents by 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 (743 completed surveys). For each Council District, the margin of error rises to approximately plus or minus 10 percentage points since sample sizes were 246 for District 1, 141 for District 2, 96 for District 3 and 260 for District 4. Notable differences between Council Districts included the following:

- Several differences were found by Council District within aspects of Community Characteristics. Residents in District 2 tended to give the lowest ratings for the overall quality of life and Yakima as a place to live. Residents in Districts 1 and 4 tended to give the highest ratings for these aspects of community life.
- Differences were also observed within aspects of Governance. For example, respondents in District 1 felt more positively about police services, fire services, fire prevention and education, animal control, traffic enforcement, street cleaning and street lighting than respondents in other Districts. When rating the overall quality of services provided by the City of Yakima, residents in District 4 gave the most positive ratings while residents in District 2 gave the least positive ratings.
- Overall, levels of Participation in various activities varied by District. Respondents in Districts 1 and 4 reported higher levels of voting in local elections and volunteering in Yakima than Districts 2 and 3 but were the least likely to use bus, rail, subway or other public transportation instead of driving.
- When indicating their priorities in which the City should invest over the next 12 months, respondents in Districts 2 and 3 placed more importance on code and sign enforcement, road improvements and public safety than Districts 1 and 4.

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Table 1: Community Characteristics - General

Percent rating positively (e.g., excellent/good)	City Council District				Overall
	District 1	District 2	District 3	District 4	
The overall quality of life in Yakima	49%	36%	40%	52%	46%
Overall image or reputation of Yakima	17%	17%	24%	24%	21%
Yakima as a place to live	53%	42%	53%	58%	52%
Your neighborhood as a place to live	77%	45%	43%	64%	61%
Yakima as a place to raise children	44%	38%	43%	48%	44%
Yakima as a place to retire	45%	28%	38%	55%	44%
Overall appearance of Yakima	29%	26%	37%	29%	30%

Table 2: Community Characteristics - Safety

Percent rating positively (e.g., excellent/good, very/somewhat safe)	City Council District				Overall
	District 1	District 2	District 3	District 4	
Overall feeling of safety in Yakima	29%	23%	34%	29%	29%
In your neighborhood during the day	86%	69%	63%	79%	76%
In Yakima's downtown/commercial area during the day	56%	61%	58%	63%	60%

Table 3: Community Characteristics - Mobility

Percent rating positively (e.g., excellent/good, very/somewhat safe)	City Council District				Overall
	District 1	District 2	District 3	District 4	
Overall ease of getting to the places you usually have to visit	74%	58%	65%	72%	69%
Traffic flow on major streets	63%	44%	50%	55%	54%
Ease of public parking	42%	38%	42%	48%	43%
Ease of travel by car in Yakima	74%	54%	66%	70%	67%
Ease of travel by public transportation in Yakima	52%	51%	62%	46%	52%
Ease of travel by bicycle in Yakima	35%	32%	43%	36%	36%
Ease of walking in Yakima	49%	44%	47%	50%	48%
Availability of paths and walking trails	55%	51%	57%	49%	52%

Table 4: Community Characteristics - Natural Environment

Percent rating positively (e.g., excellent/good, very/somewhat safe)	City Council District				Overall
	District 1	District 2	District 3	District 4	
Quality of overall natural environment in Yakima	52%	50%	50%	61%	54%
Cleanliness of Yakima	31%	28%	37%	30%	31%

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Table 5: Community Characteristics - Built Environment

Percent rating positively (e.g., excellent/good, very/somewhat safe)	City Council District				Overall
	District 1	District 2	District 3	District 4	
Overall "built environment" of Yakima (including overall design, buildings, parks and transportation systems)	33%	46%	37%	43%	39%
Public places where people want to spend time	30%	34%	33%	28%	30%
Variety of housing options	34%	32%	26%	44%	36%
Availability of affordable quality housing	35%	25%	30%	39%	33%
Overall quality of new development in Yakima	34%	39%	43%	38%	38%

Table 6: Community Characteristics - Economy

Percent rating positively (e.g., excellent/good, very/somewhat safe)	City Council District				Overall
	District 1	District 2	District 3	District 4	
Overall economic health of Yakima	24%	24%	28%	27%	26%
Yakima as a place to work	44%	35%	44%	50%	44%
Yakima as a place to visit	35%	31%	30%	45%	37%
Employment opportunities	22%	22%	35%	31%	27%
Shopping opportunities	26%	33%	41%	35%	33%
Cost of living in Yakima	47%	24%	31%	43%	39%
Overall quality of business and service establishments in Yakima	39%	46%	28%	45%	40%
Vibrant downtown/commercial area	16%	18%	33%	26%	22%

Table 7: Community Characteristics - Recreation and Wellness

Percent rating positively (e.g., excellent/good, very/somewhat safe)	City Council District				Overall
	District 1	District 2	District 3	District 4	
Health and wellness opportunities in Yakima	49%	44%	53%	47%	48%
Fitness opportunities (including exercise classes and paths or trails, etc.)	64%	54%	50%	56%	57%
Recreational opportunities	52%	44%	33%	48%	46%
Availability of affordable quality food	50%	44%	42%	57%	50%
Availability of affordable quality health care	47%	40%	42%	48%	45%
Availability of preventive health services	49%	40%	40%	51%	46%
Availability of affordable quality mental health care	34%	31%	43%	48%	40%

Table 8: Community Characteristics - Education and Enrichment

Percent rating positively (e.g., excellent/good, very/somewhat safe)	City Council District				Overall
	District 1	District 2	District 3	District 4	
Overall opportunities for education and enrichment	43%	47%	44%	46%	45%
Availability of affordable quality child care/preschool	36%	42%	49%	45%	43%

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Percent rating positively (e.g., excellent/good, very/somewhat safe)	City Council District				Overall
	District 1	District 2	District 3	District 4	
K-12 education	51%	40%	56%	50%	49%
Adult educational opportunities	41%	44%	40%	47%	43%
Opportunities to attend cultural/arts/music activities	44%	47%	33%	47%	44%
Opportunities to participate in religious or spiritual events and activities	67%	69%	56%	67%	66%

Table 9: Community Characteristics - Community Engagement

Percent rating positively (e.g., excellent/good, very/somewhat safe)	City Council District				Overall
	District 1	District 2	District 3	District 4	
Opportunities to participate in social events and activities	38%	46%	43%	40%	41%
Opportunities to volunteer	62%	61%	56%	57%	59%
Opportunities to participate in community matters	48%	42%	54%	47%	47%
Openness and acceptance of the community toward people of diverse backgrounds	36%	32%	51%	35%	37%
Neighborliness of residents in Yakima	36%	30%	44%	48%	40%

Table 10: Governance - General

Percent rating positively (e.g., excellent/good)	City Council District				Overall
	District 1	District 2	District 3	District 4	
The City of Yakima	48%	36%	46%	51%	46%
The value of services for the taxes paid to Yakima	35%	25%	33%	32%	32%
The overall direction that Yakima is taking	43%	36%	41%	33%	38%
The job Yakima government does at welcoming citizen involvement	36%	30%	37%	29%	33%
Overall confidence in Yakima government	32%	26%	32%	26%	29%
Generally acting in the best interest of the community	37%	26%	32%	33%	33%
Being honest	31%	31%	34%	36%	33%
Treating all residents fairly	36%	24%	33%	31%	32%
Overall customer service by Yakima employees (police, receptionists, planners, etc.)	53%	41%	30%	43%	43%
The Federal Government	27%	27%	34%	34%	30%
The State Government	30%	27%	32%	34%	31%
Yakima County Government	32%	24%	36%	42%	34%

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Table 11: Governance - Safety

Percent rating positively (e.g., excellent/good)	City Council District				Overall
	District 1	District 2	District 3	District 4	
Police services	60%	47%	39%	59%	53%
Fire services	88%	76%	71%	84%	82%
Ambulance or emergency medical services	82%	72%	71%	85%	79%
Crime prevention	28%	27%	30%	29%	28%
Fire prevention and education	60%	43%	46%	55%	52%
Animal control	39%	17%	25%	37%	31%
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	34%	32%	34%	33%	33%

Table 12: Governance - Mobility

Percent rating positively (e.g., excellent/good)	City Council District				Overall
	District 1	District 2	District 3	District 4	
Traffic enforcement	51%	36%	36%	44%	43%
Street repair	52%	45%	44%	45%	47%
Street cleaning	54%	43%	39%	52%	49%
Street lighting	52%	40%	38%	50%	47%
Snow removal	49%	40%	35%	42%	43%
Sidewalk maintenance	32%	21%	29%	28%	28%
Traffic signal timing	47%	42%	43%	39%	43%
Bus or transit services	68%	66%	51%	59%	61%

Table 13: Governance - Natural Environment

Percent rating positively (e.g., excellent/good)	City Council District				Overall
	District 1	District 2	District 3	District 4	
Garbage collection	87%	77%	66%	84%	81%
Recycling	34%	38%	40%	55%	42%
Yard waste pick-up	75%	64%	34%	67%	63%
Drinking water	58%	61%	45%	63%	58%
Preservation of natural areas such as open space, farmlands and greenbelts	37%	37%	27%	32%	34%
Yakima open space	31%	32%	25%	31%	30%

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Table 14: Governance - Built Environment

Percent rating positively (e.g., excellent/good)	City Council District				Overall
	District 1	District 2	District 3	District 4	
Storm drainage	49%	36%	33%	44%	42%
Sewer services	76%	67%	50%	70%	68%
Utility billing	58%	52%	37%	54%	52%
Land use, planning and zoning	31%	26%	26%	27%	28%
Code enforcement (weeds, abandoned buildings, etc.)	18%	19%	10%	16%	16%
Cable television	43%	46%	41%	42%	43%

Table 15: Governance - Economy

Percent rating positively (e.g., excellent/good)	City Council District				Overall
	District 1	District 2	District 3	District 4	
Economic development	22%	21%	34%	26%	25%

Table 16: Governance - Recreation and Wellness

Percent rating positively (e.g., excellent/good)	City Council District				Overall
	District 1	District 2	District 3	District 4	
City parks	55%	49%	51%	59%	54%
Recreation programs or classes	46%	49%	35%	47%	45%
Recreation centers or facilities	47%	43%	32%	40%	41%
Health services	48%	50%	48%	52%	50%

Table 17: Governance - Education and Enrichment

Percent rating positively (e.g., excellent/good)	City Council District				Overall
	District 1	District 2	District 3	District 4	
Public library services	76%	73%	58%	66%	69%
City-sponsored special events	43%	42%	24%	40%	38%

Table 18: Governance - Community Engagement

Percent rating positively (e.g., excellent/good)	City Council District				Overall
	District 1	District 2	District 3	District 4	
Public information services	47%	44%	43%	47%	46%

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Table 19: Participation General

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	City Council District				Overall
	District 1	District 2	District 3	District 4	
Sense of community	25%	23%	29%	34%	28%
Recommend living in Yakima to someone who asks	51%	49%	56%	58%	54%
Remain in Yakima for the next five years	73%	61%	73%	80%	73%
Contacted the City of Yakima (in-person, phone, email or web) for help or information	41%	36%	26%	34%	35%

Table 20: Participation - Safety

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	City Council District				Overall
	District 1	District 2	District 3	District 4	
Was NOT the victim of a crime	81%	64%	79%	75%	75%
Did NOT report a crime	68%	55%	71%	65%	65%
Stocked supplies in preparation for an emergency	35%	39%	34%	28%	33%

Table 21: Participation - Mobility

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	City Council District				Overall
	District 1	District 2	District 3	District 4	
Walked or biked instead of driving	49%	55%	49%	55%	52%
Carpooled with other adults or children instead of driving alone	46%	50%	57%	46%	49%
Used bus, rail, subway or other public transportation instead of driving	14%	23%	35%	22%	22%

Table 22: Participation - Natural Environment

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	City Council District				Overall
	District 1	District 2	District 3	District 4	
Recycle at home	74%	73%	69%	74%	73%

Table 23: Participation - Built Environment

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	City Council District				Overall
	District 1	District 2	District 3	District 4	
NOT under housing cost stress	76%	60%	46%	66%	64%
Did NOT observe a code violation	34%	24%	39%	37%	34%

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Table 24: Participation - Economy

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	City Council District				Overall
	District 1	District 2	District 3	District 4	
Purchase goods or services from a business located in Yakima	97%	91%	84%	95%	93%
Economy will have positive impact on income	24%	22%	23%	20%	22%
Work in Yakima	63%	59%	71%	60%	63%

Table 25: Participation - Recreation and Wellness

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	City Council District				Overall
	District 1	District 2	District 3	District 4	
Used Yakima recreation centers or their services	59%	53%	63%	59%	58%
Visited a neighborhood park or City park	84%	76%	80%	79%	80%
Eat at least 5 portions of fruits and vegetables a day	78%	81%	79%	77%	79%
Participate in moderate or vigorous physical activity	88%	72%	70%	79%	79%
Reported being in "very good" or "excellent" health	70%	41%	33%	45%	50%

Table 26: Participation - Education and Enrichment

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	City Council District				Overall
	District 1	District 2	District 3	District 4	
Used Yakima public libraries or their services	52%	52%	64%	57%	56%
Attended a City-sponsored event	48%	34%	47%	48%	45%

Table 27: Participation - Community Engagement

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	City Council District				Overall
	District 1	District 2	District 3	District 4	
Contacted Yakima elected officials (in-person, phone, email or web) to express your opinion	14%	11%	17%	14%	14%
Volunteered your time to some group/activity in Yakima	56%	41%	41%	46%	47%
Participated in a club	47%	30%	18%	35%	35%
Talked to or visited with your immediate neighbors	94%	83%	90%	89%	89%
Done a favor for a neighbor	82%	84%	84%	84%	83%
Attended a local public meeting	25%	9%	19%	13%	17%
Watched (online or on television) a local public meeting	32%	31%	44%	36%	35%
Read or watch local news (via television, paper, computer, etc.)	82%	83%	90%	88%	86%
Vote in local elections	89%	73%	62%	80%	79%

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Table 28: Community Focus Areas

Percent rating positively (e.g., essential/very important)	City Council District				Overall
	District 1	District 2	District 3	District 4	
Overall feeling of safety in Yakima	90%	98%	93%	91%	92%
Overall ease of getting to the places you usually have to visit	66%	71%	77%	72%	71%
Quality of overall natural environment in Yakima	71%	68%	70%	72%	71%
Overall "built environment" of Yakima (including overall design, buildings, parks and transportation systems)	66%	74%	69%	73%	71%
Health and wellness opportunities in Yakima	70%	84%	94%	82%	81%
Overall opportunities for education and enrichment	75%	84%	95%	87%	84%
Overall economic health of Yakima	88%	93%	97%	89%	91%
Sense of community	73%	84%	82%	79%	79%

Table 29: Capitol Theatre Shows

Which of the following types of shows would you like to attend at the Capitol Theatre?: (Percent rating as "yes").	City Council District				Overall
	District 1	District 2	District 3	District 4	
Ballet and dance	44%	50%	48%	36%	44%
Children's/family events	61%	64%	87%	67%	68%
Circus and physical theatre	53%	54%	75%	47%	55%
Comedy	80%	76%	75%	75%	77%
Festivals	60%	55%	71%	67%	63%
Broadway/cabaret musicals	72%	58%	42%	58%	60%
Concert - Pop	64%	51%	63%	51%	57%
Concert - Rock	63%	53%	44%	44%	52%
Concert - Classical	50%	57%	50%	53%	52%
Concert - R&B	47%	46%	40%	42%	44%
Concert - Jazz and Blues	52%	51%	40%	46%	48%
Concert - Country	61%	62%	56%	56%	59%
Concert - Folk	45%	45%	54%	42%	46%
Opera	31%	40%	29%	32%	33%

Table 30: Aquatics Facilities

Please indicate how much you would support or oppose the City of Yakima taking the following actions regarding aquatics facilities: (Percent rating as "strongly" or "somewhat support").	City Council District				Overall
	District 1	District 2	District 3	District 4	
Funding the construction of a new aquatics facility with public and private sector and no tax increase	86%	83%	85%	93%	88%
Funding the construction of a new aquatics facility with a tax increase	44%	47%	38%	42%	43%
Funding the repairs of existing aquatics facilities with no tax increase	78%	80%	76%	84%	80%

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Please indicate how much you would support or oppose the City of Yakima taking the following actions regarding aquatics facilities: (Percent rating as "strongly" or "somewhat support").	City Council District				Overall
	District 1	District 2	District 3	District 4	
Funding the repairs of existing aquatics facilities with a tax increase	39%	40%	29%	37%	37%

Table 31: City Priorities

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	
Code and sign enforcement	46%	71%	70%	60%	59%
Job creation/economic development	89%	96%	93%	89%	91%
Road improvements	67%	85%	86%	78%	77%
Parks and recreation improvements	54%	73%	74%	74%	68%
Community events/activities	53%	56%	75%	61%	60%
Public safety/police services	87%	97%	98%	87%	91%

Table 32: Parks and Recreation Capital Fund

The City is considering amending the City Charter to establish a dedicated parks and recreation capital construction and rehabilitation fund of not less than \$750,000 annually, which would come from existing revenue, with no tax increase. The reallocation will require cuts to other service areas, impacting some jobs and/or services levels. To what extent do you support or oppose this action? (Percent ratings as "strongly" or "somewhat support")	City Council District				Overall
	District 1	District 2	District 3	District 4	
	67%	62%	60%	63%	64%