

THE NCSTM
The National Citizen SurveyTM

Yakima, WA

Dashboard Summary of Findings

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. The NCS captures residents’ opinions within the three pillars of a community (Community Characteristics, Governance and Participation) across eight central facets of community (Safety, Mobility, Natural Environment, Built Environment, Economy, Recreation and Wellness, Education and Enrichment and Community Engagement). This report summarizes Yakima’s performance in the eight facets of community livability with the “General” rating as a summary of results from the overarching questions not shown within any of the eight facets. The “Overall” represents the community pillar in its entirety (the eight facets and general).

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

Within Community Characteristics, the facets of Mobility and Recreation and Wellness had ratings that were similar to ratings in comparison communities; all other facets had ratings that were lower than the benchmark. Within Governance, the facet of Mobility had ratings similar to the benchmark while all others were lower than comparison communities. The pillar of Participation received more mixed ratings, with five facets reflecting ratings that were similar to the benchmark, and five facets that reflected lower ratings than the benchmark. This information can be helpful in identifying the areas that merit more attention.

Figure 1: Dashboard Summary

	Community Characteristics			Governance			Participation		
	Higher	Similar	Lower	Higher	Similar	Lower	Higher	Similar	Lower
Overall	0	18	33	0	15	30	1	22	9
General	0	0	7	0	1	2	0	0	3
Safety	0	0	3	0	2	5	0	1	2
Mobility	0	6	2	0	5	3	0	3	0
Natural Environment	0	0	2	0	3	3	0	0	1
Built Environment	0	1	4	0	3	3	0	1	1
Economy	0	2	6	0	0	1	1	2	0
Recreation and Wellness	0	5	2	0	1	3	0	5	0
Education and Enrichment	0	3	3	0	0	2	0	1	1
Community Engagement	0	1	4	0	0	8	0	9	1

Legend	
	Higher
	Similar
	Lower

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Figure 2: Detailed Dashboard

	Community Characteristics	Trend	Benchmark	Percent positive	Governance	Trend	Benchmark	Percent positive	Participation	Trend	Benchmark	Percent positive
General	Overall appearance	↔	↓↓	30%	Customer service	↔	↓↓	43%	Recommend Yakima	↔	↓↓	54%
	Overall quality of life	↔	↓↓	46%	Services provided by Yakima	↔	↓	46%	Remain in Yakima	↓	↓	73%
	Place to retire	↔	↓	44%	Services provided by the Federal Government	↔	↔	30%	Contacted Yakima employees	↔	↓	35%
	Place to raise children	↔	↓↓	44%								
	Place to live	↔	↓↓	52%								
	Neighborhood	↔	↓	61%								
	Overall image	↔	↓↓	21%								
Safety	Overall feeling of safety	↑	↓↓	29%	Police	↔	↓	53%	Was NOT the victim of a crime	↔	↓	75%
	Safe in neighborhood	↔	↓	76%	Crime prevention	↑	↓↓	28%	Did NOT report a crime	↑	↓	65%
	Safe downtown/commercial area	↔	↓↓	60%	Fire	↔	↔	82%	Stocked supplies for an emergency	↔	↔	33%
					Fire prevention	↔	↓	52%				
					Ambulance/EMS	↔	↔	79%				
					Emergency preparedness	↔	↓	33%				
					Animal control	↑	↓↓	31%				
Mobility	Traffic flow	↔	↔	54%	Traffic enforcement	↔	↓	43%	Carpooled instead of driving alone	↔	↔	49%
	Travel by car	↔	↔	67%	Street repair	↑	↔	47%	Walked or biked instead of driving	↔	↔	52%
	Travel by bicycle	↔	↓	36%	Street cleaning	↑	↔	49%	Used public transportation instead of driving	↔	↔	22%
	Ease of walking	↔	↓	48%	Street lighting	↑	↔	47%				
	Travel by public transportation	↔	↔	52%	Snow removal	↔	↓	43%				
	Overall ease travel	↔	↔	69%	Sidewalk maintenance	↔	↓	28%				
	Public parking	↔	↔	43%	Traffic signal timing	↑	↔	43%				
Natural Environment	Paths and walking trails	↔	↔	52%	Bus or transit services	↔	↔	61%				
	Overall natural environment	↔	↓	54%	Garbage collection	↔	↔	81%	Recycled at home	↔	↓	73%
	Cleanliness	↔	↓↓	31%	Recycling	↔	↓↓	42%				
					Yard waste pick-up	↔	↔	63%				
					Drinking water	↔	↔	58%				
					Open space	↓	↓	30%				
					Natural areas preservation	↓	↓	34%				
Built Environment	New development in Yakima	↔	↓	38%	Sewer services	↑	↔	68%	NOT experiencing housing cost stress	↔	↔	64%
	Affordable quality housing	↔	↔	33%	Storm drainage	↔	↓	42%	Did NOT observe a code violation	↔	↓↓	34%
	Housing options	↔	↓	36%	Utility billing	↔	↔	52%				
	Overall built environment	↔	↓	39%	Land use, planning and zoning	↔	↓	28%				
	Public places	↔	↓↓	30%	Code enforcement	↔	↓↓	16%				
				Cable television	↔	↔	43%					

Legend

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

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	Community Characteristics	Trend	Benchmark	Percent positive	Governance	Trend	Benchmark	Percent positive	Participation	Trend	Benchmark	Percent positive
Economy	Overall economic health	↔	↓↓	26%	Economic development	↔	↓	25%	Economy will have positive impact on income	↔	↔	22%
	Shopping opportunities	↔	↓	33%					Purchased goods or services in Yakima	↔	↔	93%
	Employment opportunities	↑	↔	27%					Work in Yakima	↔	↑	63%
	Place to visit	↔	↓↓	37%								
	Cost of living	↔	↔	39%								
	Vibrant downtown/commercial area	↔	↓	22%								
	Place to work	↔	↓	44%								
Recreation and Wellness	Business and services	↔	↓	40%								
	Fitness opportunities	↔	↔	57%	City parks	↔	↓	54%	In very good to excellent health	↔	↔	50%
	Recreational opportunities	↔	↓	46%	Recreation centers	↔	↓	41%	Used Yakima recreation centers	↔	↔	58%
	Health care	↔	↔	45%	Recreation programs	↔	↓	45%	Visited a City park	↔	↔	80%
	Food	↔	↔	50%	Health services	↔	↔	50%	Ate 5 portions of fruits and vegetables	↔	↔	79%
	Mental health care	↔	↔	40%					Participated in moderate or vigorous physical activity	↔	↔	79%
	Health and wellness	↔	↓	48%								
Education and Enrichment	Preventive health services	↔	↔	46%								
	K-12 education	↓	↓	49%	Public libraries	↔	↓	69%	Used Yakima public libraries	↔	↓	56%
	Cultural/arts/music activities	↔	↔	44%	Special events	↔	↓	38%	Attended a City-sponsored event	↔	↔	45%
	Child care/preschool	↓	↔	43%								
	Religious or spiritual events and activities	↓	↔	66%								
	Adult education	↔	↓	43%								
	Overall education and enrichment	↔	↓	45%								
Community Engagement	Opportunities to participate in community matters	↑	↓	47%	Public information	↔	↓	46%	Sense of community	↔	↓↓	28%
	Opportunities to volunteer	↔	↔	59%	Overall direction	↑	↓	38%	Voted in local elections	↔	↔	79%
	Openness and acceptance	↔	↓	37%	Value of services for taxes paid	↑	↓	32%	Talked to or visited with neighbors	*	↔	89%
	Social events and activities	↔	↓	41%	Welcoming citizen involvement	↔	↓	33%	Attended a local public meeting	↔	↔	17%
	Neighborhoodliness	↔	↓	40%	Confidence in City government	↔	↓	29%	Watched a local public meeting	↔	↔	35%
					Acting in the best interest of Yakima	↔	↓	33%	Volunteered	↔	↔	47%
					Being honest	↔	↓	33%	Participated in a club	↔	↔	35%
					Treating all residents fairly	↔	↓	32%	Contacted Yakima elected officials	↔	↔	14%
									Read or watched local news	↔	↔	86%
									Done a favor for a neighbor	*	↔	83%

Legend

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