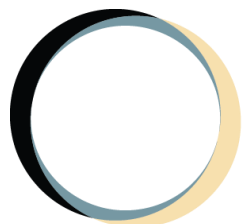


THE NCSTM
The National Citizen SurveyTM

Yakima, WA

Trends over Time

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 discusses trends over time, comparing the 2014 ratings for the City of Yakima to its previous survey results in 2012 and 2013. Additional reports and technical appendices are available under separate cover.

Trend data for Yakima represent important comparison data and should be examined for improvements or declines. Deviations from stable trends over time, especially, represent opportunities for understanding how local policies, programs or public information may have affected residents' opinions.

Meaningful differences between survey years have been noted within the following tables as being "higher" or "lower" if the differences are greater than five percentage points between the 2013 and 2014 surveys, otherwise the comparison between 2013 and 2014 are noted as being "similar." Additionally, benchmark comparisons for all survey years are presented for reference. Changes in the benchmark comparison over time can be impacted by various trends, including varying survey cycles for the individual communities that comprise the benchmarks, regional and national economic or other events, as well as emerging survey methodologies.

Overall, ratings in Yakima for 2014 generally remained stable. Of the 126 items for which comparisons were available, 107 items were rated similarly in 2013 and 2014, 6 items showed a decrease in ratings and 13 showed an increase in ratings. Notable trends over time included the following:

- Perhaps the most notable increases from 2013 to 2014 were within the facet of Mobility. Street repair ratings increased by 27% from 2013 to 2014. Further, ratings also increased for street cleaning, street lighting and traffic signal timing. No ratings within the facet of Mobility decreased from 2013 to 2014.
- Yakima residents reported higher ratings of overall safety in 2014 compared to 2013. Additionally, ratings increased for crime prevention and animal control.
- Some ratings within Education and Enrichment declined from 2013 to 2014, including K-12 education, child care/preschool and religious or spiritual events or activities.
- Within Natural Environment, there were decreases for open space and for natural areas preservation. All other Natural Environment ratings remained stable from 2013 to 2014.
- Other ratings that increased from 2013 to 2014 included employment opportunities, opportunities to participate in community matters, sewer services, the overall direction Yakima is taking, the overall value for taxes paid and the proportion of residents who had not reported a crime.

The National Citizen Survey™

Table 1: Community Characteristics General

	Percent rating positively (e.g., excellent/good)			2014 rating compared to 2013	Comparison to benchmark		
	2012	2013	2014		2012	2013	2014
Overall quality of life	44%	41%	46%	Similar	Much lower	Much lower	Much lower
Overall image	19%	21%	21%	Similar	Much lower	Much lower	Much lower
Place to live	49%	50%	52%	Similar	Much lower	Much lower	Much lower
Neighborhood	60%	60%	61%	Similar	Much lower	Lower	Lower
Place to raise children	38%	42%	44%	Similar	Much lower	Much lower	Much lower
Place to retire	46%	45%	44%	Similar	Much lower	Lower	Lower
Overall appearance	29%	28%	30%	Similar	Much lower	Much lower	Much lower

Table 2: Community Characteristics by Facet

		Percent rating positively (e.g., excellent/good, very/somewhat safe)			2014 rating compared to 2013	Comparison to benchmark		
		2012	2013	2014		2012	2013	2014
Safety	Overall feeling of safety	NA	23%	29%	Higher	NA	Much lower	Much lower
	Safe in neighborhood	77%	74%	76%	Similar	Much lower	Lower	Lower
	Safe downtown/commercial area	62%	60%	60%	Similar	Much lower	Much lower	Much lower
Mobility	Overall ease of travel	NA	69%	69%	Similar	NA	NA	Similar
	Paths and walking trails	49%	52%	52%	Similar	Much lower	Similar	Similar
	Ease of walking	48%	46%	48%	Similar	Much lower	Lower	Lower
	Travel by bicycle	43%	33%	36%	Similar	Much lower	Lower	Lower
	Travel by public transportation	NA	51%	52%	Similar	NA	Similar	Similar
	Travel by car	64%	64%	67%	Similar	Higher	Similar	Similar
	Public parking	NA	40%	43%	Similar	NA	NA	Similar
	Traffic flow	42%	49%	54%	Similar	Similar	Similar	Similar
	Natural Environment	Overall natural environment	49%	56%	54%	Similar	Much lower	Lower
Cleanliness		31%	29%	31%	Similar	Much lower	Much lower	Much lower
Overall built environment		NA	36%	39%	Similar	NA	NA	Lower
Built Environment	New development in Yakima	39%	33%	38%	Similar	Much lower	Lower	Lower
	Affordable quality housing	33%	36%	33%	Similar	Much lower	Similar	Similar

The National Citizen Survey™

		Percent rating positively (e.g., excellent/good, very/somewhat safe)			2014 rating compared to 2013	Comparison to benchmark		
		2012	2013	2014		2012	2013	2014
	Housing options	46%	37%	36%	Similar	Much lower	Lower	Lower
	Public places	NA	35%	30%	Similar	NA	NA	Much lower
Economy	Overall economic health	NA	24%	26%	Similar	NA	NA	Much lower
	Vibrant downtown/commercial area	NA	21%	22%	Similar	NA	NA	Lower
	Business and services	43%	40%	40%	Similar	Much lower	Lower	Lower
	Cost of living	NA	35%	39%	Similar	NA	NA	Similar
	Shopping opportunities	39%	37%	33%	Similar	Much lower	Lower	Lower
	Employment opportunities	15%	19%	27%	Higher	Much lower	Similar	Similar
	Place to visit	NA	36%	37%	Similar	NA	Much lower	Much lower
	Place to work	38%	40%	44%	Similar	Much lower	Lower	Lower
	Health and wellness	NA	47%	48%	Similar	NA	NA	Lower
	Mental health care	NA	43%	40%	Similar	NA	NA	Similar
Recreation and Wellness	Preventive health services	NA	47%	46%	Similar	NA	Similar	Similar
	Health care	NA	45%	45%	Similar	NA	Similar	Similar
	Food	NA	53%	50%	Similar	NA	Similar	Similar
	Recreational opportunities	41%	50%	46%	Similar	Much lower	Lower	Lower
	Fitness opportunities	NA	55%	57%	Similar	NA	NA	Similar
	Religious or spiritual events and activities	62%	71%	66%	Lower	Much lower	Similar	Similar
Education and Enrichment	Cultural/arts/music activities	41%	43%	44%	Similar	Much lower	Similar	Similar
	Adult education	NA	47%	43%	Similar	NA	NA	Lower
	K-12 education	46%	54%	49%	Lower	Much lower	Lower	Lower
	Child care/preschool	27%	50%	43%	Lower	Much lower	Similar	Similar
	Social events and activities	38%	36%	41%	Similar	Much lower	Lower	Lower
Community Engagement	Neighborhoodness	NA	36%	40%	Similar	NA	NA	Lower
	Openness and acceptance	35%	33%	37%	Similar	Much lower	Lower	Lower

The National Citizen Survey™

	Percent rating positively (e.g., excellent/good, very/somewhat safe)			2014 rating compared to 2013	Comparison to benchmark		
	2012	2013	2014		2012	2013	2014
Opportunities to participate in community matters	45%	41%	47%	Higher	Much lower	Lower	Lower
Opportunities to volunteer	65%	56%	59%	Similar	Much lower	Lower	Similar

Table 3: Governance General

	Percent rating positively (e.g., excellent/good)			2014 rating compared to 2013	Comparison to benchmark		
	2012	2013	2014		2012	2013	2014
Services provided by Yakima	45%	47%	46%	Similar	Much lower	Lower	Lower
Customer service	60%	48%	43%	Similar	Much lower	Much lower	Much lower
Value of services for taxes paid	27%	26%	32%	Higher	Much lower	Lower	Lower
Overall direction	28%	31%	38%	Higher	Much lower	Lower	Lower
Welcoming citizen involvement	29%	32%	33%	Similar	Much lower	Lower	Lower
Confidence in City government	NA	28%	29%	Similar	NA	NA	Lower
Acting in the best interest of Yakima	NA	31%	33%	Similar	NA	NA	Lower
Being honest	NA	32%	33%	Similar	NA	NA	Lower
Treating all residents fairly	NA	29%	32%	Similar	NA	NA	Lower
Services provided by the Federal Government	28%	33%	30%	Similar	Much lower	Similar	Similar

Table 4: Governance by Facet

		Percent rating positively (e.g., excellent/good)			2014 rating compared to 2013	Comparison to benchmark		
		2012	2013	2014		2012	2013	2014
Safety	Police	54%	54%	53%	Similar	Much lower	Lower	Lower
	Fire	84%	83%	82%	Similar	Much lower	Similar	Similar
	Ambulance/EMS	83%	79%	79%	Similar	Much lower	Similar	Similar
	Crime prevention	22%	22%	28%	Higher	Much lower	Much lower	Much lower
	Fire prevention	56%	55%	52%	Similar	Much lower	Lower	Lower
	Animal control	28%	26%	31%	Higher	Much lower	Much lower	Much lower
	Emergency preparedness	35%	34%	33%	Similar	Much lower	Lower	Lower
	Traffic enforcement	47%	43%	43%	Similar	Much lower	Lower	Lower
Mobility	Street repair	22%	19%	47%	Higher	Much lower	Much lower	Similar
	Street cleaning	42%	38%	49%	Higher	Much lower	Lower	Similar
	Street lighting	41%	40%	47%	Higher	Much lower	Lower	Similar
	Snow removal	36%	42%	43%	Similar	Much lower	Lower	Lower
	Sidewalk maintenance	27%	29%	28%	Similar	Much lower	Lower	Lower
	Traffic signal timing	44%	36%	43%	Higher	Lower	Similar	Similar
	Bus or transit services	62%	59%	61%	Similar	Much higher	Similar	Similar
Natural Environment	Garbage collection	79%	81%	81%	Similar	Lower	Similar	Similar

The National Citizen Survey™

		Percent rating positively (e.g., excellent/good)			2014 rating compared to 2013	Comparison to benchmark		
		2012	2013	2014		2012	2013	2014
	Recycling	43%	42%	42%	Similar	Much lower	Much lower	Much lower
	Yard waste pick-up	58%	61%	63%	Similar	Much lower	Similar	Similar
	Drinking water	64%	61%	58%	Similar	Lower	Similar	Similar
	Natural areas preservation	NA	45%	34%	Lower	NA	Similar	Lower
	Open space	NA	39%	30%	Lower	NA	Much lower	Lower
	Storm drainage	46%	37%	42%	Similar	Much lower	Lower	Lower
	Sewer services	71%	63%	68%	Higher	Lower	Similar	Similar
	Utility billing	NA	54%	52%	Similar	NA	Lower	Similar
	Land use, planning and zoning	28%	27%	28%	Similar	Much lower	Lower	Lower
	Code enforcement	15%	15%	16%	Similar	Much lower	Much lower	Much lower
Built Environment	Cable television	NA	47%	43%	Similar	NA	Similar	Similar
Economy	Economic development	23%	24%	25%	Similar	Much lower	Lower	Lower
	City parks	56%	57%	54%	Similar	Much lower	Lower	Lower
	Recreation programs	43%	40%	45%	Similar	Much lower	Much lower	Lower
	Recreation centers	43%	37%	41%	Similar	Much lower	Much lower	Lower
	Health services	NA	47%	50%	Similar	NA	Lower	Similar
Recreation and Wellness	Special events	NA	41%	38%	Similar	NA	Much lower	Lower
Education and Enrichment	Public libraries	70%	74%	69%	Similar	Much lower	Similar	Lower
Community Engagement	Public information	48%	47%	46%	Similar	Much lower	Lower	Lower

Table 5: Participation General

		Percent rating positively (e.g., always/sometimes, more than once a month, yes)			2014 rating compared to 2013	Comparison to benchmark		
		2012	2013	2014		2012	2013	2014
Sense of community		34%	31%	28%	Similar	Much lower	Much lower	Much lower
Recommend Yakima		59%	55%	54%	Similar	Much lower	Much lower	Much lower
Remain in Yakima		73%	79%	73%	Lower	Much lower	Similar	Lower
Contacted Yakima employees		42%	33%	35%	Similar	Much lower	Lower	Lower

Table 6: Participation by Facet

		Percent rating positively (e.g., always/sometimes, more than once a month, yes)			2014 rating compared to 2013	Comparison to benchmark		
		2012	2013	2014		2012	2013	2014
Safety	Stocked supplies for an emergency	NA	32%	33%	Similar	NA	NA	Similar
	Did NOT report a crime	NA	58%	65%	Higher	NA	NA	Lower
	Was NOT the victim of a crime	74%	71%	75%	Similar	Much lower	Lower	Lower
Mobility	Used public transportation instead of driving	NA	23%	22%	Similar	NA	NA	Similar
	Carpooled instead of driving alone	NA	51%	49%	Similar	NA	NA	Similar

The National Citizen Survey™

		Percent rating positively (e.g., always/sometimes, more than once a month, yes)			2014 rating compared to 2013	Comparison to benchmark		
		2012	2013	2014		2012	2013	2014
Natural Environment	Walked or biked instead of driving	NA	52%	52%	Similar	NA	NA	Similar
	Recycled at home	78%	71%	73%	Similar	Much lower	Lower	Lower
Built Environment	Did NOT observe a code violation	NA	33%	34%	Similar	NA	NA	Much lower
	NOT under housing cost stress	54%	60%	64%	Similar	Much lower	Similar	Similar
Economy	Purchased goods or services in Yakima	NA	92%	93%	Similar	NA	NA	Similar
	Economy will have positive impact on income	17%	24%	22%	Similar	Similar	Similar	Similar
	Work in Yakima	NA	62%	63%	Similar	NA	NA	Higher
Recreation and Wellness	Used Yakima recreation centers	60%	60%	58%	Similar	Higher	Similar	Similar
	Visited a City park	87%	83%	80%	Similar	Similar	Similar	Similar
	Ate 5 portions of fruits and vegetables	NA	79%	79%	Similar	NA	NA	Similar
	Participated in moderate or vigorous physical activity	NA	76%	79%	Similar	NA	NA	Similar
Education and Enrichment	In very good to excellent health	NA	52%	50%	Similar	NA	NA	Similar
	Used Yakima public libraries	60%	57%	56%	Similar	Much lower	Lower	Lower
Community Engagement	Attended a City-sponsored event	NA	46%	45%	Similar	NA	NA	Similar
	Contacted Yakima elected officials	NA	16%	14%	Similar	NA	NA	Similar
	Volunteered	54%	46%	47%	Similar	Much higher	Similar	Similar
	Participated in a club	38%	34%	35%	Similar	Much higher	Similar	Similar
	Talked to or visited with neighbors	NA	NA	89%	NA	NA	NA	Similar
	Done a favor for a neighbor	NA	NA	83%	NA	NA	NA	Similar
	Attended a local public meeting	18%	18%	17%	Similar	Much lower	Similar	Similar
	Watched a local public meeting	47%	38%	35%	Similar	Much higher	Similar	Similar
	Read or watched local news	NA	86%	86%	Similar	NA	NA	Similar
	Voted in local elections	65%	78%	79%	Similar	Much lower	Similar	Similar