THE NCS™
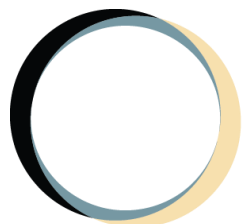## The National Citizen Survey™

Yakima, WA
Comparisons by Geographic Subgroups

2015

NRC
National Research Center Inc

ICMA
Leaders at the Core of Better Communities

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 District 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 (735 completed surveys). For each District, the margin of error rises to approximately plus or minus 15 percentage points since sample sizes were approximately 44 for District 1, 45 for District 2, 89 for District 3, 92 for District 4, 132 for District 5, 197 for District 6 and 136 for District 7.

Table 1: Community Characteristics - General

Percent rating positively (e.g., excellent/good)	District							Overall
	District 1	District 2	District 3	District 4	District 5	District 6	District 7	Overall
The overall quality of life in Yakima	36%	23%	52%	31%	64%	51%	56%	48%
Overall image or reputation of Yakima	30%	20%	23%	16%	20%	13%	19%	19%
Yakima as a place to live	50%	38%	60%	35%	68%	60%	60%	55%
Your neighborhood as a place to live	30%	26%	61%	45%	70%	89%	84%	65%
Yakima as a place to raise children	35%	19%	45%	25%	45%	52%	53%	42%
Yakima as a place to retire	41%	26%	47%	33%	55%	40%	45%	42%
Overall appearance of Yakima	38%	21%	26%	26%	35%	23%	30%	28%

Table 2: Community Characteristics - Safety

Percent rating positively (e.g., excellent/good, very/somewhat safe)	District							Overall
	District 1	District 2	District 3	District 4	District 5	District 6	District 7	Overall
Overall feeling of safety in Yakima	39%	14%	29%	23%	44%	31%	31%	31%
In your neighborhood during the day	58%	67%	77%	66%	80%	88%	89%	78%
In Yakima's downtown/commercial area during the day	84%	55%	65%	63%	61%	58%	66%	63%

Table 3: Community Characteristics - Mobility

Percent rating positively (e.g., excellent/good, very/somewhat safe)	District							Overall
	District 1	District 2	District 3	District 4	District 5	District 6	District 7	Overall
Overall ease of getting to the places you usually have to visit	61%	42%	71%	66%	74%	67%	72%	67%
Traffic flow on major streets	30%	52%	46%	39%	63%	55%	55%	50%
Ease of public parking	17%	44%	33%	34%	42%	35%	43%	36%
Ease of travel by car in Yakima	68%	71%	66%	60%	74%	66%	73%	69%
Ease of travel by public transportation in Yakima	36%	48%	33%	42%	40%	46%	59%	44%
Ease of travel by bicycle in Yakima	33%	49%	38%	37%	49%	21%	31%	36%
Ease of walking in Yakima	46%	37%	43%	58%	52%	38%	40%	45%
Availability of paths and walking trails	48%	49%	45%	46%	58%	50%	42%	48%

Table 4: Community Characteristics - Natural Environment

Percent rating positively (e.g., excellent/good, very/somewhat safe)	District							Overall
	District 1	District 2	District 3	District 4	District 5	District 6	District 7	
Quality of overall natural environment in Yakima	46%	26%	42%	52%	56%	55%	58%	50%
Cleanliness of Yakima	39%	22%	26%	27%	28%	25%	29%	28%

Table 5: Community Characteristics - Built Environment

Percent rating positively (e.g., excellent/good, very/somewhat safe)	District							Overall
	District 1	District 2	District 3	District 4	District 5	District 6	District 7	
Overall "built environment" of Yakima (including overall design, buildings, parks and transportation systems)	32%	24%	33%	35%	38%	28%	42%	34%
Public places where people want to spend time	17%	29%	32%	24%	31%	21%	32%	27%
Variety of housing options	11%	15%	36%	19%	35%	35%	34%	29%
Availability of affordable quality housing	14%	13%	16%	29%	31%	29%	31%	25%
Overall quality of new development in Yakima	34%	48%	42%	33%	33%	27%	38%	35%

Table 6: Community Characteristics - Economy

Percent rating positively (e.g., excellent/good, very/somewhat safe)	District							Overall
	District 1	District 2	District 3	District 4	District 5	District 6	District 7	
Overall economic health of Yakima	28%	13%	27%	23%	28%	22%	28%	25%
Yakima as a place to work	39%	39%	44%	28%	48%	46%	46%	42%
Yakima as a place to visit	36%	27%	32%	29%	35%	35%	35%	33%
Employment opportunities	29%	26%	23%	26%	31%	18%	34%	27%
Shopping opportunities	33%	35%	33%	40%	26%	29%	39%	33%
Cost of living in Yakima	30%	26%	35%	28%	51%	40%	51%	40%
Overall quality of business and service establishments in Yakima	38%	42%	35%	33%	50%	42%	42%	41%
Vibrant downtown/commercial area	35%	33%	19%	20%	23%	10%	15%	20%

Table 7: Community Characteristics - Recreation and Wellness

Percent rating positively (e.g., excellent/good, very/somewhat safe)	District 1	District 2	District 3	District 4	District 5	District 6	District 7	Overall
Health and wellness opportunities in Yakima	42%	39%	47%	33%	51%	50%	47%	45%
Fitness opportunities (including exercise classes and paths or trails, etc.)	49%	54%	53%	46%	67%	54%	51%	54%
Recreational opportunities	36%	20%	49%	35%	54%	46%	44%	43%
Availability of affordable quality food	41%	40%	56%	46%	64%	55%	53%	53%
Availability of affordable quality health care	36%	30%	50%	39%	50%	49%	59%	47%

Percent rating positively (e.g., excellent/good, very/somewhat safe)	District							Overall
	District 1	District 2	District 3	District 4	District 5	District 6	District 7	Overall
Availability of preventive health services	40%	38%	55%	34%	53%	51%	64%	50%
Availability of affordable quality mental health care	24%	29%	42%	31%	31%	31%	36%	32%

Table 8: Community Characteristics - Education and Enrichment

Percent rating positively (e.g., excellent/good, very/somewhat safe)	District							Overall
	District 1	District 2	District 3	District 4	District 5	District 6	District 7	Overall
Overall opportunities for education and enrichment	36%	50%	48%	37%	41%	40%	45%	42%
Availability of affordable quality child care/preschool	32%	28%	30%	32%	41%	44%	40%	37%
K-12 education	37%	41%	53%	39%	56%	45%	57%	48%
Adult educational opportunities	30%	51%	47%	40%	44%	43%	53%	45%
Opportunities to attend cultural/arts/music activities	34%	47%	47%	44%	47%	43%	36%	42%
Opportunities to participate in religious or spiritual events and activities	52%	55%	77%	68%	62%	73%	71%	67%

Table 9: Community Characteristics - Community Engagement

Percent rating positively (e.g., excellent/good, very/somewhat safe)	District							Overall
	District 1	District 2	District 3	District 4	District 5	District 6	District 7	Overall
Opportunities to participate in social events and activities	42%	32%	54%	35%	39%	38%	44%	41%
Opportunities to volunteer	52%	50%	55%	62%	68%	67%	63%	62%
Opportunities to participate in community matters	49%	44%	47%	43%	39%	40%	43%	43%
Openness and acceptance of the community toward people of diverse backgrounds	40%	22%	28%	25%	35%	30%	39%	32%
Neighborliness of residents in Yakima	26%	16%	29%	31%	33%	42%	49%	35%

Table 10: Governance - General

Percent rating positively (e.g., excellent/good)	District							Overall
	District 1	District 2	District 3	District 4	District 5	District 6	District 7	Overall
The City of Yakima	34%	43%	40%	34%	61%	46%	49%	46%
The value of services for the taxes paid to Yakima	25%	24%	24%	18%	34%	26%	35%	27%
The overall direction that Yakima is taking	27%	28%	37%	28%	35%	19%	35%	30%
The job Yakima government does at welcoming citizen involvement	9%	19%	30%	17%	26%	22%	25%	22%
Overall confidence in Yakima government	8%	18%	13%	17%	23%	19%	23%	18%
Generally acting in the best interest of the community	15%	15%	22%	21%	24%	21%	28%	22%
Being honest	27%	26%	23%	20%	25%	18%	28%	24%

Percent rating positively (e.g., excellent/good)	District							
	District 1	District 2	District 3	District 4	District 5	District 6	District 7	Overall
Treating all residents fairly	33%	16%	29%	19%	25%	18%	29%	24%
Overall customer service by Yakima employees (police, receptionists, planners, etc.)	33%	47%	52%	45%	61%	61%	53%	53%
The Federal Government	3%	3%	3%	3%	3%	3%	3%	3%
The State Government	3%	3%	3%	3%	3%	3%	3%	3%
Yakima County Government	35%	29%	35%	28%	52%	43%	39%	39%

Table 11: Governance - Safety

Percent rating positively (e.g., excellent/good)	District							
	District 1	District 2	District 3	District 4	District 5	District 6	District 7	Overall
Police services	47%	35%	51%	50%	69%	72%	67%	60%
Fire services	78%	67%	90%	82%	95%	94%	88%	87%
Ambulance or emergency medical services	69%	73%	84%	77%	93%	91%	89%	85%
Crime prevention	23%	21%	37%	27%	47%	29%	30%	32%
Fire prevention and education	25%	29%	52%	47%	77%	57%	57%	53%
Animal control	8%	17%	41%	36%	35%	40%	29%	32%
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	31%	25%	31%	22%	39%	32%	29%	30%

Table 12: Governance - Mobility

Percent rating positively (e.g., excellent/good)	District							
	District 1	District 2	District 3	District 4	District 5	District 6	District 7	Overall
Traffic enforcement	40%	33%	42%	40%	53%	48%	46%	44%
Street repair	30%	23%	30%	25%	41%	28%	36%	31%
Street cleaning	36%	32%	43%	39%	52%	49%	51%	45%
Street lighting	23%	34%	37%	42%	62%	48%	51%	45%
Snow removal	38%	29%	40%	44%	60%	44%	45%	45%
Sidewalk maintenance	27%	21%	29%	25%	41%	26%	39%	31%
Traffic signal timing	47%	41%	42%	37%	47%	42%	50%	44%
Bus or transit services	38%	50%	53%	64%	60%	58%	65%	56%

Table 13: Governance - Natural Environment

Percent rating positively (e.g., excellent/good)	District							Overall
	District 1	District 2	District 3	District 4	District 5	District 6	District 7	
Garbage collection	51%	75%	90%	71%	86%	92%	80%	80%
Recycling	32%	40%	34%	35%	44%	48%	35%	39%
Yard waste pick-up	21%	38%	66%	55%	75%	78%	72%	64%
Drinking water	54%	59%	60%	49%	75%	64%	65%	62%
Preservation of natural areas such as open space, farmlands and greenbelts	35%	24%	37%	46%	51%	35%	37%	39%
Yakima open space	22%	24%	32%	34%	43%	37%	29%	33%

Table 14: Governance - Built Environment

Percent rating positively (e.g., excellent/good)	District							Overall
	District 1	District 2	District 3	District 4	District 5	District 6	District 7	
Storm drainage	33%	37%	47%	45%	55%	49%	51%	47%
Sewer services	42%	49%	66%	64%	80%	77%	76%	69%
Utility billing	36%	39%	51%	47%	67%	66%	54%	55%
Land use, planning and zoning	22%	19%	32%	27%	21%	20%	18%	22%
Code enforcement (weeds, abandoned buildings, etc.)	11%	17%	20%	22%	20%	9%	14%	16%
Cable television	47%	28%	40%	44%	57%	43%	48%	45%

Table 15: Governance - Economy

Percent rating positively (e.g., excellent/good)	District							Overall
	District 1	District 2	District 3	District 4	District 5	District 6	District 7	
Economic development	23%	14%	28%	30%	32%	21%	31%	27%

Table 16: Governance - Recreation and Wellness

Percent rating positively (e.g., excellent/good)	District							Overall
	District 1	District 2	District 3	District 4	District 5	District 6	District 7	
City parks	38%	45%	64%	49%	59%	59%	53%	54%
Recreation programs or classes	24%	50%	47%	38%	60%	42%	45%	45%
Recreation centers or facilities	36%	36%	37%	27%	45%	40%	37%	37%
Health services	38%	45%	50%	34%	64%	50%	53%	49%

Table 17: Governance - Education and Enrichment

Percent rating positively (e.g., excellent/good)	District							Overall
	District 1	District 2	District 3	District 4	District 5	District 6	District 7	Overall
Public library services	50%	54%	74%	70%	85%	80%	80%	74%
City-sponsored special events	28%	33%	46%	30%	44%	42%	46%	40%

Table 18: Governance - Community Engagement

Percent rating positively (e.g., excellent/good)	District							Overall
	District 1	District 2	District 3	District 4	District 5	District 6	District 7	Overall
Public information services	36%	24%	49%	41%	53%	51%	53%	46%

Table 19: Participation General

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	District							Overall
	District 1	District 2	District 3	District 4	District 5	District 6	District 7	Overall
Sense of community	30%	18%	25%	25%	28%	22%	35%	27%
Recommend living in Yakima to someone who asks	72%	49%	51%	43%	59%	59%	58%	56%
Remain in Yakima for the next five years	78%	73%	86%	72%	79%	87%	68%	78%
Contacted the City of Yakima (in-person, phone, email or web) for help or information	22%	40%	38%	51%	42%	46%	30%	39%

Table 20: Participation - Safety

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	District							Overall
	District 1	District 2	District 3	District 4	District 5	District 6	District 7	Overall
Was NOT the victim of a crime	83%	63%	69%	53%	79%	78%	79%	73%
Did NOT report a crime	79%	61%	60%	53%	72%	69%	71%	67%
Stocked supplies in preparation for an emergency	17%	33%	32%	34%	36%	34%	29%	32%

Table 21: Participation - Mobility

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	District							Overall
	District 1	District 2	District 3	District 4	District 5	District 6	District 7	Overall
Walked or biked instead of driving	60%	33%	48%	63%	40%	40%	47%	47%
Carpooled with other adults or children instead of driving alone	50%	69%	57%	52%	42%	43%	42%	48%
Used bus, rail, subway or other public transportation instead of driving	39%	38%	7%	30%	9%	9%	12%	17%

Table 22: Participation - Natural Environment

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	District							Overall
	District 1	District 2	District 3	District 4	District 5	District 6	District 7	
Recycle at home	64%	77%	58%	66%	67%	78%	64%	68%

Table 23: Participation - Built Environment

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	District							Overall
	District 1	District 2	District 3	District 4	District 5	District 6	District 7	
NOT under housing cost stress	45%	40%	72%	52%	69%	72%	62%	62%
Did NOT observe a code violation	35%	30%	34%	21%	31%	26%	32%	29%

Table 24: Participation - Economy

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	District							Overall
	District 1	District 2	District 3	District 4	District 5	District 6	District 7	
Purchase goods or services from a business located in Yakima	79%	81%	94%	90%	95%	98%	96%	92%
Economy will have positive impact on income	36%	29%	30%	27%	24%	24%	29%	28%
Work in Yakima	67%	78%	65%	56%	59%	58%	58%	61%

Table 25: Participation - Recreation and Wellness

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	District							Overall
	District 1	District 2	District 3	District 4	District 5	District 6	District 7	
Used Yakima recreation centers or their services	61%	70%	59%	63%	58%	53%	61%	60%
Visited a neighborhood park or City park	87%	91%	87%	79%	78%	72%	88%	82%
Eat at least 5 portions of fruits and vegetables a day	86%	84%	76%	83%	85%	88%	88%	85%
Participate in moderate or vigorous physical activity	76%	75%	75%	79%	79%	82%	86%	80%
Reported being in "very good" or "excellent" health	39%	49%	54%	40%	55%	59%	59%	52%

Table 26: Participation - Education and Enrichment

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	District							Overall
	District 1	District 2	District 3	District 4	District 5	District 6	District 7	
Used Yakima public libraries or their services	52%	58%	35%	56%	41%	59%	55%	51%
Attended a City-sponsored event	45%	68%	41%	45%	45%	37%	35%	43%

Table 27: Participation - Community Engagement

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	District							Overall
	District 1	District 2	District 3	District 4	District 5	District 6	District 7	
Contacted Yakima elected officials (in-person, phone, email or web) to express your opinion	10%	29%	18%	21%	14%	16%	10%	16%
Volunteered your time to some group/activity in Yakima	37%	50%	39%	50%	40%	52%	39%	44%
Participated in a club	26%	17%	24%	32%	35%	39%	29%	31%
Talked to or visited with your immediate neighbors	69%	92%	88%	89%	85%	93%	95%	88%
Done a favor for a neighbor	72%	86%	73%	84%	83%	83%	85%	81%
Attended a local public meeting	14%	20%	11%	18%	17%	20%	6%	15%
Watched (online or on television) a local public meeting	30%	47%	30%	34%	33%	40%	30%	34%
Read or watch local news (via television, paper, computer, etc.)	93%	99%	88%	85%	90%	97%	79%	89%
Vote in local elections	60%	67%	76%	77%	90%	96%	81%	81%

Table 28: Community Focus Areas

Percent rating positively (e.g., essential/very important)	District							Overall
	District 1	District 2	District 3	District 4	District 5	District 6	District 7	
Overall feeling of safety in Yakima	70%	93%	91%	88%	89%	94%	95%	90%
Overall ease of getting to the places you usually have to visit	64%	69%	59%	62%	67%	70%	65%	65%
Quality of overall natural environment in Yakima	76%	73%	71%	74%	76%	74%	77%	74%
Overall "built environment" of Yakima (including overall design, buildings, parks and transportation systems)	69%	76%	67%	76%	72%	72%	76%	73%
Health and wellness opportunities in Yakima	70%	88%	82%	83%	69%	80%	79%	78%
Overall opportunities for education and enrichment	74%	90%	81%	83%	87%	82%	81%	82%
Overall economic health of Yakima	76%	87%	87%	86%	92%	93%	93%	89%
Sense of community	82%	84%	76%	67%	76%	84%	76%	78%

Table 29: 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").	District							Overall
	District 1	District 2	District 3	District 4	District 5	District 6	District 7	
Code and sign enforcement	62%	67%	47%	60%	55%	62%	59%	58%
Job creation/economic development	83%	94%	86%	95%	92%	93%	82%	89%
Road improvements	64%	73%	77%	71%	81%	81%	84%	77%

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").	District							
	District 1	District 2	District 3	District 4	District 5	District 6	District 7	Overall
Parks and recreation improvements	74%	68%	62%	78%	73%	69%	69%	70%
Community events/activities	65%	68%	58%	53%	59%	53%	50%	56%
Public safety/police services	78%	96%	88%	88%	93%	99%	97%	93%