City of Sequim
2011 Community Survey Findings

Presented by

ETC Institute

August 22, 2011

Agenda

- Purpose and Methodology
- Bottom Line Upfront
- Major Findings
- Conclusions
- Questions

Purpose

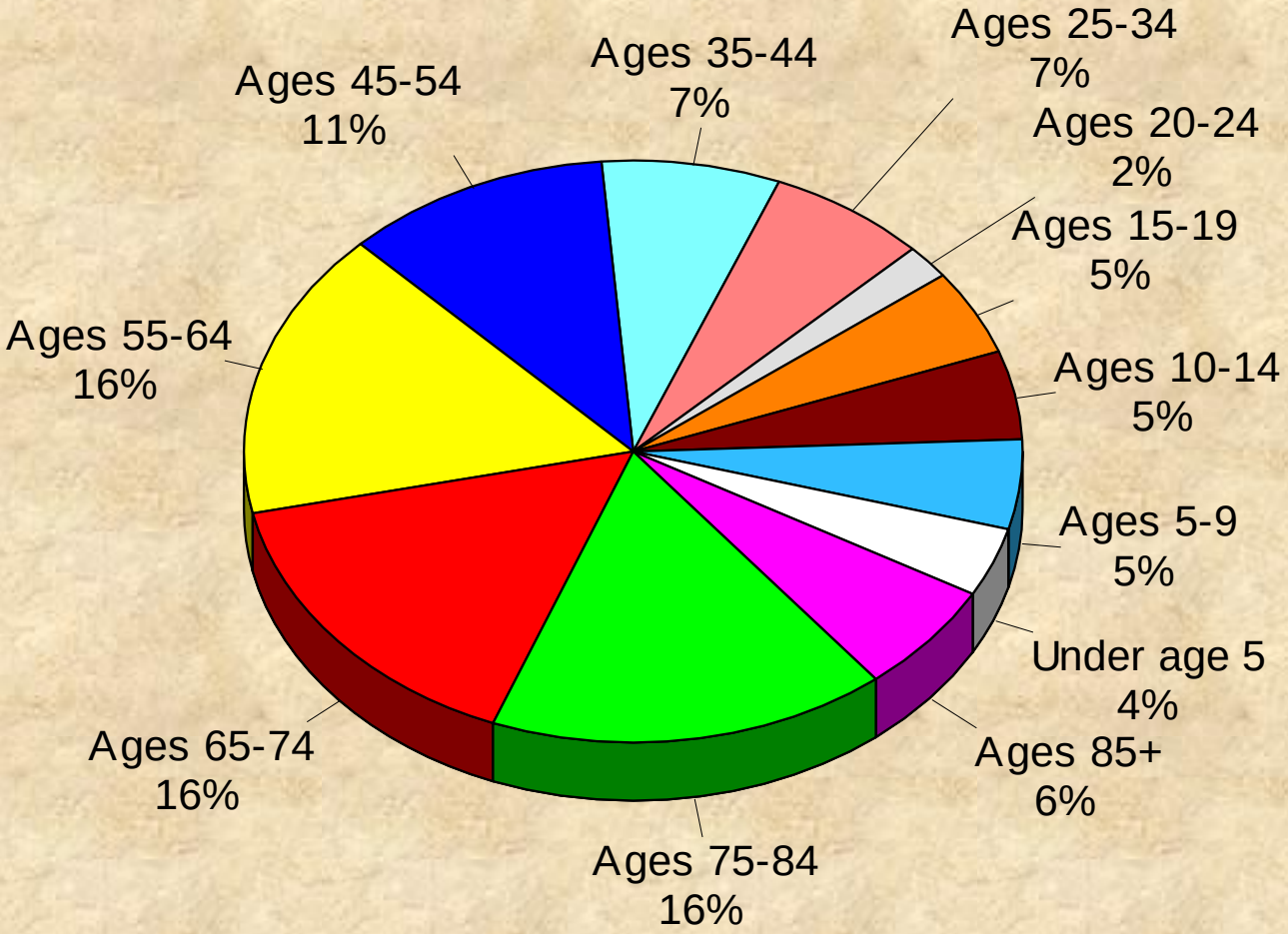
- To objectively assess resident satisfaction with the delivery of City services
- To gather input from residents to help set budget priorities
- To compare Sequim's performance with other communities

Methodology

- **Survey Description**
  - **included questions regarding a full-range of governmental services**
- **Method of Administration**
  - **by mail and phone to a randomly selected sample of households**
  - **Survey questions based on site visit feedback**
  - **Sample included households with traditional land lines and cell phones**
  - **each survey took approximately 15 minutes to complete**
- **Sample size:**
  - **Goal to complete 300 surveys**
  - **Actually completed 430 surveys**
- **Confidence level: 95%**
- **Margin of error: +/- 4.7%**

Q29. Demographics: Ages of Household Occupants

by percentage of persons in households

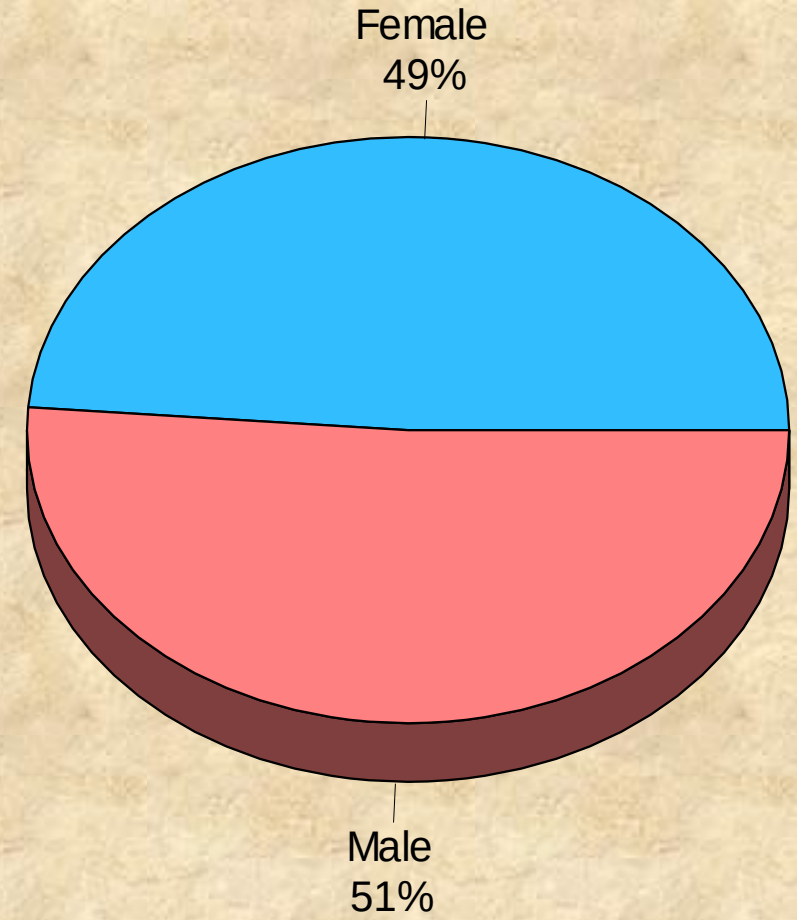


Leisure Vision/ETC Institute (August 2011)

Good Representation By AGE

Q33. Demographics: Gender

by percentage of respondents



Leisure Vision/ETC Institute (August 2011)

Good Representation By GENDER

Demographic Cross-tabs

- Households with and without children
- Number of years living in City of Sequim
- Gender
- Household Income

Bottom Line Up Front

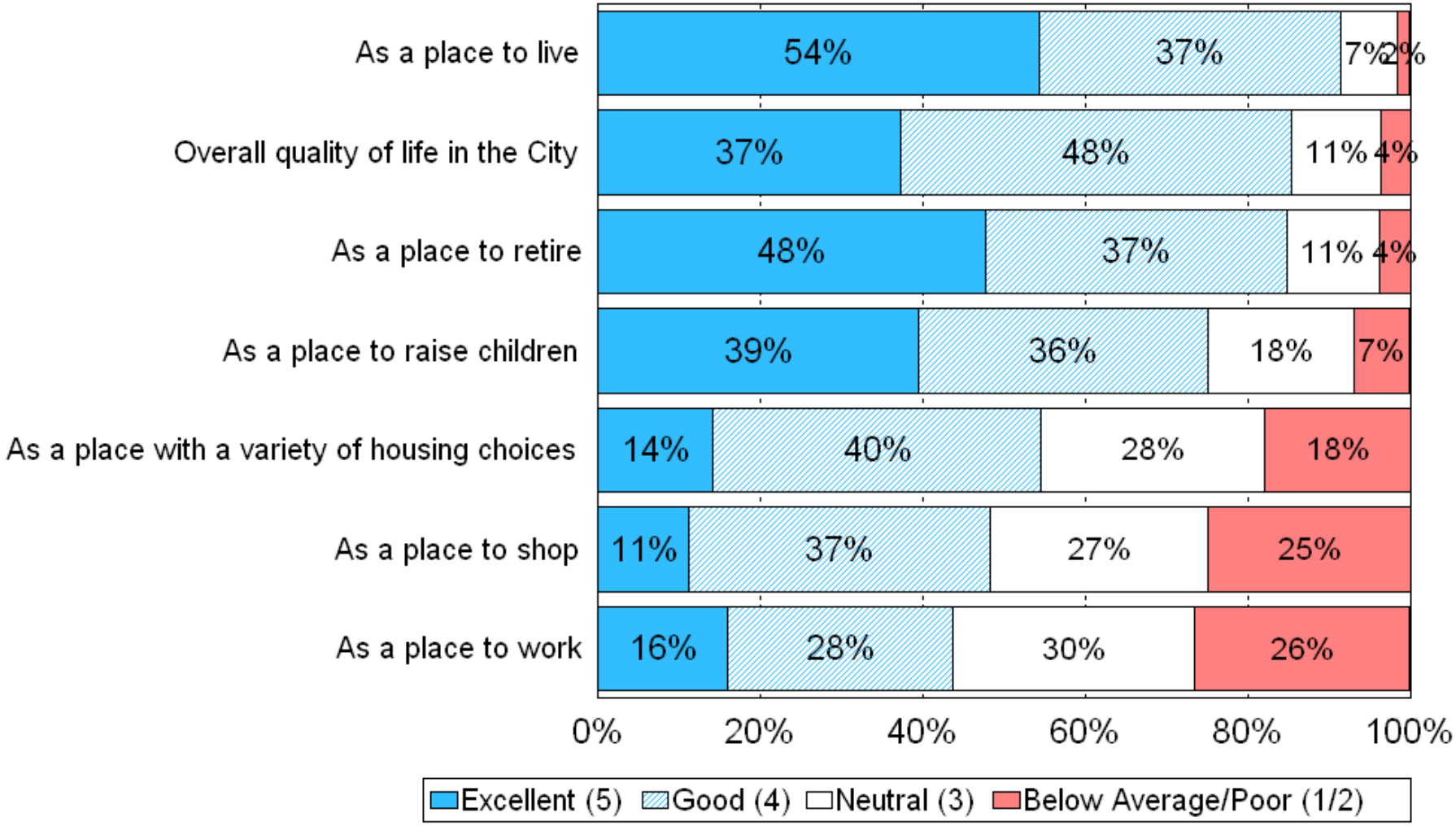
- The City of Sequim is Moving in the Right Direction
- Police services and City water and wastewater services are most important services to provide
- Reduce traffic congestion and improve streets are most important capital projects
- Sequim rates highly as a place to live and retire
- Overall satisfaction levels are comparable to cities of similar size

Major Findings: #1

Residents Generally Have a Positive Perception of the City

Q19. Ratings of Quality of Life for Various Items in Sequim

by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



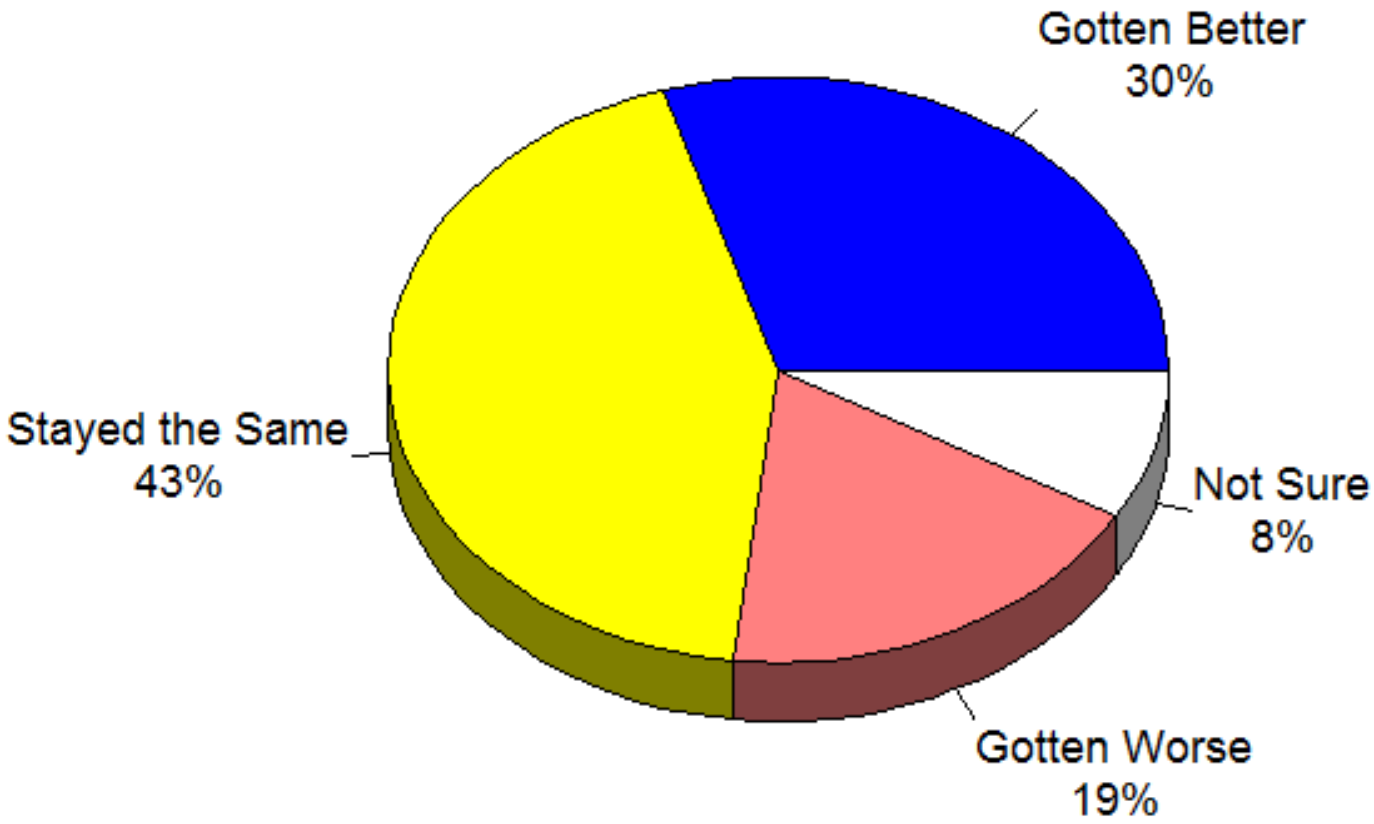
Leisure Vision/ETC Institute (August 2011)

“As a Place to Live” Excellent Rating Percentages

- Households with children under 10 (45%)
- Households with children 10-19 (45%)
- Households with only adults 20-54 (41%)
- Households with only adults 55+ (61%)

Q20. Since You Have Lived in the City of Sequim Do You Generally Think the Quality of Life Has Gotten Better, Stayed the Same, or Gotten Worse?

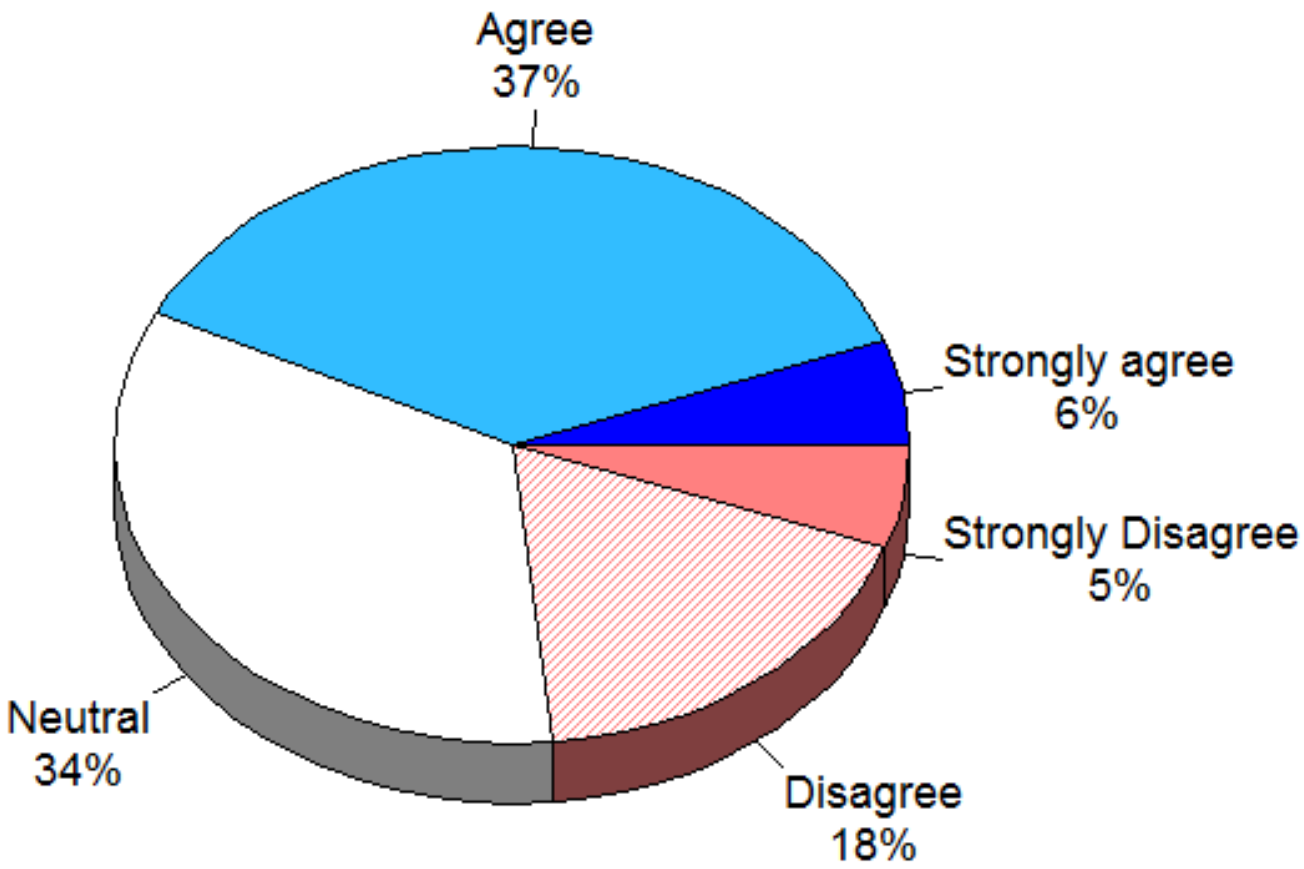
by percentage of respondents



Leisure Vision/ETC Institute (August 2011)

Q21. In General, How Much Do You Agree That the City of Sequim Is Moving in the Right Direction?

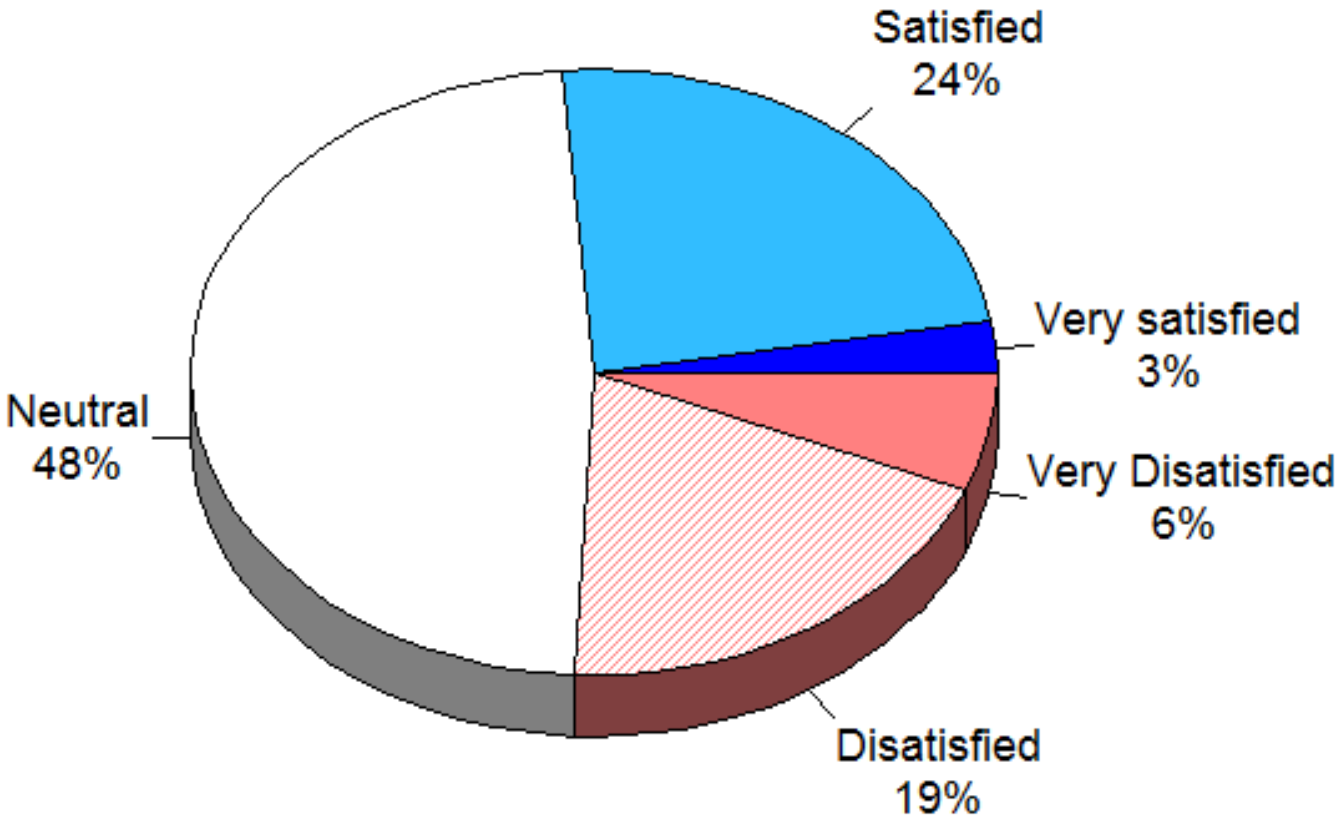
by percentage of respondents



Leisure Vision/ETC Institute (August 2011)

Q22. Overall, How Satisfied Are You with the Efforts of City Leaders in Managing the Finances of the City?

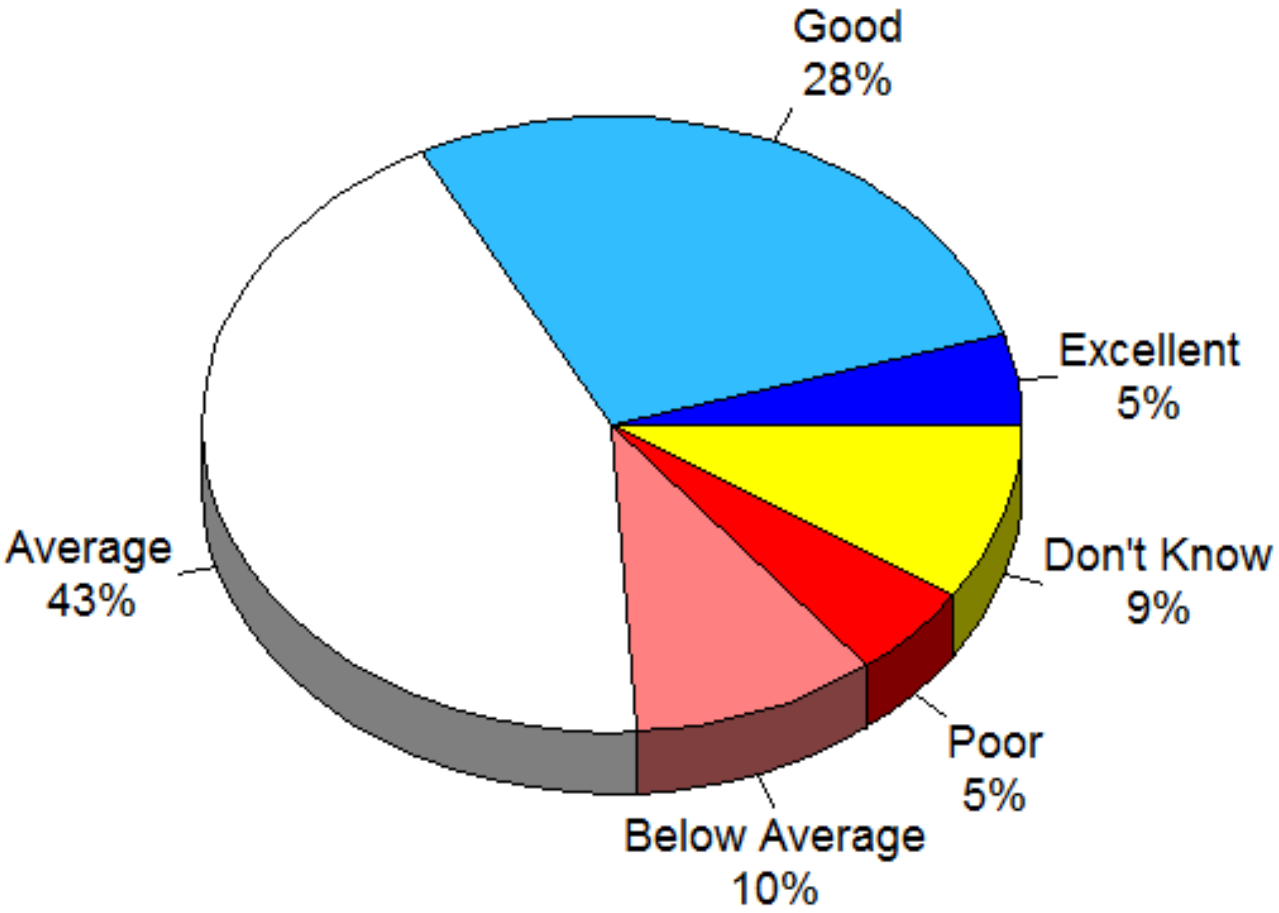
by percentage of respondents



Leisure Vision/ETC Institute (August 2011)

Q23. Overall, How Would You Rate the Value of Services You Receive for Your City Taxes?

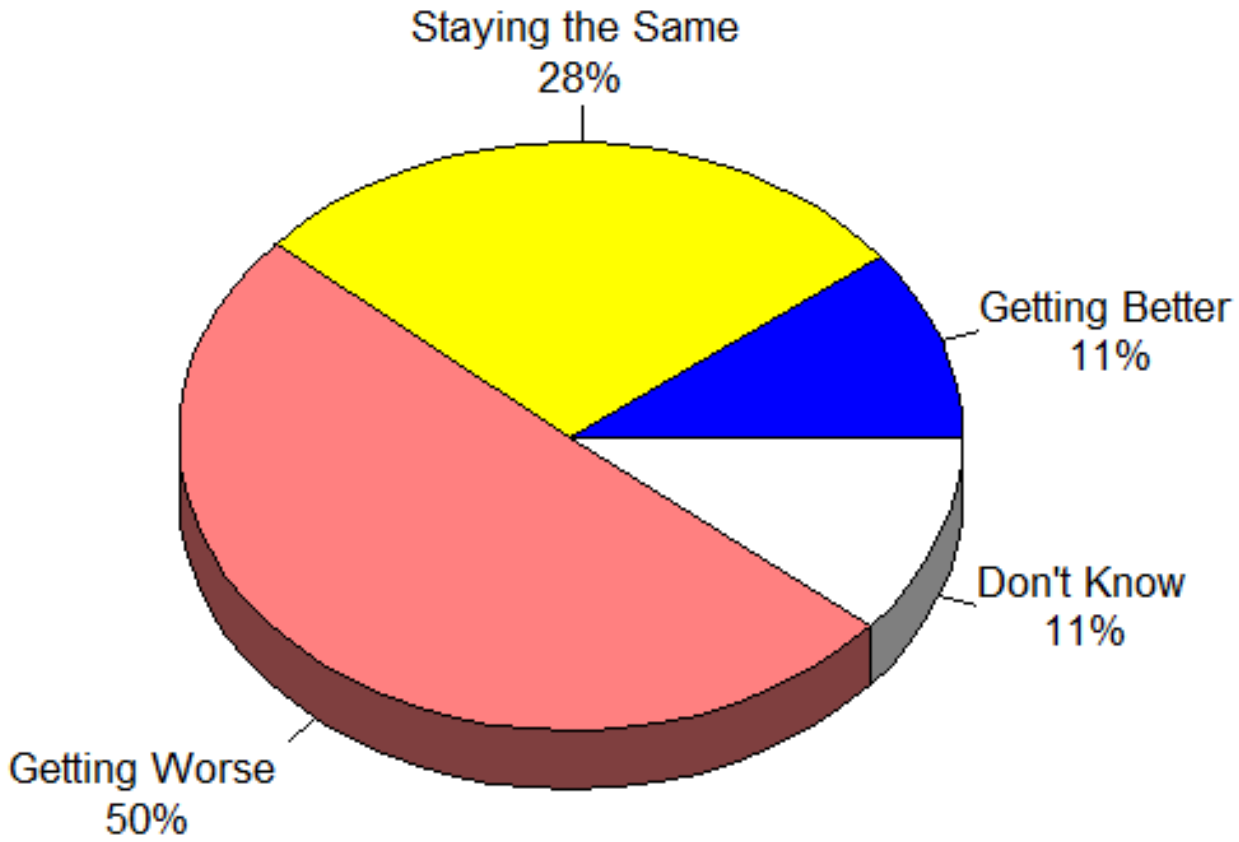
by percentage of respondents



Leisure Vision/ETC Institute (August 2011)

Q16. Compared to Five Years Ago, Would You Say That Traffic in Sequim Is Getting Better, Staying the Same, Or Getting Worse?

by percentage of respondents



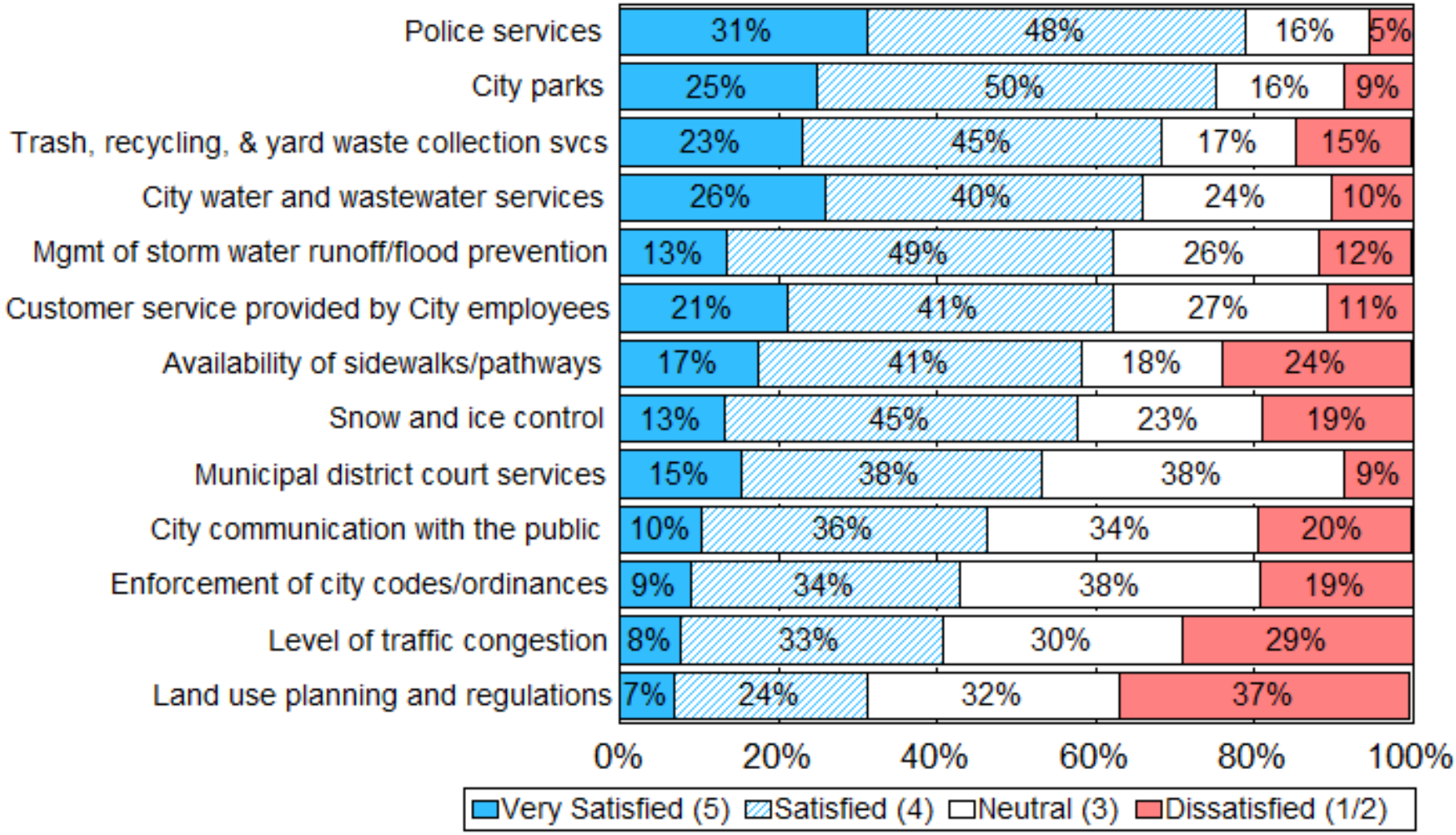
Leisure Vision/ETC Institute (August 2011)

Major Findings: #2

Overall Satisfaction with City Services Is Generally Good With Opportunities for Improvements

Q1. Overall Satisfaction With City Services by Major Category

by percentage of respondents (excluding don't knows)



Leisure Vision/ETC Institute (August 2011)

Land Use Planning and Regulations

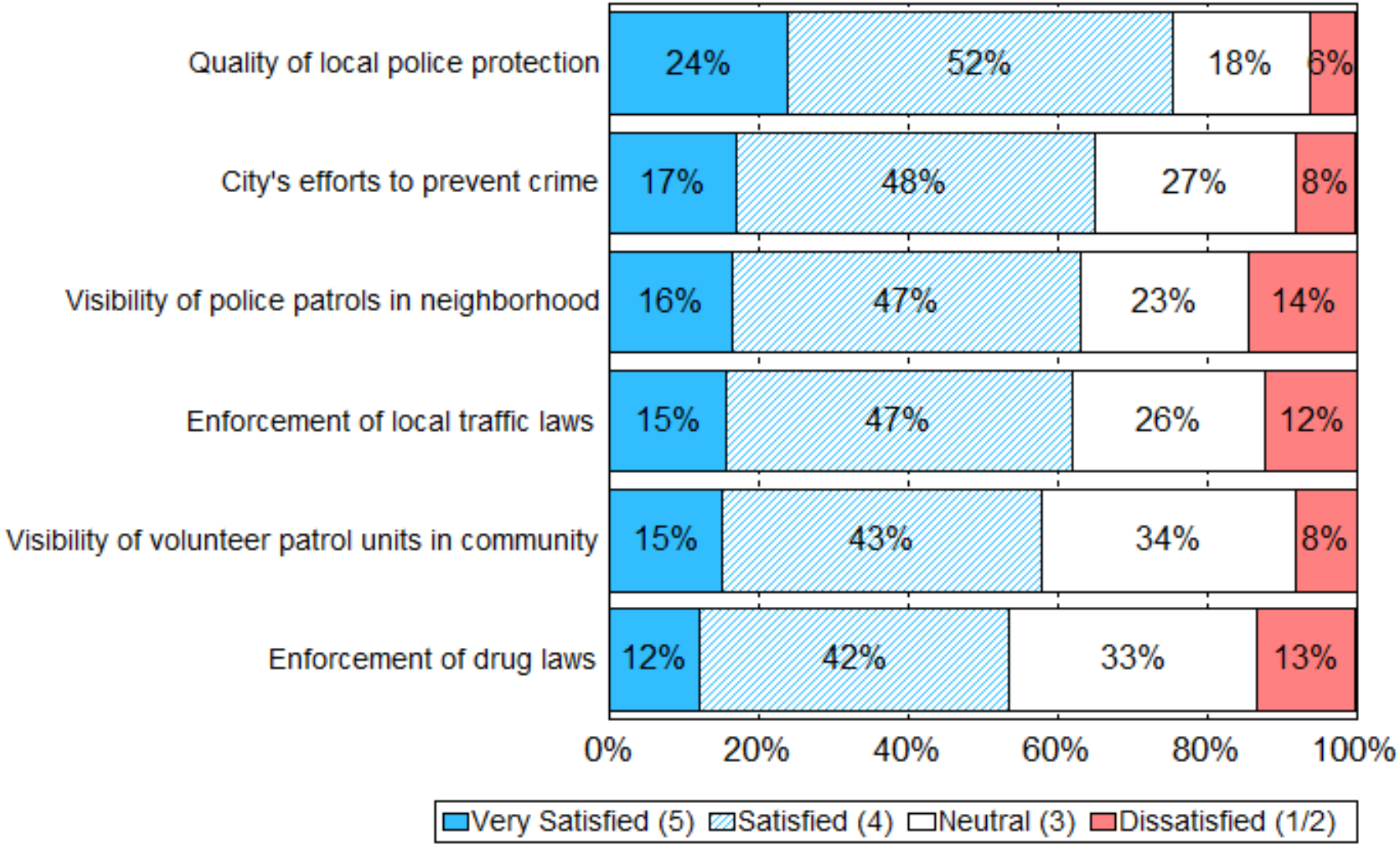
Very Satisfied and Satisfied Ratings

By Years Lived in Sequim

- Less than 5 years (50%)
- 5-9 years (34%)
- 10-19 years (24%)
- 20-29 years (25%)
- 30+ years (28%)

Q7. Satisfaction with Public Safety in Sequim

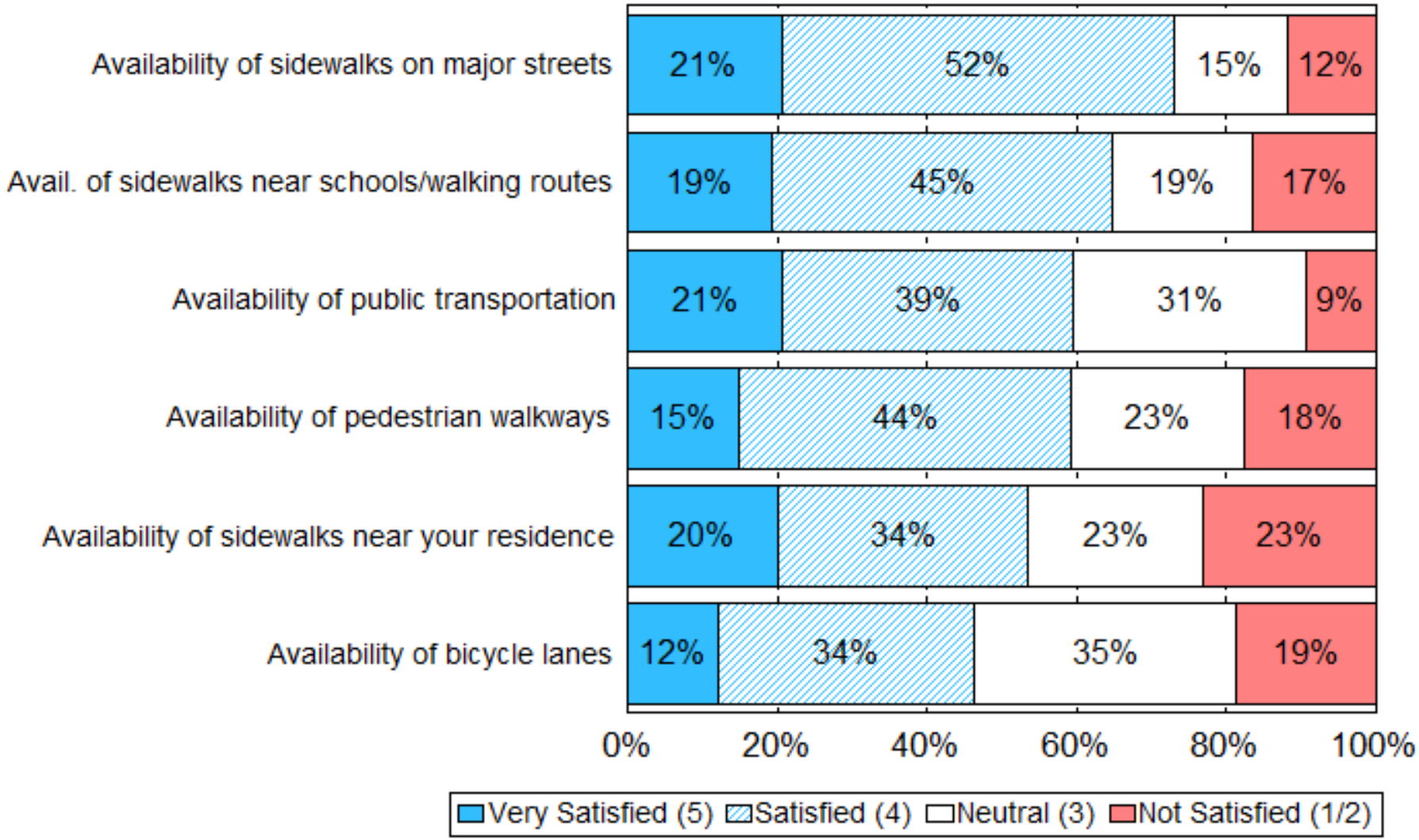
by percentage of respondents (excluding don't knows)



Leisure Vision/ETC Institute (August 2011)

Q12. Satisfaction with Transportation in Sequim

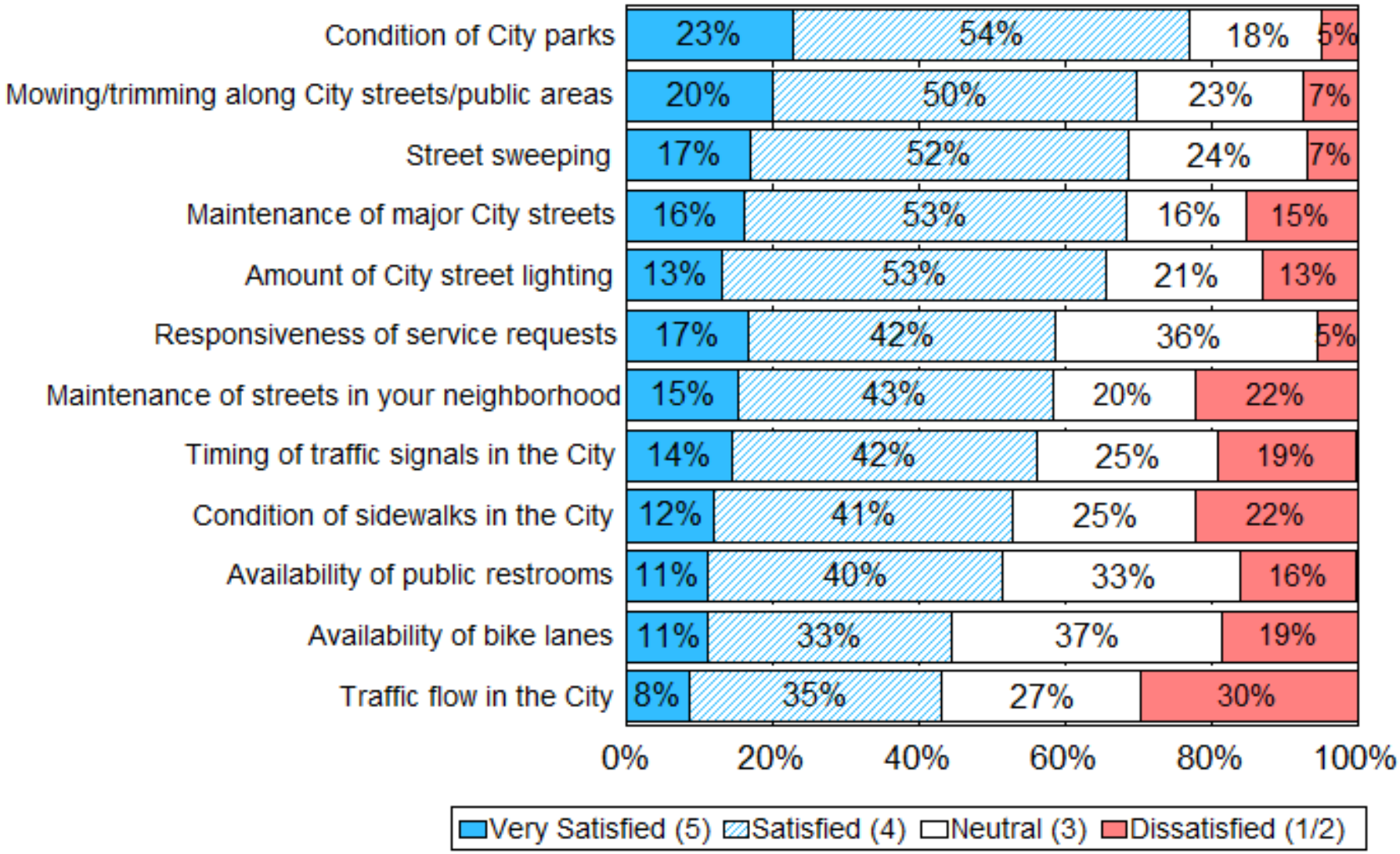
by percentage of respondents (excluding don't knows)



Leisure Vision/ETC Institute (August 2011)

Q5. Satisfaction with Public Works in Sequim

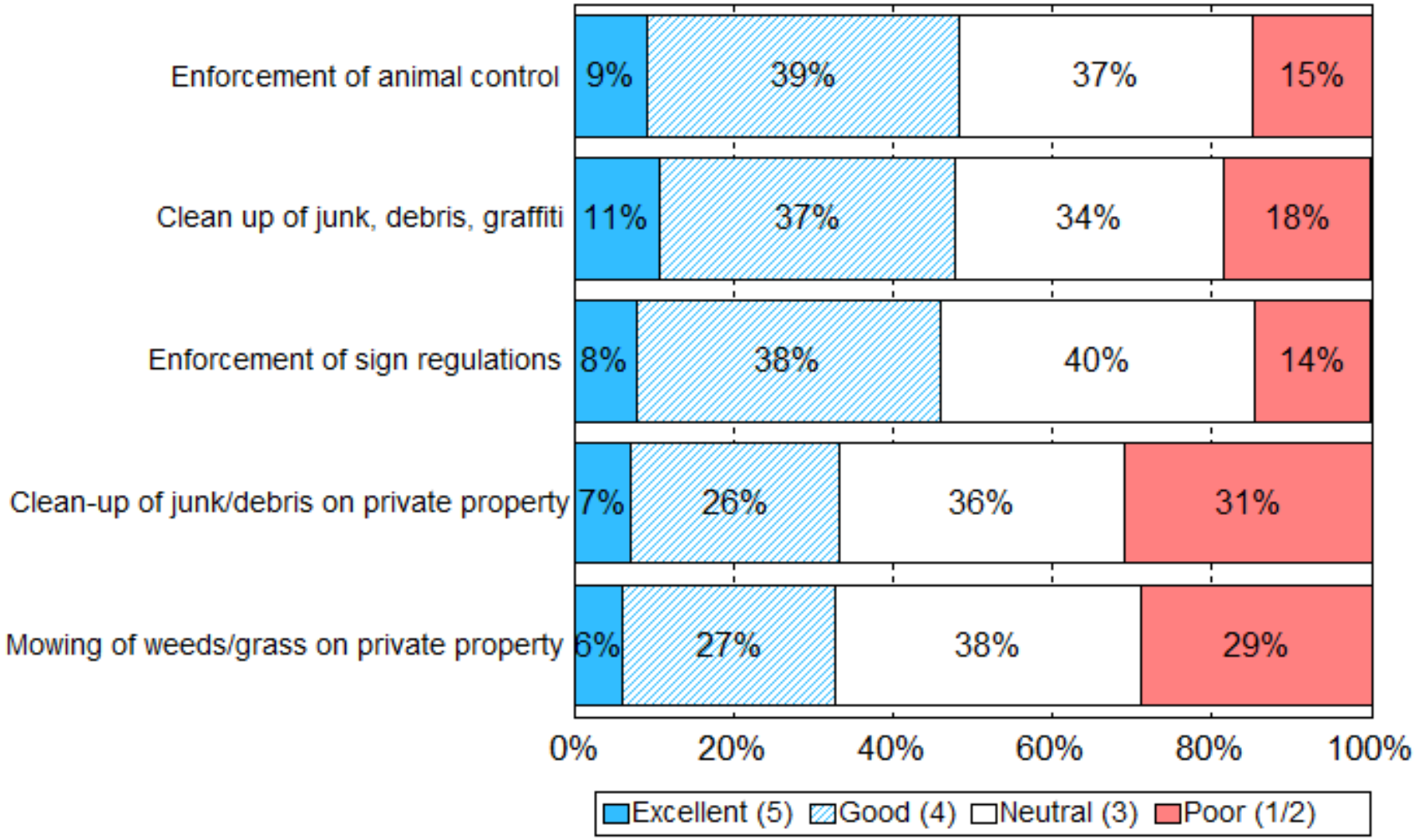
by percentage of respondents (excluding don't knows)



Leisure Vision/ETC Institute (August 2011)

Q3. Satisfaction with Code Enforcement in Sequim

by percentage of respondents (excluding don't knows)



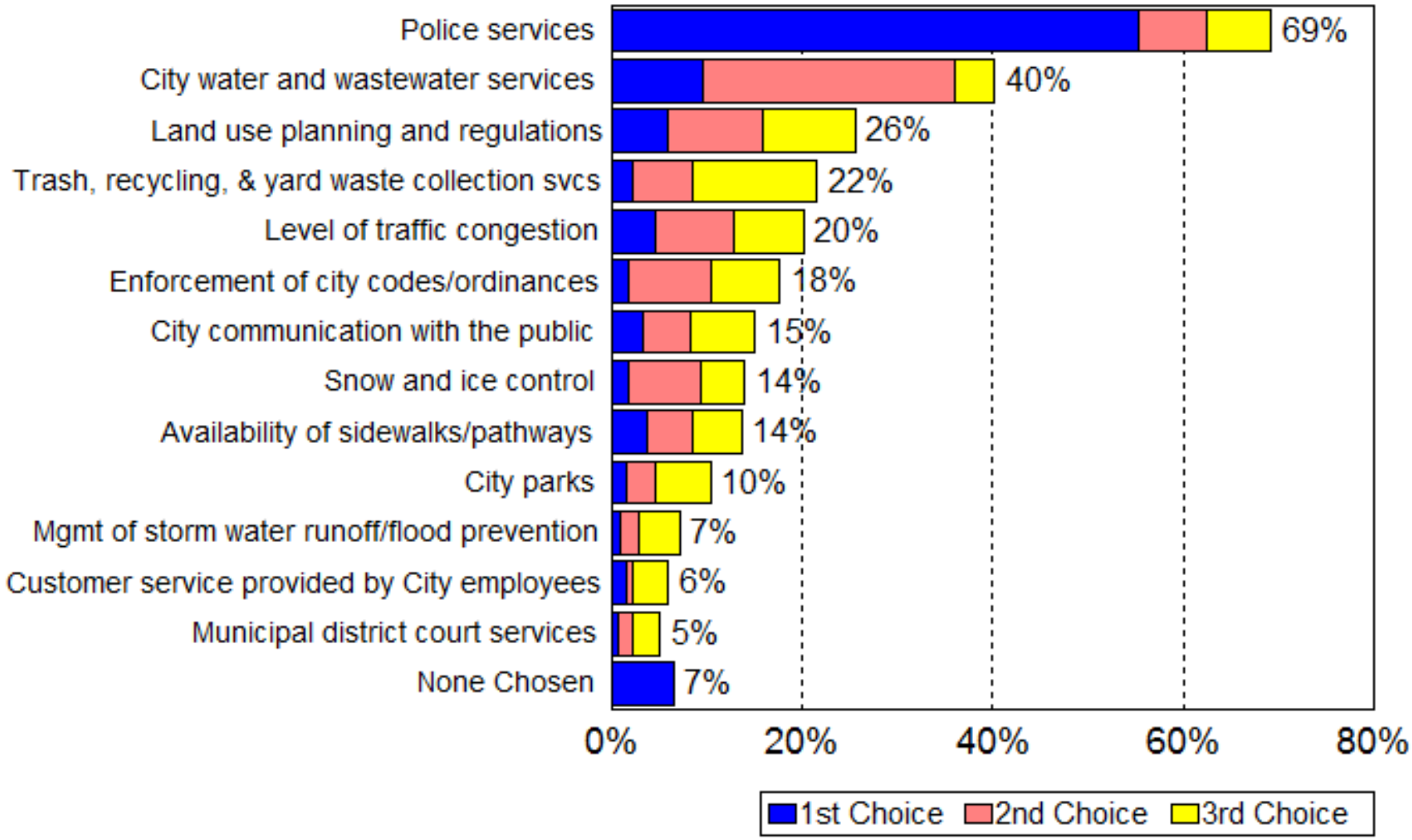
Leisure Vision/ETC Institute (August 2011)

Major Findings: #3

Residents Ratings of Most Important Services

Q2. City Services That Respondents Think Are Most Important for the City to Provide

by percentage of respondents who selected the item as one of their top three choices



Leisure Vision/ETC Institute (August 2011)

Police Services

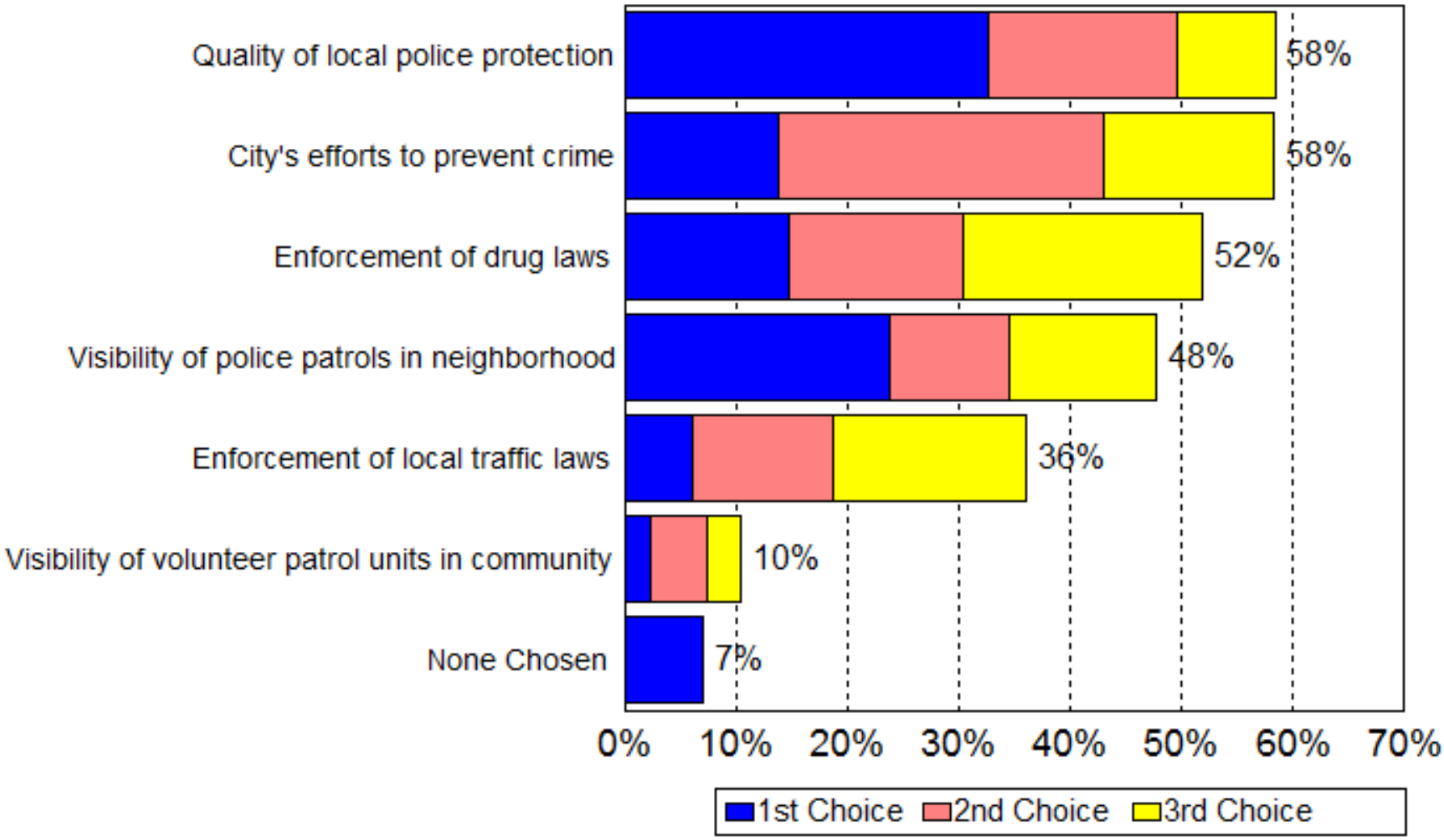
Number #1 Most Important Ratings

By Household Income

- Under $25,000 (53%)
- $25,000-$49,999 (55%)
- $50,000-$74,999 (63%)
- $75,000+ (45%)

Q8. Public Safety Services That Respondents Think Are Most Important for the City to Provide

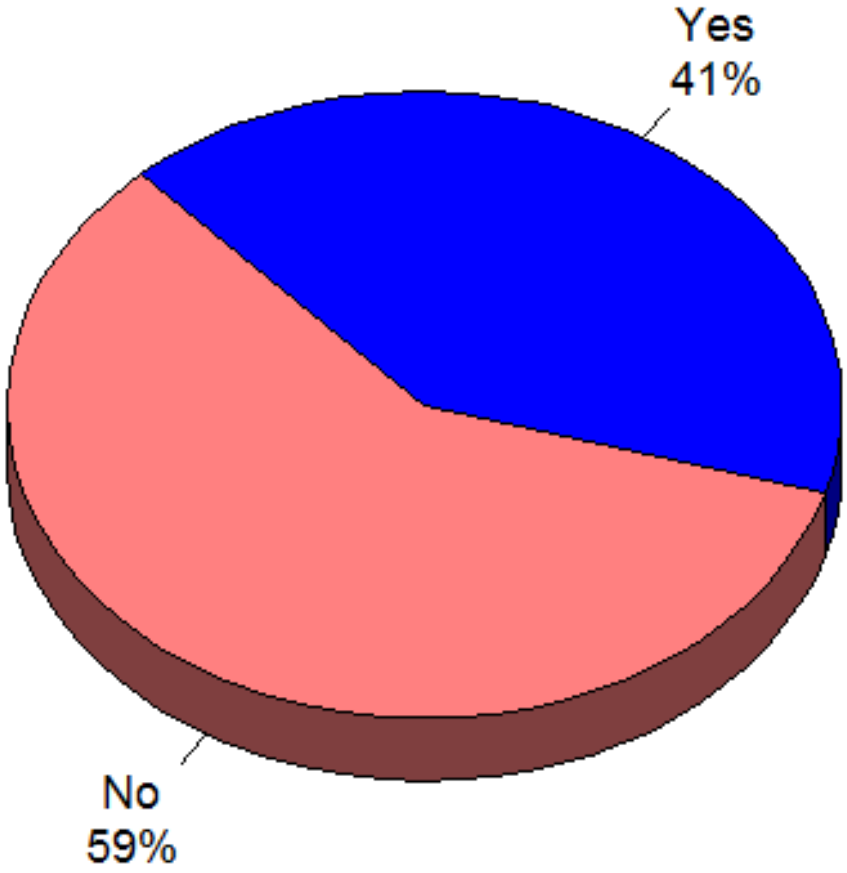
by percentage of respondents who selected the item as one of their top three choices



Leisure Vision/ETC Institute (August 2011)

Q9. Have You Come in Contact with a City of Sequim Police Employee During the Past 12 Months?

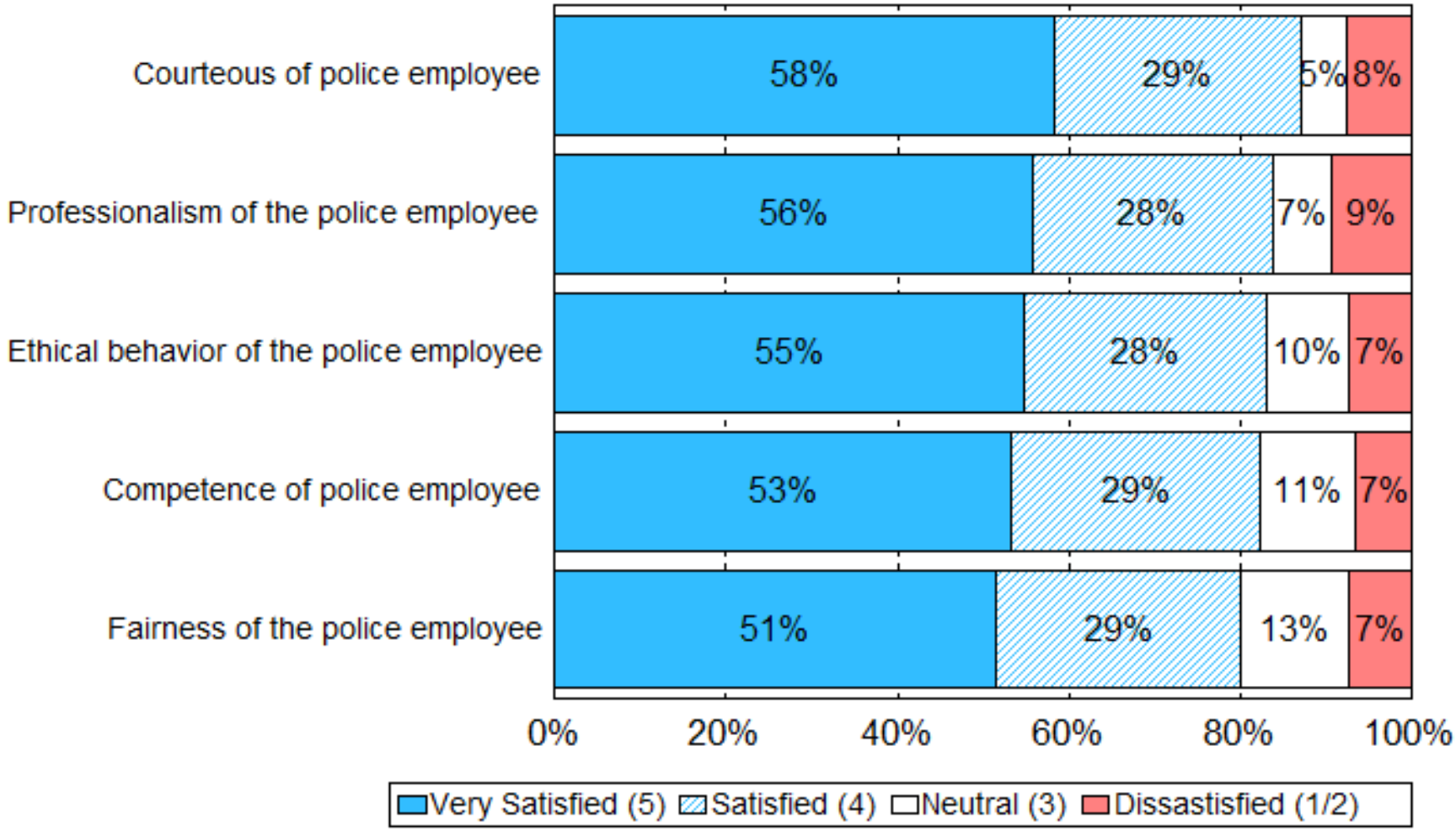
by percentage of respondents



Leisure Vision/ETC Institute (August 2011)

Q10. Satisfaction with the Performance of Police Employee

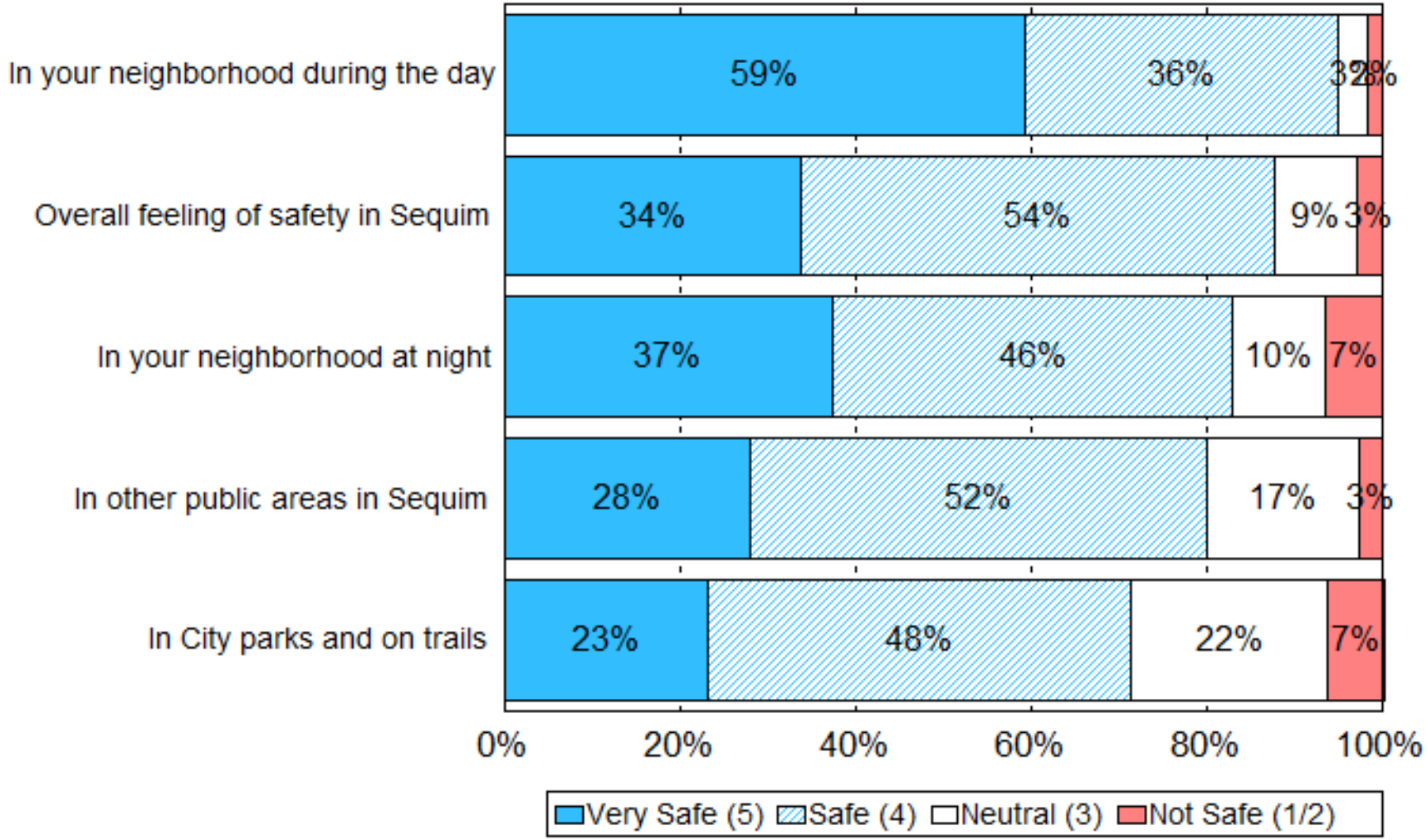
by percentage of respondents who indicated they came in contact with a City of Sequim police employee during the Past 12 Months (excluding don't knows)



Leisure Vision/ETC Institute (August 2011)

Q11. Respondent's Perceived Level of Safety in Various Situations

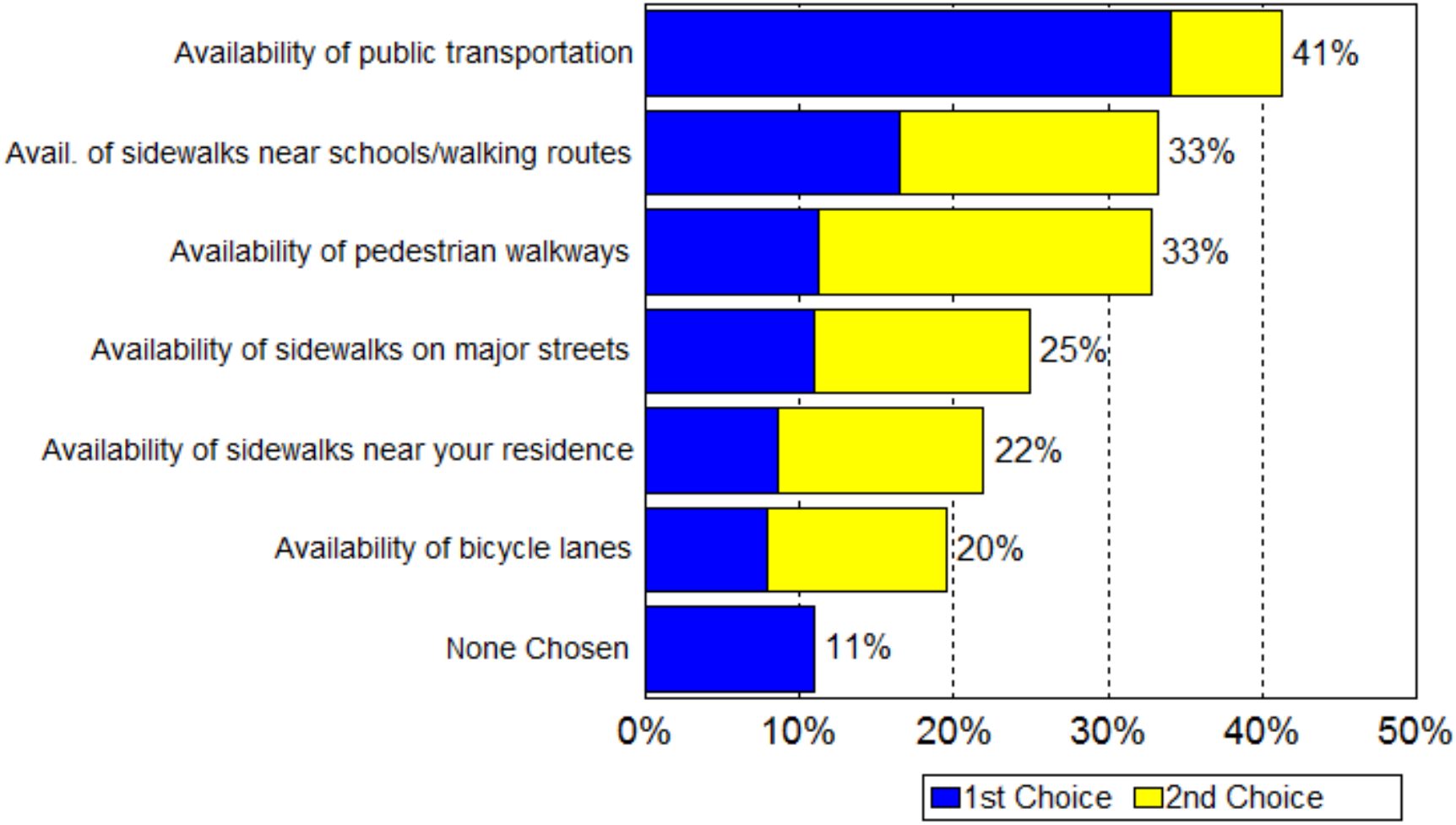
by percentage of respondents (excluding don't knows)



Leisure Vision/ETC Institute (August 2011)

Q13. Transportation Items That Respondents Think Should Receive the Most Emphasis from City Leaders Over the Next TWO Years

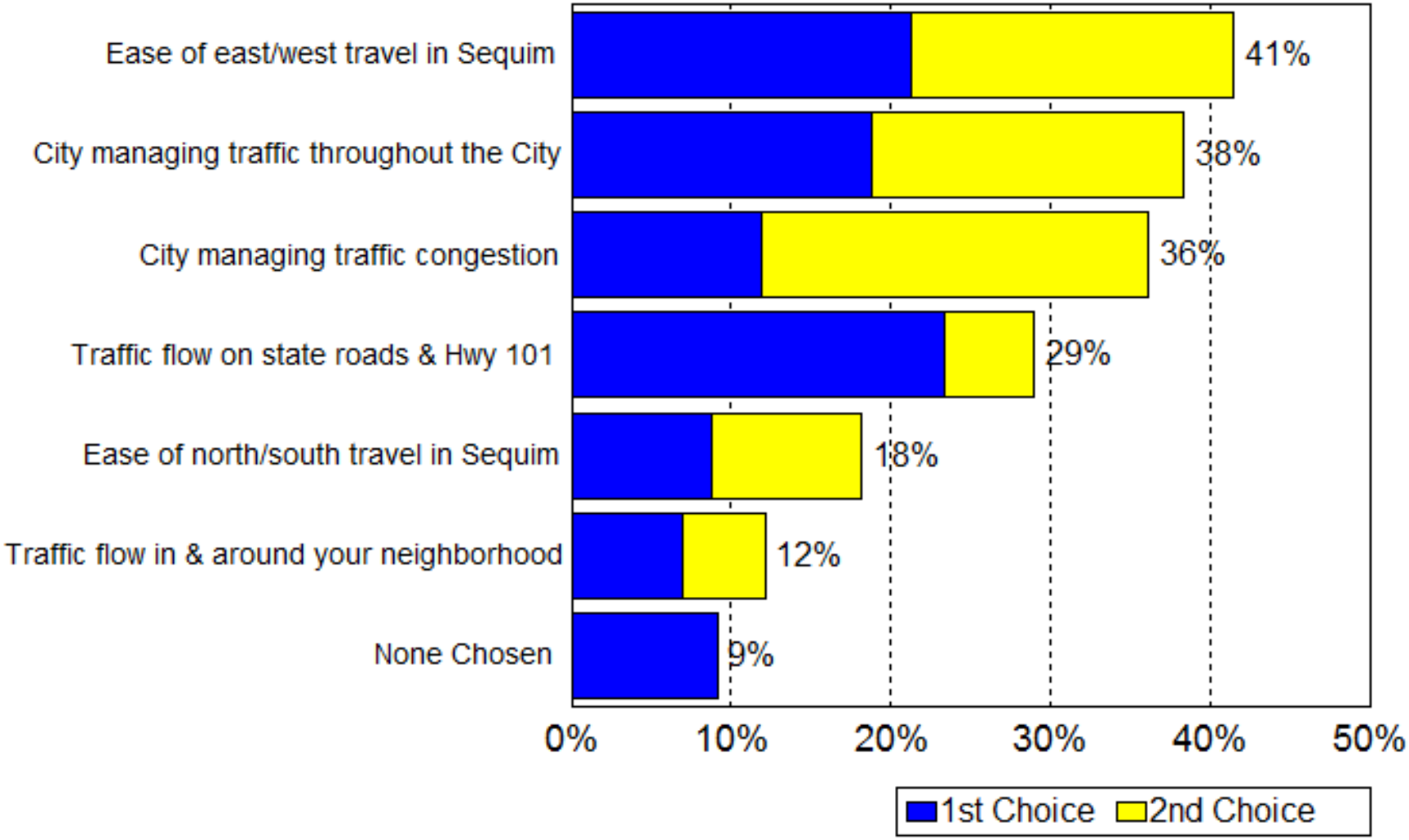
by percentage of respondents who selected the item as one of their top two choices



Leisure Vision/ETC Institute (August 2011)

Q15. Traffic Issues That Should Receive the Most Emphasis From City Leaders Over the Next TWO Years

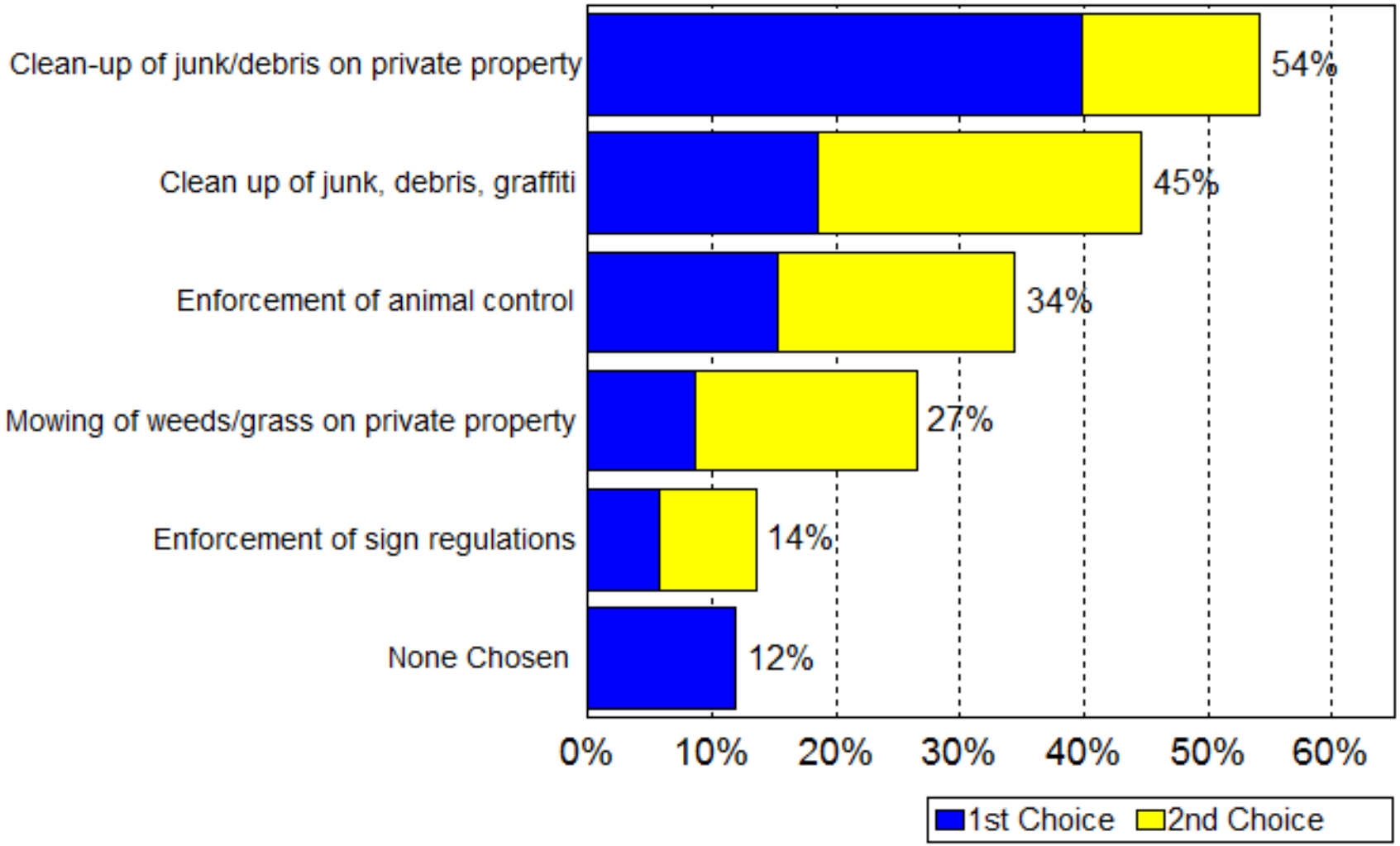
by percentage of respondents who selected the item as one of their top two choices



Leisure Vision/ETC Institute (August 2011)

Q4. Code Enforcement Services That Respondents Think Are Most Important for the City to Provide

by percentage of respondents who selected the item as one of their top two choices



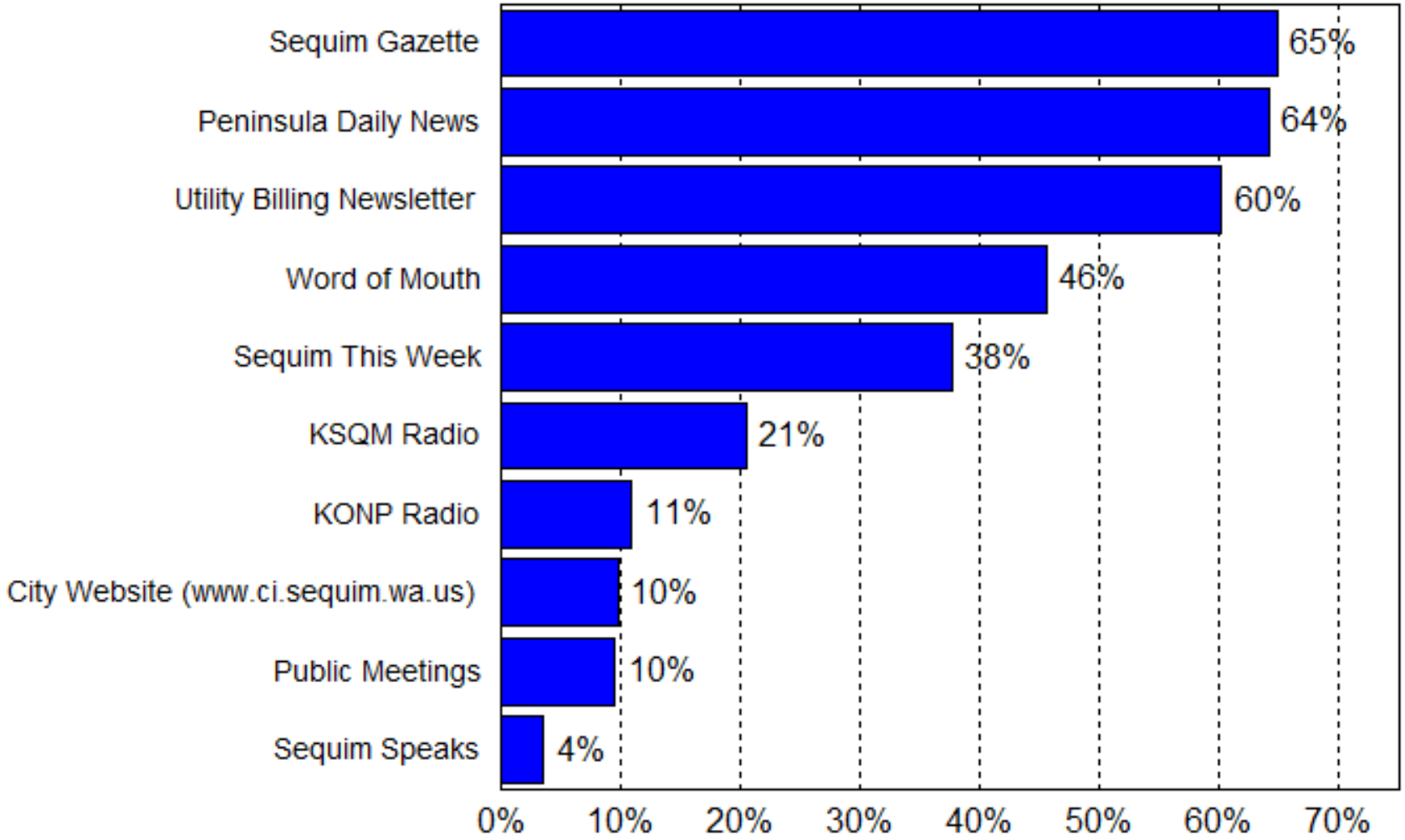
Leisure Vision/ETC Institute (August 2011)

Major Findings: #4

Citizen Ratings of Communications

Q17. Sources From Which Respondents Currently Get Information About the City of Sequim

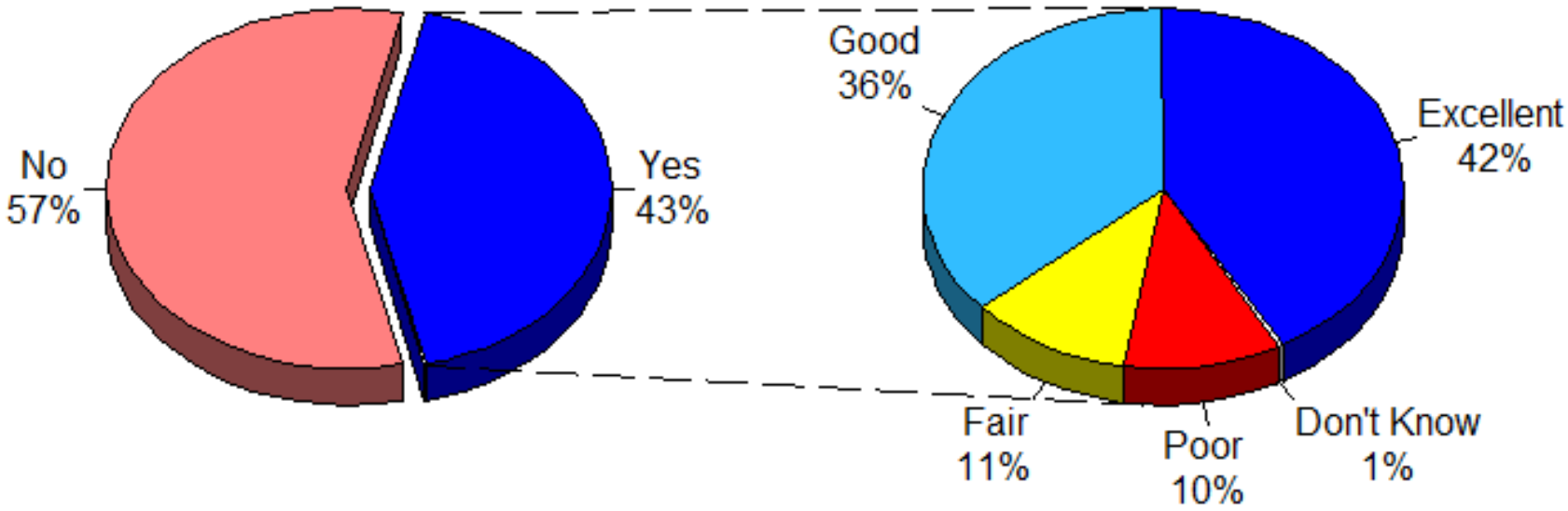
by percentage of respondents (multiple responses were allowed)



Leisure Vision/ETC Institute (August 2011)

Q18. Have You Contacted the City of Sequim During the Past Year?

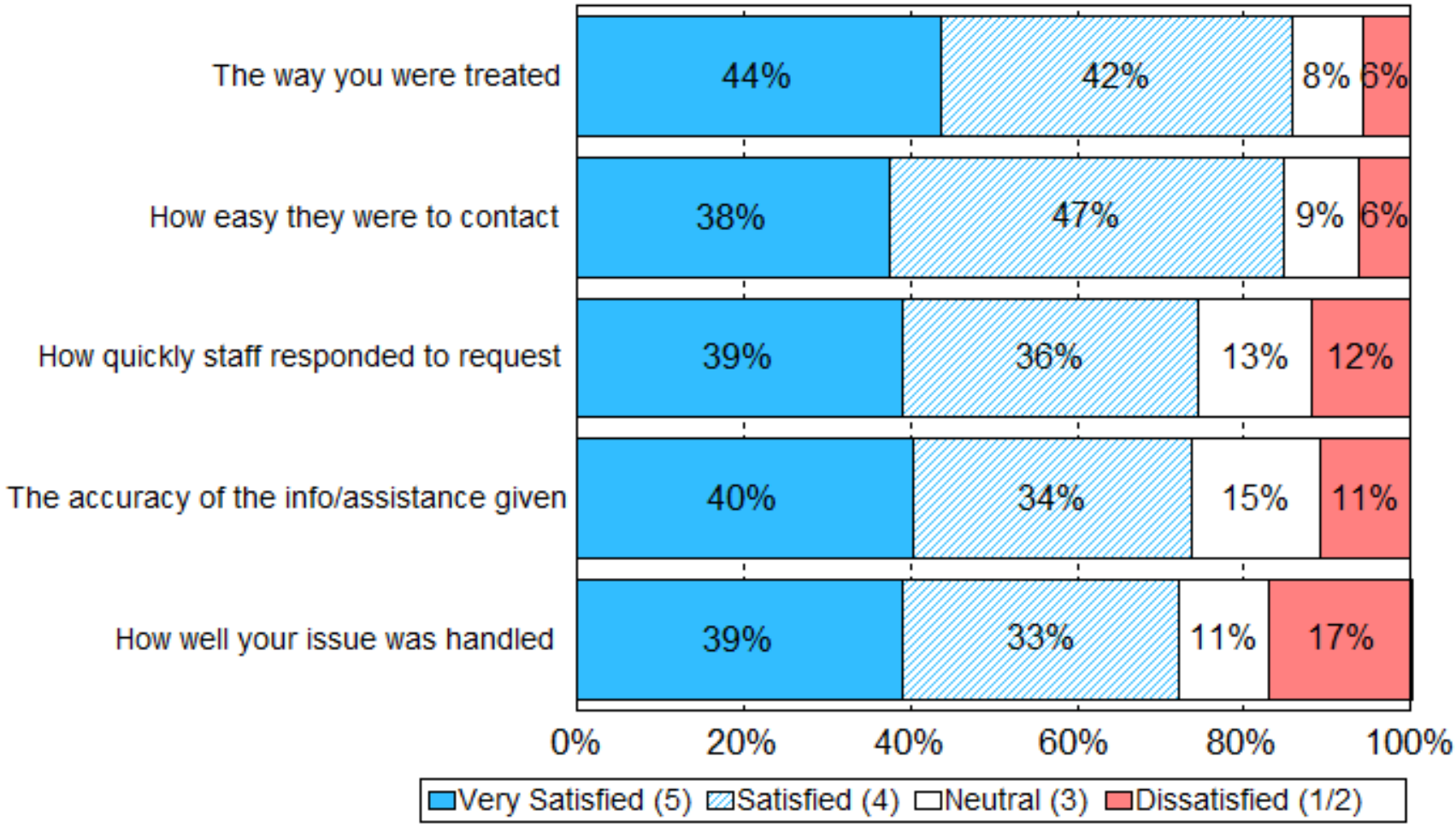
by percentage of respondents



Leisure Vision/ETC Institute (August 2011)

Q18b. Satisfaction with City Employees That Respondents Came in Contact With

by percentage of respondents who indicated they have contacted the City of Sequim during the past year (excluding don't knows)



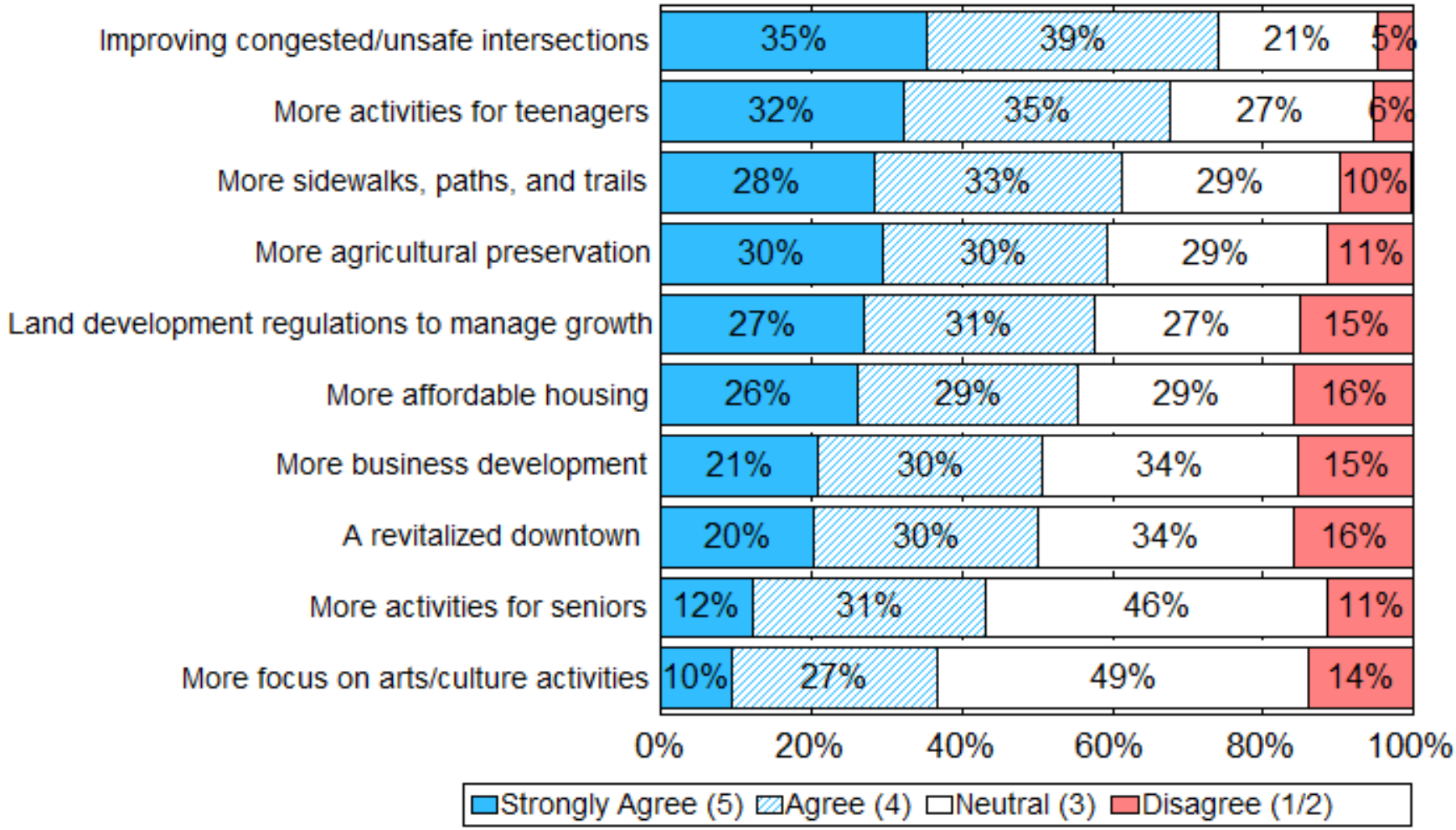
Leisure Vision/ETC Institute (August 2011)

Major Findings: #4

Sequim’s Future Should Include

Q24. Agreement with Various Statements Concerning What Sequim's Future Should Include

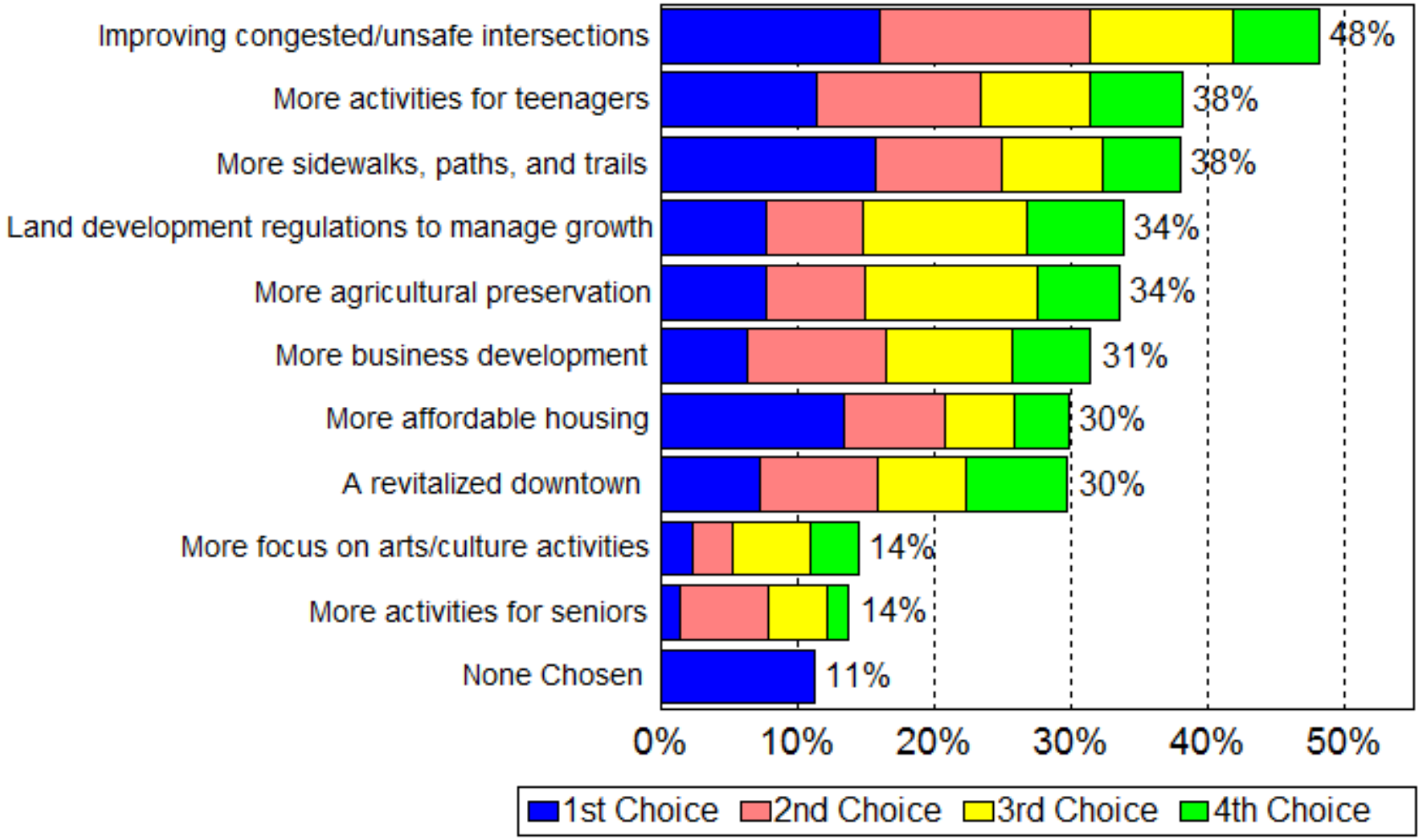
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Leisure Vision/ETC Institute (August 2011)

Q25. Statements Respondents Feel Best Represent Their Vision for the Future of Sequim

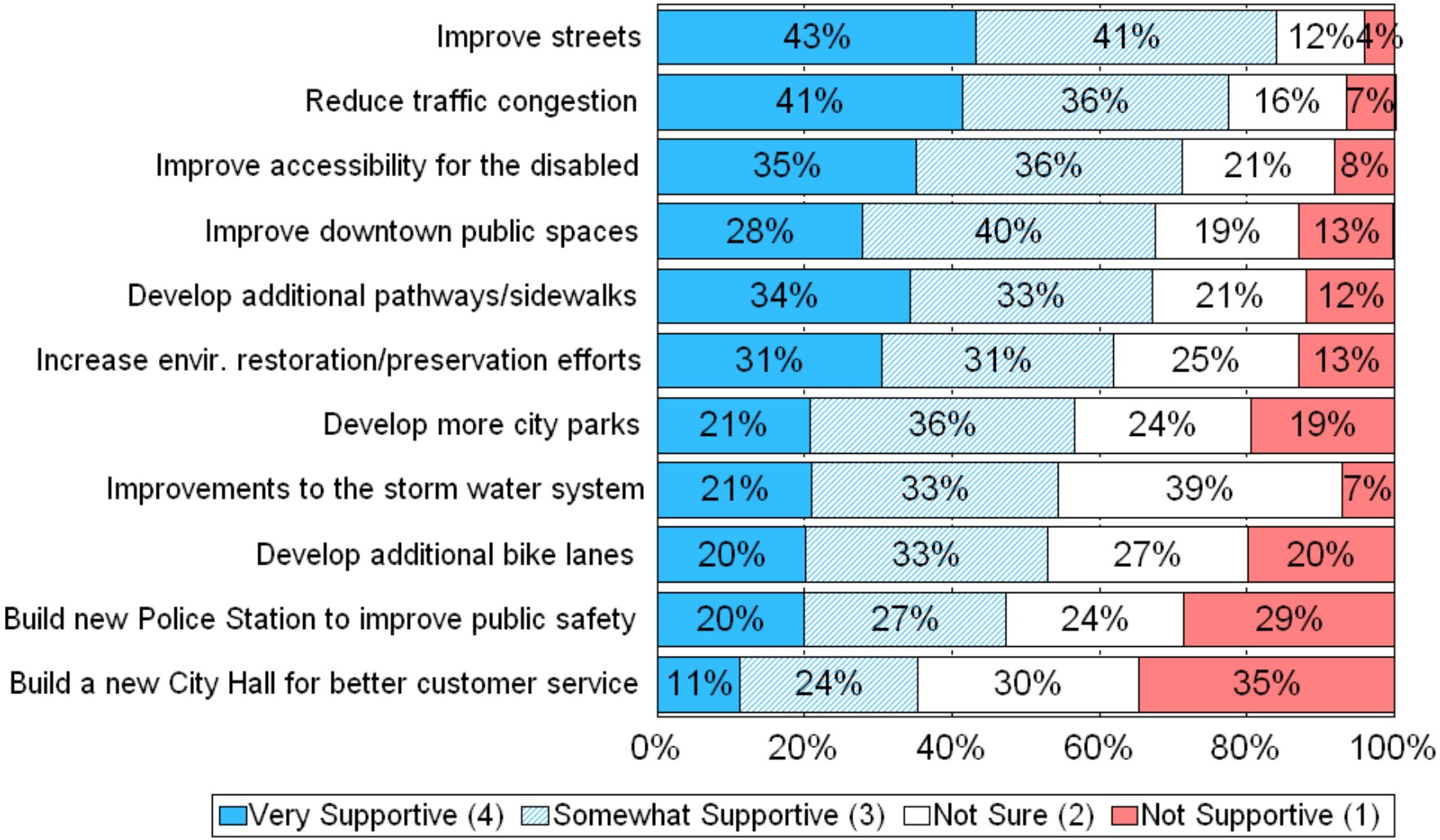
by percentage of respondents who selected the item as one of their top four choices



Leisure Vision/ETC Institute (August 2011)

Q26. Support for Potential Capital Improvement Projects That Could Be Completed in the City of Sequim

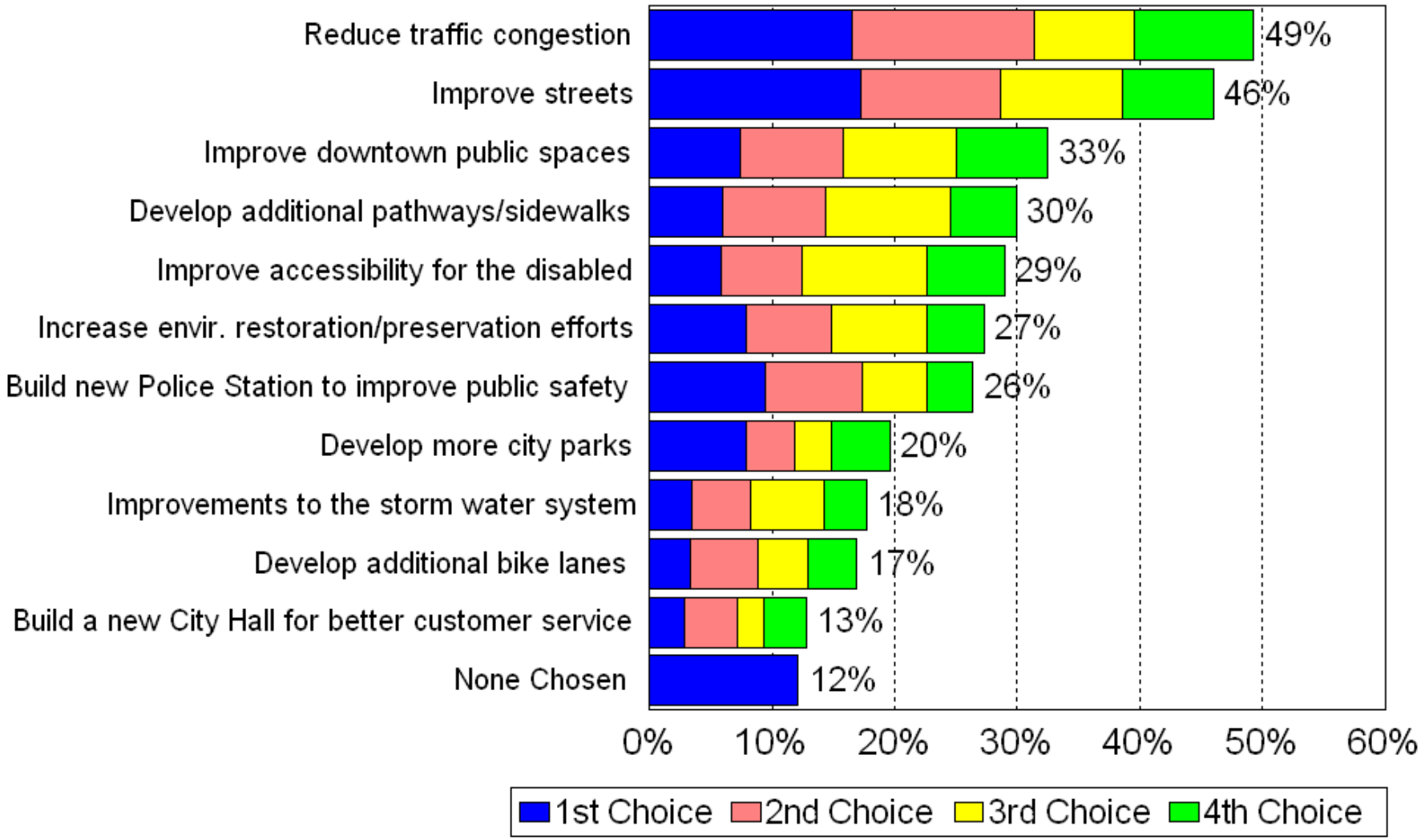
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Leisure Vision/ETC Institute (August 2011)

Q27. Capital Projects Respondents Feel Are the Most Important Projects for the City of Sequim to Undertake

by percentage of respondents who selected the item as one of their top four choices



Leisure Vision/ETC Institute (August 2011)

Reduce Traffic Congestion
Number #1 Most Important Ratings
By Years Lived in Sequim

- Less than 5 years (7%)
- 5-9 years (14%)
- 10-19 years (16%)
- 20-29 years (20%)
- 30+ years (27%)

Major Findings: #5

Comparisons of Sequim to Other United States Communities

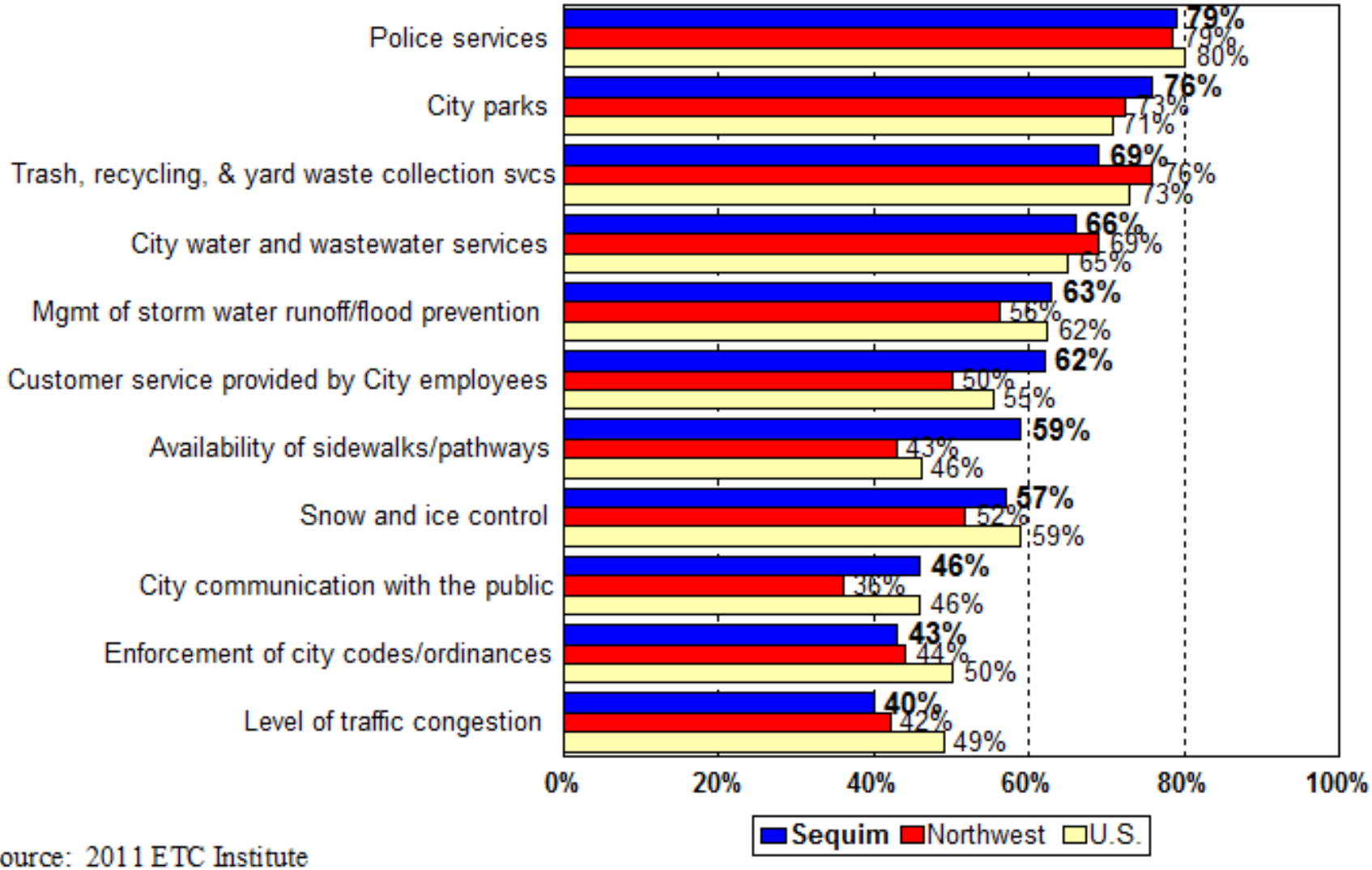
Benchmarking Based On:

- Results of a national survey conducted by ETC Institute to a random sampling of more than 4,000 U.S. citizens in 2011
- Results of a survey administered to 432 residents in the Northwest Region of the U.S in 2011
- Results of surveys administered to 20 small to medium size communities

Overall Satisfaction with Various City Services

Sequim vs. Northwest vs. the U.S

by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)

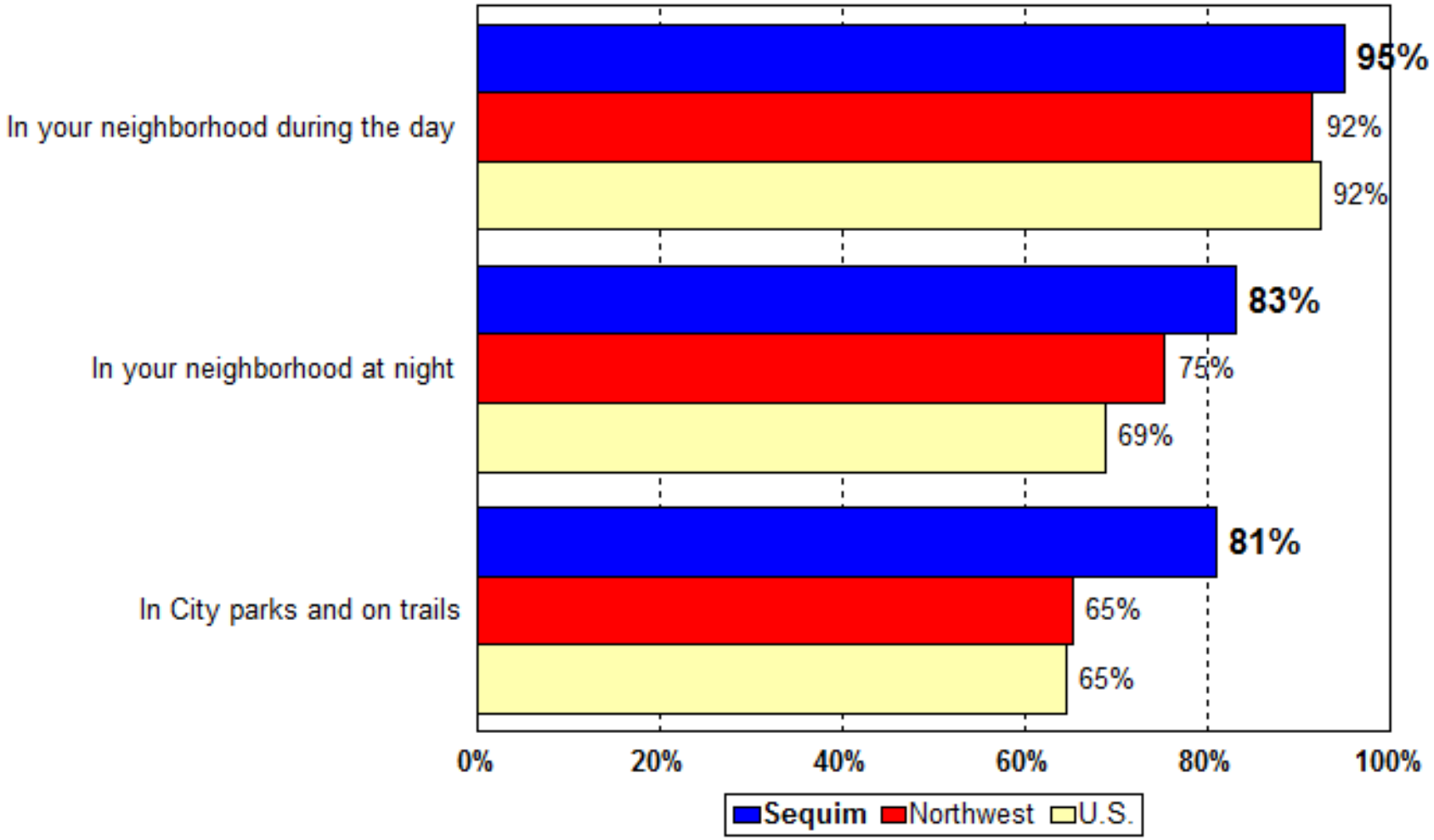


Source: 2011 ETC Institute

How Safe Residents Feel in Their Community

Sequim vs. Northwest vs. the U.S

by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very safe" and 1 was "very unsafe" (excluding don't knows)

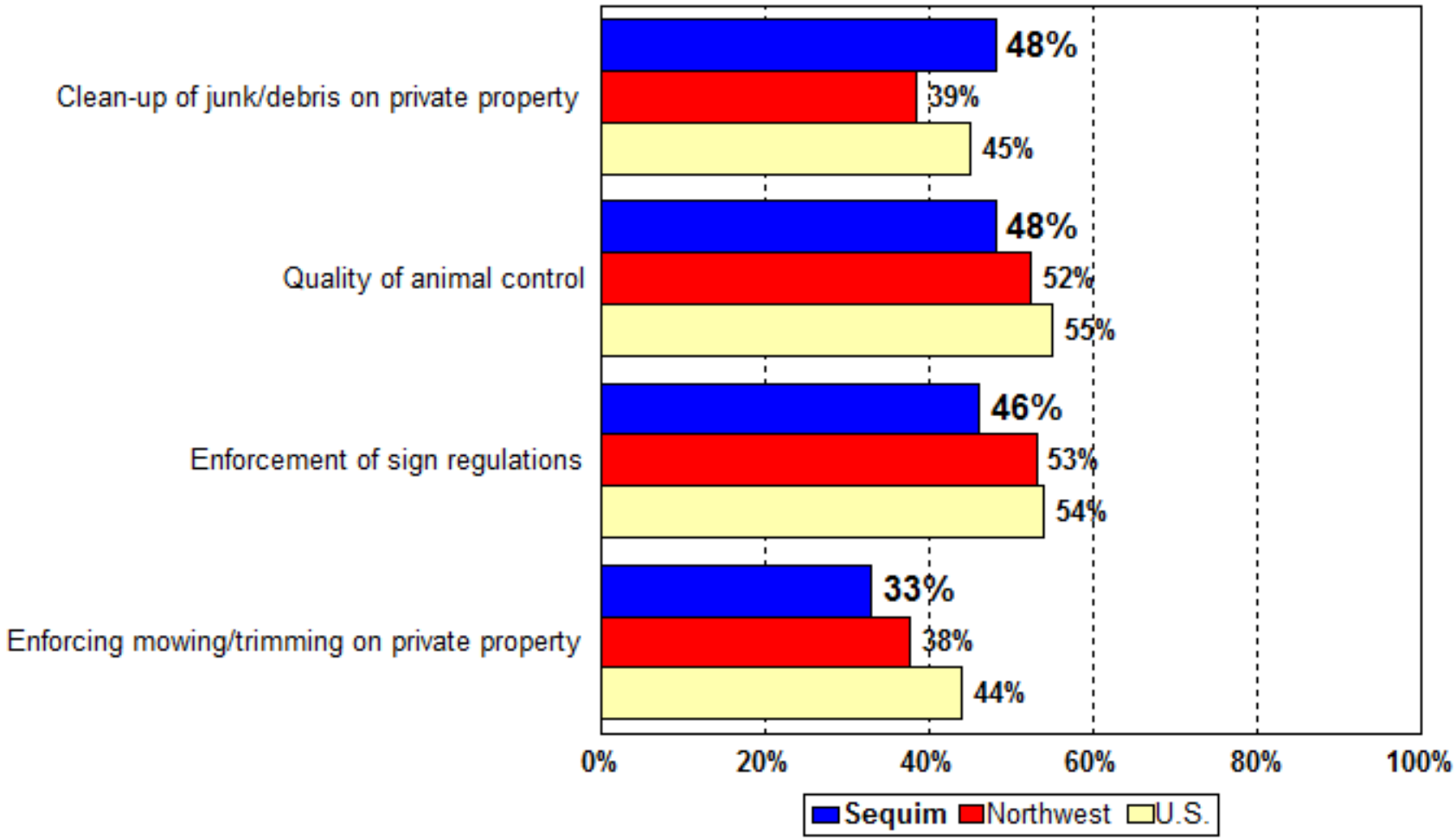


Source: 2011 ETC Institute

Overall Satisfaction with Code Enforcement

Sequim vs. Northwest vs. the U.S

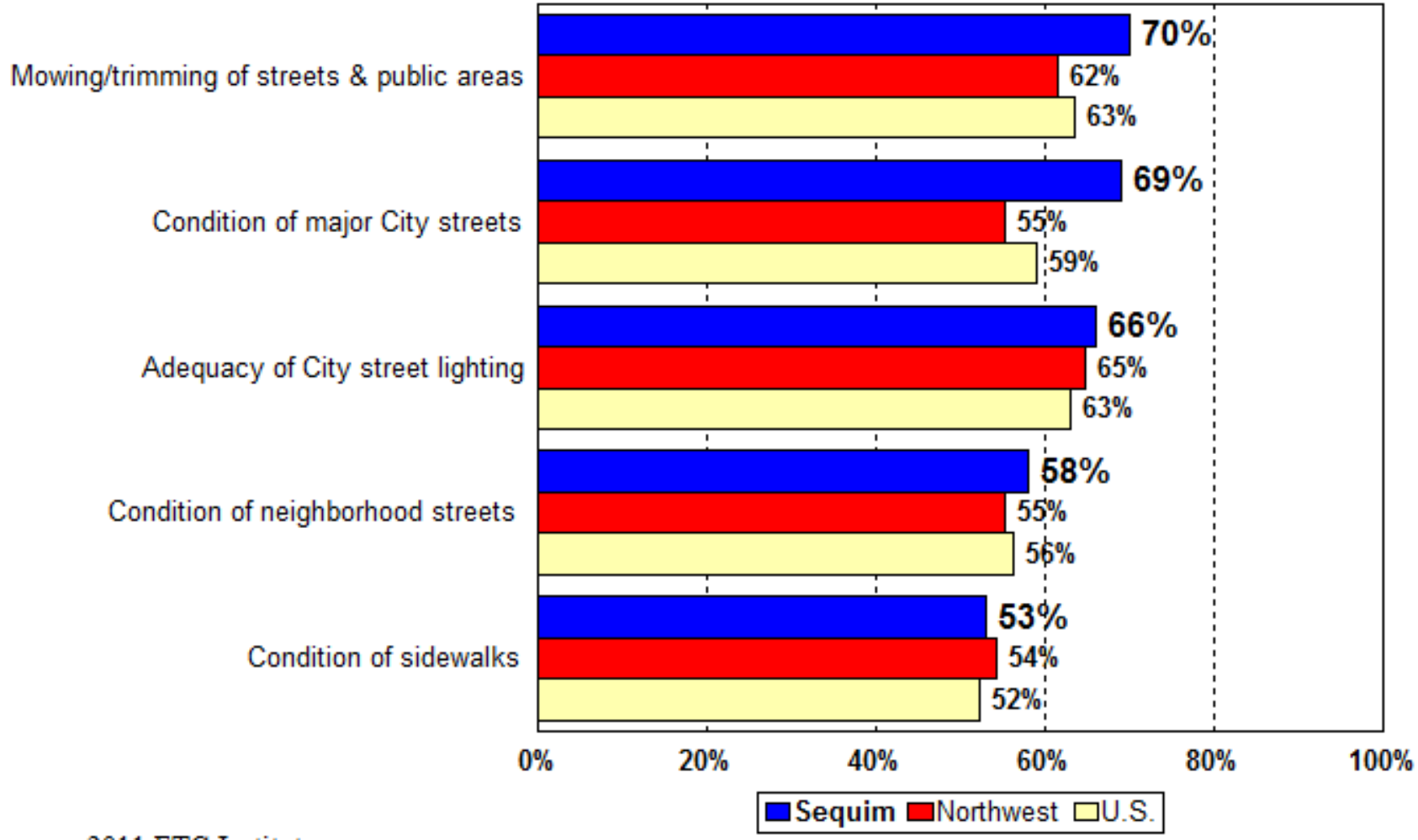
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Source: 2011 ETC Institute

Overall Satisfaction with City Maintenance
Sequim vs. Northwest vs. the U.S

by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)

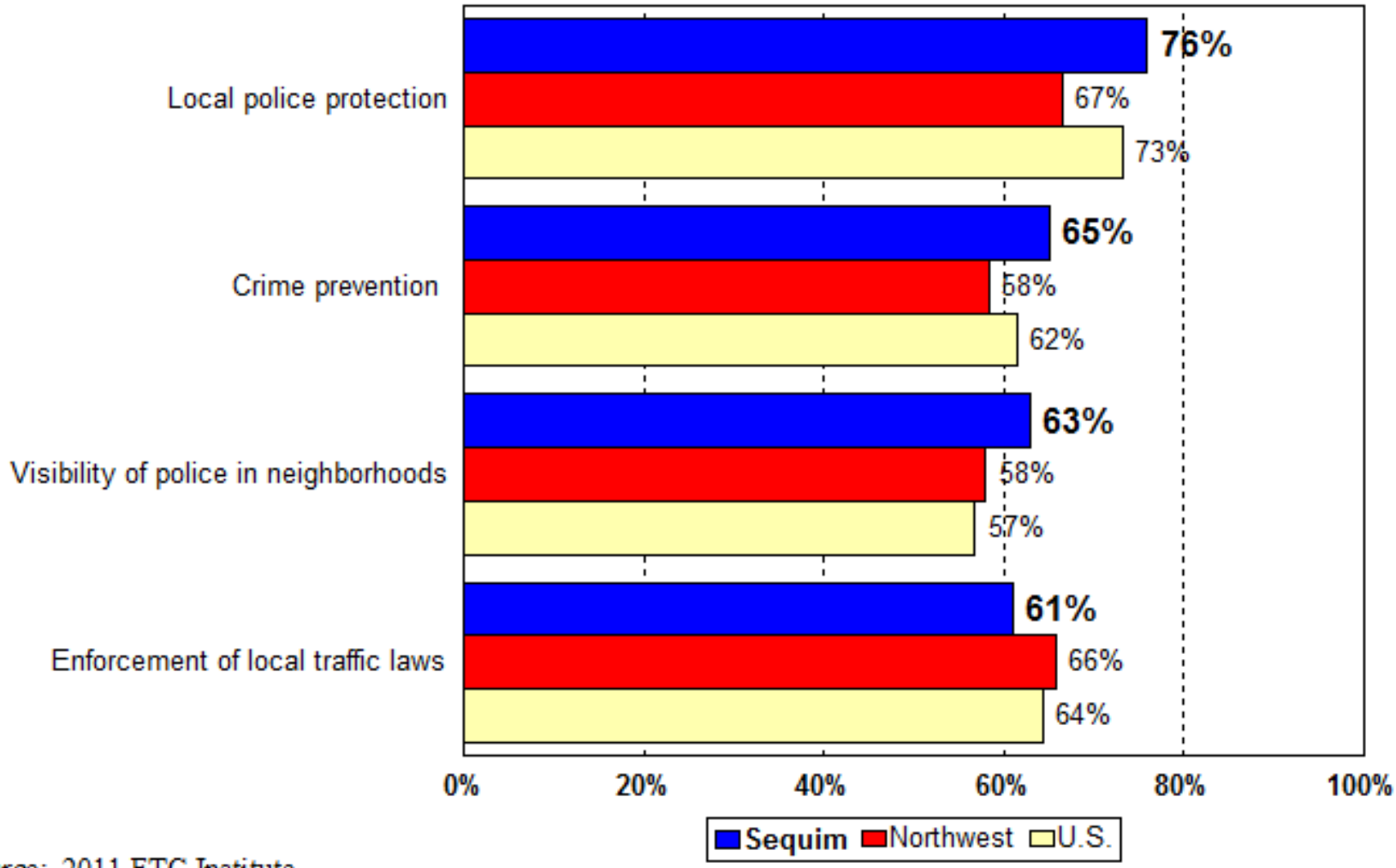


Source: 2011 ETC Institute

Overall Satisfaction with Public Safety

Sequim vs. Northwest vs. the U.S

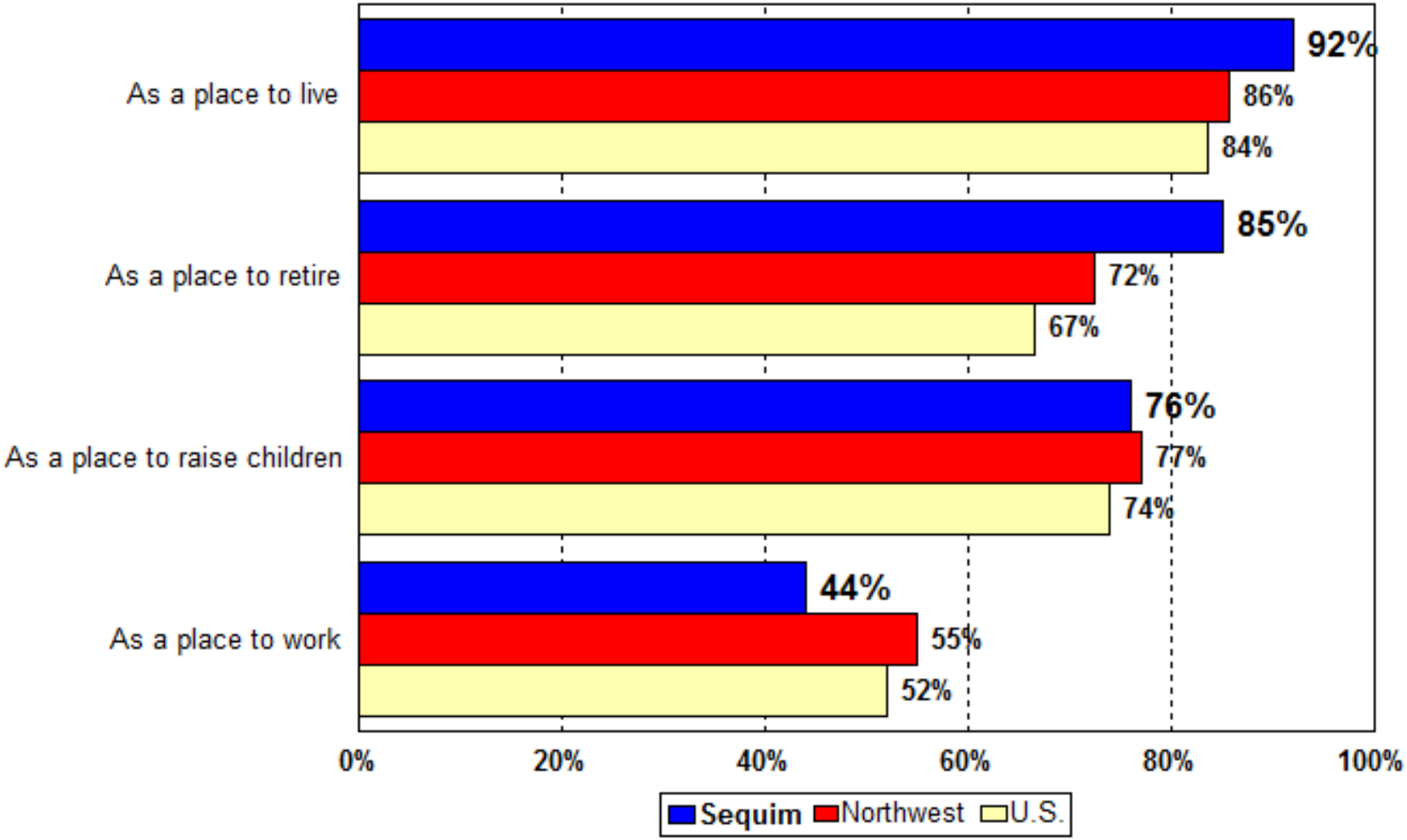
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Source: 2011 ETC Institute

Overall Ratings of the Community
Sequim vs. Northwest vs. the U.S

by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "excellent" and 1 was "poor" (excluding don't knows)



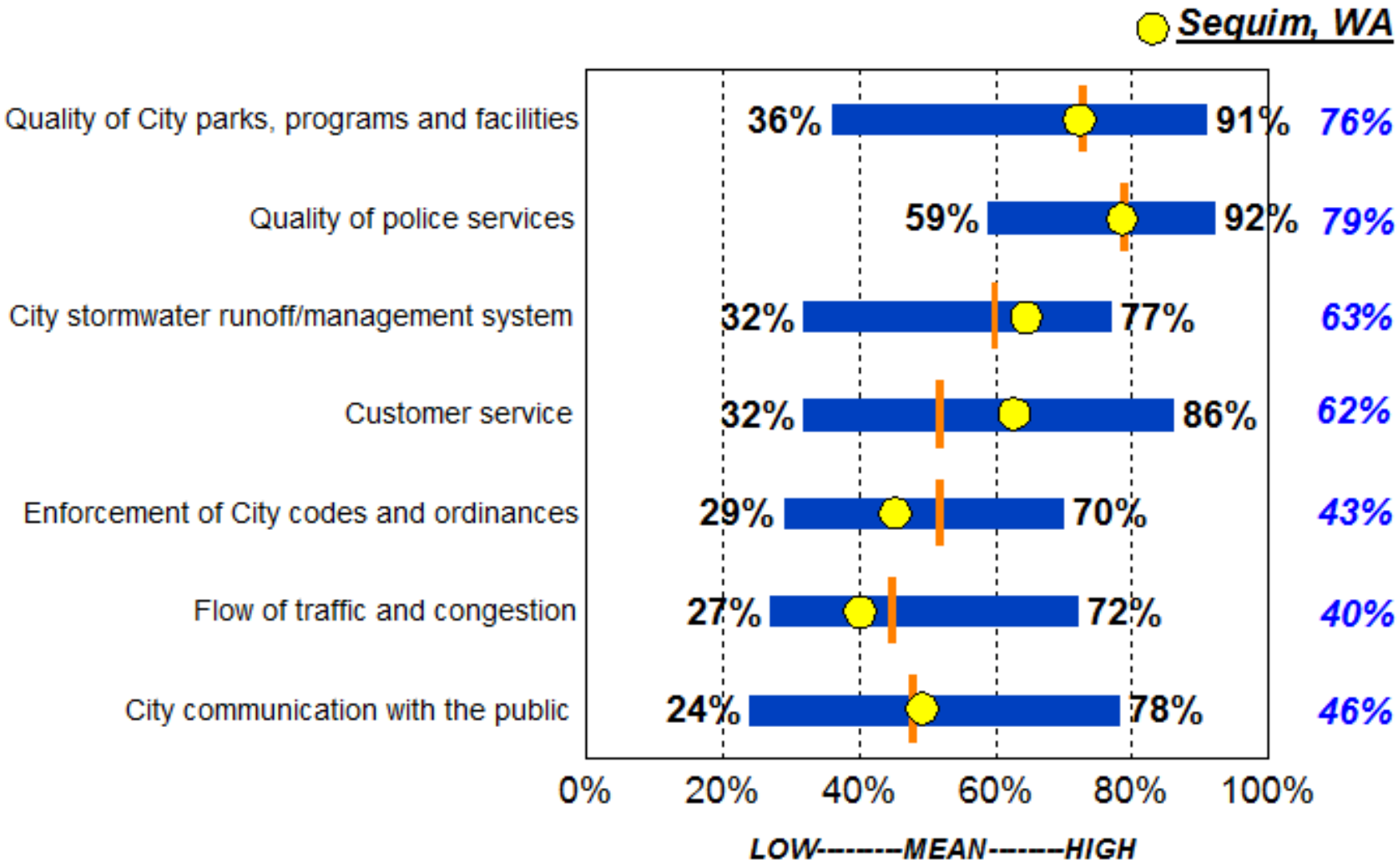
Source: 2011 ETC Institute

Major Findings: #5

Comparisons of Sequim to Other Similar Sized Communities

Overall Satisfaction with City Services

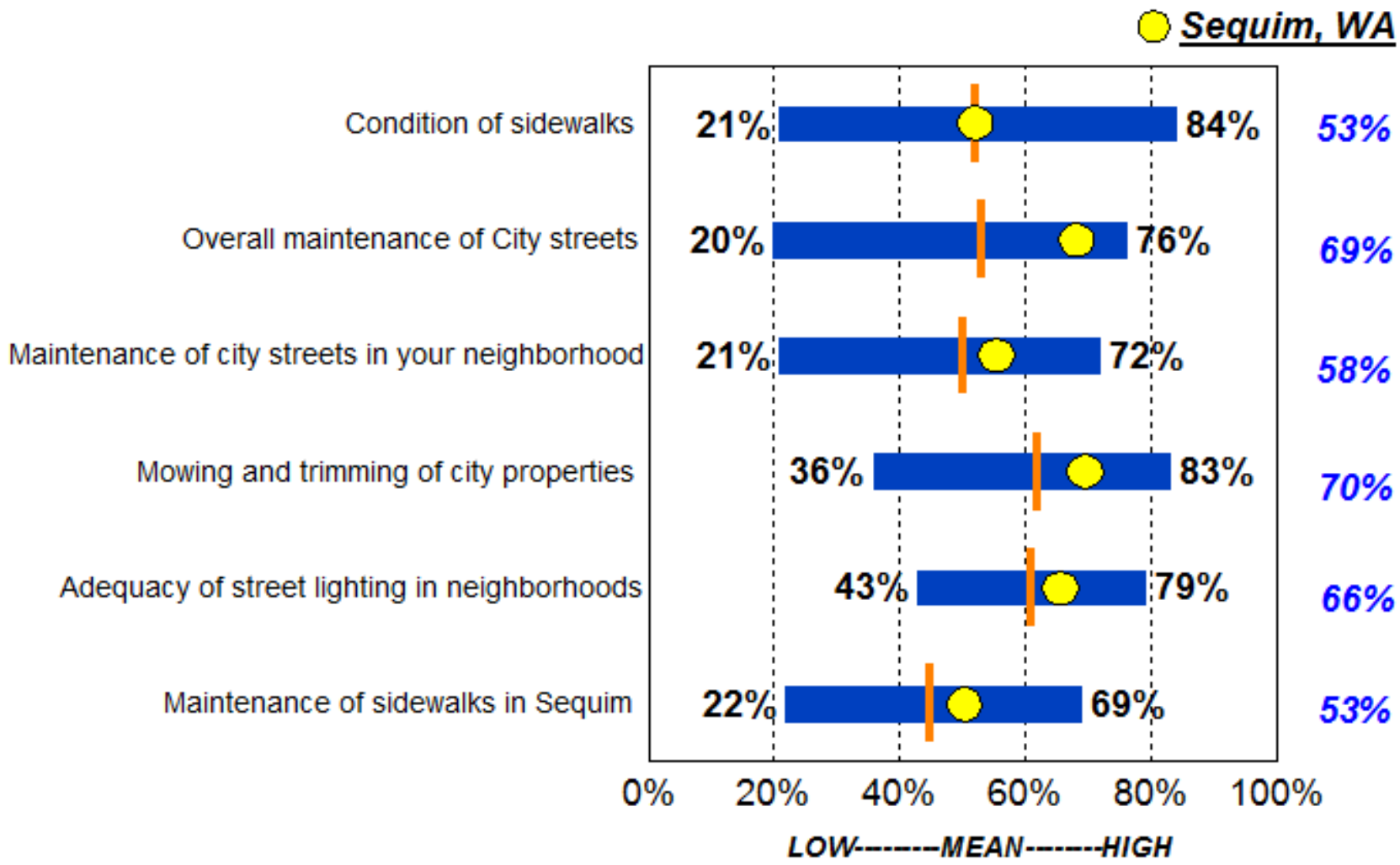
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Source: 2011 ETC Institute

Satisfaction with Maintenance Services

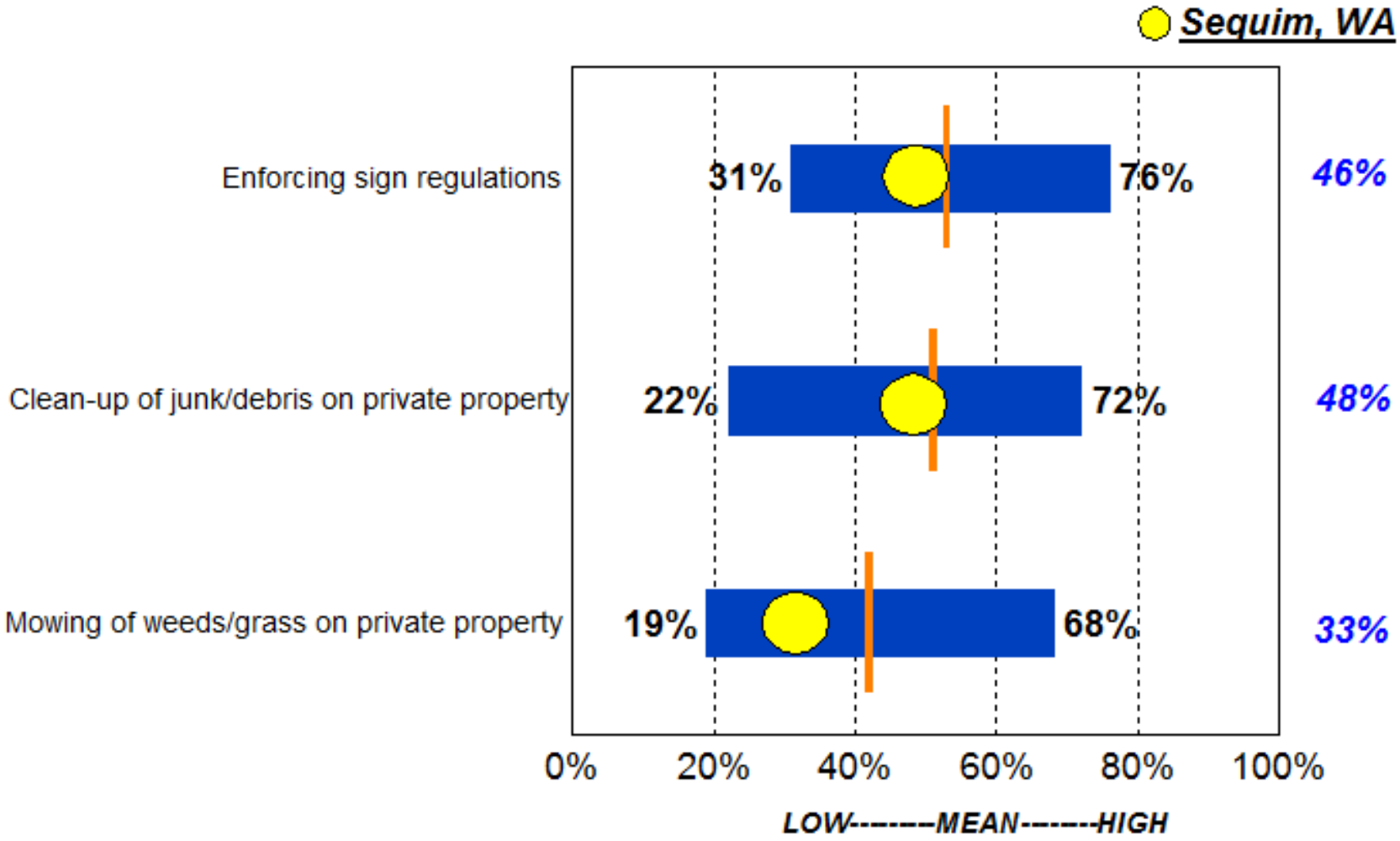
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Source: 2011 ETC Institute

Satisfaction with the Enforcement of Codes and Ordinances

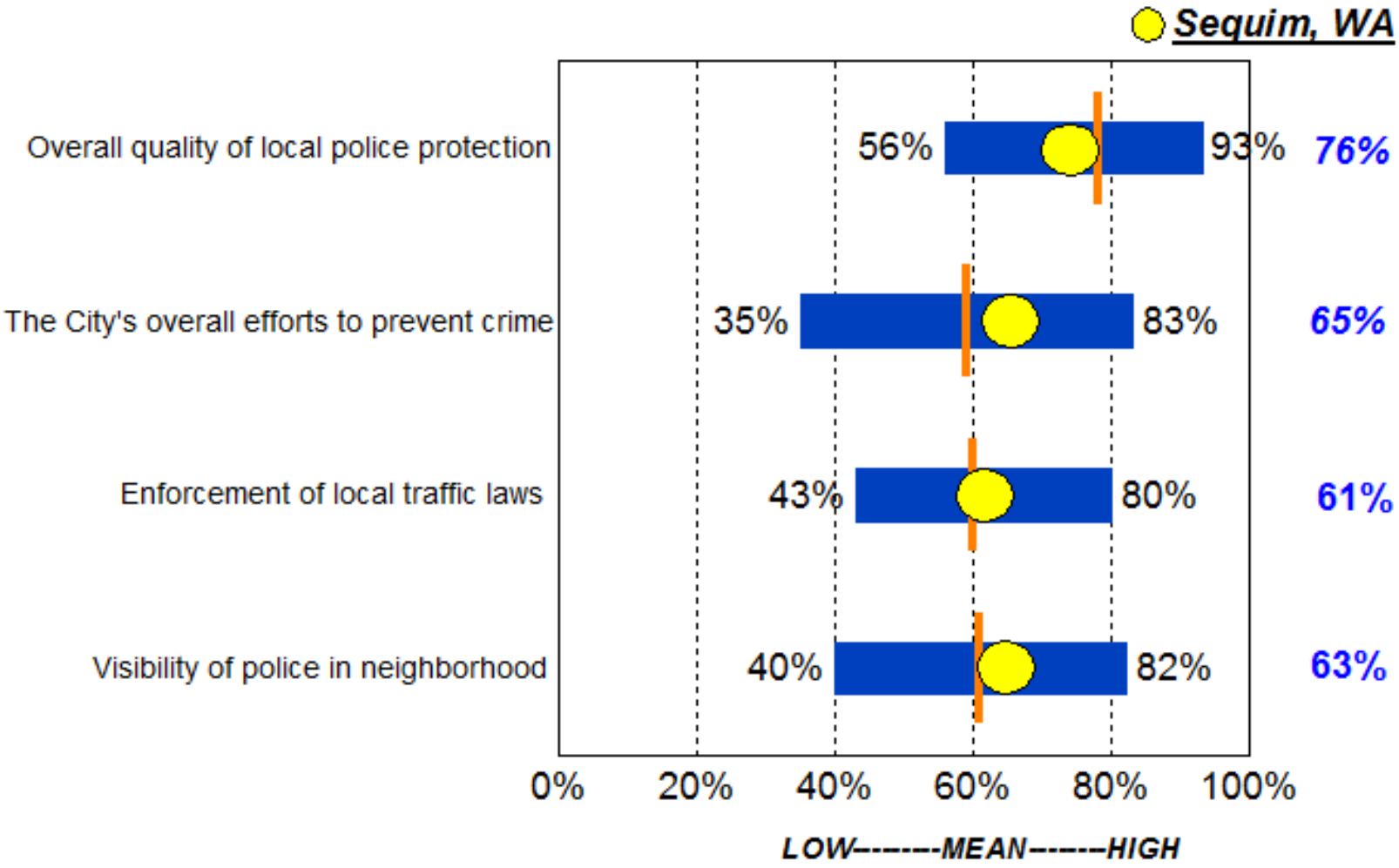
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Source: 2011 ETC Institute

Satisfaction with Public Safety

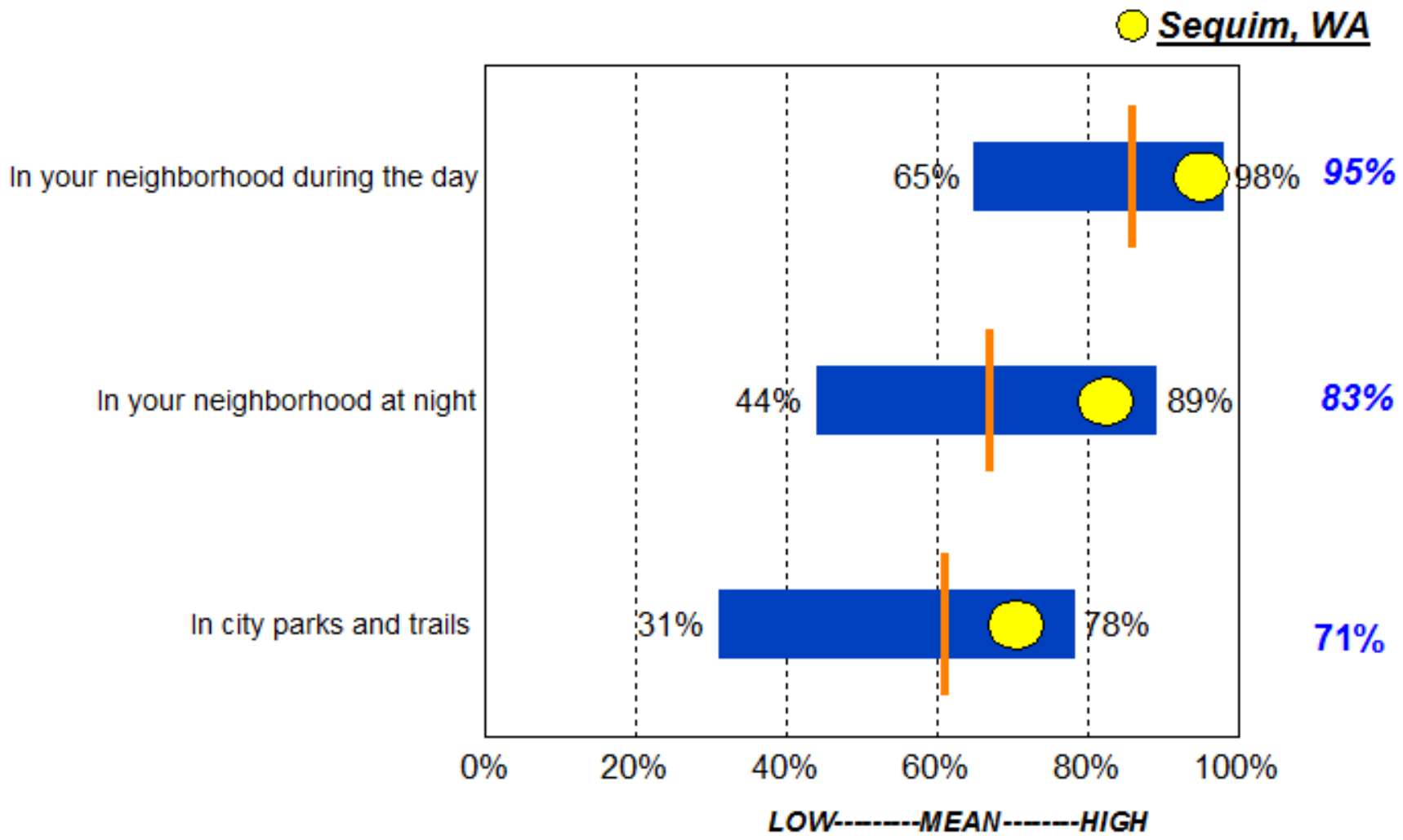
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Source: 2011 ETC Institute

How Safe Residents Feel in Their Community

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Source: 2011 ETC Institute

Major Finding #6

Priorities for Investment

Priorities for Investment

- Importance-Satisfaction (I-S) Analysis was performed to assess the potential impact that investments in various city services would have on overall satisfaction with city services over the next 1-2 years

- I-S Rating is calculated by multiplying the percentage of respondents who selected an item as one of their top priorities by 1 minus the percentage of respondents who indicated they agreed with a statement about the issue

- By emphasizing improvements in areas where the level of satisfaction is relatively low and the perceived importance of the service is relatively high, the City will be more likely to cause positive change in overall satisfaction with City services over the next two years

Importance-Satisfaction Rating

City of Sequim

OVERALL

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
High Priority (IS .10-.20)						
Land use planning and regulations	26%	3	32%	13	0.1768	1
Police services	69%	1	79%	1	0.1449	2
City water and wastewater services	40%	2	66%	4	0.1360	3
Level of traffic congestion	20%	5	40%	12	0.1200	4
Enforcement of city codes/ordinances	18%	6	43%	11	0.1026	5
Medium Priority (IS <.10)						
City communication with the public	15%	7	46%	10	0.0810	6
Trash, recycling, & yard waste collection services	22%	4	69%	3	0.0682	7
Snow and ice control	14%	8	57%	8	0.0602	8
Availability of sidewalks/pathways	14%	9	59%	7	0.0574	9
Management of storm water runoff/flood prevention	7%	11	63%	5	0.0259	10
City parks	10%	10	76%	2	0.0240	11
Municipal district court services	5%	13	53%	9	0.0235	12
Customer service provided by City employees	6%	12	62%	6	0.0228	13

Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

Most Important %: The "Most Important" percentage represents the sum of the first, second, and third most important responses for each item. Respondents were asked to identify the items they thought should receive the most emphasis over the next two years.

Satisfaction %: The "Satisfaction" percentage represents the sum of the ratings "4" and "5" excluding "don't knows".
Respondents ranked their level of satisfaction with the each of the items on a scale of 1 to 5 with "5" being very satisfied and "1" being very dissatisfied.

Importance-Satisfaction Rating

City of Sequim

CODE ENFORCEMENT

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Very High Priority (IS >.20)						
Clean up of junk/debris on private property	45%	2	33%	4	0.3015	1
Clean up of junk, debris, graffiti	54%	1	48%	1	0.2808	2
High Priority (IS .10-.20)						
Mowing of weeds/grass on private property	27%	4	33%	4	0.1809	3
Enforcement of animal control	34%	3	48%	1	0.1768	4
Medium Priority (IS <.10)						
Enforcement of sign regulations	14%	5	47%	3	0.0742	5

Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

Most Important %: The "Most Important" percentage represents the sum of the first, second, and third most important responses for each item. Respondents were asked to identify the items they thought should receive the most emphasis over the next two years.

Satisfaction %: The "Satisfaction" percentage represents the sum of the ratings "4" and "5" excluding "don't knows". Respondents ranked their level of satisfaction with the each of the items on a scale of 1 to 5 with "5" being very satisfied and "1" being very dissatisfied.

Importance-Satisfaction Rating

City of Sequim

PUBLIC WORKS

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
High Priority (IS .10-.20)						
Maintenance of major City streets	56%	1	69%	3	0.1736	1
Traffic flow in the City	30%	2	43%	12	0.1710	2
Maintenance of streets in your neighborhood	26%	3	58%	6	0.1092	3
Medium Priority (IS <.10)						
Amount of City street lighting	14%	4	66%	5	0.0476	4
Timing of traffic signals in the City	11%	5	57%	8	0.0473	5
Availability of public restrooms	9%	6	52%	10	0.0432	6
Condition of sidewalks in the City	9%	6	53%	9	0.0423	7
Responsiveness of service requests	8%	9	58%	6	0.0336	8
Mowing/trimming along City streets/public areas	9%	6	70%	2	0.0270	9
Availability of bike lanes	4%	11	44%	11	0.0224	10
Condition of City parks	7%	10	77%	1	0.0161	11
Street sweeping	3%	12	69%	3	0.0093	12

Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

Most Important %: The "Most Important" percentage represents the sum of the first and second most important responses for each item. Respondents were asked to identify the items they thought should receive the most emphasis over the next two years.

Satisfaction %: The "Satisfaction" percentage represents the sum of the ratings "4" and "5" excluding "don't knows". Respondents ranked their level of satisfaction with the each of the items on a scale of 1 to 5 with "5" being very satisfied and "1" being very dissatisfied.

Importance-Satisfaction Rating

City of Sequim

PUBLIC SAFETY

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Very High Priority (IS >.20)						
Enforcement of drug laws	52%	3	54%	6	0.2392	1
City's effort to prevent crime	58%	1	65%	2	0.2030	2
High Priority (IS .10-.20)						
Visibility of police patrols in neighborhood	48%	4	63%	3	0.1776	3
Enforcement of local traffic laws	36%	5	61%	4	0.1404	4
Quality of local police protection	58%	1	76%	1	0.1392	5
Medium Priority (IS <.10)						
Visibility of volunteer patrol units in community	10%	6	58%	5	0.0420	6

Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

Most Important %: The "Most Important" percentage represents the sum of the first, second, and third most important responses for each item. Respondents were asked to identify the items they thought should receive the most emphasis over the next two years.

Satisfaction %: The "Satisfaction" percentage represents the sum of the ratings "4" and "5" excluding "don't knows". Respondents ranked their level of satisfaction with the each of the items on a scale of 1 to 5 with "5" being very satisfied and "1" being very dissatisfied.

Importance-Satisfaction Rating

City of Sequim

TRAFFIC

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Very High Priority (IS >.20)						
Ease of east/west travel in Sequim	41%	1	44%	5	0.2296	1
City managing traffic congestion	36%	3	42%	6	0.2088	2
High Priority (IS .10-.20)						
City managing traffic throughout the City	38%	2	50%	4	0.1900	3
Medium Priority (IS <.10)						
Traffic flow on state roads & Hwy 101	29%	4	67%	2	0.0957	4
Ease of north/south travel in Sequim	18%	5	61%	3	0.0702	5
Traffic flow in & around your neighborhood	12%	6	73%	1	0.0324	6

Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

Most Important %: The "Most Important" percentage represents the sum of the first, second, and third most important responses for each item. Respondents were asked to identify the items they thought should receive the most emphasis over the next two years.

Satisfaction %: The "Satisfaction" percentage represents the sum of the ratings "4" and "5" excluding "don't knows".
Respondents ranked their level of satisfaction with the each of the items on a scale of 1 to 5 with "5" being very satisfied and "1" being very dissatisfied.

Importance-Satisfaction Rating

City of Sequim

TRANSPORTATION

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
High Priority (IS .10-.20)						
Availability of public transportation	41%	1	60%	3	0.1640	1
Availability of pedestrian walkways	33%	2	59%	4	0.1353	2
Availability of sidewalks near schools/walking routes	33%	2	65%	2	0.1155	3
Availability of bicycle lanes	20%	6	46%	6	0.1080	4
Availability of sidewalks near your residence	22%	5	53%	5	0.1034	5
Medium Priority (IS <.10)						
Availability of sidewalks on major streets	25%	4	73%	1	0.0675	6

Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

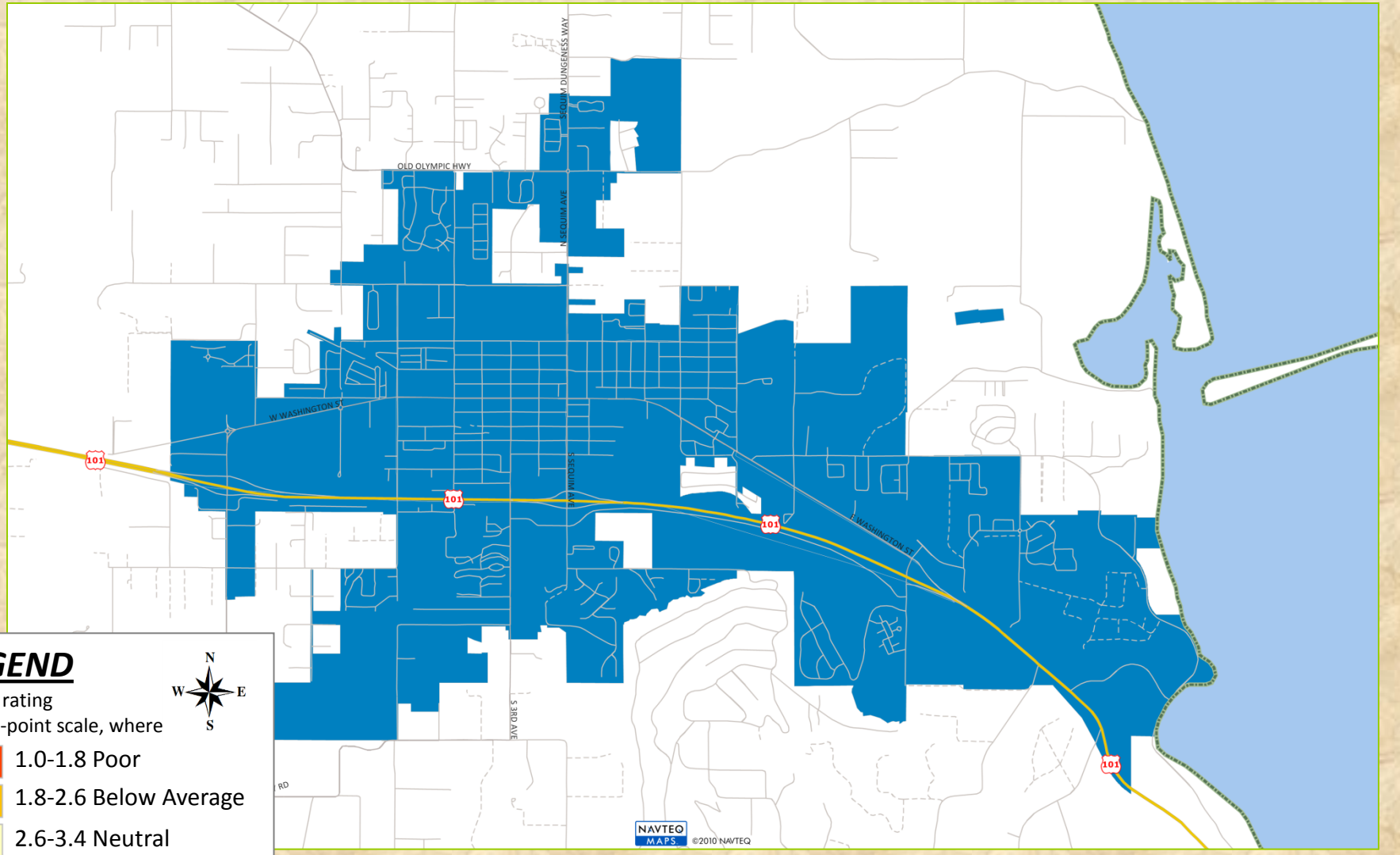
Most Important %: The "Most Important" percentage represents the sum of the first and second most important responses for each item. Respondents were asked to identify the items they thought should receive the most emphasis over the next two years.

Satisfaction %: The "Satisfaction" percentage represents the sum of the ratings "4" and "5" excluding "don't knows".
Respondents ranked their level of satisfaction with the each of the items on a scale of 1 to 5 with "5" being very satisfied and "1" being very dissatisfied.

Major Finding #7

Mapping

Q19a. Rating Sequim as a Place to Live



LEGEND

Mean rating
on a 5-point scale, where

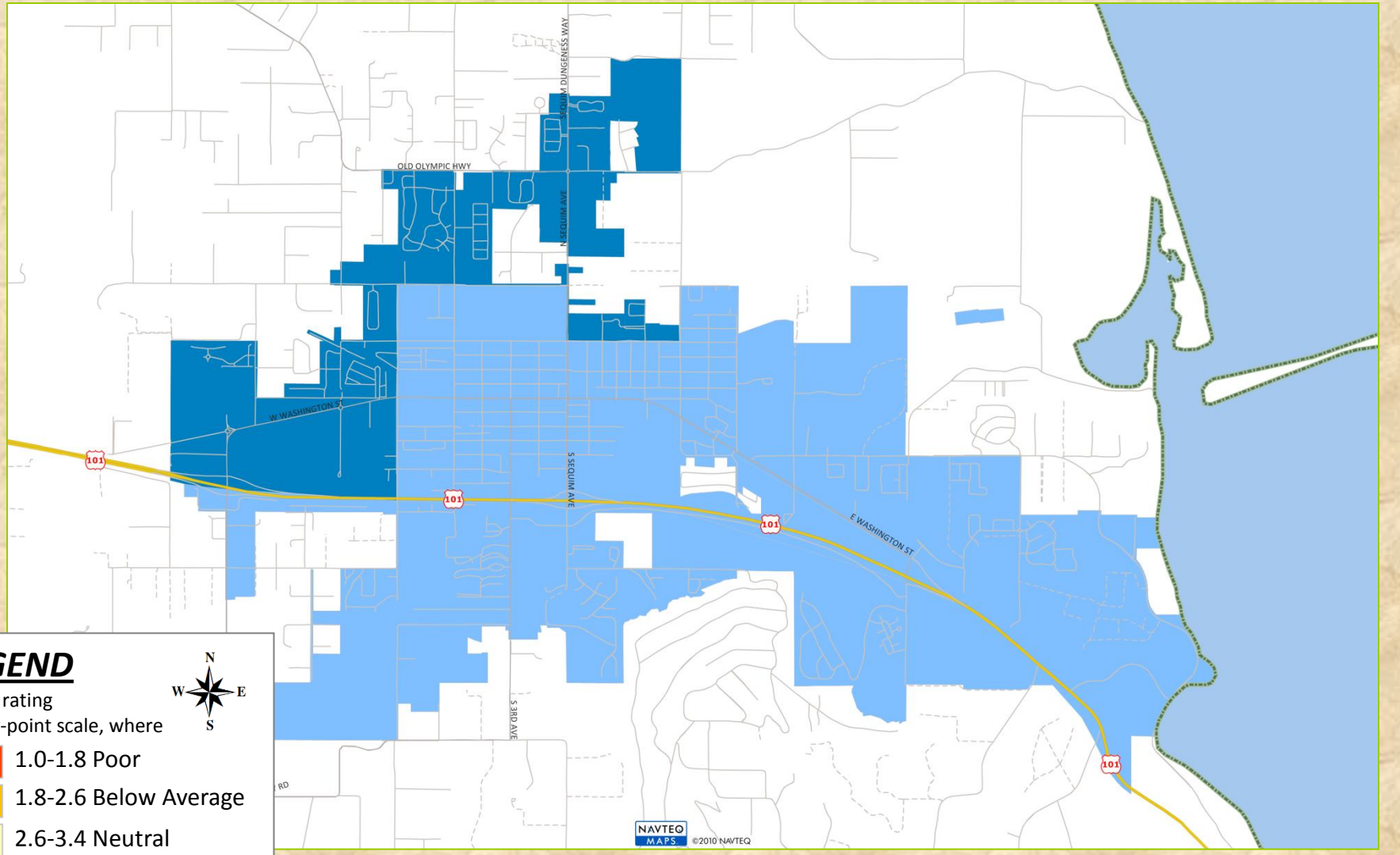
- 1.0-1.8 Poor
- 1.8-2.6 Below Average
- 2.6-3.4 Neutral
- 3.4-4.2 Good
- 4.2-5.0 Excellent
- Other

Note: "Other" areas did not contain any responses

2011 Sequim DirectionFinder Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

Q19b. Rating Sequim as a Place to Raise Children



LEGEND

Mean rating
on a 5-point scale, where

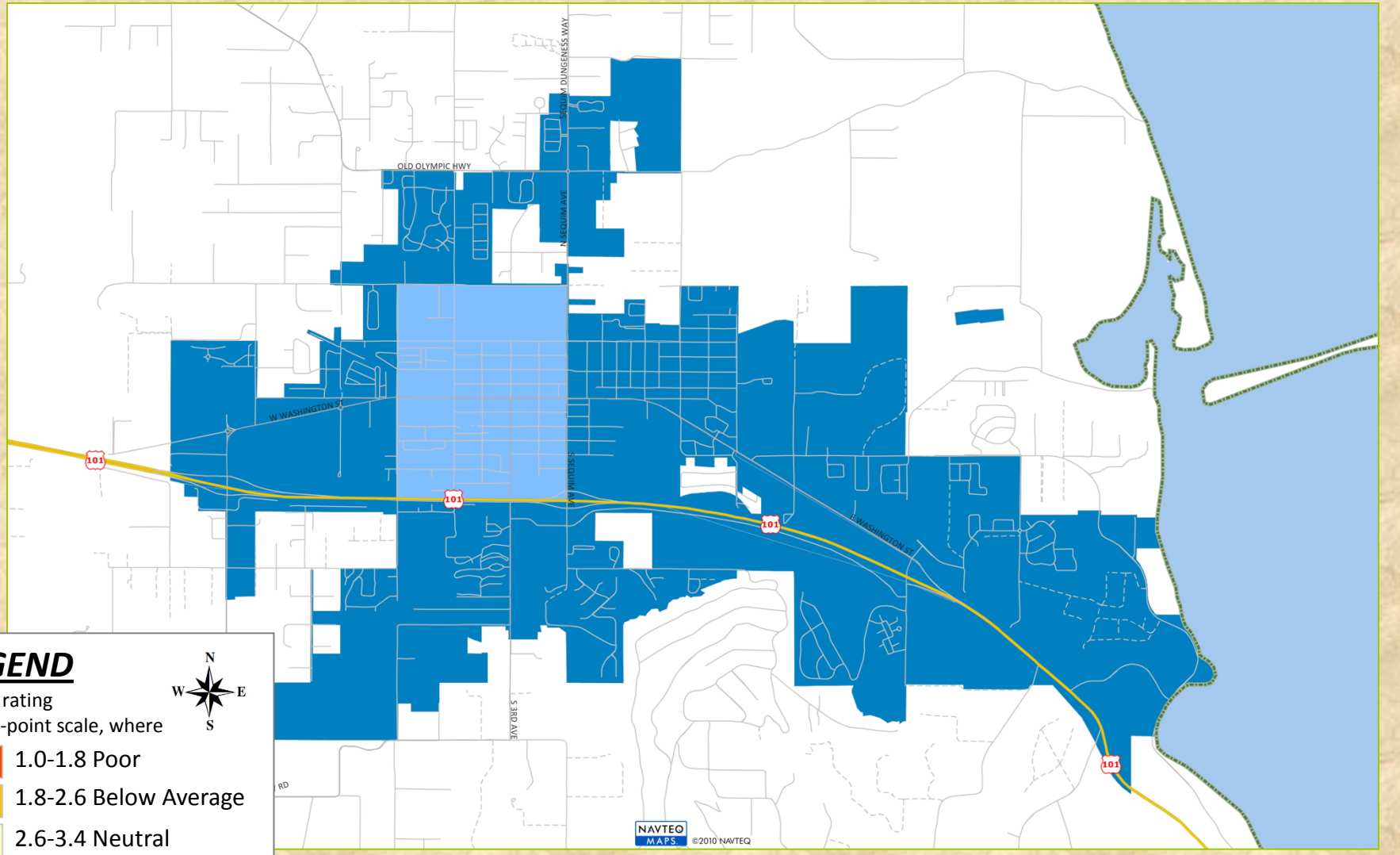
- 1.0-1.8 Poor
- 1.8-2.6 Below Average
- 2.6-3.4 Neutral
- 3.4-4.2 Good
- 4.2-5.0 Excellent
- Other

Note: "Other" areas did not contain any responses

2011 Sequim DirectionFinder Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

Q19f. Rating Sequim as a Place to Retire



LEGEND

Mean rating
on a 5-point scale, where

- 1.0-1.8 Poor
- 1.8-2.6 Below Average
- 2.6-3.4 Neutral
- 3.4-4.2 Good
- 4.2-5.0 Excellent
- Other

Note: "Other" areas did not contain any responses

2011 Sequim DirectionFinder Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

Questions ?

THANK YOU