

2011-2012 Budget: Civic Engagement Analysis

Part I of II: Survey Results

Part II: Group Feedback is separate presentation

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City of Vancouver, Washington

Council Workshop April 26th, 2010



Agenda

Part I:

- What we have done
- Caveats and cautions
- Community Survey
- Web Survey

Part II:

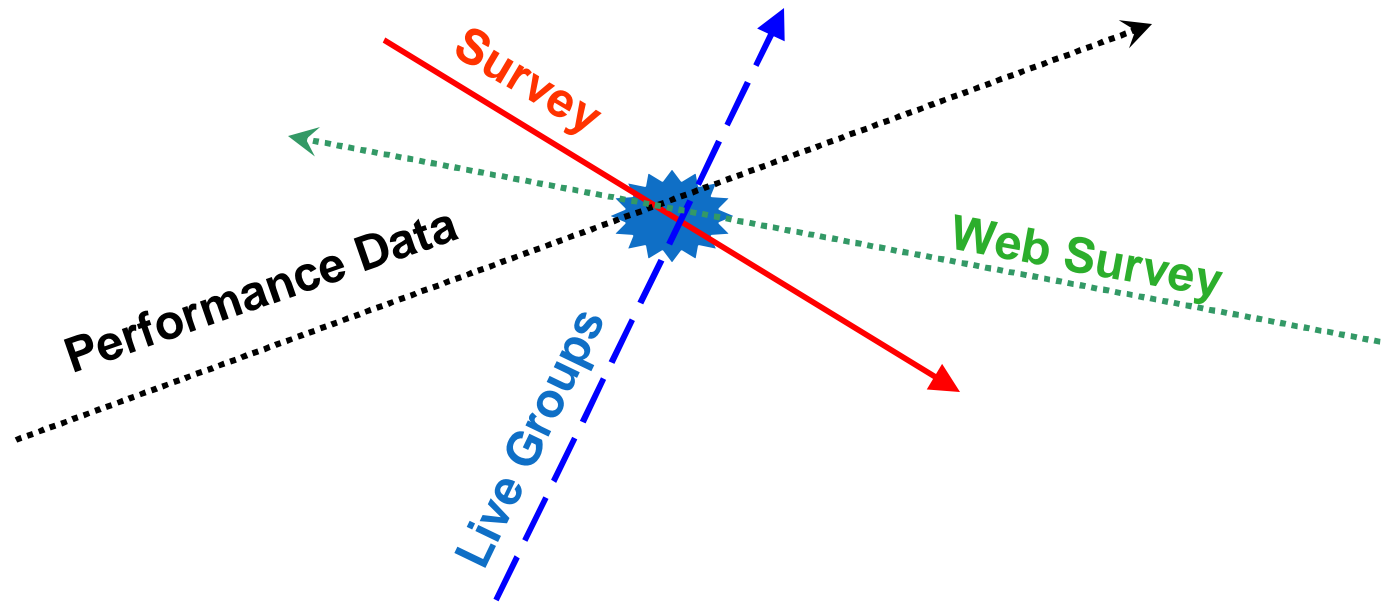
- “Live” Groups
- Summary: What it all means

What we have done

- Community Survey (Feb-Mar 2010)
 - 402 participants (random)
 - Council Workshop Summary (April 26th)
- Web Survey final results (Mar-May 2010)
 - 1,351 views, 1,006 completed (self-selected)
- Live Groups (Apr-May 2010)
 - 8 “focus” groups, 77 participants (random)
 - 1 community group, 26 participants (invitation)
 - 1 live televised, 61 participants (self-selected)
- **Over 1,900 participants!**

Caveat on all community feedback...

- Objective performance data is the best base for making decisions
- Surveys are useful but directional in nature
- Never make a major decision on a single data source



2009 Strategic Commitment Status

Strategic Plan Strategic Commitments

To achieve our vision, we have identified the following six strategic commitments. Click on any image to get more information



A Healthy, Livable, and Sustainable Vancouver

Commitment Status: Yellow



Transportation, Mobility and Connectivity

Commitment Status: Red



Financial Health and Economic Vitality

Commitment Status: Red



A Safe and Prepared Community

Commitment Status: Green



Accountable, Responsive City Government

Commitment Status: Yellow

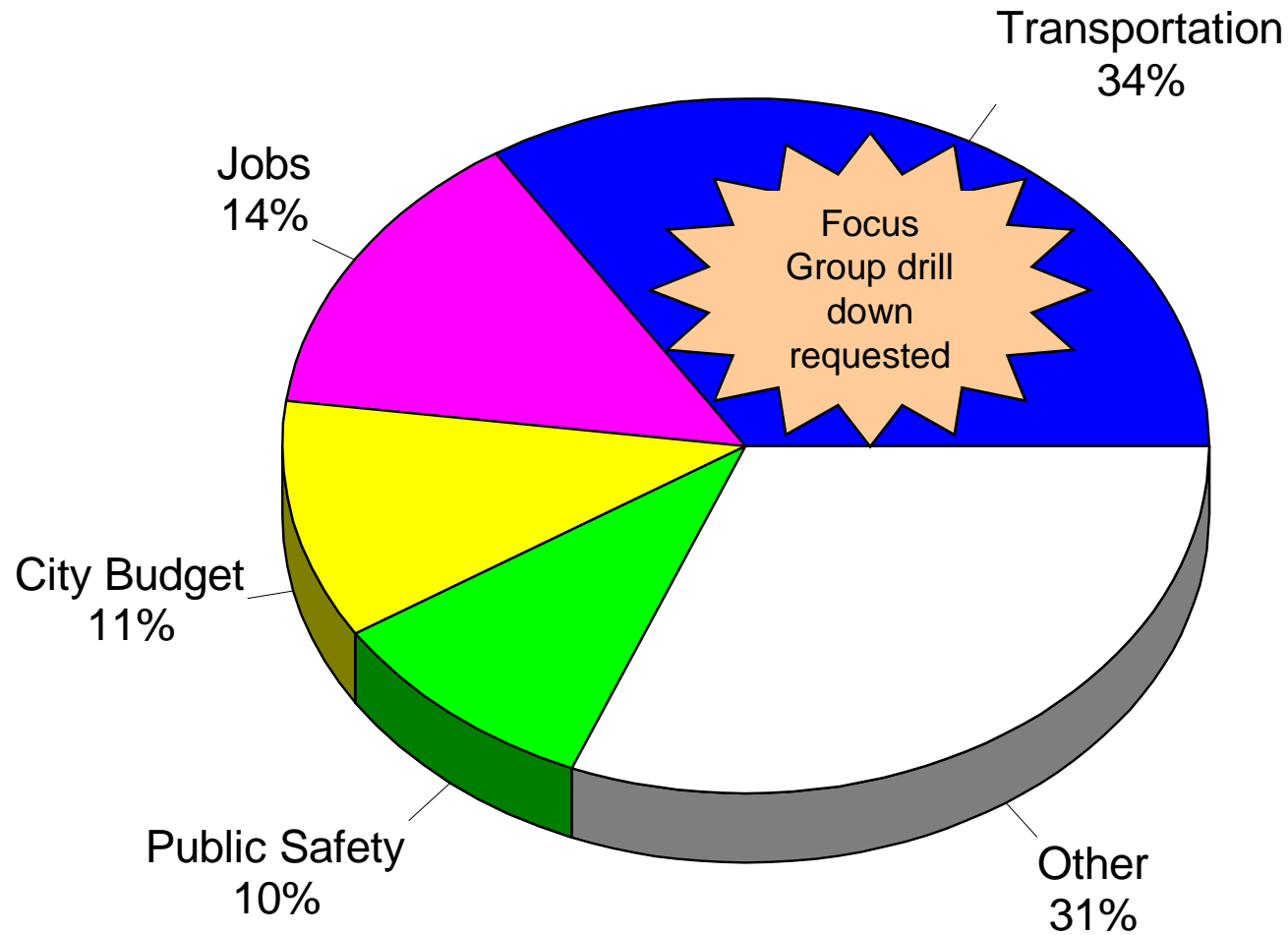


An Active, Involved Community

Commitment Status: Green

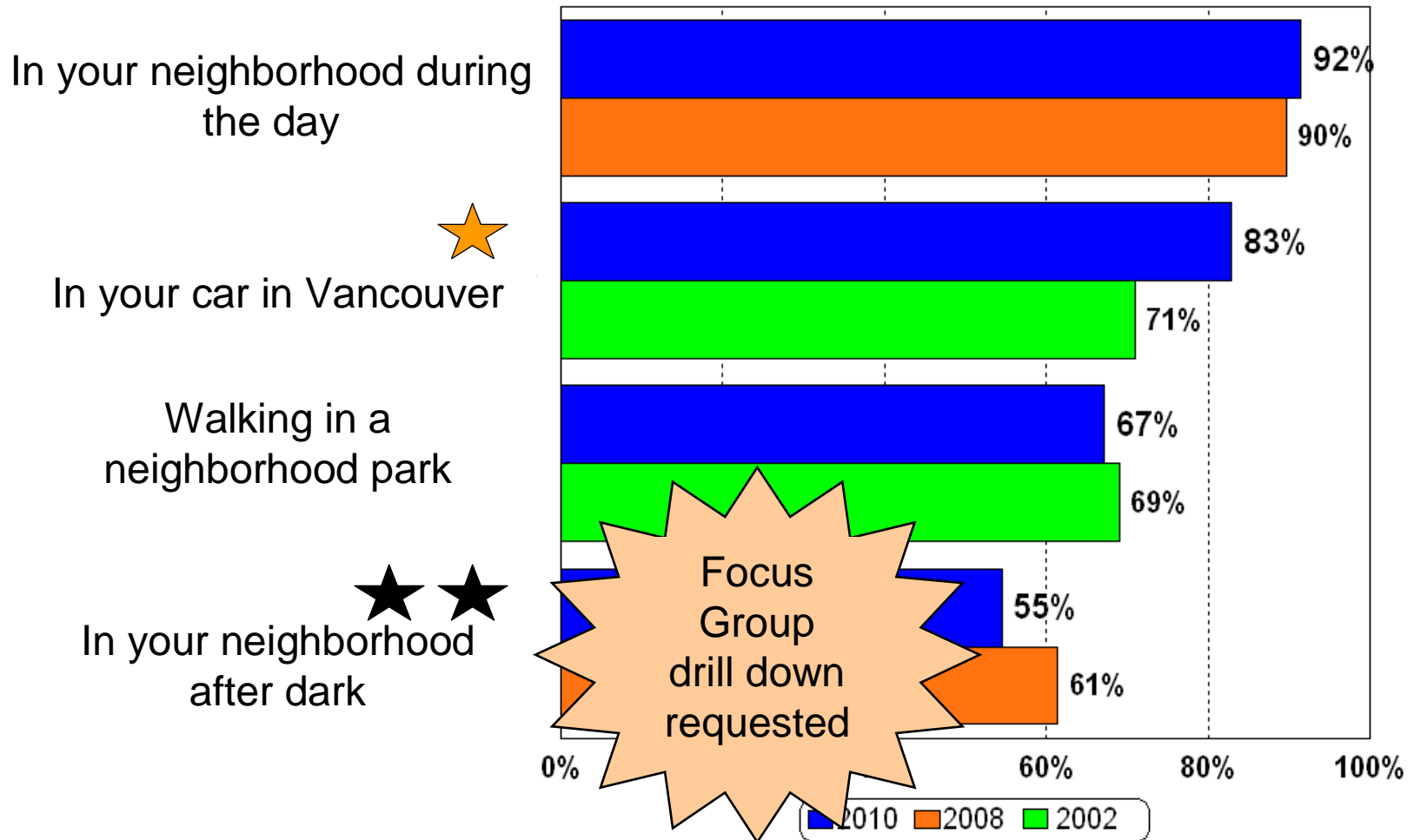
Most Important Challenges Facing the City Today

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



Trends: Feelings of Safety in the City - 2010 vs 2008 vs 2002

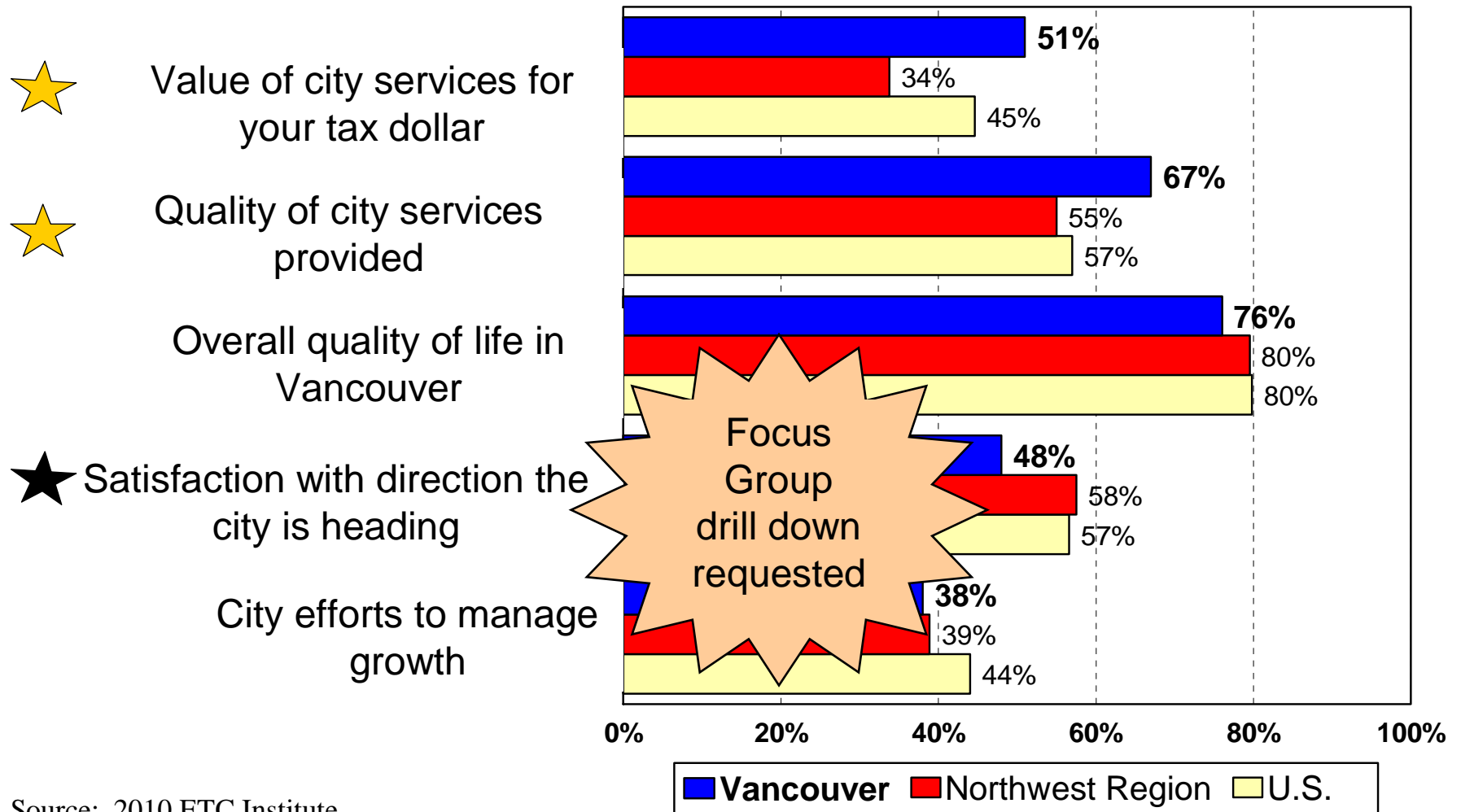
by percentage of respondents who rated their Feeling as either "Very Safe" or "Safe" (excluding don't knows)



Perceptions of Life in Vancouver

Vancouver vs. Northwest Region vs. the U.S

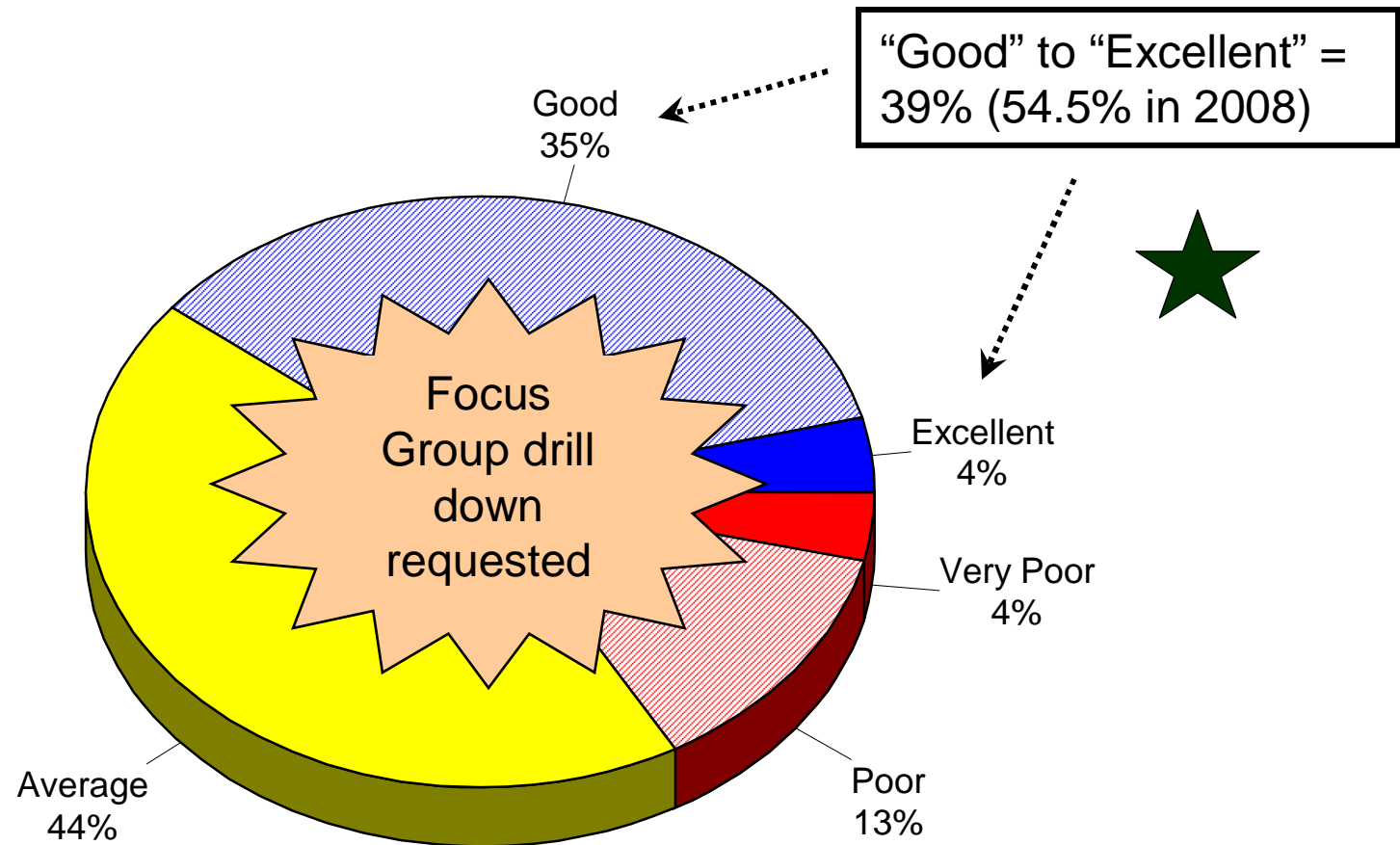
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied"



Source: 2010 ETC Institute

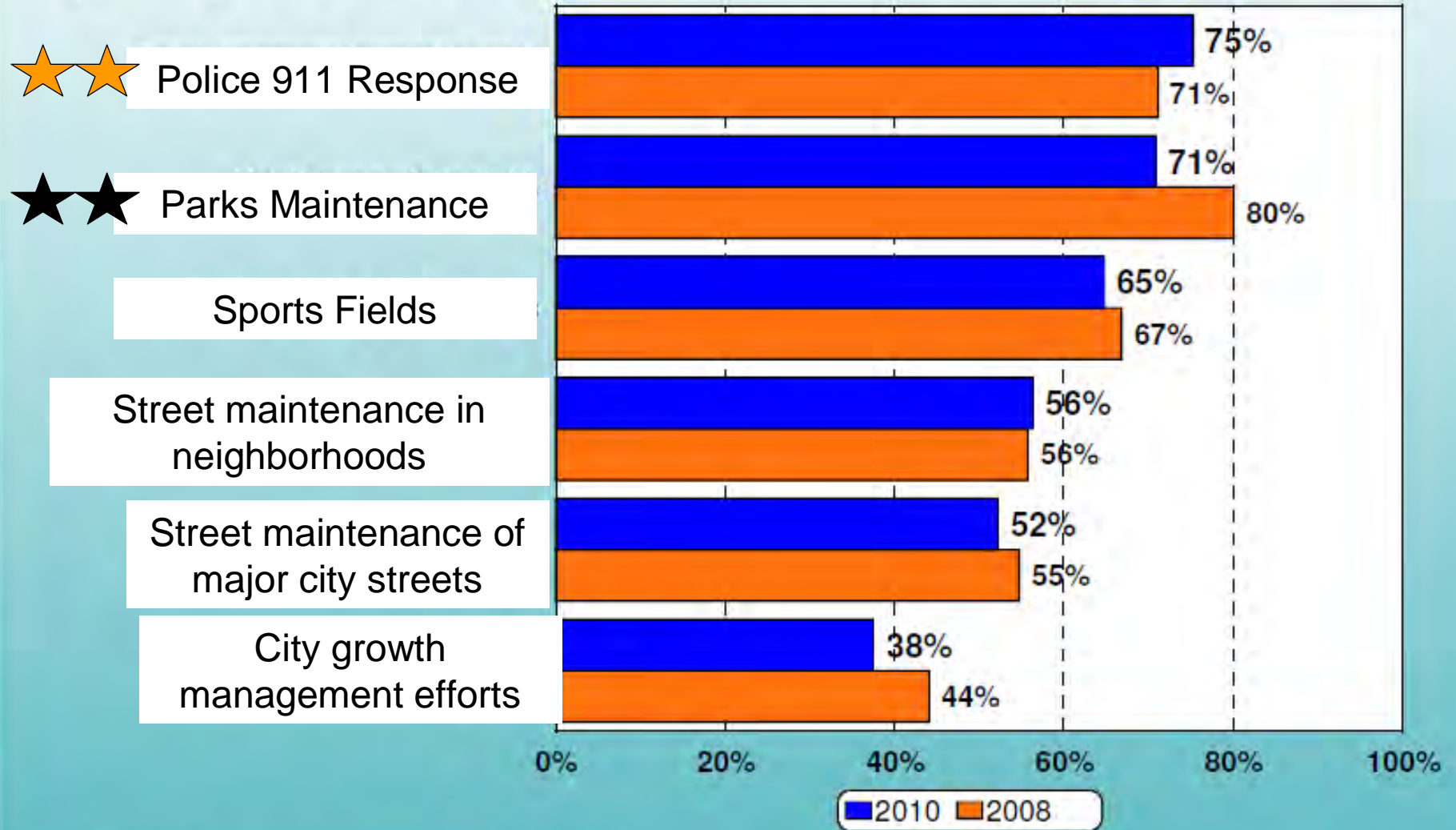
How would you evaluate the performance of the Vancouver city government?

by percentage of respondents (excluding don't knows)



Trends: Satisfaction with Various Services Provided by the City - 2010 vs 2008

by percentage of respondents who responded either "Very Satisfied" or "Satisfied" (excluding don't knows)



2010 City of Vancouver DirectionFinder Importance-Satisfaction Assessment Matrix

-Overall-

Exceeds Expectations

mean importance

Meets Expectations

Satisfaction Rating	<p>Lower importance but high satisfaction – possible “resource imbalance”</p>	<p>Higher Importance and Higher Satisfaction – balanced resources</p>
	<p>Lower Importance and Lower Satisfaction – balanced resources</p>	<p>Higher importance but low satisfaction – possible “resource imbalance”</p>

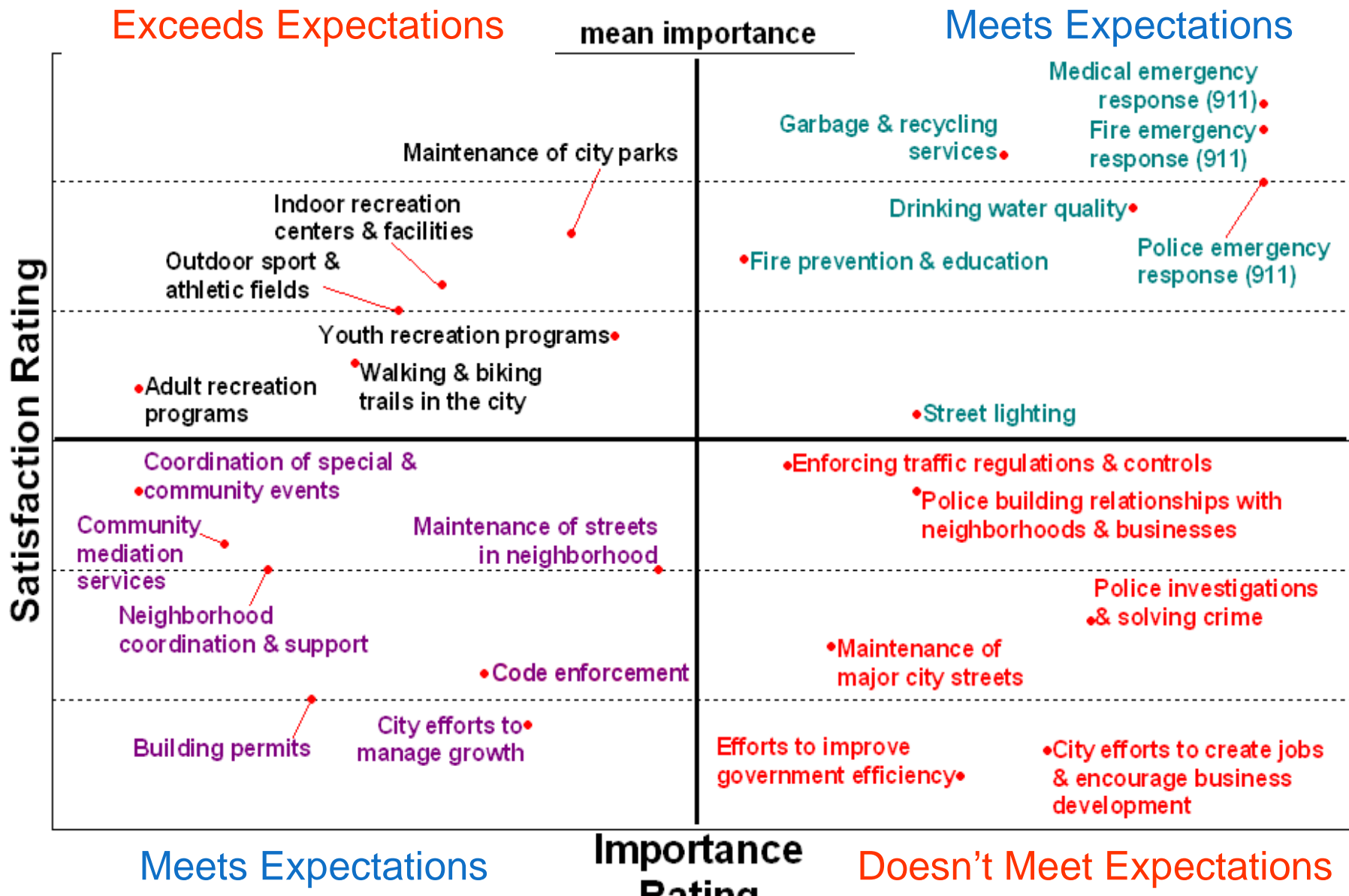
Meets Expectations

Importance Rating

Doesn't Meet Expectations

2010 City of Vancouver DirectionFinder Importance-Satisfaction Assessment Matrix

-Overall-





Observations – Service Delivery

- Importance of services change little from year to year
- Residents are generally more satisfied with the overall quality of services provided by the City now (67%) than they were two years ago (54%) despite the economy
- Transportation (street maintenance) Jobs (creation) and Government fiscal stability / efficiency are top needs – and align with current “Red” status of those Strategic Commitments
- Public does not appear to recognize major capital projects (including Transportation) as economic development tools

Level of Support for the Following Actions to Balance the City's Budget

by percentage of respondents who rated the item as either "Very Supportive" or "Supportive"

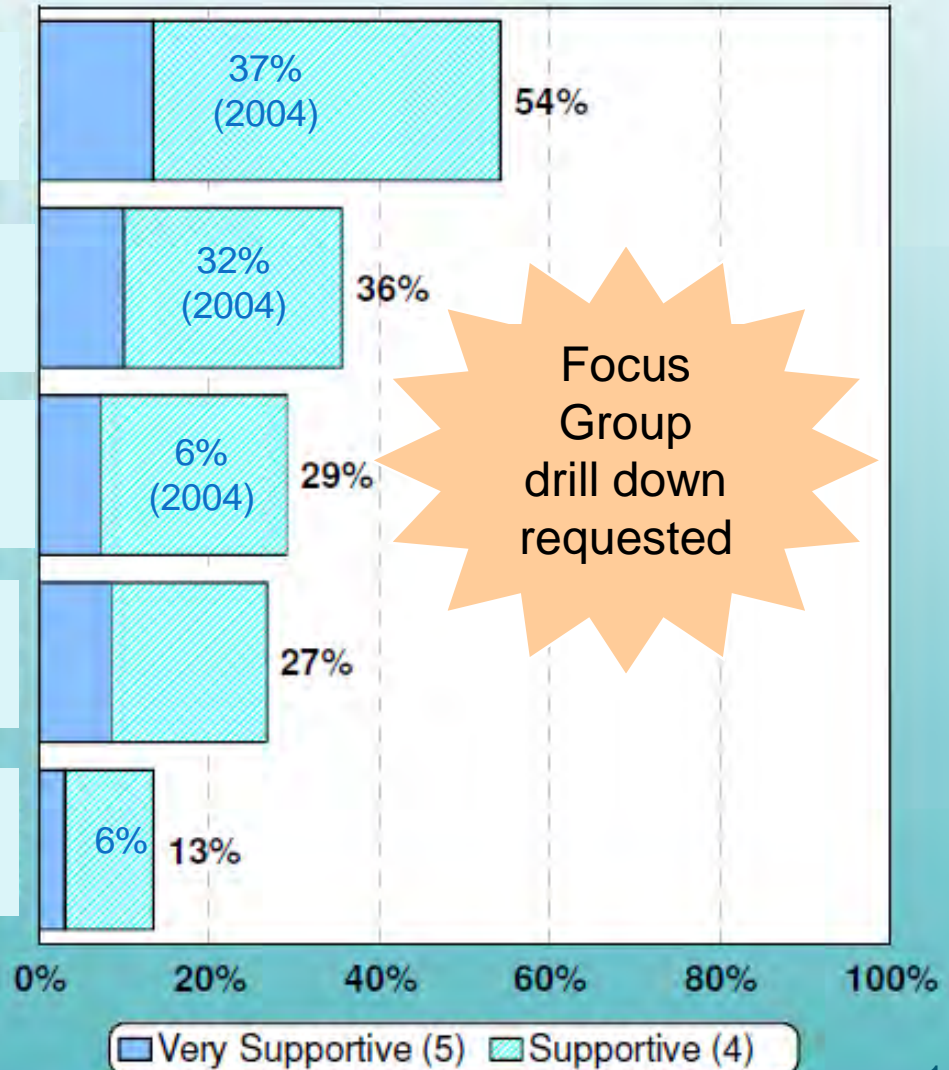
Voter approved taxes/levy for specific service, current level

Eliminate programs based on a priority process

Raise general city taxes to cover existing services only

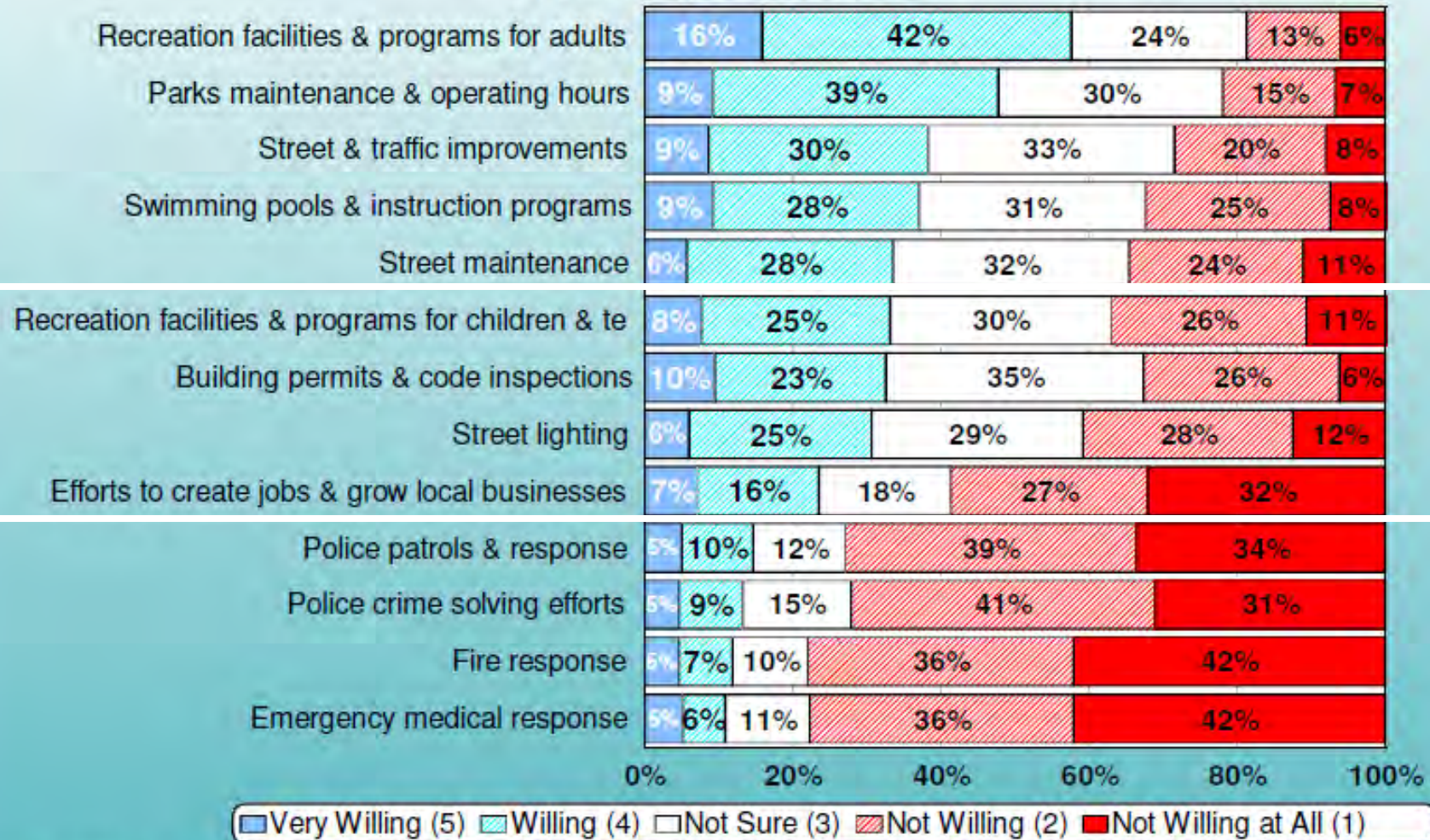
Reduce employee benefits or salaries

Significantly decrease service levels in all departments



How Willing Respondents Would be to Accept Reductions in Funding or Service in the Following Specific Areas

by percentage of respondents



Source: ETC Institute DirectionFinder (2010)

Would respondents personally be willing to pay more in taxes to improve the following services?

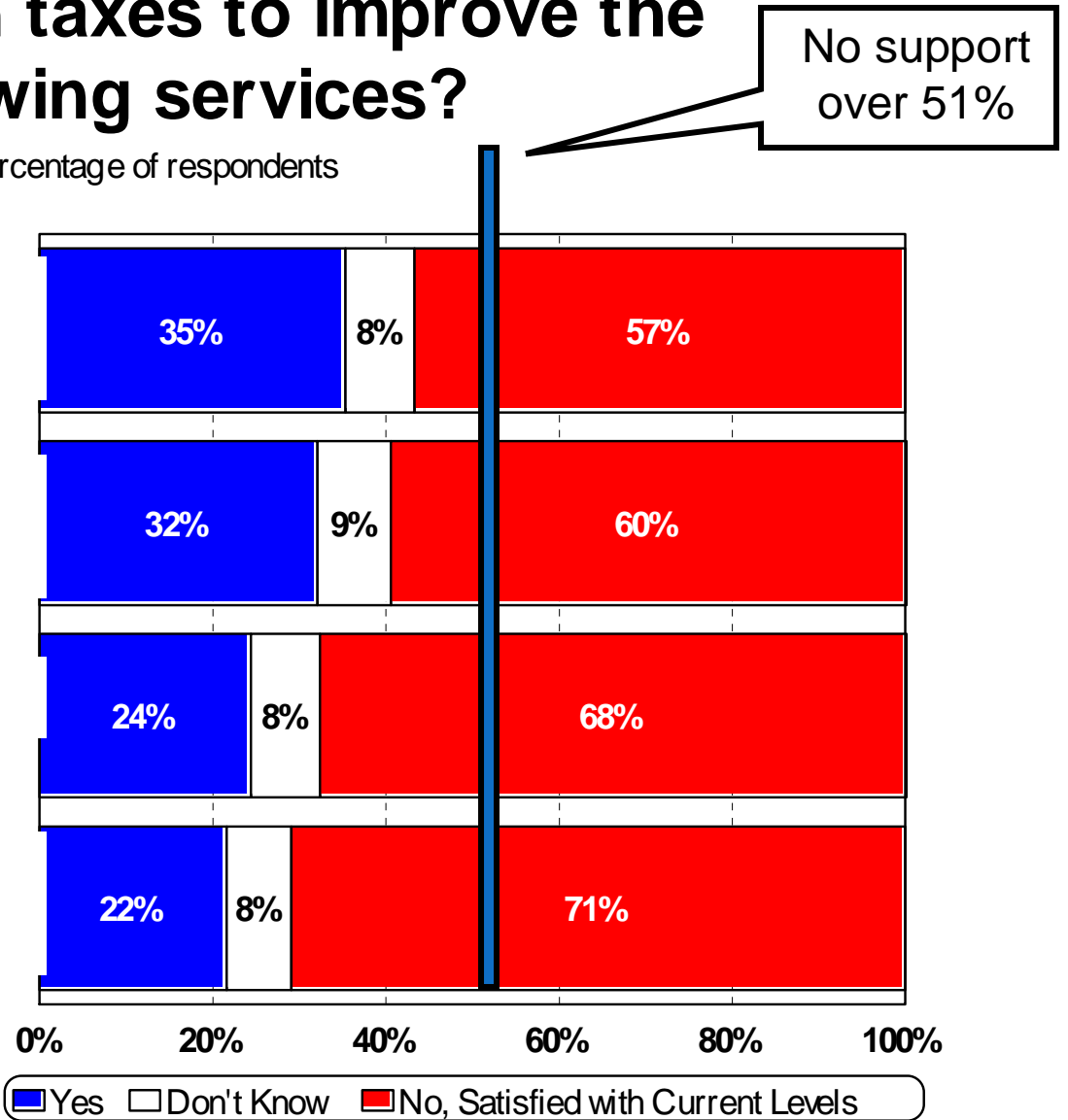
by percentage of respondents

Fire or EMS emergency response

Police response or effectiveness

Road and street quality

Parks and recreation quality or availability



Willingness to Pay Taxes Over Time

	2001	2004	2006	2010	change
Would you be willing to pay more in taxes to expand or improve (SERVICE)? (percent "yes")					
Police Protection & Patrols	65%	50%	55%	41%	-14%
Fire Protection and Prevention	59%	46%	49%	43%	-6%
Street Maintenance	56%	42%	34%	32%	-2%
Recreation Programs & Facilities	49%	35%	38%	30%	-8%
Parks & Trails	56%		38%	30%	-8%

- Willingness decreasing over time
- Greatest drop in Police Protection & Patrols



Community Survey (Summary)

- Top issues are Transportation, City budget, and Jobs
- Quality of life down from 2008 but still high
- High satisfaction with City's efforts
- Concern over direction city is heading in current economy
- Some services more important than others, but do not want levels of service to change
- Acknowledgement that some revenue is part of the answer
- Low support for any tax increase now



Web Survey Results

- Ended as of May 16th (60 days)
- Same questions as the scientific survey
- 1,351 starts, 1,006 complete
- Data analysis only includes residents or employees

Results very consistent with scientific survey



Web results vs Scientific Survey

- Participants rate 5-15% lower in most areas
- Overall, all budget and finance questions follow the same recommendations in the same order
- Slightly more willing to pay more to improve Police response (47% vs 41%) but not Fire and EMS response (45% vs 43%)
- Comments are more opinionated or polarized
- Demographics match except more “middle age” 35 to 55 with slightly higher reported incomes

See Part II for live discussion results and overall summary