



City of Tacoma, WA

Citizen Survey

Report of Results
October 2010

Prepared by:



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Executive Summary

Survey Purpose

The Tacoma Citizen Survey serves as a consumer report card for the City by providing residents the opportunity to rate the quality of life in the city and their satisfaction with community amenities and local government. The survey also allows residents to provide feedback to the City government on what is working well and what is not. The baseline Tacoma Citizen Survey was conducted in 2006. This was the second iteration of the survey.

Methods

For the 2010 survey, 9,600 residents within city boundaries were randomly selected to receive survey mailings. Using mapping software, a map of the city was separated into 14 “zones” by overlaying the boundaries of the five Councilmanic Districts with the boundaries of the eight Neighborhood Council Districts. Certain zones and types of households were oversampled to ensure representation of all types of residents. Households received four separate mailings, and completed surveys were collected over a six week period.

Of the 9,600 surveys mailed in late July and early August 2010, about 507 were returned because the housing unit was vacant or the postal service was unable to deliver the survey as addressed. Of the 9,093 households that received a survey, 3,024 completed the survey, providing an overall response rate of 33%. This is a good response rate; typical response rates for a mailed resident survey range from 25% to 40%. It is customary to describe the precision of estimates made from surveys by a “level of confidence” (or margin of error). The 95% confidence level is typically no greater than plus or minus two percentage points around any given percent based on community-wide estimates.

The demographic characteristics of the survey sample for each of the five Councilmanic Districts were compared to those found in the 2000 Census estimates provided by the City and were statistically adjusted to match the Census profile using tenure, age, race, gender and district, when necessary.

Comparisons were made between 2010 responses and those from 2006, when available, as well as to a handful of questions from the 2002 Tacoma Citizen Budget Priorities Survey. In addition, results were compared by demographic characteristics and geographic area of residence. The City of Tacoma also elected to have results compared to those of other jurisdictions around the nation and to jurisdictions of similar population size. These comparisons are made possible through National Research Center’s (NRC’s) national benchmark database, which contains resident perspectives gathered in citizen surveys from approximately 500 jurisdictions, including cities and counties.

Survey Findings

For the most part, ratings of Tacoma services and characteristics are better in 2010 than they were in 2006. Quality of life and community received “good” or “fair” ratings by a majority of respondents, with Tacoma as a place to live receiving the most favorable ratings. Ratings for each aspect of quality of life saw an increase in 2010 when compared to 2006 ratings, although the proportion of residents thinking the quality of life in Tacoma would improve “slightly” or “a lot” in the coming five years has decreased somewhat since 2006.

Residents indicated at least some participation in most community activities when asked to assess their level of community involvement in the 12 months prior to the survey administration. Internet use and use of the Tacoma City Web site to conduct business with the City of Tacoma increased from 2006 to 2010, as did participating in neighborhood activities and volunteering time to some group or activity in Tacoma.

In 2010, convenient access to neighborhood and community parks was the community characteristic rated most favorably, followed by shopping opportunities; openness and acceptance towards people of diverse backgrounds; opportunities to attend cultural activities; access to affordable, quality food; and the accessibility of City facilities for persons with disabilities. Of the 26 community characteristics rated by survey participants, eight characteristics received favorable marks from a higher proportion of respondents in 2010 than in 2006 and seven received “good” or “excellent” ratings by fewer residents in 2010 when compared to 2006. While most changes in resident perceptions about Tacoma community characteristics between 2010 and 2006 were slight, the overall quality of new development in Tacoma, business opportunities and job opportunities saw a decrease in ratings by 15% or more from 2006 to 2010, which is partially attributable to the recent economic downturn.

When asked to give their opinions about growth and potential problems facing the community, respondents viewed job opportunities and jobs growth as challenges for Tacoma. Crime, drugs and the condition of streets (potholes) also were viewed as at least moderately problematic by 2010 survey respondents. Overall, 15 of 23 items were of slightly less concern for 2010 residents than 2006 residents.

The survey included several questions pertaining to safety in the City and responses indicated that residents generally felt safer in 2010 than they did in 2006. Also, the proportion of respondents reporting that they had been a victim of a crime in the City of Tacoma in the previous 12 months decreased from 2010 to 2006.

Just over half of respondents rated the overall quality of services in Tacoma as “good” or “excellent,” similar to responses given in 2006. Of the 34 services rated by survey respondents in 2010, 17 were rated as “good” or “excellent” by half or more residents. Of the 19 services where there were significant differences between 2010 and 2006 ratings, 17 services received more favorable ratings in 2010 than in 2006. Police services, storm drainage, crime prevention and code enforcement saw increases in quality of 10% or more. When asked which Public

Works services should receive the most emphasis, about three-quarters of respondents thought emphasis should be placed on street repairs.

Of the 50% of respondents who had contact with a City employee in the prior 12 months, a majority rated their overall impression of the City employee as “good” or “excellent.” At least 7 in 10 rated employee knowledge, responsiveness and courtesy with positive marks. For the most part, employee ratings in 2010 were similar to ratings given in 2006 with the exception of “courtesy,” which received slightly higher ratings in 2010.

Nearly half of all respondents rated the overall performance of the Tacoma City government favorably, similar to 2006. Half or nearly half of residents agreed that Tacoma City government welcomes citizen involvement and that they are pleased with the overall direction the City is taking. Results showed that about twice as many respondents “strongly” disagreed than “strongly” agreed with other statements regarding public trust, although “I receive good value for the City taxes I pay” saw small improvements from 2006 to 2010 in the proportion agreeing with this statement. When asked specifically about Tacoma’s land use and planning, nearly half of 2010 respondents reported that they were pleased with the design of commercial development in Tacoma, down slightly from 2006 ratings.

Survey Background

Survey Purpose

The Tacoma Citizen Survey serves as a consumer report card for the City by providing residents the opportunity to rate the quality of life in the city and their satisfaction with community amenities and local government. The survey also allows residents to provide feedback to the City government on what is working well and what is not, and their priorities for community planning and resource allocation.

Focus on the quality of service delivery helps council, staff and the public to set priorities for budget decisions and lays the groundwork for tracking community opinions about the core responsibilities of Tacoma City government, helping to assure maximum service quality over time.

This kind of survey gets at the key services that local government controls to create a quality community. It is akin to private sector customer surveys that are used regularly by many corporations to monitor where there are weaknesses in product or service delivery before customers defect to competition or before other problems from dissatisfied customers arise.

The baseline Tacoma Citizen Survey was conducted in 2006. This was the second iteration of the survey.

Methods

The 2010 survey was mailed to 9,600 randomly selected Tacoma residents. A map of the City was separated into 14 “zones” by overlaying the boundaries of the five Councilmanic Districts with the boundaries of the eight Neighborhood Council Districts (see map in *Appendix F. Survey Methodology*).

To ensure that households selected to participate in the survey were within the City of Tacoma boundaries, the latitude and longitude of each address was plotted to determine its location (i.e., zone) within the city. Addresses that fell outside of the city boundaries were removed from the sample. Attached units within the city were oversampled to compensate for detached unit residents’ tendency to return surveys at a higher rate. An individual within each household was selected using the birthday method.

Those selected to participate in the survey received four mailings, one week apart, beginning in August of 2010. The first mailing was a prenotification postcard announcing the upcoming survey. The following two mailings contained a letter from the Mayor, a questionnaire and a postage-paid envelope. Residents selected to participate were provided the opportunity to complete the survey online instead of on paper. The fourth mailing was a follow-up reminder postcard. About 5% of the initial postcards were returned as undeliverable because the housing unit was vacant or the postal service was unable to deliver the survey as addressed. Of the 9,093 households that received the survey, 3,024 respondents completed a survey, 128 of

which were completed via an online version of the survey, providing an overall response rate of 33%.

Survey results were weighted so that the respondent tenure, age, race, gender and district more closely represented the proportions reflective of the entire city. (For more information see *Appendix F. Survey Methodology*.)

Reaching Non-English-Speaking Residents

The cover letter and survey were mailed to residents in English. The cover letters included a paragraph in Spanish that described the purpose of the survey and included a number that respondents could call to request the survey in Spanish. Two respondents requested the survey in Spanish and one completed the survey using the Spanish version.

The survey packet also included a one page insert with a paragraph in four languages (Russian, Vietnamese, Korean, and Cambodian) that described the contents of the packet and provided a phone number to call if the resident wanted to receive the survey in another language, or get assistance in completing the survey.

How the Results Are Reported

For the most part, frequency distributions (the percent of respondents giving each possible response to a particular question) are presented in the body of the report. In addition, the “percent positive” is reported for some questions in the report body tables and charts. The percent positive is the combination of the top two most positive response options (i.e., “excellent” and “good,” “strongly agree” and “somewhat agree,” “very safe” and “somewhat safe”).

On many of the questions in the survey, respondents gave an answer of “don’t know.” The proportion of respondents giving this reply is shown in the full set of responses included in *Appendix B. Complete Set of Survey Frequencies* and is discussed in the body of this report if it is 20% or greater. However, these responses have been removed from the analyses presented in the body of the report, unless otherwise indicated. In other words, the majority of the tables and graphs in the body of the report display the responses from respondents who had an opinion about a specific item.

For some questions, respondents were permitted to select or write in multiple responses. When the total exceeds 100% in a table for a multiple response question, it is because some respondents are counted in multiple categories. When a table for a question that only permitted a single response does not total to exactly 100%, it is due to the common practice of percentages being rounded to the nearest whole number.

Precision of Estimates

It is customary to describe the precision of estimates made from surveys by a “level of confidence” (or margin of error). The 95 percent confidence level for this survey is generally no greater than plus or minus two percentage points around any given percent reported for the entire sample (3,024 completed surveys). Where estimates are given for subgroups, they

are less precise. Generally the 95% confidence interval is plus or minus five percentage points for samples of about 400 to 10 percentage points for samples as small as 100, and for smaller sample sizes (e.g., 60), the margin of error rises to 13%.

Comparing Survey Results Over Time

Comparisons are made between 2010 responses and those from 2006, when available, as well as to a handful of questions from the 2002 Tacoma Citizen Budget Priorities Survey. Differences between percentages by year reported in the body of the report can be considered “statistically significant” if they are greater than three percentage points. Trend data for Tacoma represent important comparisons 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.

Comparing Survey Results by Geographic and Demographic Subgroups

Select survey results were compared by demographic characteristics of survey respondents and geographic area of residence (Councilmanic Districts and Neighborhood Districts). Councilmanic District comparisons are included and discussed in the body of the report. The full set of the demographic and Neighborhood District comparisons can be found in *Appendix D. Comparison of Select Questions by Respondent Characteristics* and *Appendix E. Comparison of Select Questions by Neighborhood District*). Where differences between subgroups are statistically significant, they are marked with grey shading in the tables.

Comparing Survey Results to Other Jurisdictions

Jurisdictions use the comparative information provided by benchmarks to help interpret their own citizen survey results, to create or revise community plans, to evaluate the success of policy or budget decisions, and to measure local government performance. It is not known what is small or large without comparing. Taking the pulse of the community has little meaning without knowing what pulse rate is too high and what is too low. When surveys of service satisfaction turn up “good” citizen evaluations, it is necessary to know how others rate their services to understand if “good” is good enough or if most other communities are “excellent.” Furthermore, in the absence of national or peer community comparisons, a jurisdiction is left with comparing its fire protection rating to its street maintenance rating. That comparison is unfair as street maintenance always gets lower ratings than fire protection. More illuminating is how residents’ ratings of fire service compare to opinions about fire service in other communities and to resident ratings over time.

A police department that provides the fastest and most efficient service – one that closes most of its cases, solves most of its crimes, and keeps the crime rate low – still has a problem to fix if the residents in the city rate police services lower than ratings given by residents in other cities with objectively “worse” departments.

Benchmark data can help that police department – or any City department – to understand how well citizens think it is doing. Without the comparative data, it would be like bowling in

a tournament without knowing what the other teams are scoring. Citizen opinion should be used in conjunction with other sources of data about budget, population demographics, personnel, and politics to help managers know how to respond to comparative results.

NRC's database of comparative resident opinion is comprised of resident perspectives gathered in citizen surveys from approximately 500 jurisdictions whose residents evaluated local government services. Conducted with typically no fewer than 400 residents in each jurisdiction, opinions are intended to represent over 30 million Americans. NRC has innovated a method for quantitatively integrating the results of surveys that we have conducted with those that others have conducted. These integration methods have been described thoroughly in *Public Administration Review*, *Journal of Policy Analysis and Management*, and in NRC's first book on conducting and using citizen surveys, *Citizen Surveys: how to do them, how to use them, what they mean*, published by the International City/County Management Association (ICMA). Scholars who specialize in the analysis of citizen surveys regularly have relied on NRC's work [e.g., Kelly, J. & Swindell, D. (2002). "Service quality variation across urban space: First steps towards a model of citizen satisfaction," *Journal of Urban Affairs*, 24, 271-288.; Van Ryzin, G., Muzzio, D., Immerwahr, S., Gulick, L. & Martinez, E. (2004). "Drivers and consequences of citizen satisfaction: An application of the American Customer Satisfaction Index Model to New York City," *Public Administration Review*, 64, 331-341]. The method described in those publications is refined regularly and statistically tested on a growing number of citizen surveys in NRC's proprietary databases.

Jurisdictions in NRC's benchmark database are distributed geographically across the country and range from small to large in population size. Comparisons may be made to all jurisdictions in the database or to a subsets of jurisdictions (within a given region or population category such jurisdictions of a similar population size), as in this report. Despite the differences in jurisdiction characteristics, all are in the business of providing local government services to residents. Though individual jurisdiction circumstances, resources, and practices vary, the objective in every community is to provide services that are so timely, tailored, and effective that residents conclude the services are of the highest quality. High ratings in any jurisdiction, like SAT scores in any teen household, bring pride, and a sense of accomplishment.

Putting Evaluations onto the 100-point Scale

Although responses to many of the evaluative questions were made on a 4 point scale with 1 representing the best rating and 4 the worst, the benchmarks are reported on a common scale where 0 is the worst possible rating and 100 is the best possible rating. The 95 percent confidence interval around an average score on the 100-point scale is no greater than plus or minus two points based on all respondents.

The 100-point scale is not a percent. It is a conversion of responses to an average rating. Each response option is assigned a value that is used in calculating the average score. For example, "excellent" = 100, "good" = 67, "fair" = 33 and "poor" = 0. If everyone reported "excellent," then the average rating would be 100 on the 100-point scale. Likewise, if all respondents gave a

“poor,” the result would be 0 on the 100-point scale. If half the respondents gave a score of “excellent” and half gave a score of “poor,” the average would be in the middle of the scale (like the center post of a teeter totter) between “fair” and “good.”

Comparison of Tacoma to the Benchmarking Database

Jurisdictions to which Tacoma’s average ratings are compared can be found in *Appendix G. Jurisdictions Included In Benchmark Comparisons*. National benchmark comparisons and comparisons to jurisdictions of similar population size to Tacoma (100,00 to 350,000) have been provided when similar questions on the Tacoma survey are included in NRC’s database and there are at least five jurisdictions in which the question was asked, though most questions are compared to far more than five other cities across the country or of similar population size.

Where comparisons for quality ratings were available, the City of Tacoma’s results were generally noted as being “above” the benchmark, “below” the benchmark or “similar” to the benchmark. For some questions – those related to resident behavior, circumstance or to a local problem – the comparison to the benchmark is designated as “more,” “similar” or “less” (for example, residents contacting the City in the last 12 months). In instances where ratings are considerably higher or lower than the benchmark, these ratings have been further demarcated by the attribute of “much,” (for example, “much less” or “much above”). These labels come from a statistical comparison of Tacoma’s rating to the benchmark where a rating is considered “similar” if it is within the margin of error; “above,” “below,” “more,” or “less” if the difference between Tacoma’s rating and the benchmark is greater the margin of error; and “much above,” “much below,” “much more” or “much less” if the difference between your Tacoma’s rating and the benchmark is more than twice the margin of error.

Report of Results

Quality of Life and Community

The first questions on the 2010 Tacoma Citizen Survey asked residents to rate the quality of life in the City and various aspects of the community; a majority of respondents gave “good” or “fair” ratings. About half thought the quality of life in Tacoma would improve in the next five years. When comparing ratings of various community characteristics over time, ratings generally were the same with a few slight increases and decreases; however, residents saw opportunities for improvement for the quality of new development, business opportunities and job opportunities.

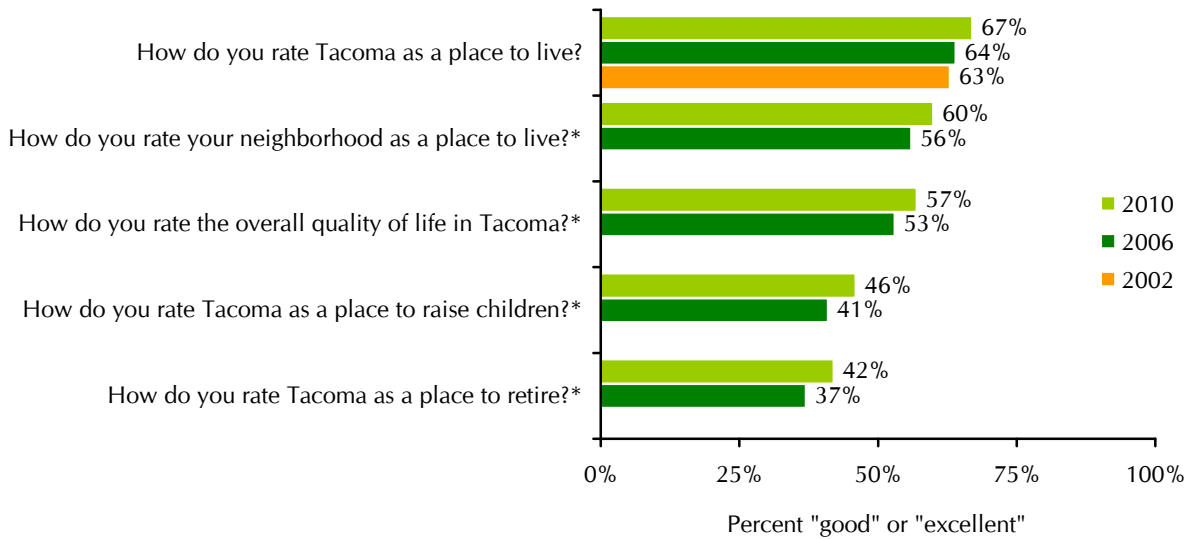
Aspects of Quality of Life

About two-thirds of respondents reported that Tacoma is a “good” or “excellent” place to live. About 6 in 10 respondents rated their neighborhood as a “good” or “excellent” place to live and a similar proportion (57%) evaluated the overall quality of life in Tacoma to be “good” or better; both saw a slight increase from 2006 to 2010. Forty-six percent gave Tacoma as a place to raise children “good” or “excellent” ratings and 42% gave favorable ratings for the City as a place to retire. These ratings have increased over time (see Figure 1 on the following page).

Comparing results by Councilmanic Districts, residents living in Districts 1 and 2 tended to give more positive ratings than those living in other Councilmanic Districts (see Figure 2 on the following page).

Comparisons of Tacoma’s ratings for quality of life and community were made to all jurisdictions in NRC’s benchmark database as well as to jurisdictions of similar population size (for a complete list of cities and counties to which Tacoma ratings were compared, see *Appendix G. Jurisdictions Included In Benchmark Comparisons*). Tacoma’s quality of life ratings were much below the national and population size average ratings (see Figure 3 on the following page).

Figure 1: Quality of Life Compared Over Time



*Indicates statistically significant differences between 2010 and 2006.

"How do you rate your neighborhood as a place to live," "How do you rate the overall quality of life in Tacoma," "How do you rate Tacoma as a place to raise children" and "How do you rate Tacoma as a place to retire" were not asked in 2002.

Figure 2: Quality of Life Compared by Councilmanic Districts

Circle the number that best represents your opinion:	District 1	District 2	District 3	District 4	District 5	Overall results
How do you rate Tacoma as a place to live?	77%	76%	65%	60%	59%	67%
How do you rate your neighborhood as a place to live?	84%	78%	48%	41%	46%	60%
How do you rate the overall quality of life in Tacoma?	72%	66%	52%	47%	48%	57%
How do you rate Tacoma as a place to raise children?	62%	53%	38%	39%	39%	46%
How do you rate Tacoma as a place to retire?	52%	43%	40%	36%	39%	42%

Percent reporting "good" or "excellent."

Grey shading indicates statistically significant differences between subgroups.

Figure 3: Quality of Life Compared to Other Jurisdictions

Circle the number that best represents your opinion:	Excellent	Good	Fair	Poor	Total	National comparison	Population 100,000 to 350,000 comparison
How do you rate Tacoma as a place to live?	14%	53%	28%	5%	100%	much below	much below
How do you rate your neighborhood as a place to live?	18%	42%	31%	9%	100%	much below	much below
How do you rate the overall quality of life in Tacoma?	8%	49%	36%	6%	100%	much below	much below
How do you rate Tacoma as a place to raise children?	8%	38%	40%	15%	100%	much below	much below
How do you rate Tacoma as a place to retire?	8%	34%	35%	23%	100%	much below	much below

Benchmark comparisons use the average rating (0=poor, 33=fair, 67=good, 100=excellent).

About half thought the quality of life in Tacoma would improve in the next five years, 3 in 10 respondents thought it would stay the same and about a quarter thought it would decline. The proportion of residents thinking the quality of life in Tacoma would improve “slightly” or “a lot” has decreased somewhat since 2006. Residents living in Districts 2, 3 and 4 were the most optimistic about the quality of life in the City in the next five years when compared to residents living in Districts 1 and 5.

Figure 4: Quality of Life in the Next Five Years

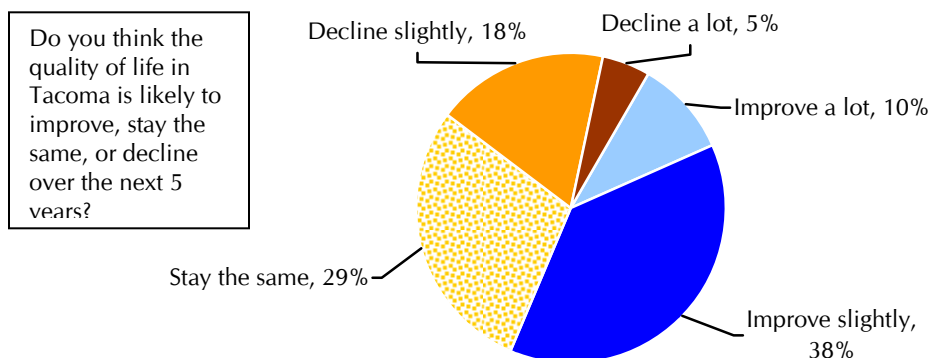
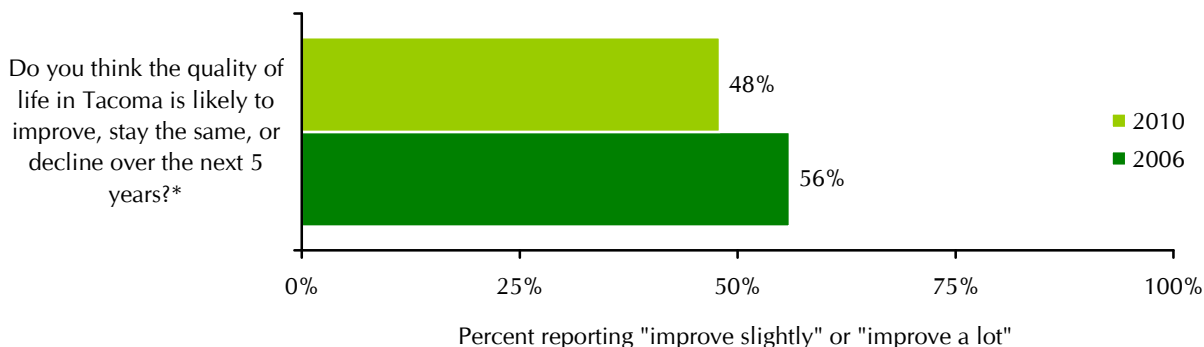


Figure 5: Quality of Life in the Next Five Years Compared Over Time



**Indicates statistically significant differences between 2010 and 2006*

Figure 6: Quality of Life in the Next Five Years Compared by Councilmanic Districts

	District 1	District 2	District 3	District 4	District 5	Overall results
Do you think the quality of life in Tacoma is likely to improve, stay the same, or decline over the next 5 years?	43%	52%	55%	52%	39%	48%

Percent reporting "improve slightly" or "improve a lot."

Grey shading indicates statistically significant differences between subgroups.

Community Characteristics

Residents responding to the survey were asked to rate 26 community characteristics.

Convenient access to neighborhood and community parks was rated most favorably, with 7 in 10 giving a “good” or “excellent” rating. Shopping opportunities, openness and acceptance towards people of diverse backgrounds, opportunities to attend cultural activities, access to affordable, quality food and the accessibility of City facilities for persons with disabilities received “good” or better ratings by 6 in 10 respondents. Items rated less positively (where 33% or fewer gave “good” or “excellent” ratings) were: access to affordable, quality child care; the overall image or reputation of Tacoma; business opportunities; the availability of parking downtown; and job opportunities. Note that at least 20% said “don’t know” when asked to rate the following community characteristics: availability of social services programs (21%), business opportunities (22%), accessibility of City facilities for persons with disabilities (29%), access to affordable, quality child care (48%), ease of bus travel in Tacoma (29%), ease of rail travel in Tacoma (37%) and ease of bicycle travel in Tacoma (30%). For a complete set of responses for all survey questions, including “don’t know” responses, please see *Appendix B. Complete Set of Survey Frequencies*.

Eight characteristics received “good” or “excellent” marks from a higher proportion of respondents in 2010 than in 2006:

- openness and acceptance towards people of diverse backgrounds
- opportunities to attend cultural activities
- ease of walking in Tacoma
- cleanliness of the private properties in your neighborhood
- sense of community
- air quality
- access to affordable, quality housing
- ease of bicycle travel in Tacoma

Seven received “good” or “excellent” ratings by fewer residents in 2010 than in 2006:

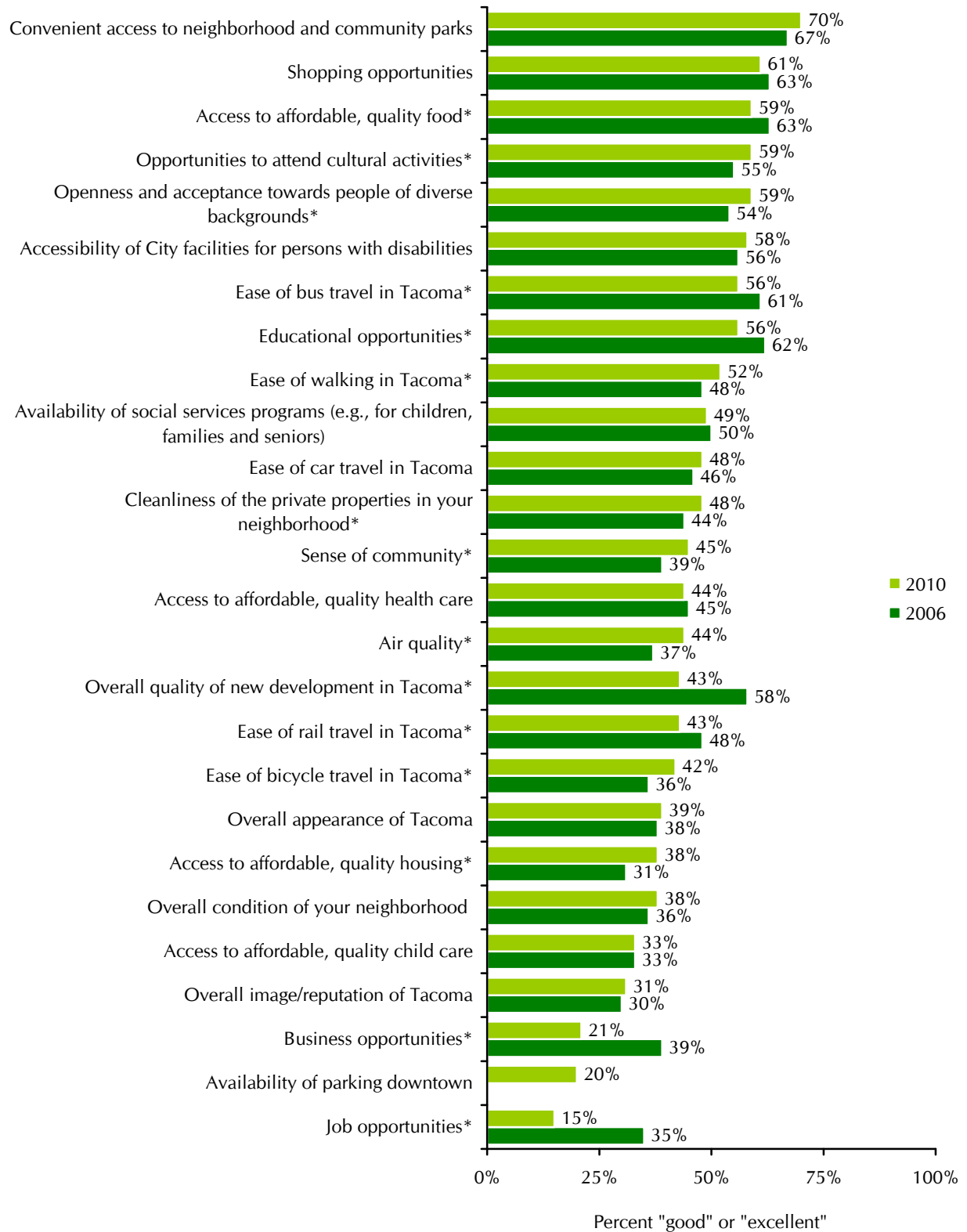
- access to affordable, quality food
- educational opportunities
- ease of bus travel in Tacoma
- ease of rail travel in Tacoma
- the overall quality of new development in Tacoma
- business opportunities
- job opportunities

While most changes between 2010 and 2006 were slight, the overall quality of new development in Tacoma, business opportunities and job opportunities saw a decrease in ratings by 15% or more from 2006 to 2010 (see Figure 7), which is likely partially attributable to the recent economic downturn.

Residents living in Districts 1 and 2 generally gave more positive ratings than did those living in other areas of Tacoma (see Figure 8).

The ease of bus travel in Tacoma received ratings that were much above the national benchmark and when compared to ratings in jurisdictions of similar population size (see Figure 9). While shopping opportunities were rated much above the national benchmark, ratings were much below the population size benchmark. Opportunities to attend cultural activities also received ratings that were much above the national average, but when compared to ratings given in jurisdictions of similar population size, Tacoma's ratings were similar to the benchmark. Access to affordable, quality housing was rated above the national and similar population size benchmarks while the openness and acceptance of the community towards people of diverse backgrounds was rated similarly to the benchmarks. While the ease of rail travel in Tacoma was rated much below the national average, when compared to jurisdictions of similar population size it received ratings that were much higher. Seventeen characteristics received ratings that were below or much below the national and similar population size benchmarks.

Figure 7: Community Characteristics Compared Over Time



Percent reporting "good" or "excellent."

*Indicates statistically significant differences between 2010 and 2006.

Availability of parking downtown was not asked in 2006.

Figure 8: Community Characteristics Compared by Councilmanic Districts

Please rate each of the following characteristics as they relate to Tacoma as a whole:	District 1	District 2	District 3	District 4	District 5	Overall results
Convenient access to neighborhood and community parks	77%	76%	65%	63%	66%	70%
Shopping opportunities	64%	53%	59%	67%	65%	62%
Openness and acceptance of the community towards people of diverse backgrounds	64%	65%	55%	55%	54%	58%
Opportunities to attend cultural activities	61%	62%	59%	59%	56%	60%
Access to affordable, quality food	64%	64%	59%	53%	55%	59%
Accessibility of City facilities for persons with disabilities	64%	60%	55%	55%	56%	58%
Educational opportunities	63%	63%	52%	51%	51%	56%
Ease of bus travel in Tacoma	57%	59%	56%	59%	50%	56%
Ease of walking in Tacoma	57%	62%	55%	43%	41%	52%
Availability of social services programs (e.g., for children, families and seniors)	53%	52%	47%	51%	40%	49%
Cleanliness of the private properties in your neighborhood	69%	66%	36%	34%	34%	48%
Ease of car travel in Tacoma	54%	54%	46%	44%	41%	48%
Sense of community	51%	50%	44%	42%	39%	45%
Air quality	53%	41%	43%	37%	44%	44%
Access to affordable, quality health care	45%	52%	43%	37%	40%	43%
Ease of rail travel in Tacoma	41%	47%	43%	46%	36%	43%
Overall quality of new development in Tacoma	40%	51%	41%	43%	40%	43%
Ease of bicycle travel in Tacoma	52%	46%	41%	39%	36%	43%
Overall appearance of Tacoma	44%	40%	37%	37%	38%	40%
Overall condition of your neighborhood (streets, sidewalks, lighting, etc.)	54%	50%	31%	29%	27%	38%
Access to affordable, quality housing	38%	45%	34%	36%	35%	38%
Access to affordable, quality child care	32%	39%	34%	30%	32%	33%
Overall image/reputation of Tacoma	38%	31%	30%	29%	28%	31%
Business opportunities	21%	24%	19%	22%	19%	21%
Availability of parking downtown	17%	24%	20%	19%	14%	19%
Job opportunities	17%	16%	14%	18%	12%	15%

Percent reporting "good" or "excellent."

Grey shading indicates statistically significant differences between subgroups.

Figure 9: Community Characteristics Compared to Other Jurisdictions

Please rate each of the following characteristics as they relate to Tacoma as a whole:	Excellent	Good	Fair	Poor	Total	National comparison	Population 100,000 to 350,000 comparison
Convenient access to neighborhood and community parks	19%	51%	25%	5%	100%	much below	below
Shopping opportunities	15%	46%	30%	9%	100%	much above	much below
Openness and acceptance of the community towards people of diverse backgrounds	11%	48%	33%	8%	100%	similar	similar
Opportunities to attend cultural activities	12%	47%	33%	8%	100%	much above	similar
Access to affordable, quality food	13%	47%	33%	7%	100%	below	below
Accessibility of City facilities for persons with disabilities	10%	49%	35%	7%	100%	not available	not available
Educational opportunities	12%	44%	35%	9%	100%	much below	below
Ease of bus travel in Tacoma	13%	44%	33%	11%	100%	much above	much above
Ease of walking in Tacoma	12%	40%	36%	12%	100%	much below	similar
Availability of social services programs (e.g., for children, families and seniors)	9%	40%	39%	12%	100%	not available	not available
Cleanliness of the private properties in your neighborhood	10%	38%	34%	18%	100%	much below	similar
Ease of car travel in Tacoma	9%	39%	37%	14%	100%	much below	much below
Sense of community	6%	39%	41%	14%	100%	much below	much below
Air quality	5%	38%	40%	16%	100%	much below	much below
Access to affordable, quality health care	8%	35%	35%	21%	100%	much below	similar
Ease of rail travel in Tacoma	8%	35%	37%	20%	100%	much below	much above
Overall quality of new development in Tacoma	6%	37%	41%	16%	100%	much below	much below
Ease of bicycle travel in Tacoma	8%	35%	39%	18%	100%	much below	Below
Overall appearance of Tacoma	3%	36%	46%	15%	100%	much below	much below
Overall condition of your neighborhood (streets, sidewalks, lighting, etc.)	7%	32%	35%	26%	100%	much below	much below
Access to affordable, quality housing	5%	33%	43%	19%	100%	above	above
Access to affordable, quality child care	5%	28%	46%	21%	100%	much below	below

Please rate each of the following characteristics as they relate to Tacoma as a whole:	Excellent	Good	Fair	Poor	Total	National comparison	Population 100,000 to 350,000 comparison
Overall image/reputation of Tacoma	3%	28%	44%	25%	100%	much below	much below
Business opportunities	2%	19%	47%	32%	100%	much below	not available
Availability of parking downtown	3%	17%	34%	46%	100%	much below	much below
Job opportunities	1%	14%	43%	42%	100%	much below	much below

Benchmark comparisons use the average rating (0=poor, 33=fair, 67=good, 100=excellent).

Community Participation

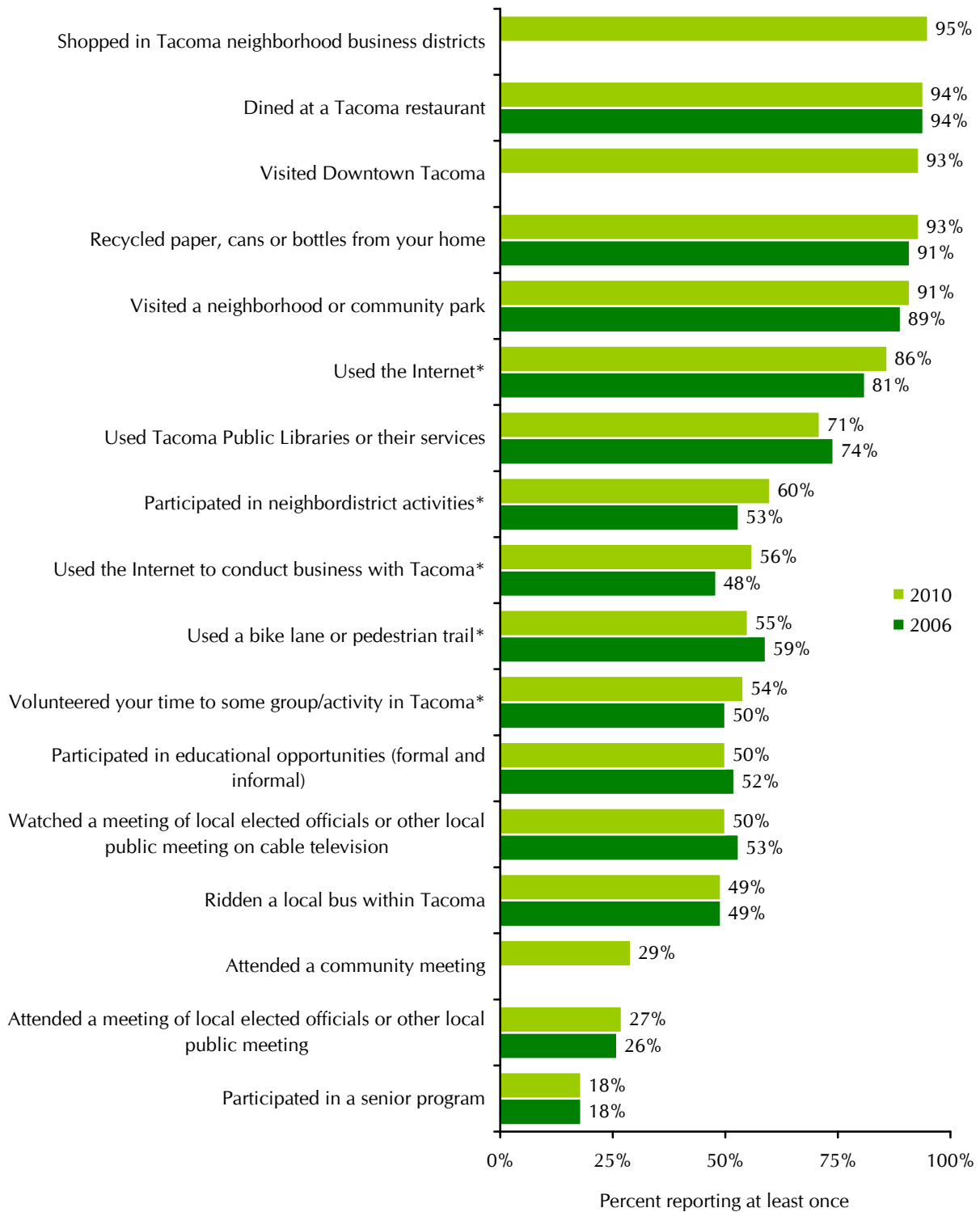
Another question on the survey assessed resident participation in various activities in Tacoma. At least half reported participating in most activities on one or more occasions in the past year. The vast majority of residents reported having shopped in Tacoma neighborhood business districts; dined at a Tacoma restaurant; visited downtown Tacoma; and recycled paper, cans or bottles from their homes at least once in the past year. Least participation was reported for senior programs (18% reported doing so at least once in the previous 12 months), attending a meeting of local elected officials or other local public meeting (27%) or attending a community meeting (29%).

A higher proportion of respondents in 2010 than in 2006 reported using the Internet, participating in neighborhood activities, volunteering and using the Internet to conduct business with the City of Tacoma at least once in the previous 12 months. Fewer residents reported using a bike lane or pedestrian trail in 2010 than in 2006 (see Figure 10).

Overall, a higher proportion of residents living in Districts 1 and 2 reported participating in community activities than did those living in the other areas of the City. Exceptions included riding a local bus and participating in a senior program, where District 3 residents were more likely to have done these activities than were residents living in Districts 1, 2, 4 and 5 (see Figure 11).

Tacoma residents generally reported much more participation in community activities than did residents in other jurisdictions across the country and in jurisdictions of similar population size to Tacoma (see Figure 12).

Figure 10: Community Participation Compared Over Time



*Indicates statistically significant differences between 2010 and 2006.

"Shopped in Tacoma neighborhood business districts," "Visited Downtown Tacoma" and "Attended a community meeting" were not asked in 2006.

Figure 11: Community Participation Compared by Councilmanic Districts

In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Tacoma?		District 1	District 2	District 3	District 4	District 5	Overall Results
Used Tacoma Public Libraries or their services	Never or 1 to 2 times	49%	52%	51%	52%	54%	52%
	3 to 26 times	40%	34%	36%	39%	36%	37%
	More than 26 times	11%	13%	13%	9%	9%	11%
	Total	100%	100%	100%	100%	100%	100%
Visited a neighborhood or community park	Never or 1 to 2 times	20%	22%	25%	32%	33%	26%
	3 to 26 times	61%	55%	59%	50%	51%	55%
	More than 26 times	19%	23%	16%	18%	16%	18%
	Total	100%	100%	100%	100%	100%	100%
Ridden a local bus within Tacoma	Never or 1 to 2 times	75%	72%	57%	66%	76%	69%
	3 to 26 times	18%	16%	23%	20%	12%	18%
	More than 26 times	8%	12%	20%	14%	12%	13%
	Total	100%	100%	100%	100%	100%	100%
Attended a meeting of local elected officials or other local public meeting	Never or 1 to 2 times	92%	88%	90%	91%	91%	90%
	3 to 26 times	7%	11%	9%	8%	8%	8%
	More than 26 times	1%	1%	1%	2%	1%	1%
	Total	100%	100%	100%	100%	100%	100%
Watched a meeting of local elected officials or other local public meeting on cable television	Never or 1 to 2 times	75%	80%	75%	75%	75%	76%
	3 to 26 times	22%	18%	22%	22%	23%	21%
	More than 26 times	3%	2%	4%	3%	3%	3%
	Total	100%	100%	100%	100%	100%	100%
Recycled paper, cans or bottles from your home	Never or 1 to 2 times	14%	8%	15%	7%	11%	11%
	3 to 26 times	14%	17%	22%	19%	20%	19%
	More than 26 times	72%	75%	63%	73%	69%	70%
	Total	100%	100%	100%	100%	100%	100%
Volunteered your time to some group/activity in Tacoma	Never or 1 to 2 times	61%	65%	68%	67%	72%	67%
	3 to 26 times	24%	20%	20%	20%	19%	21%
	More than 26 times	16%	15%	11%	13%	9%	13%
	Total	100%	100%	100%	100%	100%	100%
Used the Internet	Never or 1 to 2 times	14%	10%	23%	20%	24%	18%
	3 to 26 times	5%	7%	10%	10%	11%	9%
	More than 26 times	81%	83%	67%	70%	65%	73%
	Total	100%	100%	100%	100%	100%	100%
Used the Internet to conduct business with Tacoma	Never or 1 to 2 times	57%	51%	59%	60%	66%	59%
	3 to 26 times	25%	28%	23%	21%	20%	23%
	More than 26 times	18%	21%	18%	19%	14%	18%
	Total	100%	100%	100%	100%	100%	100%

In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Tacoma?		District 1	District 2	District 3	District 4	District 5	Overall Results
Used a bike lane or pedestrian trail	Never or 1 to 2 times	55%	48%	60%	70%	71%	61%
	3 to 26 times	31%	36%	27%	22%	22%	28%
	More than 26 times	13%	16%	13%	8%	8%	12%
	Total	100%	100%	100%	100%	100%	100%
Participated in a senior program	Never or 1 to 2 times	90%	94%	88%	89%	92%	90%
	3 to 26 times	6%	4%	9%	6%	5%	6%
	More than 26 times	4%	3%	4%	5%	2%	3%
	Total	100%	100%	100%	100%	100%	100%
Dined at a Tacoma restaurant	Never or 1 to 2 times	11%	7%	16%	13%	17%	13%
	3 to 26 times	52%	52%	51%	55%	52%	52%
	More than 26 times	37%	41%	33%	32%	31%	35%
	Total	100%	100%	100%	100%	100%	100%
Participated in neighborhood activities	Never or 1 to 2 times	67%	64%	70%	69%	77%	69%
	3 to 26 times	30%	31%	28%	25%	20%	27%
	More than 26 times	3%	4%	3%	6%	3%	4%
	Total	100%	100%	100%	100%	100%	100%
Participated in educational opportunities (formal and informal)	Never or 1 to 2 times	67%	71%	68%	74%	78%	72%
	3 to 26 times	23%	20%	21%	19%	18%	20%
	More than 26 times	10%	9%	11%	7%	4%	8%
	Total	100%	100%	100%	100%	100%	100%
Shopped in Tacoma neighborhood business districts	Never or 1 to 2 times	12%	15%	19%	18%	23%	17%
	3 to 26 times	42%	49%	49%	48%	45%	47%
	More than 26 times	46%	36%	32%	35%	32%	36%
	Total	100%	100%	100%	100%	100%	100%
Visited Downtown Tacoma	Never or 1 to 2 times	29%	13%	23%	25%	39%	26%
	3 to 26 times	53%	50%	45%	47%	45%	48%
	More than 26 times	18%	37%	32%	28%	17%	27%
	Total	100%	100%	100%	100%	100%	100%
Attended a community meeting	Never or 1 to 2 times	89%	89%	88%	86%	89%	88%
	3 to 26 times	9%	9%	10%	11%	9%	10%
	More than 26 times	1%	2%	2%	3%	2%	2%
	Total	100%	100%	100%	100%	100%	100%

Grey shading indicates statistically significant differences between subgroups.

Figure 12: Community Participation Compared to Other Jurisdictions

In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Tacoma?	Never	1-2 times	3-12 times	13-26 times	More than 26 times	Total	National comparison	Population 100,000 to 350,000 comparison
Shopped in Tacoma neighborhood business districts	5%	12%	25%	21%	36%	100%	not available	not available
Dined at a Tacoma restaurant	6%	7%	27%	25%	36%	100%	not available	not available
Visited Downtown Tacoma	7%	19%	30%	18%	27%	100%	not available	not available
Recycled paper, cans or bottles from your home	7%	4%	8%	11%	71%	100%	much more	much more
Visited a neighborhood or community park	9%	18%	36%	20%	19%	100%	much more	much more
Used the Internet	14%	3%	4%	4%	74%	100%	not available	not available
Used Tacoma Public Libraries or their services	29%	22%	25%	12%	11%	100%	less	more
Participated in neighborhood activities	40%	29%	21%	6%	4%	100%	not available	not available
Used the Internet to conduct business with Tacoma	44%	13%	16%	8%	18%	100%	not available	not available
Used a bike lane or pedestrian trail	45%	15%	19%	10%	12%	100%	not available	not available
Volunteered your time to some group/activity in Tacoma	46%	20%	14%	6%	13%	100%	much more	much more
Participated in educational opportunities (formal and informal)	50%	21%	15%	5%	8%	100%	not available	not available
Watched a meeting of local elected officials or other local public meeting on cable television	50%	25%	17%	4%	3%	100%	much more	much more
Ridden a local bus within Tacoma	51%	17%	12%	6%	13%	100%	much more	much more
Attended a community meeting	71%	17%	8%	2%	2%	100%	not available	not available
Attended a meeting of local elected officials or other local public meeting	73%	17%	7%	2%	1%	100%	less	similar
Participated in a senior program	82%	8%	4%	2%	3%	100%	not available	not available

Benchmark comparisons use the percent reporting at least once.

Issues Facing the Community

Tacoma residents were asked to give their opinions about growth, safety and potential problems facing the community. Respondents viewed job opportunities and jobs growth as challenges in 2010.

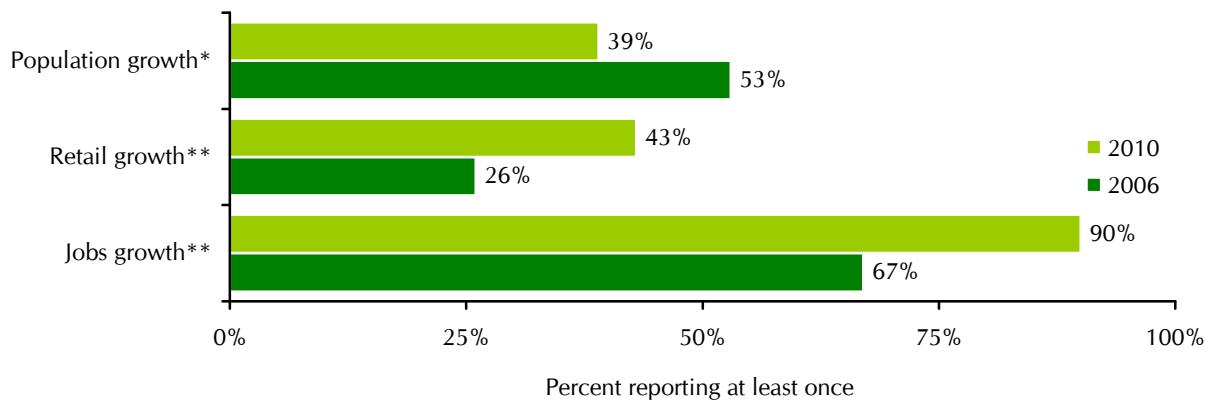
Growth

Respondents were asked to rate the speed of population, retail and jobs growth in the City over the past two years. The rate of jobs growth in Tacoma was viewed as “somewhat” or “much too slow” by 90% of respondents, up from 67% in 2006. About twice as many respondents in 2010 than in 2006 thought the rate of retail growth in the City was “too slow,” although the proportion reporting it as the “right amount” was somewhat similar between 2010 and 2006. Fewer survey respondents in 2010 than in 2006 rated the speed of population growth as “somewhat” or “much too fast” and 10% more in 2010 than in 2006 thought the rate of population growth was the “right amount.” One in five responded with “don’t know” when asked to rate jobs growth in Tacoma and 3 in 10 did not give an opinion when asked to rate the speed of population growth in Tacoma over the past two years (see *Appendix B. Complete Set of Survey Frequencies*).

District 2 residents were more likely to rate population growth as the “right amount” and District 5 residents were more likely to rate it as “too fast” when compared to responses from residents living in other Councilmanic Districts (see Figure 14). While a strong majority of respondents evaluated the speed of jobs growth as “too slow” in the City over the past two years, residents living in Districts 2 and 4 were slightly more likely to give this response than residents living in other Districts.

Assessments for the rate of growth were available for comparison to residents ratings in other communities across the nation as well as in jurisdictions of similar population size. Many more Tacoma residents rated job growth as “too slow” than residents in other communities across the nation and in communities of similar population size. Similarly, many more respondents in Tacoma assessed population growth as “too fast” than did respondents in other jurisdictions throughout the nation. Ratings of the speed of retail growth were similar to ratings in other communities across the country.

Figure 13: Speed of Growth Compared Over Time



*Comparison uses the proportion rating growth as “too fast.”

**Comparisons use the proportion rating growth as “too slow.”

NOTE: there were statistically significant differences between 2010 and 2006 for each type of growth.

Figure 14: Speed of Growth Compared by Councilmanic Districts

Please rate the speed of growth in the following categories in Tacoma over the past 2 years:		District 1	District 2	District 3	District 4	District 5	Overall Results
Population growth	Too slow	10%	11%	10%	9%	6%	9%
	Right amount	54%	62%	55%	43%	42%	51%
	Too fast	36%	27%	35%	48%	52%	40%
	Total	100%	100%	100%	100%	100%	100%
Retail growth (i.e., stores, restaurants, etc.)	Too slow	44%	49%	42%	41%	38%	43%
	Right amount	43%	43%	47%	47%	51%	46%
	Too fast	13%	9%	11%	12%	11%	11%
	Total	100%	100%	100%	100%	100%	100%
Job growth	Too slow	89%	92%	88%	92%	86%	89%
	Right amount	8%	7%	10%	8%	12%	9%
	Too fast	3%	1%	2%	0%	2%	2%
	Total	100%	100%	100%	100%	100%	100%

Grey shading indicates statistically significant differences between subgroups.

Figure 15: Speed of Growth Compared to Other Jurisdictions

Please rate the speed of growth in the following categories in Tacoma over the past 2 years:	Much too slow	Somewhat too slow	Right amount	Somewhat too fast	Much too fast	Total	National comparison	Population 100,000 to 350,000 comparison
Population growth*	2%	8%	51%	29%	10%	100%	much above	not available
Retail growth (i.e., stores, restaurants)**	8%	35%	46%	9%	2%	100%	similar	not available
Job growth**	39%	51%	9%	1%	0%	100%	much more	much more

*Benchmark comparisons use the proportion rating growth as “too fast.”

**Benchmark comparisons use the proportion rating growth as “too slow.”

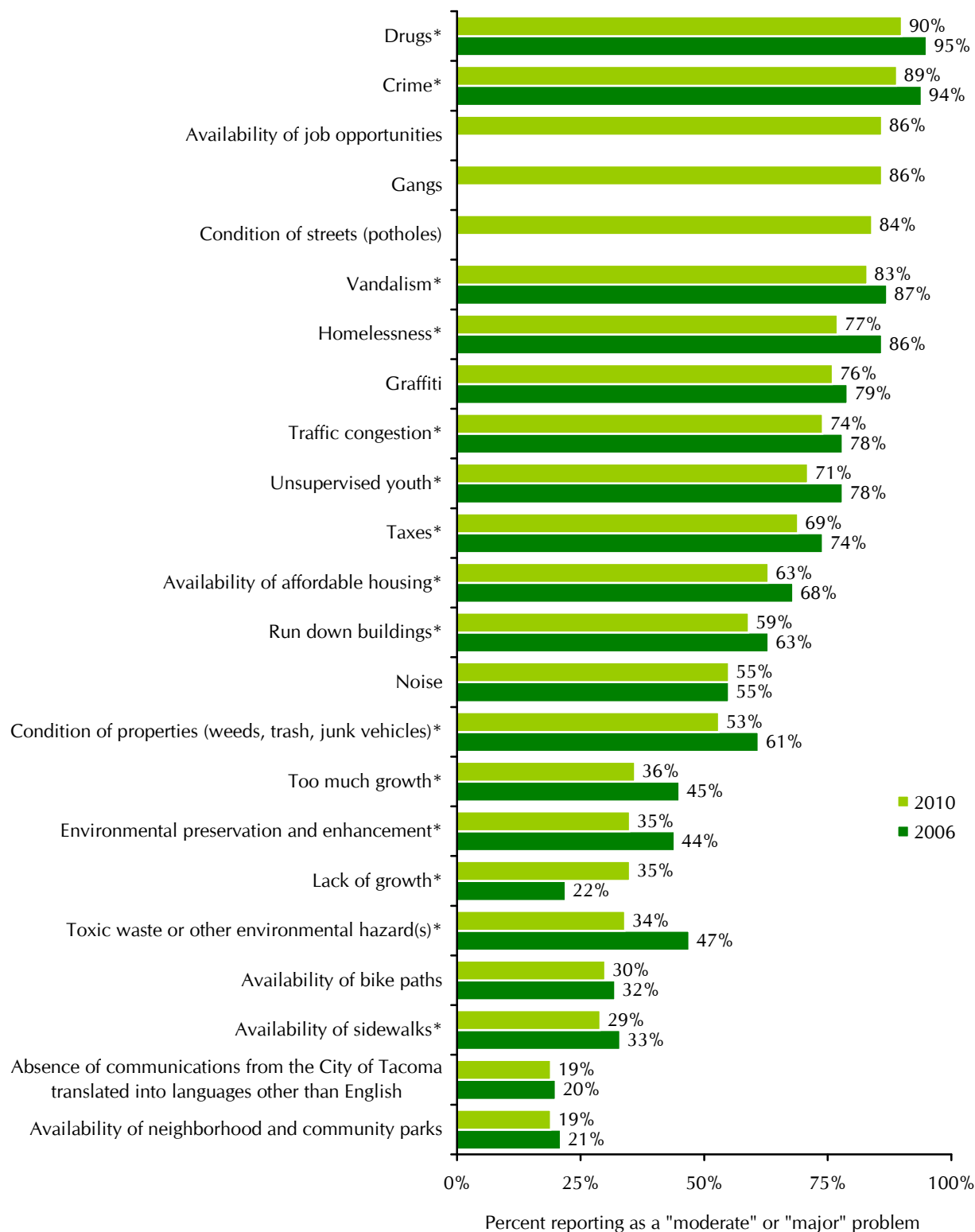
Potential Problems

Those completing the survey were asked to rate how much of a problem, if at all, specific issues were in the City of Tacoma. For many items, a majority of residents thought each was a “moderate” or “major” problem. About 9 in 10 residents thought that drugs and crime were “moderate” or “major” problems in Tacoma (see Figure 16). Three new items were added to the list in 2010; gangs, the availability of job opportunities and the condition of streets (potholes) were viewed as at least moderately problematic by 2010 survey respondents. The availability of neighborhood and community parks and the absence of translated communications from the City were the least likely to be considered problematic; 20% of respondents rated each as a “moderate” or “major” problem. At least one in five reported “don’t know” when asked to rate how much of a problem each of the following were in Tacoma: a lack of growth (22%), the availability of bike paths (20%), environmental preservation and enhancements (28%), toxic waste or other environmental hazard (36%) and the absence of communications from the City of Tacoma translated into languages other than English (39%) See *Appendix B. Complete Set of Survey Frequencies* for the full set of frequencies.

Overall, 15 of 23 items were of slightly less concern for 2010 residents than 2006 residents. As was the case when asked to rate the speed of population growth, fewer residents in 2010 than in 2006 thought too much growth was problematic (see Figure 16). The proportion of respondents rating toxic waste or other environmental hazard as a “moderate” or “major” problem dropped significantly from 2006 to 2010 (47% in 2006 versus 34% in 2010). More respondents in 2010 than in 2006 felt lack of growth was at least a “moderate” problem.

District 5 residents were more likely to think that too much growth was a “moderate” or “major” problem in Tacoma and less likely to rate a lack of growth as problematic when compared with responses from residents living in other areas of the City (see Figure 17).

Figure 16: Potential Problems in Tacoma Compared Over Time



Percent reporting as a "moderate" or "major" problem.

*Indicates statistically significant differences between 2010 and 2006.

"Availability of job opportunities," "Gangs" and "Condition of streets" were not asked in 2006.

Figure 17: Potential Problems Compared by Councilmanic Districts

To what degree, if at all, are the following problems in Tacoma:	District 1	District 2	District 3	District 4	District 5	Overall results
Drugs	88%	90%	90%	90%	92%	90%
Crime	86%	89%	89%	90%	92%	89%
Gangs	84%	83%	83%	89%	88%	85%
Availability of job opportunities	86%	83%	85%	87%	87%	86%
Condition of streets (potholes)	86%	84%	81%	86%	87%	85%
Vandalism	81%	79%	81%	86%	88%	83%
Homelessness	70%	76%	82%	79%	79%	77%
Graffiti	77%	70%	71%	81%	80%	76%
Traffic congestion	76%	67%	70%	77%	81%	74%
Unsupervised youth	67%	63%	69%	76%	80%	71%
Taxes	70%	63%	67%	71%	73%	69%
Availability of affordable housing	62%	58%	68%	63%	69%	64%
Run down buildings	58%	62%	61%	56%	58%	59%
Noise	44%	54%	53%	64%	62%	55%
Condition of properties (weeds, trash, junk vehicles)	47%	47%	55%	59%	56%	53%
Too much growth	34%	26%	34%	41%	45%	36%
Environmental preservation and enhancement	30%	33%	37%	41%	34%	35%
Lack of growth	35%	37%	33%	37%	30%	34%
Toxic waste or other environmental hazard(s)	31%	36%	34%	37%	34%	35%
Availability of bike paths	21%	29%	30%	42%	30%	30%
Availability of sidewalks	27%	24%	29%	34%	36%	30%
Absence of communications from the City of Tacoma translated into languages other than English	10%	11%	23%	29%	21%	19%
Availability of neighborhood and community parks	12%	15%	19%	27%	22%	19%

Percent reporting as a "moderate" or "major" problem.

Grey shading indicates statistically significant differences between subgroups.

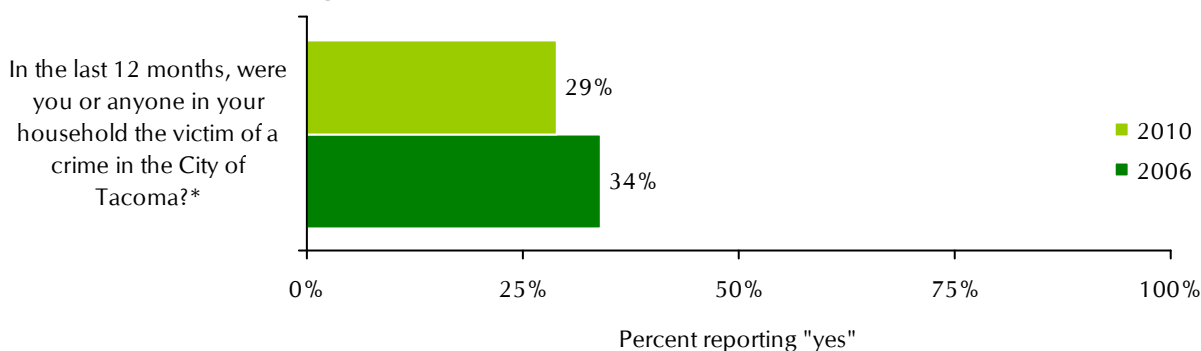
Safety

The survey included several questions pertaining to safety in the City. Responses indicated that residents generally feel safer in 2010 than they did in 2006. The proportion of respondents reporting that they had been a victim of a crime in the City of Tacoma in the previous 12 months decreased from 2010 to 2006 (29% versus 34%). Of the 29% who said they had been a victim of a crime in Tacoma in the last 12 months, about three-quarters of those respondents said they reported it.

When comparing responses by Councilmanic Districts, there were no significant differences in self reported crime victimization.

When compared to victimization reporting in other jurisdictions across the country and in jurisdictions of similar population size, Tacoma residents were much more likely to report being a victim of a crime, but less likely to have actually reported the crime to authorities.

Figure 18: Crime Victimization Compared Over Time



*Indicates statistically significant differences between 2010 and 2006.

Figure 19: Crime Victimization Compared by Councilmanic Districts

	District 1	District 2	District 3	District 4	District 5	Overall results
In the last 12 months, were you or anyone in your household the victim of a crime in the City of Tacoma?	25%	27%	30%	30%	30%	29%

Percent reporting "yes."

A higher proportion of respondents in 2010 than in 2006 said that they felt “somewhat” or “very” safe in Tacoma (49% versus 42%). About one in five said they felt “neither safe nor unsafe” in Tacoma and 3 in 10 reported feeling “unsafe” in the City.

Residents living in Districts 1 and 2 were more likely to feel safe in Tacoma than were those living in Districts 4 and 5.

Tacoma residents were much less likely to report feeling safe in the City when compared to responses from residents in other jurisdictions across the county and of similar population size to Tacoma.

Figure 20: Personal Safety in Tacoma

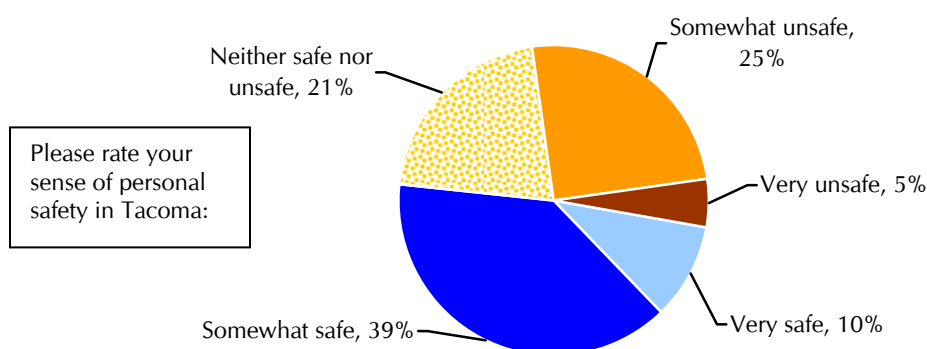
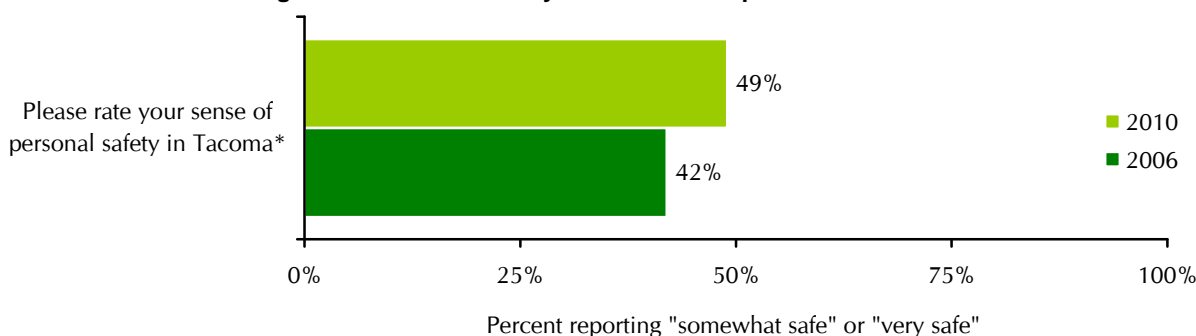


Figure 21: Personal Safety in Tacoma Compared Over Time



*Indicates statistically significant differences between 2010 and 2006.

Figure 22: Personal Safety in Tacoma Compared by Councilmanic Districts

	District 1	District 2	District 3	District 4	District 5	Overall results
Please rate your sense of personal safety in Tacoma.	58%	59%	45%	41%	42%	49%

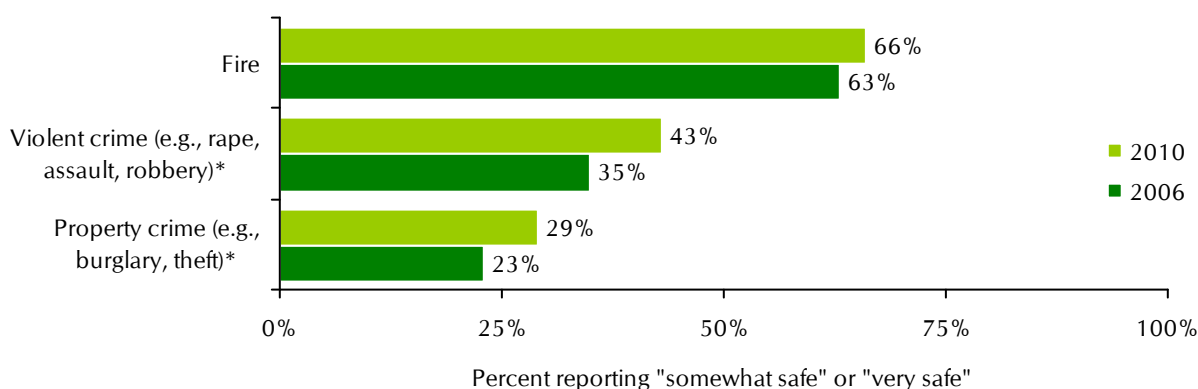
Percent reporting "somewhat safe" or "very safe."

Grey shading indicates statistically significant differences between subgroups.

While fewer than half of respondents reported feeling “safe” from violent crime and property crime in Tacoma, a higher proportion of respondents in 2010 than in 2006 gave ratings of “very” or “somewhat” safe to both of these types of crime. However, self-reported safety ratings were below or much below the national and similar population size benchmarks.

Those living in Districts 1 and 2 were more likely to feel safe from crime than were those living in other areas of the city.

Figure 23: Safety from Crime Compared Over Time



*Indicates statistically significant differences between 2010 and 2006.

Figure 24: Safety from Crime Compared by Councilmanic Districts

Please rate how safe you feel from the following occurring to you in Tacoma:	District 1	District 2	District 3	District 4	District 5	Overall results
Fire	70%	68%	63%	62%	64%	66%
Violent crime (e.g., rape, assault, robbery)	51%	54%	39%	33%	36%	43%
Property crime (e.g., burglary, theft)	36%	32%	28%	23%	24%	29%

Percent reporting "somewhat safe" or "very safe."

Grey shading indicates statistically significant differences between subgroups.

Figure 25: Safety from Crime Compared to Other Jurisdictions

Please rate how safe you feel from the following occurring to you in Tacoma:	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Total	National comparison	Population 100,000 to 350,000 comparison
Fire	29%	37%	26%	7%	2%	100%	much below	below
Violent crime (e.g., rape, assault, robbery)	11%	33%	23%	26%	8%	100%	much below	much below
Property crime (e.g., burglary, theft)	5%	24%	20%	32%	19%	100%	much below	much below

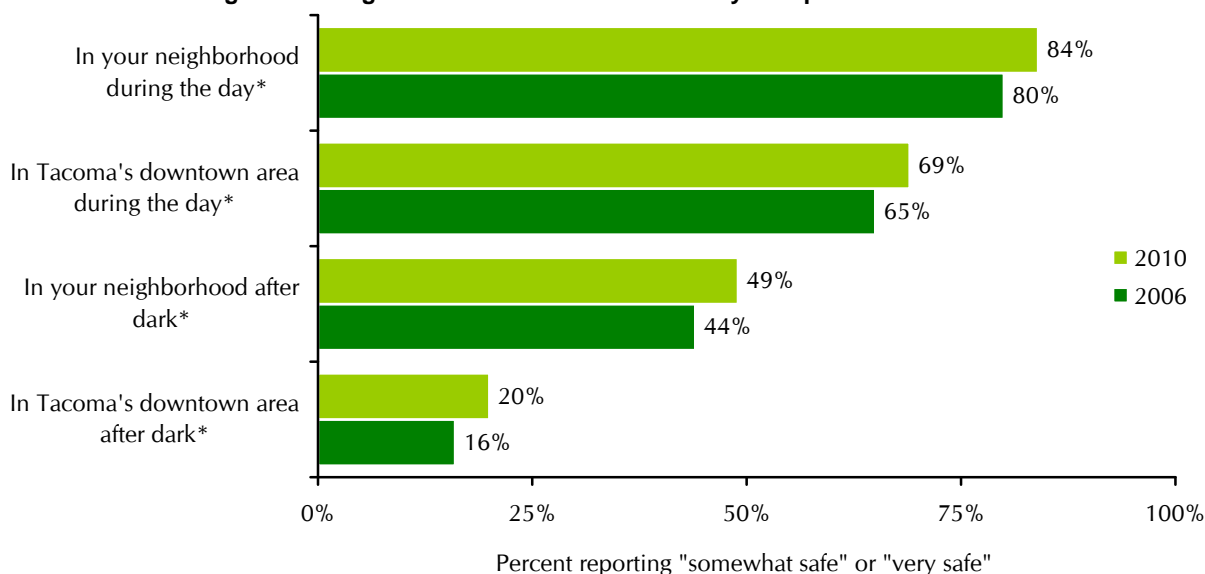
Benchmark comparisons use the average rating (0=very unsafe, 25=somewhat unsafe, 50=neither safe nor unsafe, 75=somewhat safe, 100=very safe).

When asked to evaluate their feelings of safety in their neighborhood and in downtown Tacoma at various times of day, it was clear that residents felt safer during the day than at night. A strong majority reported feeling “somewhat” or “very” safe in their neighborhood during the day and 7 in 10 gave similar reports for feelings of safety in Tacoma’s downtown area during the day. Of the four scenarios, residents were least likely to feel safe in Tacoma’s downtown area at night (20% felt “safe” downtown at night versus 69% feeling “safe” there during the day). In fact, about six times as many respondents said they felt “very unsafe” in downtown Tacoma at night than did those who reported they felt “very safe” in that area at night.

Residents from Districts 3, 4 and 5 tended to feel less “safe” at night than did those living in Districts 1 and 2 (see Figure 27).

While results were much below the national and similar population size benchmarks, safety ratings appear to be improving over time (see Figure 26).

Figure 26: Neighborhood and Downtown Safety Compared Over Time



*Indicates statistically significant differences between 2010 and 2006.

Figure 27: Neighborhood and Downtown Safety Compared by Councilmanic Districts

Please rate how safe you feel:	District 1	District 2	District 3	District 4	District 5	Overall results
In your neighborhood during the day	91%	91%	81%	77%	79%	84%
In Tacoma's downtown area during the day	67%	76%	68%	67%	63%	68%
In your neighborhood after dark	68%	61%	37%	34%	41%	48%
In Tacoma's downtown area after dark	16%	25%	23%	18%	17%	20%

Percent reporting "somewhat safe" or "very safe."

Grey shading indicates statistically significant differences between subgroups.

Figure 28: Neighborhood and Downtown Safety Compared to Other Jurisdictions

Please rate how safe you feel:	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Total	National comparison	Population 100,000 to 350,000 comparison
In your neighborhood during the day	45%	39%	10%	5%	1%	100%	much below	much below
In Tacoma's downtown area during the day	29%	40%	17%	11%	3%	100%	much below	much below
In your neighborhood after dark	13%	36%	17%	24%	10%	100%	much below	much below
In Tacoma's downtown area after dark	4%	17%	19%	35%	26%	100%	much below	much below

Benchmark comparisons use the average rating (0=very unsafe, 25=somewhat unsafe, 50=neither safe nor unsafe, 75=somewhat safe, 100=very safe).

Evaluations of Tacoma Services

In addition to asking Tacoma residents to evaluate 34 services, the survey sought resident opinions about the overall quality of services provided by Tacoma as well as services provided by other government entities.

Overall Quality of Services

Just over half of respondents rated the overall quality of services in Tacoma as “good” or “excellent,” similar to responses given in 2006; 40% rated overall service quality as “fair.” These ratings were much below national and similar population size average ratings.

When compared by Councilmanic Districts, results indicated that residents living in Districts 1 and 2 tended to give more favorable ratings to the overall quality of services than did those living in other areas of the community.

Figure 29: Overall Quality of Services

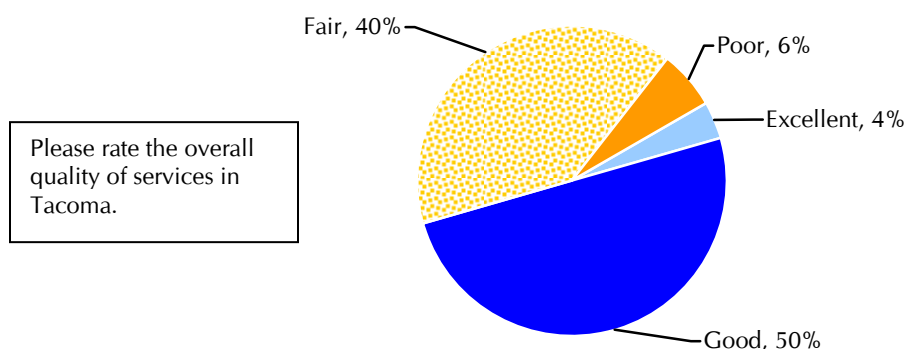
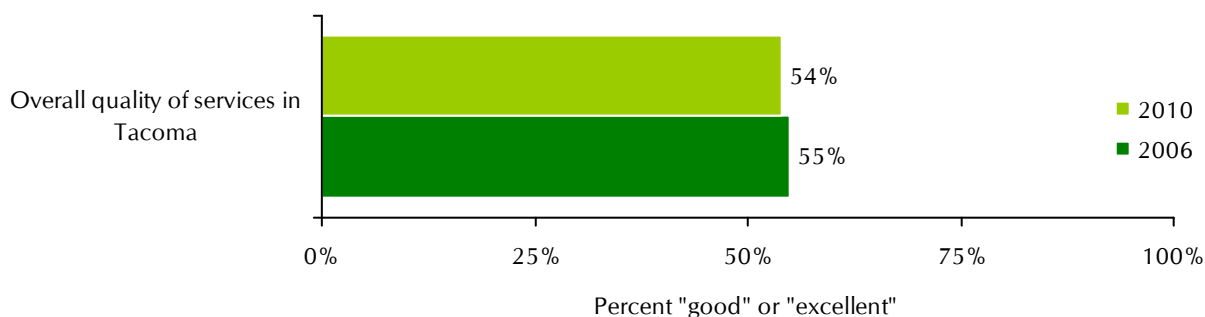


Figure 30: Overall Quality of Services Compared Over Time



Grey shading indicates statistically significant differences between subgroups.

Figure 31: Overall Quality of Services Compared by Councilmanic District

Please rate the overall quality of services in Tacoma.	District 1	District 2	District 3	District 4	District 5	Overall results
Please rate the overall quality of services in Tacoma.	59%	59%	51%	48%	51%	54%

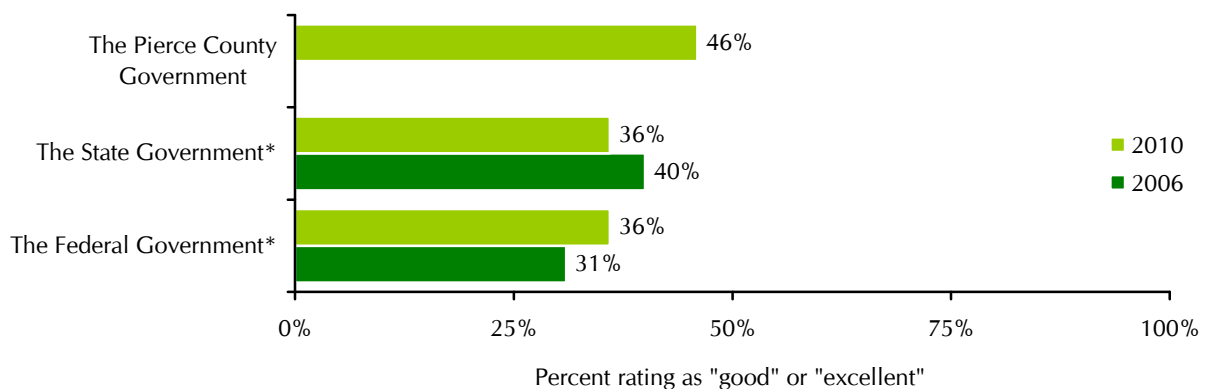
Percent reporting "good" or "excellent."

Slightly more than half of respondents rated the overall services in Tacoma as “good” or “excellent” and fewer than half rated the quality of County, State and Federal services with positive marks. While the proportion of respondents rating the overall services provided by the State as “good” or “excellent” slightly decreased from 2006 to 2010, residents gave more favorable ratings to overall services provided by the Federal government in 2010 than in 2006.

Residents living in District 4 generally gave less favorable ratings than did those living in the other Districts.

When compared to overall service evaluations by residents living in other jurisdictions across the country and in jurisdictions of similar population size, Tacoma ratings were below or much below the benchmarks.

Figure 32: Overall Quality of Services Provided by County, State and Federal Government Compared Over Time



*Indicates statistically significant differences between 2010 and 2006.
The Pierce County Government was not asked in 2006.

Figure 33: Overall Quality of Services Provided by County, State and Federal Government Compared by Councilmanic Districts

Overall, how would you rate the quality of the services provided by each of the following?	District 1	District 2	District 3	District 4	District 5	Overall results
The Pierce County Government	50%	50%	42%	41%	45%	46%
The State Government	43%	38%	37%	31%	34%	36%
The Federal Government	38%	39%	37%	30%	36%	36%

Percent reporting "good" or "excellent."

Grey shading indicates statistically significant differences between subgroups.

Figure 34: Overall Quality of Services Provided by County, State and Federal Government Compared to Other Jurisdictions

Overall, how would you rate the quality of the services provided by each of the following?	Excellent	Good	Fair	Poor	Total	National comparison	Population 100,000 to 350,000 comparison
The Pierce County Government	4%	41%	42%	12%	100%	much below	much below
The State Government	4%	32%	41%	23%	100%	much below	much below
The Federal Government	5%	31%	39%	25%	100%	much below	below

Benchmark comparisons use the average rating (0=poor, 33=fair, 67=good, 100=excellent).

Service Ratings

Of the 34 services rated by 2010 survey respondents, 17 were rated as “good” or “excellent” by half or more residents (see Figure 35: Services Ratings Compared Over Time). About 9 in 10 survey participants rated fire services as “good” or better and a similar proportion (87%) rated emergency medical services with positive scores, similar to 2006 ratings. Similar to 2006, garbage collection, recycling and yard waste pick up received “good” or “excellent” ratings by 8 in 10 respondents. Code enforcement, sidewalk maintenance and street repair were viewed least positively in 2010, as was the case in 2006. For a number of services, 20% or more of respondents gave a “don’t know” response when asked to rate the quality of each one: snow removal (21%); bus/transit services (28%); land use, planning and zoning (33%); code enforcement (23%); animal control (20%); support for local businesses (30%); services to seniors (46%); services to youth (41%); services to low-income people (38%); municipal courts (44%); TV Tacoma Channel 12 (43%); and Tacoma Public Schools (27%). For a complete set of responses for all survey questions, including “don’t know” responses, please see *Appendix B. Complete Set of Survey Frequencies*.

Of the 19 services where there were significant differences between 2010 and 2006 ratings, 16 services received more favorable ratings in 2010 than in 2006 (see Figure 35). For three services (information received from the city, bus/transit services and snow removal), the proportion of residents giving an “excellent” or “good” rating decreased from 2006 to 2010, although it should be noted that “information received from the city” was worded as “public information” in 2006. Police services, storm drainage, crime prevention and code enforcement saw increases of 10% or more.

In general, residents living in Districts 1 and 2 were more likely to rate services with “good” or “excellent” ratings than were those living in Districts 3, 4 and 5 (see Figure 36).

When compared to national averages, 5 of the 34 services rated by survey respondents were rated above or much above the overall benchmark (see Figure 37):

- garbage collection
- recycling
- yard waste pick up
- TV Tacoma Channel 12
- bus/transit services

Six services received ratings that were similar to the national benchmark:

- fire services
- emergency medical services
- bill payment services for utilities
- sewer services
- storm drainage
- support for local businesses

Twenty-two were rated below or much below the national average:

- neighborhood and community parks
- maintenance of neighborhood and community parks
- police services
- drinking water
- traffic enforcement
- services to seniors
- municipal courts
- animal control
- information received from the city
- Tacoma Public Schools
- street lighting
- services to youth
- crime prevention
- land use, planning and zoning
- services to low-income people
- street cleaning
- snow removal
- traffic signal timing
- public parking
- code enforcement (weeds, abandoned buildings, etc.)
- sidewalk maintenance
- street repair

Seven of 31 Tacoma services compared to the custom benchmark (jurisdictions with a similar population size to Tacoma) were above or much above average:

- sewer services
- garbage collection
- recycling
- yard waste pick up
- TV Tacoma Channel 12
- bus/transit services
- fire services

Five were similar to the custom benchmark:

- neighborhood and community parks
- services to low-income people
- emergency medical services
- storm drainage
- support for local businesses

Eighteen Tacoma services received ratings that were below or much below ratings given in other jurisdictions with a similar population to Tacoma:

- police services
- drinking water
- traffic enforcement
- services to seniors
- municipal courts
- animal control
- information received from the city
- Tacoma Public Schools
- street lighting
- services to youth
- crime prevention
- street cleaning
- snow removal
- traffic signal timing
- code enforcement (weeds, abandoned buildings, etc.)
- sidewalk maintenance
- street repair
- land use, planning and zoning

Figure 35: Services Ratings Compared Over Time

How do you rate the quality of each of the following services in Tacoma?	2010	2006	2002
Fire services	90%	89%	81%
Emergency medical services	87%	89%	NA
Garbage collection	82%	80%	NA
Recycling	81%	81%	NA
Yard waste pick up	80%	80%	NA
Neighborhood and community parks*	74%	66%	NA
Bill payment services for utilities	72%	71%	NA
Sewer services*	70%	66%	NA
Metro Parks	68%	NA	NA
Maintenance of neighborhood and community parks*	67%	59%	NA
Police services*	65%	54%	73%
Drinking water*	65%	57%	NA
TV Tacoma Channel 12*	65%	59%	NA
Bus/transit services*	64%	69%	NA
Storm drainage*	55%	42%	NA
Traffic enforcement*	50%	42%	NA
Services to seniors	49%	48%	NA
Municipal courts	47%	50%	NA
Animal control*	46%	37%	NA
Information received from the city*	46%	54%	NA
Tacoma Public Schools	46%	43%	NA
Street lighting*	45%	36%	NA
Support for local businesses	44%	41%	NA
Services to youth*	40%	34%	NA
Crime prevention*	38%	28%	NA
Land use, planning and zoning*	37%	30%	NA
Services to low-income people	37%	36%	NA
Street cleaning*	36%	28%	NA
Snow removal*	36%	40%	NA
Traffic signal timing	34%	36%	NA
Public parking*	33%	29%	NA
Code enforcement (weeds, abandoned buildings, etc.)*	30%	18%	NA
Sidewalk maintenance	28%	26%	NA
Street repair	19%	18%	NA

Percent reporting "good" or "excellent."

*Indicates statistically significant differences between 2010 and 2006.

Wording for some items changed from 2006 to 2010: "Maintenance of neighborhood and community parks" was "Appearance/maintenance of neighborhood and community parks" in 2006; "Support for local businesses" was "economic development" in 2006; "Tacoma Public Schools" was "Public Schools" in 2006; "Information received from the City" was "Public information" in 2006.

"Metro Parks" was not asked in 2006.

Figure 36: Services Ratings Compared by Councilmanic Districts

How do you rate the quality of each of the following services in Tacoma?	District 1	District 2	District 3	District 4	District 5	Overall results
Fire services	94%	91%	87%	87%	91%	90%
Emergency medical services	91%	86%	86%	84%	87%	87%
Garbage collection	86%	85%	79%	77%	80%	81%
Recycling	82%	83%	77%	82%	79%	80%
Yard waste pick up	87%	83%	72%	77%	78%	80%
Neighborhood and community parks	82%	83%	69%	67%	69%	74%
Bill payment services for utilities	77%	79%	71%	66%	67%	72%
Sewer services	73%	76%	63%	66%	68%	69%
Metro Parks	69%	74%	67%	63%	64%	68%
Maintenance of neighborhood and community parks	72%	75%	62%	62%	61%	66%
Police services	75%	70%	60%	59%	64%	65%
Drinking water	70%	67%	59%	60%	63%	64%
TV Tacoma Channel 12	69%	64%	62%	65%	66%	65%
Bus/transit services	67%	62%	65%	68%	58%	64%
Storm drainage	60%	59%	52%	52%	50%	55%
Traffic enforcement	54%	54%	48%	48%	46%	50%
Services to seniors	52%	47%	45%	51%	49%	49%
Municipal courts	49%	51%	42%	49%	46%	47%
Animal control	48%	55%	43%	45%	37%	46%
Information received from the city	49%	47%	41%	46%	44%	45%
Tacoma Public Schools	51%	49%	43%	42%	47%	46%
Street lighting	45%	50%	45%	41%	42%	45%
Support for local businesses	44%	50%	41%	47%	39%	44%
Services to youth	44%	47%	38%	39%	35%	40%
Crime prevention	44%	40%	37%	34%	36%	38%
Land use, planning and zoning	36%	41%	35%	35%	35%	37%
Services to low-income people	40%	40%	35%	38%	31%	37%
Street cleaning	42%	37%	35%	34%	29%	36%
Snow removal	40%	34%	37%	36%	35%	36%
Traffic signal timing	38%	36%	32%	32%	28%	33%
Public parking	31%	34%	33%	33%	30%	32%
Code enforcement (weeds, abandoned buildings, etc.)	29%	28%	26%	31%	33%	29%
Sidewalk maintenance	31%	29%	26%	29%	26%	28%
Street repair	15%	19%	19%	21%	19%	18%

Percent reporting "good" or "excellent."

Grey shading indicates statistically significant differences between subgroups.

Figure 37: Services Ratings Compared to Other Jurisdictions

How do you rate the quality of each of the following services in Tacoma?	Excellent	Good	Fair	Poor	Total	National comparison	Population 100,000 to 350,000 comparison
Fire services	41%	49%	9%	1%	100%	similar	much above
Emergency medical services	40%	47%	11%	2%	100%	similar	similar
Garbage collection	37%	45%	14%	4%	100%	above	much above
Recycling	40%	40%	15%	4%	100%	much above	much above
Yard waste pick up	40%	40%	15%	5%	100%	much above	much above
Neighborhood and community parks	23%	51%	22%	3%	100%	much below	similar
Bill payment services for utilities	25%	47%	21%	6%	100%	similar	not available
Sewer services	18%	52%	26%	4%	100%	similar	above
Metro Parks	19%	49%	28%	4%	100%	not available	not available
Maintenance of neighborhood and community parks	18%	49%	28%	5%	100%	much below	not available
Police services	19%	47%	24%	11%	100%	much below	much below
Drinking water	22%	42%	25%	10%	100%	much below	much below
TV Tacoma Channel 12*	15%	51%	30%	5%	100%	much above	much above
Bus/transit services*	18%	46%	29%	7%	100%	much above	much above
Storm drainage	10%	45%	35%	10%	100%	similar	similar
Traffic enforcement	10%	41%	34%	16%	100%	much below	much below
Services to seniors*	8%	40%	39%	12%	100%	much below	much below
Municipal courts*	7%	40%	40%	13%	100%	much below	much below
Animal control*	8%	37%	37%	18%	100%	much below	much below
Information received from the city	7%	39%	41%	13%	100%	much below	much below
Tacoma Public Schools*	10%	36%	34%	20%	100%	much below	much below
Street lighting	8%	37%	39%	16%	100%	much below	much below
Support for local businesses*	6%	38%	41%	15%	100%	similar	similar
Services to youth*	5%	35%	40%	20%	100%	much below	much below
Crime prevention	6%	32%	40%	22%	100%	much below	much below
Land use, planning and zoning*	5%	32%	41%	21%	100%	much below	below
Services to low-income people*	10%	27%	40%	23%	100%	much below	similar
Street cleaning	6%	30%	43%	21%	100%	much below	much below
Snow removal*	6%	30%	40%	24%	100%	much below	much below
Traffic signal timing	5%	29%	41%	25%	100%	much below	much below
Public parking	6%	27%	44%	23%	100%	much below	not available
Code enforcement (weeds, abandoned buildings, etc.)*	5%	25%	40%	31%	100%	much below	much below
Sidewalk maintenance	4%	25%	41%	31%	100%	much below	much below
Street repair	3%	15%	32%	49%	100%	much below	much below

*Indicates higher than 20% of respondents said "don't know" when asked to rate the item. For a complete set of frequencies for each item, please see Appendix B. Complete Set of Survey Frequencies.

Benchmark comparisons use the average rating (0=poor, 33=fair, 67=good, 100=excellent).

Key Driver Analysis

Knowing where to focus limited resources to improve residents' opinions of local government requires information that targets the services that are most important to residents. However, when residents are asked what services are most important, they rarely stray beyond core services – those directed to save lives and improve safety.

In market research, identifying the most important characteristics of a transaction or product is called Key Driver Analysis. The key drivers that are identified from that analysis do not come from asking customers to self-report which service or product characteristic most influenced their decision to buy or return, but rather from statistical analyses of the predictors of their behavior. When customers are asked to name the most important characteristics of a good or service, responses often are expected or misleading – just as they can be in the context of a citizen survey. For example, air travelers often claim that safety is the primary consideration in their choice of an airline, yet key driver analysis reveals that frequent flier perks or in-flight entertainment predicts their buying decisions.

In local government, core services – like fire protection – invariably land at the top of the list created when residents are asked about the most important services. And core services are important. But by using Key Driver Analysis, our approach digs deeper to identify the less obvious, but more influential services that are most related to residents' ratings of overall quality of local government services. Because services focused directly on life and safety remain essential to quality government, it is suggested that core services should remain the focus of continuous monitoring and improvement where necessary – but monitoring core services or asking residents to identify important services is not enough.

A Key Driver Analysis (KDA) was conducted for the City of Tacoma by examining the relationships between ratings of each service and ratings of the City of Tacoma's overall services. Those key driver services that correlated most highly with residents' perceptions about overall service quality have been identified. By targeting improvements in key services, the City of Tacoma can focus on the services that have the greatest likelihood of influencing residents' opinions about overall service quality.

The 2010 City of Tacoma Action Chart™ on the following page combines three dimensions of performance:

- Trendline data. When a comparison is available, the background color of each service box indicates whether the service is higher than in 2006 (green), similar to 2006 ratings (yellow) or lower than in 2006 (red).
- Comparison to the national benchmark. The arrows next to service boxes point up (black arrow) or down (white arrow) to indicate comparisons to the national benchmark. No arrow indicates that the survey was similar to the benchmark.
- Identification of key drivers. A black key icon next to a service box notes a key driver.

Thirty services were included in the KDA for the City of Tacoma. Seven of these services were identified as key drivers for the City: land use, planning and zoning; support for local businesses; street cleaning; garbage collection; Tacoma Public Schools; information received from the City; and police services. All but two of the key drivers - support for local businesses (similar to the national average) and garbage collection (above the national benchmark) – were rated below the national average.

Considering all performance data included in the Action Chart, a jurisdiction typically will want to consider improvements to any key driver services that are trending down (e.g., information received from the City) or that are not at least similar to the benchmark (land use, planning and zoning; street cleaning; Tacoma Public Schools; information received from the City; and police services).

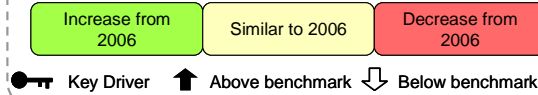
Services with a high percent of respondents answering “don’t know” (i.e., more than 40%) were excluded from the analysis and were considered services that would be less influential. See *Appendix B. Complete Set of Survey Frequencies* for the percent reporting “don’t know” for each service.

Key Driver Analysis Action Chart™

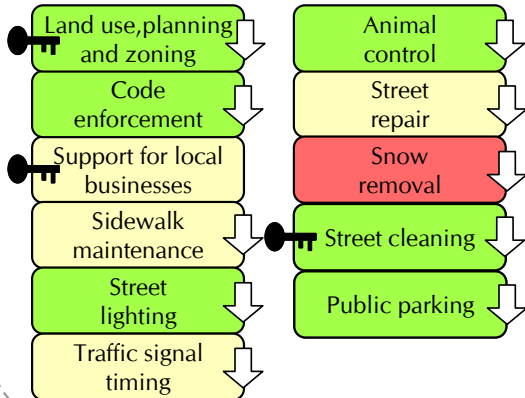
Overall Quality of City of Tacoma Services



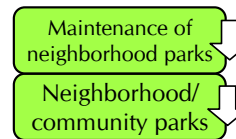
Legend



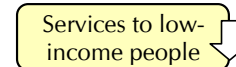
Community Design



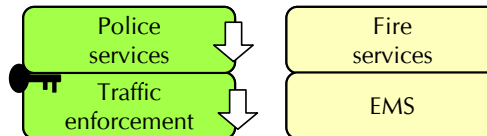
Recreation and Wellness



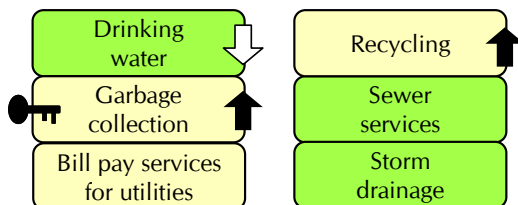
Community Inclusiveness



Public Safety

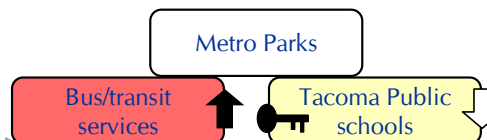


Environmental Sustainability

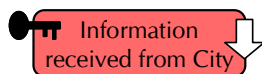


Community Services

(NOTE: these services are not provided by the City of Tacoma)



Communication



Public Works Services

The survey included a question that asked residents which Public Works services should receive the most emphasis. As shown in Figure 38 below, about three-quarters of respondents thought emphasis should be placed on street repairs. About 1 in 10 or fewer selected other options for emphasis.

Respondents in all Districts wanted street repair to receive the most emphasis. Those living in Districts 4 and 5 were more likely than residents in other Districts to want emphasis placed on traffic calming devices (speed humps, traffic circles).

Figure 38: Public Works Services

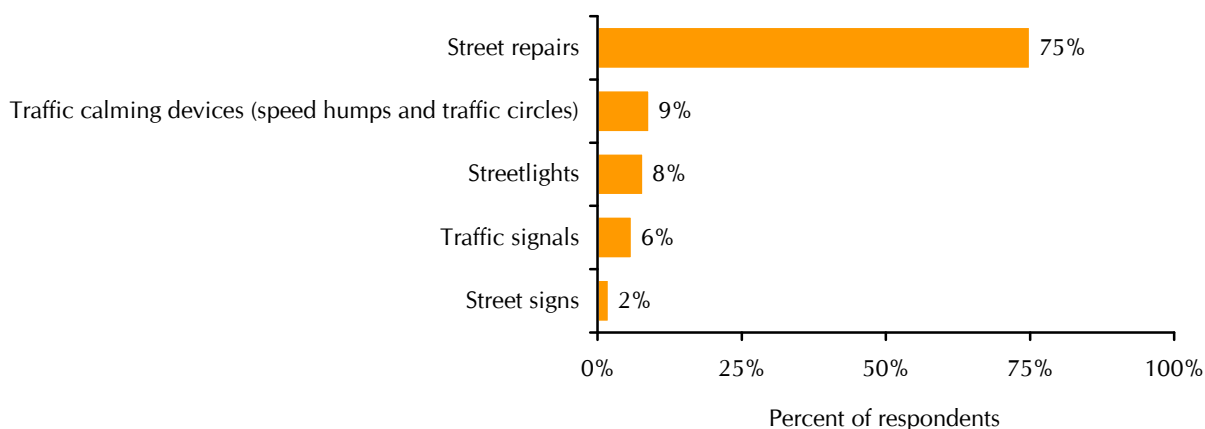


Figure 39: Public Works Services Compared by Councilmanic Districts

Which of the following Public Works services do you think should receive the most emphasis? (Select only one.)	District 1	District 2	District 3	District 4	District 5	Overall results
Street repairs	80%	80%	73%	72%	70%	75%
Traffic calming devices (speed humps and traffic circles)	7%	5%	9%	13%	11%	9%
Streetlights	7%	7%	9%	9%	9%	8%
Traffic signals	5%	5%	7%	5%	8%	6%
Street signs	1%	2%	2%	2%	2%	2%
Total	100%	100%	100%	100%	100%	100%

Grey shading indicates statistically significant differences between subgroups.

Tacoma City Government

Residents who reported having had contact with a City of Tacoma in the 12 months prior to the administration of the 2010 survey also were asked to rate their impression of the City employee in their most recent contact. Survey participants also were asked to rate government performance, overall.

Contacting the City

About the same proportion of residents in 2010 as in 2006 reported contacting a City of employee either in-person or via phone contact. While fewer Tacoma residents reported contacting the City in the previous 12 months than did residents living in other jurisdictions across the nation, contact was similar to the custom benchmark (jurisdictions of similar population). There were no significant differences for comparisons by Councilmanic Districts.

Figure 40: Contact with City Employees Compared Over Time

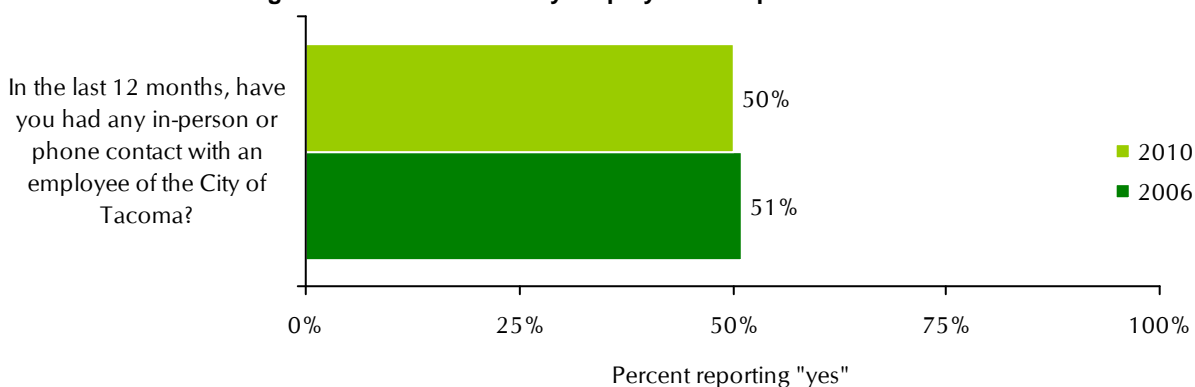


Figure 41: Contact with City Employee Compared by Councilmanic Districts

	District 1	District 2	District 3	District 4	District 5	Overall results
In the last 12 months, have you had any in-person or phone contact with an employee of the City of Tacoma?	52%	49%	48%	53%	46%	50%

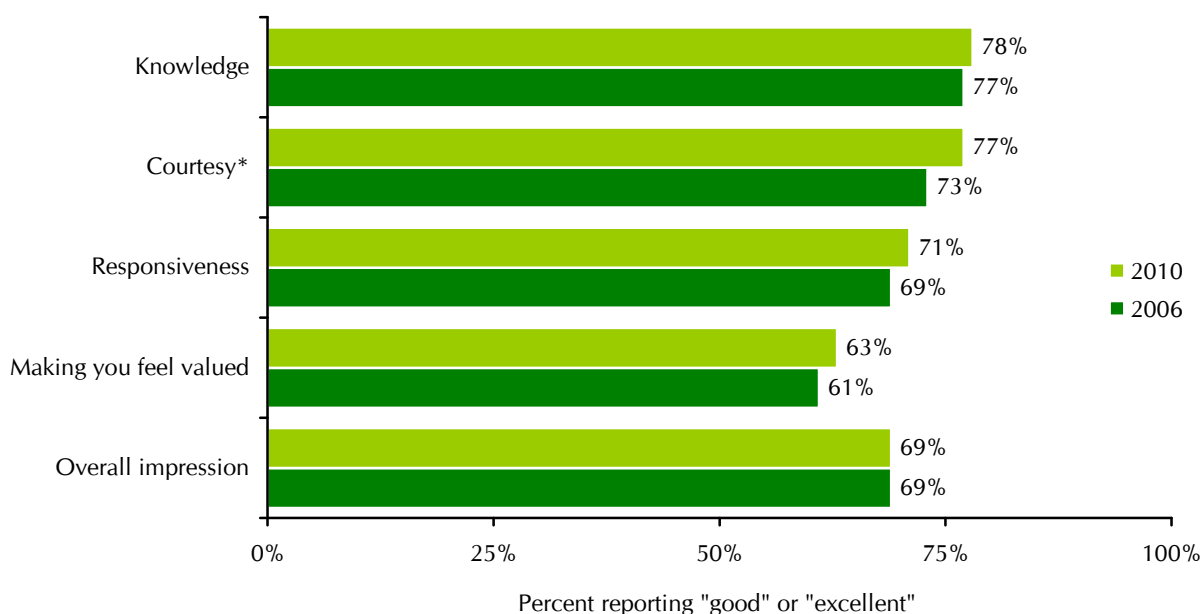
Percent reporting "yes."

Of the 50% of respondents who had contact with a City employee in the prior 12 months, about three-quarters rated employee knowledge and courtesy as "good" or "excellent." Approximately 7 in 10 reported employee responsiveness as "good" or better and a similar proportion gave favorable ratings when asked to rate their overall impression of the employee. Making residents feel valued received the least favorable ratings (63% gave a "good" or "excellent" rating). For the most part, 2010 employee ratings were similar to ratings given in 2006 with the exception of "courtesy," which received slightly higher ratings in 2010.

Compared to residents in other Districts, those in District 4 were less likely to give favorable ratings for employee courtesy and their overall impression of the employee with whom they had contact.

Compared to national averages, Tacoma City employees were rated below or much below average; ratings were similar to or below the custom benchmarks.

Figure 42: City Employee Ratings Compared Over Time



*Indicates statistically significant differences between 2010 and 2006.

This question was asked only of those who had contact with a City employee in the last 12 months.

Figure 43: City Employee Ratings Compared by Councilmanic Districts

What was your impression of the City of Tacoma employee in your most recent contact?	District 1	District 2	District 3	District 4	District 5	Overall results
Knowledge	81%	78%	77%	74%	83%	79%
Courtesy	82%	80%	74%	71%	76%	77%
Responsiveness	75%	73%	70%	68%	70%	71%
Making you feel valued	68%	64%	63%	56%	61%	62%
Overall impression	76%	70%	69%	62%	67%	69%

Percent reporting "good" or "excellent."

This question was asked only of those who reported having contact with a City of Tacoma employee in the last 12 months.

Grey shading indicates statistically significant differences between subgroups.

Figure 44: City Employee Ratings Compared to Other Jurisdictions

What was your impression of the City of Tacoma employees in your most recent contact?	Excellent	Good	Fair	Poor	Total	National comparison	Population 100,000 to 350,000 comparison
Knowledge	28%	50%	17%	5%	100%	below	similar
Courtesy	35%	41%	15%	9%	100%	much below	much below
Responsiveness	30%	41%	19%	10%	100%	much below	similar
Making you feel valued	25%	38%	20%	17%	100%	much below	not available
Overall impression	27%	43%	19%	12%	100%	much below	below

This question was asked only of those who had contact with a City employee in the last 12 months.

Benchmark comparisons use the average rating (0=poor, 33=fair, 67=good, 100=excellent).

Overall Performance of Tacoma City Government

Nearly half of all respondents rated the overall performance of the Tacoma City government as “good” or “excellent” and two in five said it was “fair.” About 1 in 10 gave a “poor” rating.

Residents living in Districts 1 and 2 were more likely to give positive ratings than were those living in other Councilmanic Districts.

Ratings were similar to 2006 and much below the national average. A comparison to jurisdictions of a similar population size to Tacoma was not available.

Figure 45: Overall Performance of Tacoma City Government

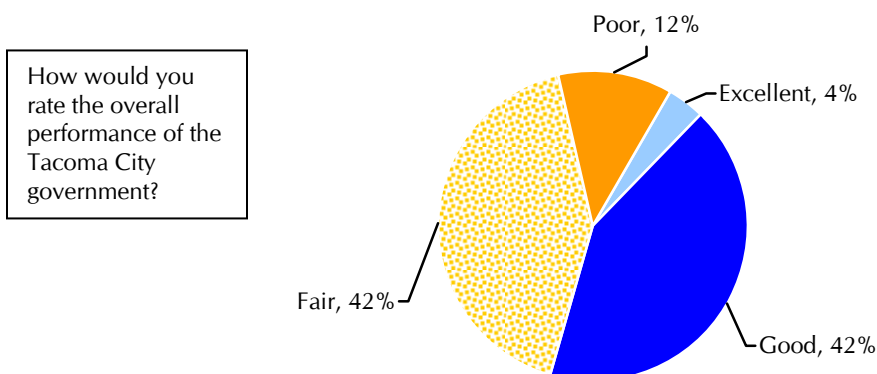


Figure 46: Overall Performance of Tacoma City Government Compared Over Time

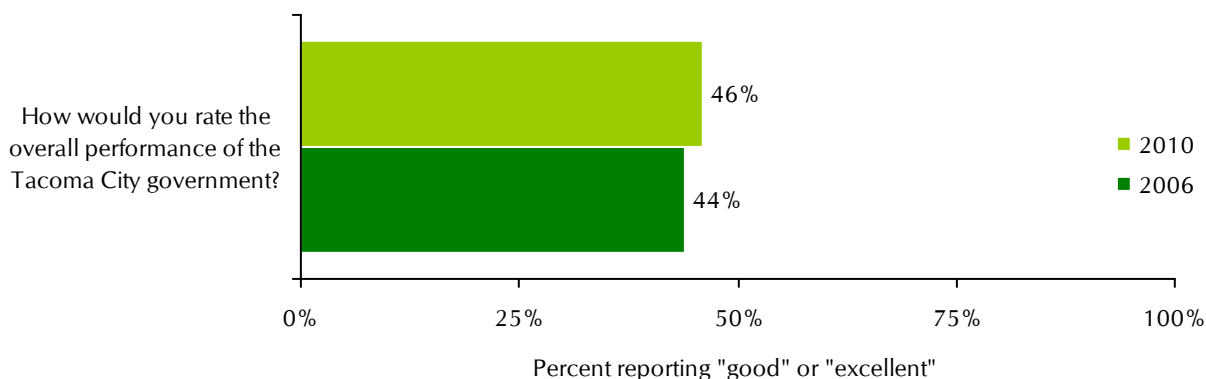


Figure 47: Overall Performance of Tacoma City Government by Councilmanic Districts

	District 1	District 2	District 3	District 4	District 5	Overall results
How would you rate the overall performance of the Tacoma City government?	53%	50%	40%	40%	45%	46%

Percent reporting "good" or "excellent."

Grey shading indicates statistically significant differences between subgroups.

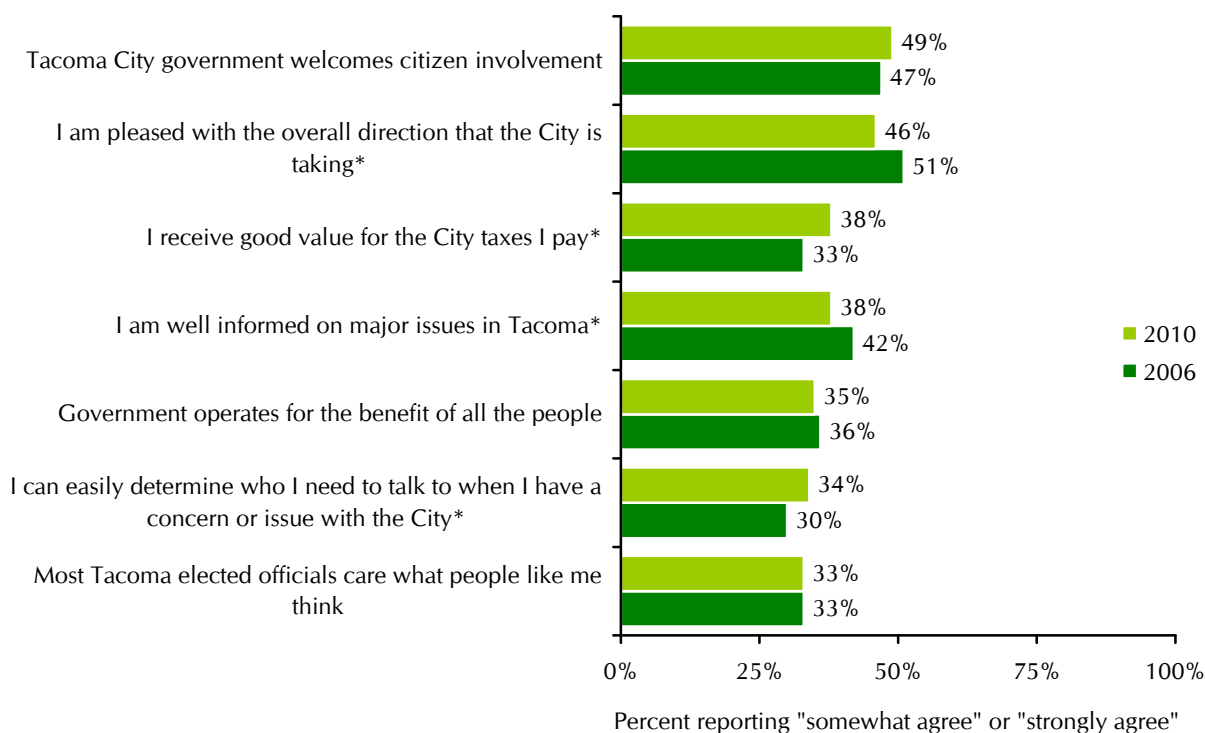
Public Trust Ratings

Respondents were asked to indicate the extent to which they agreed or disagreed with various statements about Tacoma City government. Half or nearly half of residents “somewhat” or “strongly” agreed that Tacoma City government welcomes citizen involvement and that they are pleased with the overall direction the City is taking. About twice as many respondents “strongly” disagreed than “strongly” agreed that they receive good value for the City taxes they pay, that government operates for the benefit of all the people, that they can easily determine who they need to talk to when they have a concern or issue with the City and that most Tacoma elected officials care what people like me think. Note that about a quarter of respondents reported “don’t know” when asked whether or not they agree that Tacoma City government welcomes citizen involvement (see *Appendix B. Complete Set of Survey Frequencies*).

“I am well informed on major issues in Tacoma” and “I am pleased with the overall direction that the City is taking” saw slight decreases in ratings from 2006 to 2010, while “I receive good value for the City taxes I pay” saw a small increase from 2006 to 2010 in the proportion agreeing with this statement.

Those living in Districts 1 and 2 were more likely to agree that they received good value for the City taxes they pay and that the government operates for the benefit of all the people than were those living in other areas of the community.

Figure 48: Public Trust Ratings Compared Over Time



*Indicates statistically significant differences between 2010 and 2006.

Figure 49: Public Trust Ratings Compared by Councilmanic Districts

Please rate the following statements by circling the number which best represents your opinion.	District 1	District 2	District 3	District 4	District 5	Overall results
Tacoma City government welcomes citizen involvement	51%	51%	45%	47%	49%	49%
I am pleased with the overall direction that the City is taking	44%	51%	47%	43%	41%	45%
I receive good value for the City taxes I pay	41%	44%	34%	35%	38%	38%
I am well informed on major issues in Tacoma	40%	40%	36%	39%	33%	37%
Government operates for the benefit of all the people	40%	37%	32%	31%	35%	35%
I can easily determine who I need to talk to when I have a concern or issue with the City	33%	36%	31%	34%	35%	34%
Most Tacoma elected officials care what people like me think	35%	36%	32%	30%	30%	32%

Percent reporting "somewhat agree" or "strongly agree."

Grey shading indicates statistically significant differences between subgroups.

Figure 50: Public Trust Ratings Compared to Other Jurisdictions

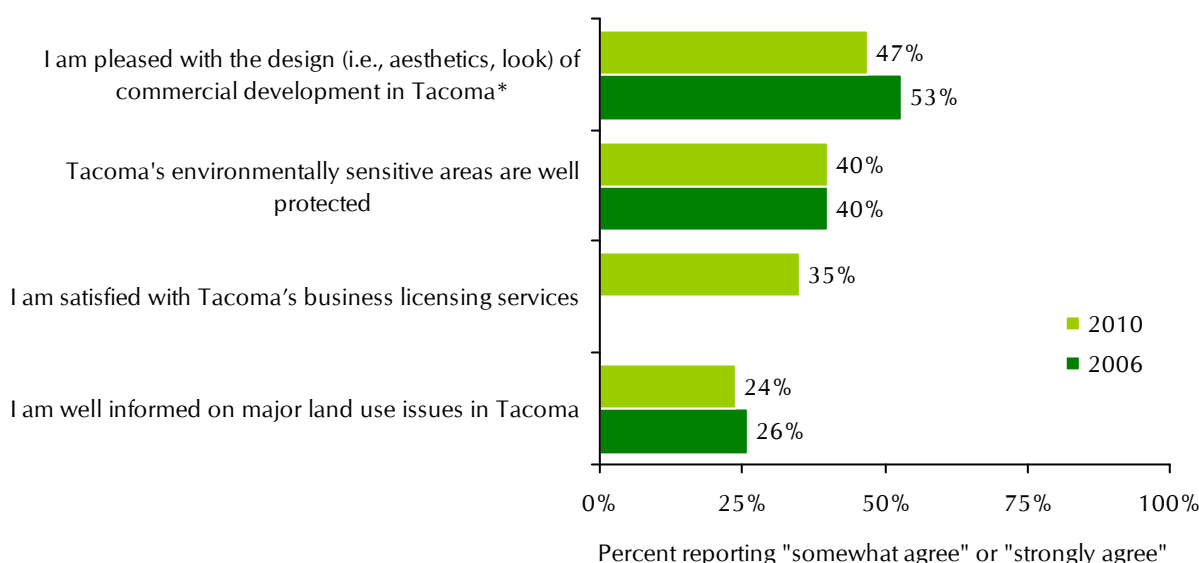
Please rate the following statements by circling the number which best represents your opinion.	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree	Total	National comparison	Population 100,000 to 350,000 comparison
Tacoma City government welcomes citizen involvement	10%	38%	33%	12%	6%	100%	much below	much below
I am pleased with the overall direction that the City is taking	7%	38%	30%	17%	8%	100%	much below	much below
I receive good value for the City taxes I pay	6%	33%	27%	21%	13%	100%	much below	much below
I am well informed on major issues in Tacoma	7%	31%	32%	19%	10%	100%	much below	below
Government operates for the benefit of all the people	8%	27%	28%	21%	16%	100%	much below	not available
I can easily determine who I need to talk to when I have a concern or issue with the City	7%	27%	26%	21%	18%	100%	not available	not available
Most Tacoma elected officials care what people like me think	6%	26%	30%	21%	16%	100%	much below	not available

Benchmark comparisons use the average rating (0=strongly disagree, 25=somewhat disagree, 50=neither agree nor disagree, 75=somewhat agree, 100=strongly agree).

Planning Ratings

When asked the extent to which they agreed or disagreed with various statements about Tacoma's land use and planning, nearly half (47%) of 2010 survey respondents reported that they were pleased with the design of commercial development in Tacoma, down from 53% in 2006. A new item was added to the list in 2010 ("I am satisfied with Tacoma's business licensing services"); 35% of respondents "somewhat" or "strongly" agreed with this statement. Nearly 3 in 10 respondents said "don't know" when asked if they think Tacoma's environmentally sensitive areas are well protected and about half (49%) responded with "don't know" when asked to state their satisfaction with Tacoma's business licensing services (see *Appendix B. Complete Set of Survey Frequencies*).

Figure 51: Planning Ratings Compared Over Time



*Indicates statistically significant differences between 2010 and 2006.

"I am satisfied with Tacoma's business licensing services" was not asked in 2006.

Figure 52: Planning Ratings Compared by Councilmanic Districts

Please rate the following statements by circling the number which best represents your opinion.	District 1	District 2	District 3	District 4	District 5	Overall results
I am well informed on major land use issues in Tacoma	25%	27%	23%	26%	21%	24%
Tacoma's environmentally sensitive areas are well protected	45%	43%	42%	35%	35%	40%
I am pleased with the design (i.e., aesthetics, look) of commercial development in Tacoma	48%	55%	45%	45%	45%	48%
I am satisfied with Tacoma's business licensing services	37%	36%	33%	35%	38%	36%

Percent reporting "somewhat agree" or "strongly agree."

Property Tax Allocation

The City of Tacoma receives about 20% of total annual property taxes. When informed that their property tax is divided among many government agencies and asked what percentage of the total tax they thought went to the City of Tacoma, about half said they did not know, similar to 2006 responses. One-quarter said “10% to 20%” and about 1 in 10 said “25% to 50%” and 1 in 20 said “more than 50%.”

Figure 53: Property Tax Allocation Compared Over Time

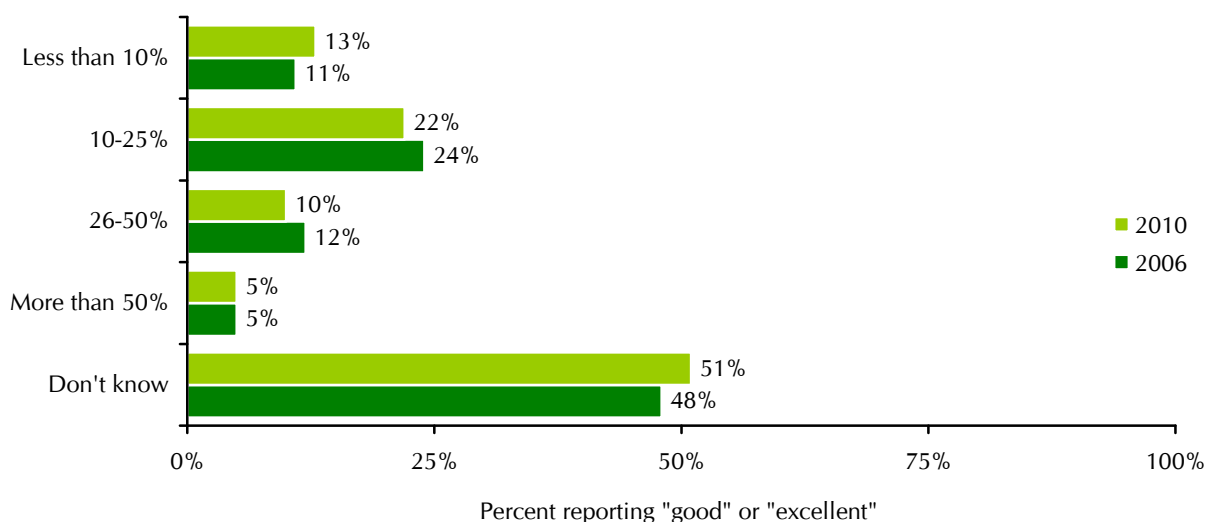


Figure 54: Property Tax Allocation Compared by Councilmanic Districts

Your property tax is divided among many government agencies. Approximately what percentage of the total tax do you think goes to the City of Tacoma?						Overall results
	District 1	District 2	District 3	District 4	District 5	
Less than 10%	11%	13%	11%	14%	14%	13%
10-25%	25%	24%	19%	19%	20%	22%
26-50%	13%	10%	9%	7%	9%	10%
More than 50%	4%	6%	5%	6%	3%	5%
Don't know	47%	48%	56%	53%	54%	51%
Total	100%	100%	100%	100%	100%	100%

Grey shading indicates statistically significant differences between subgroups.

Public Information

The 2010 Citizen Survey included a set of questions about public information sources. Television news, the local newspaper and word of mouth continue to be the most commonly used information resources.

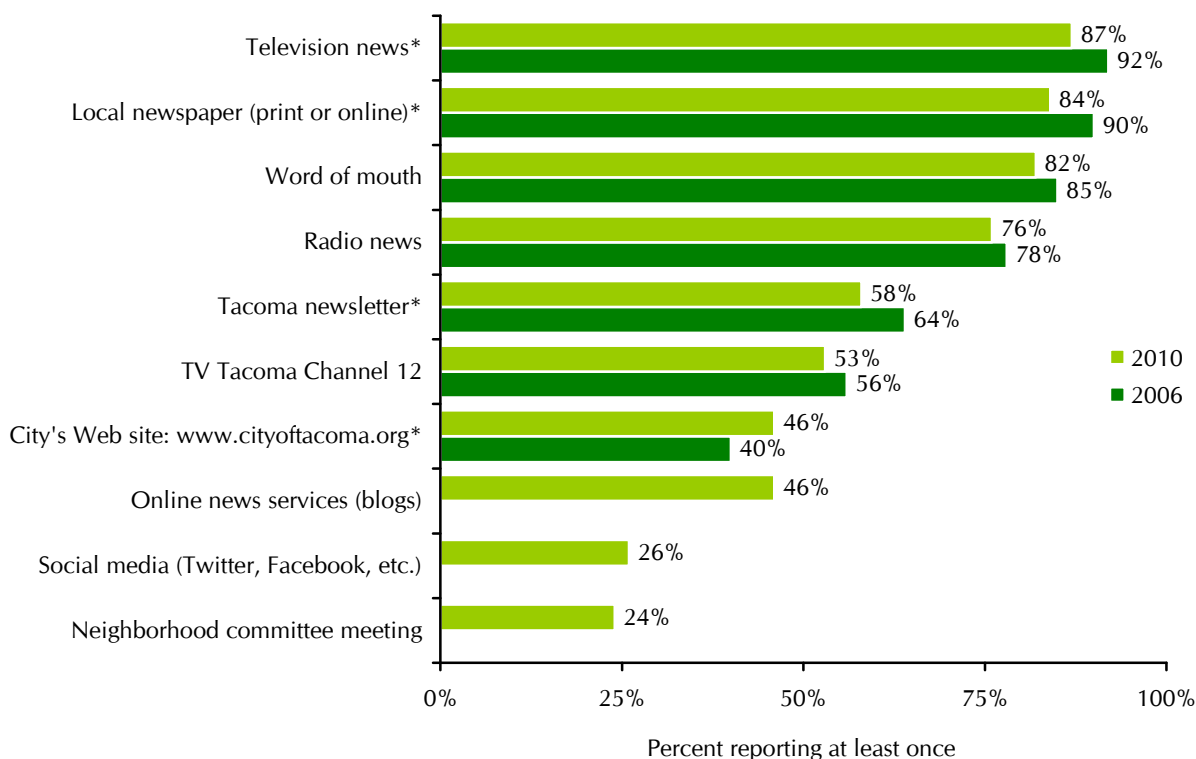
Public Information Sources

Although television news was viewed at least once in the prior 12 months by 87% of respondents, there was a slight decrease in use from 2006 to 2010 (92% versus 87%). Residents were least likely to use a neighborhood committee meeting to obtain information about the City of Tacoma.

Online news services, social media and neighborhood committee meetings were added to the list of potential information sources in 2010. Nearly half of respondents reported using online news services to get information about Tacoma and about a quarter said they've used social media and the neighborhood committee meetings at least once in the past 12 months; however, half or more respondents reported "never" using these sources.

A smaller percentage of District 1 respondents reported going to a neighborhood meeting but more had visited the City Web site (see Figure 56). A higher proportion of respondents living in District 5 said that they had used a neighborhood meeting to get news about Tacoma than respondents living in other Councilmanic Districts.

Figure 55: Public Information Sources Compared Over Time



*Indicates statistically significant differences between 2010 and 2006.

"Neighborhood committee meeting," "Social media" and "Online news services" were not asked in 2006.

Figure 56: Public Information Sources Compared by Councilmanic Districts

In the last 12 months, about how many times, if ever, have you or other household members used the following sources of information for news about Tacoma?	District 1	District 2	District 3	District 4	District 5	Overall results
Television news	90%	85%	82%	89%	88%	87%
Local newspaper (print or online)	90%	88%	82%	78%	81%	84%
Word of mouth	87%	86%	82%	80%	76%	82%
Radio news	80%	72%	72%	79%	76%	76%
Tacoma newsletter	53%	62%	57%	59%	59%	58%
TV Tacoma Channel 12	53%	49%	53%	55%	53%	53%
City's Web site: www.cityoftacoma.org	46%	52%	41%	44%	38%	44%
Online news services (blogs)	51%	47%	47%	46%	35%	45%
Social media (Twitter, Facebook, etc.)	24%	26%	27%	31%	23%	26%
Neighborhood committee meeting	18%	24%	24%	25%	31%	24%

Percent reporting at least once.

Grey shading indicates statistically significant differences between subgroups.

Internet Use

When asked to indicate how they access the Internet, a majority of respondents reported that they access the Internet with a personal computer, 4% reported using a mobile device and 22% said they do not access the Internet. Responses were similar when compared by Councilmanic Districts.

Figure 57: Internet Use

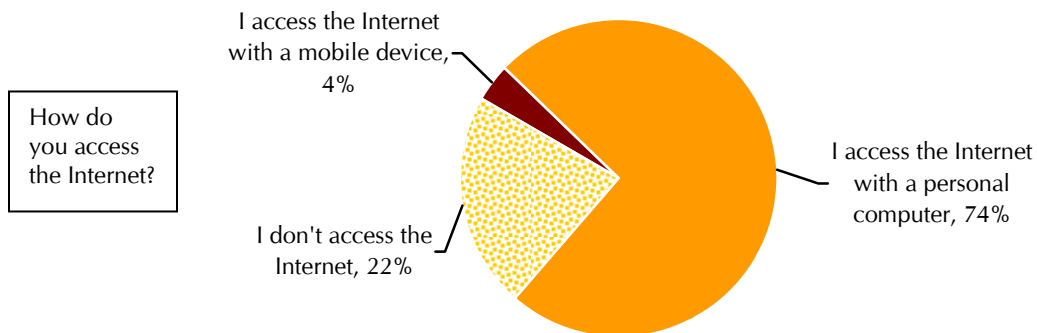


Figure 58: Internet Use Compared by Councilmanic Districts

How do you access the Internet?	District 1	District 2	District 3	District 4	District 5	Overall results
I access the Internet with a mobile device	2%	6%	5%	4%	2%	4%
I access the Internet with a personal computer	80%	80%	66%	69%	69%	73%
I don't access the Internet	18%	14%	29%	27%	29%	24%
Total	100%	100%	100%	100%	100%	100%

Appendix A. Survey Respondent Demographics

Characteristics of the survey respondents are displayed in this appendix.

Length of Residency	
About how long have you lived in Tacoma	Percent of respondents
Two years or less	11%
3 to 5 years	11%
6 to 10 years	14%
11 years or more	64%
Total	100%

Question 25	
Please check the appropriate box indicating the type of housing unit in which you live.	Percent of respondents
Detached	64%
Attached	36%
Total	100%

Housing Unit Type	
Do you rent or own your residence?	Percent of respondents
Own	58%
Rent	42%
Total	100%

Housing Tenure	
Do you own your own business in the City of Tacoma?	Percent of respondents
Own	58%
Rent	42%
Total	100%

Household Members		
		Percent of respondents
Number of Household Members	1 to 2 people	81%
	3 to 6 people	17%
	7 or more people	2%
	Total	100%
Number of Household Members Age 17 or Younger	None	75%
	1 to 2	19%
	3 to 4	4%
	5 or more	2%
	Total	100%
Number of Household Members Age 60 or Older	None	81%
	1 to 2	18%
	3 or more	1%
	Total	100%

Household Income	
About how much do you estimate your household's total income before taxes will be in 2010?	Percent of respondents
Less than \$25,000	30%
\$25,000 to less than \$50,000	28%
\$50,000 to less than \$100,000	29%
\$100,000 or more	13%
Total	100%

Housing Costs			
About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees?	Percent of respondents	National comparison	Population 100,000 to 350,000 comparison
Housing costs LESS than 30% of income	42%		
Housing costs 30% or MORE of income	58%	much more	much more
Total	100%		

Educational Attainment	
What is the highest level of education you have completed?	Percent of respondents
High school or less	25%
More than high school	75%
Total	100%

Age	
What is your age?	Percent of respondents
18-24	11%
25-64	71%
65+	18%
Total	100%

Race	
What is your race? (Please check all that apply.)	Percent of respondents
White	70%
Non-white	30%

Ethnicity	
Are you Hispanic/Spanish/Latino?	Percent of respondents
Hispanic/Spanish/Latino	7%
Not Hispanic/Spanish/Latino	93%
Total	100%

Household Primary Language		
		Percent of respondents
Do you speak a language other than English at home?	No, English only	86%
	Yes	14%
	Total	100%
Which language?	Spanish	38%
	Vietnamese	10%
	Korean	7%
	Cambodian	12%
	Other (specify)	32%
	Total	100%

Gender	
What is your gender?	Percent of respondents
Female	52%
Male	48%
Total	100%

Voting Status	
Did you vote in the last election?	Percent of respondents
Yes	70%
No	30%
Total	100%

Appendix B. Complete Set of Survey Frequencies

The following pages contain a complete set of responses to each question, including “don’t know” responses.

Question 1						
Circle the number that best represents your opinion:	Excellent	Good	Fair	Poor	Don't know	Total
How do you rate Tacoma as a place to live?	14%	53%	28%	5%	0%	100%
How do you rate your neighborhood as a place to live?	18%	42%	31%	9%	0%	100%
How do you rate Tacoma as a place to raise children?	7%	34%	36%	13%	10%	100%
How do you rate Tacoma as a place to retire?	7%	30%	31%	20%	11%	100%
How do you rate the overall quality of life in Tacoma?	8%	49%	36%	6%	1%	100%

Question 2	
Do you think the quality of life in Tacoma is likely to improve, stay the same, or decline over the next 5 years?	Percent of respondents
Improve a lot	10%
Improve slightly	38%
Stay the same	29%
Decline slightly	18%
Decline a lot	5%
Total	100%

Question 3						
Please rate each of the following characteristics as they relate to Tacoma as a whole:	Excellent	Good	Fair	Poor	Don't know	Total
Sense of community	6%	37%	40%	13%	4%	100%
Openness and acceptance of the community towards people of diverse backgrounds	10%	46%	32%	7%	4%	100%
Overall appearance of Tacoma	3%	36%	45%	15%	1%	100%
Opportunities to attend cultural activities	11%	44%	31%	7%	6%	100%
Shopping opportunities	15%	46%	30%	9%	1%	100%
Air quality	5%	38%	40%	16%	1%	100%
Availability of social services programs (e.g., for children, families and seniors)	7%	32%	30%	10%	21%	100%
Job opportunities	1%	12%	38%	37%	11%	100%
Business opportunities	2%	15%	37%	25%	22%	100%
Educational opportunities	11%	42%	33%	8%	6%	100%
Cleanliness of the private properties in your neighborhood	10%	37%	34%	17%	1%	100%
Overall condition of your neighborhood (streets, sidewalks, lighting, etc.)	7%	32%	35%	26%	1%	100%
Accessibility of City facilities for persons with disabilities	7%	34%	24%	5%	29%	100%
Convenient access to neighborhood and community parks	18%	50%	25%	5%	2%	100%
Access to affordable, quality housing	4%	29%	38%	17%	11%	100%
Access to affordable, quality child care	2%	15%	24%	11%	48%	100%
Access to affordable, quality health care	7%	30%	30%	18%	14%	100%
Access to affordable, quality food	12%	46%	33%	7%	2%	100%
Ease of car travel in Tacoma	9%	38%	36%	14%	3%	100%
Ease of bus travel in Tacoma	9%	31%	23%	8%	29%	100%
Ease of rail travel in Tacoma	5%	22%	23%	13%	37%	100%
Ease of bicycle travel in Tacoma	5%	25%	28%	13%	30%	100%
Ease of walking in Tacoma	12%	38%	34%	12%	5%	100%
Overall image/reputation of Tacoma	3%	28%	42%	24%	3%	100%
Overall quality of new development in Tacoma	5%	31%	35%	13%	16%	100%
Availability of parking downtown	2%	15%	30%	40%	13%	100%

Question 4							
Please rate the speed of growth in the following categories in Tacoma over the past 2 years:	Much too slow	Somewhat too slow	Right amount	Somewhat too fast	Much too fast	Don't know	Total
Population growth	1%	6%	36%	20%	7%	30%	100%
Retail growth (i.e., stores, restaurants, etc.)	7%	30%	39%	7%	2%	15%	100%
Job growth	31%	41%	7%	1%	0%	20%	100%

Question 5						
In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Tacoma?	Never	1-2 times	3-12 times	13-26 times	More than 26 times	Total
Used Tacoma Public Libraries or their services	29%	22%	25%	12%	11%	100%
Visited a neighborhood or community park	9%	18%	36%	20%	19%	100%
Ridden a local bus within Tacoma	51%	17%	12%	6%	13%	100%
Attended a meeting of local elected officials or other local public meeting	73%	17%	7%	2%	1%	100%
Watched a meeting of local elected officials or other local public meeting on cable television	50%	25%	17%	4%	3%	100%
Recycled paper, cans or bottles from your home	7%	4%	8%	11%	71%	100%
Volunteered your time to some group/activity in Tacoma	46%	20%	14%	6%	13%	100%
Used the Internet	14%	3%	4%	4%	74%	100%
Used the Internet to conduct business with Tacoma	44%	13%	16%	8%	18%	100%
Used a bike lane or pedestrian trail	45%	15%	19%	10%	12%	100%
Participated in a senior program	82%	8%	4%	2%	3%	100%
Dined at a Tacoma restaurant	6%	7%	27%	25%	36%	100%
Participated in neighborhood activities	40%	29%	21%	6%	4%	100%
Participated in educational opportunities (formal and informal)	50%	21%	15%	5%	8%	100%
Shopped in Tacoma neighborhood business districts	5%	12%	25%	21%	36%	100%
Visited Downtown Tacoma	7%	19%	30%	18%	27%	100%
Attended a community meeting	71%	17%	8%	2%	2%	100%

Question 6						
To what degree, if at all, are the following problems in Tacoma:	Not a problem	Minor problem	Moderate problem	Major problem	Don't know	Total
Crime	2%	8%	45%	39%	5%	100%
Vandalism	2%	14%	41%	36%	7%	100%
Graffiti	4%	19%	36%	34%	8%	100%
Gangs	2%	10%	29%	44%	14%	100%
Drugs	2%	6%	29%	51%	11%	100%
Noise	10%	33%	36%	18%	4%	100%
Too much growth	29%	24%	20%	9%	18%	100%
Lack of growth	29%	22%	19%	9%	22%	100%
Run down buildings	6%	32%	36%	20%	6%	100%
Taxes	10%	18%	27%	35%	10%	100%
Traffic congestion	5%	21%	37%	34%	3%	100%
Condition of streets (potholes)	2%	13%	28%	55%	2%	100%
Unsupervised youth	6%	19%	33%	28%	13%	100%
Homelessness	3%	18%	36%	33%	11%	100%
Availability of job opportunities	2%	10%	29%	41%	18%	100%
Availability of affordable housing	9%	21%	32%	21%	17%	100%
Availability of neighborhood and community parks	49%	28%	13%	5%	5%	100%
Availability of bike paths	31%	25%	15%	9%	20%	100%
Availability of sidewalks	35%	31%	20%	8%	6%	100%
Condition of properties (weeds, trash, junk vehicles)	9%	36%	33%	18%	4%	100%
Absence of communications from the City of Tacoma translated into languages other than English	38%	12%	8%	3%	39%	100%
Toxic waste or other environmental hazard(s)	20%	22%	16%	6%	36%	100%
Environmental preservation and enhancement	23%	25%	19%	7%	28%	100%

Question 7	
In the last 12 months, were you or anyone in your household the victim of a crime in the City of Tacoma?	Percent of respondents
Yes	29%
No	71%
Total	100%

Question 8	
Did you report this crime to the City of Tacoma police department?	Percent of respondents
Yes	74%
No	26%
Total	100%

This question was asked only of those who reported they or a household member had been a victim of a crime in Tacoma in the last 12 months.

Question 9	
Please rate your sense of personal safety in Tacoma.	Percent of respondents
Very safe	10%
Somewhat safe	39%
Neither safe nor unsafe	20%
Somewhat unsafe	25%
Very unsafe	5%
Don't know	1%
Total	100%

Question 10							
Please rate how safe you feel from the following occurring to you in Tacoma:	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Don't know	Total
Violent crime (e.g., rape, assault, robbery)	10%	32%	22%	25%	8%	3%	100%
Property crime (e.g., burglary, theft)	5%	23%	20%	32%	18%	2%	100%
Fire	27%	35%	24%	7%	2%	5%	100%

Question 11							
Please rate how safe you feel:	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Don't know	Total
In your neighborhood during the day	45%	39%	10%	5%	1%	0%	100%
In your neighborhood after dark	13%	35%	17%	24%	10%	1%	100%
In Tacoma's downtown area during the day	27%	37%	16%	10%	3%	7%	100%
In Tacoma's downtown area after dark	3%	15%	17%	31%	23%	11%	100%
In Tacoma's neighborhood and community parks during the day	30%	40%	16%	8%	2%	5%	100%

Questions 12						
How do you rate the quality of each of the following services in Tacoma?	Excellent	Good	Fair	Poor	Don't know	Total
Police services	18%	43%	22%	10%	7%	100%
Fire services	36%	43%	8%	1%	13%	100%
Emergency medical services	34%	40%	9%	2%	15%	100%
Crime prevention	5%	27%	34%	19%	16%	100%
Traffic enforcement	9%	36%	30%	14%	11%	100%
Garbage collection	36%	44%	14%	4%	2%	100%
Recycling	39%	39%	14%	4%	3%	100%
Yard waste pick up	35%	36%	14%	4%	11%	100%
Street repair	3%	15%	31%	48%	3%	100%
Street cleaning	6%	29%	40%	20%	5%	100%
Street lighting	8%	36%	38%	16%	2%	100%
Snow removal	5%	24%	31%	19%	21%	100%
Sidewalk maintenance	3%	23%	38%	28%	7%	100%
Traffic signal timing	5%	28%	40%	24%	4%	100%
Public parking	5%	25%	41%	21%	8%	100%
Bus/transit services	13%	33%	21%	5%	28%	100%
Storm drainage	8%	38%	30%	9%	15%	100%
Drinking water	22%	41%	24%	10%	4%	100%
Sewer services	15%	45%	23%	3%	13%	100%
Bill payment services for utilities	24%	45%	20%	6%	5%	100%
Neighborhood and community parks	22%	49%	21%	3%	4%	100%
Maintenance of neighborhood and community parks	16%	46%	26%	5%	7%	100%
Land use, planning and zoning	4%	21%	27%	14%	33%	100%
Code enforcement (weeds, abandoned buildings, etc.)	4%	19%	31%	24%	23%	100%
Animal control	6%	30%	29%	14%	20%	100%
Support for local businesses	4%	27%	29%	10%	30%	100%
Services to seniors	4%	22%	21%	7%	46%	100%
Services to youth	3%	20%	24%	12%	41%	100%
Services to low-income people	6%	17%	25%	14%	38%	100%
Information received from the city	6%	33%	35%	11%	15%	100%
Municipal courts	4%	22%	23%	7%	44%	100%
TV Tacoma Channel 12	9%	29%	17%	3%	43%	100%
Metro Parks	16%	42%	24%	4%	14%	100%
Tacoma Public Schools	7%	26%	25%	14%	27%	100%

Question 13	
Please rate the overall quality of services in Tacoma.	Percent of respondents
Excellent	4%
Good	49%
Fair	39%
Poor	6%
Don't know	2%
Total	100%

Question 14	
Which of the following Public Works services do you think should receive the most emphasis? (Select only one.)	Percent of respondents
Streetlights	8%
Traffic signals	6%
Street signs	2%
Traffic calming devices (speed humps and traffic circles)	9%
Street repairs	75%
Total	100%

Question 15						
Overall, how would you rate the quality of the services provided by each of the following?	Excellent	Good	Fair	Poor	Don't know	Total
The Pierce County Government	4%	33%	34%	10%	20%	100%
The State Government	4%	27%	34%	19%	15%	100%
The Federal Government	4%	26%	32%	21%	17%	100%

Question 16	
In the last 12 months, have you had any in-person or phone contact with an employee of the City of Tacoma?	Percent of respondents
Yes	50%
No	50%
Total	100%

Question 17						
What was your impression of the City of Tacoma employee in your most recent contact? (Rate each characteristic below.)	Excellent	Good	Fair	Poor	Don't know	Total
Knowledge	28%	49%	16%	5%	1%	100%
Responsiveness	29%	41%	19%	10%	1%	100%
Courtesy	35%	41%	15%	9%	1%	100%
Making you feel valued	24%	36%	20%	16%	4%	100%
Overall impression	26%	42%	19%	12%	1%	100%

This question was asked only of those who reported having contact with a City of Tacoma employee in the last 12 months.

Question 18	
How would you rate the overall performance of the Tacoma City government?	Percent of respondents
Excellent	3%
Good	36%
Fair	36%
Poor	10%
Don't know	14%
Total	100%

Question 19							
Please rate the following statements by circling the number which best represents your opinion	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree	Don't know	Total
I receive good value for the City taxes I pay	5%	29%	24%	19%	11%	13%	100%
I am pleased with the overall direction that the City is taking	7%	34%	27%	15%	7%	11%	100%
I am well informed on major issues in Tacoma	6%	28%	29%	17%	9%	11%	100%
Tacoma City government welcomes citizen involvement	8%	29%	25%	9%	4%	25%	100%
Government operates for the benefit of all the people	7%	23%	24%	19%	14%	13%	100%
Most Tacoma elected officials care what people like me think	5%	22%	25%	18%	13%	18%	100%
I can easily determine who I need to talk to when I have a concern or issue with the City	6%	23%	22%	18%	16%	16%	100%

Question 20							
Please rate the following statements by circling the number which best represents your opinion	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree	Don't know	Total
I am well informed on major land use issues in Tacoma	3%	17%	25%	20%	17%	18%	100%
Tacoma's environmentally sensitive areas are well protected	5%	24%	27%	11%	6%	27%	100%
I am pleased with the design (i.e., aesthetics, look) of commercial development in Tacoma	7%	36%	29%	12%	6%	10%	100%
I am satisfied with Tacoma's business licensing services	4%	14%	21%	7%	5%	49%	100%

Question 21	
Your property tax is divided among many government agencies. Approximately what percentage of the total tax do you think goes to the City of Tacoma?	Percent of respondents
Less than 10%	13%
10-25%	22%
26-50%	10%
More than 50%	5%
Don't know	51%
Total	100%

Question 22						
In the last 12 months, about how many times, if ever, have you or other household members used the following sources of information for news about Tacoma?	Never	1-2 times	3-12 times	13-26 times	More than 26 times	Total
Neighborhood committee meeting	76%	16%	6%	1%	1%	100%
Tacoma newsletter	42%	28%	21%	5%	4%	100%
Local newspaper (print or online)	16%	12%	17%	16%	39%	100%
Radio news	24%	15%	20%	15%	27%	100%
Television news	13%	11%	16%	16%	42%	100%
Word of mouth	18%	18%	28%	17%	19%	100%
Online news services (blogs)	54%	14%	12%	8%	11%	100%
TV Tacoma Channel 12	47%	21%	19%	8%	5%	100%
City's Web site: www.cityoftacoma.org	54%	16%	19%	7%	4%	100%
Social media (Twitter, Facebook, etc.)	74%	9%	6%	3%	8%	100%

Question 23	
How do you access the Internet?	Percent of respondents
I access the Internet with a mobile device	4%
I access the Internet with a personal computer	74%
I don't access the Internet	22%
Total	100%
Question 24	
About how long have you lived in Tacoma	Percent of respondents
Two years or less	11%
3 to 5 years	11%
6 to 10 years	14%
11 years or more	64%
Total	100%
Question 25	
Please check the appropriate box indicating the type of housing unit in which you live.	Percent of respondents
Detached single-family home	64%
Condominium or townhouse	5%
Apartment	26%
Manufactured home	1%
Other	4%
Total	100%
Question 26	
Do you rent or own your residence?	Percent of respondents
Own	58%
Rent	42%
Total	100%
Question 27	
Do you own your own business in the City of Tacoma?	Percent of respondents
Yes	9%
No	91%
Total	100%

Questions 28, 29 and 30		
		Percent of respondents
Number of Household Members	1 to 2 people	81%
	3 to 6 people	17%
	7 or more people	2%
	Total	100%
Number of Household Members Age 17 or Younger	None	75%
	1 to 2	19%
	3 to 4	4%
	5 or more	2%
	Total	100%
Number of Household Members Age 60 or Older	None	81%
	1 to 2	18%
	3 or more	1%
	Total	100%

Question 31	
About how much do you estimate your household's total income before taxes will be in 2010?	Percent of respondents
Less than \$15,000	16%
\$15,000 to \$24,999	14%
\$25,000 to \$34,999	14%
\$35,000 to \$49,999	14%
\$50,000 to \$74,999	18%
\$75,000 to \$99,999	12%
\$100,000 to \$124,999	6%
\$125,000 or more	7%
Total	100%

Question 32	
About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees?	Percent of respondents
Less than \$300 per month	6%
\$300 to \$599 per month	15%
\$600 to \$999 per month	27%
\$1,000 to \$1,499 per month	27%
\$1,500 to \$2,499 per month	19%
\$2,500 or more per month	5%
Total	100%

Question 33	
What is the highest level of education you have completed?	Percent of respondents
0-11 years	6%
High school graduate	19%
Some college, no degree	29%
Associate degree	11%
Bachelors degree	19%
Graduate or professional degree	16%
Total	100%

Question 34	
What is your age?	Percent of respondents
18-24	11%
25-34	14%
35-44	14%
45-54	21%
55-64	22%
65-74	9%
75+	9%
Total	100%

Question 35	
What is your race? (Please check all that apply.)	Percent of respondents
White	78%
Black or African American	10%
Asian or Pacific Islander	10%
American Indian, Eskimo, or Aleut	4%
Other	8%

Percents may total to 100% due respondents being allowed to select more than one response.

Question 36	
Are you Hispanic/Spanish/Latino?	Percent of respondents
Yes	7%
No	93%
Total	100%

Question 37		
		Percent of respondents
Do you speak a language other than English at home?	No, English only	86%
	Yes	14%
	Total	100%
Which language?	Spanish	38%
	Vietnamese	10%
	Korean	7%
	Cambodian	12%
	Other (specify)	32%
	Total	100%
Question 38		
What is your gender?		Percent of respondents
Female		52%
Male		48%
Total		100%
Question 39		
Did you vote in the last election?		Percent of respondents
Yes		70%
No		30%
Total		100%

Appendix C. Verbatim Responses to Open-ended Questions

Following are verbatim responses to open-ended questions on the survey. Because these responses were written by survey participants, they are presented here in verbatim form, including any typographical, grammar or other mistakes. Within each question the responses are in alphabetical order.

Q37: If you speak a language other than English at home, which language do you speak? (Other, specify)

- | | | |
|------------------------|---------------|-------------------------|
| ▪ Arabic | ▪ French | ▪ Hawaiian, ASL, SEE |
| ▪ ARABIC | ▪ French | ▪ (sign language). |
| ▪ Arabic | ▪ French | ▪ Hebrew |
| ▪ ASL | ▪ French | ▪ Hindi |
| ▪ Body | ▪ French | ▪ Iceland |
| ▪ Bulgarias | ▪ French | ▪ Indonesian |
| ▪ Carolinian | ▪ French | ▪ Italian |
| ▪ Chamorro | ▪ German | ▪ Italian |
| ▪ Chinese | ▪ German | ▪ Italian |
| ▪ Chinese | ▪ German | ▪ Italian |
| ▪ Chinese | ▪ German | ▪ Italian |
| ▪ Chinese | ▪ German | ▪ Italian German |
| ▪ Chinese | ▪ German | ▪ Italian, French |
| ▪ Chinese | ▪ German | ▪ Japanese |
| ▪ Chinese, Tagalog | ▪ German | ▪ Japanese |
| ▪ Croation | ▪ German | ▪ Japanese |
| ▪ Duetch | ▪ German | ▪ Japanese |
| ▪ Dutch polish German | ▪ German | ▪ Japanese on telephone |
| ▪ English | ▪ German | ▪ Japanese |
| ▪ English | ▪ German | ▪ Kiziguwa |
| ▪ English, Thai, Laos | ▪ German | ▪ LAO |
| ▪ Farsi | ▪ German | ▪ Lao |
| ▪ Filipind | ▪ German | ▪ Laos |
| ▪ Filipino | ▪ German | ▪ Laos |
| ▪ Filipino | ▪ German | ▪ Laos |
| ▪ Filipino | ▪ German | ▪ Laotian |
| ▪ Filipino | ▪ German | ▪ Laotian |
| ▪ Filipino (Tagalong) | ▪ German | ▪ Latvian |
| ▪ French/Hebrew/German | ▪ German | ▪ Latvian |
| ▪ French | ▪ German | ▪ Malay, Tamil |
| ▪ French | ▪ German | ▪ Mandarin |
| ▪ French | ▪ German | ▪ Marshallese |
| ▪ French | ▪ German | ▪ Native |
| ▪ French | ▪ German | ▪ American/Canadian |
| ▪ French | ▪ German | ▪ Navajo |
| ▪ French | ▪ German | ▪ Navajo language |
| ▪ French | ▪ Some German | ▪ Norwegian |
| ▪ French | ▪ Greek | ▪ Philippines |
| ▪ French | | ▪ Pilipino |

- Rumanian
- Russian
- Russian
- Russian
- Russian
- Russian
- Russian
- Russian
- Russian
- Russian
- Russian
- Russian/Italian

- Samoan
- Samoan
- Samoan
- Samoan
- Samoan
- Sawidan
- Shona
- Somali
- Swedish
- Tagalog
- Tagalog
- Tagalog
- Tagalog

- Tagalog (Filipino)
- Tamil
- Thai
- Thai
- Thai
- Thai
- Thai
- Ukraine
- Ukraine
- Vietnamese
- Welsh (Wales)
- Yiddish

Appendix D. Comparison of Select Questions by Respondent Characteristics

The responses by respondent sociodemographics are compared in this appendix. Responses that are significantly different ($p < .05$) are marked with gray shading.

Summary

Responses to the survey were somewhat predictable according to respondent age in that people 65 and older generally rated items on the survey higher than did other age groups. Exceptions included older residents giving lower ratings when asked for their opinions about the quality of life in Tacoma in the next five years and the openness and acceptance of the community towards people of diverse backgrounds, ease of travel (various modes), overall quality of new development and availability of parking downtown. Generally, older residents reported less community participation than younger residents. The youngest age group, 18-24 year olds, was less likely to think that various issues were problems in Tacoma, but more likely to experience crime victimization than older residents. Younger residents also were less likely to feel safe in the community. Residents age 25-64 were more likely to have had contact with a City employee. Younger residents were more likely to access the Internet via a mobile device.

Males tended to feel safer in Tacoma, had participated more in public meetings and rated most services higher than did females. Females tended to perceive more potential problems as issues in Tacoma than males did, but were more complimentary to all levels government.

While White residents were more likely to give positive marks for quality of life in Tacoma, non-White residents were more likely to think quality of life would improve in the next five years than were White respondents. White residents tended to give higher ratings than non-White residents when asked to rate various community characteristics; the few exceptions included the availability of parking downtown; access to affordable, quality child care; job opportunities; and business opportunities. Many perceptions of problems in Tacoma were significantly associated with race. Of the significant associations, more Whites perceived crime, vandalism, graffiti, gangs, drugs, run-down buildings and potholes as problems, while more non-Whites highlighted too much growth, the availability of neighborhood and community parks, the availability of bike paths, the absence of communications from the City of Tacoma translated into languages other than English and environmental preservation and enhancement as problems. Services, City employees and public trust generally received higher ratings from White respondents

than from non-White respondents, though a higher proportion of non-White residents than White residents agreed that they were pleased with the overall direction the City is taking.

Residents reporting they were Hispanic, Spanish or Latino tended to give higher ratings than did other residents when evaluating various community characteristics of Tacoma. While Hispanic, Spanish or Latino residents reported a higher participation rate for visiting a neighborhood or community park, using the Internet and conducting business with Tacoma online, their counterparts were more likely to have shopped in Tacoma neighborhood business districts. Hispanic, Spanish or Latino residents generally gave higher ratings to services and government performance than did residents who said they were not Hispanic, Spanish or Latino. Exceptions included ratings for Metro Parks, garbage collection, recycling and yard waste pick up. Hispanic, Spanish, Latino residents were more likely to access the Internet with a mobile device.

Question 1 by Respondent Characteristics																
Circle the number that best represents your opinion:	Respondent Age				Respondent Gender			Respondent Race			Respondent Ethnicity			Housing Tenure		
	18-24	25-64	65+	Overall results	Female	Male	Overall results	White	Non-white	Overall results	Hispanic	Not Hispanic	Overall results	Own	Rent	Overall results
How do you rate Tacoma as a place to live?	69%	65%	76%	67%	68%	67%	67%	68%	65%	67%	64%	68%	67%	69%	65%	67%
How do you rate your neighborhood as a place to live?	56%	58%	71%	60%	61%	59%	60%	63%	52%	60%	53%	60%	60%	64%	54%	60%
How do you rate Tacoma as a place to raise children?	40%	44%	54%	45%	48%	43%	45%	46%	45%	45%	44%	46%	45%	48%	41%	45%
How do you rate Tacoma as a place to retire?	21%	38%	65%	41%	43%	40%	42%	41%	43%	42%	47%	41%	41%	42%	41%	42%
How do you rate the overall quality of life in Tacoma?	58%	55%	65%	57%	57%	57%	57%	59%	53%	57%	59%	57%	57%	58%	55%	57%

Percent reporting "good" or "excellent"

Question 2 by Respondent Characteristics																
	Respondent Age				Respondent Gender			Respondent Race			Respondent Ethnicity			Housing Tenure		
	18-24	25-64	65+	Overall results	Female	Male	Overall results	White	Non-white	Overall results	Hispanic	Not Hispanic	Overall results	Own	Rent	Overall results
Do you think the quality of life in Tacoma is likely to improve, stay the same, or decline over the next 5 years?	69%	47%	42%	48%	51%	46%	48%	46%	56%	49%	52%	49%	49%	43%	55%	48%

Percent reporting "improve slightly" or "improve a lot"

Question 3 by Respondent Characteristics																
Please rate each of the following characteristics as they relate to Tacoma as a whole:	Respondent Age				Respondent Gender			Respondent Race			Respondent Ethnicity			Housing Tenure		
	18-24	25-64	65+	Overall results	Female	Male	Overall results	White	Non-white	Overall results	Hispanic	Not Hispanic	Overall results	Own	Rent	Overall results
Sense of community	39%	43%	56%	45%	48%	41%	45%	44%	47%	45%	50%	45%	45%	45%	44%	45%
Openness and acceptance of the community towards people of diverse backgrounds	68%	58%	57%	59%	60%	58%	59%	61%	55%	59%	56%	60%	60%	59%	60%	59%
Overall appearance of Tacoma	32%	38%	47%	39%	40%	39%	39%	39%	41%	39%	43%	39%	39%	38%	41%	39%
Opportunities to attend cultural activities	55%	59%	63%	59%	61%	57%	59%	59%	59%	59%	63%	59%	59%	59%	59%	59%
Shopping opportunities	50%	60%	71%	61%	61%	61%	61%	62%	58%	61%	60%	61%	61%	61%	61%	61%
Air quality	38%	42%	53%	44%	40%	47%	44%	44%	41%	43%	48%	43%	44%	45%	42%	44%
Availability of social services programs (e.g., for children, families and seniors)	41%	48%	57%	49%	48%	49%	49%	51%	45%	49%	61%	48%	49%	50%	48%	49%
Job opportunities	16%	16%	14%	15%	15%	16%	15%	14%	17%	15%	30%	14%	16%	14%	17%	15%
Business opportunities	23%	21%	21%	21%	22%	21%	22%	20%	24%	21%	31%	21%	22%	20%	23%	21%

Question 3 by Respondent Characteristics																
Please rate each of the following characteristics as they relate to Tacoma as a whole:	Respondent Age				Respondent Gender			Respondent Race			Respondent Ethnicity			Housing Tenure		
	18-24	25-64	65+	Overall results	Female	Male	Overall results	White	Non-white	Overall results	Hispanic	Not Hispanic	Overall results	Own	Rent	Overall results
Educational opportunities	53%	54%	64%	56%	56%	56%	56%	57%	52%	56%	65%	55%	56%	57%	54%	56%
Cleanliness of the private properties in your neighborhood	47%	47%	54%	48%	49%	47%	48%	49%	45%	48%	56%	48%	48%	47%	49%	48%
Overall condition of your neighborhood (streets, sidewalks, lighting, etc.)	34%	38%	43%	38%	40%	37%	39%	40%	35%	38%	44%	38%	38%	38%	39%	38%
Accessibility of City facilities for persons with disabilities	63%	57%	61%	58%	59%	59%	59%	60%	56%	58%	61%	58%	59%	58%	58%	58%
Convenient access to neighborhood and community parks	70%	70%	71%	70%	70%	70%	70%	72%	65%	70%	71%	71%	71%	70%	70%	70%
Access to affordable, quality housing	43%	37%	41%	38%	38%	39%	38%	39%	37%	38%	40%	38%	39%	40%	36%	38%
Access to affordable, quality child care	34%	31%	40%	33%	31%	35%	33%	31%	36%	33%	40%	32%	33%	34%	32%	33%
Access to affordable, quality health care	30%	41%	62%	44%	42%	45%	43%	46%	37%	44%	48%	43%	44%	49%	37%	44%
Access to affordable, quality food	55%	58%	69%	60%	57%	62%	60%	62%	53%	59%	49%	61%	60%	62%	57%	60%
Ease of car travel in Tacoma	44%	48%	54%	48%	51%	46%	48%	50%	45%	48%	51%	48%	49%	51%	45%	48%
Ease of bus travel in Tacoma	66%	54%	60%	56%	56%	57%	56%	57%	55%	56%	62%	56%	56%	53%	60%	56%
Ease of rail travel in Tacoma	54%	41%	45%	43%	45%	41%	43%	42%	45%	43%	62%	41%	43%	40%	46%	43%
Ease of bicycle travel in Tacoma	63%	39%	46%	43%	45%	40%	43%	43%	42%	42%	53%	42%	43%	38%	49%	43%

Question 3 by Respondent Characteristics																
Please rate each of the following characteristics as they relate to Tacoma as a whole:	Respondent Age				Respondent Gender			Respondent Race			Respondent Ethnicity			Housing Tenure		
	18-24	25-64	65+	Overall results	Female	Male	Overall results	White	Non-white	Overall results	Hispanic	Not Hispanic	Overall results	Own	Rent	Overall results
Ease of walking in Tacoma	58%	50%	55%	52%	51%	54%	52%	53%	49%	52%	58%	52%	52%	51%	54%	52%
Overall image/reputation of Tacoma	29%	30%	40%	31%	31%	31%	31%	31%	33%	31%	40%	31%	32%	29%	34%	31%
Overall quality of new development in Tacoma	52%	42%	40%	43%	46%	41%	43%	42%	46%	43%	50%	43%	44%	41%	46%	43%
Availability of parking downtown	21%	21%	14%	20%	16%	23%	20%	18%	25%	20%	26%	20%	20%	20%	20%	20%

Percent reporting "good" or "excellent"

Question 4 by Respondent Characteristics																	
Please rate the speed of growth in the following categories in Tacoma over the past 2 years:		Respondent Age				Respondent Gender			Respondent Race			Respondent Ethnicity			Housing Tenure		
		18-24	25-64	65+	Overall Results	Female	Male	Overall Results	White	Non-white	Overall Results	Hispanic	Not Hispanic	Overall Results	Own	Rent	Overall Results
Population growth	Too slow	3%	10%	11%	10%	8%	12%	10%	10%	10%	10%	10%	10%	10%	10%	9%	10%
	Right amount	63%	51%	49%	52%	48%	55%	52%	53%	48%	51%	42%	52%	51%	52%	51%	51%
	Too fast	34%	39%	40%	39%	44%	34%	38%	37%	42%	39%	48%	38%	39%	38%	41%	39%
	Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Retail growth (i.e., stores, restaurants, etc.)	Too slow	38%	45%	38%	43%	41%	46%	43%	45%	39%	43%	38%	44%	43%	48%	37%	43%
	Right amount	52%	44%	52%	46%	47%	44%	46%	45%	49%	46%	46%	46%	46%	43%	49%	46%
	Too fast	11%	11%	10%	11%	12%	10%	11%	11%	12%	11%	15%	11%	11%	9%	13%	11%
	Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Job growth	Too slow	88%	90%	89%	90%	92%	87%	90%	91%	87%	90%	84%	90%	90%	90%	89%	90%
	Right amount	9%	9%	8%	9%	7%	11%	9%	7%	12%	9%	15%	8%	9%	9%	9%	9%
	Too fast	3%	1%	4%	2%	1%	2%	2%	1%	2%	1%	2%	1%	1%	1%	2%	2%
	Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Question 5 by Respondent Characteristics																
In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Tacoma?	Respondent Age				Respondent Gender			Respondent Race			Respondent Ethnicity			Housing Tenure		
	18-24	25-64	65+	Overall results	Female	Male	Overall results	White	Non-white	Overall results	Hispanic	Not Hispanic	Overall results	Own	Rent	Overall results
Used Tacoma Public Libraries or their services	65%	74%	63%	71%	73%	69%	71%	69%	74%	71%	75%	71%	71%	72%	69%	71%
Visited a neighborhood or community park	96%	93%	81%	91%	91%	91%	91%	91%	92%	91%	97%	92%	92%	90%	93%	92%
Ridden a local bus within Tacoma	57%	50%	40%	49%	49%	49%	49%	43%	61%	49%	54%	48%	49%	41%	60%	49%
Attended a meeting of local elected officials or other local public meeting	11%	28%	28%	26%	23%	30%	26%	26%	26%	26%	28%	26%	26%	32%	19%	26%
Watched a meeting of local elected officials or other local public meeting on cable television	29%	50%	60%	49%	45%	53%	49%	48%	52%	49%	48%	49%	49%	53%	43%	49%
Recycled paper, cans or bottles from your home	86%	95%	92%	93%	92%	94%	93%	94%	91%	93%	93%	93%	93%	98%	87%	93%
Volunteered your time to some group/activity in Tacoma	50%	55%	51%	54%	55%	52%	54%	54%	52%	53%	49%	54%	54%	57%	49%	54%
Used the Internet	97%	91%	56%	86%	86%	86%	86%	85%	86%	86%	92%	86%	86%	88%	83%	86%
Used the Internet to conduct business with Tacoma	47%	64%	26%	56%	56%	56%	56%	56%	55%	56%	66%	56%	56%	62%	48%	56%
Used a bike lane or pedestrian trail	63%	60%	29%	55%	54%	55%	55%	56%	52%	55%	52%	56%	55%	55%	54%	55%
Participated in a senior program	12%	13%	42%	18%	17%	18%	17%	16%	21%	17%	16%	17%	17%	17%	18%	17%

Question 5 by Respondent Characteristics																
In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Tacoma?	Respondent Age				Respondent Gender			Respondent Race			Respondent Ethnicity			Housing Tenure		
	18-24	25-64	65+	Overall results	Female	Male	Overall results	White	Non-white	Overall results	Hispanic	Not Hispanic	Overall results	Own	Rent	Overall results
Dined at a Tacoma restaurant	96%	94%	93%	94%	94%	95%	94%	96%	91%	94%	94%	94%	94%	96%	92%	94%
Participated in neighborhood activities	62%	62%	54%	60%	61%	60%	60%	60%	60%	60%	59%	61%	60%	61%	59%	60%
Participated in educational opportunities (formal and informal)	53%	53%	36%	50%	54%	45%	50%	48%	54%	50%	44%	51%	50%	50%	50%	50%
Shopped in Tacoma neighborhood business districts	90%	96%	95%	95%	94%	96%	95%	96%	93%	95%	92%	95%	95%	97%	93%	95%
Visited Downtown Tacoma	97%	95%	85%	93%	93%	93%	93%	93%	94%	93%	96%	93%	93%	93%	93%	93%
Attended a community meeting	14%	30%	33%	29%	27%	30%	29%	28%	30%	29%	25%	29%	28%	33%	22%	28%

Percent reporting at least once

Question 6 by Respondent Characteristics																
To what degree, if at all, are the following problems in Tacoma:	Respondent Age				Respondent Gender			Respondent Race			Respondent Ethnicity			Housing Tenure		
	18-24	25-64	65+	Overall results	Female	Male	Overall results	White	Non-white	Overall results	Hispanic	Not Hispanic	Overall results	Own	Rent	Overall results
Crime	83%	89%	93%	89%	90%	89%	89%	91%	86%	89%	85%	89%	89%	91%	87%	89%
Vandalism	70%	83%	89%	83%	84%	81%	83%	84%	79%	83%	85%	82%	83%	87%	78%	83%
Graffiti	51%	77%	86%	75%	77%	74%	75%	78%	69%	75%	72%	75%	75%	81%	67%	75%
Gangs	69%	86%	92%	86%	86%	85%	86%	89%	78%	85%	78%	86%	85%	90%	80%	86%
Drugs	85%	90%	94%	90%	92%	88%	90%	91%	88%	90%	93%	90%	90%	92%	88%	90%
Noise	53%	54%	61%	55%	55%	55%	55%	55%	57%	55%	48%	55%	55%	55%	55%	55%
Too much growth	28%	35%	43%	35%	38%	32%	35%	33%	42%	35%	47%	34%	35%	34%	37%	35%
Lack of growth	22%	37%	34%	35%	33%	37%	35%	34%	38%	35%	36%	35%	35%	34%	36%	35%
Run down buildings	48%	61%	60%	60%	62%	57%	60%	62%	54%	59%	56%	59%	59%	61%	57%	60%
Taxes	61%	68%	75%	69%	68%	68%	68%	69%	67%	68%	67%	68%	68%	71%	65%	69%
Traffic congestion	70%	73%	77%	74%	75%	72%	73%	74%	74%	74%	78%	73%	73%	74%	73%	74%
Condition of streets (potholes)	81%	84%	87%	85%	86%	83%	84%	86%	81%	85%	85%	84%	84%	86%	83%	85%
Unsupervised youth	60%	71%	79%	71%	75%	66%	71%	69%	73%	71%	73%	70%	70%	72%	70%	71%
Homelessness	72%	77%	82%	77%	83%	71%	77%	76%	79%	77%	81%	76%	77%	75%	79%	77%
Availability of job opportunities	83%	85%	90%	86%	87%	84%	86%	84%	88%	86%	88%	85%	85%	86%	85%	86%
Availability of affordable housing	52%	63%	72%	63%	68%	58%	63%	62%	66%	63%	64%	63%	63%	59%	68%	63%
Availability of neighborhood and community parks	23%	16%	26%	18%	21%	16%	18%	15%	26%	19%	25%	17%	18%	17%	20%	18%
Availability of bike paths	33%	29%	34%	30%	33%	27%	30%	28%	35%	30%	31%	30%	30%	30%	30%	30%
Availability of sidewalks	29%	28%	35%	29%	32%	26%	29%	28%	33%	29%	35%	29%	29%	30%	28%	29%
Condition of properties (weeds, trash, junk vehicles)	48%	53%	55%	53%	57%	49%	53%	53%	53%	53%	61%	53%	53%	56%	49%	53%
Absence of communications from the City of Tacoma translated into languages other than English	23%	17%	24%	19%	21%	17%	18%	13%	30%	19%	31%	17%	18%	14%	24%	18%

Question 6 by Respondent Characteristics																
To what degree, if at all, are the following problems in Tacoma:	Respondent Age				Respondent Gender			Respondent Race			Respondent Ethnicity			Housing Tenure		
	18-24	25-64	65+	Overall results	Female	Male	Overall results	White	Non-white	Overall results	Hispanic	Not Hispanic	Overall results	Own	Rent	Overall results
Toxic waste or other environmental hazard(s)	36%	34%	36%	35%	39%	31%	35%	32%	40%	35%	38%	34%	34%	31%	40%	34%
Environmental preservation and enhancement	43%	34%	37%	35%	40%	30%	35%	32%	43%	35%	40%	35%	35%	30%	42%	35%

Percent reporting at least a "moderate problem"

Question 7 by Respondent Characteristics																
In the last 12 months, were you or anyone in your household the victim of a crime in the City of Tacoma?	Respondent Age				Respondent Gender			Respondent Race			Respondent Ethnicity			Housing Tenure		
	18-24	25-64	65+	Overall results	Female	Male	Overall results	White	Non-white	Overall results	Hispanic	Not Hispanic	Overall results	Own	Rent	Overall results
In the last 12 months, were you or anyone in your household the victim of a crime in the City of Tacoma?	30%	32%	14%	29%	28%	29%	29%	29%	29%	29%	31%	29%	29%	29%	29%	29%

Percent reporting "yes"

Questions 9, 10, 11 by Respondent Characteristics																
	Respondent Age				Respondent Gender			Respondent Race			Respondent Ethnicity			Housing Tenure		
	18-24	25-64	65+	Overall results	Female	Male	Overall results	White	Non-white	Overall results	Hispanic	Not Hispanic	Overall results	Own	Rent	Overall results
Please rate your sense of personal safety in Tacoma.	41%	49%	56%	49%	47%	52%	49%	50%	48%	49%	56%	49%	49%	49%	49%	49%
Violent crime (e.g., rape, assault, robbery)	38%	44%	46%	44%	41%	47%	44%	44%	43%	44%	40%	44%	44%	44%	42%	43%
Property crime (e.g., burglary, theft)	15%	28%	40%	28%	25%	31%	28%	27%	33%	28%	37%	28%	28%	28%	28%	28%
Fire	65%	64%	71%	66%	61%	71%	66%	67%	63%	66%	68%	66%	66%	68%	62%	66%
In your neighborhood during the day	85%	84%	85%	84%	82%	86%	84%	85%	83%	84%	79%	85%	85%	85%	83%	84%
In your neighborhood after dark	39%	49%	52%	49%	47%	51%	49%	50%	45%	49%	48%	49%	49%	53%	42%	49%
In Tacoma's downtown area during the day	66%	70%	64%	69%	67%	71%	69%	69%	68%	69%	64%	70%	69%	69%	68%	69%
In Tacoma's downtown area after dark	17%	21%	21%	20%	15%	26%	20%	19%	24%	21%	25%	20%	21%	20%	21%	20%
In Tacoma's neighborhood and community parks during the day	80%	74%	67%	74%	73%	74%	74%	74%	73%	73%	72%	74%	74%	72%	75%	73%

Percent reporting "somewhat safe" or "very safe"

Question 12 by Respondent Characteristics																
How do you rate the quality of each of the following services in Tacoma?	Respondent Age				Respondent Gender			Respondent Race			Respondent Ethnicity			Housing Tenure		
	18-24	25-64	65+	Overall results	Female	Male	Overall results	White	Non-white	Overall results	Hispanic	Not Hispanic	Overall results	Own	Rent	Overall results
Police services	49%	64%	80%	65%	65%	66%	66%	69%	57%	65%	64%	65%	65%	70%	59%	65%
Fire services	86%	90%	94%	90%	90%	91%	90%	92%	86%	90%	90%	90%	90%	92%	88%	90%
Emergency medical services	82%	86%	94%	87%	87%	86%	87%	89%	81%	87%	87%	87%	87%	90%	83%	87%
Crime prevention	24%	36%	54%	38%	38%	38%	38%	39%	37%	38%	47%	38%	38%	39%	37%	38%
Traffic enforcement	54%	47%	61%	50%	53%	48%	50%	51%	48%	50%	50%	51%	51%	50%	51%	50%
Garbage collection	64%	82%	90%	81%	81%	83%	82%	85%	74%	82%	75%	82%	81%	86%	75%	82%
Recycling	58%	82%	89%	81%	80%	82%	81%	84%	73%	81%	70%	82%	81%	88%	70%	81%
Yard waste pick up	51%	82%	87%	80%	80%	80%	80%	85%	70%	80%	69%	81%	80%	87%	69%	80%
Street repair	11%	19%	20%	19%	20%	17%	19%	17%	24%	19%	24%	18%	19%	18%	20%	19%
Street cleaning	32%	36%	39%	36%	38%	35%	37%	35%	39%	36%	46%	36%	36%	35%	38%	36%
Street lighting	37%	44%	52%	45%	43%	47%	45%	46%	43%	45%	47%	45%	45%	45%	44%	45%
Snow removal	34%	35%	40%	36%	34%	38%	36%	36%	38%	36%	36%	36%	36%	35%	38%	36%
Sidewalk maintenance	26%	29%	28%	28%	27%	30%	29%	28%	29%	29%	34%	28%	29%	27%	31%	29%
Traffic signal timing	34%	33%	37%	34%	37%	31%	34%	32%	38%	34%	41%	34%	34%	32%	35%	34%
Public parking	35%	32%	34%	33%	33%	33%	33%	31%	37%	33%	40%	32%	33%	33%	33%	33%
Bus/transit services	61%	64%	69%	64%	63%	65%	64%	66%	62%	64%	65%	64%	64%	63%	66%	64%
Storm drainage	52%	54%	58%	55%	51%	59%	55%	57%	49%	55%	54%	55%	55%	57%	52%	55%
Drinking water	48%	65%	74%	65%	58%	72%	65%	67%	60%	64%	62%	65%	65%	72%	55%	65%
Sewer services	61%	69%	78%	70%	66%	73%	70%	73%	63%	70%	67%	70%	70%	74%	64%	70%
Bill payment services for utilities	73%	70%	82%	72%	74%	71%	73%	76%	65%	73%	70%	73%	73%	74%	71%	73%
Neighborhood and community parks	75%	74%	74%	74%	75%	75%	75%	78%	67%	75%	70%	76%	75%	74%	75%	74%

Question 12 by Respondent Characteristics																
How do you rate the quality of each of the following services in Tacoma?	Respondent Age				Respondent Gender			Respondent Race			Respondent Ethnicity			Housing Tenure		
	18-24	25-64	65+	Overall results	Female	Male	Overall results	White	Non-white	Overall results	Hispanic	Not Hispanic	Overall results	Own	Rent	Overall results
Maintenance of neighborhood and community parks	68%	67%	63%	67%	68%	66%	67%	69%	62%	67%	69%	67%	68%	64%	70%	67%
Land use, planning and zoning	44%	36%	36%	37%	39%	36%	37%	36%	40%	37%	48%	37%	38%	35%	41%	37%
Code enforcement (weeds, abandoned buildings, etc.)	27%	29%	30%	29%	28%	31%	29%	28%	33%	29%	41%	29%	30%	28%	32%	29%
Animal control	47%	45%	44%	45%	48%	43%	46%	47%	44%	46%	57%	45%	46%	44%	48%	45%
Support for local businesses	45%	41%	54%	44%	45%	43%	44%	46%	41%	44%	49%	44%	45%	44%	43%	44%
Services to seniors	35%	46%	59%	48%	47%	50%	49%	51%	44%	49%	50%	49%	49%	50%	47%	48%
Services to youth	44%	37%	47%	40%	38%	42%	40%	40%	39%	40%	41%	40%	40%	40%	40%	40%
Services to low-income people	34%	37%	41%	37%	35%	39%	37%	38%	35%	37%	37%	38%	37%	40%	34%	37%
Information received from the city	37%	44%	54%	45%	47%	44%	46%	48%	41%	45%	47%	45%	46%	47%	43%	46%
Municipal courts	38%	45%	59%	47%	48%	46%	47%	48%	45%	47%	48%	47%	47%	48%	45%	47%
TV Tacoma Channel 12	64%	65%	69%	65%	66%	65%	66%	68%	63%	66%	63%	66%	66%	67%	63%	66%
Metro Parks	68%	68%	67%	68%	71%	66%	69%	70%	64%	68%	59%	70%	69%	68%	69%	68%
Tacoma Public Schools	47%	44%	53%	46%	45%	47%	46%	47%	46%	46%	46%	47%	46%	46%	47%	46%

Percent reporting "good" or "excellent"

Question 13 by Respondent Characteristics																
Please rate the overall quality of services in Tacoma.	Respondent Age				Respondent Gender			Respondent Race			Respondent Ethnicity			Housing Tenure		
	18-24	25-64	65+	Overall results	Female	Male	Overall results	White	Non-white	Overall results	Hispanic	Not Hispanic	Overall results	Own	Rent	Overall results
Please rate the overall quality of services in Tacoma.	49%	52%	64%	54%	53%	56%	54%	55%	52%	54%	62%	54%	54%	56%	52%	54%

Percent reporting "good" or "excellent"

Question 14 by Respondent Characteristics																	
		Respondent Age				Respondent Gender			Respondent Race			Respondent Ethnicity			Housing Tenure		
		18-24	25-64	65+	Overall results	Female	Male	Overall results	White	Non-white	Overall results	Hispanic	Not Hispanic	Overall results	Own	Rent	Overall results
Which of the following Public Works services do you think should receive the most emphasis?	Streetlights	11%	8%	6%	8%	9%	7%	8%	6%	13%	8%	14%	8%	8%	6%	11%	8%
	Traffic signals	7%	5%	7%	6%	6%	6%	6%	6%	7%	6%	4%	6%	6%	5%	7%	6%
	Street signs	3%	2%	2%	2%	2%	2%	2%	2%	3%	2%	1%	2%	2%	2%	2%	2%
	Traffic calming devices	7%	9%	7%	9%	8%	10%	9%	8%	10%	9%	9%	9%	9%	10%	8%	9%
	Street repairs	72%	75%	78%	75%	75%	75%	75%	78%	68%	75%	72%	76%	75%	78%	72%	75%
	Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Question 15 by Respondent Characteristics																
Overall, how would you rate the quality of the services provided by each of the following?	Respondent Age				Respondent Gender			Respondent Race			Respondent Ethnicity			Housing Tenure		
	18-24	25-64	65+	Overall results	Female	Male	Overall results	White	Non-white	Overall results	Hispanic	Not Hispanic	Overall results	Own	Rent	Overall results
The Pierce County Government	48%	43%	53%	45%	48%	44%	46%	45%	48%	46%	46%	46%	46%	44%	48%	46%
The State Government	39%	34%	43%	36%	40%	33%	37%	35%	40%	37%	43%	37%	37%	35%	39%	36%
The Federal Government	38%	33%	44%	36%	38%	34%	36%	35%	39%	36%	36%	37%	37%	35%	38%	36%

Percent reporting "good" or "excellent"

Question 16 by Respondent Characteristics																
	Respondent Age				Respondent Gender			Respondent Race			Respondent Ethnicity			Housing Tenure		
	18-24	25-64	65+	Overall results	Female	Male	Overall results	White	Non-white	Overall results	Hispanic	Not Hispanic	Overall results	Own	Rent	Overall results
In the last 12 months, have you had any in-person or phone contact with an employee of the City of Tacoma?	36%	55%	41%	51%	47%	54%	51%	52%	46%	50%	49%	51%	51%	58%	40%	50%

Percent reporting "yes"

Question 17 by Respondent Characteristics																
What was your impression of the City of Tacoma employee in your most recent contact?	Respondent Age				Respondent Gender			Respondent Race			Respondent Ethnicity			Housing Tenure		
	18-24	25-64	65+	Overall results	Female	Male	Overall results	White	Non-white	Overall results	Hispanic	Not Hispanic	Overall results	Own	Rent	Overall results
Knowledge	70%	78%	87%	79%	79%	79%	79%	82%	71%	79%	81%	78%	78%	80%	76%	79%
Responsiveness	65%	70%	81%	71%	74%	69%	71%	75%	61%	71%	77%	70%	71%	74%	66%	71%
Courtesy	77%	75%	87%	77%	79%	76%	77%	81%	66%	77%	77%	77%	77%	80%	71%	77%
Making you feel valued	53%	61%	77%	63%	65%	61%	63%	68%	50%	63%	69%	62%	62%	65%	59%	63%
Overall impression	61%	68%	81%	69%	72%	68%	70%	74%	57%	69%	74%	69%	69%	72%	64%	69%

Percent reporting "good" or "excellent"

This question was asked only of those who reported having contact with a City of Tacoma employee in the last 12 months.

Question 18 by Respondent Characteristics																
How would you rate the overall performance of the Tacoma City government?	Respondent Age				Respondent Gender			Respondent Race			Respondent Ethnicity			Housing Tenure		
	18-24	25-64	65+	Overall results	Female	Male	Overall results	White	Non-white	Overall results	Hispanic	Not Hispanic	Overall results	Own	Rent	Overall results
How would you rate the overall performance of the Tacoma City government?	47%	43%	55%	46%	48%	44%	46%	46%	45%	46%	58%	45%	46%	46%	45%	46%

Percent reporting "good" or "excellent"

Question 19 by Respondent Characteristics																
Please rate the following statements by circling the number which best represents your opinion.	Respondent Age				Respondent Gender			Respondent Race			Respondent Ethnicity			Housing Tenure		
	18-24	25-64	65+	Overall results	Female	Male	Overall results	White	Non-white	Overall results	Hispanic	Not Hispanic	Overall results	Own	Rent	Overall results
I receive good value for the City taxes I pay	31%	38%	46%	38%	38%	39%	39%	38%	39%	39%	37%	39%	39%	39%	37%	38%
I am pleased with the overall direction that the City is taking	48%	44%	50%	46%	47%	45%	46%	44%	50%	46%	46%	46%	46%	44%	48%	46%
I am well informed on major issues in Tacoma	17%	38%	49%	38%	35%	40%	38%	38%	38%	38%	46%	37%	38%	41%	33%	38%
Tacoma City government welcomes citizen involvement	41%	48%	55%	48%	48%	49%	48%	48%	50%	49%	52%	49%	49%	49%	47%	48%
Government operates for the benefit of all the people	25%	34%	43%	35%	36%	33%	35%	36%	33%	35%	38%	35%	35%	35%	35%	35%
Most Tacoma elected officials care what people like me think	21%	32%	41%	33%	36%	30%	33%	34%	31%	33%	36%	33%	33%	33%	32%	33%
I can easily determine who I need to talk to when I have a concern or issue with the City	18%	35%	39%	34%	33%	35%	34%	33%	36%	34%	42%	33%	34%	35%	32%	34%

Percent reporting "somewhat agree" or "strongly agree"

Question 20 by Respondent Characteristics																
Please rate the following statements by circling the number which best represents your opinion.	Respondent Age				Respondent Gender			Respondent Race			Respondent Ethnicity			Housing Tenure		
	18-24	25-64	65+	Overall results	Female	Male	Overall results	White	Non-white	Overall results	Hispanic	Not Hispanic	Overall results	Own	Rent	Overall results
I am well informed on major land use issues in Tacoma	8%	25%	30%	24%	22%	26%	24%	24%	25%	24%	39%	23%	24%	27%	20%	24%
Tacoma's environmentally sensitive areas are well protected	38%	41%	40%	40%	39%	41%	40%	40%	41%	40%	54%	39%	40%	41%	39%	40%
I am pleased with the design (i.e., aesthetics, look) of commercial development in Tacoma	49%	47%	46%	47%	50%	45%	47%	48%	47%	48%	57%	47%	48%	46%	50%	47%
I am satisfied with Tacoma's business licensing services	22%	36%	40%	35%	39%	32%	35%	33%	39%	35%	57%	34%	36%	34%	38%	35%

Percent reporting "somewhat agree" or "strongly agree"

Question 21 by Respondent Characteristics																	
		Respondent Age				Respondent Gender			Respondent Race			Respondent Ethnicity			Housing Tenure		
		18-24	25-64	65+	Overall results	Female	Male	Overall results	White	Non-white	Overall results	Hispanic	Not Hispanic	Overall results	Own	Rent	Overall results
Your property tax is divided among many government agencies. Approximately what percentage of the total tax do you think goes to the City of Tacoma?	Less than 10%	11%	14%	8%	12%	12%	13%	12%	12%	13%	12%	17%	12%	12%	14%	10%	12%
	10-25%	19%	24%	19%	22%	20%	24%	22%	23%	21%	22%	23%	22%	22%	26%	16%	22%
	26-50%	8%	9%	11%	10%	8%	11%	10%	10%	8%	10%	9%	10%	10%	12%	7%	10%
	More than 50%	5%	5%	3%	5%	4%	5%	5%	5%	5%	5%	7%	5%	5%	5%	5%	5%
	Don't know	57%	48%	59%	51%	56%	46%	51%	50%	53%	51%	44%	51%	51%	43%	61%	51%
	Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Question 22 by Respondent Characteristics																
In the last 12 months, about how many times, if ever, have you or other household members used the following sources of information for news about Tacoma?	Respondent Age				Respondent Gender			Respondent Race			Respondent Ethnicity			Housing Tenure		
	18-24	25-64	65+	Overall results	Female	Male	Overall results	White	Non-white	Overall results	Hispanic	Not Hispanic	Overall results	Own	Rent	Overall results
Neighborhood committee meeting	10%	26%	25%	24%	22%	26%	24%	23%	27%	24%	26%	24%	24%	27%	19%	24%
Tacoma newsletter	54%	58%	56%	57%	54%	61%	57%	56%	61%	58%	62%	58%	58%	60%	55%	58%
Local newspaper (print or online)	80%	85%	84%	84%	84%	85%	84%	87%	79%	84%	69%	86%	85%	86%	82%	84%
Radio news	70%	78%	74%	76%	74%	79%	76%	78%	73%	76%	76%	76%	76%	80%	72%	77%
Television news	74%	88%	90%	87%	87%	86%	87%	87%	85%	87%	80%	87%	87%	89%	83%	87%
Word of mouth	85%	84%	76%	83%	84%	81%	83%	85%	78%	83%	74%	83%	83%	84%	81%	83%
Online news services (blogs)	57%	49%	24%	46%	45%	47%	46%	44%	50%	46%	47%	46%	46%	46%	47%	46%
TV Tacoma Channel 12	37%	54%	58%	53%	50%	55%	53%	50%	58%	53%	48%	53%	53%	56%	48%	52%
City's Web site: www.cityoftacoma.org	42%	52%	23%	46%	45%	47%	46%	46%	45%	46%	40%	47%	46%	52%	38%	46%
Social media (Twitter, Facebook, etc.)	41%	28%	9%	27%	28%	25%	26%	24%	33%	27%	39%	26%	27%	24%	30%	26%

Percent reporting at least once

Question 23 by Respondent Neighborhood District																	
		Respondent Age				Respondent Gender			Respondent Race			Respondent Ethnicity			Housing Tenure		
		18-24	25-64	65+	Overall results	Female	Male	Overall results	White	Non-white	Overall results	Hispanic	Not Hispanic	Overall results	Own	Rent	Overall results
How do you access the Internet?	I access the Internet with a mobile device	11%	4%	0%	4%	4%	4%	4%	3%	6%	4%	12%	3%	4%	2%	7%	4%
	I access the Internet with a personal computer	80%	81%	49%	74%	75%	73%	74%	75%	71%	74%	78%	74%	75%	82%	63%	74%
	I don't access the Internet	10%	15%	50%	22%	21%	23%	22%	22%	23%	22%	9%	22%	21%	16%	30%	22%
	Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Appendix E. Comparison of Select Questions by Neighborhood District

The responses by Neighborhood District are compared in this appendix. Responses that are significantly different ($p < .05$) are marked with gray shading.

Summary

Most responses to the survey showed statistically significant differences among the various neighborhood council districts. North End, West End and Northeast council districts gave higher ratings to most of the questions on the survey compared to respondents from other neighborhood council districts. Other than this, there were few visible patterns across survey categories and neighborhood council districts.

Perceptions of problems differed from district to district, as did satisfaction with services and use of information sources.

North End, West End and Northeast council districts gave higher ratings to aspects of quality of life and many community characteristics. New Tacoma had the most optimism about quality of life improving over the next five years. North End, West End and New Tacoma generally rated the accessibility of their communities higher than did other residents, particularly those living in Central Tacoma and in Eastside. South Tacoma gave less favorable ratings for the ease of travel in Tacoma than did residents living in other areas of the City.

Residents in the South Tacoma, Eastside and South End neighborhoods were more likely to perceive potential problems as issues in Tacoma than were others residents. Higher proportions of North End and Northeast residents felt safe when compared to those living in other neighborhood districts, particularly those living in Eastside and South End neighborhoods.

South Tacoma residents were less likely to give positive scores to Tacoma services as well as to services provided by other forms of government than were residents living in other areas of the City. Respondents living in the West End, North End and the Northeast neighborhood districts tended to give higher ratings for the overall performance of the Tacoma City government.

Public trust ratings were lower among those living in the Central, South Tacoma, Eastside and South End neighborhoods than among residents living in other areas of Tacoma.

Question 1 by Neighborhood Council Districts									
Circle the number that best represents your opinion:	Neighborhood Council Districts								
	West End	North End	Northeast	New Tacoma	Central	South Tacoma	Eastside	South End	Overall results
How do you rate Tacoma as a place to live?	76%	80%	74%	66%	68%	57%	62%	58%	67%
How do you rate your neighborhood as a place to live?	78%	89%	84%	54%	50%	44%	41%	45%	59%
How do you rate Tacoma as a place to raise children?	62%	57%	57%	46%	37%	33%	39%	41%	46%
How do you rate Tacoma as a place to retire?	50%	50%	41%	45%	38%	34%	36%	40%	42%
How do you rate the overall quality of life in Tacoma?	69%	72%	66%	58%	54%	45%	47%	50%	57%

Percent reporting "good" or "excellent"

Question 2 by Neighborhood Council Districts									
	Neighborhood Council Districts								
	West End	North End	Northeast	New Tacoma	Central	South Tacoma	Eastside	South End	Overall results
Do you think the quality of life in Tacoma is likely to improve, stay the same, or decline over the next 5 years?	41%	51%	40%	63%	54%	39%	54%	42%	48%

Percent reporting "improve slightly" or "improve a lot"

Question 3 by Neighborhood Council Districts

Please rate each of the following characteristics as they relate to Tacoma as a whole:	Neighborhood Council Districts								Overall results
	West End	North End	Northeast	New Tacoma	Central	South Tacoma	Eastside	South End	
Sense of community	50%	51%	49%	49%	41%	39%	44%	37%	45%
Openness and acceptance of the community towards people of diverse backgrounds	63%	64%	68%	59%	56%	51%	55%	56%	58%
Overall appearance of Tacoma	45%	42%	39%	41%	36%	38%	40%	35%	40%
Opportunities to attend cultural activities	61%	64%	58%	61%	61%	56%	60%	54%	60%
Shopping opportunities	66%	59%	51%	51%	62%	61%	67%	67%	62%
Air quality	55%	46%	38%	39%	44%	41%	41%	42%	44%
Availability of social services programs (e.g., for children, families and seniors)	54%	53%	45%	51%	50%	39%	47%	48%	49%
Job opportunities	17%	16%	13%	18%	13%	11%	18%	13%	15%
Business opportunities	20%	25%	19%	26%	18%	17%	20%	23%	21%
Educational opportunities	61%	69%	58%	53%	56%	43%	52%	54%	56%
Cleanliness of the private properties in your neighborhood	65%	75%	69%	44%	35%	32%	33%	38%	48%
Overall condition of your neighborhood (streets, sidewalks, lighting, etc.)	52%	52%	58%	41%	25%	28%	26%	32%	38%
Accessibility of City facilities for persons with disabilities	64%	64%	63%	55%	52%	59%	52%	59%	58%
Convenient access to neighborhood and community parks	75%	80%	67%	76%	66%	64%	64%	64%	70%
Access to affordable, quality housing	37%	44%	44%	42%	34%	28%	35%	38%	38%
Access to affordable, quality child care	30%	38%	40%	37%	33%	30%	27%	35%	33%
Access to affordable, quality health care	44%	50%	57%	43%	47%	32%	39%	41%	43%
Access to affordable, quality food	62%	70%	67%	55%	63%	48%	52%	60%	59%
Ease of car travel in Tacoma	50%	60%	45%	51%	50%	36%	45%	43%	48%
Ease of bus travel in Tacoma	56%	59%	45%	65%	58%	45%	57%	56%	56%
Ease of rail travel in Tacoma	44%	39%	39%	51%	44%	33%	46%	42%	43%
Ease of bicycle travel in Tacoma	51%	53%	30%	46%	43%	34%	35%	43%	43%
Ease of walking in Tacoma	52%	67%	50%	62%	56%	41%	42%	44%	52%
Overall image/reputation of Tacoma	39%	33%	30%	30%	31%	30%	29%	27%	31%

Question 3 by Neighborhood Council Districts									
Please rate each of the following characteristics as they relate to Tacoma as a whole:	Neighborhood Council Districts								
	West End	North End	Northeast	New Tacoma	Central	South Tacoma	Eastside	South End	Overall results
Overall quality of new development in Tacoma	41%	49%	40%	48%	41%	38%	40%	45%	43%
Availability of parking downtown	17%	22%	20%	24%	18%	14%	23%	12%	19%

Percent reporting "good" or "excellent"

Question 4 by Neighborhood Council Districts										
Please rate the speed of growth in the following categories in Tacoma over the past 2 years:		Neighborhood Council Districts								
		West End	North End	Northeast	New Tacoma	Central	South Tacoma	Eastside	South End	Overall Results
Population growth	Too slow	11%	7%	13%	12%	12%	6%	10%	6%	9%
	Right amount	53%	62%	56%	62%	54%	40%	42%	44%	51%
	Too fast	35%	31%	31%	26%	35%	54%	47%	50%	40%
	Total	100%	100%	100%	100%	100%	100%	100%	100%	100%
Retail growth (i.e., stores, restaurants, etc.)	Too slow	44%	44%	51%	49%	43%	36%	43%	39%	43%
	Right amount	43%	46%	41%	42%	47%	50%	45%	52%	46%
	Too fast	13%	10%	8%	9%	11%	15%	12%	10%	11%
	Total	100%	100%	100%	100%	100%	100%	100%	100%	100%
Job growth	Too slow	89%	92%	92%	89%	89%	85%	91%	90%	89%
	Right amount	7%	7%	7%	10%	11%	10%	9%	9%	9%
	Too fast	5%	1%	1%	1%	1%	4%	0%	1%	2%
	Total	100%	100%	100%	100%	100%	100%	100%	100%	100%

Question 5 by Neighborhood Council Districts

In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Tacoma?	Neighborhood Council Districts								Overall results
	West End	North End	Northeast	New Tacoma	Central	South Tacoma	Eastside	South End	
Used Tacoma Public Libraries or their services	67%	75%	70%	69%	73%	68%	71%	73%	71%
Visited a neighborhood or community park	89%	94%	89%	96%	94%	90%	90%	90%	92%
Ridden a local bus within Tacoma	38%	49%	25%	66%	55%	48%	51%	46%	48%
Attended a meeting of local elected officials or other local public meeting	21%	27%	38%	28%	29%	24%	26%	24%	26%
Watched a meeting of local elected officials or other local public meeting on cable television	54%	41%	49%	41%	53%	52%	51%	53%	49%
Recycled paper, cans or bottles from your home	86%	98%	98%	87%	94%	90%	96%	94%	93%
Volunteered your time to some group/activity in Tacoma	57%	61%	48%	54%	57%	44%	56%	45%	53%
Used the Internet	85%	91%	94%	83%	83%	83%	84%	79%	85%
Used the Internet to conduct business with Tacoma	52%	65%	67%	54%	56%	45%	55%	47%	55%
Used a bike lane or pedestrian trail	51%	72%	63%	60%	54%	49%	46%	44%	54%
Participated in a senior program	17%	14%	10%	22%	24%	12%	23%	19%	18%
Dined at a Tacoma restaurant	94%	98%	98%	94%	94%	94%	90%	94%	94%
Participated in neighborhood activities	61%	72%	66%	66%	56%	52%	56%	52%	60%
Participated in educational opportunities (formal and informal)	49%	60%	43%	50%	56%	44%	50%	44%	50%
Shopped in Tacoma neighborhood business districts	96%	99%	93%	95%	94%	95%	93%	94%	95%
Visited Downtown Tacoma	88%	96%	94%	97%	95%	90%	92%	94%	93%
Attended a community meeting	25%	25%	37%	26%	32%	31%	31%	28%	29%

Percent reporting at least once

Question 6 by Respondent Neighborhood District									
To what degree, if at all, are the following problems in Tacoma:	Neighborhood Council Districts								Overall results
	West End	North End	Northeast	New Tacoma	Central	South Tacoma	Eastside	South End	
Crime	87%	90%	87%	85%	90%	91%	91%	91%	89%
Vandalism	81%	80%	81%	73%	82%	87%	88%	87%	83%
Graffiti	76%	73%	78%	64%	73%	76%	80%	83%	76%
Gangs	83%	85%	87%	78%	84%	86%	87%	93%	85%
Drugs	88%	90%	88%	88%	90%	90%	89%	96%	90%
Noise	44%	48%	51%	58%	51%	59%	63%	65%	55%
Too much growth	37%	26%	33%	27%	32%	47%	40%	43%	36%
Lack of growth	33%	35%	37%	40%	31%	31%	35%	33%	34%
Run down buildings	59%	60%	61%	63%	57%	60%	54%	59%	59%
Taxes	75%	61%	71%	57%	67%	72%	69%	76%	69%
Traffic congestion	79%	66%	75%	63%	67%	85%	78%	78%	74%
Condition of streets (potholes)	88%	85%	77%	79%	84%	85%	88%	86%	85%
Unsupervised youth	71%	61%	69%	61%	68%	80%	79%	76%	71%
Homelessness	71%	73%	72%	83%	81%	74%	79%	82%	77%
Availability of job opportunities	87%	86%	81%	84%	84%	84%	86%	90%	86%
Availability of affordable housing	63%	60%	55%	63%	66%	69%	62%	71%	64%
Availability of neighborhood and community parks	15%	9%	20%	18%	17%	21%	28%	24%	19%
Availability of bike paths	22%	25%	31%	33%	27%	30%	42%	32%	30%
Availability of sidewalks	31%	19%	30%	27%	27%	33%	36%	33%	30%
Condition of properties (weeds, trash, junk vehicles)	54%	36%	52%	52%	56%	55%	57%	59%	53%
Absence of communications from the City of Tacoma translated into languages other than English	10%	10%	9%	22%	18%	22%	31%	22%	19%
Toxic waste or other environmental hazard(s)	27%	37%	31%	44%	30%	34%	36%	34%	35%
Environmental preservation and enhancement	31%	30%	28%	42%	35%	34%	41%	35%	35%

Percent reporting at least a "moderate problem"

Question 7 by Neighborhood Council Districts t									
In the last 12 months, were you or anyone in your household the victim of a crime in the City of Tacoma?	Neighborhood Council Districts								
	West End	North End	Northeast	New Tacoma	Central	South Tacoma	Eastside	South End	Overall results
In the last 12 months, were you or anyone in your household the victim of a crime in the City of Tacoma?	23%	33%	18%	25%	32%	32%	26%	34%	28%

Percent reporting "yes"

Questions 9, 10, 11 by Neighborhood Council Districts									
	Neighborhood Council Districts								
	West End	North End	Northeast	New Tacoma	Central	South Tacoma	Eastside	South End	Overall results
Please rate your sense of personal safety in Tacoma.	53%	63%	64%	53%	47%	41%	46%	34%	49%
Violent crime (e.g., rape, assault, robbery)	49%	57%	53%	46%	43%	36%	36%	30%	43%
Property crime (e.g., burglary, theft)	37%	27%	38%	32%	28%	23%	26%	21%	29%
Fire	67%	75%	67%	62%	66%	60%	63%	64%	66%
In your neighborhood during the day	89%	93%	93%	83%	82%	78%	77%	80%	84%
In your neighborhood after dark	63%	70%	77%	34%	42%	42%	35%	37%	48%
In Tacoma's downtown area during the day	61%	78%	69%	75%	69%	62%	65%	68%	68%
In Tacoma's downtown area after dark	14%	24%	16%	29%	25%	17%	20%	15%	20%
In Tacoma's neighborhood and community parks during the day	72%	85%	77%	77%	73%	66%	66%	72%	73%

Percent reporting "somewhat safe" or "very safe"

Question 12 by Neighborhood Council Districts

How do you rate the quality of each of the following services in Tacoma?	Neighborhood Council Districts								
	West End	North End	Northeast	New Tacoma	Central	South Tacoma	Eastside	South End	Overall results
Police services	72%	75%	76%	59%	65%	57%	62%	61%	65%
Fire services	94%	92%	89%	90%	87%	93%	85%	92%	90%
Emergency medical services	90%	91%	86%	83%	88%	85%	83%	88%	87%
Crime prevention	44%	40%	44%	40%	39%	31%	37%	34%	38%
Traffic enforcement	52%	55%	54%	54%	49%	43%	47%	47%	50%
Garbage collection	84%	89%	88%	77%	81%	79%	81%	76%	81%
Recycling	79%	89%	88%	69%	84%	77%	82%	78%	80%
Yard waste pick up	85%	90%	89%	64%	79%	75%	77%	78%	80%
Street repair	14%	15%	27%	20%	16%	16%	22%	20%	18%
Street cleaning	43%	39%	38%	38%	33%	26%	32%	36%	36%
Street lighting	44%	49%	52%	45%	45%	41%	40%	45%	45%
Snow removal	42%	33%	31%	40%	36%	38%	35%	35%	36%
Sidewalk maintenance	33%	26%	30%	30%	23%	25%	29%	28%	28%
Traffic signal timing	38%	35%	39%	35%	32%	24%	33%	30%	33%
Public parking	30%	37%	33%	34%	30%	29%	32%	32%	32%
Bus/transit services	68%	67%	53%	68%	64%	56%	65%	64%	64%
Storm drainage	59%	63%	58%	55%	51%	48%	49%	55%	55%
Drinking water	71%	68%	75%	53%	63%	62%	62%	60%	64%
Sewer services	70%	78%	78%	68%	65%	61%	67%	68%	69%
Bill payment services for utilities	77%	80%	81%	74%	70%	65%	66%	69%	72%
Neighborhood and community parks	81%	85%	72%	80%	71%	71%	65%	67%	74%
Maintenance of neighborhood and community parks	68%	79%	61%	73%	63%	61%	59%	63%	66%
Land use, planning and zoning	35%	40%	33%	42%	36%	34%	34%	38%	37%
Code enforcement (weeds, abandoned buildings, etc.)	30%	29%	22%	31%	25%	26%	31%	35%	29%
Animal control	51%	52%	47%	52%	42%	38%	42%	44%	46%
Support for local businesses	44%	51%	46%	45%	40%	34%	46%	43%	44%
Services to seniors	55%	48%	42%	49%	42%	47%	49%	52%	49%

Question 12 by Neighborhood Council Districts									
How do you rate the quality of each of the following services in Tacoma?	Neighborhood Council Districts								
	West End	North End	Northeast	New Tacoma	Central	South Tacoma	Eastside	South End	Overall results
Services to youth	44%	46%	43%	44%	33%	38%	36%	40%	40%
Services to low-income people	41%	39%	45%	37%	35%	32%	35%	35%	37%
Information received from the city	47%	51%	45%	46%	38%	36%	49%	46%	45%
Municipal courts	49%	48%	47%	52%	41%	42%	47%	49%	47%
TV Tacoma Channel 12	69%	70%	61%	60%	63%	66%	60%	70%	65%
Metro Parks	68%	79%	63%	72%	68%	64%	60%	66%	68%
Tacoma Public Schools	50%	53%	48%	45%	43%	47%	39%	50%	46%

Percent reporting "good" or "excellent"

Question 13 by Respondent Neighborhood District									
Please rate the overall quality of services in Tacoma.	Neighborhood Council Districts								
	West End	North End	Northeast	New Tacoma	Central	South Tacoma	Eastside	South End	Overall results
Please rate the overall quality of services in Tacoma.	55%	65%	60%	53%	51%	48%	50%	49%	54%

Percent reporting "good" or "excellent"

Question 14 by Neighborhood Council Districts										
		Neighborhood Council Districts								
		West End	North End	Northeast	New Tacoma	Central	South Tacoma	Eastside	South End	Overall results
Which of the following Public Works services do you think should receive the most emphasis?	Streetlights	9%	3%	9%	11%	7%	12%	9%	6%	8%
	Traffic signals	5%	4%	5%	8%	6%	3%	5%	10%	6%
	Street signs	2%	0%	3%	4%	2%	2%	2%	2%	2%
	Traffic calming devices	4%	9%	7%	5%	10%	13%	12%	10%	9%
	Street repairs	80%	83%	76%	72%	75%	70%	72%	72%	75%
	Total	100%	100%	100%	100%	100%	100%	100%	100%	100%

Question 15 by Neighborhood Council Districts									
Overall, how would you rate the quality of the services provided by each of the following?	Neighborhood Council Districts								
	West End	North End	Northeast	New Tacoma	Central	South Tacoma	Eastside	South End	Overall results
The Pierce County Government	49%	53%	46%	48%	42%	39%	40%	47%	46%
The State Government	44%	39%	33%	45%	36%	26%	31%	37%	37%
The Federal Government	38%	41%	29%	43%	39%	28%	30%	38%	36%

Percent reporting "good" or "excellent"

Question 16 by Neighborhood Council Districts									
In the last 12 months, have you had any in-person or phone contact with an employee of the City of Tacoma?	Neighborhood Council Districts								
	West End	North End	Northeast	New Tacoma	Central	South Tacoma	Eastside	South End	Overall results
In the last 12 months, have you had any in-person or phone contact with an employee of the City of Tacoma?	47%	57%	54%	37%	57%	49%	54%	42%	50%

Percent reporting "yes"

Question 17 by Neighborhood Council Districts									
What was your impression of the City of Tacoma employee in your most recent contact?	Neighborhood Council Districts								
	West End	North End	Northeast	New Tacoma	Central	South Tacoma	Eastside	South End	Overall results
Knowledge	83%	81%	77%	76%	78%	80%	77%	75%	79%
Responsiveness	77%	75%	71%	67%	73%	70%	71%	62%	71%
Courtesy	81%	83%	79%	75%	76%	76%	74%	69%	77%
Making you feel valued	66%	69%	64%	61%	64%	58%	59%	56%	62%
Overall impression	76%	76%	72%	65%	70%	66%	65%	62%	69%

Percent reporting "good" or "excellent"

This question was asked only of those who reported having contact with a City of Tacoma employee in the last 12 months.

Question 18 by Neighborhood Council Districts									
How would you rate the overall performance of the Tacoma City government?	Neighborhood Council Districts								
	West End	North End	Northeast	New Tacoma	Central	South Tacoma	Eastside	South End	Overall results
How would you rate the overall performance of the Tacoma City government?	53%	54%	53%	43%	39%	40%	41%	45%	46%

Percent reporting "good" or "excellent"

Question 19 by Neighborhood Council Districts									
Please rate the following statements by circling the number which best represents your opinion.	Neighborhood Council Districts								
	West End	North End	Northeast	New Tacoma	Central	South Tacoma	Eastside	South End	Overall results
I receive good value for the City taxes I pay	36%	47%	41%	42%	35%	34%	39%	34%	38%
I am pleased with the overall direction that the City is taking	40%	55%	42%	55%	41%	40%	44%	43%	45%
I am well informed on major issues in Tacoma	38%	44%	38%	39%	36%	29%	42%	32%	37%
Tacoma City government welcomes citizen involvement	49%	54%	47%	50%	43%	47%	47%	49%	49%
Government operates for the benefit of all the people	40%	39%	33%	39%	29%	32%	31%	35%	35%
Most Tacoma elected officials care what people like me think	31%	43%	29%	38%	27%	30%	29%	31%	32%
I can easily determine who I need to talk to when I have a concern or issue with the City	31%	39%	32%	34%	33%	30%	31%	39%	34%

Percent reporting "somewhat agree" or "strongly agree"

Question 20 by Neighborhood Council Districts									
Please rate the following statements by circling the number which best represents your opinion.	Neighborhood Council Districts								
	West End	North End	Northeast	New Tacoma	Central	South Tacoma	Eastside	South End	Overall results
I am well informed on major land use issues in Tacoma	26%	24%	30%	26%	24%	16%	26%	23%	24%
Tacoma's environmentally sensitive areas are well protected	48%	43%	42%	41%	44%	37%	35%	35%	40%
I am pleased with the design (i.e., aesthetics, look) of commercial development in Tacoma	48%	50%	53%	54%	44%	43%	45%	48%	48%
I am satisfied with Tacoma's business licensing services	41%	32%	31%	41%	28%	35%	36%	36%	36%

Percent reporting "somewhat agree" or "strongly agree"

Question 21 by Neighborhood Council Districts

		Neighborhood Council Districts								
		West End	North End	Northeast	New Tacoma	Central	South Tacoma	Eastside	South End	Overall results
Your property tax is divided among many government agencies. Approximately what percentage of the total tax do you think goes to the City of Tacoma?	Less than 10%	12%	9%	16%	12%	12%	13%	15%	14%	13%
	10-25%	26%	26%	26%	17%	19%	20%	19%	20%	21%
	26-50%	11%	14%	13%	7%	8%	10%	7%	9%	9%
	More than 50%	4%	5%	5%	7%	5%	3%	5%	4%	5%
	Don't know	47%	46%	40%	57%	56%	54%	54%	53%	51%
	Total	100%	100%	100%	100%	100%	100%	100%	100%	100%

Question 22 by Neighborhood District									
In the last 12 months, about how many times, if ever, have you or other household members used the following sources of information for news about Tacoma?	Neighborhood Council Districts								
	West End	North End	Northeast	New Tacoma	Central	South Tacoma	Eastside	South End	Overall results
Neighborhood committee meeting	19%	16%	33%	24%	25%	30%	26%	27%	24%
Tacoma newsletter	51%	58%	67%	58%	58%	61%	59%	55%	58%
Local newspaper (print or online)	88%	92%	83%	84%	83%	82%	77%	81%	84%
Radio news	81%	76%	80%	66%	73%	78%	79%	74%	76%
Television news	91%	87%	89%	80%	82%	87%	87%	91%	87%
Word of mouth	86%	90%	85%	82%	84%	77%	78%	79%	82%
Online news services (blogs)	47%	57%	40%	46%	46%	37%	44%	41%	45%
TV Tacoma Channel 12	57%	48%	54%	46%	56%	54%	53%	54%	53%
City's Web site: www.cityoftacoma.org	41%	58%	53%	38%	46%	39%	41%	43%	44%
Social media (Twitter, Facebook, etc.)	23%	25%	13%	34%	27%	22%	28%	29%	26%

Percent reporting at least once

Question 23 by Neighborhood Council Districts										
		Neighborhood Council Districts								
		West End	North End	Northeast	New Tacoma	Central	South Tacoma	Eastside	South End	Overall results
How do you access the Internet?	I access the Internet with a mobile device	2%	4%	1%	10%	4%	3%	5%	1%	4%
	I access the Internet with a personal computer	78%	82%	92%	60%	69%	72%	70%	66%	73%
	I don't access the Internet	20%	15%	7%	30%	27%	25%	25%	33%	24%
	Total	100%	100%	100%	100%	100%	100%	100%	100%	100%

Appendix F. Survey Methodology

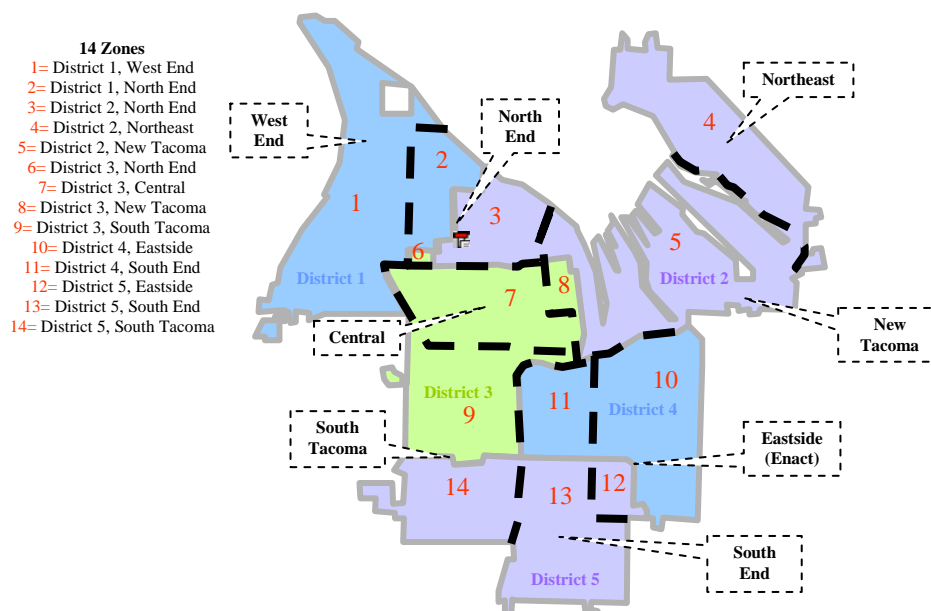
Survey Instrument Development

The Tacoma Citizen Survey was administered by mail, with a Web option, in August 2010. This was the second iteration of the survey. Data for the previous iteration was collected by mail in 2006. General citizen surveys, such as this one, ask recipients their perspectives about the quality of life in the city, their use of City amenities, their opinion on policy issues facing the City and their assessment of City service delivery. The citizen survey instrument for Tacoma was developed by starting with the version from the previous implementation in 2006. For the most part, questions on the 2010 survey are identical to those on the 2006 version, with just a few minor modifications. In an iterative process between City staff and NRC staff, a final six-page questionnaire was created.

Sample Selection

For the 2010 survey, 9,600 residents were randomly selected across 14 geographic areas (see map below) within the city to receive survey mailings. To ensure households selected to participate in the survey were within the City of Tacoma boundaries, the latitude and longitude of each address was plotted to determine its location (i.e., zone) within the city. Addresses that fell outside of the city boundaries were removed from the sample. Attached units within the city were oversampled to compensate for detached unit residents' tendency to return surveys at a higher rate. An individual within each household was selected using the birthday method. (The birthday method selects a person within the household by asking the "person whose birthday has most recently passed" to complete the questionnaire. The underlying assumption in this method is that day of birth has no relationship to the way people respond to surveys.)

Tacoma Sampling Zones



Survey Administration

Households received four mailings, one week apart beginning in late July of 2010. Completed surveys were collected over a six-week period. The first mailing was a prenotification postcard announcing the upcoming survey. The following two mailings contained a letter from the Mayor, a questionnaire, and a postage-paid envelope. Residents receiving the mailings were provided the opportunity to complete the survey online instead of on paper. The fourth mailing was a follow-up reminder postcard. About 5% of the postcards were returned as undeliverable because the housing unit was vacant or the postal service was unable to deliver the survey as addressed. Of the 9,093 households that received the survey, 3,024 respondents completed the survey, 128 of which were completed online via the Web version, providing an overall response rate of 33%.

Reaching Non-English-Speaking Residents

The cover letter and survey were mailed to residents in English. The cover letters included a paragraph in Spanish that described the purpose of the survey and included a number that respondents could call to request the survey in Spanish. Two respondents requested the survey in Spanish and one completed the survey using the Spanish version.

The survey packet included a one page insert with a paragraph in four languages (Russian, Vietnamese, Korean, and Cambodian) that described the contents of the packet, and provided a phone number to call if the resident wanted to receive the survey in another language, or get assistance in completing the survey.

Weighting the Data

The surveys were analyzed using SPSS (Statistical Package for the Social Sciences.) The demographic characteristics of the survey sample for each of the five Councilmanic Districts were compared to those found in the 2000 Census estimates provided by the City and were statistically adjusted to reflect the larger population for each district when necessary. Other discrepancies between the whole population and the sample were also aided by the weighting due to the intercorrelation of many socioeconomic characteristics.

The variables used for weighting were housing tenure (rent versus own), race, ethnicity, age gender and Councilmanic District. This decision was based on:

- The disparity between the survey respondent characteristics and the population norms for these variables
- The magnitude of differences of opinion among these subgroups
- The weighting, if any, done in prior years

The primary objective of weighting survey data is to make the survey sample reflective of the larger population of the community. This is done by: 1) reviewing the sample demographics and comparing them to the population norms from the Census and 2) comparing the responses to different questions for demographic subgroups. The percentage of residents with demographic characteristics that are least similar to the percentages in the Census and the demographic categories of residents whose opinions are most different from each other are the

best candidates for data weighting. A third criterion sometimes used is the importance that the community places on a specific variable. For example, if a jurisdiction feels that accurate race representation is key to staff and public acceptance of the study results, additional consideration will be given in the weighting process to adjusting the race variable.

The results of the weighting scheme are presented in the table on the following page.

City of Tacoma 2010 Citizen Survey Weighting Table																		
Characteristic	Population Norm ¹						Unweighted Data						Weighted Data					
	Citywide	District 1	District 2	District 3	District 4	District 5	Citywide	District 1	District 2	District 3	District 4	District 5	Citywide	District 1	District 2	District 3	District 4	District 5
Housing																		
Own home	55%	59%	55%	38%	61%	61%	64%	72%	60%	51%	70%	75%	57%	61%	56%	40%	63%	67%
Rent home	45%	41%	45%	62%	39%	39%	36%	28%	40%	49%	30%	25%	43%	39%	44%	61%	37%	33%
Race and Ethnicity																		
Hispanic	7%	4%	4%	8%	11%	8%	5%	1%	3%	6%	5%	7%	7%	4%	4%	8%	11%	9%
Not Hispanic	93%	96%	96%	92%	89%	92%	95%	99%	97%	94%	95%	93%	93%	96%	96%	92%	89%	92%
White	69%	83%	83%	59%	58%	63%	76%	87%	82%	71%	68%	72%	70%	83%	83%	59%	59%	64%
Non-white	31%	17%	17%	41%	42%	37%	24%	13%	18%	29%	32%	28%	30%	17%	17%	41%	41%	36%
Sex and Age																		
18-24 years of age	14%	11%	17%	15%	13%	14%	4%	2%	5%	5%	3%	2%	12%	9%	16%	14%	11%	8%
25-64 years of age	70%	66%	72%	69%	73%	70%	70%	60%	71%	70%	69%	72%	70%	65%	72%	68%	73%	74%
65+ years of age	16%	23%	11%	16%	14%	16%	27%	38%	24%	25%	28%	26%	18%	27%	12%	18%	16%	18%
Female	51%	53%	51%	51%	50%	51%	57%	56%	58%	58%	58%	52%	52%	55%	51%	51%	52%	50%
Male	49%	47%	49%	49%	50%	49%	43%	44%	42%	42%	42%	48%	48%	45%	49%	49%	48%	50%
District Population																		
District 1	20%						15%						20%					
District 2	20%						29%						20%					
District 3	20%						25%						20%					
District 4	20%						17%						20%					
District 5	20%						14%						20%					

¹ Source: 2000 Census

Age=18+; gender, ethnicity and race is total population; tenure is out of total households/occupied units

Data Analysis

The surveys were analyzed using the Statistical Package for the Social Sciences (SPSS). Frequency distributions are presented in the body of the report. Chi-square and ANOVA tests of significance were applied to breakdowns of selected survey questions by respondent characteristics. A “p-value” of 0.05 or less indicates that there is less than a 5% probability that differences observed between groups are due to chance; or in other words, a greater than 95% probability that the differences observed in the selected categories of the sample represent “real” differences among those populations. Where differences between subgroups are statistically significant, they are marked with grey shading in tables.

Appendix G. Jurisdictions Included In Benchmark Comparisons

Listed below are the jurisdictions included in the National comparisons provided for the City of Tacoma followed by the 2000 population according to the U.S. Census. At the end of this section are listed the jurisdictions included in the similar population size (100,000 to 350,000) comparison.

Jurisdictions Included in National Comparisons

Agoura Hills, CA.....	20,537	Bozeman, MT.....	27,509
Alamogordo, NM.....	35,582	Branson, MO.....	6,050
Albany, GA.....	76,939	Brea, CA.....	35,410
Albany, OR.....	40,852	Breckenridge, CO.....	2,408
Albemarle County, VA.....	79,236	Brevard County, FL.....	476,230
Alpharetta, GA.....	34,854	Brisbane, CA.....	3,597
Ames, IA.....	50,731	Broken Arrow, OK.....	74,839
Andover, MA.....	31,247	Broomfield, CO.....	38,272
Ankeny, IA.....	27,117	Bryan, TX.....	34,733
Ann Arbor, MI.....	114,024	Burlingame, CA.....	28,158
Arapahoe County, CO.....	487,967	Burlington, MA.....	22,876
Archuleta County, CO.....	9,898	Calgary, Canada.....	878,866
Arkansas City, KS.....	11,963	Cambridge, MA.....	101,355
Arlington County, VA.....	189,453	Canandaigua, NY.....	11,264
Arvada, CO.....	102,153	Cape Coral, FL.....	102,286
Asheville, NC.....	68,889	Carlsbad, CA.....	78,247
Aspen, CO.....	5,914	Carson City, NV.....	52,457
Auburn, AL.....	42,987	Cartersville, GA.....	15,925
Auburn, WA.....	40,314	Carver County, MN.....	70,205
Aurora, CO.....	276,393	Cary, NC.....	94,536
Austin, TX.....	656,562	Casa Grande, AZ.....	25,224
Avondale, AZ.....	35,883	Castle Rock, CO.....	20,224
Baltimore County, MD.....	754,292	Cedar Creek, NE.....	396
Barnstable, MA.....	47,821	Centennial, CO.....	103,000
Batavia, IL.....	23,866	Centralia, IL.....	14,136
Battle Creek, MI.....	53,364	Chandler, AZ.....	176,581
Bedford, MA.....	12,595	Chanhassen, MN.....	20,321
Beekman, NY.....	11,452	Chanute, KS.....	9,411
Belleair Beach, FL.....	1,751	Charlotte County, FL.....	141,627
Bellevue, WA.....	109,569	Charlotte, NC.....	540,828
Bellflower, CA.....	72,878	Chesapeake, VA.....	199,184
Bellingham, WA.....	67,171	Chesterfield County, VA.....	259,903
Benbrook, TX.....	20,208	Cheyenne, WY.....	53,011
Bend, OR.....	52,029	Chittenden County, VT.....	146,571
Benicia, CA.....	26,865	Chula Vista, CA.....	173,556
Bettendorf, IA.....	31,275	Clark County, WA.....	345,238
Billings, MT.....	89,847	Clay County, MO.....	184,006
Blacksburg, VA.....	39,357	Clear Creek County, CO.....	9,322
Bloomfield, NM.....	6,417	Clearwater, FL.....	108,787
Blue Ash, OH.....	12,513	Cococino County, AZ.....	116,320
Blue Earth, MN.....	3,621	College Park, MD.....	24,657
Blue Springs, MO.....	48,080	Collier County, FL.....	251,377
Boise, ID.....	185,787	Collinsville, IL.....	24,707
Bonita Springs, FL.....	32,797	Colorado Springs, CO.....	360,890
Borough of Ebensburg, PA.....	3,091	Columbus, WI.....	4,479
Botetourt County, VA.....	30,496	Concord, CA.....	121,780
Boulder County, CO.....	291,288	Concord, NC.....	55,977
Boulder, CO.....	94,673	Conyers, GA.....	10,689
Bowling Green, KY.....	49,296	Cooper City, FL.....	27,939

Coppell, TX	39,958	Fairway, KS.....	3,952
Coral Springs, FL	117,549	Farmington, NM	37,844
Corpus Christi, TX.....	277,454	Farmington, UT	12,081
Corvallis, OR	49,322	Fayetteville, AR	58,047
Coventry, CT	11,504	Federal Way, WA	83,259
Craig, CO	9,189	Fishers, IN	37,835
Cranberry Township, PA	23,625	Flagstaff, AZ.....	52,894
Crested Butte, CO	1,529	Florence, AZ	17,054
Creve Coeur, MO	16,500	Flower Mound, TX.....	50,702
Crystal Lake, IL	38,000	Flushing, MI	8,348
Cumberland County, PA	213,674	Fort Collins, CO.....	118,652
Dakota County, MN.....	355,904	Fort Worth, TX.....	534,694
Dallas, TX	1,188,580	Freeport, IL	26,443
Dallas, TX	1,188,580	Fridley, MN.....	27,449
Dania Beach, FL	20,061	Fruita, CO	6,478
Davenport, IA	98,359	Gainesville, FL	95,447
Davidson, NC	7,139	Gaithersburg, MD.....	52,613
Daviess County, KY	91,545	Gaithersburg, MD.....	52,613
Davis, CA	60,308	Galt, CA	19,472
Daytona Beach, FL	64,112	Gardner, KS	9,396
De Pere, WI	20,559	Georgetown, CO	1,088
Decatur, GA	18,147	Georgetown, TX.....	28,339
DeKalb, IL	39,018	Gig Harbor, WA.....	6,465
Del Mar, CA	4,389	Gilbert, AZ.....	109,697
Delaware, OH.....	25,243	Gillette, WY	19,646
Delhi Township, MI.....	22,569	Gladstone, MI.....	5,032
Delray Beach, FL	60,020	Grand County, CO	12,442
Denton, TX.....	80,537	Grand Junction, CO	41,986
Denver (City and County), CO	554,636	Grand Prairie, TX	127,427
Denver Public Library, CO	NA	Grandview, MO	24,881
Des Moines, IA.....	198,682	Green Valley,	NA
Destin, FL.....	11,119	Greenville, SC	10,468
Dewey-Humboldt, AZ	6,295	Greenwood Village, CO	11,035
District of Saanich, Victoria, Canada.....	103,654	Guelph, Ontario, Canada	114,943
Douglas County, CO	175,766	Gulf Shores, AL.....	5,044
Dover, DE	32,135	Gunnison County, CO	13,956
Dover, NH	26,884	Gurnee, IL	28,834
Downers Grove, IL	48,724	Hampton, VA.....	146,437
Dublin, CA	29,973	Hanau, Germany.....	NA
Dublin, OH	31,392	Hanover County, VA	86,320
Duluth, MN	86,918	Hartford, CT	121,578
Duncanville, TX.....	36,081	Henderson, NV.....	175,381
Durango, CO	13,922	Hermiston, OR	13,154
Durham, NC.....	187,038	High Point, NC	85,839
Duval County, FL	778,879	Highland Park, IL.....	31,365
Eagle County, CO	41,659	Highlands Ranch, CO	70,931
East Providence, RI	48,688	Hillsborough County, FL.....	998,948
Eau Claire, WI	61,704	Honolulu, HI	876,156
Edmond, OK	68,315	Hopewell, VA.....	22,354
Edmonton, Canada	666,104	Hoquiam, WA.....	9,097
El Cerrito, CA	23,171	Hot Sulphur Springs, CO.....	521
El Paso, TX.....	563,662	Howell, MI	9,232
Elk Grove, CA	59,984	Hudson, OH	22,439
Ellisville, MO.....	9,104	Hurst, TX.....	36,273
Elmhurst, IL	42,762	Hutchinson, MN.....	13,080
Englewood, CO.....	31,727	Hutto, TX.....	1,250
Ephrata Borough, PA	13,213	Indianola, IA	12,998
Escambia County, FL.....	294,410	Irving, TX.....	191,615
Escanaba, MI	13,140	Jackson County, MI.....	158,422
Eugene, OR	137,893	Jackson County, OR	181,269
Eustis, FL	15,106	James City County, VA	48,102
Evanston, IL	74,239	Jefferson County, CO.....	527,056

Joplin, MO	45,504	Mission, KS	9,727
Jupiter, FL	39,328	Missoula, MT	57,053
Kamloops, Canada	77,281	Montgomery County, MD	873,341
Kannapolis, NC	36,910	Montpelier, VT	8,035
Keizer, OR	32,203	Montrose, CO	12,344
Kelowna, Canada	96,288	Moorestville, NC	18,823
Kettering, OH	57,502	Morgan Hill, CA	33,556
Kirkland, WA	45,054	Morgantown, WV	26,809
Kissimmee, FL	47,814	Moscow, ID	21,291
Kitsap County, WA	231,969	Mountain View, CA	70,708
Kutztown Borough, PA	5,067	Mountlake Terrace, WA	20,362
La Mesa, CA	54,749	Multnomah County, OR	660,486
La Plata, MD	6,551	Munster, IN	21,511
La Vista, NE	11,699	Naperville, IL	128,358
Laguna Beach, CA	23,727	Nashville, TN	545,524
Lakewood, CO	144,126	Needham, MA	28,911
Lane County, OR	322,959	New Orleans, LA	484,674
Laramie, WY	27,204	New York City, NY	8,008,278
Larimer County, CO	251,494	Newport Beach, CA	70,032
Lawrence, KS	80,098	Newport News, VA	180,150
Lebanon, NH	12,568	Newport, RI	26,475
Lebanon, OH	16,962	Normal, IL	45,386
Lee County, FL	454,918	North Branch, MN	8,023
Lee's Summit, MO	70,700	North Las Vegas, NV	115,488
Lenexa, KS	40,238	North Palm Beach, FL	12,064
Lexington, VA	6,867	North Port, FL	22,797
Liberty, MO	26,232	Northampton County, VA	13,093
Lincolnwood, IL	12,359	Northern Tier Coalition Community Survey	NA
Little Rock, AR	183,133	Northglenn, CO	31,575
Livermore, CA	73,345	Novi, MI	47,386
Lodi, CA	56,999	O'Fallon, IL	21,910
Lone Tree, CO	4,873	O'Fallon, MO	46,169
Long Beach, CA	461,522	Oak Park, IL	39,803
Longmont, CO	71,093	Oak Ridge, TN	27,387
Louisville, CO	18,937	Oakland Park, FL	30,966
Loveland, CO	50,608	Oakland Township, MI	13,071
Lower Providence Township, PA	22,390	Oakville, Canada	144,738
Lyme, NH	1,679	Ocala, FL	45,943
Lynchburg, VA	65,269	Ocean City, MD	7,173
Lynnwood, WA	33,847	Ocean Shores, WA	3,836
Lynwood, CA	69,845	Oklahoma City, OK	506,132
Maple Grove, MN	50,365	Olathe, KS	92,962
Marana, AZ	13,556	Oldsmar, FL	11,910
Marion, IA	7,144	Olmsted County, MN	124,277
Maryland Heights, MO	25,756	Olympia, WA	42,514
Maryville, MO	10,581	Orange Village, OH	3,236
Mauldin, SC	15,224	Ottawa County, MI	238,314
Mayer, MN	554	Overland Park, KS	149,080
McAllen, TX	106,414	Oviedo, FL	26,316
Mecklenburg County, NC	695,454	Ozaukee County, WI	82,317
Medina, MN	4,005	Palatine, IL	65,479
Melbourne, FL	71,382	Palm Bay, FL	79,413
Menlo Park, CA	30,785	Palm Beach County, FL	1,131,184
Meridian Charter Township, MI	38,987	Palm Beach Gardens, FL	35,058
Merriam, KS	11,008	Palm Beach, FL	10,468
Merrill, WI	10,146	Palm Coast, FL	32,732
Mesa County, CO	116,255	Palm Springs, CA	42,807
Mesa, AZ	396,375	Palo Alto, CA	58,598
Miami Beach, FL	87,933	Panama City, FL	36,417
Milton, GA	30,180	Park Ridge, IL	37,775
Minneapolis, MN	382,618	Parker, CO	23,558
Mission Viejo, CA	93,102	Pasadena, TX	141,674

Pasco County, FL	344,765
Pasco, WA	32,066
Peoria County, IL	183,433
Peoria County, IL	183,433
Peoria, AZ	108,364
Peters Township, PA	17,556
Petoskey, MI	6,080
Philadelphia, PA	1,517,550
Phoenix, AZ	1,321,045
Pinal County, AZ	179,727
Pinellas County, FL	921,482
Pinellas Park, FL	45,658
Pitkin County, CO	14,872
Plano, TX	222,030
Platte City, MO	3,866
Port Orange, FL	45,823
Port St. Lucie, FL	88,769
Portland, OR	529,121
Post Falls, ID	17,247
Poway, CA	48,044
Prescott Valley, AZ	25,535
Prince William County, VA	280,813
Prior Lake, MN	15,917
Queen Creek, AZ	4,316
Radford, VA	15,859
Rancho Cordova, CA	55,060
Raymore, MO	11,146
Redding, CA	80,865
Redmond, WA	45,256
Reno, NV	180,480
Renton, WA	50,052
Richmond Heights, MO	9,602
Richmond, CA	99,216
Rio Rancho, NM	51,765
Riverdale, UT	7,656
Riverside, IL	8,895
Roanoke, VA	94,911
Rochester, MI	10,467
Rock Hill, SC	49,765
Rockville, MD	47,388
Roeland Park, KS	6,817
Roswell, GA	79,334
Round Rock, TX	61,136
Rowlett, TX	44,503
Saco, ME	16,822
Salida, CO	5,504
Salina, KS	45,679
San Francisco, CA	776,733
San Juan County, NM	113,801
San Luis Obispo County, CA	247,900
San Marcos, TX	34,733
San Rafael, CA	56,063
Sandusky, OH	27,844
Sandy City, UT	88,418
Sanford, FL	38,291
Santa Barbara County, CA	399,347
Santa Monica, CA	84,084
Sarasota, FL	52,715
Sault Sainte Marie, MI	16,542
Savannah, GA	131,510
Scott County, MN	89,498
Scottsdale, AZ	202,705

Sedona, AZ	10,192
Seminole, FL	10,890
Shenandoah, TX	1,503
Sherman, IL	2,871
Shorewood, IL	7,686
Shrewsbury, MA	31,640
Silverthorne, CO	3,196
Sioux Falls, SD	123,975
Skokie, IL	63,348
Smyrna, GA	40,999
Snellville, GA	15,351
Snoqualmie, WA	1,631
South Daytona, FL	13,177
South Haven, MI	5,021
South Lake Tahoe, CA	23,609
Southlake, TX	21,519
Sparks, NV	66,346
Spokane Valley, WA	75,203
Spotsylvania County, VA	90,395
Springboro, OH	12,380
Springville, UT	20,424
St. Cloud, FL	20,074
St. Cloud, MN	59,107
St. Louis County, MN	200,528
Stafford County, VA	92,446
Starkville, MS	21,869
State College, PA	38,420
Staunton, VA	23,853
Steamboat Springs, CO	9,815
Sterling, CO	11,360
Stillwater, OK	39,065
Stockton, CA	243,771
Suamico, WI	8,686
Sugar Grove, IL	3,909
Sugar Land, TX	63,328
Summit County, CO	23,548
Sunnyvale, CA	131,760
Surprise, AZ	30,848
Suwanee, GA	8,725
Tacoma Public Works, WA	193,556
Takoma Park, MD	17,299
Tallahassee, FL	150,624
Temecula, CA	57,716
Tempe, AZ	158,625
Teton County, WY	18,251
The Colony, TX	26,531
Thornton, CO	82,384
Thunder Bay, Canada	109,016
Titusville, FL	40,670
Tomball, TX	9,089
Troy, MI	80,959
Tualatin, OR	22,791
Tuskegee, AL	11,846
Twin Falls, ID	34,469
Upper Arlington, OH	33,686
Upper Merion Township, PA	28,863
Urbandale, IA	29,072
Vail, CO	4,531
Valdez, AK	4,036
Vancouver, WA	143,560
Victoria, Canada	78,057
Village of Howard City, MI	1,585

Virginia Beach, VA	425,257
Visalia, CA	91,565
Volusia County, FL	443,343
Wahpeton, ND	8,586
Walnut Creek, CA	64,296
Walton County, FL	40,601
Washington City, UT	8,186
Washington County, MN	201,130
Washoe County, NV	339,486
Waukee, IA	5,126
Wausau, WI	38,426
Western Eagle County Metro Rec. Dist., CO ...	NA
Westerville, OH	35,318
Westminster, CO	100,940
Wethersfield, CT	26,271
Wheat Ridge, CO	32,913
White House, TN	7,220

Whitehorse, Canada	19,058
Whitewater, WI	13,437
Wichita, KS	344,284
Williamsburg, VA	11,998
Wilmington, IL	5,134
Windsor, CT	28,237
Winnipeg, Canada	619,544
Winston-Salem, NC	185,776
Winter Garden, FL	14,351
Winter Park, FL	24,090
Woodbury, MN	46,463
Woodridge, IL	30,934
Worcester, MA	172,648
Yellowknife, Canada	16,541
Yuma County, AZ	160,026
Yuma, AZ	77,515

Jurisdictions Included in Custom Comparisons (Jurisdictions of Similar Size)

Ann Arbor, MI	114,024
Arlington County, VA	189,453
Arvada, CO	102,153
Aurora, CO	276,393
Bellevue, WA	109,569
Boise, ID	185,787
Boulder County, CO	291,288
Cambridge, MA	101,355
Cape Coral, FL	102,286
Chandler, AZ	176,581
Charlotte County, FL	141,627
Chesapeake, VA	199,184
Chesterfield County, VA	259,903
Chittenden County, VT	146,571
Chula Vista, CA	173,556
Clark County, WA	345,238
Clay County, MO	184,006
Clearwater, FL	108,787
Cococino County, AZ	116,320
Collier County, FL	251,377
Concord, CA	121,780
Coral Springs, FL	117,549
Corpus Christi, TX	277,454
Cumberland County, PA	213,674
Des Moines, IA	198,682
Douglas County, CO	175,766
Durham, NC	187,038
Escambia County, FL	294,410
Eugene, OR	137,893
Fort Collins, CO	118,652
Gilbert, AZ	109,697
Grand Prairie, TX	127,427
Hampton, VA	146,437
Hartford, CT	121,578
Henderson, NV	175,381
Irving, TX	191,615
Jackson County, MI	158,422
Jackson County, OR	181,269
Kitsap County, WA	231,969

Lakewood, CO	144,126
Lane County, OR	322,959
Larimer County, CO	251,494
Little Rock, AR	183,133
McAllen, TX	106,414
Mesa County, CO	116,255
Naperville, IL	128,358
Newport News, VA	180,150
North Las Vegas, NV	115,488
Olmsted County, MN	124,277
Ottawa County, MI	238,314
Overland Park, KS	149,080
Pasadena, TX	141,674
Pasco County, FL	344,765
Peoria County, IL	183,433
Peoria, AZ	108,364
Pinal County, AZ	179,727
Plano, TX	222,030
Prince William County, VA	280,813
Reno, NV	180,480
San Juan County, NM	113,801
San Luis Obispo County, CA	247,900
Savannah, GA	131,510
Scottsdale, AZ	202,705
Sioux Falls, SD	123,975
St. Louis County, MN	200,528
Stockton, CA	243,771
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Washoe County, NV	339,486
Westminster, CO	100,940
Wichita, KS	344,284
Winston-Salem, NC	185,776
Worcester, MA	172,648
Yuma County, AZ	160,026

Appendix I. Survey Materials

The prenotification and reminder postcards, the cover letters and translated information page, and English and Spanish versions of the survey instrument mailed to respondents appear on the following pages.

Dear Tacoma Resident,

Your household has been selected at random to participate in a survey about the City of Tacoma. You will receive a copy of the survey next week in the mail with instructions for completing and returning it. Thank you in advance for helping us with this important study.

Sincerely,

A handwritten signature in black ink, appearing to read "Marilyn Strickland".

Marilyn Strickland, Mayor
City of Tacoma

Dear Tacoma Resident,

Your household has been selected at random to participate in a survey about the City of Tacoma. You will receive a copy of the survey next week in the mail with instructions for completing and returning it. Thank you in advance for helping us with this important study.

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Tacoma, WA 98402-3768

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City of Tacoma
www.cityoftacoma.org

August 2010

Dear City of Tacoma Resident,

The City of Tacoma wants to know what you think about your community and local government. That is why you have been randomly selected to participate in the City of Tacoma 2010 Citizen Survey.

En este documento la Ciudad le da a usted una gran oportunidad para decirnos lo que piensa de los servicios de la Ciudad, y su opinión de la calidad de vida aquí en Tacoma. Se seleccionó su hogar al azar para participar en este cuestionario. Si usted no puede completar el cuestionario incluido en inglés, por favor llámenos al número (877) 467-2462x110 para pedir una copia del cuestionario en español. Todas sus respuestas son completamente confidencial. ¡Deseamos sus opiniones! Por favor entre gue el cuestionario en el sobre. Muchas gracias.

Please fill out the enclosed Citizen Survey – it will take about 10-15 minutes to complete. Your answers will help the City government make decisions that affect your community. You should find the questions interesting and we will definitely find your answers useful. Please participate!

To get a scientifically reliable sample of Tacoma residents, the adult (anyone 18 years or older) in your household who most recently had a birthday should complete this survey. Year of birth of the adult does not matter.

Please have the appropriate member of the household spend a few minutes to answer all the questions and return the survey in the enclosed postage-paid envelope. Your household has been selected at random to participate in this survey and your responses will remain completely confidential and will be reported in a group form only.

You may complete the survey online if you would prefer, at:
<http://www.n-r-c.com/survey/tacoma.htm>.

Your participation in this survey is very important – especially since your household is one of only 9,600 households being surveyed. If you have any questions about this survey, please contact Karrie Spitzer, Community Relations Specialist, at (253) 591-5790.

Please help us make Tacoma a great place to live. Thank you for your help and participation.

Sincerely,

Marilyn Strickland, Mayor
City of Tacoma



City of Tacoma
www.cityoftacoma.org

August 2010

Dear City of Tacoma Resident,

About two weeks ago we sent you the enclosed survey, which asks for your opinion about how things are going in Tacoma. If you already completed the survey and returned it, we thank you and ask you to disregard this letter. **Do not complete the survey a second time.**

If you haven't had a chance to get to the survey, please do complete it now. We are very interested in obtaining your input.

The City of Tacoma wants to know what you think about your community and local government. That is why you have been randomly selected to participate in the City of Tacoma 2010 Citizen Survey.

En este documento la Ciudad le da a usted una gran oportunidad para decirnos lo que piensa de los servicios de la Ciudad, y su opinión de la calidad de vida aquí en Tacoma. Se seleccionó su hogar al azar para participar en este cuestionario. Si usted no puede completar el cuestionario incluido en inglés, por favor llámenos al número (877) 467-2462x110 para pedir una copia del cuestionario en español. Todas sus respuestas son completamente confidencial. ¡Deseamos sus opiniones! Por favor entregue la encuesta en el sobre adjunto, el cual está con franqueo pagado. Muchas gracias.

Please fill out the enclosed Citizen Survey – it will take about 10-15 minutes to complete. Your answers will help the City government make decisions that affect your community. You should find the questions interesting and we will definitely find your answers useful. Please participate!

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Please help us make Tacoma a great place to live. Thank you for your help and participation.

Sincerely,

Marilyn Strickland, Mayor
City of Tacoma

733 Market Street, Room 11, Tacoma, WA 98402-3768

Муниципалитет города Такома предоставляет Вам отличную возможность высказать свое мнение о коммунально-бытовом обслуживании и качестве жизни в нашем городе. Вы и Ваша семья были выбраны случайным образом для участия в этом опросе. Если Вы не можете заполнить прилагаемую анкету на английском языке, обратитесь за помощью к члену Вашей семьи или знакомым, которые помогут Вам перевести вопросы и заполнить анкету. Кроме того, если Вам требуется помощь в заполнении анкеты Citizen Survey (Опросник жителя города) по месту жительства, обращайтесь в Tacoma Community House (Общественный центр города Такома) по адресу: Tacoma Community House, 1314 S. L St., Tacoma, WA 98405, (253) 383-3951, www.tacomaliteracy.org. Конфиденциальность предоставленных Вами ответов будет охраняться, и результаты будут представлены только в обобщенном виде. Нас интересует Ваше мнение! Пожалуйста, вложите заполненную анкету в прилагаемый конверт с предоплаченным почтовым сбором и отправьте ее нам. Благодарим Вас за внимание!

ទីក្រុង តាកូម៉ា កំពុងតែផ្តល់ជូនអ្នកនូវឱកាសដ៏សំខាន់ ឲ្យប្រាប់យើងនូវអ្វីៗដែលអ្នកគិត អំពីការផ្តល់សេវារបស់ទីក្រុង ហើយអ្នកមានទស្សនៈយ៉ាងណា អំពីគុណភាពជីវិតនៅក្នុងទីក្រុង តាកូម៉ា នេះ ។ ក្រុមគ្រួសាររបស់អ្នកត្រូវបានជ្រើស រើសដោយចៃដន្យ ឲ្យចូលរួមក្នុងការស្ទង់មតិនេះ ។ បើសិនជាអ្នកពុំអាចបំពេញបញ្ជីសំណួរដែលបានភ្ជាប់មកជាមួយ ជាភាសាអង់គ្លេសទេ យើងសូមកុំឡាន់ចិត្តអ្នក ឲ្យរកសមាជិកគ្រួសារ ឬមិត្តភក្តិឲ្យជួយបកប្រែសំណួរជូនអ្នក និង បំពេញក្រដាសស្ទង់មតិ ។ Tacoma Community House ក៏ជាធនធាននៅក្នុងតំបន់ដែរ បើសិនអ្នកចង់បានជំនួយ ជាមួយនឹងការបកប្រែនូវការស្ទង់មតិប្រជាពលរដ្ឋ ។ អាសយដ្ឋាននៃ Tacoma Community House គឺ 1314 S.L St., Tacoma, WA 98405, (253) 383-3951, www.tacomaliteracy.org ។ ចម្លើយទាំងអស់របស់អ្នក គឺជាការសំអាតទាំងស្រុង ហើយនឹងបានរាយការណ៍តែក្នុងទម្រង់ជាប្រភេទប៉ុណ្ណោះ ។ យើងចង់បានមតិរបស់អ្នក! សូមផ្ញើក្រដាសស្ទង់មតិត្រឡប់មកវិញ ដោយប្រើស្រោមសំបុត្របានបង់ថ្លៃតែម្តង ដែលមានដាក់ភ្ជាប់មកជាមួយ ។ សូមអរគុណអ្នក ។

타코마 시(City of Tacoma)에서 귀하께서 시의 서비스 시행에 대해 어떻게 생각하시는지 그리고 이곳 타코마에서의 삶의 질을 어떻게 보시는지에 대해 귀하의 의견을 밝히실 수 있는 중요한 기회를 드립니다. 본 설문조사 참여를 위해 귀 가정은 무작위로 선택되었습니다. 동봉된 설문지가 영어로 되어 있어서 수행하실 수 없다면, 가족이나 친구의 도움을 받아 질문들을 번역하셔서 설문조사에 응해 주시길 바랍니다. 또한, 시민 설문조사(Citizen Survey)의 번역에 도움을 원하시면, 타코마 커뮤니티 하우스(Tacoma Community House)에서 도움을 받으실 수 있습니다. 타코마 커뮤니티 하우스 주소: 1314 S. L St., Tacoma, WA 98405, 전화 번호: (253) 383-3951, 웹사이트: www.tacomaliteracy.org. 응답하신 모든 사항은 완전하게 비밀이 유지되며 종합한 데이터의 형태로만 보고될 것입니다. 저희는 귀하의 의견을 알고 싶습니다! 작성하신 설문지는 동봉한 요금선납 봉투에 넣어서 보내 주십시오. 감사합니다.

Thành phố Tacoma cho quý vị một cơ hội quan trọng để cho chúng tôi biết quý vị nghĩ sao về dịch vụ mà Thành Phố thực hiện và thấy đời sống tại Tacoma có chất lượng như thế nào. Gia đình của quý vị được chọn ngẫu nhiên để tham gia vào cuộc khảo sát này. Nếu không thể hoàn tất bản câu hỏi bằng tiếng Anh, chúng tôi khuyên quý vị nên yêu cầu một người trong gia đình hoặc một người bạn giúp đỡ phiên dịch để điền bản khảo sát này. Đồng thời, nếu quý vị muốn được giúp đỡ để phiên dịch Bản Khảo Sát Công Dân (Citizen Survey), thì Tacoma Community House là nơi địa phương có thể giúp đỡ. Tacoma Community House, 1314 S. L St., Tacoma, WA 98405, (253) 383-3951, www.tacomaliteracy.org. Tất cả các câu trả lời của quý vị hoàn toàn được giữ kín đáo và sẽ được báo cáo theo từng nhóm. Chúng tôi muốn biết ý kiến của quý vị! Xin gửi lại bản khảo sát này trong bao thư đính kèm đã dán sẵn tem. Xin cảm ơn quý vị.

If you would like assistance with translating the Citizen Survey, the Tacoma Community House is a local resource. Tacoma Community House, 1314 S. L St., Tacoma, WA 98405, (253) 383-3951, www.tacomaliteracy.org.



City of Tacoma

733 Market Street, Room 111
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City of Tacoma 2010 Citizen Survey

Please complete this questionnaire if you are the adult (age 18 or older) in the household who most recently had a birthday. The adult's year of birth does not matter. Your responses are confidential and will be reported in group form only. Thank you.

Community and Services

1. Circle the number that best represents your opinion:

	Excellent	Good	Fair	Poor	Don't know
How do you rate Tacoma as a place to live?	1	2	3	4	5
How do you rate your neighborhood as a place to live?	1	2	3	4	5
How do you rate Tacoma as a place to raise children?	1	2	3	4	5
How do you rate Tacoma as a place to retire?	1	2	3	4	5
How do you rate the overall quality of life in Tacoma?	1	2	3	4	5

2. Do you think the quality of life in Tacoma is likely to improve, stay the same, or decline over the next 5 years?

☐ Improve a lot ☐ Improve slightly ☐ Stay the same ☐ Decline slightly ☐ Decline a lot

3. Please rate each of the following characteristics as they relate to Tacoma as a whole:

	Excellent	Good	Fair	Poor	Don't know
Sense of community	1	2	3	4	5
Openness and acceptance of the community towards people of diverse backgrounds	1	2	3	4	5
Overall appearance of Tacoma	1	2	3	4	5
Opportunities to attend cultural activities.....	1	2	3	4	5
Shopping opportunities	1	2	3	4	5
Air quality	1	2	3	4	5
Availability of social services programs (e.g., for children, families and seniors)	1	2	3	4	5
Job opportunities	1	2	3	4	5
Business opportunities	1	2	3	4	5
Educational opportunities	1	2	3	4	5
Cleanliness of the private properties in your neighborhood	1	2	3	4	5
Overall condition of your neighborhood (streets, sidewalks, lighting, etc.)	1	2	3	4	5
Accessibility of City facilities for persons with disabilities	1	2	3	4	5
Convenient access to neighborhood and community parks.....	1	2	3	4	5
Access to affordable, quality housing	1	2	3	4	5
Access to affordable, quality child care	1	2	3	4	5
Access to affordable, quality health care	1	2	3	4	5
Access to affordable, quality food.....	1	2	3	4	5
Ease of car travel in Tacoma	1	2	3	4	5
Ease of bus travel in Tacoma.....	1	2	3	4	5
Ease of rail travel in Tacoma.....	1	2	3	4	5
Ease of bicycle travel in Tacoma.....	1	2	3	4	5
Ease of walking in Tacoma.....	1	2	3	4	5
Overall image/reputation of Tacoma	1	2	3	4	5
Overall quality of new development in Tacoma.....	1	2	3	4	5
Availability of parking downtown	1	2	3	4	5

4. Please rate the speed of growth in the following categories in Tacoma over the past 2 years:

	Much too slow	Somewhat too slow	Right amount	Somewhat too fast	Much too fast	Don't know
Population growth	1	2	3	4	5	6
Retail growth (i.e., stores, restaurants, etc.)	1	2	3	4	5	6
Job growth	1	2	3	4	5	6

5. In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Tacoma?

	<u>Never</u>	<u>1-2 times</u>	<u>3-12 times</u>	<u>13-26 times</u>	<u>More than 26 times</u>
Used Tacoma Public Libraries or their services	1	2	3	4	5
Visited a neighborhood or community park	1	2	3	4	5
Ridden a local bus within Tacoma	1	2	3	4	5
Attended a meeting of local elected officials or other local public meeting.....	1	2	3	4	5
Watched a meeting of local elected officials or other local public meeting on cable television	1	2	3	4	5
Recycled paper, cans or bottles from your home	1	2	3	4	5
Volunteered your time to some group/activity in Tacoma	1	2	3	4	5
Used the Internet.....	1	2	3	4	5
Used the Internet to conduct business with Tacoma.....	1	2	3	4	5
Used a bike lane or pedestrian trail	1	2	3	4	5
Participated in a senior program.....	1	2	3	4	5
Dined at a Tacoma restaurant	1	2	3	4	5
Participated in neighborhood activities	1	2	3	4	5
Participated in educational opportunities (formal and informal).....	1	2	3	4	5
Shopped in Tacoma neighborhood business districts.....	1	2	3	4	5
Visited Downtown Tacoma	1	2	3	4	5
Attended a community meeting.....	1	2	3	4	5

6. To what degree, if at all, are the following problems in Tacoma:

	<u>Not a problem</u>	<u>Minor problem</u>	<u>Moderate problem</u>	<u>Major problem</u>	<u>Don't know</u>
Crime	1	2	3	4	5
Vandalism	1	2	3	4	5
Graffiti	1	2	3	4	5
Gangs.....	1	2	3	4	5
Drugs.....	1	2	3	4	5
Noise	1	2	3	4	5
Too much growth.....	1	2	3	4	5
Lack of growth	1	2	3	4	5
Run down buildings.....	1	2	3	4	5
Taxes.....	1	2	3	4	5
Traffic congestion.....	1	2	3	4	5
Condition of streets (potholes)	1	2	3	4	5
Unsupervised youth	1	2	3	4	5
Homelessness	1	2	3	4	5
Availability of job opportunities	1	2	3	4	5
Availability of affordable housing	1	2	3	4	5
Availability of neighborhood and community parks.....	1	2	3	4	5
Availability of bike paths.....	1	2	3	4	5
Availability of sidewalks	1	2	3	4	5
Condition of properties (weeds, trash, junk vehicles).....	1	2	3	4	5
Absence of communications from the City of Tacoma translated into languages other than English.....	1	2	3	4	5
Toxic waste or other environmental hazard(s).....	1	2	3	4	5
Environmental preservation and enhancement.....	1	2	3	4	5

7. In the last 12 months, were you or anyone in your household the victim of a crime in the City of Tacoma?

- ☐ Yes (go to question 8) ☐ No (go to question 9)

8. Did you report this crime to the City of Tacoma police department?

- ☐ Yes ☐ No

	Very <u>safe</u>	Somewhat <u>safe</u>	Neither safe <u>nor unsafe</u>	Somewhat <u>unsafe</u>	Very <u>unsafe</u>	Don't <u>know</u>
9. Please rate your sense of personal safety in Tacoma.....	1	2	3	4	5	6

10. Please rate how safe you feel from the following occurring to you in Tacoma:

	Very <u>safe</u>	Somewhat <u>safe</u>	Neither safe <u>nor unsafe</u>	Somewhat <u>unsafe</u>	Very <u>unsafe</u>	Don't <u>know</u>
Violent crime (e.g., rape, assault, robbery)	1	2	3	4	5	6
Property crime (e.g., burglary, theft)	1	2	3	4	5	6
Fire	1	2	3	4	5	6

11. Please rate how safe you feel:

	Very <u>safe</u>	Somewhat <u>safe</u>	Neither safe <u>nor unsafe</u>	Somewhat <u>unsafe</u>	Very <u>unsafe</u>	Don't <u>know</u>
In your neighborhood during the day	1	2	3	4	5	6
In your neighborhood after dark	1	2	3	4	5	6
In Tacoma's downtown area during the day.....	1	2	3	4	5	6
In Tacoma's downtown area after dark	1	2	3	4	5	6
In Tacoma's neighborhood and community parks during the day ...	1	2	3	4	5	6

12. How do you rate the quality of each of the following services in Tacoma?

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Police services	1	2	3	4	5
Fire services.....	1	2	3	4	5
Emergency medical services.....	1	2	3	4	5
Crime prevention	1	2	3	4	5
Traffic enforcement	1	2	3	4	5
Garbage collection	1	2	3	4	5
Recycling	1	2	3	4	5
Yard waste pick up	1	2	3	4	5
Street repair	1	2	3	4	5
Street cleaning	1	2	3	4	5
Street lighting	1	2	3	4	5
Snow removal.....	1	2	3	4	5
Sidewalk maintenance.....	1	2	3	4	5
Traffic signal timing	1	2	3	4	5
Public parking	1	2	3	4	5
Bus/transit services.....	1	2	3	4	5
Storm drainage	1	2	3	4	5
Drinking water.....	1	2	3	4	5
Sewer services.....	1	2	3	4	5
Bill payment services for utilities	1	2	3	4	5
Neighborhood and community parks.....	1	2	3	4	5
Maintenance of neighborhood and community parks.....	1	2	3	4	5
Land use, planning and zoning	1	2	3	4	5
Code enforcement (weeds, abandoned buildings, etc.)	1	2	3	4	5
Animal control.....	1	2	3	4	5
Support for local businesses.....	1	2	3	4	5
Services to seniors	1	2	3	4	5
Services to youth	1	2	3	4	5
Services to low-income people	1	2	3	4	5
Information received from the city	1	2	3	4	5
Municipal courts	1	2	3	4	5
TV Tacoma Channel 12.....	1	2	3	4	5
Metro Parks.....	1	2	3	4	5
Tacoma Public Schools.....	1	2	3	4	5

Excellent Good Fair Poor Don't know

13. Please rate the overall quality of services in Tacoma..... 1 2 3 4 5

14. Which of the following Public Works services do you think should receive the most emphasis? (Select only one.)

- ☐ Streetlights
- ☐ Traffic signals
- ☐ Street signs
- ☐ Traffic calming devices (speed humps & traffic circles)
- ☐ Street repairs

15. Overall, how would you rate the quality of the services provided by each of the following?

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
The City of Tacoma	1	2	3	4	5
The Pierce County Government.....	1	2	3	4	5
The State Government.....	1	2	3	4	5
The Federal Government	1	2	3	4	5

City Government and Employees

16. In the last 12 months, have you had any in-person or phone contact with an employee of the City of Tacoma?

- ☐ Yes (go to question 17) ☐ No (go to question 18)

17. What was your impression of the City of Tacoma employee in your most recent contact? (Rate each characteristic below.)

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Knowledge	1	2	3	4	5
Responsiveness.....	1	2	3	4	5
Courtesy	1	2	3	4	5
Making you feel valued.....	1	2	3	4	5
Overall impression	1	2	3	4	5

18. How would you rate the overall performance of the Tacoma City government?

- ☐ Excellent ☐ Good ☐ Fair ☐ Poor ☐ Don't know

19. Please rate the following statements by circling the number which best represents your opinion.

	<u>Strongly agree</u>	<u>Somewhat agree</u>	<u>Neither agree nor disagree</u>	<u>Somewhat disagree</u>	<u>Strongly disagree</u>	<u>Don't know</u>
I receive good value for the City taxes I pay.....	1	2	3	4	5	6
I am pleased with the overall direction that the City is taking.....	1	2	3	4	5	6
I am well informed on major issues in Tacoma.....	1	2	3	4	5	6
Tacoma City government welcomes citizen involvement.....	1	2	3	4	5	6
Government operates for the benefit of all the people.....	1	2	3	4	5	6
Most Tacoma elected officials care what people like me think.....	1	2	3	4	5	6
I can easily determine who I need to talk to when I have a concern or issue with the City	1	2	3	4	5	6

20. Please rate the following statements by circling the number which best represents your opinion.

	<u>Strongly agree</u>	<u>Somewhat agree</u>	<u>Neither agree nor disagree</u>	<u>Somewhat disagree</u>	<u>Strongly disagree</u>	<u>Don't know</u>
I am well informed on major land use issues in Tacoma	1	2	3	4	5	6
Tacoma's environmentally sensitive areas are well protected.....	1	2	3	4	5	6
I am pleased with the design (i.e., aesthetics, look) of commercial development in Tacoma	1	2	3	4	5	6
I am satisfied with Tacoma's business licensing services.....	1	2	3	4	5	6

21. Your property tax is divided among many government agencies. Approximately what percentage of the total tax do you think goes to the City of Tacoma?

- ☐ Less than 10%
- ☐ 10-25%
- ☐ 26-50%
- ☐ More than 50%
- ☐ Don't know

Information Sources

22. In the last 12 months, about how many times, if ever, have you or other household members used the following sources of information for news about Tacoma?

	<u>Never</u>	<u>1-2 times</u>	<u>3-12 times</u>	<u>13-26 times</u>	<u>More than 26 times</u>
Neighborhood committee meeting.....	1	2	3	4	5
Tacoma newsletter	1	2	3	4	5
Local newspaper (print or online)	1	2	3	4	5
Radio news	1	2	3	4	5
Television news	1	2	3	4	5
Word of mouth.....	1	2	3	4	5
Online news services (blogs)	1	2	3	4	5
TV Tacoma Channel 12	1	2	3	4	5
City's Web site: www.cityoftacoma.org	1	2	3	4	5
Social media (Twitter, Facebook, etc.).....	1	2	3	4	5

23. How do you access the Internet?

- ☐ I access the Internet with a mobile device
- ☐ I access the Internet with a personal computer
- ☐ I don't access the Internet

Demographics

Our last questions are about you and your household. Again, all of your responses to this survey are completely confidential and will be reported in group form only.

24. About how long have you lived in Tacoma?

(Write 0 if six months or less)

_____ years

25. Please check the appropriate box indicating the type of housing unit in which you live.

- ☐ Detached single-family home
- ☐ Condominium or townhouse
- ☐ Apartment
- ☐ Manufactured home
- ☐ Other

26. Do you rent or own your residence?

- ☐ Own
- ☐ Rent

27. Do you own your own business in the City of Tacoma?

- ☐ Yes
- ☐ No

28. How many people (including yourself) live in your household?

_____ people

29. How many of these household members are 17 or younger?

_____ people

30. How many household members are 65 or older?

_____ people

31. About how much do you estimate your HOUSEHOLD'S TOTAL INCOME BEFORE TAXES will be in 2010? Please check the appropriate box below.

- ☐ Less than \$15,000
- ☐ \$15,000 to \$24,999
- ☐ \$25,000 to \$34,999
- ☐ \$35,000 to \$49,999
- ☐ \$50,000 to \$74,999
- ☐ \$75,000 to \$99,999
- ☐ \$100,000 to \$124,999
- ☐ \$125,000 or more

32. About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?

- ☐ Less than \$300 per month
- ☐ \$300 to \$599 per month
- ☐ \$600 to \$999 per month
- ☐ \$1,000 to \$1,499 per month
- ☐ \$1,500 to \$2,499 per month
- ☐ \$2,500 or more per month

33. What is the highest level of education you have completed?

- ☐ 0-11 years
- ☐ High school graduate
- ☐ Some college, no degree
- ☐ Associate degree
- ☐ Bachelors degree
- ☐ Graduate or professional degree

34. What is your age?

- ☐ 18-24
- ☐ 25-34
- ☐ 35-44
- ☐ 45-54
- ☐ 55-64
- ☐ 65-74
- ☐ 75 +

35. What is your race? (Please check all that apply.)

- ☐ White
- ☐ Black or African American
- ☐ Asian or Pacific Islander
- ☐ American Indian, Eskimo, or Aleut
- ☐ Other

36. Are you Hispanic/Spanish/Latino?

- ☐ Yes
- ☐ No

37. Do you speak a language other than English at home?

- ☐ No, English only → (go to question 38)
- ☐ Yes → which language?
 - ☐ Spanish
 - ☐ Vietnamese
 - ☐ Korean
 - ☐ Cambodian
 - ☐ Other: _____

38. What is your gender?

- ☐ Female
- ☐ Male

39. Did you vote in the last election?

- ☐ Yes
- ☐ No

Thank you for completing this survey. Please return the completed survey in the postage paid envelope to: National Research Center, Inc., P.O. Box 549, Belle Mead, NJ 08502-9922.

Encuesta del 2010 para los residentes de la ciudad de Tacoma

Favor de rellenar este cuestionario si usted es la persona adulta del hogar (de 18 años de edad o mayor) que celebró el cumpleaños más recientemente. La edad de la persona adulta no importa. Sus respuestas son confidenciales y serán utilizadas solamente de forma conjunta con otras respuestas. Gracias.

Comunidad y Servicios

1. Haga un círculo alrededor del número que mejor representa su opinión:

	Excelente	Bueno	Regular	Pobre	No sé
¿Qué puntuación le darías a Tacoma como lugar para vivir?.....	1	2	3	4	5
¿Qué puntuación le darías a tu vecindario como lugar para vivir?.....	1	2	3	4	5
¿Qué puntuación le darías a Tacoma como lugar para criar a tus hijos?.....	1	2	3	4	5
¿Qué puntuación le darías a Tacoma como lugar para jubilarte?.....	1	2	3	4	5
¿Qué puntuación le darías a la calidad de vida en Tacoma?.....	1	2	3	4	5

2. En su opinión, ¿la calidad de vida en Tacoma mejorará, se mantendrá igual, o empeorará en los próximos 5 años?

☐ Mejorará mucho ☐ Mejorará un poco ☐ Se mantendrá igual ☐ Empeorará un poco ☐ Empeorará mucho

3. Por favor, indique su opinión en cuanto a las siguientes características relacionadas a Tacoma:

	Excelente	Bueno	Regular	Pobre	No sé
Sentido de comunidad.....	1	2	3	4	5
Apertura y aceptación en cuanto a la diversidad de otras personas.....	1	2	3	4	5
La apariencia general de Tacoma.....	1	2	3	4	5
Oportunidades de asistir a actividades culturales.....	1	2	3	4	5
Oportunidades para ir de compras.....	1	2	3	4	5
Calidad de aire.....	1	2	3	4	5
Disponibilidad de programas de servicios sociales (para niños, familias, ancianos).....	1	2	3	4	5
Oportunidades de empleo.....	1	2	3	4	5
Oportunidades de negocios.....	1	2	3	4	5
Oportunidades educativas.....	1	2	3	4	5
Limpieza de las propiedades en tu vecindario.....	1	2	3	4	5
Condiciones generales en tu vecindario (calles, aceras, iluminación, etc.).....	1	2	3	4	5
Acceso a edificios de la ciudad para personas con discapacidades.....	1	2	3	4	5
Acceso conveniente a parques del vecindario y de la comunidad.....	1	2	3	4	5
Acceso a vivienda de calidad a precios razonables.....	1	2	3	4	5
Acceso a guarderías (cuidado de niños) de calidad a precios razonables.....	1	2	3	4	5
Acceso a un cuidado de salud de calidad a precio razonable.....	1	2	3	4	5
Acceso a alimentos de calidad a precios razonables.....	1	2	3	4	5
Facilidad de movimiento en automóvil en Tacoma.....	1	2	3	4	5
Facilidad de movimiento en autobús en Tacoma.....	1	2	3	4	5
Facilidad de movimiento en tren en Tacoma.....	1	2	3	4	5
Facilidad de movimiento en bicicleta en Tacoma.....	1	2	3	4	5
Facilidad para caminar en Tacoma.....	1	2	3	4	5
Imagen y reputación general de Tacoma.....	1	2	3	4	5
Calidad en general del nuevo desarrollo en Tacoma.....	1	2	3	4	5
Disponibilidad de estacionamiento en el centro.....	1	2	3	4	5

4. Por favor, indique su opinión en cuanto a la velocidad de crecimiento en las siguientes categorías durante los últimos 2 años en Tacoma:

	Muy lento	Algo lento	La cantidad exacta	Algo rápido	Muy rápido	No sé
Crecimiento de la población.....	1	2	3	4	5	6
Crecimiento comercial.....	1	2	3	4	5	6
Crecimiento de empleo.....	1	2	3	4	5	6

5. Durante los últimos 12 meses, ¿cuántas veces usted u otro miembro del hogar participaron en las siguientes actividades en Tacoma:

	<u>Nunca</u>	<u>1-2 veces</u>	<u>3-12 veces</u>	<u>13-26 veces</u>	<u>Más de 26 veces</u>
Utilizó las bibliotecas públicas u otro de sus servicios en Tacoma.....	1	2	3	4	5
Visitó un parque del vecindario o de la comunidad.....	1	2	3	4	5
Viajo en un autobús dentro de los límites de Tacoma.....	1	2	3	4	5
Asistió a una reunión de funcionarios locales u otra reunión pública.....	1	2	3	4	5
Miró una reunión de funcionarios locales u otra reunión pública por televisión.....	1	2	3	4	5
Recicló papel, latas, o botellas usadas en su hogar.....	1	2	3	4	5
Sirvió de voluntario en un grupo o actividad en Tacoma.....	1	2	3	4	5
Usó el Internet.....	1	2	3	4	5
Usó el Internet para hacer negocios con Tacoma.....	1	2	3	4	5
Utilizó un carril para bicicletas o un sendero peatonal.....	1	2	3	4	5
Participó en un programa para ancianos.....	1	2	3	4	5
Comió en un restaurante de Tacoma.....	1	2	3	4	5
Participó en actividades vecinales.....	1	2	3	4	5
Participó en oportunidades educativas (formales e informales).....	1	2	3	4	5
Realizó compras en distritos de negocio en vecindarios de Tacoma.....	1	2	3	4	5
Visitó el Centro de Tacoma.....	1	2	3	4	5
Asistió a una reunión de la comunidad.....	1	2	3	4	5

6. Hasta qué grado considera lo siguiente como problema en Tacoma:

	<u>No es un problema</u>	<u>Problema mínimo</u>	<u>Problema considerable</u>	<u>Problema grande</u>	<u>No sé</u>
Crimen.....	1	2	3	4	5
Vandalismo.....	1	2	3	4	5
Graffiti.....	1	2	3	4	5
Pandillas.....	1	2	3	4	5
Drogas.....	1	2	3	4	5
Ruido.....	1	2	3	4	5
Demasiado crecimiento.....	1	2	3	4	5
Carencia de crecimiento.....	1	2	3	4	5
Edificios en mal estado.....	1	2	3	4	5
Impuestos.....	1	2	3	4	5
Congestión de tráfico.....	1	2	3	4	5
Condición de calles (huecos/baches).....	1	2	3	4	5
Jóvenes sin supervisión.....	1	2	3	4	5
Indigentes.....	1	2	3	4	5
Disponibilidad de oportunidades de empleo.....	1	2	3	4	5
Disponibilidad de vivienda a precios razonables.....	1	2	3	4	5
Disponibilidad de parques en el vecindario y en la comunidad.....	1	2	3	4	5
Disponibilidad de zonas para bicicletas.....	1	2	3	4	5
Disponibilidad de aceras/veredas.....	1	2	3	4	5
Condiciones de las propiedades (maleza, basura, vehículos abandonados).....	1	2	3	4	5
Ausencia de comunicación en Tacoma en otros idiomas, además del inglés.....	1	2	3	4	5
Residuos tóxicos u otros riesgos ambientales.....	1	2	3	4	5
Conservación y mejoramiento ambiental.....	1	2	3	4	5

7. Durante los últimos 12 meses, ¿fue usted u otro miembro del hogar víctima de un crimen en Tacoma:

☐ Sí (siga en la pregunta 8) ☐ No (siga en la pregunta 9)

8. ¿Informó usted al departamento de policía de Tacoma sobre el crimen?

☐ Sí ☐ No

	Muy seguro	Algo seguro	Ni seguro ni inseguro	Algo inseguro	Muy inseguro	No sé
9. Por favor, indique su sentido de seguridad personal en Tacoma.....	1	2	3	4	5	6

10. Por favor, indique el grado de seguridad que siente en cuanto a la posibilidad que lo siguiente pueda ocurrirle en Tacoma:

	Muy seguro	Algo seguro	Ni seguro ni inseguro	Algo inseguro	Muy inseguro	No sé
Crimen violento (ejemplo, violación, agresión, asalto).....	1	2	3	4	5	6
Crimen de propiedad (ejemplo, robo).....	1	2	3	4	5	6
Incendio).....	1	2	3	4	5	6

11. Por favor, indique el grado de seguridad personal que siente:

	Muy seguro	Algo seguro	Ni seguro ni inseguro	Algo inseguro	Muy inseguro	No sé
En su vecindario durante el día.....	1	2	3	4	5	6
En su vecindario después de anochecer.....	1	2	3	4	5	6
En el centro comercial de Tacoma durante el día.....	1	2	3	4	5	6
En el centro comercial de Tacoma después de anochecer.....	1	2	3	4	5	6
En los parques del vecindario y de la comunidad durante el día.....	1	2	3	4	5	6

12. Por favor, indique su opinión en cuanto a la calidad de cada uno de los siguientes servicios en Tacoma:

	Excelente	Bueno	Regular	Pobre	No sé
Servicio de policía.....	1	2	3	4	5
Servicio de bomberos.....	1	2	3	4	5
Servicios médicos de emergencia.....	1	2	3	4	5
Prevención de crímenes.....	1	2	3	4	5
Cumplimiento de las leyes de tráfico.....	1	2	3	4	5
Recogida de basura.....	1	2	3	4	5
Reciclaje.....	1	2	3	4	5
Recogida de desechos de jardinería.....	1	2	3	4	5
Reparación de calles/carreteras.....	1	2	3	4	5
Limpieza de calles.....	1	2	3	4	5
Iluminación de calles.....	1	2	3	4	5
Traslado de nieve.....	1	2	3	4	5
Mantenimiento de aceras/veredas.....	1	2	3	4	5
Duración de señales de tráfico.....	1	2	3	4	5
Aparcamiento público.....	1	2	3	4	5
Servicio de autobuses y trenes.....	1	2	3	4	5
Drenaje de aguas.....	1	2	3	4	5
Agua potable.....	1	2	3	4	5
Servicio de alcantarillado.....	1	2	3	4	5
Servicio de facturas de agua y electricidad.....	1	2	3	4	5
Parques del vecindario y la comunidad.....	1	2	3	4	5
Mantenimiento del vecindario y los parques comunitarios.....	1	2	3	4	5
Planeamiento, zonificación u uso de terreno.....	1	2	3	4	5
Cumplimiento de normas y códigos (maleza, edificios abandonados, etc.).....	1	2	3	4	5
Control y regulación de animales.....	1	2	3	4	5
Apoyo para negocios locales.....	1	2	3	4	5
Servicios para ancianos.....	1	2	3	4	5
Servicios para la juventud.....	1	2	3	4	5
Servicios para personas de bajos ingresos.....	1	2	3	4	5
Información.....	1	2	3	4	5
Juzgados municipales.....	1	2	3	4	5
Canal 12 de televisión de Tacoma.....	1	2	3	4	5
Parques Metro.....	1	2	3	4	5
Escuelas Públicas de Tacoma.....	1	2	3	4	5

13. Por favor clasifique la calidad general de los servicios en Tacoma.....

Excelente 1 Bueno 2 Regular 3 Pobre 4 No sé 5

14. ¿Cuáles de los siguientes servicios públicos opina que merece más énfasis? (Seleccione solo uno).

- ☐ Iluminación de calles
- ☐ Señales de tráfico
- ☐ Letreros de calles
- ☐ Mecanismos para reducción de velocidad (montículos o círculos de tráfico)
- ☐ Reparación de calles

15. En general, ¿cuál es su opinión sobre la calidad de servicios de cada uno de los siguientes gobiernos?

Excelente Bueno Regular Pobre No sé

Ciudad de Tacoma.....	1	2	3	4	5
El Gobierno del Condado de Pierce.....	1	2	3	4	5
Gobierno estatal.....	1	2	3	4	5
Gobierno federal.....	1	2	3	4	5

Gobierno Local y Empleados

16. Durante los últimos 12 meses, ¿ha tenido contacto en persona o por teléfono con algún empleado de Tacoma?

- ☐ Sí (siga en la pregunta 16)
- ☐ No (siga en la pregunta 17)

17. ¿Cuál fue su impresión del empleado de Tacoma durante su última interacción? (Favor de evaluar cada característica a continuación).

Excelente Bueno Regular Pobre No sé

Conocimiento.....	1	2	3	4	5
Muestra de interés.....	1	2	3	4	5
Cortesía.....	1	2	3	4	5
Le hizo sentir valorado.....	1	2	3	4	5
Impresión general.....	1	2	3	4	5

18. Por favor, indique su opinión en cuanto a la actuación y el rendimiento del gobierno de la ciudad de Tacoma.

- ☐ Excelente
- ☐ Bueno
- ☐ Regular
- ☐ Pobre
- ☐ No sé

19. Por favor, haga un círculo alrededor del número que mejor representa su opinión:

Muy de acuerdo Algo de acuerdo Ni de acuerdo Algo en desacuerdo Total No sé

Recibo buen valor por los impuestos locales que pago a la ciudad..	1	2	3	4	5	6
Estoy contento con la dirección que lleva la ciudad.....	1	2	3	4	5	6
Estoy bien informado de los asuntos clave en Tacoma.....	1	2	3	4	5	6
El gobierno de Tacoma desea que sus residentes participen.....	1	2	3	4	5	6
El gobierno trabaja para el beneficio de todas las personas.....	1	2	3	4	5	6
A la mayoría de funcionarios de Tacoma les preocupa las opiniones de personas como yo.....	1	2	3	4	5	6
Puedo determinar fácilmente con quien hablar de preocupaciones y/o asuntos importantes de la ciudad.....	1	2	3	4	5	6

20. Por favor, haga un círculo alrededor del número que mejor representa su opinión:

Muy de acuerdo Algo de acuerdo Ni de acuerdo Algo en desacuerdo Total No sé

Estoy bien informado de temas relacionados al uso de terrenos en Tacoma.....	1	2	3	4	5	6
Las áreas de importancia ambiental están bien protegidas.....	1	2	3	4	5	6
Estoy satisfecho con el diseño (estética, apariencia del desarrollo comercial de Tacoma).....	1	2	3	4	5	6
Estoy satisfecho con los servicios para otorgar licencias de negocios en Tacoma.....	1	2	3	4	5	6

21. Sus impuestos de propiedad son divididos entre varias agencias gubernamentales. Aproximadamente, ¿qué porcentaje del total de sus impuestos cree que es utilizado por la ciudad de Tacoma?

- ☐ Menos del 10%
- ☐ Entre el 10 y el 25%
- ☐ Entre el 26 y el 50%
- ☐ Más del 50%
- ☐ No sé

Fuentes de Información

22. Durante los últimos 12 meses, ¿cuántas veces usted u otro miembro del hogar utilizó las siguientes fuentes de información para obtener noticias de Tacoma?

	<u>Nunca</u>	<u>1-2</u> <u>veces</u>	<u>3-12</u> <u>veces</u>	<u>13-26</u> <u>veces</u>	<u>Más de</u> <u>26 veces</u>
Reunión del comité de vecindario.....	1	2	3	4	5
Boletín informativo de Tacoma.....	1	2	3	4	5
Periódico local (imprimido o en línea).....	1	2	3	4	5
Radio noticias.....	1	2	3	4	5
Tele noticias.....	1	2	3	4	5
Comentarios de boca a boca.....	1	2	3	4	5
Servicios de noticias en línea (blogs).....	1	2	3	4	5
Canal 12 de televisión de Tacoma.....	1	2	3	4	5
Página de Internet de la ciudad: www.cityoftacoma.org	1	2	3	4	5
Medios sociales (Twitter, Facebook, etc.).....	1	2	3	4	5

23. ¿Cómo logra acceso al Internet?

- ☐ Logro acceso al Internet con un aparato móvil
- ☐ Logro acceso al Internet con una computadora personal
- ☐ No acceso el Internet

Información Demográfica

Nuestras últimas preguntas son sobre usted y su hogar. Le recordamos una vez más que todas sus respuestas son confidenciales y serán utilizadas solo de forma conjunta con otras respuestas.

24. ¿Cuánto tiempo lleva usted residiendo en Tacoma?

(Escribir 0 si lleva 6 meses o menos)

_____ años

25. Favor de indicar el tipo de vivienda donde reside.

- ☐ Casa unifamiliar
- ☐ Casa adosada
- ☐ Apartamento
- ☐ Casa prefabricada
- ☐ Otro tipo

26. ¿Usted alquila o es propietario de su vivienda?

- ☐ Soy propietario
- ☐ Alquilo

27. ¿Tiene usted empresa propia?

- ☐ Sí
- ☐ No

28. ¿Cuántas personas, incluyéndolo a usted, residen en su hogar?

_____ personas

29. ¿Cuántas de las personas de su hogar tienen 17 años o menos de edad?

_____ personas

30. ¿Cuántas personas de su hogar tienen 65 años o más de edad?

_____ personas

31. Aproximadamente, ¿cuál será la CANTIDAD TOTAL DE INGRESOS DEL HOGAR ANTES DE PAGAR IMPUESTOS en el 2010? Por favor marque la opción apropiada a continuación.

- ☐ Menos de \$15,000
- ☐ Entre \$15,000 a \$24,999
- ☐ Entre \$25,000 a \$34,999
- ☐ Entre \$35,000 a \$49,000
- ☐ Entre \$50,000 a \$74,999
- ☐ Entre \$75,000 a \$99,999
- ☐ Entre \$100,000 a \$124,999
- ☐ \$125,000 o más

32. Aproximadamente, ¿cuánto es el costo mensual de vivienda para el lugar donde vive (incluyendo alquiler, pago de hipoteca, impuesto de propiedad, seguro de propiedad, y las tarifas de la asociación de propietarios de hogar (HOA)?

- ☐ Menos de \$300 por mes
- ☐ Entre \$300 y \$599 por mes
- ☐ Entre \$600 y \$999 por mes
- ☐ Entre \$1,000 y \$1,499 por mes
- ☐ Entre \$1,500 y \$2,499 por mes
- ☐ De \$2,500 o más por mes

33. ¿Cuál es el nivel más alto de educación obtenido?

- ☐ de 0-11 años de educación
- ☐ Graduado de bachillerato (secundaria)
- ☐ Algo de universidad, sin obtención de título
- ☐ Título de asociado
- ☐ Título de licenciatura
- ☐ Título de postgrado u otra titulación profesional

34. ¿Cuál es su edad?

- ☐ 18-24
- ☐ 25-34
- ☐ 35-44
- ☐ 45-54
- ☐ 55-64
- ☐ 65-74
- ☐ 74 o mayor

35. ¿Cuál es su raza? (Indique todas las relevantes).

- ☐ Blanca
- ☐ Negra o Afroamericana
- ☐ Asiática o de islas del Pacífico
- ☐ India Americana, Esquimal, o Aleuta
- ☐ Otra

36. ¿Es usted Hispano / Español / Latino?

- ☐ Sí
- ☐ No

37. ¿Habla usted algún otro idioma en el hogar además del inglés?

- ☐ No, sólo inglés (siga en la pregunta 38)
- ☐ Sí, ¿Qué otro idioma?
 - ☐ Español
 - ☐ Vietnamita
 - ☐ Coreano
 - ☐ Camboyano
 - ☐ Otro: _____

38. ¿Cuál es su género?

- ☐ Femenino
- ☐ Masculino

39. ¿Votó usted en las últimas elecciones?

- ☐ Sí
- ☐ No

¡Muchas gracias! Favor de enviar, dentro del sobre pre-pagado que hemos incluido, la encuesta completada a: National Research Center, Inc., P.O. Box 549, Belle Mead, NJ 08502-9922.

Dear Tacoma Resident,

We want to hear from you! Recently, your household should have received a questionnaire asking what you think about the services you receive from the City of Tacoma.

If you have already completed the survey, we thank you. If you have not yet had a chance to do so, we urge you to take a few minutes to answer the questionnaire. Your time and responses are greatly appreciated.

All information you share will remain anonymous. If you need another copy of the questionnaire mailed to you, please call (253) 591-5790. You may complete the survey online if you would prefer, at <http://www.n-r-c.com/survey/tacoma.htm>. Thank you for helping us with this important project.

Sincerely,



Marilyn Strickland, Mayor
City of Tacoma

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Tacoma, WA 98402-3768

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