

2010 Community Survey Results Overview

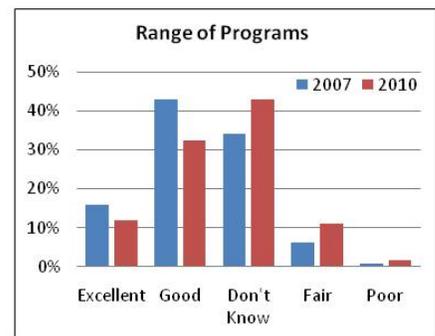
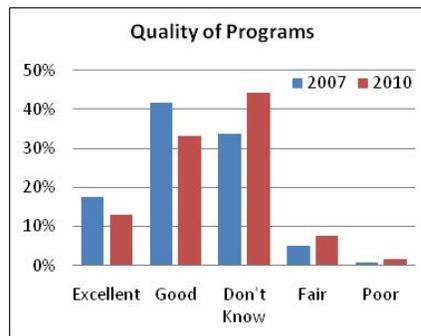
Last Fall Sound Communications conducted a community survey for the City of University Place and presented the results to the City in January 2011. The following report provides an overview of the survey with the full results available at www.CityofUP.com.

The City has funded community surveys since 1997. Prior to 2010, the most recent survey was conducted in 2007. A grant from the National Center for Civic Innovation funded the 2010 survey. The survey offers residents an opportunity to provide the City feedback about the services they receive. The City then uses the information to help evaluate current services and set priorities for the future.

The City received 556 usable responses resulting in a confidence interval of +/- four percent. Approximately three out of four respondents live in a single family residence without children. About half of respondents have lived in UP for 20 years or more. Nine out of 10 respondents are Caucasian with Asian/Pacific Islander (4.6%) the next most represented racial group. Income ranges were fairly evenly represented, with more respondents (35.4%) in the \$35,000-\$70,000 range than other ranges. Six in 10 respondents are age 56 or older and the southeast quadrant of the city was slightly less represented (17.7%) among respondents than other areas of the city.

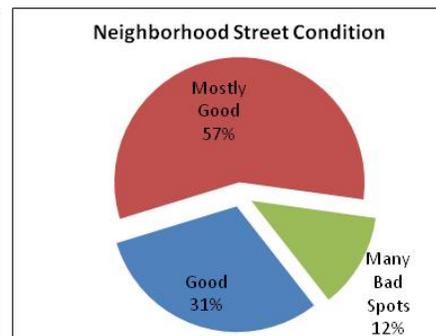
Parks and Recreation

Three out of every four (76.6%) respondents have visited at least one park or park facility in the last year. More than one in four (30.6%) have participated in at least one recreation program. While the ratings of the quality and range of programs dipped slightly from 2007 figures, only about one in 10 respondents rated them unfavorably. Over sixty percent of respondents rated the safety of parks and facilities as good or excellent in 2010, an increase of fifteen percent from 2007, with thirty-three percent indicating they don't know. A majority of respondents (54%) also indicated they are willing to pay higher fees to keep or add Parks and Recreation programs with a minority (29%) of respondents opposing higher fees.



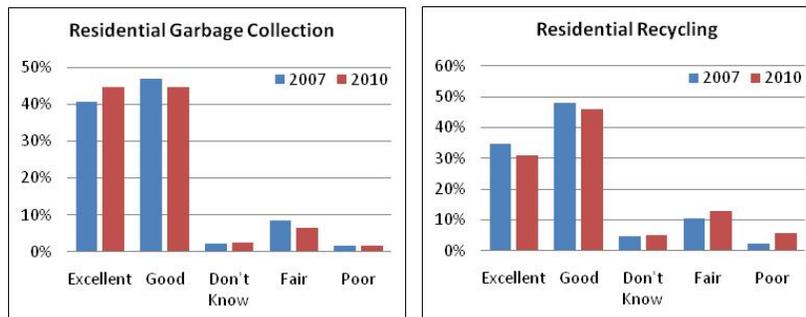
Streets and Maintenance

Most respondents continue to rate their neighborhood streets as good or mostly good (88%), with a nominal increase of about four percent indicating they have many bad spots. A majority of respondents (60%) also rate the street sweeping good or excellent. While only one in four respondents reported having any interaction with streets or parks maintenance staff, 84% percent of those interactions were rated good or excellent.



Refuse & Recycling

Nine out of 10 (90%) residents rate garbage collection good or excellent and almost eight out of 10 (77%) rate recycling good or excellent.

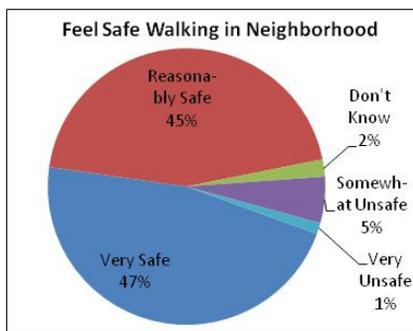


Code Enforcement / Development Services

About one in four (25%) of respondents indicate that weed lots, graffiti, and dilapidated buildings are a problem to some degree in their neighborhood, an increase from 2007 (19%). Regarding Code Enforcement, Animal Control, and Building/Planning/Permits, approximately 85% percent of respondents indicated they have not had interaction with these departments. Those who did have interaction with the City in these areas were split about evenly on whether the experience was positive or negative.

Police Services

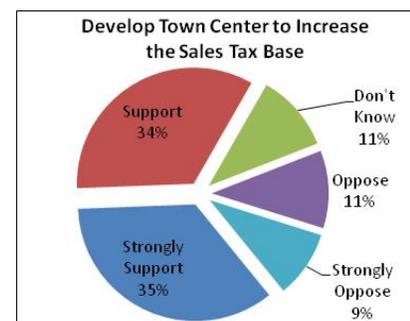
Over 90% of respondents indicated they feel safe walking in their neighborhood. Overall, respondents reported similar levels of perceived safety in 2010 as in 2007. When asking about crimes, "don't know" was not listed as a response option this year, and almost one in six respondents reported that somebody in their household was the victim of a crime during the past year, compared to one in 10 in 2007. The number of respondents who had contact with police over the last year also increased, from 28% in 2007 to 37% in 2010. Eighty-five percent of those that had contact with the police rated that interaction good or excellent.



Sense of Safety:		
Percent of respondents that feel very or somewhat safe walking in...		
	2007	2010
... their neighborhood, <i>in general</i>	92%	91%
... their neighborhood <i>during the day</i>	66%	68%
... their neighborhood <i>at night</i>	96%	92%
... business areas <i>during the day</i>	94%	94%
... business areas <i>at night</i>	59%	62%

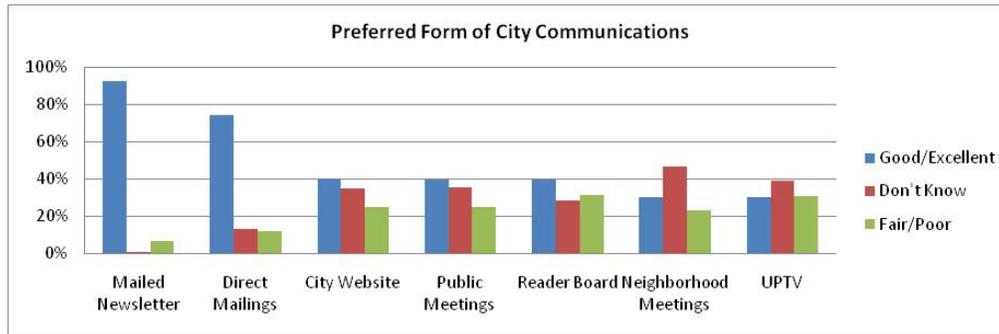
City Services

Most respondents support development of Town Center to increase sales tax revenue (69%) and using tax revenue to encourage business retention and recruitment (64%). Fewer respondents were supportive of using tax revenue to support recreation programs (45%) or lower permit fees for businesses (41%).



Communication

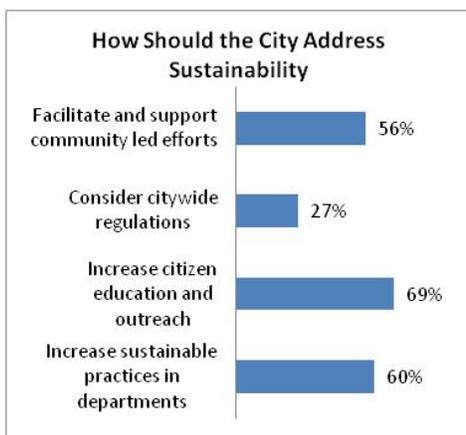
Respondents overwhelmingly rated mailings, newsletters and direct mailings, as the best way for the City to communicate with them. Ninety-three percent rated mailed newsletters and 75% direct mailings as good or excellent ways to communicate with them. The City website (41%), the reader board on Bridgeport and Public meetings (40%) were the next most favored means of communication. Neighborhood meetings (31%) and UPTV (31%) received the fewest favorable marks. However over 30% of respondents indicated they “don’t know” whether UPTV, the City website, public meetings, or neighborhood meetings are good ways for the City to communicate with them.



Stormwater / Sustainability

Since the survey was included as an insert in the “Green” edition of the City’s mailed newsletter; it is reasonable to expect that the newsletter articles may have affected some of the survey responses. For example, respondents indicating a familiarity with water runoff from their property may have read an article on the same topic in the attached newsletter.

Twenty-nine percent of respondents were familiar with the Stormwater Management Plan, and more than 60% are at least somewhat aware of where water travels after it runs off their property. Still, of the respondents that indicate they wash their vehicle at home, about three out of four wash it on the driveway and only one in four wash it on the lawn. Over 75% of respondents reported knowing where the nearest hazardous waste drop-off site is located, but only 34% indicate that they always recycle their hazardous waste. Three out of four respondents also indicated that they are interested in learning more about protecting the stormwater system from pollution.



Eighty-seven percent of respondents are very or somewhat familiar with the nationwide sustainability or “green” movement. When asked about the importance of sustainability issues (specifically energy, environmental health and natural resources, transportation, and community vitality), over 80% of respondents rated each as somewhat or very important to UP. Slightly more respondents support sustainability education and outreach (69%) than support increasing sustainable departmental practices (60%) or facilitating and supporting community led sustainability efforts (56%), and significantly more than support citywide regulations (27%).