# Citizen Survey Results & Community Indicator Dashboard

City Council Study Session
January 9, 2018

Stuart Elway, Elway Research, Inc.

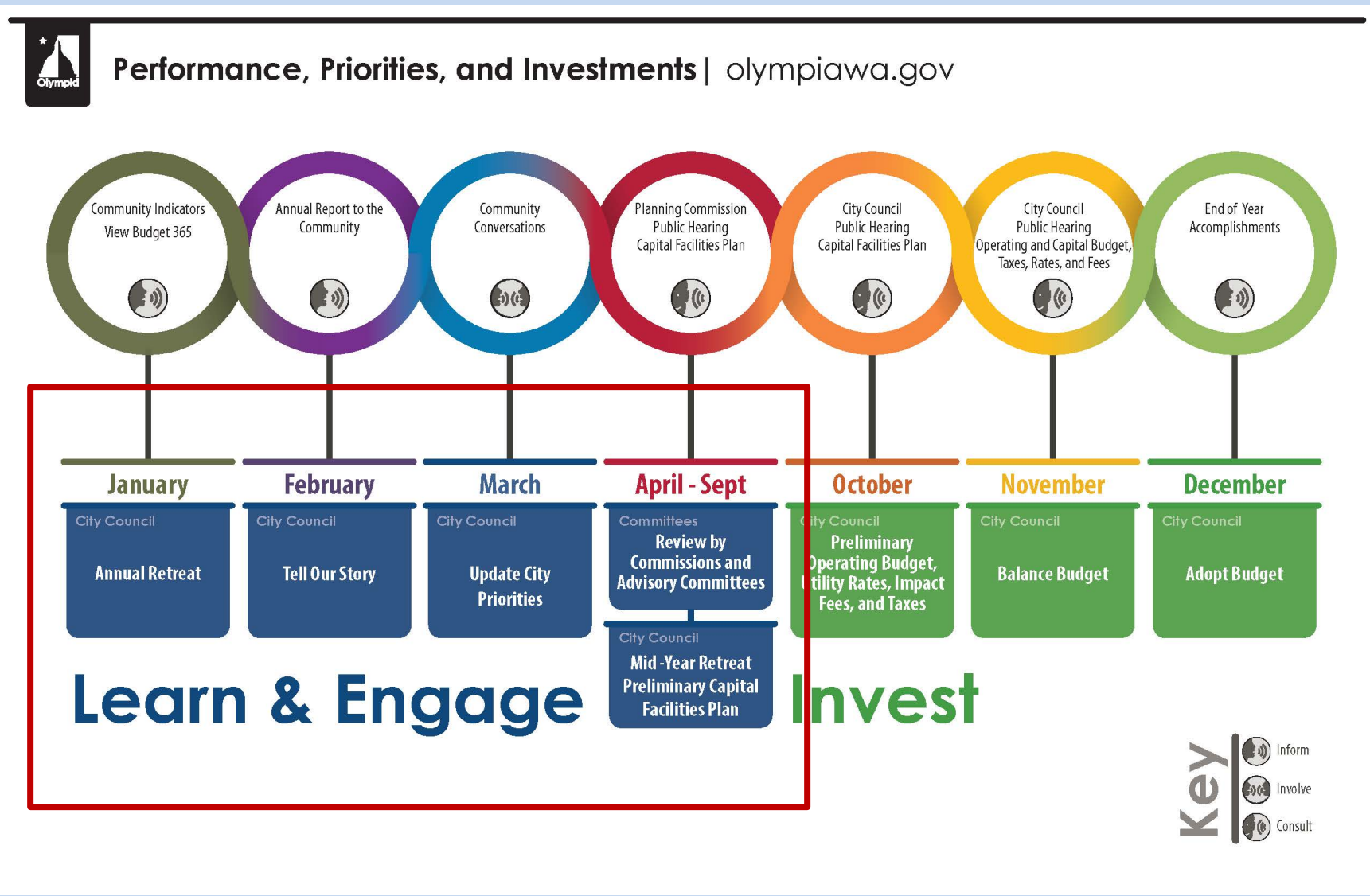Stacey Ray, Senior Planner, Community Planning and Development
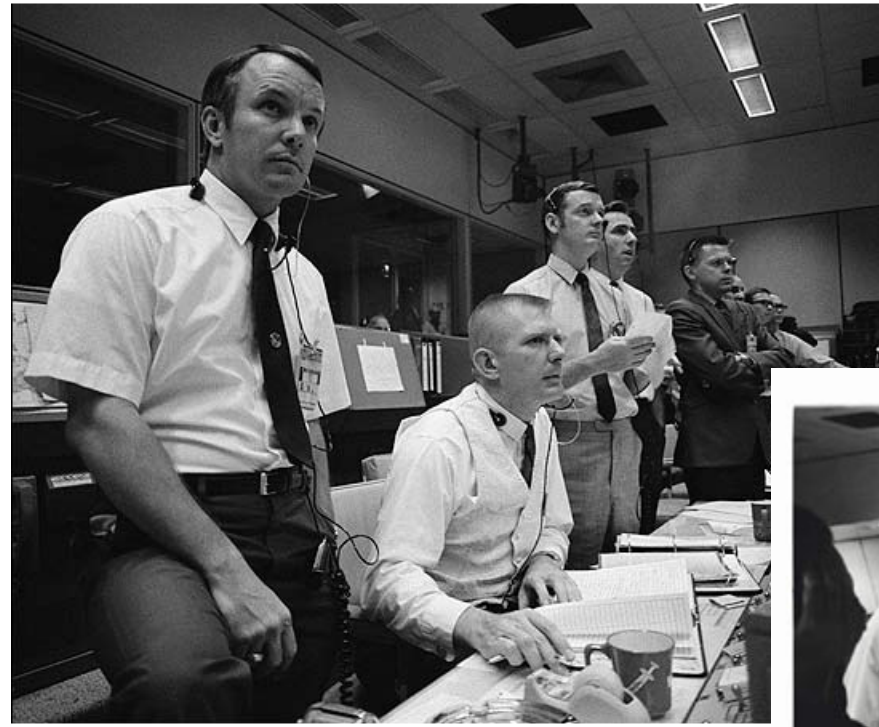
# Our City's Vision



Comprehensive Plan

Olympia

December 2014

CHANGING OLYMPIA

- Comprehensive Plan
- 20-year vision
- Goals and Policies
- Method to track our progress

# Performance, Priorities, and Investments

# Citizen Survey and Community Indicator Dashboard



City of Olympia
**Citizen Survey:**
**City Government Priorities & Performance**
DECEMBER 2017

ELWAY RESEARCH, INC.

## Community, Safety, & Health

| BASELINE | MOST RECENT | GOAL | TARGET | STATUS |
|---|---|---|---|---|
| **Citizen Satisfaction with their Involvement in City Decision Making** | | | | |
| 57% very or mostly satisfied (2014) | 75% very or mostly satisfied (2017) | Increase | TBD | |
| More information... | | | | |
| **High School 5-year Graduation Rates** | | | | |
| 86.3% (Class of 2013) | 91.6% (Class of 2015) | Increase | 1-5% annual increase | |
| More information... | | | | |
| **Number of Individuals who are Homeless in Thurston County** | | | | |
| 441 (2006) | 579 (2017) | Decrease | TBD | |
| More information... | | | | |
| **Participation in Parks, Arts and Recreational Activities (Hours)** | | | | |
| 244,570 (2015) | 250,301 (Oct 2016-Sept 2017) | Increase (2% annually) | 255,300 (Oct 2017-Sept 2018) | |
| More information... | | | | |

Performance & Priorities
# Olympia Citizen Survey

# Methods

548 Olympia Adults

Online + Landline + Cellphone

November 27 – December 9, 2017

±4.2% Margin of Sampling Error

# Sample Profile

| GENDER | Male | 47% |
|---|---|---|
| | Female | 51% |
| | NA | 2% |

| AREA | Northwest | 19% |
|---|---|---|
| | Northeast | 26% |
| | Southwest | 19% |
| | Southeast | 34% |
| | NA | 2% |

| LENGTH OF RESIDENCE | 0-5 years | 23% |
|---|---|---|
| | 6-15 years | 26% |
| | 16-25 years | 20% |
| | 26+ years | 30% |

| AGE | 18-35 | 23% |
|---|---|---|
| | 36-50 | 27% |
| | 51-64 | 27% |
| | 65+ | 23% |
| | NA | 1% |

| EDUCATION | High School | 8% |
|---|---|---|
| | Some College | 15% |
| | College Degree | 46% |
| | Graduate School | 31% |

| HOME OWNER | Own | 71% |
|---|---|---|
| | Rent | 28% |
| | NA | 1% |

| RACE/ETHNICITY | Caucasian/White | 87% |
|---|---|---|
| | People of Color | 10% |
| | NA | 3% |

| INCOME | $50,000 or less | 27% |
|---|---|---|
| | $50 to $75,000 | 20% |
| | $75 to 100,000 | 20% |
| | Over $100,000 | 28% |
| | NA | 6% |

| EMPLOYMENT: | Self-employed/Owner | 13% |
|---|---|---|
| | Private Business | 23% |
| | Public Sector | 32% |
| | Not Employed | 6% |
| | Retired | 25% |
| | NA | 3% |

| WORK LOCATION | In Olympia | 62% |
|---|---|---|
| | Elsewhere in County | 21% |
| | Outside Thurston Co | 15% |

# Olympia as a Place to Live

- 65% + said "excellent" or "very good" in every demographic category



Legend:
- Excellent
- Very Good
- Satisfactory
- Only Fair
- Poor

Values: 22, 53, 17, 6, 2
Center: 2.87
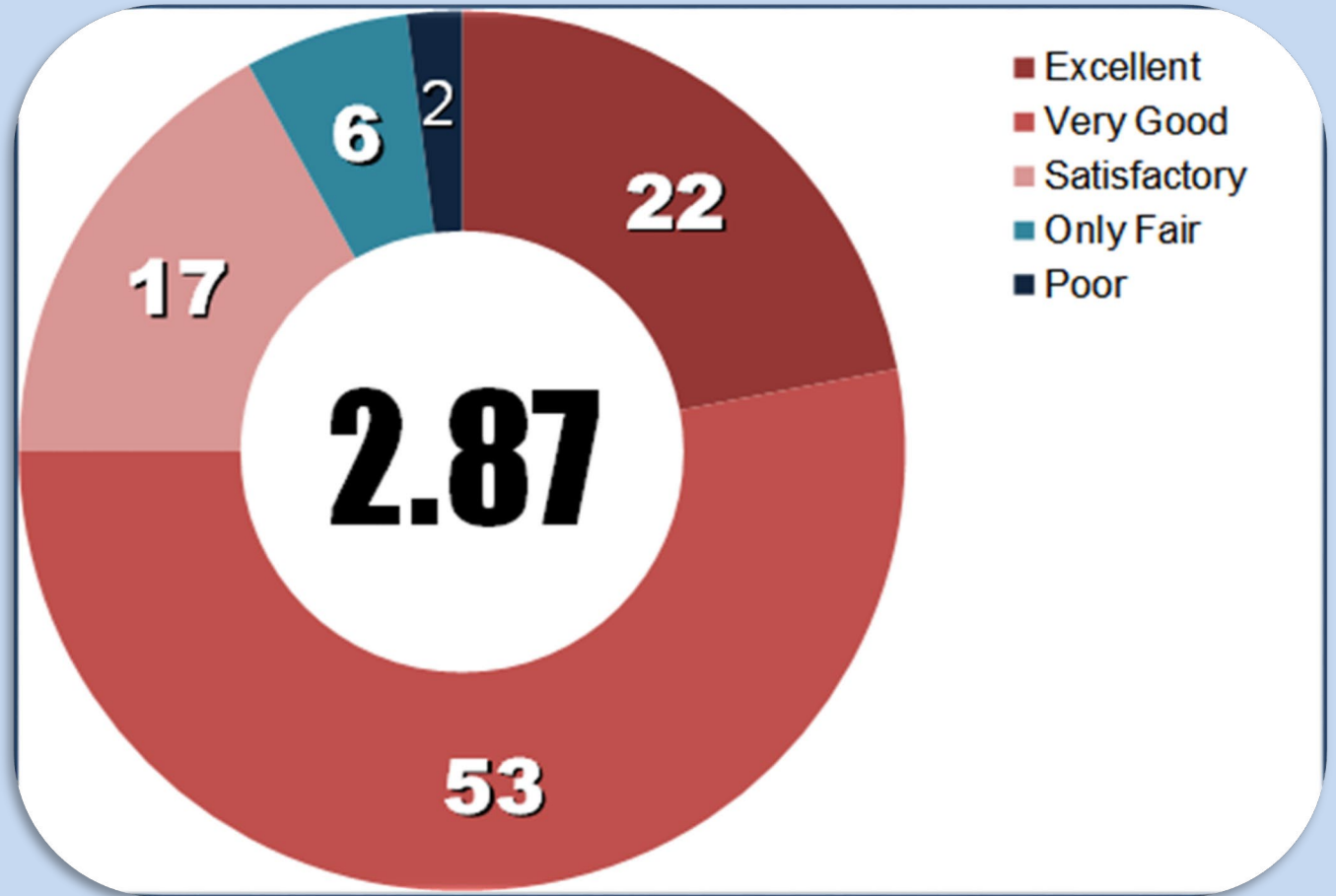
# Reasons for Ratings

| EXCELLENT | | VERY GOOD | | SATISFACTORY | | FAIR | | POOR | |
|---|---|---|---|---|---|---|---|---|---|
| Small Town | 35% | Small Town | 31% | Homeless | 25% | Downtown | 37% | Homeless | 63% |
| Setting | 32% | Setting | 23% | Amenities | 19% | Homeless | 30% | Safety | 44% |
| Civic Culture | 20% | Civic Culture | 16% | Downtown | 15% | City Govt | 21% | Downtown | 22% |
| Amenities | 10% | Accessible | 14% | Safety | 15% | Safety | 20% | Civic Culture | 8% |
| Schools | 9% | Parks /Events | 13% | Small Town | 15% | Amenities | 10% | | |
| Safe | 9% | Safe | 10% | Setting | 11% | Schools | 7% | | |
| Accessible | 9% | Amenities | 9% | Accessibility | 10% | | | | |
| Qual of Life | 8% | Schools | 9% | Cleanliness | 7% | | | | |
| Parks/Events | 7% | Affordable | 8% | Affordability | 6% | | | | |
| Fam Friendly | 6% | Fam. Friendly | 6% | City Govt | 6% | | | | |

# Nearly All Felt Safe in Olympia – Except in Downtown at Night

| | VERY SAFE | SAFE | UNSAFE | VERY UNSAFE |
|---|---|---|---|---|
| Neighborhood / Day | 63 | 35 | | |
| In Olympia generally | 28 | 64 | 7 | 1 |
| Neighborhood / Night | 32 | 54 | 11 | 3 |
| Downtown / Day | 25 | 53 | 19 | 4 |
| Downtown / Night | 6 | 31 | 38 | 23 |

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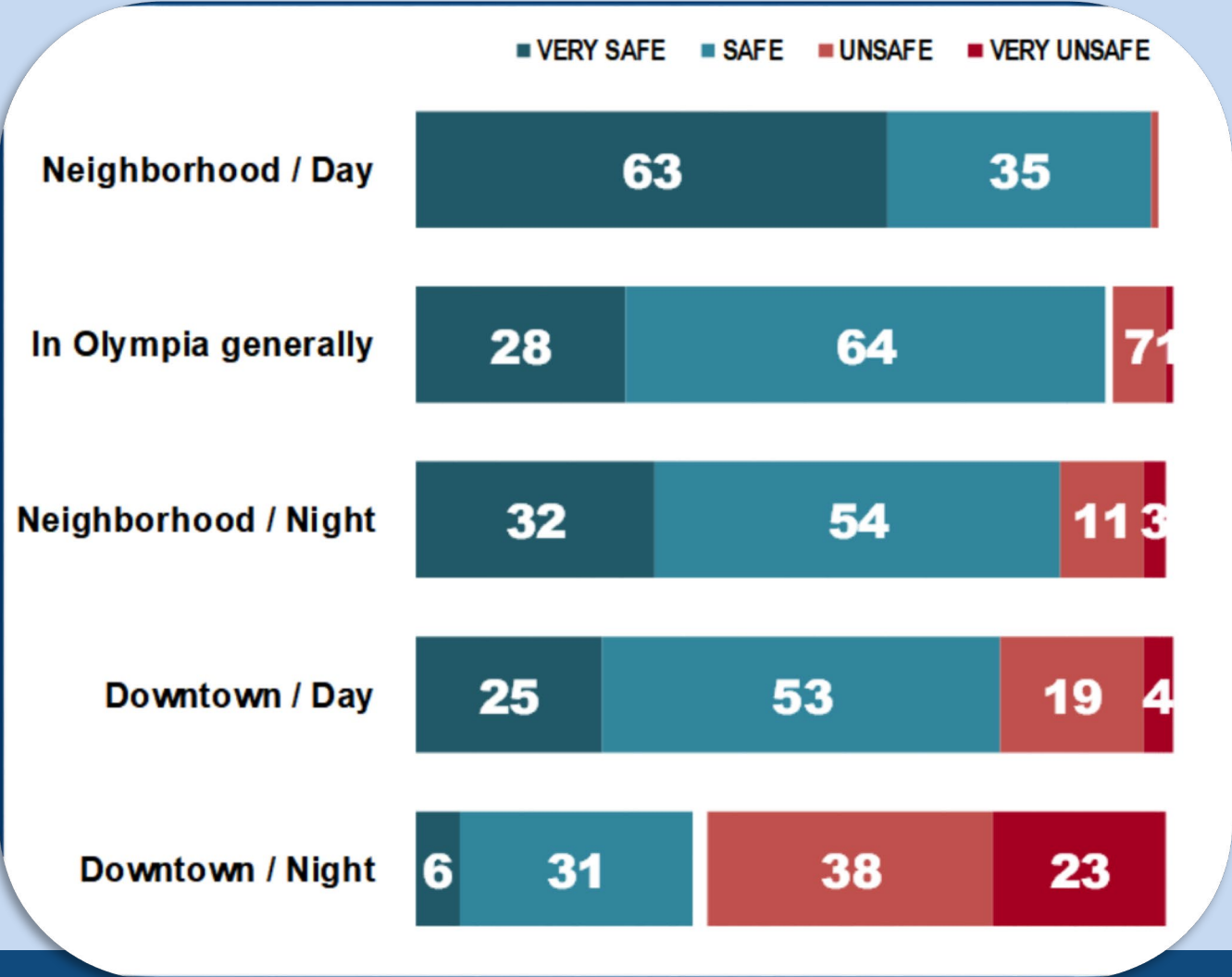
# Rating City Services

Q4
Q5

## Importance

Legend: ■ 4-Top ■ 3-High ■ 2-Med ■ 1-Low ■ 0-No

| Service | 4-Top | 3-High | 2-Med | 1-Low | 0-No |
|---|---|---|---|---|---|
| Water | 39 | 48 | 10 | 2 | |
| EMS | 33 | 49 | 14 | 3 | |
| Emergency Prep | 21 | 45 | 30 | 3 | 0 |
| Sewer | 17 | 52 | 28 | 3 | |
| Fire | 23 | 41 | 27 | 7 | 1 |
| Police | 23 | 44 | 21 | 8 | 3 |
| Land Use | 18 | 40 | 31 | 10 | 1 |
| Park Maint | 10 | 49 | 36 | 4 | 1 |
| Solid Waste | 12 | 49 | 32 | 6 | 1 |
| Streets | 12 | 45 | 37 | 6 | 0 |
| Cmty Plan | 15 | 39 | 34 | 10 | 2 |
| Trees/Open Space | 17 | 39 | 29 | 11 | 3 |
| Sidewalks | 11 | 37 | 38 | 12 | 1 |
| Econ Dev | 13 | 33 | 40 | 10 | 3 |
| Permits | 6 | 31 | 48 | 11 | 2 |
| Code Enforce | 6 | 31 | 45 | 13 | 3 |
| Bldg O&M | 2 | 29 | 53 | 12 | 3 |
| Arts | 7 | 30 | 43 | 14 | 5 |
| Rec Progs | 4 | 25 | 49 | 19 | 2 |
| Parking | 5 | 22 | 43 | 25 | 4 |

## Performance

Legend: ■ A ■ B ■ C NoOp ■ D ■ F

| Service | A | B | C | NoOp | D | F |
|---|---|---|---|---|---|---|
| Solid Waste | 40 | 43 | 15 | | 2 | |
| Water | 31 | 43 | 23 | | 3 | |
| EMS | 24 | 47 | 21 | 7 | 1 | |
| Fire | 22 | 45 | 26 | 7 | 1 | |
| Arts | 19 | 44 | 29 | 3 | 4 | 2 |
| Sewer | 13 | 50 | 30 | 2 | 5 | 0 |
| Park Maint | 12 | 53 | 26 | | 8 | 1 |
| Rec Progs | 12 | 39 | 39 | 5 | 4 | 1 |
| Trees/Open Space | 9 | 32 | 43 | 4 | 10 | 2 |
| Police | 7 | 36 | 41 | | 11 | 4 |
| Bldg O&M | 4 | 28 | 53 | 11 | 4 | 1 |
| Emergency Prep | 4 | 32 | 44 | 9 | 8 | 3 |
| Streets | 3 | 35 | 44 | 2 | 12 | 4 |
| Code Enforce | 3 | 24 | 47 | 13 | 10 | 3 |
| Permits | 3 | 21 | 47 | 17 | 9 | 3 |
| Sidewalks | 5 | 28 | 43 | 3 | 16 | 5 |
| Econ Dev | 3 | 28 | 46 | 6 | 14 | 4 |
| Cmty Plan | 3 | 25 | 48 | 2 | 14 | 4 |
| Land Use | 2 | 28 | 44 | 6 | 16 | 4 |
| Parking | 3 | 25 | 44 | 4 | 14 | 11 |

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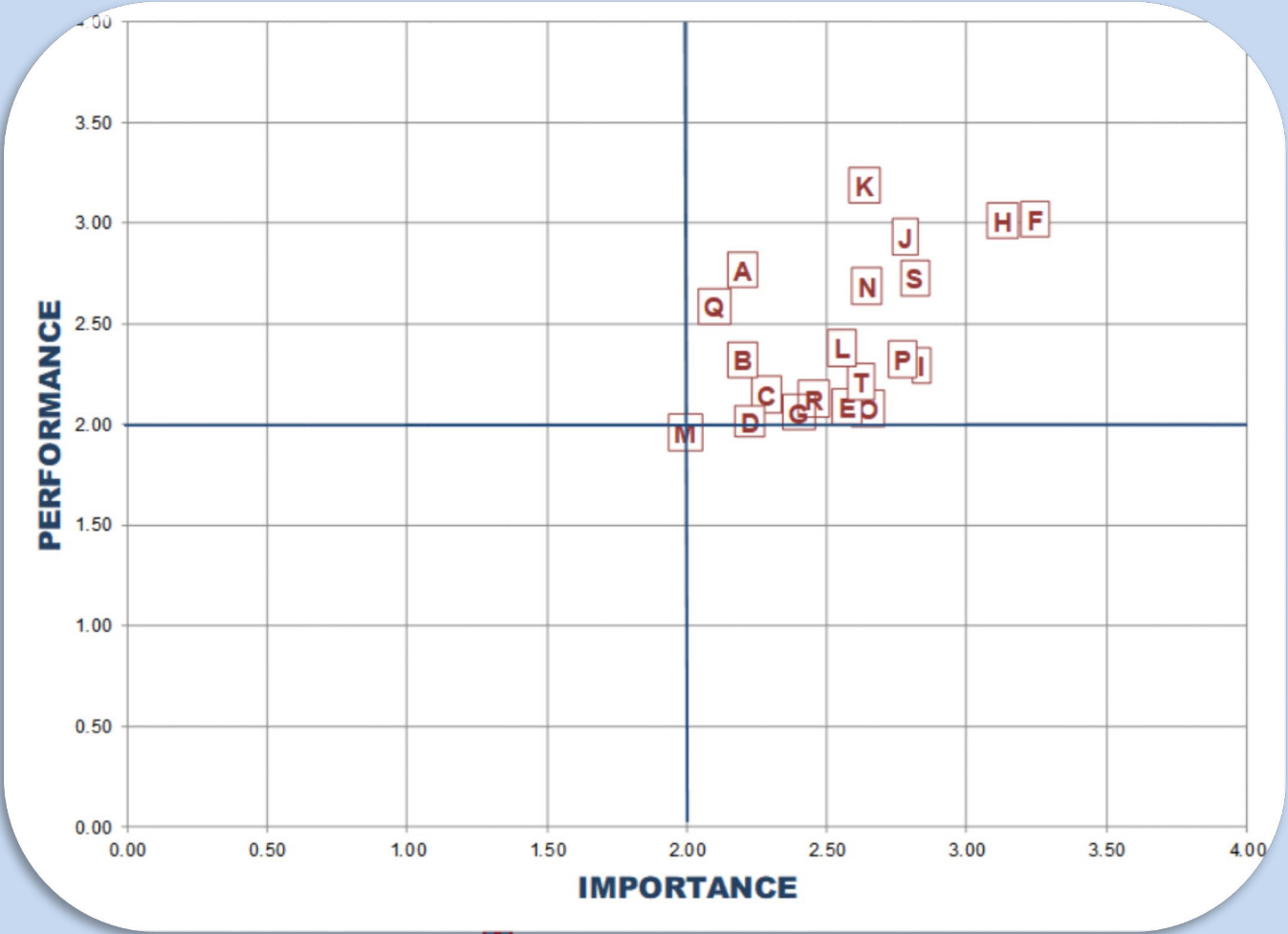
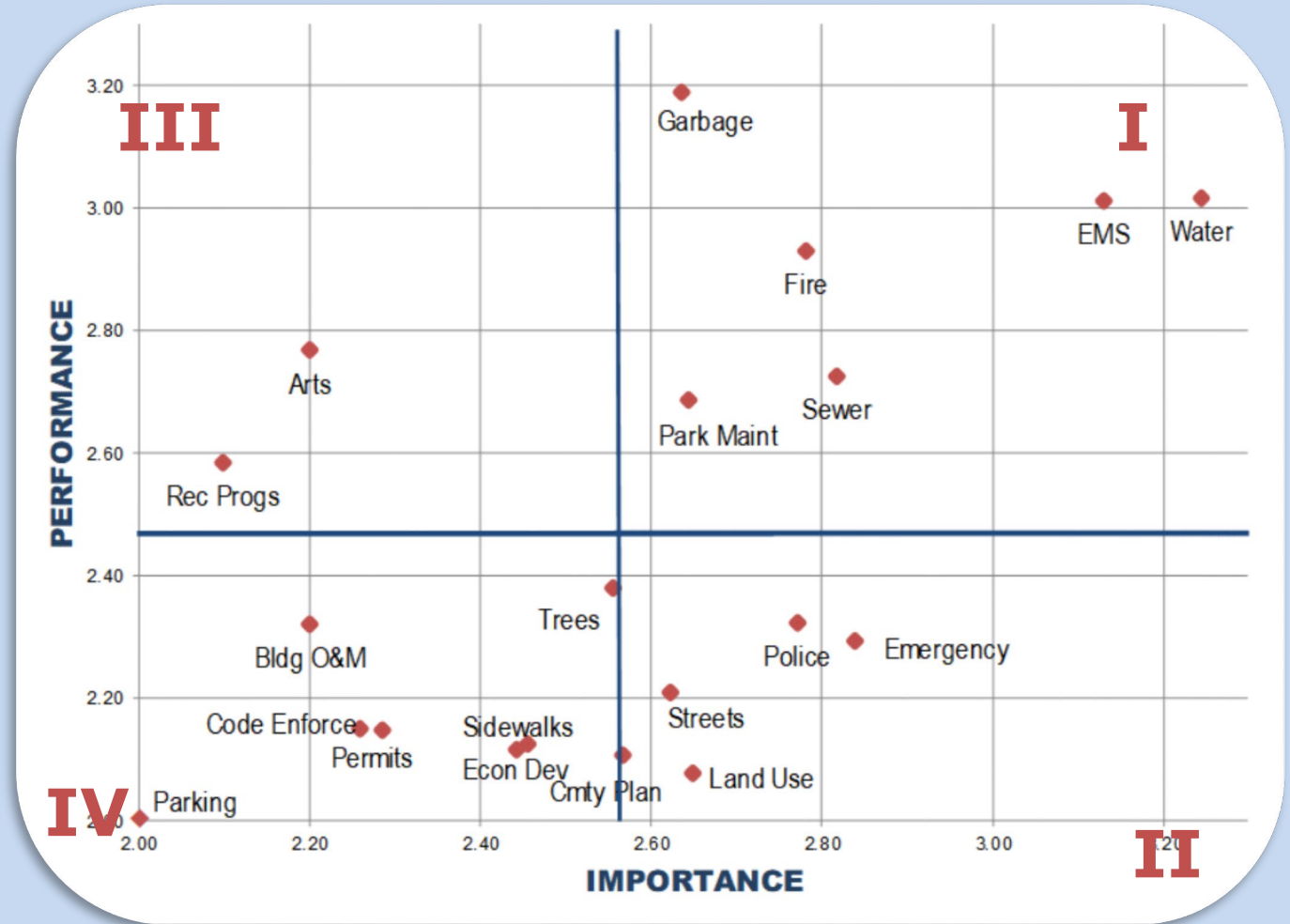# All 20 City Services Rated as Important and Delivered Satisfactorily

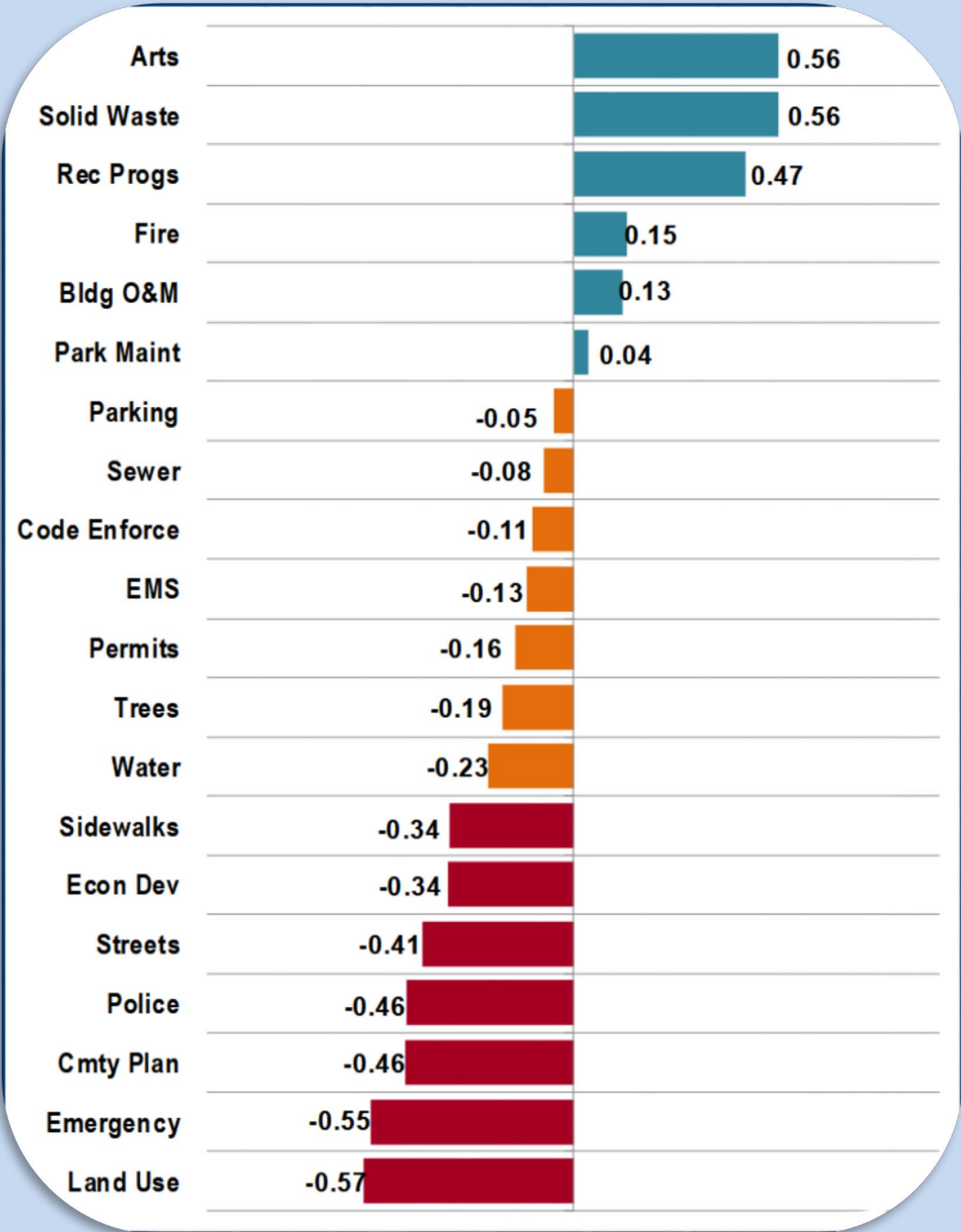Each service scored above the scale midpoint for both Importance and Performance

# Quadrant Analysis: Prioritizing City Attention

I. High Importance
High Performance

II. High Importance
Below Average Performance

III. Below Average Importance
High Performance

IV. Below Average Importance
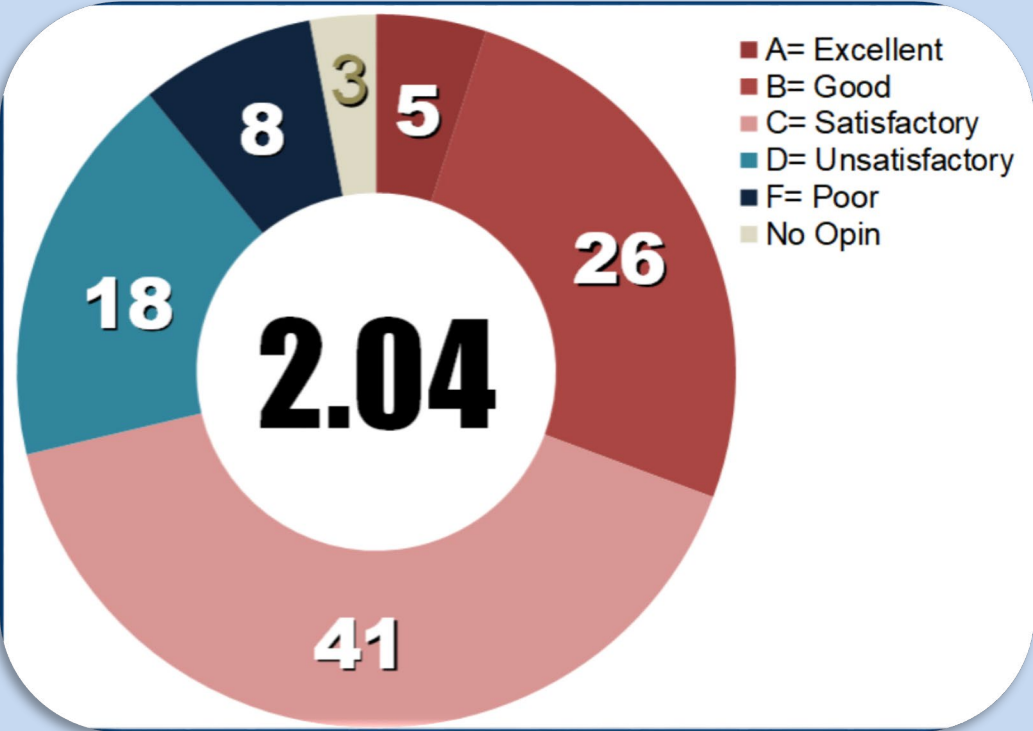Below Average Performance
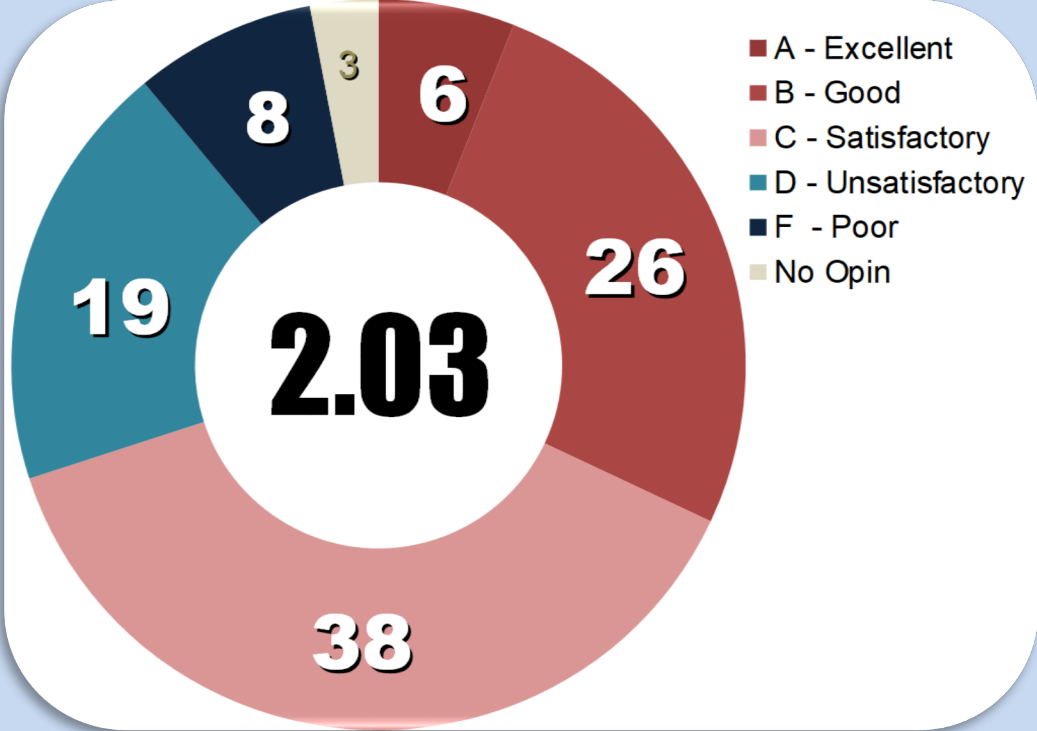
# Gap Analysis: Importance minus Performance

| Category | Value |
|---|---|
| Arts | 0.56 |
| Solid Waste | 0.56 |
| Rec Progs | 0.47 |
| Fire | 0.15 |
| Bldg O&M | 0.13 |
| Park Maint | 0.04 |
| Parking | -0.05 |
| Sewer | -0.08 |
| Code Enforce | -0.11 |
| EMS | -0.13 |
| Permits | -0.16 |
| Trees | -0.19 |
| Water | -0.23 |
| Sidewalks | -0.34 |
| Econ Dev | -0.34 |
| Streets | -0.41 |
| Police | -0.46 |
| Cmty Plan | -0.46 |
| Emergency | -0.55 |
| Land Use | -0.57 |

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# Communicating with Citizens

## Keeping Citizens Informed



- A= Excellent
- B= Good
- C= Satisfactory
- D= Unsatisfactory
- F= Poor
- No Opin

5 26 41 18 8 3

2.04

## Opportunities for Involvement



- A - Excellent
- B - Good
- C - Satisfactory
- D - Unsatisfactory
- F - Poor
- No Opin

6 26 38 19 8 3

2.03

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# Communicating with Citizens

## Participated in Process



25%

- Yes
- No

25
75
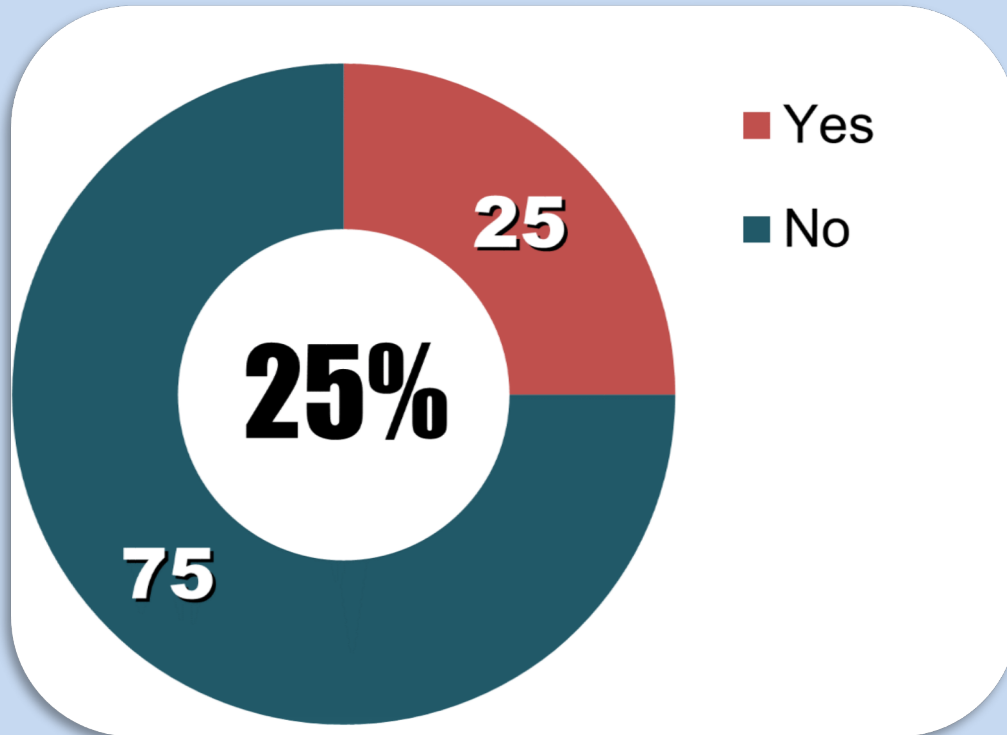
## Satisfaction with Experience



75%

- Very Satisfied
- Mostly Satisfied
- Mostly Dissatisfied
- Very Dissatisfied
- No Opin

17
58
18
6
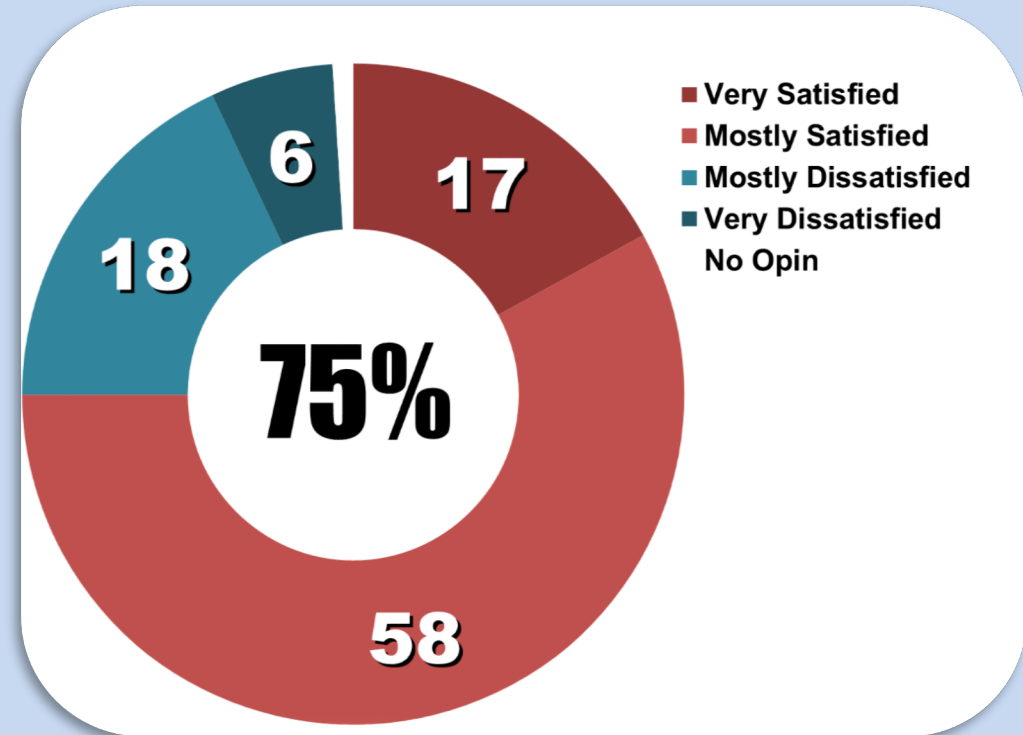
# Willing to Participate in Workshops, Focus Groups or Town Halls

- Reflects Olympia's Civic Culture

- Able to recruit to match city, targeted profiles



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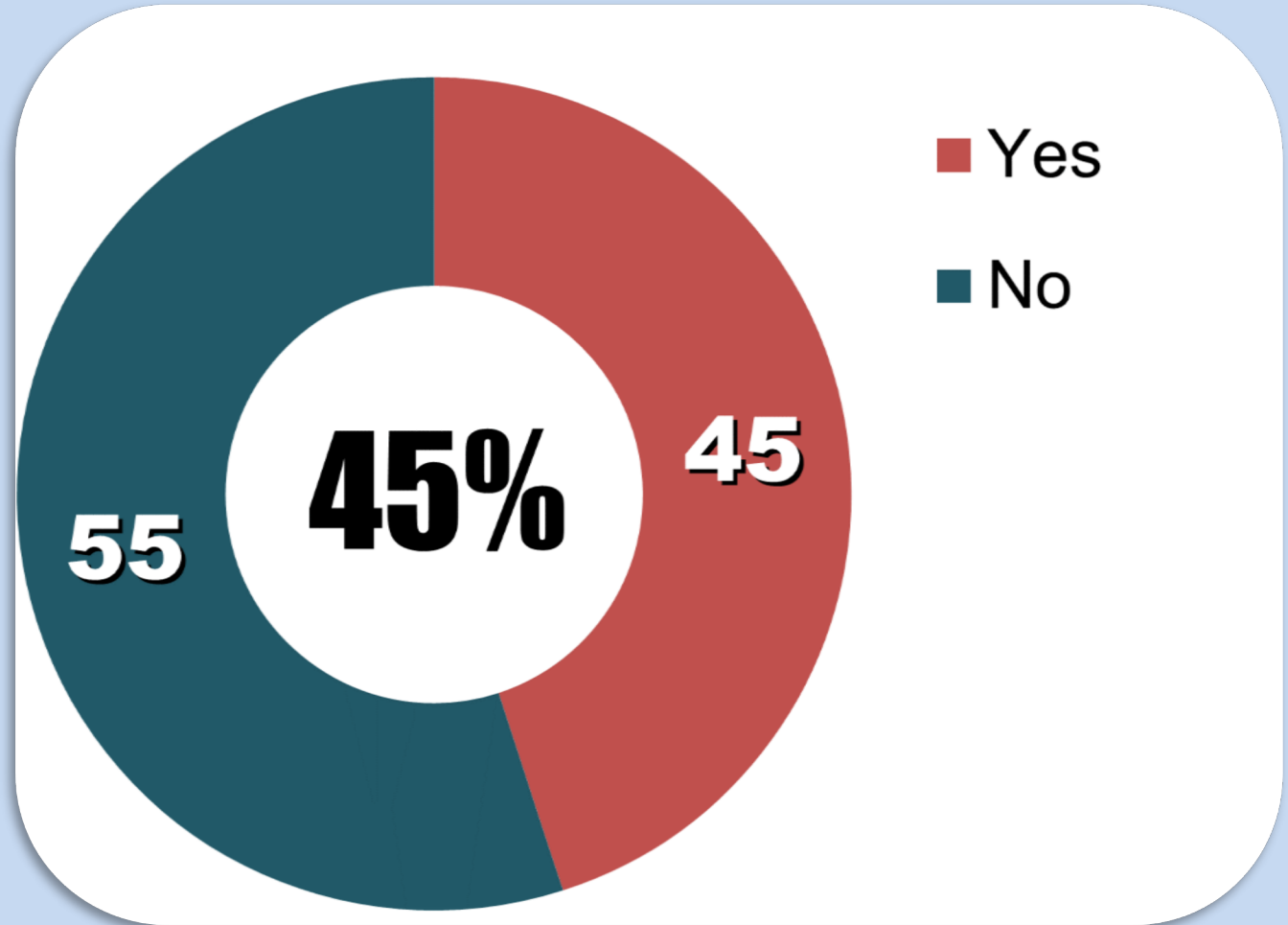
# Survey of Olympia Residents

**December 2017**

# Community Indicator Dashboard
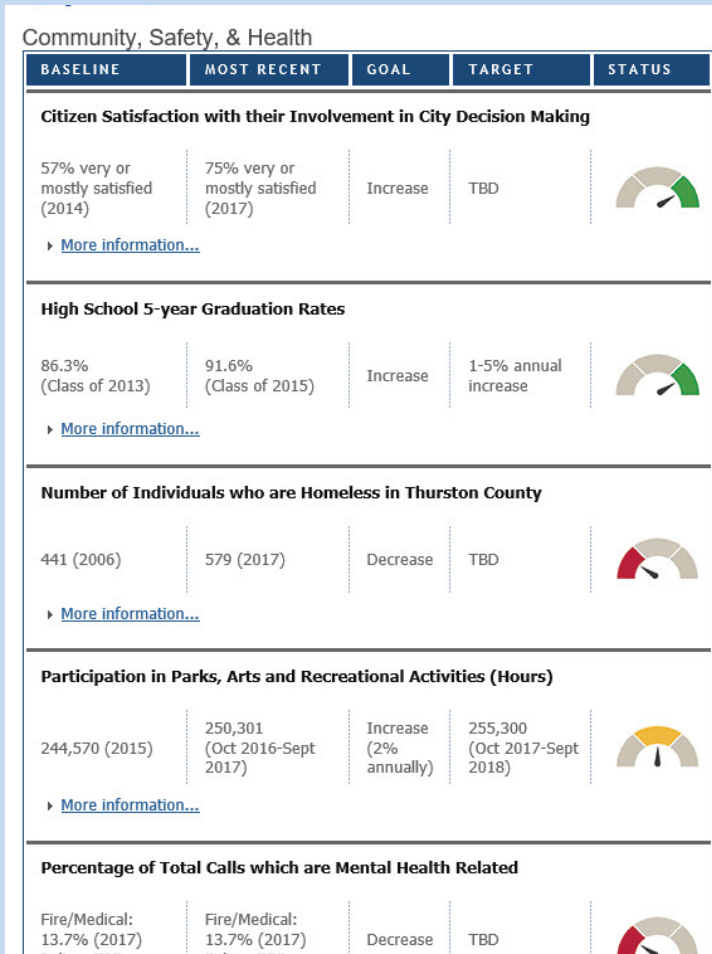


- 31 indicators
- Only 2 without data
- 4 Indicators used 2017 survey data

# Community Indicator Dashboard



Community, Safety, & Health

| BASELINE | MOST RECENT | GOAL | TARGET | STATUS |
|---|---|---|---|---|
| **Citizen Satisfaction with their Involvement in City Decision Making** | | | | |
| 57% very or mostly satisfied (2014) | 75% very or mostly satisfied (2017) | Increase | | |
| ▸ More information... | | | | |
| **High School 5-year Graduation Rates** | | | | |
| 86.3% (Class of 2013) | 91.6% (Class of 2015) | Increase | | |
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| **Number of Individuals who are Homeless in Thurst** | | | | |
| 441 (2006) | 579 (2017) | Decrease | | |
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| **Participation in Parks, Arts and Recreational Activi** | | | | |
| 244,570 (2015) | 250,301 (Oct 2016-Sept 2017) | Increase (2% annually) | | |
| ▸ More information... | | | | |
| **Percentage of Total Calls which are Mental Health** | | | | |
| Fire/Medical: 13.7% (2017) Police: TPD | Fire/Medical: 13.7% (2017) Police: TPD | Decrease | | |

# Homelessness

**Number of Individuals who are Homeless in Thurston County**

| 441 (2006) | 579 (2017) | Decrease | TBD | |

▸ More information...

- Established baseline data
- Comprehensive Plan vision = decrease
- What are we doing in 2018?

# A Framework...
## for how to learn from and use our indicators

- What is the "end"?

- How are we doing?

- What is the story behind the curve?

- Who are the partners with a role to play in turning the curve?

- What works to turn the curve?

- What do we propose to do to turn the curve?

# Performance & Priorities
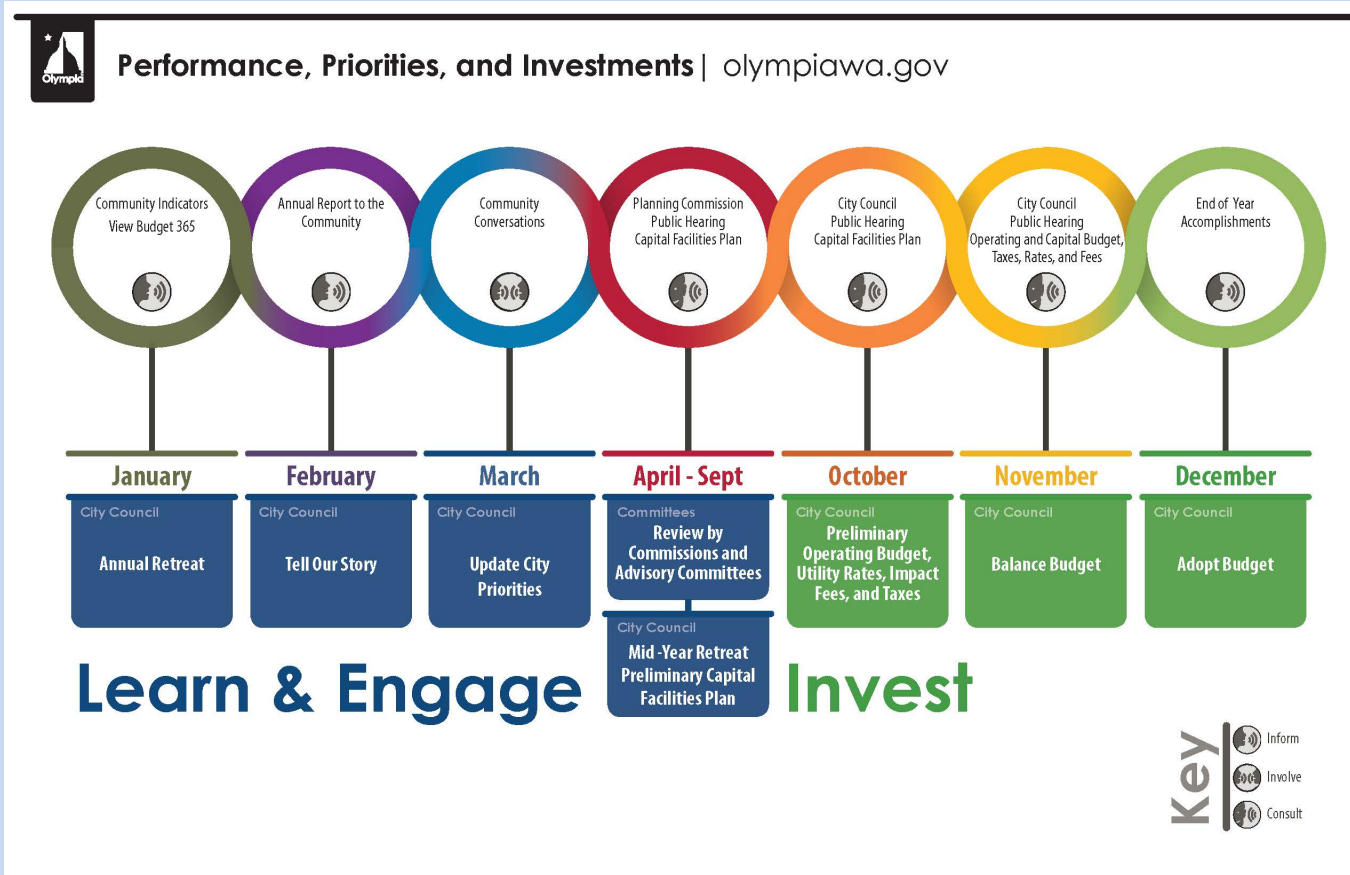


Learn (Performance):

- Experience/knowledge
- Citizen Survey
- Indicator Dashboard

Engage (Priorities):

- Council Retreat
- Community Conversations

Thank you.
Questions?