



City of Tacoma

Community Survey – Key Findings

Presented by MDB Insight

February 13th, 2018




Photo Credit: Travis Wise (Nov. 12, 2016) "Urban Planning" with Permission CC: www.flickr.com.



Tacoma Community Survey - Agenda

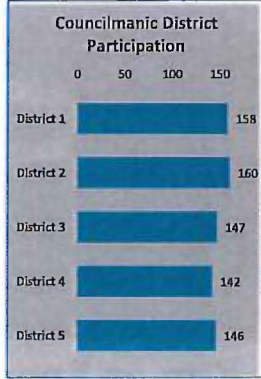
Agenda

- Present overview of project and methodology
- Present overview of key findings
- Questions and answers



Methodology


- A community satisfaction survey was conducted via telephone with residents of Tacoma, WA, between January 10th and 29th, 2018.
- 753 residents equally across all five Councilmanic Districts were surveyed.
- The survey was random resulting in a 3.6% margin of error, 19 times out of 20.
- To ensure adequate representation of modern demographics, the survey intentionally reached residents via home and cellular phone (42% home phone, 58% cellular phone)
- The person with the most recent birthday in the household was asked to participate in the survey, to ensure respondents were random within each household.
- 15 people responded to the survey in a language other than English.



District	Participation
District 1	158
District 2	160
District 3	147
District 4	142
District 5	146

MDB Insight

3



Tacoma Community Survey

Key Findings

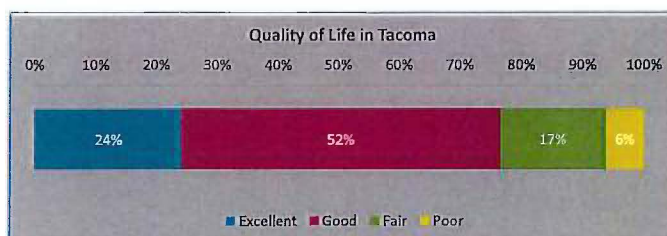
4

MDB Insight

Overall Quality of Life



Overall, 76% of Tacoma residents rate its quality of life as good or excellent.



76% rate quality of life as good or excellent

n=753; 0.3% indicated "don't know".

Satisfaction is highest among white residents (79%), compared to black (68%), and Hispanic (50.5%) residents indicating significant variation. Meanwhile females (72%) are less satisfied than males (79%), and the lower the household income, the less likely the resident is to be satisfied.

	Total	District 1	District 2	District 3	District 4	District 5
Excellent/Good	76.30%	85%	85%	71%	75%	65%



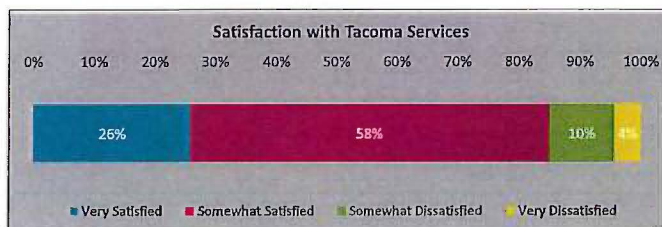
Q1. I would like you to tell me how would you rate the overall quality of life in the City of Tacoma? Is it...?

5

Overall Satisfaction with Municipal Services



84% of Tacoma's residents are satisfied with municipal services, with the majority being somewhat satisfied (56%), followed by very satisfied (26%).



84% Satisfaction

n=753

	Total	District 1	District 2	District 3	District 4	District 5
Very/Somewhat Satisfied	84.10%	89.8%	88.3%	83.6%	82.7%	75.3%



Q2. And how would you rate your overall satisfaction with the services provided by the City of Tacoma, would you say you are...?

6

Community Priorities for Improvement: Public Safety and Enforcement



Service Criteria	Importance	Not Satisfied	Priority Ranking
Code Enforcement	8.8	35%	1
Parking Enforcement	8.5	24%	2
Police Investigations	7.6	22%	3
Police Community Programs	7.9	21%	4
Police Patrol	8.0	20%	5
Emergency Medical Services provided by Tacoma Fire Department	7.3	2%	6
Fire Response and Suppression	6.9	1%	7

High Priority
Moderate Priority
Low Priority



MDB
INSIGHT

Q2. And how would you rate your overall satisfaction with the services provided by the City of Tacoma, would you say you are...? Q3. Now we would like to get your opinion on various City services. Thinking about your satisfaction with < randomize by category and insert service>, would you say you are...?

7

Community Priorities for Improvement: Infrastructure, Parks and Public Works



Service Criteria	Importance	Not Satisfied	Priority Ranking
Street Repair	8.0	65%	1
Traffic Signal Performance and Timing	7.1	30%	2
Walking Infrastructure	7.8	23%	3
Street Lighting	8.1	21%	4
Storm Drainage	7.9	21%	5
Biking Infrastructure	7.8	21%	6
Utility Billing and Customer Service	8.8	17%	7
Garbage, Recycling, Yard and Food Waste Collection	8.0	18%	8
Street Cleaning	7.9	15%	9
Drinking Water	7.5	11%	10
Sewer Services	8.2	10%	11
Recreation Centers and Programs	7.6	10%	12
Power (electric)	8.6	7%	13
Local Parks	7.9	5%	14

High Priority
Moderate Priority
Low Priority



MDB
INSIGHT

Q2. And how would you rate your overall satisfaction with the services provided by the City of Tacoma, would you say you are...? Q3. Now we would like to get your opinion on various City services. Thinking about your satisfaction with < randomize by category and insert service>, would you say you are...?

8

Community Priorities for Improvement: Other Municipal Services



Service Criteria	Importance	Not Satisfied	Priority Ranking
Permitting Services	8.2	22%	1
Economic and Business Development Activities	7.9	21%	2
Public Transit Services	6.3	22%	3
Overall Customer Service at the City of Tacoma	9.0	13%	4
Community Events	7.1	11%	5
Public Art	7.1	8%	6
Public Library Services	6.9	7%	7

High Priority
Moderate Priority
Low Priority



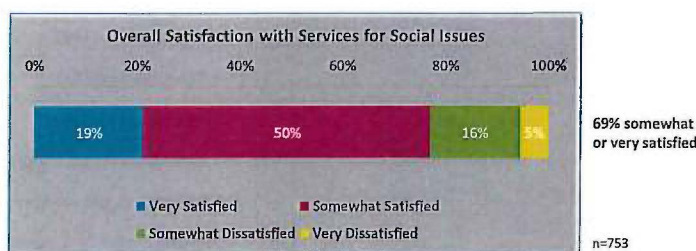
Q2. And how would you rate your overall satisfaction with the services provided by the City of Tacoma, would you say you are...? Q3. Now we would like to get your opinion on various City services. Thinking about your satisfaction with < randomize by category and insert services>, would you say you are...?

9

Overall Satisfaction with Social Issues



Overall, 69% of Tacoma residents are satisfied with the services Tacoma devotes to social issues in the city.



	Total	District 1	District 2	District 3	District 4	District 5
Very / Somewhat Satisfied	68.9%	80.0%	61.9%	71.5%	68.8%	62.4%



Q15. Overall, how satisfied are you with the amount of services Tacoma devotes to social issues? Are you... (do not read Don't Know/No Opinion)

10

Community Priorities for Improvement: Social Issues



Service Criteria	Importance	Not Satisfied	Priority Ranking
Homelessness services	8.1	61%	1
Mental health services	7.4	55%	2
Drug use services	7.2	52%	3
Affordable housing services	6.6	50%	4
Gang prevention services	7.7	35%	5
Immigrant support services	6.9	37%	6
Workforce development services	8.7	23%	7
Senior centers/services	6.0	23%	8
Access to healthy, affordable food	7.4	17%	9

High Priority
Moderate Priority
Low Priority

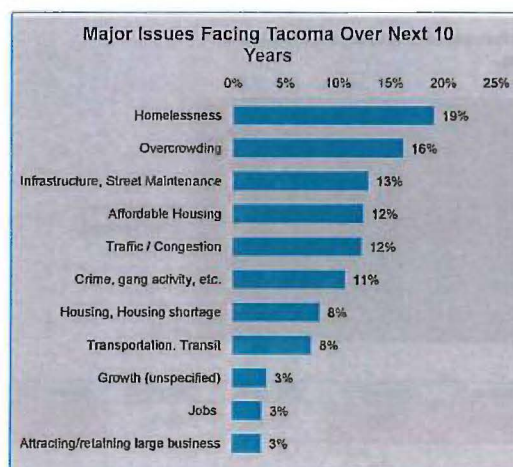


MDB
INSIGHT

Q2. And how would you rate your overall satisfaction with the services provided by the City of Tacoma, would you say you are...? Q3. Now we would like to get your opinion on various City services. Thinking about your satisfaction with < randomize by category and insert service>, would you say you are...?

11

Quality of Life and Community



Top issues Tacoma residents anticipate within the next 10 years include:

- Homelessness (19%)
- Overcrowding (16%)
- Infrastructure (13%)
- Affordable housing (12%)
- Traffic/Congestion (12%)

Notably, some items appear interrelated such as affordable housing and overcrowding, and infrastructure and traffic

n=753

Note: Only values 3% or greater are shown.



MDB
INSIGHT

Q5. What major issue do you think Tacoma will face in next ten years? [Open ended, record response]

12

Quality of Life and Community: Top major issues and City's role in addressing them



Q6. What is the City's role in addressing this issue?	Q5. What major issue do you think Tacoma will face in next ten years?				
	Homelessness	Overcrowding	Infrastructure / Street Maintenance	Affordable Housing	Traffic / Congestion
Affordable housing	6.7%	4.8%	1.1%	11.9%	2.2%
Programs for homeless	15.6%	1.8%	0.9%	6.4%	1.5%
Police improvements	7.9%	3.5%	4.3%	1.5%	0.0%
More low income housing	2.7%	0.0%	0.0%	12.5%	0.0%
Rent control	0.0%	0.0%	0.0%	1.2%	0.0%
Plan ahead / Planning	1.1%	0.3%	5.4%	1.5%	3.5%
Reduce Taxes	0.0%	0.0%	0.0%	1.2%	0.0%
Zoning	0.0%	4.5%	0.0%	9.8%	0.0%
Need to take charge / Take care of it	0.4%	0.0%	1.2%	0.3%	0.3%
Concentrate on/fix infrastructure	4.9%	15.1%	17.9%	6.8%	9.7%
Better / More public transportation	0.2%	5.2%	11.6%	2.5%	35.3%
More housing	3.8%	11.7%	4.2%	8.5%	1.9%
DK / No Opinion	16.5%	16.2%	10.5%	8.8%	32.8%



Comparing top issues that were identified with suggested solutions, there is further evidence of interrelation of some themes noted on the previous slide.
Note – Responses that couldn't be grouped are not shown in order to simplify the chart.

Q6. What is the City's role in addressing this issue? (Open ended, record response)

13

Crime and Public Safety



Combined, 85% of Tacoma residents feel either very safe (31%) or somewhat safe (54%).



n=753

Black residents are more than twice as likely to feel "not very safe" in Tacoma than other groups at 29% compared to 10% of white residents and 4% of Hispanic residents.

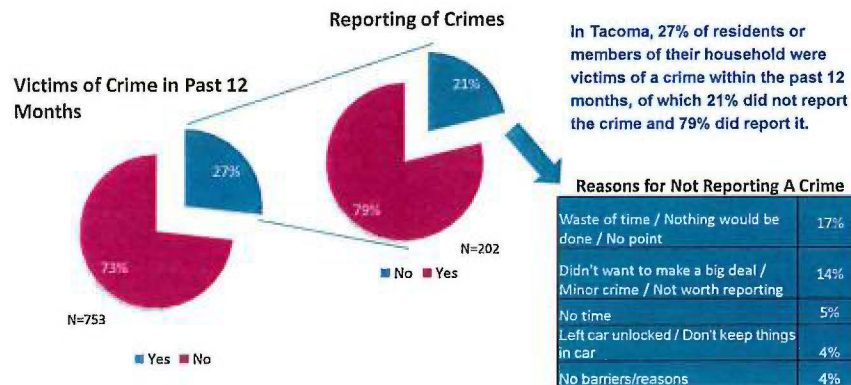
	Total	District 1	District 2	District 3	District 4	District 5
Very/Somewhat Safe	85.0%	92.4%	81.6%	87.9%	84.2%	78.9%
Not Very Safe/Not Safe at All	14.8%	7.3%	18.0%	12.1%	15.6%	20.9%



Q7. How would you rate your overall feeling of safety in Tacoma, would you say you feel very safe, somewhat safe, not very safe, not safe at all? (do not read Don't Know/No Opinion)

14

Crime and Public Safety



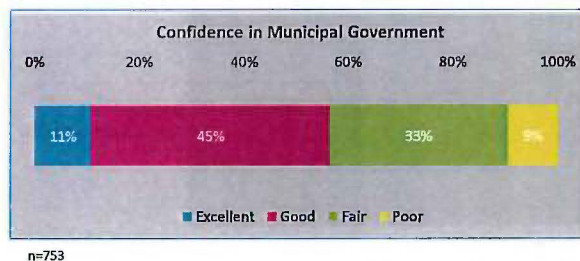
Q8. Have you or someone in your household been the victim of a crime in Tacoma in the last 12 months? Q8a. [If yes] Did you report the crime? Q8b. [If no] What barriers were there in reporting the crime? [Open ended, record response]

15

Government Confidence



56% of residents indicate that their confidence in the Municipal Government is excellent or good.



Overall confidence
is 56%

Confidence in the Municipal Government is poorest among black residents (34%) and people that self-identify as two or more races (36%), compared to white and Hispanic residents (60% and 68%, respectively).

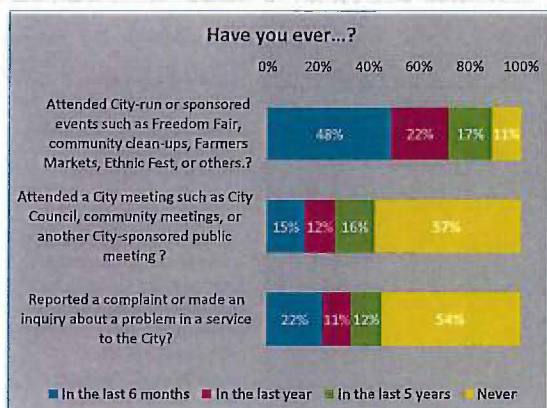
	District 1	District 2	District 3	District 4	District 5
Excellent / Good	69.8%	48.4%	56.9%	52.2%	47.5%



Q9. Would you say your confidence in Tacoma's Municipal Government is (read all except Don't know/No opinion)?

16

Participation in Events and Civic Life



70% of residents have attended City-sponsored events within the last year.

27% of Tacoma's residents have attended a City meeting within the last year.

33% of residents have made complaints or inquiries within the last year.

n=753

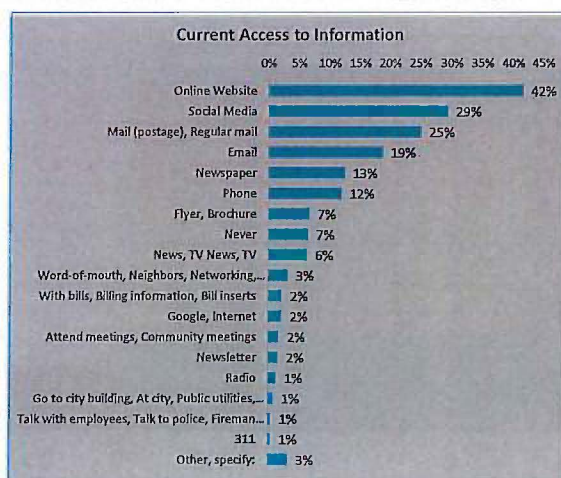
Those with household incomes of less than \$50,000 per year are less likely to have attended an City-sponsored event or make complaints/inquiries than higher income earners.



Q10. Have you attended City-run or sponsored events such as Freedom Fair, community clean-ups, Farmers Markets, Ethnic Fest, or others? Q11. Have you attended a City meeting such as City Council, community meetings, or another City-sponsored public meeting? Have you reported a complaint or made an inquiry about a problem in a service to the City?

17

Access to Information



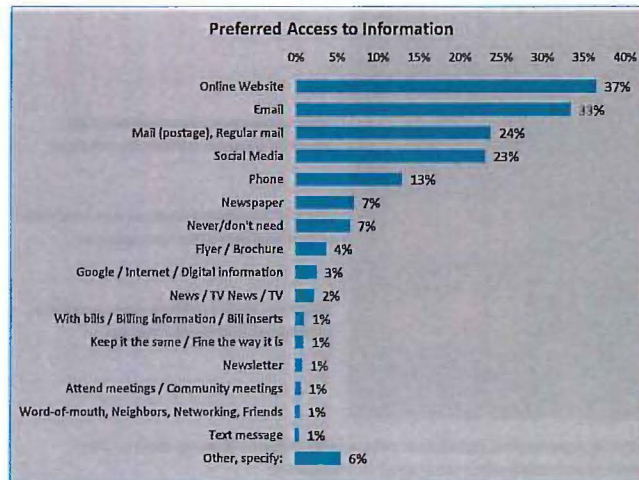
The top ways people currently access information from the City are online (42%), social media (29%), traditional mail (25%), and email (19%).

n=753



Q13. How do you currently receive or access information from the City of Tacoma? [Record all mentions]; Q14. How would you like to receive or access information from the City of Tacoma? [Record all mentions]

Access to Information



Online is the preferred method for receiving information (37%), followed by email (33%), and traditional mail (24%).

Notably, despite 19% of respondents indicating they already receive information from the City by email, an additional 14% appear to be interested in getting it in the future, suggesting a possible awareness gap about existing services.

n=753



Q14. How would you like to receive or access information from the City of Tacoma? [Record all mentions]

Community Priorities for Improvement: Environment and Sustainability



Service Criteria	Importance	Not Satisfied	Priority Ranking
The ease of bus travel in Tacoma	7.2	28%	1
The preservation of the quality of the natural environment	8.0	21%	2
The ease of bicycle travel in Tacoma	7.3	23%	3
The ease of walking in my neighborhood	8.1	20%	4
The ease of parking in my neighborhood	7.3	21%	5
Puget Sound Water Quality	7.2	21%	6
Overall appearance of Tacoma	8.6	15%	7
Tacoma's Air Quality	7.7	16%	8
Your neighborhood's trees	7.6	16%	9
The preservation of the quality of the natural environment	6.9	16%	10

High Priority
Moderate Priority
Low Priority



Q2. And how would you rate your overall satisfaction with the services provided by the City of Tacoma, would you say you are...? Q3. Now we would like to get your opinion on various City services. Thinking about your satisfaction with < randomize by category and insert services>, would you say you are...?

20



Many Thanks

Questions are welcome

Chris Bandak, Executive Vice-President, Research and Analytics
MDB Insight, cbandak@mdbinsight.com

Summary of Key Findings

- Overall Quality of Life reported improved from 59% to 76%
- Street Repair, Code Enforcement, Traffic Signals top areas for improvement
- Strong Impact of Social Issues on quality of life
 - Affordable Housing
 - Homelessness
 - Drug Use
 - Mental Health
- Affordable Housing, Infrastructure and Public Transportation as both issues and roles for the City to take on for addressing homelessness, housing issues, and growth in population

Next Steps – Input



23

Next Steps – Input



24



Methodology (cont'd)

- Measures of significance are based on a 0.95 confidence interval (pink shading in tables for Councilmanic Districts).

Example	Total	District 1	District 2	District 3	District 4	District 5
Variable x	84.10%	89.8%	88.3%	83.6%	82.7%	75.3%

- The results were weighted by based on Census 2010 data. Weighting was applied based on the following census distributions (see table below).

District ID	MALE							FEMALE						
	18P	18-24	25-34	35-44	45-54	55-64	65+	18-24	25-34	35-44	45-54	55-64	65+	
1	32,168	1,815	2,627	2,455	2,803	2,470	2,744	1,840	2,702	2,446	3,040	2,918	4,308	
2	31,955	2,570	3,334	3,025	3,132	2,428	1,711	2,638	2,897	2,711	2,971	2,439	2,099	
3	29,962	2,401	3,907	2,818	2,663	1,754	1,357	2,385	3,703	2,512	2,520	1,799	2,143	
4	28,705	1,841	3,205	2,883	2,717	1,933	1,509	1,795	3,273	2,689	2,681	2,040	2,138	
5	29,970	2,073	3,163	2,620	2,786	2,044	1,751	2,117	3,135	2,814	2,889	2,189	2,609	

MDB Insight

25

Public Safety and Enforcement



The figure below demonstrates the Councilmanic District Distribution for Public Safety and Enforcement.

Public Safety and Enforcement - Very/Somewhat satisfied	Total	District 1	District 2	District 3	District 4	District 5
Police Patrol	75%	88.2%	55.3%	84.1%	75.8%	70.7%
Police Investigations	57%	61.9%	42.1%	66.4%	55.5%	61.5%
Police Community Programs	59%	64.4%	55.0%	60.1%	63.4%	53.0%
Fire Response and Suppression	80%	74.6%	72.3%	91.2%	82.8%	79.6%
Emergency Medical Services provided by Tacoma Fire Department	82%	88.2%	69.0%	90.8%	82.1%	78.9%
Parking Enforcement	64%	79.5%	60.6%	69.9%	55.3%	55.1%
Code Enforcement	56%	68.0%	46.1%	61.7%	52.4%	49.8%



Q3. Now we would like to get your opinion on various City services. Thinking about your satisfaction with < randomize by category and insert service>, would you say you are...?

26

Infrastructure, Parks and Public Works



Infrastructure, Parks and Public Works - Very/Somewhat satisfied	Total	District 1	District 2	District 3	District 4	District 5
Local Parks	92%	93.0%	92.0%	93.9%	92.7%	89.9%
Power (electric)	91%	94.0%	92.9%	91.3%	90.7%	85.4%
Drinking Water	85%	93.6%	88.2%	84.5%	78.1%	82.8%
Sewer Services	83%	89.4%	76.9%	87.0%	75.0%	85.3%
Street Cleaning	82%	91.3%	82.8%	83.3%	75.4%	75.8%
Utility Billing and Customer Service	80%	86.5%	74.9%	89.6%	78.3%	71.4%
Garbage, Recycling, Yard and Food Waste Collection	80%	69.6%	85.5%	83.1%	89.0%	70.5%
Storm Drainage	76%	73.1%	64.7%	86.9%	85.2%	72.2%
Street Lighting	76%	83.9%	80.8%	76.3%	77.6%	68.8%
Recreation Centers and Programs	76%	81.7%	68.1%	78.2%	72.2%	77.8%
Walking Infrastructure	74%	81.5%	68.7%	75.9%	72.0%	73.2%
Traffic Signal Performance and Timing	69%	71.5%	67.2%	68.1%	69.6%	67.8%
Biking Infrastructure	58%	69.3%	63.7%	60.9%	44.1%	50.8%
Street Repair	35%	39.8%	24.3%	36.2%	40.7%	35.7%



Q3. Now we would like to get your opinion on various City services. Thinking about your satisfaction with < randomize by category and insert service>, would you say you are...?

27

Other Municipal Services and Considerations



Other Municipal Services - Very/Somewhat satisfied	Total	District 1	District 2	District 3	District 4	District 5
Public Library Services	82%	85.3%	75.4%	76.6%	88.8%	82.0%
City Events	80%	86.6%	76.3%	89.2%	75.1%	74.6%
Public Art	75%	79.5%	64.9%	82.4%	74.9%	75.4%
Overall Customer Service at the City of Tacoma	72%	75.1%	74.9%	72.3%	63.8%	70.9%
Economic and Business Development Activities	66%	67.1%	68.2%	61.1%	73.5%	59.5%
Public Transit Services	64%	71.8%	55.3%	67.6%	59.6%	64.4%
Permitting Services	45%	40.7%	40.8%	61.9%	42.6%	41.3%



Q3. Now we would like to get your opinion on various City services. Thinking about your satisfaction with < randomize by category and insert service>, would you say you are...?

28

Social Issues



Top 2 Box -- Very/Somewhat Satisfied	Total	District 1	District 2	District 3	District 4	District 5
The amount of homelessness services	33.3%	27.20%	28.70%	29.90%	42.30%	38.40%
The amount of mental health services	36.9%	31.30%	36.10%	36.40%	44.80%	36.00%
The amount of affordable housing services	38.6%	30.60%	38.30%	40.60%	35.20%	48.30%
The amount of senior centers/services	49.8%	51.90%	48.10%	42.20%	46.10%	60.80%
Access to healthy, affordable Food	73.5%	82.00%	70.30%	76.40%	66.40%	72.60%
The amount of workforce development services	57.2%	59.50%	59.40%	50.60%	52.80%	63.80%
The amount of gang prevention services	45.2%	54.40%	41.90%	37.60%	41.20%	50.70%
The amount of immigrant support services	37.4%	45.10%	26.90%	24.60%	41.60%	48.90%
The amount of drug use services	31.7%	22.20%	33.20%	27.60%	34.30%	41.10%



Q16. Thinking about specific social issues in Tacoma, for <Insert random item> would you say you are Very dissatisfied, Somewhat Dissatisfied, Somewhat Satisfied, Very Satisfied?

29

Sustainable Development Considerations



Top 2 Box - Strongly Agree/Somewhat Agree	Total	District 1	District 2	District 3	District 4	District 5
The ease of parking in my neighborhood	78.0%	89.9%	68.7%	76.2%	78.4%	76.6%
The ease of bus travel in Tacoma	59.4%	65.3%	38.5%	65.7%	65.4%	62.0%
The ease of bicycle travel in Tacoma	57.4%	68.1%	47.9%	59.8%	49.5%	61.5%
The ease of walking in my neighborhood	79.0%	88.8%	72.0%	75.2%	88.5%	70.6%
Tacoma's Air Quality	82.9%	86.2%	74.3%	88.2%	87.5%	78.6%
Puget Sound Water Quality	74.1%	80.7%	70.1%	72.8%	75.4%	71.7%
The preservation of the quality of the natural environment	80.7%	85.9%	73.8%	83.6%	75.8%	84.1%
The preservation of the quality of the natural environment	76.9%	93.4%	78.4%	69.5%	77.4%	65.8%
Your neighborhood's trees	81.4%	86.5%	86.4%	76.4%	77.0%	80.4%
Overall appearance of Tacoma	84.1%	87.5%	86.9%	87.1%	79.5%	79.7%



Q18. Please rate your level of satisfaction with each of the following characteristics, as they relate to Tacoma. (Do not read Don't Know/No Opinion):

30

Participation in Events and Civic Life



Top five reason for not attending City-sponsored events	Percent
More advertisement / More awareness	13%
Not interested / Don't like to participate	12%
No free time	11%
Too old / If I were younger	6%
I work / Work night shift	5%

Top five reasons for not attending City meetings	Percent
Time / No Time / Need more time	18%
Awareness / Better advertisement	16%
More information	6%
If there was something of interest / Interest	5%
Timing / When it is help	4%

Top five reasons for not making complaints or inquiries	Percent
Don't have any / None / No barriers	19%
Didn't know number for call / Didn't know where to go	13%
Haven't had any complaints / No complaints / No problem	12%
Time / Don't have time / Not worth my time	4%
They're not listening / They don't care / Lack of response	3%



Q10. Have you attended City-run or sponsored events such as Freedom Fair, community clean-ups, Farmers Markets, Ethnic Fest, or others? Q11. Have you attended a City meeting such as City Council, community meetings, or another City-sponsored public meeting? Have you reported a complaint or made an inquiry about a problem in a service to the City?

31