



Community Survey

City of Tacoma | Office of Management & Budget
Contractor: MDB Insight Inc.

Study Session
January 28, 2020



OVERVIEW



- Overview of Approach and Methodology
- Survey Results
- Review of Key Findings
- Next Steps



Methodology

Respondents by Councilmanic District

District	Number of Respondents
1	138
2	152
3	147
4	161
5	152

- Community Satisfaction Survey of the general Tacoman population used Computer-Assisted-Telephone-Interviewing with calls placed between November 6th and December 31, 2019
- 750 respondents participated across all Councilmanic districts (see table to the left) via random calls to home and cellular phones
- Respondents represented a variety of age, gender, and racial groups and results were weighted by these demographics and Council District by the 2010 Census profile.
- The survey resulted in a 3.6% margin of error, using a confidence level of 95%
- Significant differences from the sample average are color-coded in the tables comparing Councilmanic Districts as follows:

Significantly Higher than the Population Average

Significantly Lower than the Population Average



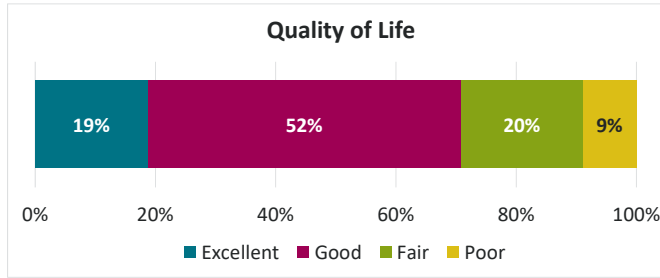
Survey Results

Overall Quality of Life and Satisfaction



Overall Quality of Life

71% rate the quality of life as good or excellent



Demographic Comparisons:

- Older individuals rated higher (65 or older – 82%, 35-64-year-old – 70%, 35 or younger - 61%)
- Home-owners rated higher (75%) than renters (55%)
- Individuals with higher household income rated higher (from 42% among <\$25k to 89% among >100k)

	Total	District 1	District 2	District 3	District 4	District 5
Excellent/Good	71%	74%	93%	63%	61%	63%

Comparing to 2018:

- Decreased from 76% in 2018.

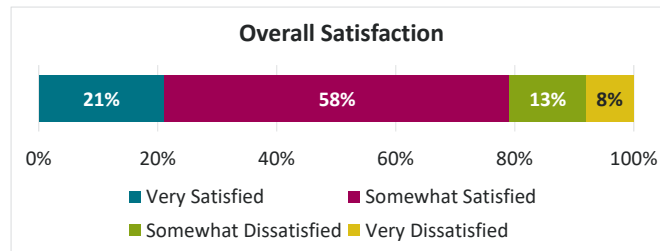
Question: How would you rate the overall quality of life in the City of Tacoma?

City of Tacoma Community Satisfaction Survey 5



Overall Satisfaction with Municipal Services

79% overall satisfaction with City of Tacoma services



Demographic Comparisons:

- Individuals with higher household income rated higher (from 69% satisfaction in <\$25k to 88% in \$100k or more)

	Total	District 1	District 2	District 3	District 4	District 5
Very/Somewhat Satisfied	79%	73%	92%	73%	73%	78%

Comparing to 2018:

- decreased from 84% in 2018.

Question: How would you rate your overall satisfaction with the services provided by the City of Tacoma?

City of Tacoma Community Satisfaction Survey 6



Survey Results

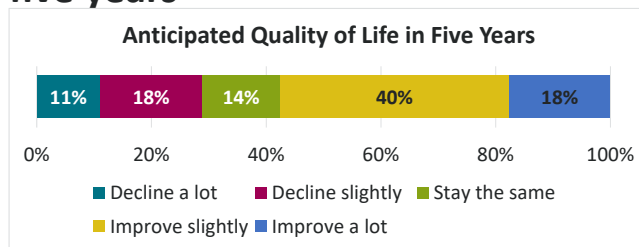
Quality of Life and Community

City of Tacoma Community Satisfaction Survey 7



Quality of Life and Community

58% expect the quality of life to improve in the next five years



Demographic Comparisons:

- 49% of White, 80% of Black and 66% of Hispanic
- No clear differences by gender or household income.

	Total	District 1	District 2	District 3	District 4	District 5
Improve a lot & Improve slightly	58%	39%	59%	57%	69%	54%

Comparing to 2018:

- 60% in 2018. This was not a statistically significant change.

Question: Over the next five years do you anticipate that the quality of life in Tacoma is going to...?

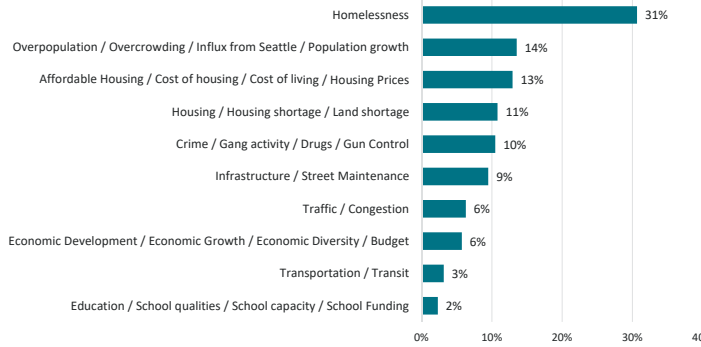
City of Tacoma Community Satisfaction Survey 8



Major Issues Facing Tacoma

Homelessness tops major issues facing Tacoma

Major Issue Facing Tacoma in Next Ten Years



Councilmanic Comparisons:
Homelessness was the top issue across all Councilmanic districts. The next most cited issue by each district are:

- **District 1:** Crime / Gang activity / Drugs / Gun Control (29%)
- **District 2:** Traffic / Congestion (16%)
- **District 3:** Economic Dev / Economic Growth / Economic Diversity (17%)
- **District 4:** Overpopulation / Overcrowding / Influx from Seattle / Population Growth (10%)
- **District 5:** Overpopulation / Overcrowding / Influx from Seattle / Population Growth (24%)

Question: What major issue do you think Tacoma will face in the next ten years?

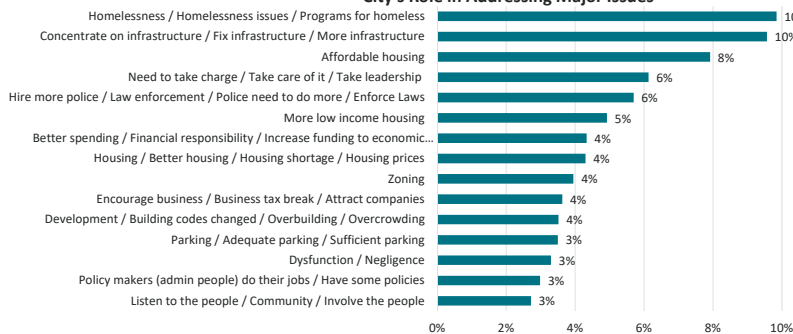
City of Tacoma Community Satisfaction Survey 9



Major Issues Facing Tacoma

Programs for the homeless, infrastructure, and affordable housing top the City's role in addressing major issues

City's Role in Addressing Major Issues



Councilmanic Comparisons:

- **District 1:** Hire more police / Law enforcement / Police need to do more (12%)
- **District 2:** Homelessness / Homelessness issues / Programs for homeless (23%)
- **District 3:** More low-income housing (13%)
- **District 4:** Housing / Better housing / Housing shortage / Housing prices (11%)
- **District 5:** Need to take charge / Take care of it / Take lead (15%)

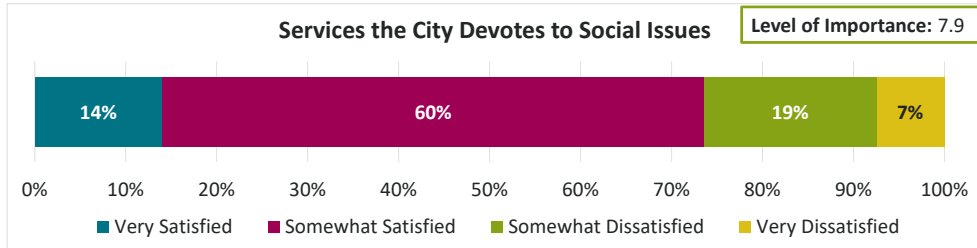
Question: What is the City's role in addressing this issue in the next ten years?

City of Tacoma Community Satisfaction Survey 10



Social Services

74% are very or somewhat satisfied with the amount of services the City devotes to social issues



	Total	District 1	District 2	District 3	District 4	District 5
Very/Somewhat Satisfied	74%	63%	74%	77%	71%	84%

Comparing to 2018:
 • increased from 69% in 2018

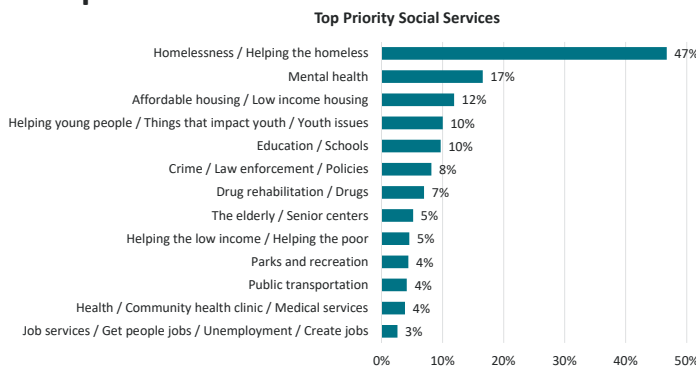
Question: How would you rate your satisfaction with the amount of services the City of Tacoma devotes to social issues?

City of Tacoma Community Satisfaction Survey 11



Social Services

Homelessness and mental health services top social service priorities



Councilmanic Comparisons:
 Homelessness was the top priority across all Councilmanic districts. The next most cited priorities by district are:

- **District 1:** Affordable housing / Low income housing (16%)
- **District 2:** Mental Health (25%)
- **District 3:** Helping young people / Things that impact youth / Youth issues(19%)
- **District 4:** The elderly / Senior centers (15%)
- **District 5:** Drug rehabilitation / Drugs (15%)

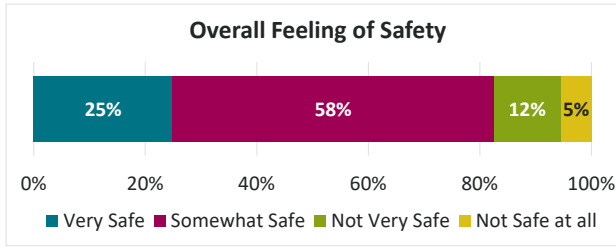
Question: The City of Tacoma helps fund social services – programs that provide public benefit and promote the welfare of our community. What social services do you believe should be a top priority for the City of Tacoma?

City of Tacoma Community Satisfaction Survey 12



Crime and Public Safety

83% rate their overall feeling of safety as very or somewhat safe



- Demographic Comparisons:**
- 77% of Black respondents, 71% of Hispanic respondents, 82% of White respondents
 - 90% of men compared to 76% women
 - Individuals of \$50-\$100k annual household income were less likely to feel very or somewhat safe than the general population, and individuals with \$100k or more annual household income were more likely to feel very or somewhat safe.

% of Very/ Somewhat Safe	Total	District 1	District 2	District 3	District 4	District 5
Overall Feeling of Safety	83%	77%	90%	83%	78%	83%

- Comparing to 2018:**
- **85% in 2018.** This was not a statistically significant change.

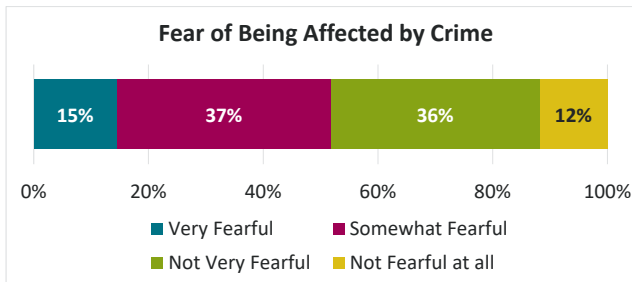
Question: How would you rate your overall feeling of safety in Tacoma?

City of Tacoma Community Satisfaction Survey 13



Crime and Public Safety

52% are very or somewhat fearful they would be affected by crime



- Demographic Comparisons:**
- 35-65 age category 55.1% compared to average of 52%
 - Individuals who own their homes are more likely to be very or somewhat fearful (53.5%) than individuals who rent (36.3%).
 - Black individuals (38.4%) were less likely than White (53.2%) and Hispanic (53.0%) individuals to be fearful they would be affected by crime.

% Very/ Somewhat	Total	District 1	District 2	District 3	District 4	District 5
Overall, how fearful are you that you will be affected by crime?	52%	52%	45%	58%	38%	64%

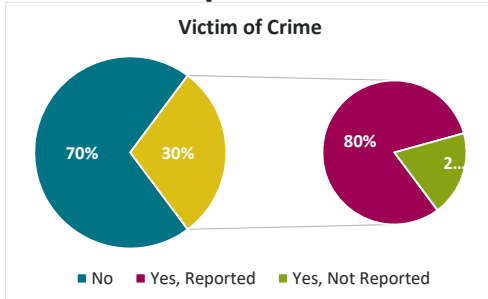
Question: Overall, how fearful are you that you will be affected by crime?

City of Tacoma Community Satisfaction Survey 14



Crime and Public Safety

30% were the victim of crime in the last 12 months, and 80% reported the crime



What made you decide to not report the crime?	
Belief that nothing would happen / Nothing gets done / Wouldn't do any good	25%
Wasn't worth it / Didn't see the point / Too much trouble	9%
Believed it was their own fault	9%
Involved a friend/ family member	6%
No way to catch the culprit	5%

Comparing to 2018:
 • Remained constant at 30%.

Demographic Comparisons:

- Older individuals were more likely to have been affected (from 50% in <35 age group to 83% in >65 age group)
- Low income individuals more often affected (from 67% in >\$100k group to 89% in <25k group)

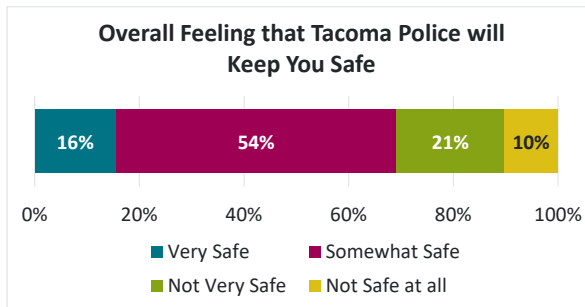
Question: Have you or someone in your household been the victim of a crime in Tacoma in the last 12 months?

City of Tacoma Community Satisfaction Survey 15



Crime and Public Safety

70% feel that the Tacoma Police will keep them safe



Demographic Comparisons:

- Higher for women than men (72% vs. 66%)
- Higher for individuals aged 65 years and above (88% vs. 66%)
- Lower for Black individuals (62%) compared to White and Hispanic individuals (69%)
- Highest for those with household incomes from \$25k-50k (85%) compared to the other groups (66%)

% Top 2 Box	Total	District 1	District 2	District 3	District 4	District 5
Overall feeling that Tacoma Police Department will keep you safe from crime	70%	70%	83%	54%	64%	72%

Question: How would you rate your overall feeling that Tacoma Police Department will keep you safe from crime?

City of Tacoma Community Satisfaction Survey 16

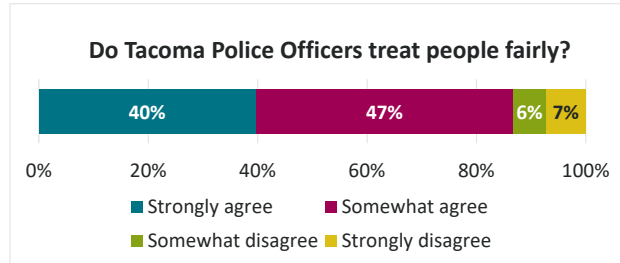


Crime and Public Safety

87% agree that the Tacoma Police treat people fairly

Demographic Comparisons:

- 71% of Black individuals compared to 88% of White individuals and 98% of Hispanic individuals.



% Top 2 Box	Total	District 1	District 2	District 3	District 4	District 5
Do Tacoma Police Officers treat people fairly?	87%	80%	90%	93%	92%	79%

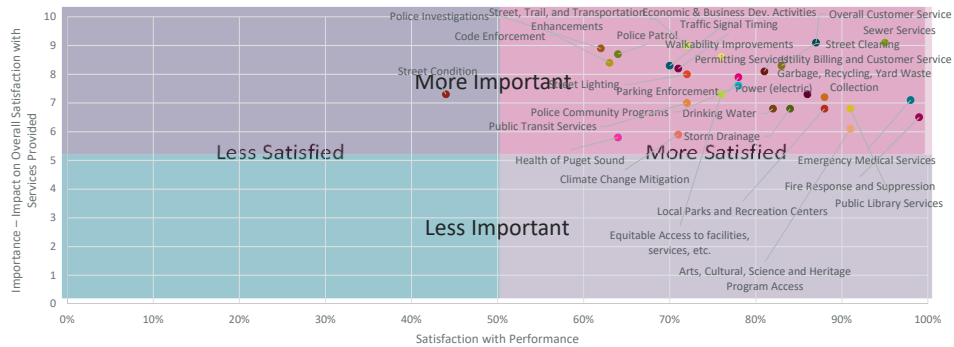
Question: Do Tacoma Police Officers treat people fairly?

City of Tacoma Community Satisfaction Survey 17



Satisfaction of Services Overview

Services in Questionnaire*



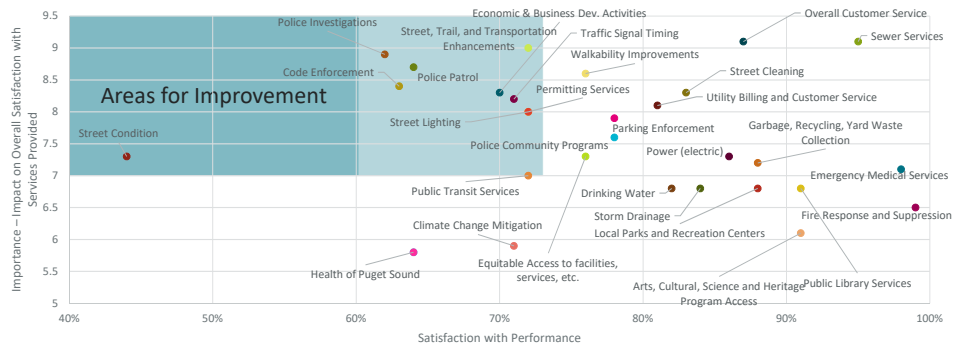
City of Tacoma Community Satisfaction Survey 18

*Human Services are addressed through other questions and are not shown here



Satisfaction of Services Overview

Services in Questionnaire*



City of Tacoma Community Satisfaction Survey 19

*Human Services are addressed through other questions and are not shown here



Satisfaction and Importance

Improvements in these services may increase overall satisfaction with services provided

	Importance - Impact on Overall Satisfaction	Satisfaction	Satisfaction Compared to 2018 Survey
Street condition	7.3	44%	+
Police Investigations	8.9	62%	+
Code Enforcement	8.4	63%	+
Police Patrol	8.7	64%	-
Economic and Business Development Activities	8.3	70%	+
Traffic Signal Timing	8.2	71%	=
Street, trail, and other transportation enhancements*	9.0	72%	*
Street Lighting	8.0	72%	-
Permitting Services	8.0	72%	+

* Not in 2018 Survey

City of Tacoma Community Satisfaction Survey 20



Survey Results

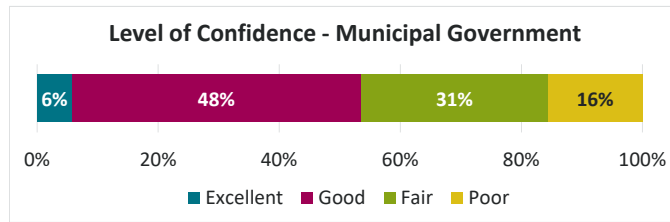
Municipal Confidence and Participation

City of Tacoma Community Satisfaction Survey 21



Government Confidence

54% rated their level of confidence with Municipal Government as Excellent or Good



Demographic Comparisons:

- Individuals in the 35-64 age category reported lower levels (48%) compared to other groups (66%)
- \$50k-100k income group had lower levels of confidence (45%) compared to the >\$100k group (62%) and those making >\$50k (50%)

	Total	District 1	District 2	District 3	District 4	District 5
Excellent/ Very Good	54%	57%	62%	63%	44%	41%

Comparing to 2018:

- Remained constant at 54%.

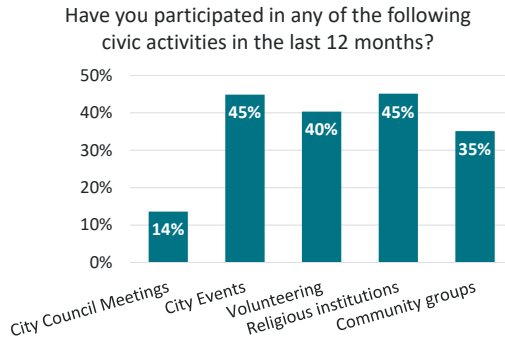
Question: Would you say your confidence in Tacoma's Municipal Government is...?

City of Tacoma Community Satisfaction Survey 22



Participation in Events and Civic Life

Participation in civic activities, including city events, volunteering, religious institutions and community groups



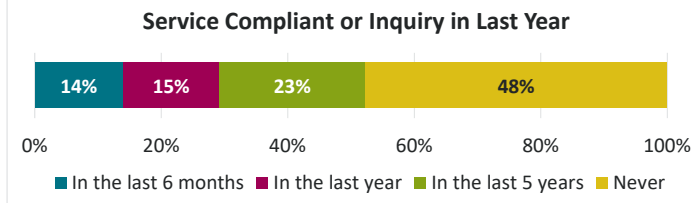
Mention	Total	District 1	District 2	District 3	District 4	District 5
City Council Meetings	14%	13%	16%	29%	3%	9%
City Events	45%	44%	60%	49%	32%	41%
Volunteering	40%	32%	42%	45%	31%	51%
Religious institutions	45%	30%	42%	55%	39%	59%
Community groups	35%	37%	44%	47%	25%	24%
None of the above	24%	34%	12%	16%	34%	23%

Question: Have you participated in any of the following civic activities in the last 12 months? City of Tacoma Community Satisfaction Survey 23



Participation in Events and Civic Life

29% of made a service complaint or inquiry in the last year



- Demographic Comparisons:**
- Home-owners reported higher (33%) than renters in the last year (9%)
 - Higher household income groups reported higher than lower income groups
 - 22% in <\$25k group
 - 19% in \$25-50k group
 - 39% in \$50-100k group
 - 27% in >\$100k group

Reasons for Not Reporting Complaint or Making Inquiry – Key Themes

Belief that nothing would happen / Nothing gets done / Wouldn't do any good	8.7%
Wasn't worth it / Didn't see the point / Too much trouble	3.2%
Lack of response / Lack of service	3.2%
Not big deal / Nothing severe	2.0%

Comparing to 2018:

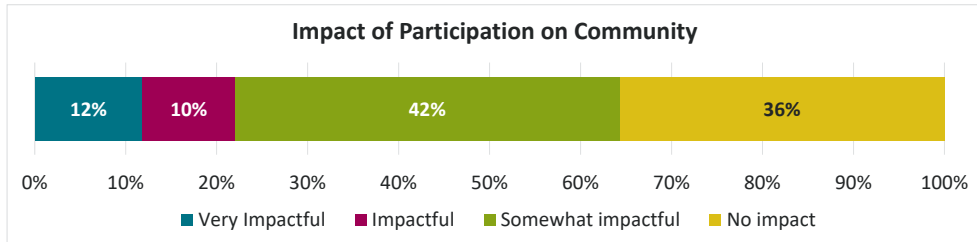
- Decreased from 33%.

Question: Have you reported a complaint or made an inquiry about a problem with a service to the City in the last five years? City of Tacoma Community Satisfaction Survey 24



Community Impact

22% believed that their civic participation is very impactful or impactful to their communities



	Total	District 1	District 2	District 3	District 4	District 5
Very Impactful/ Impactful	22%	30%	17%	25%	18%	16%


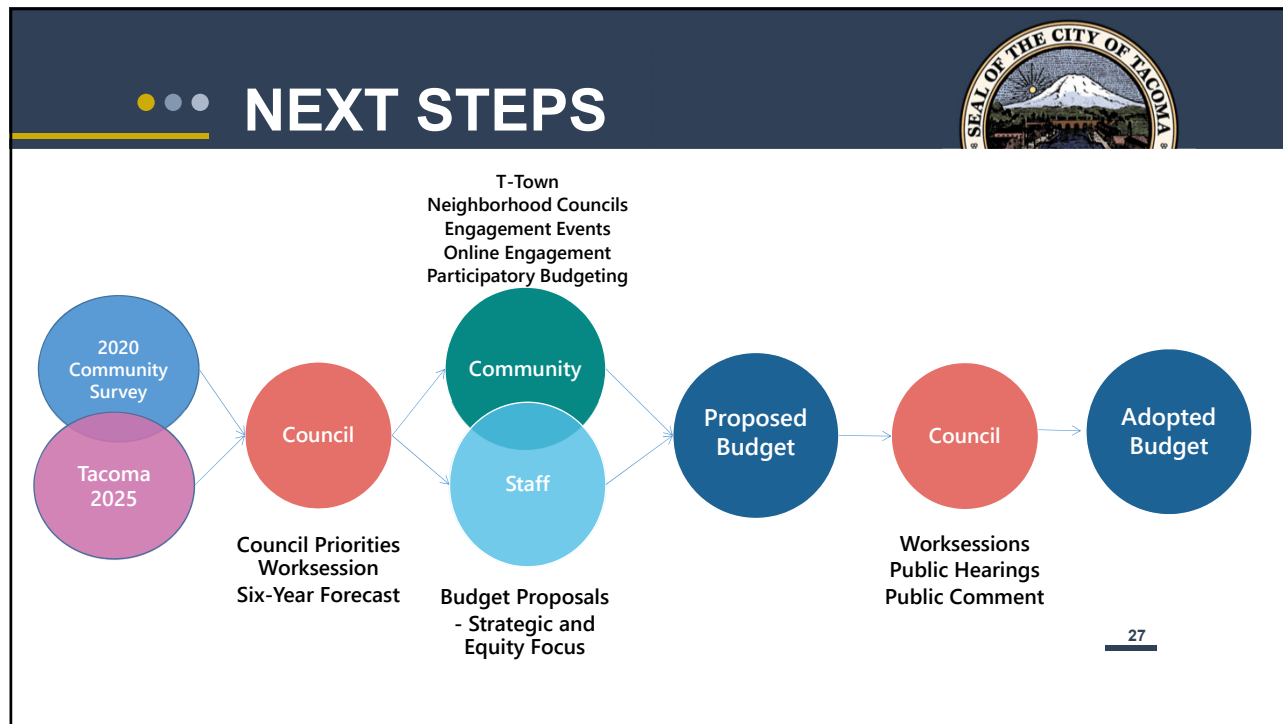
Question: How much of an impact do you believe your participation has had on your community?

City of Tacoma Community Satisfaction Survey 25

KEY FINDINGS



- Ratings of quality of life and overall satisfaction remain strong, but showed some signs of decreasing from the 2018 survey
- Homelessness, population growth, affordable housing, crime and drugs were commonly cited as major issues facing the City of Tacoma in the next ten years
- Police investigations/ patrol, public transit services, neighborhood walkability, and the health of the Puget sound are newly identified high Ranking services in this year's survey
- Code enforcement, street condition/lighting, traffic signal timing and economic/ business development activities remain high priorities from the 2018 survey
- Measures of safety and confidence with police remained mostly stable, and racial and demographic differences continue to be observable in these measures



Community Survey

City of Tacoma | Finance – OMB
Contractor: MDB Insight Inc.
Study Session
January 28, 2020

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Satisfaction of Services Overview

Services Asked in Questionnaire*

Service	Satisfaction	Service	Satisfaction	Service	Satisfaction
Fire Response and Suppression	99%	Storm Drainage	84%	Public Transit Services	72%
Emergency Medical Services	98%	Street Cleaning	83%	Permitting Services	72%
Sewer Services	95%	Drinking Water	82%	Traffic Signal Timing	71%
Public Library Services	91%	Utility Billing and Customer Service	81%	Economic & Business Dev. Activities	70%
Garbage, Recycling, Yard Waste Collection	88%	Police Community Programs	78%	Police Patrol	64%
Local Parks and Recreation Centers	88%	Parking Enforcement	78%	Code Enforcement	63%
Overall Customer Service	87%	Equitable Access to facilities, services, etc.	76%	Police Investigations	62%
Power (electric)	86%	Street Lighting	72%	Street Condition	44%

*Human Services are addressed through other questions and are not shown here



Less Important **Important** Most Important

Less Important Most Important

Exceeds Expectations

Does Not Meet Expectations

31

This slide features a dark blue header with three colored dots (yellow, grey, blue) on the left and the City of Tacoma seal on the right. The main content is a 2x3 grid. The top row is labeled 'Exceeds Expectations' and the bottom row 'Does Not Meet Expectations'. The columns are labeled 'Less Important', 'Important', and 'Most Important'. The 'Important' column is highlighted in orange, while the others are light grey. A page number '31' is in the bottom right.



Exceeds Expectations

Exceeds Expectations

Less Important **Meets Expectations** Most Important

Does Not Meet Expectations

Does Not Meet Expectations

32

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