

# 2022 Community Survey

**Study Session**

**March 29, 2022**

2023-2024 CITY OF TACOMA

**BIENNIAL**  
OPERATING & CAPITAL  
**BUDGET**

CORE SERVICES  
CONTINUOUS IMPROVEMENT  
CREDIBILITY

# Purpose

- The City conducts a community survey every two years in advance of the budgeting process. It is unique since it involves collecting feedback from a random sample of community members.
- The survey is one of many ways staff seek input to inform the budgeting process. Other methods, to ensure we reach a variety of community members, include:
  - Online Tools and Surveys
  - Community Events
  - Participatory Budgeting
- In order to address response rate issues and ensure we receive responses from a representative group of community members, we will reevaluate our overall survey and approach prior to the next biennial budgeting process.



# Tacoma Community Survey 2022

Final Report



## Agenda

Executive Summary

Methodology

Key Findings: Overall Quality of Life and Satisfaction

Key Findings: Quality of Life and Community

Key Findings: Priorities for Improvement

Key Findings: Municipal Confidence and Participation

In final report: Councilmanic Profile, Demographic Profile, and Responses to Survey Questions by Major Demographics



### Overview

- Ratings of quality of life and overall satisfaction showed some signs of decreasing from the 2020 survey.
- Police investigations, code enforcement, street condition, and police patrol services remain high priorities from the 2020 survey.
- Police community programs, street cleaning, storm drainage, ease of bicycle travel and equitable access to facilities, services and infrastructure are newly identified high priority services in this year's survey.
- Homelessness, housing, crime, population growth, and policing were commonly cited as major issues for the City of Tacoma to face in the next ten years.
- Measures of safety and confidence with police declined noticeably across several measures, and racial and demographic differences continue to be observable in these measures.



## Methodology

- This Community Satisfaction Survey of the general population used Computer-Assisted-Telephone-Interviewing with calls placed between November 15<sup>th</sup>, 2021, and January 16<sup>th</sup>, 2022.
- 750 respondents were reached, with equal representation across all Councilmanic districts
- Results are weighted by age, gender and district based on the most recent available estimates from the United States Census Bureau for the area.
- To ensure adequate representation of current demographics, the survey intentionally reached residents via home and cellular phone (59% home phone, 41% 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.
- The survey resulted in a 3.6% margin of error, using a confidence level of 95%.
- Significant differences from the population average are color-coded in the tables comparing Councilmanic Districts as follows:

▲ ▼ Arrows and font colors indicate statistically significant differences from the 2022 City population average. Statistically significant results are determined using non-parametric t-tests at a 95% level of confidence.





The results were weighted based on the most recent available estimates of age and sex from the American Community Survey 2019 data<sup>1</sup>, and also the race distribution estimates from the 2020 Census Redistricting Data<sup>2</sup>. Weighting was applied based on the following demographic distributions (see table to the right).

	Population Estimates		Sample Data	
	Count	Percentage	Responses	Percentage
<b>Race and Ethnicity</b>				
White alone	125,980	57%	551	78%
Black or African American alone	22,666	10%	67	9.5%
American Indian and Alaska Native alone	3,942	1.8%	7	1.0%
Asian alone	20,268	9.2%	14	2.0%
Native Hawaiian and Other Pacific Islander alone	4,301	2.0%	5	0.7%
Some Other Race alone	13,776	6.3%	22	3.1%
Population of two or more races	28,413	13%	42	5.9%
Hispanic	29,015	13%	22	2.9%
Not Hispanic	190,331	87%	728	97.1%
<b>Sex and Age</b>				
Female	86,470	51%	380	52%
Male	83,871	49%	350	48%
18-34 years of age	57,255	34%	36	5%
35-54 years of age	58,486	34%	178	24%
55+ years of age	54,600	32%	516	71%
Females 18-34	28,014	32%	18	2%
Females 35-54	29,542	34%	93	13%
Females 55+	28,914	33%	269	37%
Males 18-34	29,241	35%	18	2%
Males 35-54	28,944	35%	85	12%
Males 55+	25,686	31%	247	34%

<sup>1</sup>U.S. Census Bureau, 2019 American Community Survey 1-Year Estimates. Table S0101.

<sup>2</sup>U.S. Census Bureau, 2020 Census Redistricting Data (Public Law 94-171)



## Response Rates

Over the last three survey implementations:

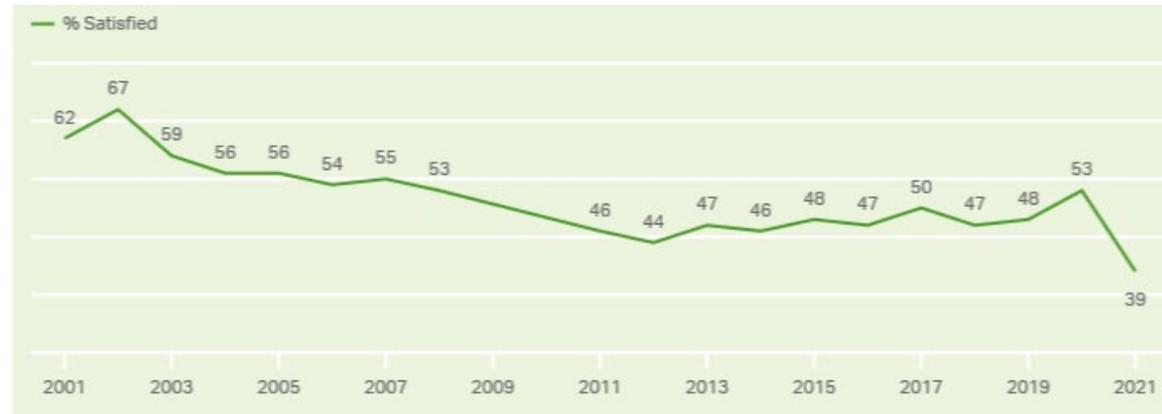
- The telephone methodology remained identical
- The response rates and among community members has been declining

Survey Metric	Description	2022 Value	% Change from 2018
Non-Response Rates	The proportion of numbers who were unreachable throughout the study period.	62.3%	+19%
Response Rates	The proportion of individuals who were reachable and completed the survey.	4.6%	-45%
Sample Used	The number of phone numbers dialled to reach the final 750 completed surveys.	27,997	+28%



Across the U.S. there has been a decreasing trend in residents' satisfaction levels with various aspects of life and government.

Americans' Average Satisfaction With Seven Aspects of the U.S.<sup>1</sup>



Recent Trend in Americans' Satisfaction with Various Aspects of the Country<sup>1</sup>

	2020 %	2021 %	Change pct. pts.
The overall quality of life	84	67	-17
The opportunity for a person in this nation to get ahead by working hard	72	58	-14
The influence of organized religion	59	48	-11
The size and power of the federal government	38	31	-7
Our system of government and how well it works	43	27	-16
The size and influence of major corporations	41	26	-15
The moral and ethical climate	32	18	-14

<sup>1</sup>Gallup (2021) Mood of the Nation Poll. <https://news.gallup.com/poll/329279/satisfaction-sinks-aspects-public-life.aspx>

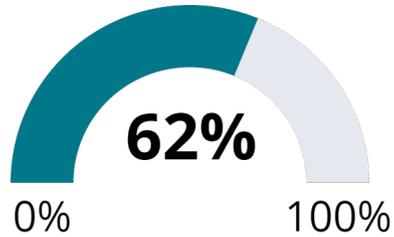
# Key Findings

## Overall Quality of Life and Satisfaction

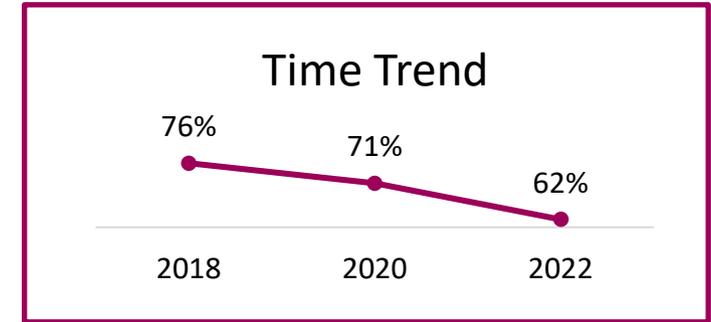


# Quality of Life

## KPI:



of respondents rated the overall quality of life in the City of Tacoma as Excellent or Good.



	Total	District 1	District 2	District 3	District 4	District 5
Excellent/Good	62%	77% ▲	66%	67%	57%	43% ▼

**Demographic Comparisons (statistically significant):**

- White respondents had a higher rating of quality of life with 70% selecting the top two options.
- Individuals who were renting had lower ratings of quality of life with 46% selecting the top two options (compared to 68% among homeowners).

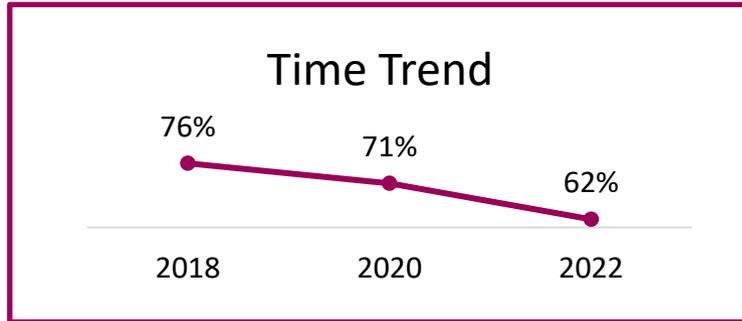
I would like you to tell me how would you rate the overall quality of life in the City of Tacoma?  
sample size = 749

▲ ▼ Arrows and font colors indicate statistically significant differences from the 2022 City average.

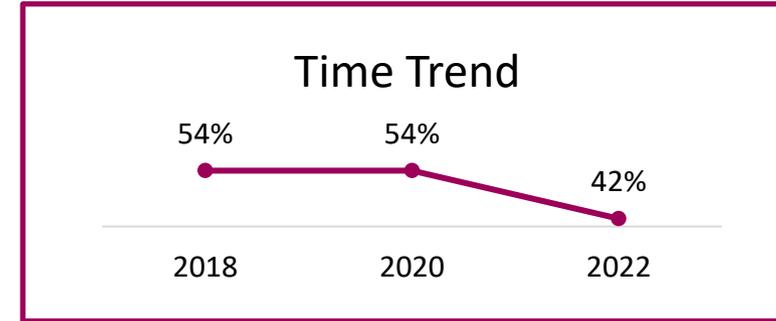


# Quality of Life and Satisfaction Over Time

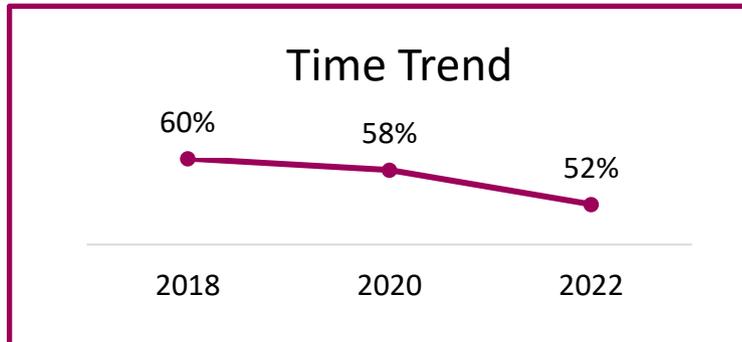
How would you rate the overall quality of life in the City of Tacoma? (Excellent/Good)



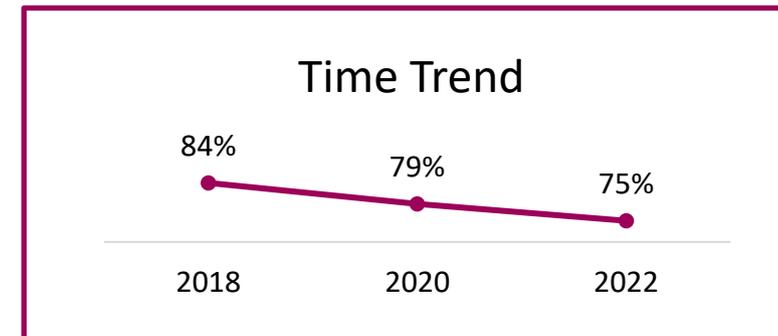
Would you say your confidence in Tacoma's Municipal Government is...? (Excellent/Good)



Over the next 5 years do you anticipate that the quality of life in Tacoma is going to: (Improve a lot/slightly)



How would you rate your overall satisfaction with the services provided by the City of Tacoma, would you say you are...? (Somewhat/Very)





# Quality of Life and Satisfaction by District

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

	Total	District 1	District 2	District 3	District 4	District 5
Excellent/Good	62%	77% ▲	66%	67%	57%	43% ▼

Would you say your confidence in Tacoma’s Municipal Government is...?

	Total	District 1	District 2	District 3	District 4	District 5
Excellent/ Good	42%	59% ▲	29% ▼	29% ▼	58% ▲	36%

Over the next 5 years do you anticipate that the quality of life in Tacoma is going to:

	Total	District 1	District 2	District 3	District 4	District 5
Improve a lot	10%	11%	6%	11%	9%	11%
Improve slightly	32%	44% ▲	24%	32%	36%	22%

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

	Total	District 1	District 2	District 3	District 4	District 5
Very/Somewhat Satisfied	75%	83%	66%	72%	79%	74%

▲ ▼ Arrows and font colors indicate statistically significant differences from the 2022 City average.

# Key Findings

## Priorities for Improvement

- **Public Safety and Enforcement**
- **Infrastructure, Roads and Public Works**
- **Other Municipal Services and Considerations**
- **Social and Environmental Issues**



# Community Priorities For Improvement Among All Services

Category	Service	Importance	Performance	Overall Priority For Improvement
Public Safety	Police Investigations	8.8	45%	High
Public Safety	Code Enforcement (City response to abandoned buildings, graffiti, overgrown vegetation, etc.)	8.8	47%	High
Infrastructure	Street condition	8.6	46%	High
Public Safety	Police Patrol	9.0	51%	High
Public Safety	Police Community Programs	8.8	50%	High
Infrastructure	Equitable Access to facilities, services, and infrastructure for residents of diverse incomes, race, ethnicity, and abilities	7.6	61%	High
Other	Permitting Services	7.6	68%	High
Utilities	Street Cleaning	8.5	73%	High
Utilities	Storm Drainage	8.1	76%	Medium
Infrastructure	Street Lighting	7.8	75%	Medium
Infrastructure	Traffic Signal Timing	7.6	76%	Medium
Other	Public Transit Services	6.1	76%	Medium
Utilities	Drinking Water	8.6	83%	Medium
Utilities	Garbage, Recycling, Yard and Food Waste Collection	7.6	82%	Medium
Utilities	Utility Billing and Customer Service	7.8	84%	Medium
Infrastructure	Local Parks and Recreation Centers	7.6	84%	Medium
Other	Overall Customer Service at the City of Tacoma	8.6	88%	Low
Utilities	Power (electric)	7.4	89%	Low
Utilities	Sewer Services	7.3	89%	Low
Public Safety	Emergency Medical Services	8.3	92%	Low
Other	Public Library Services	5.9	89%	Low
Public Safety	Fire Response and Suppression	7.8	94%	Low

The Priority Score is determined by the rating of performance and importance. The Important score is a calculation of how the performance of a service impacts a respondent's rating of overall satisfaction with Municipal services.

In the overall priority matrix to the left, the top 8 priorities are deemed **high priorities for improvement**, the second 8 highest priority services are considered **moderate priorities**, and the last 6 are considered **low priorities**.

High Priority
Moderate Priority
Low Priority

Human Services are included in a different question

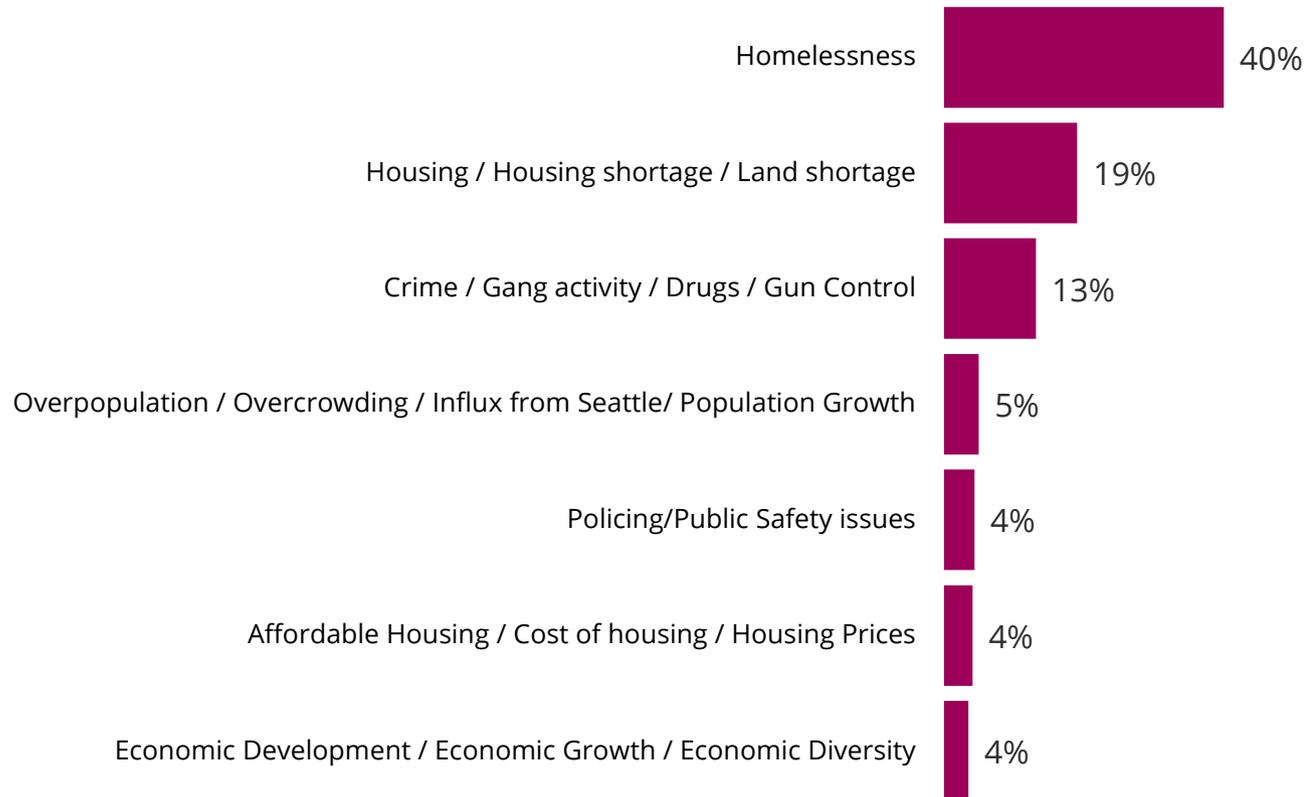
# Key Findings

## Major Issues



# Major Issues Facing Tacoma in Next Ten Years

**Homelessness, housing, crime/gangs/drugs and overpopulation were the most commonly-cited top-of-mind issues for the residents of Tacoma.**



Top 5 Issues from 2020	
Homelessness	31%
Overpopulation / Overcrowding / Influx from Seattle/ Population Growth	14%
Affordable Housing / Cost of housing / Housing Prices	13%
Housing / Housing shortage / Land shortage	11%
Crime / Gang activity / Drugs / Gun Control	10%

### Councilmanic Comparisons:

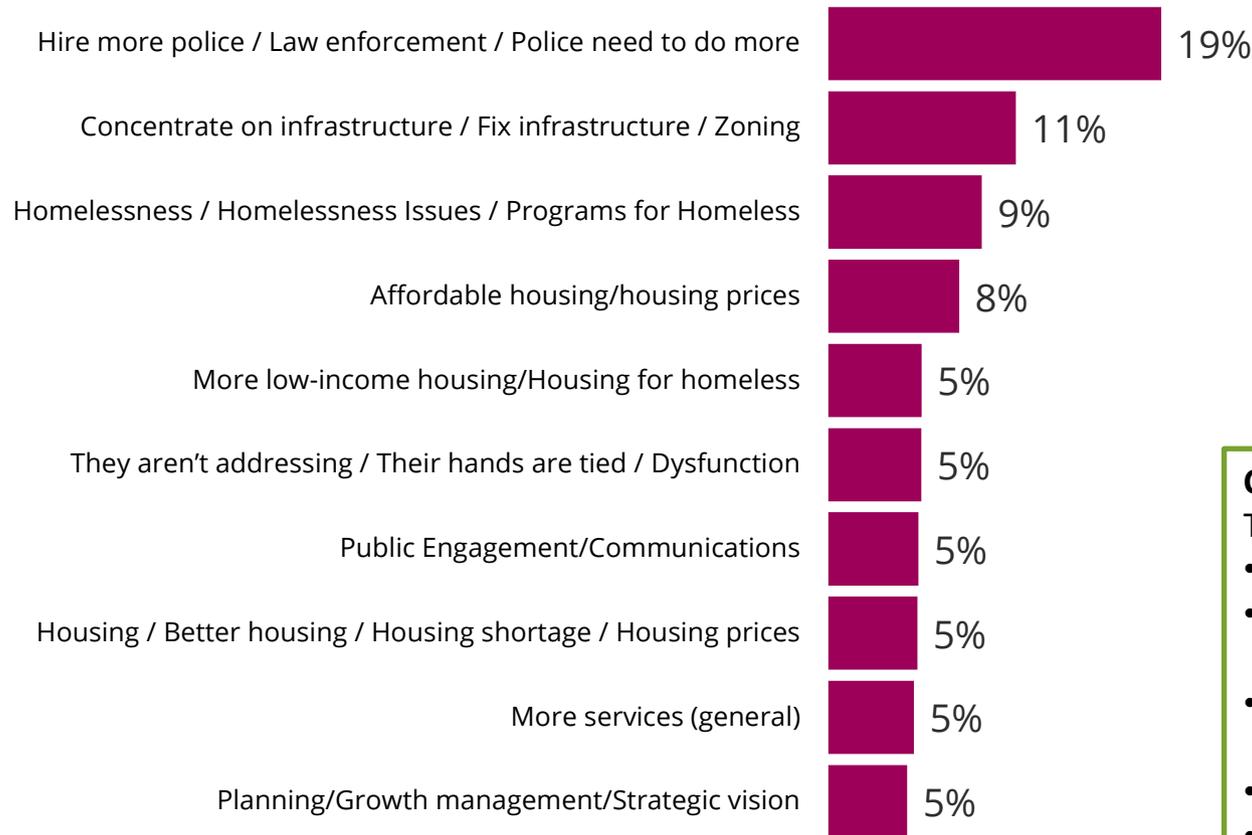
Homelessness was the top issue across all Councilmanic districts. The next most cited issues for the districts were:

- District 1: Housing / Housing shortage / Land shortage (27%)
- District 2: Crime / Gang activity / Drugs / Gun Control (22%)
- District 3: Housing / Housing shortage / Land shortage (31%)
- District 4: Housing / Housing shortage / Land shortage (13%)
- District 5: Crime / Gang activity / Drugs / Gun Control (25%)



# City's Role in Major Issues Facing Tacoma

**Policing/enforcement, infrastructure, homeless programs, and affordable housing supports were some of the most commonly-cited roles that residents felt the City should play in the major issues mentioned.**



Top 5 Responses from 2020	
Homelessness / Homelessness issues / Programs for homeless	10%
Concentrate on infrastructure / Fix infrastructure	10%
Affordable housing	8%
Need to take charge / Take care of it / Take leadership	6%
Hire more police / Law enforcement / Police need to do more	6%

### Councilmanic Comparisons:

The most-cited response category in each Councilmanic district was:

- District 1: Affordable housing/housing prices (17%)
- District 2: Hire more police / Law enforcement / Police need to do more (24%)
- District 3: Homelessness / Homelessness Issues / Programs for Homeless (14%)
- District 4: More services (general) (18%)
- District 5: Hire more police / Law enforcement / Police need to do more (33%)

What is the City's role in addressing this issue?  
sample size = 624

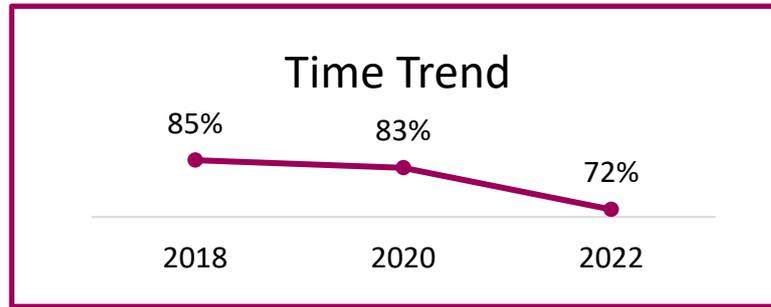
# Key Findings

Breakout: Safety, Human Services, Environment, Engagement

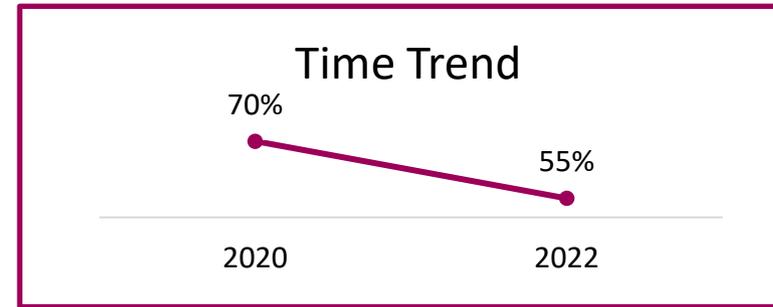


# Crime and Public Safety

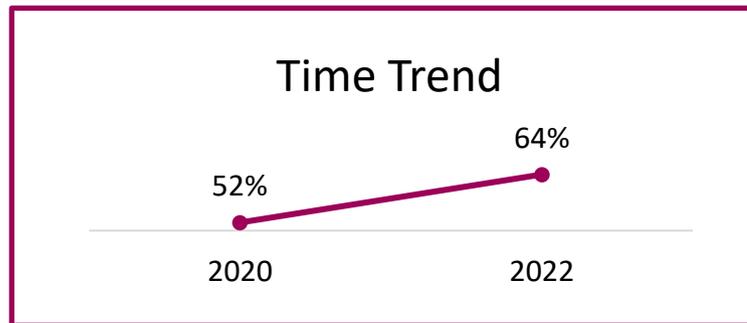
How would you rate your overall feeling of safety in Tacoma? (Very Safe/Somewhat Safe)



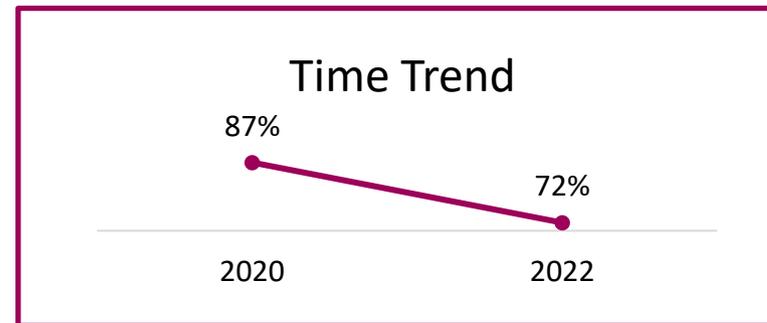
How would you rate your overall feeling that Tacoma Police Department will keep you safe from crime? (Very Safe/Somewhat Safe)



Overall, how fearful are you that you will be affected by crime? (Not Fearful at All/Not Very Fearful)



Do Tacoma Police Officers treat people fairly? (Strongly Agree/Somewhat Agree)

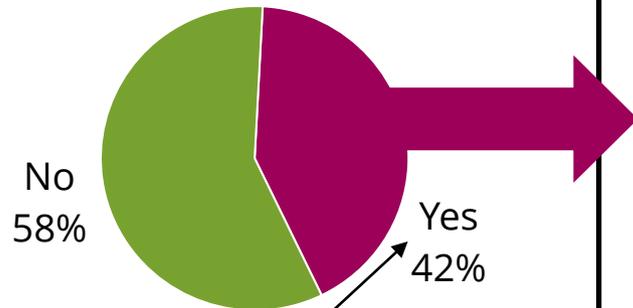




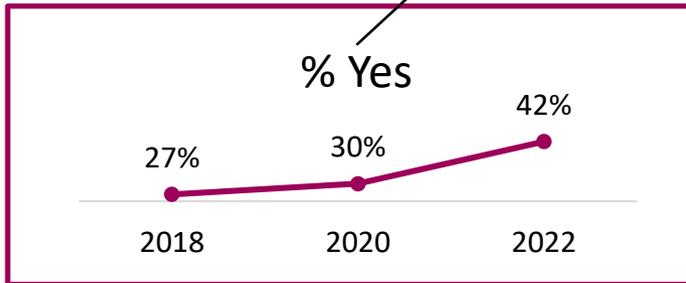
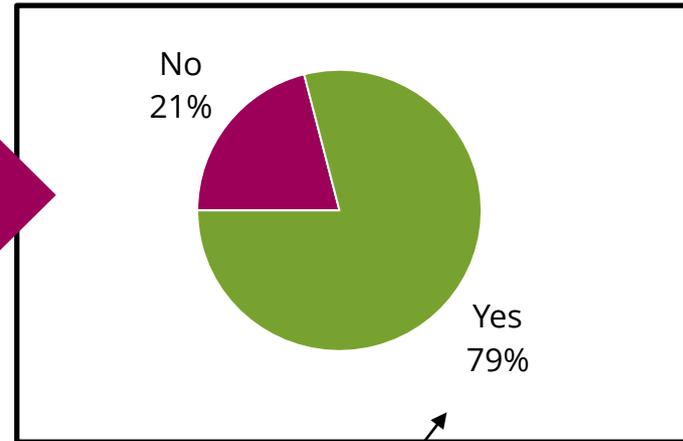
# Crime and Public Safety

**42%** of respondents had been a victim of crime in the last 12 months, and **79%** of them reported the crime

Have you or someone in your household been the victim of a crime in Tacoma in the last 12 months? (n=750)



If yes, did you report the crime? (n=317)



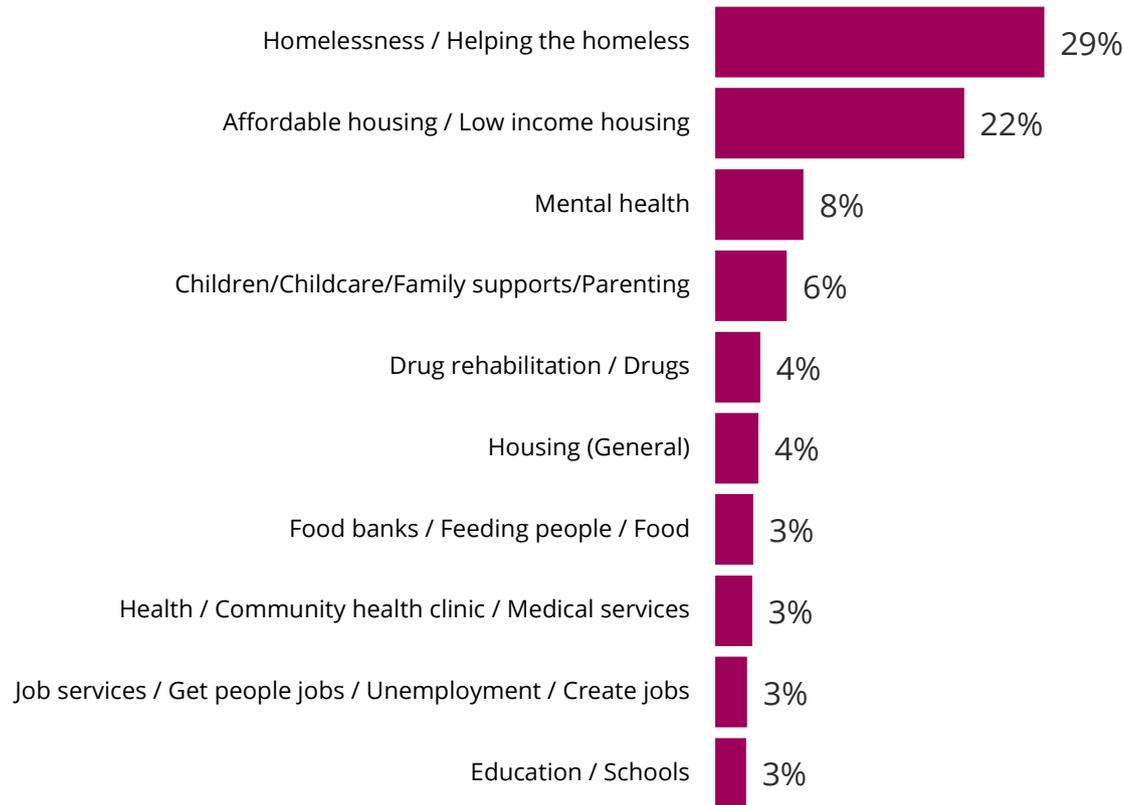
Reasons for Not Reporting Crime – Key Themes (n=65)	
Belief that nothing would happen / Nothing gets done / Wouldn't do any good	43%
Wasn't worth it / Didn't see the point / Too much trouble	35%
No way to catch the culprit	14%
Bad Timing / No Time	5%

- Demographic Comparisons (statistically significant):**
- Individuals who were aged 34 years or younger were more likely to have been affected by crime than the population average (56%), and those aged 64 or older were less likely (19%).
  - White individuals were less likely to have been affected by crime (34%) and Hispanic individuals more likely (69%).
  - Individuals who rented their homes were more likely to have been affected by crime (59%) and those who owned their homes were less likely (35%).



# Social Services Needed

Programs for the homeless, affordable housing, mental health/addiction, children/families and youth/seniors were some of the most commonly-cited social services that residents felt the City should keep as top priorities for development.



Top 5 Issues from 2020	
Homelessness / Helping the homeless	47%
Mental health	17%
Affordable housing / Low-income housing	12%
Helping young people / Things that impact youth / Youth issues	10%
Education / Schools	10%

### Councilmanic Comparisons:

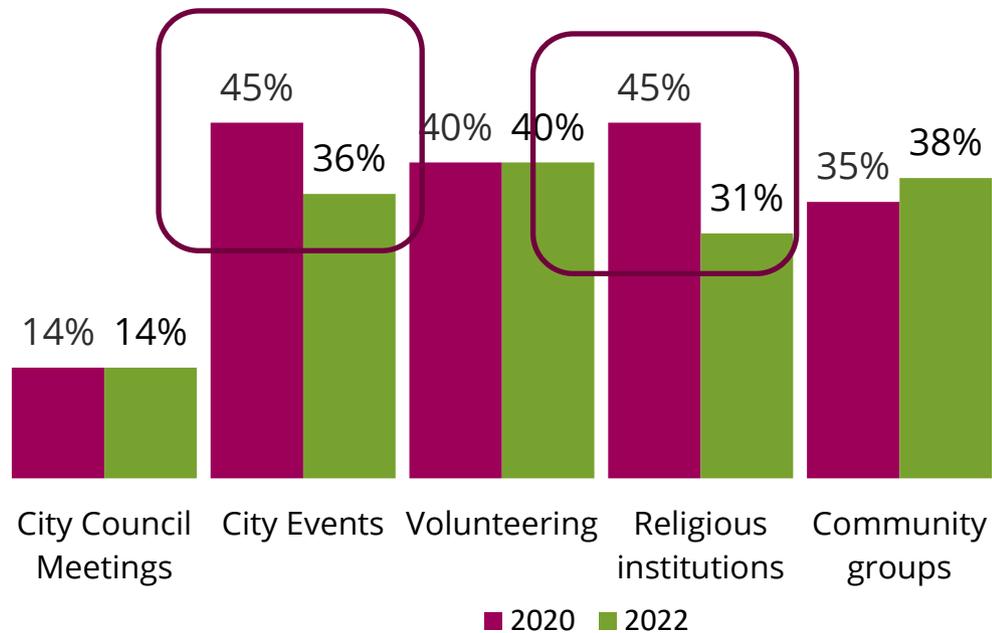
The most-cited response category in each Councilmanic district was:

- District 1: Homelessness / Helping the homeless (30%)
- District 2: Homelessness / Helping the homeless (40%)
- District 3: Homelessness / Helping the homeless (21%)
- District 4: Affordable housing / Low-income housing (45%)
- District 5: Homelessness / Helping the homeless (32%)

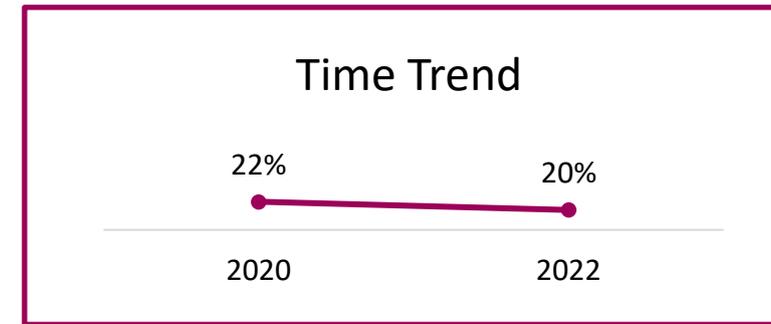


# Participation in Events and Civic Life

Have you participated in any of the following civic activities in the last 12 months?



How much of an impact do you believe your participation has had on your community? (Very Impactful/Impactful)



	Total	District 1	District 2	District 3	District 4	District 5
Very Impactful/Impactful	20%	22%	25%	33% ▲	6% ▼	14%

Have you participated in any of the following civic activities in the last 12 months?  
sample size = 750

# Questions