



# 2024 Tacoma Community Survey

Office of Strategy and ETC Institute

August 6, 2024



## OVERVIEW



- The City conducts a statistically significant survey of residents every two years.
- One of several community outreach tools the City uses to inform decision making processes, including;
  - One Tacoma community engagement events
  - June 5<sup>th</sup> Partner Convening
  - Budget “Balancing Act” Workshops
  - Internal staff engagement to inform long-range visioning

# AGENDA



- Purpose
- Methodology
- Key Findings:
  - Perceptions
  - Benchmarking
  - Priorities for Improvement
  - Communication and Customer Service
- Summary

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# PURPOSE



- To gather feedback from residents to inform decisions regarding the City budget, Comprehensive Plan, ten-year Strategic Plan, Community Safety Action Strategy, and others.
- Objectively assess the delivery of City services
- To compare the City's performance with benchmarking from ETC Institute's benchmarking database
- To help determine priorities for the community using Importance-Satisfaction Analysis

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## Survey Description

- 1<sup>st</sup> Community Survey conducted for the City of Tacoma by ETC Institute

## Access and Distribution

- Paper surveys were mailed to a random sample of households in the City
- Survey and cover letter was mailed in English with lines in Russian, Ukrainian, Korean, Khmer, Vietnamese, and Khmer to inform residents who preferred to complete the survey in another language to go online to find their preferred language

## Access and Distribution Continued

- Residents were able to call-in to complete their survey via phone
- Follow-ups were conducted via postcards, text messages, emails, and social media ads

## Sample Size

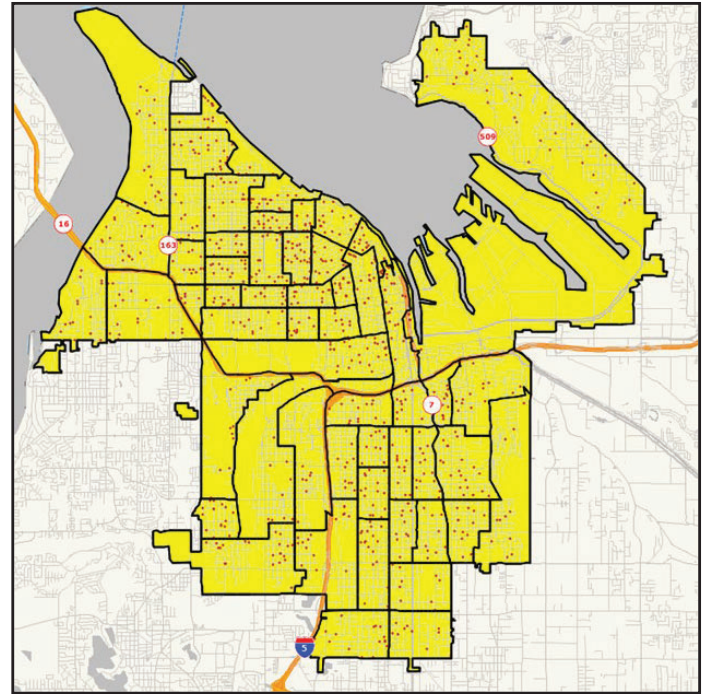
- **Goal:** 900 completed surveys – 150 from each Council District
- **Actual:** 905 completed surveys

## Margin of Error

- **Citywide:** +/- 3.25% at the 95% level of confidence
- **Council District:** +/- 8% at the 95% level of confidence

# LOCATION OF RESPONDENTS

- Good distribution of responses
- Home addresses of all respondents are geocoded to the block level to ensure anonymity
- Boundaries displayed are Census Block Groups (CBG) (merged as needed)



# DEMOGRAPHICS

Q23. Income	Survey	Census
Under \$30k	13.3%	Median Income: \$79,085
\$30k-\$49,999	16.7%	
\$50k-\$69,999	16.2%	
\$70k-\$89,999	17.0%	
\$90k-\$119,999	14.4%	
\$120k-\$174,999	13.4%	
\$175k or More	9.1%	

Q24. Household Makeup	Survey	Census
Under 5	5.4%	6.0%
Ages 5-9	3.5%	5.3%
Ages 10-14	4.1%	5.5%
Ages 15-19	5.8%	5.0%
Ages 20-24	4.7%	7.1%
Ages 25-34	14.8%	17.7%
Ages 35-44	15.5%	15.4%
Ages 45-54	13.8%	12.4%
Ages 55-64	14.8%	11.0%
Ages 65+	17.6%	14.6%

Q25. Gender	Survey	Census
Male	48.4%	49.3%
Female	49.7%	50.7%
Non-Binary	1.9%	-

Q27. Race/Ethnicity	Survey	Census
Asian	8.5%	8.7%
Black or African American	10.4%	10.6%
Latino/Latine/Latinx/Hispanic	12.2%	12.3%
Middle Eastern or North African	0.6%	-
American Indian or Alaska Native	1.7%	1.7%
White/Caucasian/European	57.0%	61.3%
Native Hawaiian or other Pacific Islander	1.1%	1.1%
Two or more races	8.3%	12.8%

Q29. Rent v. Own	Survey	Census
Rent	34.7%	43.2%
Own	65.3%	56.8%

Q31. Amount Spent on Housing Per Month	Survey
Under \$1k	16.2%
\$1k-\$1,499	17.1%
\$1,500-\$1,999	23.3%
\$2k-\$2,499	18.4%
\$2,500-\$2,999	9.7%
\$3k-\$3,499	7.6%
\$3,500-\$3,999	2.9%
\$4k+	4.7%

Q26. Age of Respondent	Survey
18-34	19.7%
35-44	20.2%
45-54	20.1%
55-64	20.0%
65+	20.1%

Q28. Years Lived in Tacoma	Survey
0-5	22.2%
6-10	14.4%
11-15	5.2%
16-20	8.7%
21-30	13.6%
31+	35.9%

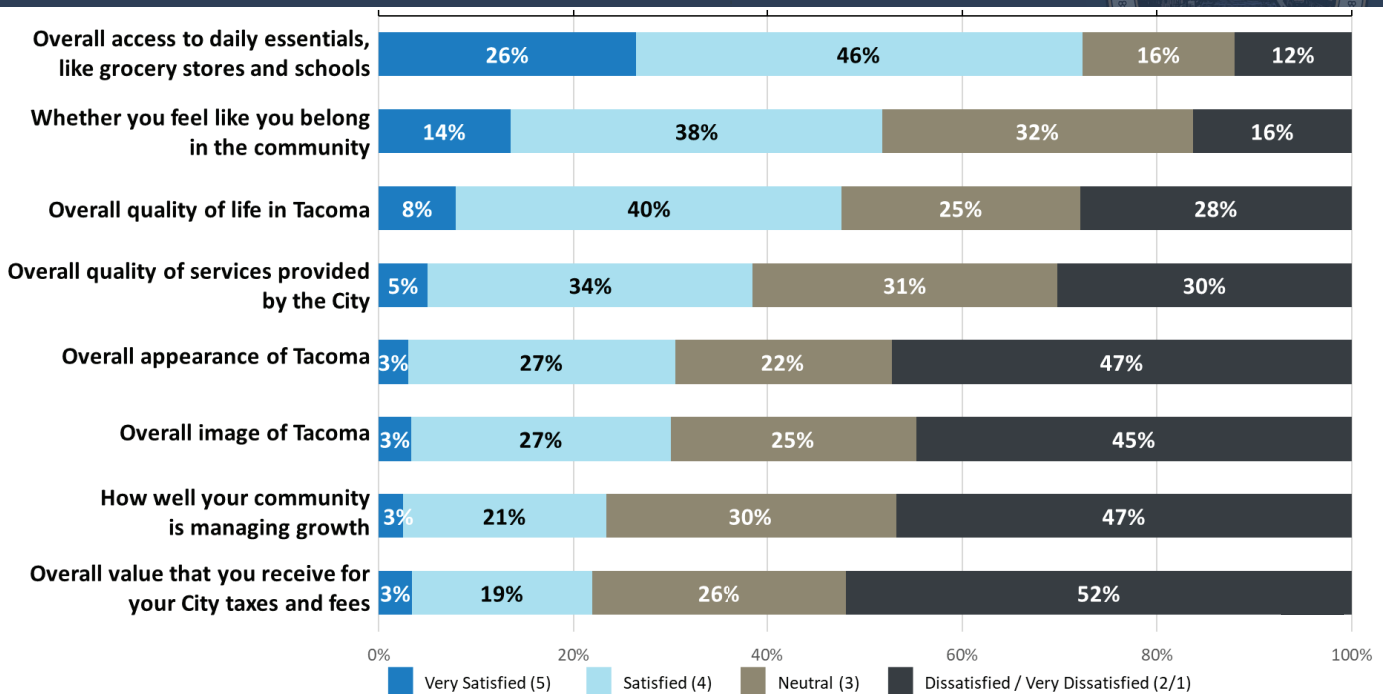
In addition to geographic distribution ETC Institute also pays close attention to other demographic factors to ensure the results accurately represent the community

(SOURCE: 2022: ACS 1-Year Estimates Data Profiles)



## PERCEPTIONS OF THE COMMUNITY

### COMMUNITY PERCEPTIONS

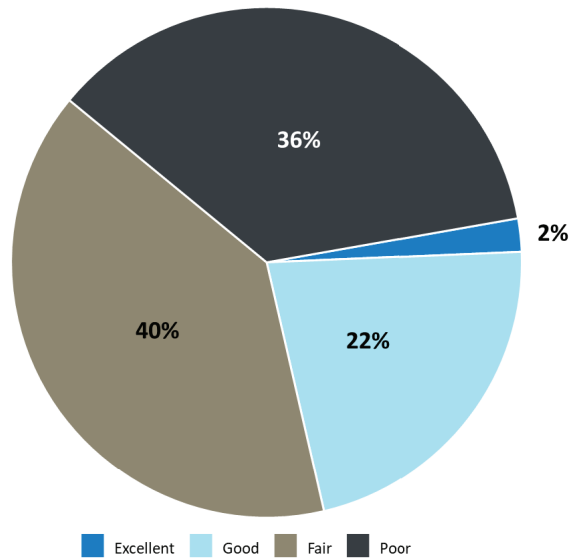


# GOVERNMENT PERCEPTIONS



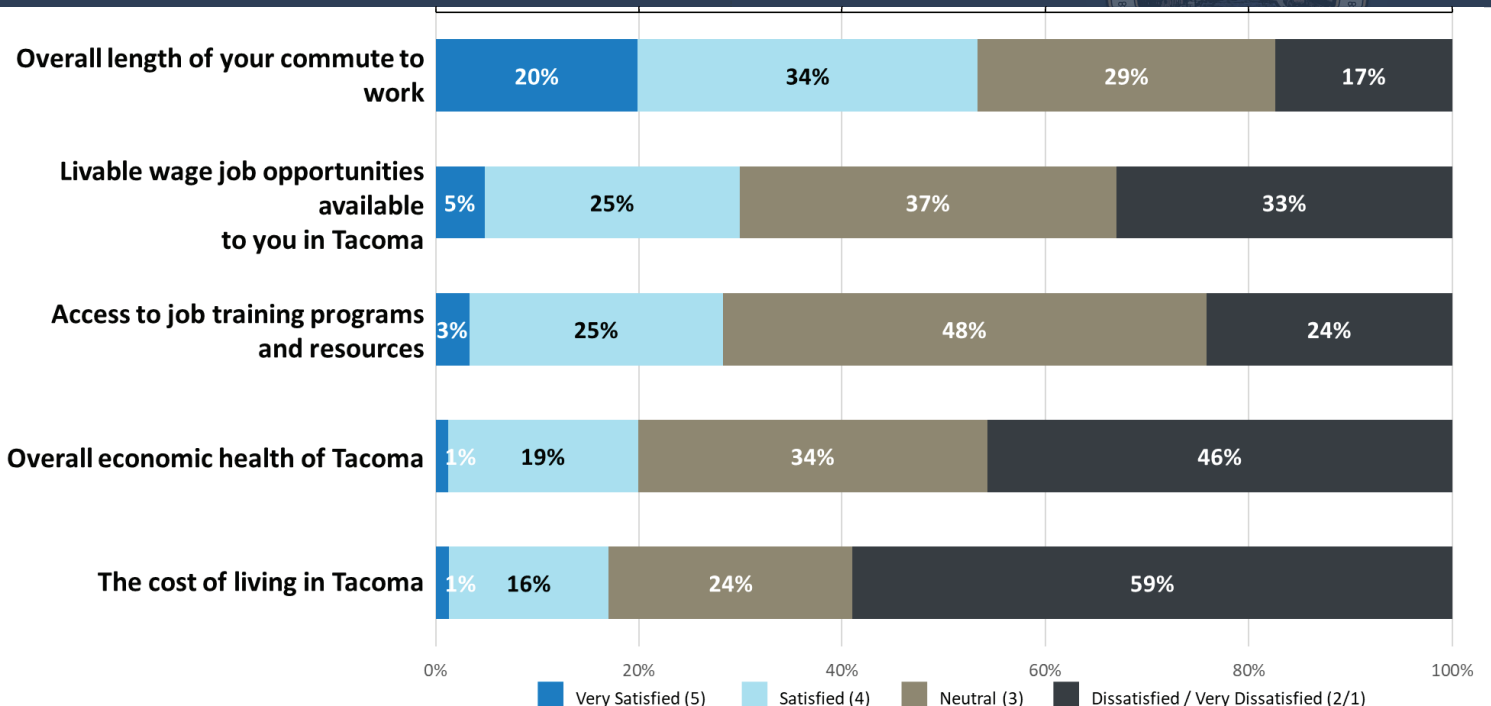
## Q13. Would You Say Your Trust In Tacoma's Municipal Government Is...

by percentage of respondents (excluding don't know)



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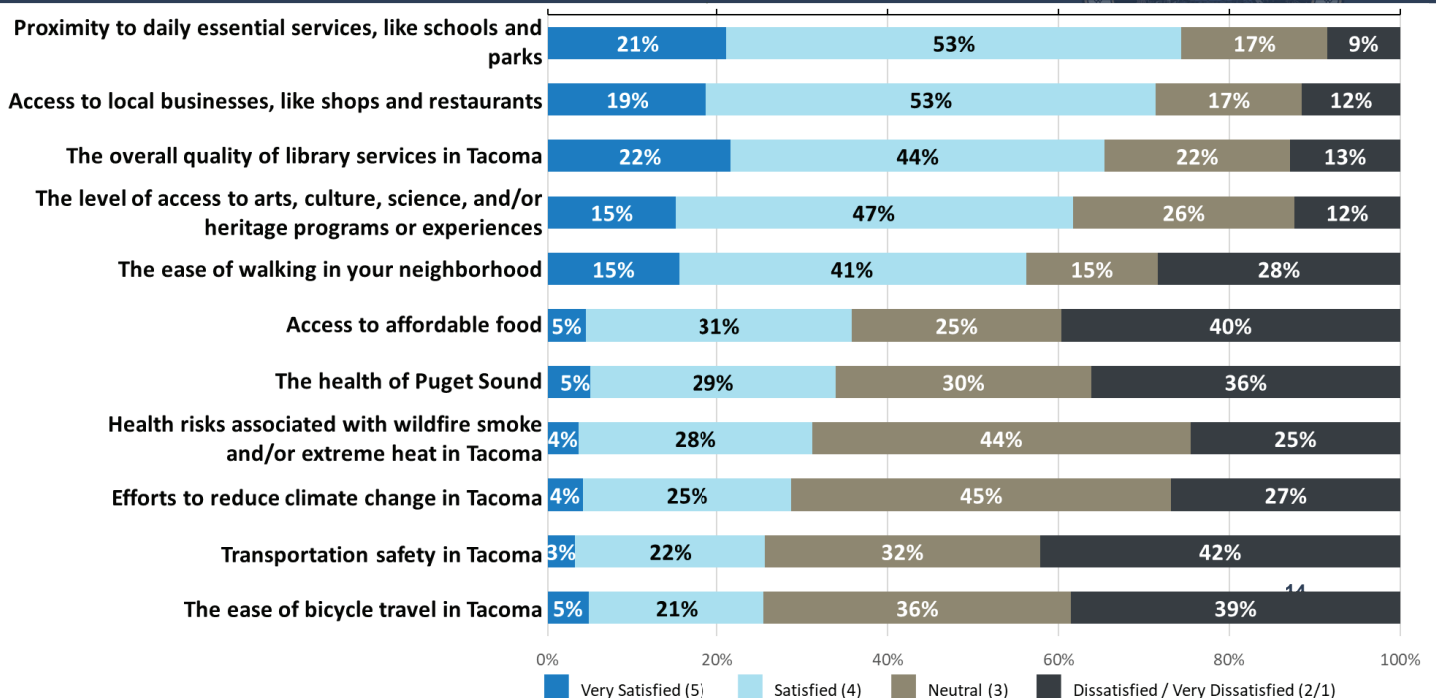
# JOBS AND ECONOMY PERCEPTIONS





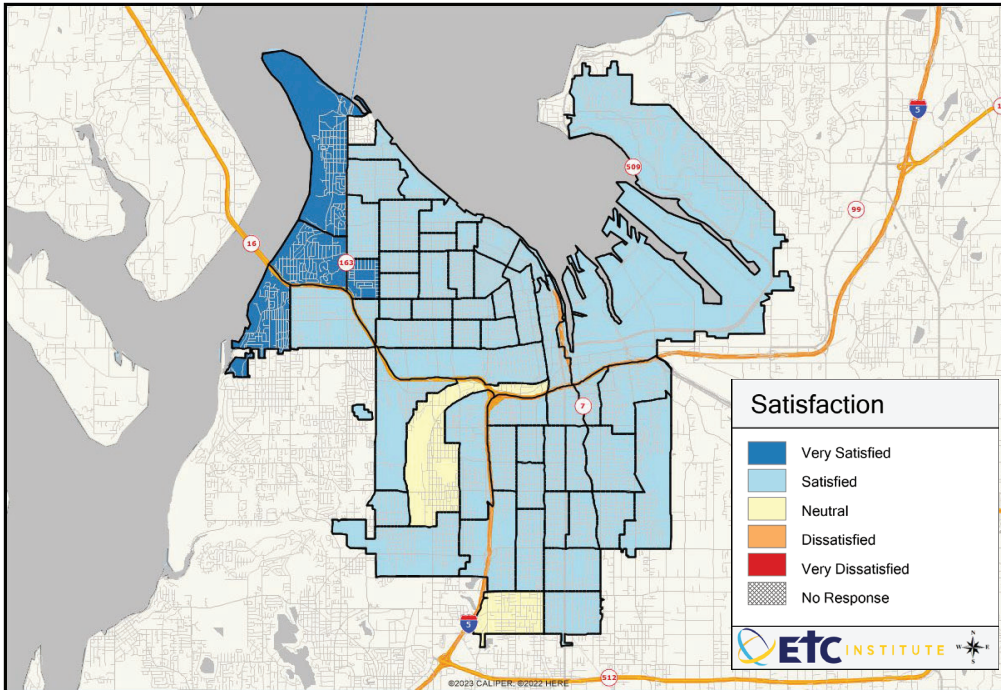
## SATISFACTION WITH MAJOR CITY SERVICES

## OVERALL SATISFACTION WITH THE CITY OF TACOMA





# GIS MAPPING



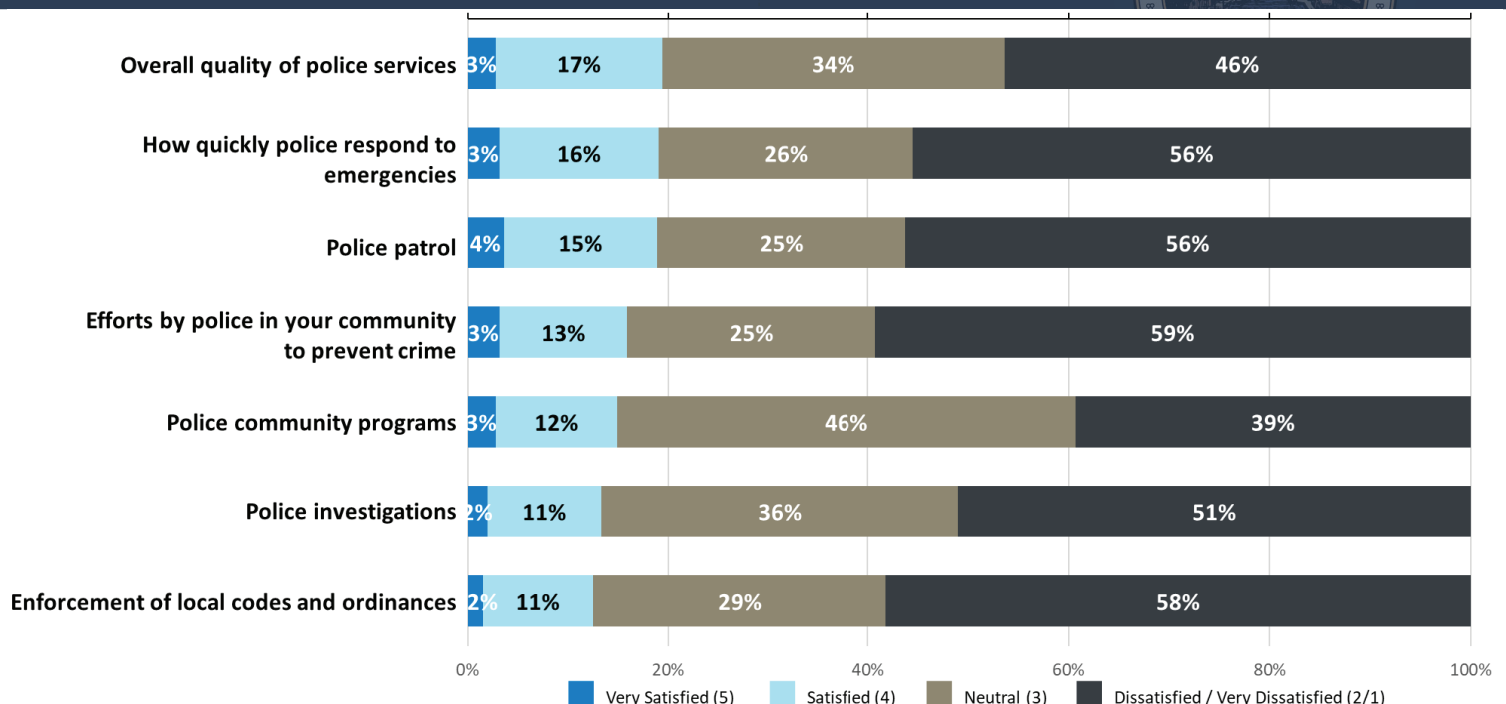
Q2-09. Proximity to daily essential services, like schools and parks

*GIS maps can provide valuable insights into differences in opinions and perceptions across the City*

*Shading is based on the mean rating within each CBG*

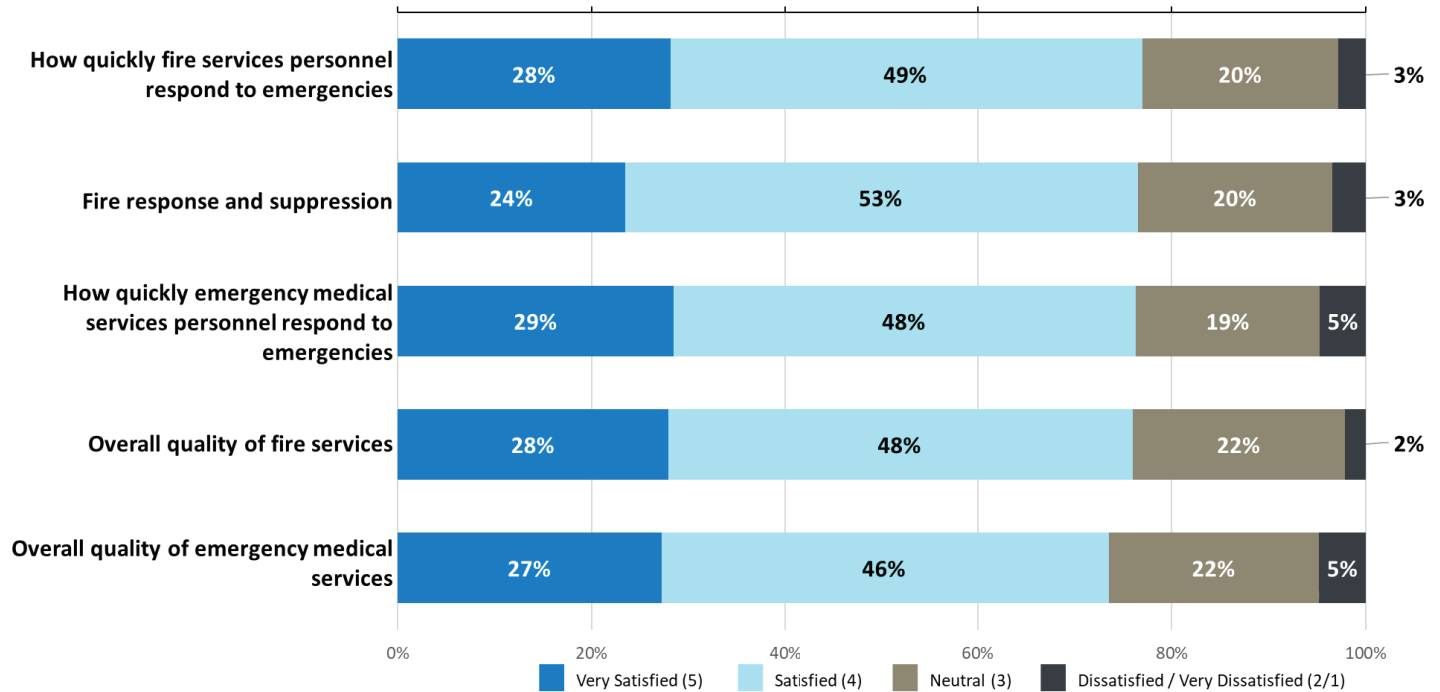
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# SATISFACTION: POLICE SERVICES





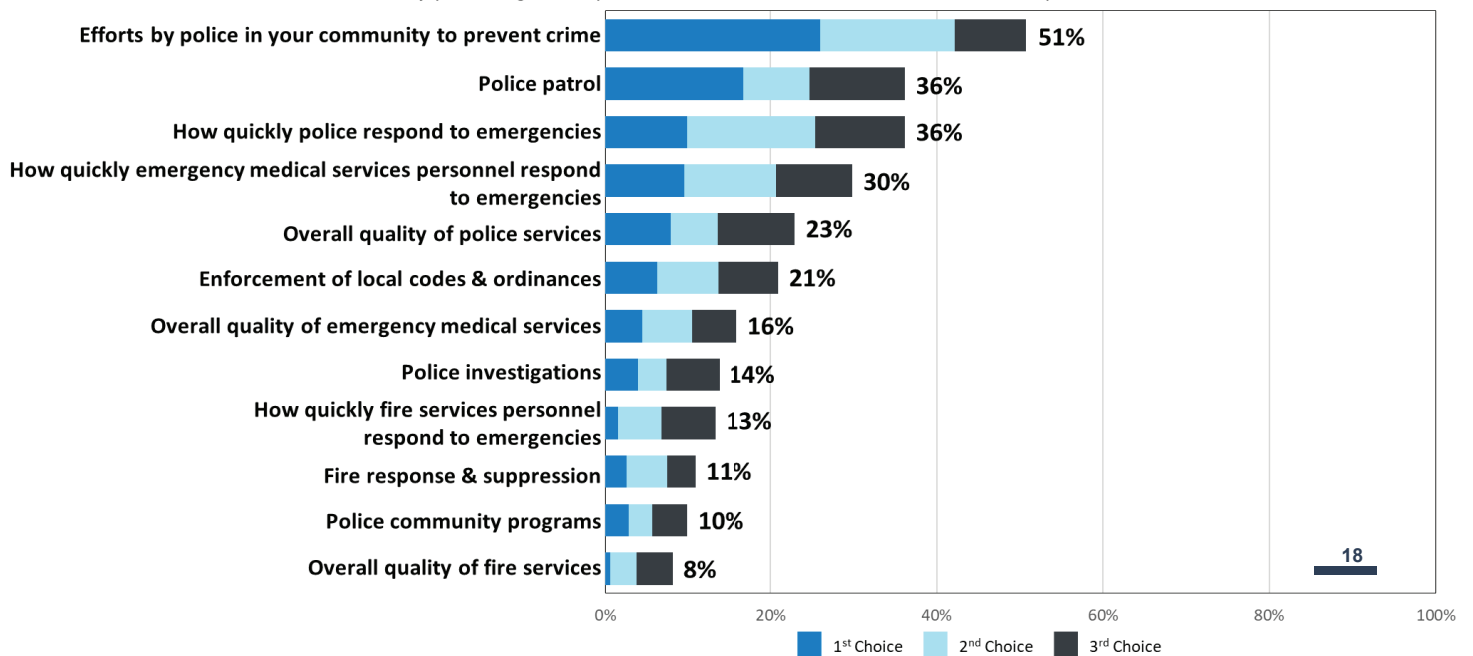
# SATISFACTION: FIRE & EMS SERVICES



# IMPORTANCE RATINGS: PUBLIC SAFETY



by percentage of respondents who selected the item as one of their top three choices



# PUBLIC SAFETY AND ENFORCEMENT

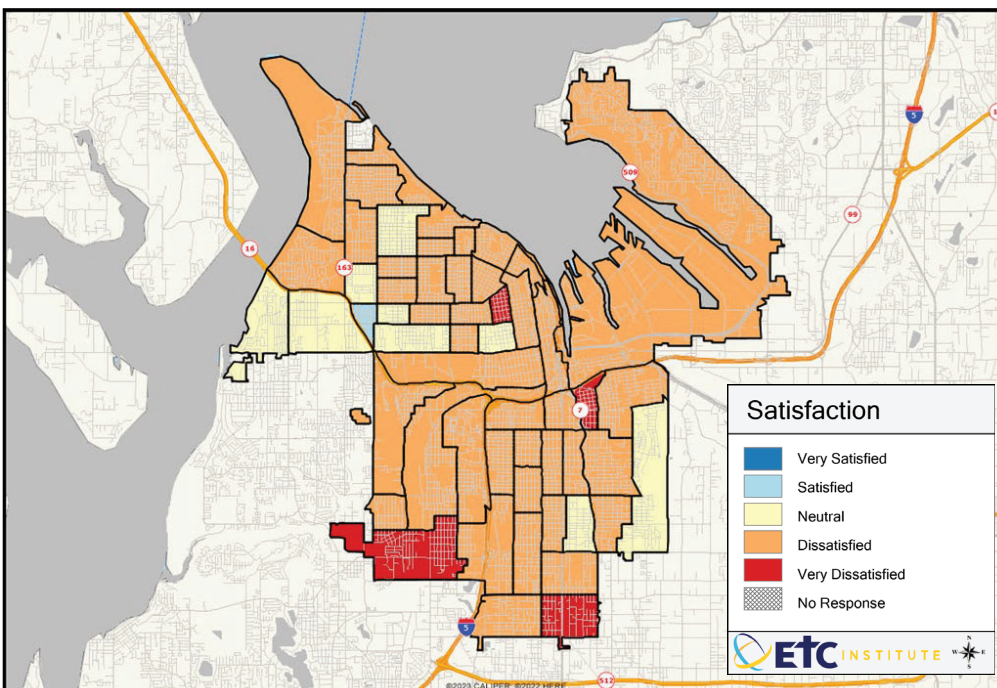


## 2024 Importance-Satisfaction Rating Tacoma, Washington Public Safety and Enforcement



Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Efforts by police in your community to prevent crime	51%	1	16%	9	0.4264	1
Police patrol	36%	2	19%	8	0.2936	2
How quickly police respond to emergencies	36%	3	19%	7	0.2932	3
Overall quality of police services	23%	5	19%	6	0.1846	4
Enforcement of local codes & ordinances	21%	6	13%	12	0.1829	5
Police investigations	14%	8	13%	11	0.1188	6
Police community programs	10%	11	15%	10	0.0834	7
How quickly emergency medical services personnel respond to emergencies	30%	4	76%	3	0.0703	8
Overall quality of emergency medical services	16%	7	74%	5	0.0421	9
How quickly fire services personnel respond to emergencies	13%	9	77%	1	0.0305	10
Fire response & suppression	11%	10	77%	2	0.0254	11
Overall quality of fire services	8%	12	76%	4	0.0195	12

## MAPPING HIGH PRIORITY ITEMS

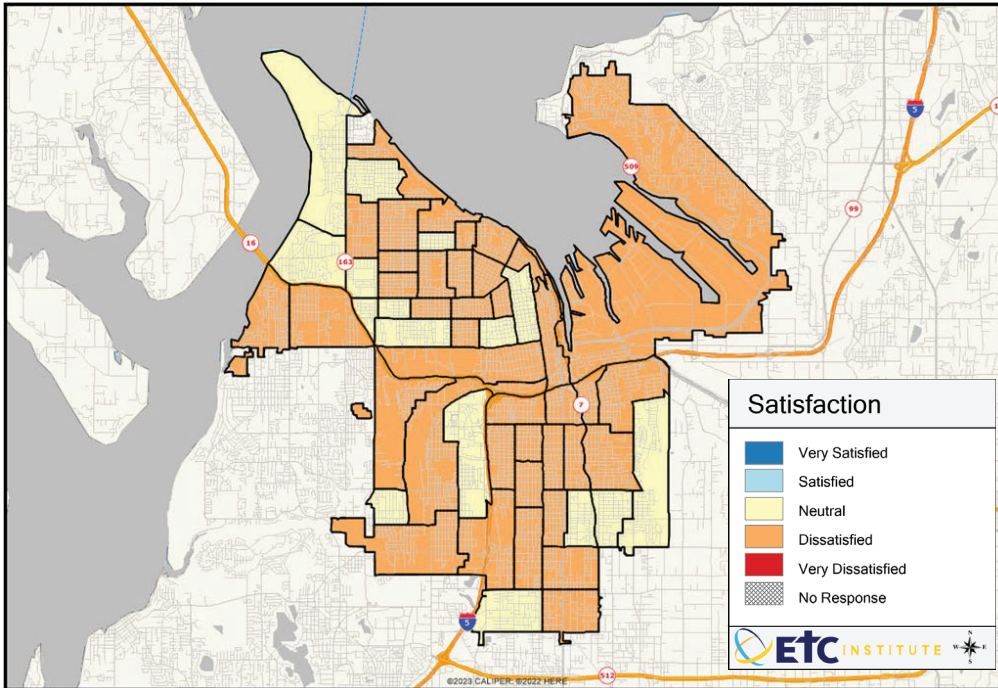


### Q3-02. Efforts by police in your community to prevent crime

Areas in blue show general levels of satisfaction. Areas in yellow show a neutral rating. Areas in red or orange show higher levels of dissatisfaction among respondents in those areas

Shading is based on the mean rating within each CBG

# MAPPING HIGH PRIORITY ITEMS



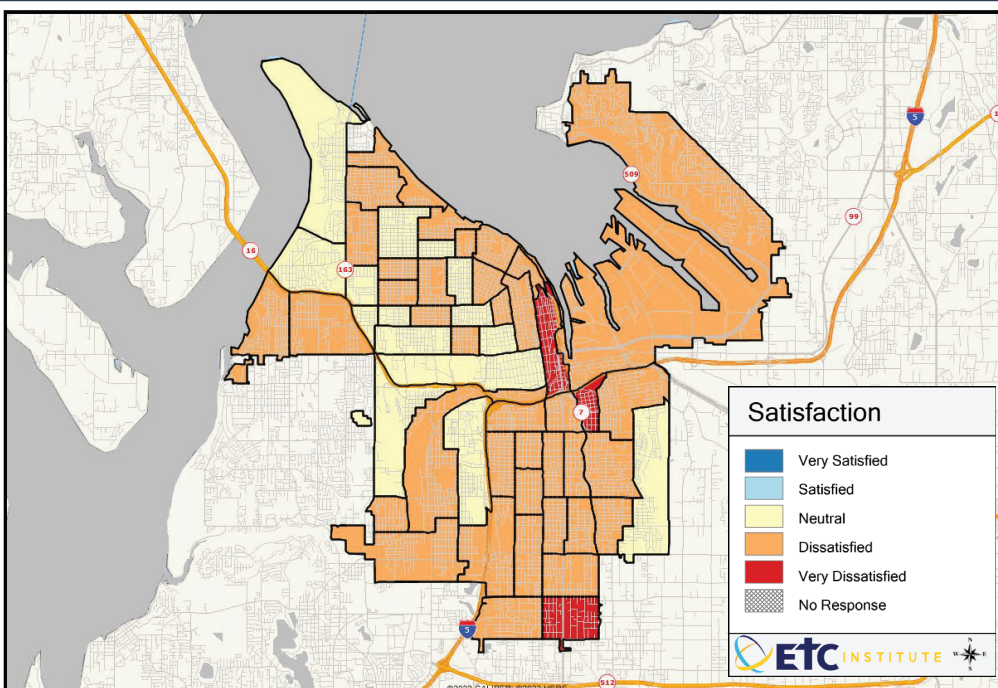
## Q3-01. Police Patrol

Areas in yellow show a neutral rating. Areas in red or orange show higher levels of dissatisfaction among respondents in those areas

Shading is based on the mean rating within each CBG

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# MAPPING HIGH PRIORITY ITEMS



## Q3-05. How quickly police respond to emergencies

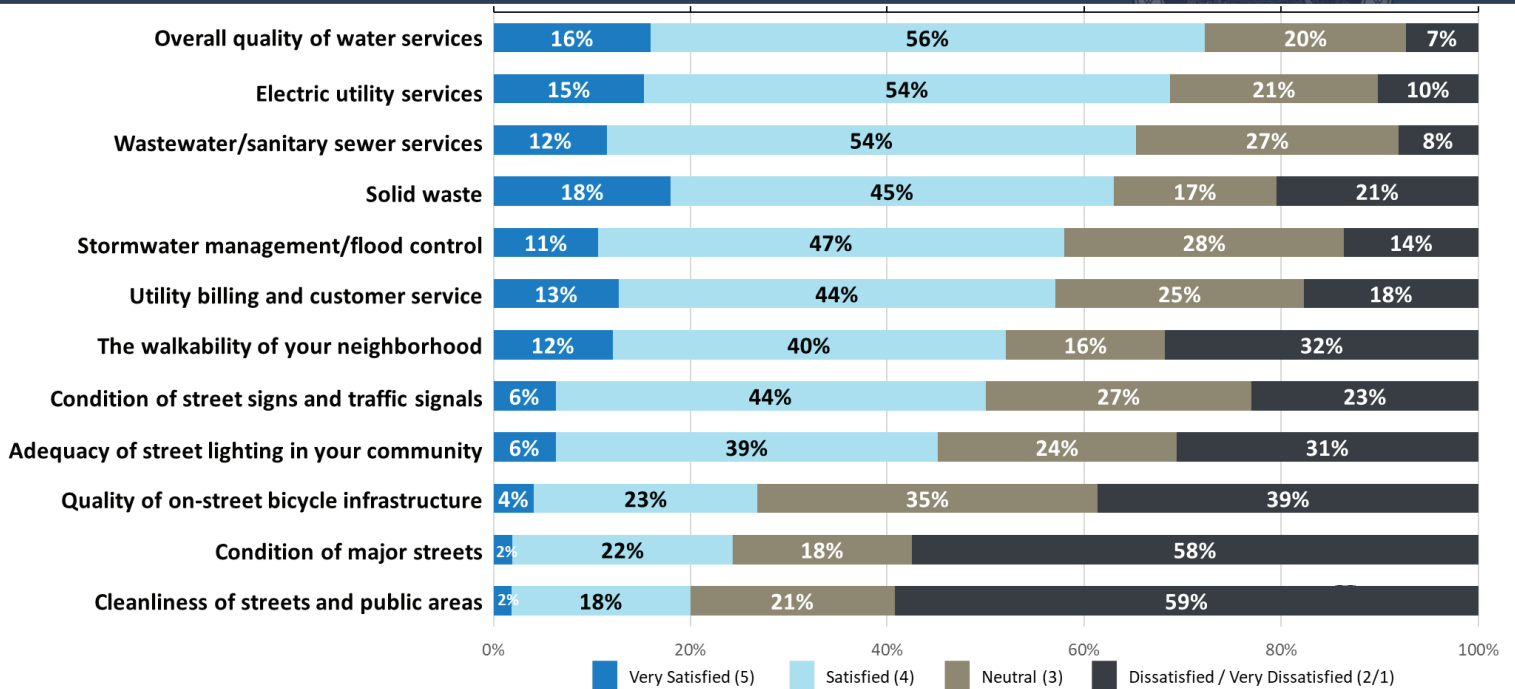
Areas in yellow show a neutral rating. Areas in red or orange show higher levels of dissatisfaction among respondents in those areas

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22



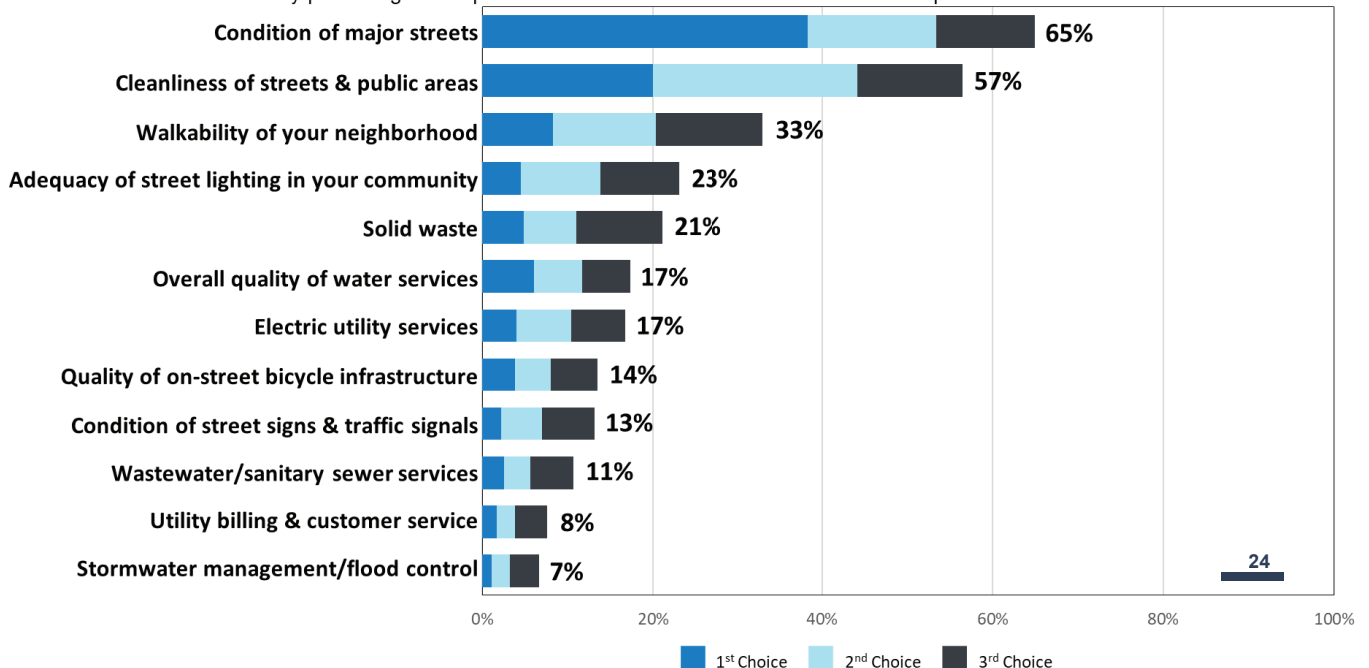
# SATISFACTION: PUBLIC WORKS and UTILITIES



# SATISFACTION: PUBLIC WORKS and UTILITIES



by percentage of respondents who selected the item as one of their top three choices



# INFRASTRUCTURE, ROADS, AND PUBLIC WORKS

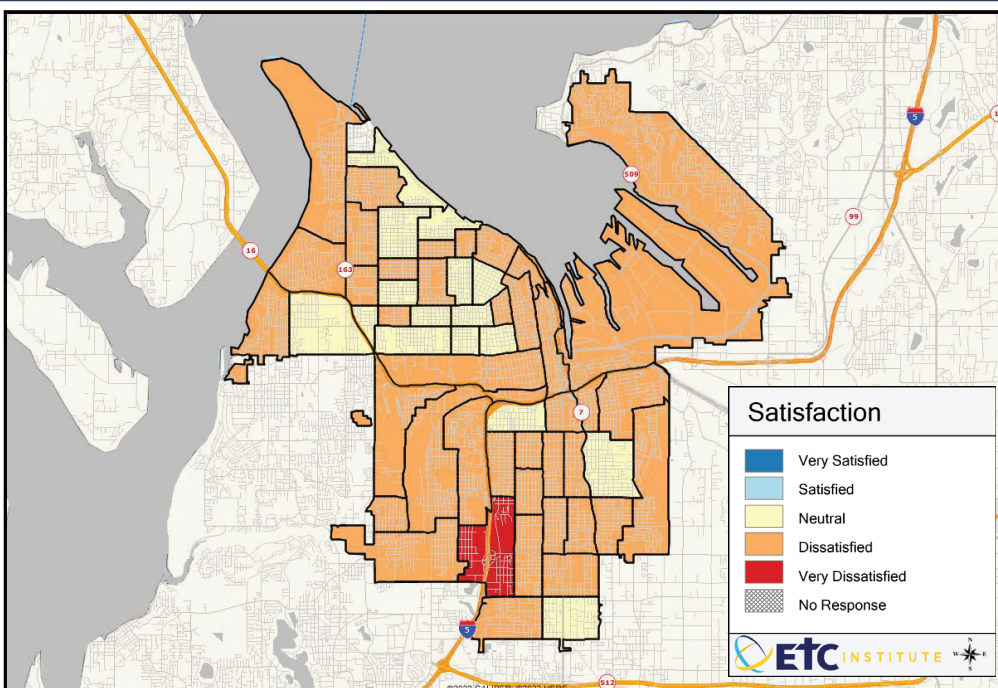


## 2024 Importance-Satisfaction Rating Tacoma, Washington Infrastructure, Roads, and Public Works



Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Condition of major streets	65%	1	24%	11	0.4913	1
Cleanliness of streets & public areas	57%	2	20%	12	0.4520	2
Walkability of your neighborhood	33%	3	57%	6	0.1416	3
Adequacy of street lighting in your community	23%	4	45%	9	0.1268	4
Quality of on-street bicycle infrastructure	14%	8	27%	10	0.0988	5
Solid waste	21%	5	63%	4	0.0781	6
Condition of street signs & traffic signals	13%	9	50%	8	0.0655	7
Electric utility services	17%	7	69%	2	0.0521	8
Overall quality of water services	17%	6	72%	1	0.0481	9
Wastewater/sanitary sewer services	11%	10	65%	3	0.0371	10
Utility billing & customer service	8%	11	52%	7	0.0364	11
Stormwater management/flood control	7%	12	58%	5	0.0277	12

## MAPPING HIGH PRIORITY ITEMS

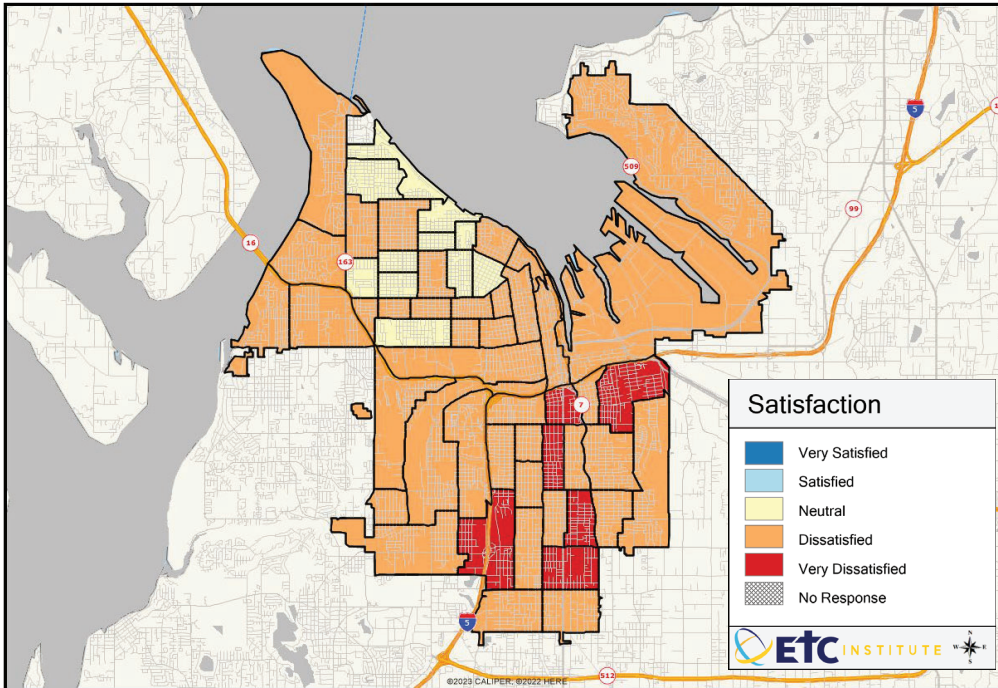


### Q5-01. Condition of major streets

Areas in yellow show a neutral rating. Areas in red or orange show higher levels of dissatisfaction among respondents in those areas

Shading is based on the mean rating within each CBG

# MAPPING HIGH PRIORITY ITEMS



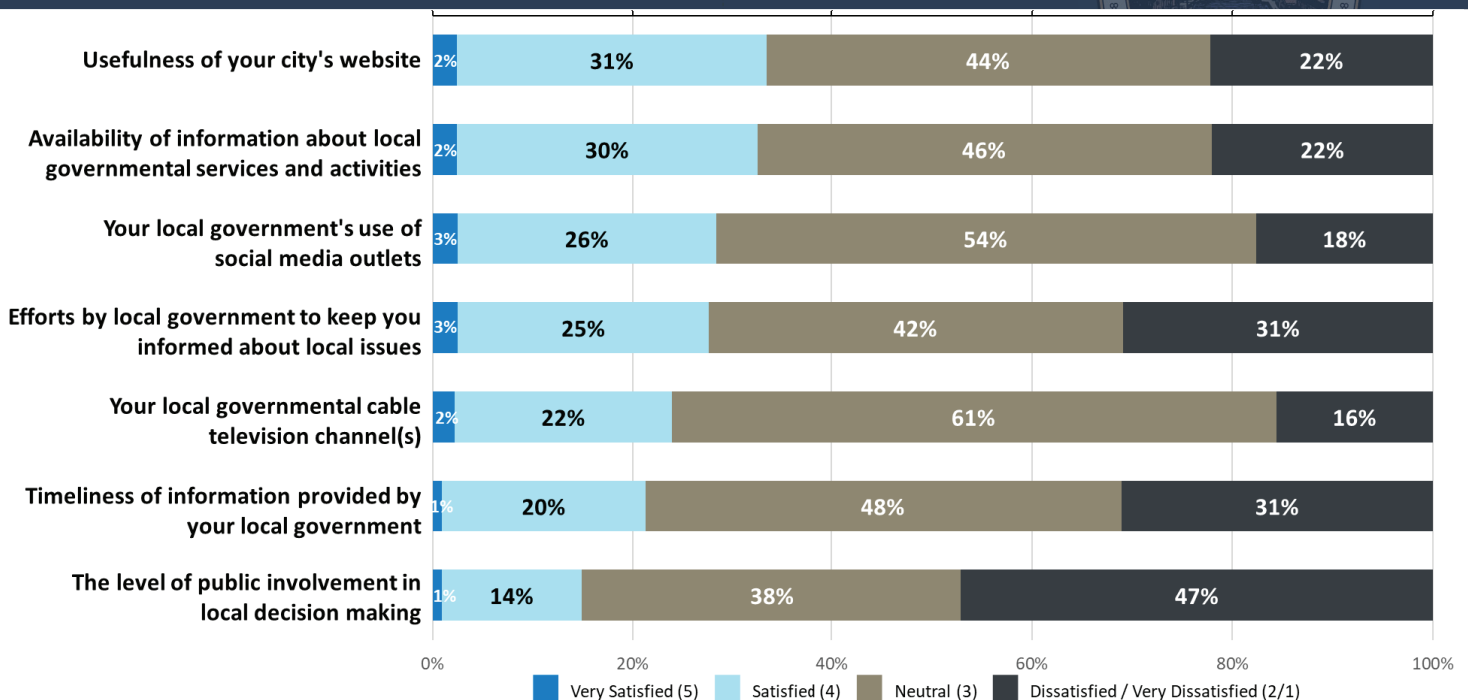
## Q5-04. Cleanliness of streets and public areas

Areas in yellow show a neutral rating. Areas in red or orange show higher levels of dissatisfaction among respondents in those areas

Shading is based on the mean rating within each CBG

27

# SATISFACTION: COMMUNICATION

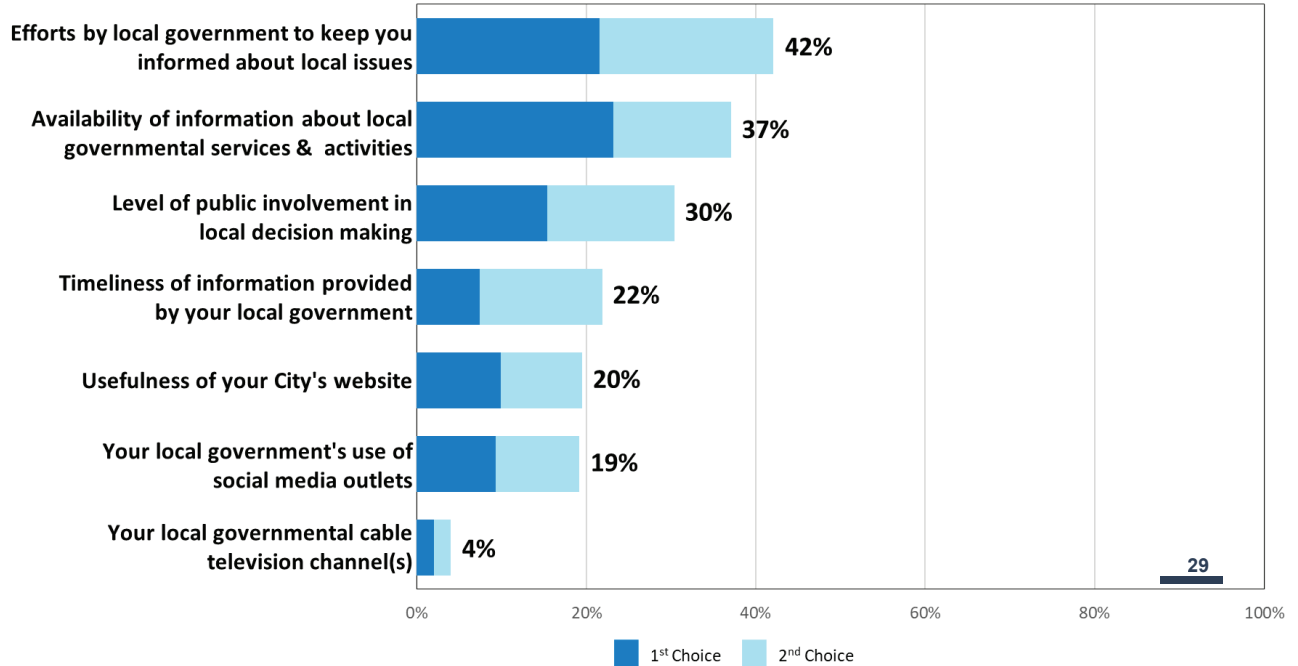




# IMPORTANCE RATINGS: COMMUNICATION



by percentage of respondents who selected the item as one of their top two choices



## COMMUNICATION

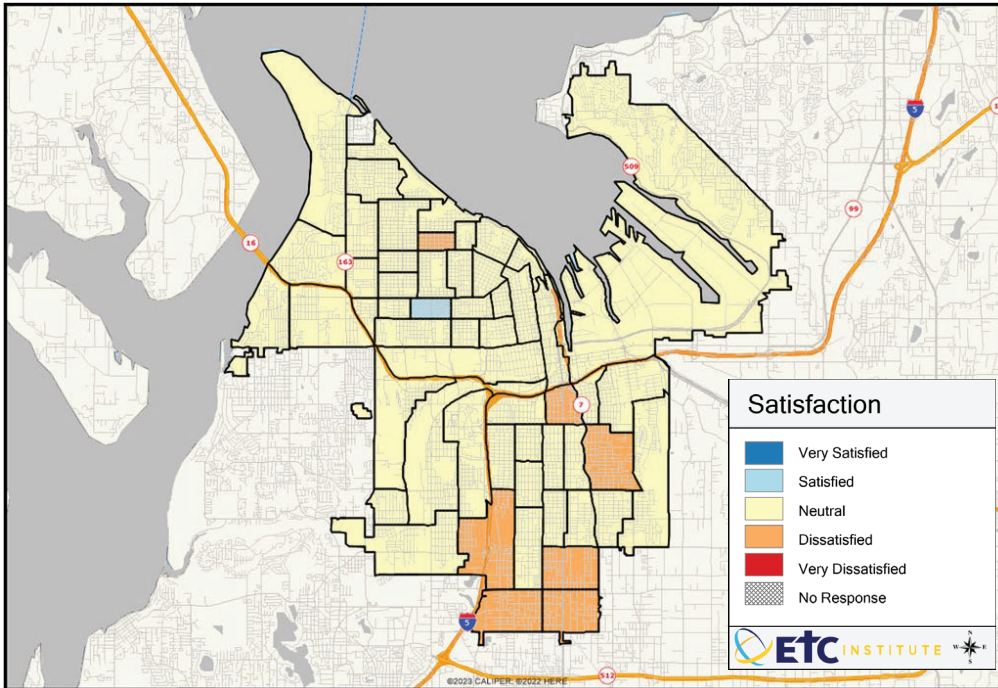


### 2024 Importance-Satisfaction Rating Tacoma, Washington City Communication



Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Efforts by local government to keep you informed about local issues	42%	1	28%	4	0.3048	1
Level of public involvement in local decision making	30%	3	15%	7	0.2587	2
Availability of information about local governmental services & activities	37%	2	32%	2	0.2508	3
Timeliness of information provided by your local government	22%	4	21%	6	0.1724	4
Your local government's use of social media outlets	19%	6	28%	3	0.1369	5
Usefulness of your City's website	20%	5	33%	1	0.1299	6
Your local governmental cable television channel(s)	4%	7	24%	5	0.0304	7

# MAPPING HIGH PRIORITY ITEMS



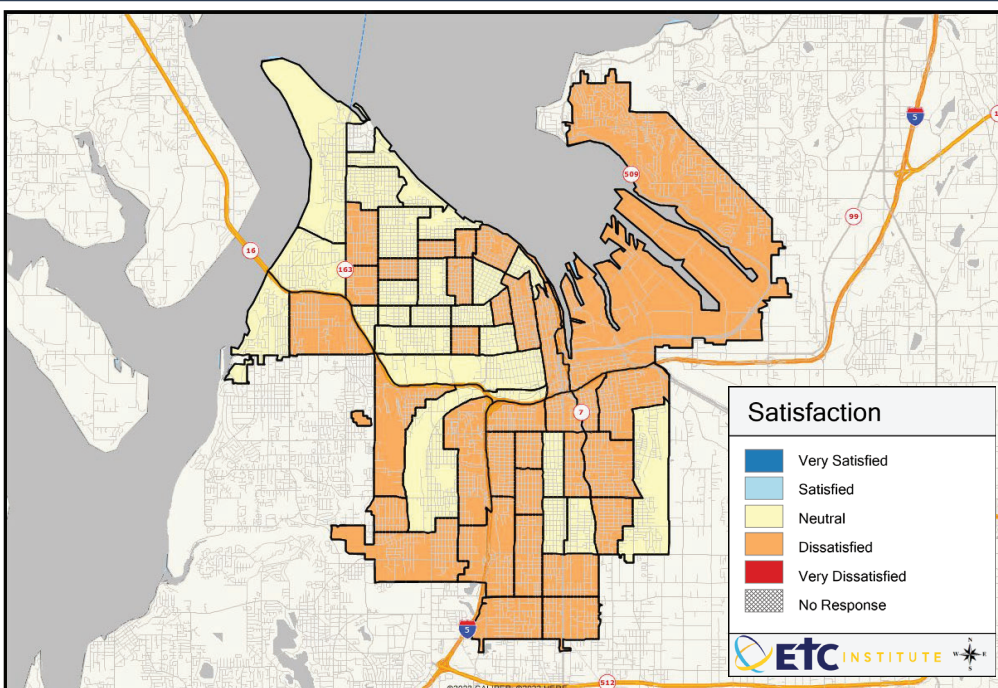
## Q20-2. Efforts by local government to keep you informed about local issues

Areas in blue show general levels of satisfaction. Areas in yellow show a neutral rating. Areas in orange show higher levels of dissatisfaction among respondents in those areas

Shading is based on the mean rating within each CBG

31

# MAPPING HIGH PRIORITY ITEMS



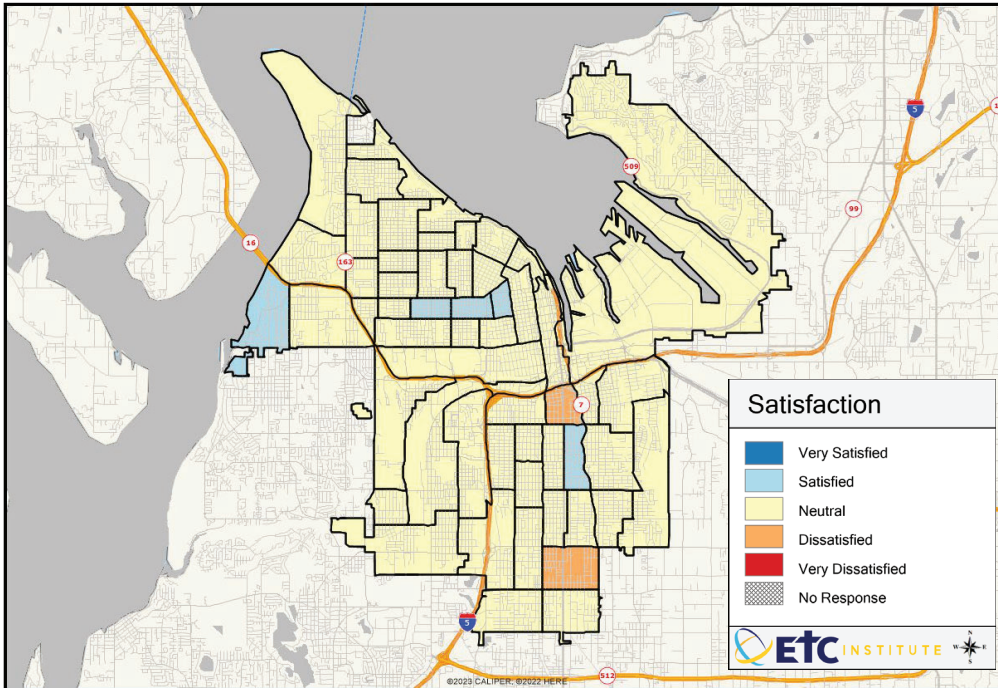
## Q20-3. The level of public involvement in local decision making

Areas in yellow show a neutral rating. Areas in orange show higher levels of dissatisfaction among respondents in those areas

Shading is based on the mean rating within each CBG

32

# MAPPING HIGH PRIORITY ITEMS



## Q20-1. Availability of information about local governmental services and activities

*Areas in blue show general levels of satisfaction. Areas in yellow show a neutral rating. Areas in orange show higher levels of dissatisfaction among respondents in those areas*

*Shading is based on the mean rating within each CBG*

33



## PERCEPTIONS OF SAFETY



## SAFETY AND CRIME



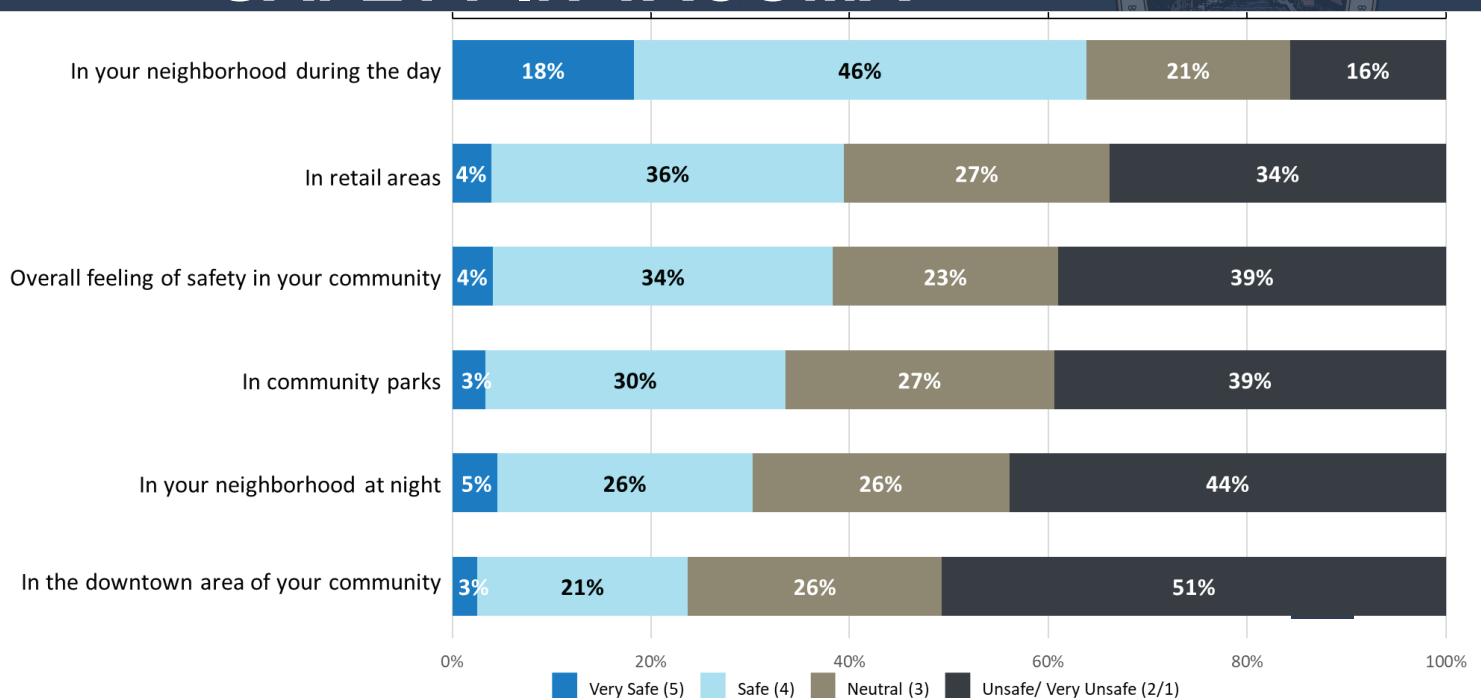
Overall, Police service satisfaction ratings are low and top priorities include:

(1) Efforts to prevent crime, (2) police patrol, and (3) response time

- 35% of respondents indicated they or someone in their household has been a victim of a crime in the past year
  - Of those, 70% indicated they reported the crime
- Overall perceptions of the police department are low
  - Only 41% of respondents indicated that they agree Tacoma Police Officers treat people fairly

35

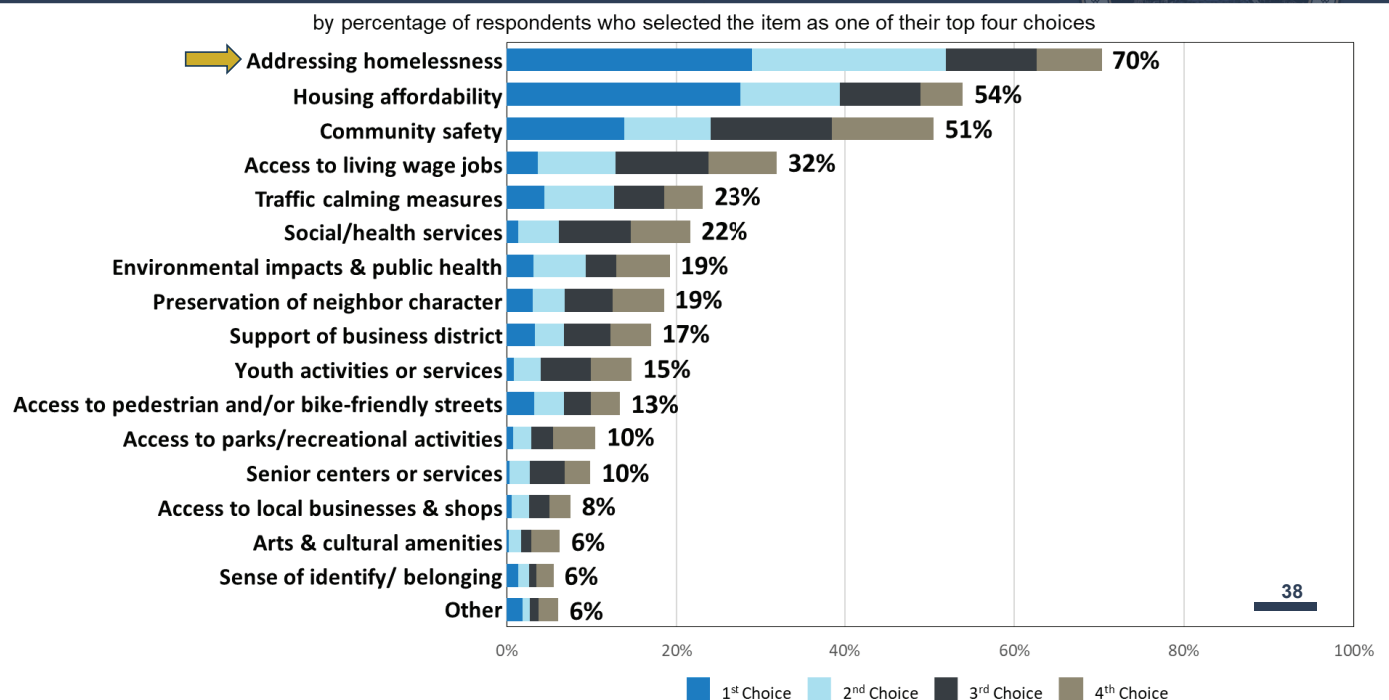
## RATING FEELINGS OF SAFETY IN TACOMA



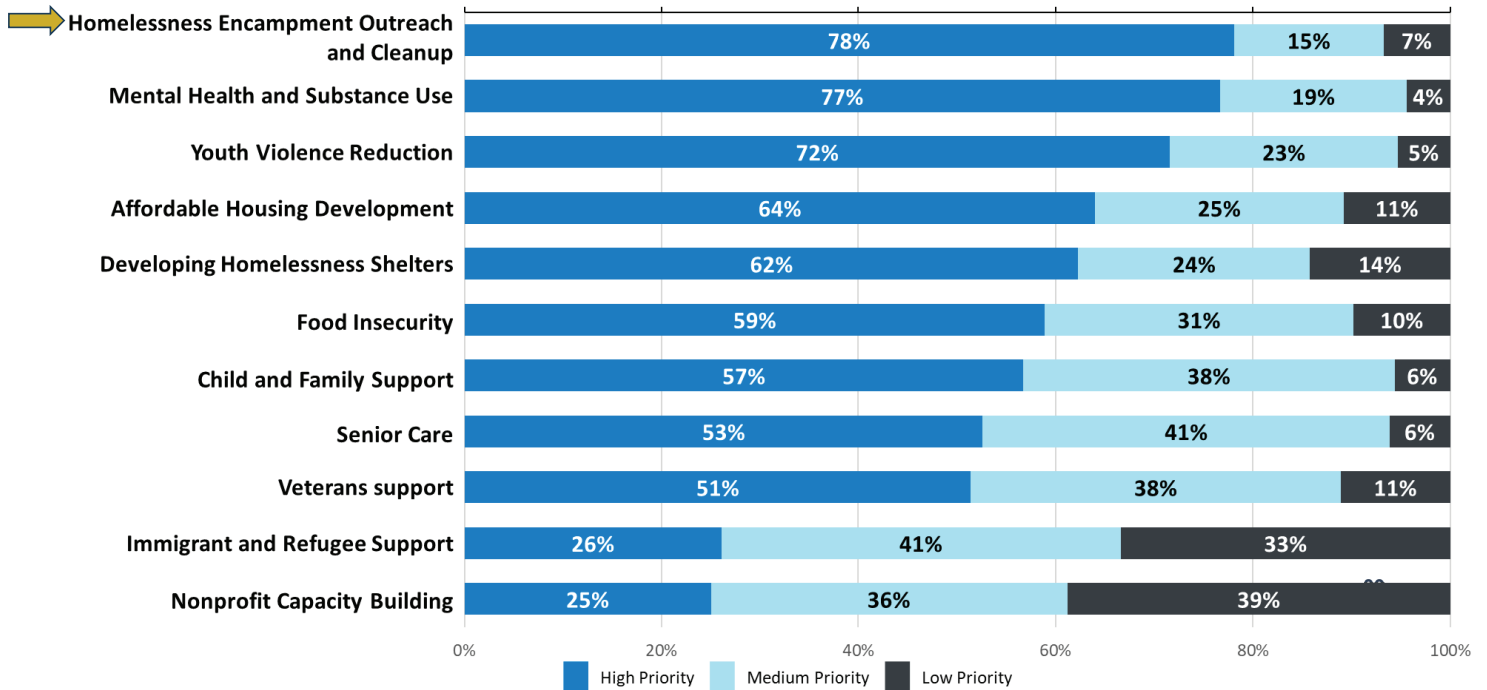


## ADDITIONAL COMMUNITY PRIORITIES

## NEIGHBORHOOD PRIORITIES



# FUNDING PRIORITIES FOR SOCIAL SERVICES

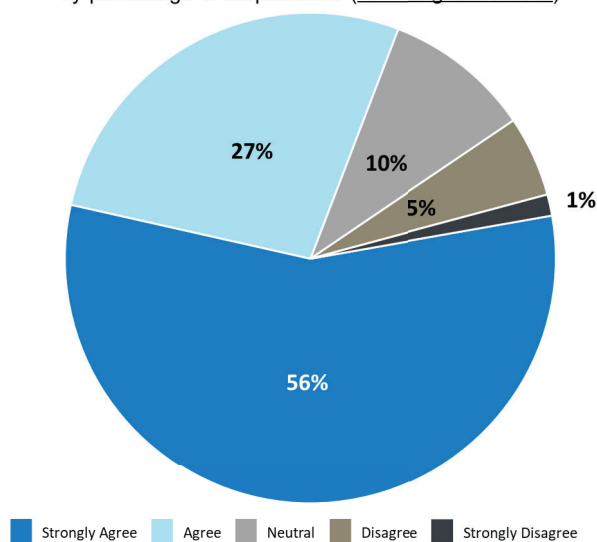


## ADDITIONAL PRIORITIES



Q9. "In The Future, Daily Essentials, Such As Groceries, Schools, Parks, And Healthcare, Should Be A Safe And Short Walk, Bus, Train, Or Bike Ride Away For Every Resident."

by percentage of respondents (excluding don't know)







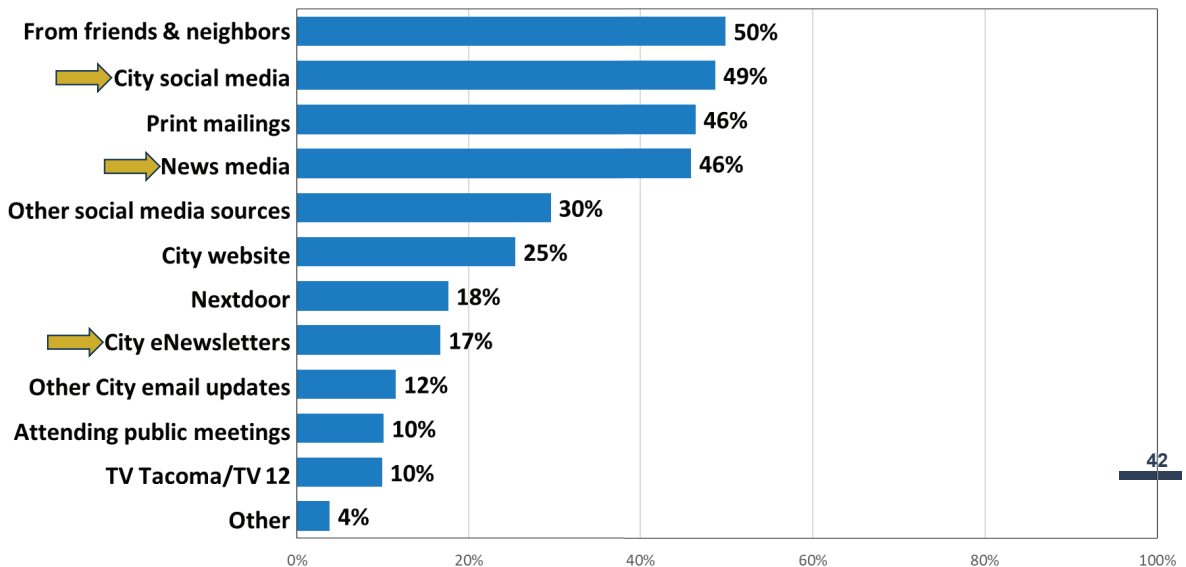
## INFORMATION AND PARTICIPATION

### INFORMATION SOURCES



Q17. Where Do You Currently Get News And Information About City Programs, Services, And Events?

by percentage of respondents

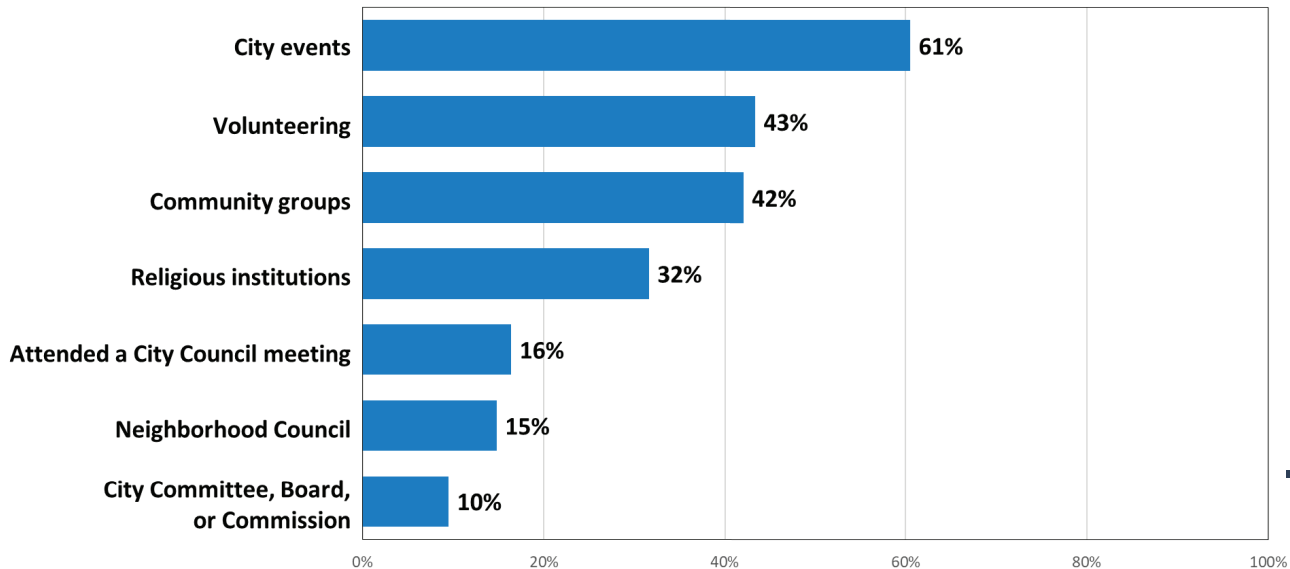


# CIVIC PARTICIPATION



Q15. Have You Participated In Any Of The Following Civic Activities In The Last 12 Months?

by percentage of respondents



43



## CUSTOMER SERVICE

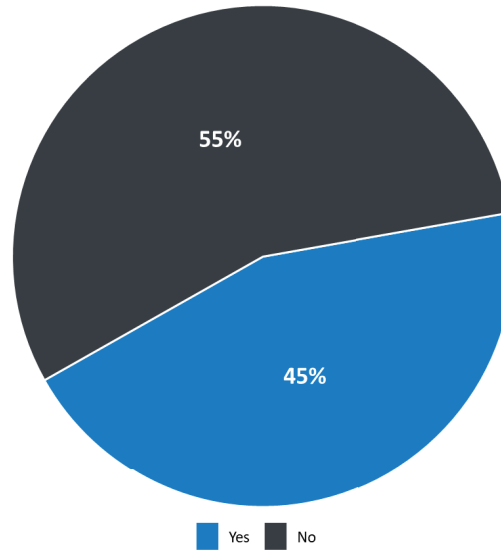


## CUSTOMER SERVICE



Q14. Have You Contacted The City With A Question, Problem, Or Complaint During The Past Year?

by percentage of respondents



45

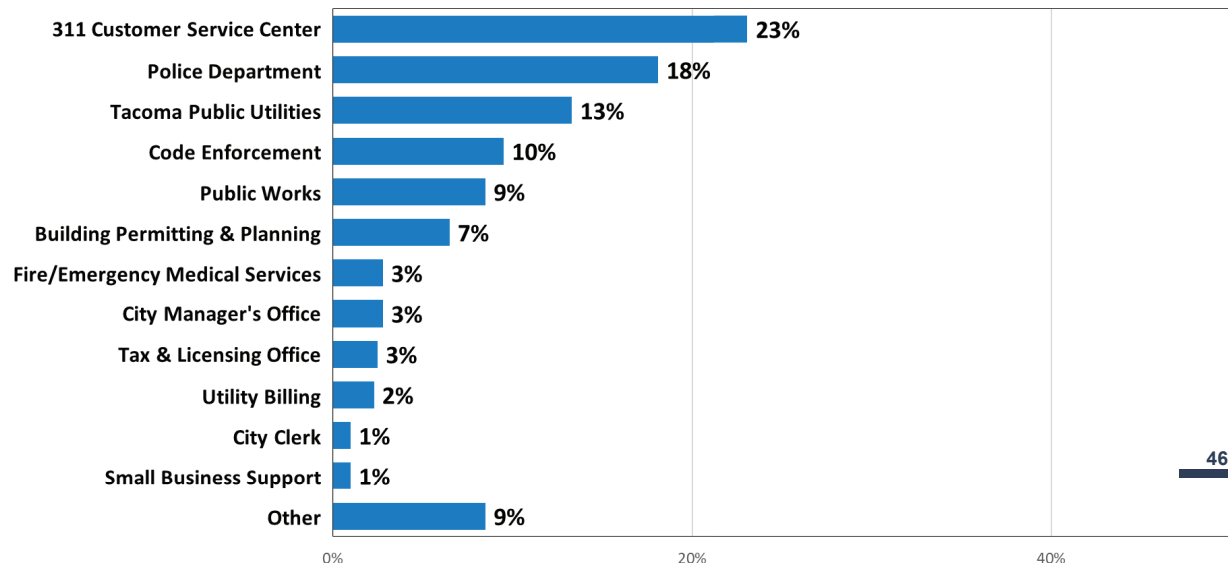


## CUSTOMER SERVICE



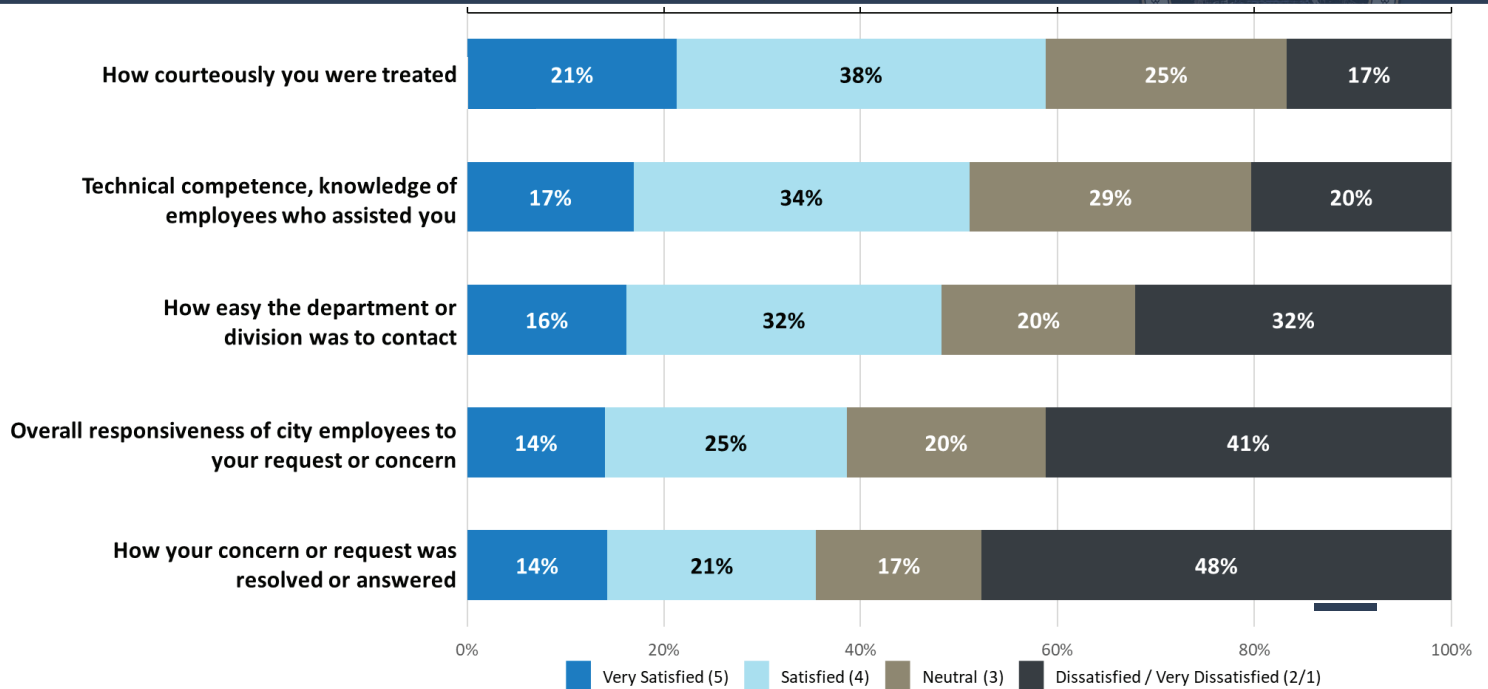
Q14a. Which City Department Or Division Did You Contact Most Recently?

by percentage of respondents who have contacted the City



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# SATISFACTION: CUSTOMER SERVICE



## NEXT STEPS



All final materials, including the full report, maps, and dashboard will be provided to Council, staff, and posted on the City's community survey webpage: [www.cityoftacoma.org/communitysurvey](http://www.cityoftacoma.org/communitysurvey)

Trend Analysis across surveys: 2018, 2020, 2022, 2024

Integrate results into current City strategies under development:

- 2025-25 Biennial Budget planning process
- Tacoma 2035 strategic plan
- One Tacoma comprehensive plan
- Community Safety Action Strategy

Continual improvement of City programs and services



# **2024 Tacoma Community Survey**

Office of Strategy and ETC Institute

**August 6, 2024**

