

City of Tacoma

Community Survey – Key Findings

Presented by **MDB Insight**



February, 2018

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Executive Summary

Overall Quality of Life and Satisfaction

Overall, the community has a positive impression of Tacoma's quality of life; with 76% indicating it is "excellent" or "good" (24% and 52%, respectively). Moreover, 84% are either somewhat satisfied (58%) or very satisfied (26%) with Tacoma's municipal services.

Regarding Public safety and enforcement, residents are most satisfied with emergency medical services provided by Tacoma Fire Department and fire responses and suppression (82% and 80%). Based on statistical analysis, priorities that are most likely to have a strong impact on resident satisfaction are improvements to code enforcement and parking enforcement.

For services associated with infrastructure, parks, and public works, local parks, electric power, and drinking water had highest levels of satisfaction (92%, 91%, and 85%). In fact, 11 out of the 14 services in this category had over 70% satisfaction. Key priority areas for improvement emergent from statistical analysis include street repair, traffic signal performance and timing, walking infrastructure, and street lighting.

Finally, regarding other municipal services such as libraries, arts & culture, customer service, and economic development services, the community is most satisfied with public libraries, public art, and city events, while areas of high statistical importance for improvement are permitting services and economic and business development services.



Executive Summary

Quality of Life and Community

Overall, 60% of residents are optimistic about quality of life improving within the next five years, compared to 21% who expect it to decline. Top issues that people of Tacoma identify as being important in the next five years are homelessness (19%), overpopulation (16%), and infrastructure; while top solutions that match these challenges are affordable housing (4.1%), law enforcement improvements (4.2%), and better public transportation (6%) and infrastructure improvements (4.9%).

The majority of Tacoma's residents feel safe in Tacoma (85%), with 54% feeling somewhat safe and 31% feeling very safe. Black residents are more than twice as likely to feel "not very safe" in Tacoma (29%), compared to 10% of white residents and 4% of Hispanic residents. In total, 27% of residents or members of their households were victims of a crime within the past 12 months, of which 21% did not report the crime. Most commonly, people do not report crimes because they see it as a waste of time or that nothing would be done.

Municipal Confidence and Participation

In Tacoma, 56% of residents indicate their confidence in municipal government is good or excellent (11% and 45%, respectively). City-run events such as Freedom Fair attract the largest amount of participation, at 70% people attending within the last year, while more than half of Tacoma residents have never attended a City meeting (57%) or reported a complaint or problem in a service to the City (54%).



Executive Summary

People currently access information from the City most commonly via online, social media, traditional mail, and email. Meanwhile, the same four items are listed as people's preferred access to information. 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.

Social and Environmental Issues

Overall, 69% of residents are satisfied with Tacoma's social services. More specifically, people are most satisfied with access to healthy, affordable food (74%) and workforce development services (57%). Through statistical tests, the social service areas that are most likely to increase community satisfaction are the amount of homelessness services and mental health services.

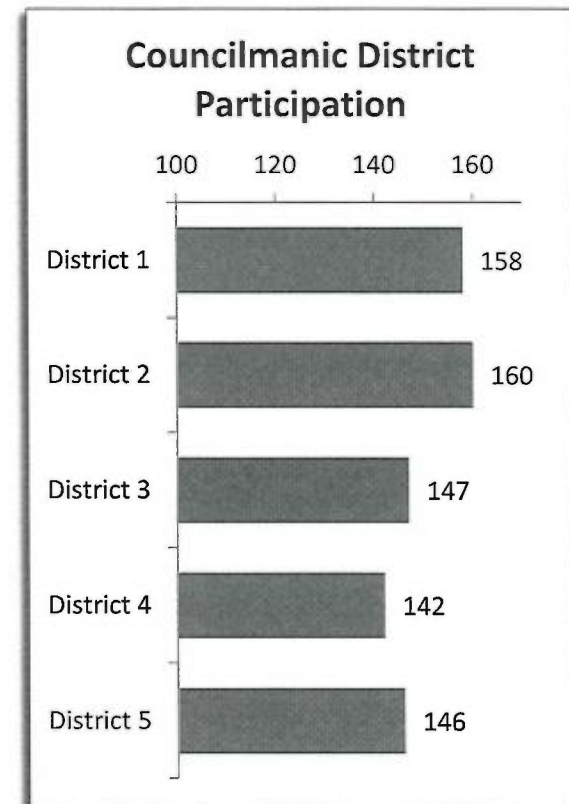
The majority of community members agree that street, trail, and other infrastructure projects have enhanced their neighborhoods (60%), and agree that they regularly use reusable bags at stores when shopping (77%).

Out of ten key indicators about environment and sustainability, only two garnered fewer than 70% satisfaction, the ease of bus travel and the ease of bicycle travel (59% and 57%, respectively). When looked at via statistical analysis, the three most important environmental considerations include both of the above, but also include the reservation of the quality of the natural environment.



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.
- The results were weighted by age, gender and Councilmanic district based on Census 2010 data.
- 15 people responded to the survey in a language other than English.
- Measures of significance are based on a 0.95 confidence interval (pink shading in tables for Councilmanic Districts).





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 based on Census 2010 data. Weighting was applied based on the following census distributions (see table below).

District_I D	18P	MALE						FEMALE					
		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	1,796	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	2,614	2,869	2,189	2,609

Measuring the Priorities of the Community



Understanding what is both important to community members and where satisfaction is lowest is a statistical process that uses specific survey questions, such satisfaction with overall municipal services, and compares them statistically to how people believe the City is performing in specific City services.

The result is a list of key performance indicators that demonstrate areas of priority where the City is most likely to have a positive impact on community satisfaction levels once improvements are made.

The statistical test breaks lists of services into high, moderate, and low-level priorities based on where indicators fall within the overall ranking. The term “importance” assigned to the correlation between the outcome variable (e.g. overall satisfaction), and a given service (e.g. parking enforcement), while the “performance gap” is the proportion of people that have expressed dissatisfaction with the service in question. These results are multiplied to arrive at a Priority for Improvement Ranking order.

The Community Priorities test is applied in several different portions of the report below, and will be identifiable by having the term “Community Priorities for Improvement” in the header section, as well as a legend that resembles the one demonstrated below.

High Priority
Moderate Priority
Low Priority

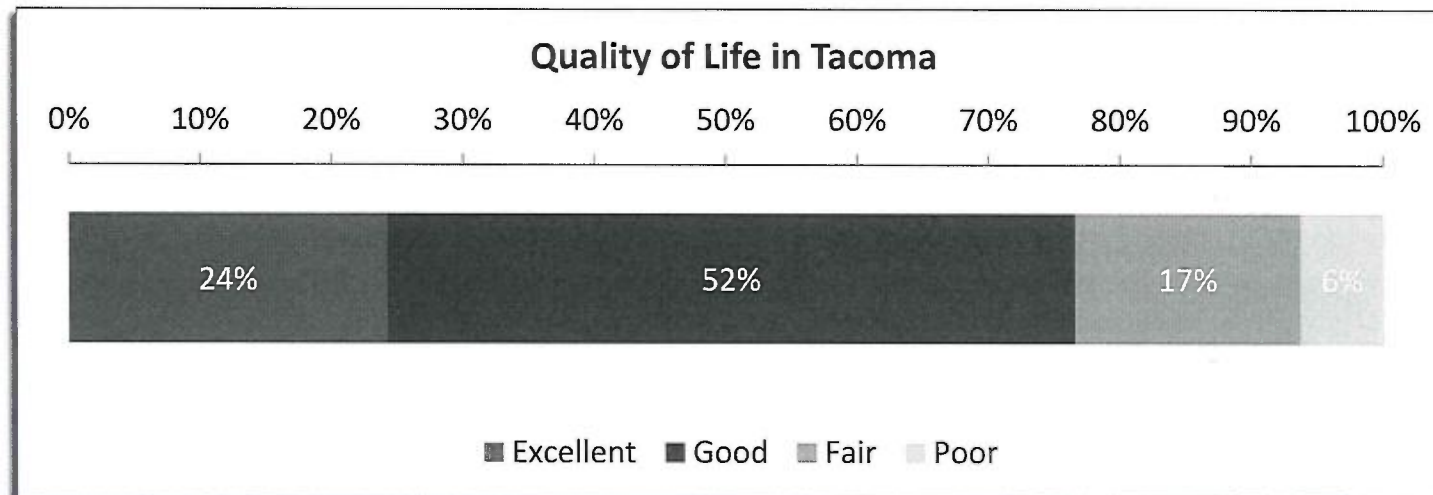
Key Findings

Overall Quality of Life and Satisfaction

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".

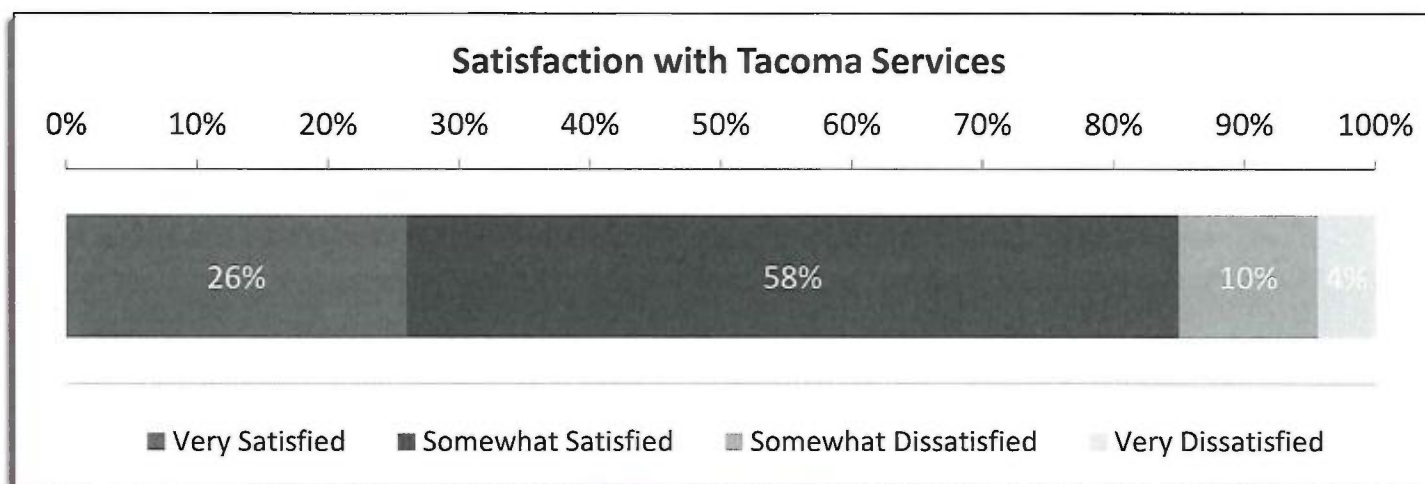
Satisfaction is highest among white residents (79%), compared to black (68%), and Hispanic (50.5%) residents indicating significant variation. Meanwhile females (72%) are less satisfied than males (79%), and the lower the household income, the less likely the resident is to be satisfied.

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



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%

Key Findings

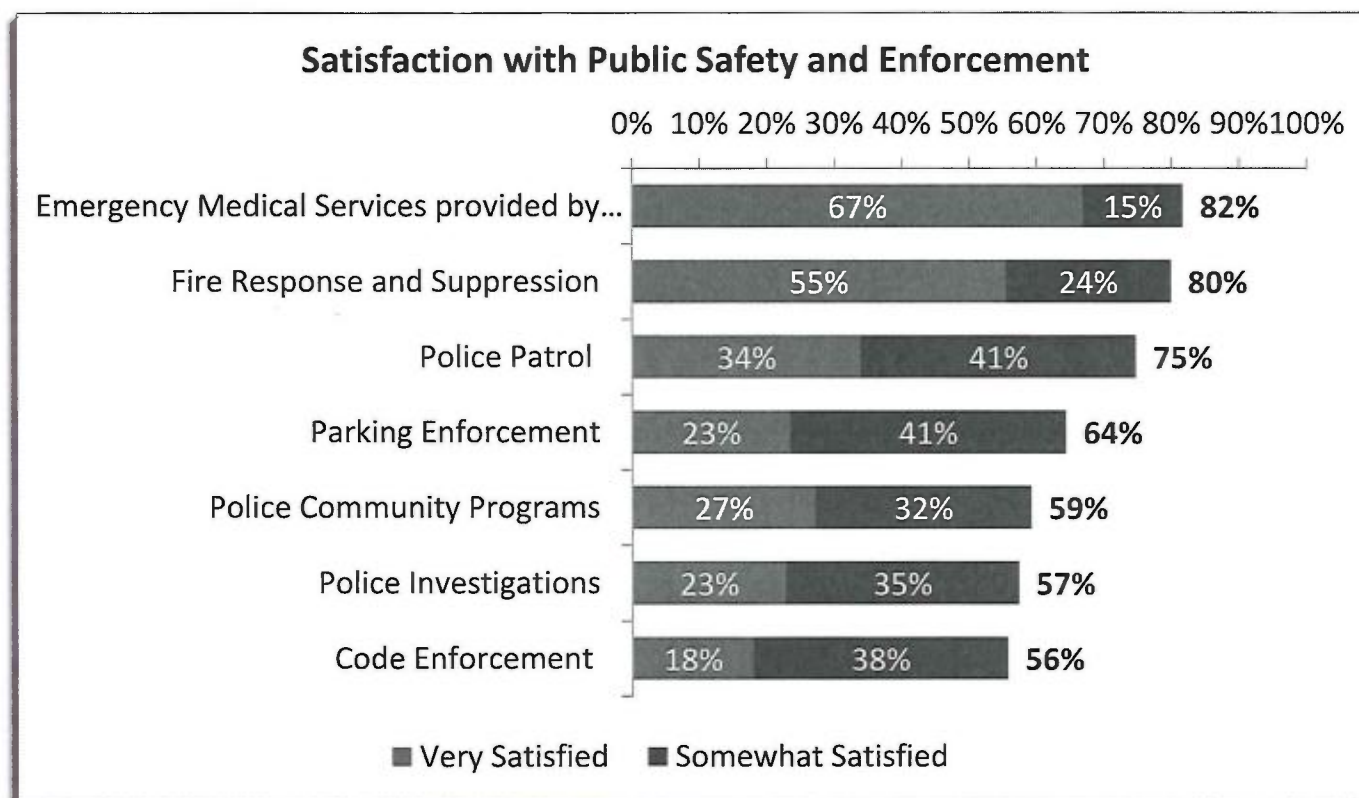
Priorities for Improvement

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

Public Safety and Enforcement



Community members are most satisfied with emergency medical services (82%) and fire response and suppression (80%), and least satisfied with code enforcement (56%), and police investigations (57%).



Statistically significant variation is noted between racial groups for police –related activities. For example, black residents are less likely to be satisfied with police patrols (53%), investigations (37%), and community programs (27%), than white or Hispanic residents (80%, 61%, 61% and 77%, 85%, 88%, respectively).

n =753

Community Priorities for Improvement: Public Safety and Enforcement



Service Criteria	Importance	Not Satisfied	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

Highest
Statistical
Significance

High Priority
Moderate Priority
Low Priority



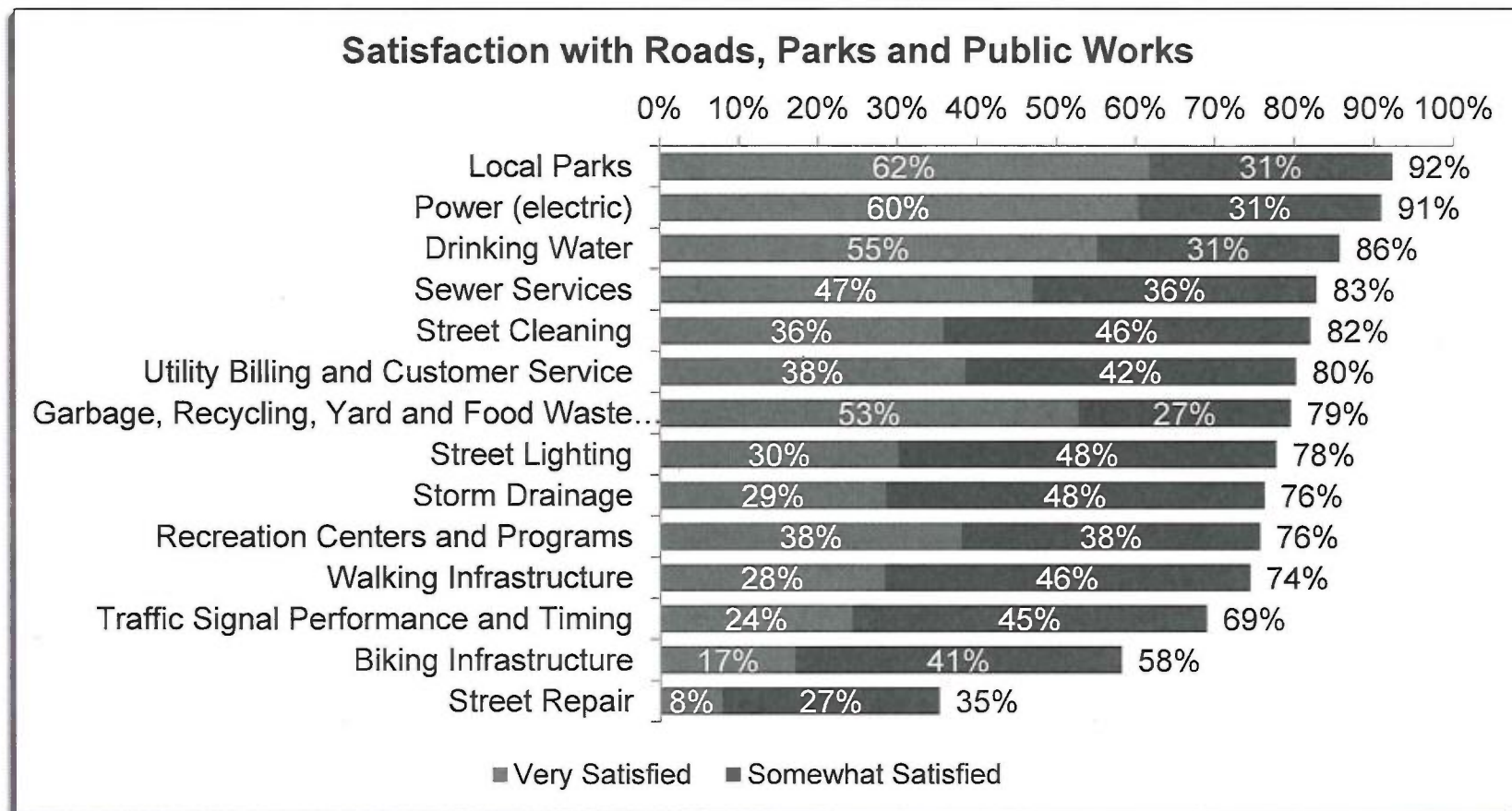
MDB
INSIGHT

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...?

Infrastructure, Parks and Public Works



Most services in this category have more than a 70% satisfaction rate, with lowest satisfaction concerning street repair (35%), followed by biking infrastructure (56%)



n =735

Community Priorities for Improvement: Infrastructure, Parks and Public Works



Service Criteria	Importance	Not Satisfied	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

Highest
Statistical
Significance

High Priority
Moderate Priority
Low Priority



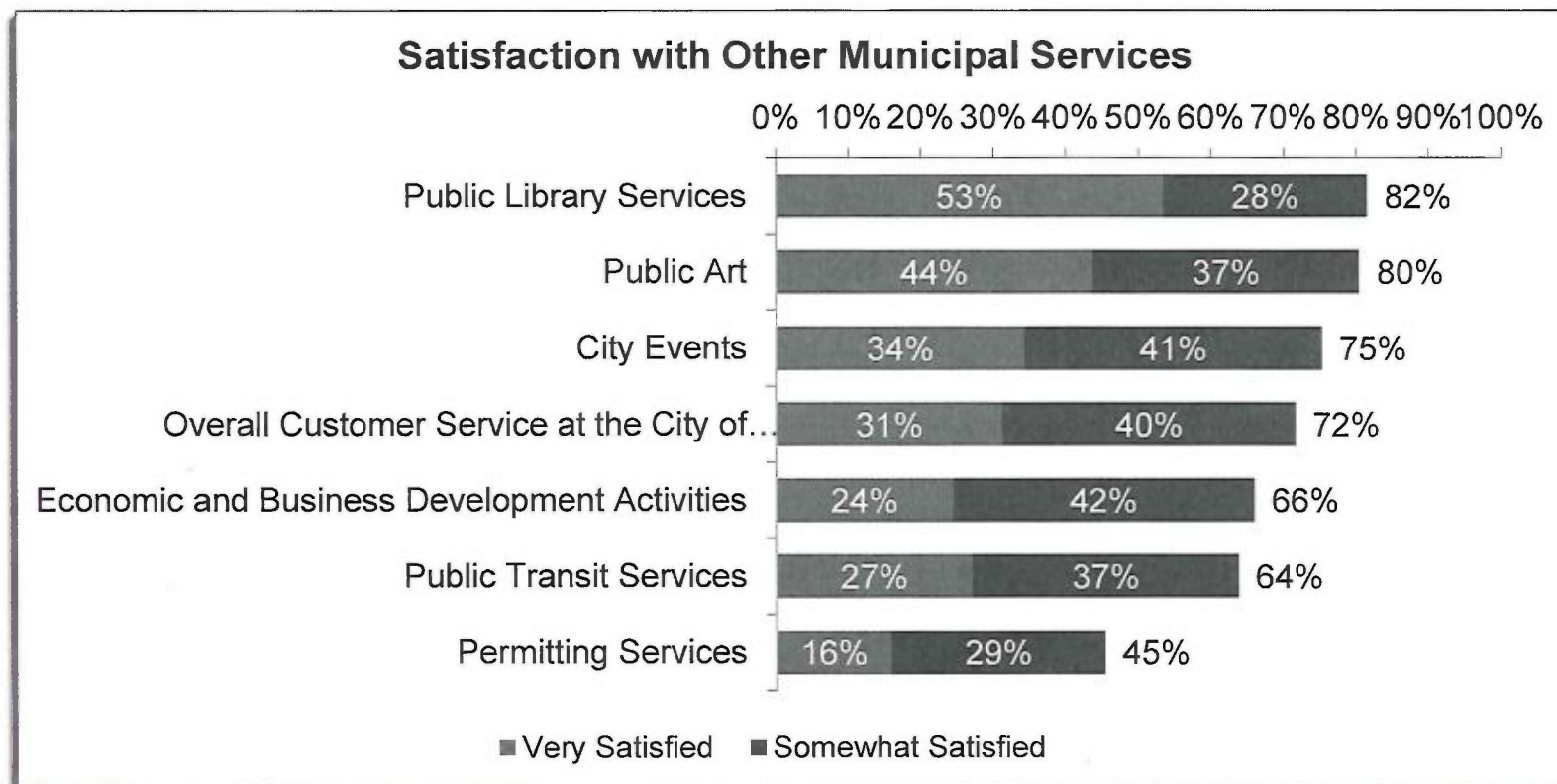
MDB
INSIGHT

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...?



Other Municipal Services and Considerations

Over 70% of residents are satisfied with public library, public art, City events, and overall customer service of the City, while permitting services had lowest overall satisfaction (45%).



n = 753

Community Priorities for Improvement: Other Municipal Services



Service Criteria	Importance	Not Satisfied	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
Public Library Services	7.1	11%	5
Public Art	7.1	8%	6
Public Library Services	6.9	7%	7

Highest
Statistical
Significance

High Priority
Moderate Priority
Low Priority

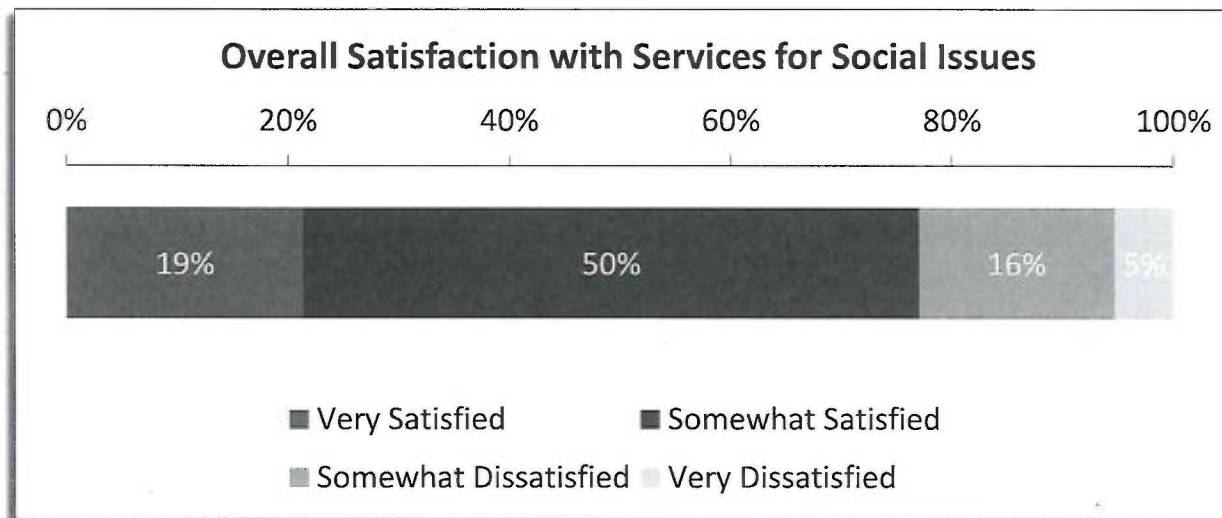


Q2. And how would you rate your overall satisfaction with the services provided by the City of Tacoma, would you say you are...? Q3. Now we would like to get your opinion on various City services. Thinking about your satisfaction with < randomize by category and insert service>, would you say you are...?



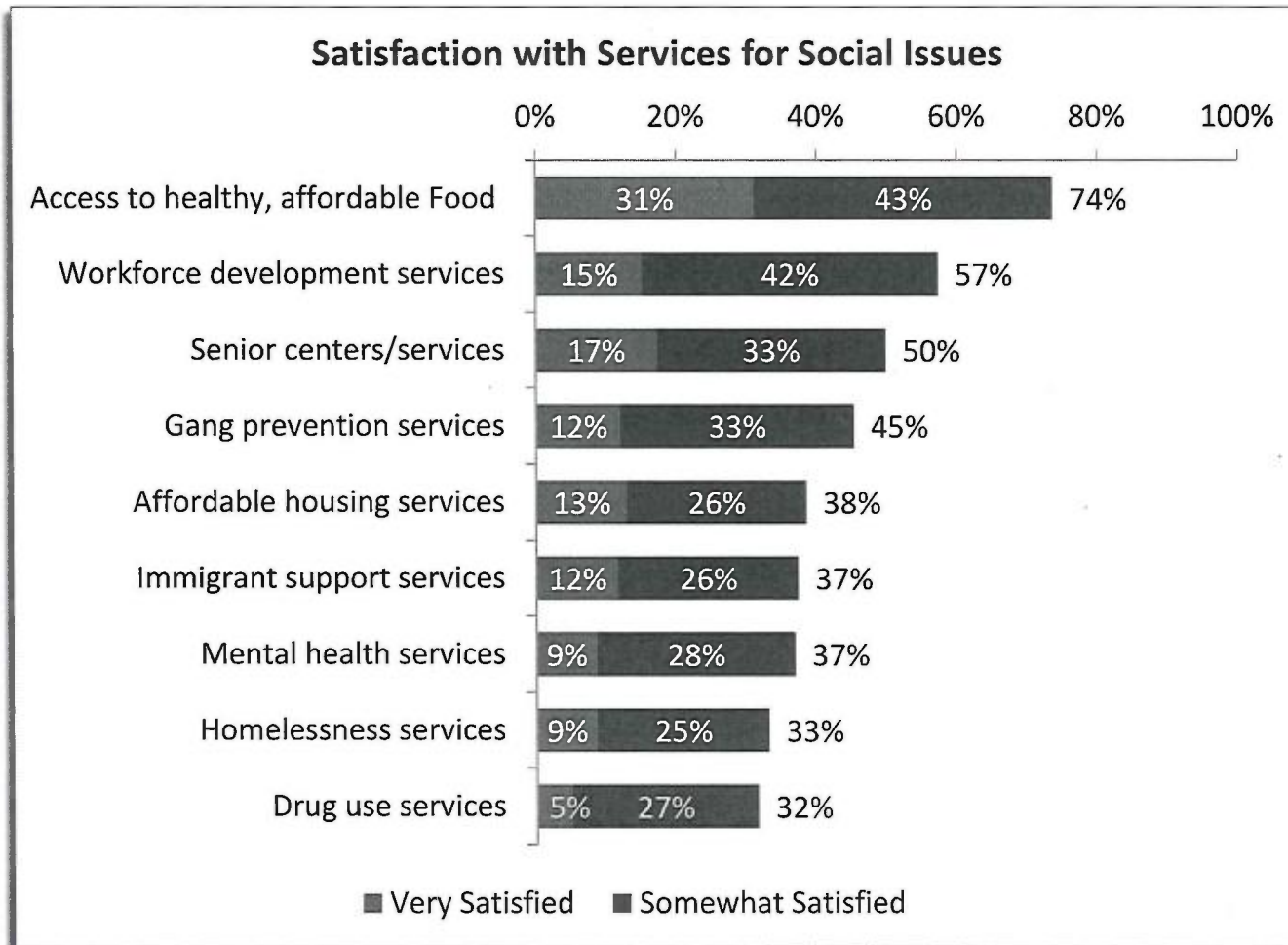
Overall Satisfaction on Social Issues

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%

Social Issues



The majority of residents are satisfied with access to healthy, affordable food and workforce development services (74% and 57%, respectively), but drug use, homelessness, immigrant support, mental health services, and affordable housing all have satisfaction ratings below 40%.

n=753

Community Priorities for Improvement: Social Issues



Service Criteria	Importance	Not Satisfied	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

Highest
Statistical
Significance

High Priority
Moderate Priority
Low Priority

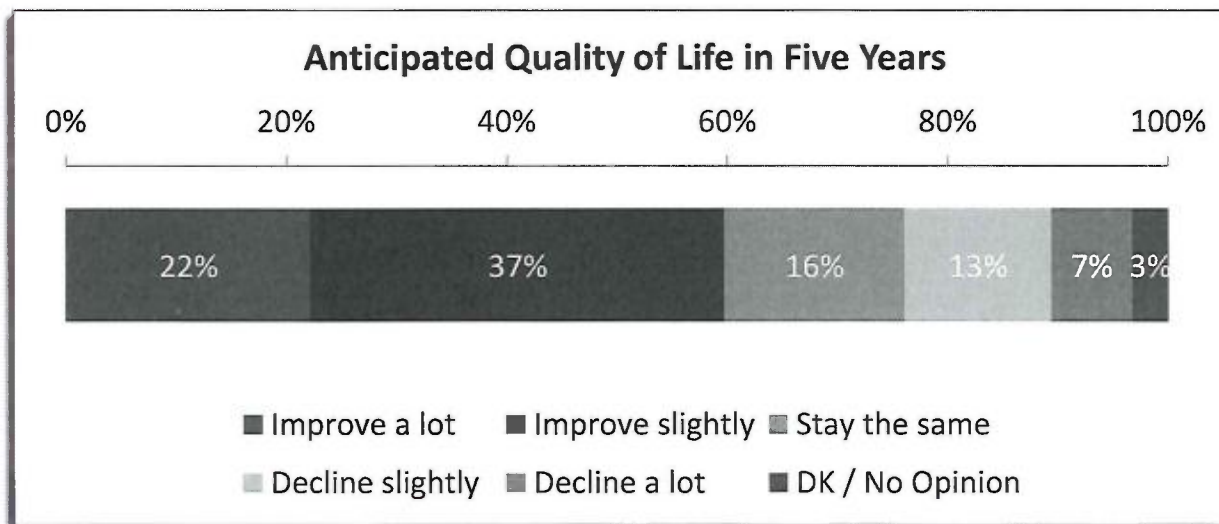
Key Findings

Quality of Life and Community

Quality of Life and Community



Overall, 60% of residents are optimistic about quality of life improving within the next five years, compared to 21% who expect it to decline.



60% of residents expect improvement

Young residents are most likely to expect that quality of life will improve a lot over the next five years at 32% compared to 18% for 35 to 64 year olds, and 19% for people 65 and older.

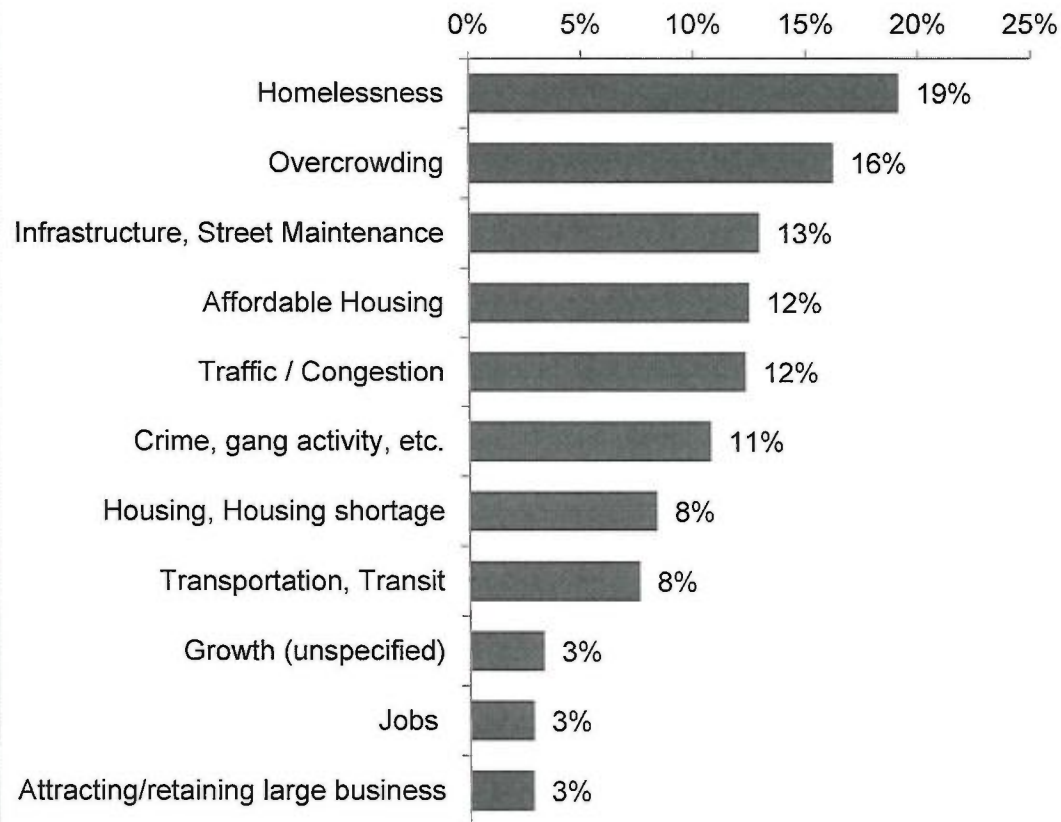
n=753

	Total	District 1	District 2	District 3	District 4	District 5
Decline a lot	7.4%	6.4%	5.8%	3.2%	7.0%	14.6%
Decline slightly	13.3%	10.7%	13.0%	13.9%	12.7%	16.4%
Stay the same	16.5%	11.9%	12.3%	26.6%	11.9%	19.8%
Improve slightly	37.4%	48.5%	35.4%	31.7%	39.3%	31.9%
Improve a lot	22.1%	20.2%	29.2%	22.4%	25.2%	13.6%
Don't Know / No Opinion	3.3%	2.2%	4.3%	2.2%	3.9%	3.7%

Quality of Life and Community



Major Issues Facing Tacoma Over Next 10 Years



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

- Homelessness (19%)
- Overpopulation (16%)
- Infrastructure (13%)
- Affordable housing (12%)
- Traffic (12%)

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

n=753

Note: Only values 3% or greater are shown.

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



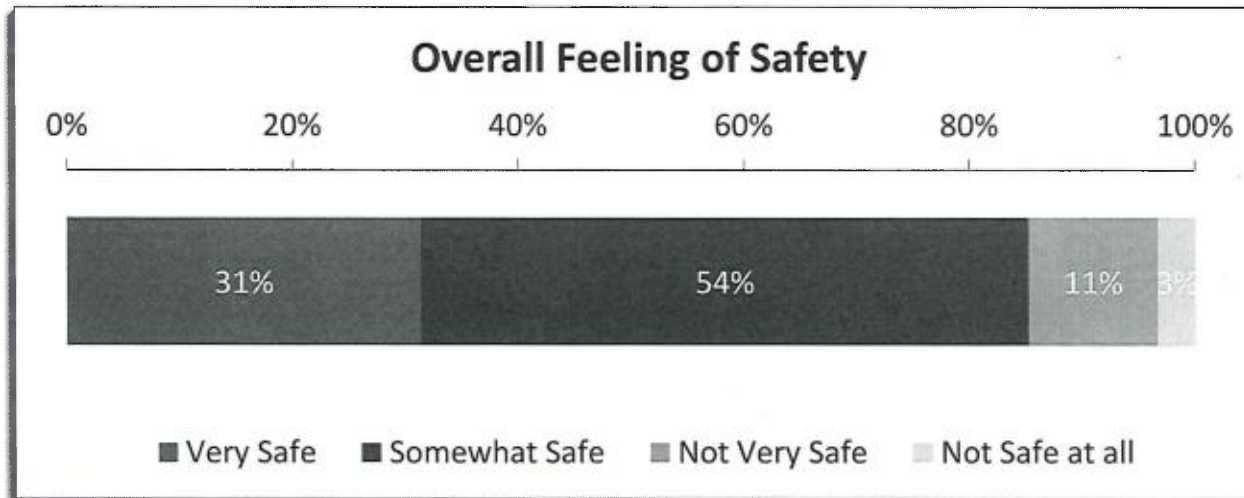
	Q5. What major issue do you think Tacoma will face in next ten years?					
Q6. What is the City's role in addressing this issue?	Homelessness	Overcrowding	Infrastructure / Street Maintenance	Affordable Housing	Traffic / Congestion	Crime, gangs, etc.
Affordable housing	6.7%	4.8%	1.1%	11.9%	2.2%	1.3%
Programs for homeless	15.6%	1.8%	0.9%	6.4%	1.5%	7.5%
Police improvements	7.9%	3.5%	4.3%	1.5%	0.0%	27.6%
More low income housing	2.7%	0.0%	0.0%	12.5%	0.0%	1.9%
Rent control	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%
Plan ahead / Planning	1.1%	0.3%	5.4%	1.5%	3.5%	2.0%
Reduce Taxes	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%
Zoning	0.0%	4.5%	0.0%	9.8%	0.0%	0.0%
Need to take charge / Take care of it	0.4%	0.0%	1.2%	0.3%	0.3%	0.0%
Concentrate on/fix infrastructure	4.9%	15.1%	17.9%	6.8%	9.7%	6.0%
Better / More public transportation	0.2%	5.2%	11.6%	2.5%	35.3%	2.0%
More housing	3.8%	11.7%	4.2%	8.5%	1.9%	1.2%
Crime reduction / Drugs / Gangs / Drug programs	1.3%	0.0%	0.0%	0.0%	0.0%	4.9%
Development (unspecified)	0.0%	4.0%	0.7%	0.0%	0.6%	5.0%
Don't Know / No Opinion	16.5%	16.2%	10.5%	8.8%	32.8%	3.7%

This is a summary of the responses. Percentages do not add to 100% since not all of the responses could be grouped into similar categories.

Crime and Public Safety



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



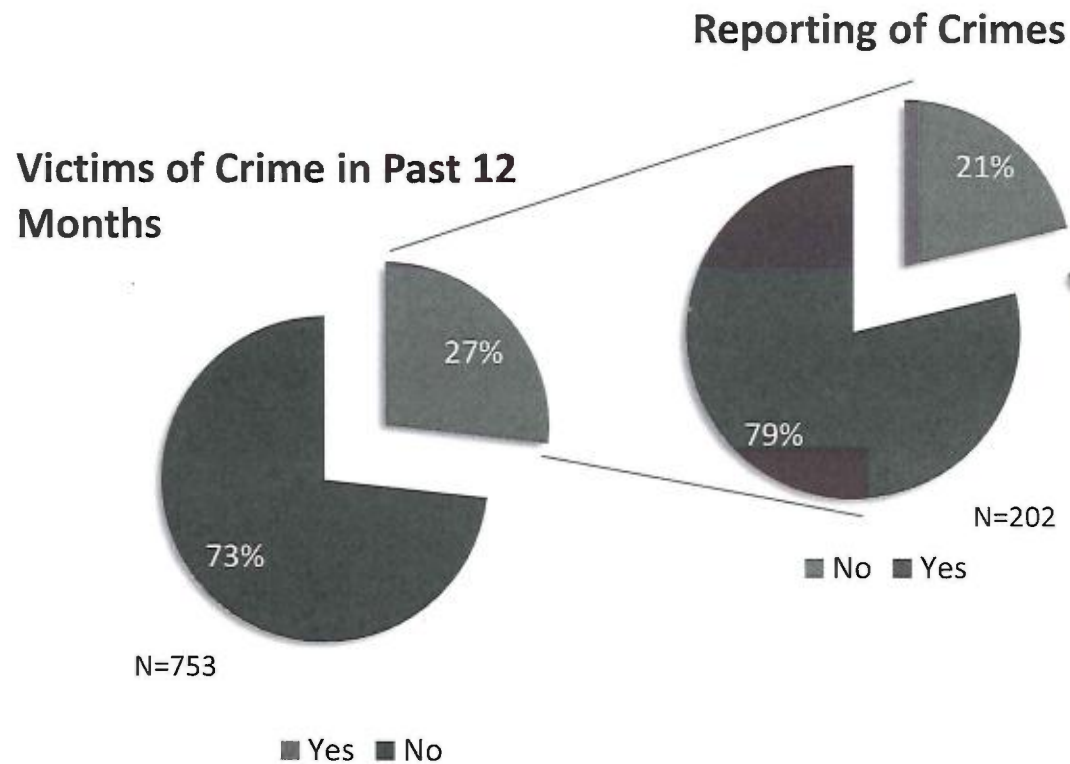
**85% feel
very safe/somewhat safe**

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%

Crime and Public Safety



In Tacoma, 27% of residents or members of their household were victims of a crime within the past 12 months, of which 21% did not report the crime and 79% did report it.

Reasons for Not Reporting A Crime

Waste of time / Nothing would be done / No point	17%
Didn't want to make a big deal / Minor crime / Not worth reporting	14%
No time	5%
Left car unlocked / Don't keep things in car	4%
No barriers/reasons	4%

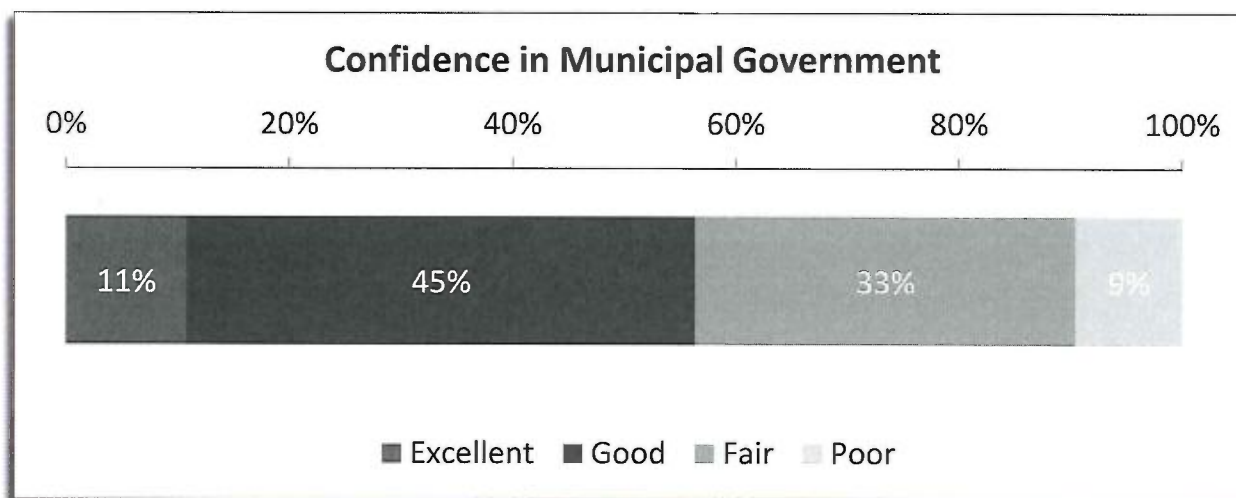
Key Findings

Municipal Confidence and Participation

Government Confidence



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



Overall confidence is 56%

n=753

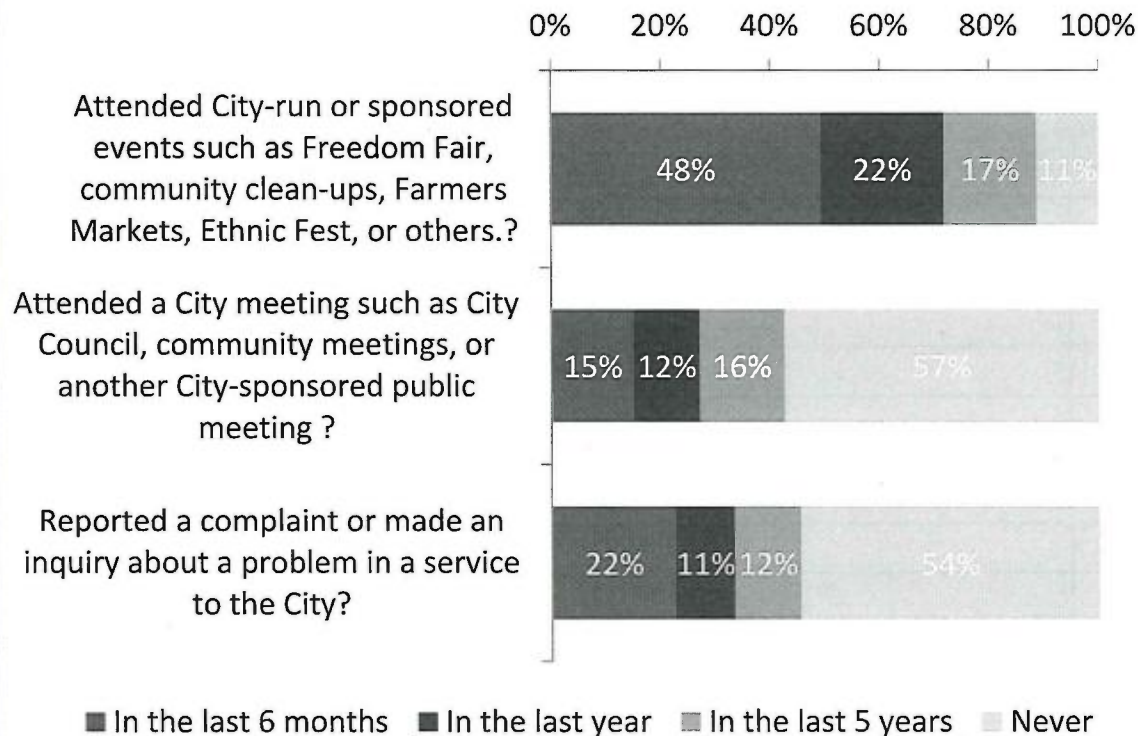
Confidence in the Municipal Government is poorest among black residents (34%) and people that self-identify as two or more races (36%), compared to white and Hispanic residents (60% and 68%, respectively).

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

Participation in Events and Civic Life



Have you ever...?



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.



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%

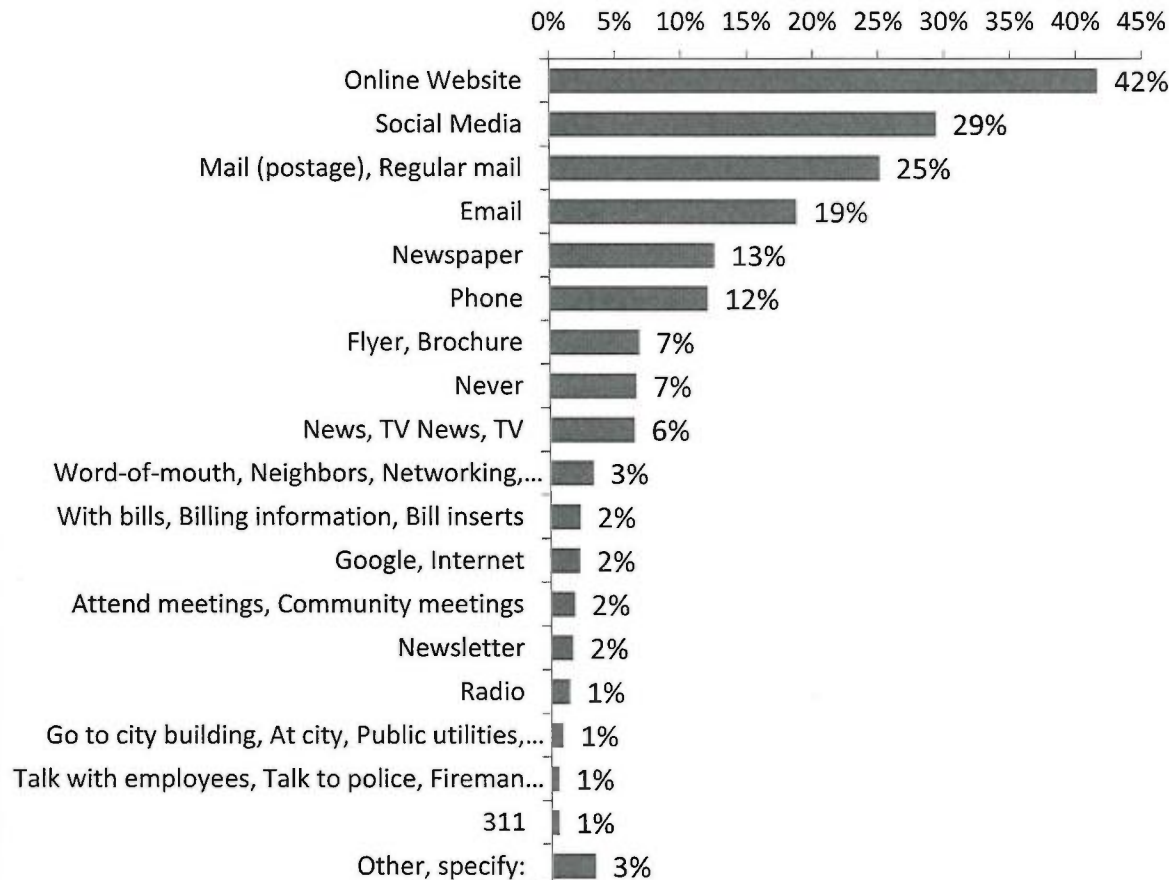
Top five reasons for not making complaints or inquiries	Percent
Don't have any / None / No barriers	19%
Didn't know number for call / Didn't know where to go	13%
Haven't had any complaints / No complaints / No problem	12%
Time / Don't have time / Not worth my time	4%
They're not listening / They don't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

Access to Information



Current Access to Information



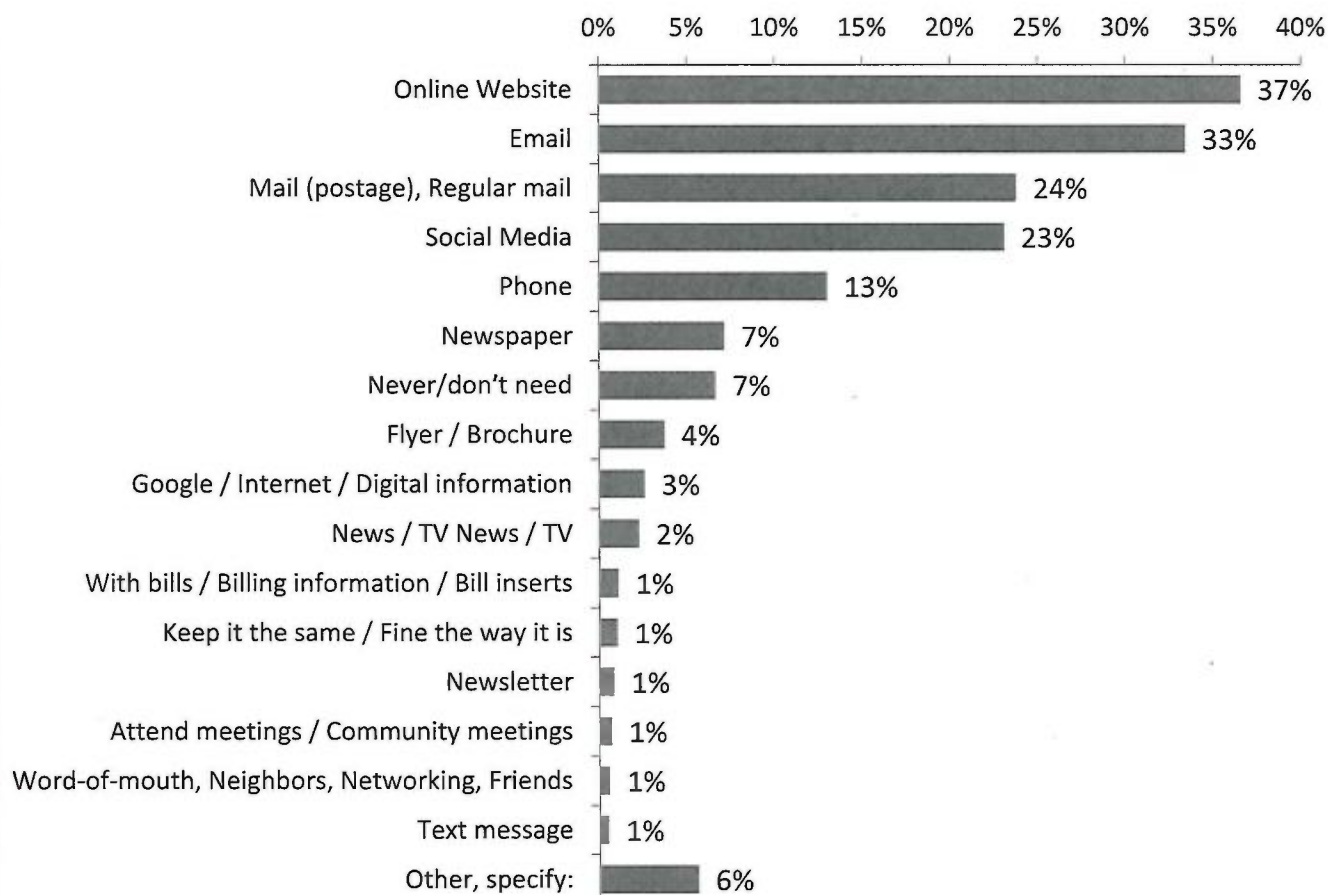
The top ways people currently access information from the City are online (42%), social media (29%), traditional mail (25%), and email (19%).

n=753

Access to Information



Preferred 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]

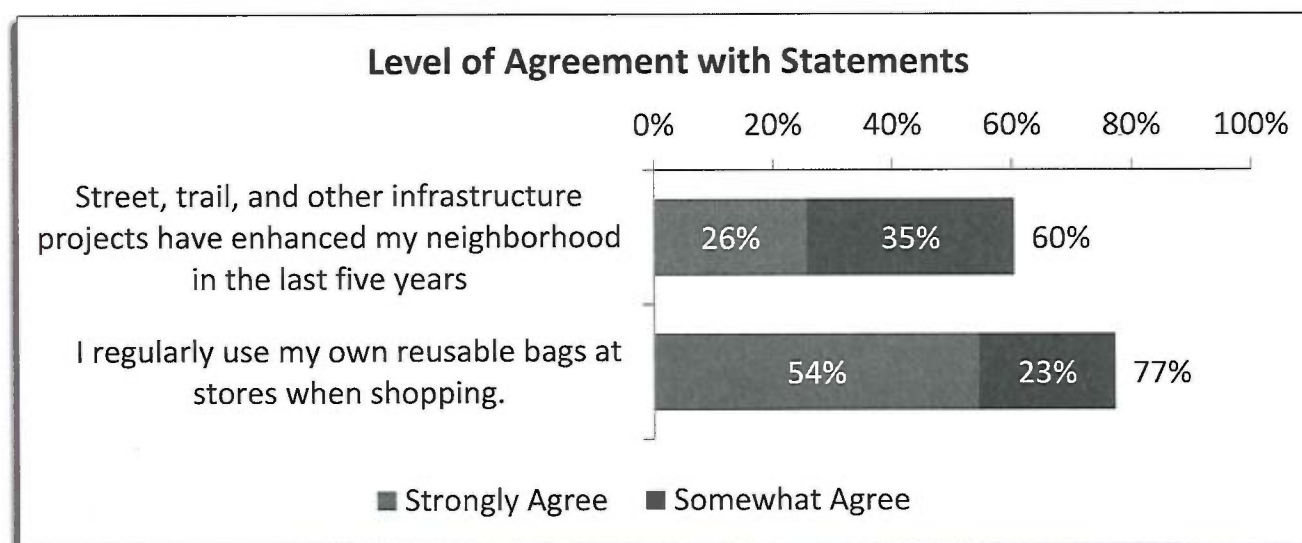
Key Findings

Environment and Sustainability



Level of Agreement

The majority of community members agree that street, trail, and other infrastructure projects have enhanced their neighborhoods (60%), and agree that they regularly use reusable bags at stores when shopping (77%).



For infrastructure, owners are less likely to be agree than renters (57% to 69% agreement, respectively), while for reusable bags, females are more likely to agree than males (83% to 71%, respectively).

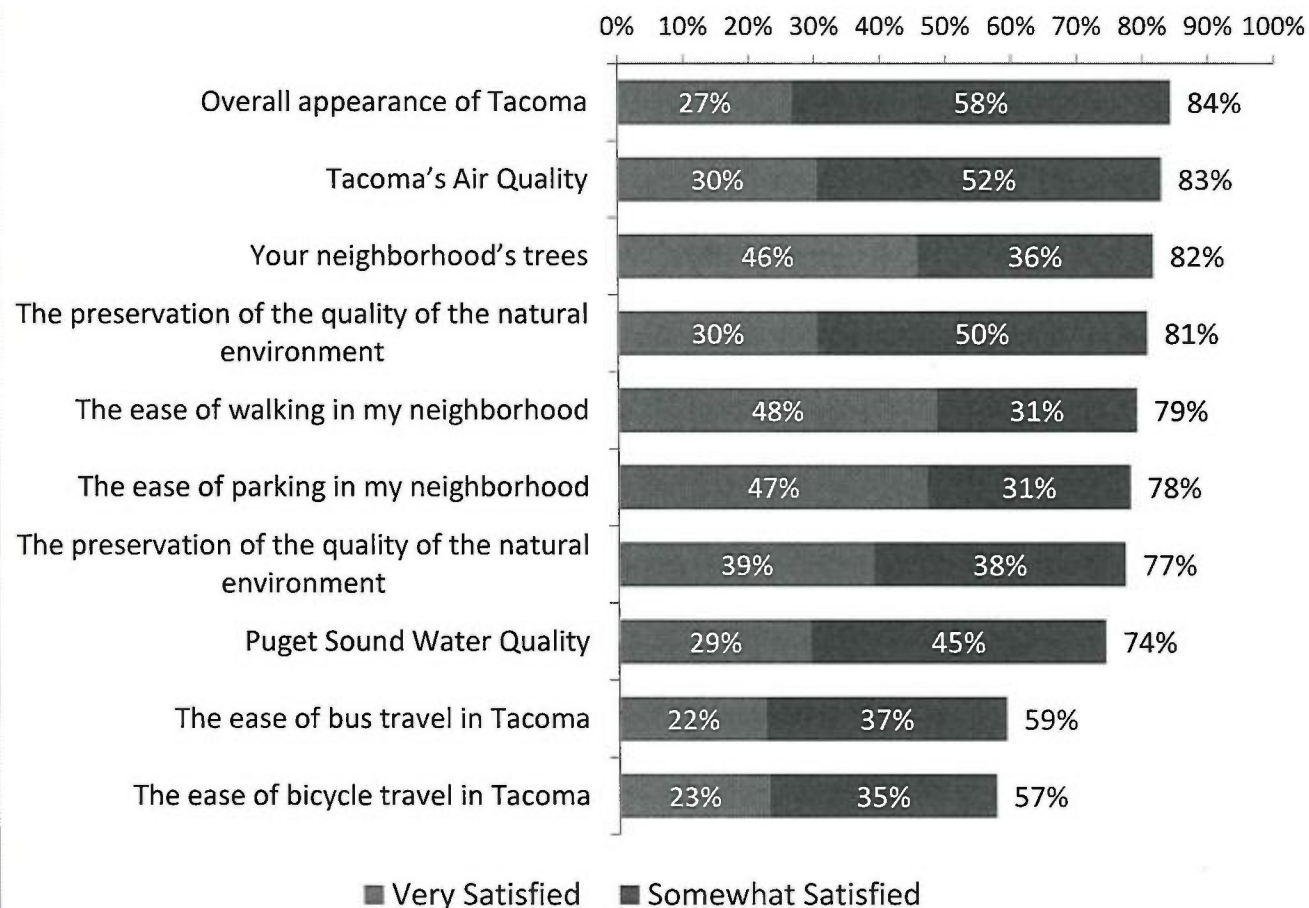
n=753

Strongly Agree/Somewhat Agree	Total	District 1	District 2	District 3	District 4	District 5
Q17A. Street, trail, and other infrastructure projects have enhanced my neighborhood in the last five years	60.3%	66.1%	56.7%	62.2%	56.9%	59.5%
Q17B. Please indicate to what extent you agree or disagree. - I regularly use my own reusable bags at stores when shopping.	77.4%	87.3%	60.2%	84.0%	81.8%	73.8%

Sustainable Development Considerations



Satisfaction with Sustainable Development Considerations



Over 70% of residents are satisfied with most environmental considerations in Tacoma, with the lowest satisfaction being associated with bicycle travel (57%) and ease of bus travel (59%).

n = 753

Community Priorities for Improvement: Environment and Sustainability



Service Criteria	Importance	Not Satisfied	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

Highest
Statistical
Significance

High Priority
Moderate Priority
Low Priority

Councilmanic Profile

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%

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%

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%

Social Issues



Very/Somewhat Satisfied	Total	District 1	District 2	District 3	District 4	District 5
Homelessness services	33.3%	27.20%	28.70%	29.90%	42.30%	38.40%
Mental health services	36.9%	31.30%	36.10%	36.40%	44.80%	36.00%
Affordable housing services	38.6%	30.60%	38.30%	40.60%	35.20%	48.30%
Senior centers/services	49.8%	51.90%	48.10%	42.20%	46.10%	60.80%
Healthy, affordable food	73.5%	82.00%	70.30%	76.40%	66.40%	72.60%
Workforce development services	57.2%	59.50%	59.40%	50.60%	52.80%	63.80%
Gang prevention services	45.2%	54.40%	41.90%	37.60%	41.20%	50.70%
Immigrant support services	37.4%	45.10%	26.90%	24.60%	41.60%	48.90%
Drug use services	31.7%	22.20%	33.20%	27.60%	34.30%	41.10%

Quality of Life and Community: City Role in Addressing Issue



	Total	District 1	District 2	District 3	District 4	District 5
Better/more public transportation	6%	18.30%	1.40%	1.30%	4.70%	1.80%
Concentrate/fix infrastructure	5%	3.90%	1.30%	3.60%	6.90%	9.50%
Affordable housing	4%	3.60%	9.30%	2.60%	1.70%	3.20%
Homelessness issues / Programs for homeless	4%	6.00%	5.40%	5.00%	1.40%	0.70%
Law enforcement	4%	1.30%	8.90%	3.30%	1.20%	5.20%
Housing / Better housing / Housing shortage / Housing prices	3%	4.40%	2.80%	3.90%	0.80%	5.00%
More low income housing	2%	0.70%	1.00%	6.90%	0.20%	1.70%
Plan ahead / Planning	2%	0.30%	1.90%	3.20%	1.90%	1.60%
Zoning	2%	1.10%	1.70%	6.20%	0.30%	2.50%
Education / Better schools / Diverse teachers	2%	4.80%	1.70%	0.30%	0.60%	0.00%
Other	6%	5%	8%	4%	3%	7%
Record response:	60%	51.50%	69.20%	56.80%	58.60%	62.90%
DK / No Opinion	23%	23.50%	12.40%	24.50%	29.70%	24.20%

Participation in Events and Civic Life



Q10. Have you attended City-run or sponsored events such as Freedom Fair, community clean-ups, Farmers Markets, Ethnic Fest, or others.?

	Total	District 1	District 2	District 3	District 4	District 5
In the last 6 months	48%	57.8%	51.3%	43.0%	49.0%	39.7%
In the last year	22%	19.2%	10.7%	23.1%	25.9%	32.4%
In the last 5 years	17%	15.1%	22.3%	17.1%	16.3%	11.7%
Never	11%	7.9%	8.1%	15.0%	8.8%	16.2%
DK / No Opinion	2%	0.0%	7.7%	1.8%	0.0%	0.0%

Q11. Have you attended a City meeting such as City Council, community meetings, or another City-sponsored public meeting ?

	Total	District 1	District 2	District 3	District 4	District 5
In the last 6 months	15%	12.0%	17.1%	10.6%	17.6%	18.1%
In the last year	12%	5.9%	12.7%	14.2%	20.3%	7.2%
In the last 5 years	15%	17.3%	16.5%	9.6%	14.2%	19.8%
Never	57%	64.6%	53.3%	65.5%	47.9%	54.8%
DK / No Opinion	0%	0.3%	0.4%	0.0%	0.0%	0.2%

Q12. Have you reported a complaint or made an inquiry about a problem in a service to the City?

	Total	District 1	District 2	District 3	District 4	District 5
In the last 6 months	23%	14.0%	22.8%	15.4%	37.2%	24.0%
In the last year	11%	12.1%	10.4%	7.9%	6.3%	16.8%
In the last 5 years	12%	11.5%	10.0%	12.4%	12.0%	15.0%
Never	54%	61.1%	56.4%	64.2%	44.3%	44.2%
DK / No Opinion	0%	1.3%	0.4%	0.1%	0.2%	0.0%

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?

Current Methods to Access Information



	Total	District 1	District 2	District 3	District 4	District 5
Email	19.0%	18.0%	13.0%	12.0%	36.0%	16.0%
Phone	12.2%	13.0%	7.0%	7.0%	18.0%	16.0%
Social Media	29.0%	23.0%	44.0%	28.0%	31.0%	19.0%
Online Website	42.0%	39.0%	36.0%	53.0%	49.0%	33.0%
Never	6.6%	4.0%	4.0%	9.0%	4.0%	12.0%
Flyer / Brochure	6.8%	7.0%	3.0%	12.0%	9.0%	3.0%
Mail (postage) / Regular mail	25.2%	29.0%	23.0%	21.0%	23.0%	30.0%
Newspaper	12.4%	18.0%	18.0%	8.0%	10.0%	8.0%
Word-of-mouth / Neighbors / Networking / Friends	3.2%	6.0%	2.0%	2.0%	2.0%	4.0%
News / TV News / TV	6.4%	5.0%	10.0%	5.0%	6.0%	6.0%
311	0.6%	1.0%	0.0%	2.0%	0.0%	0.0%
With bills / Billing information / Bill inserts	2.2%	2.0%	3.0%	4.0%	1.0%	1.0%
Attend meetings / Community meetings	1.8%	2.0%	2.0%	1.0%	1.0%	3.0%
Google / Internet	2.0%	0.0%	4.0%	5.0%	0.0%	1.0%
Other, specify:	8.0%	6.0%	7.0%	13.0%	12.0%	2.0%



Desired Methods to Access Information

	Total	District 1	District 2	District 3	District 4	District 5
Email	33.4%	40.8%	28.3%	23.7%	42.8%	31.5%
Phone	12.9%	10.4%	19.1%	7.8%	14.9%	12.3%
Social Media	23.1%	23.4%	27.6%	19.3%	32.2%	12.8%
Online Website	36.8%	23.0%	42.6%	42.3%	44.2%	31.9%
Never/dont need	6.7%	5.2%	7.1%	8.4%	5.3%	7.3%
Flyer / Brochure	3.8%	5.0%	1.6%	1.9%	9.3%	1.1%
Mail (postage) / Regular mail	24.0%	20.8%	19.8%	28.1%	26.2%	24.9%
Newspaper	7.1%	11.8%	3.8%	6.2%	9.3%	4.6%
Word-of-mouth / Neighbors / Networking / Friends	0.6%	2.0%	0.4%	0.2%	0.2%	0.0%
News / TV News / TV	2.3%	2.8%	1.4%	3.6%	1.7%	1.8%
311	0.2%	0.9%	0.0%	0.0%	0.2%	0.0%
With bills / Billing information / Bill inserts	1.1%	2.2%	0.4%	0.8%	1.1%	0.9%
Attend meetings / Community meetings	0.7%	0.3%	0.2%	1.4%	1.4%	0.2%
Google / Internet / Digital information	2.6%	0.3%	4.8%	6.5%	0.4%	0.9%
Newsletter	0.8%	2.5%	0.0%	1.3%	0.3%	0.0%
Radio	0.4%	1.0%	0.0%	0.0%	0.8%	0.0%
Keep it the same / Fine the way it is	1.0%	0.9%	2.1%	1.1%	0.0%	1.0%
Text message	0.5%	0.0%	1.3%	0.6%	0.7%	0.0%
Other, specify:	5.7%	3.0%	1.9%	9.3%	7.3%	7.2%

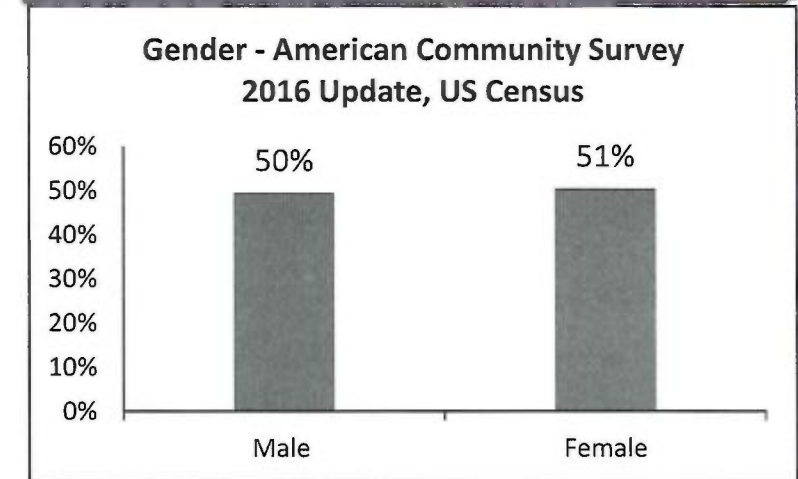
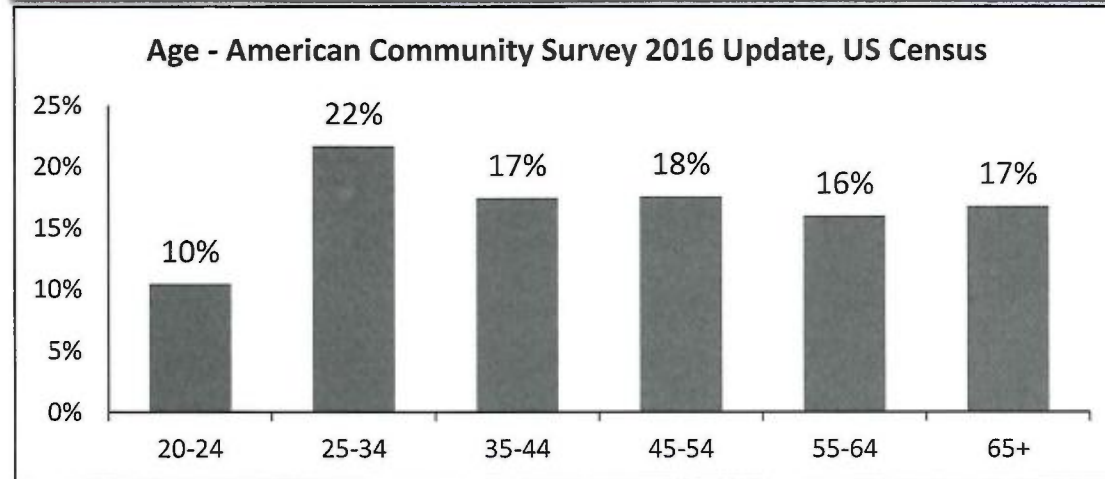
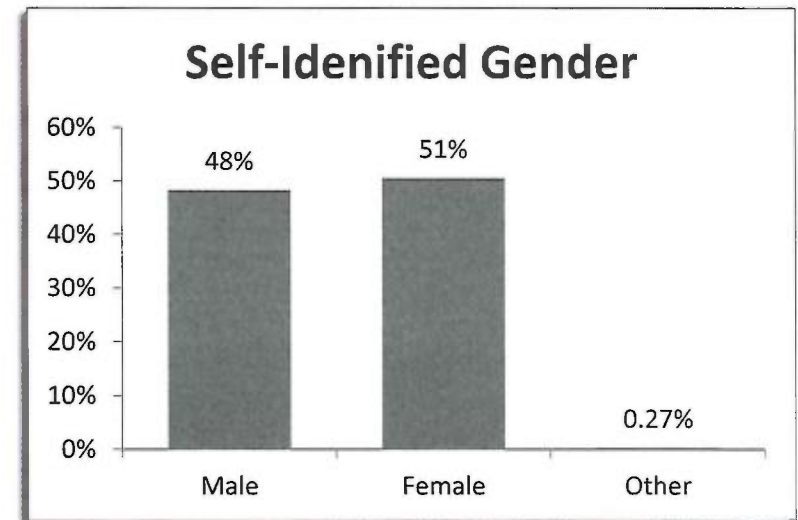
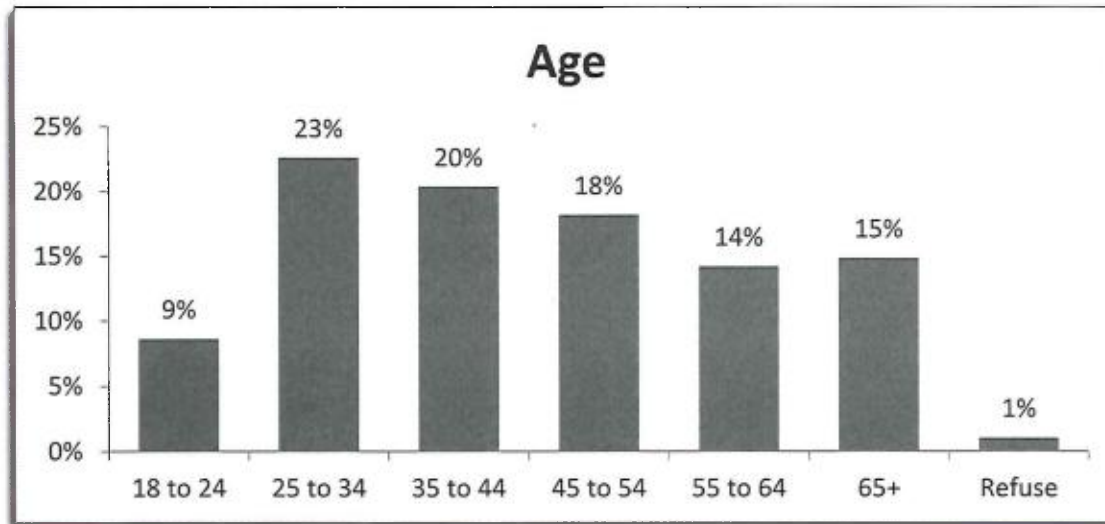
Environment and Sustainability



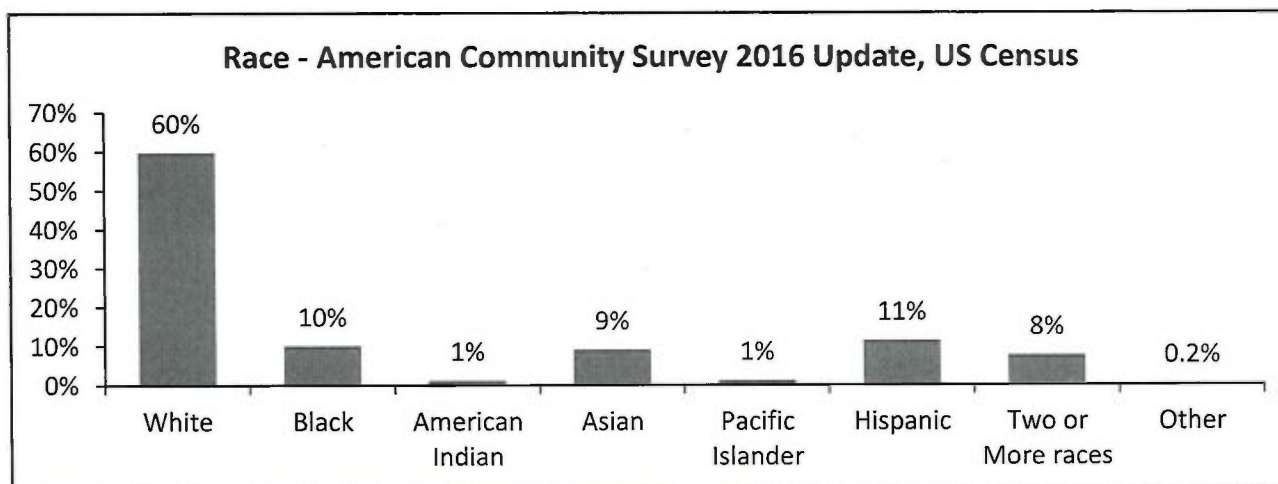
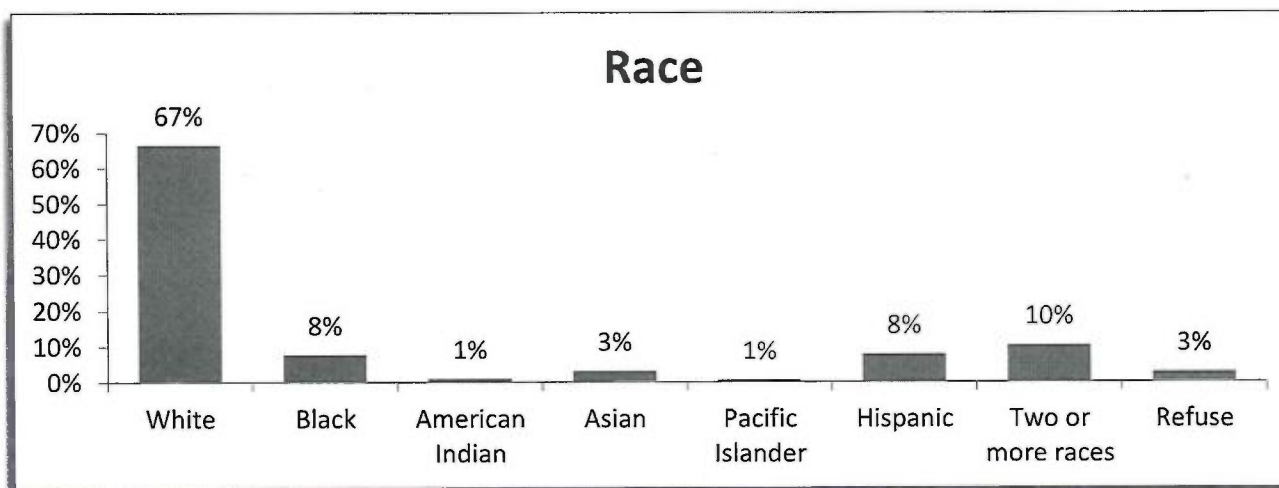
Strongly Agree/Somewhat Agree	Total	District 1	District 2	District 3	District 4	District 5
The ease of parking in my neighborhood	78.0%	89.9%	68.7%	76.2%	78.4%	76.6%
The ease of bus travel in Tacoma	59.4%	65.3%	38.5%	65.7%	65.4%	62.0%
The ease of bicycle travel in Tacoma	57.4%	68.1%	47.9%	59.8%	49.5%	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%

Demographic Profile

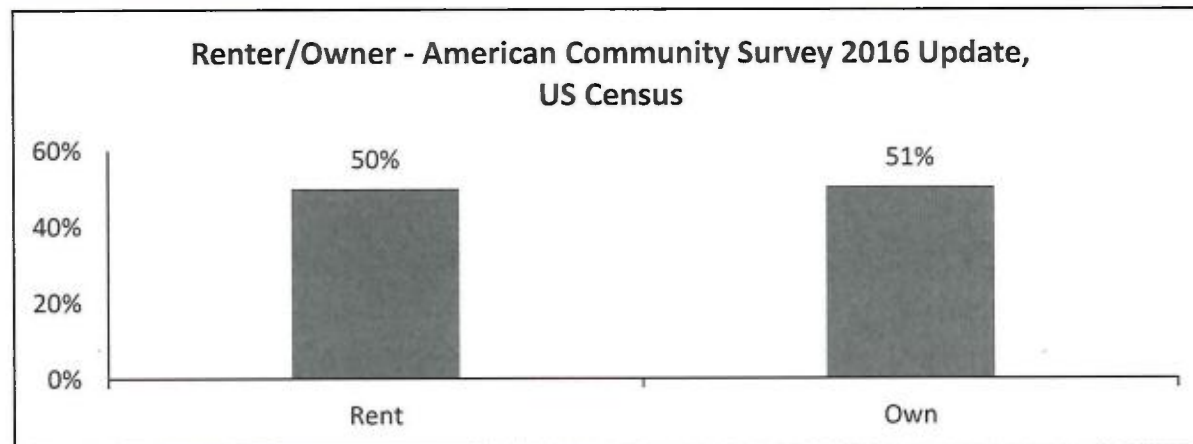
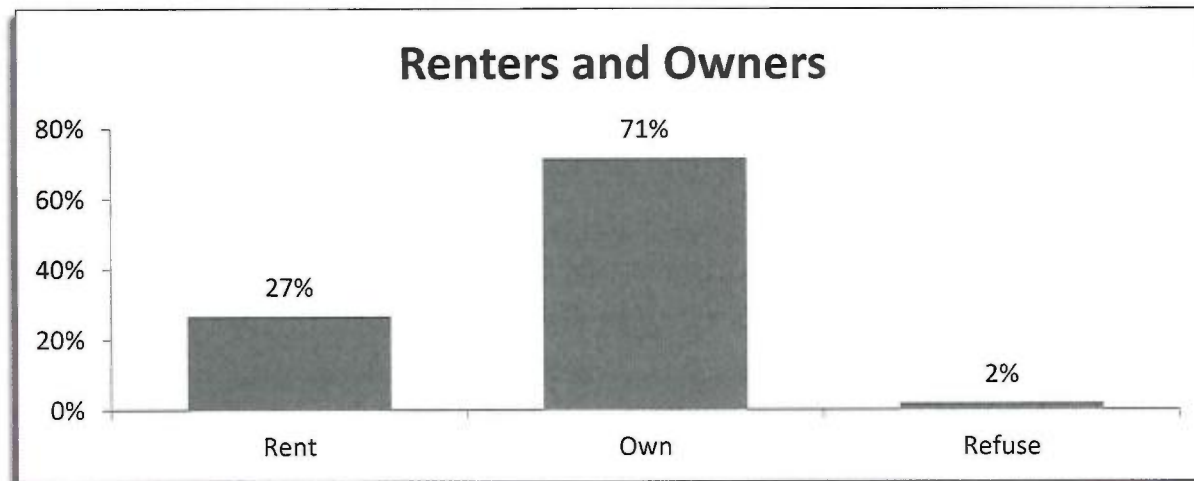
Demographic Profile



Demographic Profile



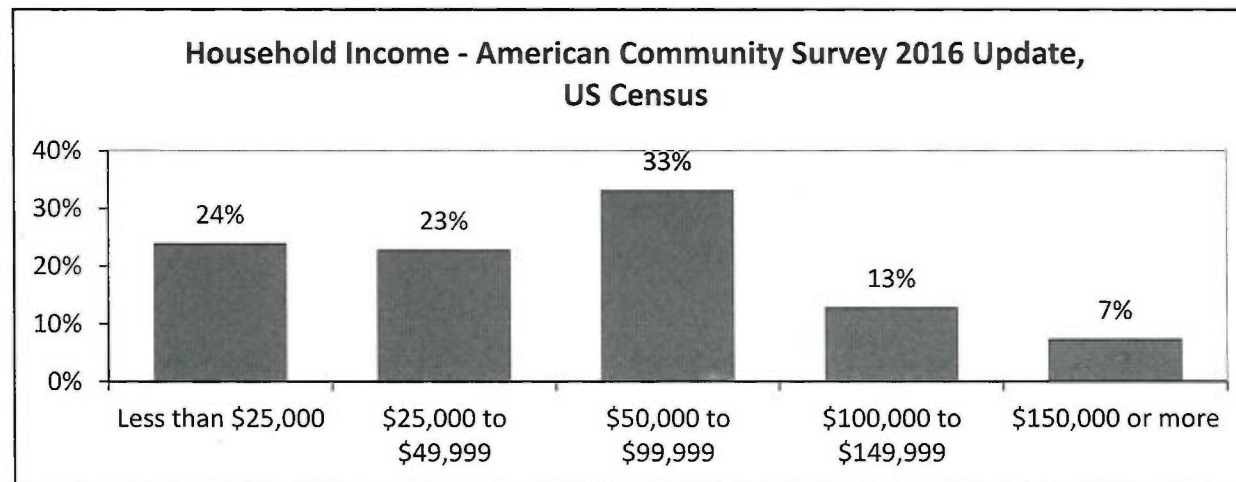
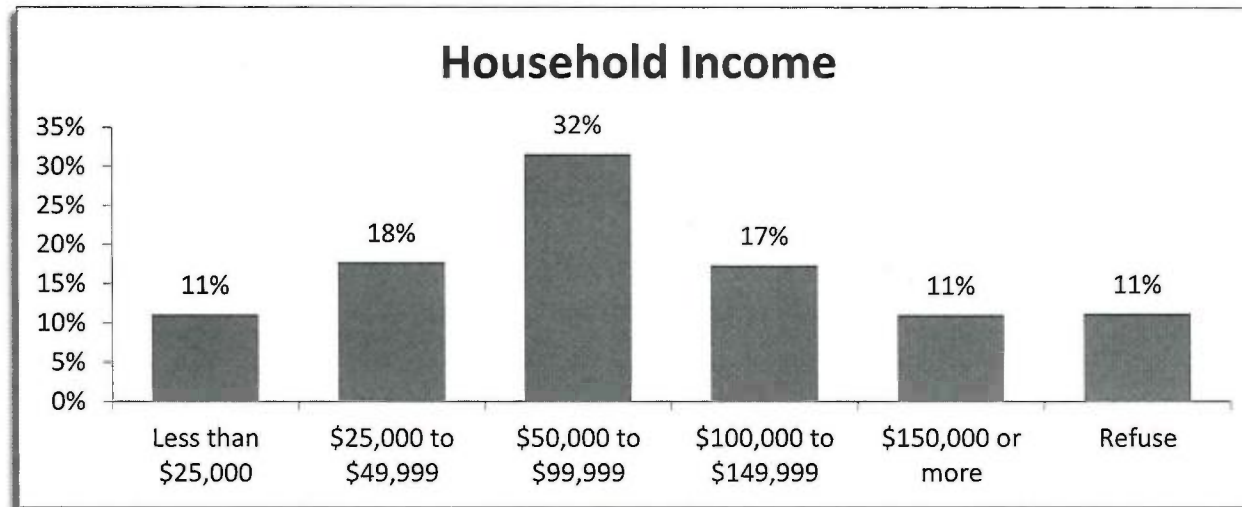
Demographic Profile



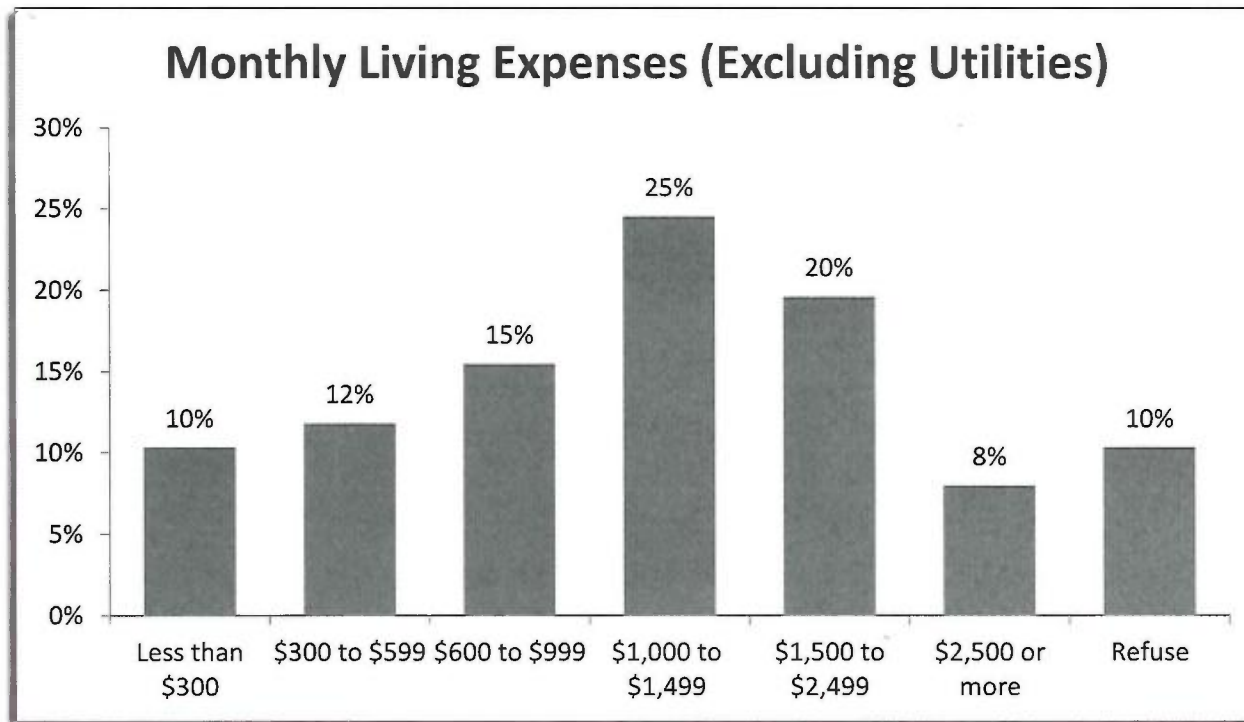
Demographic Profile



n=753



Demographic Profile



n=753

Questions Demonstrating Statistical Significance

Questions of Statistical Significance



Items in this section present the banner results for observations identified in the sections above that were not displayed visually because of spatial constraints. All Results are based on statistical significance of 0.99 (high significance).

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

	Male	Female	Other	White	Black	Hispanic	Other	Two or more races	Less than \$25,000	\$25,000 to \$49,999	\$50,000 to \$99,999	\$100,000 or more
Excellent/Good	81%	72%	100%	80%	66%	54%	78%	79%	63%	69%	81%	81%
Fair/Poor	19%	28%	0%	20%	34%	46%	21%	21%	36%	31%	18%	19%

Q3A. Thinking about your satisfaction with Police Patrol, would you say you are...?

	White	Black	Hispanic	Other	Two or more races
Very Satisfied/Somewhat Satisfied	79.6%	53.3%	76.5%	77.2%	54.5%
Somewhat Dissatisfied/Very Dissatisfied	14.0%	43.9%	16.7%	17.7%	34.6%

Q3B. Thinking about your satisfaction with Police Investigations, would you say you are...?

	White	Black	Hispanic	Other	Two or more races
Very Satisfied/Somewhat Satisfied	60.5%	36.5%	84.8%	64.2%	33.3%
Somewhat Dissatisfied/Very Dissatisfied	13.7%	19.9%	4.7%	13.4%	40.5%

Q3C. Thinking about your satisfaction with Police Community Programs, would you say you are...?

	White	Black	Hispanic	Other	Two or more races
Very Satisfied/Somewhat Satisfied	60.5%	26.7%	87.6%	64.0%	57.0%
Somewhat Dissatisfied/Very Dissatisfied	10.1%	51.3%	6.3%	6.9%	30.2%

Questions of Statistical Significance



Q4. Over the next 5 years do you anticipate that the quality of life in Tacoma is going to:

	34 and under	35 to 64	65 and older
Decline a lot	3%	10%	6%
Decline slightly	9%	17%	10%
Stay the same	14%	16%	25%
Improve slightly	39%	37%	34%
Improve a lot	32%	18%	19%
DK / No Opinion	3%	2%	5%

Q10. Have you attended City-run or sponsored events such as Freedom Fair, community clean-ups, Farmers Markets, Ethnic Fest, or others.?

	Less than \$25,000	\$25,000 to \$49,999	\$50,000 to \$99,999	\$100,000 or greater
In the last 6 months	44%	40%	48%	64%
In the last year	21%	30%	25%	16%
In the last 5 years	10%	17%	21%	13%
Never	24%	11%	6%	8%
DK / No Opinion	0%	2%	0%	0%

Q12. Have you reported a complaint or made an inquiry about a problem in a service to the City?

	Less than \$25,000	\$25,000 to \$49,999	\$50,000 to \$99,999	\$100,000 or greater
In the last 6 months	13%	22%	18%	12%
In the last year	12%	7%	12%	8%
In the last 5 years	19%	13%	0%	1%
Never	56%	59%	70%	79%
DK / No Opinion	0%	0%	0%	0%



Questions of Statistical Significance

Q17A. Please indicate to what extent you agree or disagree. - Street, trail, and other infrastructure projects have enhanced my neighborhood in the last five years. Do you.

	Rent	Own
Strongly Agree/ Somewhat agree	69%	57%
Somewhat disagree/ Strongly Dissagree	26%	38%

Q17B. Please indicate to what extent you agree or disagree. - I regularly use my own reusable bags at stores when shopping. Do you...

	Male	Female	Other
Strongly Agree/ Somewhat agree	72%	83%	50%
Somewhat disagree/ Strongly Dissagree	28%	17%	50%