



Community Survey 2010

prepared for the

City of University Place

by

Renee Houston, Ph.D.

Sound Communication

Survey Question History and 2010 Survey Overview

Survey Sections:

- Parks and Recreation
- Streets and Road Maintenance
- Refuse and Recycling Services
- Police Services
- Code Enforcement
- General Questions
- Citizen Descriptors

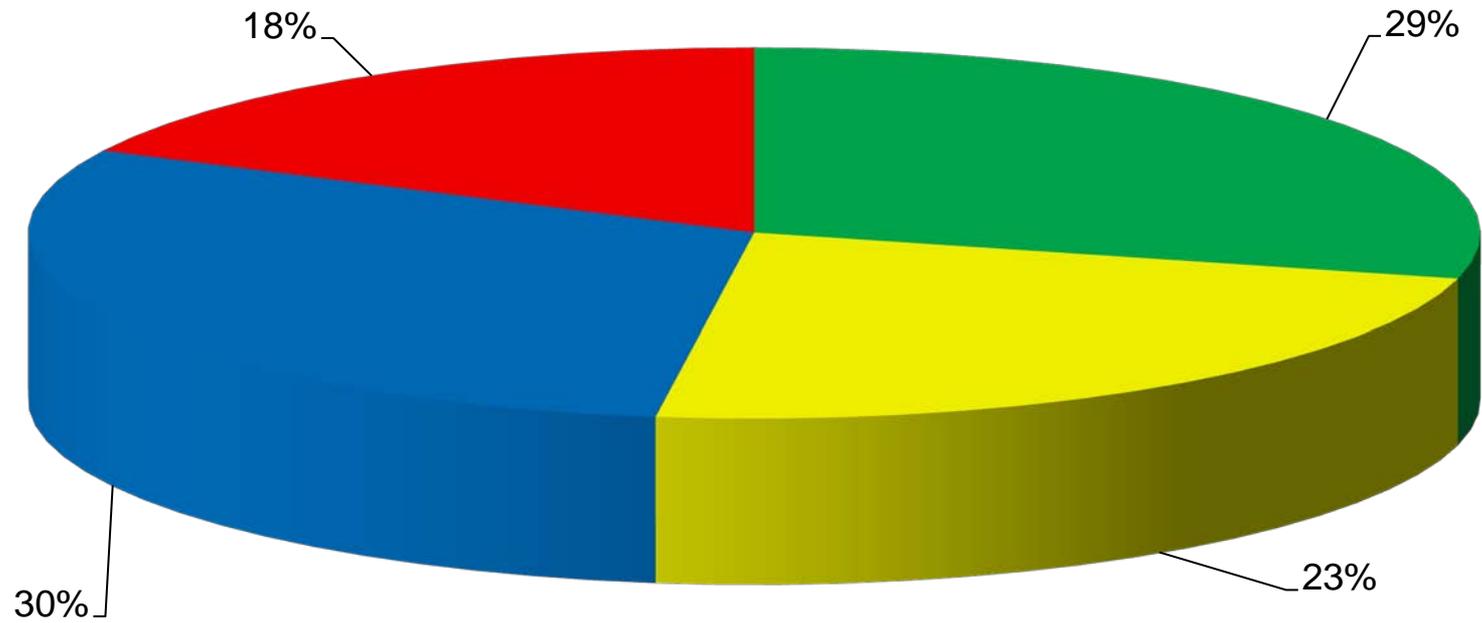
New Survey Sections:

- Stormwater impact
- Hazardous materials disposal
- Sustainability (awareness, and education interest)
- City Services (to generate revenue)

Survey Design and Demographics

- Mail insert in City of UP newsletter
- Sample Size = 556 usable surveys
- Length of residence: 46.8%=20+, 25% 1-10 years
- Single Family Residence: 77.0%
- Household Income: 30% = \$35-70K 19% 71-100K
- Gender:
 - Male 39.4%
 - Female 56.1%

Residence Area



■ Northwest

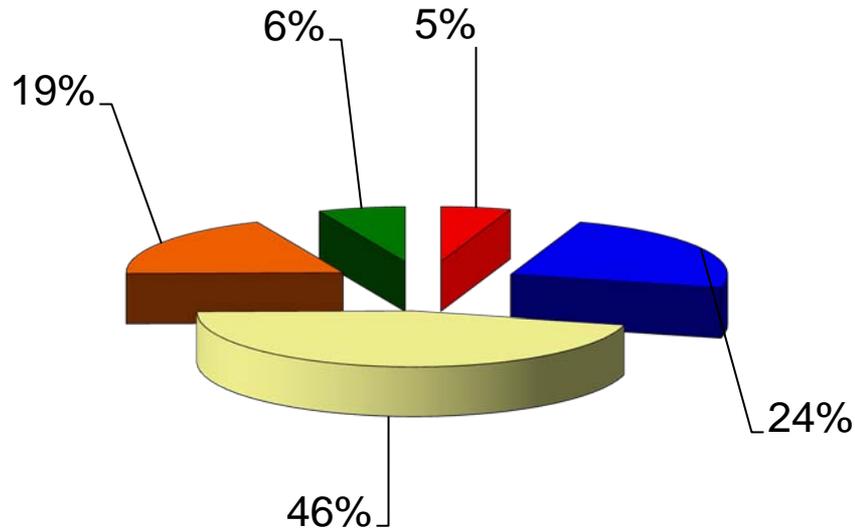
■ Northeast

■ Southwest

■ Southeast

Chart 1: City Council is responsive to citizens concerns

Mean:2.98



Strongly Agree

Agree

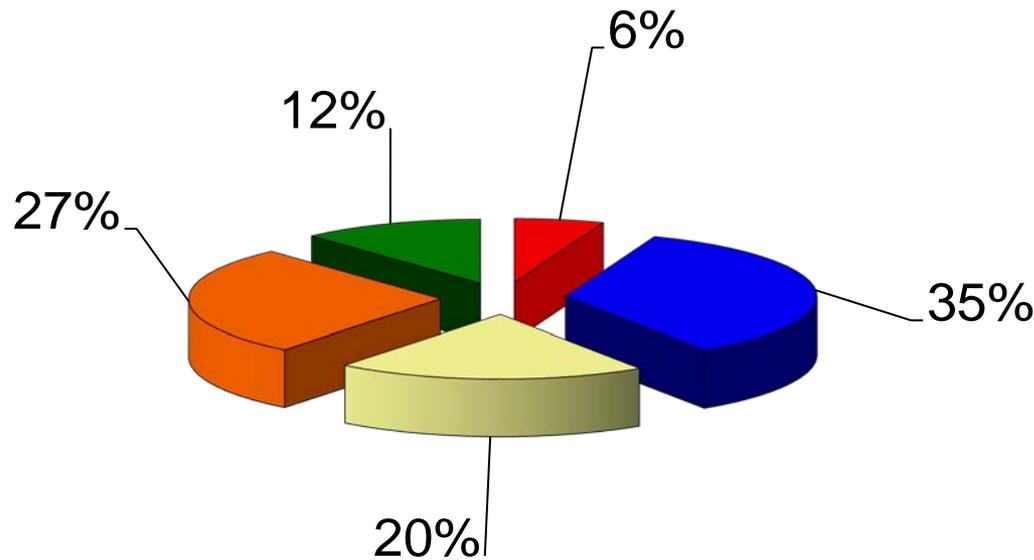
Don't Know

Disagree

Strongly Disagree

Chart 2: University Place is on the right track

Mean:3.05



Strongly Agree

Agree

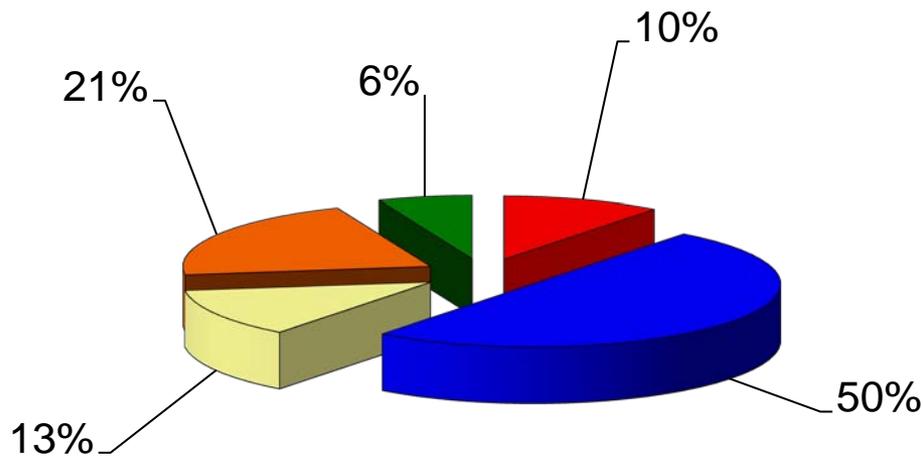
Don't Know

Disagree

Strongly Disagree

Chart 3: City does an excellent job keeping citizens informed about City issues

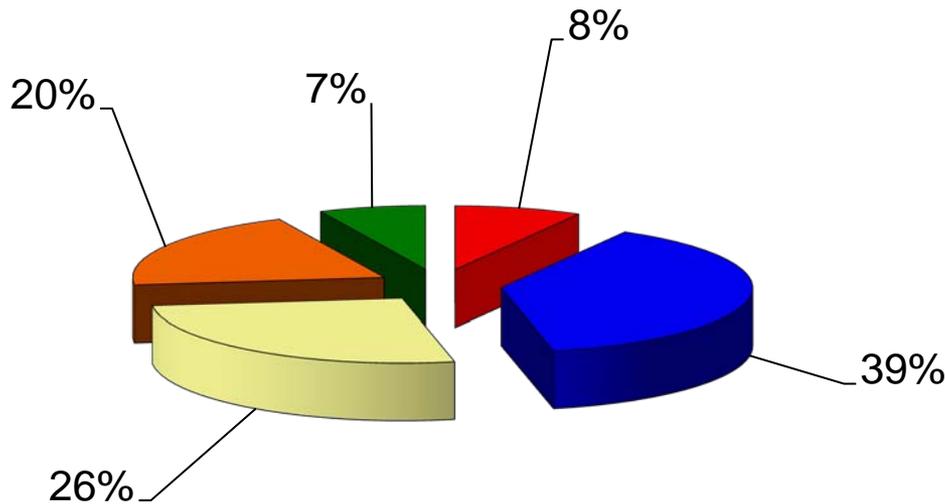
Mean:2.62



- Strongly Agree
- Agree
- Don't Know
- Disagree
- Strongly Disagree

Chart 4: Recent changes have made the City of UP more livable

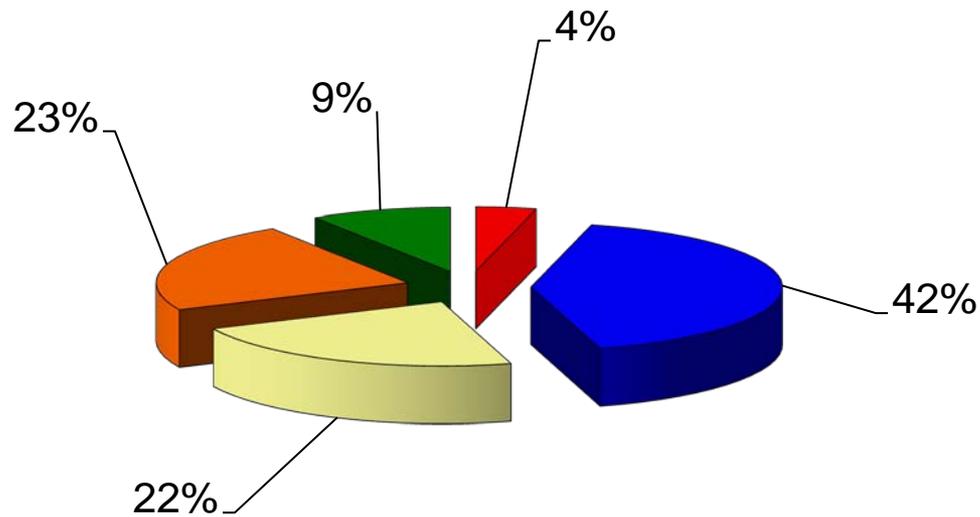
Mean:2.79



- Strongly Agree
- Agree
- Don't Know
- Disagree
- Strongly Disagree

Chart 5: Local tax burden is about right for the services we receive

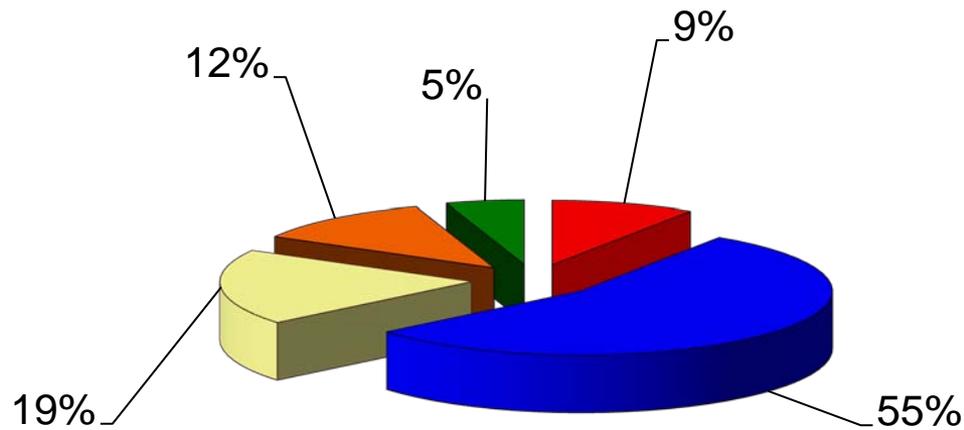
Mean:2.92



- Strongly Agree
- Agree
- Don't Know
- Disagree
- Strongly Disagree

Chart 6: Enforcement of traffic laws in the City is about right

Mean:2.49



■ Strongly Agree

■ Agree

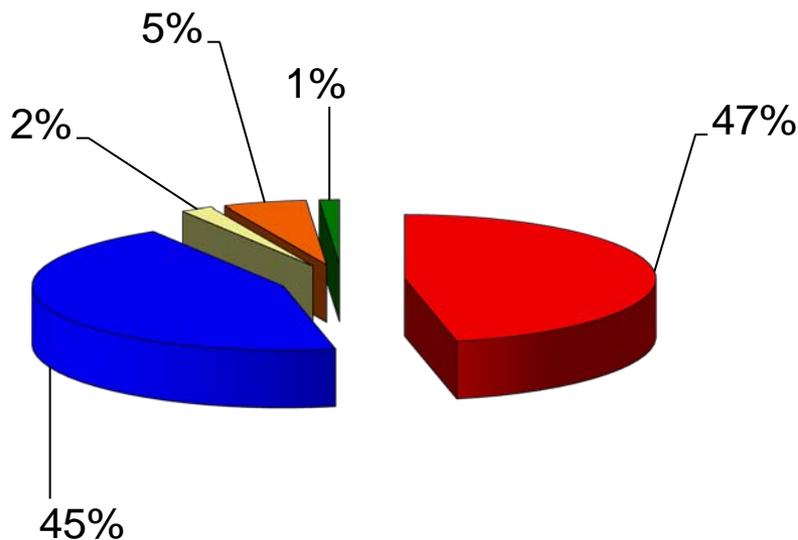
■ Don't Know

■ Disagree

■ Strongly Disagree

Chart 7: How safe do you feel walking alone in your neighborhood

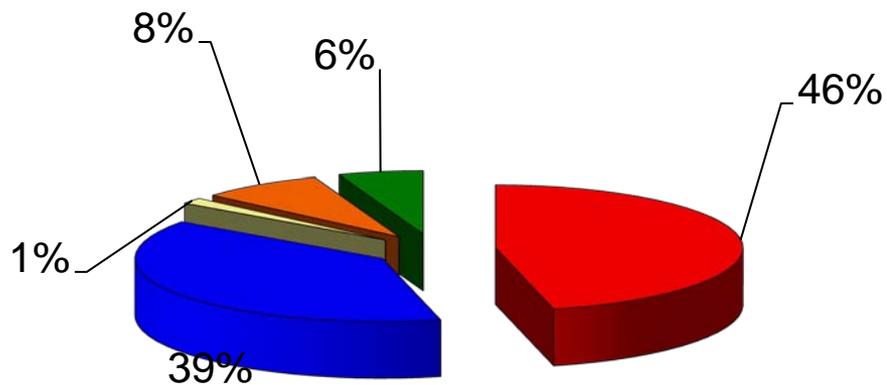
Mean:1.7



- Very safe
- Reasonably safe
- Don't Know
- Somewhat unsafe
- Very unsafe

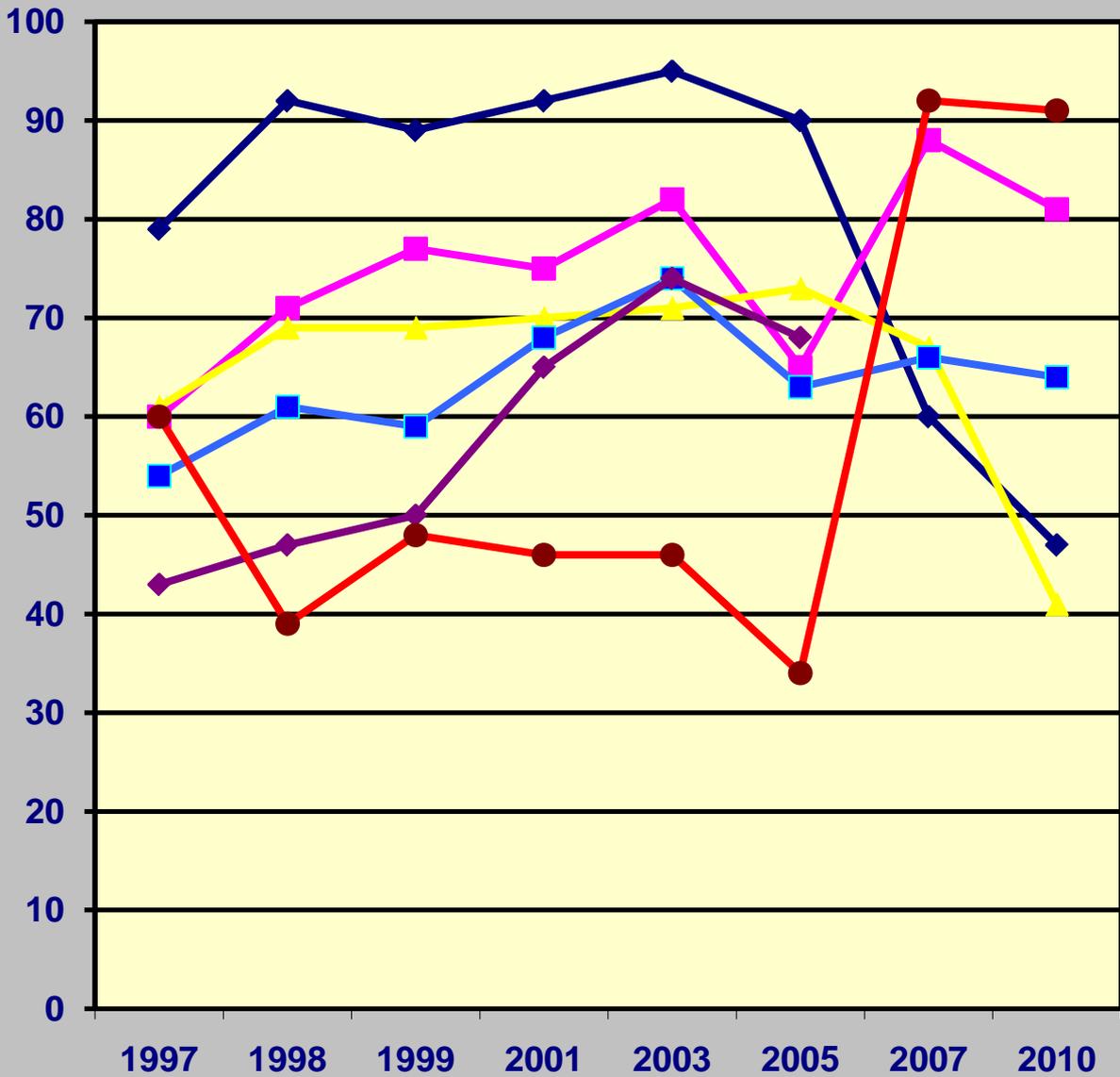
Chart 8: How do you rate police contact

Mean:1.88



- Excellent
- Good
- Don't Know
- Fair
- Poor

Key Baseline Question Changes 1997-2010



- **UP an Excellent Place to Live**
- Maintenance of Streets/Signage OK**
- City is on the Right Track**
- Traffic Law Enforcement is About Right**
- **Police Presence About Right**
- **Neighborhood is Safer than 2 years ago**

** denotes change in question



Other Questions of Interest

- Environmental Awareness and Interest Concerning Sustainability
- City Revenue from Town Center
- Conditions of Streets and Roads

Highlights

- 1. A great number of citizens (over 75%) take advantage of the City of UP Parks and Park facilities and about one-third of them visit a park, on average, about once a month or more.**
 - 1. Just over half of all residents indicated a willingness to pay fees to keep or add Parks and Recreation programs.*
- 2. Residents of University Place are very pleased with street and road conditions —one of the highest levels of agreement of any issue in the survey (87.4% excellent or good).**
- 3. Residents provided consistently enthusiastic evaluations (ranging from 82-89% in agreement) across all questions concerning the *garbage collection and recycling programs offered by the City.***
- 4. Over 92% of resident indicate their neighborhoods are safe and over 94% of residents agree that business areas are safe.**
- 5. Many residents continue, as in past evaluation years, to express their support for the City's direction and find that recent changes have made the city more livable**

Recommendations

1. Continue distributing important City information through a variety of traditional and electronic forms.
2. Educate citizens concerning the services provided for their tax dollars.
3. Glass recycling is desired.
4. Take the opportunity to educate citizens about hazardous waste.

Recommendations, cont.

5. Continue to manage the impression of safety in the City's public spaces
6. About 70% of residents indicated there are no or only small code problems yet comments in Appendix B will provide an opportunity to create an action plan.
7. Build upon both the positive highlights and areas of concern from the findings of the 2010 survey in establishing priorities for making improvements in City practices and operations.