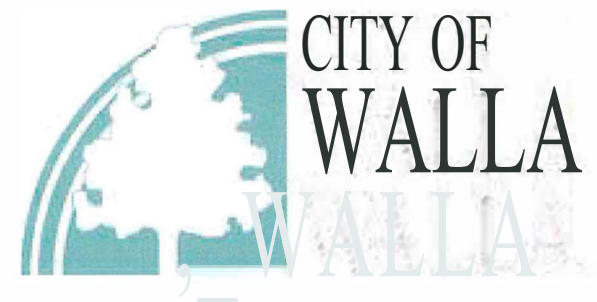


City of Walla Walla Engagement and Priority Assessment

February 2017



Background on Cobalt Community Research

- 501 c3 not for profit research coalition
- Mission to provide research and education
- Developed to meet the research needs of schools, local governments and nonprofit organizations

Measuring Where You Are: Why Research Matters

- Understanding community values and priorities helps you plan and communicate more effectively about City decisions
- Perception impacts behaviors you care about
- Understanding community perception helps you improve and promote the City
- Community engagement improves support for difficult decisions
- Reliable data on community priorities aids in balancing demands of vocal groups with the reality of limited resources
- Bottom line outcome measurement of service and trust: Good administration requires quality measurement and reporting

Study Goals

- Support budget and strategic planning decisions
- Explore service assumptions to ensure baseline service measures are understood
- Identify which aspects of community provide the greatest leverage on citizens' overall satisfaction - and how satisfaction, in turn, influences the community's image and citizen behaviors such as volunteering, remaining in the community, recommending it to others and encouraging businesses to start up in the community
- Benchmark performance against a standardized performance index regionally and nationally
- Compare performance to 2013 and 2015 Citizen surveys

Bottom Line

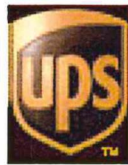
- Most dimensions surveyed saw improvement between 2015 and 2016
- The City has solid performance and meets or exceeds regional and national benchmarks in many categories
- 2013 Walla Walla ACSI Score = 59
- 2015 Walla Walla ACSI Score = 62
- 2016 Walla Walla ACSI Score = 63
 - Washington = 61
 - West = 61
 - National = 61
- There are several areas where improvement can have significant impact on engagement:
 - 2016 Drivers:**
 - City Government Management
 - Economic Health
 - Police Department
 - Library
 - 2015 Drivers:**
 - City Government Management
 - Economic Health
 - Parks and Recreation
 - Property Taxes
- Detailed information by specific demographic groups is available to aid in policy review
 - Detail by: years of residency, own/rent, employment, age, education, income, marital status, household composition, gender, ethnicity and section of the city

American Customer Satisfaction Index: Sample of Private Sector Companies Measured

Bank of America



amazon



Google

- Allstate
- Albertsons
- Apple, Inc.
- Bank of America
- Bell South (U.S.)
- Best Buy (U.S.)
- Blue Cross and Blue Shield
- Charter Communications
- Citibank
- Coca-Cola (U.S.)
- Comcast
- Dell
- DIRECTV
- Facebook
- FedEx
- Ford Motor Company
- General Electric
- General Motors
- Google
- Hilton
- Home Depot
- Kellogg
- McDonald's
- Microsoft
- MillerCoors
- Netflix
- Nike
- Sears Roebuck and Co.
- Southwest Airlines
- Sprint
- Starbucks
- Target
- Verizon
- Wal-Mart
- Yahoo!

American Customer Satisfaction Index: Sample of Public Sector Agencies Measured



IRS



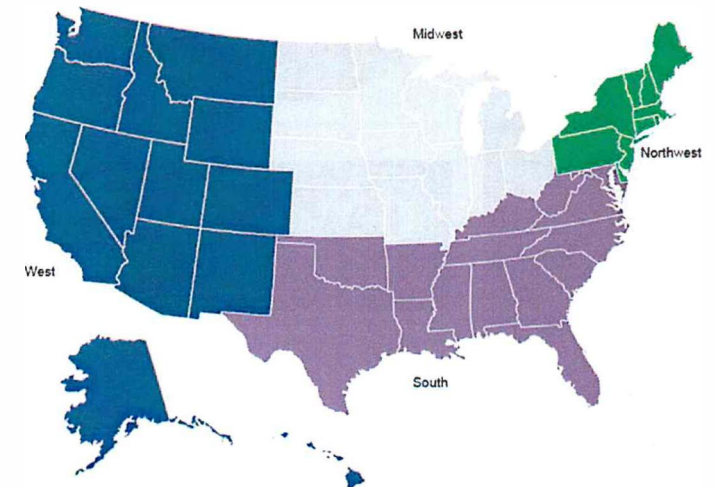
FEDERAL TRADE COMMISSION
PROTECTING AMERICA'S CONSUMERS

- Department of Education, Federal Student Aid
- Department of Energy
- Federal Emergency Management Administration
- Federal Trade Commission
- General Services Administration
- Health Resources and Services Administration
- Internal Revenue Service
- Municipal-owned Utilities
- National Aeronautics and Space Administration
- National Weather Service
- National Recreation Reservation Service
- Pension Benefit Guarantee Corporation
- Small Business Administration
- Veterans Affairs

Available Tools

- Detailed questions and responses broken by demographic group and "thermal mapped" so lower scores are red and higher scores are blue
- Online portal of core benchmarking questions to allow side-by-side comparisons of groups and subgroups (for example, breaking down the scores of individuals divided by age, gender, etc.)
- Online portal allowing download of core data into MS Excel
- Comparison scores with local governments in Washington, the West and across the nation
- Comparison scores with non-local government comparables (industries, comparatives, federal agencies)

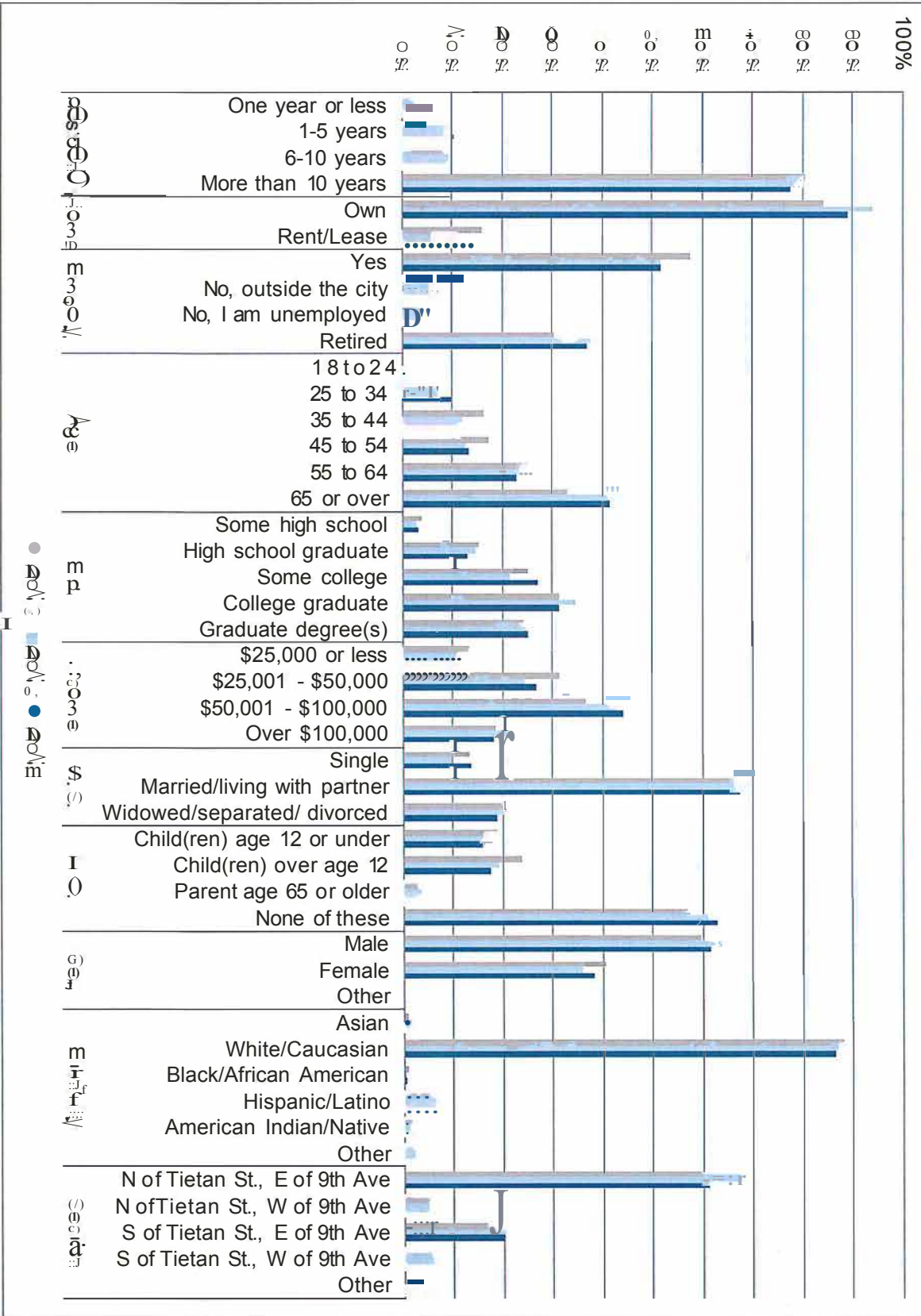
Census Bureau Regions



Methodology

- Random sample of 1500 residents drawn from utility billing records
- Utilized www.random.org, a well-respected utility used internationally by many universities and researchers to generate true random numbers
- Conducted using two mailings in December 2016 and January 2017 (same timeframe as 2015 survey)
- Valid response from 506 residents, providing an exceptional response rate of 34 percent, and a conventional margin of error of +/- 4.3 percent in the raw data and an ACSI margin of error of +/- 1.8 percent
 - 2015 = 506 responses, 34 percent response rate, margin of error of +/- 4.3 percent
 - 2013 = 595 responses, 40 percent response rate, margin of error of +/- 4.0 percent
 - Note: National surveys with a margin of error +/- 5% require a sample of 384 responses to reflect a population of 330,000,000
- 2016 contained 6 volunteer responses, data on the following pages shows findings from all 512 respondents

Respondent Profile – Similar to prior years



Preserving Voice: Looking Into Detail

Sample:

City of Walla Walla
2016 Service Satisfaction Scores
Scale 1 to 10

		Public Safety Services						Streets & Infrastructure								
		Police	Fire	Public Works	Animal Services	Emergency Services	Police	Fire	Public Works	Animal Services	Emergency Services	Police	Fire	Public Works	Animal Services	Emergency Services
2013 Overall Satisfaction		8.4	6.7	6.3	5.9	7.3	8.6	8.0	-	6.6	8.4	6.3	6.4	3.9		
2015 Overall Satisfaction		8.8	6.8	6.4	6.1	6.5	8.8	8.2	-	7.0	8.5	6.7	6.7	4.4		
2016 Overall Satisfaction		8.9	7.1	6.6	6.2	7.0	8.9	8.5	4.9	7.1	8.3	7.0	7.0	4.9		
Residency	One year or less	8.0	6.0	7.3	6.0	5.4	6.0	8.0	6.0	7.3	7.9	7.5	7.0	5.0		
	1-5 years	9.2	7.4	5.9	4.9	7.4	9.1	8.8	5.8	6.2	7.7	6.9	6.9	5.2		
	6-10 years	8.9	7.4	7.2	6.2	6.7	8.4	7.8	5.2	6.7	8.6	6.6	6.8	4.8		
	More than 10 years	8.9	7.1	6.7	6.3	7.1	9.0	8.5	4.7	7.3	8.4	7.0	7.1	4.8		
Own or rent/lease	Own	9.0	7.2	6.7	6.3	7.2	8.9	8.5	4.9	7.1	8.5	7.0	7.0	5.0		
	Rent/Lease	8.9	7.0	6.4	6.2	6.0	9.1	8.3	4.8	6.7	7.0	6.9	6.7	4.7		
Currently work inside City?	Yes	8.8	7.3	6.8	6.5	7.0	8.7	8.2	4.9	7.0	8.4	7.0	6.9	4.8		
	No, outside the city	8.8	6.3	5.8	4.8	6.0	8.5	8.0	5.3	6.5	7.2	6.5	6.6	4.5		
	No, I am unemployed	6.5	4.5	4.0	4.7	6.0	7.7	6.9	4.0	5.9	6.2	5.6	5.9	4.8		
	Retired	9.2	7.3	6.8	6.2	7.3	9.4	9.0	5.0	7.5	8.7	7.2	7.4	5.1		
Age	18 to 24	9.0	7.0	7.0	7.0	7.0	7.0	7.0	3.8	4.3	5.8	5.8	5.0	5.5		
	25 to 34	8.7	8.0	7.2	7.4	7.2	8.7	8.3	5.3	6.6	8.1	7.2	6.8	5.3		
	35 to 44	8.6	7.0	6.4	6.3	6.7	8.5	7.7	5.3	6.9	7.9	7.2	6.9	4.7		
	45 to 54	8.8	6.0	5.9	4.7	6.3	8.5	8.0	4.5	6.4	8.1	6.6	6.7	4.2		
	55 to 64	8.9	7.4	7.1	6.5	7.1	8.8	8.5	4.9	7.4	8.4	7.0	6.8	4.7		
	65 or over	9.2	7.3	5.7	5.2	7.3	9.3	8.9	4.8	7.4	8.7	7.1	7.4	5.1		

Results

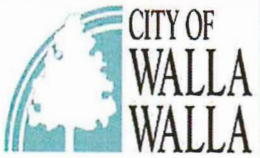


Comparing 2013, 2015 and 2016

(High score = 100)

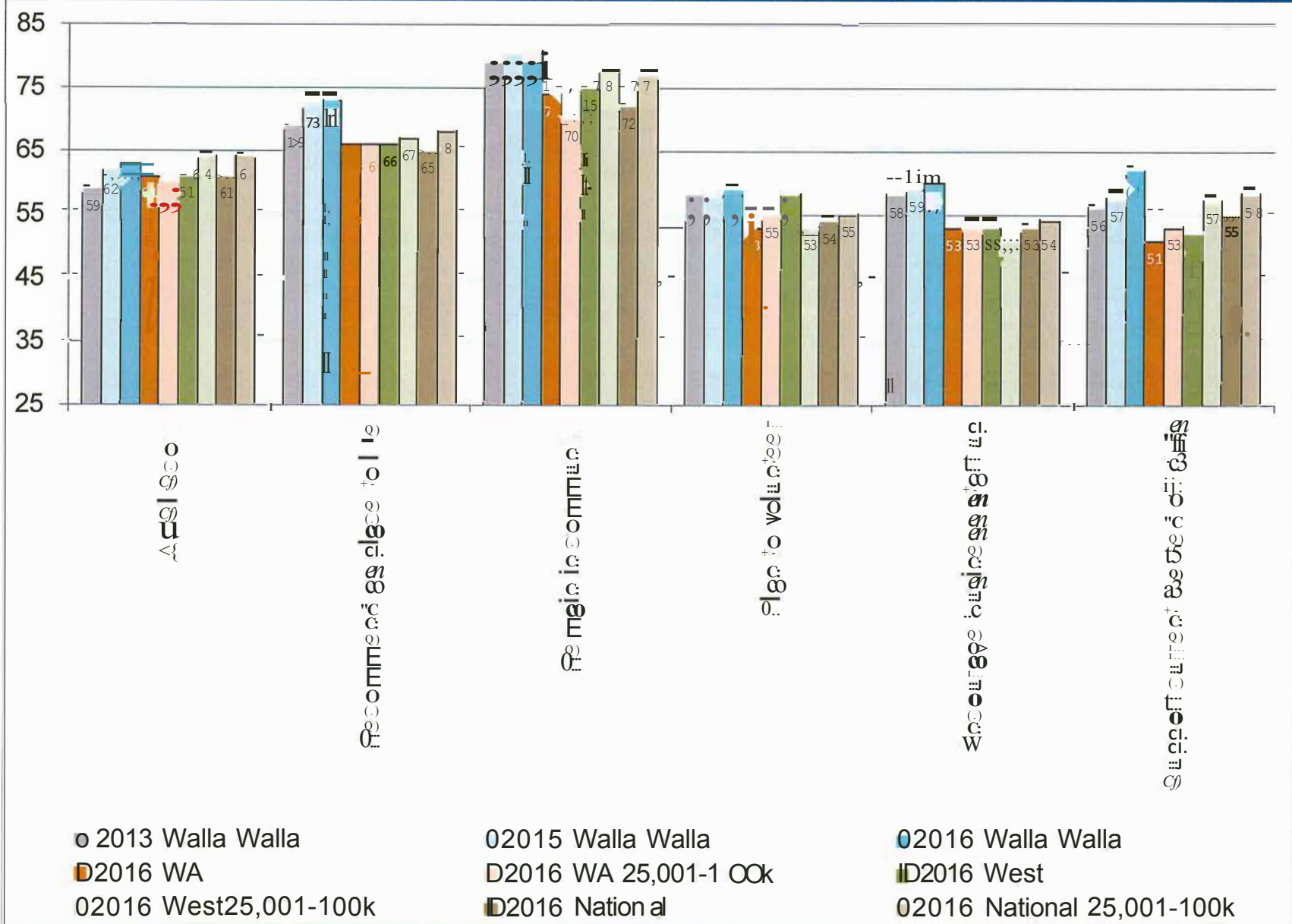
2016 areas with strong impact on overall engagement

	2013 Walla Walla	2015 Walla Walla	2016 Walla Walla	Change from '15 to '16
Fire and Emergency Medical Services	85	87	87	→ 0
Transportation Infrastructure	53	57	61	↑ 4
Utility Services	81	82	82	→ 0
Police Department	77	81	81	→ 0
Shopping Opportunities	53	59	61	↑ 2
Local Government	51	59	63	↑ 4
Community Events	74	76	73	↓ -3
Economic Health	49	55	54	↓ -1
Parks and Recreation	77	78	77	↓ -1
Library	72	73	78	↑ 5
ACSI Score	59	62	63	↑ 1
Community Image	69	70	70	→ 0
Recommend as a place to live	69	73	73	→ 0
Remain in community	79	80	81	↑ 1
Plan to volunteer	58	58	59	↑ 1
Encourage business start-up	58	59	60	↑ 1
Support current city administration	56	57	62	↑ 5



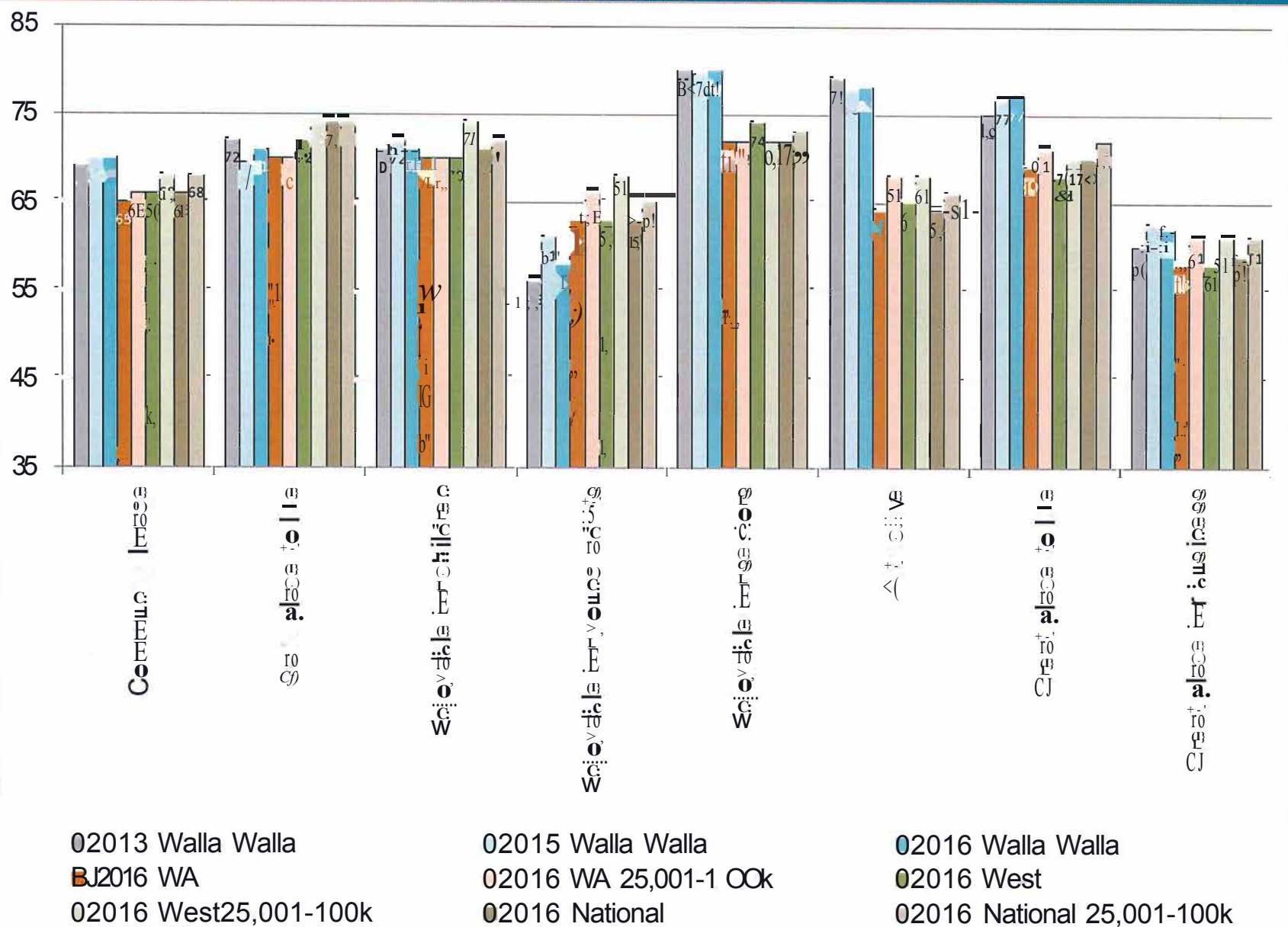
Outcome Behaviors to Benchmarks

(High score = 100)



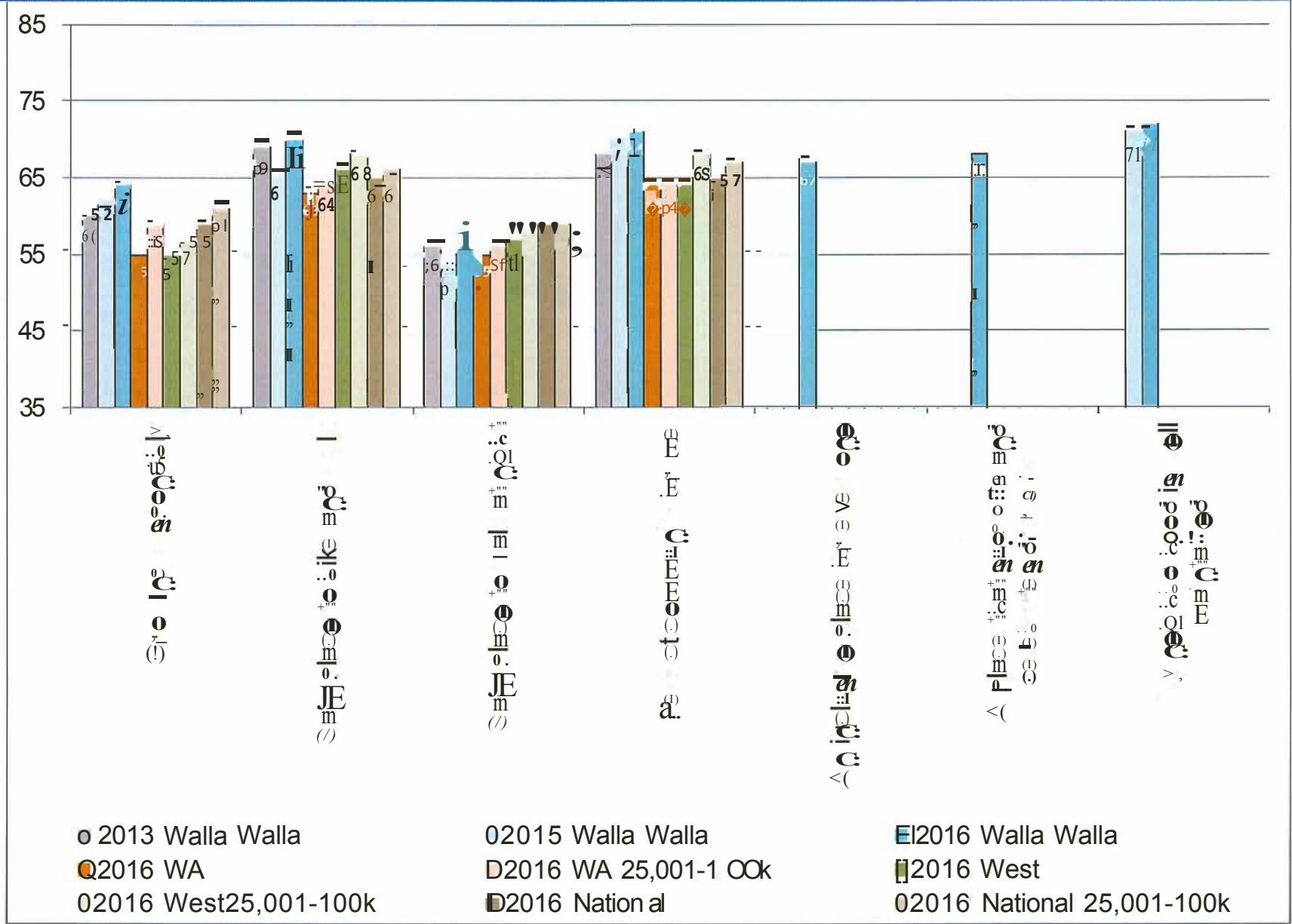
Community Image to Benchmarks

(High score = 100)



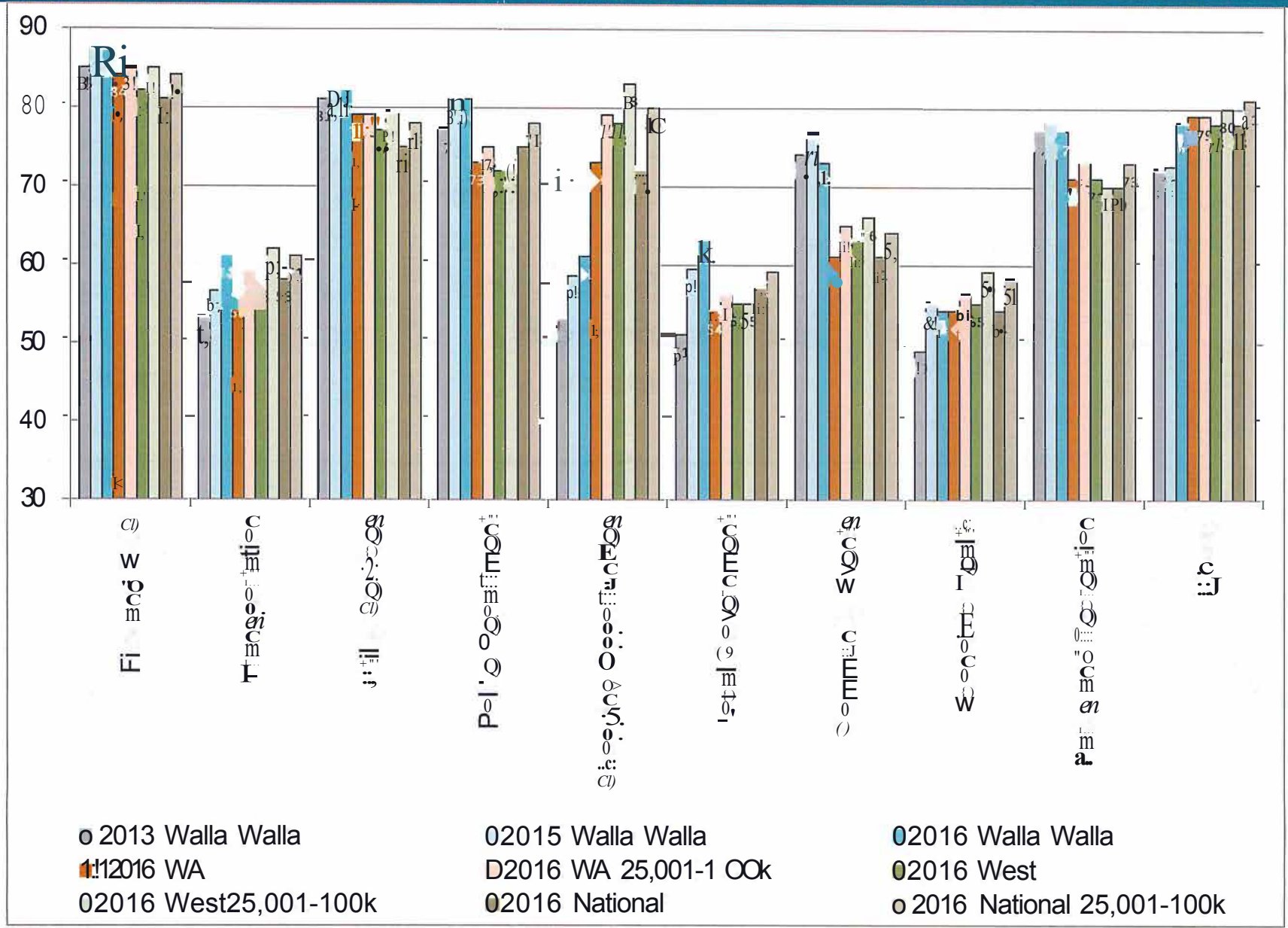
Community Image to Benchmarks (cont.)

(High score = 100)



Quality of Life Components to Benchmarks

(High score = 100)



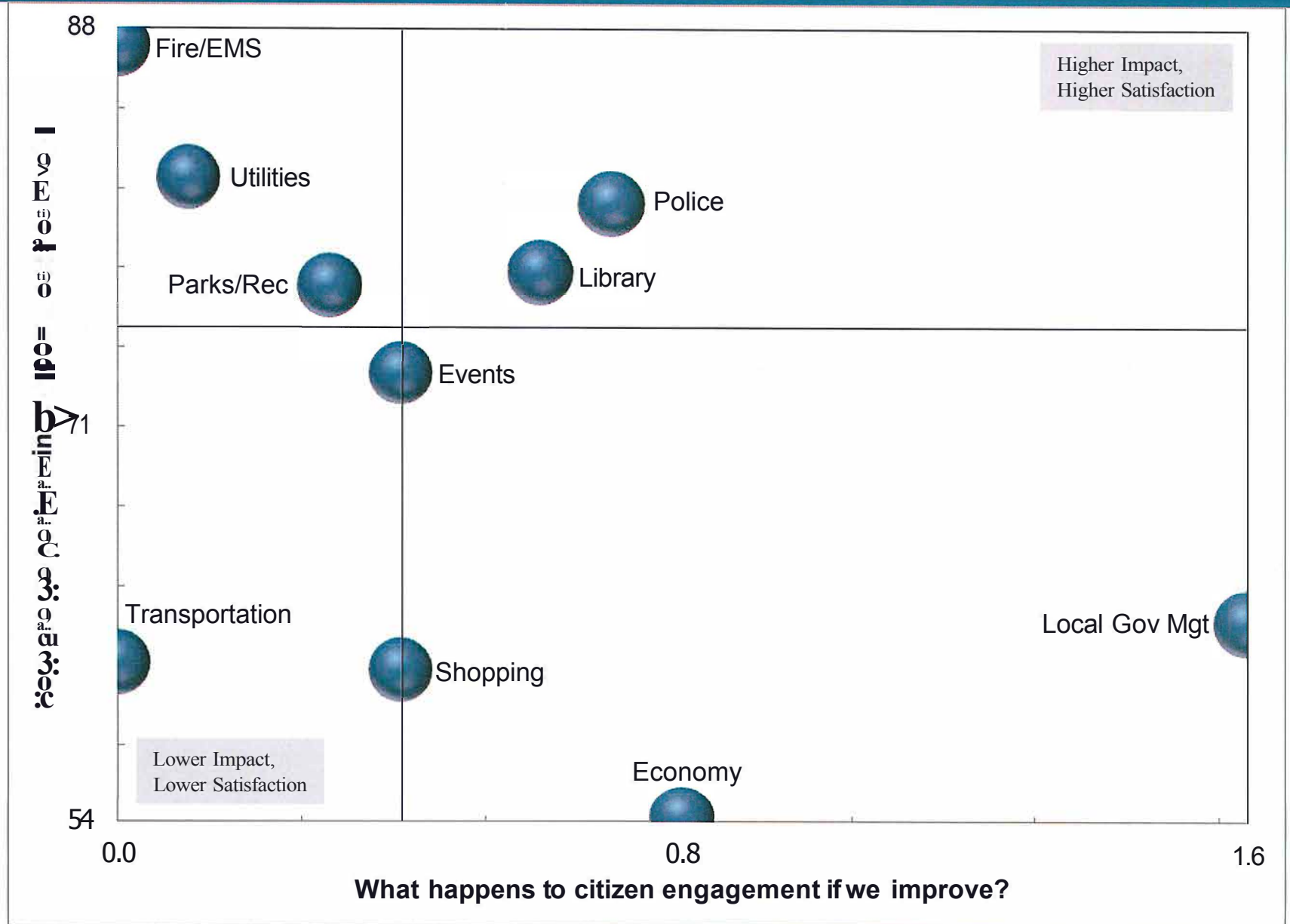
Understanding the Charts: Community Questions – Long-term Drivers

Perceived Performance

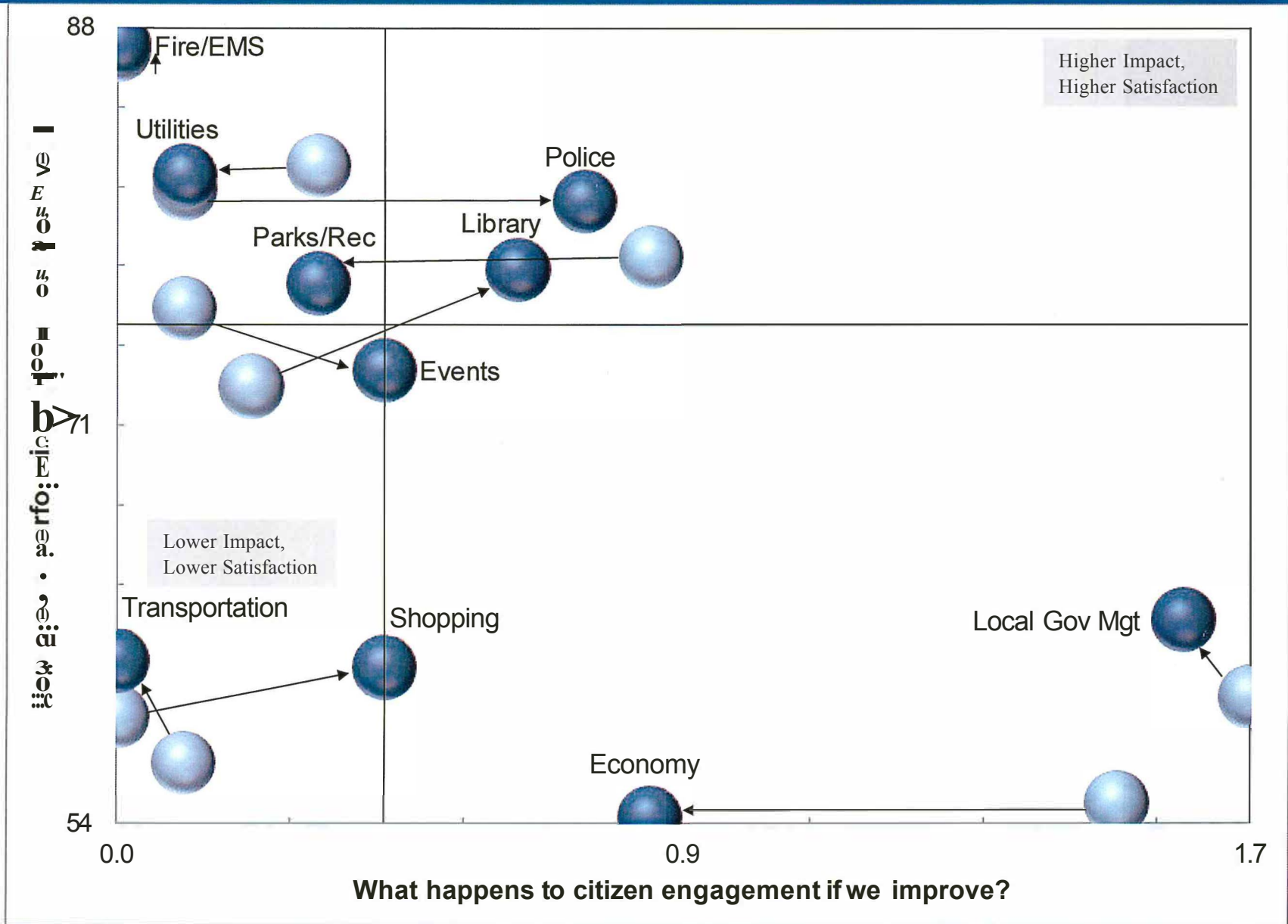
<p>High scoring areas that do not currently have a large impact on engagement relative to the other areas. Action: May show over investment or under communication.</p>	<p>High impact areas where the City received high scores from citizens. They have a high impact on engagement if improved. Action: Continue investment</p>
<p>Low scoring areas relative to the other areas with low impact on engagement. Action: Limit investment unless pressing safety or regulatory consideration.</p>	<p>High impact on engagement and a relatively low score. Action: Prioritize investment to drive positive changes in outcomes.</p>

Impact

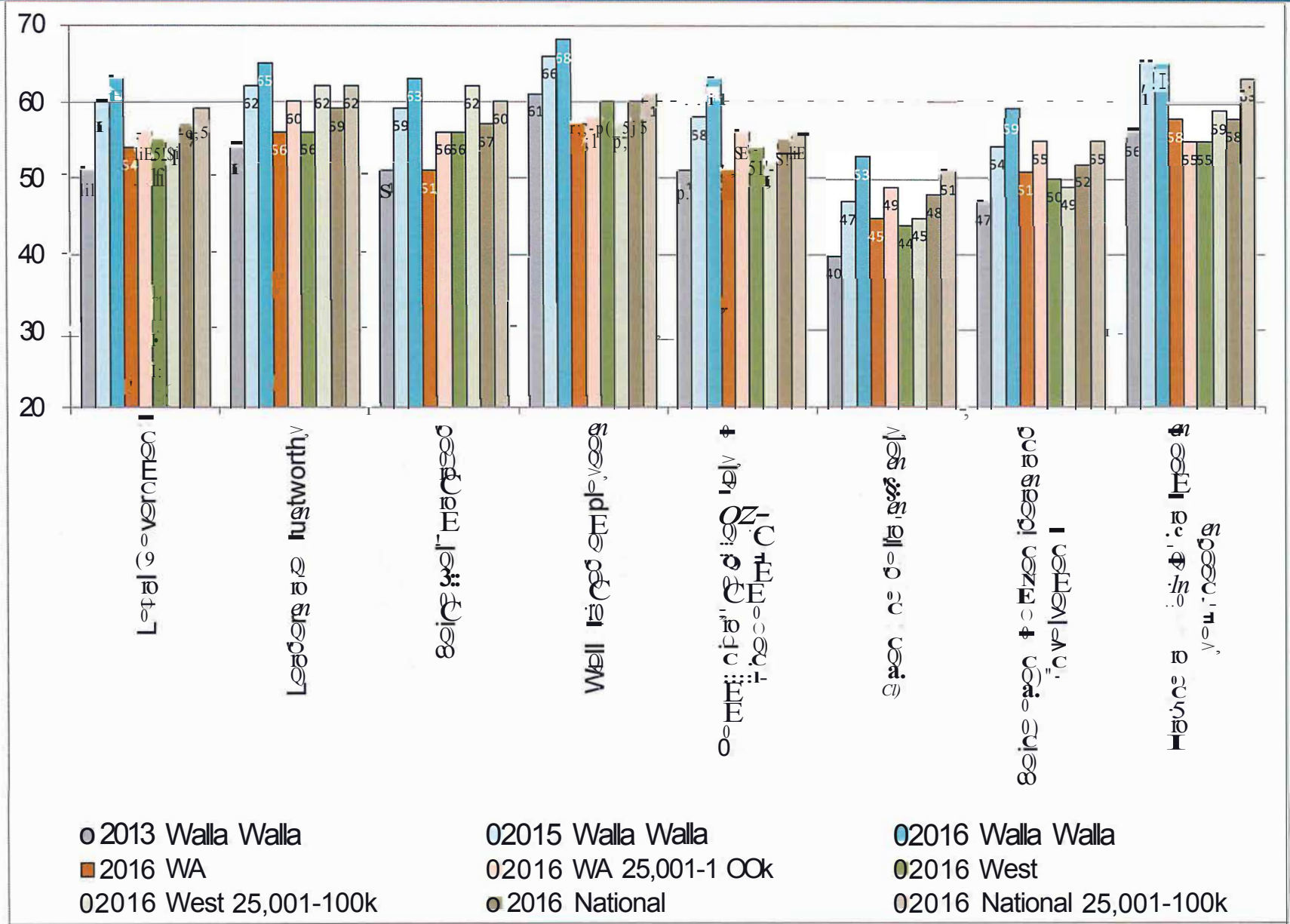
Drivers of Satisfaction and Behavior: Strategic Priorities



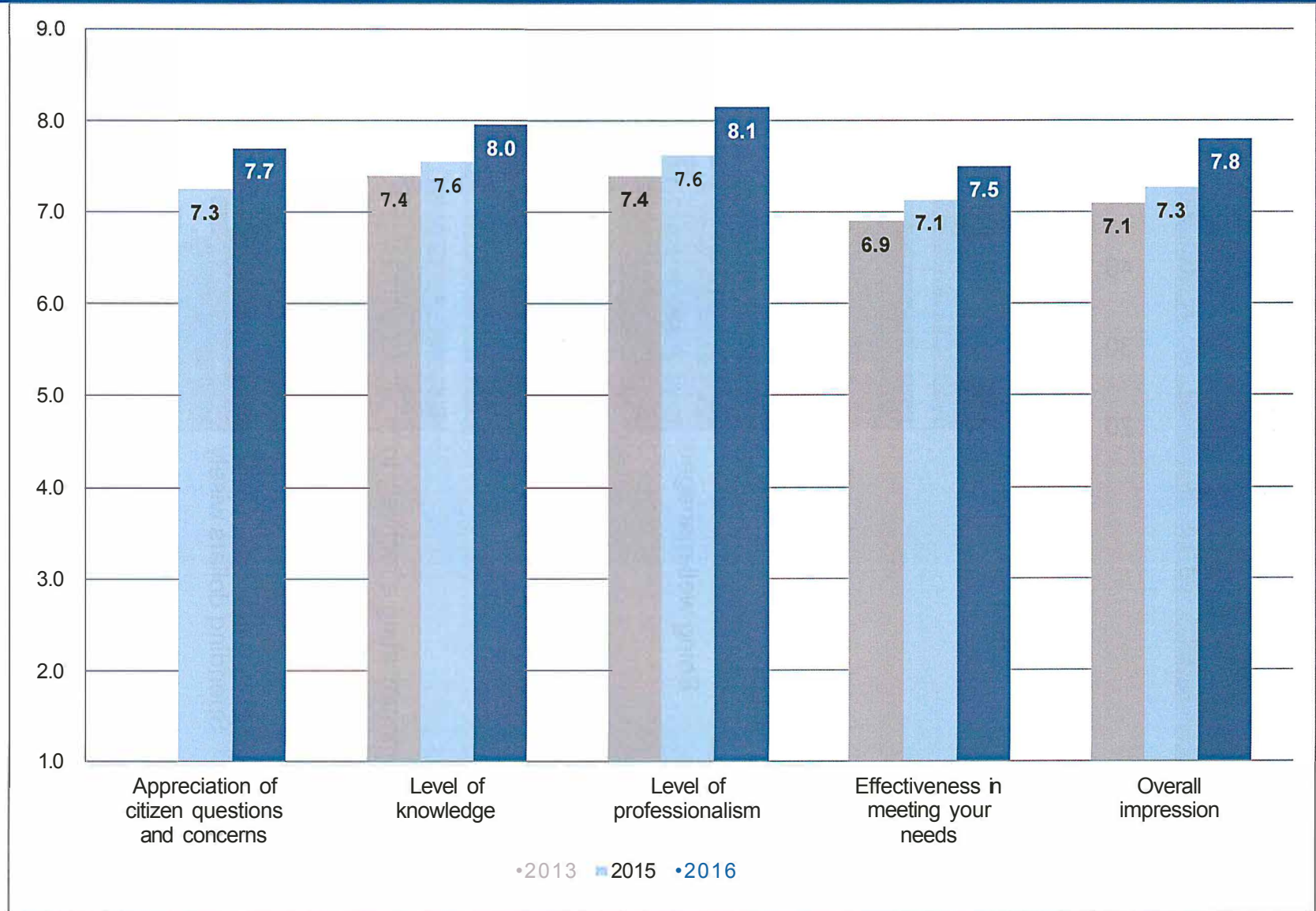
Drivers of Satisfaction and Behavior: Strategic Priorities Compared to 2015



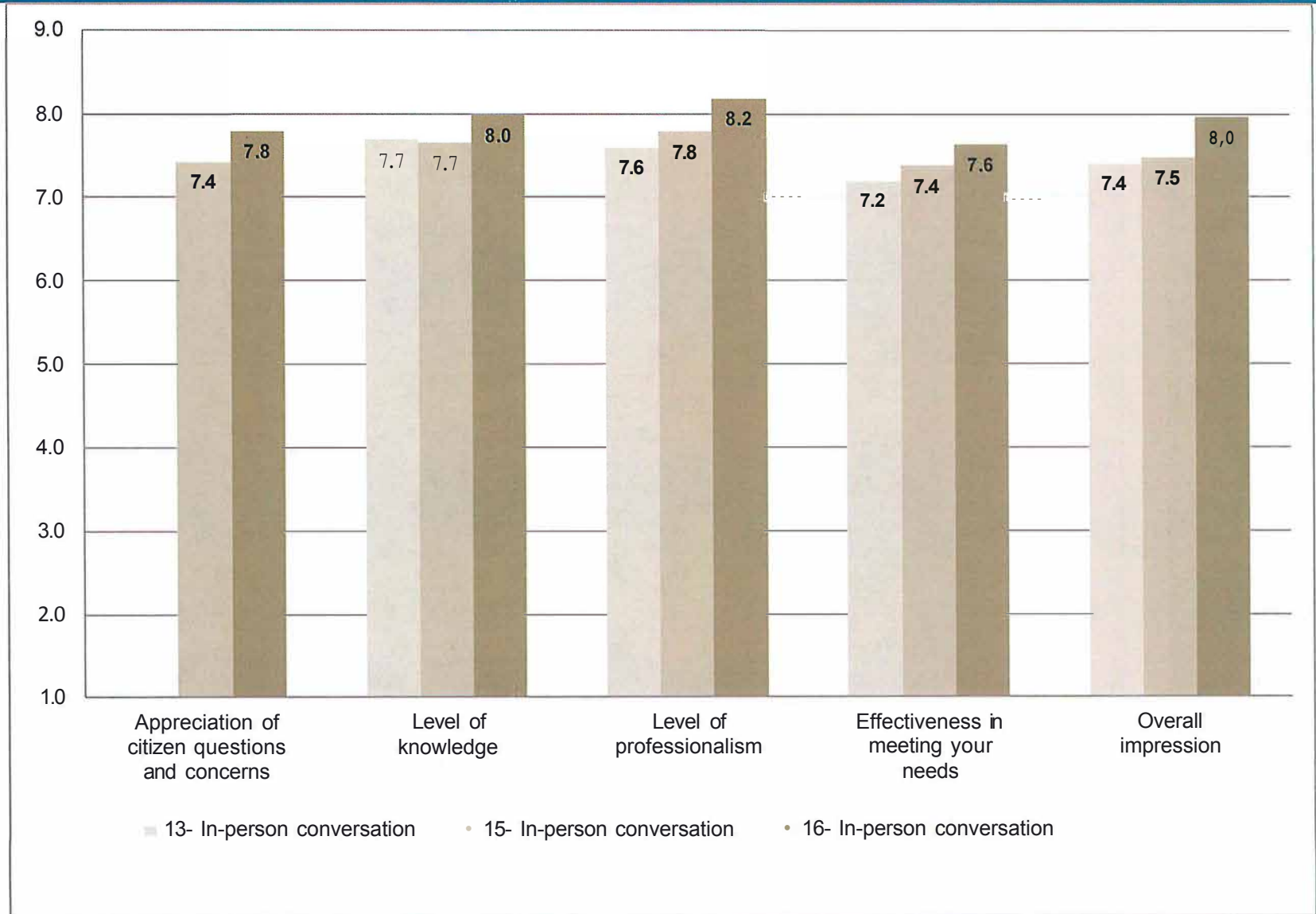
Drivers of Satisfaction and Behavior: Government Management



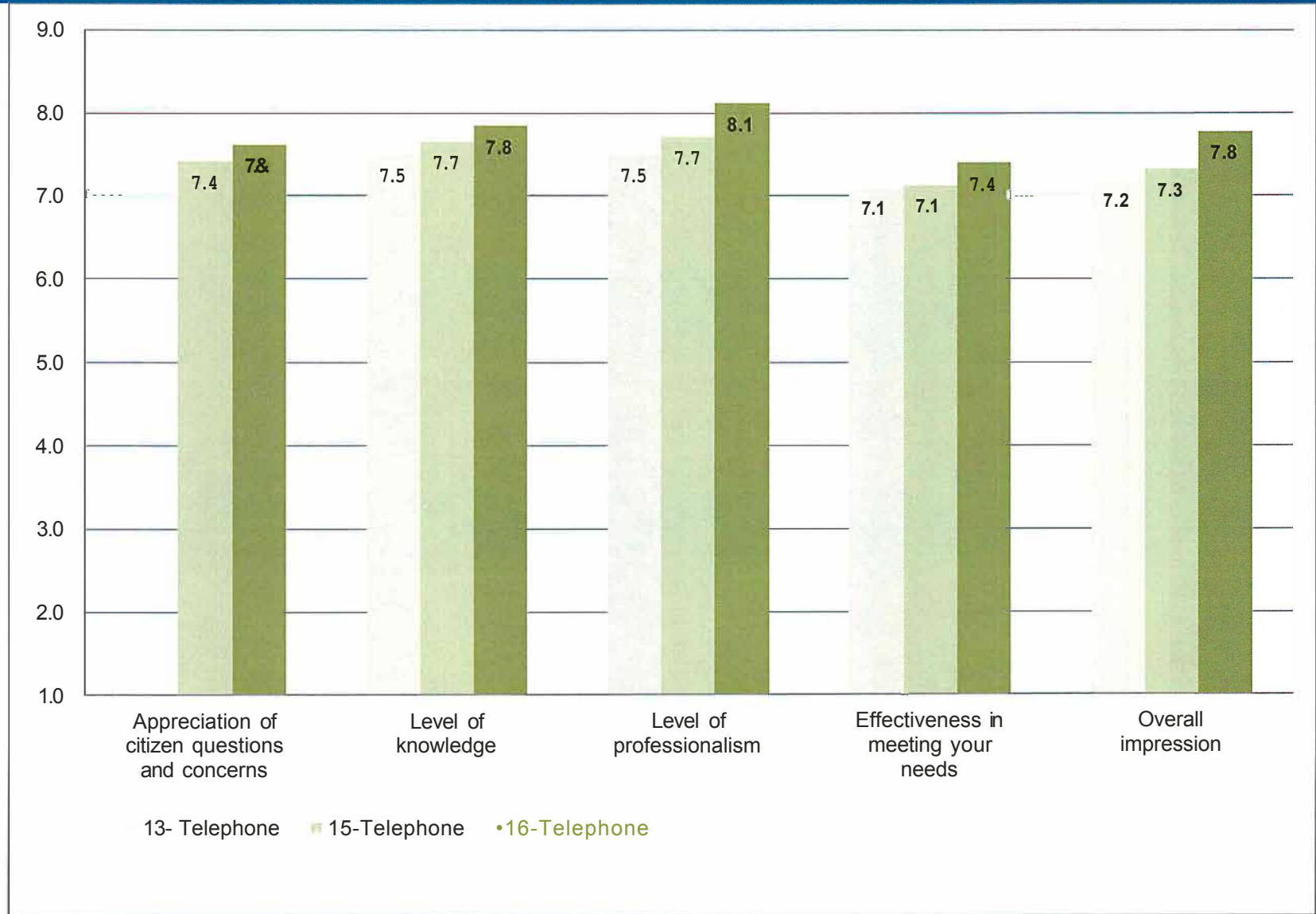
Recent Contact with City Employees/ Officials



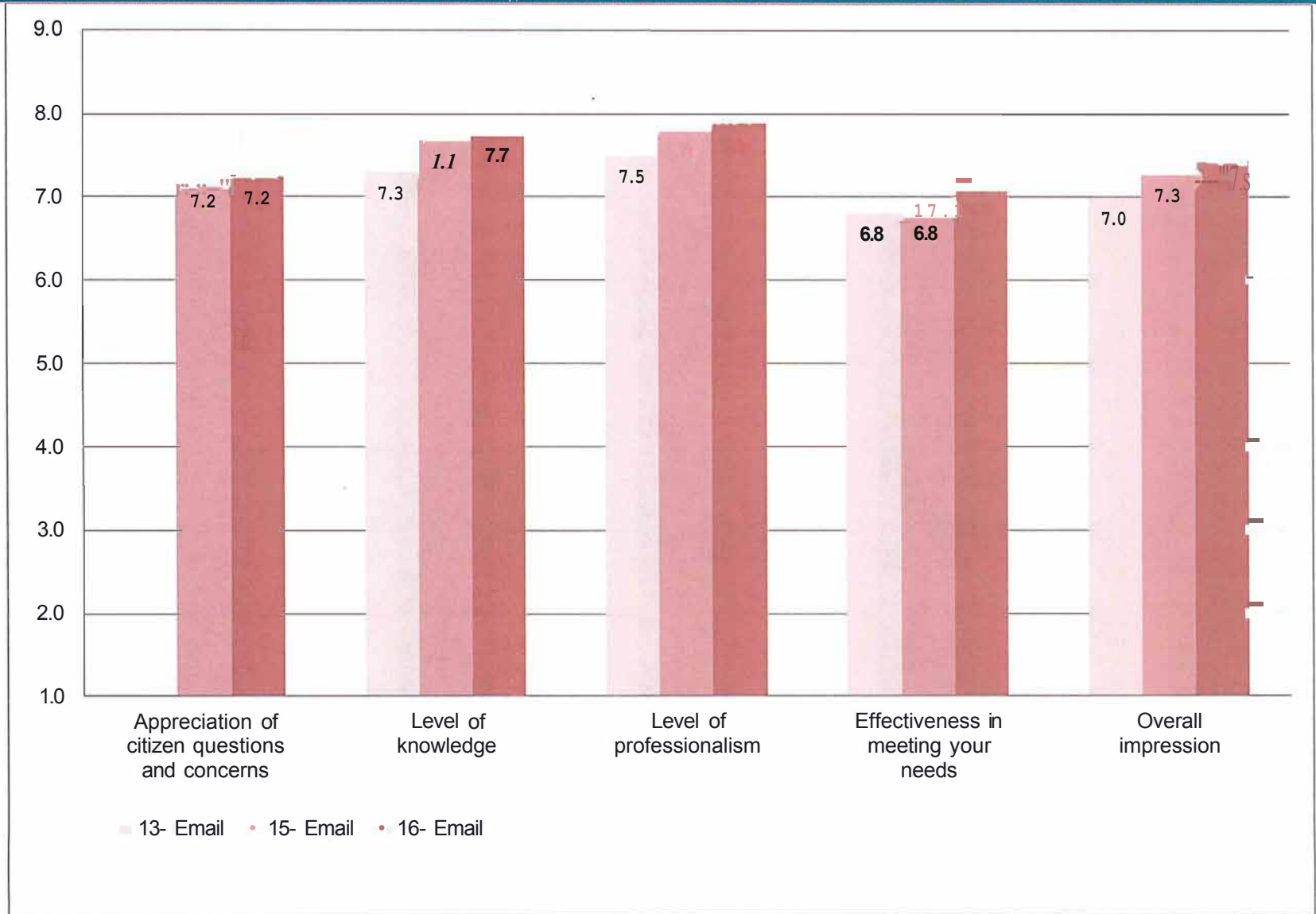
Recent Contact with City Employees/ Officials – In-person Conversation



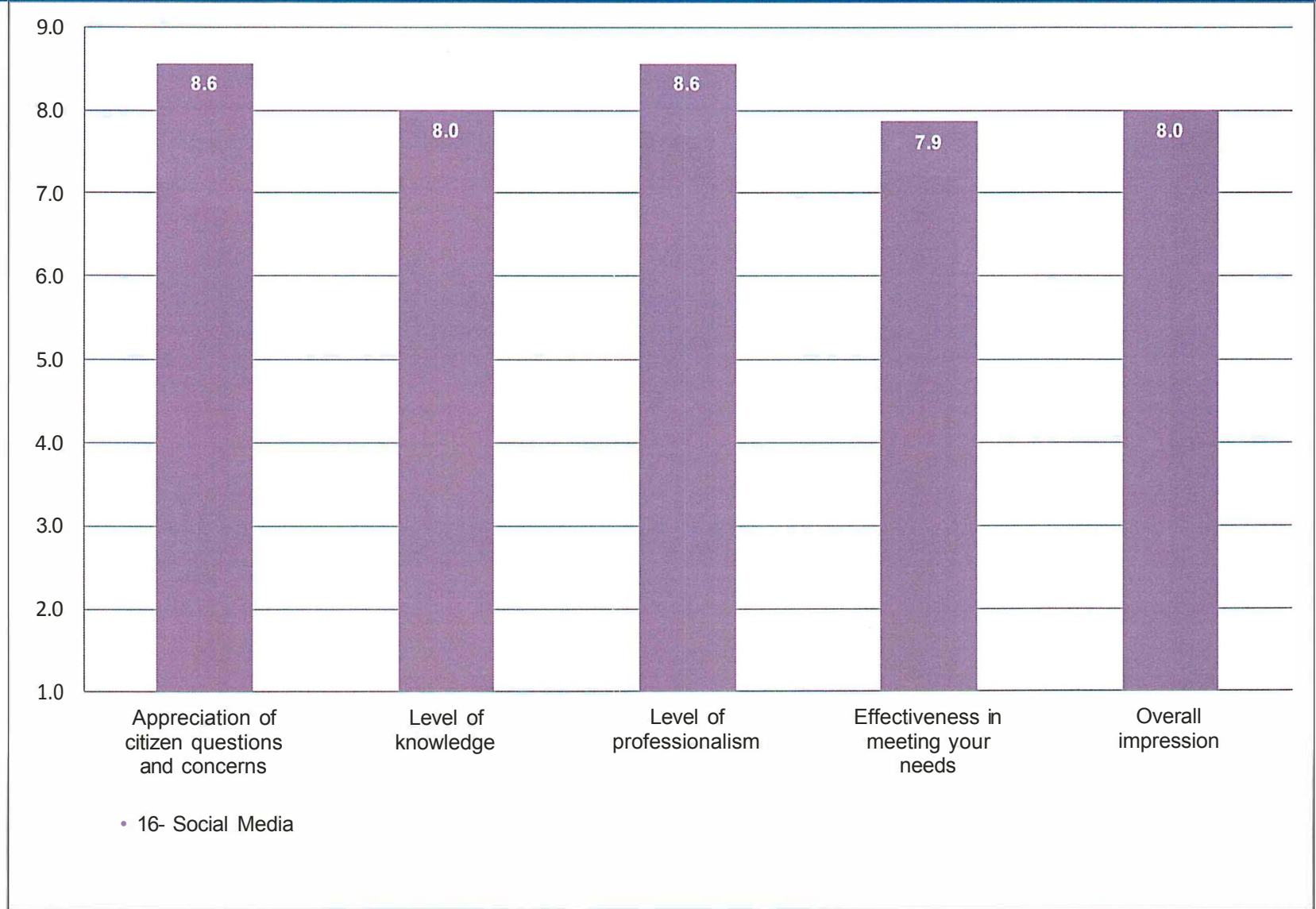
Recent Contact with City Employees/ Officials – Telephone



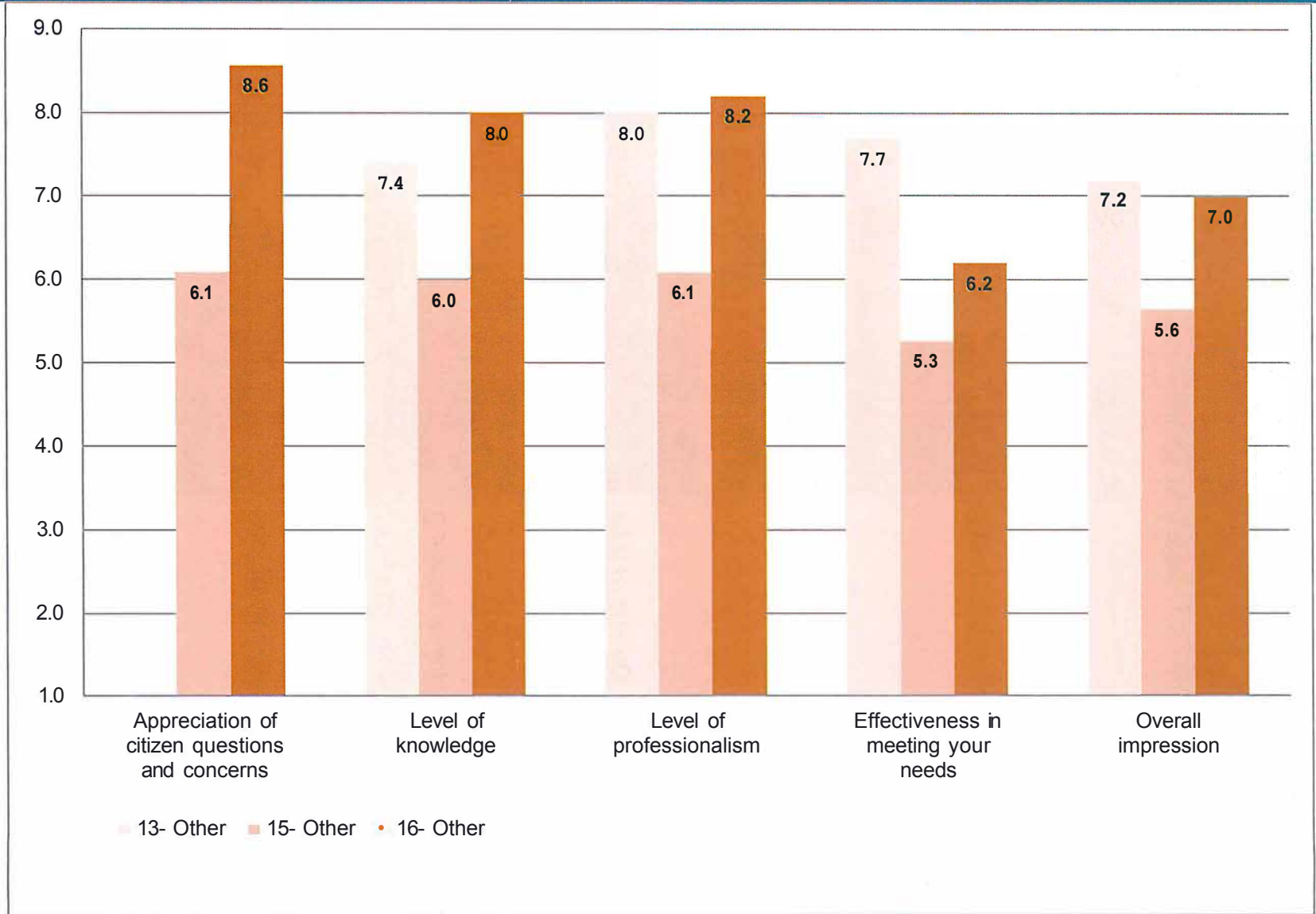
Recent Contact with City Employees/ Officials – Email



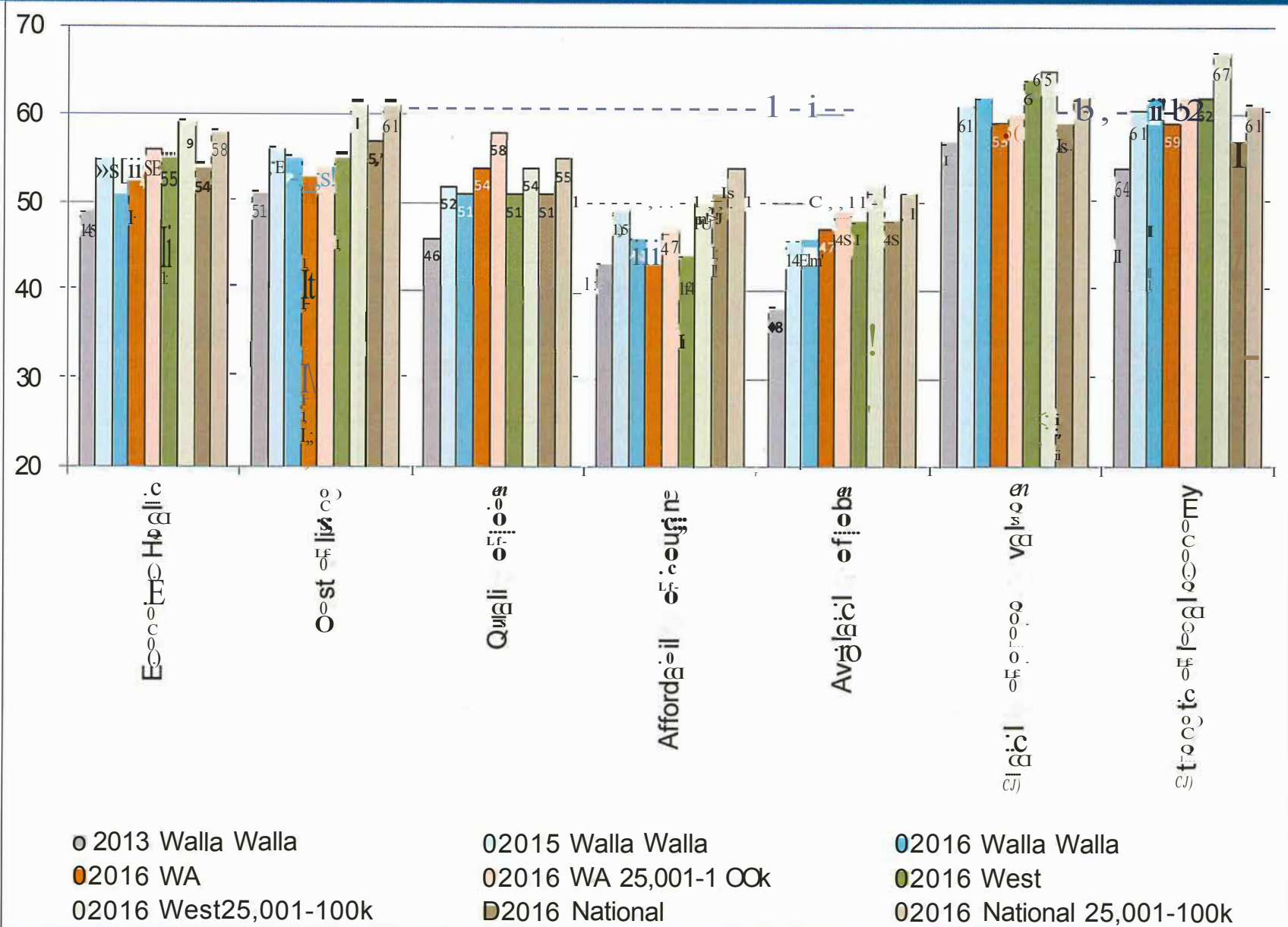
Recent Contact with City Employees/ Officials – Social Media



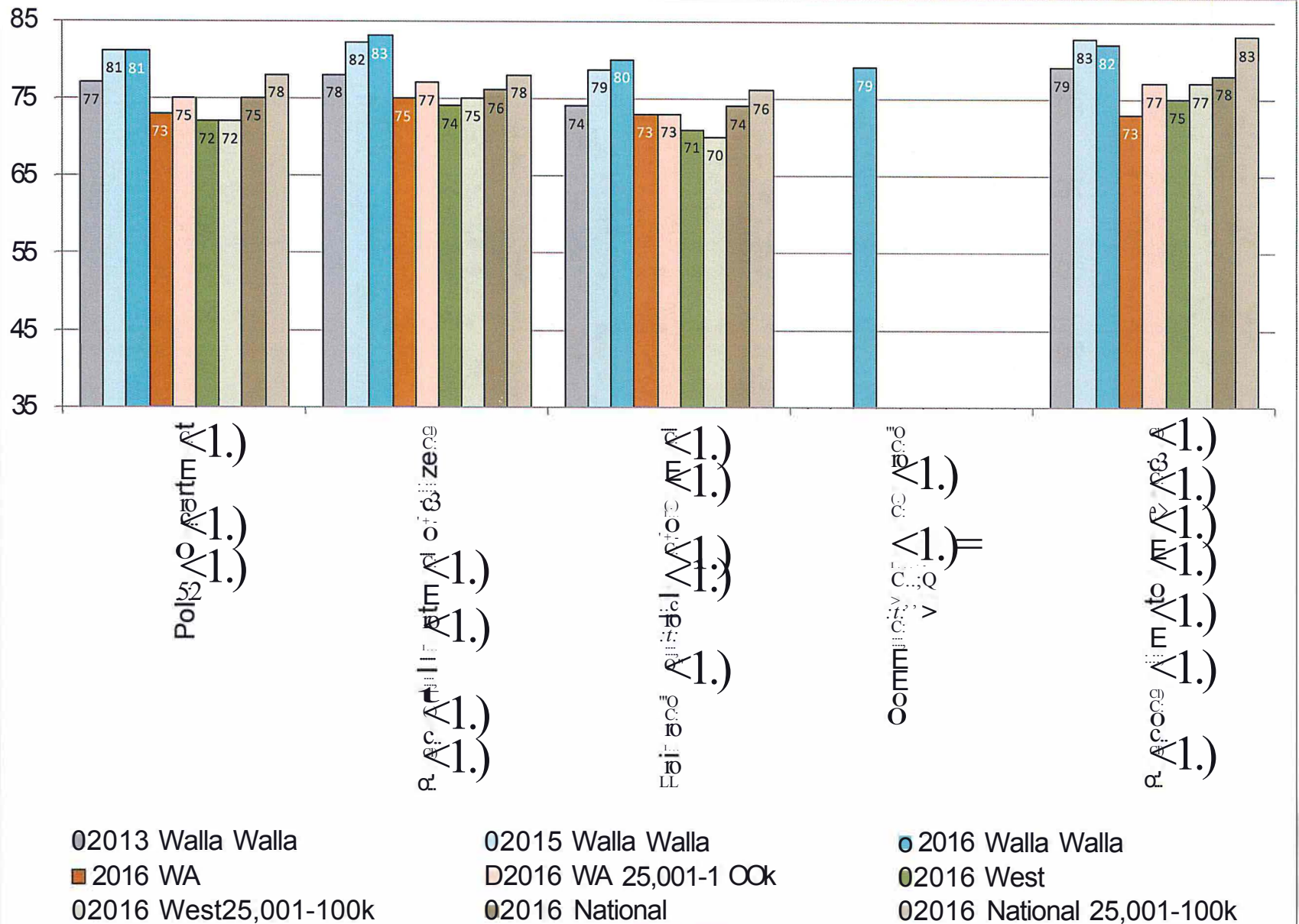
Recent Contact with City Employees/ Officials – Other



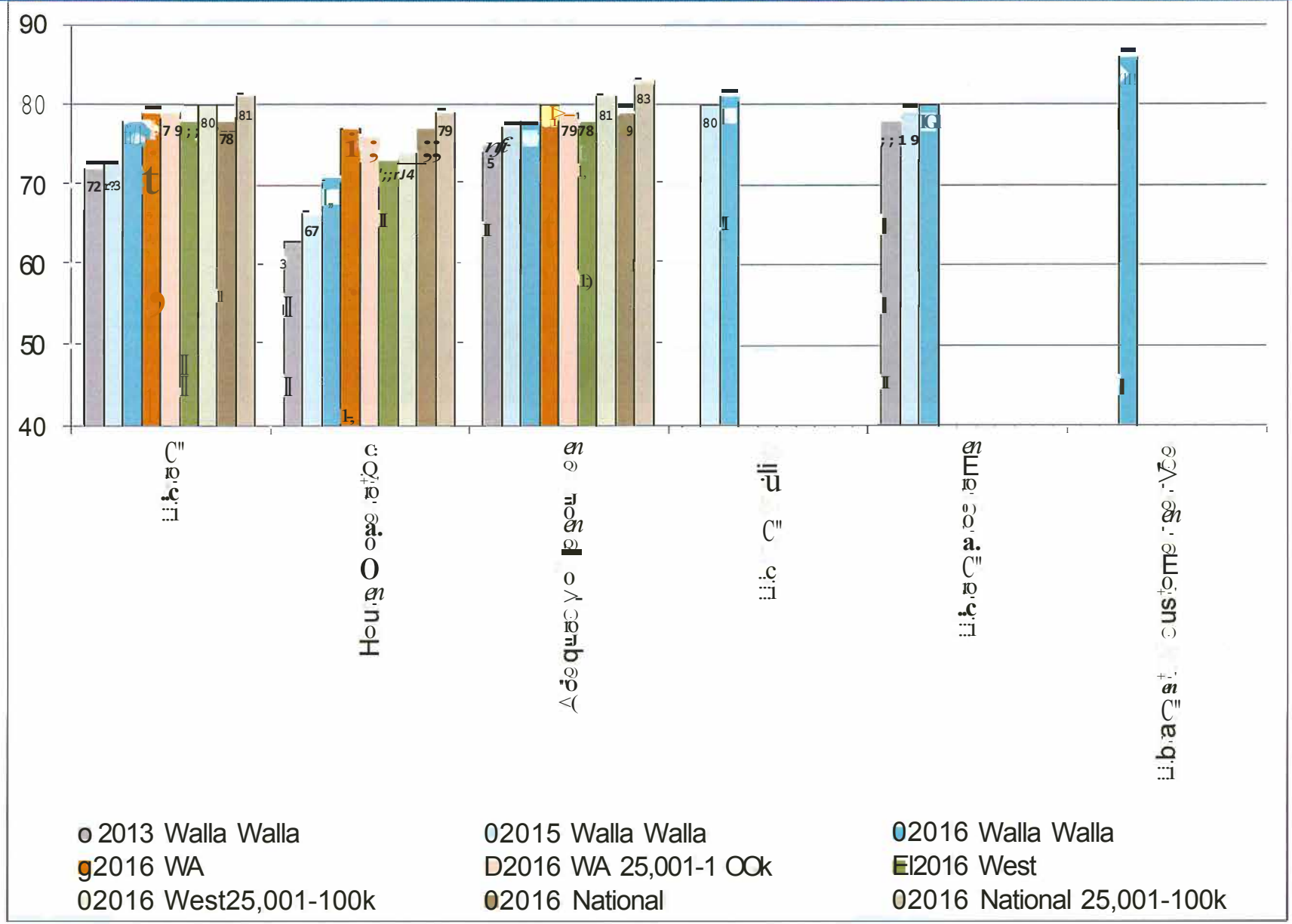
Drivers of Satisfaction and Behavior: Economic Health



Drivers of Satisfaction and Behavior: **Police**



Drivers of Satisfaction and Behavior: Library



Word Cloud:

What are two improvements you would like to see the City implement to improve your satisfaction?

Top Themes:

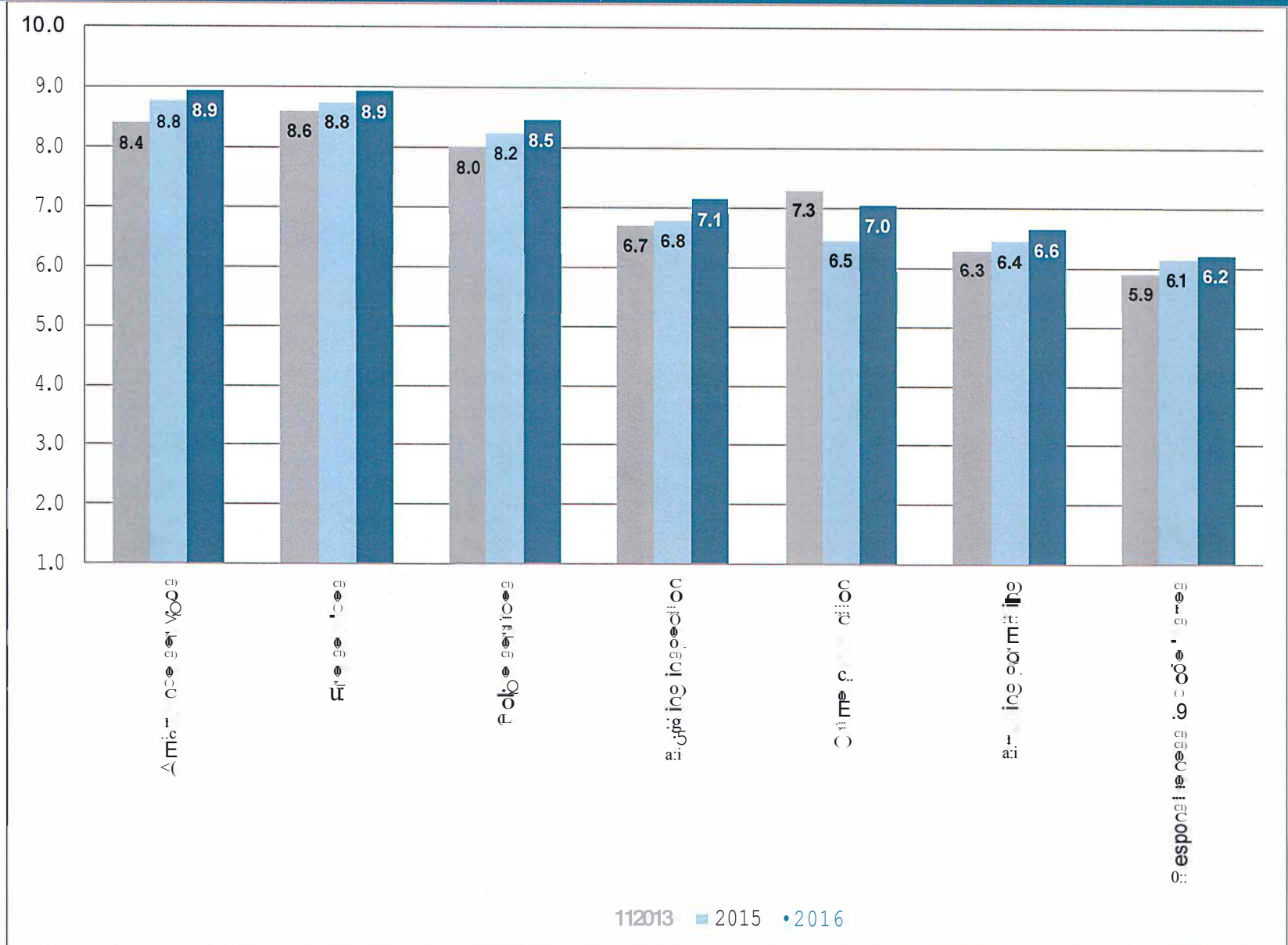
1. **Streets/Roads** – improve condition of roads, fully repair roads (less patch work)
2. **Parking** – Increase amount of parking downtown
3. **Shopping** – More shopping opportunities and restaurants in Walla Walla, utilize the mall



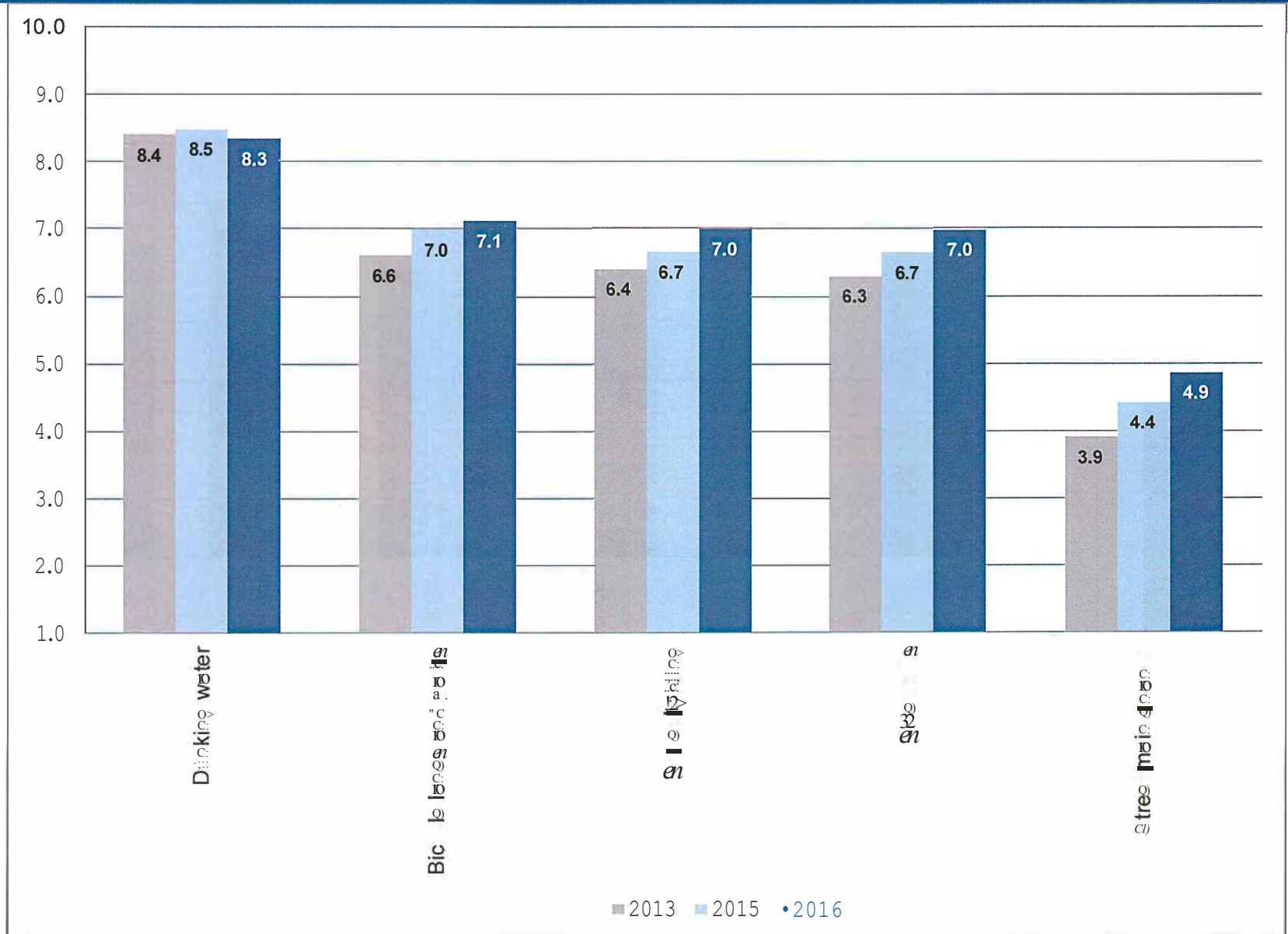
Note: See full list of comments for context

City Services and Programs

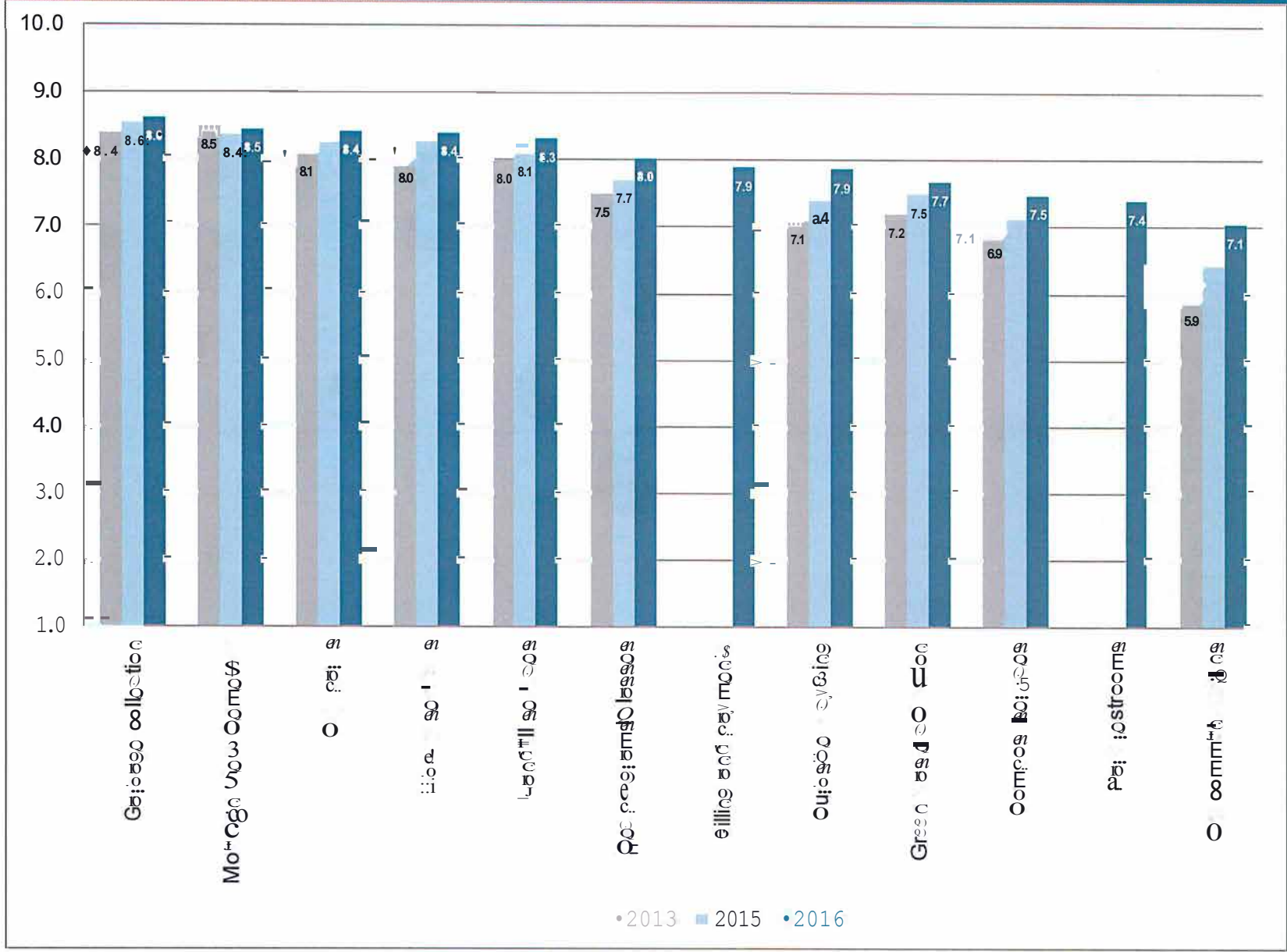
City Services and Programs Satisfaction – Public Safety (Scale = 1 to 10)



City Services and Programs Satisfaction – Streets & Infrastructure (Scale = 1 to 10)



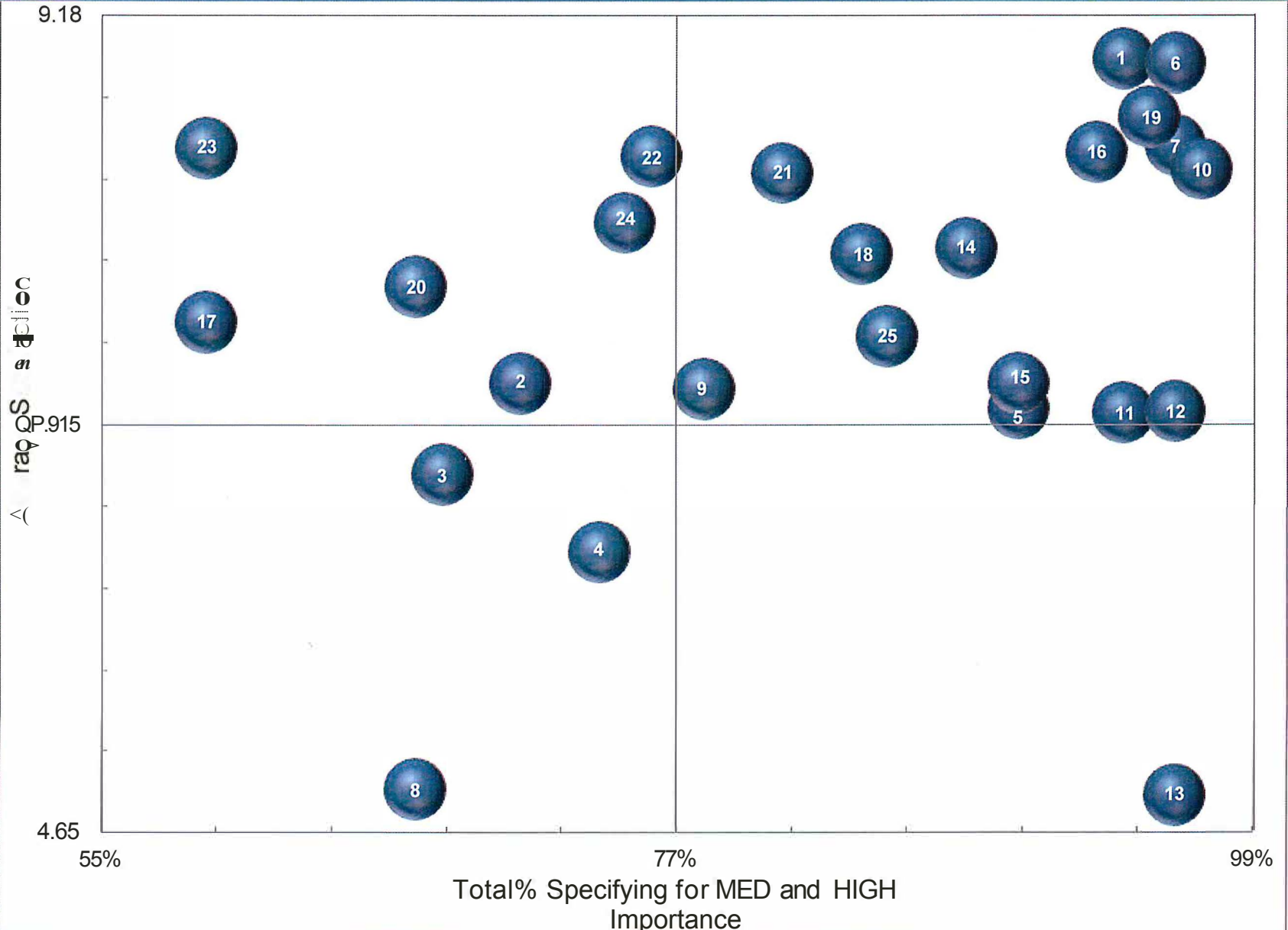
City Services and Programs Satisfaction – Other City Services (Scale = 1 to 10)



City Services & Programs Bubble Chart

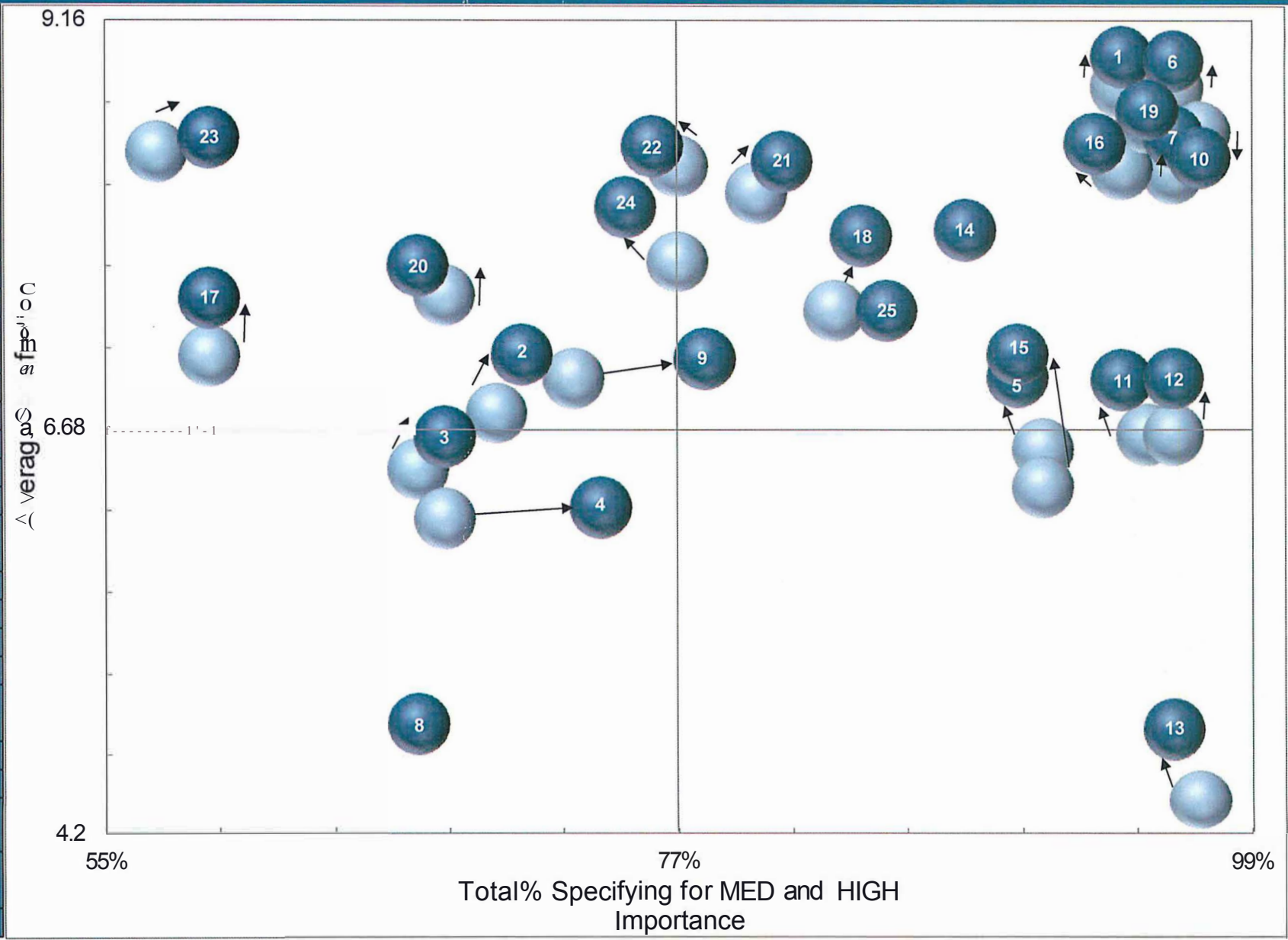
Horizontal axis = % of respondents saying service is MED or HIGH importance, Vertical axis = satisfaction w/ service

ID	Dimension
1	Ambulance services
2	Building inspection
3	Building permitting
4	Responsiveness to code complaints
5	Crime prevention program
6	Fire services
7	Police services
8	Alley lighting
9	Bicycle lanes and paths
10	Drinking water
11	Sidewalks
12	Street lighting
13	Street maintenance
14	Billing and payments
15	City communications with citizens
16	City parks
17	Compost services
18	Curbside recycling
19	Garbage collection
20	Green waste collection
21	Landfill services
22	Library services
23	Mountain View Cemetery
24	Recreation programs and classes
25	Park restrooms



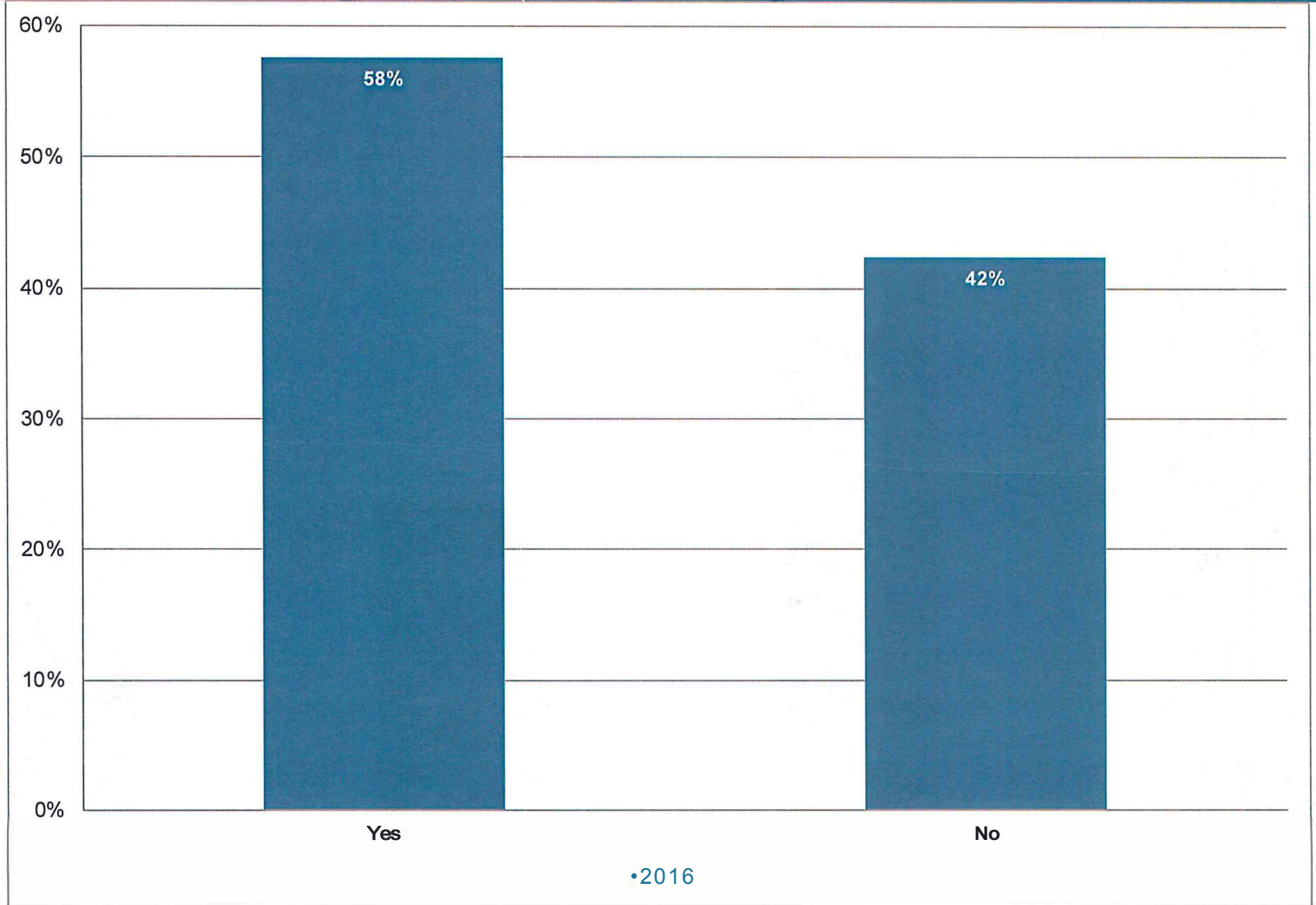
City Services & Programs Bubble Chart compared to 2015

ID	Dimension
1	Ambulance services
2	Building inspection
3	Building permitting
4	Responsiveness to code complaints
5	Crime prevention program
6	Fire services
7	Police services
8	Alley lighting
9	Bicycle lanes and paths
10	Drinking water
11	Sidewalks
12	Street lighting
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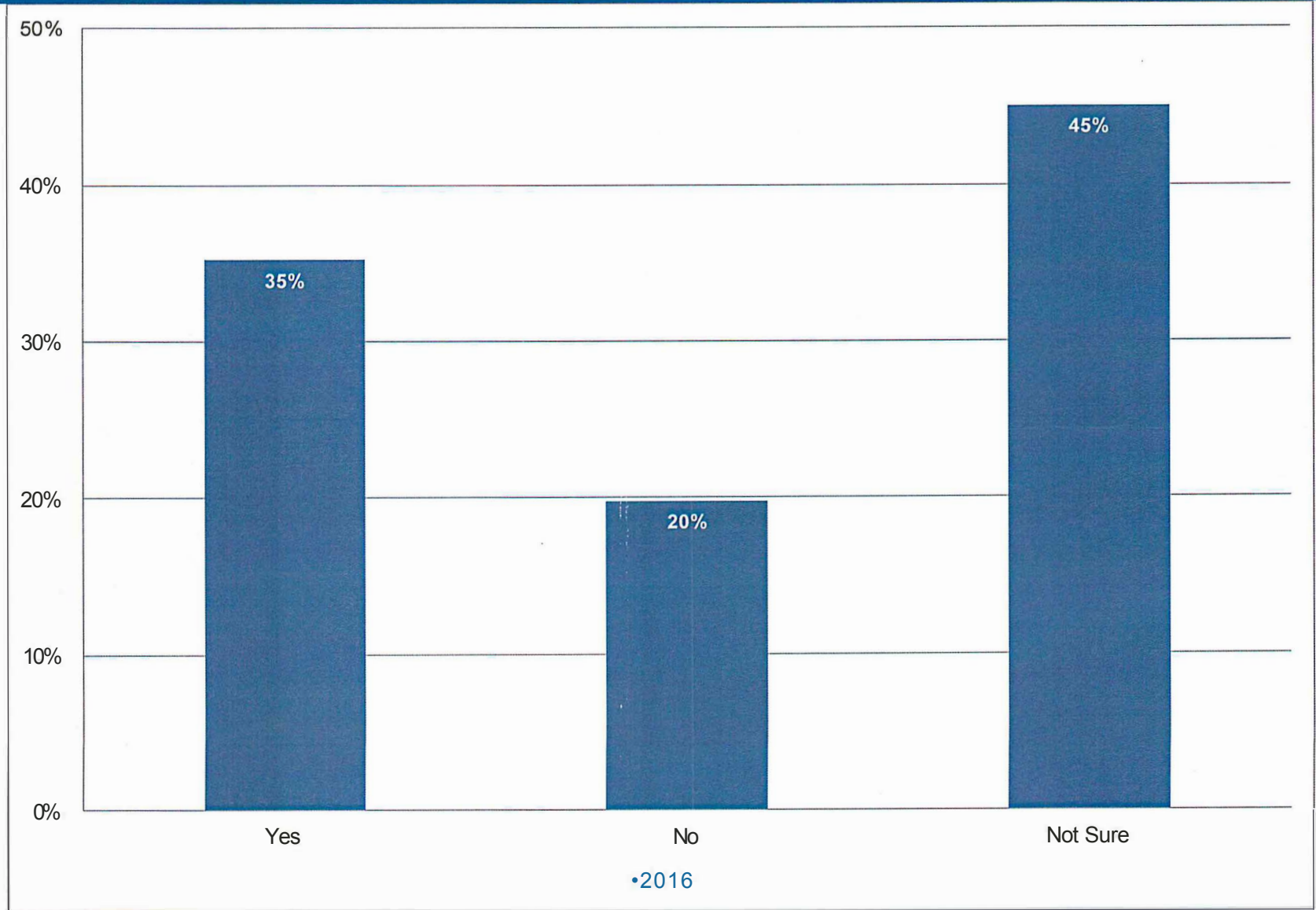
Custom Questions

Would you be willing to pay \$1 per month for glass recycling?

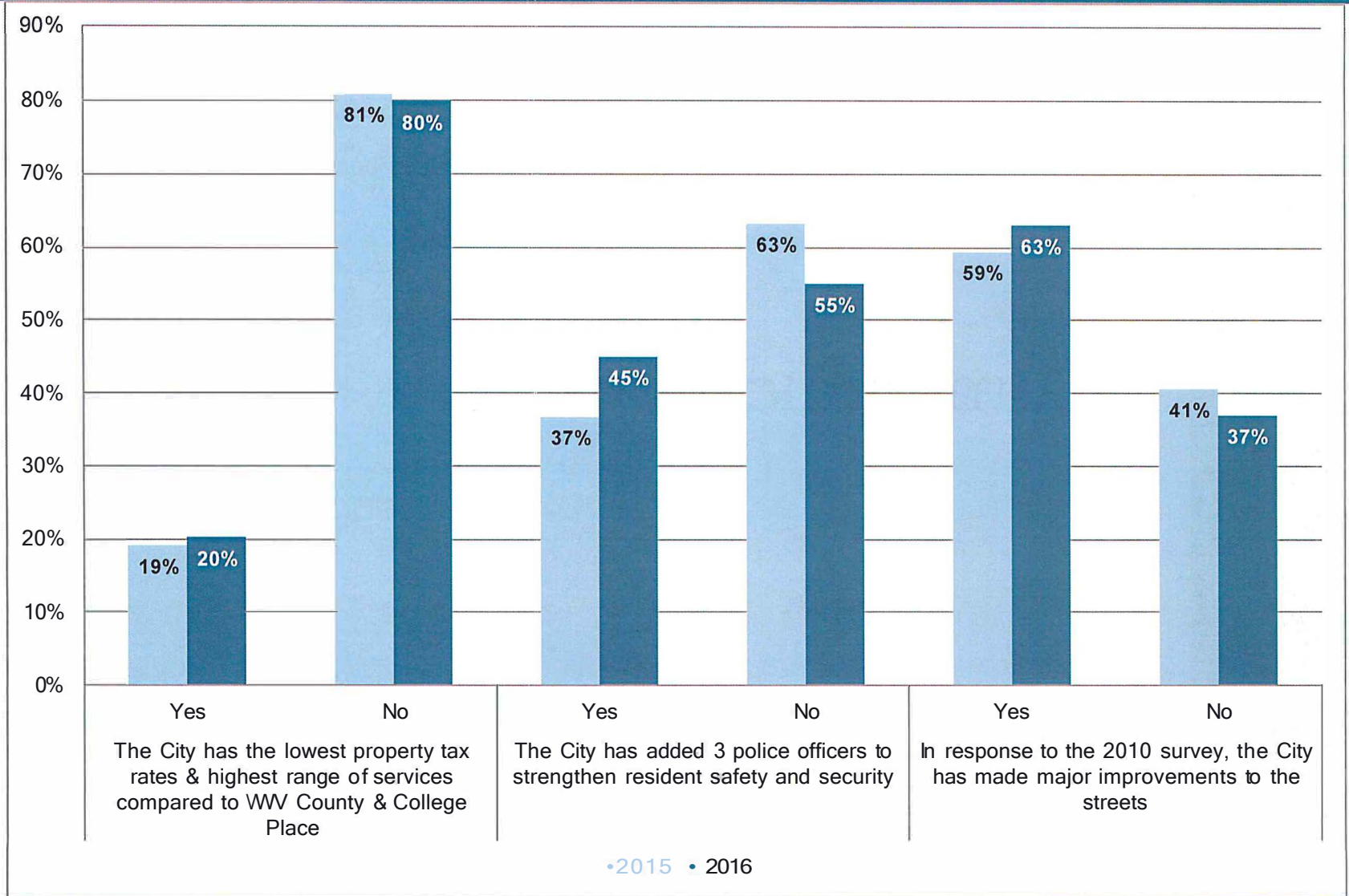


Reminder: Margin of Error = +/- 4.3% at 95% confidence

Support for “impact fee” on new development to help pay for streets, parks and fire services

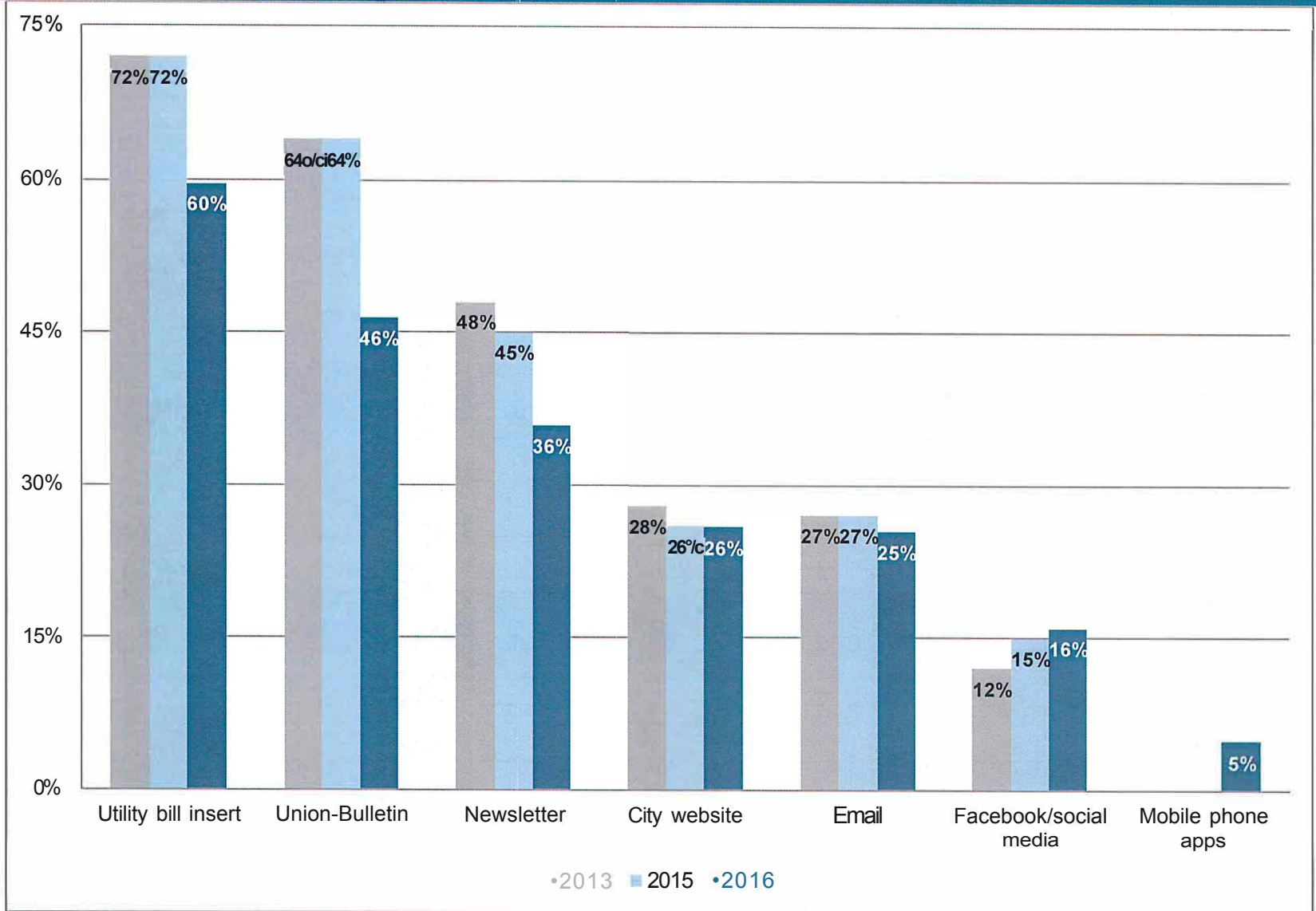


Are you aware of the following facts about Walla Walla?

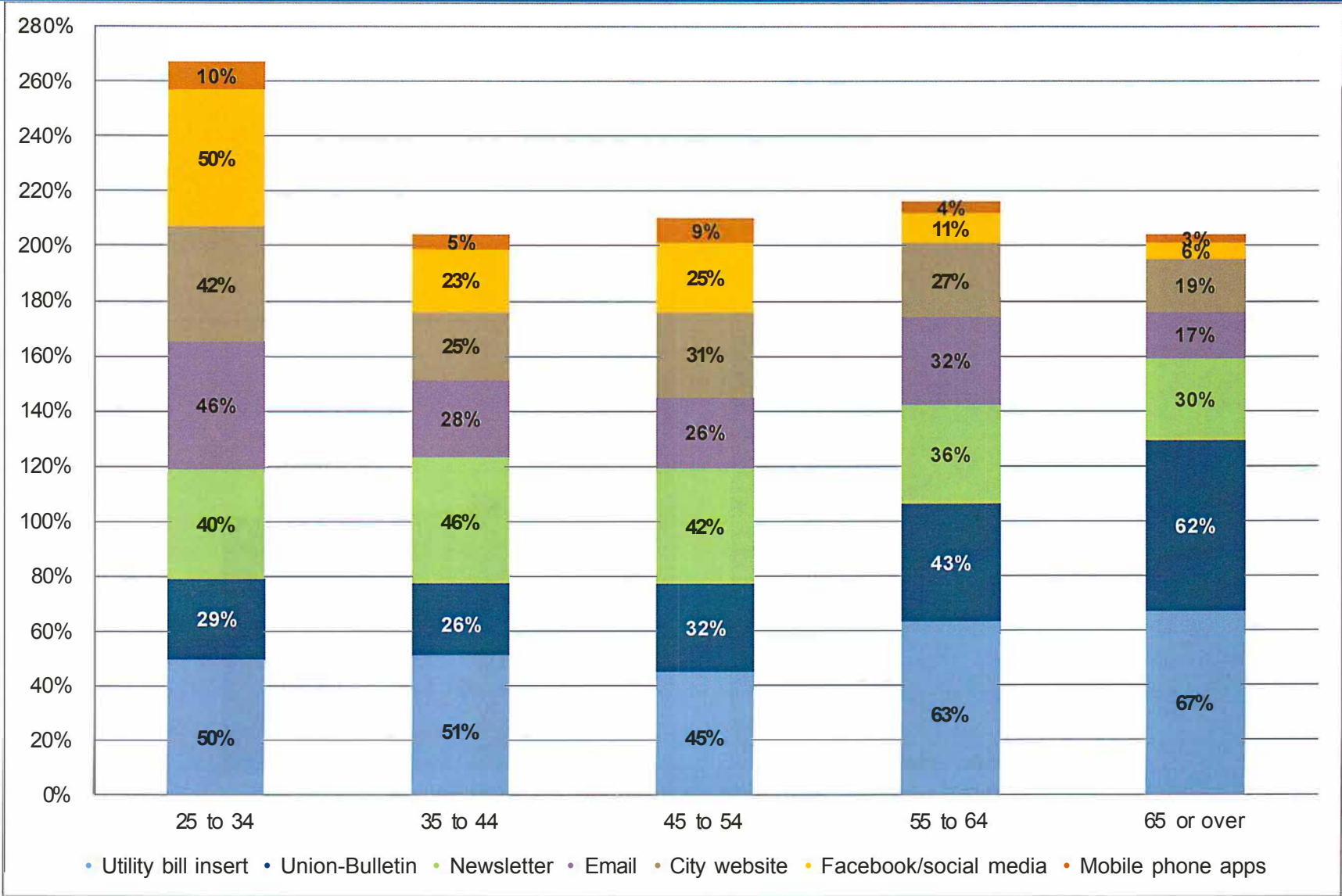


Communications

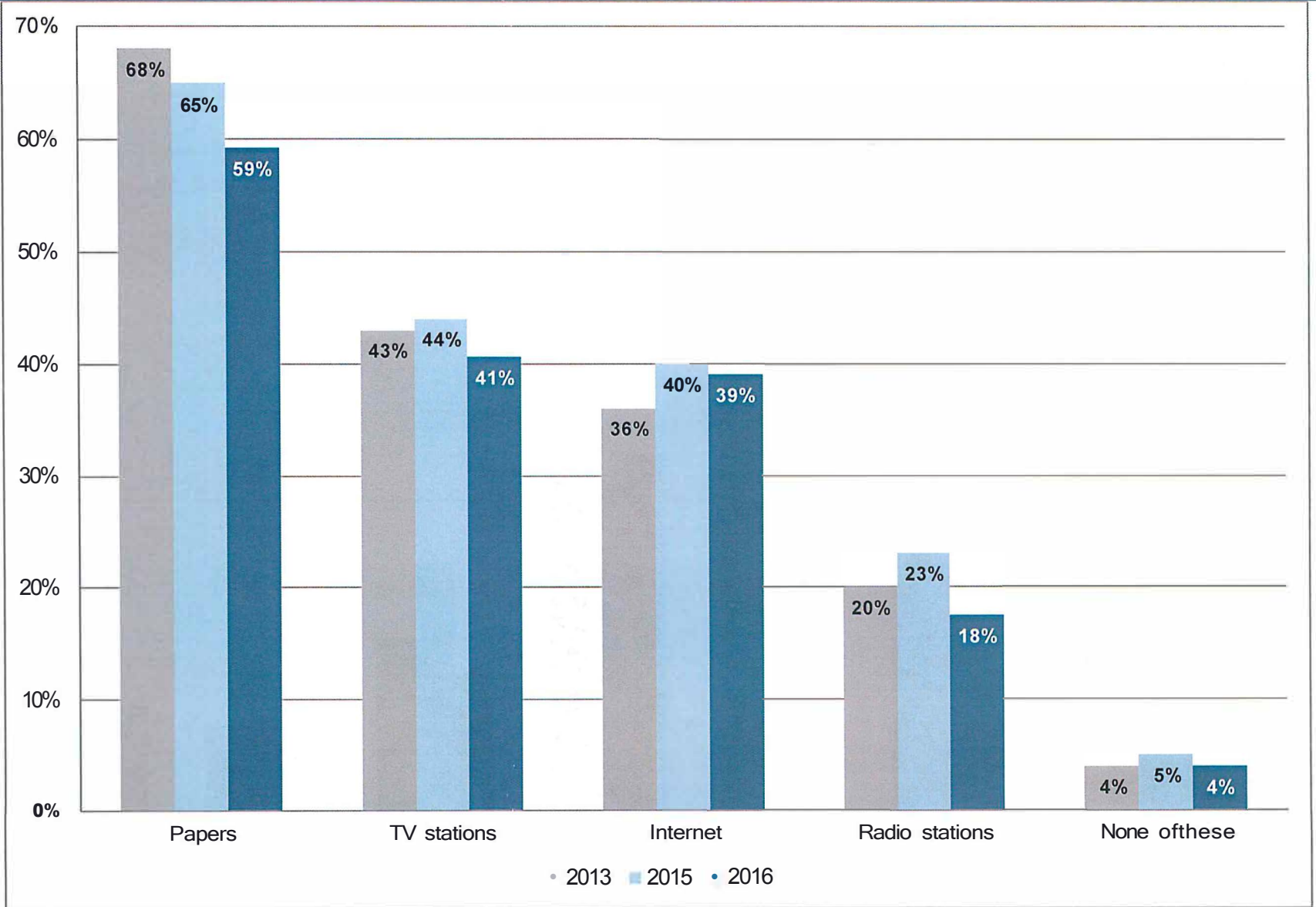
How do you prefer to receive information from the City?



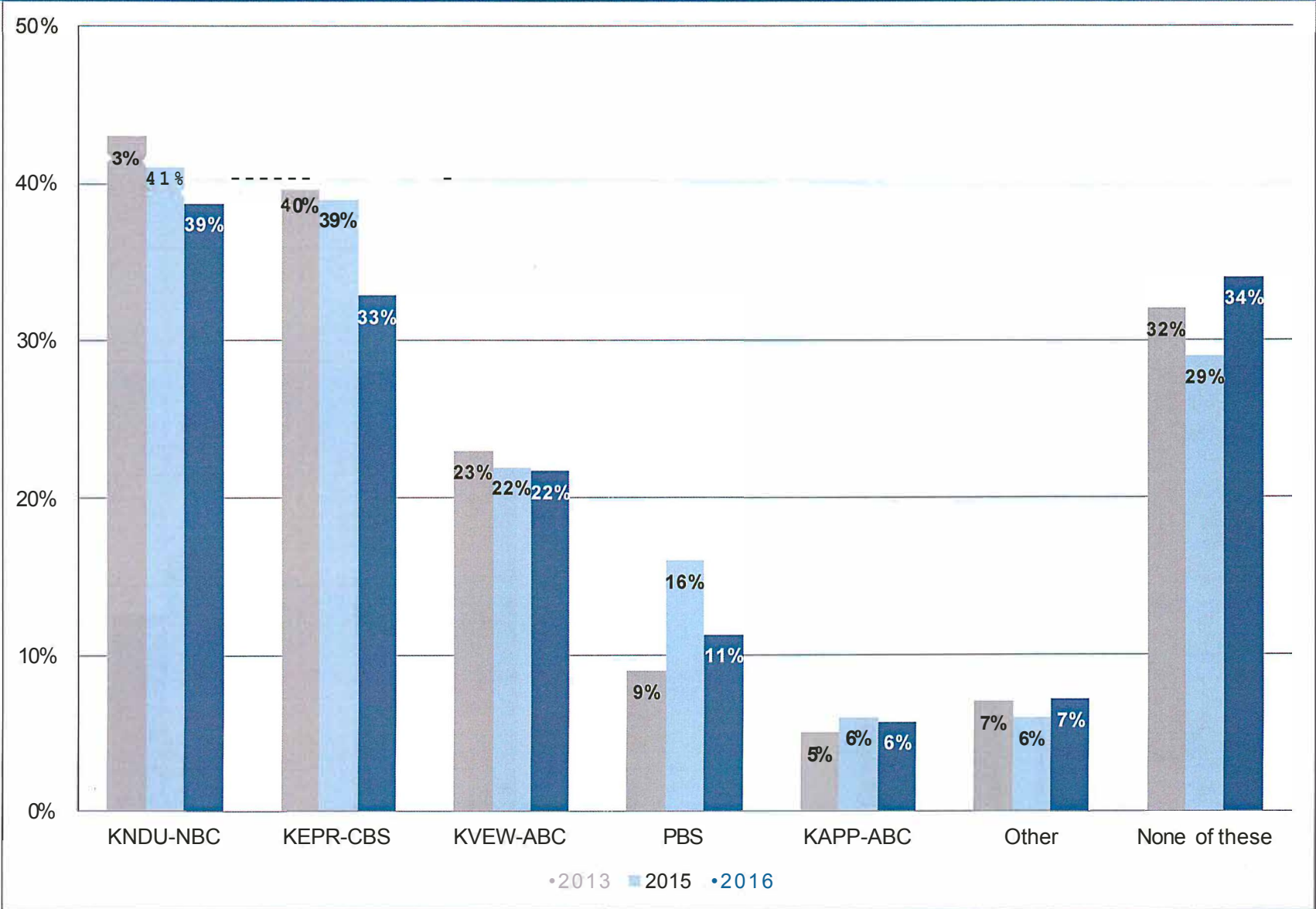
How do you prefer to receive information from the City? By Age



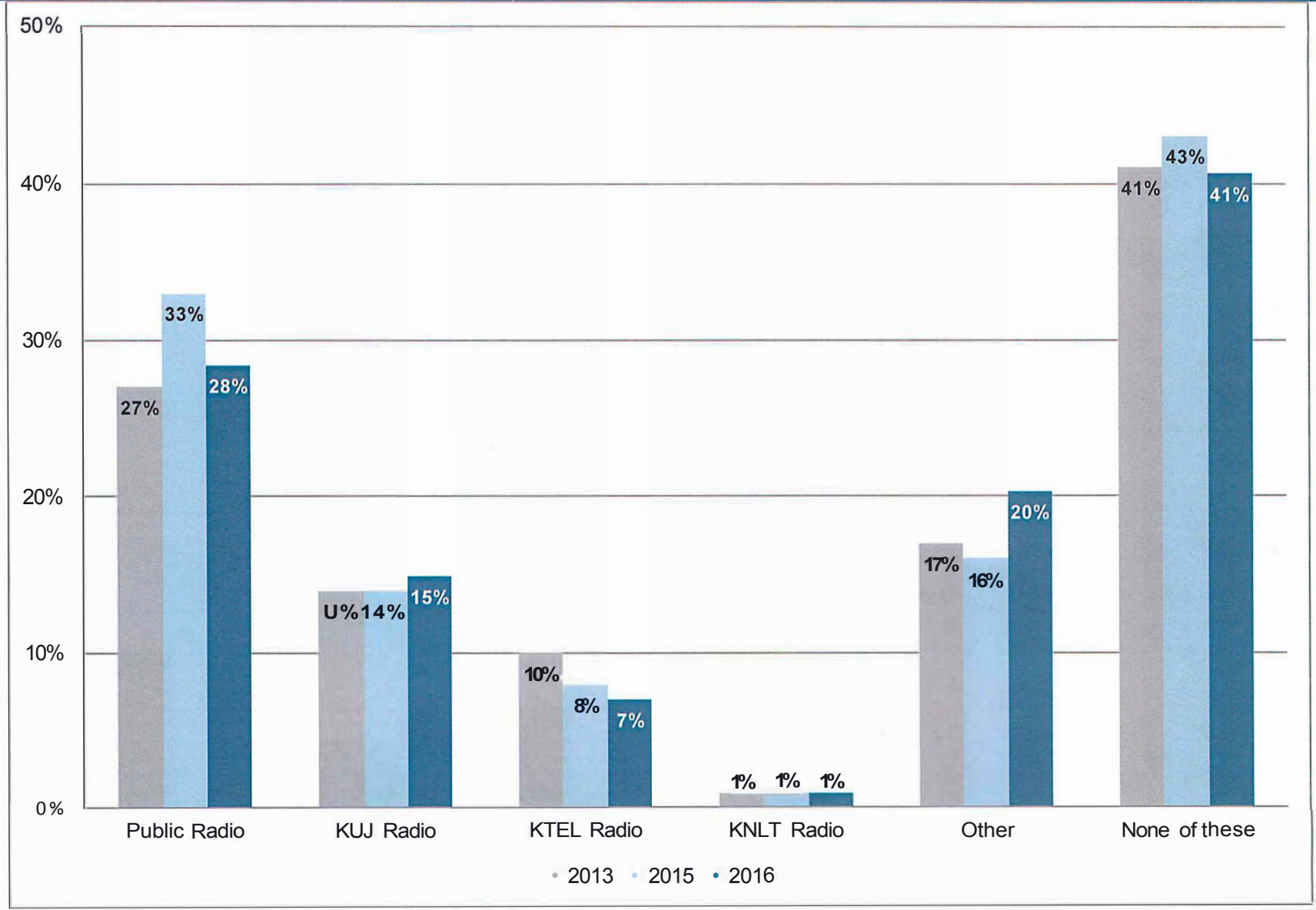
Where do you go most often for local news?



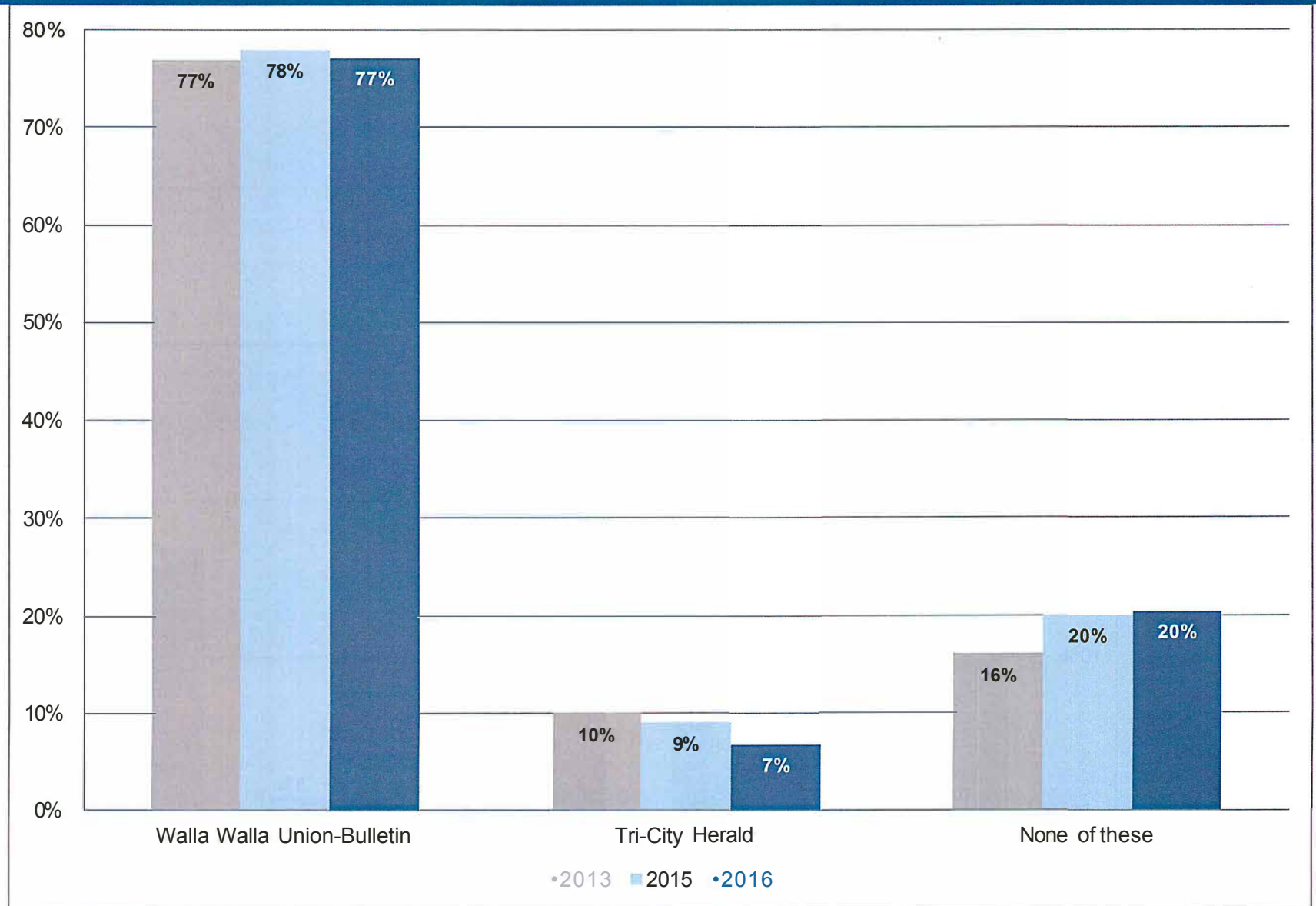
Which TV stations do you watch for local news?



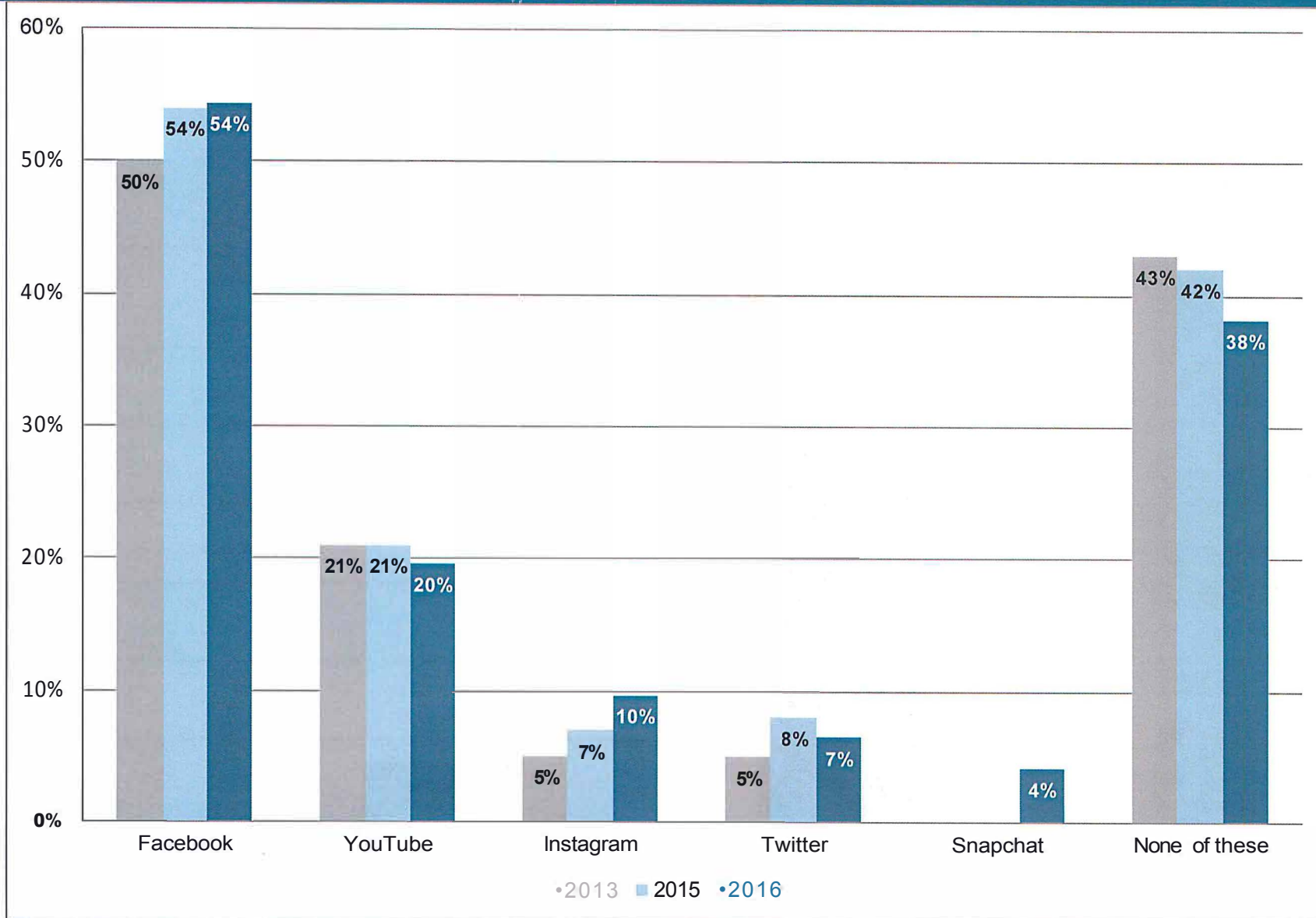
Which type of radio stations do you listen to for local news?



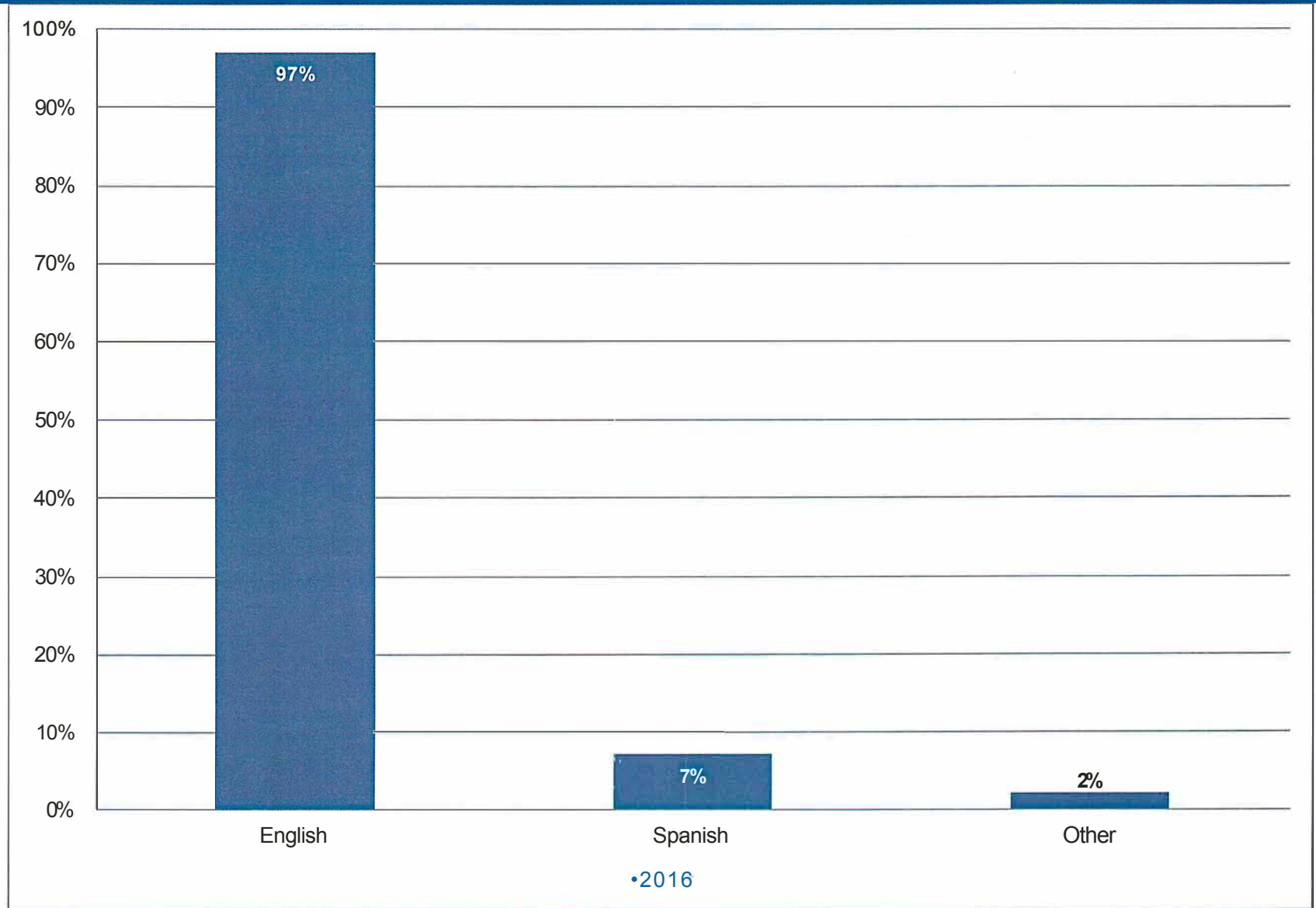
Which newspapers or websites do you read for local news?



Which social media do you use?



Which languages are commonly used in your home?



Implementing Results

Perception v Reality: Minimize Distortion or Fix Real Performance Issues

Perception gap:

Respondents rated based on a false idea or understanding. Address with communication strategy to change that perception.

Real performance issue:

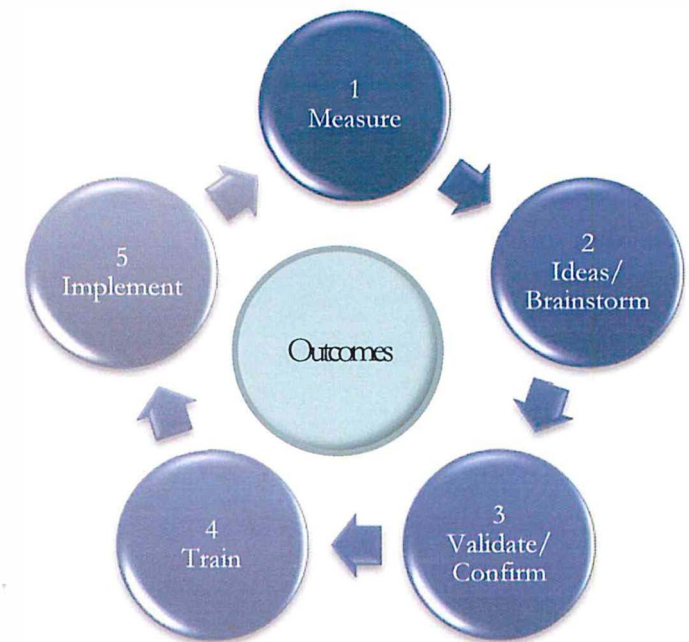
Address with an improvement plan. When performance improves, it becomes a perception gap to address with a communication strategy.



Strategy is About Action: Improve Performance to Improve Outcomes

The diagram at the right provides a framework for following up on this survey.

- The first step (measurement) is complete. This measurement helps prioritize resources and create a baseline against which progress can be measured.
- The second step is to use internal teams to further analyze the results and form ideas about why respondents answered as they did and potential actions in response.
- The third step is to validate ideas and potential actions through conversations with residents and line staff- do the ideas and actions make sense. Focus groups, short special-topic surveys and benchmarking are helpful.
- The fourth step is to provide staff with the skills and tools to effectively implement the actions.
- The fifth step is to execute the actions.
- The final step is to re-measure to ensure progress was made and track changes in resident needs.



, 2016 Topline Comparisons

	2013 Walla Walla	2015 Walla Walla	2016 Walla Walla	2016 WA	2016 WA 25,001-100k
Fire and EMS	85	87	87	84	85
Fire coverage for the community	88	88	89	87	87
Fire prevention education	78	77	78	71	70
Response time to fires	87	90	90	87	87
Response time to medical emergencies	87	89	90	88	90
911 Emergency Dispatch	-	-	87	-	-
Respectful treatment of callers	86	86	88	-	-
Thoroughness in gathering critical information	86	86	87	-	-
Caring and compassionate	83	84	86	-	-
Transportation	53	57	61	56	59
Street maintenance/repair	32	36	44	50	56
Road signage	62	63	66	66	66
Traffic congestion on the roads	60	60	62	46	44
Accommodation for bicycle traffic	62	63	68	58	63
Accommodation for foot traffic	-	65	68	60	62
Utility Services	81	82	82	79	79
Drinking water quality	83	84	83	78	76
Garbage collection service	84	86	85	84	84
Landfill services	81	82	83	-	-
Recycling service	69	72	75	79	79
Green waste collection	67	69	74	-	-
Police Department	77	81	81	73	75
Respectful treatment of citizens	78	82	83	75	77
Fair and equitable enforcement	74	79	80	73	73
Community presence and visibility	-	-	79	-	-
Response time to emergencies	79	83	82	73	77
Shopping Opportunities	53	59	61	73	79
Shopping convenience for everyday items	67	69	70	78	83
Shopping convenience for major items	43	50	53	70	79
Sufficient choices for most of your needs	48	56	57	74	80
Local Government	51	59	63	54	56
Leaders are trustworthy	54	62	65	56	60

2016 Topline Comparisons

	2013 Walla Walla	2015 Walla Walla	2016 Walla Walla	2016 WA	2016 WA 25,001-100k
Being well-managed	51	59	63	51	56
Well trained employees	61	66	68	57	58
Communicating effectively to the community	51	58	63	51	56
Spending dollars wisely	40	47	53	45	49
Being open to citizen ideas and involvement	47	54	59	51	55
Having a website that meets your needs	56	65	65	58	55
Community Events	74	76	73	61	65
Range of cultural offerings	74	77	74	62	66
Strong-vibrant art community	76	79	77	61	65
Quality sporting events	69	69	70	60	62
Variety of festivals and events	74	78	75	65	68
Opportunities for cross-cultural engagement	-	-	68	-	-
Economic Health	49	55	54	54	56
Cost of living	51	56	55	53	54
Quality of jobs	46	52	51	54	58
Affordability of housing	43	49	46	46	47
Availability of jobs	38	46	46	47	49
Stability of property values	57	61	62	59	60
Strength of local economy	54	61	62	59	62
Parks and Recreation	77	78	77	71	73
Facilities meet your needs	75	78	76	73	76
Parks/facility maintenance and cleanliness	81	83	82	74	75
Quality of recreational programs	73	74	75	66	66
Variety of recreational programs	70	71	72	64	65
Library	72	73	78	79	79
Hours of operation	63	67	71	77	76
Adequacy of resources	75	77	78	80	79
Library facility	-	80	81	-	-
Library programs	78	79	80	-	-
Library staff customer service	-	-	86	-	-
ACSI Score	59	62	63	61	60
Overall satisfaction	64	66	68	67	65

2016 Topline Comparisons

	2013 Walla Walla	2015 Walla Walla	2016 Walla Walla	2016 WA	2016 WA 25,001-100k
Compared to expectations	55	58	60	59	59
Compared to ideal	59	62	61	56	56
Community Image	69	70	70	65	66
Safe place to live	72	70	71	70	70
Enjoyable for children	71	72	71	70	70
Enjoyable for young adults	56	61	58	63	66
Enjoyable for seniors	80	79	80	72	72
Attractive	79	78	78	64	68
Great place to live	75	77	77	69	71
Great place for business	60	62	62	58	61
Growing responsibly	60	62	64	55	59
Safe place to bike and walk	69	65	70	63	64
Safe place to walk at night	56	54	59	55	56
Perfect community for me	68	70	71	64	64
An inclusive place for everyone	-	-	67	-	-
A place that supports and celebrates diversity	-	-	68	-	-

2016 Topline Comparisons

	2013 Walla Walla	2015 Walla Walla	2016 Walla Walla	2016 WA	2016 WA 25,001-1 00k
My neighborhood is well maintained	-	71	72	-	-
Recommend as place to live	69	73	73	66	66
Remain in community	79	80	81	74	70
Plan to volunteer	58	58	59	53	55
Encourage business start up	58	59	60	53	53
Support current elected officials	56	57	62	51	53

. 2016 Topline Comparisons

2016 West	2016 West 25,001-100k	2016 National	2016 National 25,001-100k
82	85	81	84
85	88	85	89
69	79	67	71
86	88	85	88
87	89	83	89
-	-	-	-
-	-	-	-
-	-	-	-
58	62	58	61
52	53	52	55
66	68	69	70
52	54	58	56
60	66	54	60
60	66	54	60
77	79	75	78
72	74	73	75
86	88	82	85
-	-	-	-
76	79	73	77
-	-	-	-
72	72	75	78
74	75	76	78
71	70	74	76
-	-	-	-
75	77	78	83
78	83	72	80
82	86	79	85
77	82	69	79
78	83	72	80
55	55	57	59
56	62	59	62

2016 Topline Comparisons

2016 West	2016 West 25,001-1 OOK	2016 National	2016 National 25,001-1 OOK
56	62	57	60
60	57	60	61
54	52	55	56
44	45	48	51
50	49	52	55
55	59	58	63
63	66	61	64
65	67	60	64
65	71	59	64
58	62	59	61
68	70	66	67
-	-	-	-
55	59	54	58
55	61	57	61
51	54	51	55
44	50	51	54
48	52	48	51
64	65	59	62
62	67	57	61
71	70	70	73
74	72	71	74
74	72	73	74
69	69	67	72
65	66	64	68
78	80	78	81
73	74	77	79
78	81	79	83
-	-	-	-
-	-	-	-
-	-	-	-
61	64	61	64
67	70	67	69

• 2016 Topline Comparisons

2016 West	2016 West 25,001-1 00k	2016 National	2016 National 25,001-1 00k
59	61	59	62
56	60	57	59
66	68	66	68
72	74	74	74
70	74	71	72
63	68	63	65
74	72	72	73
65	68	64	66
68	70	70	72
58	61	59	61
55	57	59	61
66	68	65	66
57	58	59	59
64	68	65	67
-	-	-	-
-	-	-	-

2016 Topline Comparisons

2016 West	2016 West 25,001-1 00k	2016 National	2016 National 25,001-1 00k
-	-	-	-
66	67	65	68
75	78	72	77
58	53	54	55
53	51	53	54
52	57	55	58

Open Ended Comment: What are two improvements you would like to see the City implement to improve your satisfaction with the community?

1 and 2 = Better road conditions.

1) Better recycling and environmental awareness programs (improved frequency of recycling, materials being recycled -e.g., glass, better education on recycling/composting in our community to help reduce waste and incentives for reducing waste, reduce driving, etc. It would be wonderful if the city could invest in it's natural resources and better manage it's water ways, beautify them to promote tourism/education. Check out water ways in similar small towns, for example Ashland, OR, where waterways are seamlessly integrated with main street walkways, city parks and landscape architecture. Even small changes would create opportunities for community safe spaces, educational programs, promote tourism and beautify the city. 2) investment in education. With two young children and our involvement with Walla Walla public school, it is our families experience that the public school system needs substantial improvements. Schools in different districts have varied resources, programs and access to broader outreach programs. Some with language immersion programs, some without, other with art studies programs, etc. Many of our public schools are in need of major renovation and there are few city programs that integrate with public schools to supplement learning and provide community opportunities for families.

1) Lower property taxes. 2) Less strict attention to a "beautiful" city and its associated costs, see number 1

1) More incentives for business opportunities 2) Lower (and less) taxes

1) More stores {Target!} and/or the mall being built! 2) More recycling (glass)

1) Not spend money on surveys like this one. 2) Salaries for management staff are too high

1) Roads in the residential areas 2) Less attention to Downtown improvements

1) Roads/streets improvement 2) Ban on marijuana grows in city limits. It is a miserable environment for neighbors!!

1) Weekly recycling (including glass); trash only every other week. 2) More sustainable growth policies that retain the character of the town and avoid subdivision sprawl.

1. Add bike paths - not just bike lanes 2. Improve traffic flow in area of Plaza Safeway 3. Reduce cost of water for irrigating yard

1. Address the homeless transient problem 2. Improve the school system

1. Better shopping choices other than everyday items 2. Better mid-priced restaurant choices

1. Better tier between community members of different ethnic, cultural backgrounds 2. Outdoor recreational development, especially increased trail systems

1. Bicycle lanes downtown 2. Website to summarize City Council meetings

1. Bigger stores 2. More jobs

1. Condition of roads 2. Better access to outdoor activities. Mountain biking and hiking in the foothills or along Mill Creek

1. Continue street maintenance and repair

1. Do something with the mall area 2. Deal with homeless population

1. Fix Highland Road

1. Get control of homeless and panhandling downtown 2. Sync up traffic lights through town

1. Glass recycling - we just moved here. Had glass recycling there - we've gone backwards. Hard to put glass in trash, not eco-friendly 2. Pave streets - many are in poor condition. Makes the community look impoverished to tourists

1. Green Waste Disposal for those of us who have been Annexed. We are on city water and recycling but must get garbage service via BDI therefore we have no access to the summer green waste collection. 2. Continuation of the road rework at a continuous pace.

<p>1. Improve street maintenance and repair. 2. Would like to see more music concerts or events like Gentlemen of the Road.</p>
<p>1. Improve the City's streets and high traffic intersections. 2. Increase fire/police staffing to improve the security of our local citizens.</p>
<p>1. Mapping evaluation of the course of Mill Creek under downtown 2. City ordinance requiring planting of shade trees on all new commercial, residential lots especially tarmacked parking lots</p>
<p>1. More bike lanes 2. Sidewalks need to be better maintained and repaired. 3. Better street lighting for side streets</p>
<p>1. More concerts like GOTR 2. Better road conditions (but roads have improved in 2016)</p>
<p>1. Please refrain from raising our taxes every time you want something. Here is an idea - try reducing spending instead of adding tax burden to your residents 2. Screw the homeless - most don't want your help or do not want to work or get off drugs!</p>
<p>1. Road improvements 2. No more pay raises for City managers</p>
<p>1. Road/street surface repair/replacement 2. Contract local businesses, not out of state companies</p>
<p>1. Roadways improvement - evaluate speed limits - use of traffic control 2. More shopping at mall</p>
<p>1. Seems to block improved shopping opportunities (Home Depot, Walmart went to College Place). Should have worked harder to complete swimming pool</p>
<p>1. Shopping what's up with the Blue Mountain Mall property? It's an eyesore 2. Shopping is embarrassing</p>
<p>1. Should improve buildings so they can look better 2. Should make homes for the veterans, homeless people</p>
<p>1. Street repair 2. Sustainability</p>
<p>1. Street repair and maintenance 2. Either eliminate start in parking or vbucks to park in them</p>
<p>1. The streets are always a concern (lumpy, bumpy, holes) including the sidewalks that are not in all areas which makes walking for the community not as easy. The streets signs are getting faded in some areas and trees and bushes cover some important ones like stop signs at times. 2. First I want to say Thank You for asking. I love Walla Walla. Although, it is not my hometown. It is Home to me. The schools are great, the people (except the gangs and the graffiti) I would be willing to help eradicate the graffiti....it drives me crazy!</p>
<p>1. There is a homeless problem in our town. The City seems to be enabling them at the moment. Instead of helping them up 2. Better ongoing enforcement with stiffer penalties</p>
<p>1. Year round after school and summer programs for kids, recreation and work 2. Improve adult recreation programs</p>
<p>50 meter swim pool (lap swim), around parks etc. people pick up their dog stuff</p>
<p>A pool facility for all ages, not just kids. More senior oriented activities with accessibility. Stop raising property taxes (for seniors)</p>
<p>A traffic signal on Howard/Chestnut</p>
<p>Ability to use debit/checking accounts toe-pay utility bills online. Online utility pay site very poor quality for 2016</p>
<p>Abundant job opportunities for all. Affordability for housing at realistic levels for all</p>
<p>Accommodate "caution signs" for kids with disabilities ("Deaf child at play") and more free/sponsored family events.</p>
<p>All streets with sign names</p>
<p>Allow Costco in Walla Walla (not in college place!! H.D & Walmart). Fix roads stop all the new vehicles and lazy govt workers.</p>
<p>Apply the local laws to local problems (ex. drug traffic in local neighborhoods!)</p>
<p>At the off roads clubs pictures of the lions, Chamber</p>

Open Ended Comment: What are two improvements you would like to see the City implement to improve your satisfaction with the community?

Be more open to people's opinions - don't push own agenda

Better bicycle routes, Costco (or similar)

Better City government has many mossbacks in power. Better street maintenance

Better communication to homeowners/property owners on impacts of capital transportation/road projects and contractor responsibilities to home owners

Better communication, access to information about City services. Better road maintenance (especially non arterial streets)

Better control to limit violent crimes, drugs, theft. Police not doing enough to keep community safe. Roads

Better government personnel (mayor is figure head). Less wineries. No drug sales. City Council goes with rich friends

Better infrastructure maintenance and replacement

Better marking at corner of the Abbott Road/Howard Street bike lane and turn lane. The bike lane ends about 100 feet of the intersection. There are no markings. I have almost been in 3 accidents at this location because of poor markings. If I get hit, I would consider going after the City of Walla Walla for not having good postings

Better parks, better library

Better program on street repair, up keep. Better signage in heavy traffic areas

Better response to code complaints. Reduce favoritism in inspecting. Infrastructure - bring up to date, keep it up to date

Better road maintenance. Better maintained online community calendar.

Better road maintenance. Traffic light at 3rd and Tietan

Better road repairs, not on so many major roads all at once. Make it easier for more big companies to get into Walla Walla. It would be nice to stay local for more shopping

Better roads

Better roads and lower property taxes

Better roads, less crime-gang activity

Better roads, more availability to major stores/mall

Better roads. Do something with the mall

Better roads. Have better stores (Costco), a nice mall

Better roads. Less expensive garbage rates

Better roads/sidewalks. The pool is coming, hooray!

Better shopping

Better streets conditions (noted that it is improving very slowly). Lower property taxes.

Better streets, mall

Better sync of multiple traffic lights on Poplar Street. Better and more leaf pickup system - using a front end scoop tractor sucks

Better transportation grid, and better economic opportunity/cost-effective living

Better use of the money that they get. Street restoration/maintenance

Bicycle and pedestrian safety

Blue Mountain mall

Bring additional retail options to better meet spending needs. Keep spending local. Improve streets and traffic flow

Bring the union wages/scales back to reasonable levels

Change policy on new business creation. Fix the streets

City management needs to "reach out" to citizens at coffee and socialize more outside of their office

City of communication directly to home (other than via Union-Bulletin). Fiscal responsibility (no debt). Consistent building code application. Small business friendly
City streets maintenance, green waste pick up!
Clearer communication about road improvements plan. I know they won't all be fixed at once, but at least seeing a plan helps
Code enforcement of loitering, graffiti, driving infractions, housing use. Lower utility bills and taxes
Community event center, expand Pioneer Park, youth outreach programs
Continue improving roads
Continue road/street improvements, increase police presence. Better economic and family wage jobs
Continue street repair. Help elders, disabled.
Continue to extend bike paths/lanes
Continue with street improvements on the worst main street usages. Better use of monies collected for the things for which they are collected
Continue work on streets
Continuous street repair improvements. Shopping mall reinstated
Control gang violence, enforce that cars stop at crosswalks
Cops that are not scared of criminals/show up quickly/ theft and gang violence. More youth activities
Cost of living, utility bills are too high. Better infrastructure, parking continues to be an issue
Crack down on drugs, gangs and homeless
Crack down on gangs, criminal activity
Create a truly safe walking and biking community. Better barking dog regulations and better enforcement of barking dogs
Crime graffiti cut back, more shopping, cleaner community
Customer service at water billing location
Development of larger retailers. An ability to set up utility auto-pay online
Do a survey on we seniors so that we then have a more successful lifestyle instead of squandered what basic income we get for health, dental, medical 2. Do get the tent people positioned so they do not detract from Valley
Do away with the homeless camp. Keep replacing streets
Do not allow Madison Park encampment on Pine
Don't know
Down town parking
Easier pedestrian crossing structures --- tunnels, sky bridges, more crosswalks
Eliminate gang activity, make "livability" as important as tax expenses
Eliminate homeless unemployment. Increased emphasis on policing local drug gangs
Encourage more real "shopping" stores as opposed to more wine shops. For someone who does not sue wine, there is almost no reason to go downtown. People have to go to Tri-Cities
Enforcement of refused public nuisance codes, better recycling program
Entertainment for young adults. Street maintenance
Everything is for wine/alcohol. Let's pray kids have nothing to do but flatten tires on our vehicles
Extended library hours, facilities. Better animal control, enforce fireworks rules!
Faster road construction/more road construction
Fewer trees Downtown, better lighting for streets
Finish street surface from Fern Street to Center Street. Clay Street is needing repair
Fix broken/burned out street lights

Open Ended Comment: What are two improvements you would like to see the City implement to improve your satisfaction with the community?

Fix my curbs and street they broke so as not to have a hole full of water out front!

Fix residential streets, not just business thoroughfares. Stop fishing for accolades and honors, and do some work

Fix roads

Fix roads. Let more businesses come in to create jobs. Cameras in schools to protect children from predators/bullying

Fix roads. Repair roads

Fix the huge puddle in front of my house. Allow vacation rentals without license/restrictions

Fix the mall. No roundabout at Plaza Way

Fix the roads! Fix the stop lights! They need arrows to go left!

Fix the roads! They're embarrassing. Fix the Mill Creek area through Downtown. The parking lots above it

Fix the roads. Have bike paths - get bikes off roads like Mill Creek. Too dangerous for all

Fix the streets

Fix the traffic pattern through Downtown. People are running red lights. Plow snow before it freezes! Need jobs/commerce aside from wine tourism

Fixing roads that need to be done, rural roads

Focus on young adult programs, child improvement programs

Follow through with the programs, etc. we vote for. Fix the City roads

Follow up on crime, listen better, understanding

Free recycling and compost. Improve bike paths along Mill Creek through town

Gang prevention, education and rehabilitation. Especially in the schools. Also, there should be a wider variety of shopping choices and availability.

Gangs - control them. Homeless persons

Gangs. Homeless a drag on local resources. Traffic @ major intersection (plaza, Tietan, 9th)

Get rid of no left turn, no right turn on lights. Clean up and get new stores in mall. Fix streets

Get the gangs out of town. Improve the streets in town

Get the mall up and running. Would like more dress shops

Get the swimming pool done for the children! Keep it up!

Get the water infrastructure under control as far as pumping losses or efficiency of water delivered is concerned while keeping water and sanitation rates stagnant. Extend the bike/ped only trail from Wellington/Rainier up to the airport area.

Glass recycling

Glass recycling and better maintenance of streets

Glass recycling and road improvements

Glass recycling, expand Farmer's market to Saturday and Sunday

Glass recycling, extended library hours on weekend

Glass recycling, faster broadband internet

Green recycling, leadership intent (i.e. Wineries to Commissioners, fairgrounds to commissioners)

Help homeless people more. Don't like angle parking downtown - very hard to see when backing out

Help reduce poor/homeless population and reduce crime/gang related activity

Highlight good acts of City employees in the utility bill

Homeless housing

Honestly, more family restaurants - steak houses, seafood. Better shopping choices

Howard Street near Alder needs to be repaired, has needed it for 20+ years

I do not approve of the homeless camp. I've had several negative interactions with dispatch

I have lived here for 52 years, I love it here!

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I know parking improvements have been worked on but we need more. Many times I can't find a spot, I am willing to walk several blocks

I loved the idea and implementation of GOTR, bringing these sorts of events to the community is excellent and provided me the benefits of a city, while living in a small town. I would love to continue to improve the bike ability and walkability of WW through sidewalks and bike lanes.

I would like Christian Concerts

I would like to see more pedestrian-friendly intersections on the major streets in town such as Alder, Poplar, and Main.

I would like to see the City encourage the development of "Pocket neighborhoods." I would like for Walla Walla to become a "sanctuary city"

I would like to see the mall built

Ice rink! New pavement, not patch!

I'd like to see the city make more efforts to attend to the interests and concerns of the most vulnerable - the poor, POCs, and the LGBTQ community.

Improve quality of streets. Street I live on is terrible

Improve streets

Improve the business environment by acting on development applications more quickly. And consistently listen to the whole community when making policy decisions

Improved housing for the homeless population. Improved educational system - teach kids to think and evaluate information, not just to learn fares

Improved roads. Effort applied to all park ground works

In building inspection/permitting, there needs to be a spirit of education. As it is, it feels as if they intentionally try to make things hard

Include glass in recycling. Improve timeliness in picking up leaves left in street for recycling.

Infrastructure - less chlorine tasting water. Better access to Mill Creek Rec. Center

Infrastructure and code enforcement improvements

Keep panhandling out of the Downtown/tourist areas. Better utilize the empty business fronts on main streets

Keeping up with parks and road work

Kids and teens activities and programs

Leave more farm animals within the city. Allow preventive fires. Encourage neighborhoods become more like small communities to create support for elderly and needy.

Less focus on wine more focus on City roads. The history of the well sewer union

Less gang activity, less drug activity

Less taxes, affordable housing, better roads

Less wineries, less gangs

Let a good hiring company like Costco, who would provide a base for employment in town. Kick aside anymore wine tasting rooms as they don't provide a good base to employ people

Let people know what City does with money at different festivals

Library hours longer, a better facility, affordable housing

Library needs to be open at least 6 days a week, if not every day

Limit the number of wine tasting rooms...too many. Would like to see more variety of stores

Listen and serve the blue collar workers and not just the tourists/wineries Need to bring more industry, good quality jobs to afford the expensive house/food that the wineries have created- groceries in neighboring communities are cheaper. I saved \$40 shopping Walmart in Richland.

Longer library hours, roads fixed more quickly, and better than just "asphalt patchwork"

Open Ended Comment: What are two improvements you would like to see the City implement to improve your satisfaction with the community?

Low income housing. Control number of vacation rentals

Lower sewer charges. Fix more roads

Lower taxes and fees

Lower taxes and utility charges

Lower the water rates. Bring in second airline carrier, especially one that travels East

Lower water bills, it's so expensive to use. Why? Paint on roads would help to see

Make sure people you hire as police or anything for the City the police lean true respect no matter race or lifestyle. Equality - no class system. We are not treated equal

Make Walla Walla more about farming like it used to be than the wine industry. Bicycles do not run this town!

Mall, road repair

Management of gang violence. Keep homeless population out of business district. Offer incentives to people living in historic districts

Minimize gangs - deal with homeless situation that minimizes negative interactions

Modern traffic intersections and controls

More activities for young kids on up to young adults more shopping choices not having to drive to Tri-Cities

More affordable housing options

More affordable rental housing. Higher quality and safer infrastructure for pedestrians and cyclists.

More art. More options to attract the folks ages 25-35

More bicycle friendly- I've seen new bike lanes! Thank you!

More clothing stores, more things for kids (shopping)

More community events

More community gardens. Road improvements

More concerts

More cultural events. More shopping needed. Law enforcement need better attitude towards general public

More diversity in retail - not so much tourist centered - we need a Costco, an Olive Garden. If you want to keep money here then have retail for the people that live here. Would bring businesses from Pendleton/Dayton/Milton, etc.

More Farmer's Markets in parks on different days of the week. Winter Farmer's market

More focus on needs of residents. Not suited to meet that

More frequent leaf pickup

More GotR-type events. More cross-cultural events. Expose Mill Creek Downtown. Glass recycling. Trees in the new Isaacs center. More fits in and out of Airport Lane

More historic housing/building renovations

More inside housing for homeless so we don't need to have a storage-shed facility. Cover up graffiti more efficiently. Don't allow City Council members to vote on personal projects (example: above stated facility)

More jobs

More kids activities, better roads

More LGBT awareness, culture. More parks and recreation

More lighting on 5th Ave, N 4th Ave

More living wage jobs. Anchor stores like Costco and Trader Joe's

More of our roads need to be fully re-done. Very hard on our vehicles which can cause damage to cars

More opportunities for multi-cultural engagement and then marketing such events so everyone knows about them

More parking downtown, reducing beggars and homeless

More parking downtown. More bicycle lanes. Love the change to diagonal parking on Older Street

Ogen Encl 6omment: nat e twa,iml,lt flemen'fs1lotf balcl llke to,seet e ilJm le entto imJlliOve o mr' satisfac'flonwitrUlfiecoInmordt

More parking near Cordiner Hall. Multiple events in that area almost always make parking impossible. Right hand lane near the 4 way stop Wa-Hi needs to be taken out entirely

More patrol around neighborhood, street cleanliness

More police officers, clean up the mall!

More police patrols to help against theft violence

More PR for middle school and teen girls. More bilingual opportunities

More recycling of other materials, more kid-friendly/family-friendly places

More roads repaired, enforce parking rules on residential streets, winter weather clean up on roads, more music festivals, more downtown parking for all day employees:)

More security in schools and parks

More shopping and dining facilities. Continued road improvements/repairs.

More shopping choices

More shopping choices. Go to College Place for most things except food. A Costco would be great!

More shopping. Mall would be wonderful

More shopping. There are a lot of stores that would be helpful locating here. Street improvements. So many streets are horrible (Isaacs and Plaza Way to name two). Lower property taxes also would be nice. They are a lot higher than where I moved from

More shopping/restaurants

More sidewalks near schools. Fix street lights

More supervision at Pioneer Park and add benches around the Aviary. We have a beautiful park but too much damage is occurring at night. More street maintenance in residential areas. Get rid of the gangs

More teen-friendly facilities, more concerts

More volunteer opportunities. Fix Plaza Way intersection/congestion. Reduce/assist homeless population more

Much more for youth. Basically, you have the two skate parks and the after school programs at Lincoln. This town has historically depended on local churches to fill in the slack. That's not community involvement or investment into youth by the city. Wonder why most youths leave this town when they become adults(?), there's nothing here for them.

Need more lakes to fish nearby

Never should have opened pot stores, we are attracting too many homeless

New blood in City Council

No comment

No homeless camp/pan handlers. Safeway, Albertsons. No gangs. Fix my street

No more roundabouts. Fix the streets

No more wineries. Fix seven lines so we don't have holes in alley that can't be filled no matter how much is put in them

Not concerned with those who live here enough to win industry plan streets to a minority instead of major population. Bike paths are not a priority

Not enough recycling - need weekly pickup. Shopping is bad - mid-level restaurants bad

Not so many food options. Cost of living in town

Not sure

Not sure of any

Parking

Parking downtown. Better prices on co-ed/men's softball

Pick up leaves. Trim trees that have dead branches/trees on the streets

Police department

Open Ended Comment: What are two improvements you would like to see the City implement to improve your satisfaction with the community?

Police enforcement of all laws - do not ignore some problems. Complete review of all City expenditures. Cut costs where expenses have least impact. Reduce expenses, taxes and salaries
Politics. Two many chiefs, less Indians. Peace in City Hall
Pot holes are a formidable problem in this town, all over. Library is small for a community of this size, is there no way to integrate with the county and possibly University libraries to enlarge the available materials and possibly supply holds via mail?
Potholes in streets
Programs acknowledging Walla Walla's drug issue
Promote culture of pedestrian and bicycle safety. Enforcing traffic laws. Public service media on road rules. Enforcing codes on clutter on residential property
Put at least 1 set of stop signs at all residential intersections. We'd rather have a Target than Kmart, Shopko or Walmart. The bathrooms at the public parks are seldom open
Put strict limits on VRBOS. Improve leaf, snow removal
Quality of roads need to be worked on, potholes, etc.
Rebuild Highland road, pothole patches just don't cut it
Recruit and keep physicians at Providence St. Mary's. Support (with laws) the medium and small businesses in Walla Walla
Recycle glass. Better roads-especially for those of us on bicycles. Potholes suck!
Reduce impact of homeless on neighborhoods
Reduce your water, sewage and garbage rates by a third
Rentals too high. More housing for seniors
Repair streets before they are totally trashed
Repair the roads. Police to stop speeding on Old Pant (Howard)
Repairing streets
Replace City Council!
Road improvements and maintenance. Community sponsored events highlighting families, community togetherness. Not wine stuff
Road improvements paving, our roads are better but a lot need repair. Street lights that work at night. Not go out at sundown
Road improvements, reduction in gang activity
Road infrastructure. Gang control
Road maintenance and greater acceptance to out of towners.
Road maintenance, dog barking control
Road maintenance. Do not spend City money enabling the homeless population
Road quality
Road repair
Road repair on streets other than main routes. Flashing left turn signals
Road repair patching is not done well. Use nuisance laws to deal with derelict homes
Road repair, bike trails
Road repair. Removing homeless people
Road repairs. Child activities for all ages
Road, street repairs. Crime prevention
Roads are not up kept well. More higher paying jobs
Roads are the worst, better roads
Roads improved

Open Ended Comment: What are the most important things you would like to see the City improve on? **NO** your satisfaction with the community

Roads need work
Roads! Roads!
Roads, and water sewer garbage (City of Walla Walla)
Roads, schools
Roads. More activities for youth
Roads. Roads
Safety in schools, on the streets and in business'
Shopping
Shopping center, sports activities (facilities) for youth to adult
Shopping mall
Shopping options and street repair
Shopping, multi-cultural events
Shopping. Keep fixing streets (last 3 years doing much better)
Side streets, roads need to be fixed
Sidewalks all the way around Pioneer park with no parking on the sidewalk that is there (by the playground). More community events in parks
Sidewalks and curbs installed on streets without them, for the safety of the children living and playing on these streets. Traffic lights should only be flashing red or yellow between midnight and 6:00 a.m.
Sidewalks on all City blocks - City limits expanded
Small public swimming pools for kids. Shower/mailing receptacles/food for homeless
Some improvements would be to avoid leaving the garbage and recycling containers in driveways
Some low cost housing that is safe. When prisoners get out of prison they need to be sent back to the County they were sentenced from
Spend where we can see it. Roads are terrible, shopping, stop spending money to encourage to support the drug, crime camp
Stop gang graffiti, stop gang violence
Stop signs. New drivers are not stopping or yielding at unmarked intersections
Stop spending on pools and such. Stop spending on wine
Stop the punks from tagging everything. Get more police to patrol the bad neighborhoods and keep the punks in jail!!!
Stopping the graffiti - cleaning it up ASAP. Not leaving it for weeks
Street alley maintenance. Alley pavement. Getting gang graffiti under control
Street department, picking out the right area for infrastructure City Hall. Large print on billing for people with poor vision
Street improvements ignored for years, finally started. But playing catch up for another 10 years. Too much traffic. Allowed by WA-HI restrictions should be put on age 16-18 drivers
Street infrastructure. Co-op with co-ops engineering in Mill Creek project
Street lighting around town. Better communication around local events, organizations
Street maintenance, less regulation
Street maintenance, mainly repair. Repairing more than just the main roads. More recreational programs, more variety for children and adults
Street maintenance. New stadium
Street repair - would like the City to encourage more new businesses, except no more wine businesses, enough with the wine
Street repairs

Open Ended Comment: What are two improvements you would like to see the City implement to improve your satisfaction with the community?

Streets and homeless drugs
Streets and roads, traffic signals
Streets are in major need of repair. Streetlights are needed at some intersections (3rd Ave and Tietan)
Streets, housing
Streets, streets, streets
Streets, zoning, planning
Streets. School administration
Stricter control of beggars. Stricter control of downtown commercial publicity
Support/promote small business nonprofits. Job training and opportunities for youth, mentor youth. Volunteer opportunities. Preserve/promote local agriculture. Clarify recycling so it's not trashed
Swimming pool - it will be open next year. Need to be open more days than it is projected for next summer. Golf course - city needs to improve (i.e. cart paths)
Take better care of our roads and reverse the decision to reduce traffic lanes on Isaacs St. It's not uncommon to be stuck at a traffic light with 2 lanes of traffic. Single lane traffic will be a nightmare. Alder has a perfectly suitable bike path.
Take care of roadway potholes in a timely manner. Street lighting could be better on less visible roadways
Teen activities, improve housing for homeless, low income, indigent
Terrible state of roads in residential areas needs addressing. Bring together racial communities
Thank you for the new streets - I know it takes time, money; other streets needing repair are horrible to drive on. "Being patient"
They are doing what they can with the funds that they have, and that is enough
Time the traffic signals and improve roads for cars
To bring in more business. To diversify our businesses
Too high water bills - many people can't water lawns
Traffic around schools
Traffic control. No pool
Traffic lights timed
Traffic/law enforcement, street improvement
Transportation planning - traffic flow issues. Retail businesses= higher end stores, restaurants
Trim trees/shrub around traffic signs. You can't see signs on Alder/Bernie Drive
Unbiased newspaper and more notice of events happening in Walla Walla instead of an announcement in the newspaper the day before the event.
Vacation rentals, permits
Vagrants eliminated from Downtown. Eliminate camping in City. City encourages drug and alcohol use in homeless camps. Allow police to arrest aggressive panhandlers, loiterers
Veterans Memorial Golf Course. Needs new maintenance facility, improve greens
Walking bicycle paths separate from cars
Walking, biking trails improved. Other picnic shelters at parks
We have heard about the old Blue Mountain Mall being cleaned up and reopened but nothing ever happens. We still have to travel to Kennewick for Target and their mall. It is ridiculous that a community of our size does not have more shopping opportunities.
We need much more affordable housing for people on fixed/limited income
We need to do concerts
We would like to find a way to lower our water/garbage bill. Maybe change pickup to every other week. We'd also like to see a bike lane on Isaacs Street

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When installing temporary signage related to road construction, put signs in earlier in travel routes to allow us choices to alternate routes vs. "Road Closed" at sites. Add electric signs to describe closures/suggest alternate routes

When it snows, clear main streets

Work on roads in areas less influential. Relocate the homeless camp to the airport area.

Work together with the County. Have facilities open after hours to help give the opportunity to get in office

Would like to see better communication regarding money spent when public money is used, listen to them

Would love to have our mall re-open. More job opportunities

Youth at-risk services/homeless shelter. Young adult music/arts/teen center