

# **City of Walla Walla Engagement and Priority Assessment**

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December 21, 2017



# Background on Cobalt Community Research

- 501c3 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 2013-2016 Citizen surveys

# Bottom Line

- Most dimensions surveyed saw improvement between 2016 and 2017
- The City has solid performance and meets or exceeds regional and national benchmarks in many categories
- 2013 Walla Walla ACSI Score = 59
- 2016 Walla Walla ACSI Score = 63
- 2017 Walla Walla ACSI Score = 66
  - Washington (25,000-100,000 residents) = 61
  - West = 62
  - National = 63
- There are several areas where improvement can have significant impact on engagement:

<b>2017 Drivers:</b>	<b>2016 Drivers:</b>
City Government Management	City Government Management
Economic Health	Economic Health
Utilities	Police Department
Shopping	Library
- 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



- 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

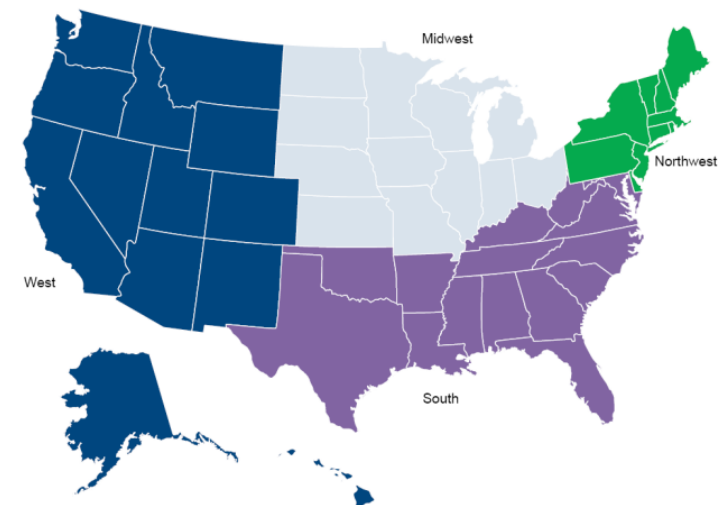


- Department of Education, Federal Student Aid
- Department of Energy
- Federal Emergency Management Administration
- Federal Trade Commission
- General Services Administration
- Health Resources and Services Administration
- Internal Revenue Service
- Municipal-owned Utilities
- National Aeronautics 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, companies, federal agencies)

Census Bureau Regions

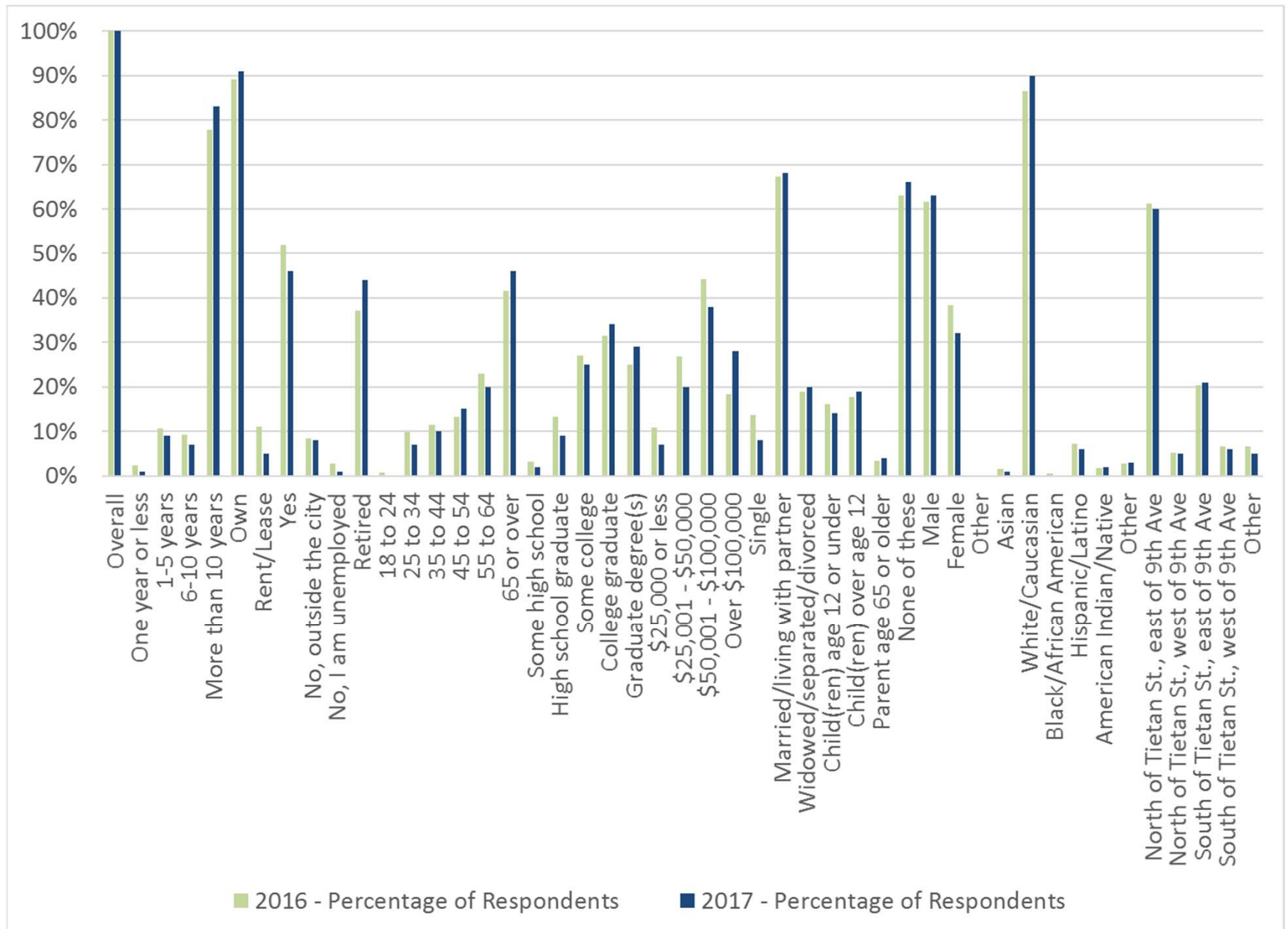




# Methodology

- Random sample of 1500 residents drawn from utility billing records
- Utilized [www.random.org](http://www.random.org), a well-respected utility used internationally by many universities and researchers to generate true random numbers
- Conducted using two mailings in November and December 2017
- Valid response from 472 residents, providing an exceptional response rate of 31 percent, and a conventional margin of error of +/- 4.5 percent in the raw data and an ACSI margin of error of +/- 1.9 percent
  - **Note:** National surveys with a margin of error +/- 5% require a sample of 384 responses to reflect a population of 330,000,000
- 2017 contained 16 responses from C2C. This data is not included in the calculations on the following pages

# Respondent Profile – Similar to prior years



# Preserving Voice: Looking Into Detail

## City of Walla Walla 2017 Core ACSI Scores Scale 1 to 100

		Utility Services	Drinking water quality	Garbage collection service	Landfill services	Recycling service	Green waste collection	Police Department	Respectful treatment of citizens	Fair and equitable enforcement	Community presence and visibility	Response time to emergencies	Shopping Opportunities	Shopping for everyday items	Shopping for major items	Sufficient choices
2013 Overall Satisfaction		81	83	84	69	81	67	77	78	74	-	79	53	67	43	48
2015 Overall Satisfaction		82	84	86	72	82	69	81	82	79	-	83	59	69	50	56
2016 Overall Satisfaction		82	83	85	83	75	74	81	83	80	79	82	61	70	53	57
2017 Overall Satisfaction		84	85	87	84	72	74	82	84	81	81	83	62	73	53	58
2017 C2C		86	90	92	86	79	84	81	82	78	86	78	71	79	60	73
Age	18 to 24	100	100	100	100	100	100	89	78	100	78	100	67	-	67	-
	25 to 34	78	81	79	81	56	57	77	78	76	77	76	47	59	44	38
	35 to 44	81	86	86	84	52	63	81	83	77	82	85	57	71	45	53
	45 to 54	84	81	88	86	72	79	81	83	80	82	83	65	75	56	63
	55 to 64	83	84	88	82	73	74	80	81	78	81	81	64	76	56	60
	65 or over	86	87	90	85	79	77	84	87	85	82	86	62	72	54	60
Income	\$25,000 or less	82	77	86	81	76	74	79	80	78	77	81	79	84	77	77
	\$25,001 - \$50,000	84	82	87	83	78	72	81	81	79	80	82	63	70	58	60
	\$50,001 - \$100,000	83	84	86	84	71	74	81	83	80	80	83	60	72	51	56
	Over \$100,000	85	89	90	84	67	77	86	87	84	86	87	59	72	49	55

Consistent Scores  
Regardless of  
Demographics

Checked Scores  
that Vary by  
Demographics

# Results



# Comparing 2017 and 2016

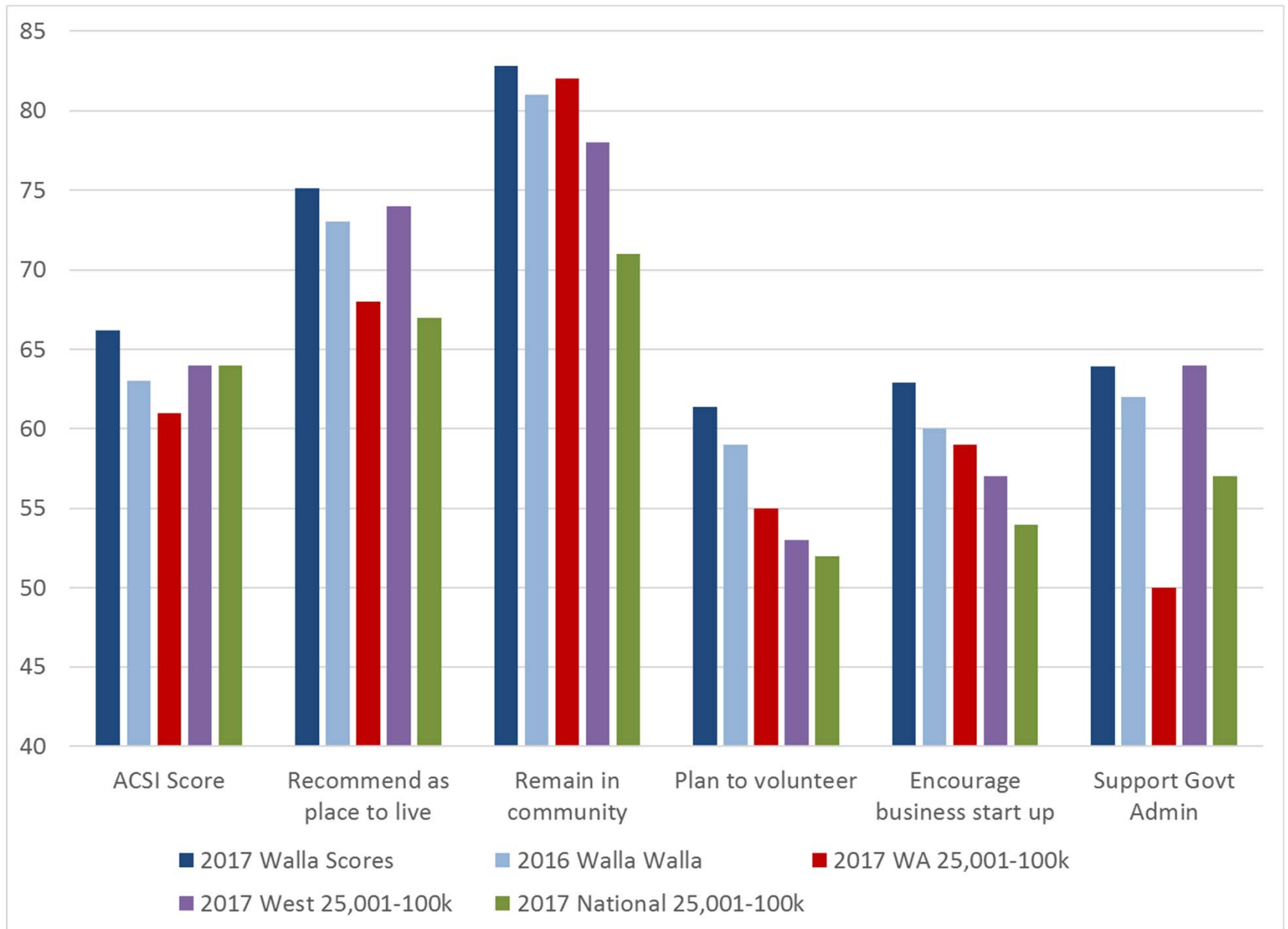
(High score = 100)

## 2017 areas with strong impact on overall engagement

	2017 Walla Scores	2016 Walla Walla	Change from 2016	2017 WA	2017 WA 25,001-100k	2017 West 25,001-100k	2017 National 25,001-100k
Fire and Emergency Medical Services C	86	87	→ -1	82	83	86	84
911 Emergency Dispatch Overall	87	87	→ 0				
Transportation Overall	62	61	→ 1	59	58	61	61
Utility Services Overall	84	82	↑ 2	80	78	74	77
Police Department Overall	82	81	→ 1	77	78	83	78
Shopping Opportunities Overall	62	61	→ 1	71	65	73	77
Local Government Mgt Overall	68	63	↑ 5	59	58	58	62
Community Events Overall	76	73	↑ 3	63	59	71	65
Economic Health Overall	57	54	↑ 3	55	55	57	58
Parks and Recreation Overall	80	77	↑ 3	72	69	77	74
Library Overall	79	78	→ 1	81	79	76	81
ACSI Score	66	63	↑ 3	64	61	64	64
Community Image Overall	73	70	↑ 3	70	69	75	69
Recommend as place to live	75	73	↑ 2	69	68	74	67
Remain in community	83	81	→ 2	79	82	78	71
Plan to volunteer	61	59	↑ 2	59	55	53	52
Encourage business start up	63	60	↑ 3	59	59	57	54
Support Govt Admin	64	62	→ 2	56	50	64	57

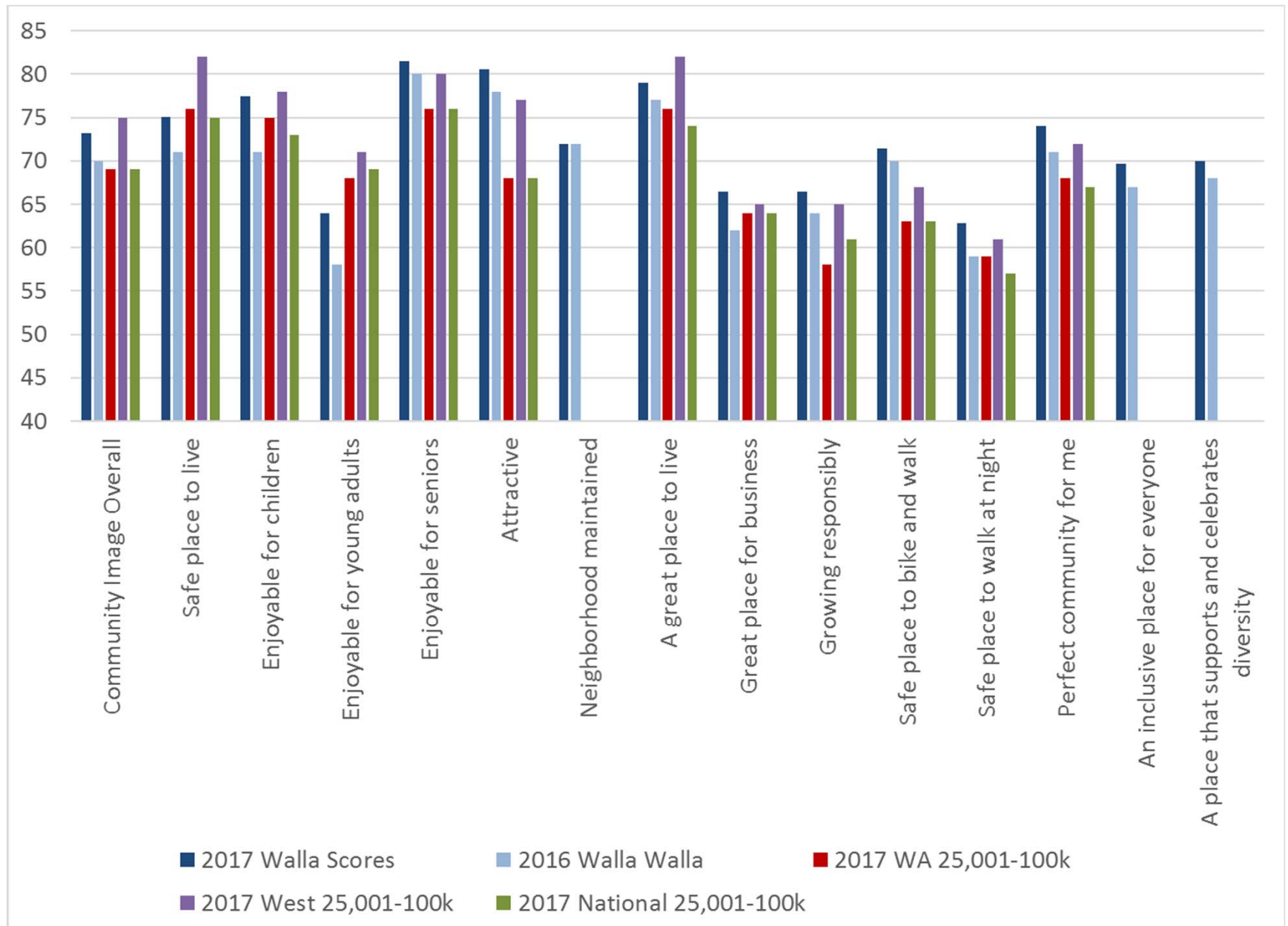
# Outcome Behaviors to Benchmarks

(High score = 100)



# Community Image to Benchmarks

(High score = 100)

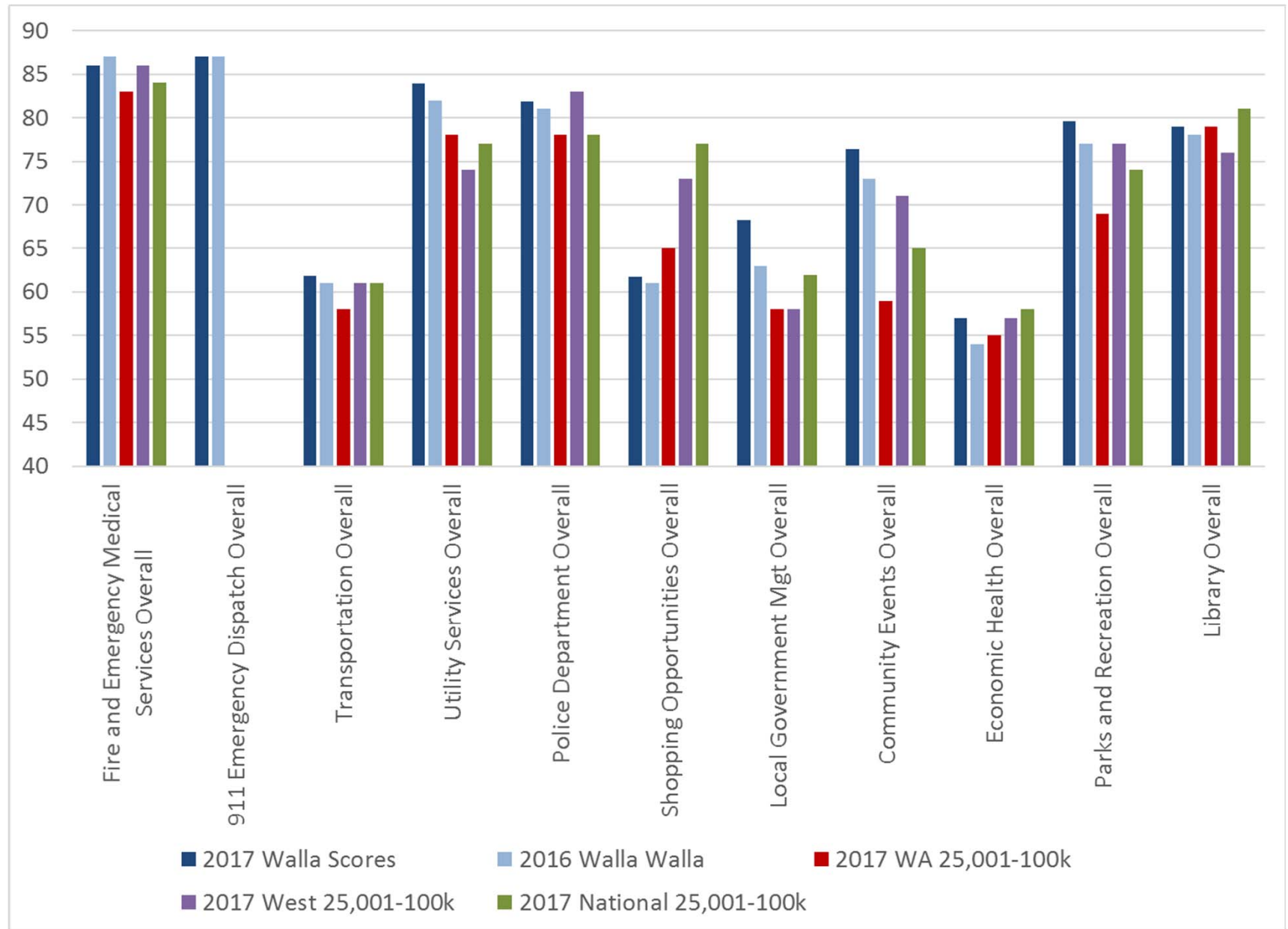






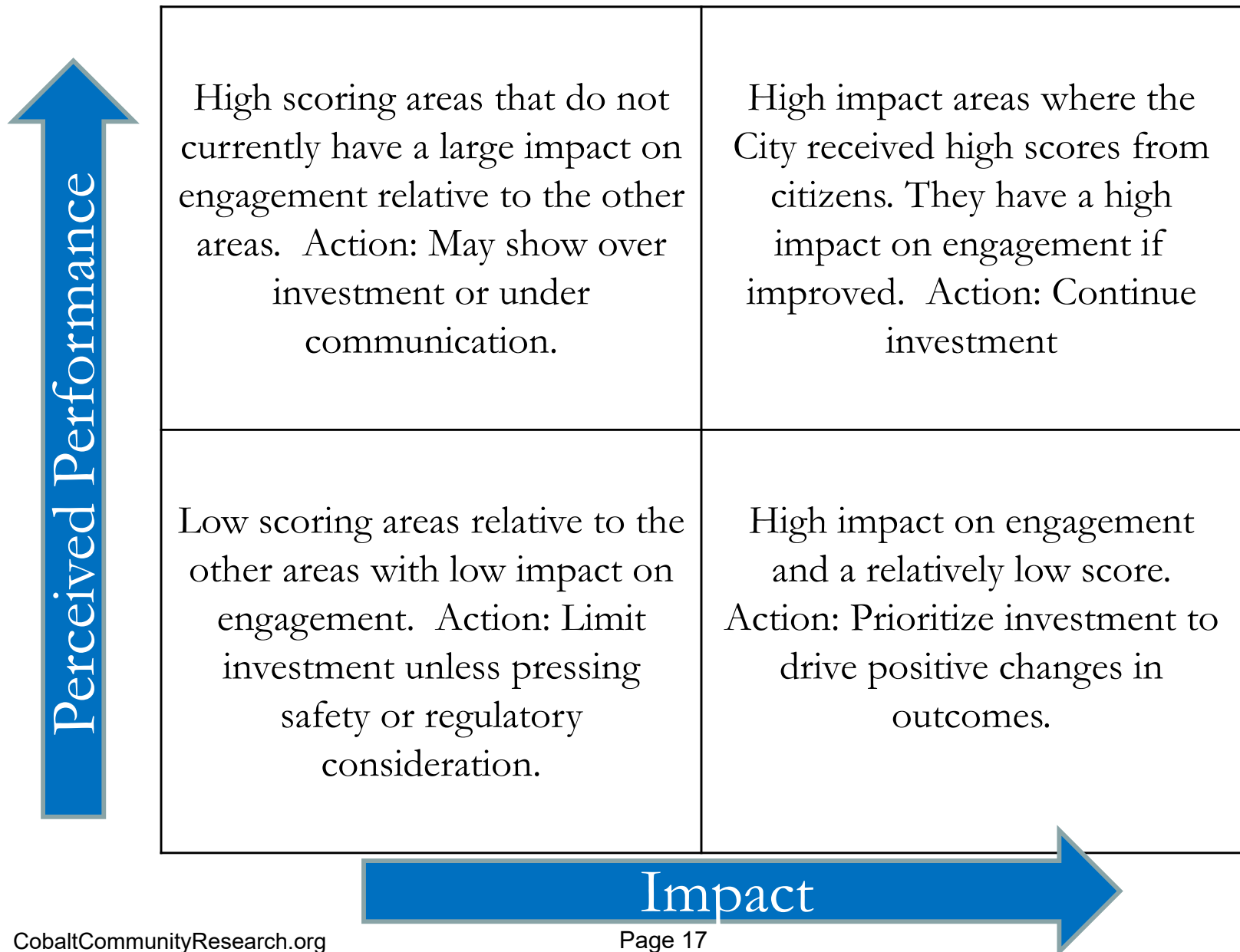
# Quality of Life Components to Benchmarks

(High score = 100)

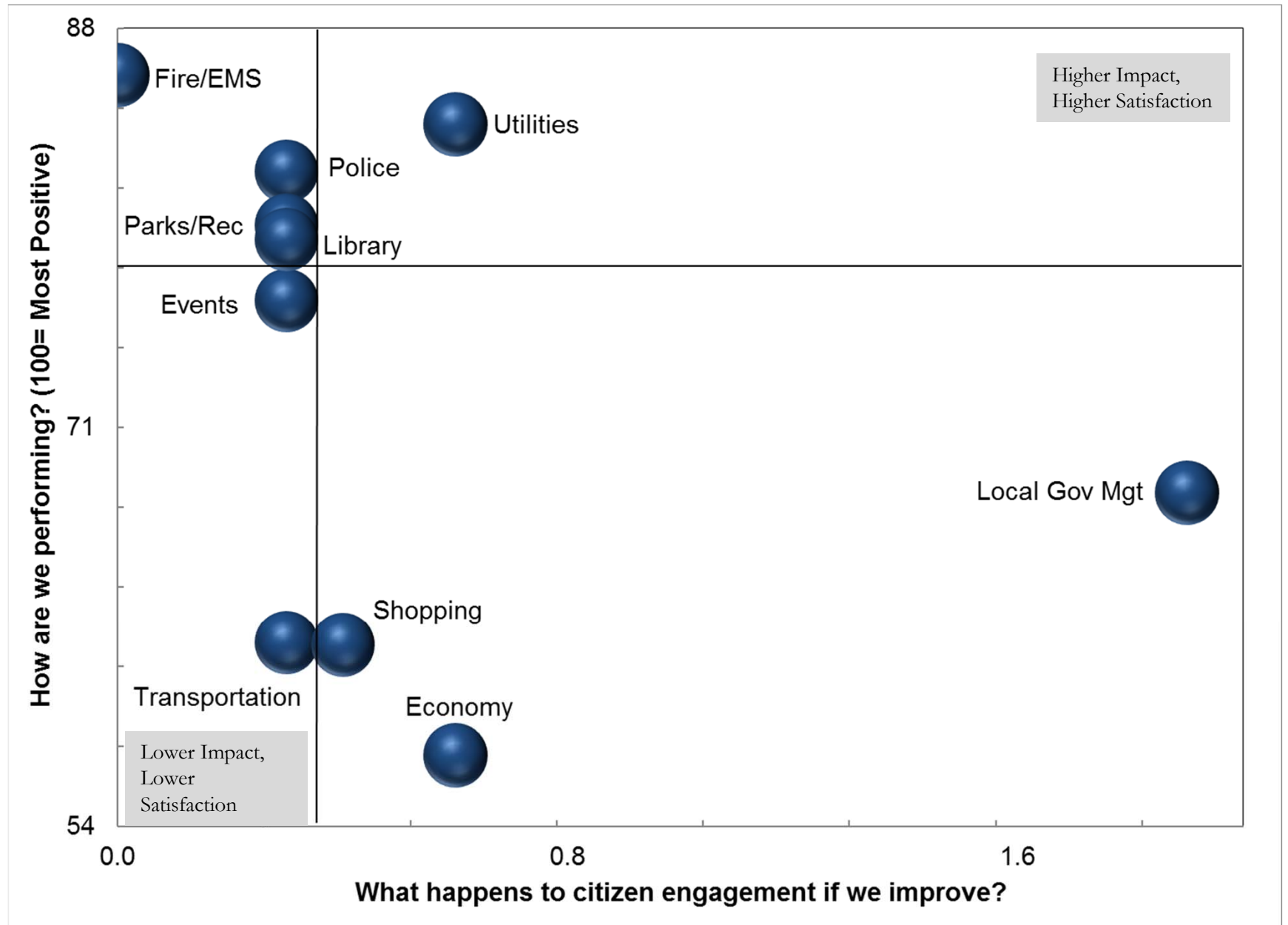




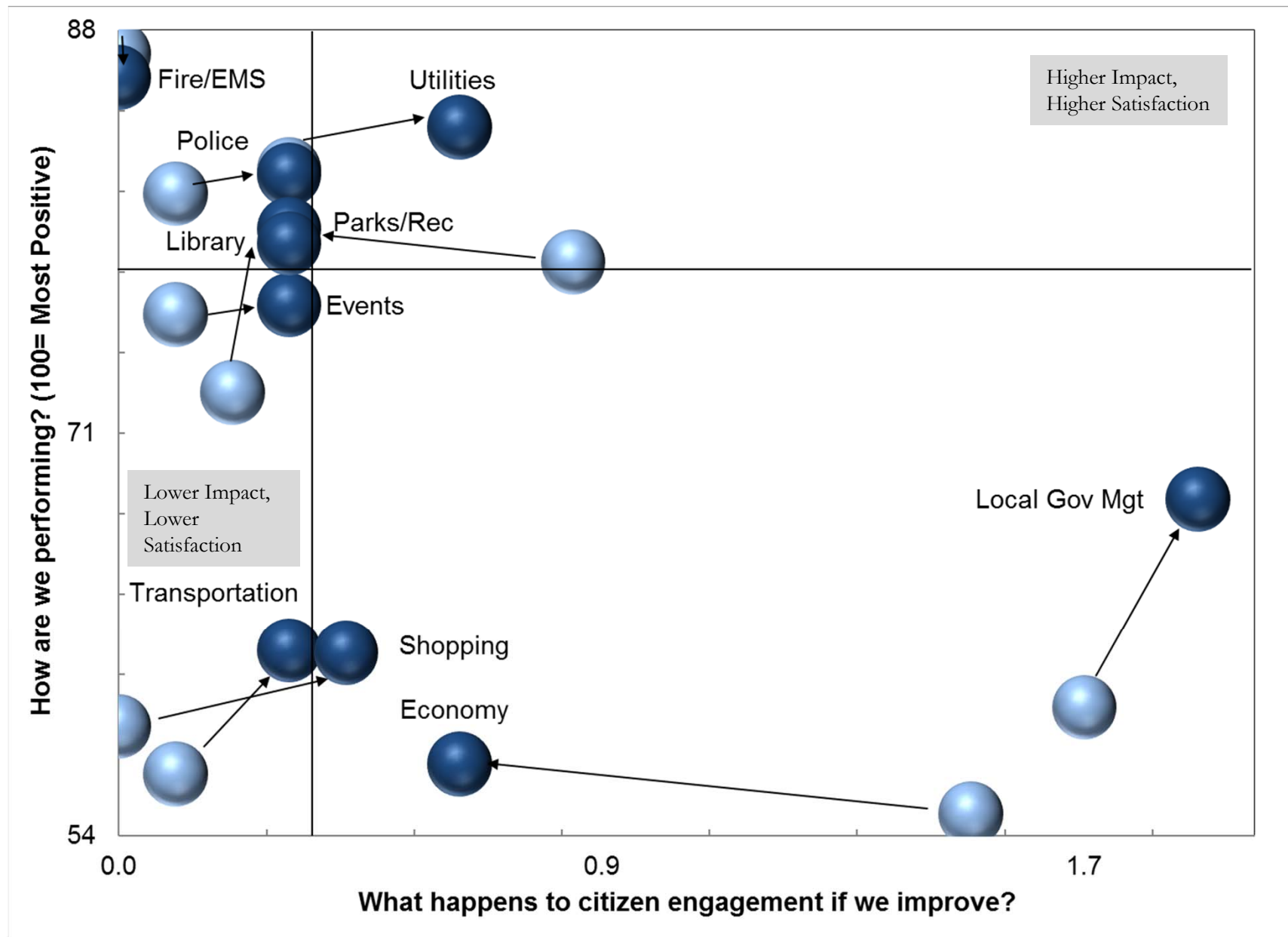
# Understanding the Charts: Community Questions – Long-term Drivers



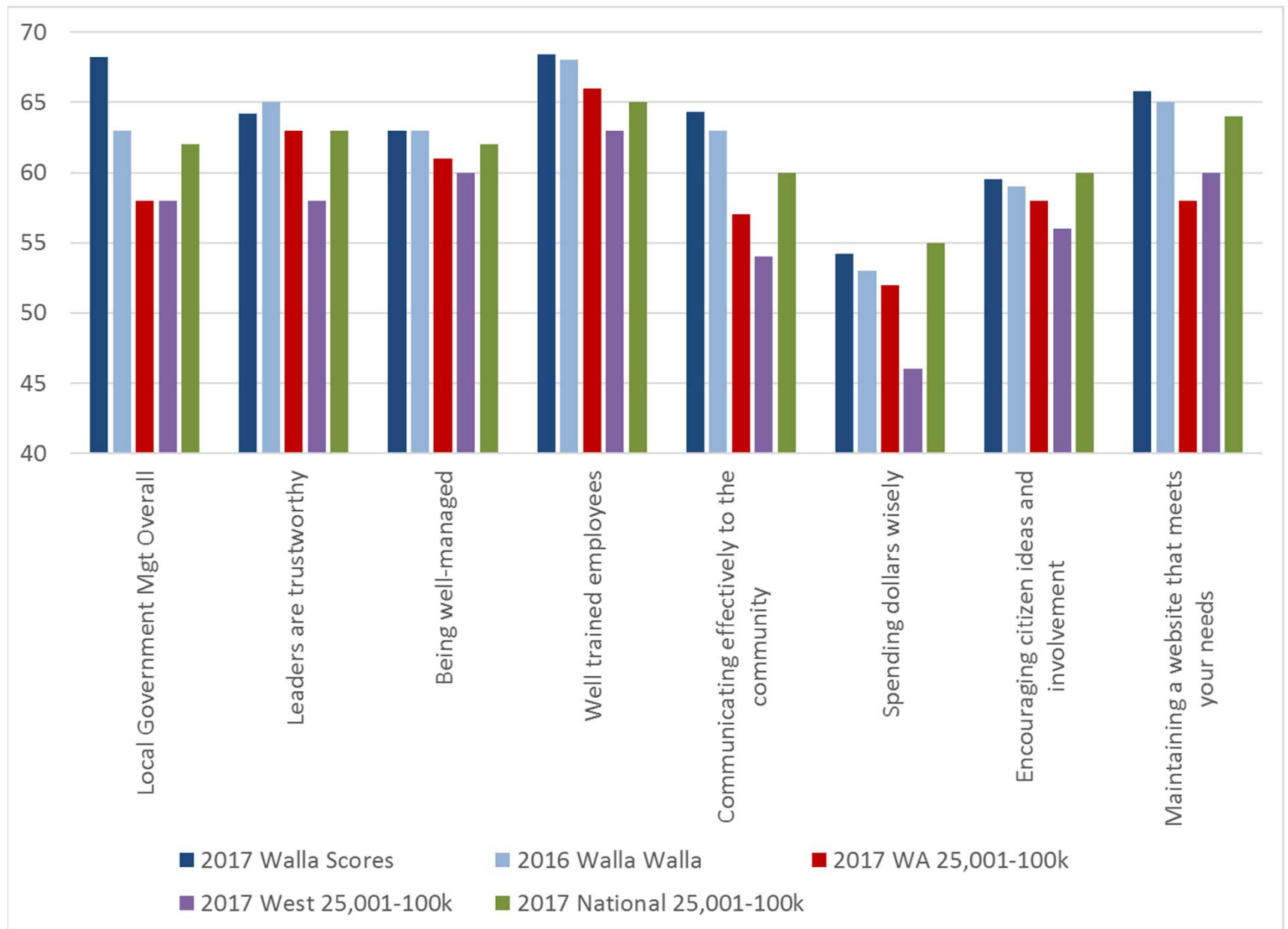
# Drivers of Satisfaction and Behavior: Strategic Priorities



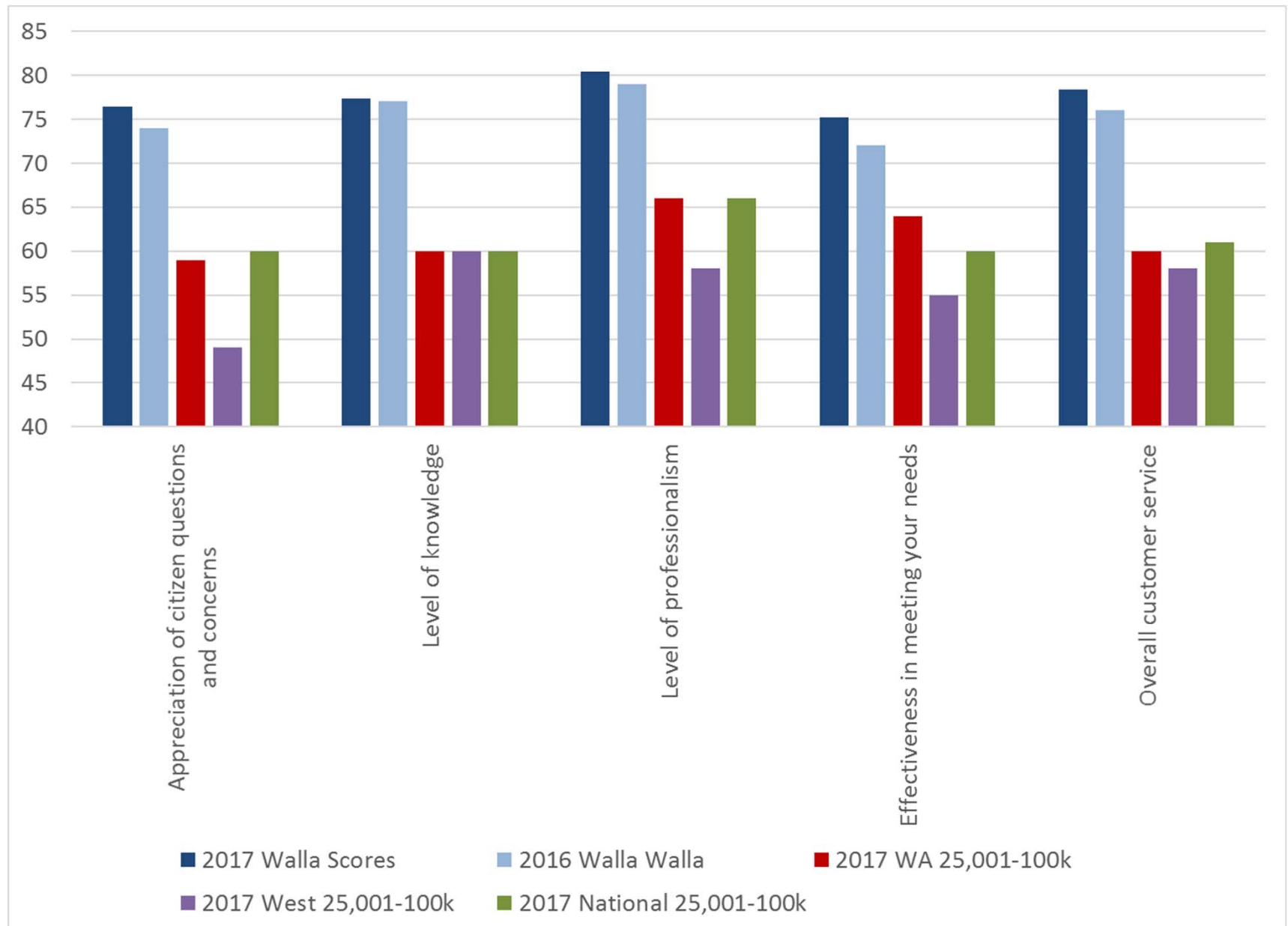
# Drivers of Satisfaction and Behavior: Strategic Priorities Compared to 2016



# Drivers of Satisfaction and Behavior: Government Management



# Drivers of Satisfaction and Behavior: Customer Service

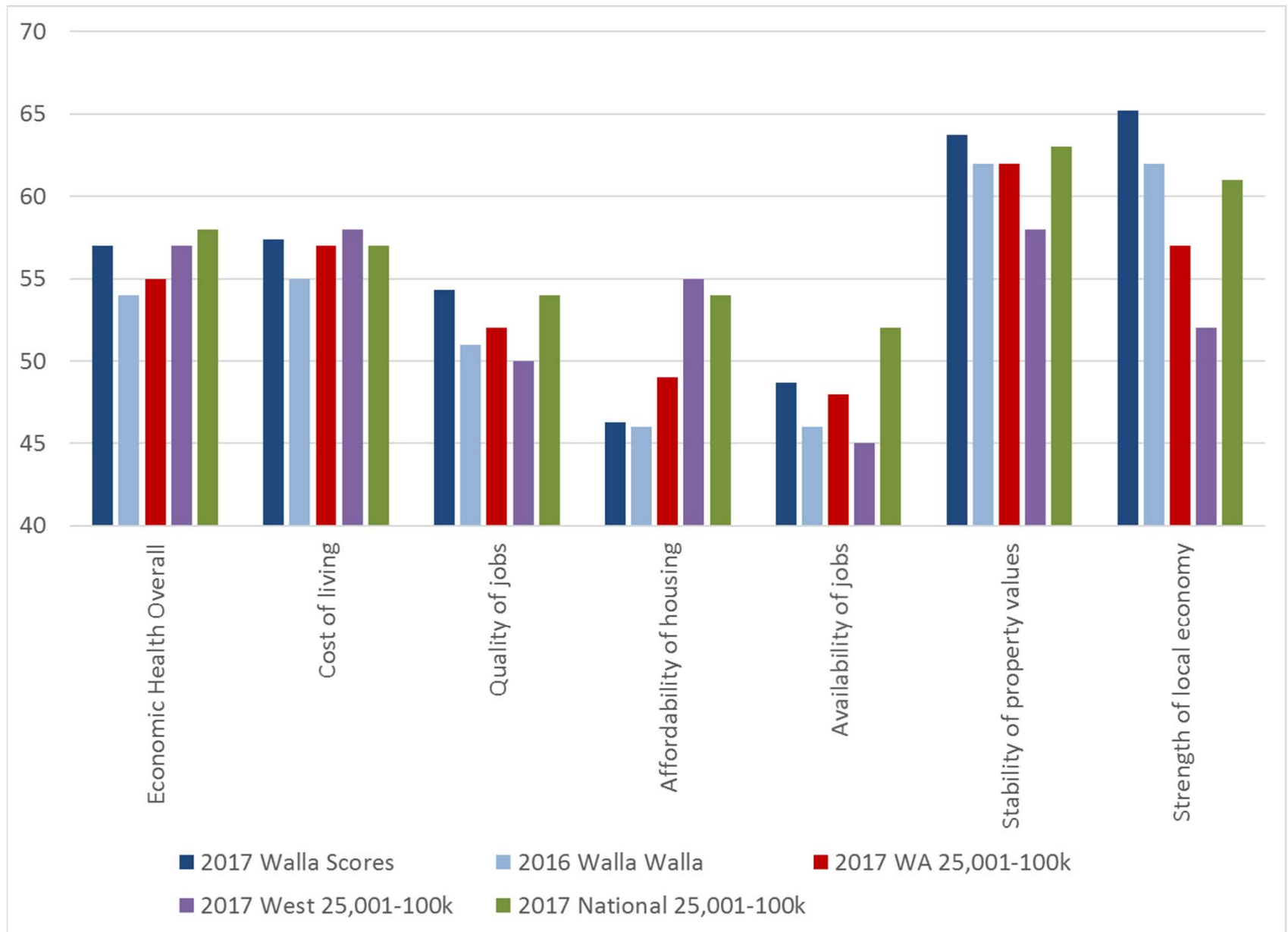




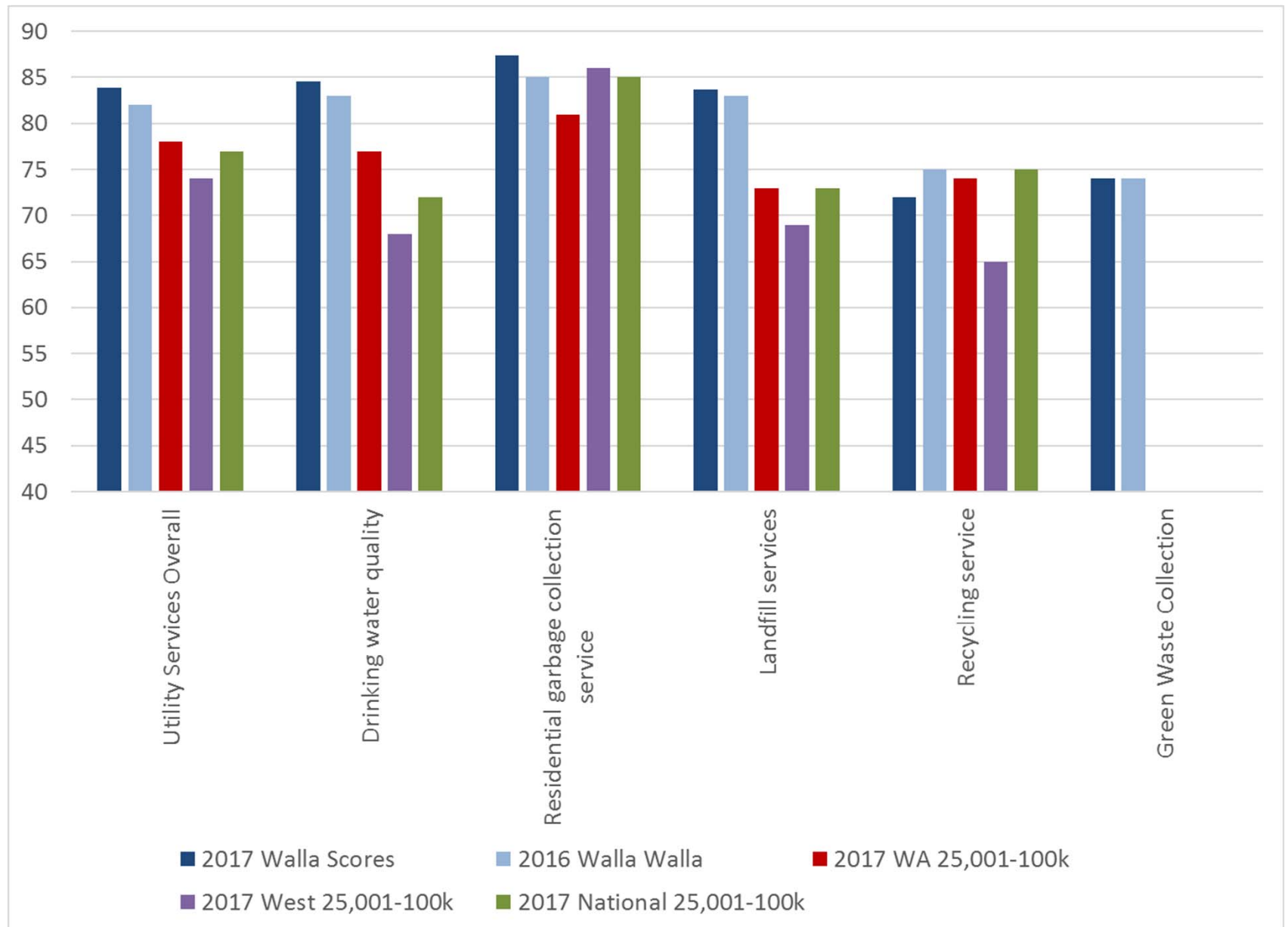
# Recent Contact with City Employees/ Officials

	Appreciation of citizen questions and concerns	Level of knowledge	Level of professionalism	Effectiveness in meeting your needs	Overall customer service
<b>Overall</b>	<b>77</b>	<b>78</b>	<b>81</b>	<b>76</b>	<b>79</b>
In-person conversation	78	79	81	76	79
Telephone	76	77	80	76	78
Email	79	78	82	73	79
Social media	76	87	89	71	78
Other	74	70	71	78	77

# Drivers of Satisfaction and Behavior: Economic Health

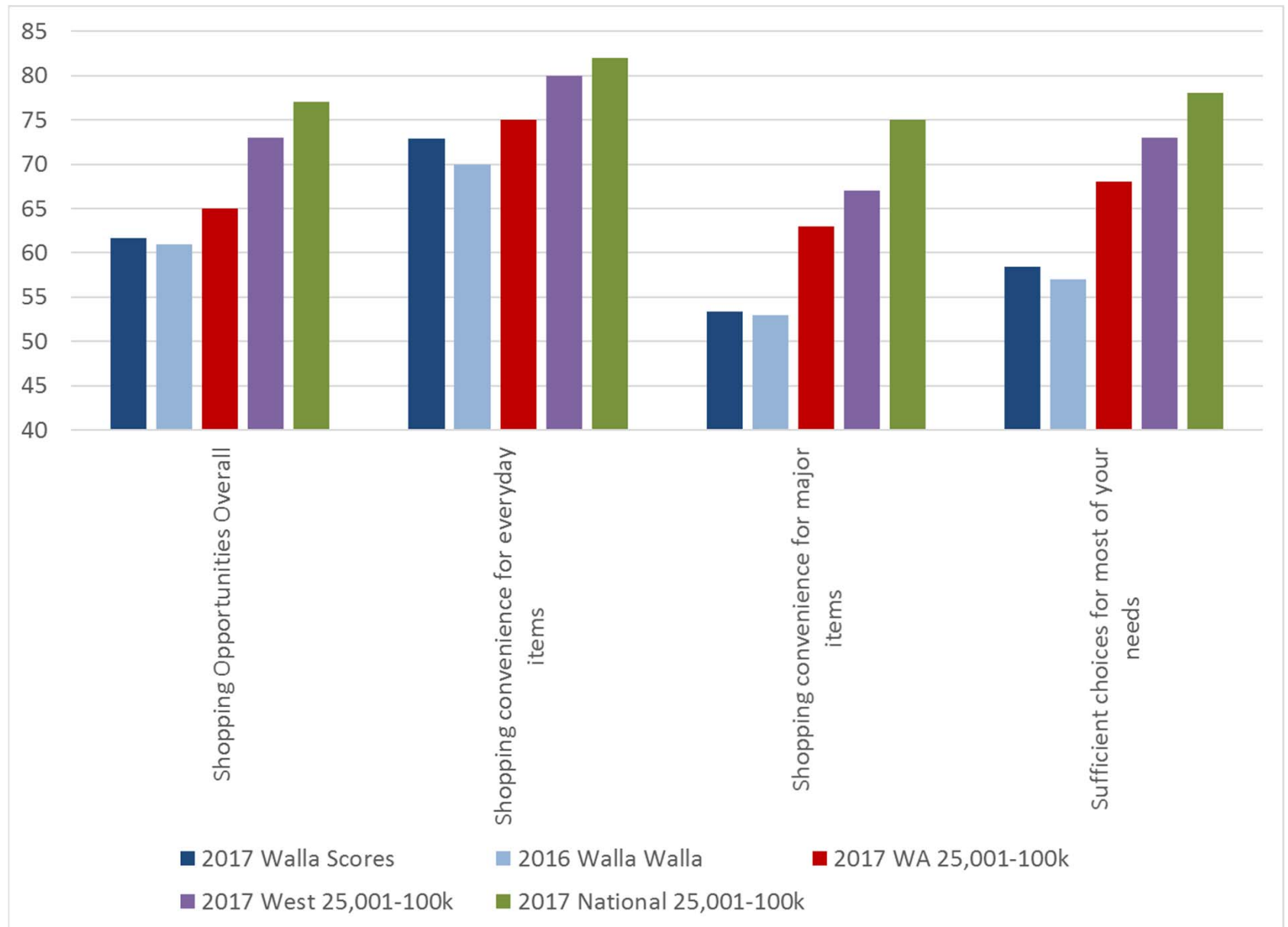


# Drivers of Satisfaction and Behavior: Utility Services





# Drivers of Satisfaction and Behavior: Shopping

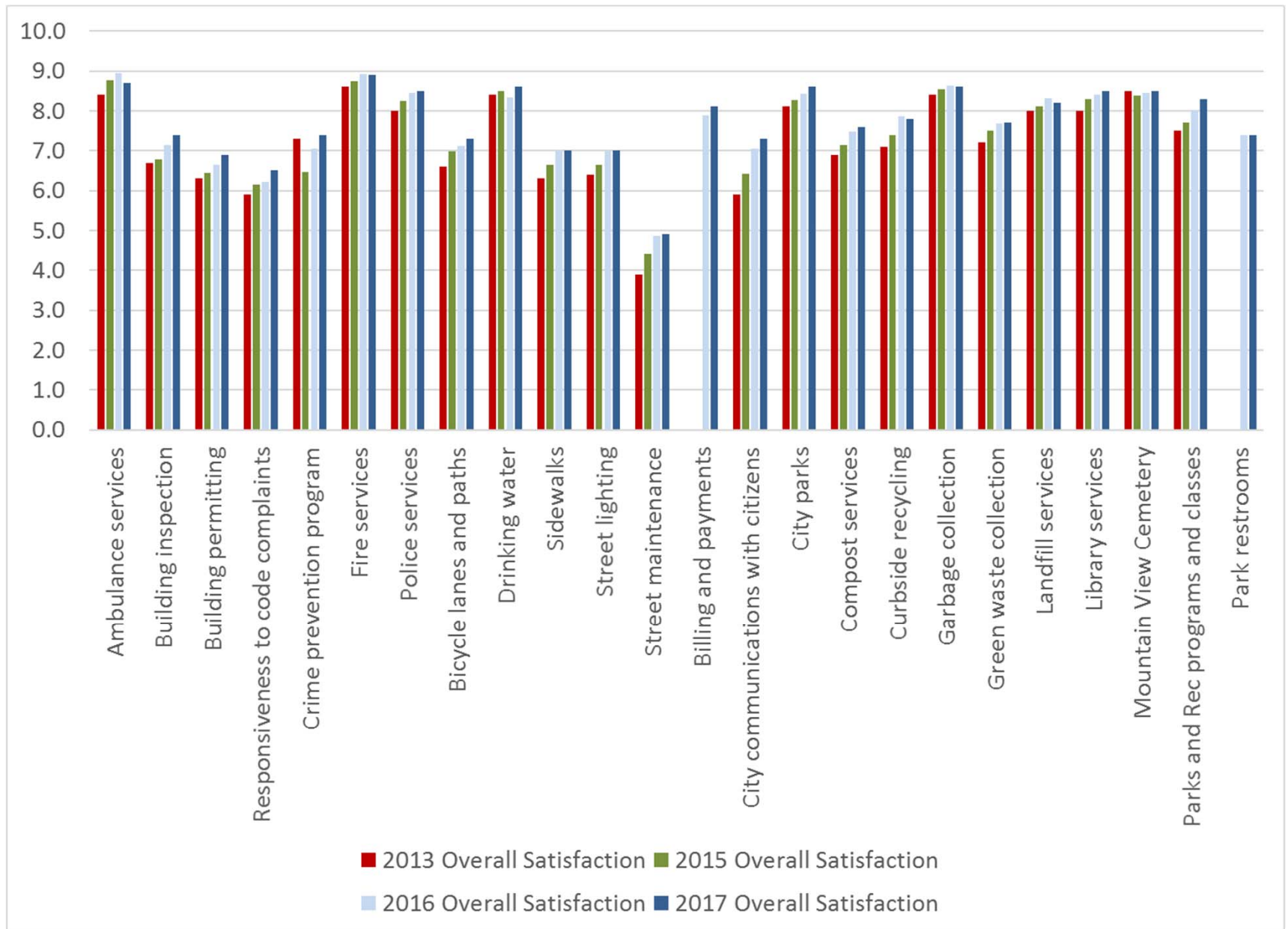




# City Services and Programs



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

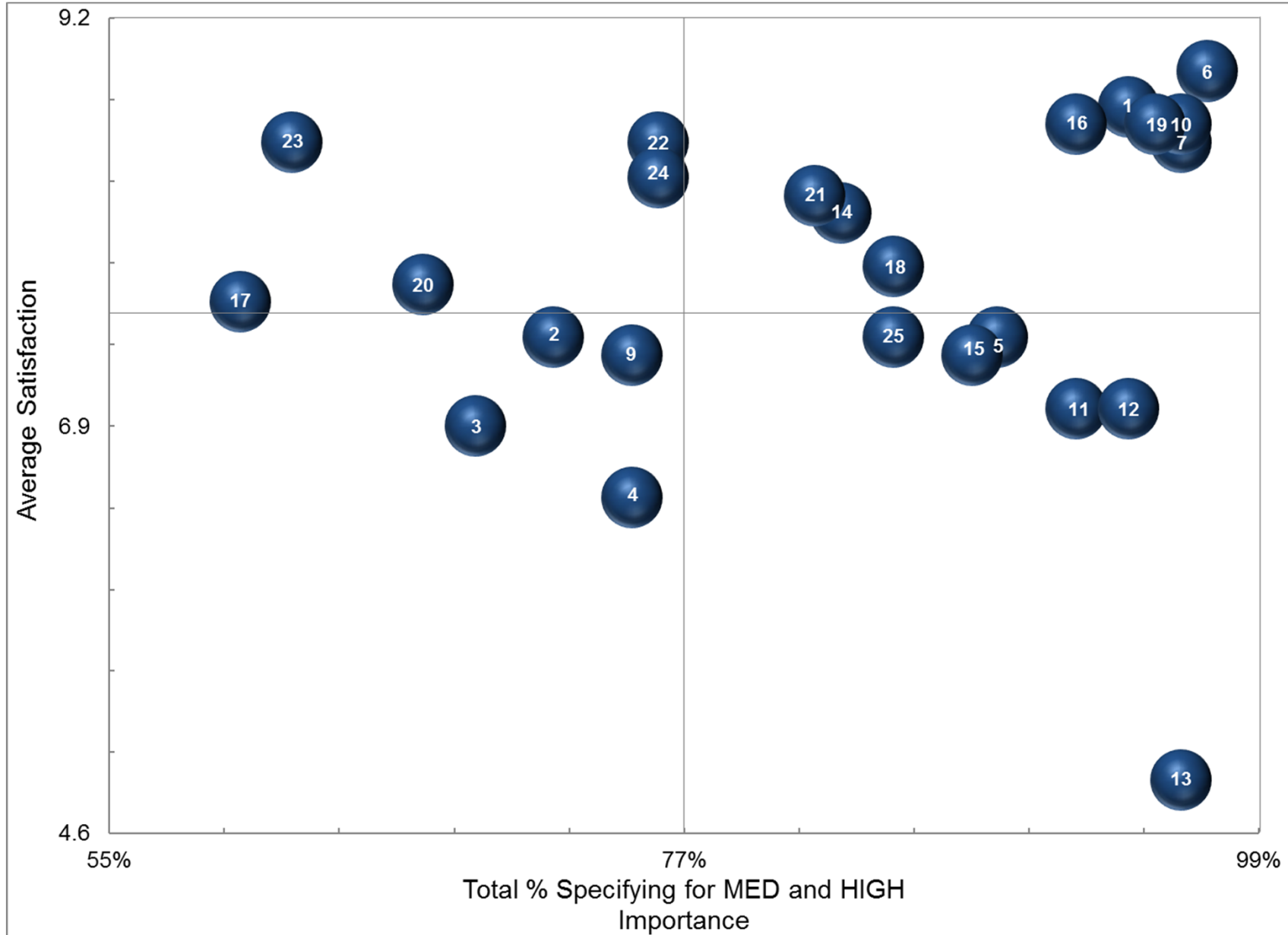




# City Services & Programs Bubble Chart

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

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

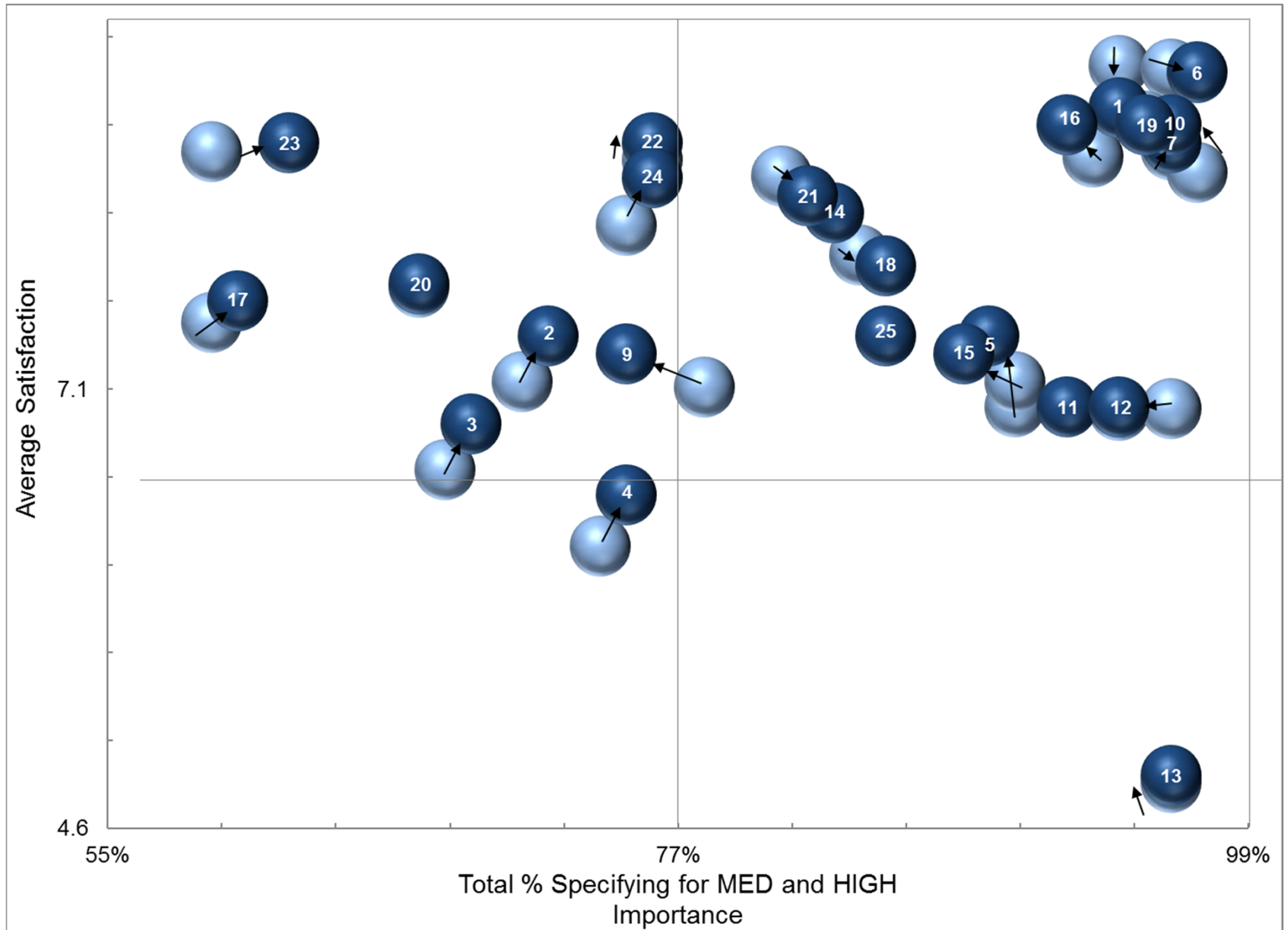






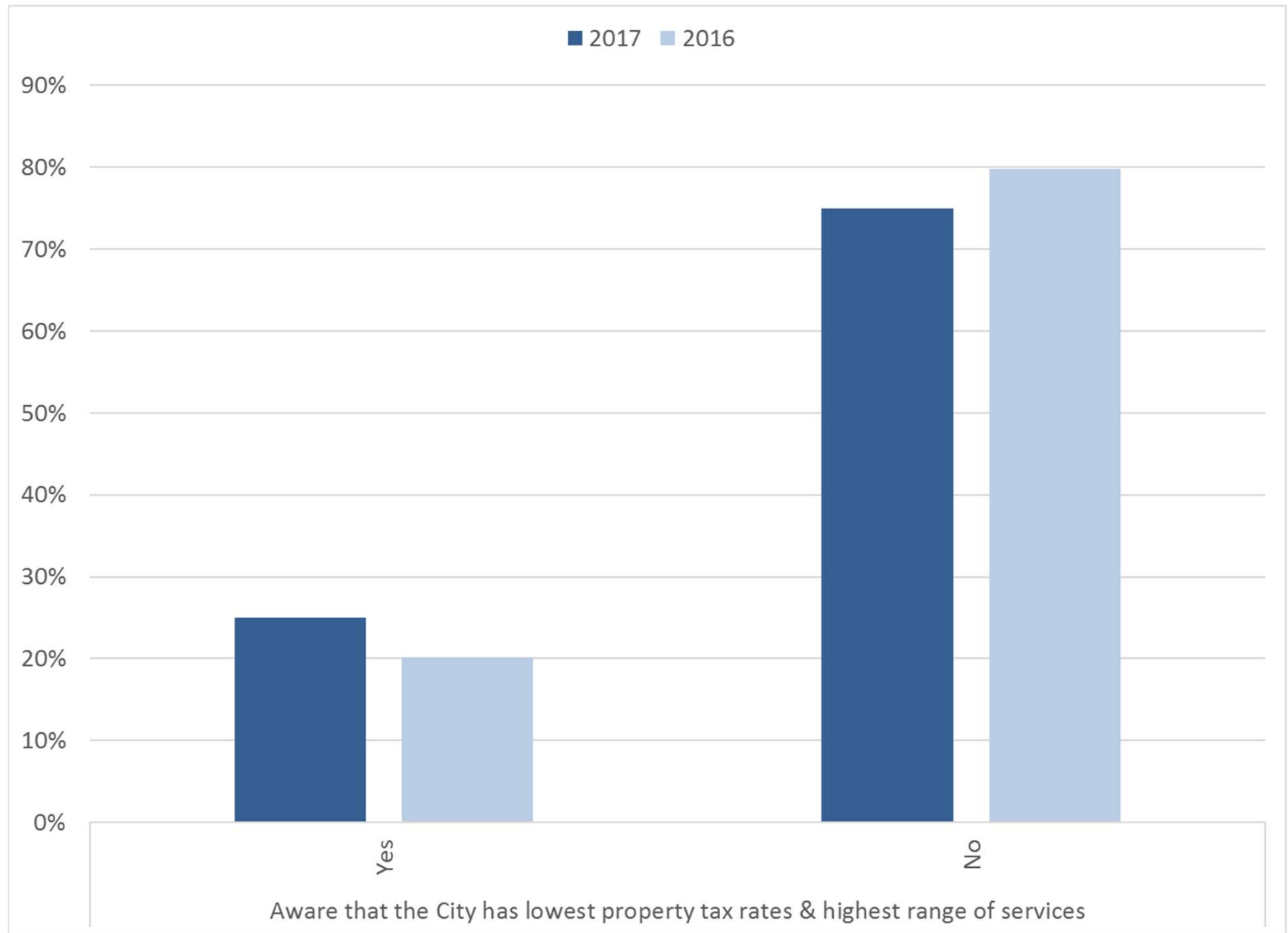
# City Services & Programs Bubble Chart compared to 2016

Ambulance services	1
Building inspection	2
Building permitting	3
Responsiveness to code complaints	4
Crime prevention program	5
Fire services	6
Police services	7
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City communications with citizens	15
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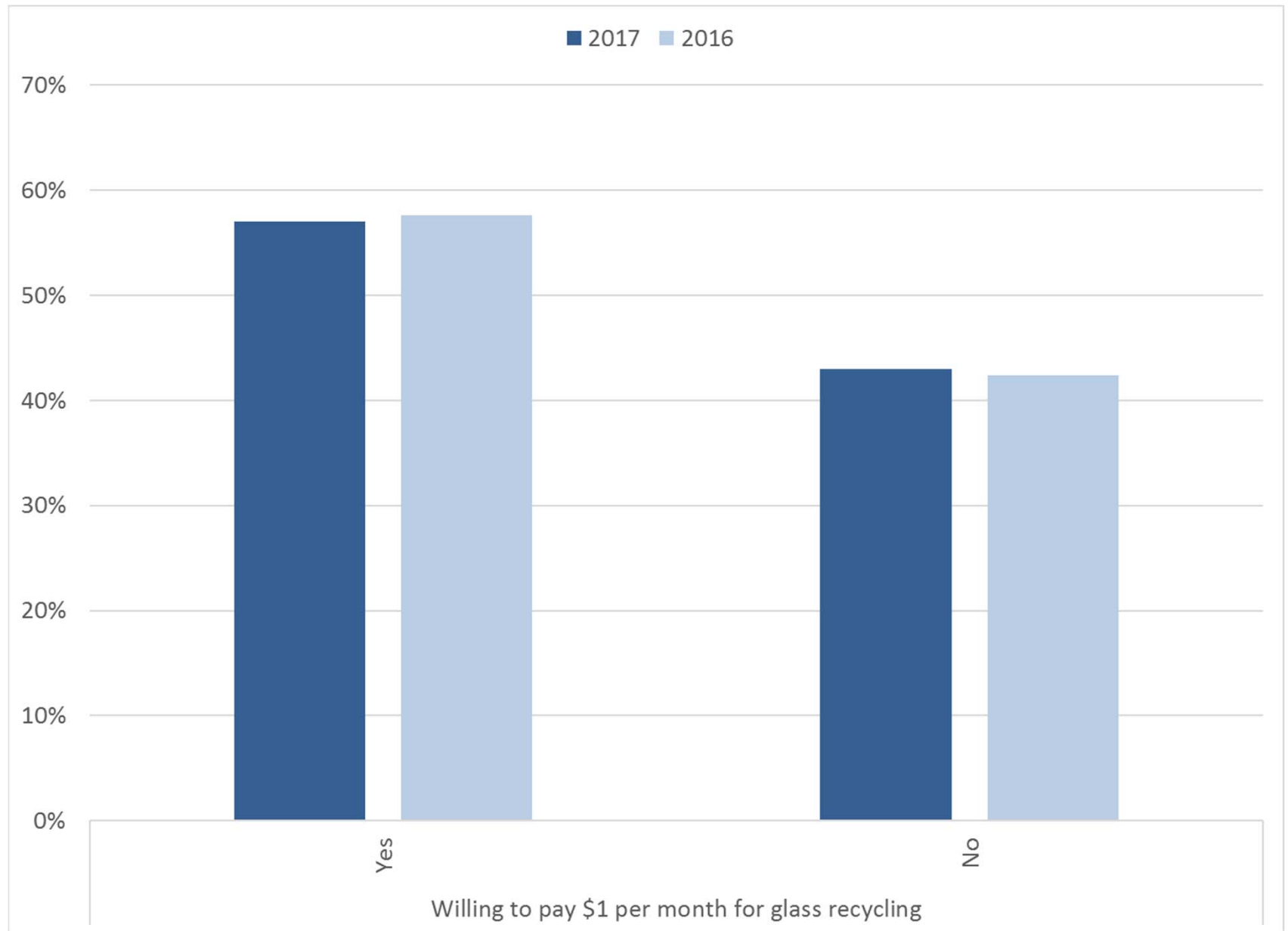
# Custom Questions

# Tax Questions: Tax Level Awareness

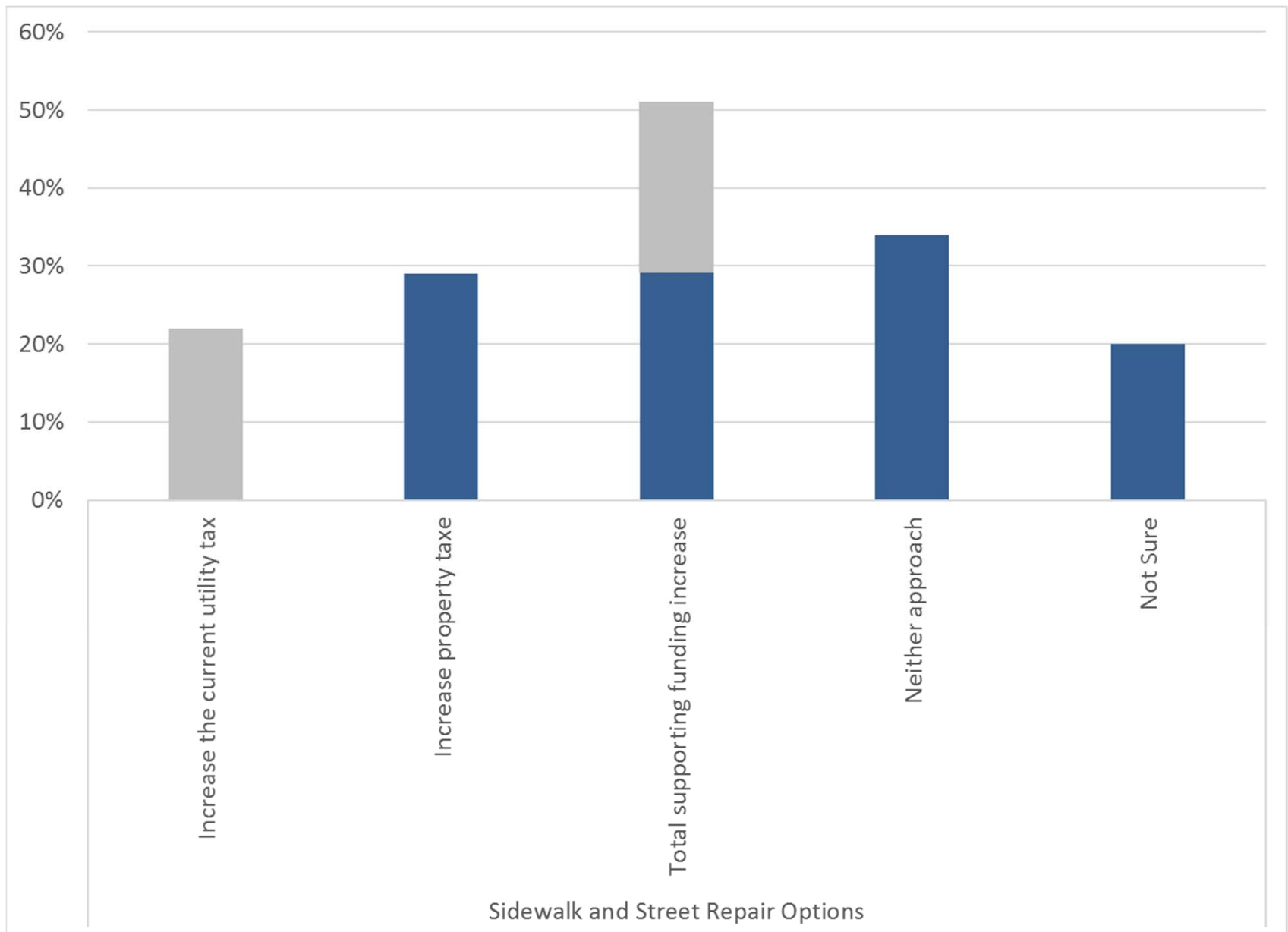




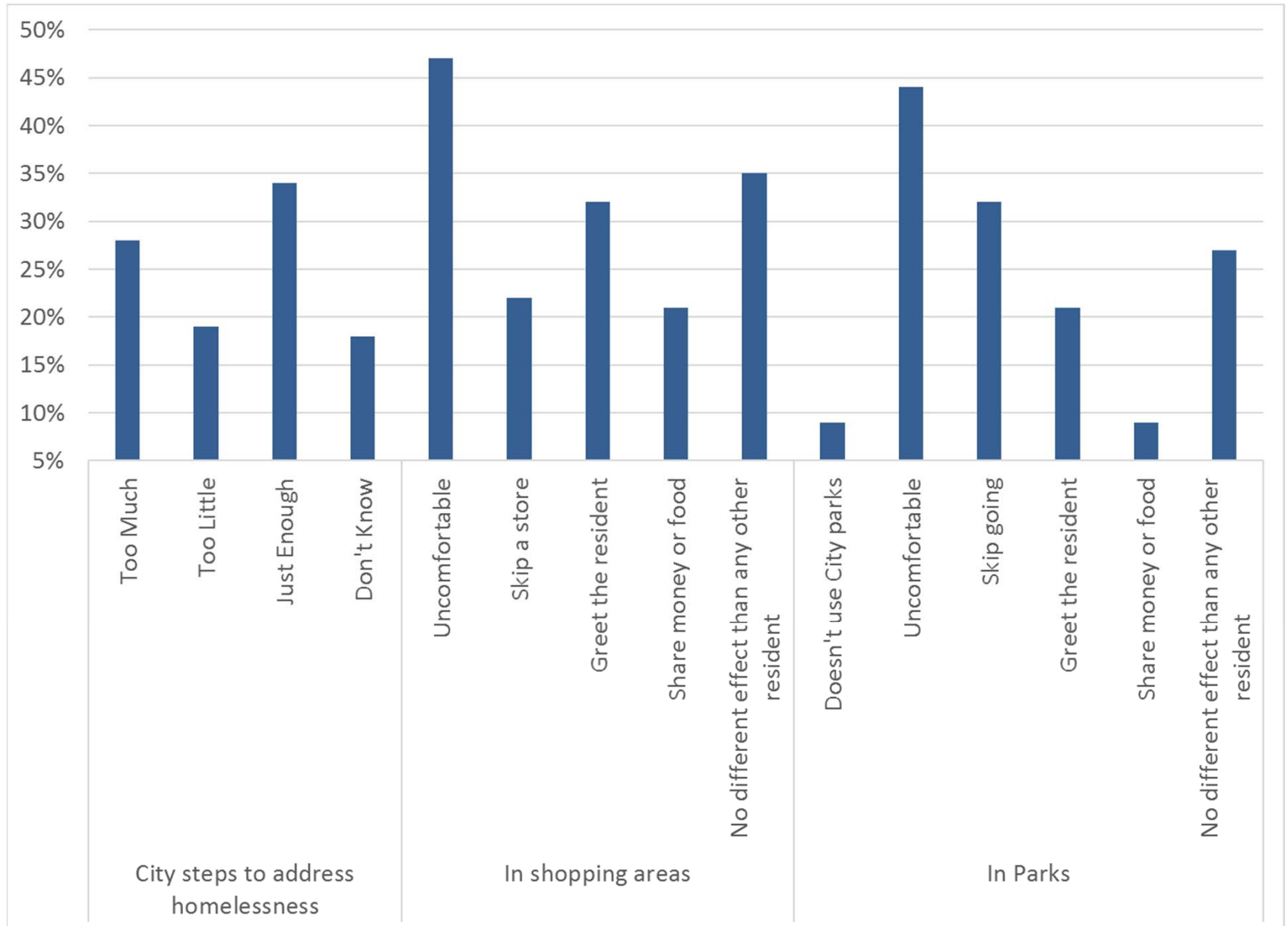
# Tax Questions: Glass Recycling



# Tax Questions: Sidewalk and Street Repair

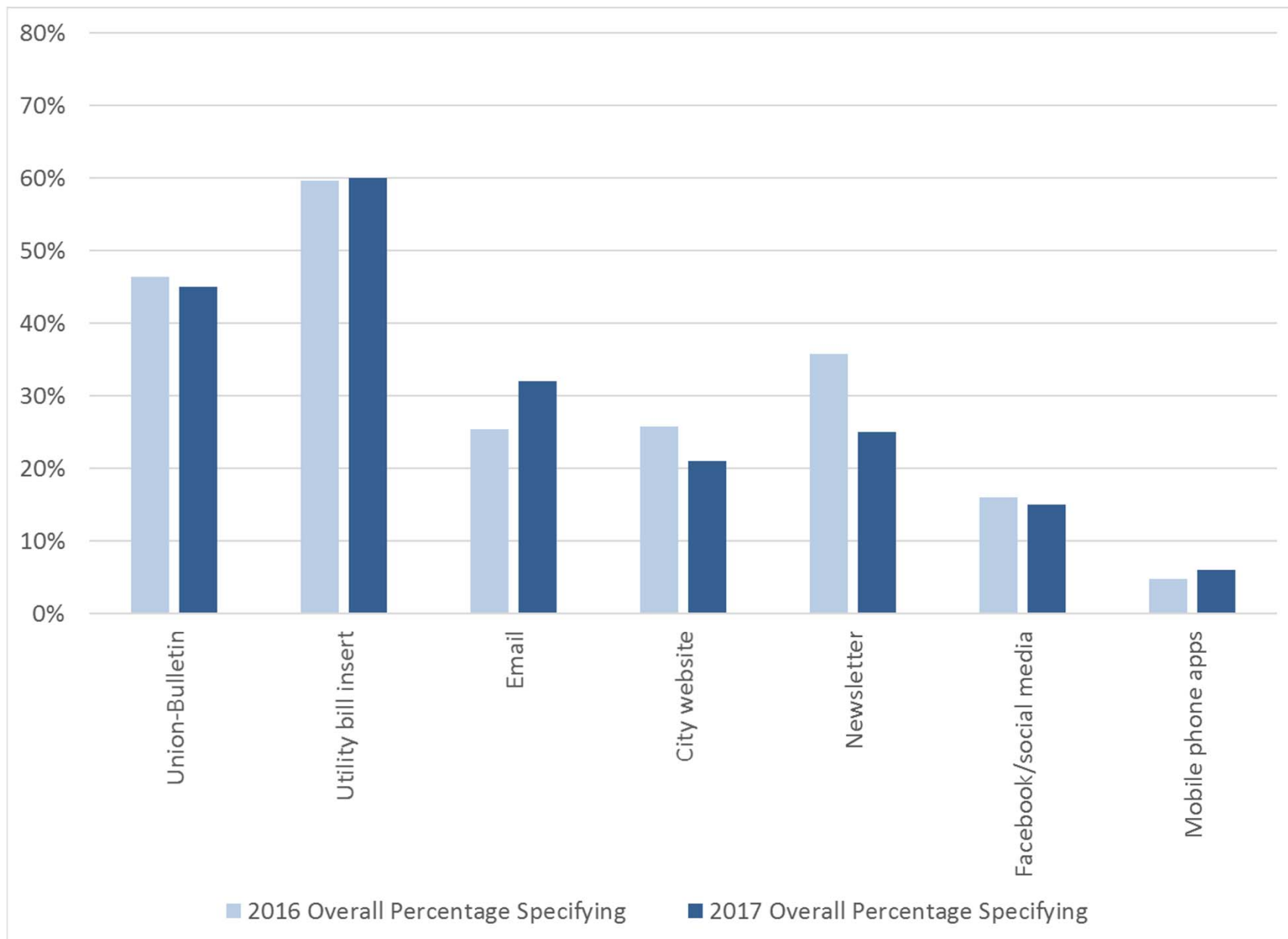


# Homeless

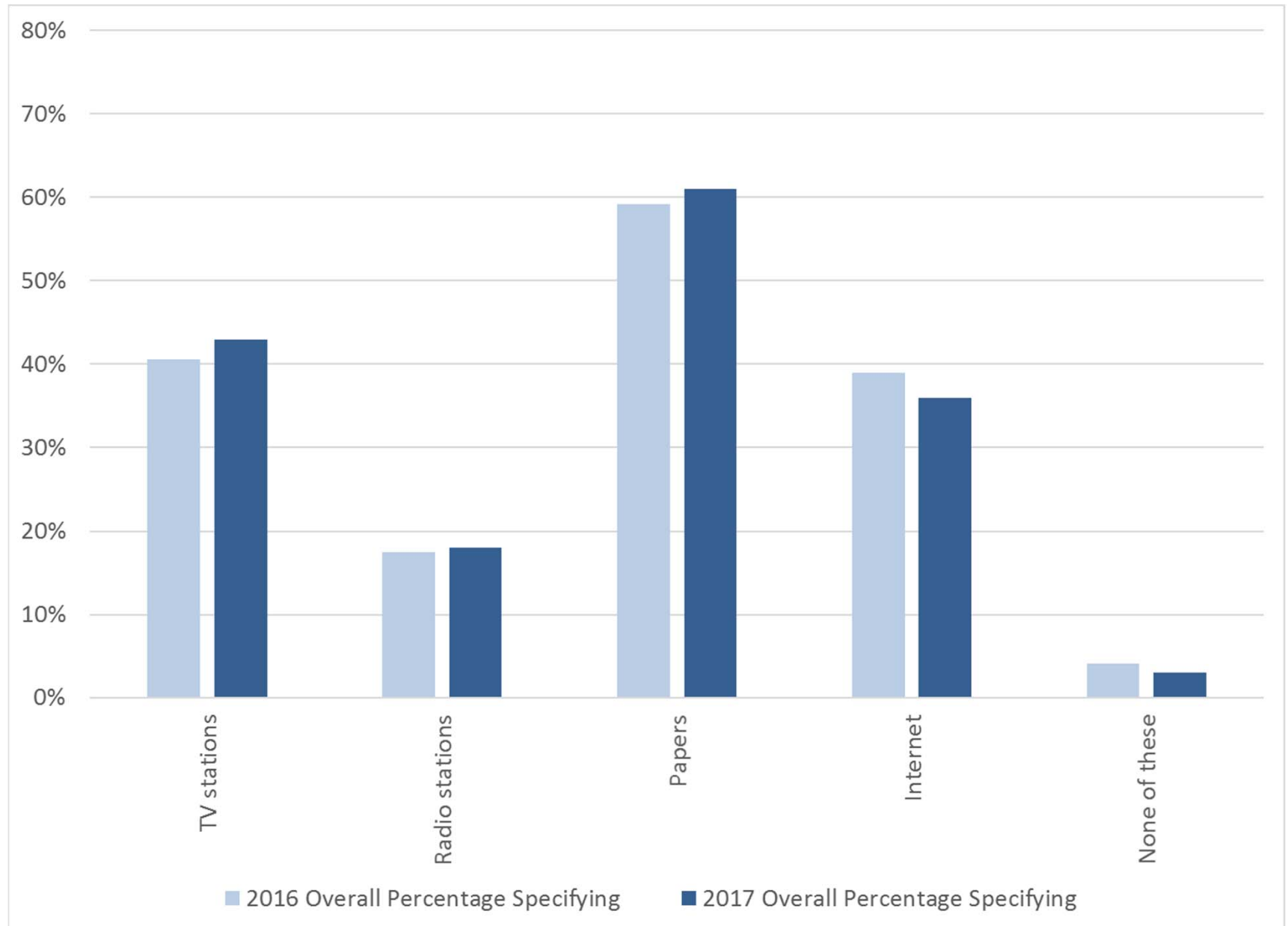


# Communications

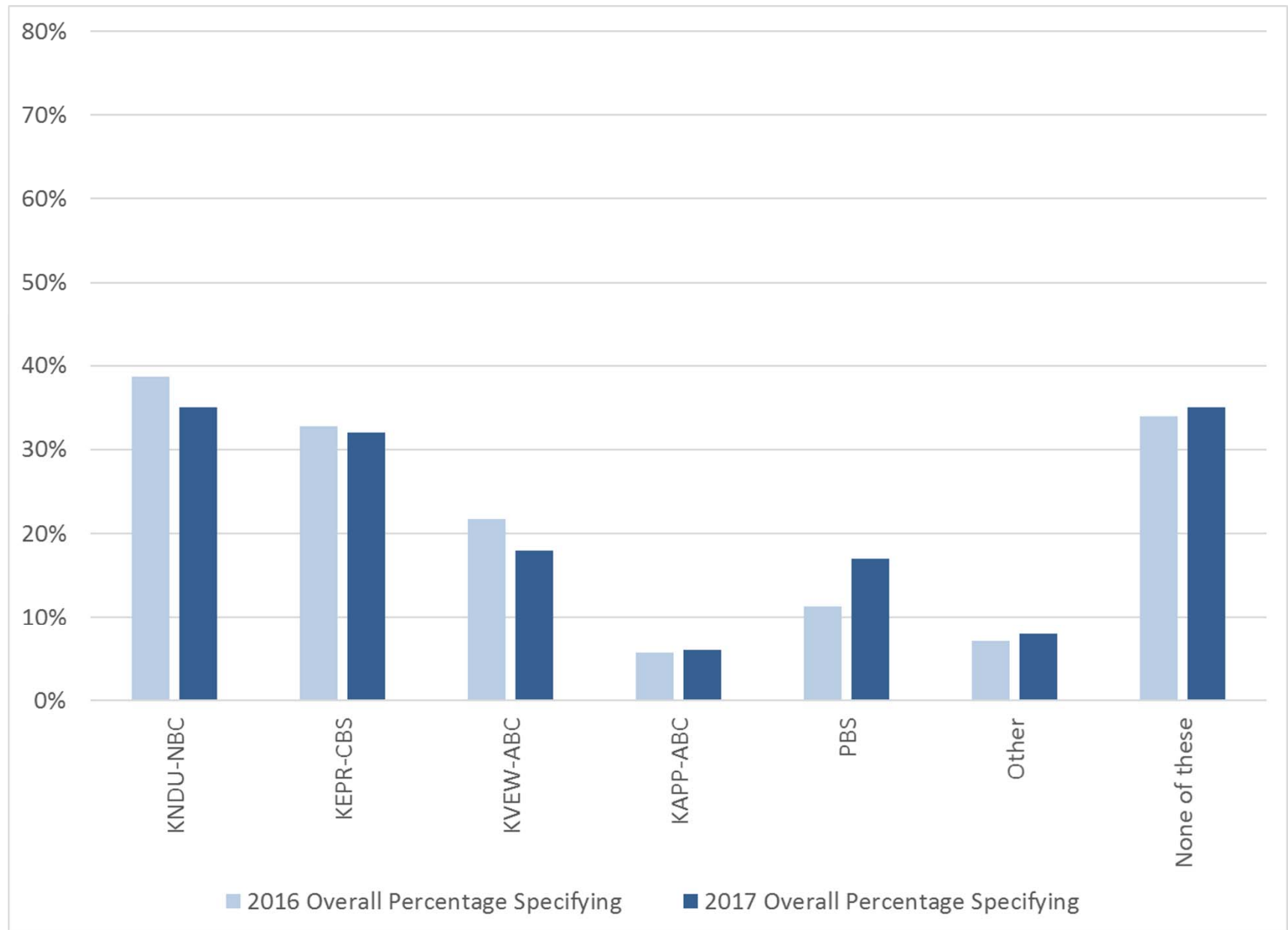
# How do you prefer to receive information from the City?



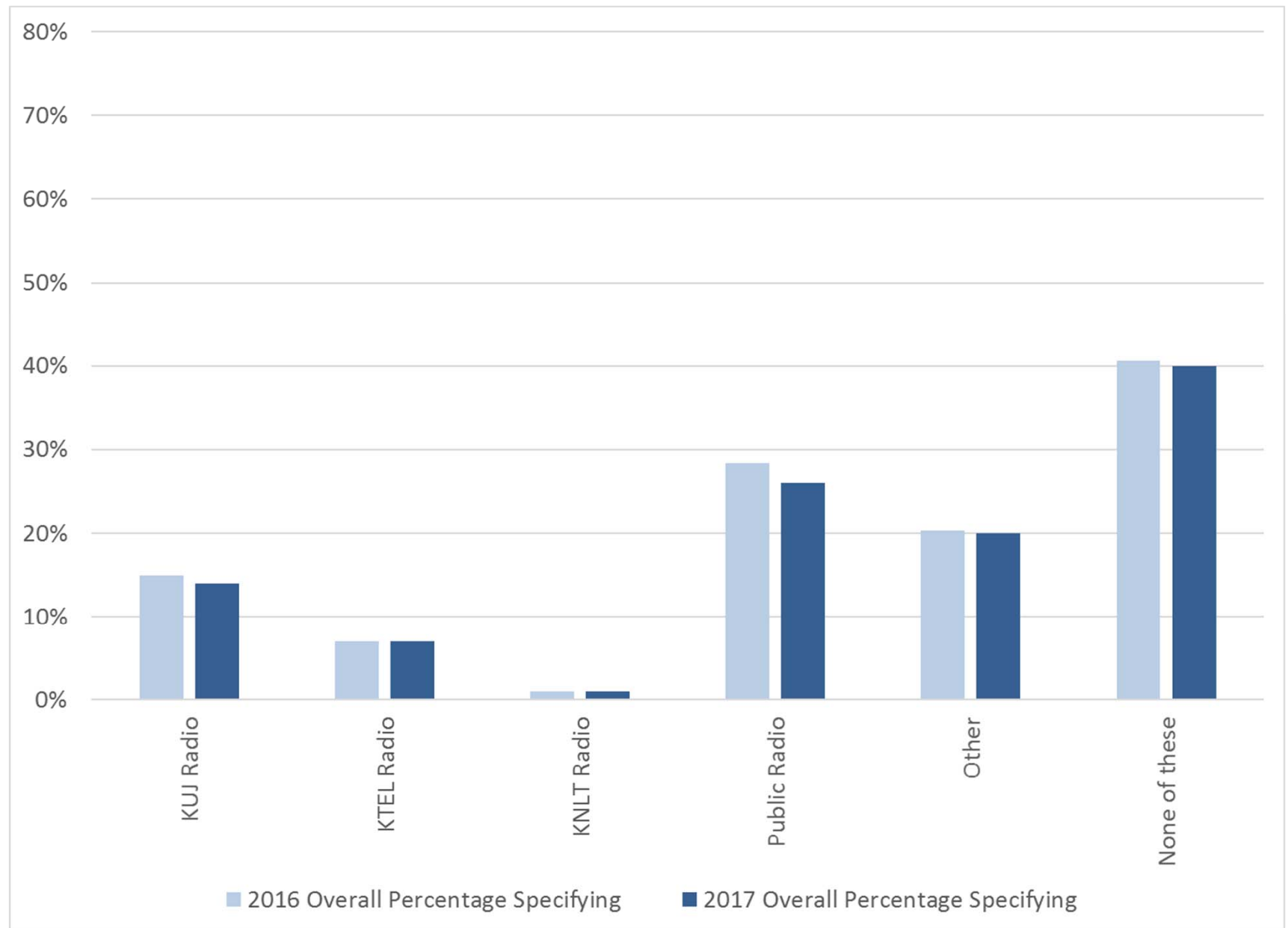
# Where do you go most often for local news?



# Which TV stations do you watch for local news?

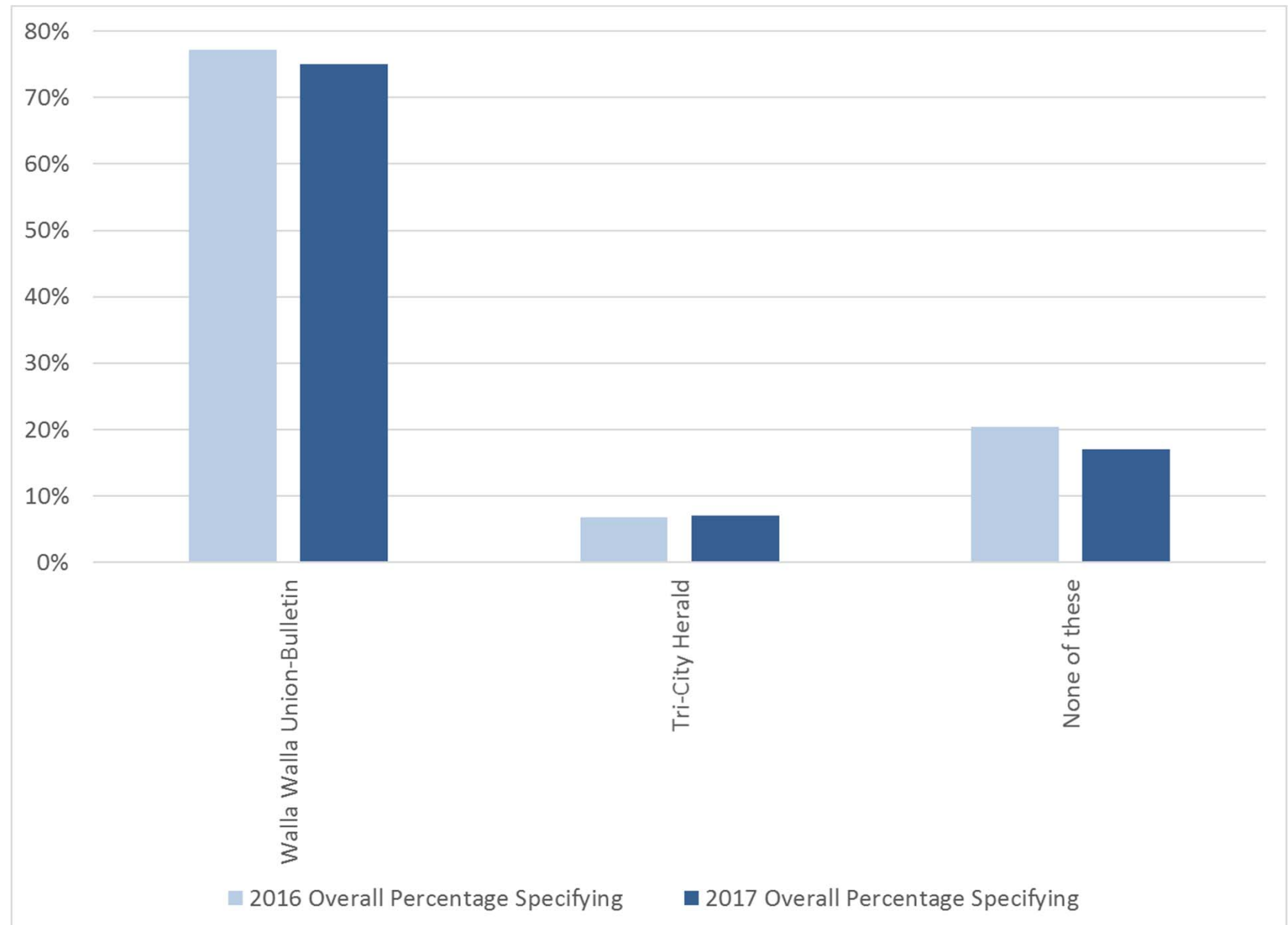


# Which type of radio stations do you listen to for local news?





# Which newspapers or websites do you read for local news?



# Which social media do you use?

