

City of Walla Walla Engagement and Priority Assessment

December 2019 DRAFT



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 2013-2018 Citizen surveys

Bottom Line

- City continues to outperform benchmarks in most areas, and generally heald steady or improved from 2018
- 2019 ACSI Score = 65 (64 in 2018)
 - Washington (25,000-100,000 residents) = 55
 - West = 62
 - National = 61
- 2019 Local Government Management Score = 70 (69 in 2017)
 - Washington (25,000-100,000 residents) = 45
 - West = 51
 - National = 54
- There are several areas where improvement can have significant impact on engagement. These are almost identical to 2018.

2019 Drivers:

City Government Management
Economic Health
Transportation Infrastructure
Shopping
Parks/Recreation

2018 Drivers:

City Government Management
Economic Health
Transportation Infrastructure
Shopping
Parks/Recreation
Library

Bottom Line

- There is strong support for more development of music programming in the City, including the development of additional venues
- A plurality of residents would like to keep the firework ordinance as it is today; however, this is very close to the number of residents who would support a ban.
 - Few residents support allowing all fireworks permitted by State law
 - There is significant variation by demographics, especially age, presence of children, and ward
- Detailed information by specific demographic groups is available to aid in policy review

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



IRS

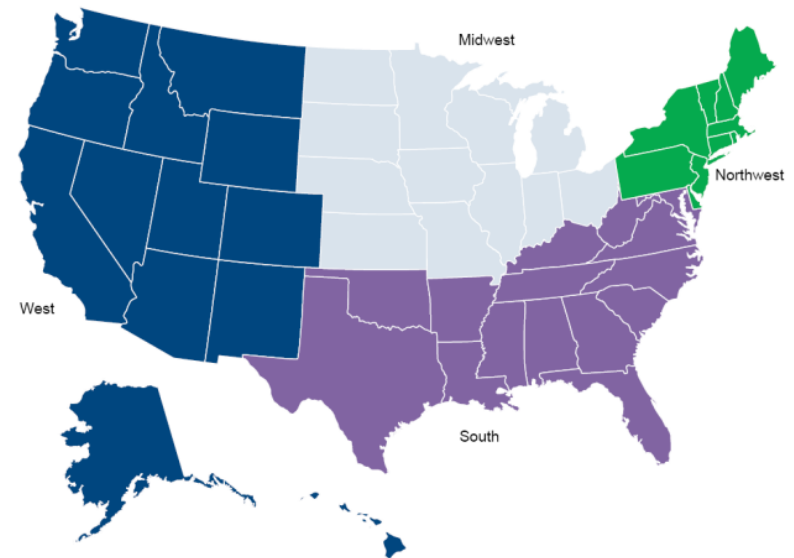


- Department of Education, Federal Student Aid
- Department of Energy
- Federal Emergency Management Administration
- Federal Trade Commission
- General Services Administration
- Health Resources and Services Administration
- Internal Revenue Service
- Municipal-owned Utilities
- National Aeronautics 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
- 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 and consumer 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 October and November 2019
- Valid response from 405 residents, providing a solid response rate of 27 percent, and a conventional margin of error of +/- 5 percent in the raw data and an ACSI margin of error of +/- 2 percent
 - **Note:** National surveys with a margin of error +/- 5% require a sample of 384 responses to reflect a population of 330,000,000
- Respondent pattern consistent with last year except the educational level and income levels are slightly higher, and the representation of wards has shifted.

Preserving Voice: Looking Into Detail

City of Walla Walla 2019 Core ACSI Scores Scale 1 to 100		9-1-1 Emergency Dispatch	Respectful treatment of callers	Thoroughness in gathering information	Caring and compassionate	Shopping Opportunities	Shopping for everyday items	Shopping for major items	Sufficient choices	Restaurant choices
2013 Overall Satisfaction		85	86	86	83	53	67	43	48	-
2015 Overall Satisfaction		86	86	86	85	59	69	50	56	-
2016 Overall Satisfaction		87	88	87	86	61	70	53	57	-
2017 Overall Satisfaction		87	89	88	84	62	73	53	58	-
2018 Overall Satisfaction		87	88	87	86	72	80	62	68	71
2019 Overall Satisfaction		87	88	88	87	67	73	57	63	73
Residency	One year or less	76	74	74	78	72	73	70	71	73
	1-5 years	85	87	84	84	66	78	51	63	72
	6-10 years	89	91	88	89	63	70	52	56	73
	10 years+	88	89	88	88	67	72	58	64	74

Consistent Scores
Regardless of
Demographics

Checked
Scores that Vary
by Demographics

Results



Comparing 2019 and 2018

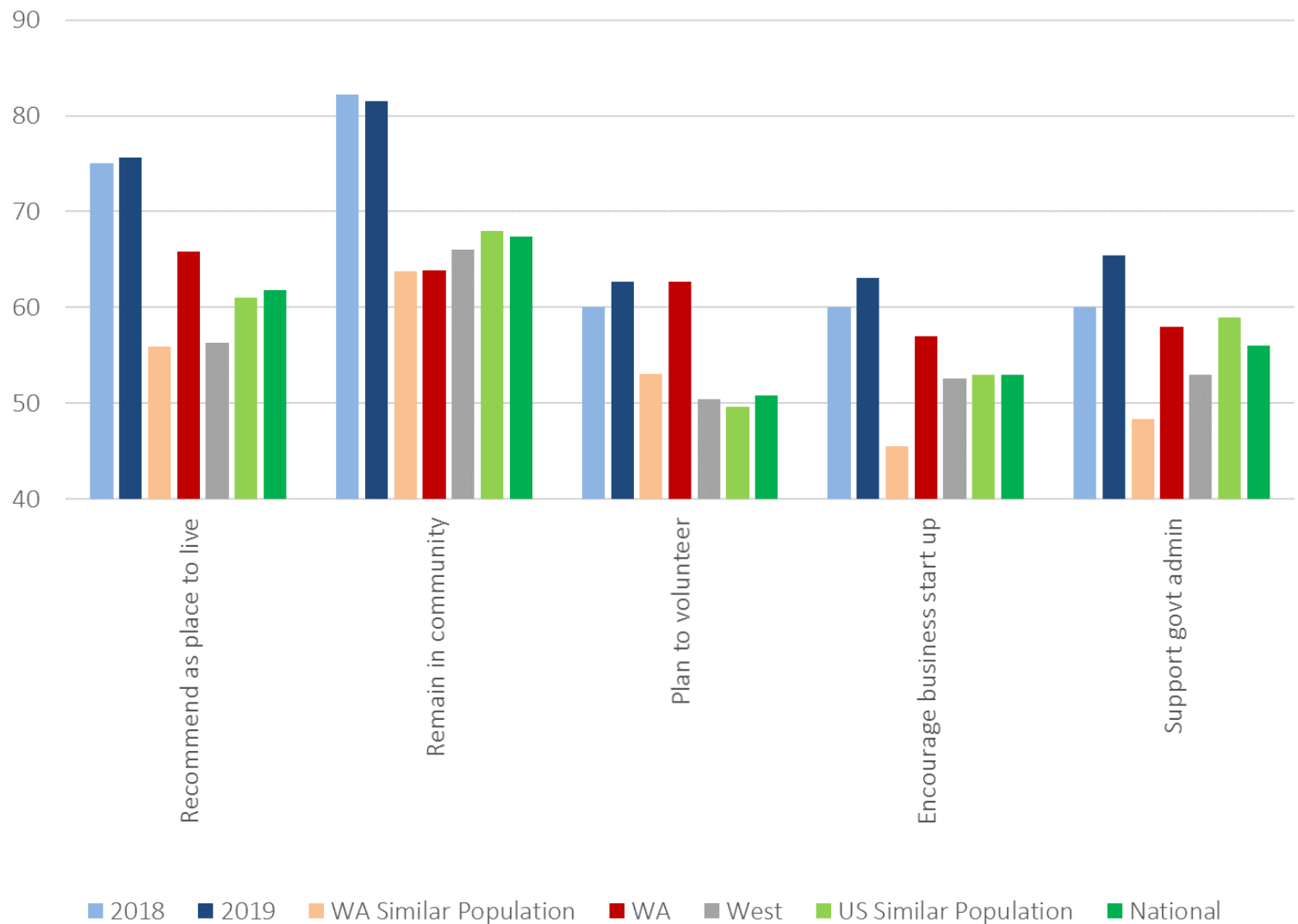
(High score = 100)

2019 areas with strong impact on overall engagement

	2019 U.S. Benchmark		2019 West Benchmark	2019 WA Benchmark		Walla Walla		
	25,001-100,000	Overall	Overall	25,001-100,000	Overall	2018	2019	Change
Fire and Emergency Medical Services	78	79	86	79	81	87	87	→ 0
Transportation Overall	55	54	58	56	59	61	60	→ -1
Utility Services Overall	68	71	67	71	76	81	80	→ -1
Police Department Overall	77	74	73	72	76	83	83	→ 0
Shopping Opportunities Overall	71	69	74	66	71	72	67	↓ -5
Local Government Overall	55	54	51	45	57	69	70	→ 1
Community Events Overall	60	59	60	58	65	74	75	→ 1
Economic Health Overall	53	55	47	49	55	58	55	↓ -3
Parks and Recreation Overall	62	67	72	67	74	80	80	→ 0
Library Overall	78	80	81	76	79	79	82	↑ 3
Community Satisfaction Overall - ACSI	62	61	62	55	62	64	65	→ 1

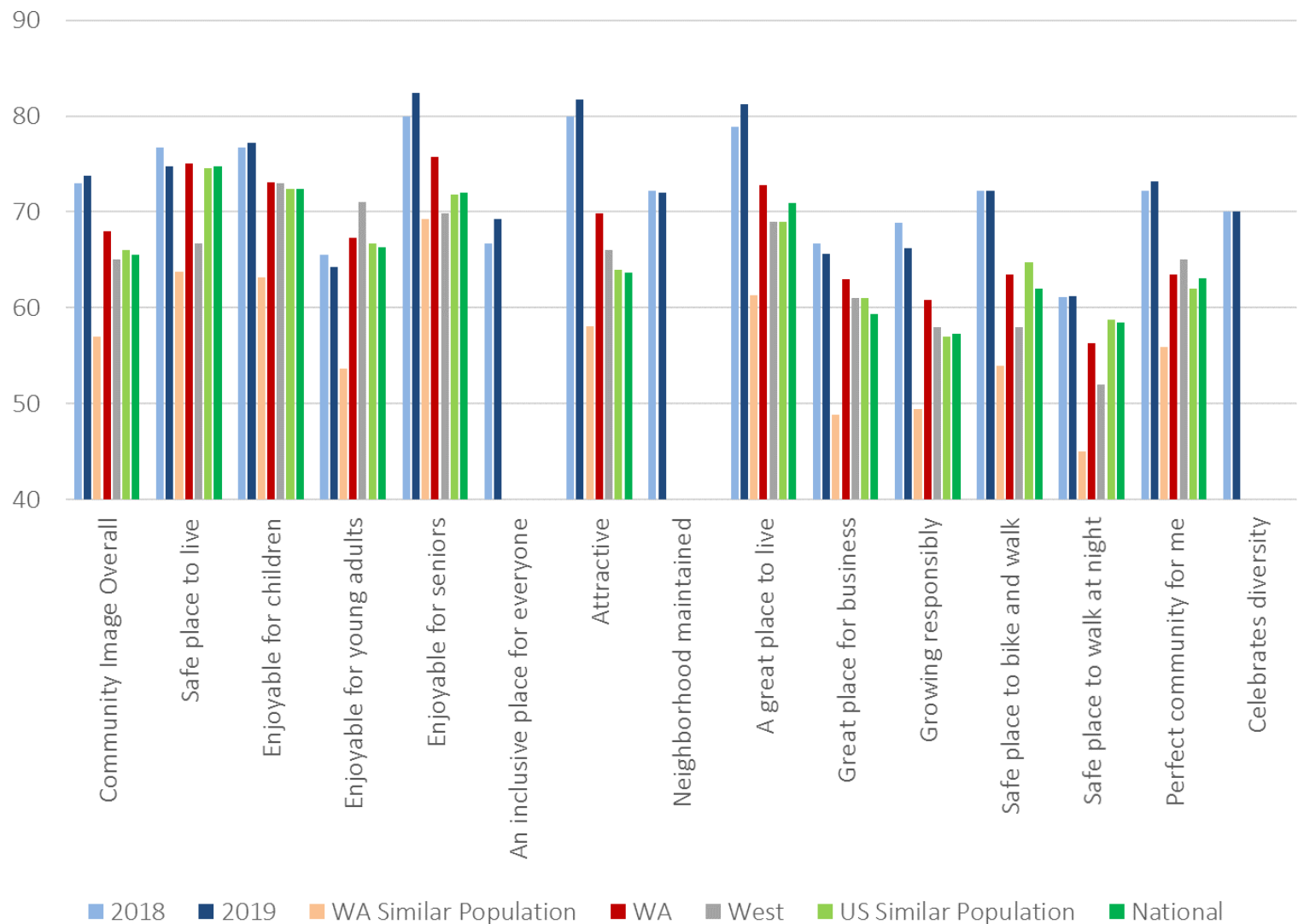
Outcome Behaviors to Benchmarks

(High score = 100)

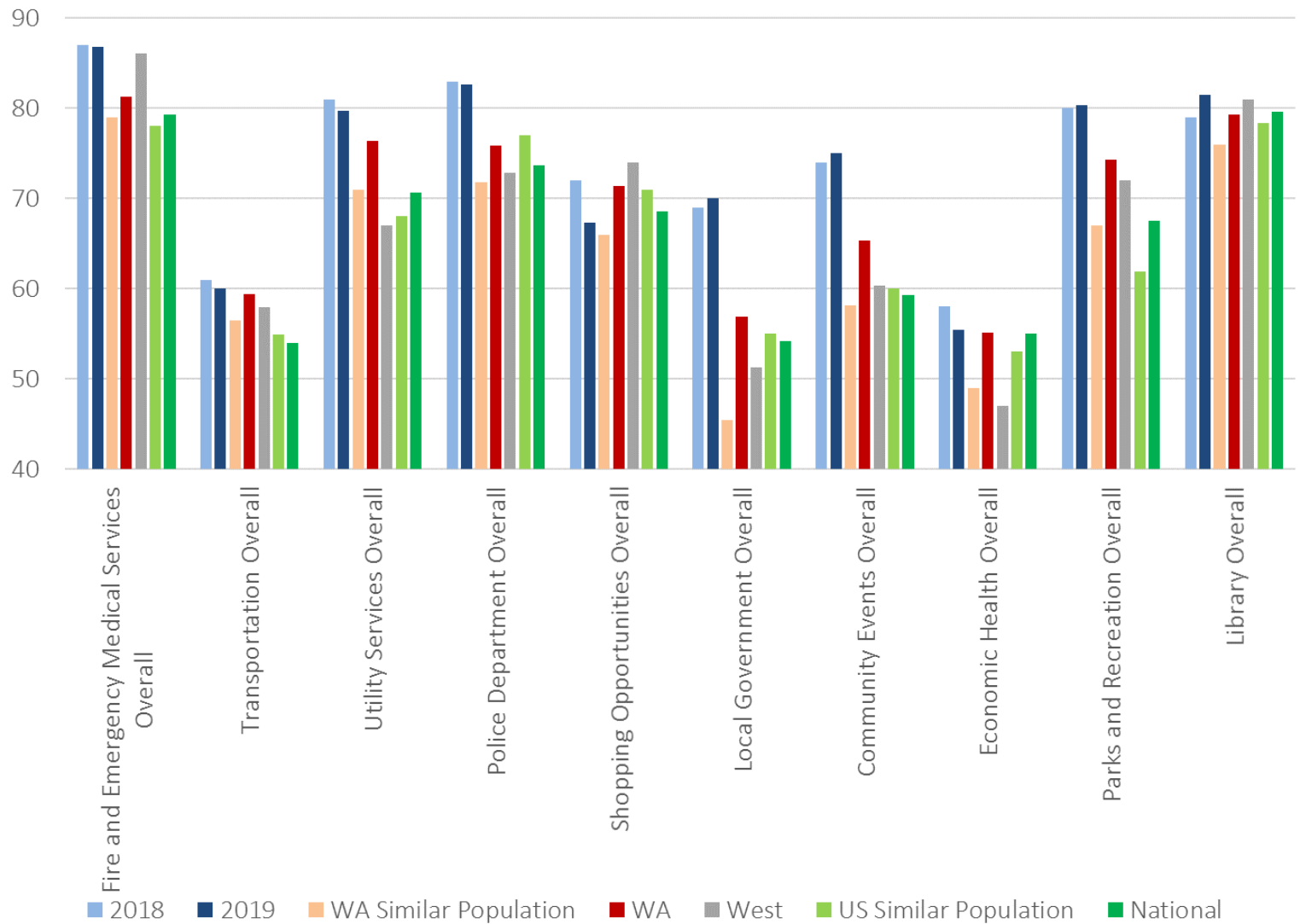


Community Image to Benchmarks

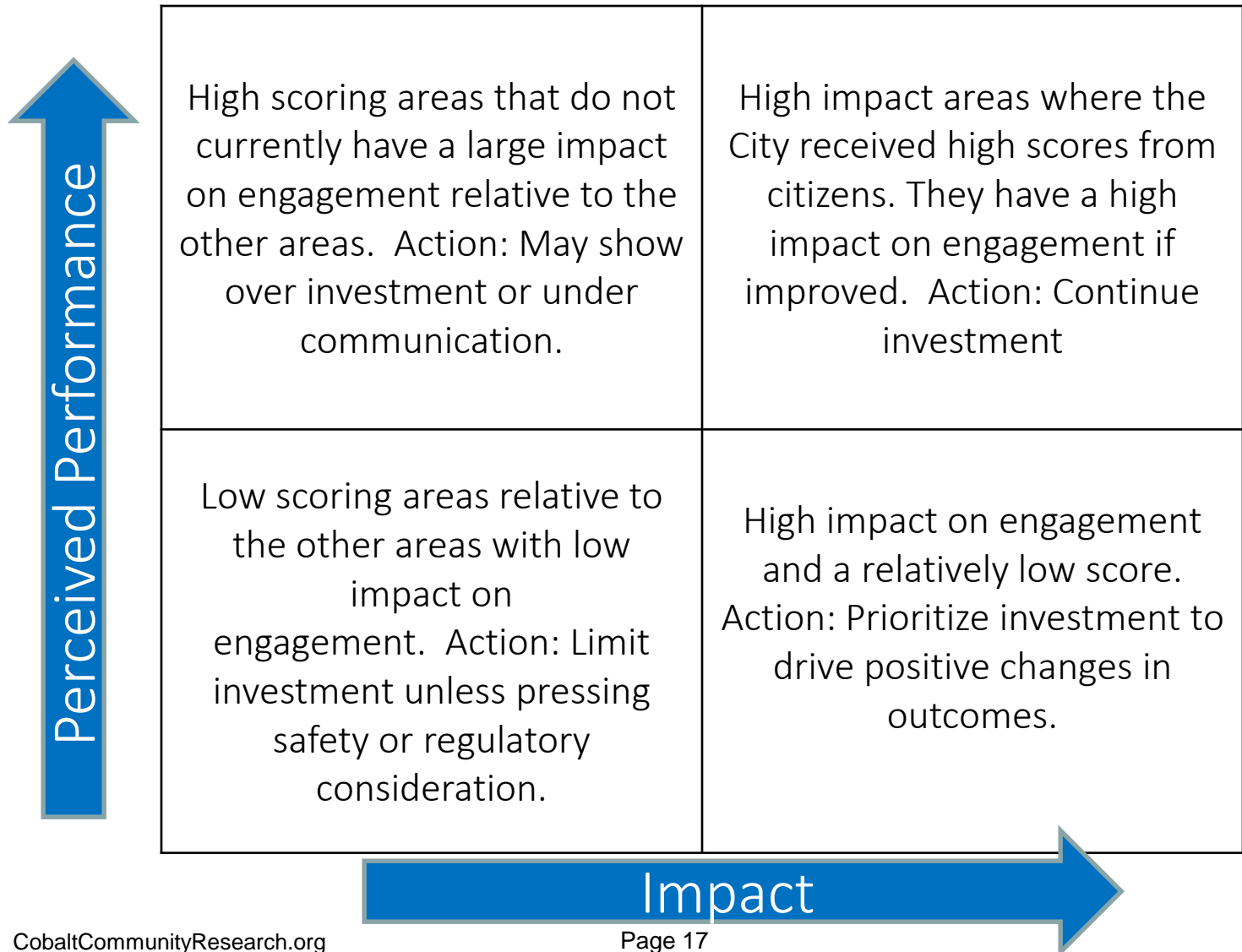
(High score = 100)



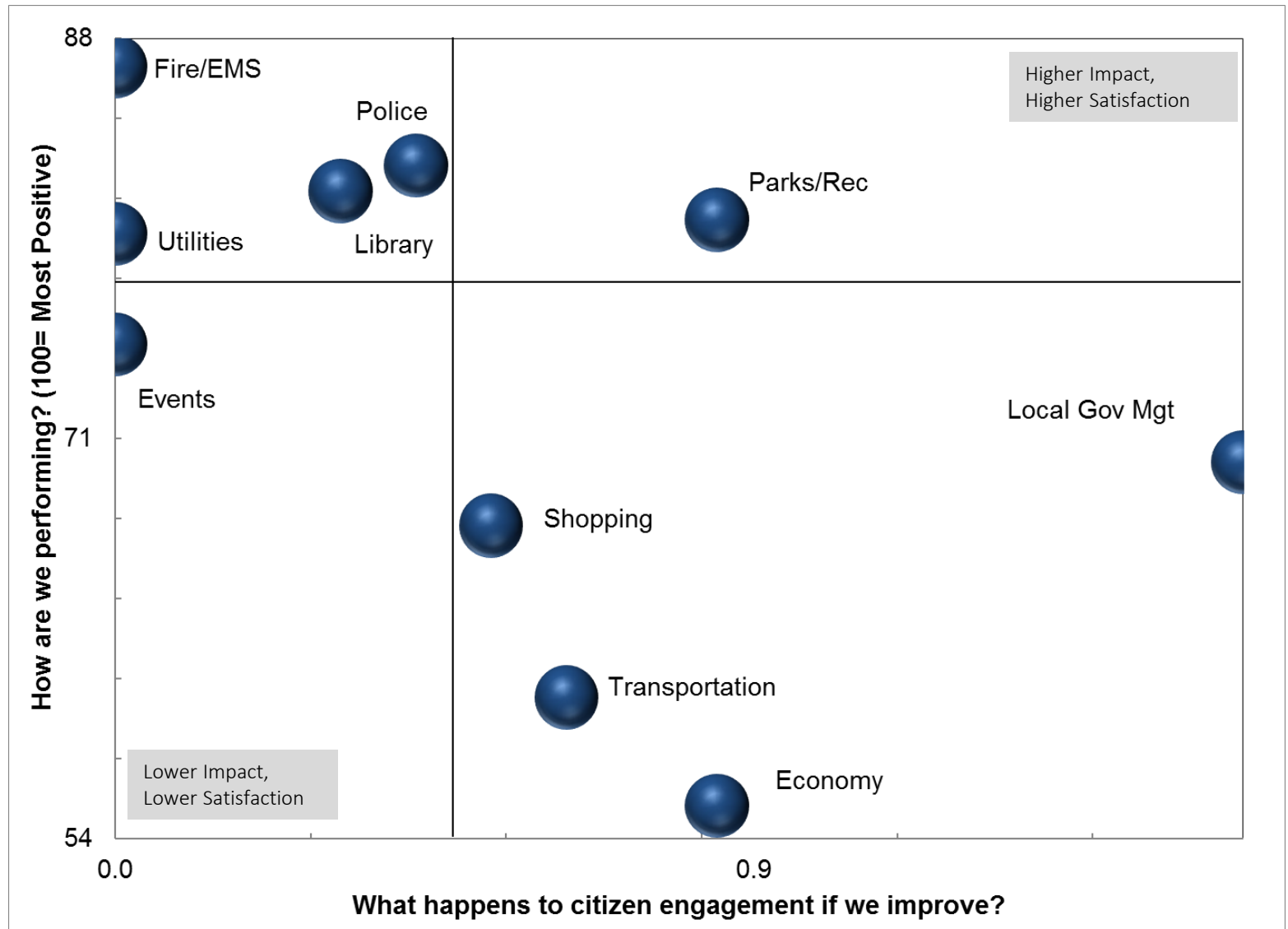
Community Experience Components to Benchmarks (High score = 100)



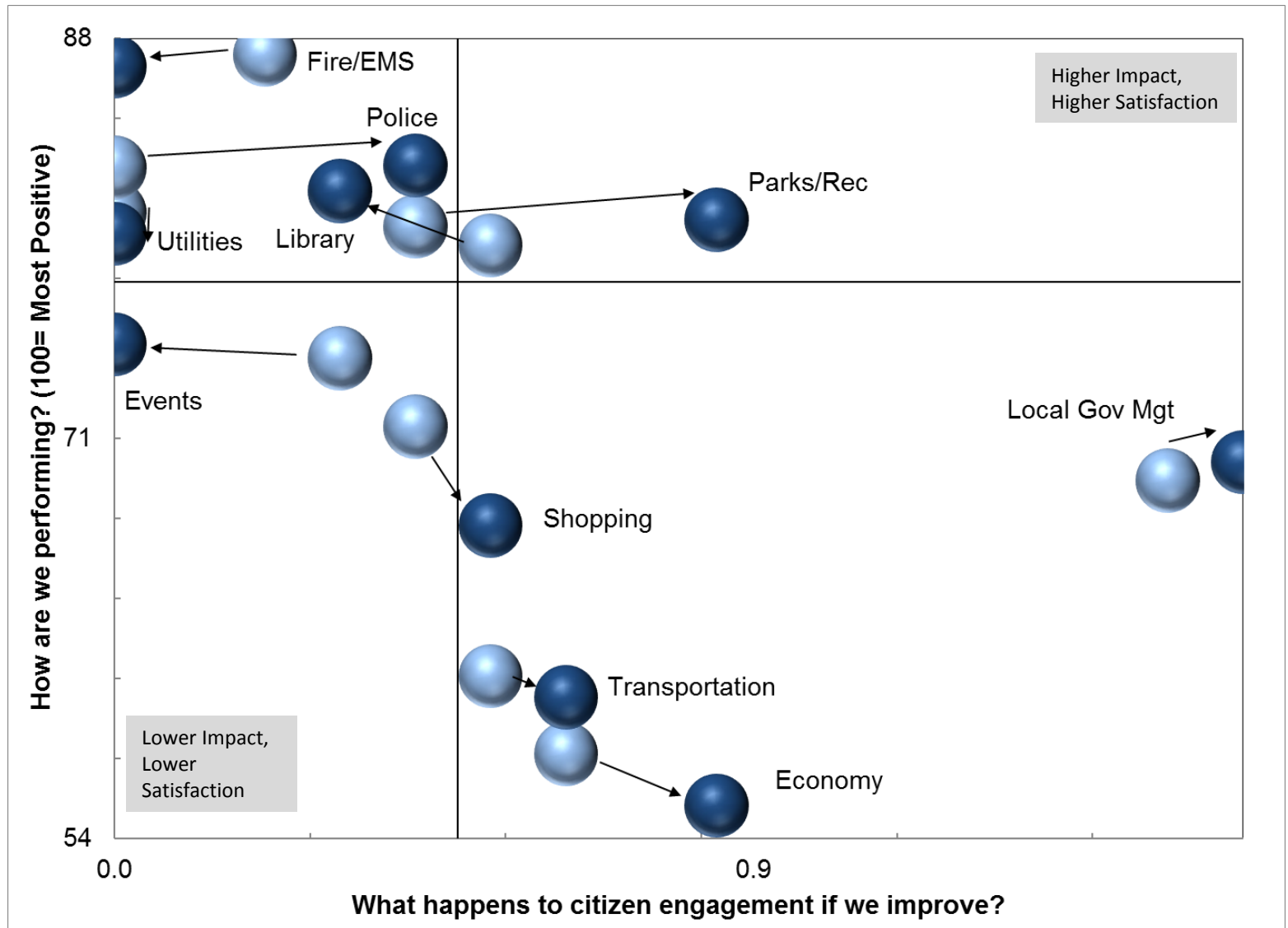
Understanding the Charts: Community Questions – Long-term Drivers



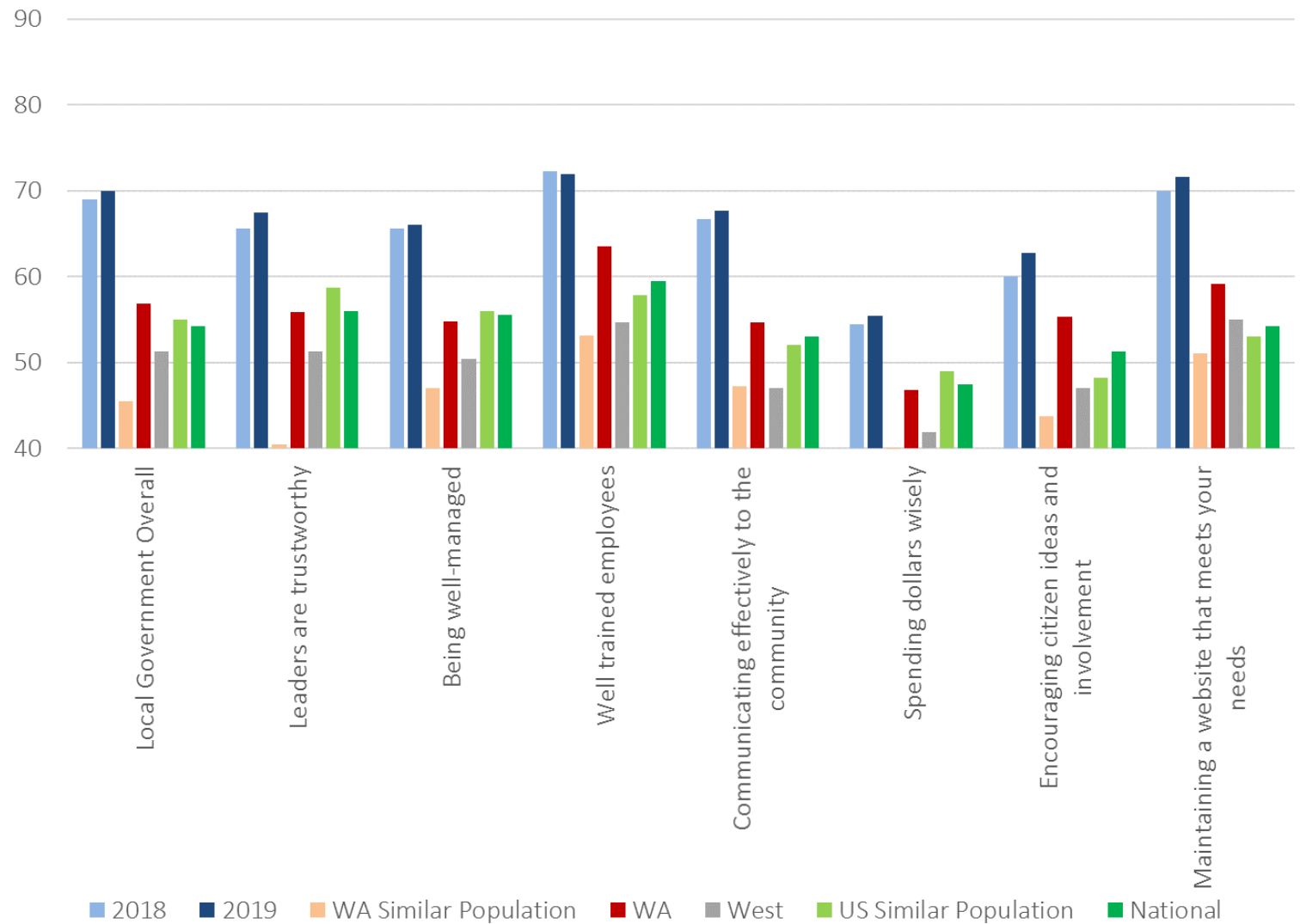
Drivers of Satisfaction and Behavior: Strategic Priorities



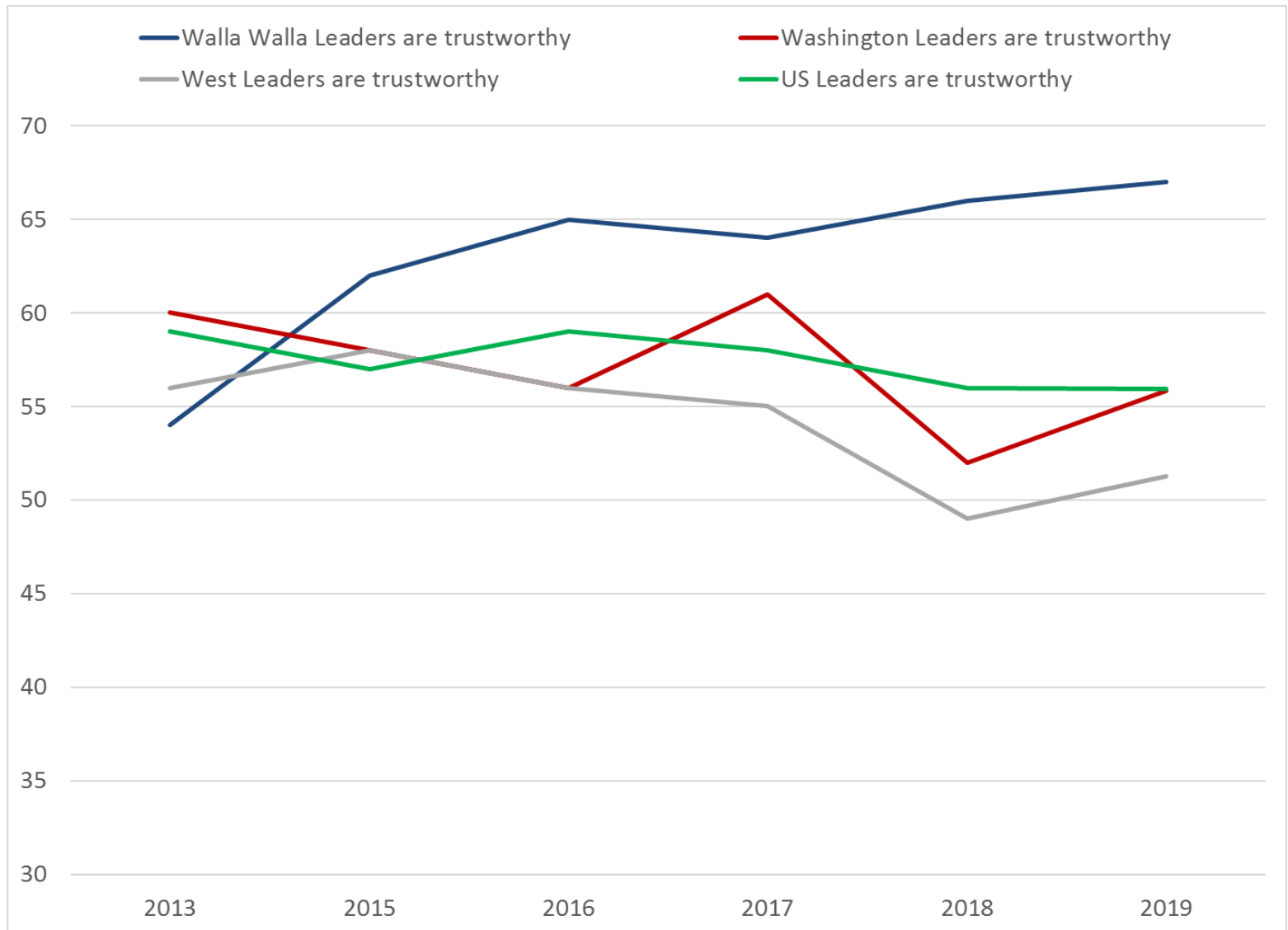
Drivers of Satisfaction and Behavior: Strategic Priorities Compared to 2017

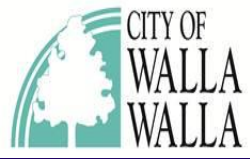


Drivers of Satisfaction and Behavior: Government Management

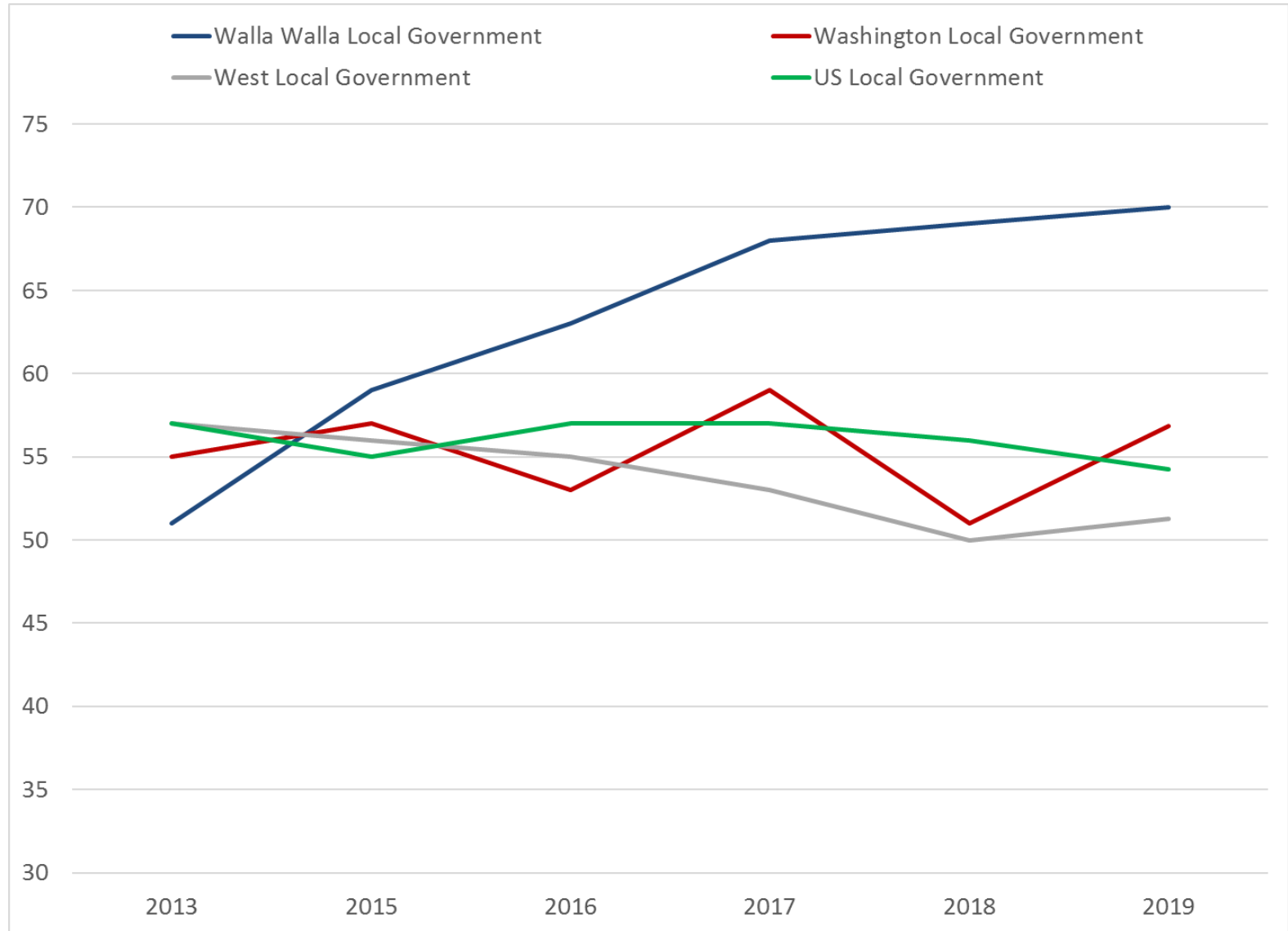


Drivers of Satisfaction and Behavior: Government Management - Trends

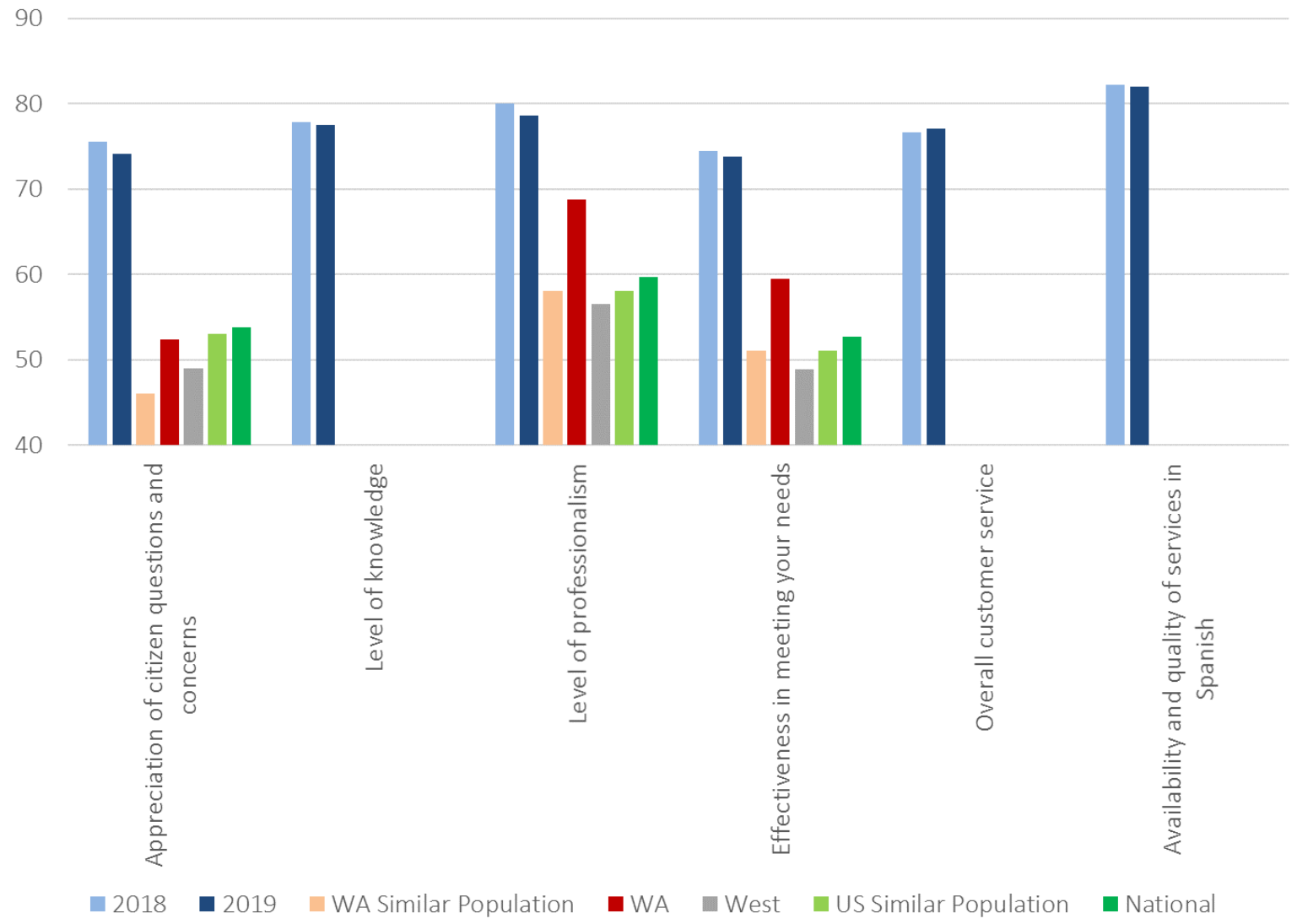




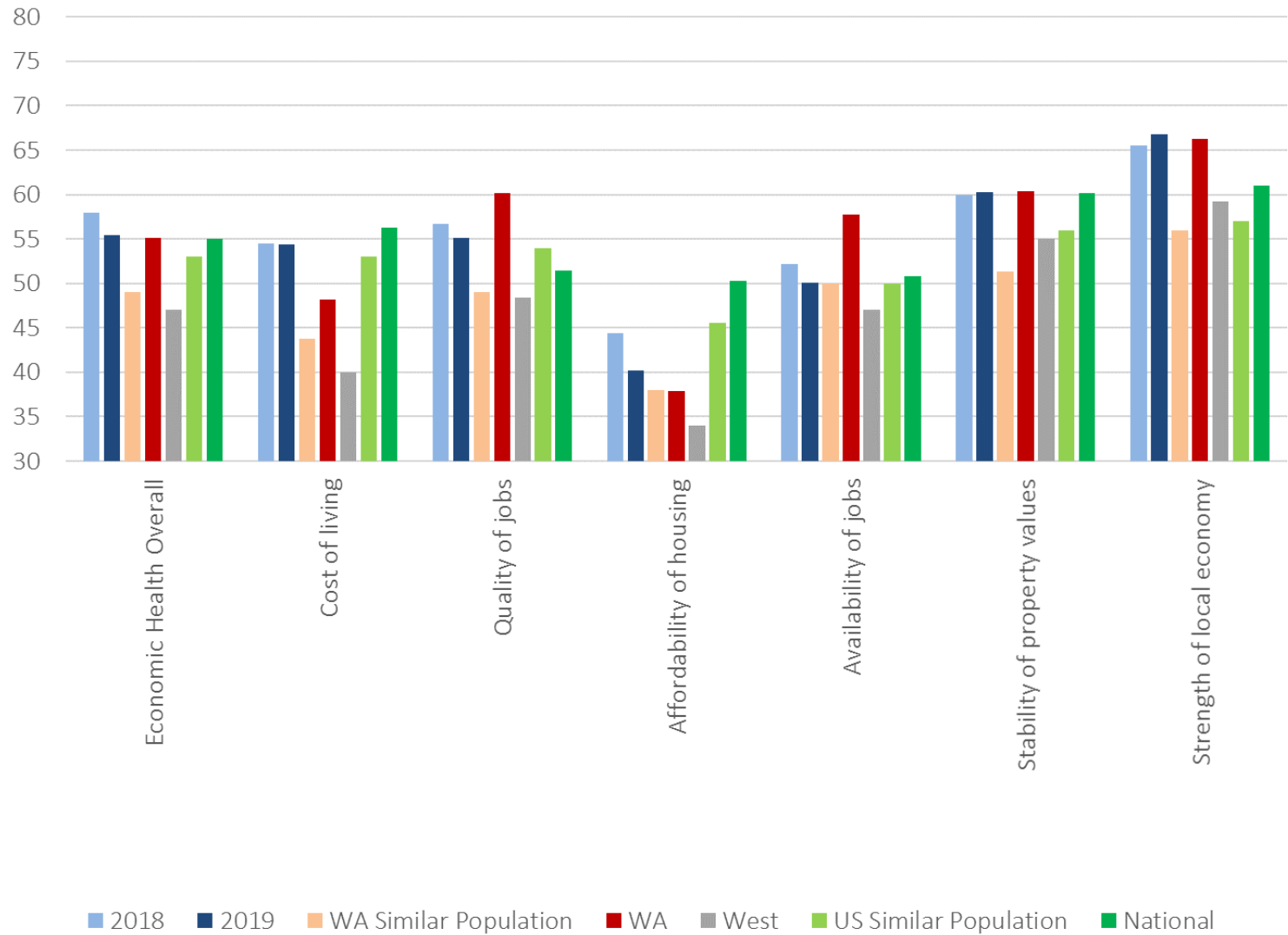
Drivers of Satisfaction and Behavior: Government Management - Overall



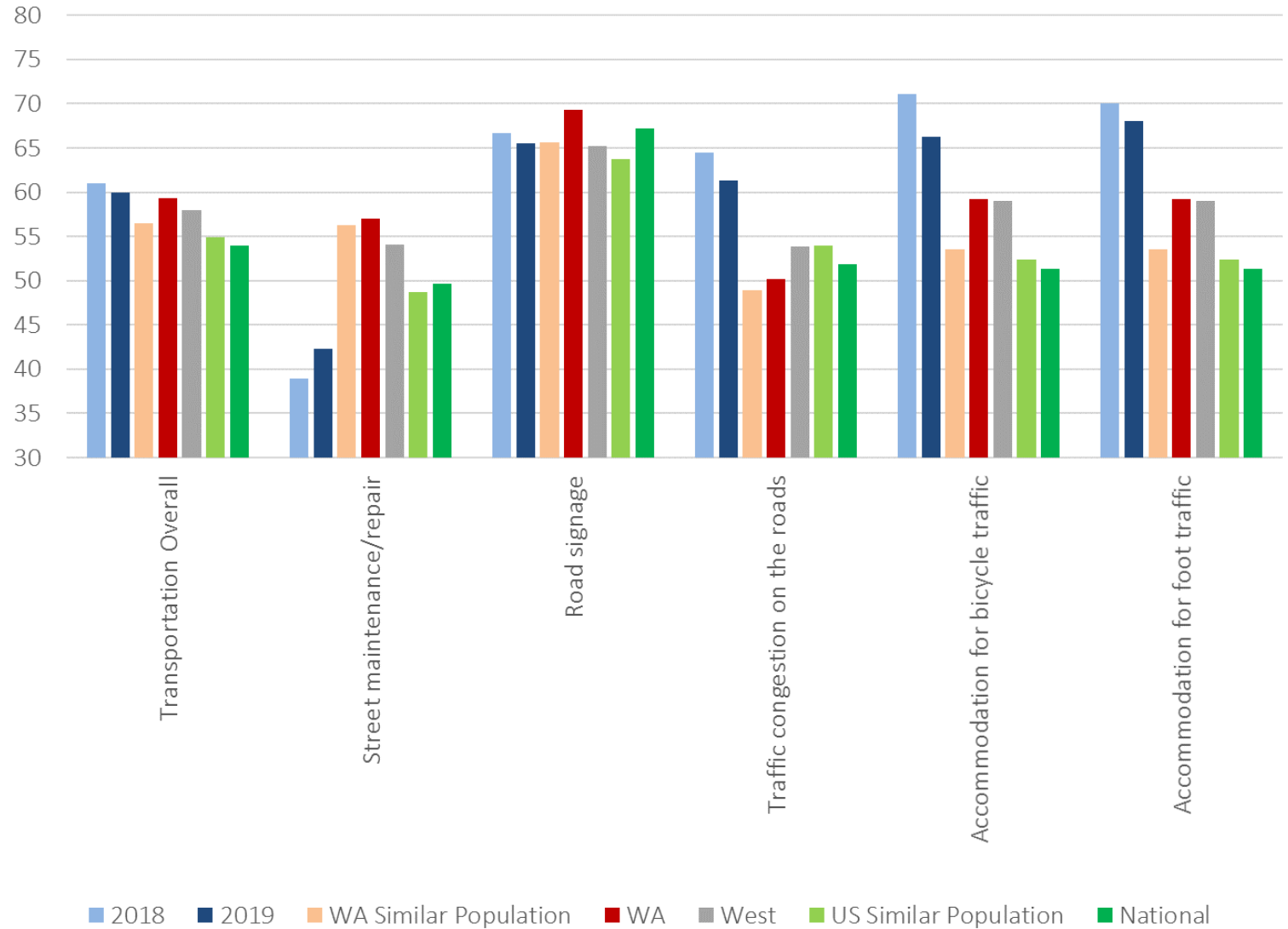
Drivers of Satisfaction and Behavior: Customer Service



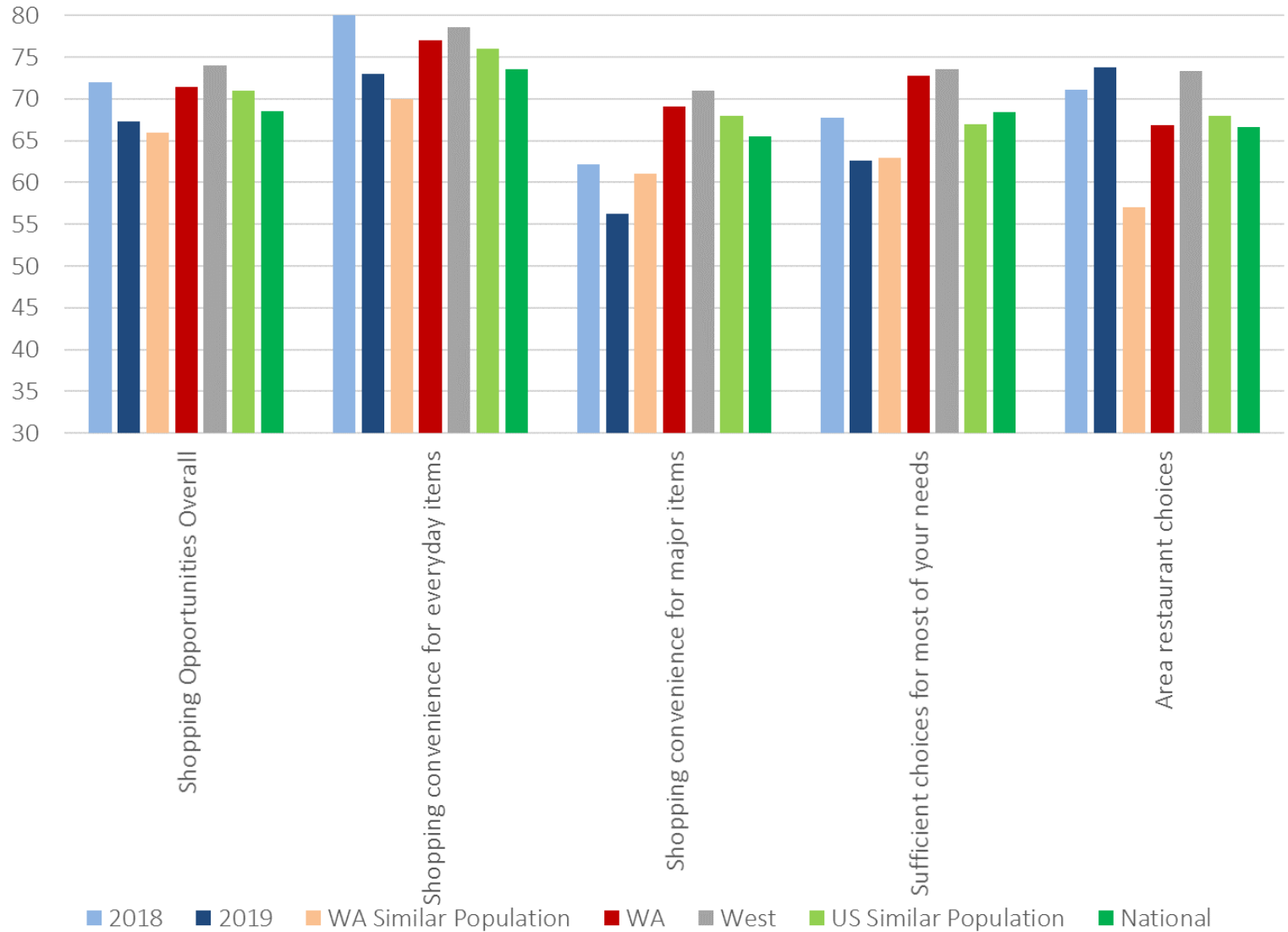
Drivers of Satisfaction and Behavior: Economic Health



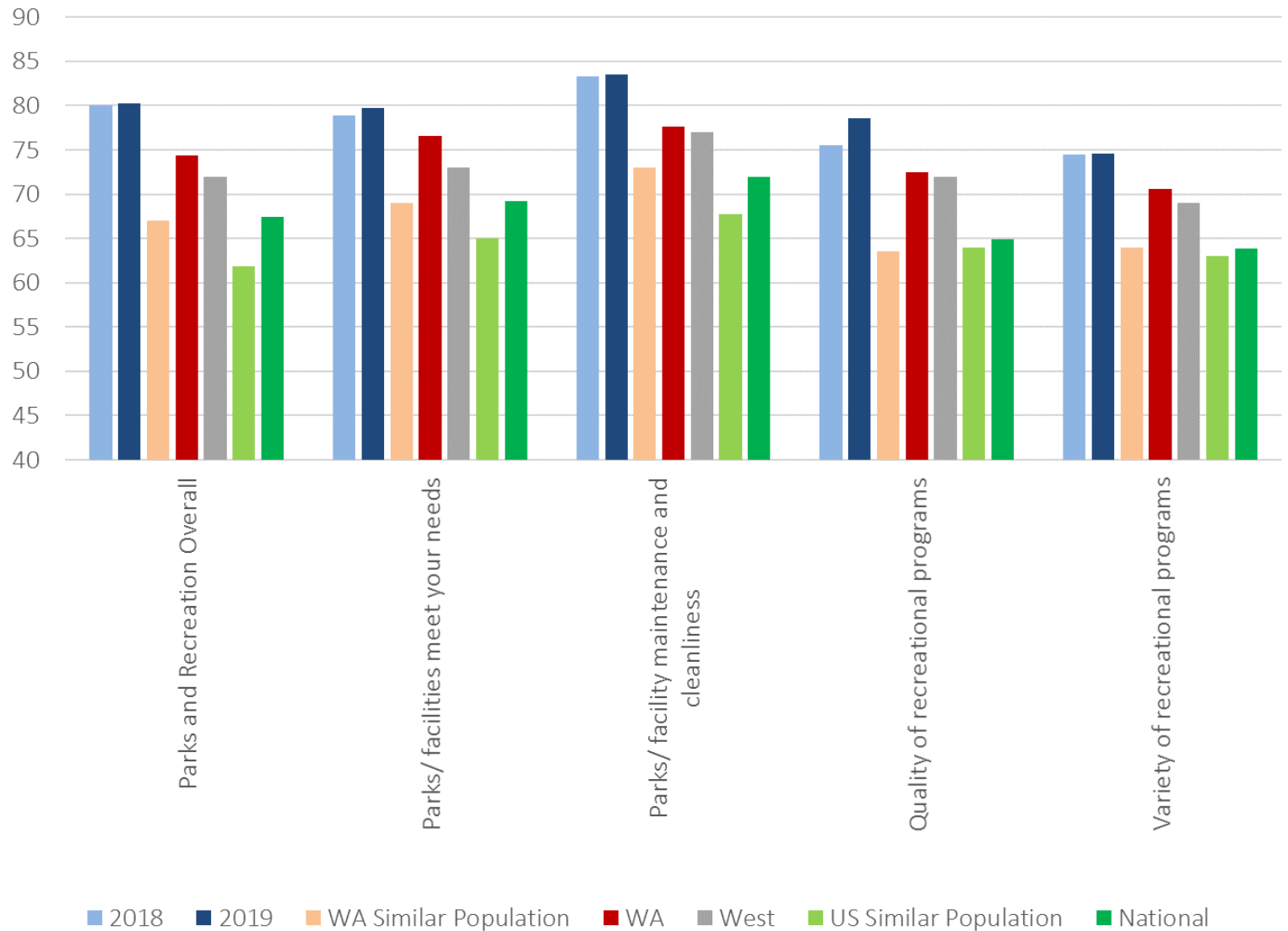
Drivers of Satisfaction and Behavior: Transportation Infrastructure



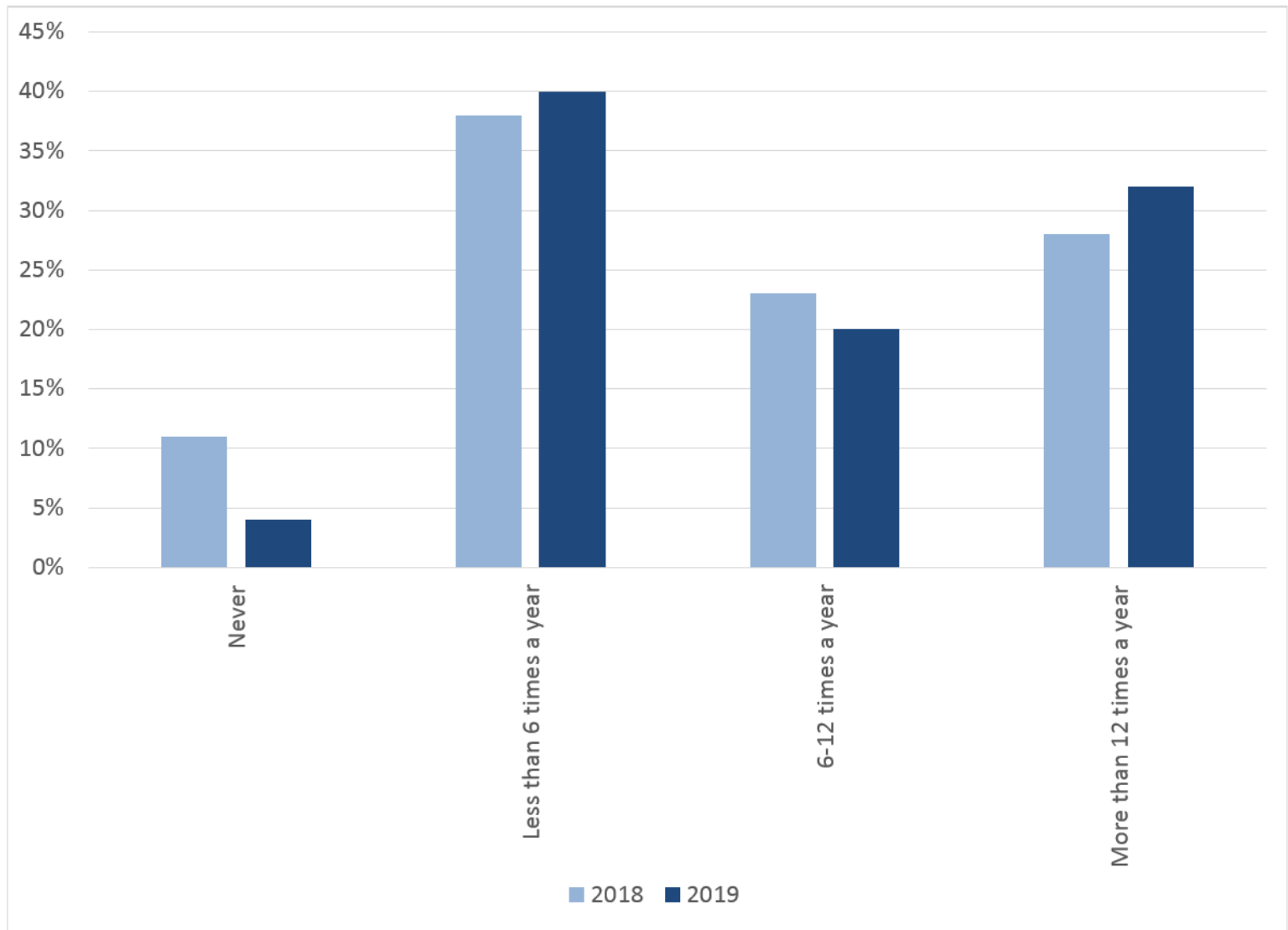
Drivers of Satisfaction and Behavior: Shopping



Drivers of Satisfaction and Behavior: Parks and Recreation



Drivers of Satisfaction and Behavior: Parks and Recreation



Word Cloud:

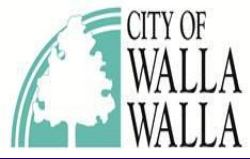
What are two improvements you would like to see the City implement to improve your satisfaction?

Top Themes:

1. **Streets/Roads** – Maintenance, Improving Pavement & Infrastructure
2. **Better** – Planning on Road Construction, Road Repair & Shopping Choices
3. **Parking** - Downtown Improvements, More Parking Facilities with Adequate Spaces
4. **Homeless** – Clean Up Litter Left Behind, Provide Resources & Address Mental Health Issues

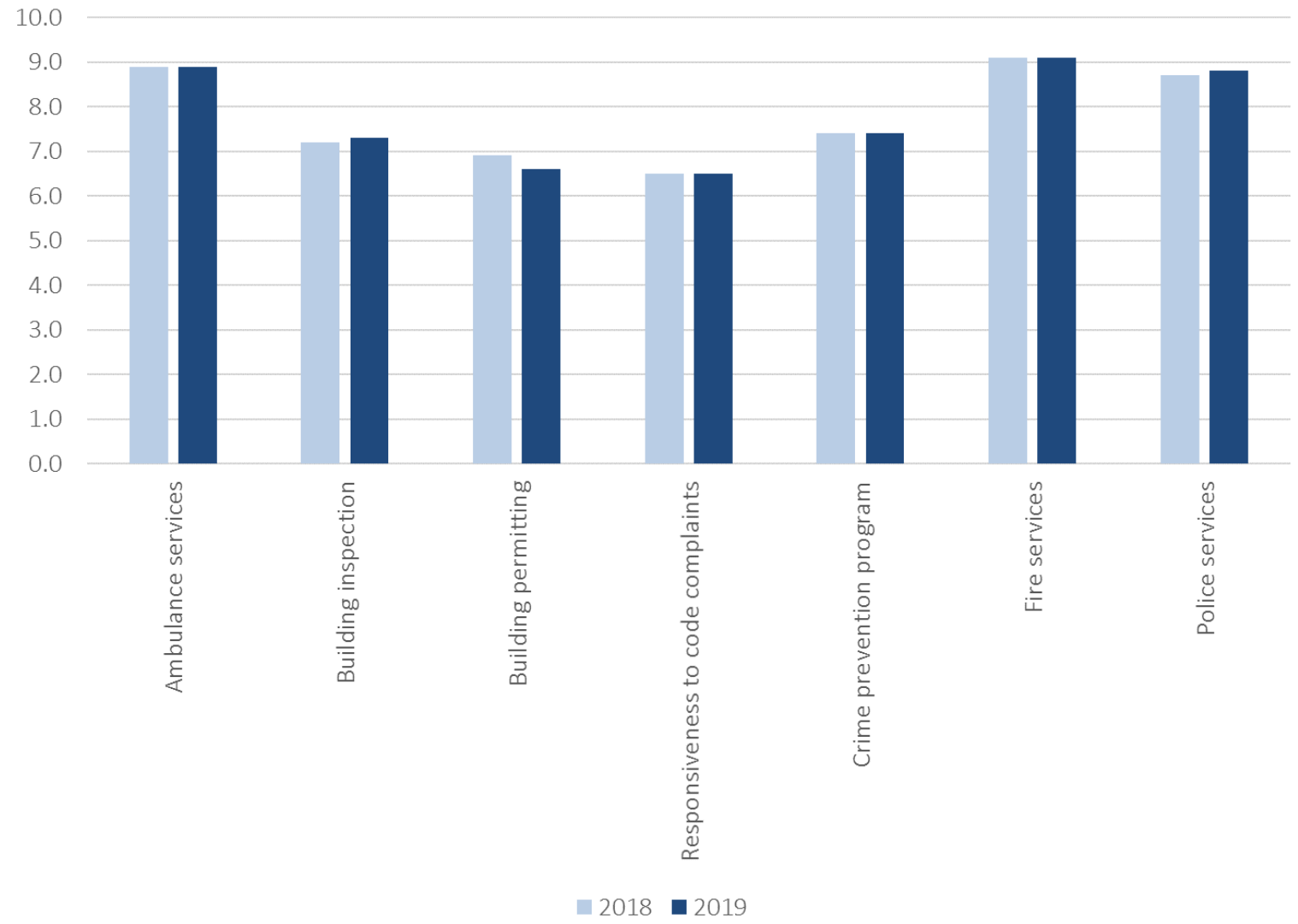


City Services and Programs



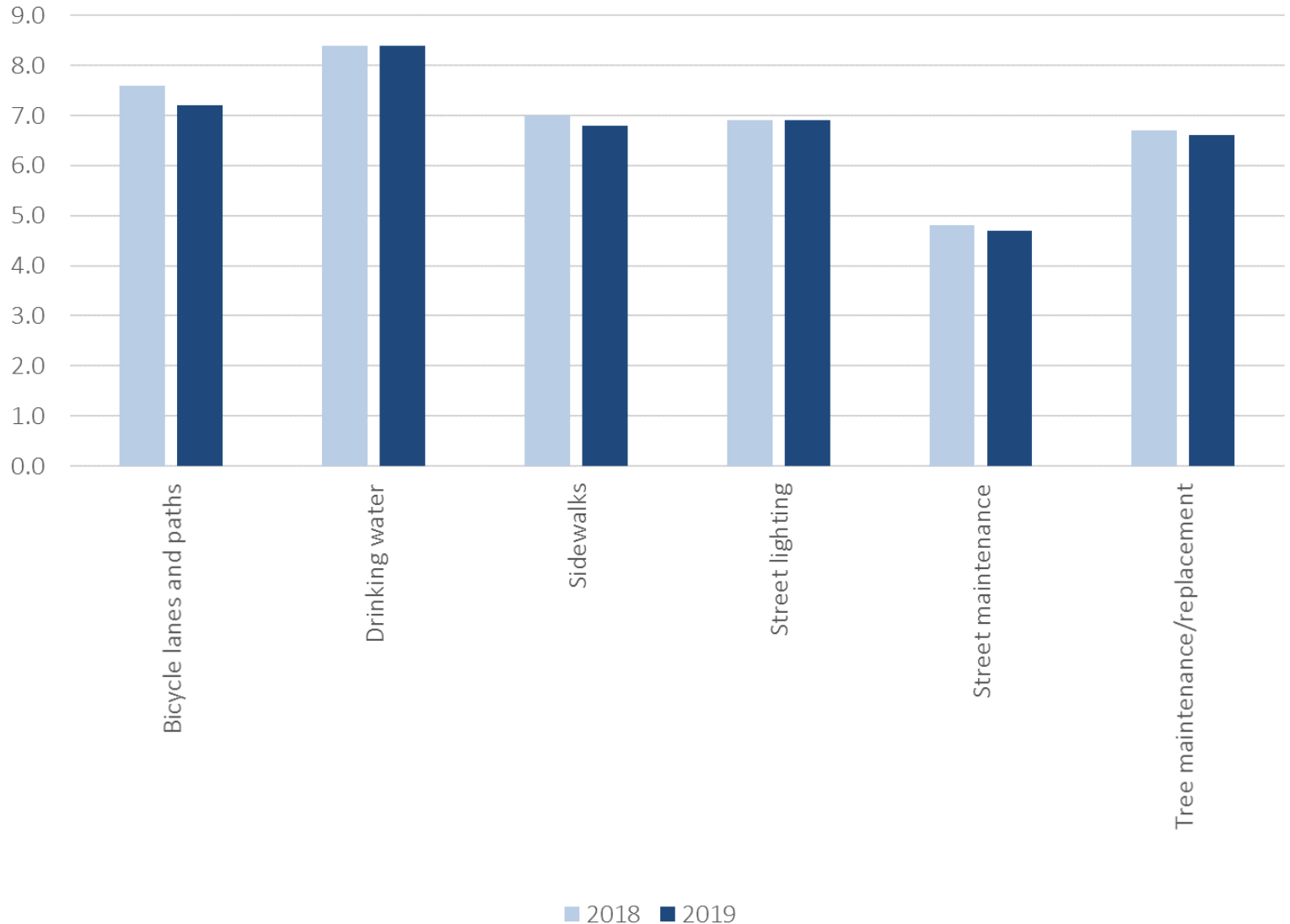
City Services and Programs Satisfaction

Public Safety (Scale = 1 to 10)



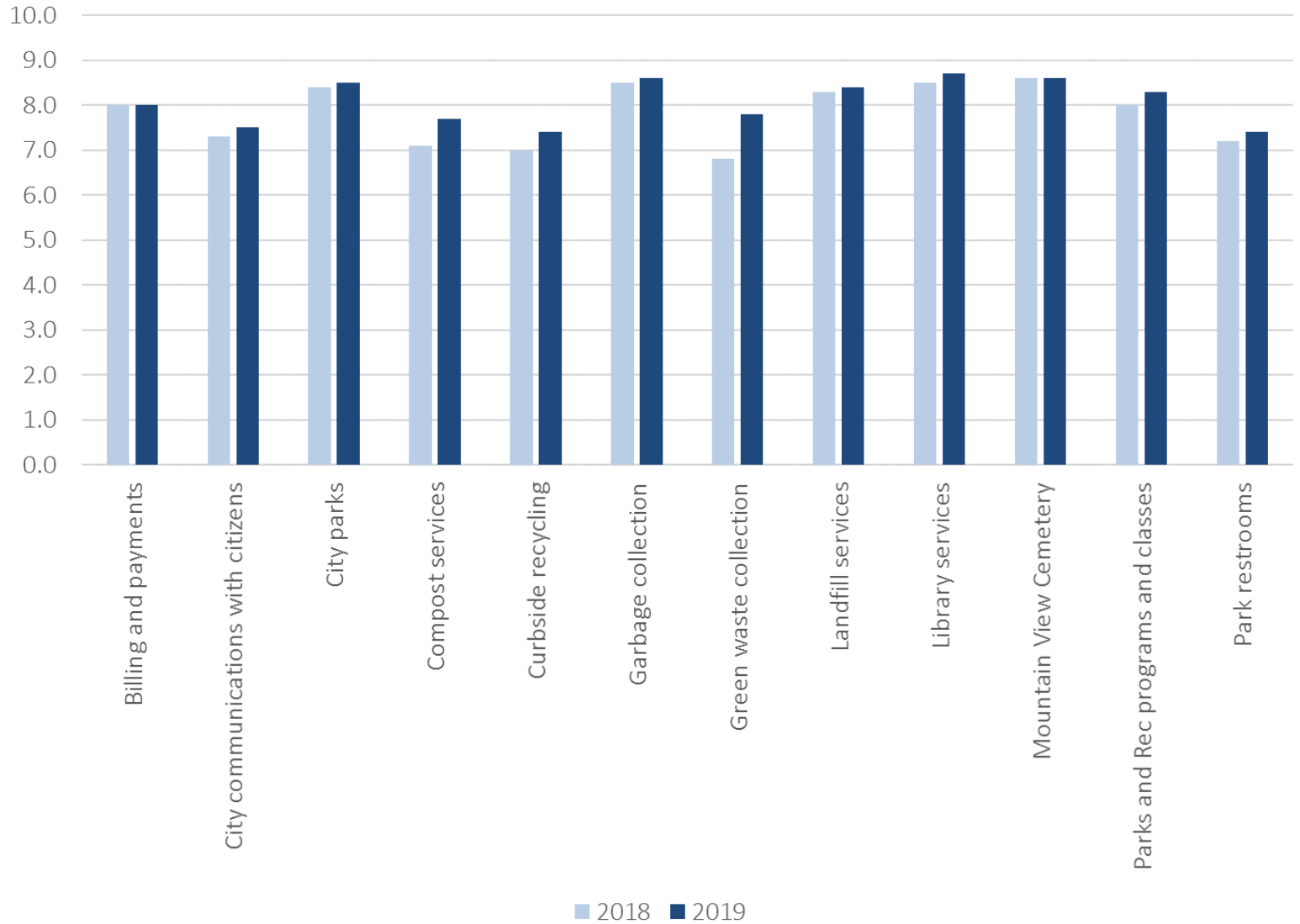
City Services and Programs Satisfaction

Streets and Infrastructure (Scale = 1 to 10)



City Services and Programs Satisfaction

Other City Services (Scale = 1 to 10)

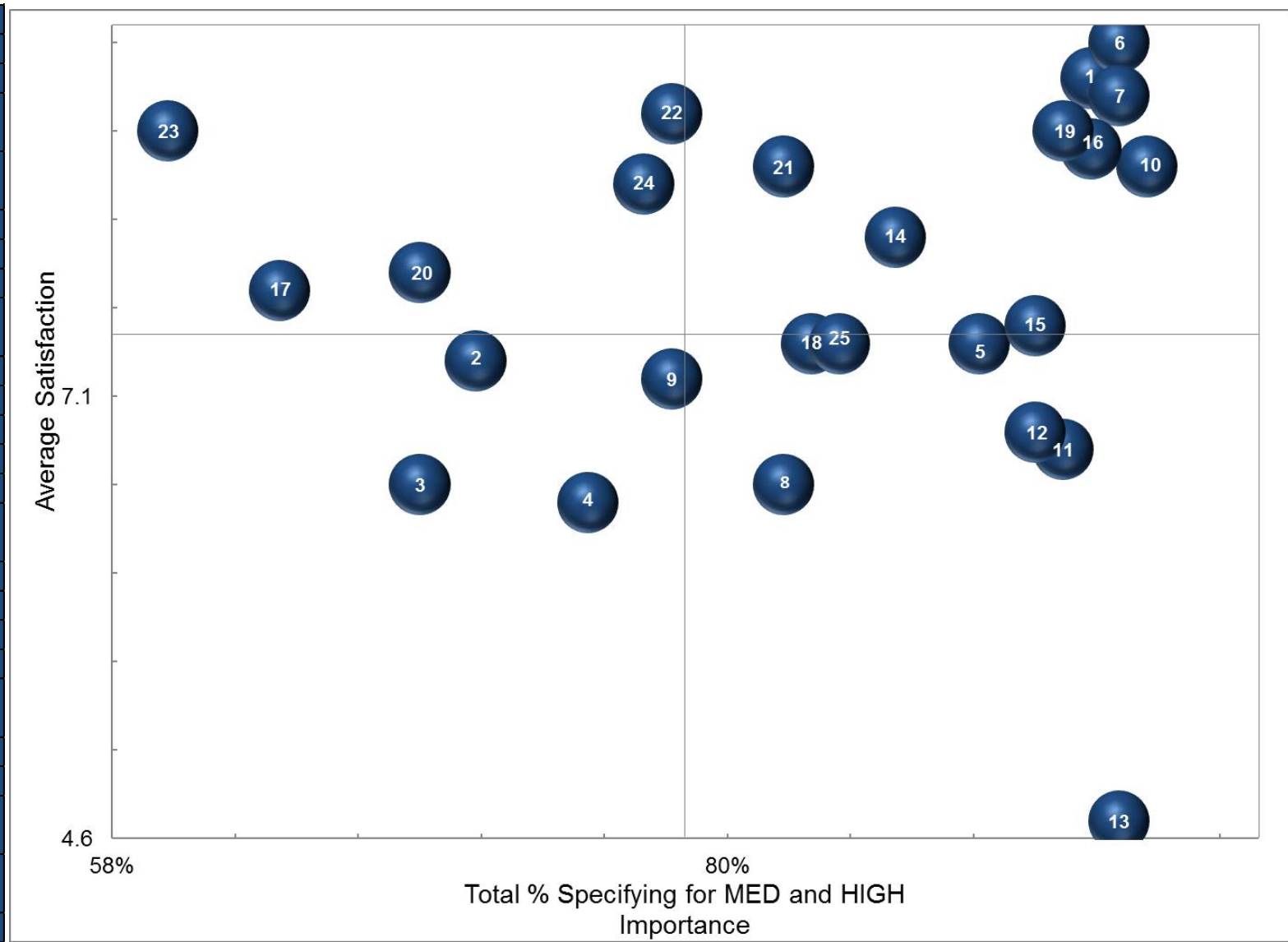




City Services & Programs Bubble Chart

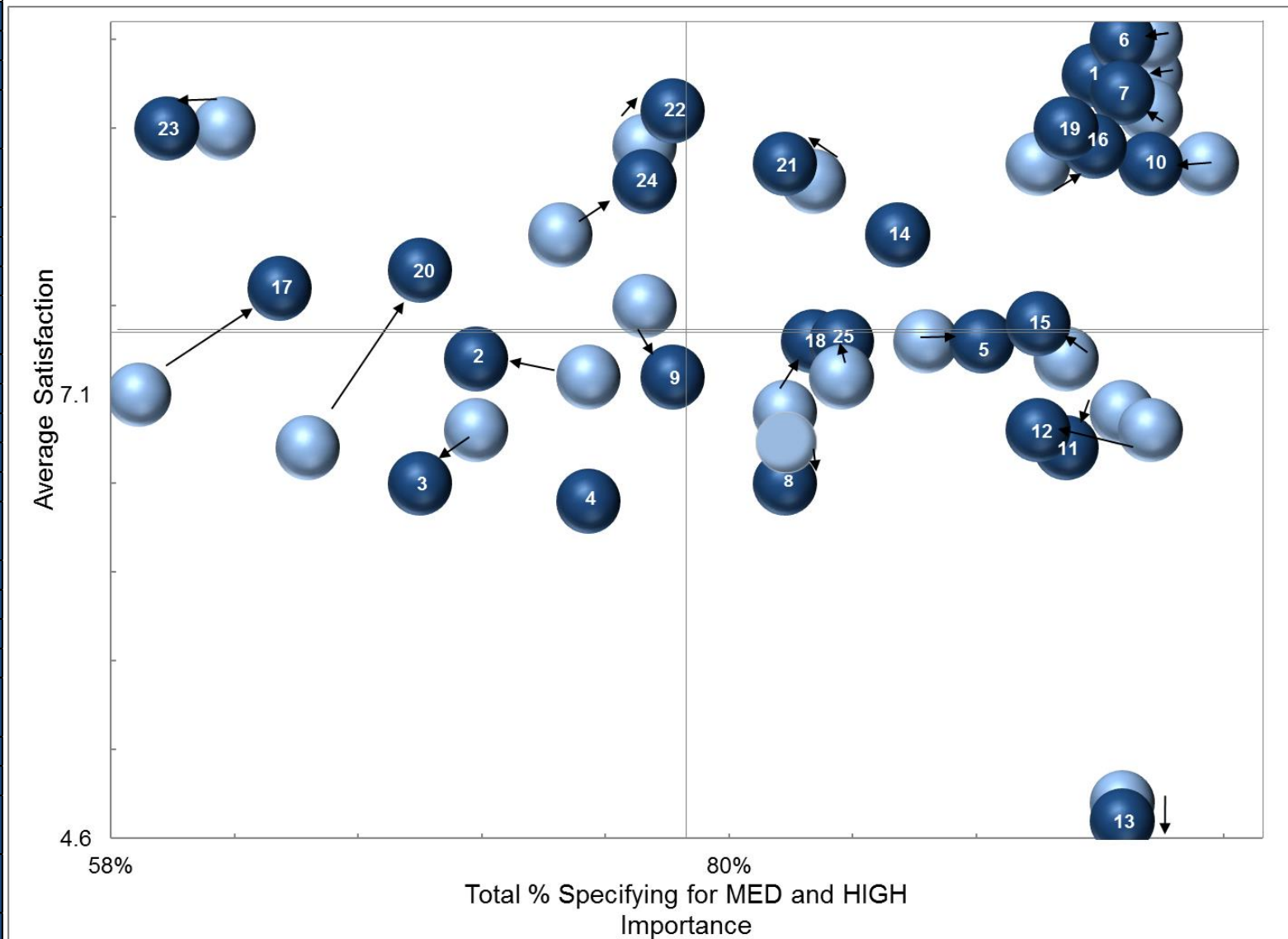
Horizontal axis = % of respondents saying service is **MED** or **HIGH** importance,
 Vertical axis = satisfaction w/ service

- 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 Tree Maintenance
- 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



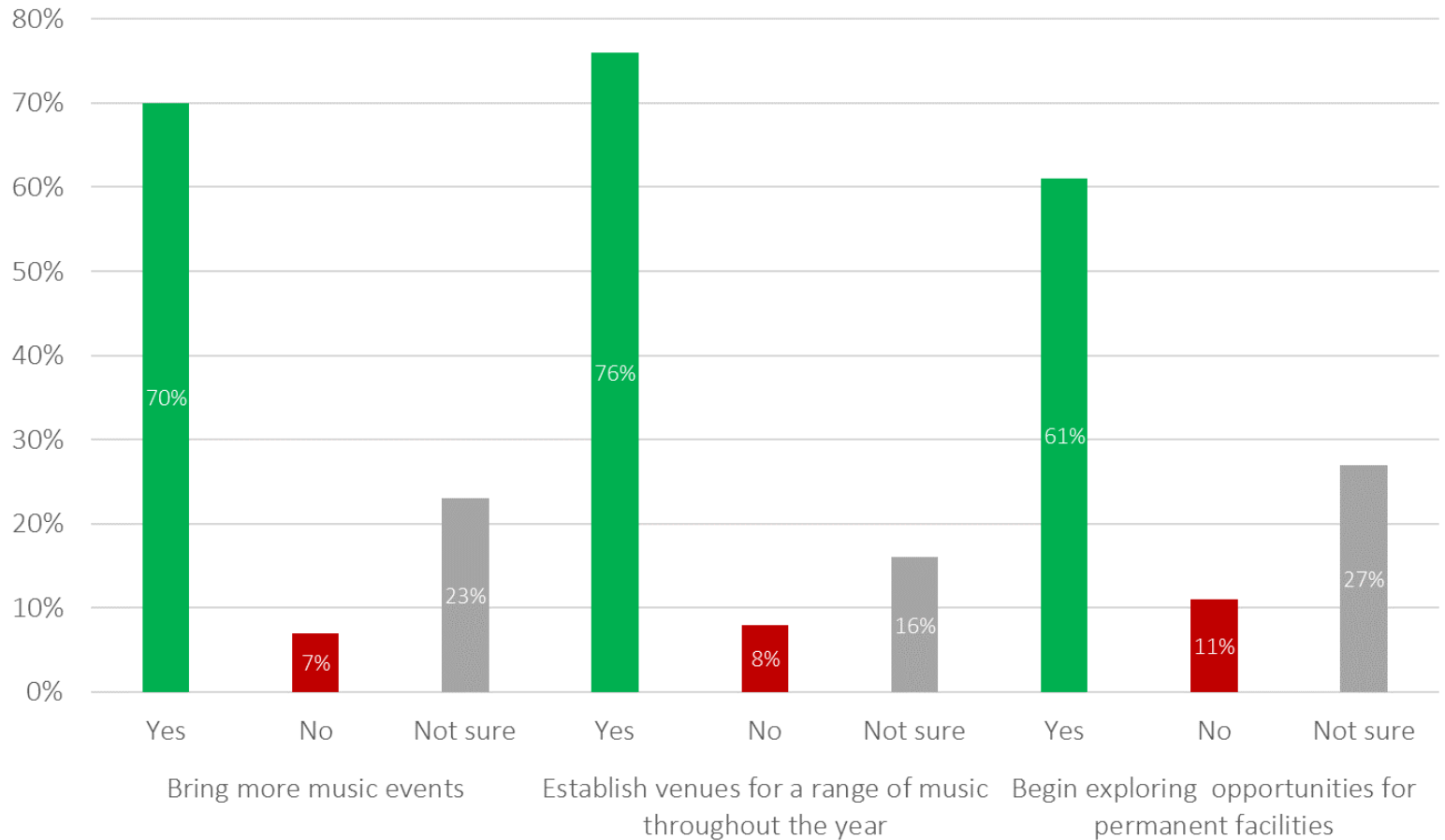
City Services & Programs Bubble Chart compared to 2018

- 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 Tree Maintenance
- 9 Bicycle lanes and paths
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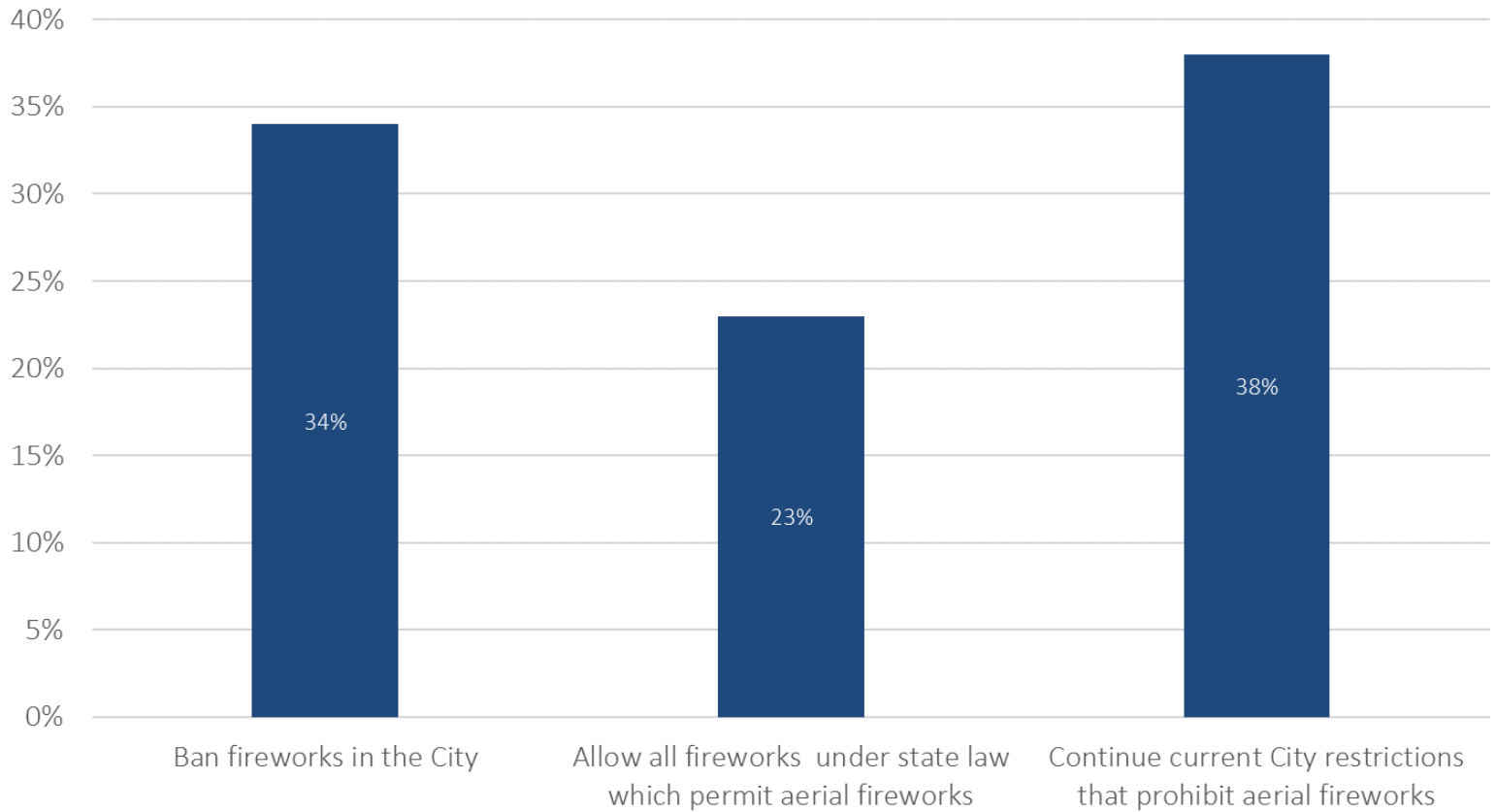


Custom Questions

Music Events

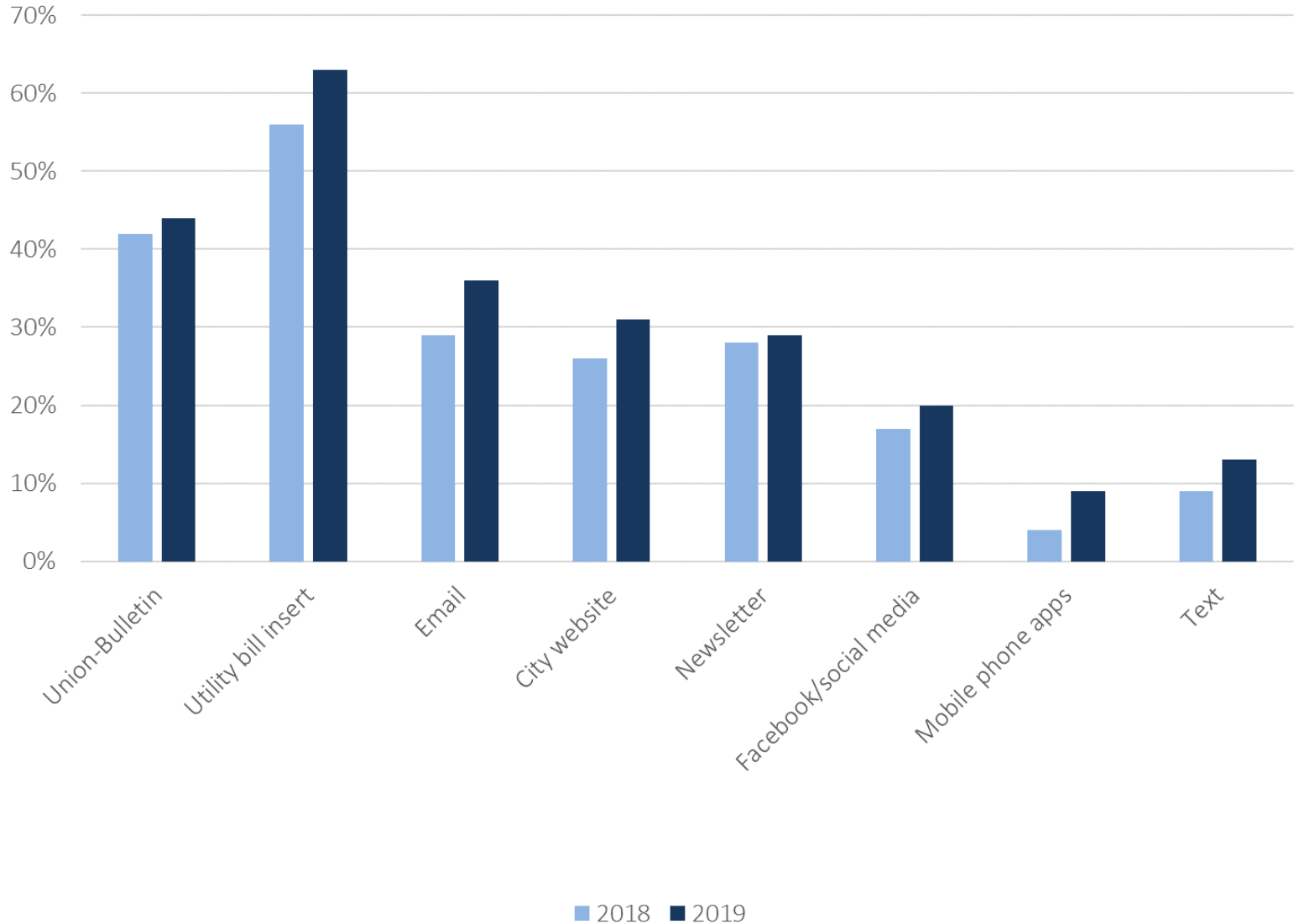


Fireworks



Communications

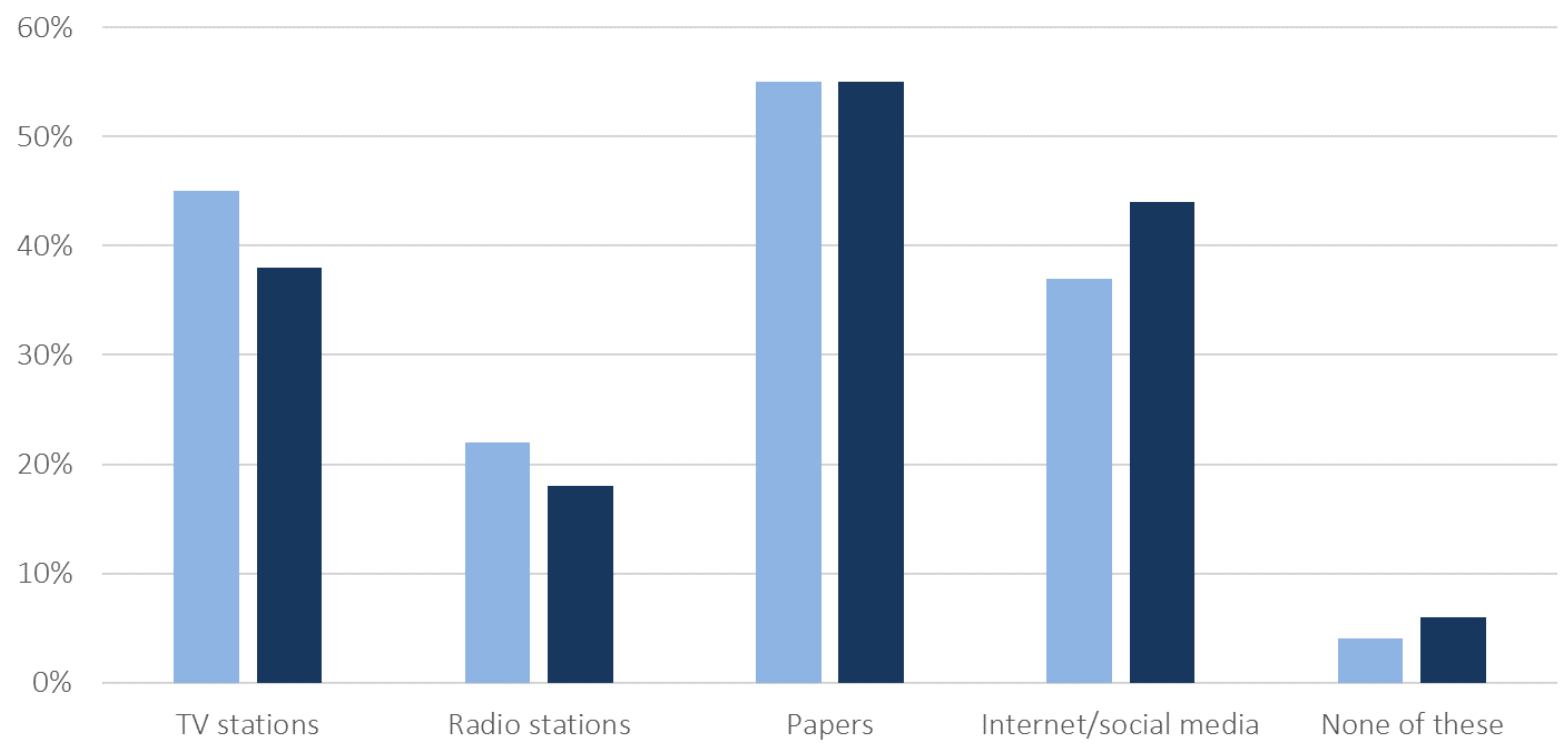
How do you prefer to receive information from the City?



How do you prefer to receive information from the City?

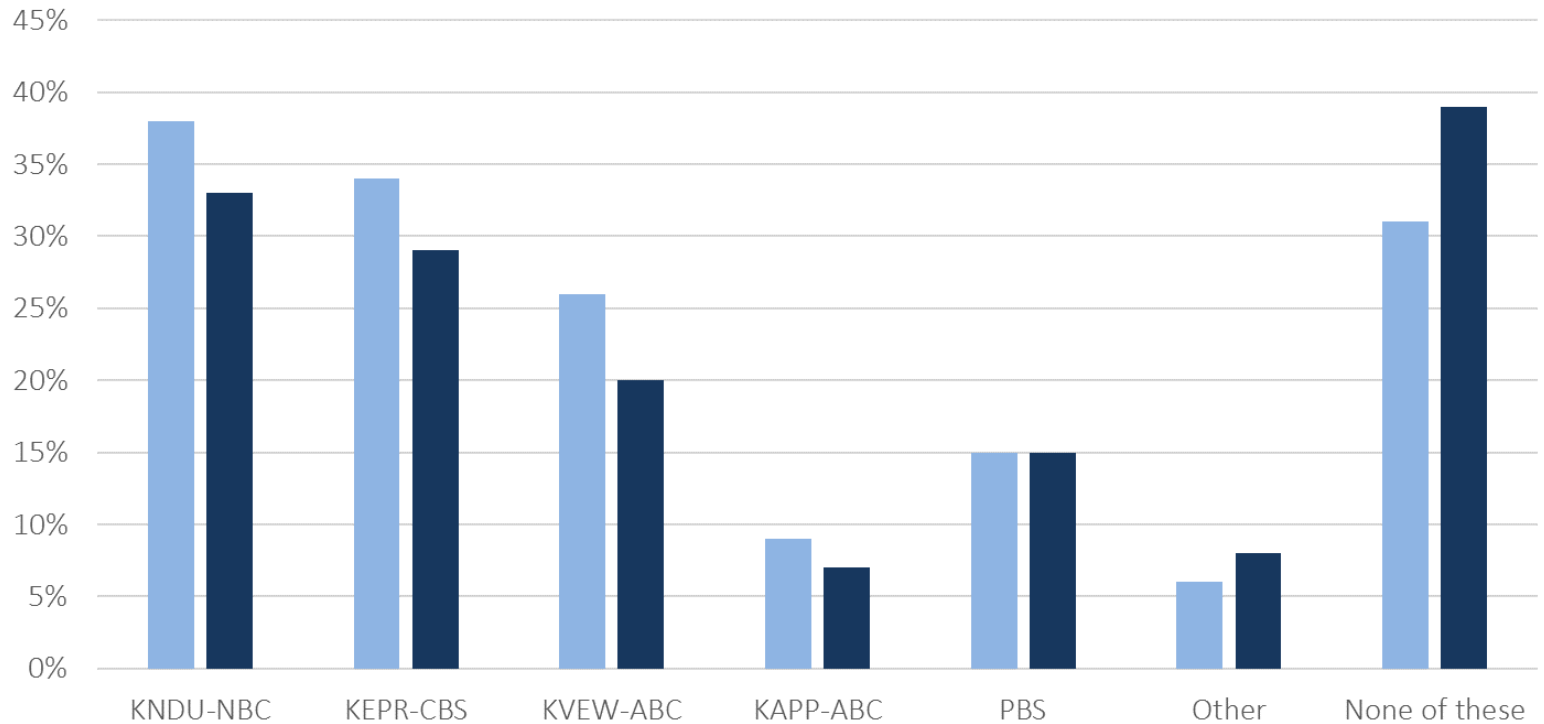
City of Walla Walla 2019 Communication Preference		How to receive info from City							
		Union-Bulletin	Utility bill insert	Email	City website	Newsletter	Facebook/social media	Mobile phone apps	Text
Age	18 to 24	50%	100%	100%	100%	50%	50%	50%	50%
	25 to 34	23%	61%	65%	35%	26%	29%	13%	19%
	35 to 44	24%	55%	45%	39%	37%	35%	8%	16%
	45 to 54	26%	60%	32%	40%	28%	33%	14%	18%
	55 to 64	41%	58%	35%	35%	24%	19%	8%	13%
	65+	61%	69%	29%	23%	30%	11%	6%	10%

Where do you go most often for local news?



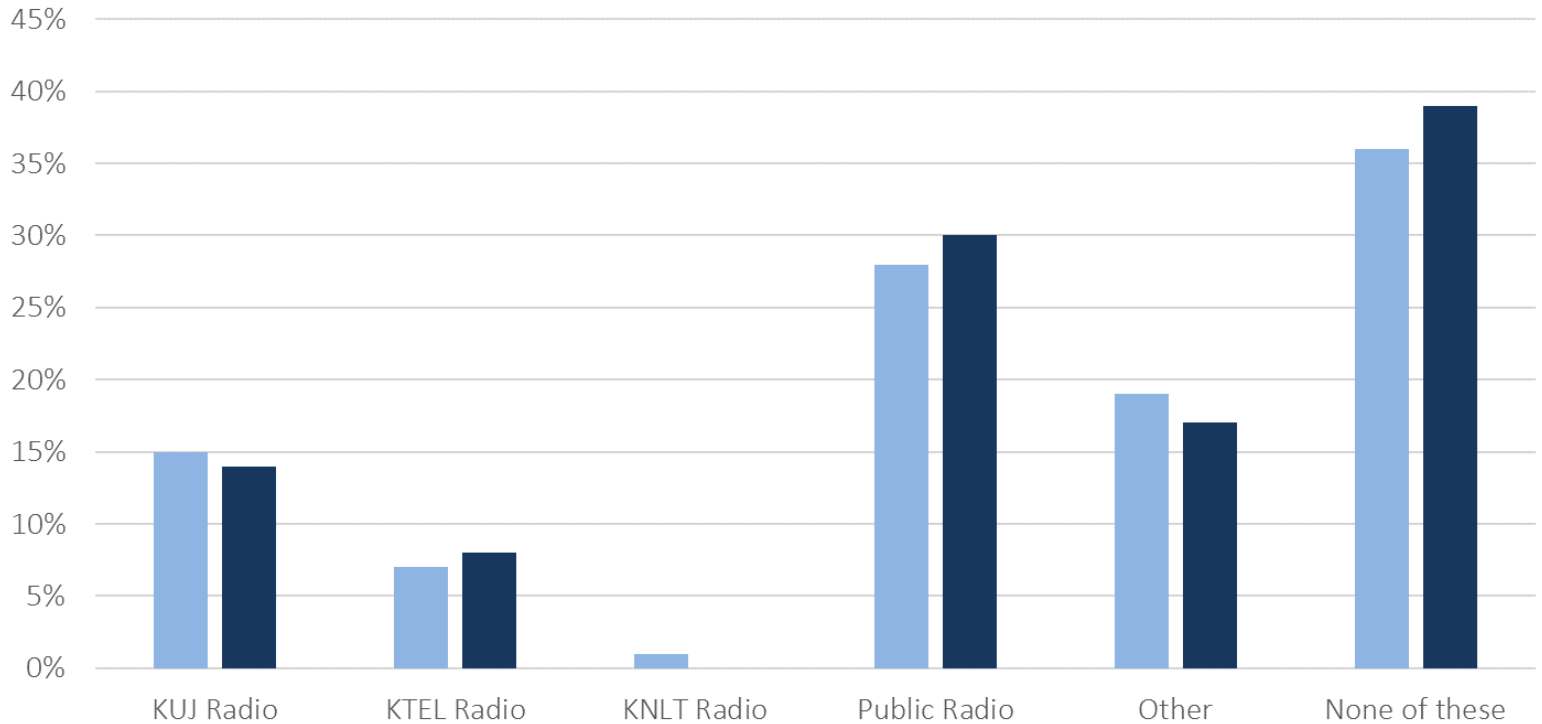
■ 2018 ■ 2019

Which TV stations do you watch for local news?



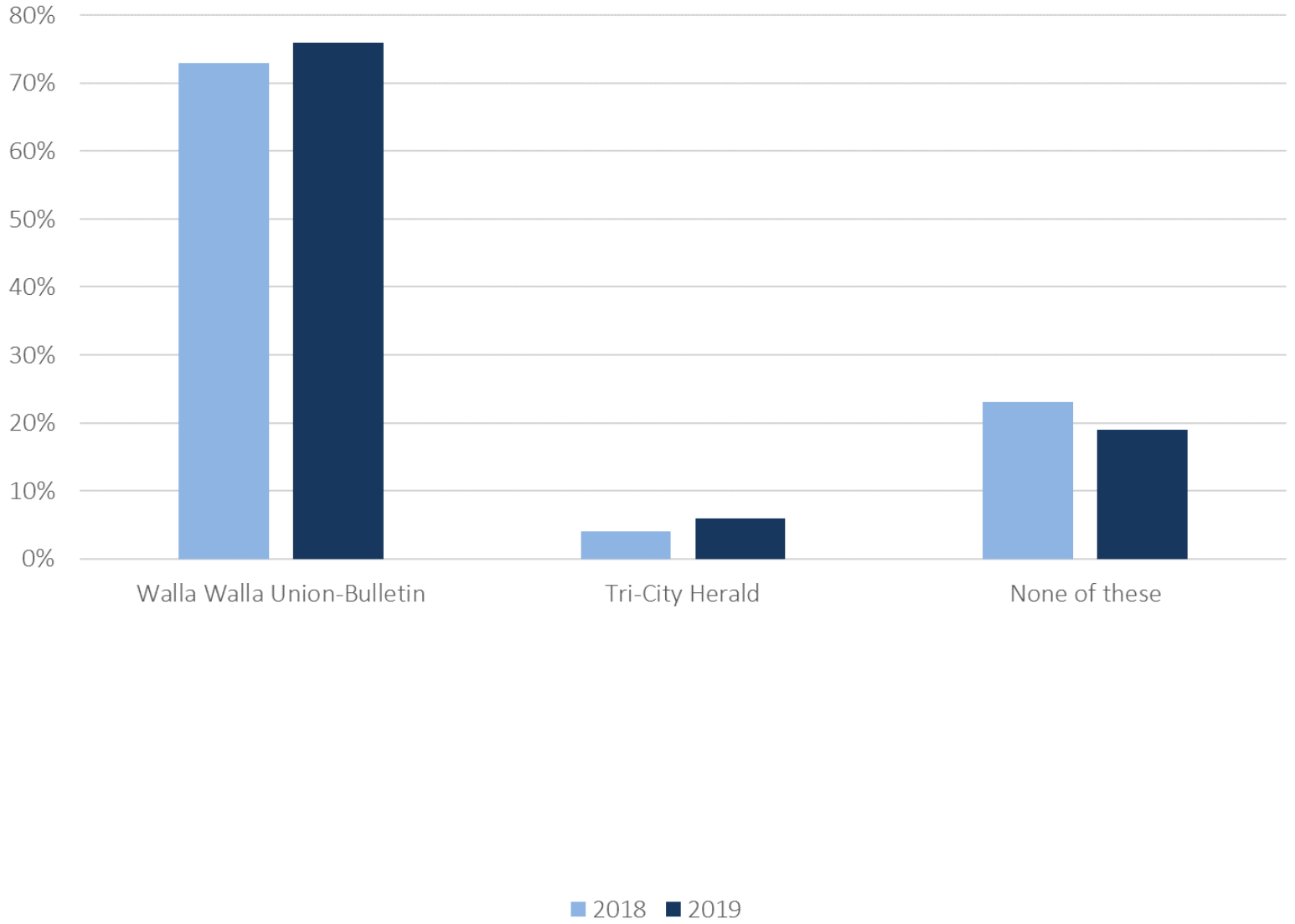
■ 2018 ■ 2019

Which radio stations do you listen to for local news?

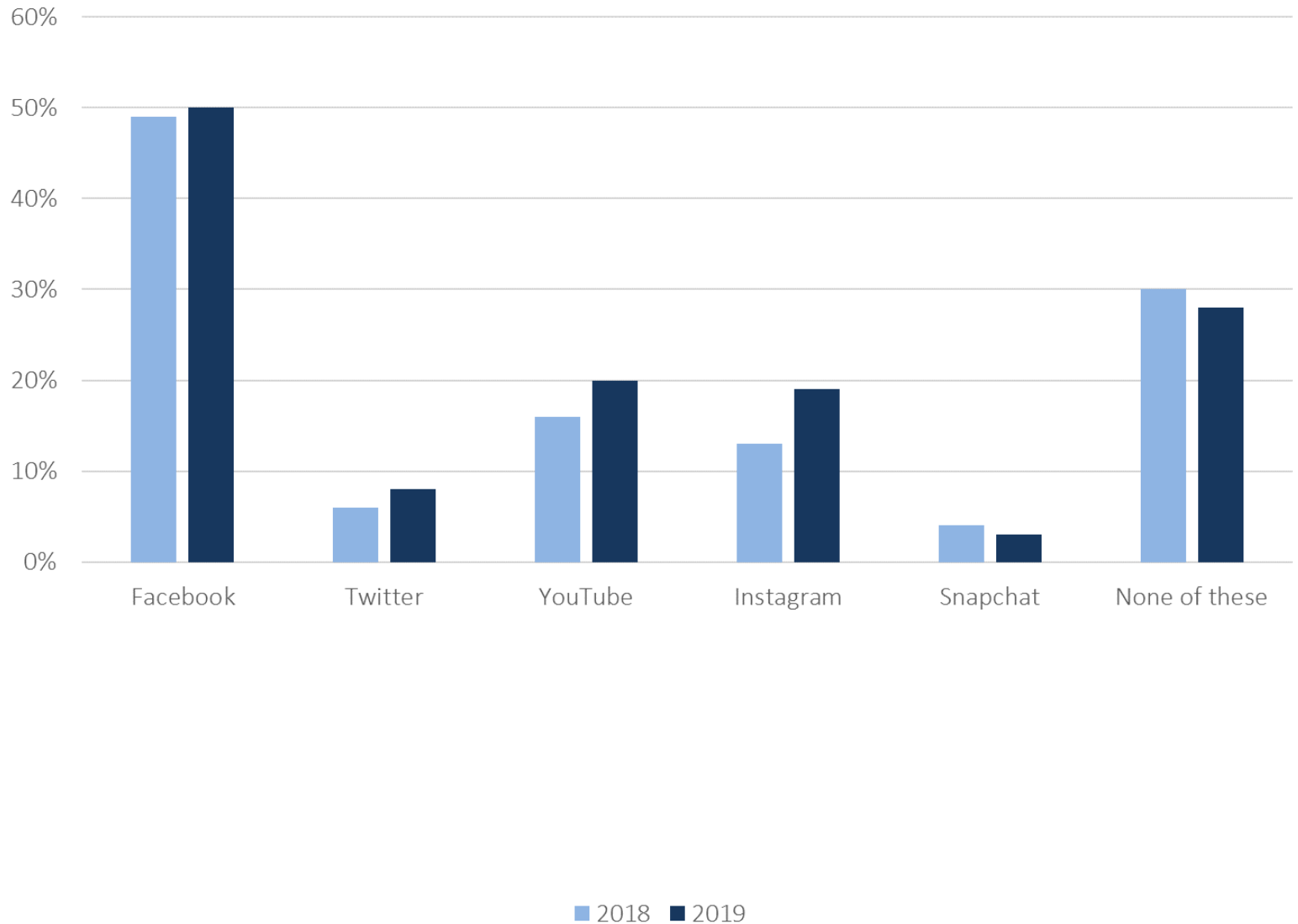


■ 2018 ■ 2019

Which newspapers or websites do you read for local news?



Which social media do you use?



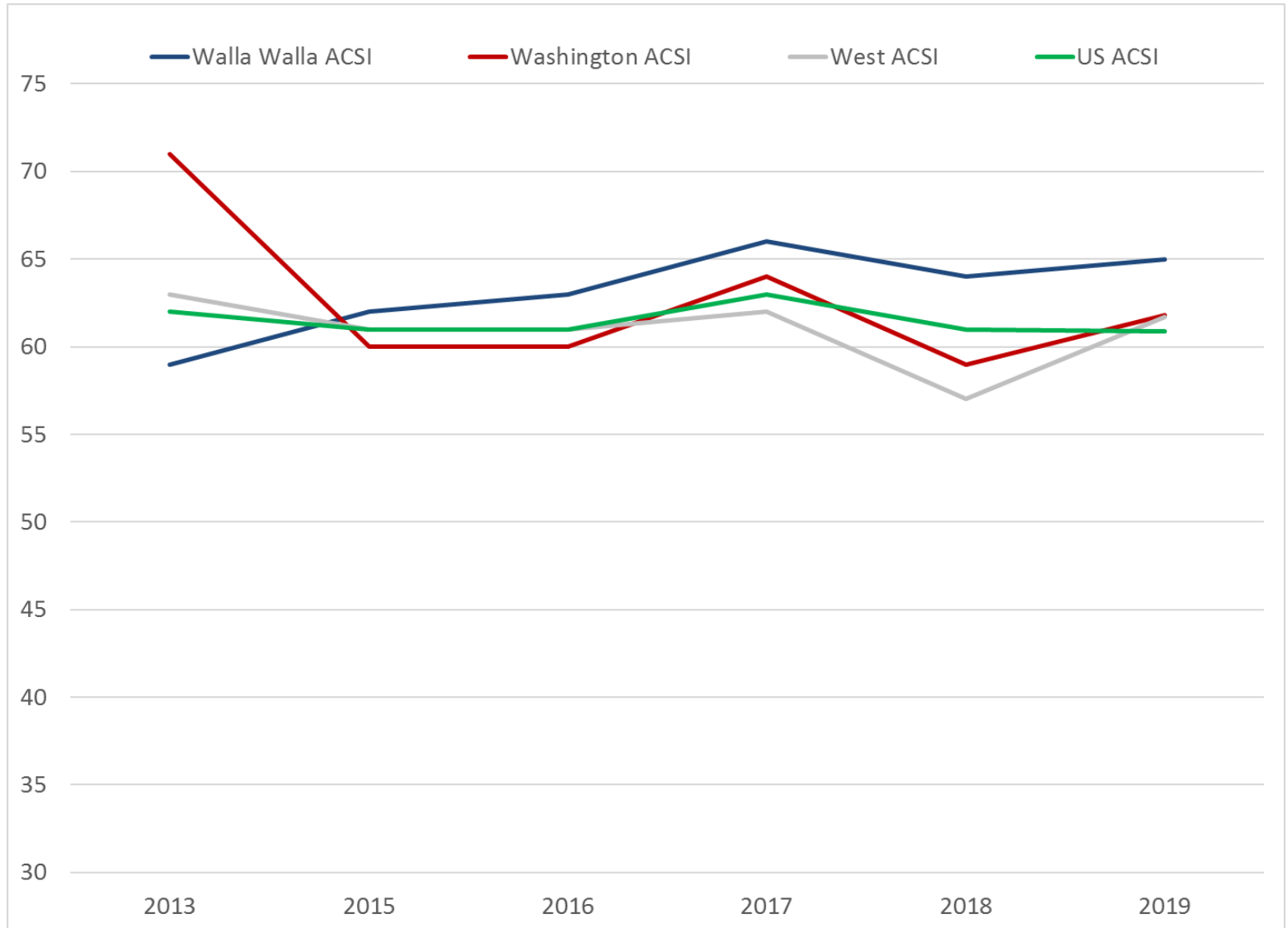
Which social media do you use?

City of Walla Walla 2019 Communication Preference		Social media					
		Facebook	Twitter	YouTube	Instagram	Snapchat	None of these
Age	18 to 24	50%	50%	50%	50%	50%	-
	25 to 34	52%	23%	32%	55%	13%	6%
	35 to 44	69%	8%	29%	24%	-	18%
	45 to 54	60%	12%	25%	18%	9%	26%
	55 to 64	49%	8%	21%	26%	3%	29%
	65+	42%	5%	14%	7%	-	35%

Questions

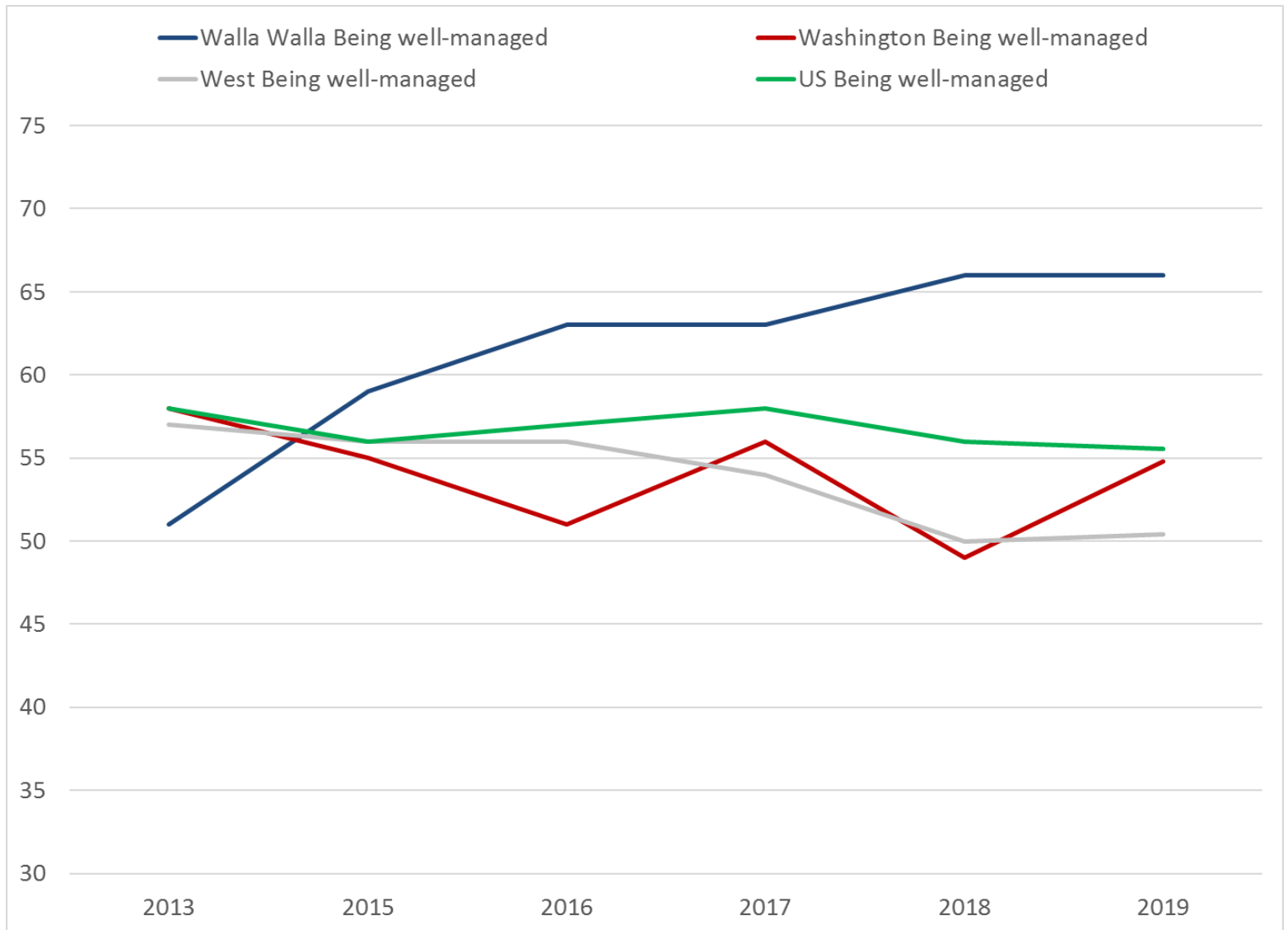


Drivers of Satisfaction and Behavior: American Customer Satisfaction Index - Trends

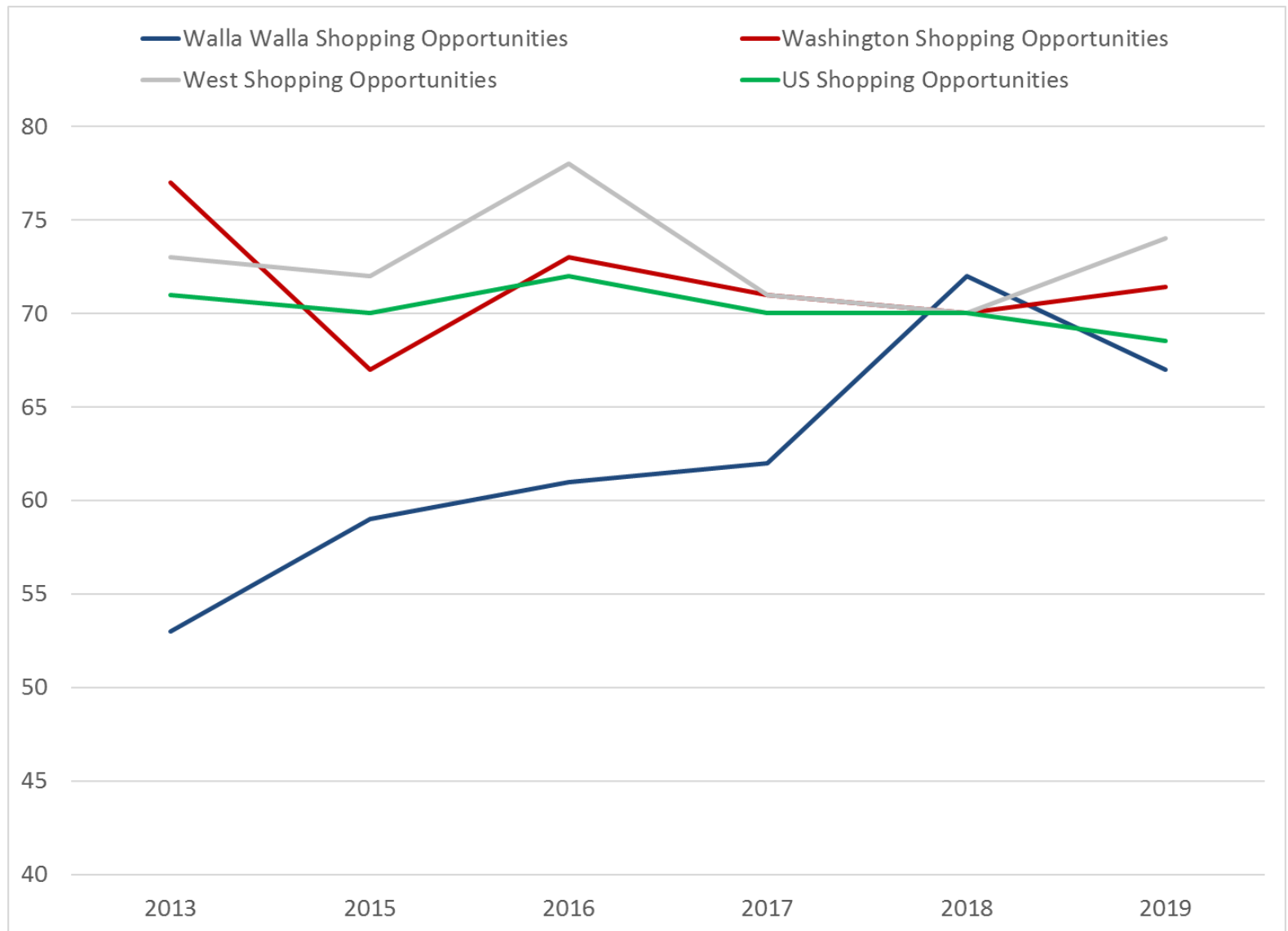




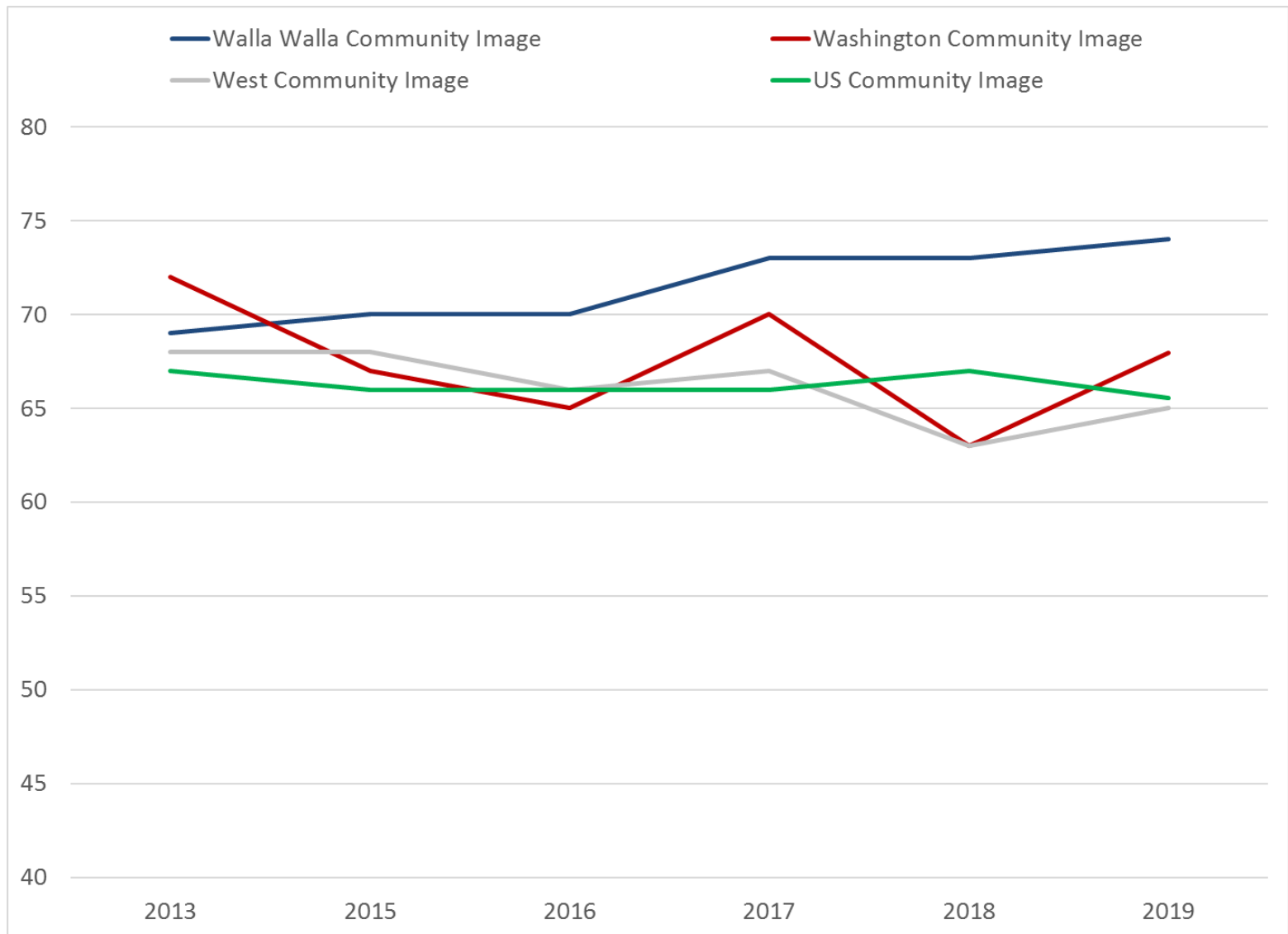
Drivers of Satisfaction and Behavior: Being Well Managed - Trends



Drivers of Satisfaction and Behavior: Shopping Opportunities - Trends

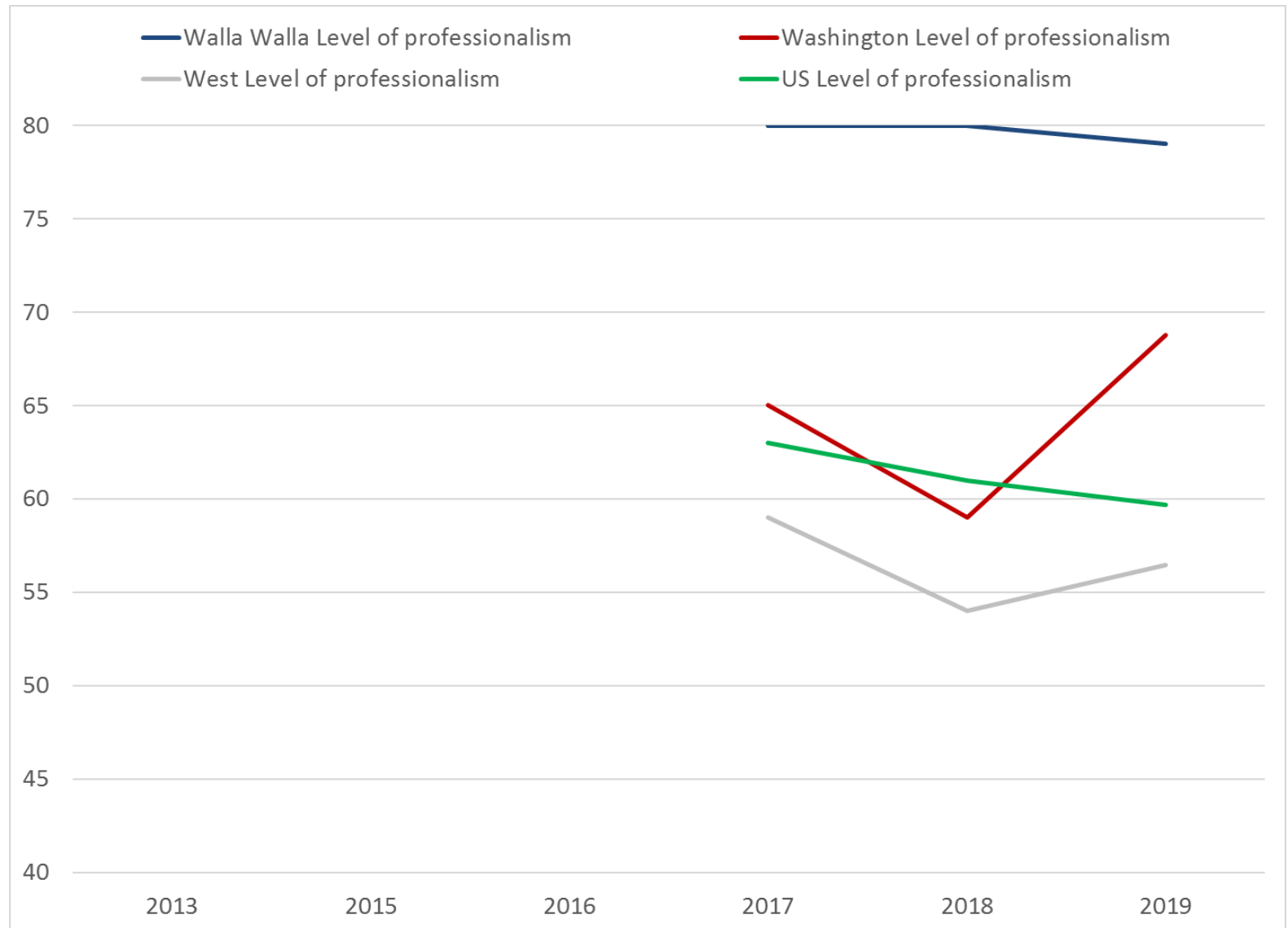


Drivers of Satisfaction and Behavior: Community Image - Trends



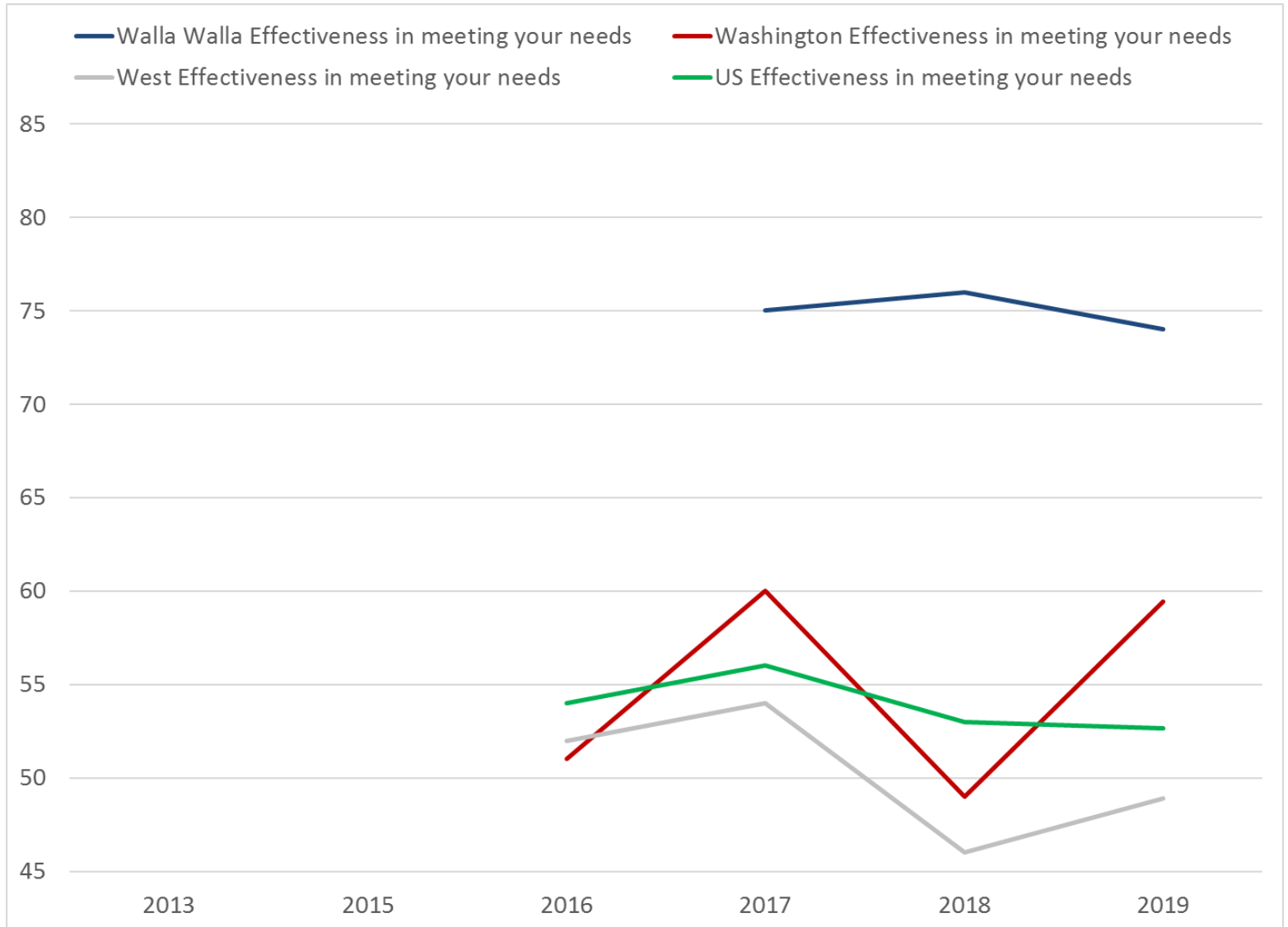


Drivers of Satisfaction and Behavior: Level of Professionalism - Trends

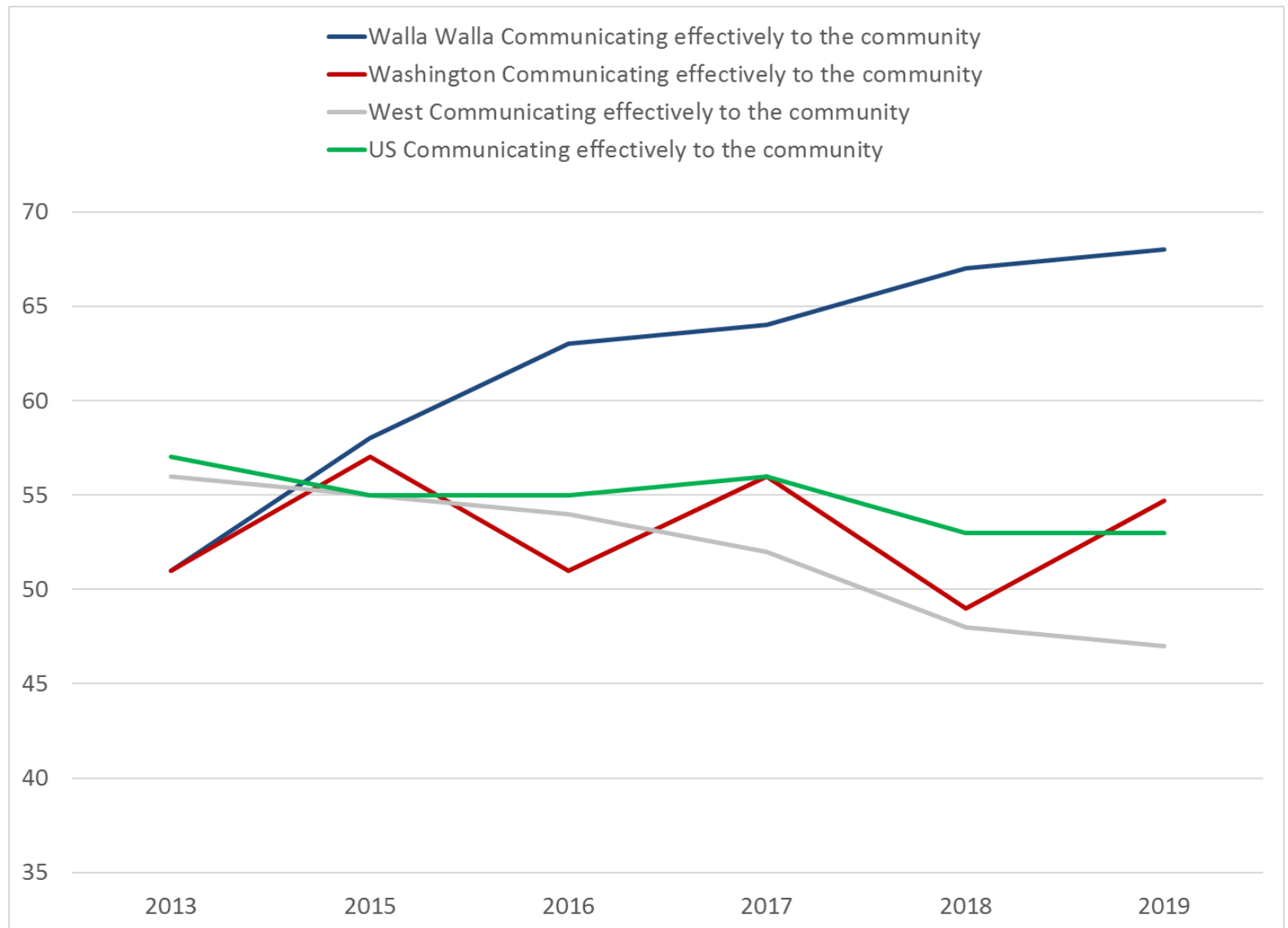




Drivers of Satisfaction and Behavior: Meeting Your Needs - Trends



Drivers of Satisfaction and Behavior: Communicating Effectively - Trends



Drivers of Satisfaction and Behavior: Emergency Response - Trends

