

City of Walla Walla Engagement and Priority Assessment

February 2023- DRAFT

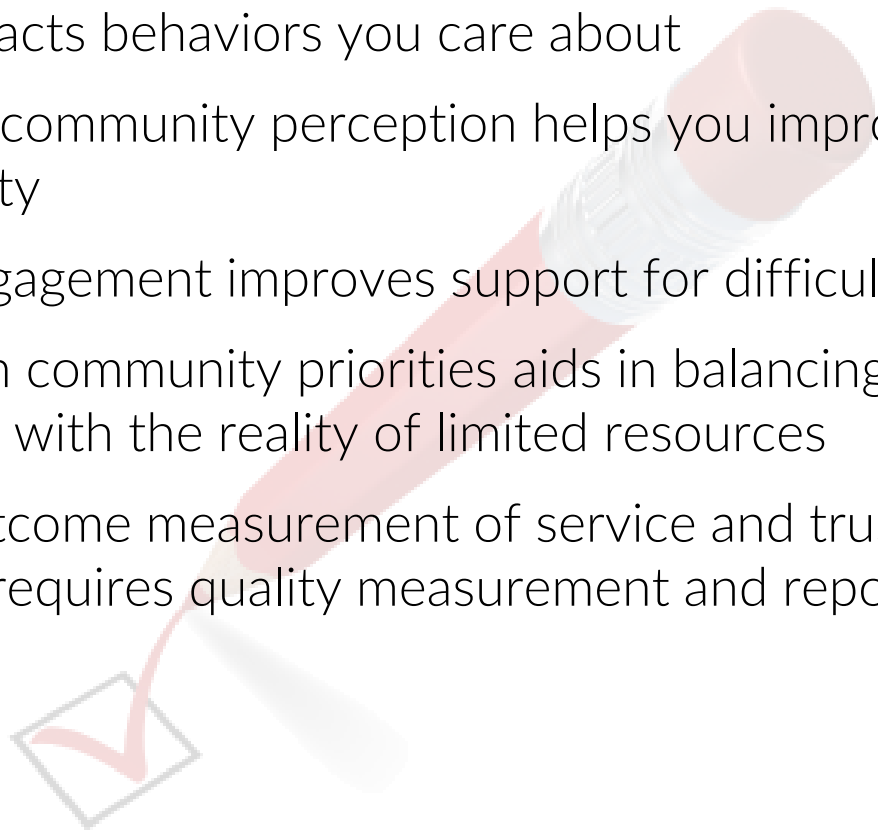


Background on Cobalt Community Research

- 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 compared with baseline measures
- Identify which aspects of community provide the greatest leverage on Residents' overall satisfaction – and how satisfaction, in turn, influences the community's image and Resident 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 2013-2021 Resident surveys

Bottom Line

- City continues to outperform benchmarks in most areas and generally improved or held steady when compared to 2021
- 2022 ACSI Score = 65 (62 in 2021)
 - Washington (25,000-100,000 residents) = 63
 - West = 64
 - National = 63
- 2022 Local Government Management Score = 70 (68 in 2021)
 - Washington (25,000-100,000 residents) = 63
 - West = 65
 - National = 64
- There are several areas where improvement can have significant impact on engagement:

2021 Drivers:

City Government Management
Economic Health
Parks/Recreation
Shopping
Transportation Infrastructure

2022 Drivers:

City Government Management
City Services
Community Image
Economic Health
Parks/Recreation

Bottom Line

- Over 75 percent support curbside glass recycling, and over 60 percent support a monthly fee to fund it
- Resident scores showed ongoing progress for availability of services in Spanish
- Biggest concerns for traffic and pedestrian safety were drivers distracted by mobile devices and tinted windows; additional concerns were crosswalk safety and safety of public parking lots
- Funding priorities include street maintenance, police services, fire services, ambulance services, sidewalks, recycling, and parks
- In comments suggesting improvements, themes included affordability, family activities, bike trails, street maintenance, parking, and mental health

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



- 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

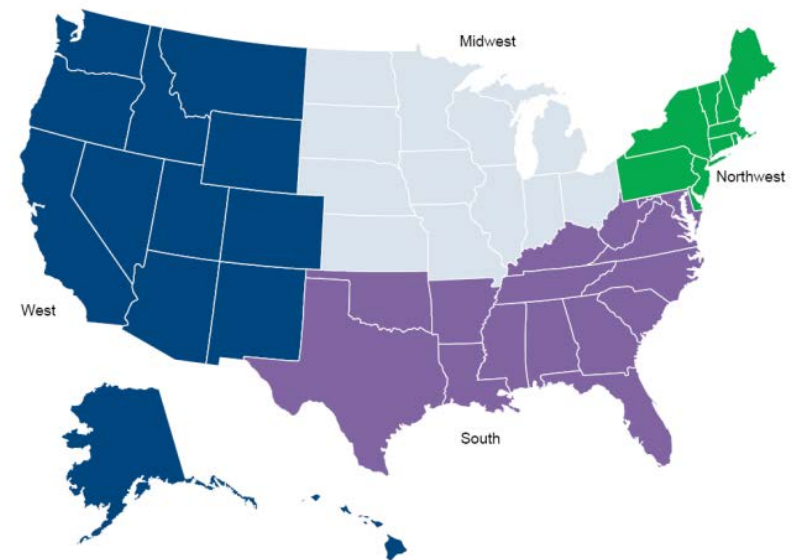
Scores in Context

	2022 U.S.	2022 U.S. 25-100k	2022 West	2022 West 25-100k	2022 WA	2022 WA 25-100k
Your community ACSI	63	62	64	66	63	63
Your local schools ACSI	63	61	64	63	61	61
Your county/parish government ACSI	60	59	62	64	58	58
Your state government ACSI	57	59	60	66	57	55
City of Walla Walla 65						

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 benchmarks (industries, companies, federal agencies)

Census Bureau Regions



Methodology

- Random sample of 2,000 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
- Performed a random stratified sample based on ward, with an equal representation of 500 surveys sent to each
- Conducted using two mailings in November and January 2022-23
- Valid response from 394 residents, providing a solid response rate and a margin of error of +/- 4.9 percent in the
 - **Note:** National surveys with a margin of error +/- 5% require a sample of 384 responses to reflect a population of 330,000,000
- Results are weighted to adjust ward representation to proportions in utility billing records
- In addition, 67 residents responded who were not part of the random sample, producing a total response of 461. These responses were not included in the statistical results, but are included as a row in the crosstab report

Preserving Voice: Looking Into Detail

2022 Rating Questions City of Walla Walla Response: 394, Margin of Error +/- 4.9%		Fire services					911				
		Fire overall	Fire coverage for the community	Fire prevention education	Response time to fires	Response time to medical emergencies	Availability and quality of services in Spanish	911 overall	Respectful treatment of callers	Thoroughness in gathering critical information	Caring and compassionate
2013 Overall Satisfaction		85	88	78	87	87	-	85	86	86	83
2015 Overall Satisfaction		87	88	77	90	89	-	86	86	86	85
2016 Overall Satisfaction		87	89	78	90	90	-	87	88	87	86
2017 Overall Satisfaction		86	89	77	89	88	-	87	89	88	84
2018 Overall Satisfaction		87	89	78	89	90	78	87	88	87	86
2019 Overall Satisfaction		87	89	79	90	89	79	87	88	88	87
2020 Overall Satisfaction		83	89	73	89	89	74	87	88	89	86
2021 Overall Satisfaction		83	88	73	88	88	77	87	88	88	84
2022 Overall Satisfaction		86	90	79	92	91	79	86	87	87	86
Residency	One year or less*	83	89	72	92	86	78	88	87	84	92
	1-5 years	85	86	67	89	87	96	83	80	83	84
	6-10 years	84	88	80	93	91	67	86	88	86	83
	10 years+	86	91	79	91	91	79	87	88	87	86
Household Composition	Child(ren) age 12 or under	83	90	79	93	93	59	87	88	87	86
	Child(ren) over age 12	83	90	72	92	91	70	89	90	89	88
	Parent age 65 or older*	82	80	73	86	87	83	89	89	89	89
	None of these	87	91	79	92	91	82	85	86	86	84

↑
Checked Scores
that Vary by
Demographics

↑
Consistent Scores
Regardless of
Demographics

Results



Comparing 2021 and 2022

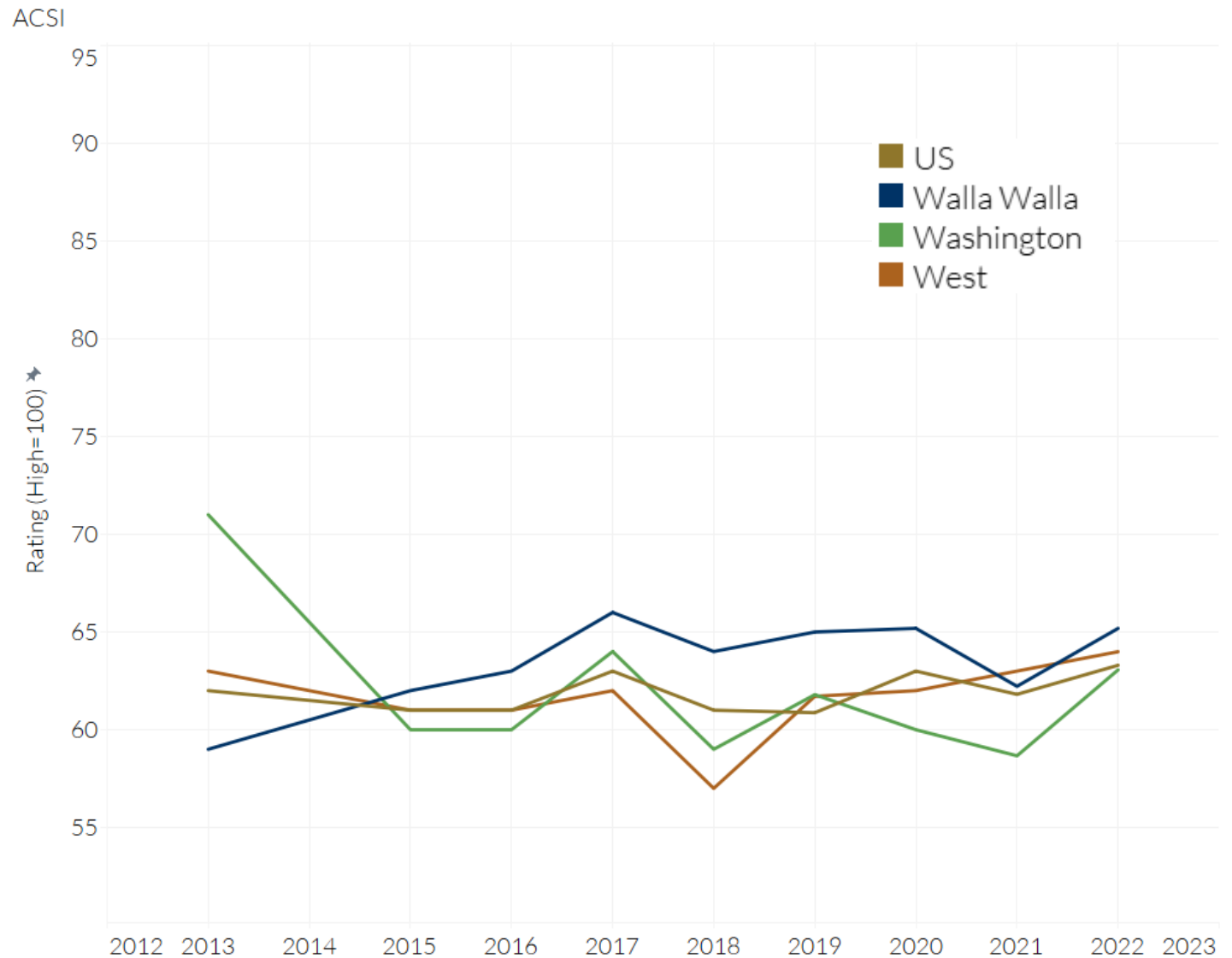
(High score = 100)

2022 areas with strong impact on overall engagement

	2022 U.S. 25-100k	2022 U.S.	2022 West 25-100k	2022 West	2022 WA 25-100k	2022 WA	2021 Walla Walla	2022 Walla Walla	Change
Fire and Emergency Medical Services Overall	79	79	80	80	82	81	83	86	➔ 3.6
Transportation Overall	66	65	70	68	67	65	62	65	➔ 3.6
Utility Services Overall	70	71	74	74	76	75	72	77	➔ 4.6
Police Department Overall	70	71	70	70	73	71	80	84	➔ 4.4
Shopping Opportunities Overall	75	74	77	74	74	77	57	59	➔ 2.2
Local Government Overall	63	64	66	65	63	63	68	70	➔ 2.9
Community Events Overall	65	66	68	68	67	67	66	71	➔ 4.2
Economic Health Overall	57	59	57	59	58	55	48	50	➔ 2.0
Parks and Recreation Overall	70	70	72	71	72	72	78	78	➔ -0.3
Library Overall	73	74	73	74	75	73	79	82	➔ 2.9
Community Image Overall	66	67	70	68	65	66	68	71	➔ 2.9
Other City Services	-	-	-	-	-	-	74	77	➔ 2.9
Community Satisfaction Overall - ACSI	62	63	66	64	63	63	62	65	➔ 3.0

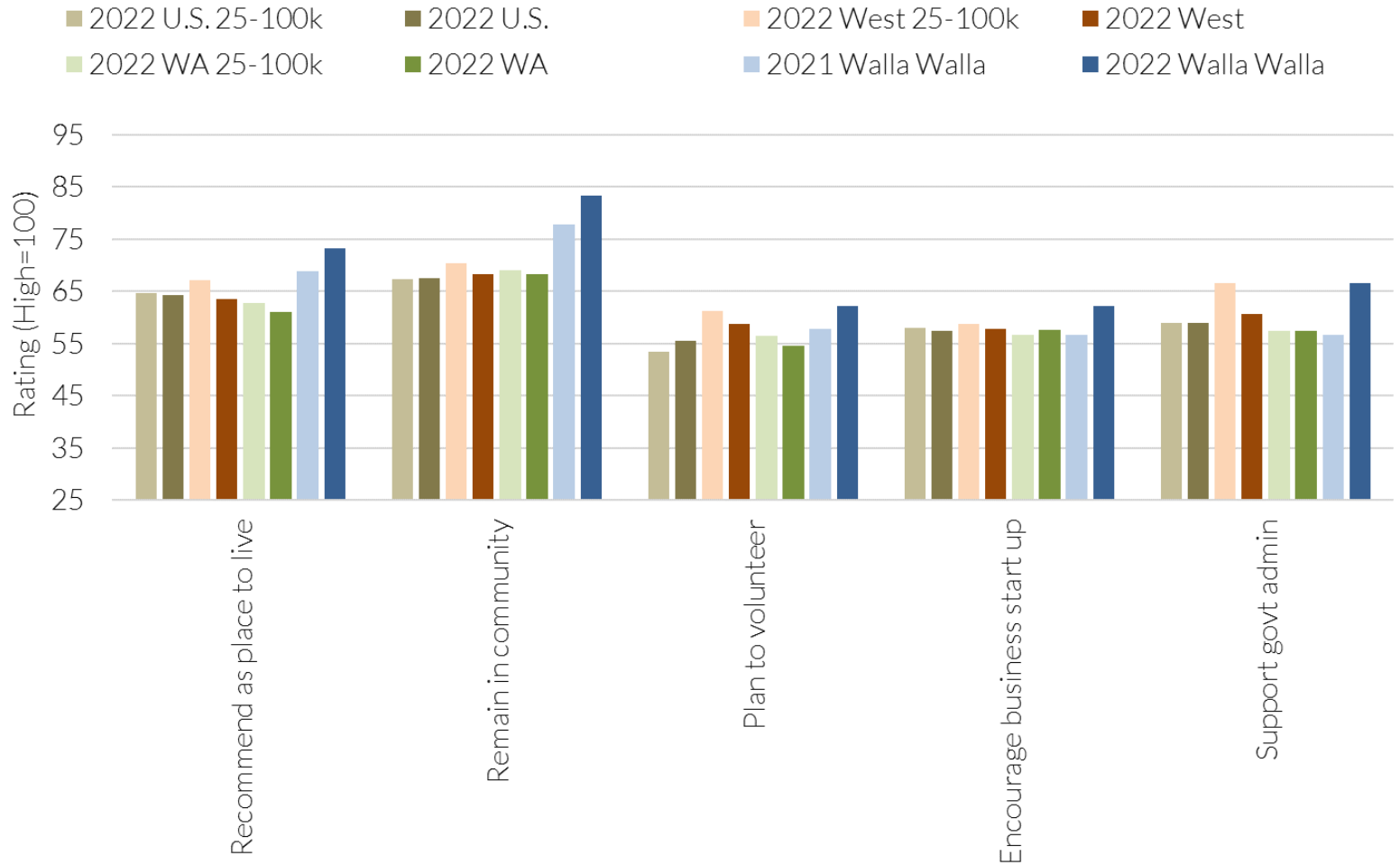
Note: Change is calculated from unrounded numbers

Community Satisfaction to Benchmarks



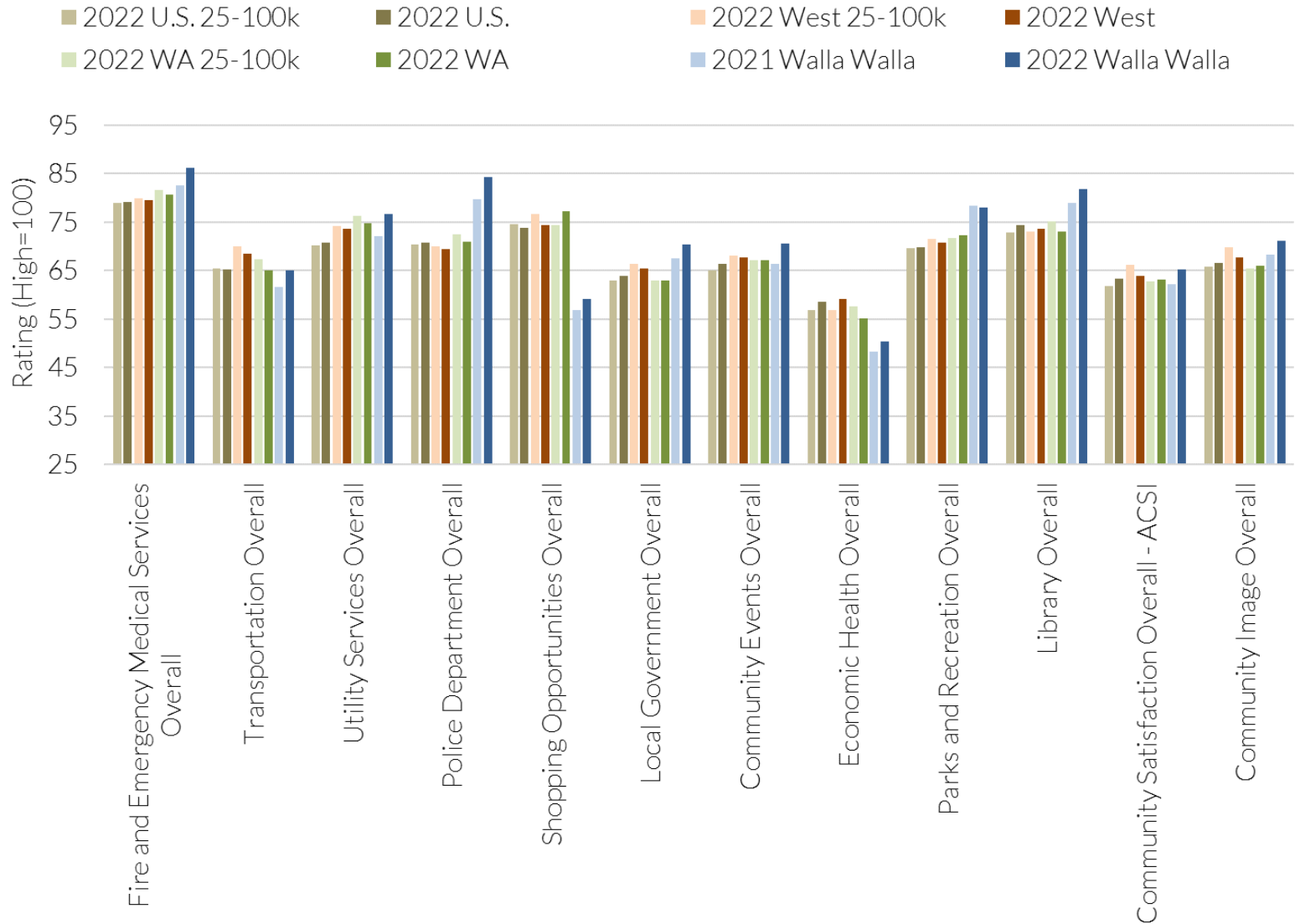
Outcome Behaviors to Benchmarks

(High score = 100)

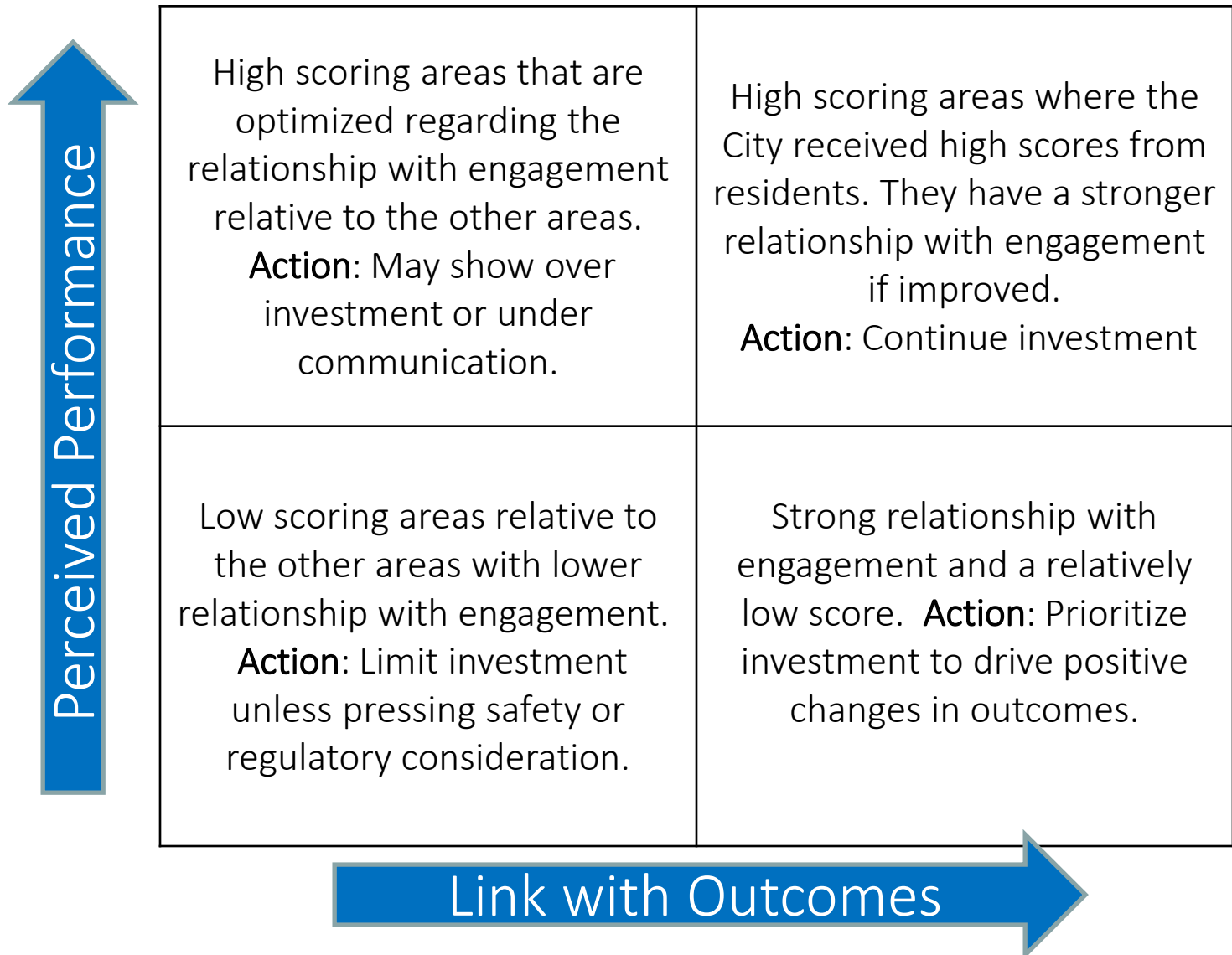


Community Experience Components

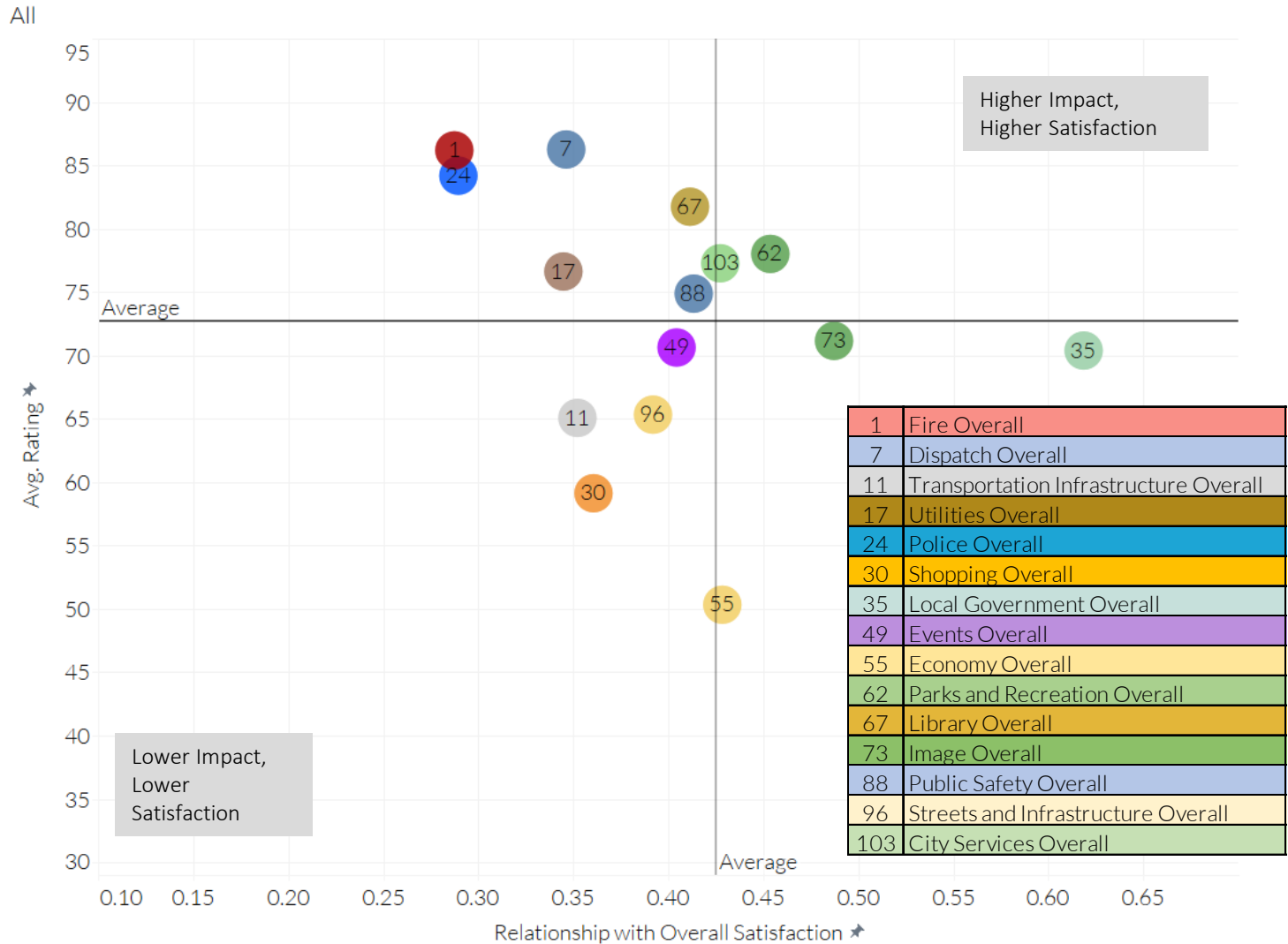
High score = 100)



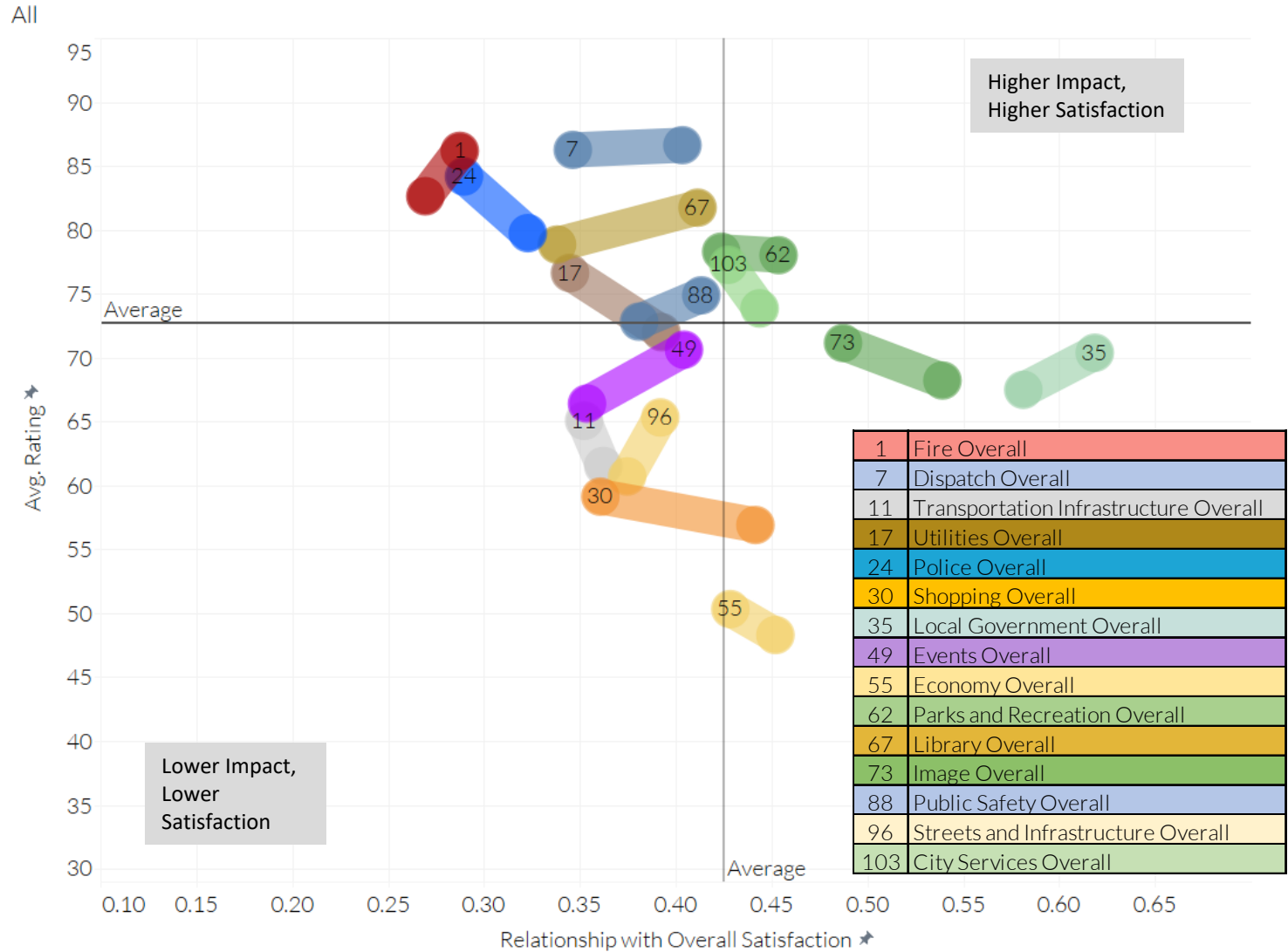
Understanding the Charts: Community Questions – Long-term Drivers



Drivers of Satisfaction and Behavior: Strategic Priorities

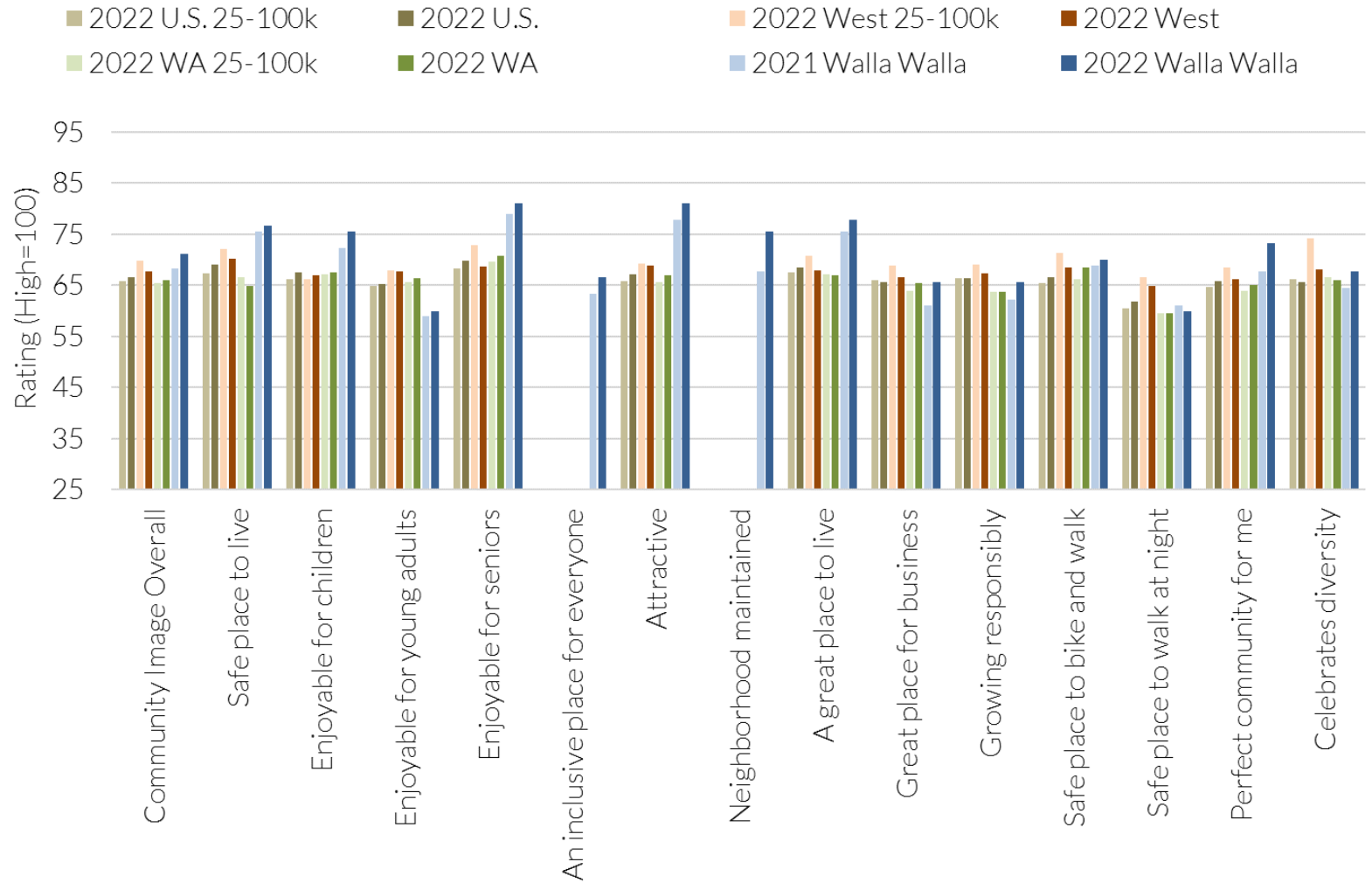


Drivers of Satisfaction and Behavior: Strategic Priorities Compared to 2021



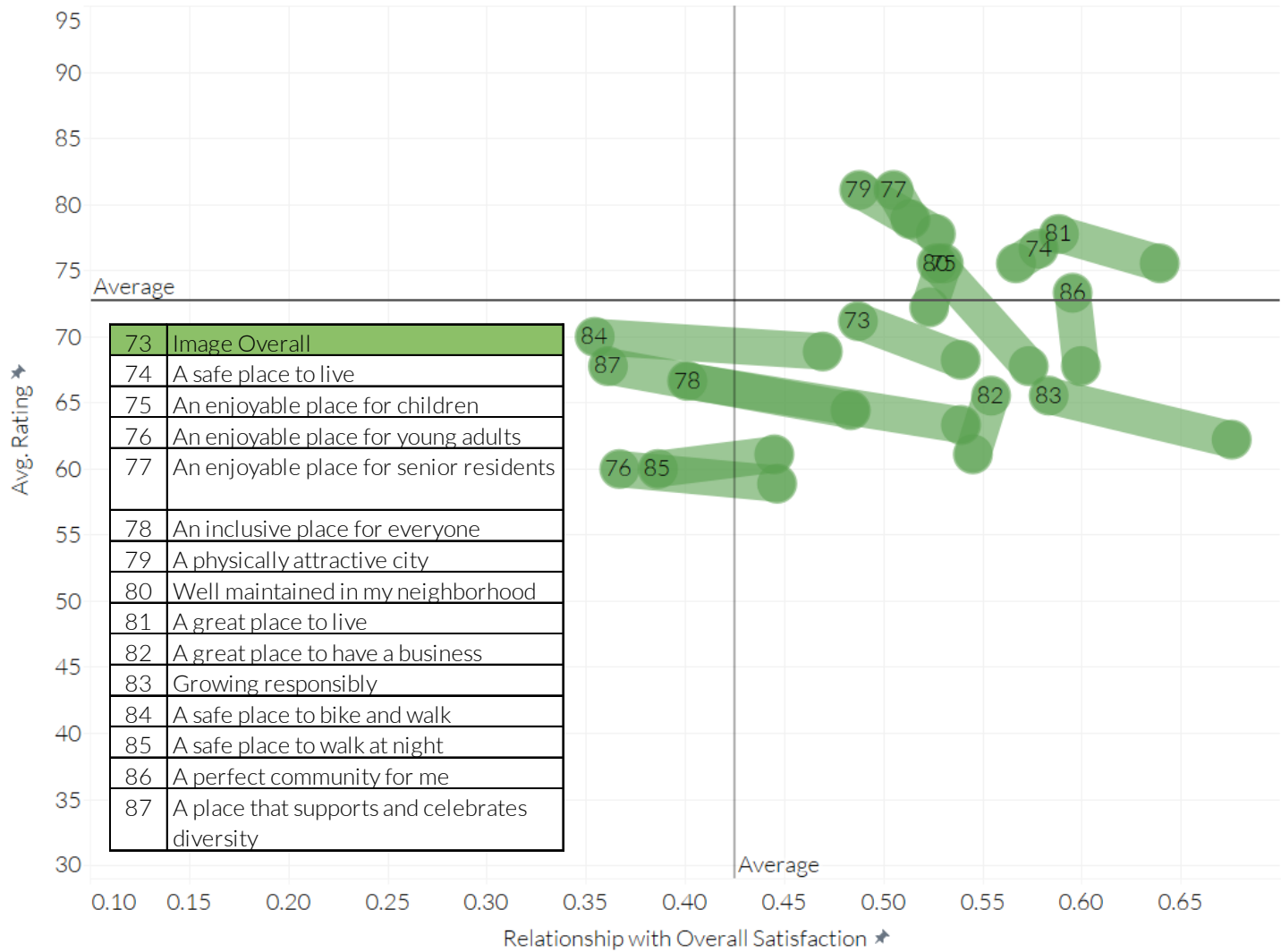
Community Image to Benchmarks

(High score = 100)

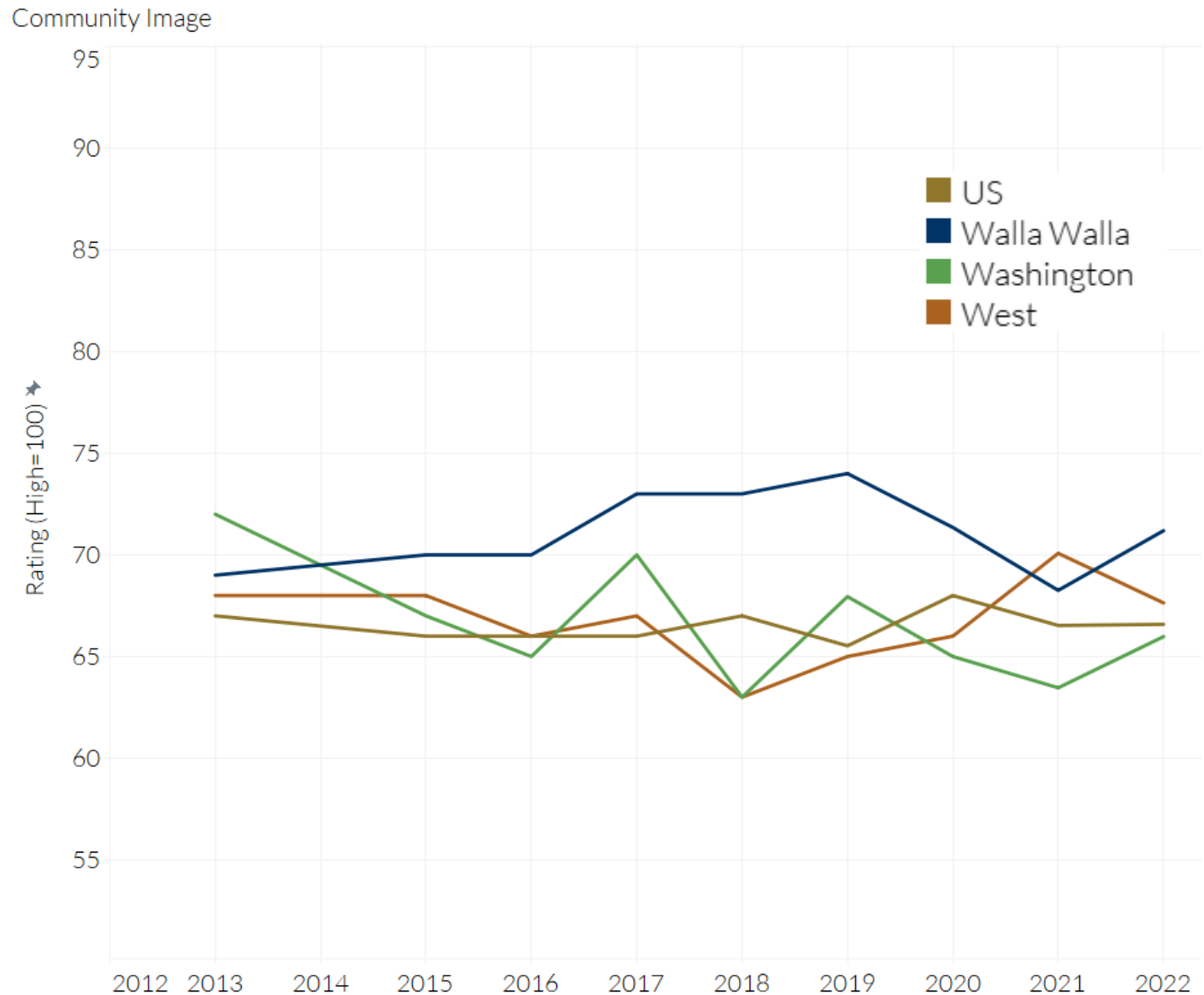


City Image

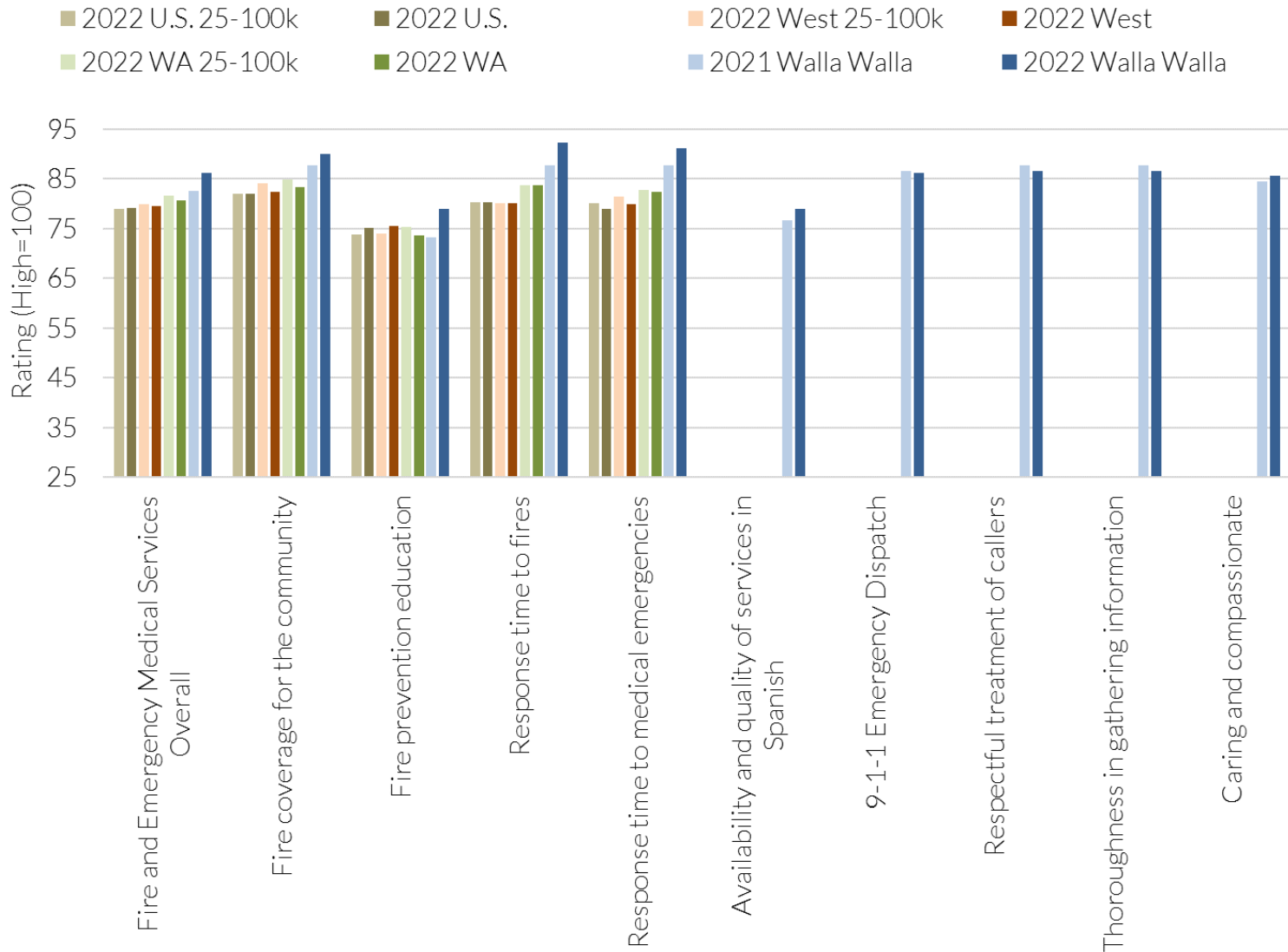
City Image



Drivers of Satisfaction and Behavior: Community Image - Trends

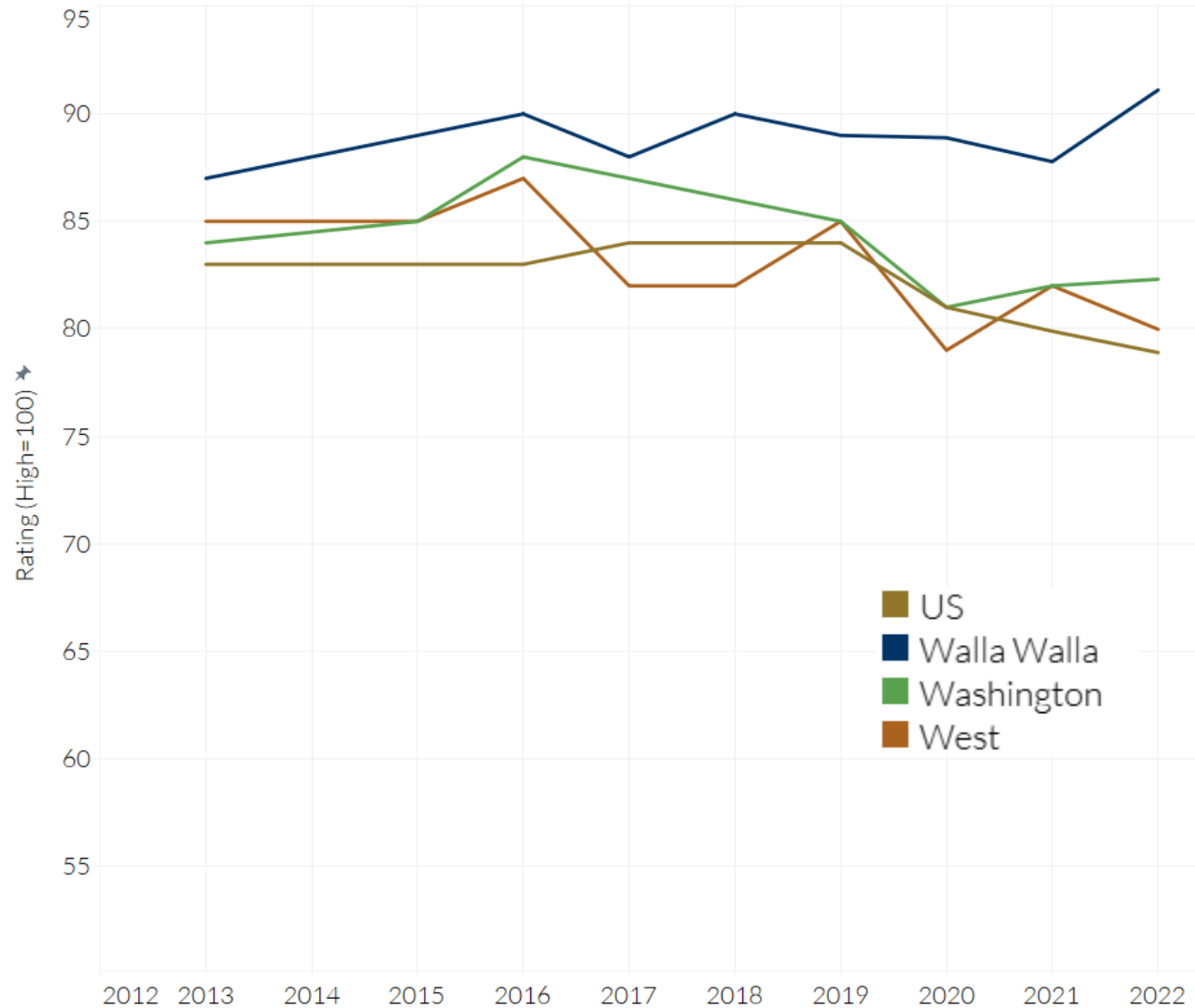


Fire and Emergency Dispatch



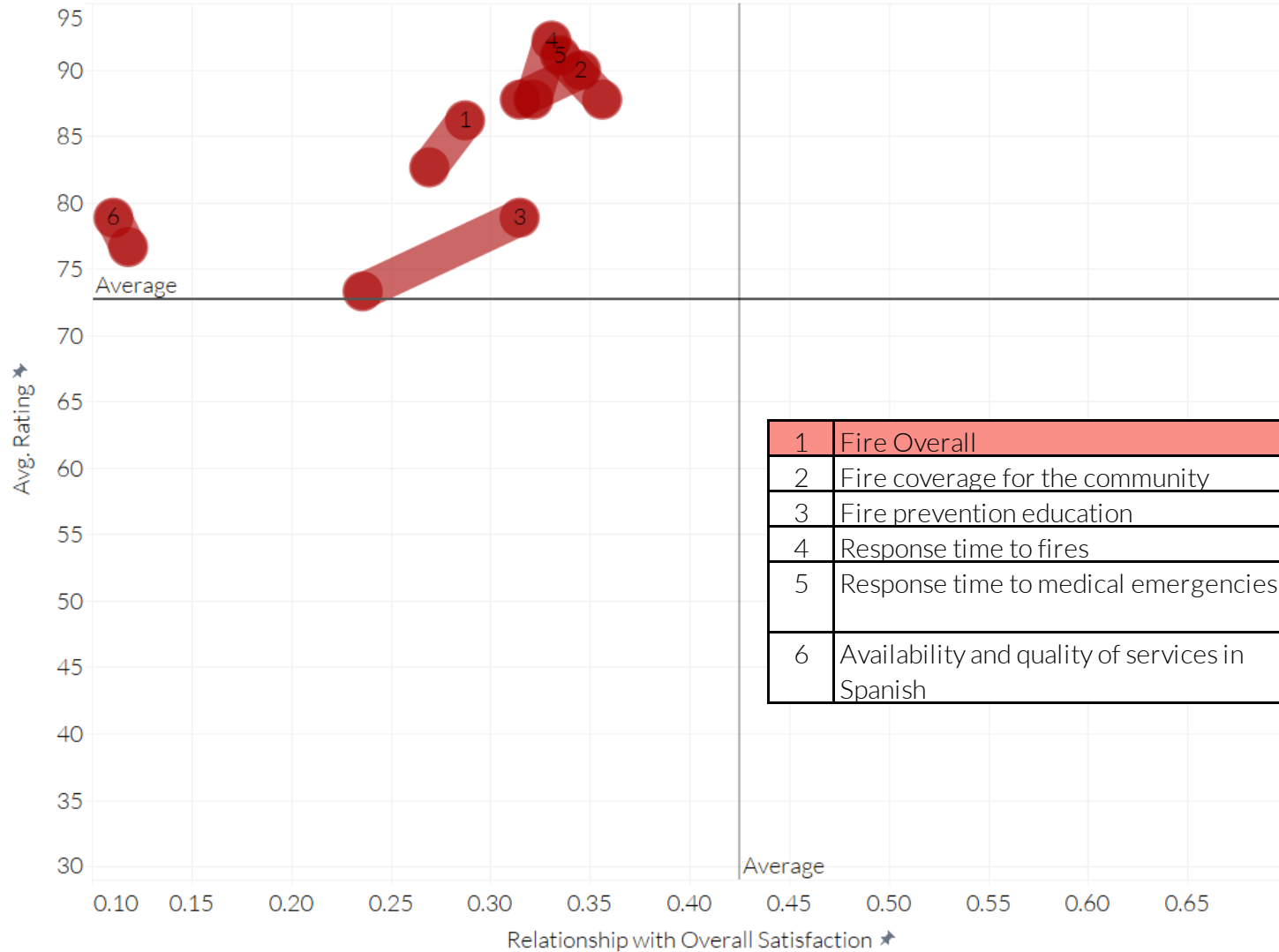
Emergency Response - Trends

Response time to medical emergencies



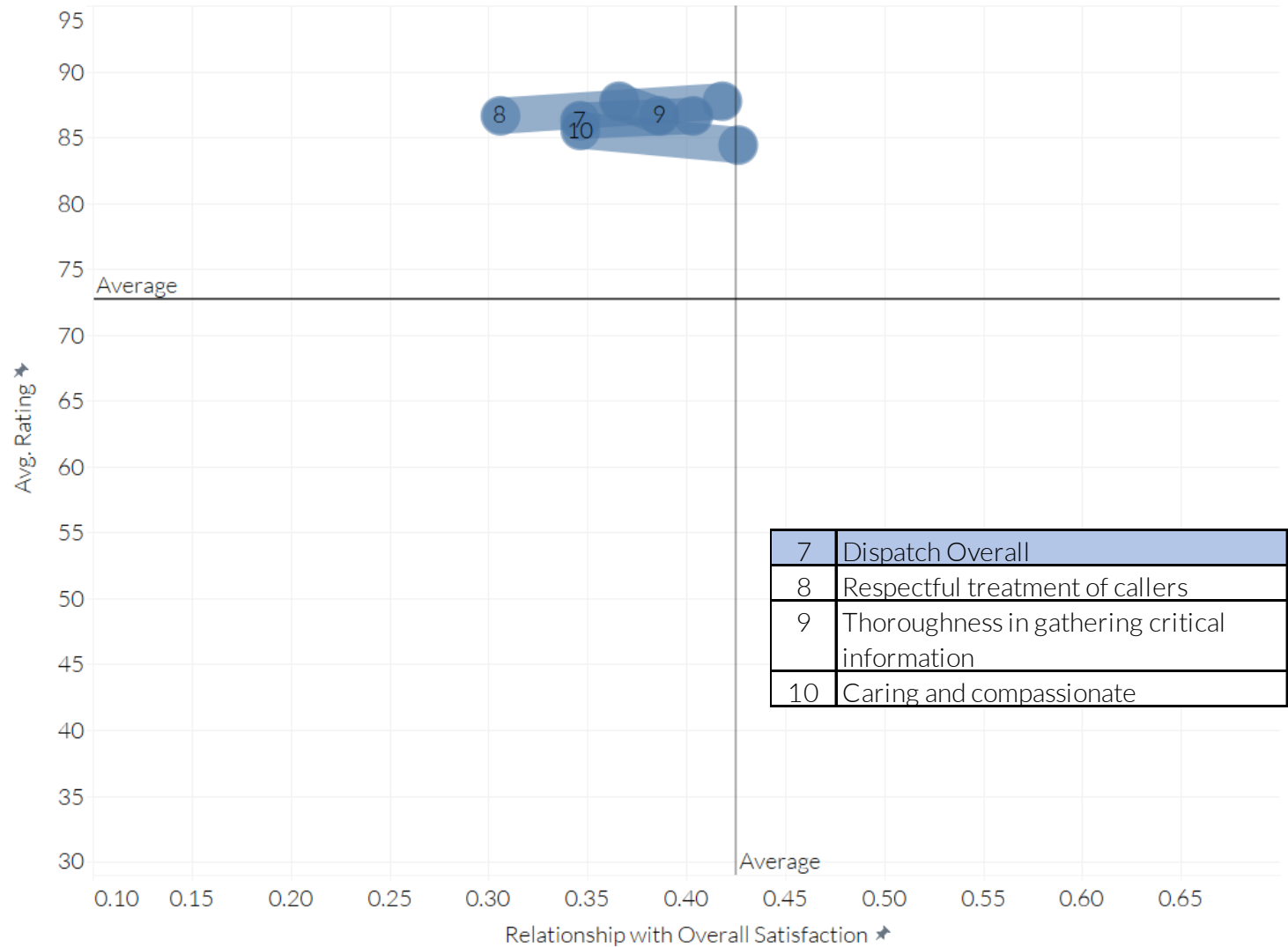
Fire and Emergency Medical Services

Fire and Emergency Medical

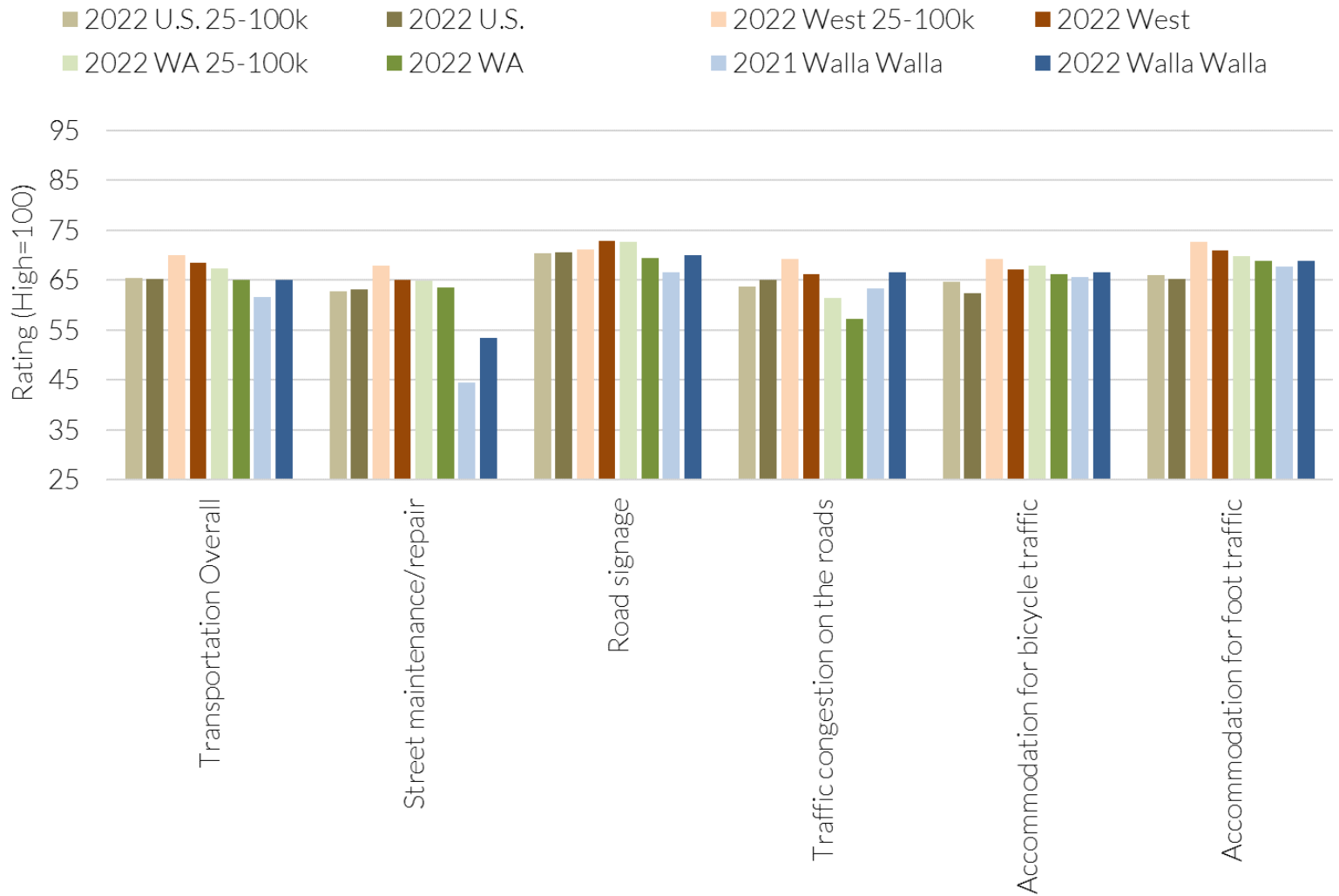


911 Fire and Police Dispatch

911 Fire and Police Dispatch

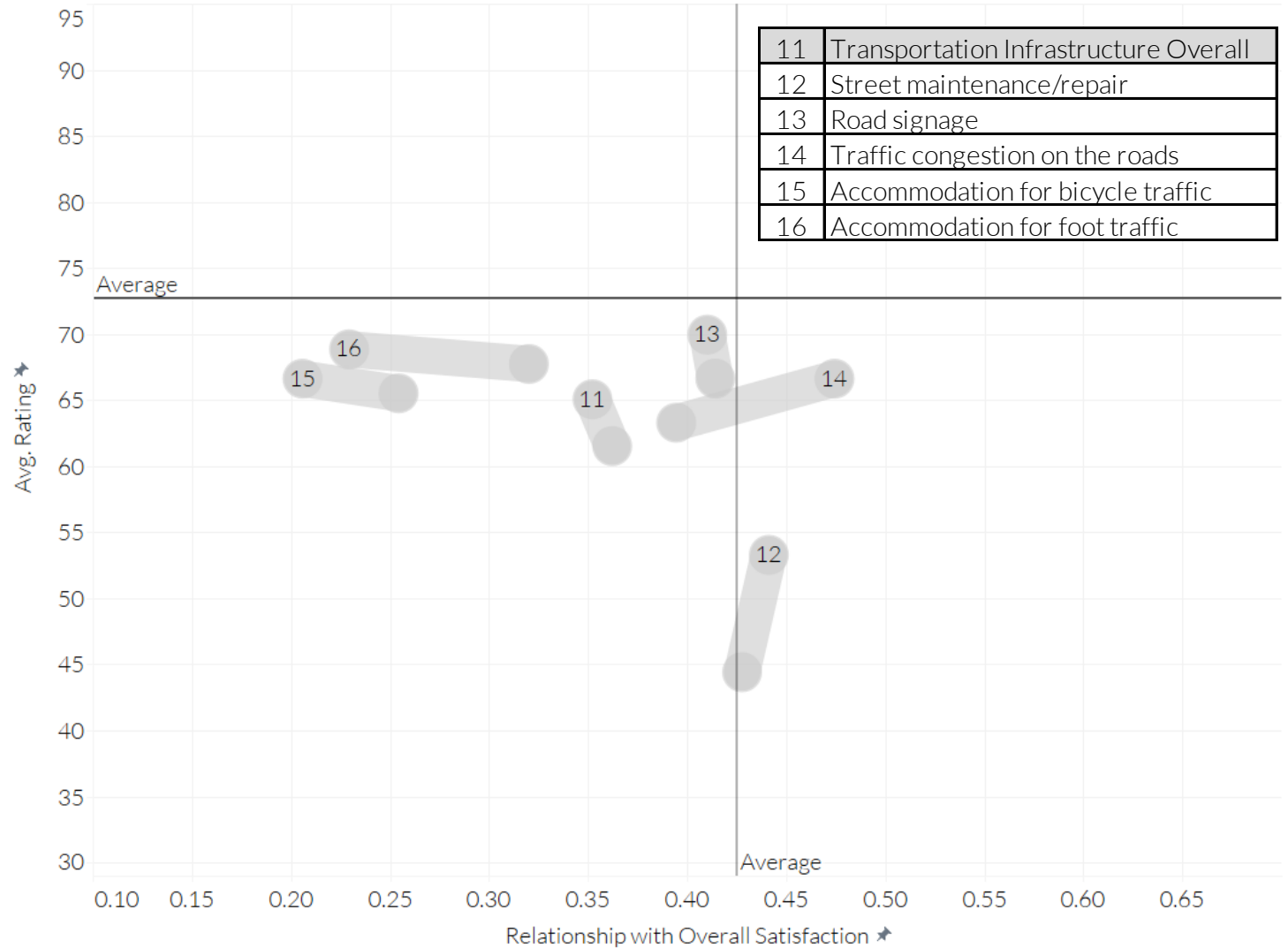


Transportation Infrastructure

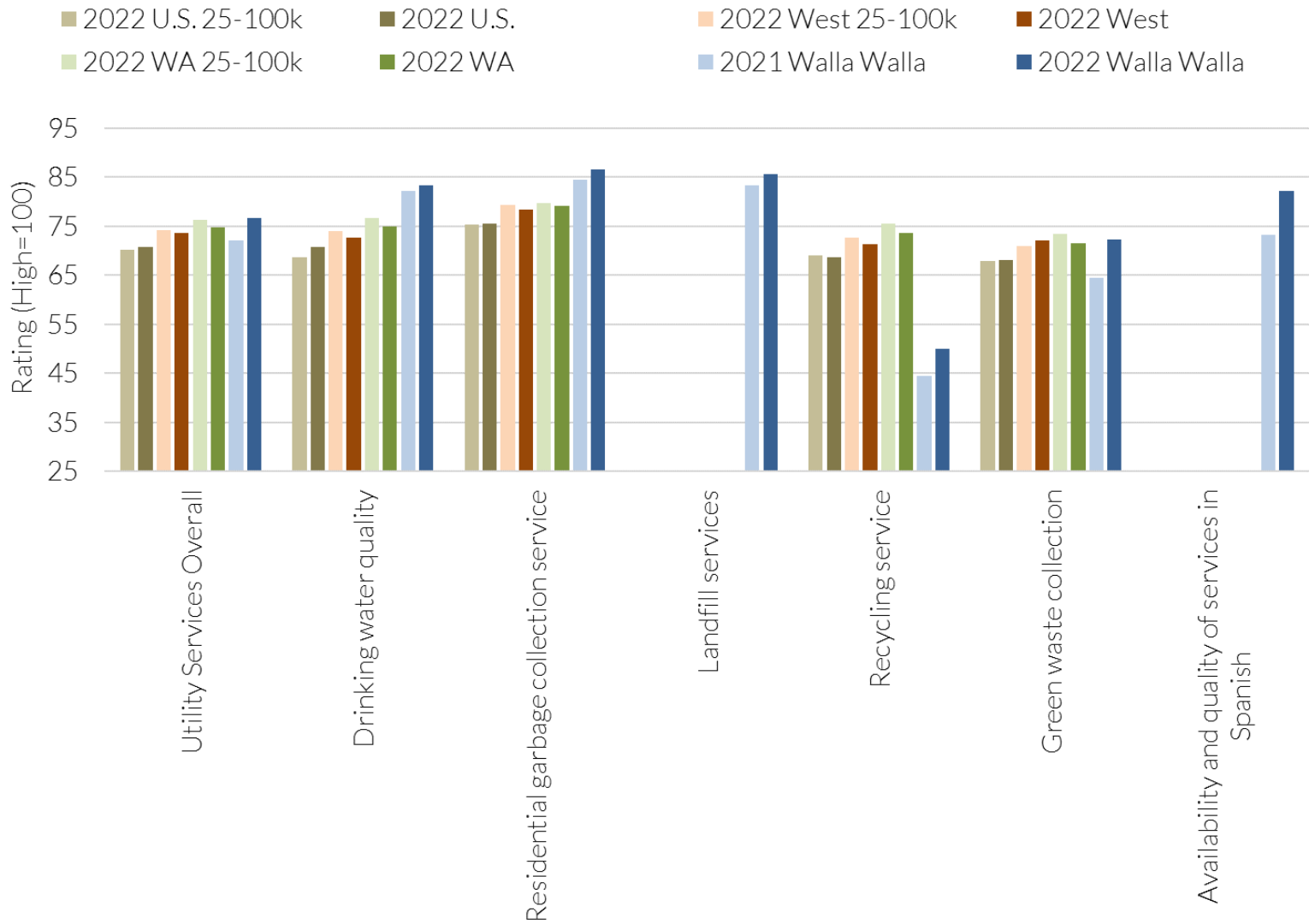


Transportation Infrastructure

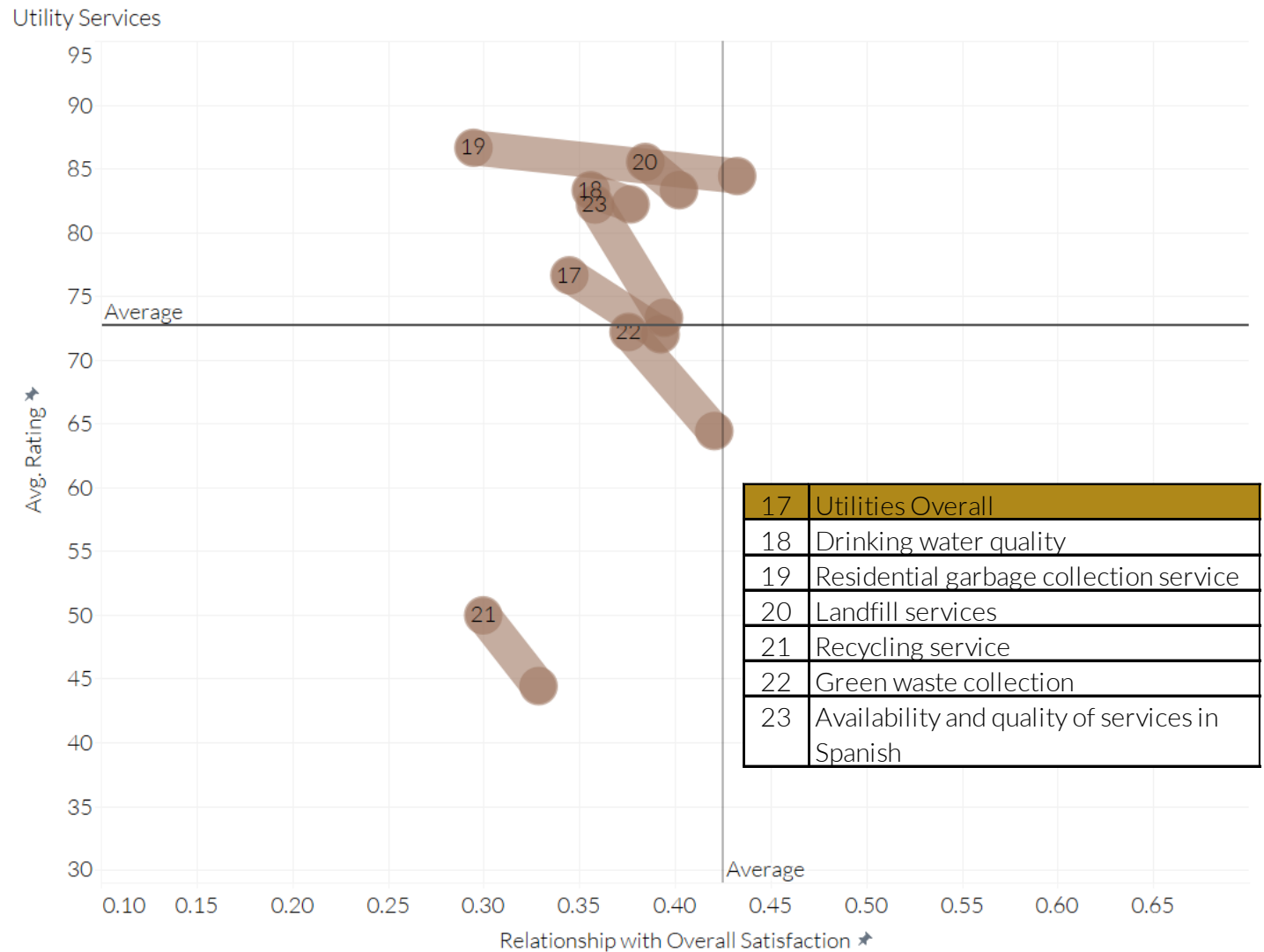
Transportation Infrastructure



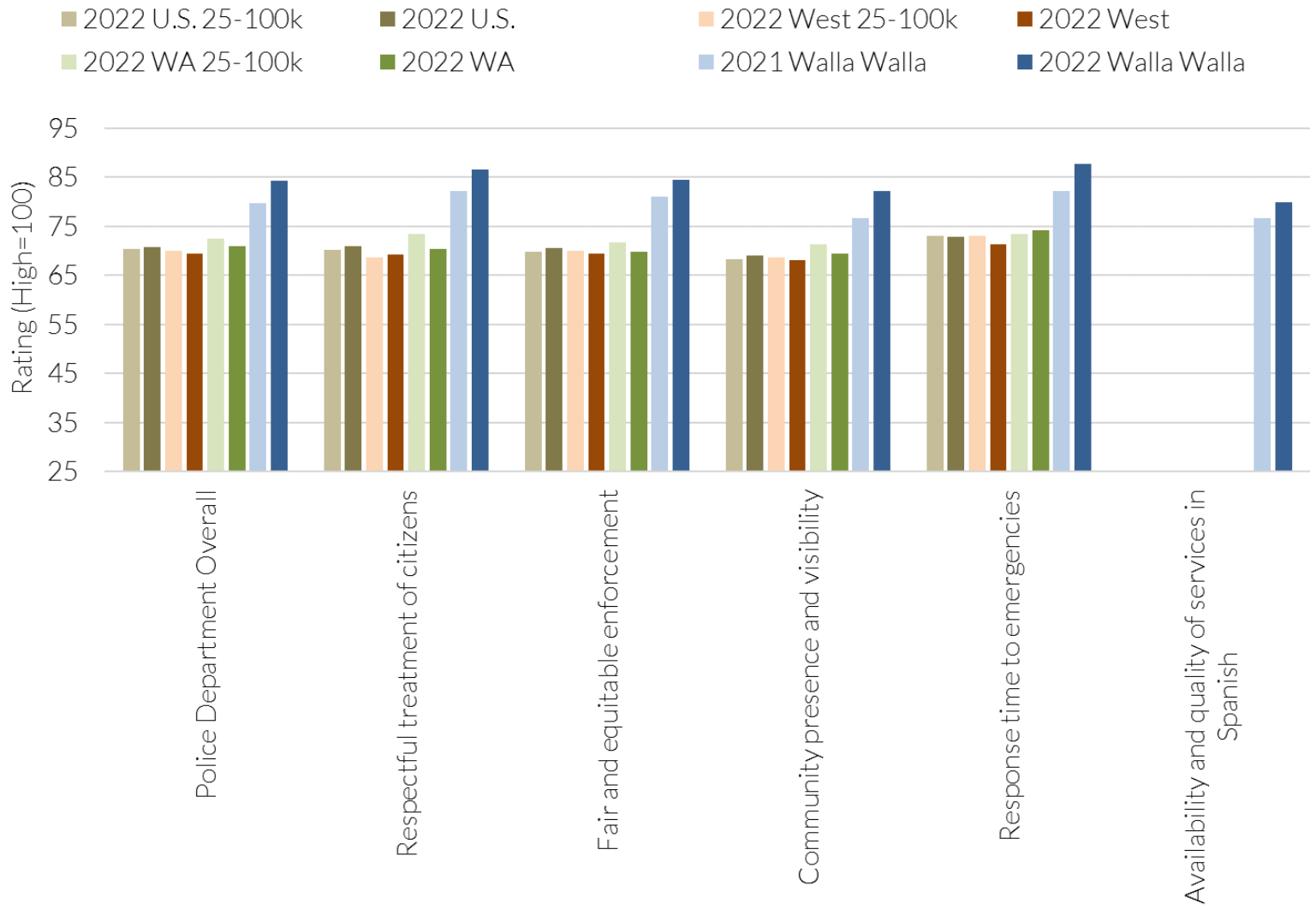
Utility Services



Utility Services

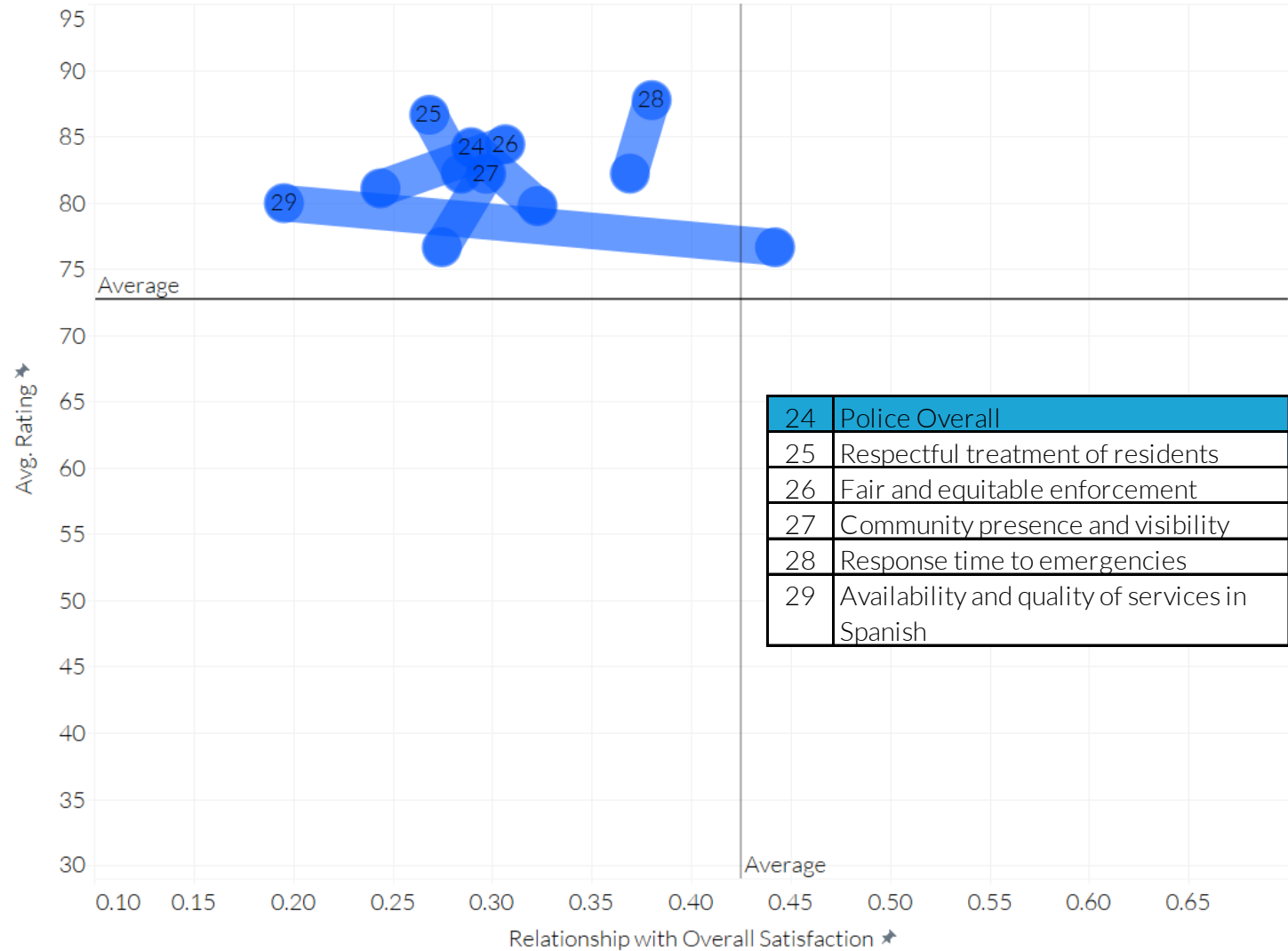


Police Services

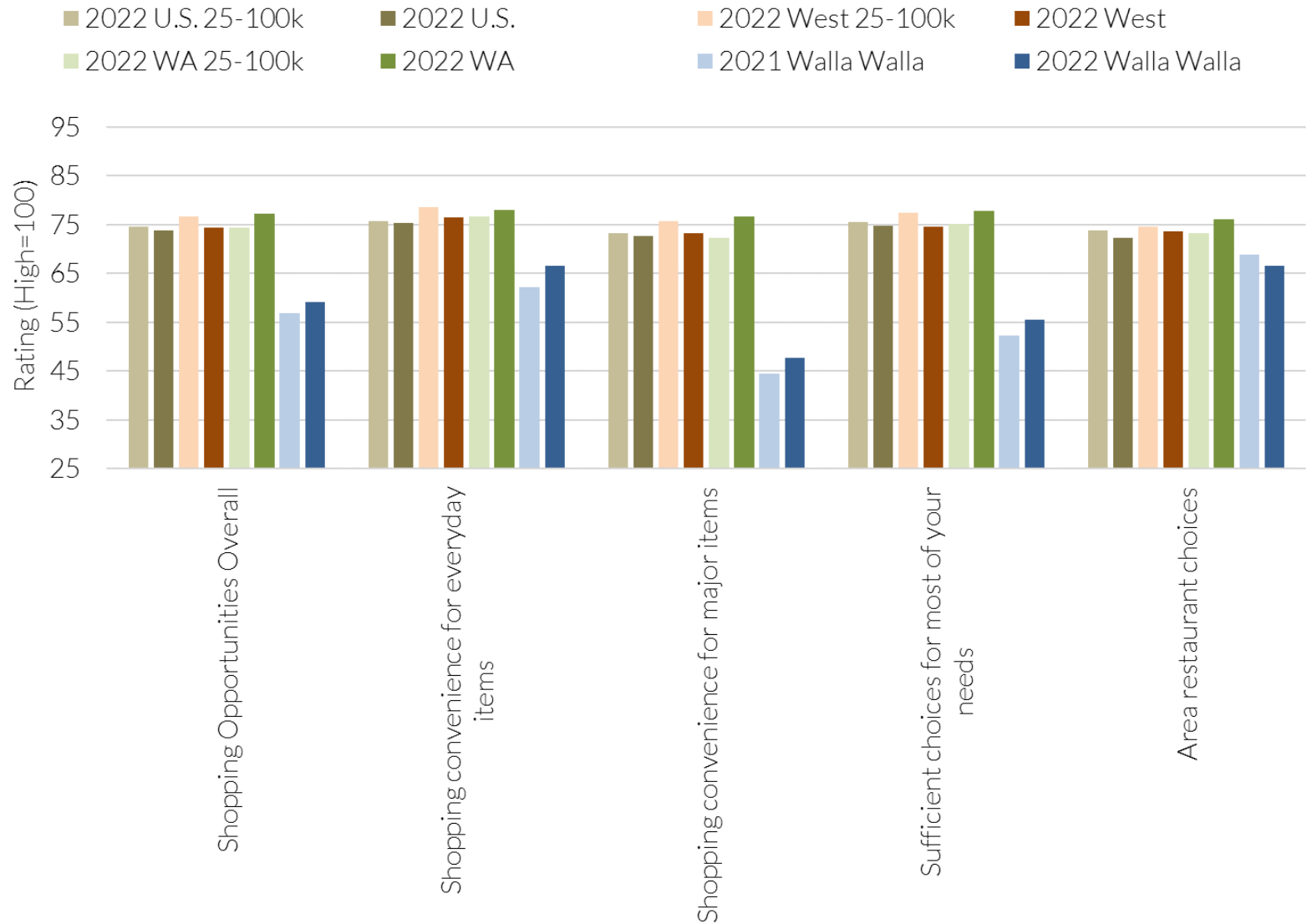


Law Enforcement

Law Enforcement

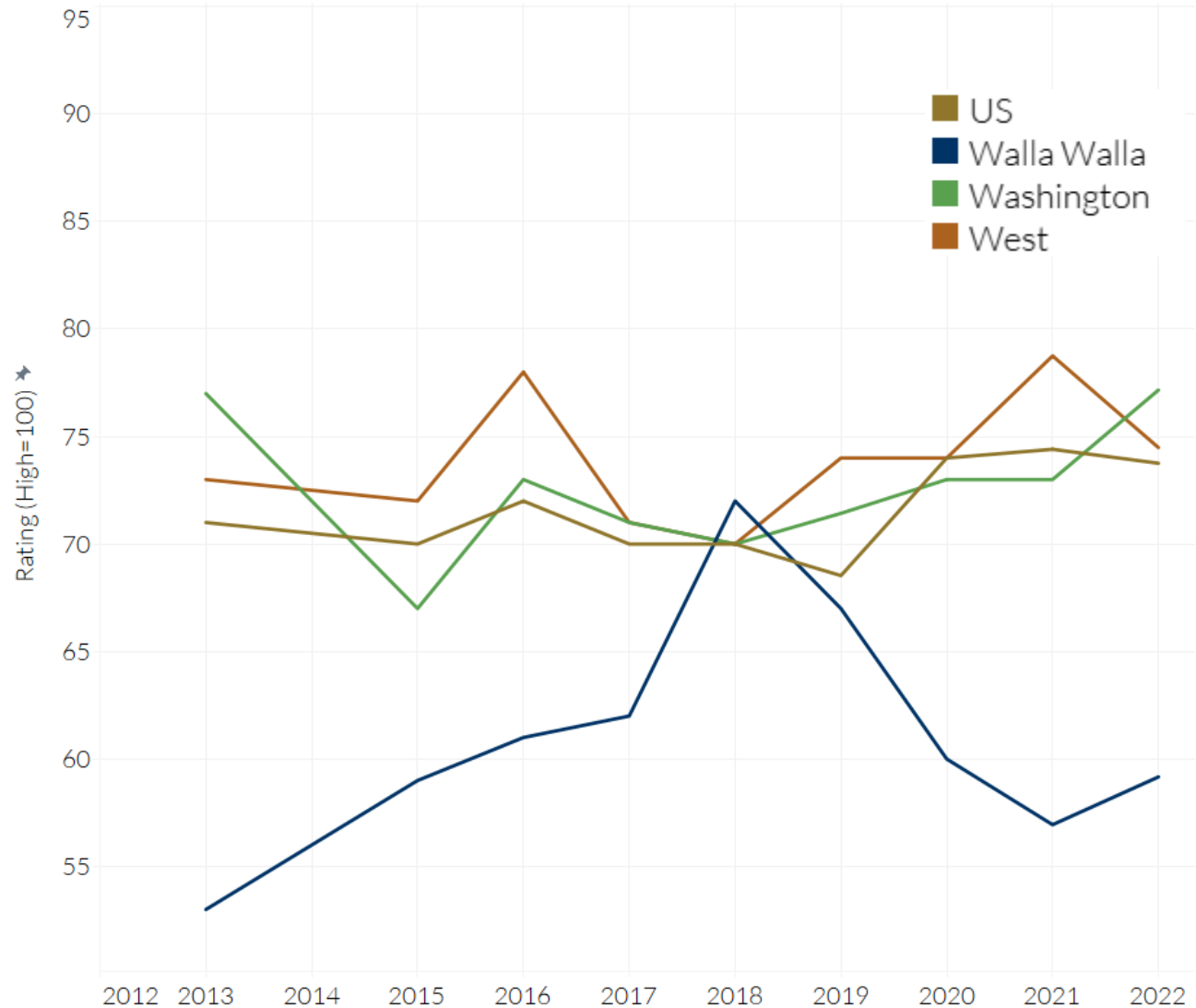


Shopping



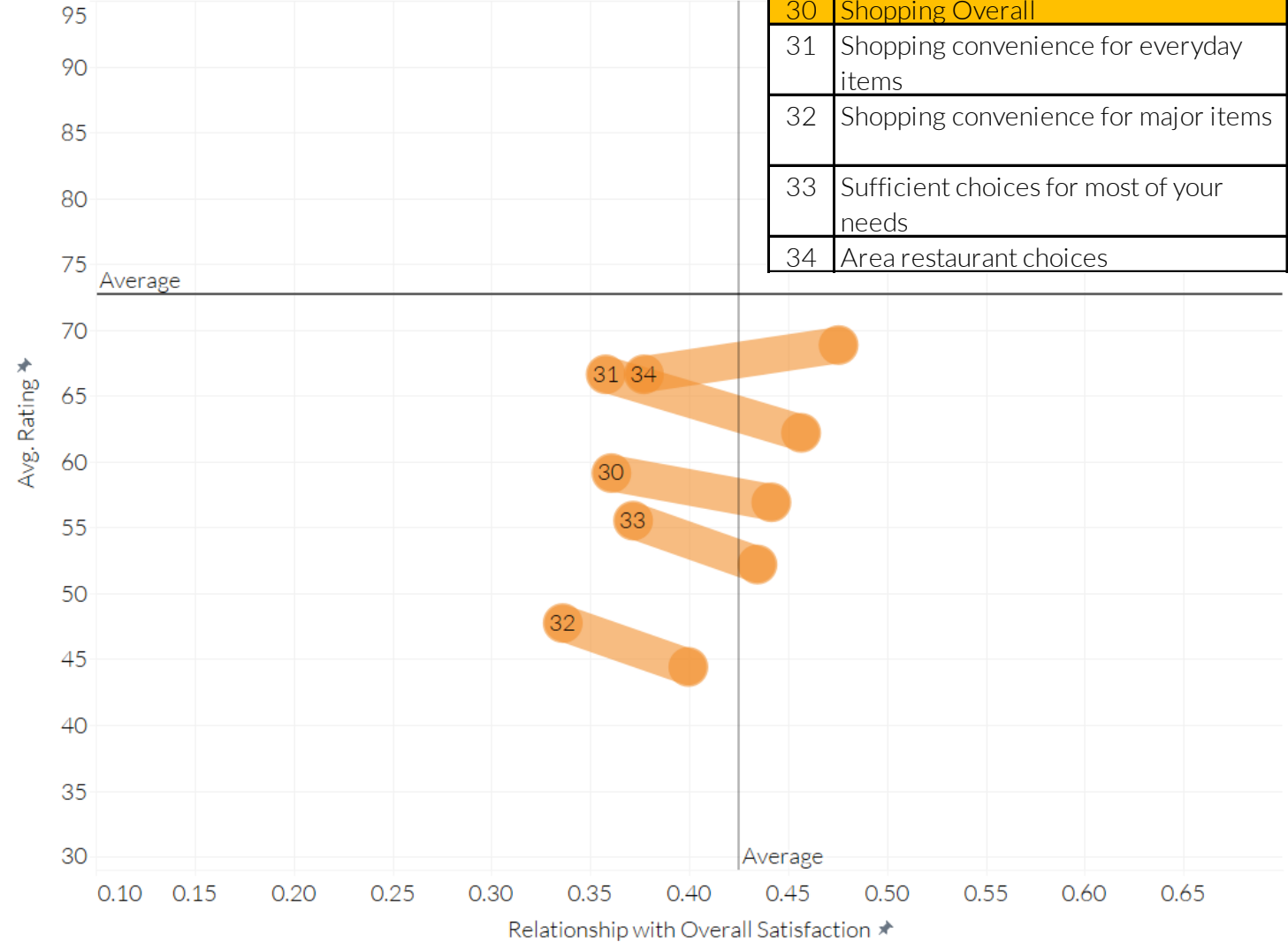
Shopping Opportunities - Trends

Shopping Opportunities



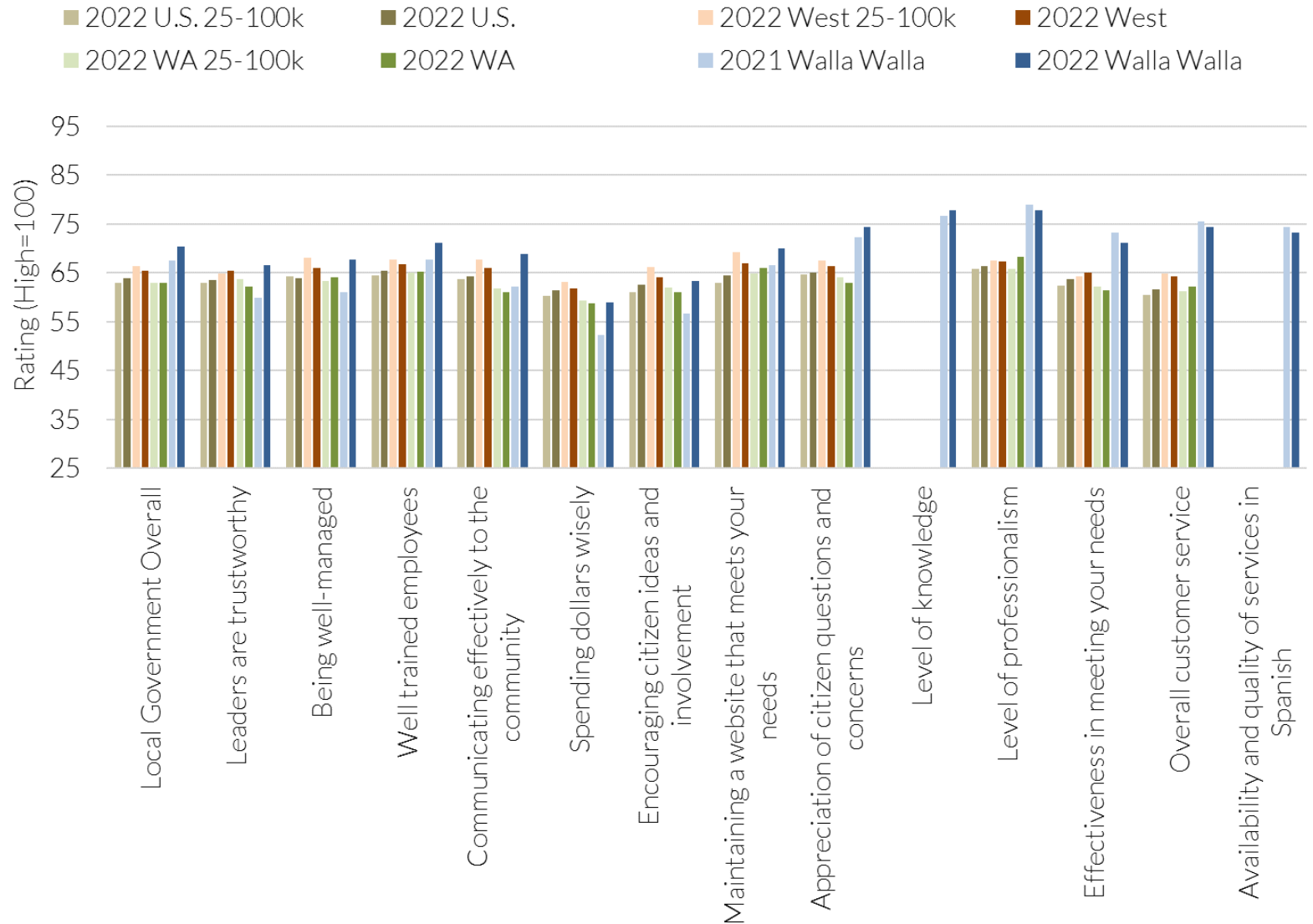
Shopping Opportunities

Shopping Opportunities



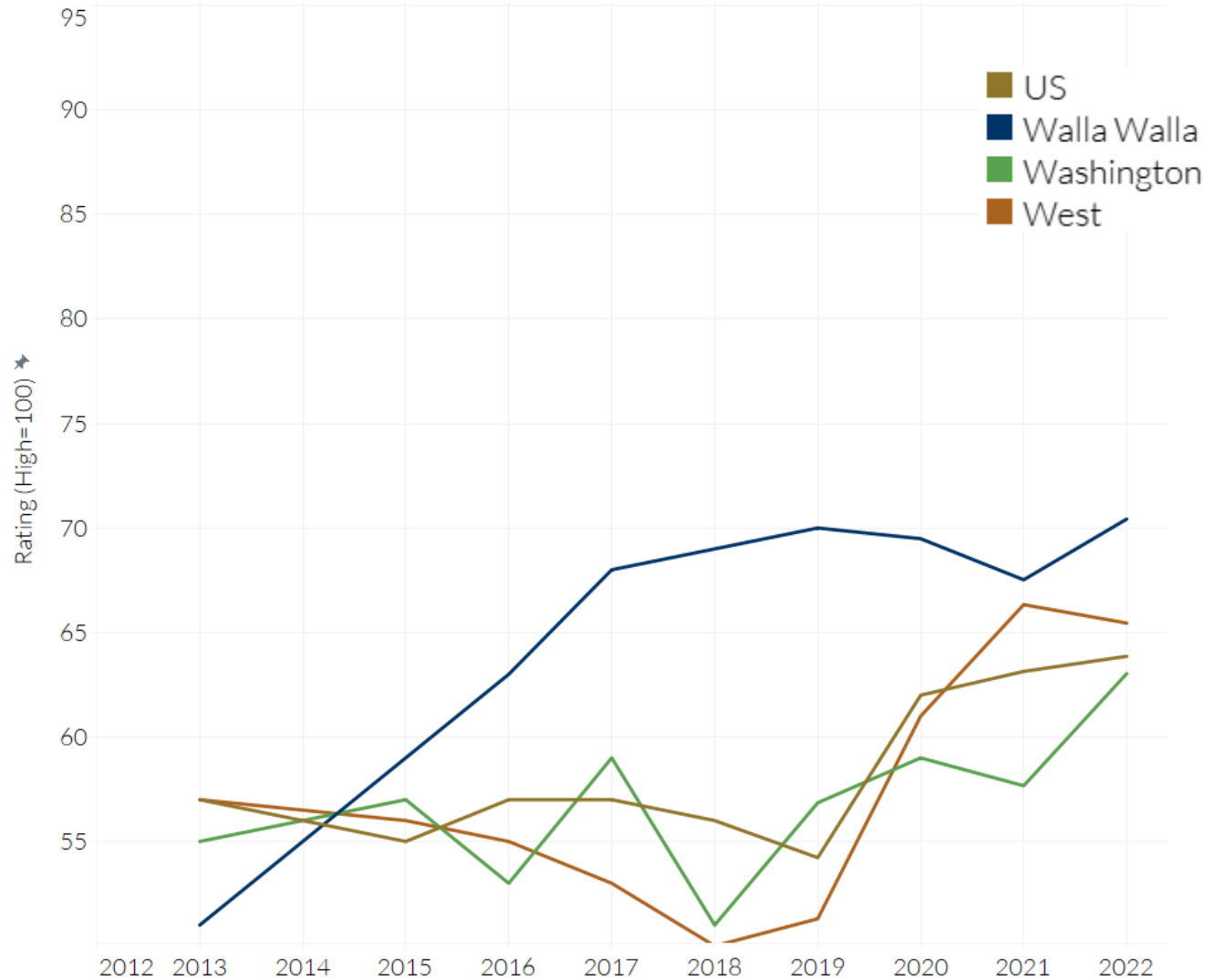
30	Shopping Overall
31	Shopping convenience for everyday items
32	Shopping convenience for major items
33	Sufficient choices for most of your needs
34	Area restaurant choices

Government Management



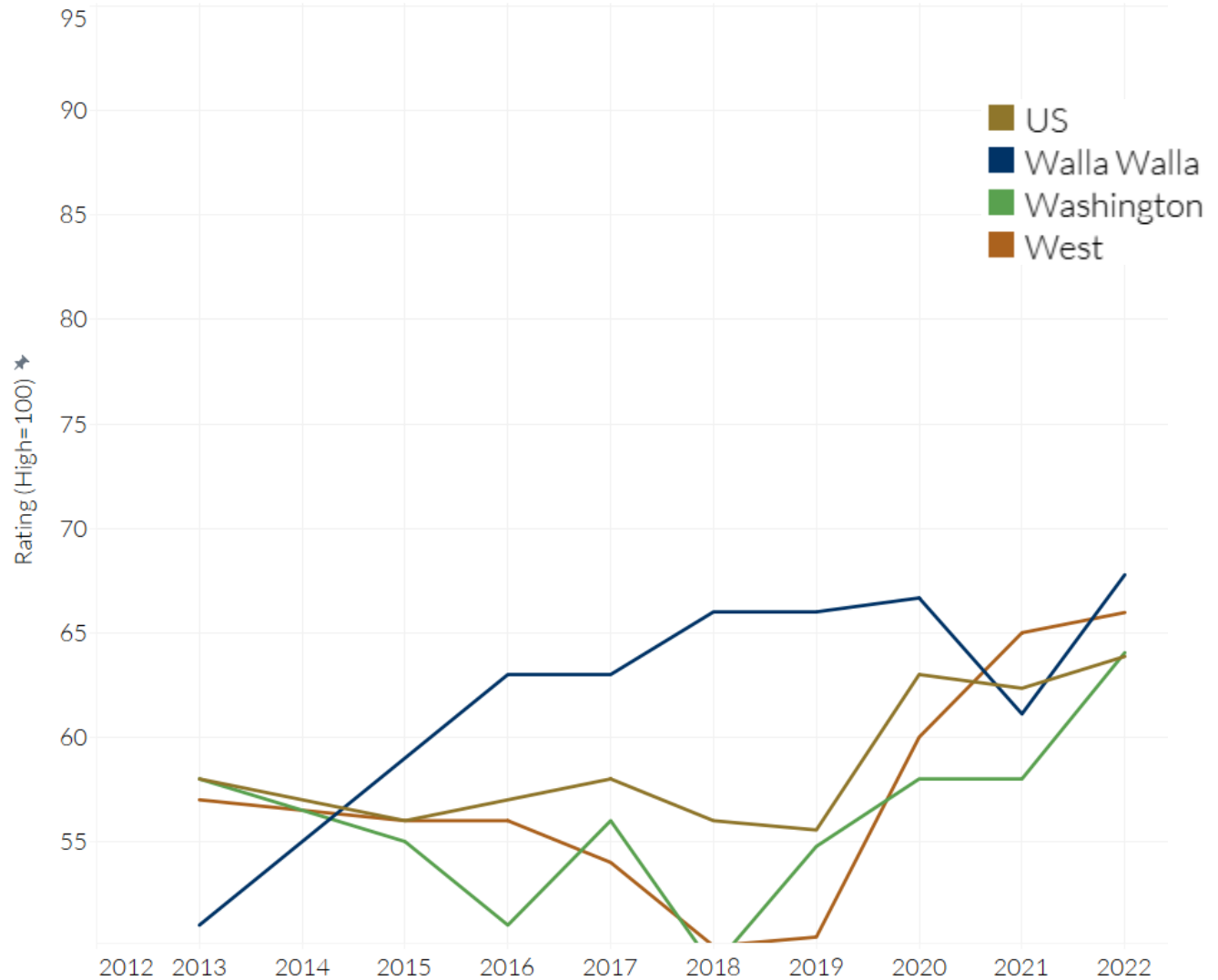
Government Management - Overall

Local Government



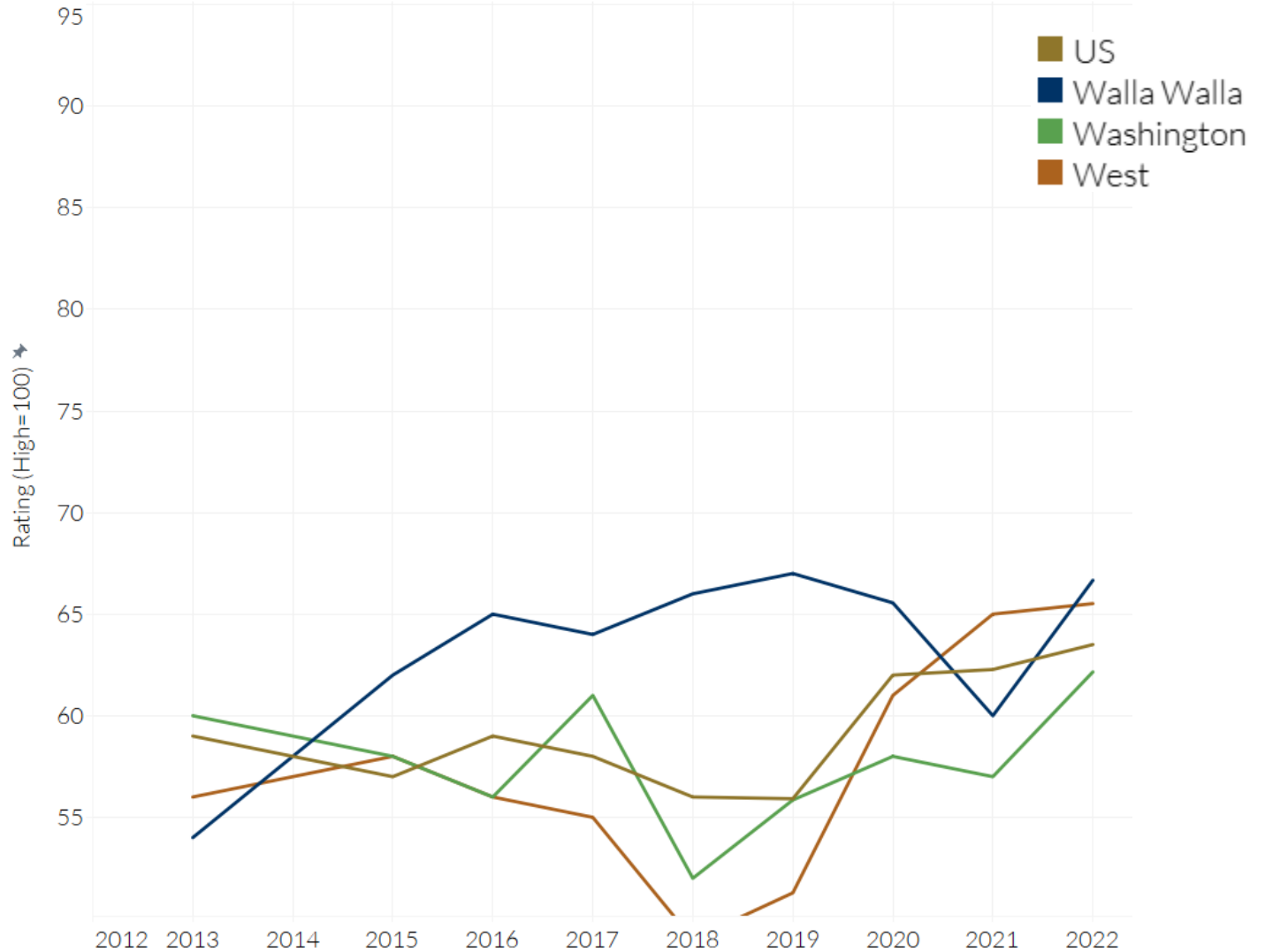
Being Well Managed - Trends

Being well-managed

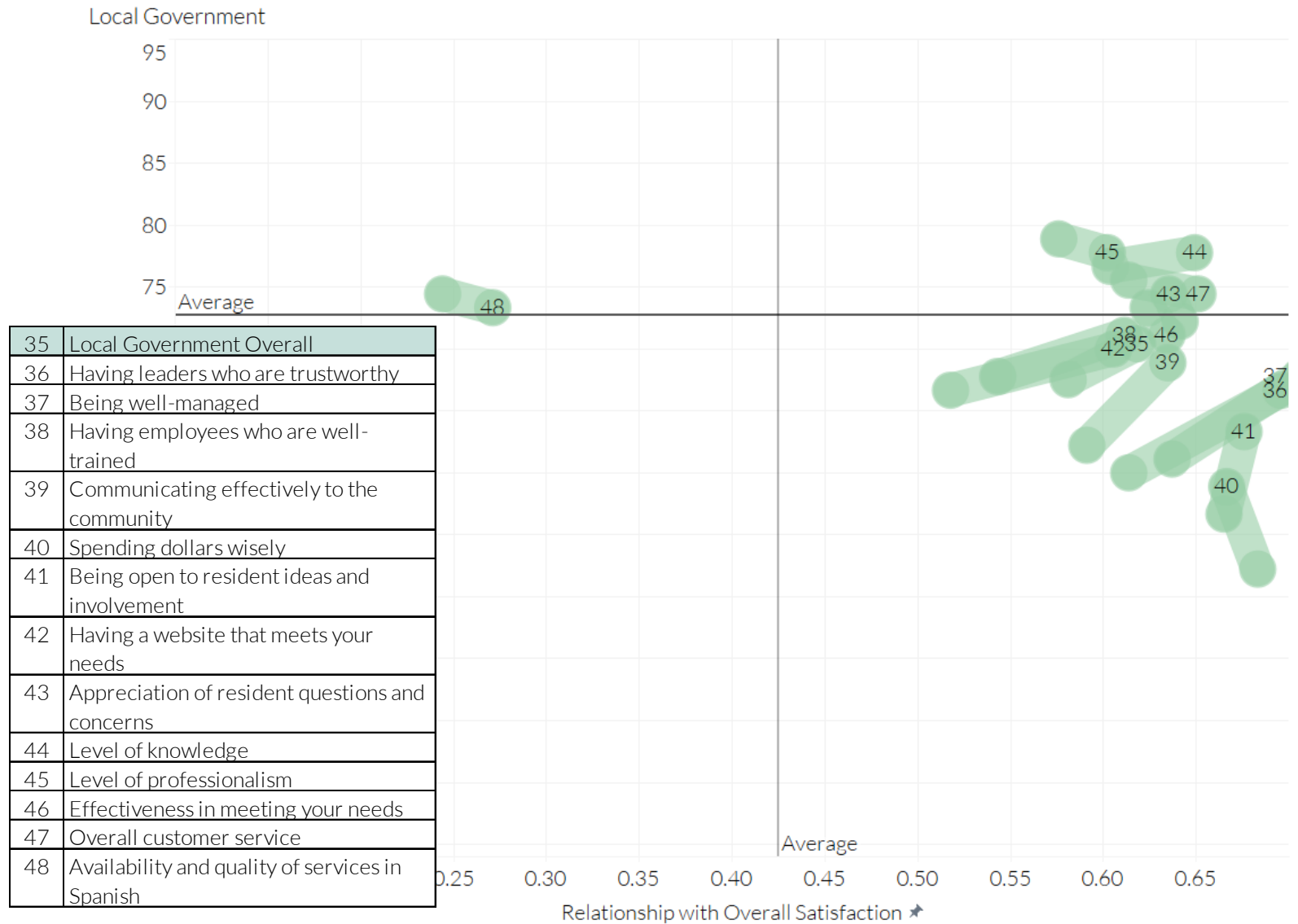


Leaders are Trustworthy - Trends

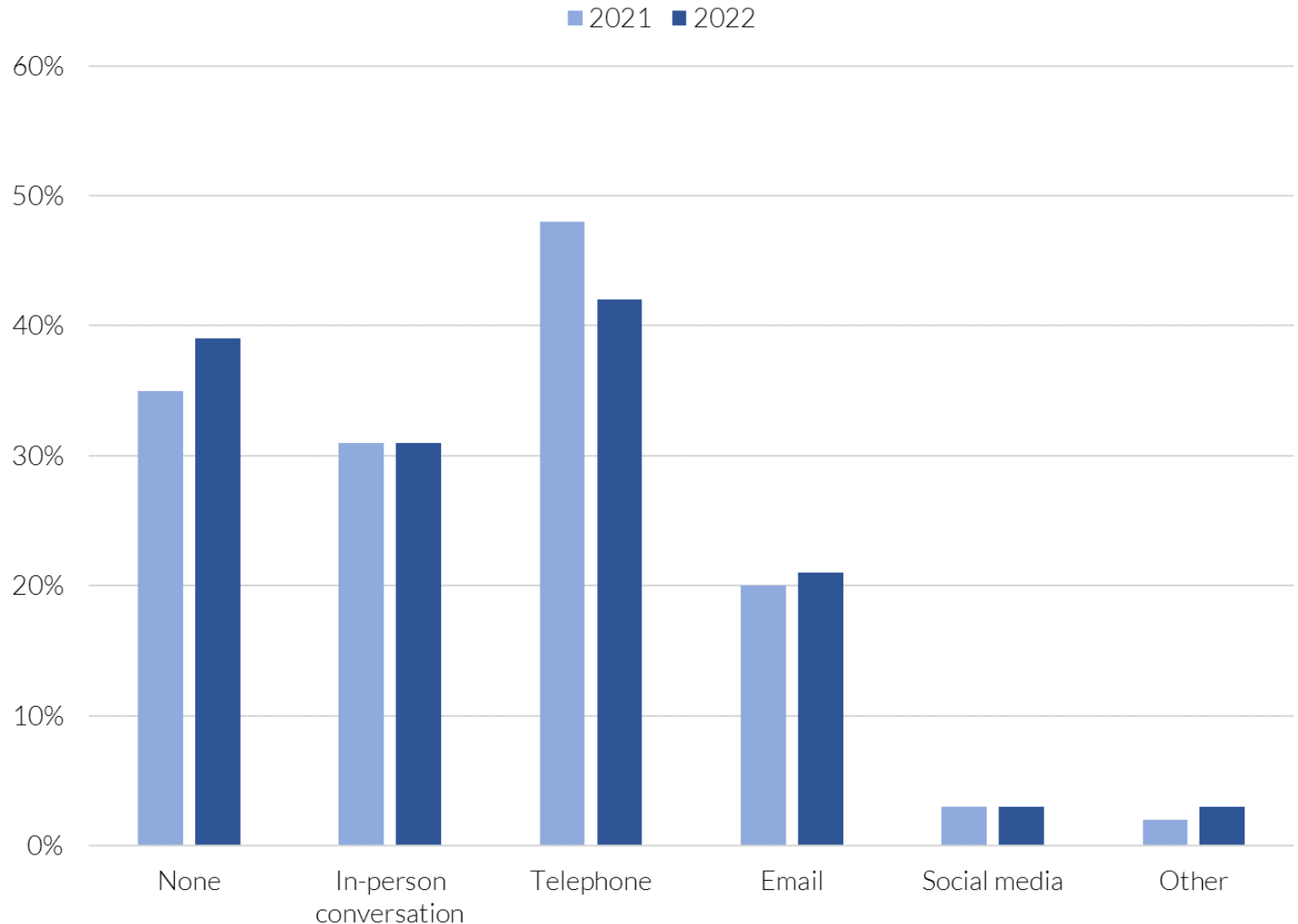
Leaders are trustworthy



Local Government

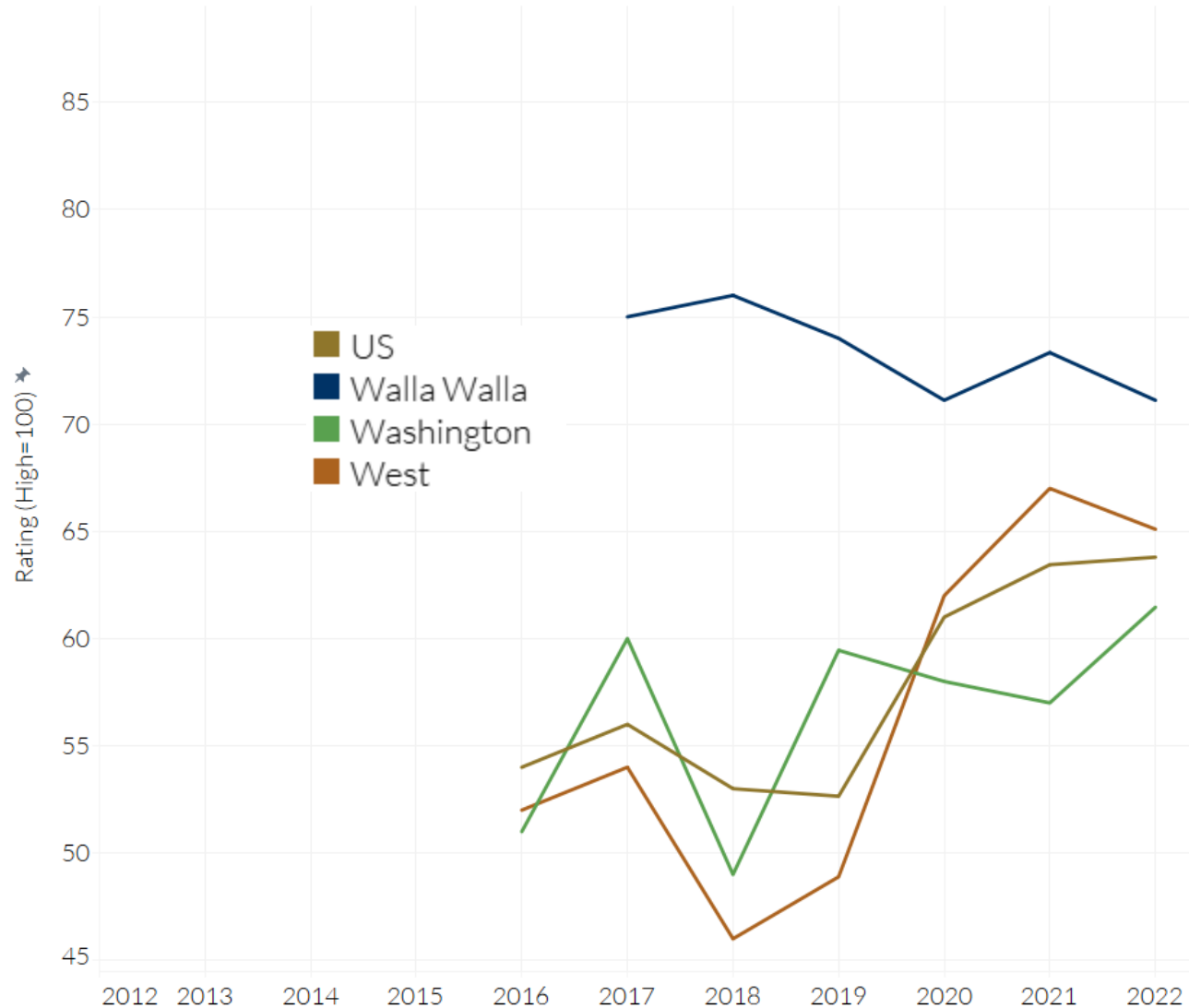


How have you contacted a City employee or official in the past 12 months?

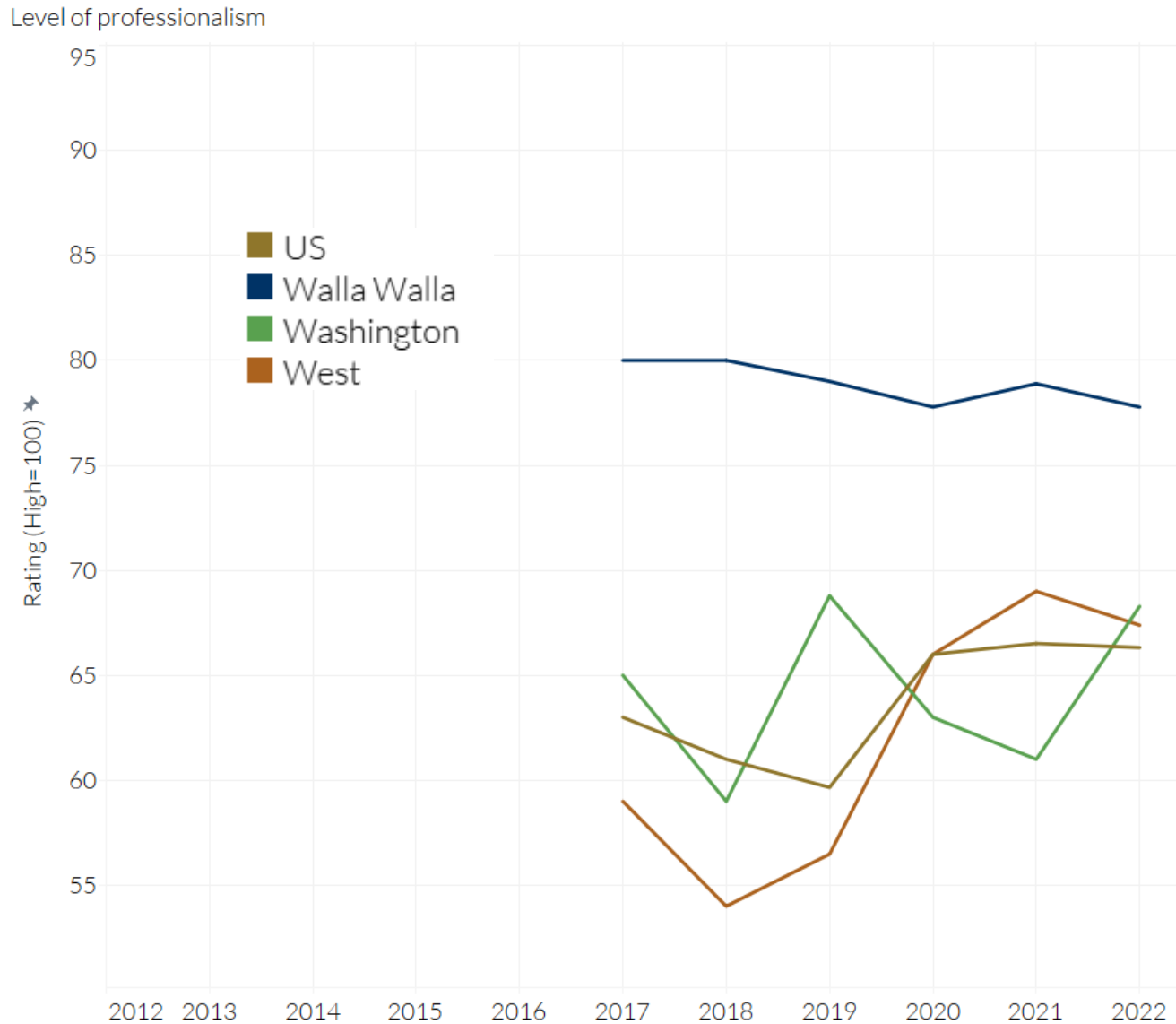


Customer Service Meeting Your Needs

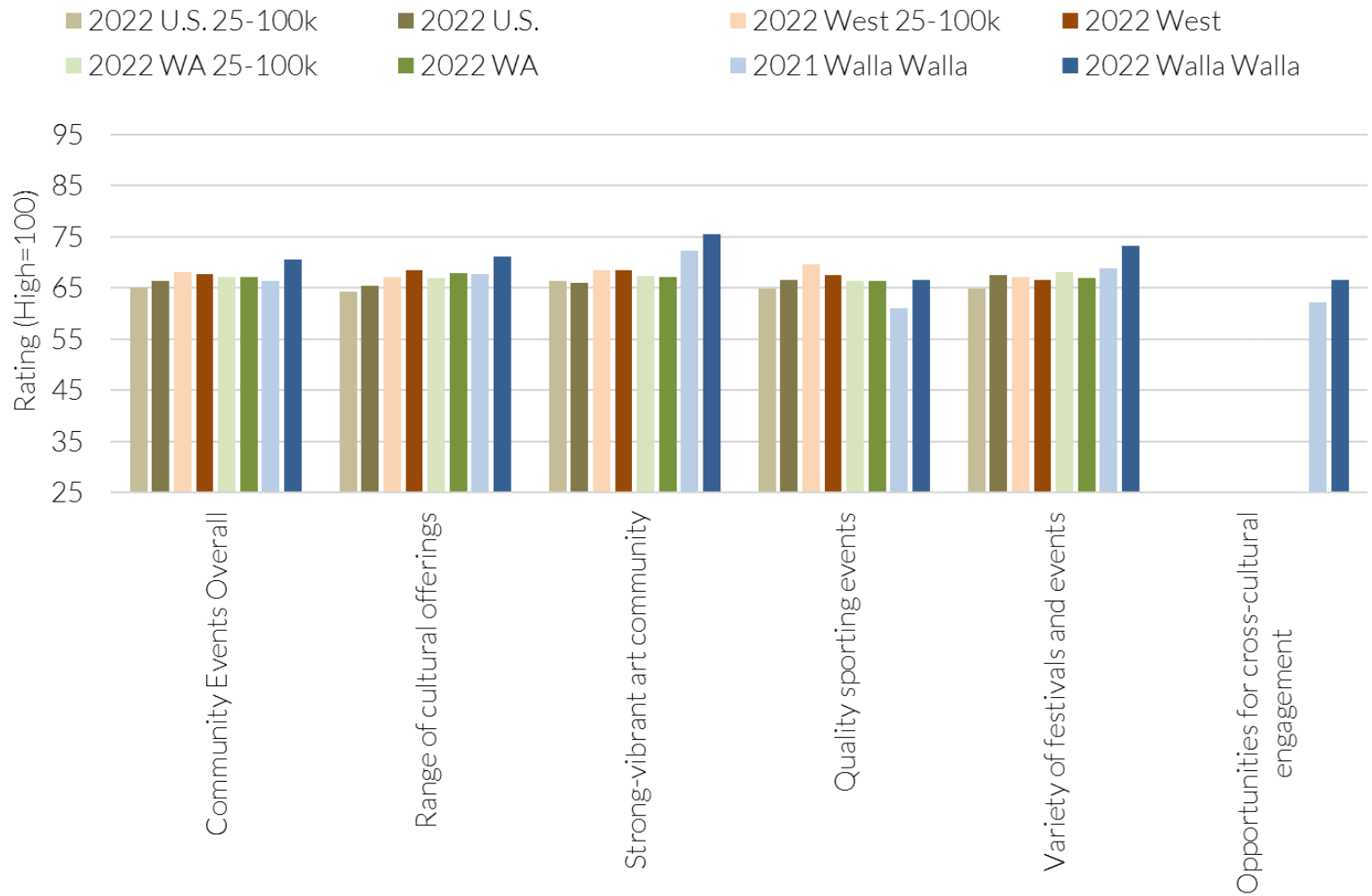
Effectiveness in meeting your needs



Level of Professionalism - Trends

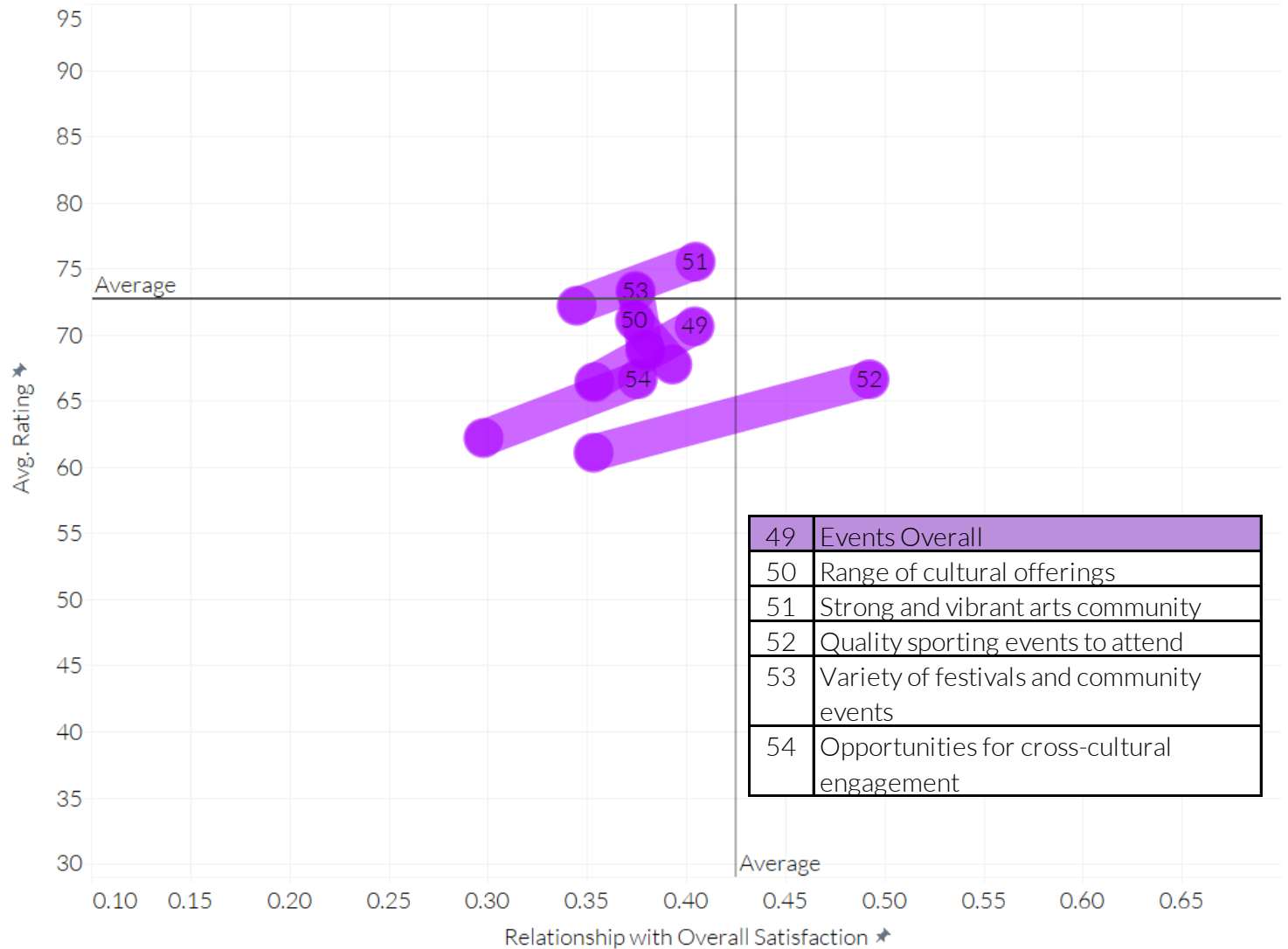


Community Events

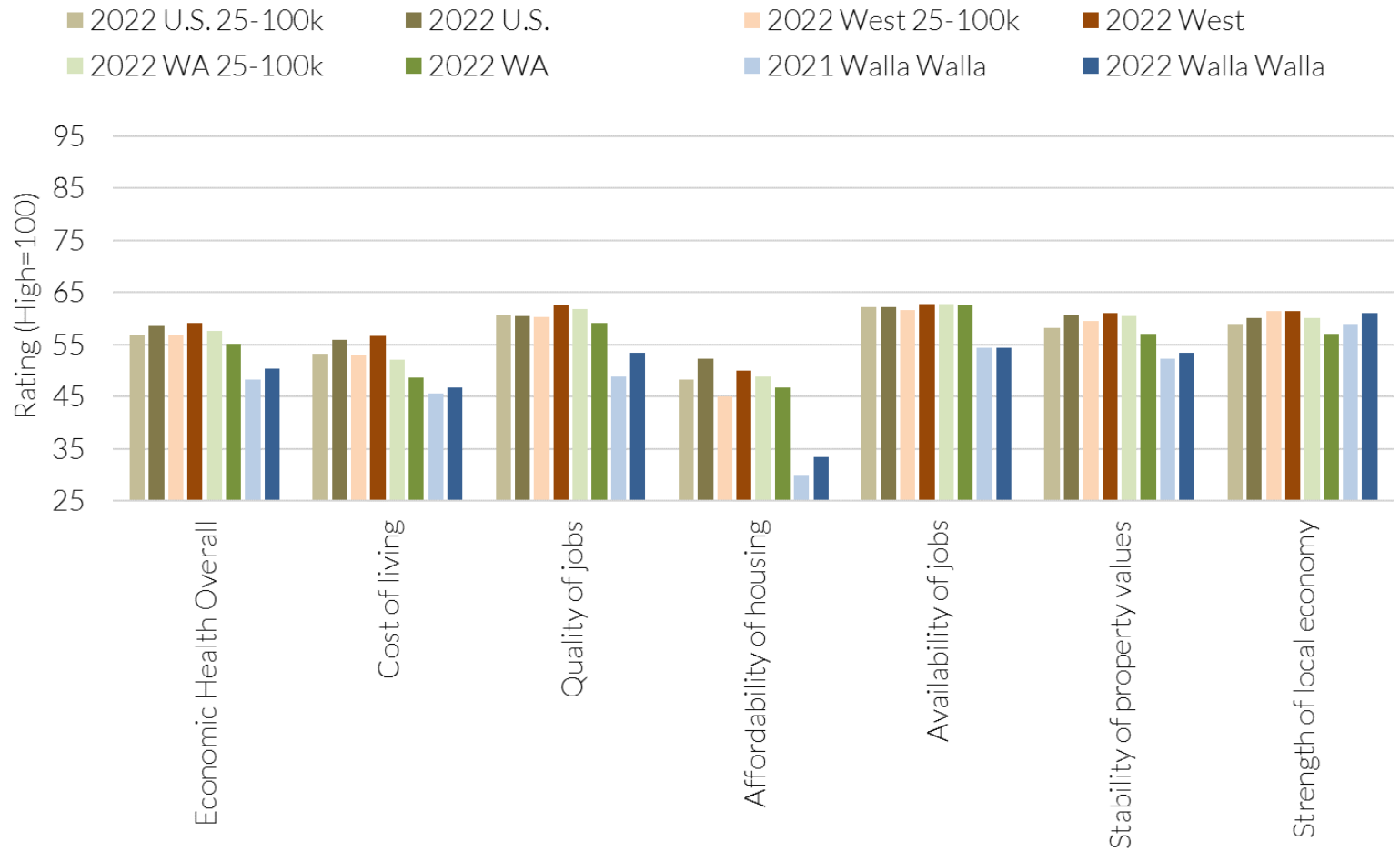


Community Events

Community Events

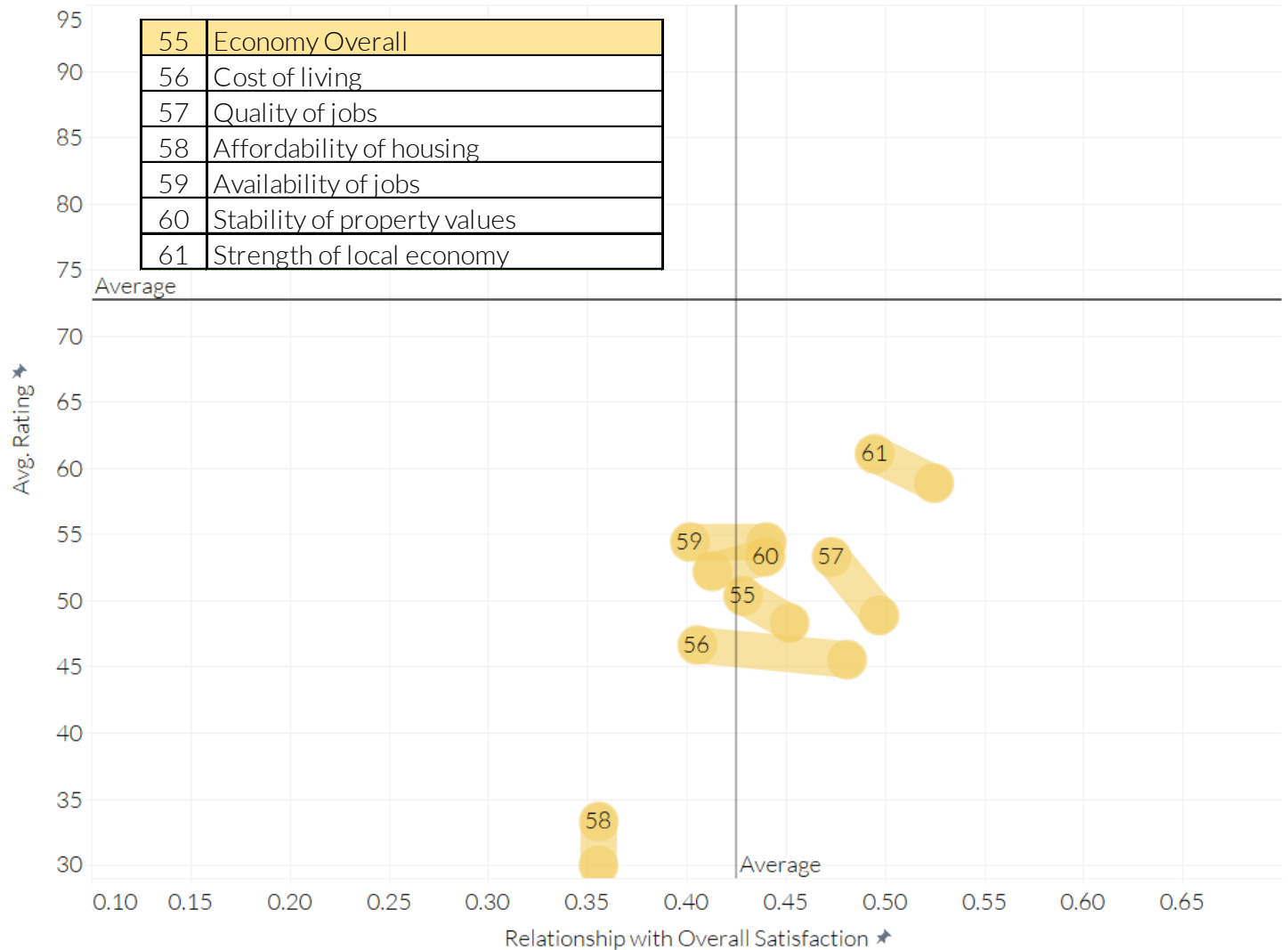


Economic Health

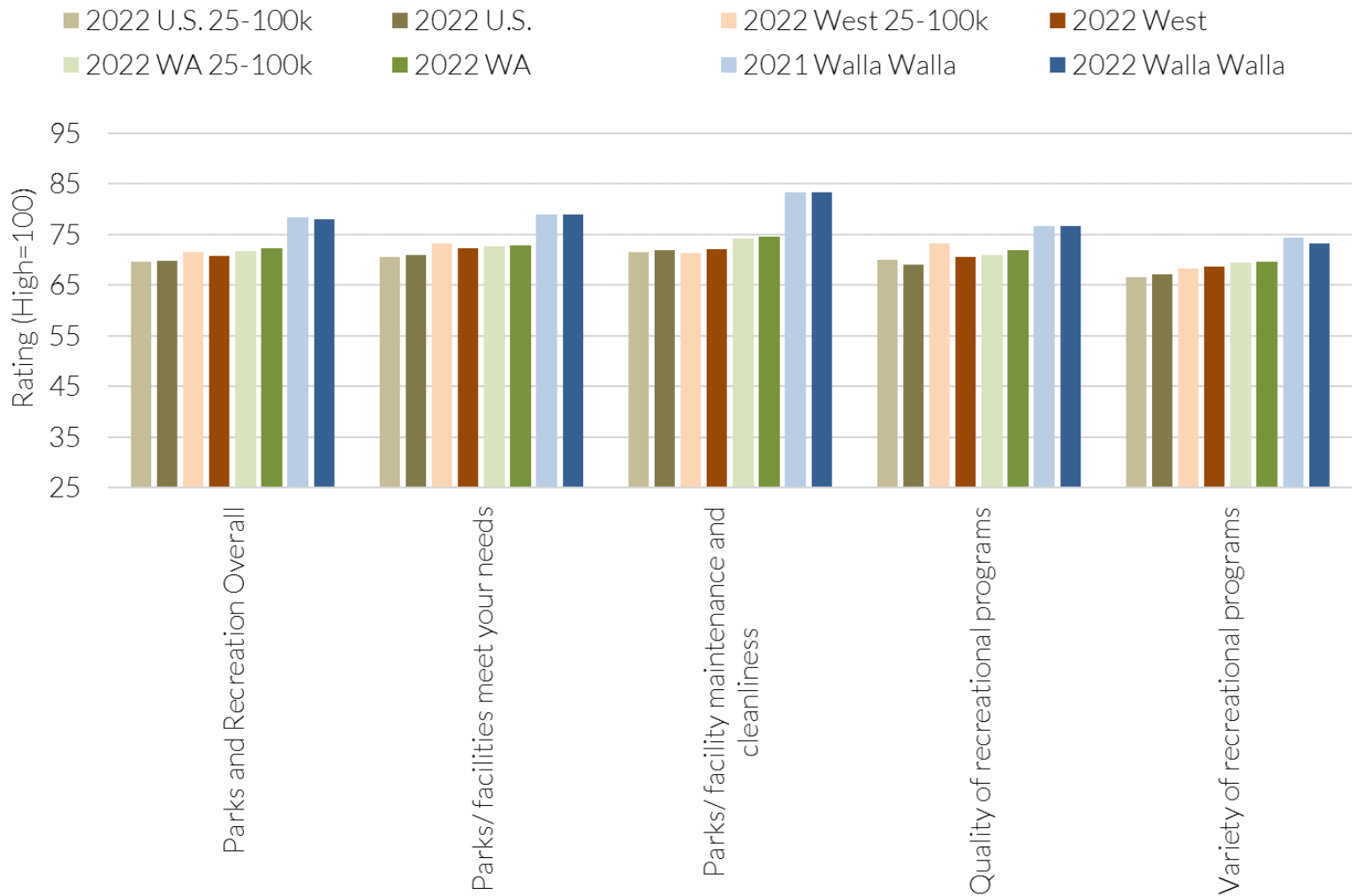


Economic Health

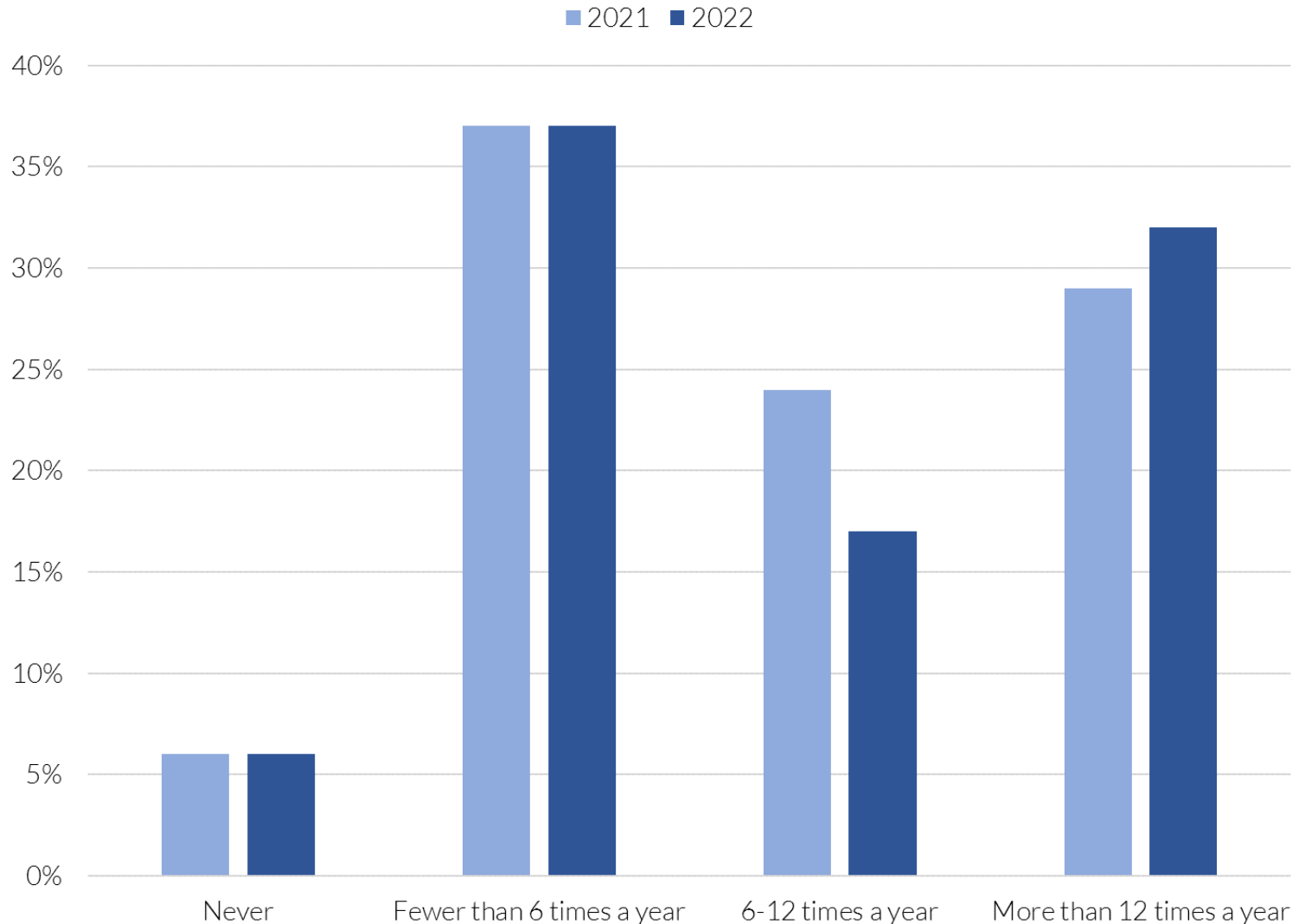
Economic Health



Parks and Recreation

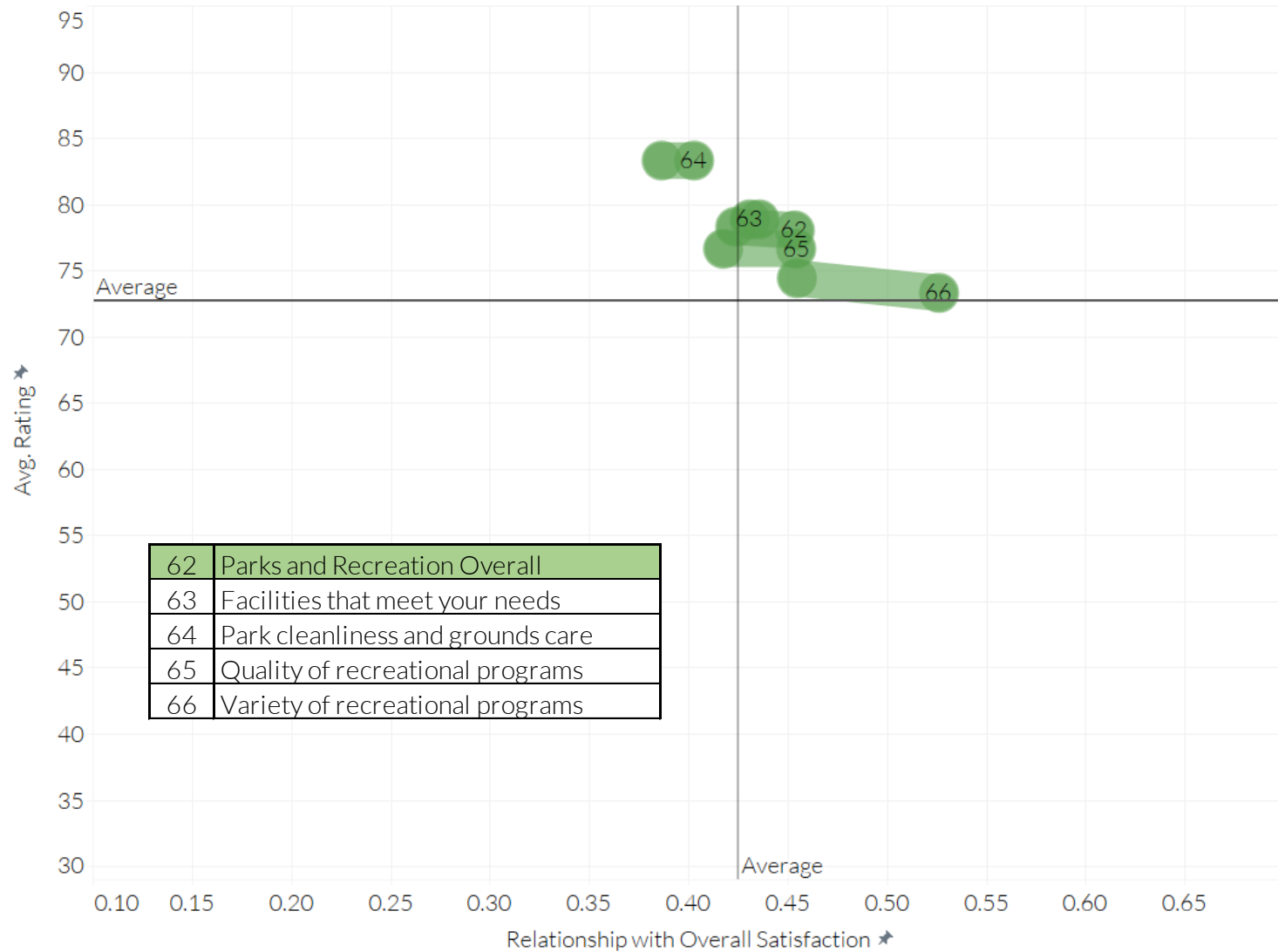


How frequently do you use the parks and recreation facilities and programs?



Parks and Recreation

Parks and Recreation

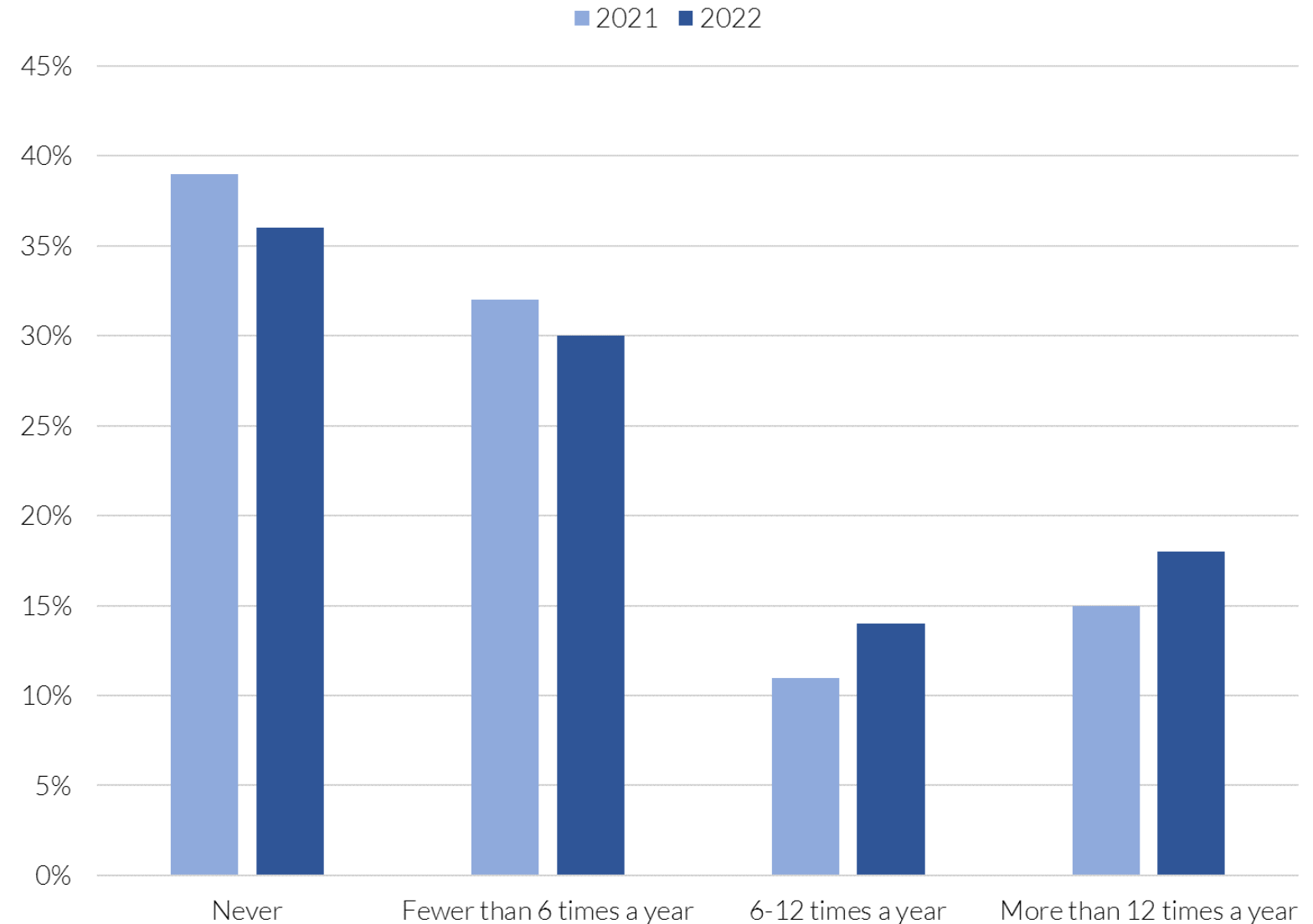


62	Parks and Recreation Overall
63	Facilities that meet your needs
64	Park cleanliness and grounds care
65	Quality of recreational programs
66	Variety of recreational programs

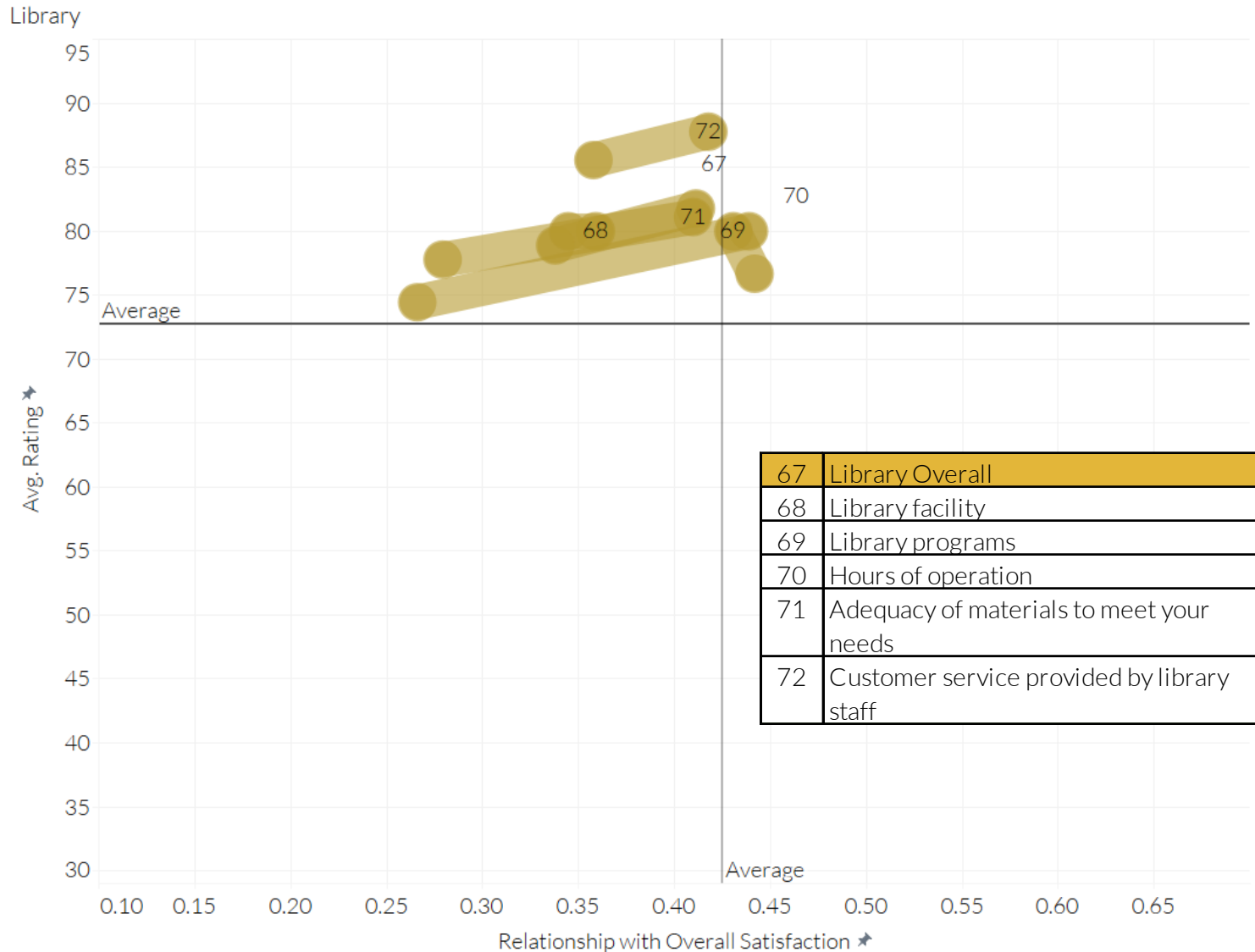
Library Services



How frequently do you use Walla Walla's local library?



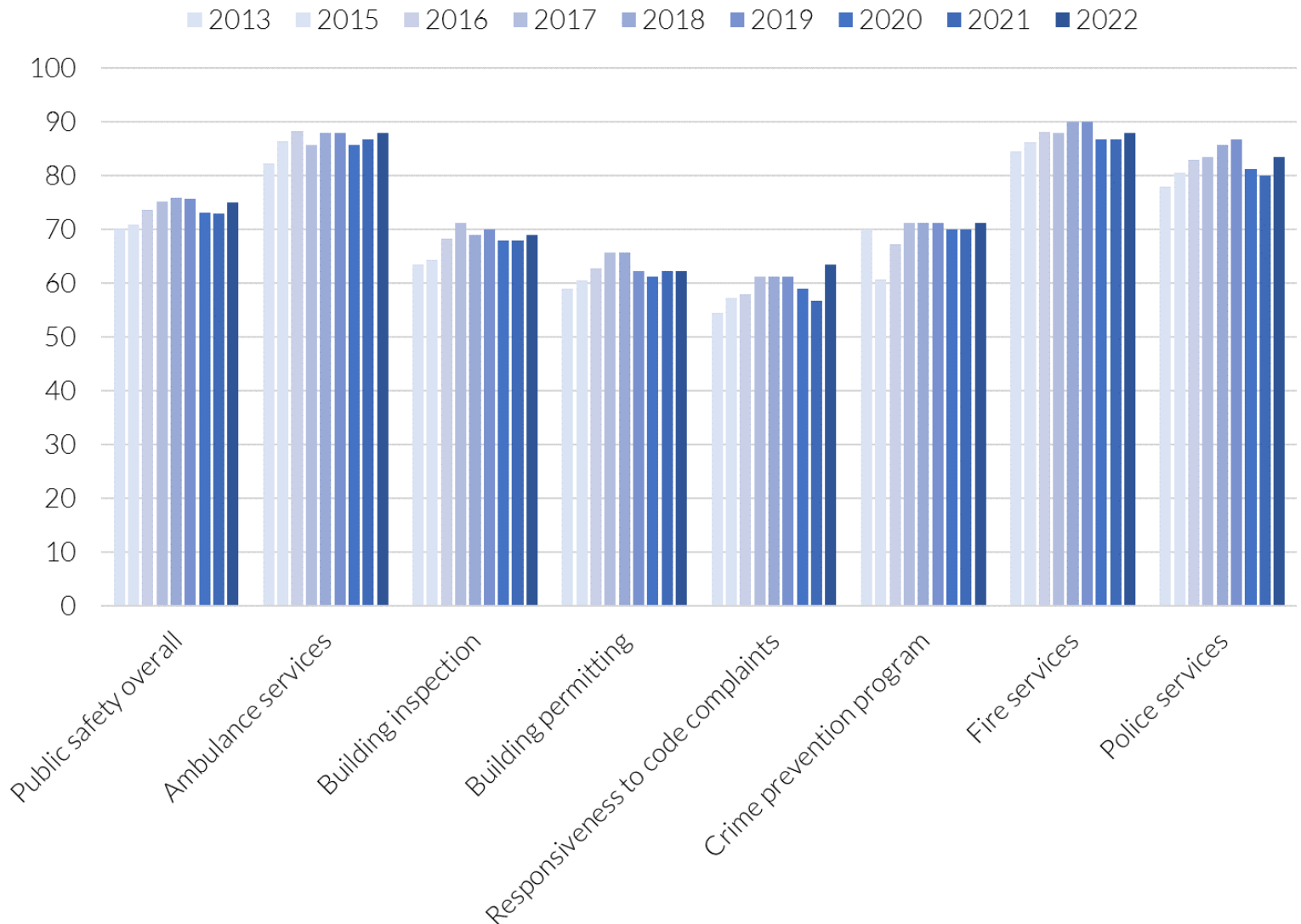
Library Services



67	Library Overall
68	Library facility
69	Library programs
70	Hours of operation
71	Adequacy of materials to meet your needs
72	Customer service provided by library staff

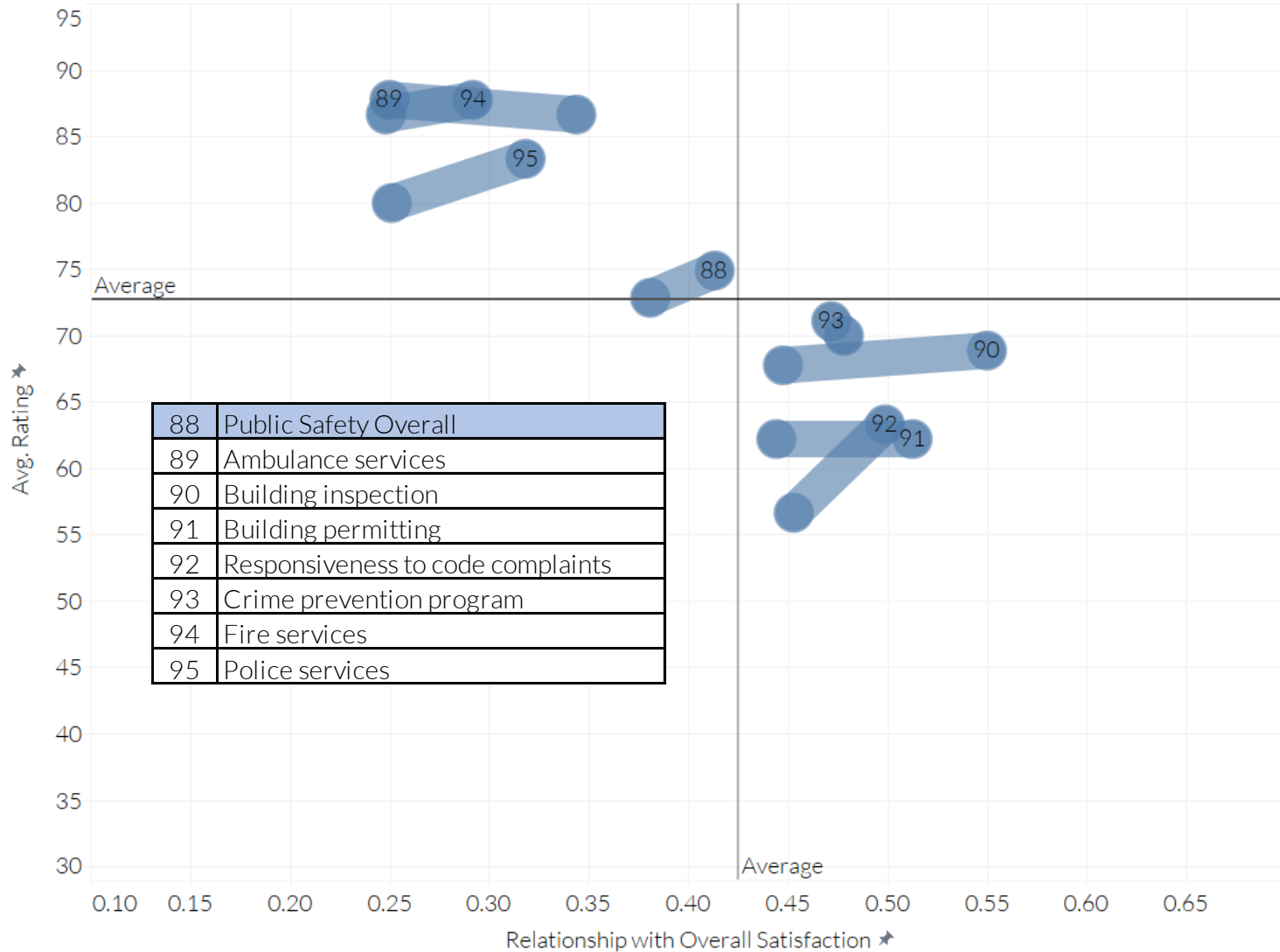
City Services and Programs Satisfaction

Public Safety (Scale = 0 to 100)



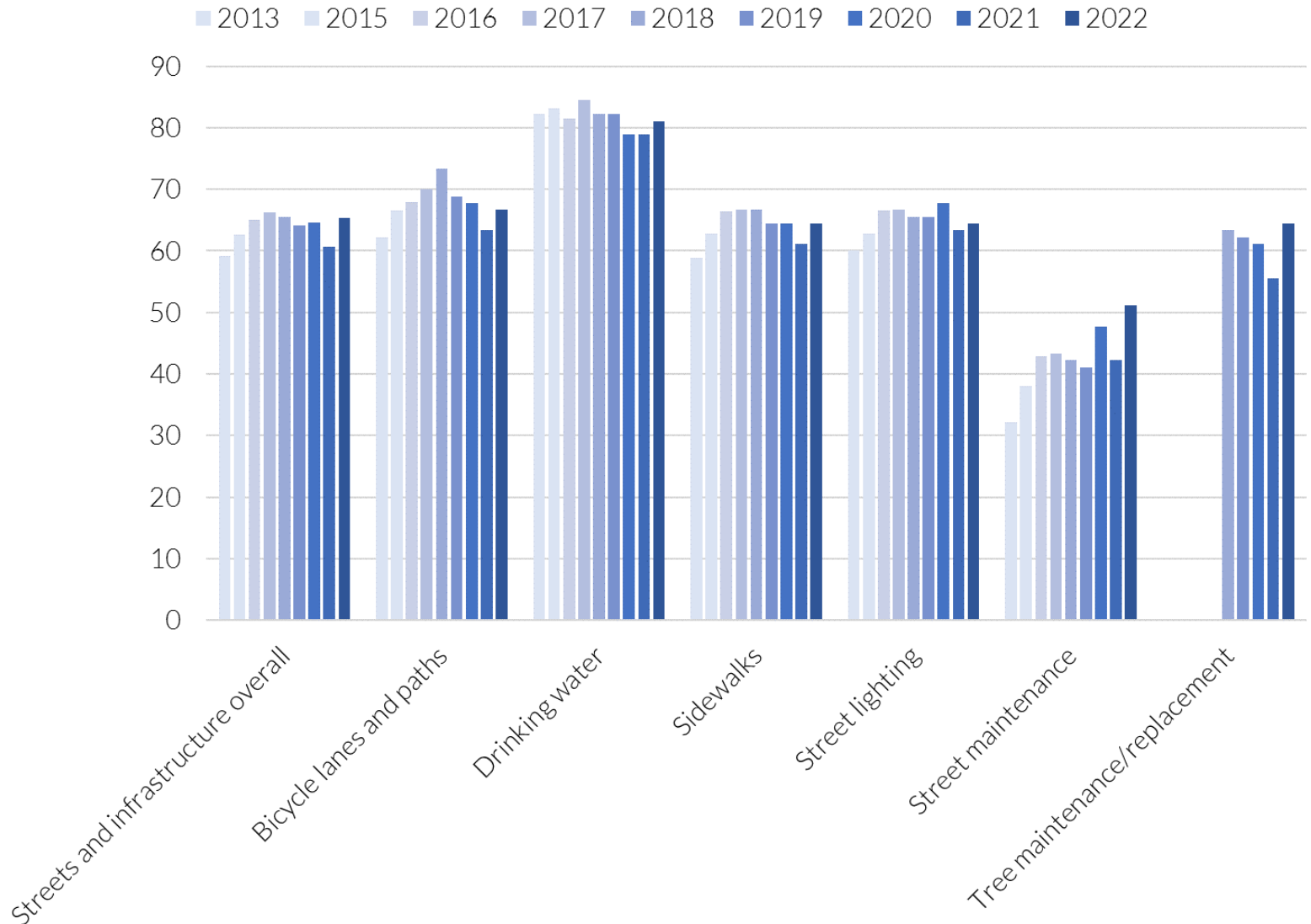
Public Safety

Public Safety



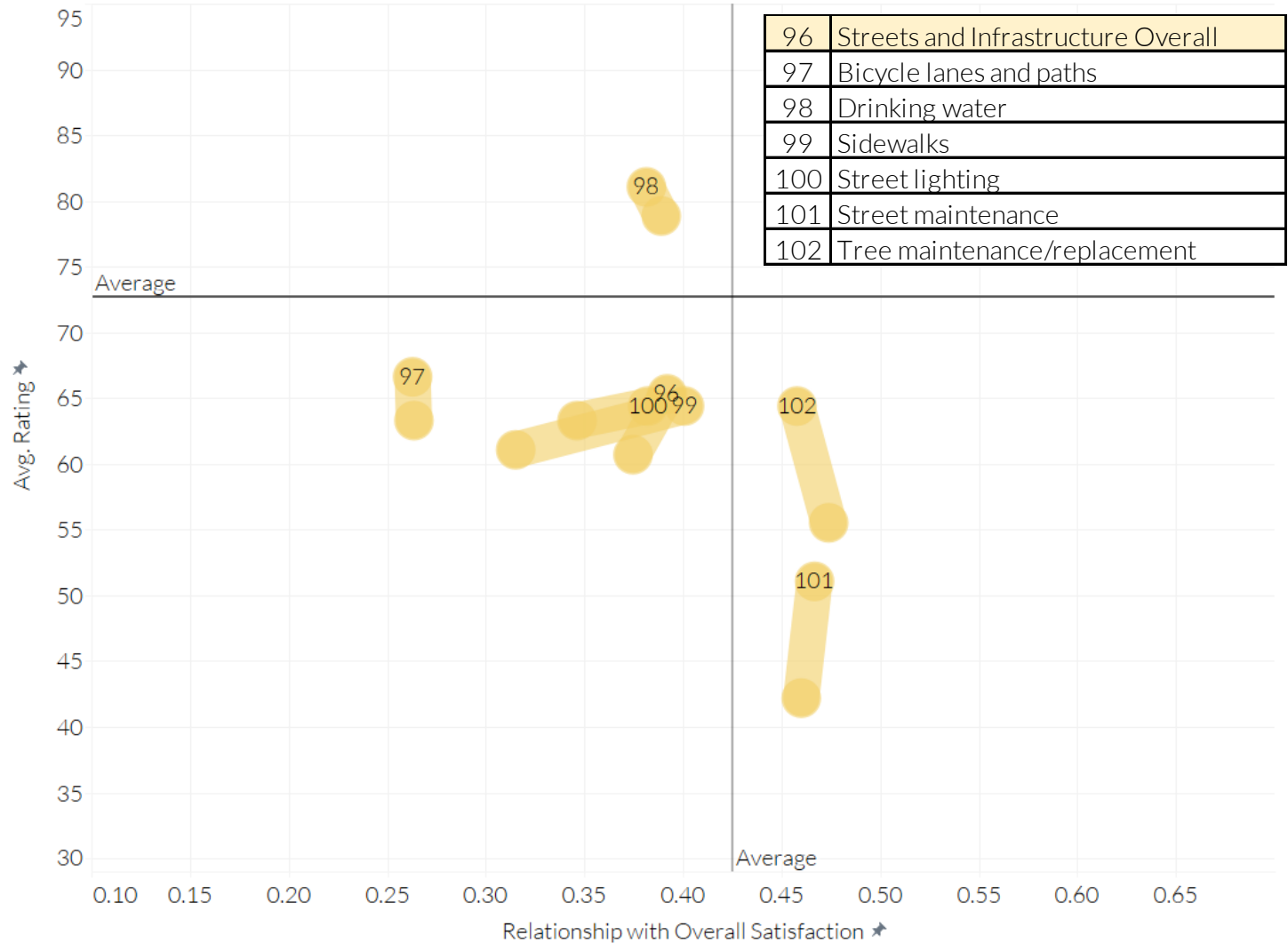
City Services and Programs Satisfaction

Streets and Infrastructure (Scale = 0 to 100)

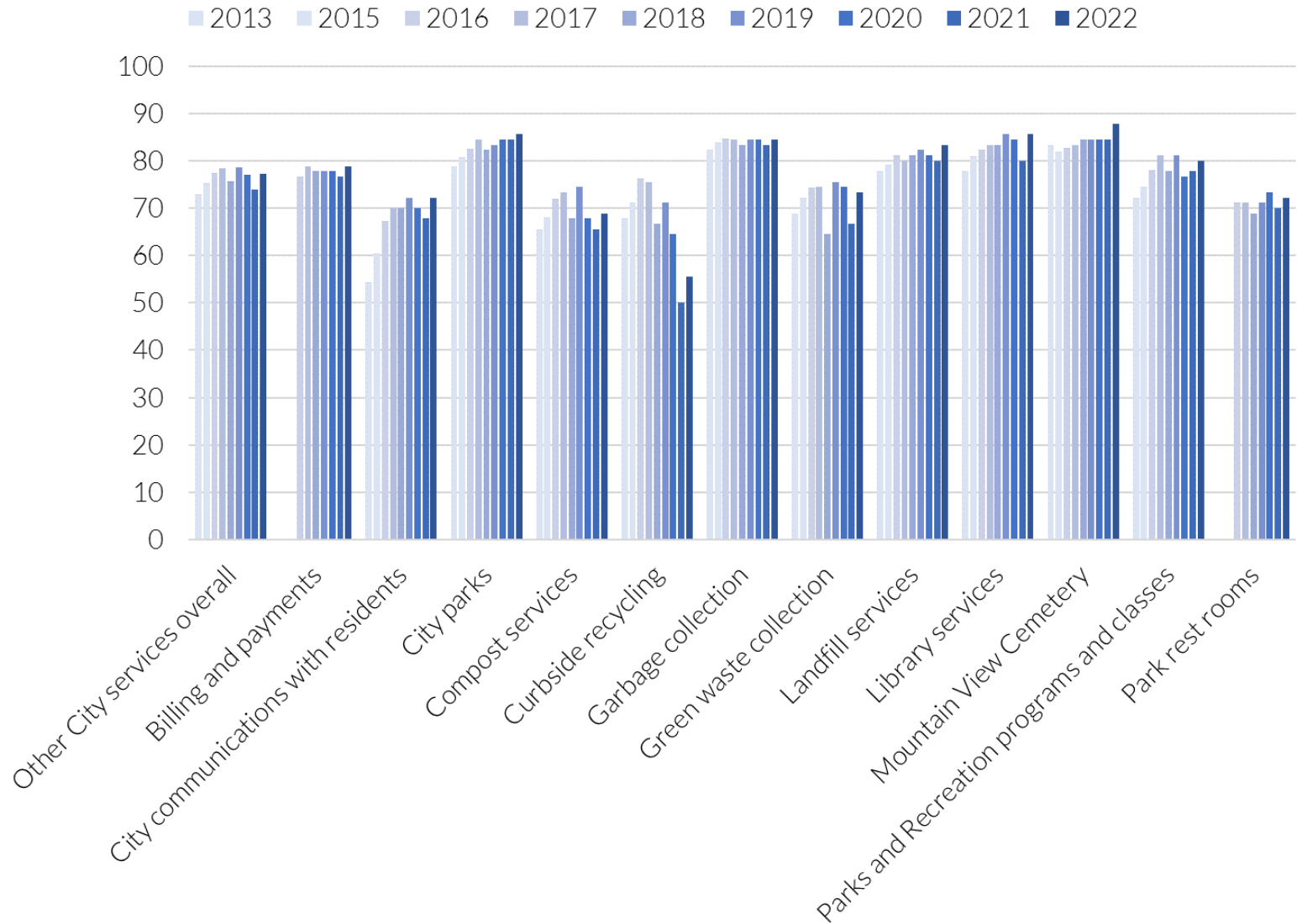


Streets and Infrastructure

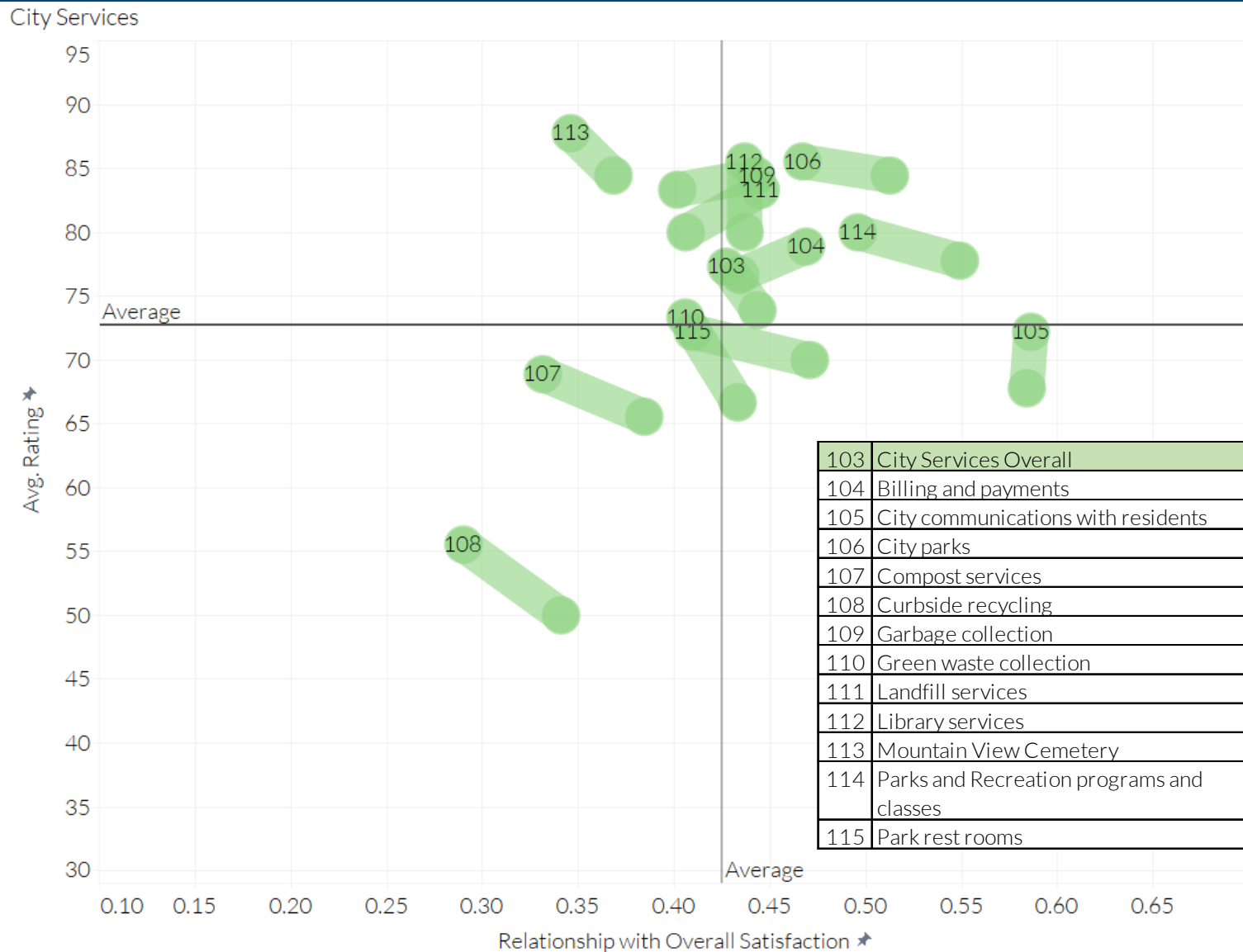
Streets and Infrastructure



Other City Services and Programs Satisfaction (Scale = 0 to 100)

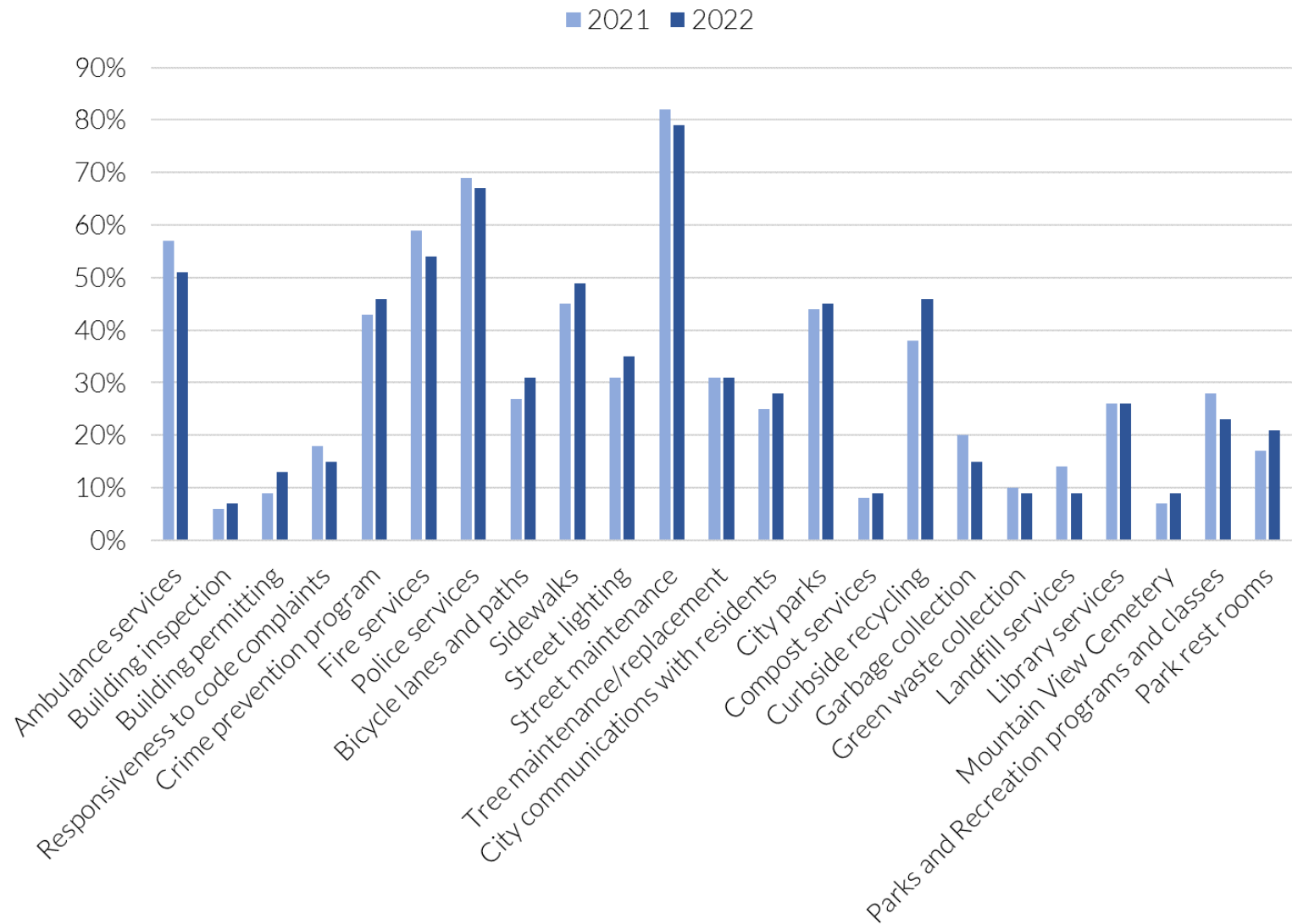


Other City Services



Planning and Future Budget Considerations

City services that you believe should be the most important priorities to fund in the next few years.



City & Programs Bubble Chart



Ambulance services	A
Building inspection	B
Building permitting	C
Responsiveness to code complaints	D
Crime prevention program	E
Fire services	F
Police services	G
Bicycle lanes and paths	H
Sidewalks	I
Street lighting	J
Street maintenance	K
Tree maintenance/replacement	L
City communications with residents	M
City parks	N
Compost services	O
Curbside recycling	P
Garbage collection	Q
Green waste collection	R
Landfill services	S
Library services	T
Mountain View Cemetery	U
Parks/Recreation programs and classes	V
Park rest rooms	W

City & Programs Bubble Chart

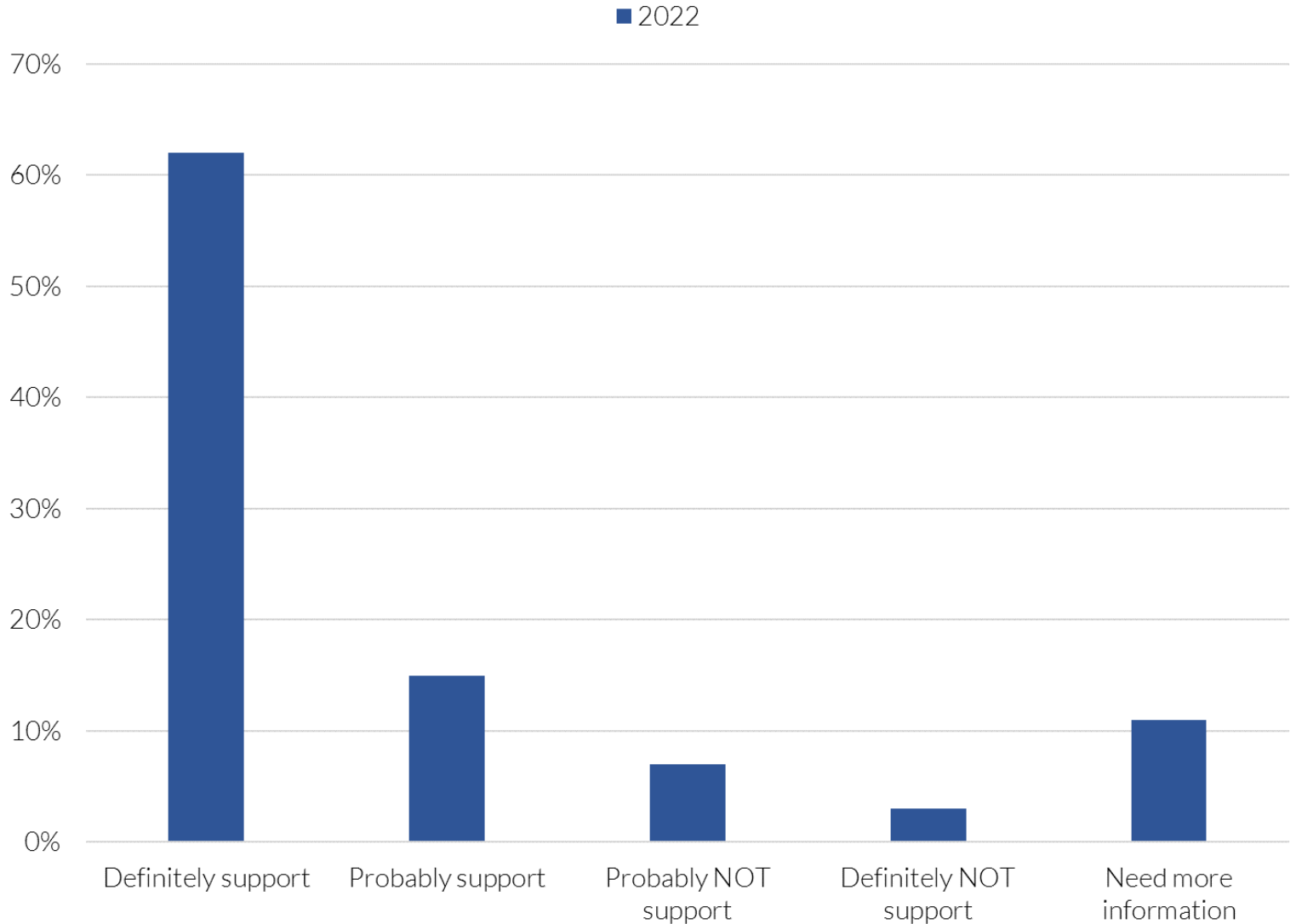


Ambulance services	A
Building inspection	B
Building permitting	C
Responsiveness to code complaints	D
Crime prevention program	E
Fire services	F
Police services	G
Bicycle lanes and paths	H
Sidewalks	I
Street lighting	J
Street maintenance	K
Tree maintenance/replacement	L
City communications with residents	M
City parks	N
Compost services	O
Curbside recycling	P
Garbage collection	Q
Green waste collection	R
Landfill services	S
Library services	T
Mountain View Cemetery	U
Parks/Recreation programs and classes	V
Park rest rooms	W

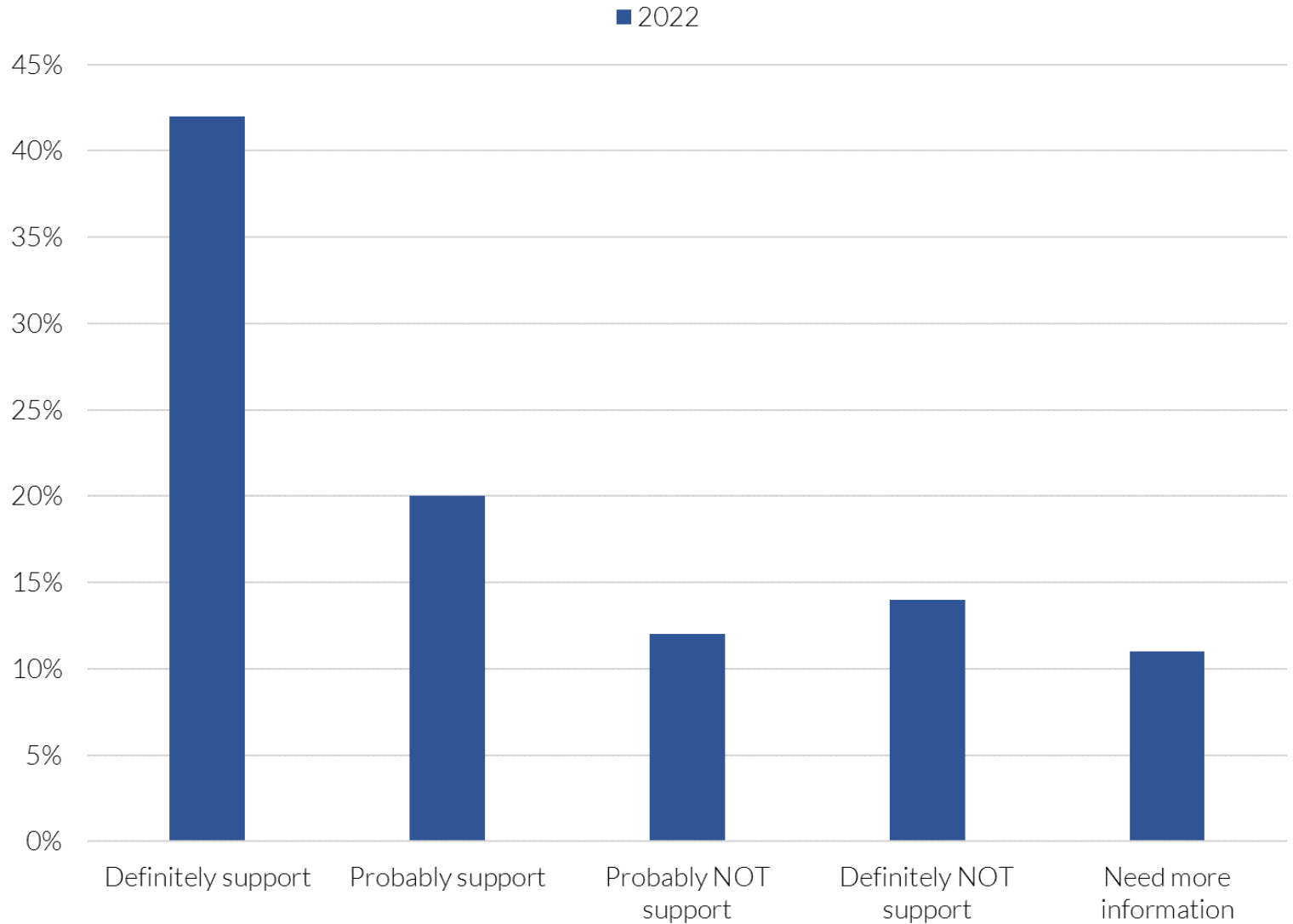
Traffic and Pedestrian Safety Concerns

	Major concern	Minor concern	No concern
Safety of crosswalks on City streets	37%	46%	15%
Distracted by mobile devices/phones/etc.	63%	30%	3%
Tinted windows that impair eye contact	40%	39%	19%
Safety of walking routes between downtown and public parking lots	21%	49%	28%
Safety of public parking lots	22%	53%	24%
Speed of bicycles, e-bikes, scooters on sidewalks	39%	40%	19%

Support Curbside Glass Recycling

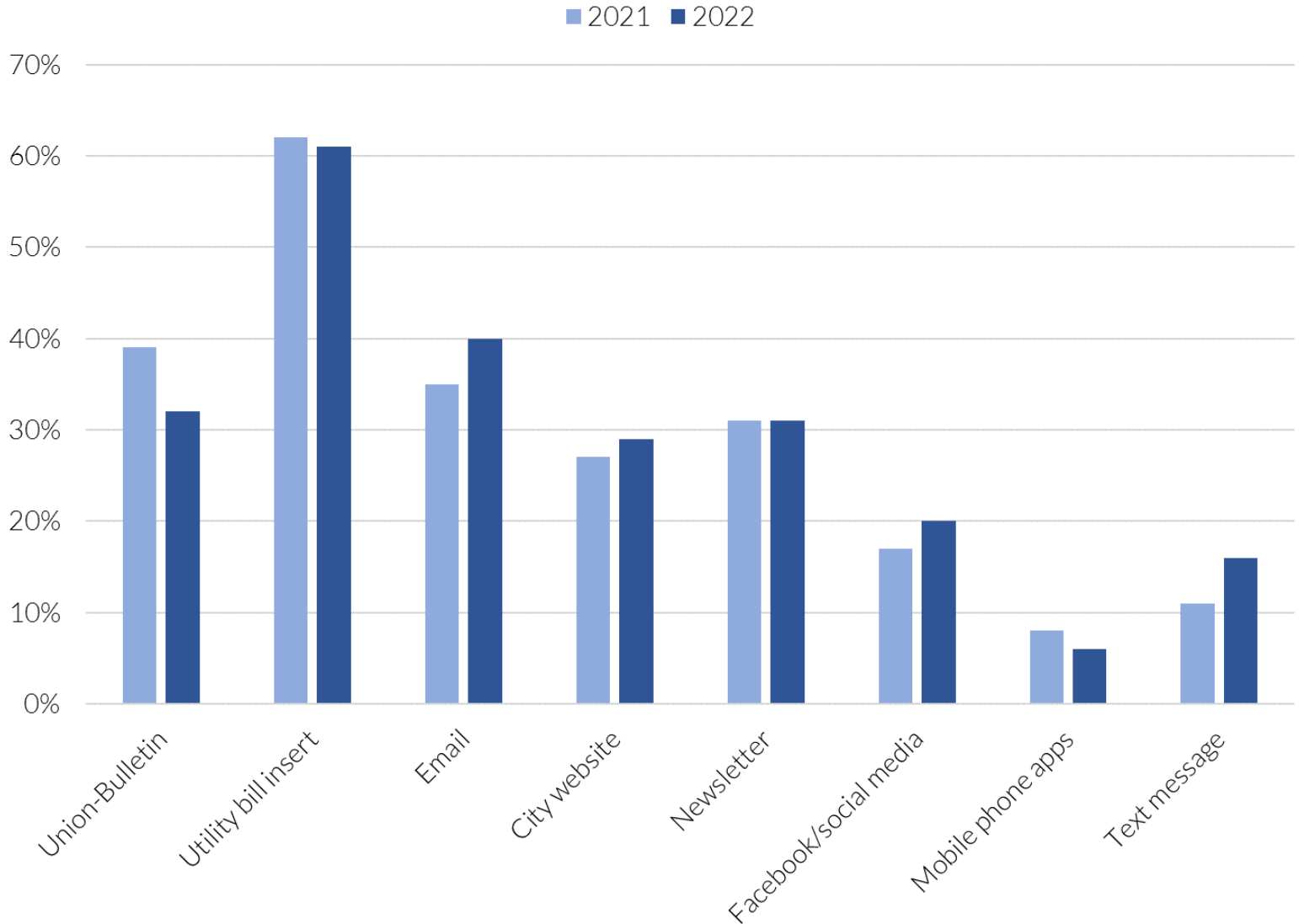


Support Monthly Fee for Curbside Recycling



Communications

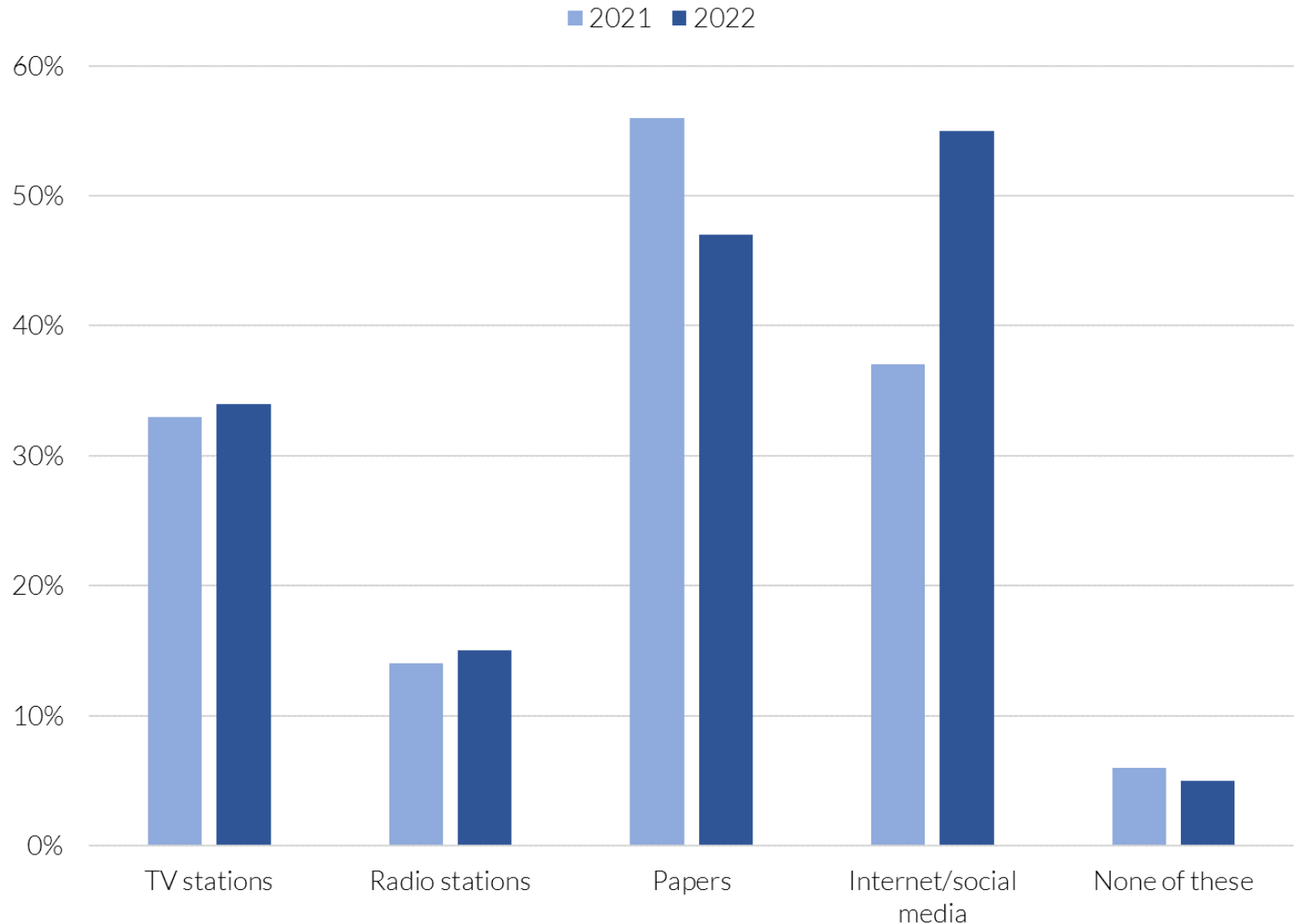
How do you prefer to receive information from the City?



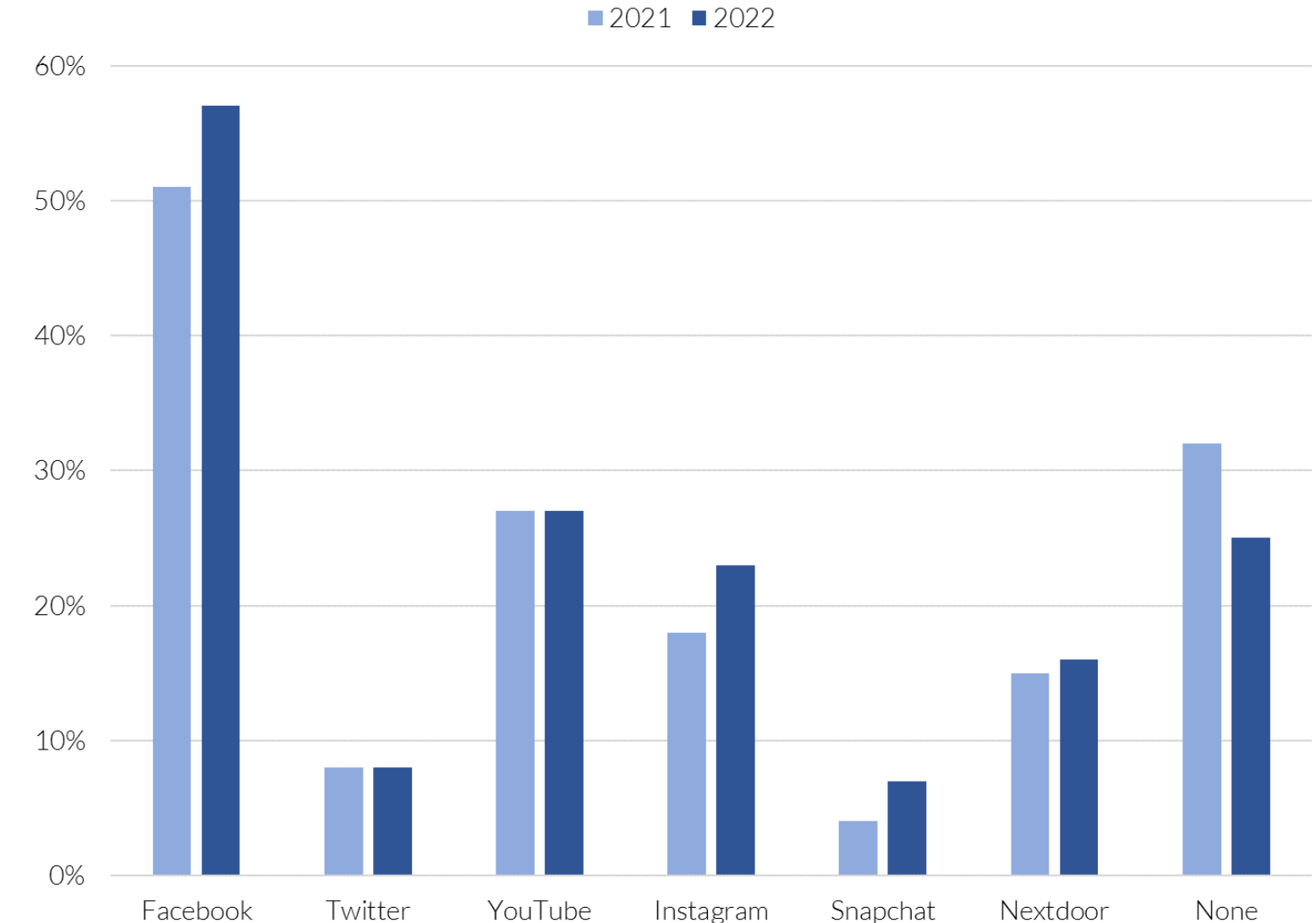
How do you prefer to receive information from the City?

2022 Distribution Questions City of Walla Walla Response: 394, Margin of Error +/- 4.9%		Communication Preference							
		Union-Bulletin	Utility bill insert	Email	City website	Newsletter	Facebook/social media	Mobile phone apps	Text message
2022 Overall Percentage Specifying		32%	61%	40%	29%	31%	20%	6%	16%
Age	18 to 24*	-	100%	-	-	32%	-	-	-
	25 to 34*	15%	49%	40%	49%	20%	36%	20%	35%
	35 to 44	14%	57%	57%	38%	37%	47%	7%	32%
	45 to 54	19%	49%	53%	34%	25%	19%	14%	23%
	55 to 64	32%	61%	54%	38%	23%	25%	10%	12%
	65+	43%	66%	29%	21%	34%	10%	2%	10%

Where do you go most often for local news?



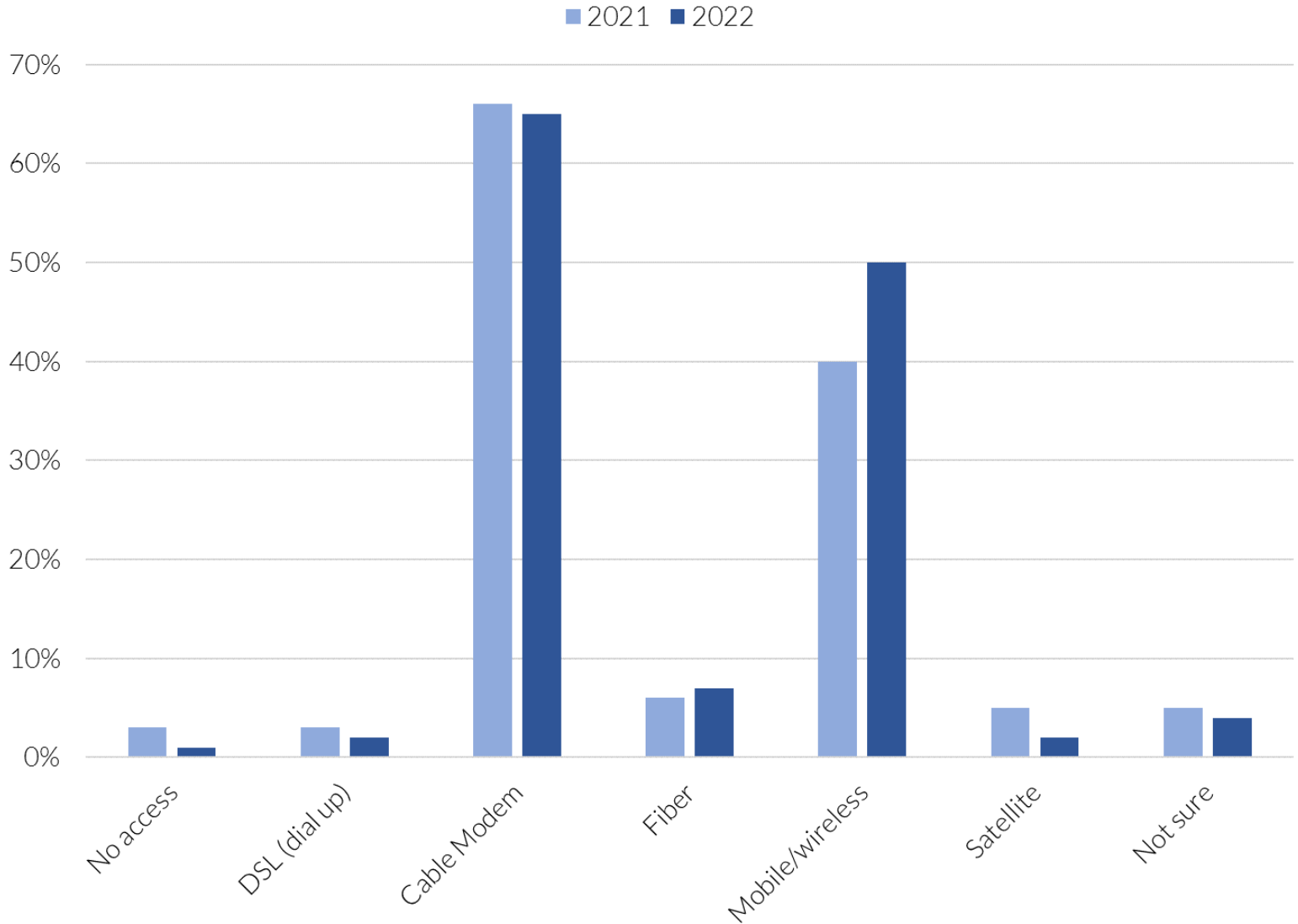
Which social media do you use?



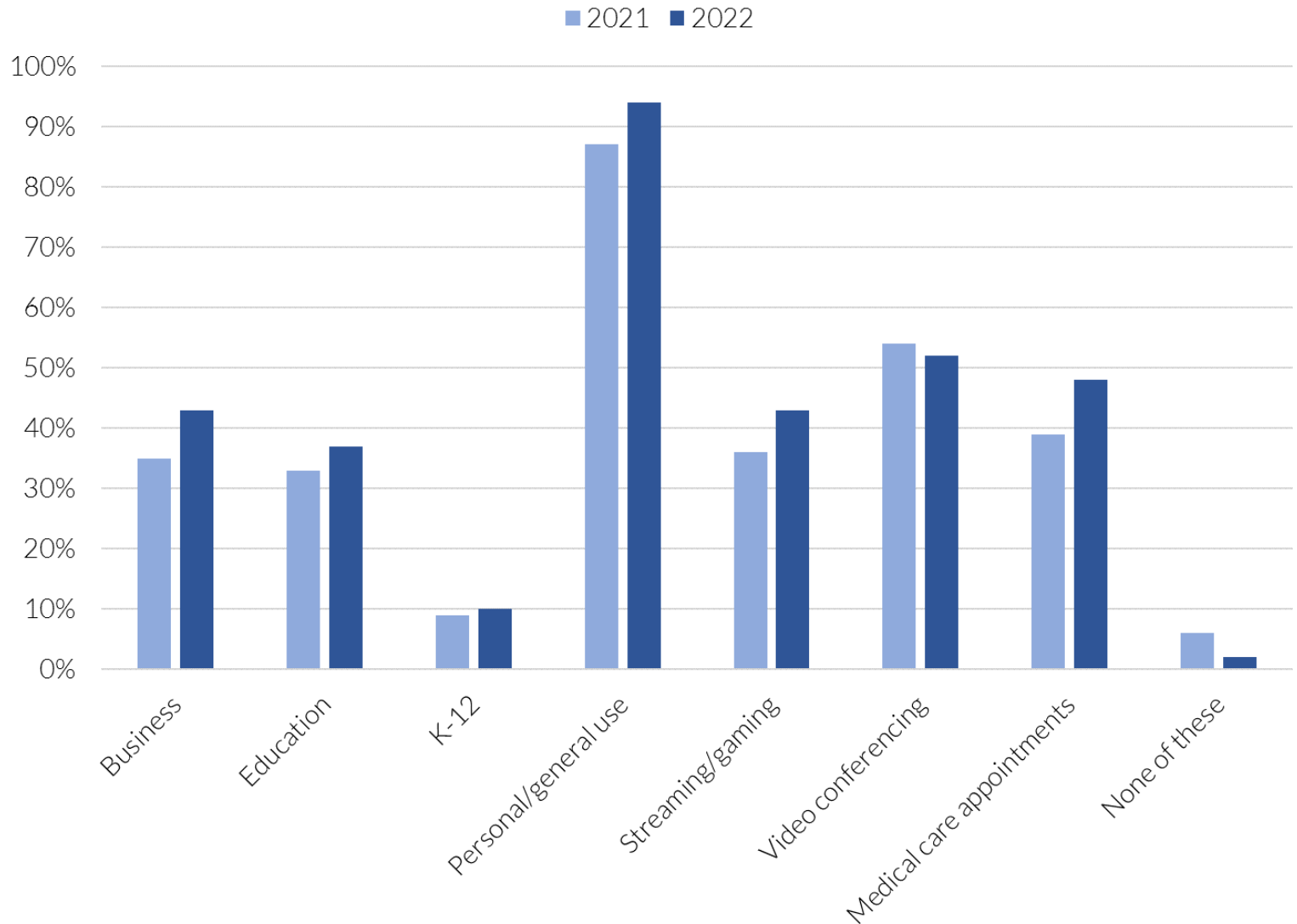
Which social media do you use?

2022 Distribution Questions City of Walla Walla Response: 394, Margin of Error +/- 4.9%		Social Media Used						
		Facebook	Twitter	YouTube	Instagram	Snapchat	Nextdoor	None
2022 Overall Percentage Specifying		57%	8%	27%	23%	7%	16%	25%
Age	18 to 24*	100%	68%	100%	100%	100%	-	-
	25 to 34*	81%	27%	71%	66%	39%	10%	5%
	35 to 44	64%	17%	39%	45%	10%	21%	12%
	45 to 54	62%	5%	23%	29%	10%	19%	19%
	55 to 64	72%	9%	33%	23%	3%	12%	20%
	65+	46%	3%	19%	9%	1%	17%	34%

Which internet source do you use?

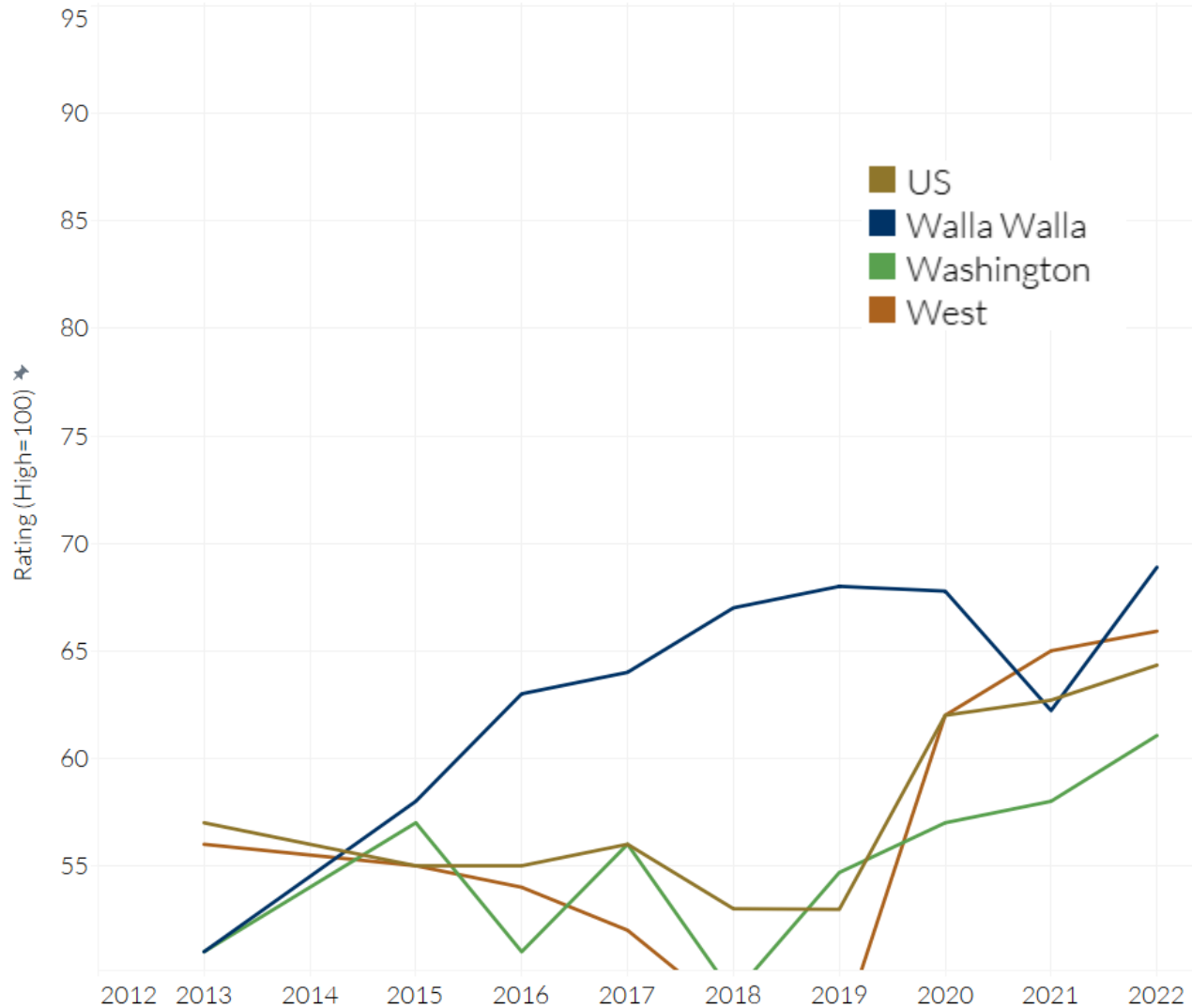


How do you use the internet?



Drivers of Satisfaction and Behavior: Communicating Effectively - Trends

Communicating effectively to the community



Questions