

THE NCSTM
The National Citizen SurveyTM

Pasco, WA
Community Livability Report

2018



2955 Valmont Road Suite 300
Boulder, Colorado 80301
n-r-c.com • 303-444-7863



777 North Capitol Street NE Suite 500
Washington, DC 20002
icma.org • 800-745-8780

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About

The National Citizen Survey™ (The NCS) report is about the “livability” of Pasco. The phrase “livable community” is used here to evoke a place that is not simply habitable, but that is desirable. It is not only where people do live, but where they want to live.

Great communities are partnerships of the government, private sector, community-based organizations and residents, all geographically connected. The NCS captures residents’ opinions within the three pillars of a community (Community Characteristics, Governance and Participation) across eight central facets of community (Safety, Mobility, Natural Environment, Built Environment, Economy, Recreation and Wellness, Education and Enrichment and Community Engagement).

The Community Livability Report provides the opinions of a representative sample of 215 residents of the City of Pasco. The margin of error around any reported percentage is 7% for all respondents. The full description of methods used to garner these opinions can be found in the *Technical Appendices* provided under separate cover.

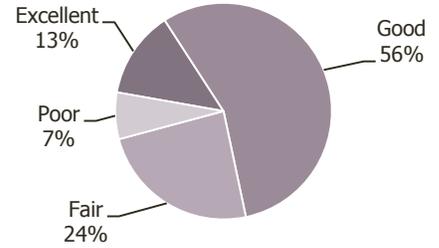


Quality of Life in Pasco

A majority of residents rated the quality of life in Pasco as excellent or good. This rating was similar to the national benchmark (see Appendix B of the *Technical Appendices* provided under separate cover).

Shown below are the eight facets of community. The color of each community facet summarizes how residents rated it across the three sections of the survey that represent the pillars of a community – Community Characteristics, Governance and Participation. When most ratings across the three pillars were higher than the benchmark, the color for that facet is the darkest shade; when most ratings were lower than the benchmark, the color is the lightest shade. A mix of ratings (higher and lower than the benchmark) results in a color between the extremes.

Overall Quality of Life



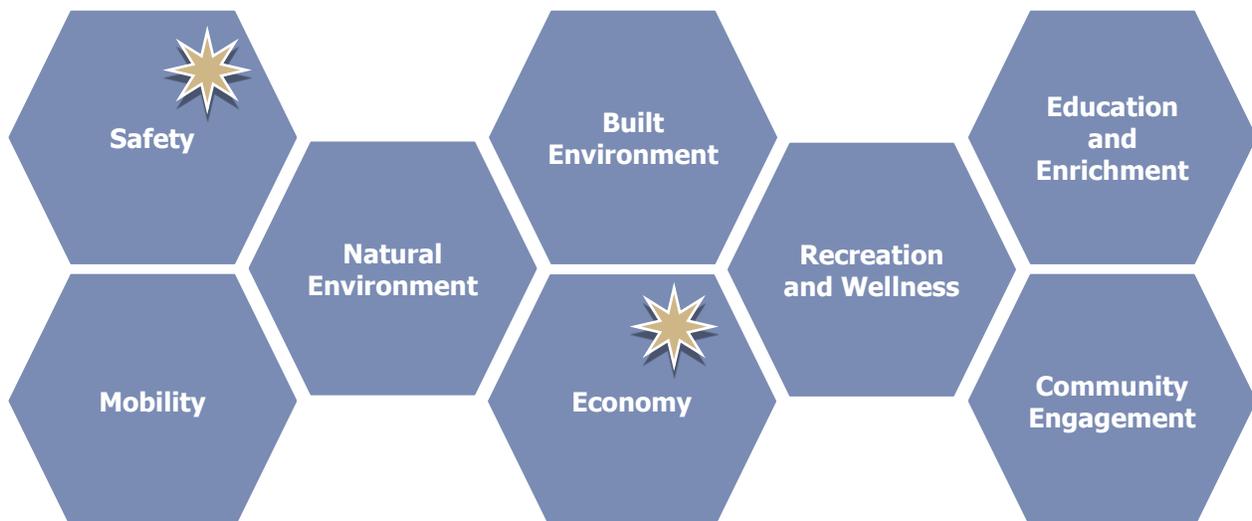
In addition to a summary of ratings, the image below includes one or more stars to indicate which community facets were the most important focus areas for the community. Residents identified Safety and Economy as priorities for the Pasco community in the coming two years. Ratings for all facets tended to be similar to the benchmarks. This overview of the key aspects of community quality provides a quick summary of where residents see exceptionally strong performance and where performance offers the greatest opportunity for improvement. Linking quality to importance offers community members and leaders a view into the characteristics of the community that matter most and that seem to be working best.

Details that support these findings are contained in the remainder of this Livability Report, starting with the ratings for Community Characteristics, Governance and Participation and ending with results for Pasco’s unique questions.

Legend

- Higher than national benchmark
- Similar to national benchmark
- Lower than national benchmark

- * Most important



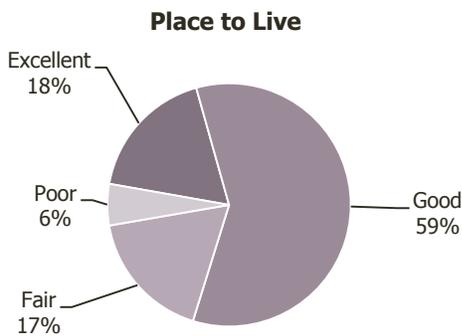
Community Characteristics

What makes a community livable, attractive and a place where people want to be?

Overall quality of community life represents the natural ambience, services and amenities that make for an attractive community. How residents rate their overall quality of life is an indicator of the overall health of a community. In the case of Pasco, 77% rated the City as an excellent or good place to live. Respondents' ratings of Pasco as a place to live were lower than ratings in other communities across the nation.

In addition to rating the City as a place to live, respondents rated several aspects of community quality including Pasco as a place to raise children and to retire, their neighborhood as a place to live, the overall image or reputation of Pasco and its overall appearance. Pasco residents gave the highest ratings to their neighborhoods and to Pasco as a place to retire; these ratings were similar to the benchmark comparisons. Ratings for the overall image, the city as a place to raise children and the overall appearance were lower than ratings observed in comparison communities. Residents gave higher ratings to the overall quality of life, the city as a place to retire, as a place to live and to the overall image in 2017 compared to 2015 (see the *Trends over Time* report under separate cover).

Delving deeper into Community Characteristics, survey respondents rated over 40 features of the community within the eight facets of Community Livability. Overall, ratings across the facets tended to be similar to or lower than the national average.

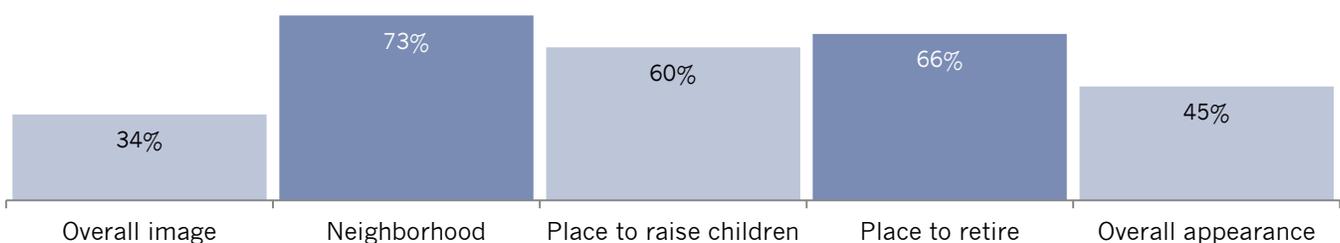


While a majority of respondents positively rated each aspect of Safety, ratings for the overall feeling of safety and for safety downtown were lower than ratings in comparison communities.

Mobility received solid ratings, almost all aspects were rated positively by at least half of the survey respondents and ratings for travel by public transportation were higher than the national benchmark.

Within Economy, about 7 in 10 respondents rated the city as a place to work favorably, which was much higher than the 2015 rating.

Percent rating positively (e.g., excellent/good)



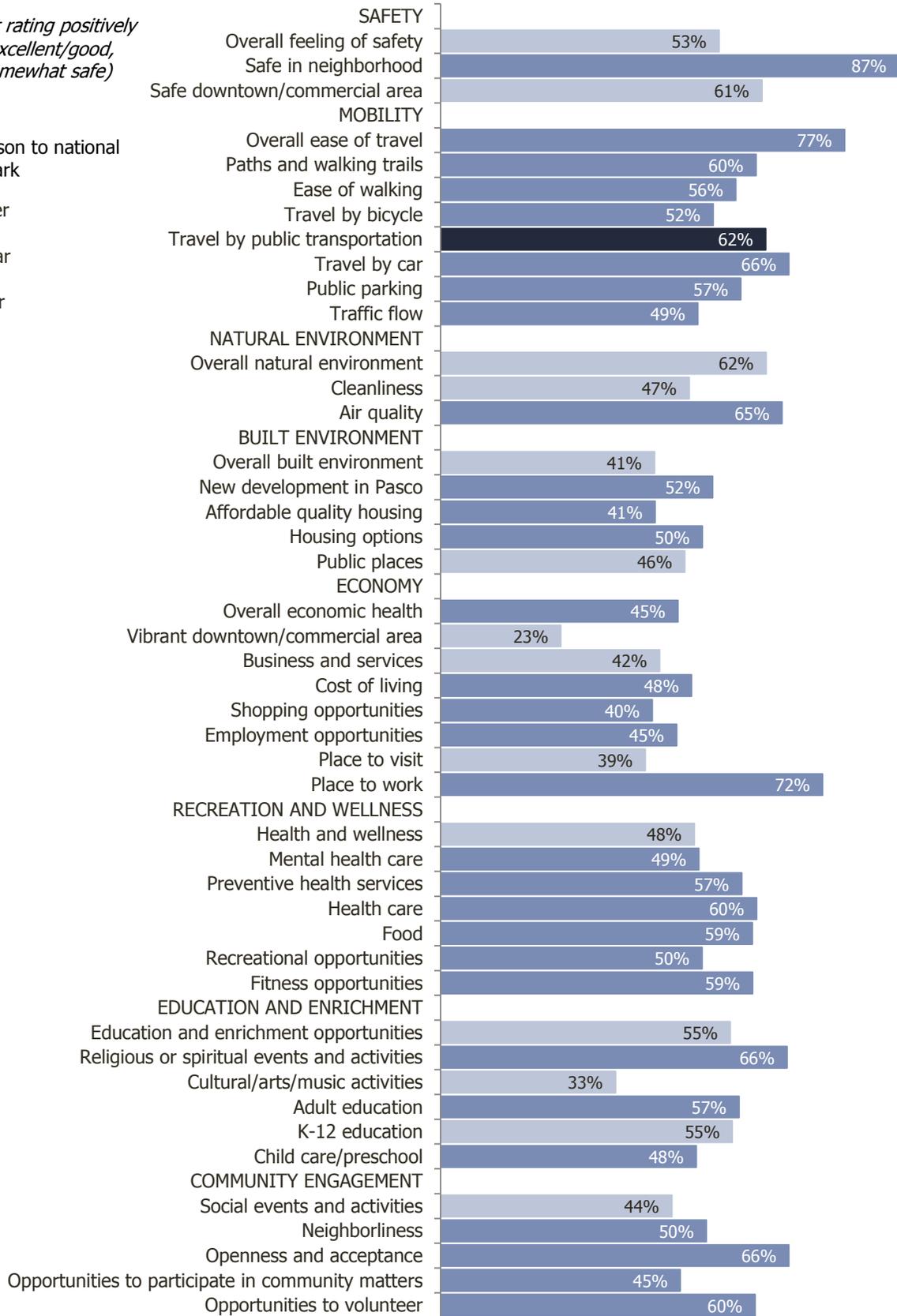
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Figure 1: Aspects of Community Characteristics

*Percent rating positively
(e.g., excellent/good,
very/somewhat safe)*

Comparison to national
benchmark

- Higher
- Similar
- Lower



Governance

How well does the government of Pasco meet the needs and expectations of its residents?

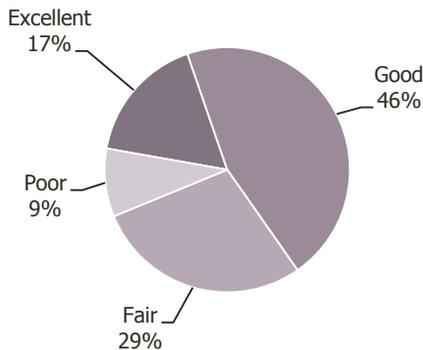
The overall quality of the services provided by Pasco as well as the manner in which these services are provided is a key component of how residents rate their quality of life. About 6 in 10 respondents positively rated the overall quality of City services, while about half as many gave positive marks to the overall quality of services provided by the Federal Government. Both ratings were similar to national comparisons.

Survey respondents also rated various aspects of Pasco’s leadership and governance. All aspects of Pasco’s leadership received ratings that were similar to ratings in other communities across the nation. Ratings for the overall confidence in City government and the job the City does at being honest increased in 2017 compared to 2015.

Respondents evaluated over 30 individual services and amenities available in Pasco. At least 6 in 10 respondents rated most aspects of Safety positively, resulting in evaluations similar to the national average. However, animal control and emergency preparedness received fewer positive ratings and were lower than the national benchmark.

Aspects of Mobility received favorable ratings from about half of respondents on average; bus or transit services were a highlight of the Mobility facet. Ratings for snow removal declined between 2015 and 2017, resulting in ratings lower than the national average.

Overall Quality of City Services



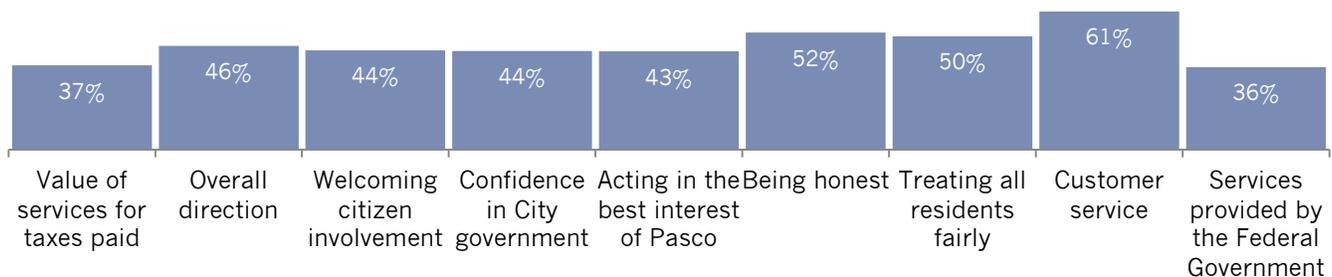
Built Environment, Economy and Community Engagement received ratings similar to the national benchmarks; ratings for Natural Environment, Recreation and Wellness and Education and Enrichment were a mix of ratings similar to and lower than the benchmarks.

While ratings for most services remained stable between 2015 and 2017, public information decreased and police services, crime prevention, animal control and recycling increased in 2017.

Percent rating positively (e.g., excellent/good)

Comparison to national benchmark

■ Higher ■ Similar ■ Lower



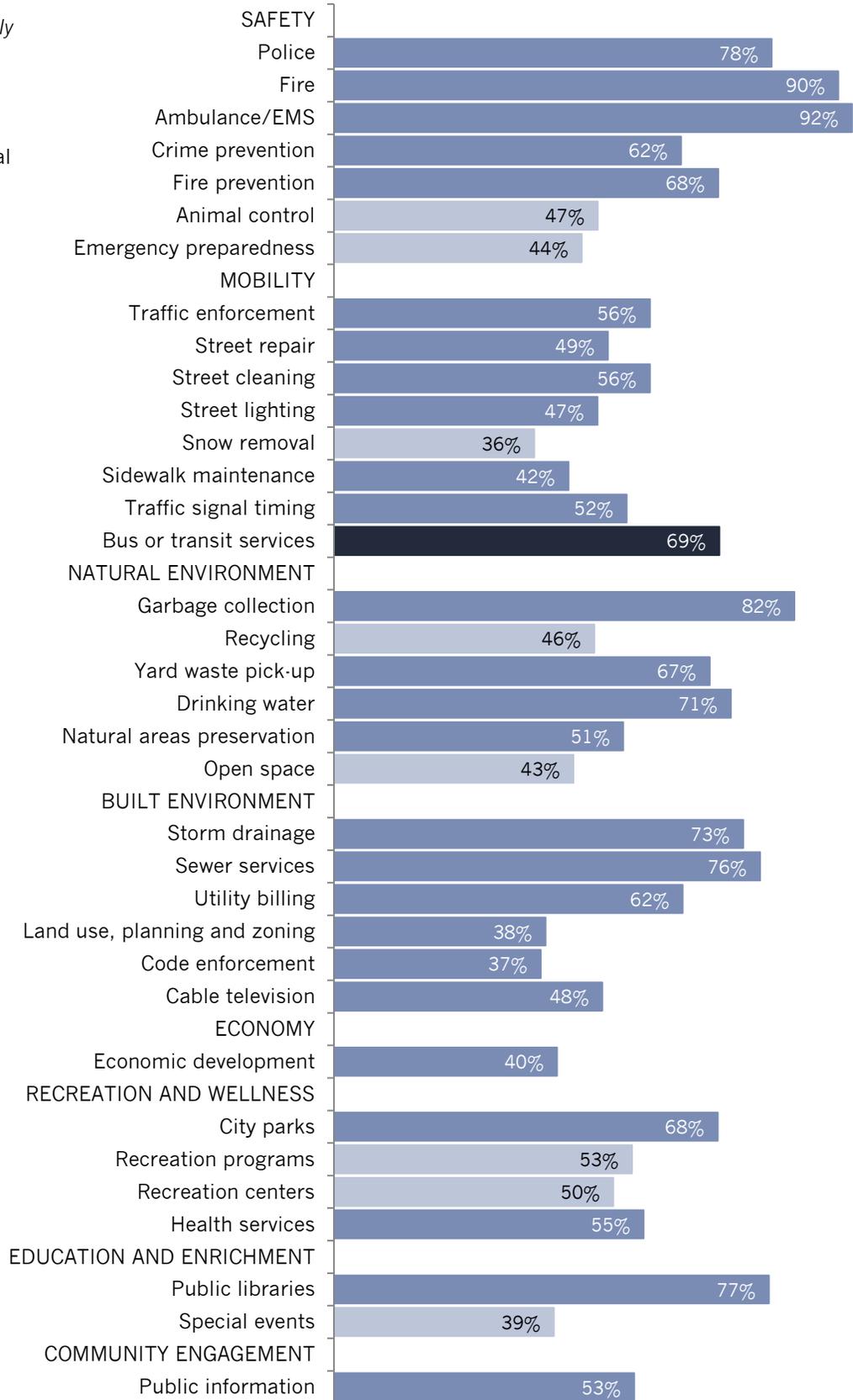
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Figure 2: Aspects of Governance

Percent rating positively
(e.g., excellent/good)

Comparison to national
benchmark

- Higher
- Similar
- Lower



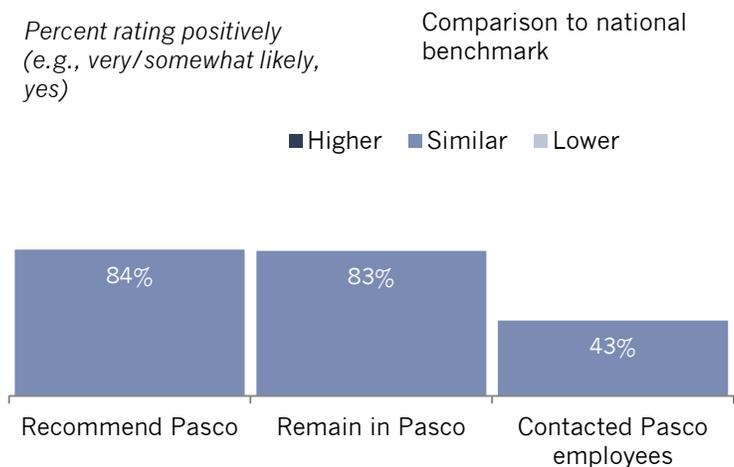
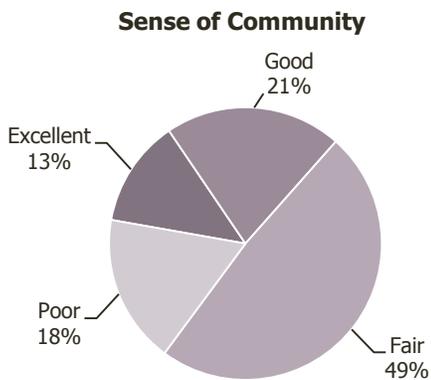
Participation

Are the residents of Pasco connected to the community and each other?

An engaged community harnesses its most valuable resource, its residents. The connections and trust among residents, government, businesses and other organizations help to create a sense of community, a shared sense of membership, belonging and history. About one-third of survey respondents gave excellent or good ratings to the overall sense of community in Pasco, and this rating was lower than the national average. About 4 in 5 residents reported they were likely to remain in Pasco for the next five years and they would recommend living in Pasco.

The survey included over 30 activities and behaviors for which respondents indicated how often they participated in or performed each, if at all. Pasco residents tended to report similar rates of Participation as residents in comparison communities. More Pasco residents reported that they had carpooled instead of driving alone, participated in religious or spiritual activities or watched a local public meeting in the last 12 months than residents elsewhere. However, fewer residents reported that they had recycled at home, attended a City-sponsored event, volunteered, participated in a club or voted in local elections.

Rates of Participation changed from 2015 to 2017 for a few aspects: Fewer Pasco residents reported that they had recycled at home or volunteered, while more residents reported that they had carpooled, walked or biked instead of driving, participated in religious or spiritual activities or attended a City-sponsored event.



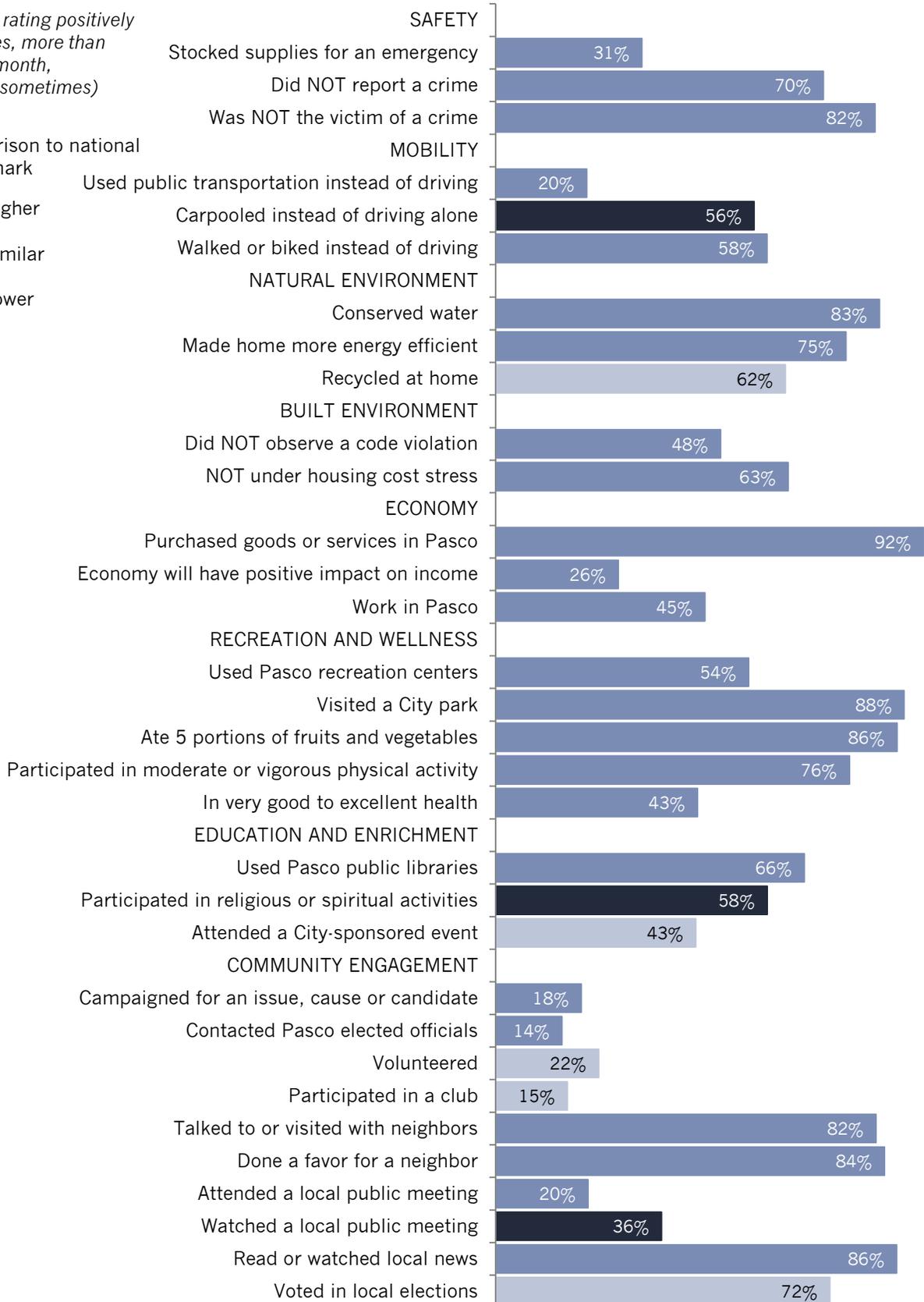
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Figure 3: Aspects of Participation

Percent rating positively
(e.g., yes, more than
once a month,
always/sometimes)

Comparison to national
benchmark

- Higher
- Similar
- Lower



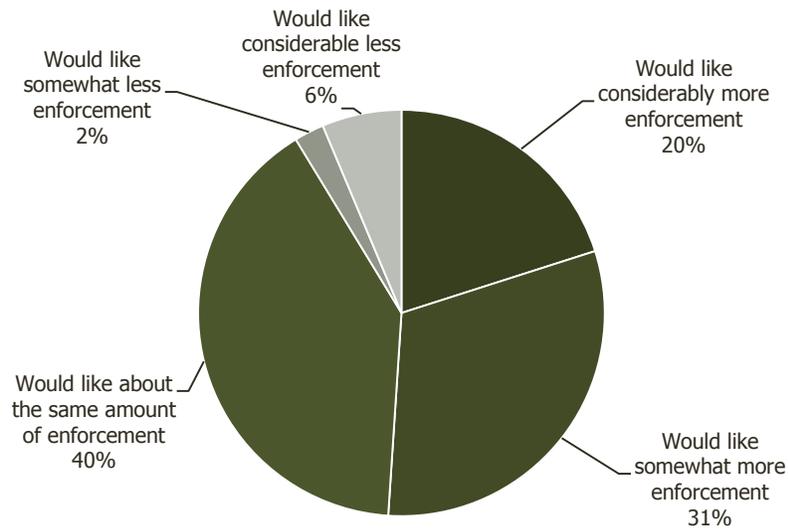
Special Topics

The City of Pasco included three questions of special interest on The NCS. These special questions explored aspects of code enforcement, fire and EMS facilities and a new community recreation center.

The first question asked residents if they would like to see more, less or about the same amount of code enforcement in the city. About half of respondents would like to see somewhat or considerable more code enforcement, while about 40% would like enforcement levels to remain the same.

Figure 4: Code Enforcement Levels

Responding to resident code enforcement complaints (e.g., trash, weeds, loud noise, barking dogs, etc.) the City handles approximately 3,000 code violations per year. Would you like to see code enforcement in Pasco increase, decrease or stay the same?

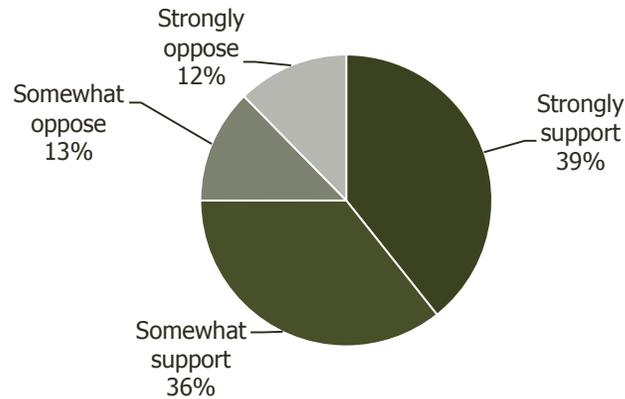


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The second special question on the survey explored broadly residents' sentiment toward the idea of a property tax to fund new fire/EMS facilities. Overall, about four in five residents supported the tax increase. .

Figure 5: Property Tax to Fund New Fire/EMS Facilities

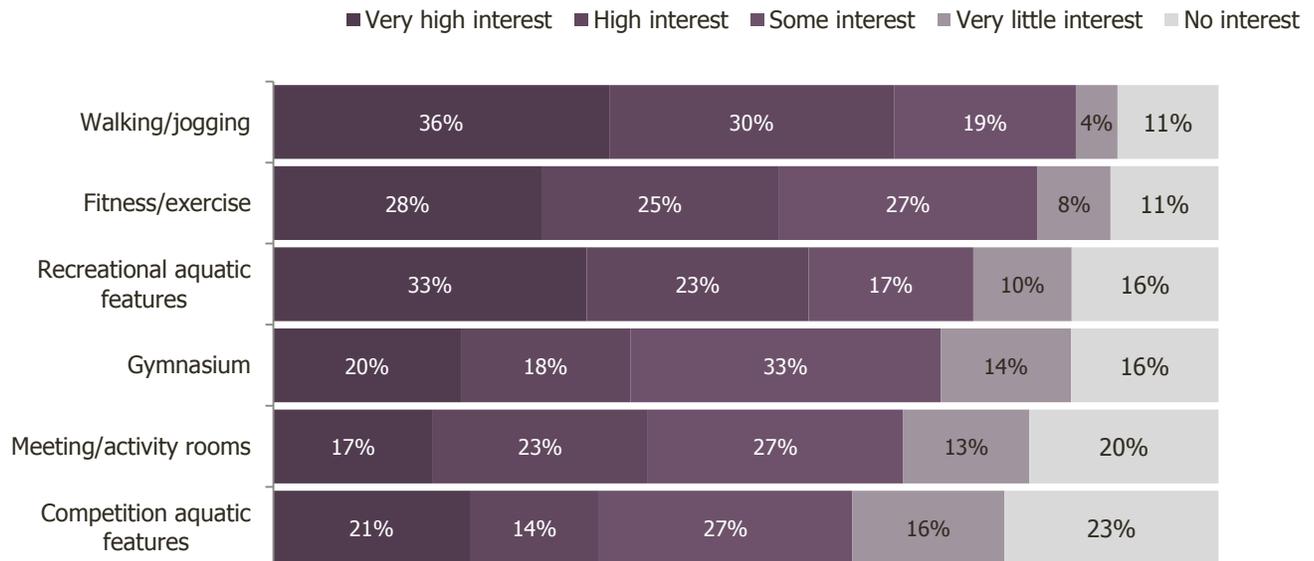
Two fire protection and emergency medical response facilities need to be replaced and relocated to better serve the community with improved response times and space for staffing and modern equipment. To what extent would you support or oppose a property tax to fund new fire/EMS facilities?



The final question asked respondents to rate their level of interest in recreation categories for a potential new community recreation center. A majority of Pasco residents indicated they had at least some interest in each of the recreation categories. Half or more of respondents expressed high or very high interest in walking/jogging, recreational aquatic features and fitness/exercise.

Figure 6: Community Recreation Center Interests

If a new community recreation center were to be constructed, it could support a number of different recreation interests. Please indicate your household's likely level of interest, if any, in each of the following types of recreation categories:



Conclusions

Quality of life in Pasco continues to improve.

A majority of respondents gave high marks to the overall quality of life in Pasco, the city as a place to live, their neighborhoods and to the city as a place to retire. Ratings for the overall quality of life, the overall image of the city, the city as a place to live and as a place to retire all increased in 2017 compared to 2015. Resident perception of Pasco as a place to retire was at an all-time high in 2017 compared to all other past survey iterations. Ratings for the overall image of Pasco were higher in 2017 than in 2015 or in 2013, but still lower than the baseline established in 2005. At least four in five respondents reported they planned to remain in Pasco and would recommend living in the community to someone who asked.

Residents embrace alternative modes of transportation.

Overall, ratings of Mobility were strong in Pasco. Residents gave particularly strong ratings to the ease of travel by public transportation and to bus or transit services; both ratings were higher than ratings observed in comparison communities. Further, more residents reported that they had carpooled instead of driving alone in Pasco than elsewhere. More survey respondents reported that they had carpooled or walked or biked instead of driving alone in 2017 compared to 2015. Almost all other Mobility ratings remained stable; however ratings for the amount of public parking and for snow removal were trending down.

Recreation and Wellness has room for improvement.

While most aspects of Recreation and Wellness received positive marks from a majority of respondents, residents were critical of the city's current recreation programs and centers. About half of respondents held favorable opinions of these services, which resulted in ratings lower than the national average. When asked about their level of interest in recreation programming at a potential new community recreation center, a majority of respondents favored activities related to walking/jogging, recreational aquatics and fitness/exercise over competitive aquatics, a gymnasium and meeting rooms. While most residents reported eating healthy and staying physically active, they rated the overall opportunities for health and wellness in Pasco lower than the opportunities in other communities across the nation.