

# City of Newcastle Community Survey

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Findings  
Report

**Submitted to the City of Newcastle, Washington**

**by:**

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**December 2019**





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# 2019 City of Newcastle Community Survey

## Executive Summary Report

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### Overview and Methodology

ETC Institute administered a community survey for the City of Newcastle during the fall of 2019. The survey was administered as part of the City's effort to assess citizen satisfaction with the quality of services. The information gathered from the survey will be used to help the City assess how well community needs are being met.

**Methodology.** The six-page survey, cover letter and postage-paid return envelope were mailed to a random sample of households in the City of Newcastle. The cover letter explained the purpose of the survey and encouraged residents to either return their survey by mail or complete the survey online. At the end of the online survey, residents were asked to enter their home address; this was done to ensure that only responses from residents who were part of the random sample were included in the final survey database.

Ten days after the surveys were mailed, ETC Institute sent emails to the households that received the survey to encourage participation. The emails contained a link to the on-line version of the survey to make it easy for residents to complete the survey. To prevent people who were not residents of Newcastle from participating, everyone who completed the survey on-line was required to enter their home address prior to submitting the survey. ETC Institute then matched the addresses that were entered on-line with the addresses that were originally selected for the random sample. If the address from a survey completed on-line did not match one of the addresses selected for the sample, the on-line survey was not counted.

The goal was to receive at least 400 completed surveys. This goal was exceeded, with a total of 473 households completing a survey. The results for the random sample of 473 households have a 95% level of confidence with a precision of at least +/- 4.5%. There were no statistically significant differences in the results of the survey based on the method of administration (mail vs. online).

**Interpretation of "Don't Know" Responses.** The percentage of "don't know" responses has been excluded from many of the graphs in this report to assess satisfaction with residents who have used City services and to facilitate valid comparisons with other communities in the benchmarking analysis. Since the number of "don't know" responses often reflects the utilization and awareness of City services, the percentage of "don't know" responses have been included in the tabular data in Section 4 of this report. When the "don't know" responses have been excluded, the text of this report will indicate that the responses have been excluded with the phrase "who had an opinion."

This report contains the following:

- a summary of the methodology for administering the survey and major findings
- charts showing the overall results of the survey (Section 1)
- benchmarking data that shows how the results for Newcastle compare to residents in other communities (Section 2)
- Importance-Satisfaction analysis that identifies priorities for investment (Section 3)
- tabular data showing the overall results for all questions on the survey (Section 4)
- a copy of the cover letter and survey instrument (Section 5)

## Community Livability

Most (92%) of the residents surveyed *who had an opinion* were “very satisfied” or “satisfied” with their overall quality of life in Newcastle; 88% were satisfied with the city as a place to raise children, 85% were satisfied with their overall feeling of safety in the city, and 81% were satisfied with the appearance of their community. Residents were least satisfied with the ease of transportation and transit options (32% “very satisfied” or “satisfied”) and Newcastle as a place to shop (25% “very satisfied” or “satisfied”).

## Overall Satisfaction with City Services

- The major city services that had the highest levels of satisfaction, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: fire and emergency medical services (87%), city parks, trails, and open space (87%), local police protection (81%), maintenance of city streets and rights-of-way (79%), and stormwater management (77%).
  - **Most Important City Services.** The major city services respondents think should receive the most emphasis over the next two years, based upon the sum of the respondents’ top three choices, were: 1) flow of traffic and congestion management on streets, 2) efforts by the city to regulate development, and 3) local police protection.

## Satisfaction with Specific City Services

- **Public Safety.** The highest levels of satisfaction with public safety, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: how quickly fire and rescue personnel respond to emergencies (81%), how quickly police respond to emergencies (71%), accessibility of police for information or addressing concerns (69%), visibility of police in neighborhoods (65%), and visibility of police in commercial areas downtown (61%).

- **Most Important Public Safety Services.** The public safety services respondents think should receive the most emphasis over the next two years, based upon the sum of the respondents' top three choices, were: 1) efforts by police to proactively prevent crime, 2) efforts to ensure the community is prepared for emergencies, and 3) visibility of police in neighborhoods.
- **Street Infrastructure Maintenance** The highest levels of satisfaction with street infrastructure maintenance, based upon the combined percentage of "very satisfied" and "satisfied" responses among residents *who had an opinion*, were: maintenance of major city streets (83%), cleanliness of city streets and public areas (80%), and maintenance of neighborhood streets (73%).
  - **Most Important Street Infrastructure Maintenance Services.** The street infrastructure maintenance services respondents think should receive the most emphasis over the next two years, based upon the sum of the respondents' top three choices, were: 1) removal of snow from public streets, 2) maintenance of major city streets, and 3) maintenance of neighborhood streets.
- **Transportation.** The highest levels of satisfaction with transportation, based upon the combined percentage of "very satisfied" and "satisfied" responses among residents *who had an opinion*, were: feeling of safety when walking downtown (81%), pedestrian safety on the street where residents live (71%), and availability of retail parking downtown (70%).
  - **Most Important Transportation Services.** The transportation services respondents think should receive the most emphasis over the next two years, based upon the sum of the respondents' top three choices, were: 1) number of transit options, 2) pedestrian safety on the street where residents live, and 3) feeling of safety when walking downtown.
- **Planning and Development.** The highest levels of satisfaction with planning and development, based upon the combined percentage of "very satisfied" and "satisfied" responses among residents *who had an opinion*, were: appearance of residential neighborhoods (68%), ease of obtaining permits for home remodels/improvements (39%), and ability to obtain information concerning planning, building, permitting and development (36%).
  - **Most Important Planning and Development Services.** The planning and development services respondents think should receive the most emphasis over the next two years, based upon the sum of the respondents' top three choices, were: 1) how well the city is planning for growth, 2) variety and number of businesses in downtown, and 3) quality of new development in the city.

- **Surface Water Management.** The highest levels of satisfaction with surface water management, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: the frequency of street flooding (76%), the condition of storm drains (71%), and the condition of neighborhood stormwater ponds (69%).
  - **Most Important Surface Water Management Services.** The surface water management services respondents think should receive the most emphasis over the next two years, based upon the sum of the respondents’ top two choices, were: 1) protecting and enhancing fish and wildlife habitat in local streams, lakes and wetlands and 2) city efforts to correct/prevent water pollution.
- **Parks and Recreation.** The highest levels of satisfaction with parks and recreation, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: availability of trails and open spaces (88%), the availability of city parks (87%), condition of city parks (87%), and condition of trails and open spaces (85%).
  - **Most Important Parks and Recreation Services.** The parks and recreation services respondents think should receive the most emphasis over the next two years, based upon the sum of the respondents’ top three choices, were: 1) condition of city parks, 2) condition of trails and open spaces, and 3) recreation programs for seniors.
- **Communication and Engagement.** The highest levels of satisfaction with communication and engagement, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: availability of information about city activities and services (63%), the City’s e-mail newsletter/other email communications (62%), quality of social media outlets (57%), and overall quality of the content on the city’s website (53%).
  - **Most Important Communication and Engagement Services.** The communication and engagement services respondents think should receive the most emphasis over the next two years, based upon the sum of the respondents’ top three choices, were: 1) communications about the City Council and its decisions, 2) city efforts to inform about local issues, and 3) communications concerning impactful development projects.
  - **Sources of Information.** The most common sources for information about the city were: Newcastle Newsletter (58%), social media (40%), and print mailings (36%) (*multiple selections could be made*). These three selections were also respondents’ *most preferred* sources of news and information about the city.

## Other Findings

- Thirty-five percent (35%) of residents have contacted the City with a question, problem or complaint during the past year. Of those who have *contacted the City and had an opinion*, 79% were “very satisfied” or “satisfied” with how courteously they were treated, and 76% were “very satisfied” or “satisfied” with how easy the department/division was to contact.
- Just over half (55%) of the residents surveyed indicated that they or other members of their household participated in special events offered by the City of Newcastle during the past 12 months. When asked which event(s) they attended, the two that had the most participation were Newcastle Days and Concerts in the Park. Most who participated (95%) thought the overall quality of the special events was “excellent” or “good,” and 85% *who had an opinion* thought the number of special events offered for residents was “about the right amount.”
- Residents were asked if they would support various community investment area. Eighty-nine percent (89%) *who had an opinion* were “very supportive” or “somewhat supportive” of adding infrastructure to downtown; 88% were “very supportive” or “somewhat supportive” of planting more trees on city property and preserving green spaces, and 83% were “very supportive” or “somewhat supportive” of adding improvements to Lake Boren Park. The community investment areas that residents thought were most important for the city to emphasize, based upon the sum of the respondents’ top three choices, were: 1) adding infrastructure to downtown, 2) incentivizing development, and 3) constructing roundabouts at problem intersections.
- Nearly three-fourths (71%) of residents surveyed, *who had an opinion*, thought Newcastle is generally going in the right direction, and 57% *who had an opinion* gave “excellent” or “good” ratings for the overall job done by Newcastle City government. More than three-fourths (78%) *who had an opinion* thought the number of city services in Newcastle was “about the right amount.”

## How Newcastle Compares to Other Communities Nationally

Satisfaction ratings for Newcastle **rated the same as or above the U.S. average in 37 of the 50 areas** that were assessed. Newcastle rated significantly higher than the U.S. average (difference of 5% or more) in 31 of these areas. Listed below are the areas where Newcastle performed significantly higher than the U.S. average:

Service	Newcastle	U.S.	Difference	Category
Maintenance of city streets and rights-of-way	79%	42%	37%	Overall Quality of City Services
Maintenance of major city streets	83%	48%	35%	Street Infrastructure Maintenance
Maintenance of streets in your neighborhood	74%	45%	29%	Street Infrastructure Maintenance
Condition of sidewalks in the city	69%	43%	26%	Street Infrastructure Maintenance
City parks, trails, and open space	87%	61%	26%	Overall Quality of City Services
Stormwater management	77%	54%	23%	Overall Quality of City Services
Cleanliness of city streets and public areas	81%	59%	22%	Street Infrastructure Maintenance
Availability of information about city activities/services	62%	42%	20%	Communication and Engagement
Maintenance of trees in public areas along city streets	70%	50%	20%	Street Infrastructure Maintenance
Overall quality of life	92%	72%	20%	Community Livability
Customer service you receive from city employees	62%	42%	20%	Overall Quality of City Services
The availability of city parks	87%	67%	20%	Parks and Recreation
Your overall feeling of safety in the city	85%	66%	19%	Community Livability
As a place to raise children	88%	70%	18%	Community Livability
Mowing/trimming along city streets/public areas	70%	52%	18%	Street Infrastructure Maintenance
Condition of picnic shelters	79%	62%	17%	Parks and Recreation
The appearance of your community	81%	64%	17%	Community Livability
Condition of city parks	86%	70%	16%	Parks and Recreation
Condition of bicycle infrastructure in the city	53%	38%	15%	Street Infrastructure Maintenance
Local police protection	81%	68%	13%	Overall Quality of City Services
How easy the department or division was to contact	77%	64%	13%	Quality of Service from City Employees
City communications	59%	46%	13%	Overall Quality of City Services
Technical competence, knowledge of employees	69%	58%	11%	Quality of Service from City Employees
City efforts to inform about local issues	52%	43%	9%	Communication and Engagement
Visibility of police in neighborhoods	65%	56%	9%	Public Safety Services
How your concern/request was resolved or answered	58%	49%	9%	Quality of Service from City Employees
How courteously you were treated	78%	70%	8%	Quality of Service from City Employees
How quickly police respond to emergencies	70%	62%	8%	Public Safety Services
Responsiveness of city employees to your request/concern	65%	57%	8%	Quality of Service from City Employees
Fire and emergency medical services	87%	81%	6%	Overall Quality of City Services
Efforts by police to proactively prevent crime	60%	55%	5%	Public Safety Services

## How the City of Newcastle Compares to the Northwest Region

Satisfaction ratings for Newcastle **rated above the Northwest regional average in 36 of the 50 areas** that were assessed. Newcastle rated significantly higher than the Northwest regional average (difference of 5% or more) in 28 of these areas. Listed below are the areas where Newcastle performed significantly higher than the Northwest regional average:

Service	Northwest			Category
	Newcastle	Region	Difference	
Maintenance of city streets and rights-of-way	79%	31%	48%	Overall Quality of City Services
Maintenance of major city streets	83%	53%	30%	Street Infrastructure Maintenance
As a place to raise children	88%	59%	29%	Community Livability
Maintenance of streets in your neighborhood	74%	47%	27%	Street Infrastructure Maintenance
Stormwater management	77%	53%	24%	Overall Quality of City Services
Cleanliness of city streets and public areas	81%	58%	23%	Street Infrastructure Maintenance
The appearance of your community	81%	59%	22%	Community Livability
Mowing/trimming along city streets/public areas	70%	50%	20%	Street Infrastructure Maintenance
Condition of picnic shelters	79%	60%	19%	Parks and Recreation
Condition of bicycle infrastructure in the city	53%	34%	19%	Street Infrastructure Maintenance
Availability of information about city activities/services	62%	44%	18%	Communication and Engagement
Condition of city parks	86%	69%	17%	Parks and Recreation
Condition of sidewalks in the city	69%	52%	17%	Street Infrastructure Maintenance
Customer service you receive from city employees	62%	45%	17%	Overall Quality of City Services
City parks, trails, and open space	87%	71%	16%	Overall Quality of City Services
City communications	59%	44%	15%	Overall Quality of City Services
How your concern/request was resolved or answered	58%	43%	15%	Quality of Service from City Employees
The availability of city parks	87%	73%	14%	Parks and Recreation
Efforts by police to proactively prevent crime	60%	48%	12%	Public Safety Services
Your overall feeling of safety in the city	85%	73%	12%	Community Livability
Local police protection	81%	70%	11%	Overall Quality of City Services
Overall quality of life	92%	81%	11%	Community Livability
City efforts to inform about local issues	52%	42%	10%	Communication and Engagement
Maintenance of trees in public areas along city streets	70%	61%	9%	Street Infrastructure Maintenance
Responsiveness of city employees to your request/concern	65%	57%	8%	Quality of Service from City Employees
As a place to retire	57%	52%	5%	Community Livability
Quality of social media outlets	57%	52%	5%	Communication and Engagement
Technical competence, knowledge of employees	69%	64%	5%	Quality of Service from City Employees

## Investment Priorities

**Recommended Priorities for the Next Two Years.** In order to help the City identify investment priorities for the next two years, ETC Institute conducted an Importance-Satisfaction (I-S) analysis. This analysis examined the importance residents placed on each City service and the level of satisfaction with each service. By identifying services of high importance and low satisfaction, the analysis identified which services will have the most impact on overall satisfaction with City services over the next two years. If the City wants to improve its overall satisfaction rating, the City should prioritize investments in services with the highest Importance Satisfaction (I-S) ratings. Details regarding the methodology for the analysis are provided in Section 3 of this report. Based on the results of this analysis, the major services that are recommended as the top priorities for investment over the next two years in order to raise the City's overall satisfaction rating are listed below:

- Flow of traffic and congestion management on streets (IS Rating=0.3239)
- Efforts by the city to regulate development (IS Rating=0.3203)

The table below shows the importance-satisfaction rating for all 14 major categories of City services that were rated.

2019 Importance-Satisfaction Rating Newcastle, WA Overall City Services						
Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b>Very High Priority (IS &gt;.20)</b>						
Flow of traffic/congestion management on streets	55%	1	41%	12	0.3239	1
Efforts by the city to regulate development	45%	2	29%	14	0.3203	2
<b>Medium Priority (IS &lt;.10)</b>						
Efforts to sustain environmental quality	21%	5	61%	8	0.0829	3
Local police protection	36%	3	81%	3	0.0679	4
Permitting and inspection services	9%	8	38%	13	0.0568	5
Maintenance of city streets and rights-of-way	26%	4	79%	4	0.0554	6
Enforcement of city codes and ordinances	9%	9	56%	10	0.0375	7
Recreation programs and special events	9%	10	62%	6	0.0323	8
Arts, cultural, and heritage programs	6%	12	50%	11	0.0294	9
City communications	7%	11	59%	9	0.0280	10
City parks, trails, and open space	20%	6	87%	2	0.0253	11
Fire and emergency medical services	19%	7	87%	1	0.0238	12
Customer service you receive from city employees	4%	14	62%	7	0.0146	13
Stormwater management	5%	13	77%	5	0.0104	14

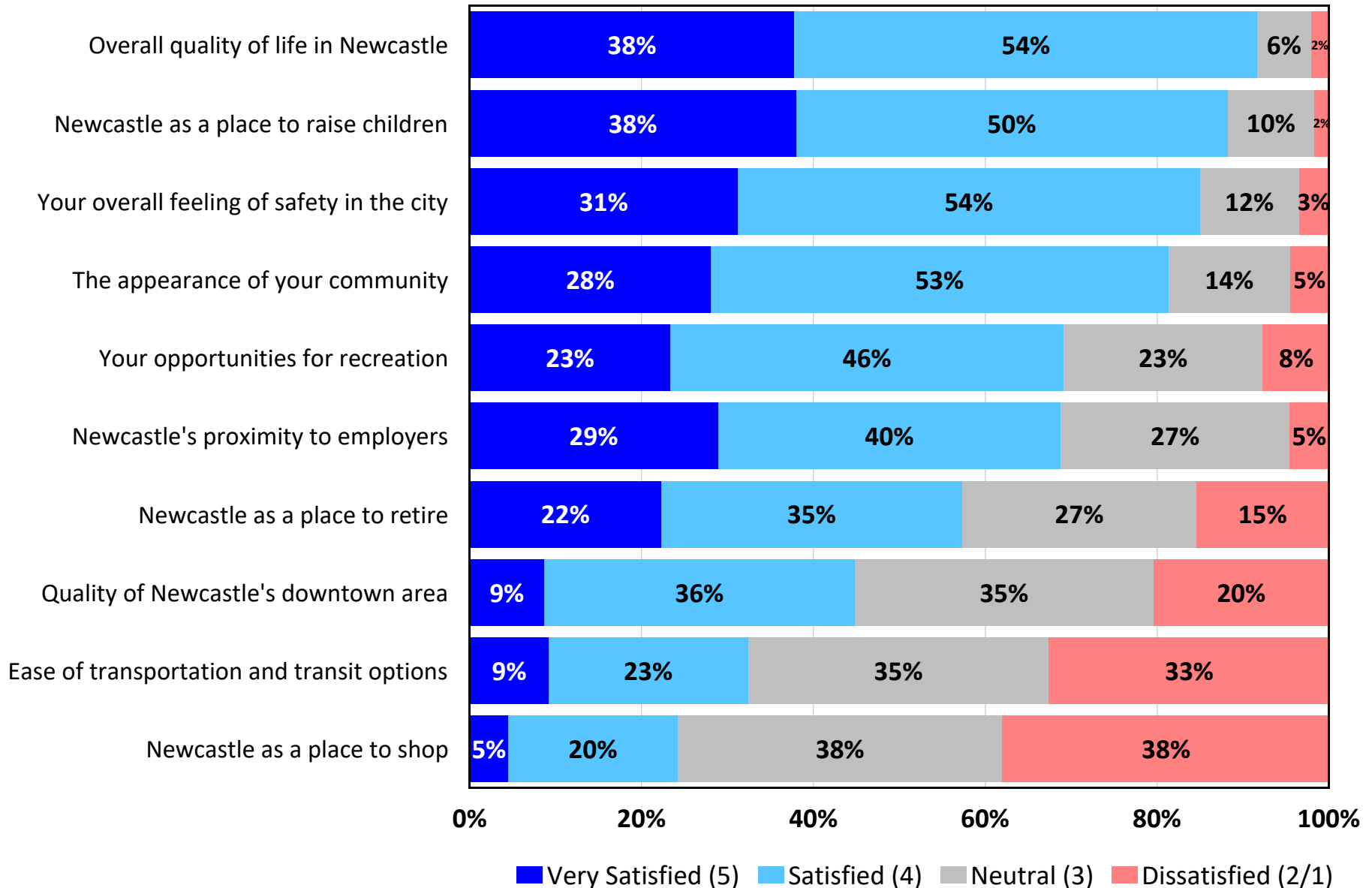
# **Section 1**

## ***Charts and Graphs***

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# Q1. Satisfaction with Community Livability

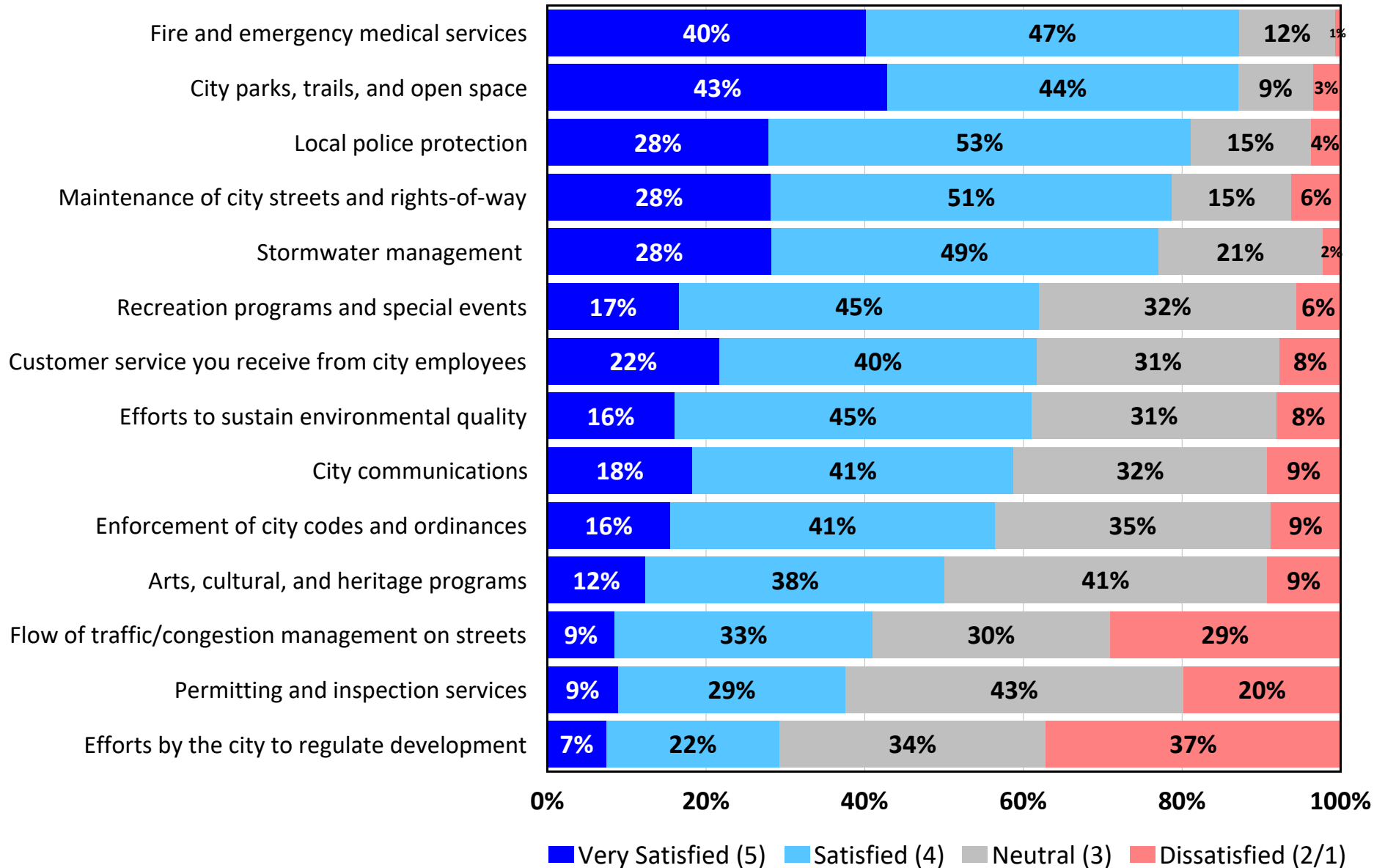
by percentage of respondents (excluding "don't know")



Source: ETC Institute (2019)

## Q2. Satisfaction with Overall Quality of City Services

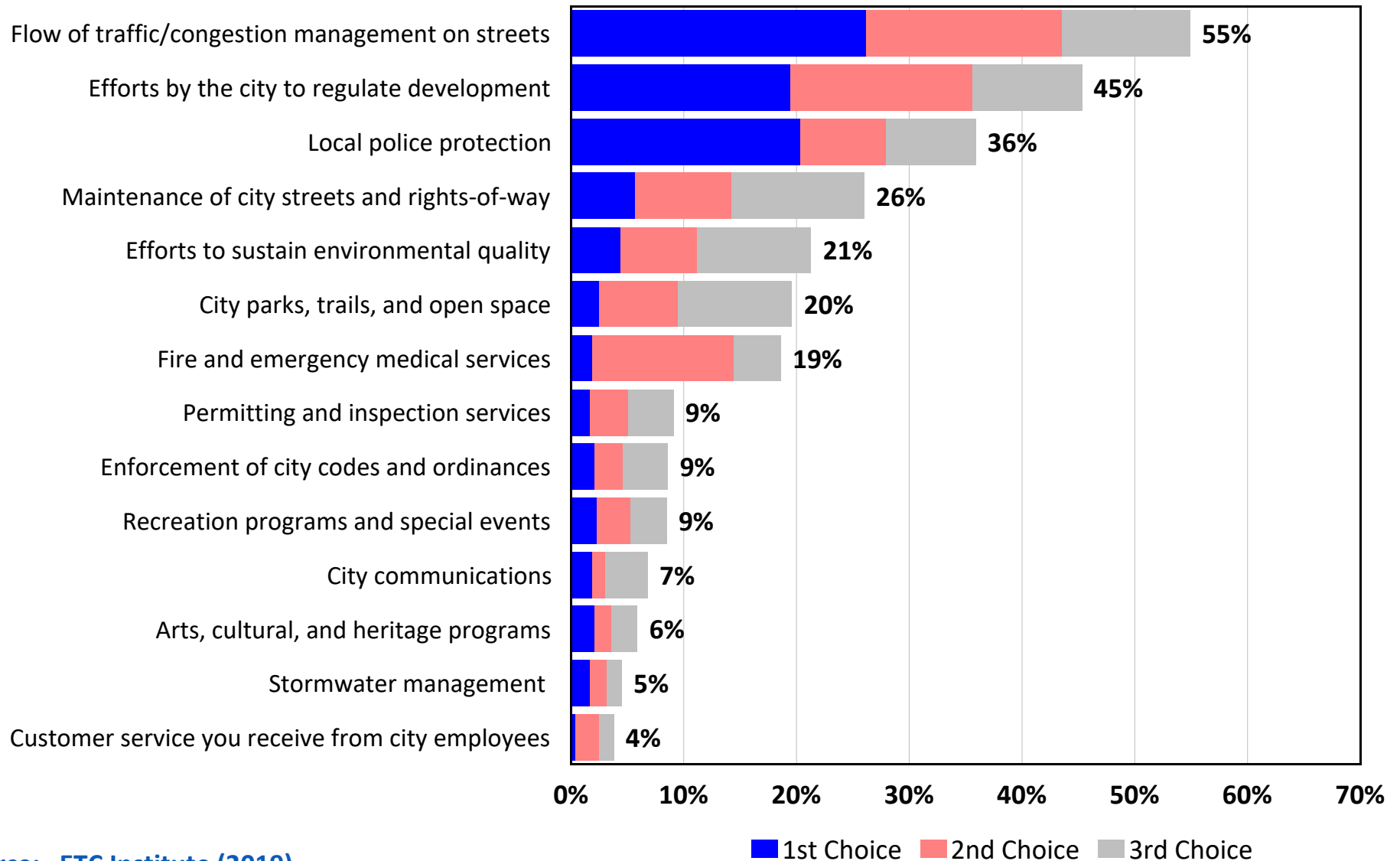
by percentage of respondents (excluding "don't know")



Source: ETC Institute (2019)

## Q3. City Services That Are Most Important For the City to Emphasize

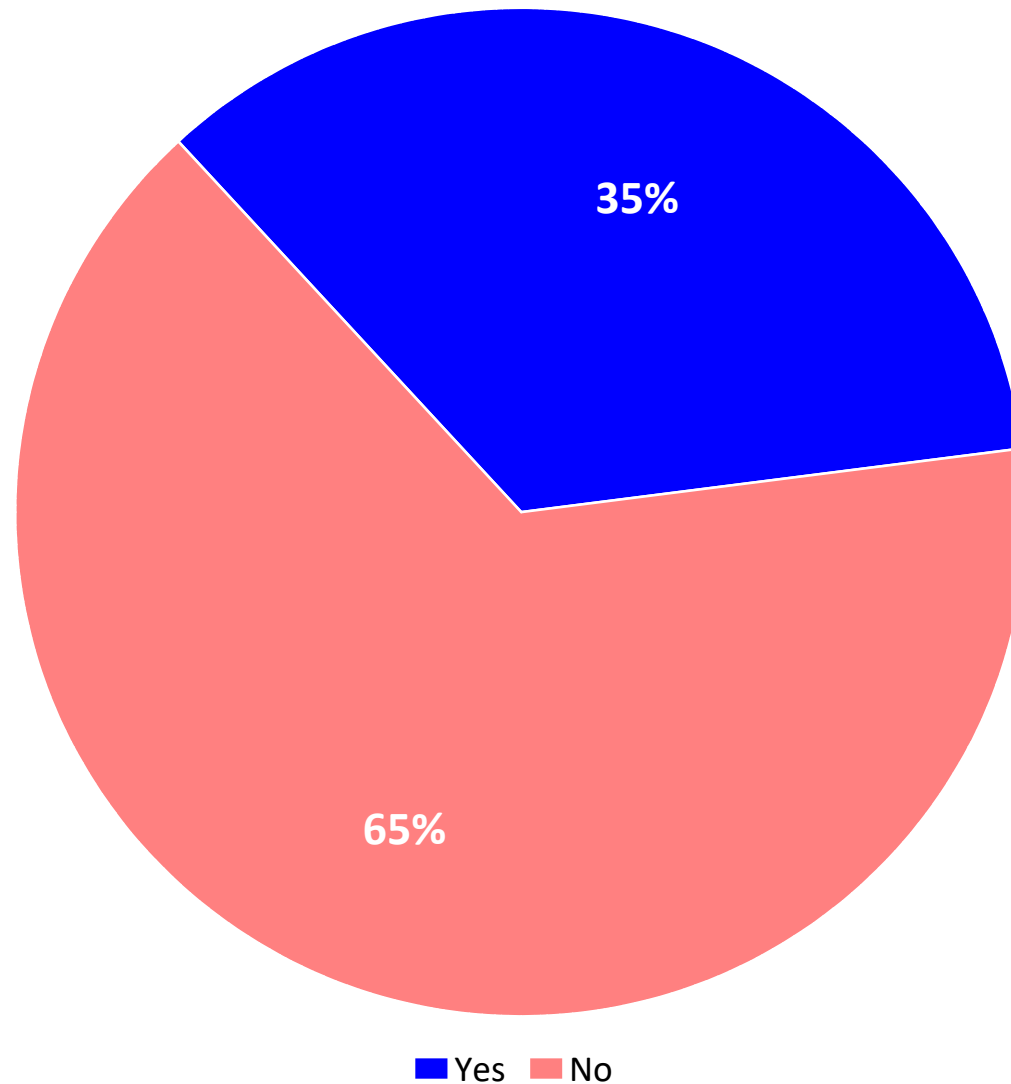
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute (2019)

## Q4. Have you contacted the City with a question, problem, or complaint during the past year?

by percentage of respondents (excluding “not provided”)

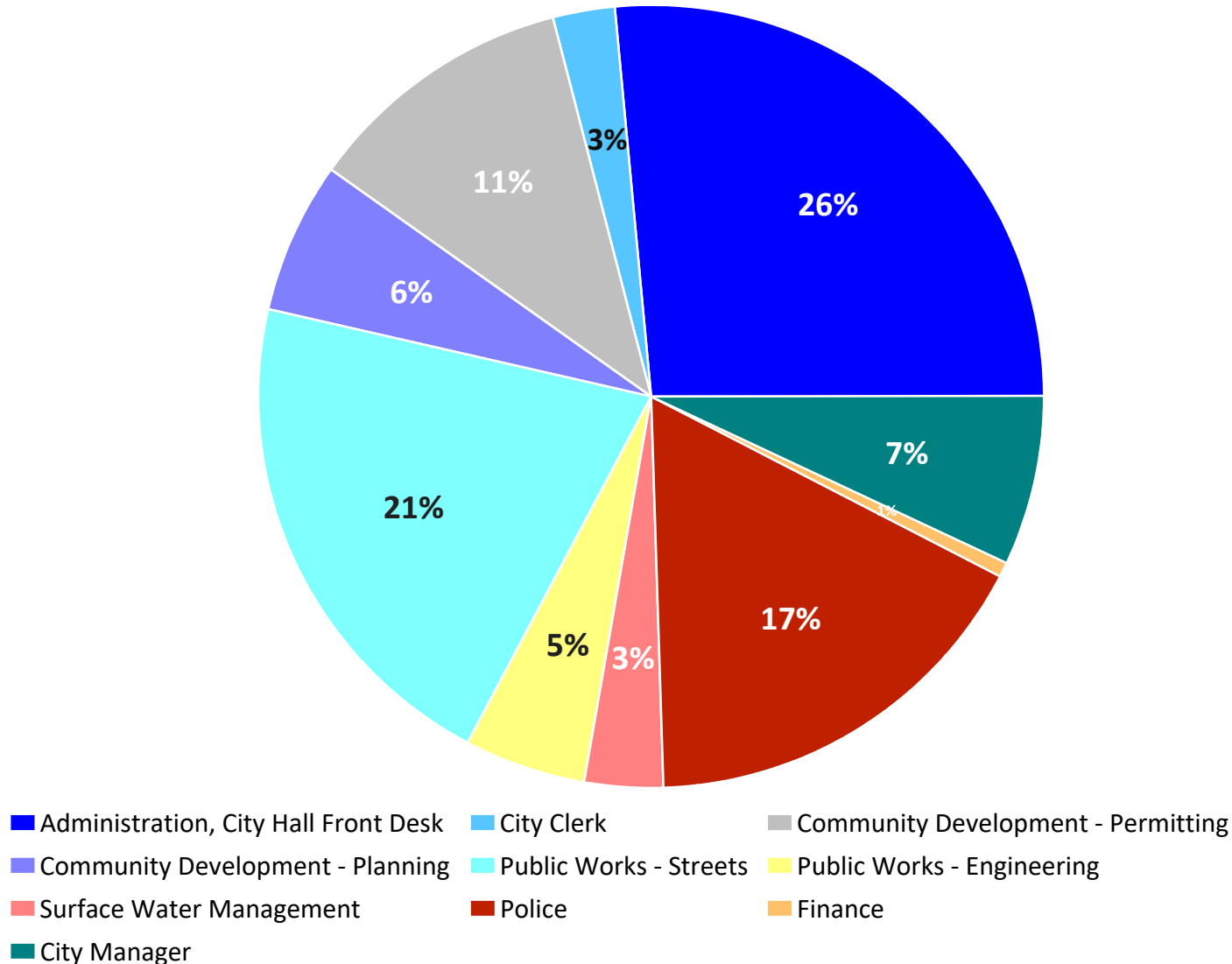


Source: ETC Institute (2019)

ETC Institute (2019)

## Q4a. Which City department or division did you contact most recently?

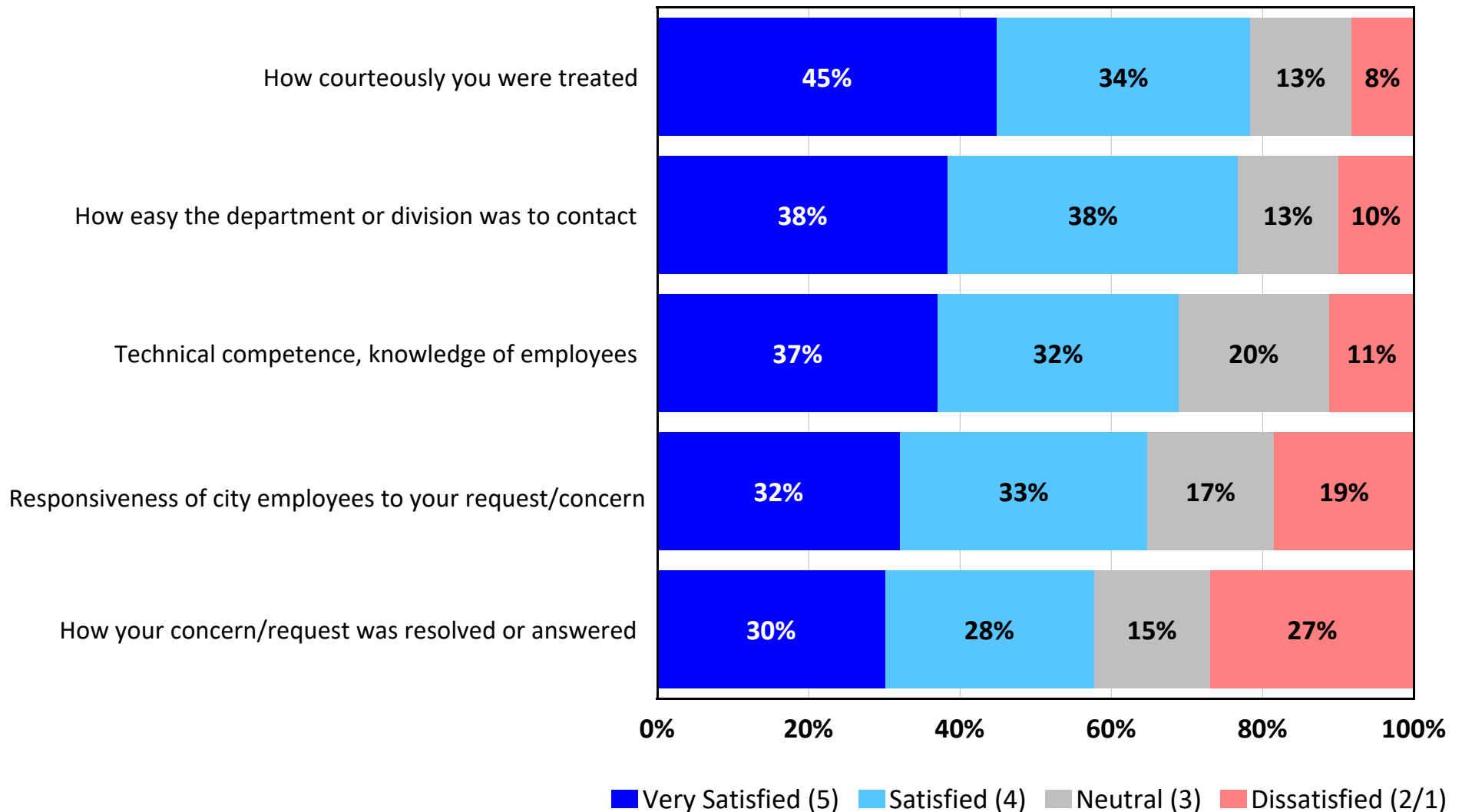
by percentage of respondents who contacted the City during the past year (excluding “not provided”)



Source: ETC Institute (2019)

## Q4b. Satisfaction With Quality of Service From City Employees

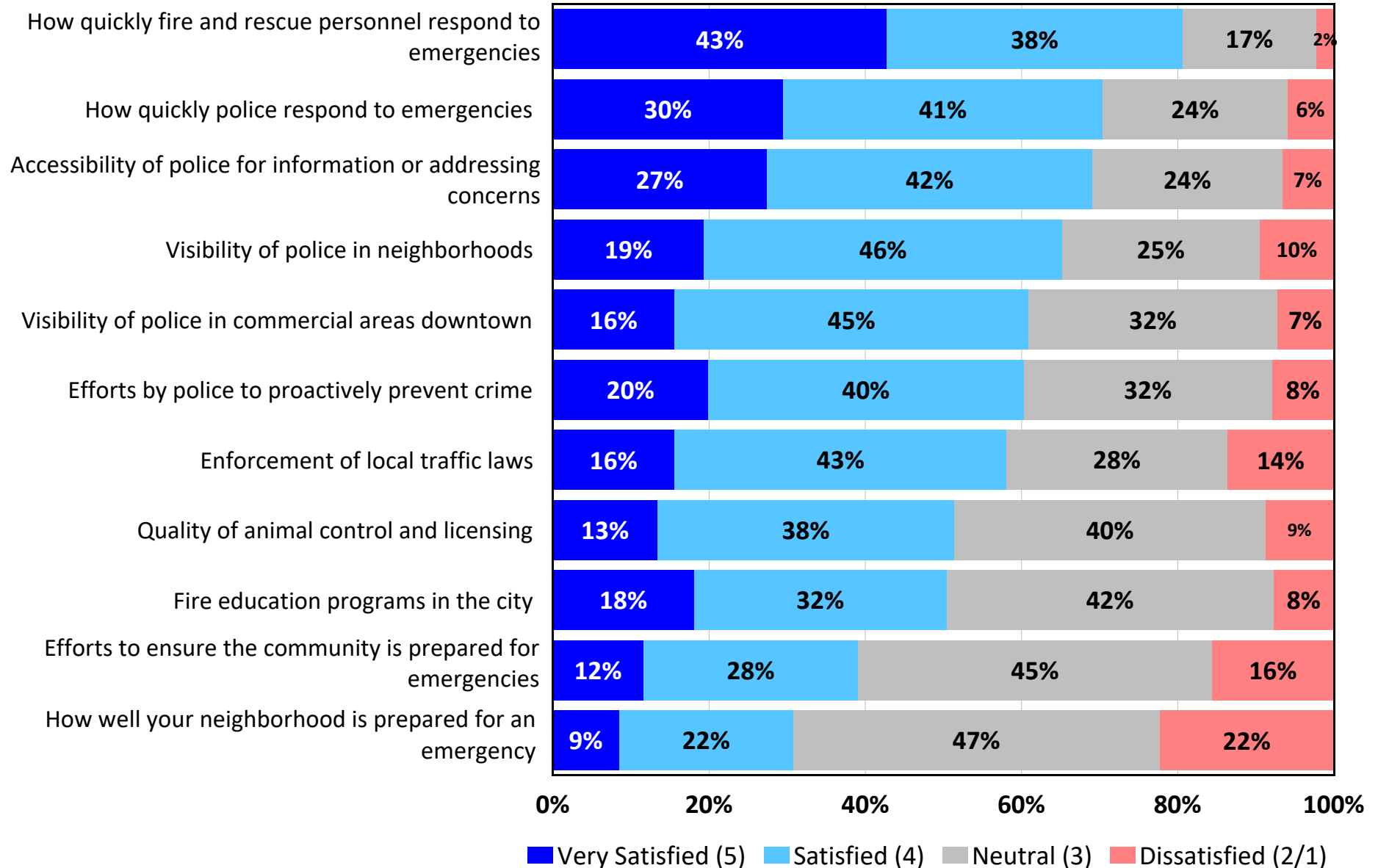
by percentage of respondents who contacted the City during the past year (excluding “don’t know”)



Source: ETC Institute (2019)

## Q5. Satisfaction With Public Safety

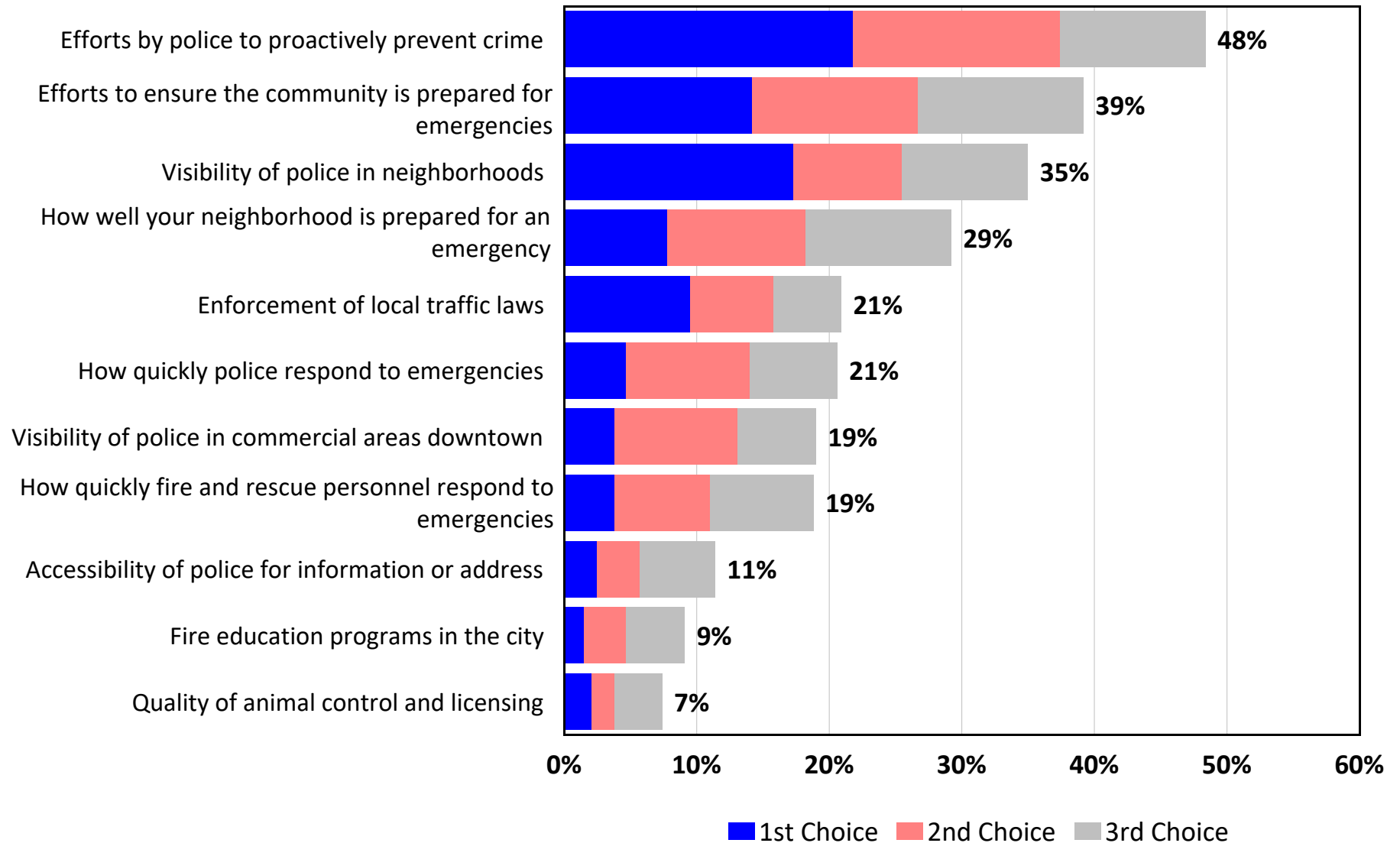
by percentage of respondents (excluding “don’t know”)



Source: ETC Institute (2019)

## Q6. Public Safety Services That Are Most Important For the City to Emphasize

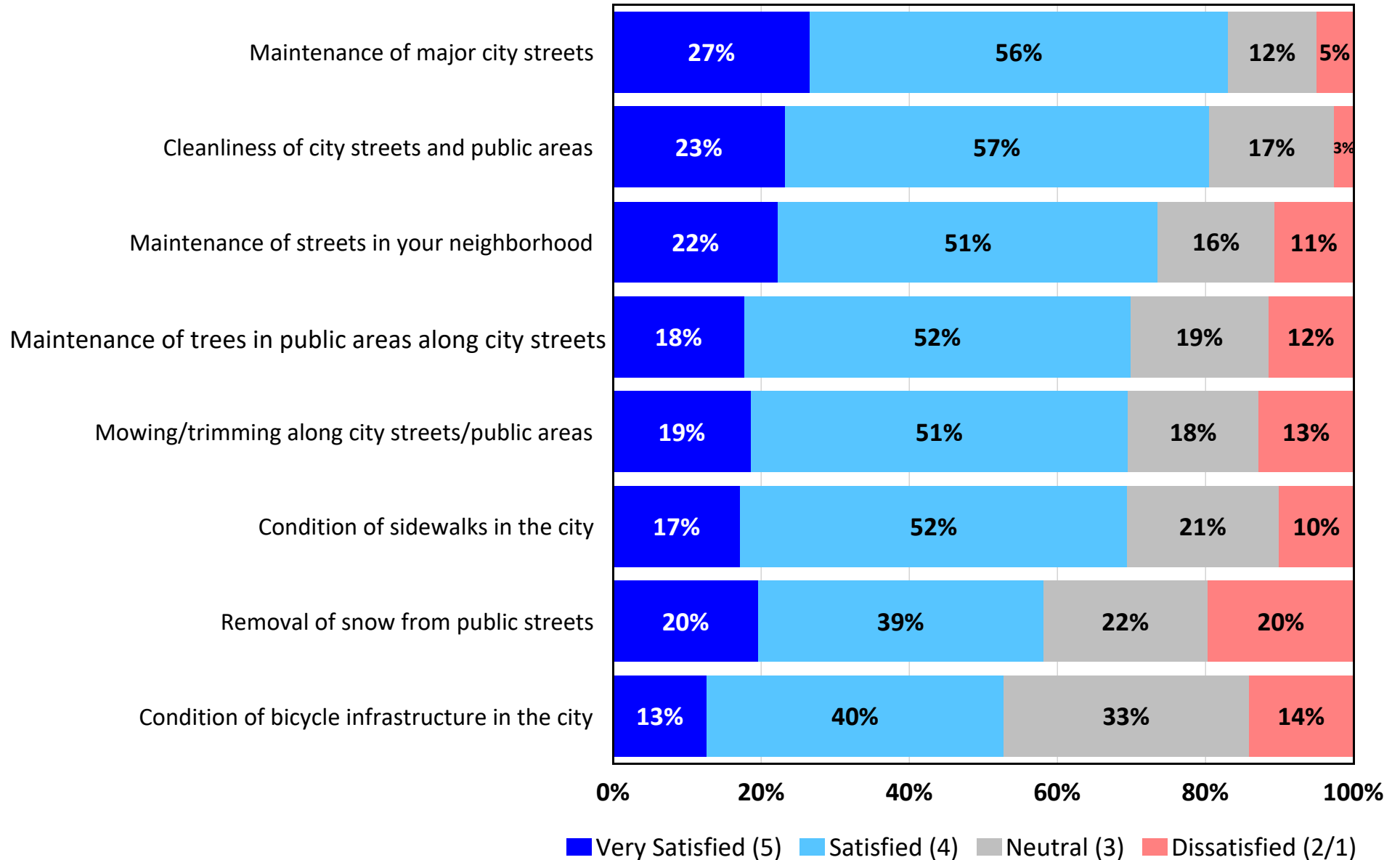
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute (2019)

## Q7. Satisfaction With Street Infrastructure Maintenance

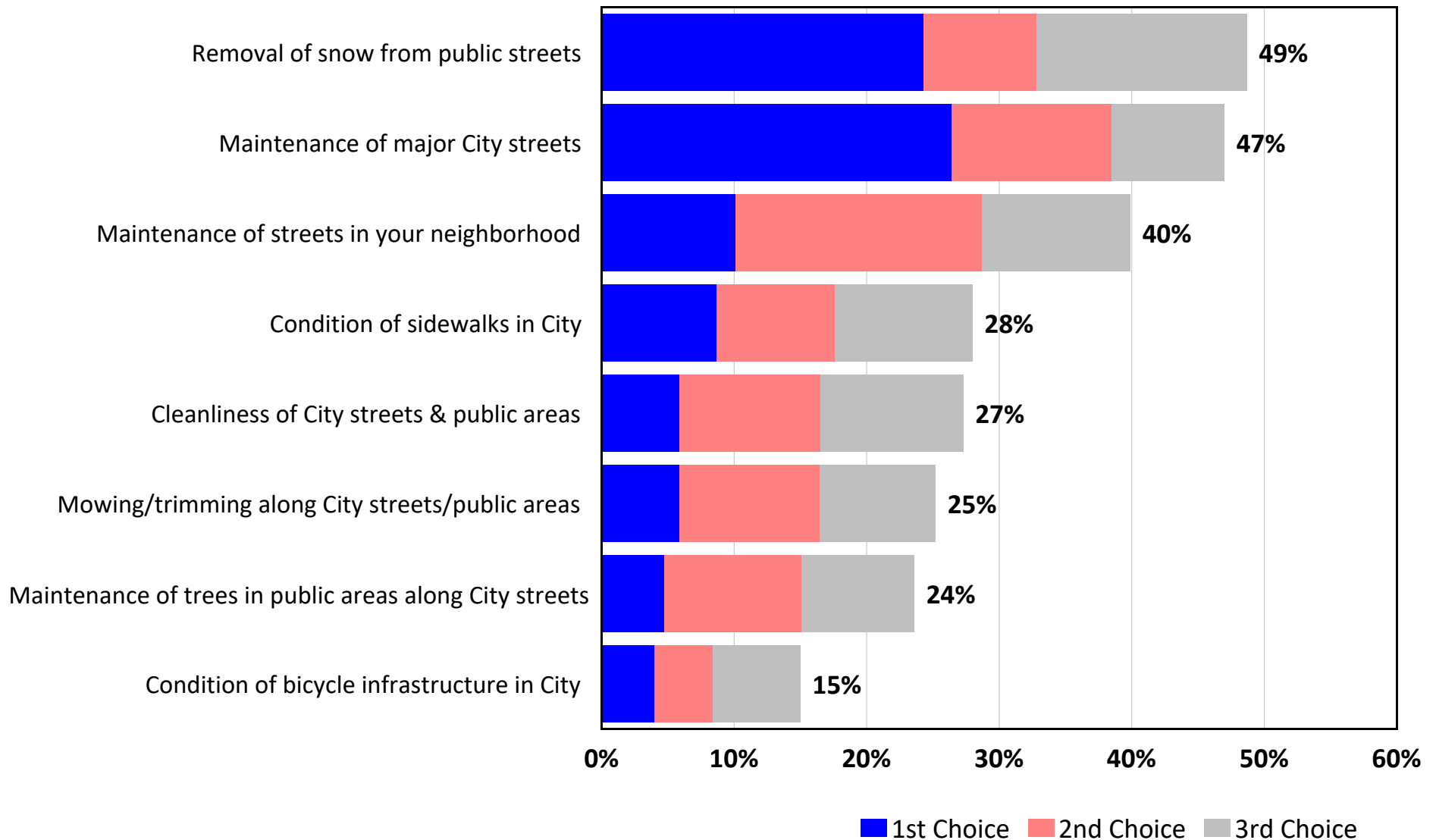
by percentage of respondents (excluding “don’t know”)



Source: ETC Institute (2019)

## Q8. Street Infrastructure Maintenance Services That Are Most Important For the City to Emphasize

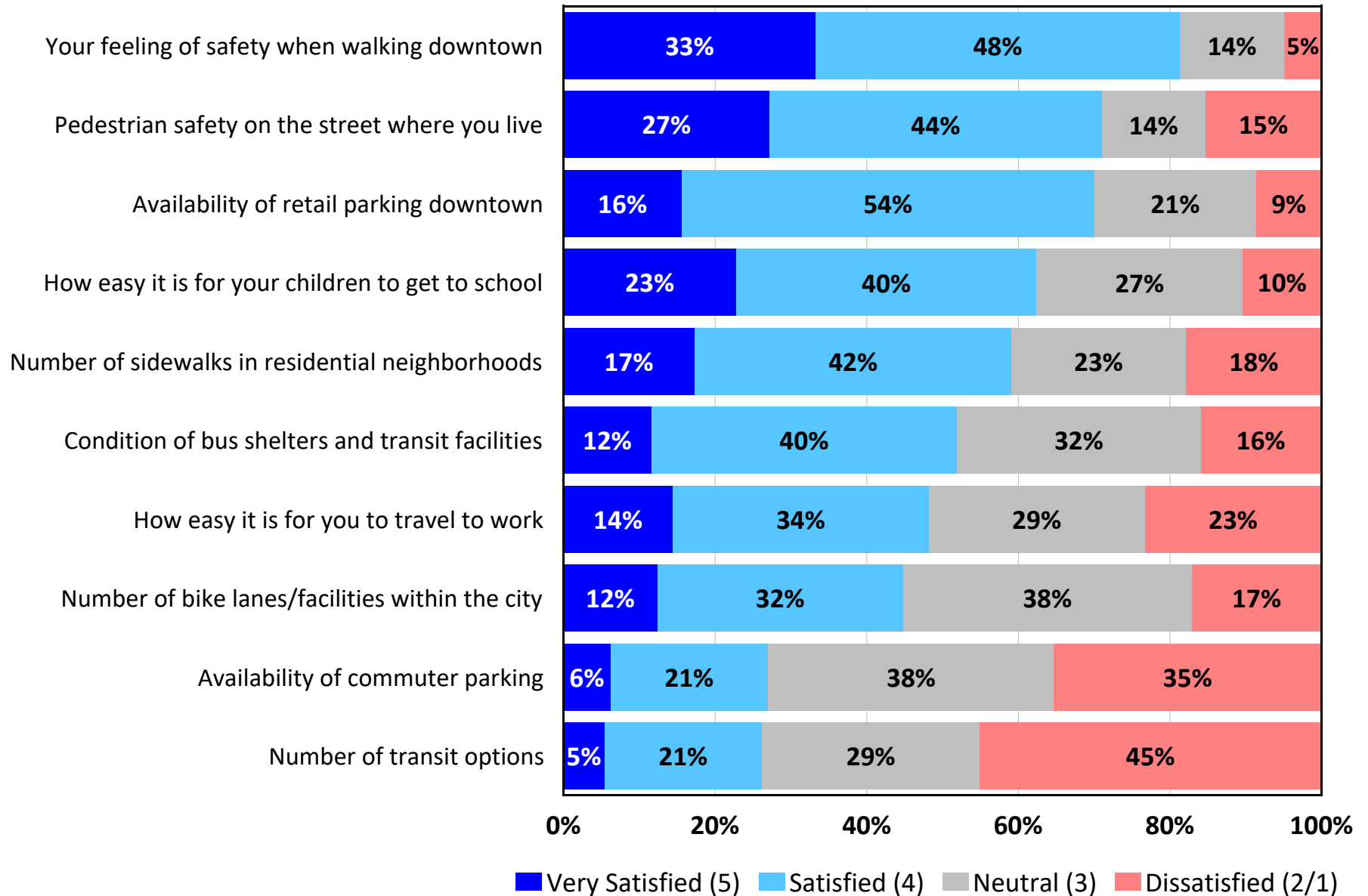
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute (2019)

## Q9. Satisfaction With Transportation

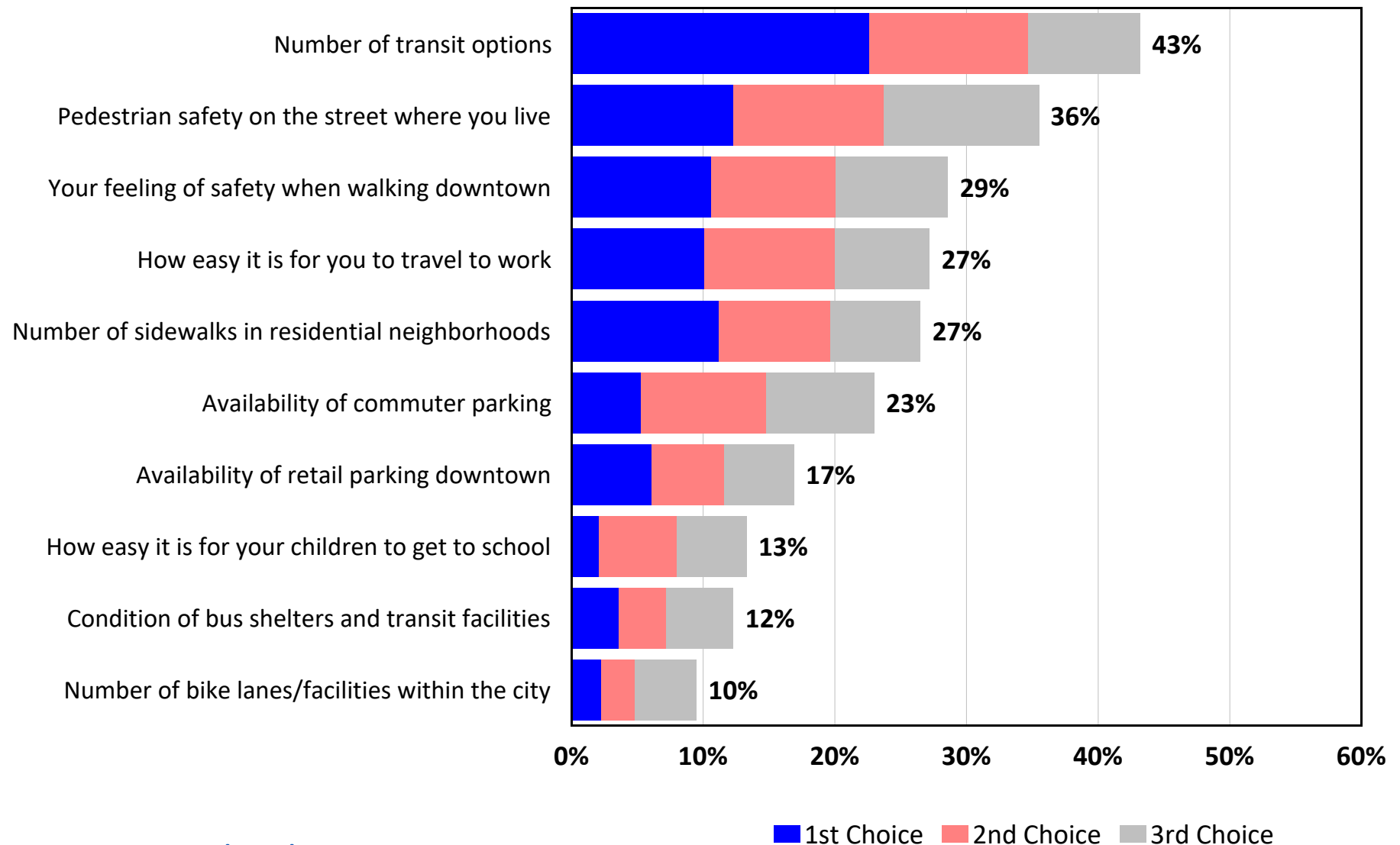
by percentage of respondents (excluding “don’t know”)



Source: ETC Institute (2019)

## Q10. Transportation Services That Are Most Important For the City to Emphasize

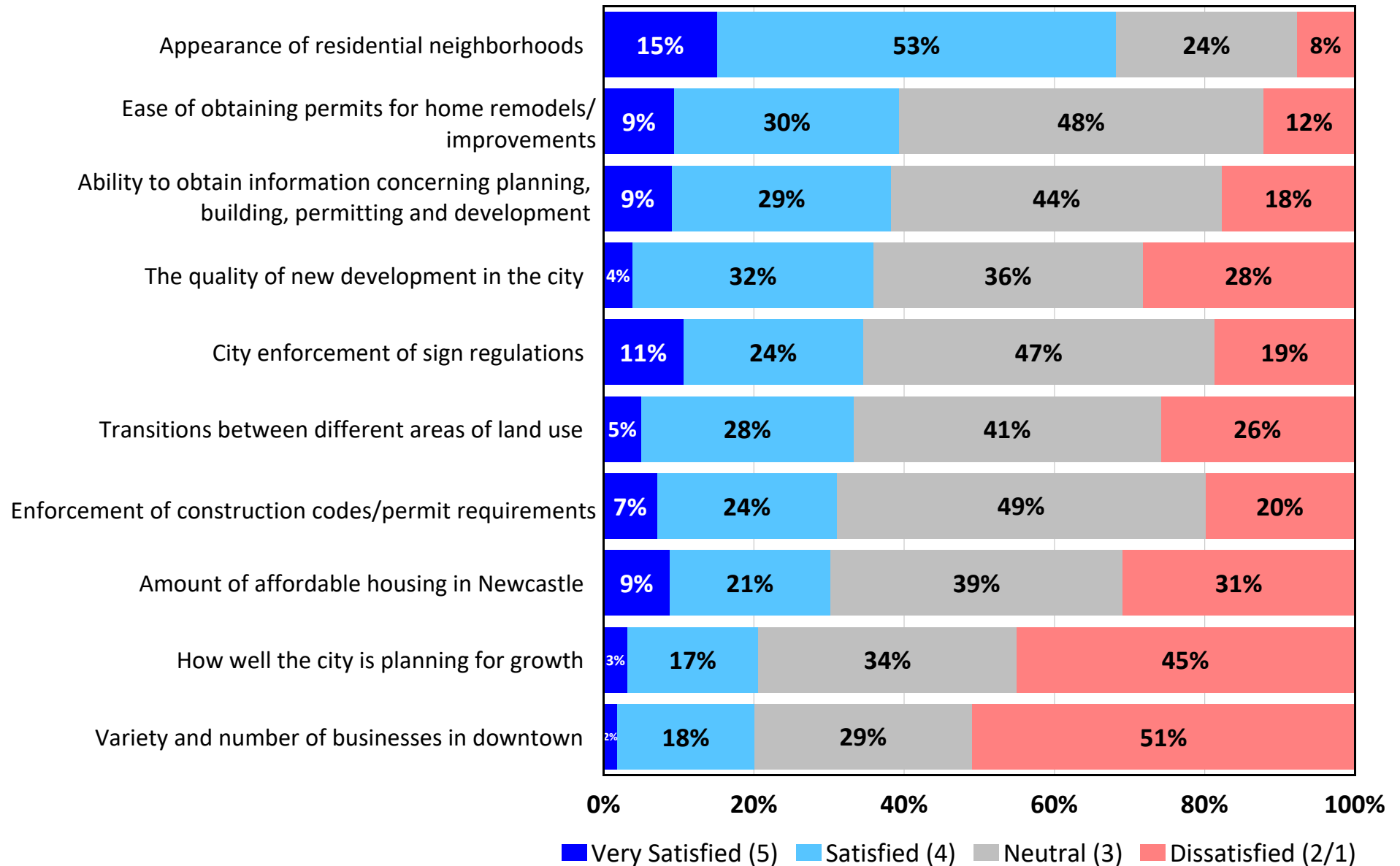
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute (2019)

# Q11. Satisfaction With Planning and Development

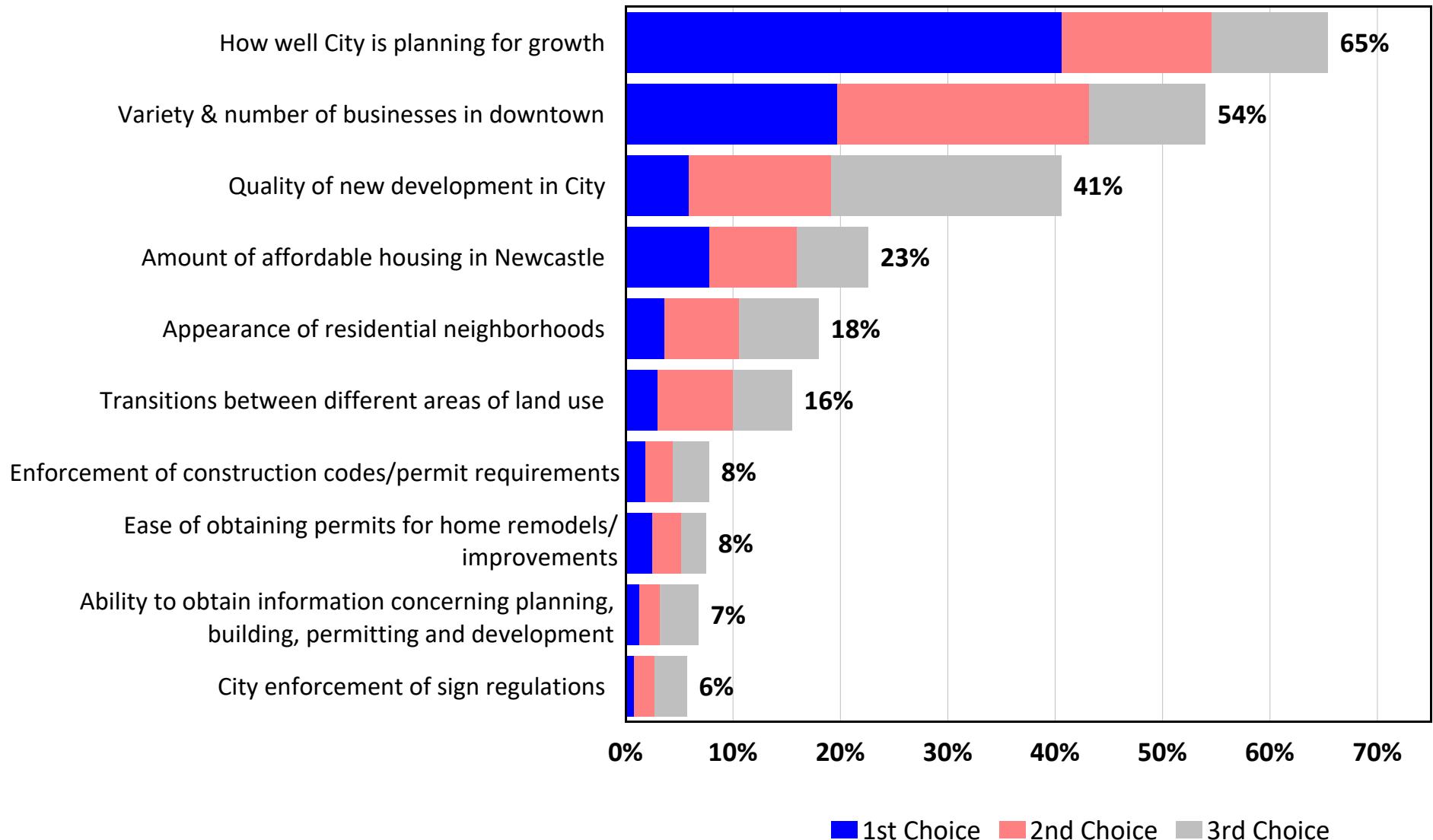
by percentage of respondents (excluding “don’t know”)



Source: ETC Institute (2019)

## Q12. Planning and Development Services That Are Most Important For the City to Emphasize

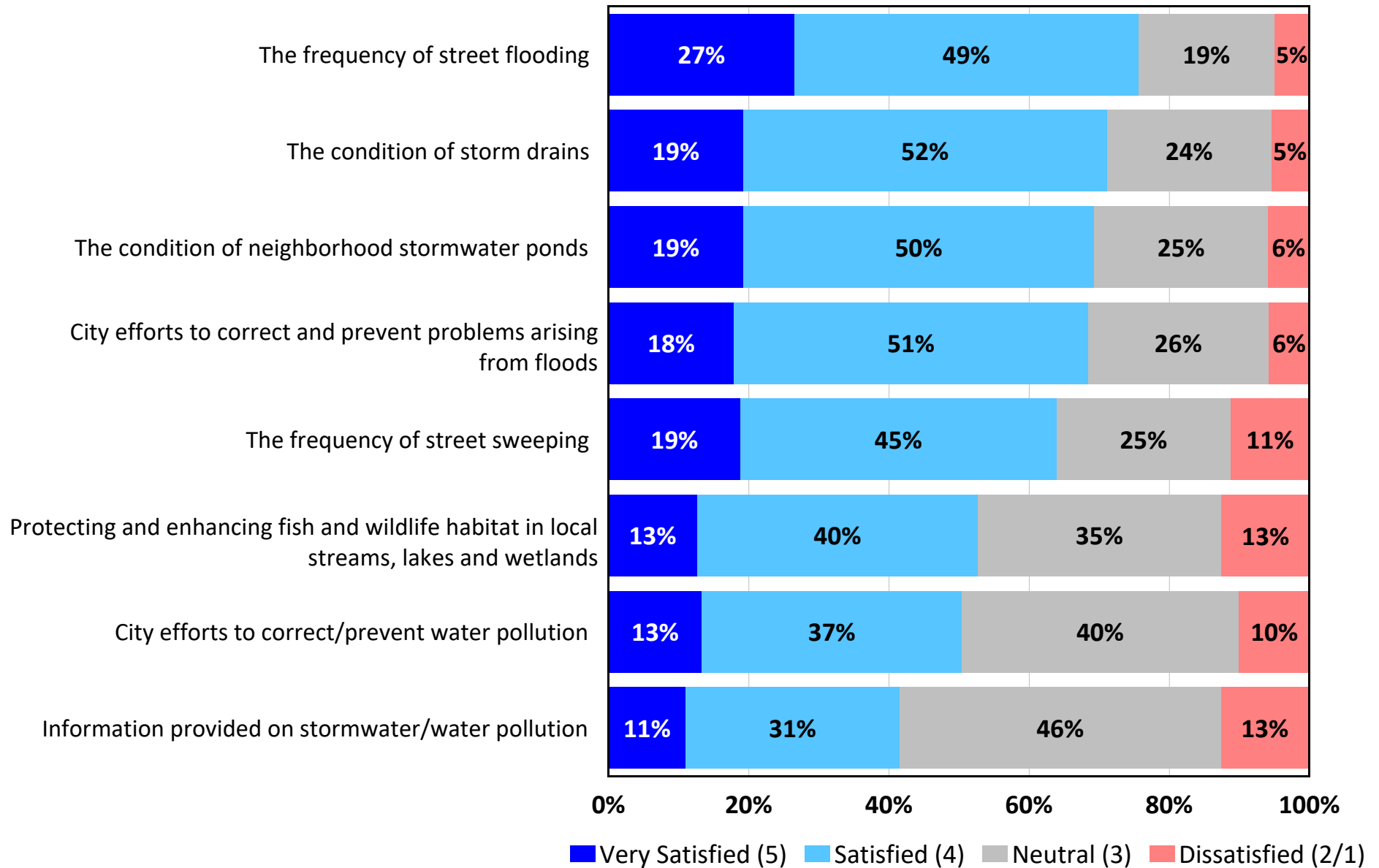
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute (2019)

## Q13. Satisfaction With Surface Water Management

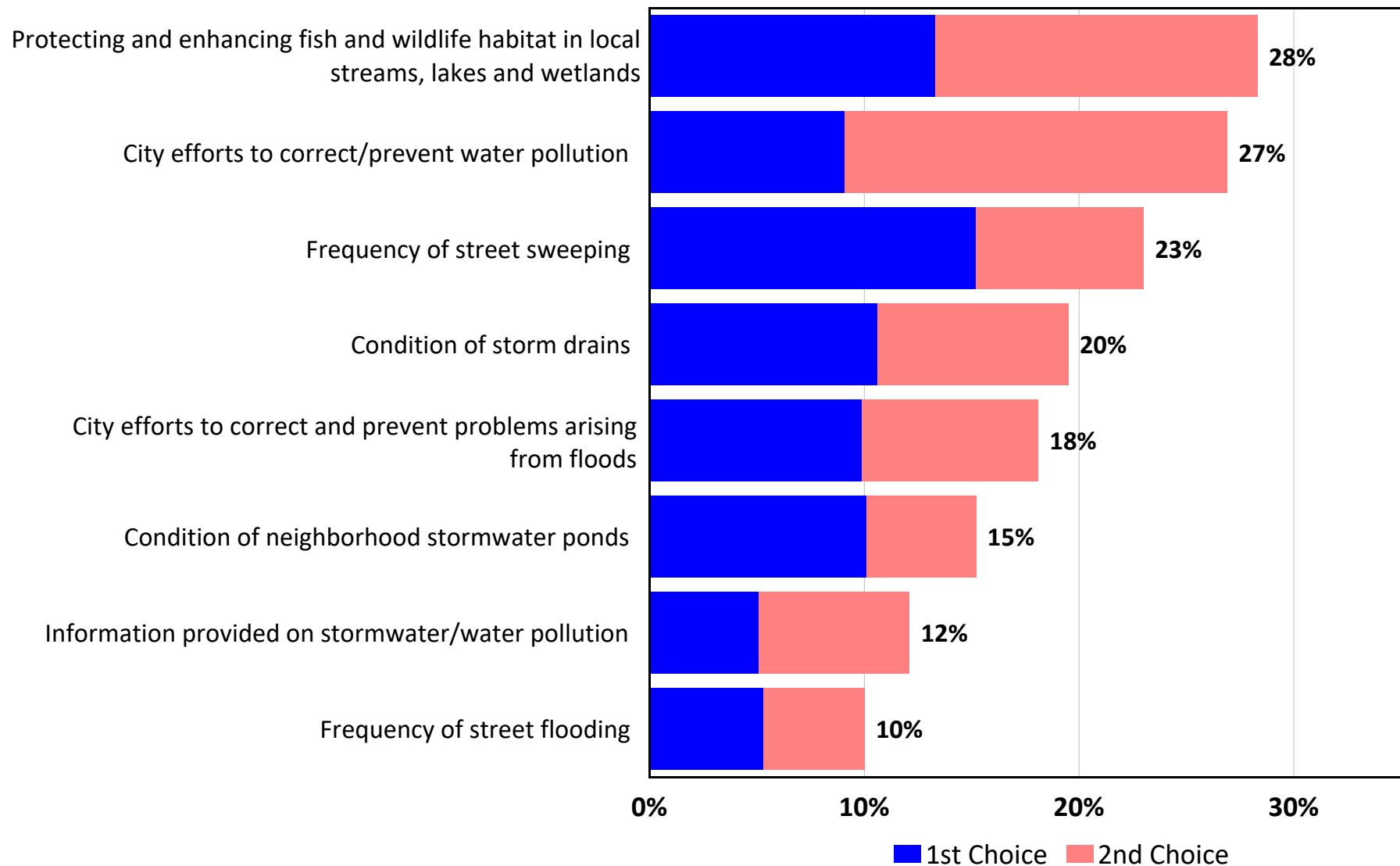
by percentage of respondents (excluding “don’t know”)



Source: ETC Institute (2019)

## Q14. Surface Water Management Services That Are Most Important For the City to Emphasize

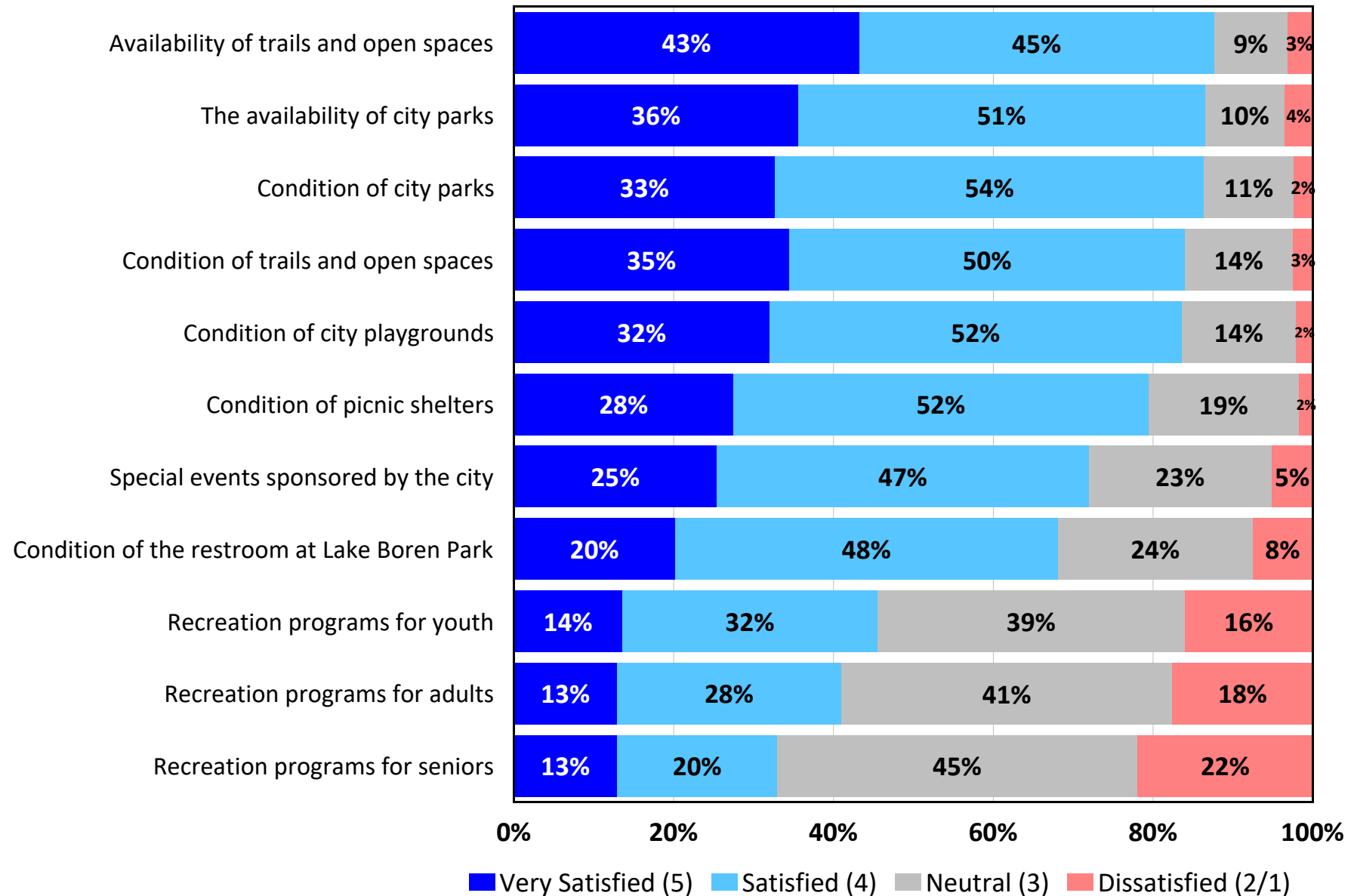
by percentage of respondents who selected the item as one of their top two choices



Source: ETC Institute (2019)

## Q15. Satisfaction With Parks and Recreation

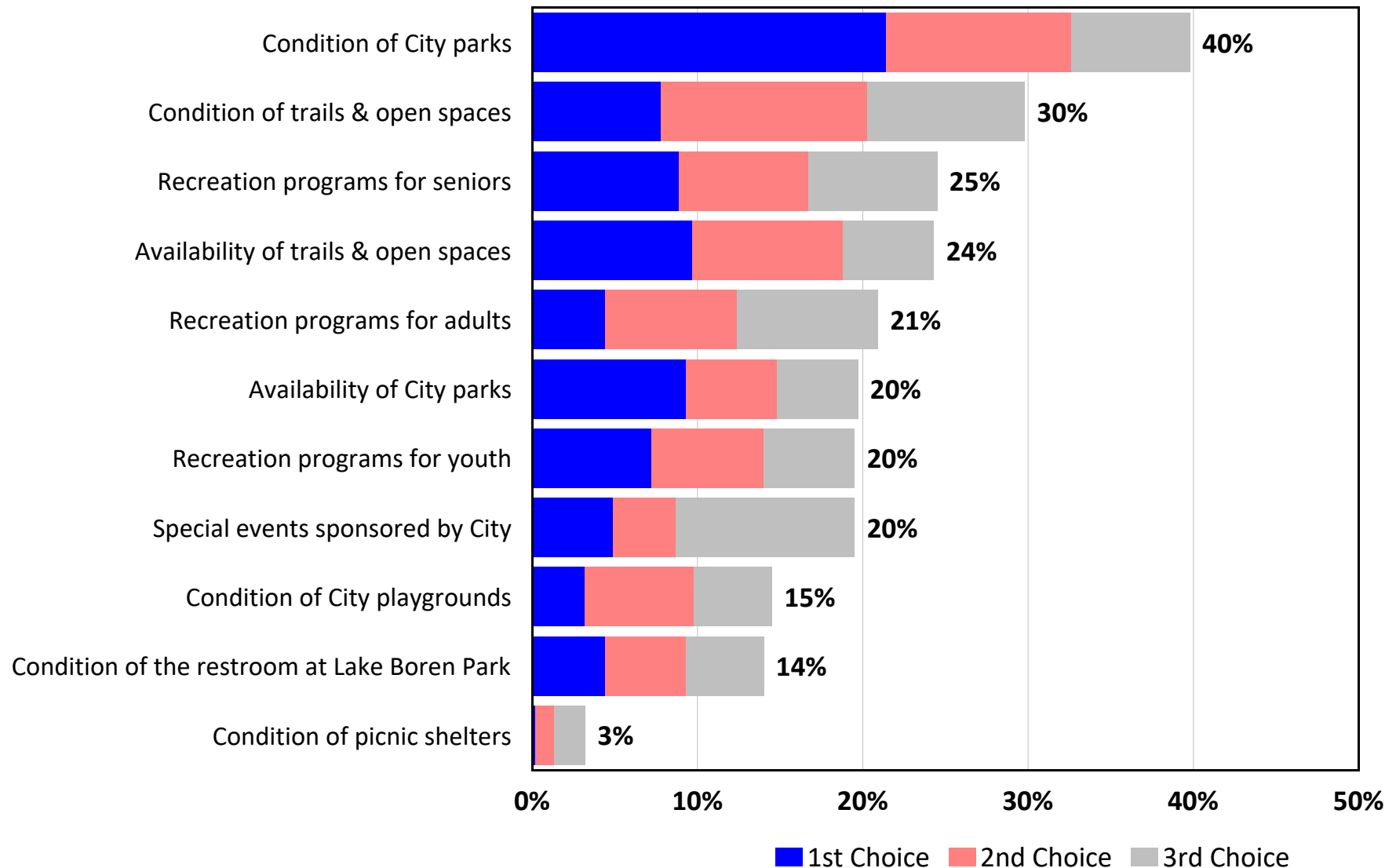
by percentage of respondents (excluding “don’t know”)



Source: ETC Institute (2019)

## Q16. Parks and Recreation Services That Are Most Important For the City to Emphasize

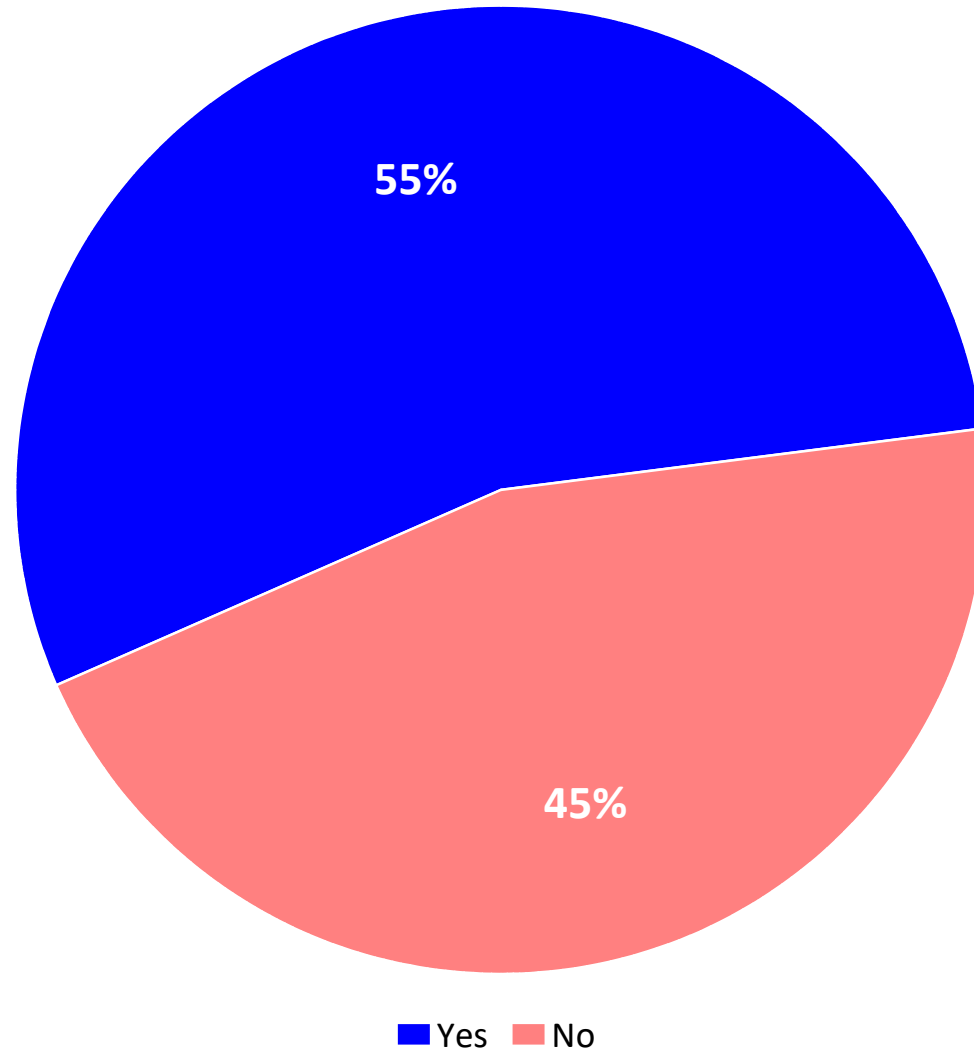
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute (2019)

## Q17. Have you or other members of your household participated in any special events offered by the City of Newcastle during the past 12 months?

by percentage of respondents

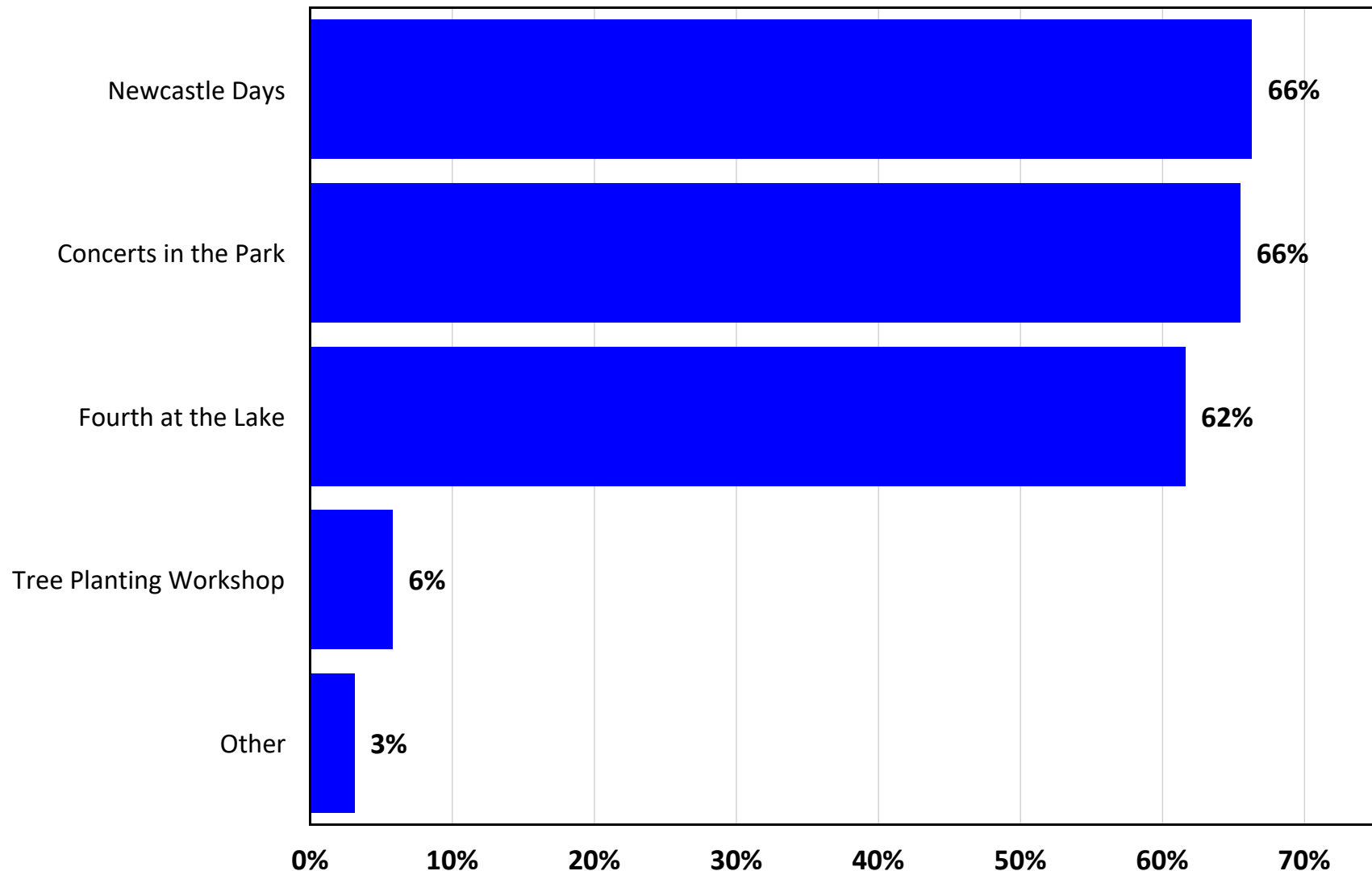


Source: ETC Institute (2019)

ETC Institute (2019)

## Q17a. Special Events That Households Have Participated In During the Past 12 Months

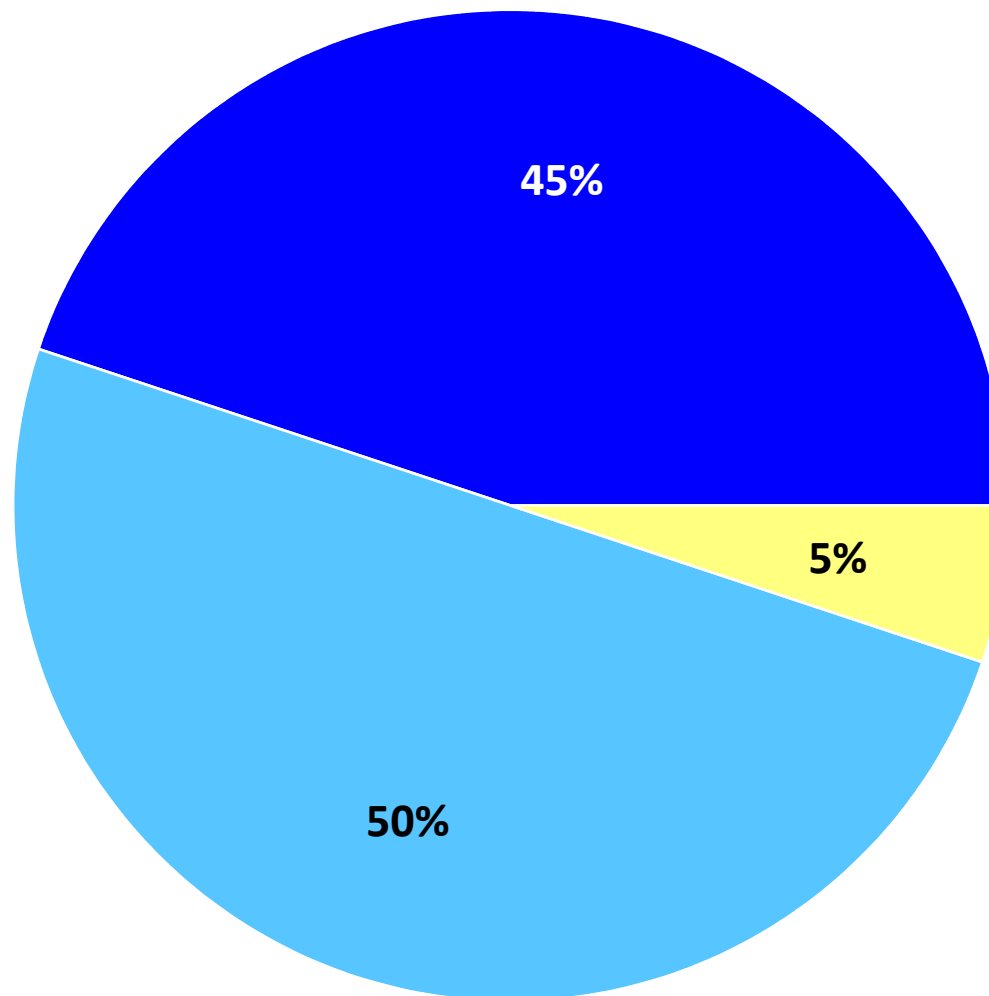
by percentage of respondents who participated in special events offered by the City of Newcastle in the past 12 months  
(multiple selections could be made)



Source: ETC Institute (2019)

## Q17b. Overall Quality of Special Events in Which Households Have Participated

by percentage of respondents who participated in special events offered by the City of Newcastle in the past 12 months



*\*Only 1 respondent gave a rating of "poor" (0.4%)*

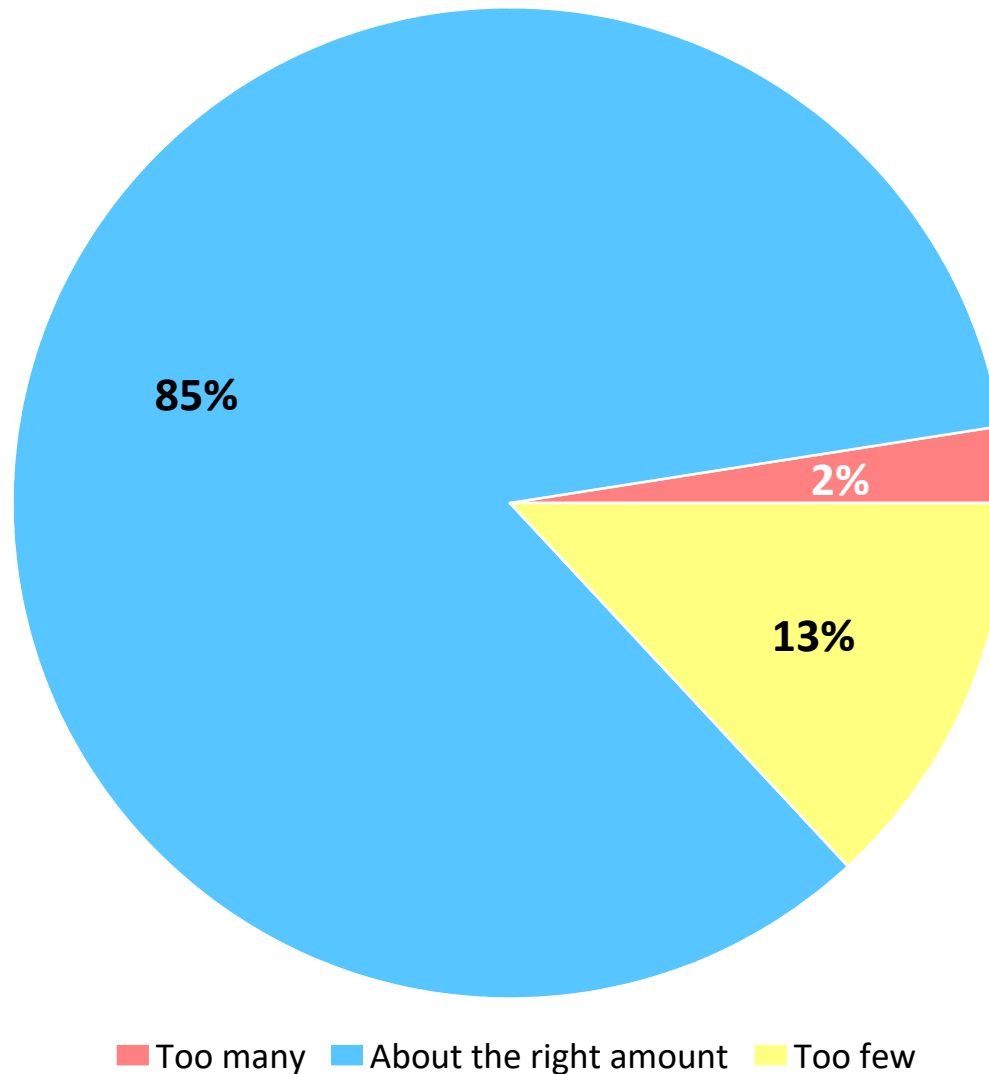
■ Excellent ■ Good ■ Fair

Source: ETC Institute (2019)

ETC Institute (2019)

## Q17c. Perceived Number of Special Events for Residents

by percentage of respondents who participated in special events offered by the City of Newcastle in the past 12 months  
("excluding don't know")

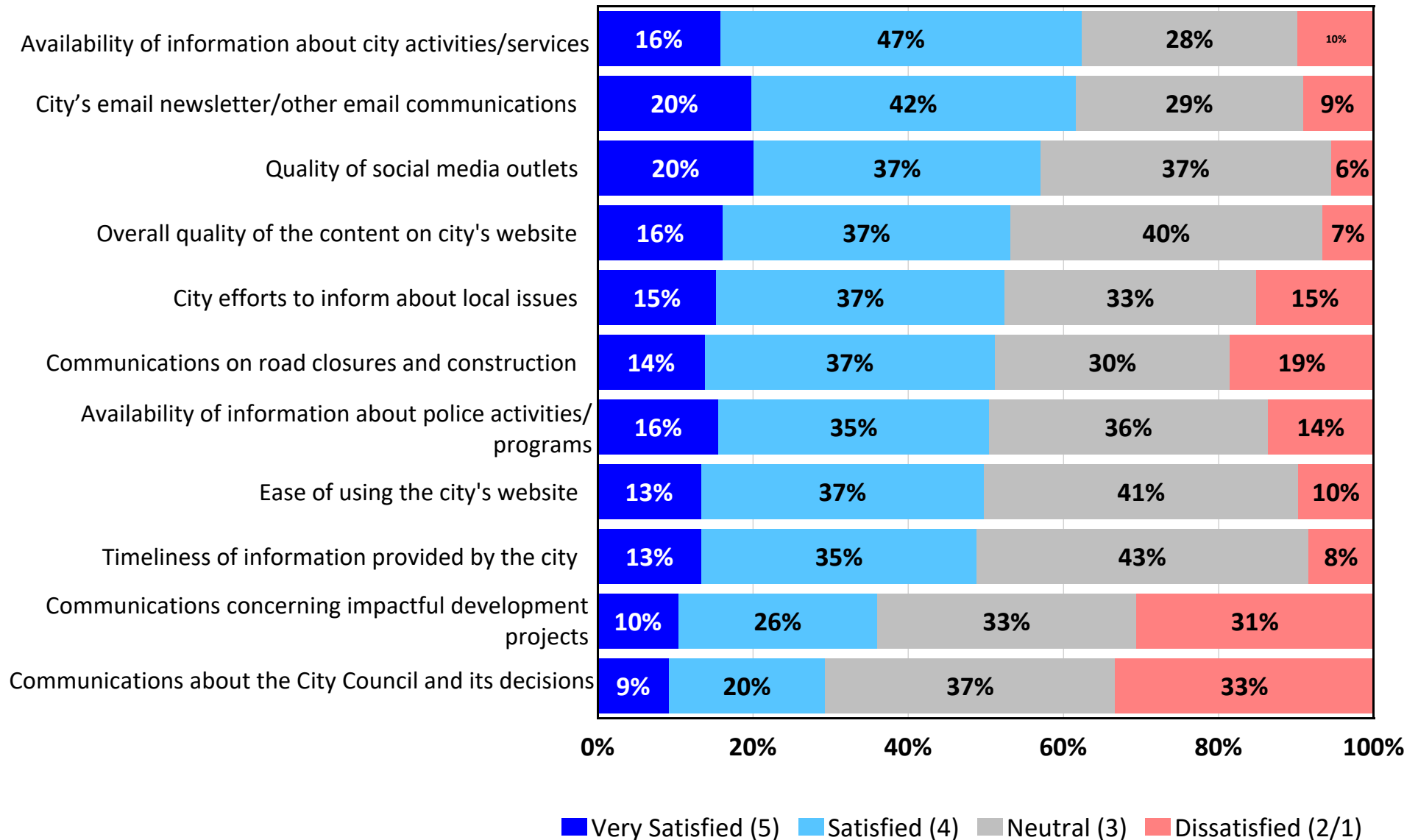


Source: ETC Institute (2019)

ETC Institute (2019)

## Q18. Satisfaction With Communication and Engagement

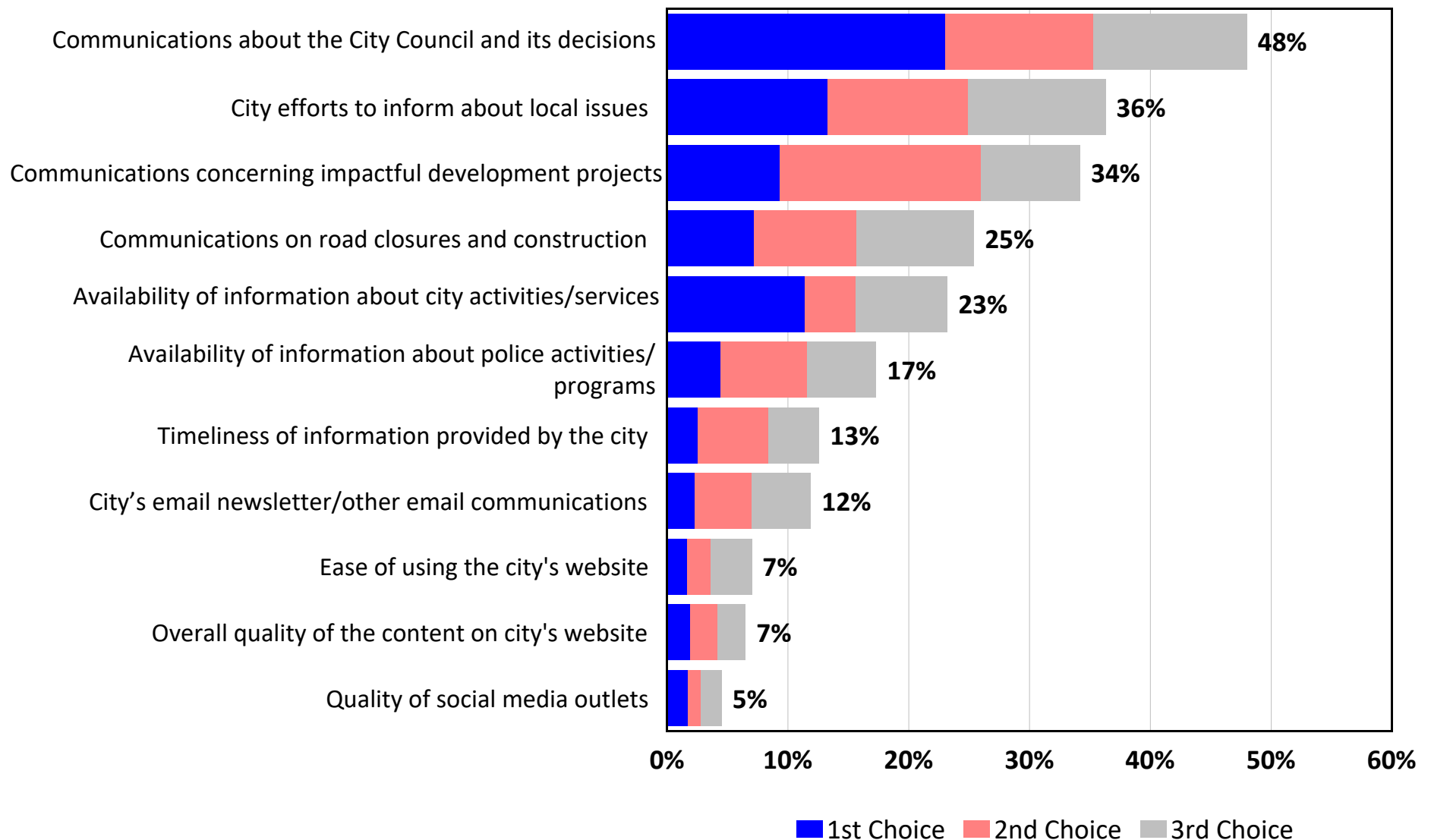
by percentage of respondents (excluding “don’t know”)



Source: ETC Institute (2019)

## Q19. Communication and Engagement Services That Are Most Important For the City to Emphasize

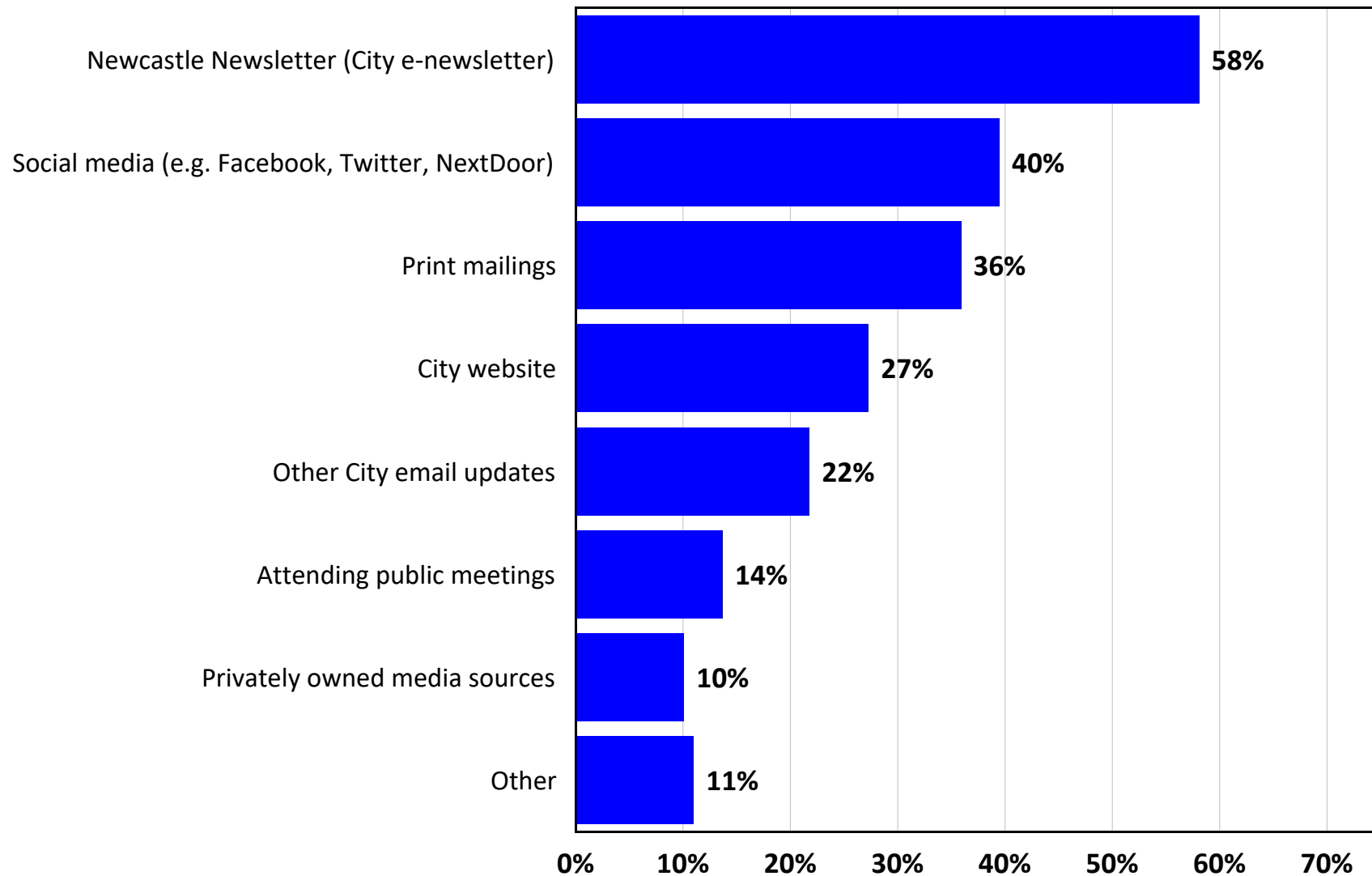
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute (2019)

## Q20. Sources of News and Information About City Programs, Services, and Events

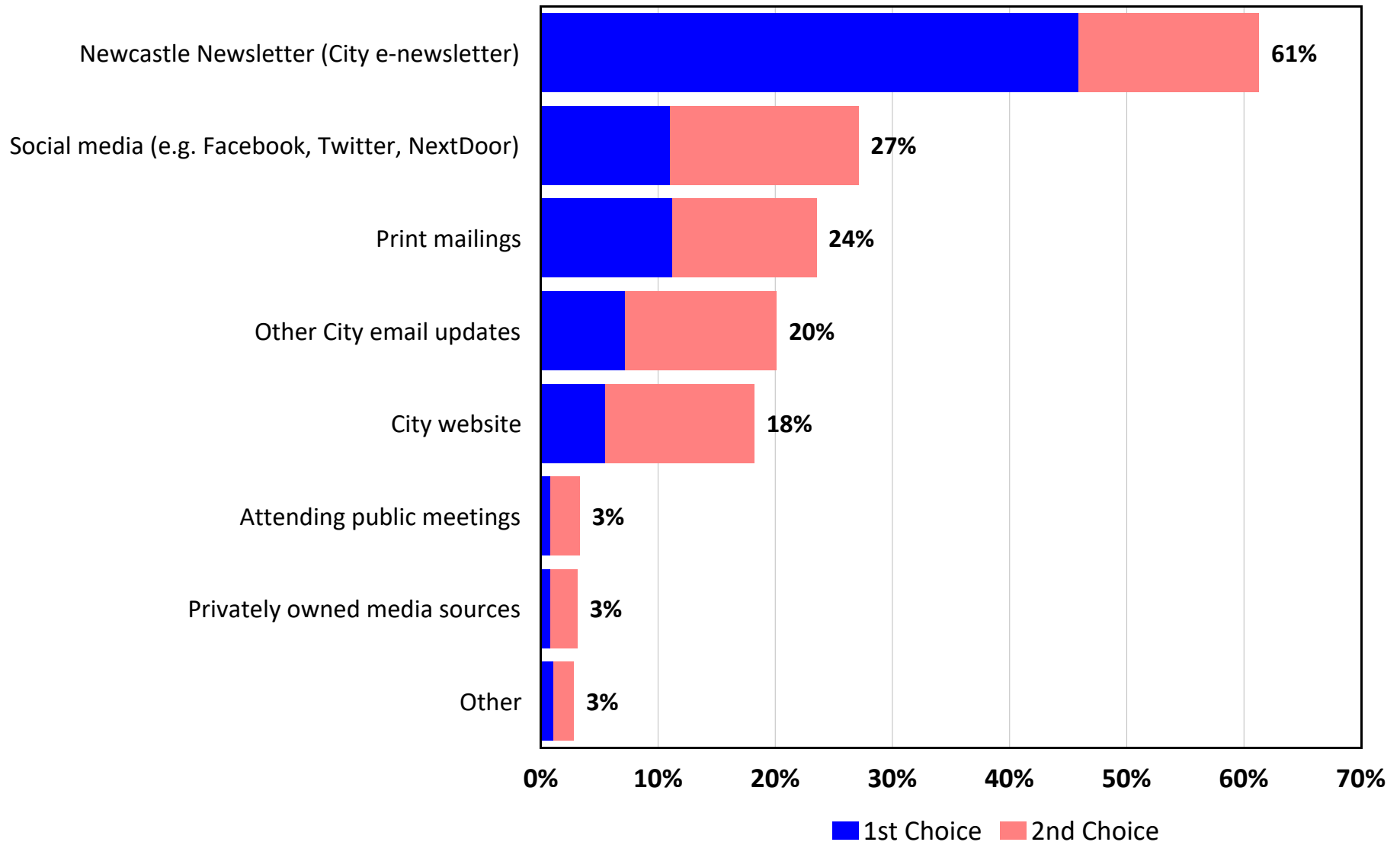
by percentage of respondents (multiple selections could be made)



Source: ETC Institute (2019)

## Q21. Most Preferred Sources of News and Information About City Programs, Services, and Events

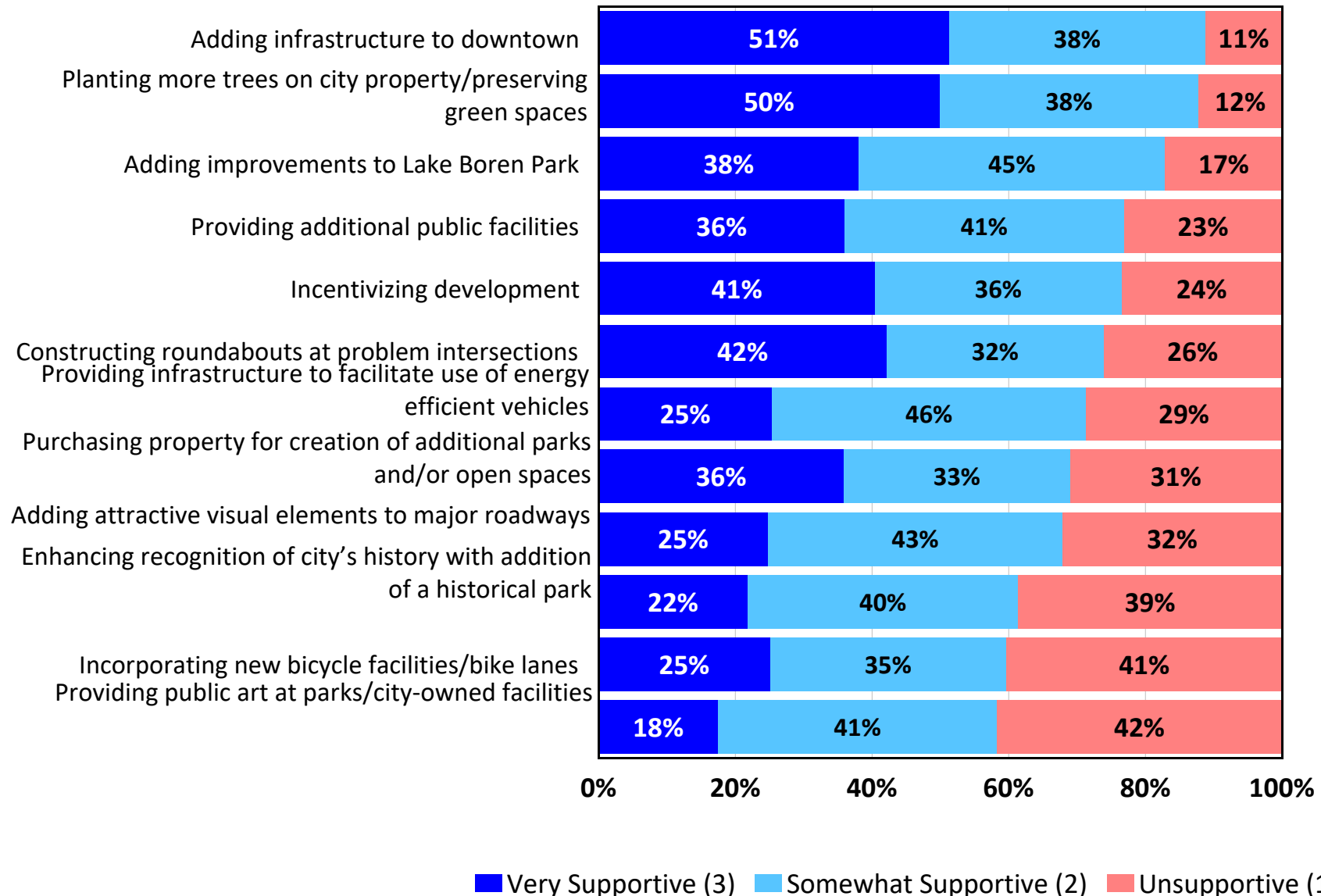
by percentage of respondents who selected the item as one of their top two choices



Source: ETC Institute (2019)

## Q22. Support for Community Investment Areas

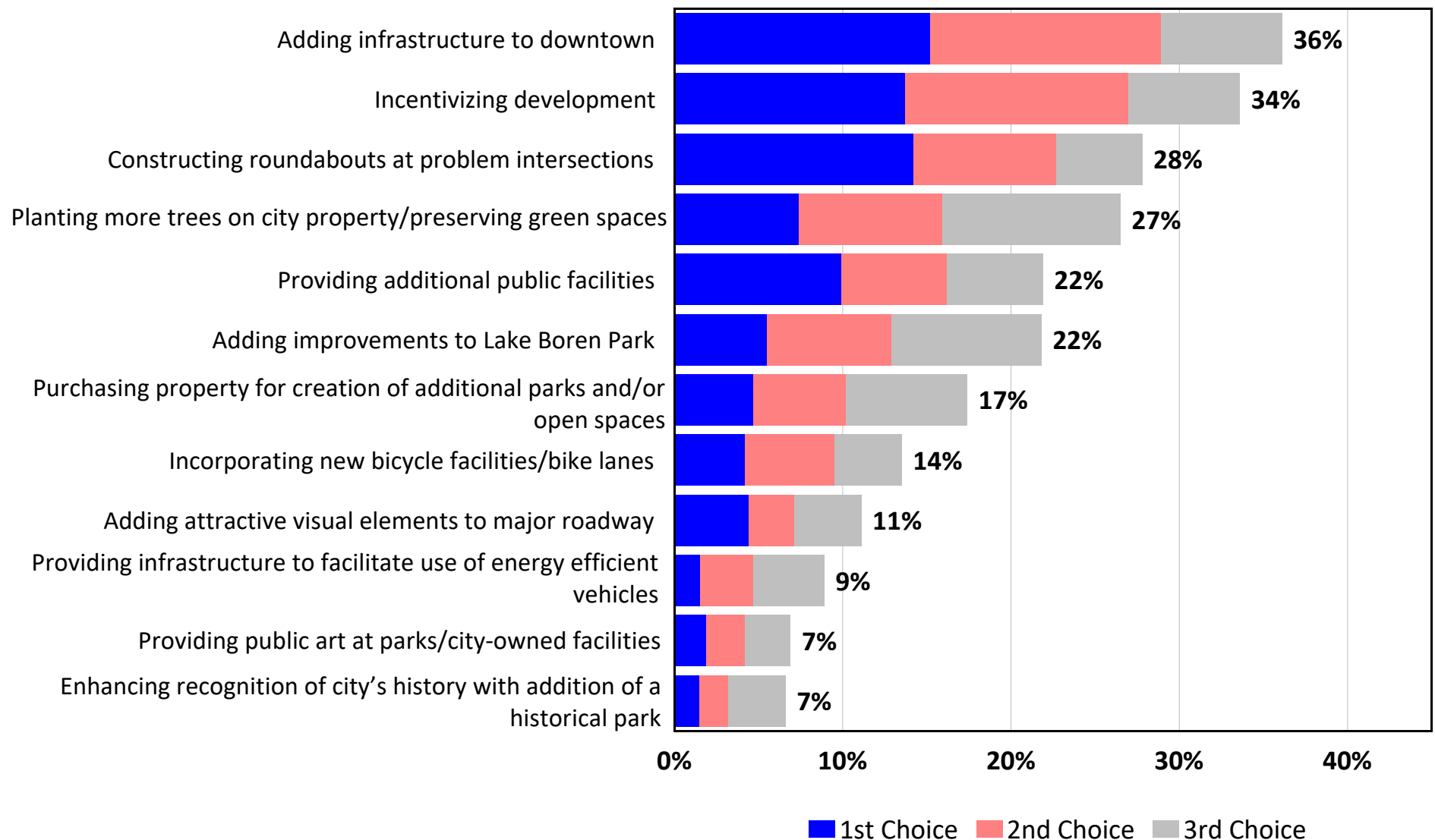
by percentage of respondents (excluding "don't know")



Source: ETC Institute (2019)

## Q23. Community Investment Areas That Are Most Important For the City to Emphasize

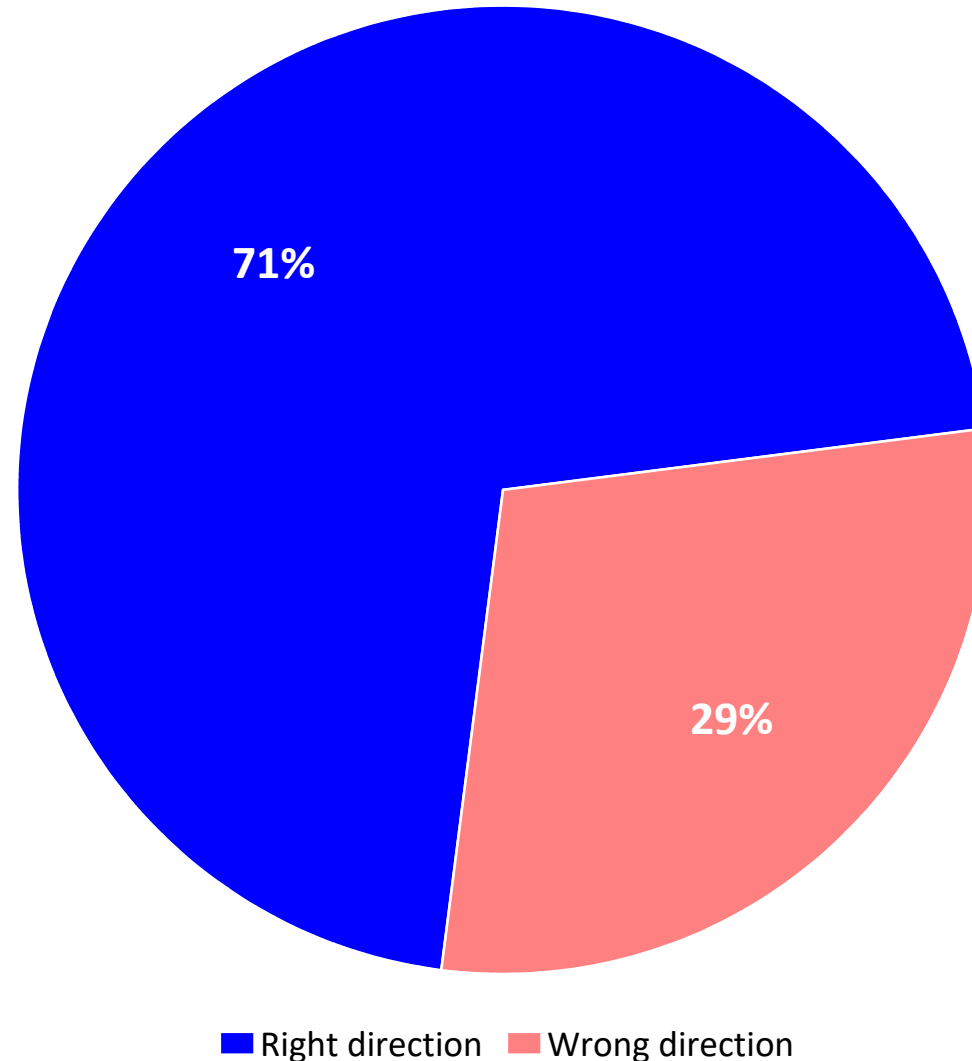
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute (2019)

## Q24. Do you think Newcastle is generally going in the right direction, or do you think it is generally going in the wrong direction?

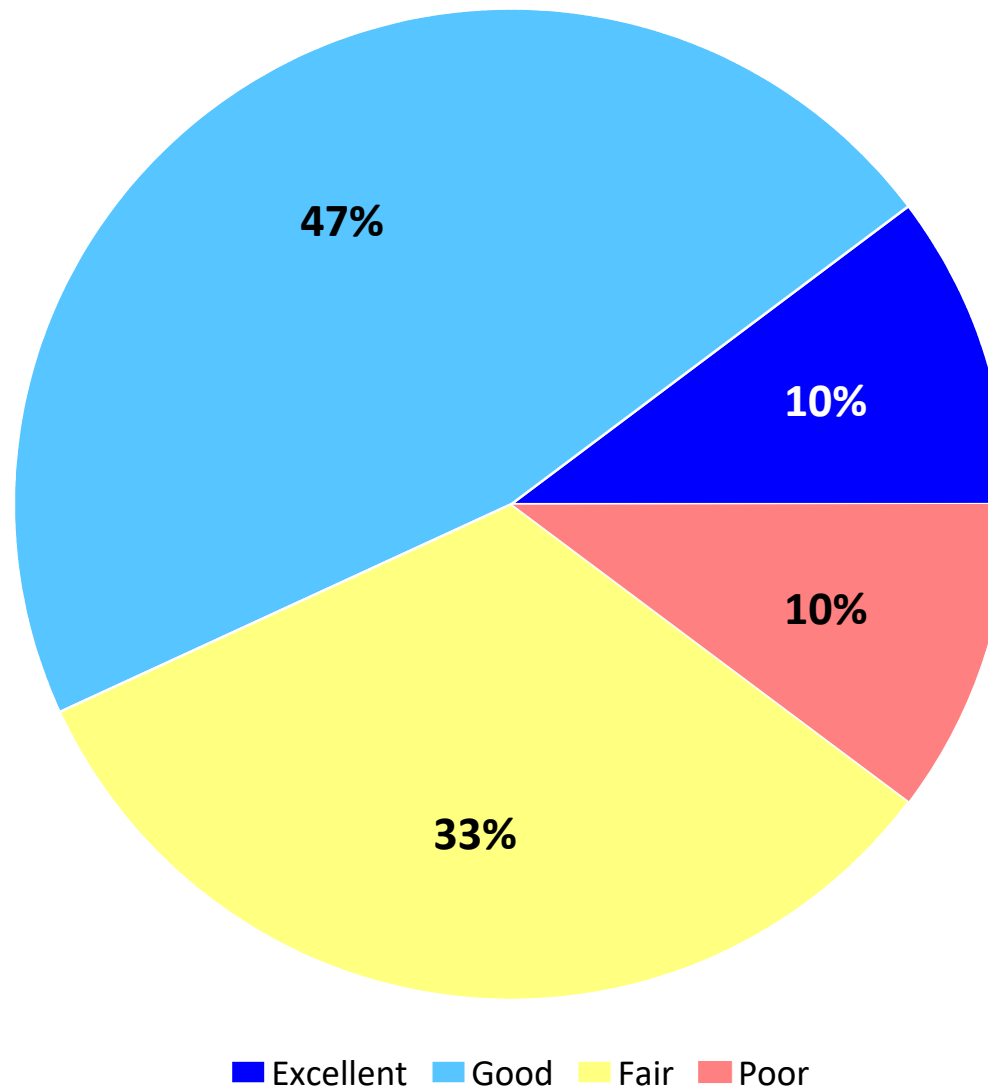
by percentage of respondents (excluding "don't know")



Source: ETC Institute (2019)

## Q25. How would you rate the job Newcastle City government does overall?

by percentage of respondents (excluding "don't know")

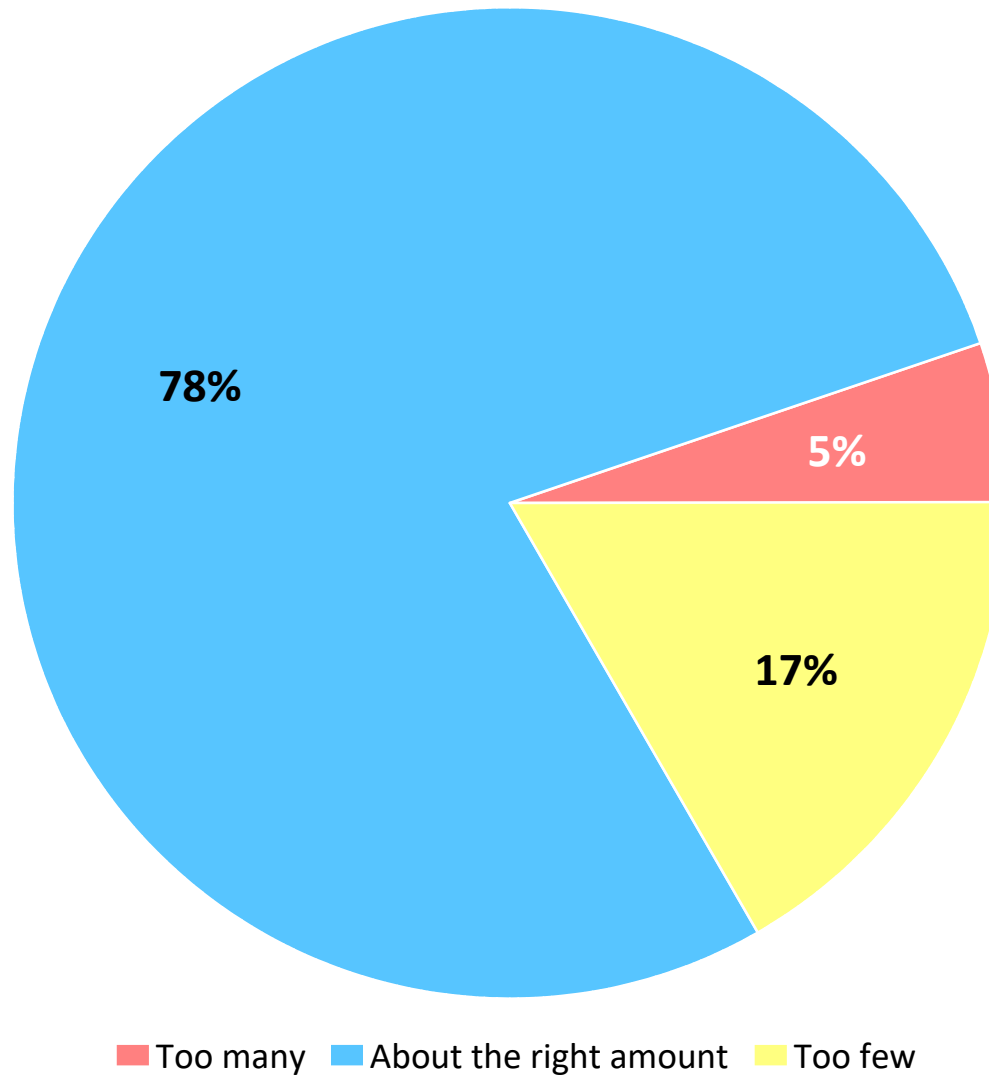


Source: ETC Institute (2019)

ETC Institute (2019)

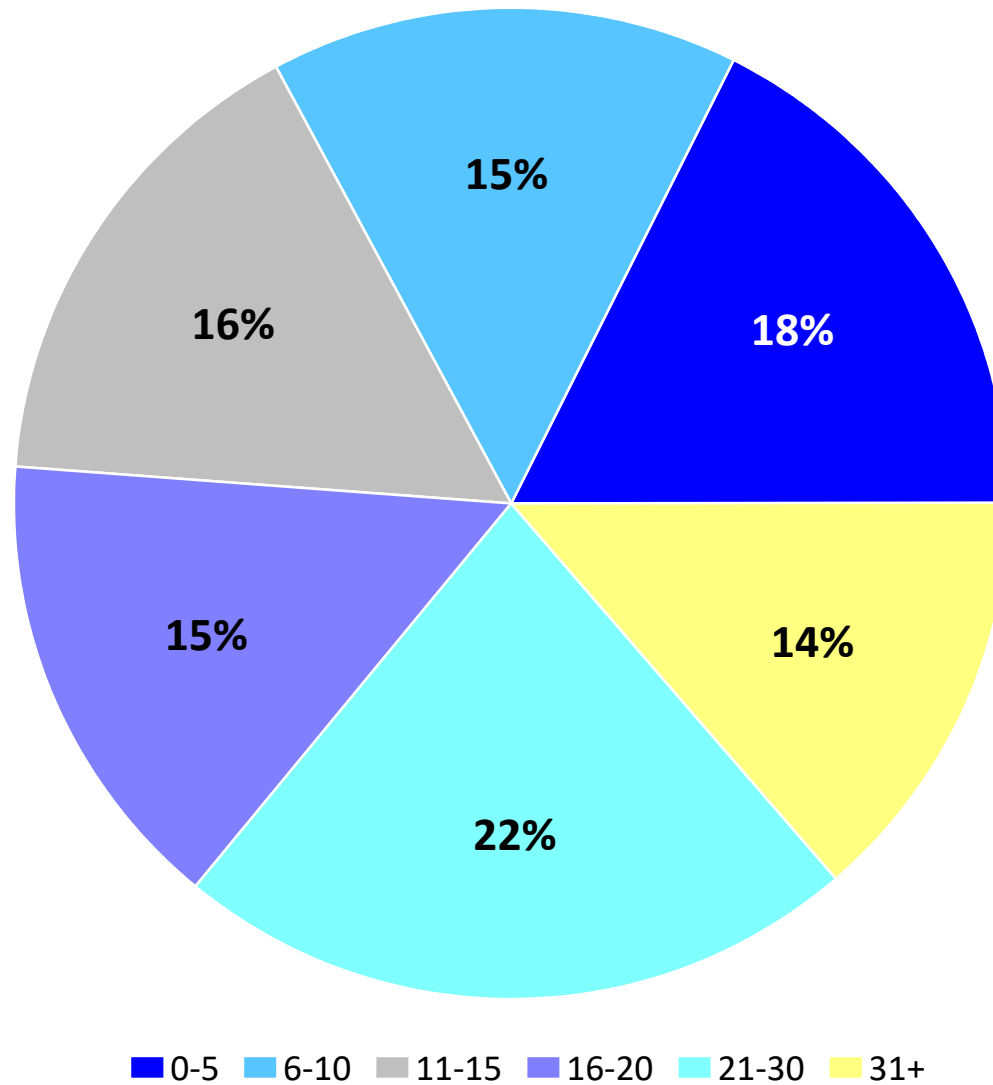
## Q26. Perceived Number of City Services

by percentage of respondents (excluding “don't know”)



## Q27. Demographics: Approximately how many years have you lived in Newcastle?

by percentage of respondents (excluding “not provided”)

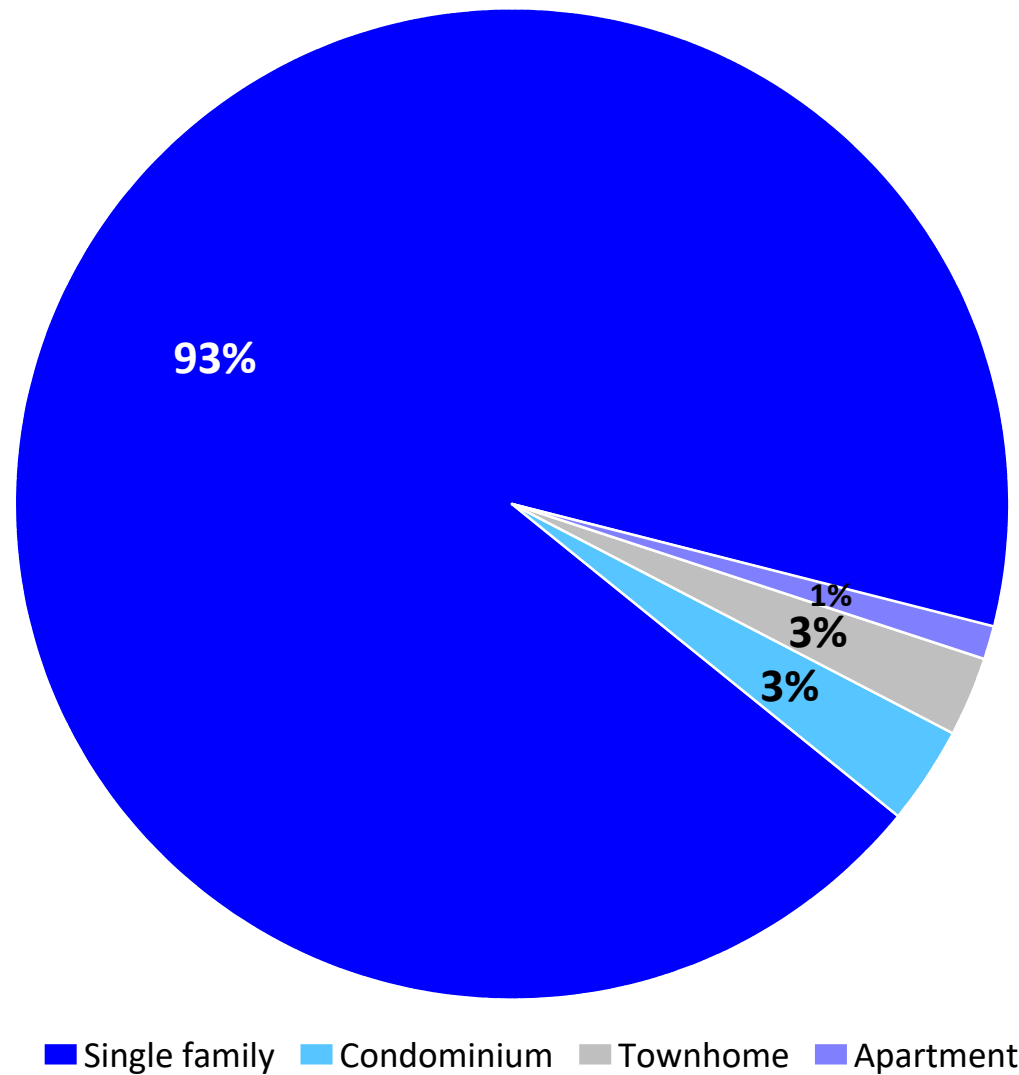


Source: ETC Institute (2019)

ETC Institute (2019)

## Q28. Demographics: What type of home do you live in?

by percentage of respondents (excluding “not provided”)

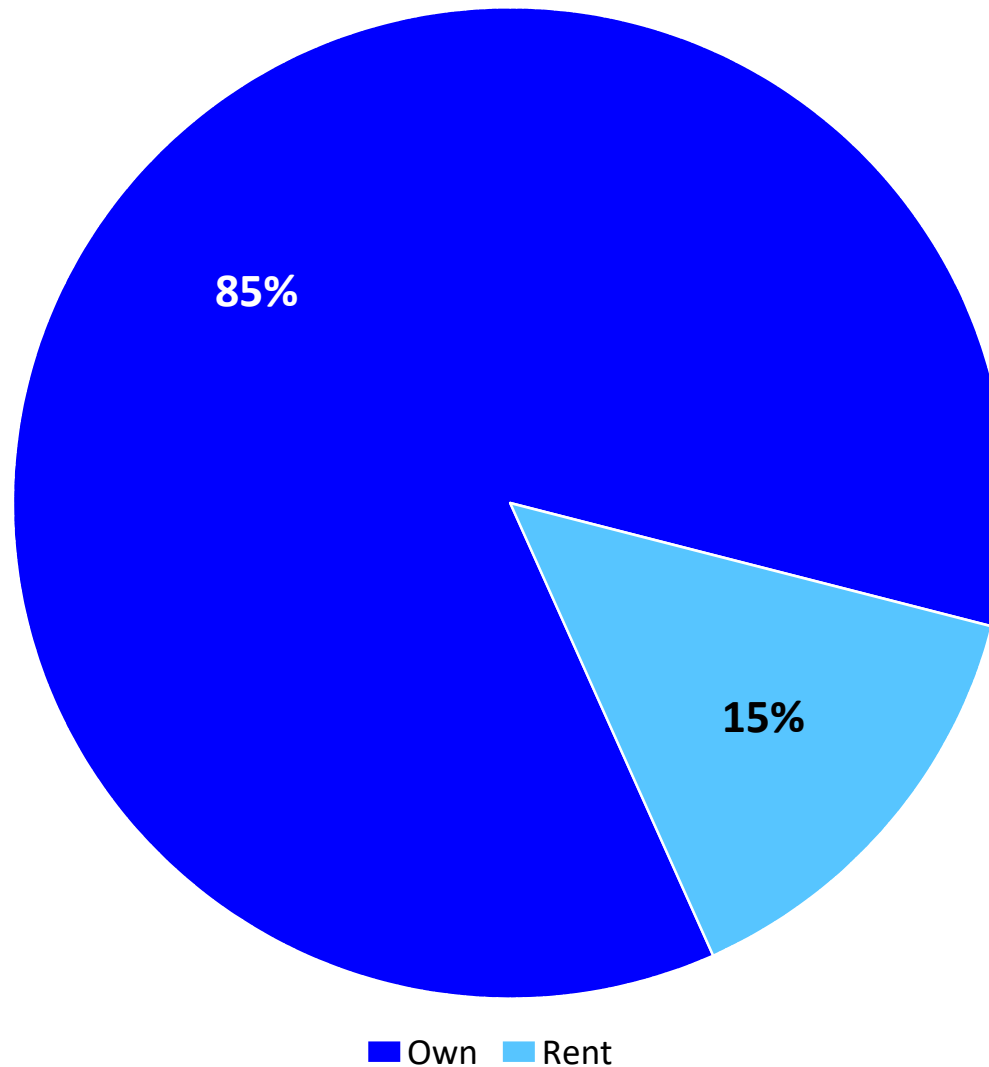


*\*1 respondent lived in assisted living facility (0.2%)*

Source: ETC Institute (2019)

## Q29. Demographics: Do you rent or own your home?

by percentage of respondents (excluding “not provided”)

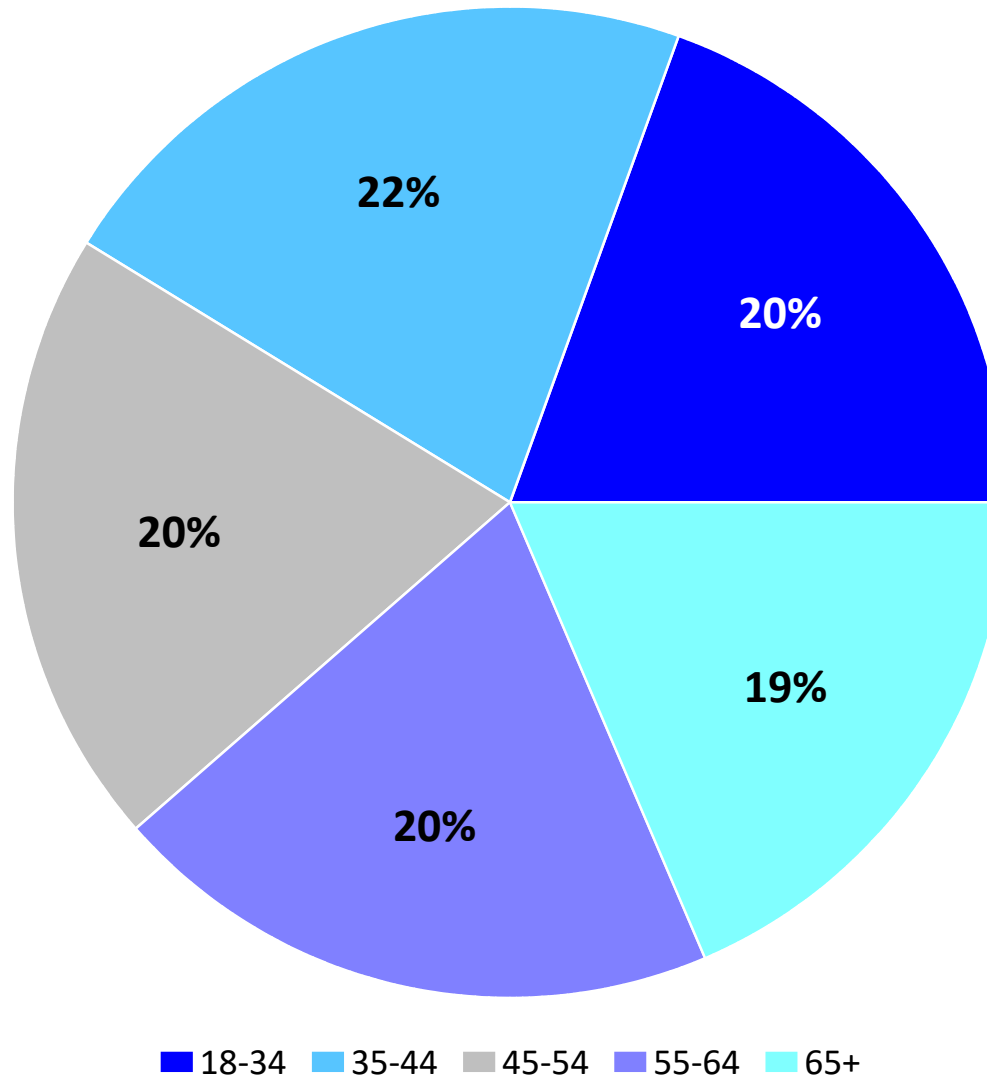


Source: ETC Institute (2019)

ETC Institute (2019)

## Q30. Demographics: What is your age?

by percentage of respondents (excluding “not provided”)

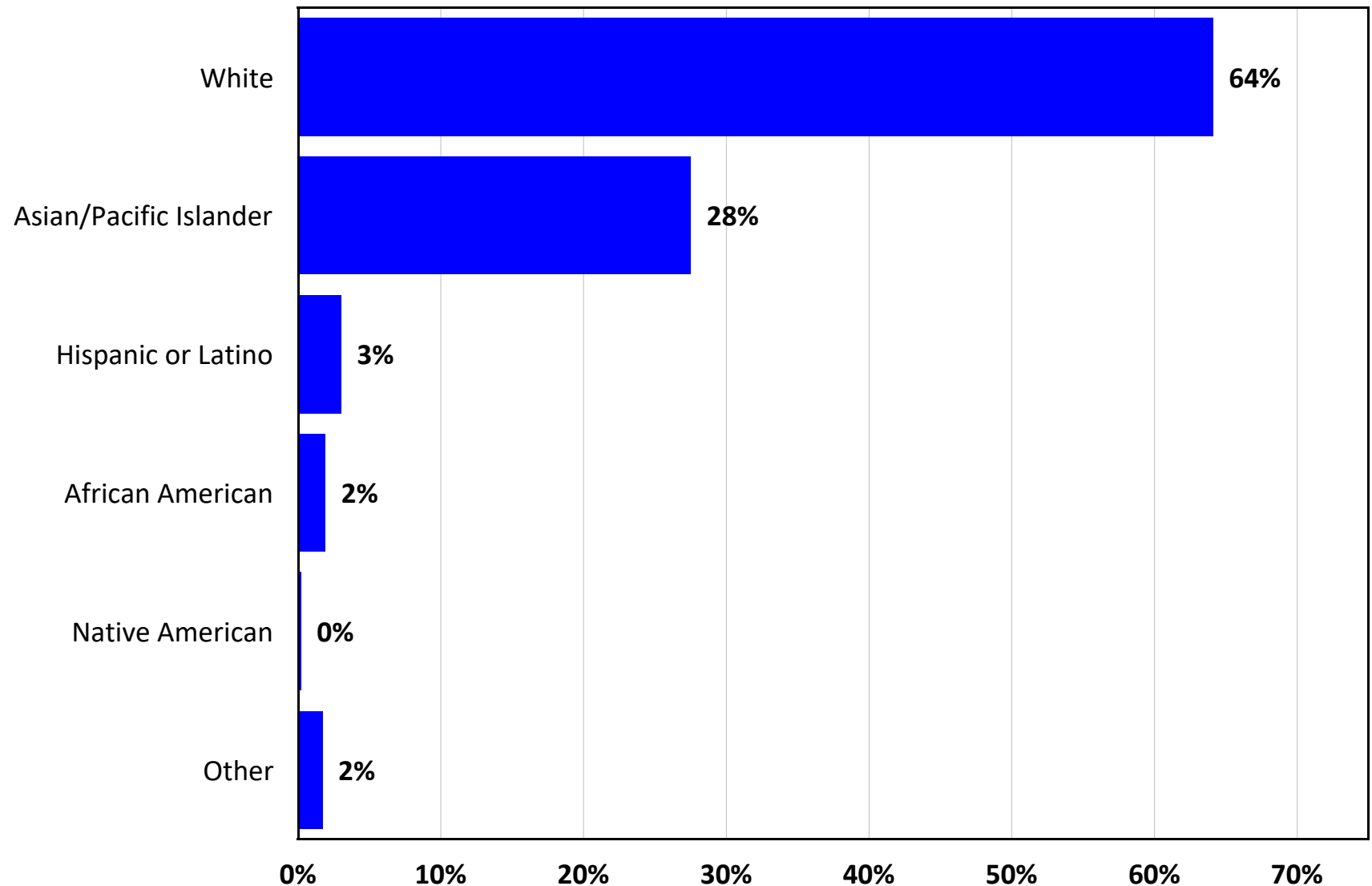


Source: ETC Institute (2019)

ETC Institute (2019)

## Q31. Demographics: Which of the following best describe your race/ethnicity?

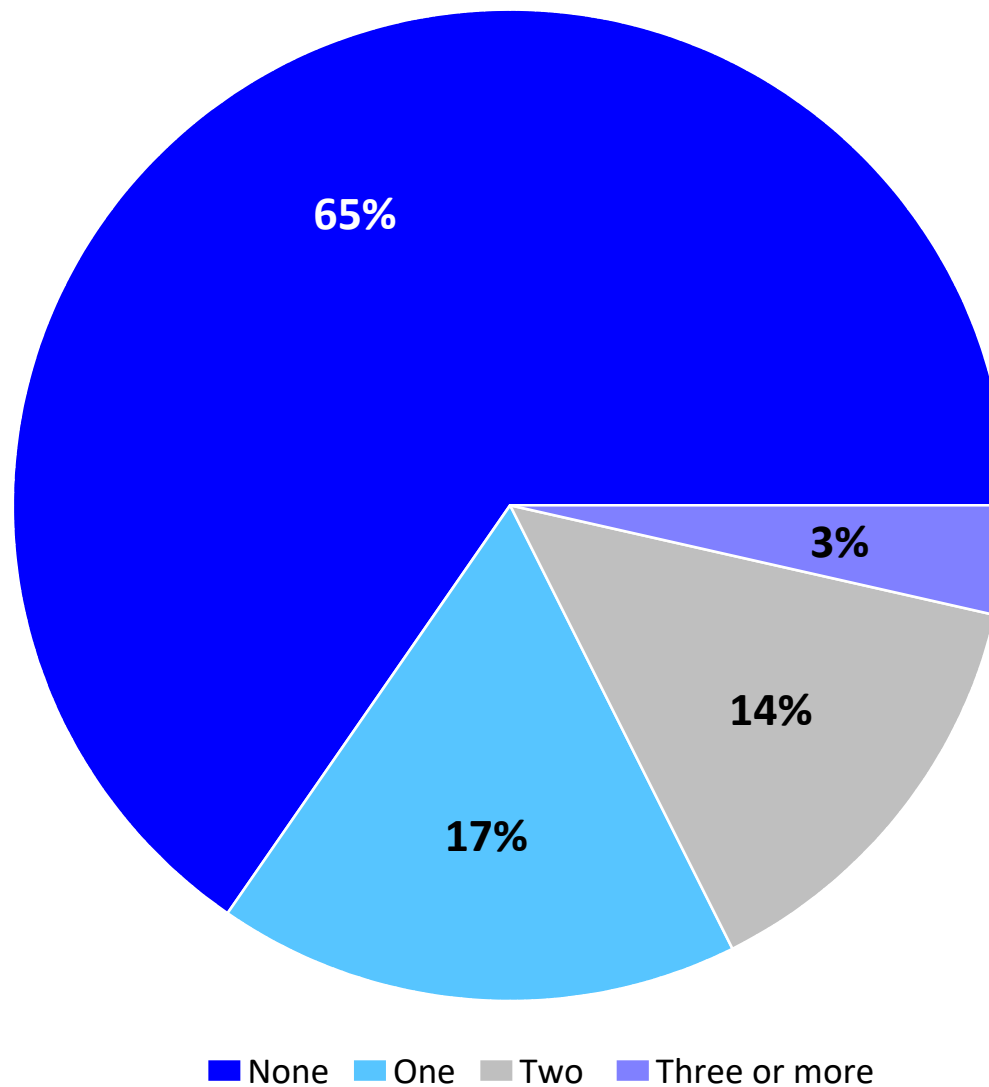
by percentage of respondents (multiple selections could be made)



Source: ETC Institute (2019)

## Q32. Demographics: How many children under age 18 live in your household?

by percentage of respondents (excluding “not provided”)

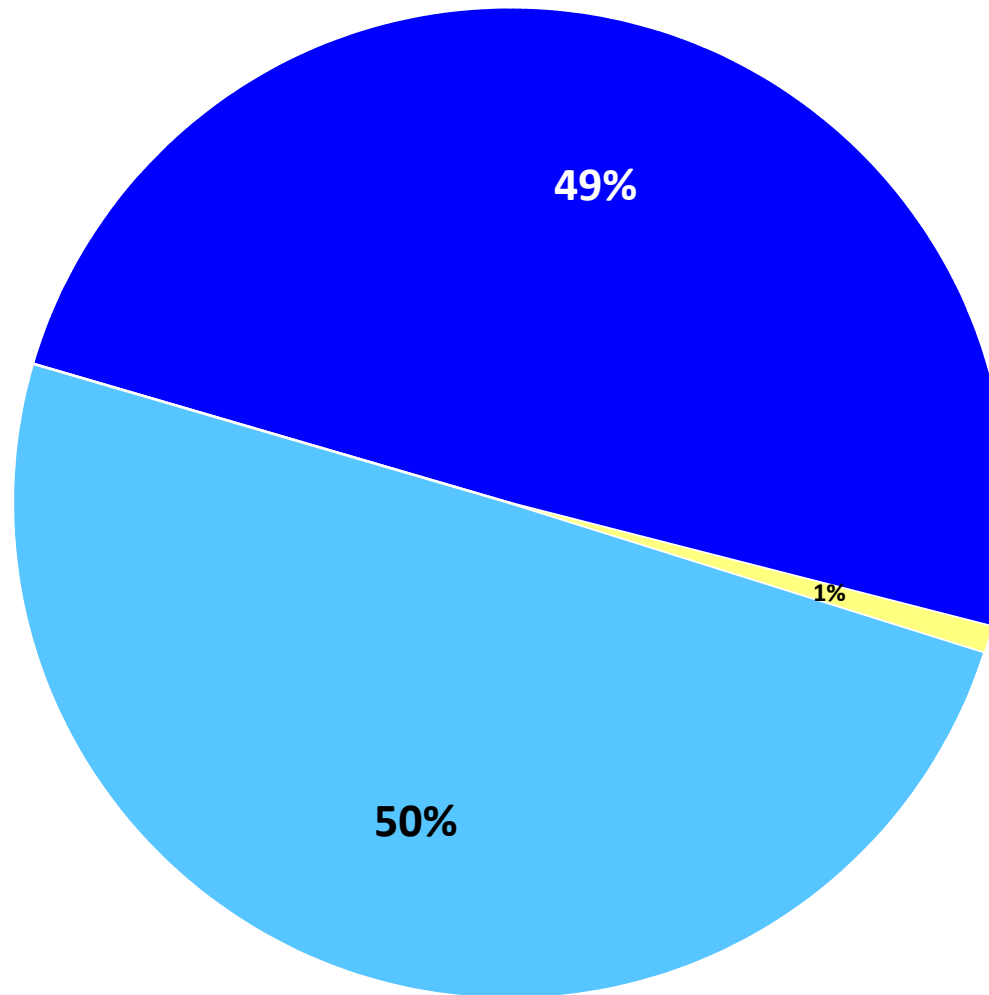


Source: ETC Institute (2019)

ETC Institute (2019)

## Q33. Demographics: Gender

by percentage of respondents (excluding “not provided”)



*\*1 respondent self-described as  
“non-binary or none of these” (0.2%)*

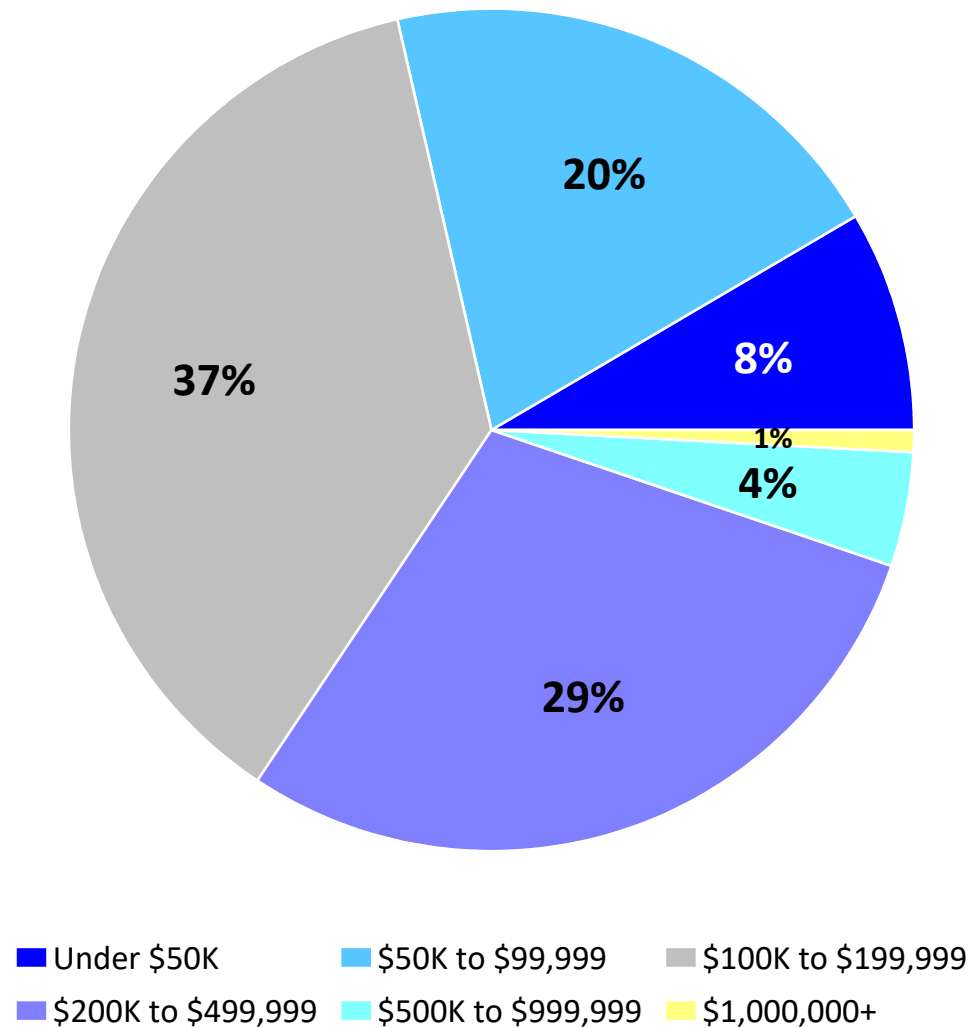
■ Male ■ Female ■ Transgender

Source: ETC Institute (2019)

ETC Institute (2019)

## Q34. Demographics: Would you say your total annual household income is...

by percentage of respondents (excluding “not provided”)



Source: ETC Institute (2019)

## **Section 2**

# ***Benchmarking Analysis***

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# Benchmarking Summary Report

## City of Newcastle, Washington

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### Overview

ETC Institute's *DirectionFinder* program was originally developed in 1999 to help community leaders across the United States use statistically valid community survey data as a tool for making better decisions. Since November of 1999, the survey has been administered in more than 300 cities in 49 states. Most participating cities conduct the survey on an annual or biennial basis.

This report contains benchmarking data from two sources: (1) a national survey that was administered by ETC Institute during the summer of 2019 to a random sample of more than 4,000 residents across the United States and (2) a state-wide survey administered by ETC Institute in the summer of 2019 to a random sample of more than 300 residents in the Northwest region of the United States. The Northwest region consists of the states of Washington and Oregon.

### Interpreting the Charts

The charts on the following pages show how the overall results for Newcastle compare to the national average and the Northwest regional average. Newcastle's ratings are in blue, the Northwest regional averages are in red, and the national averages are in yellow.

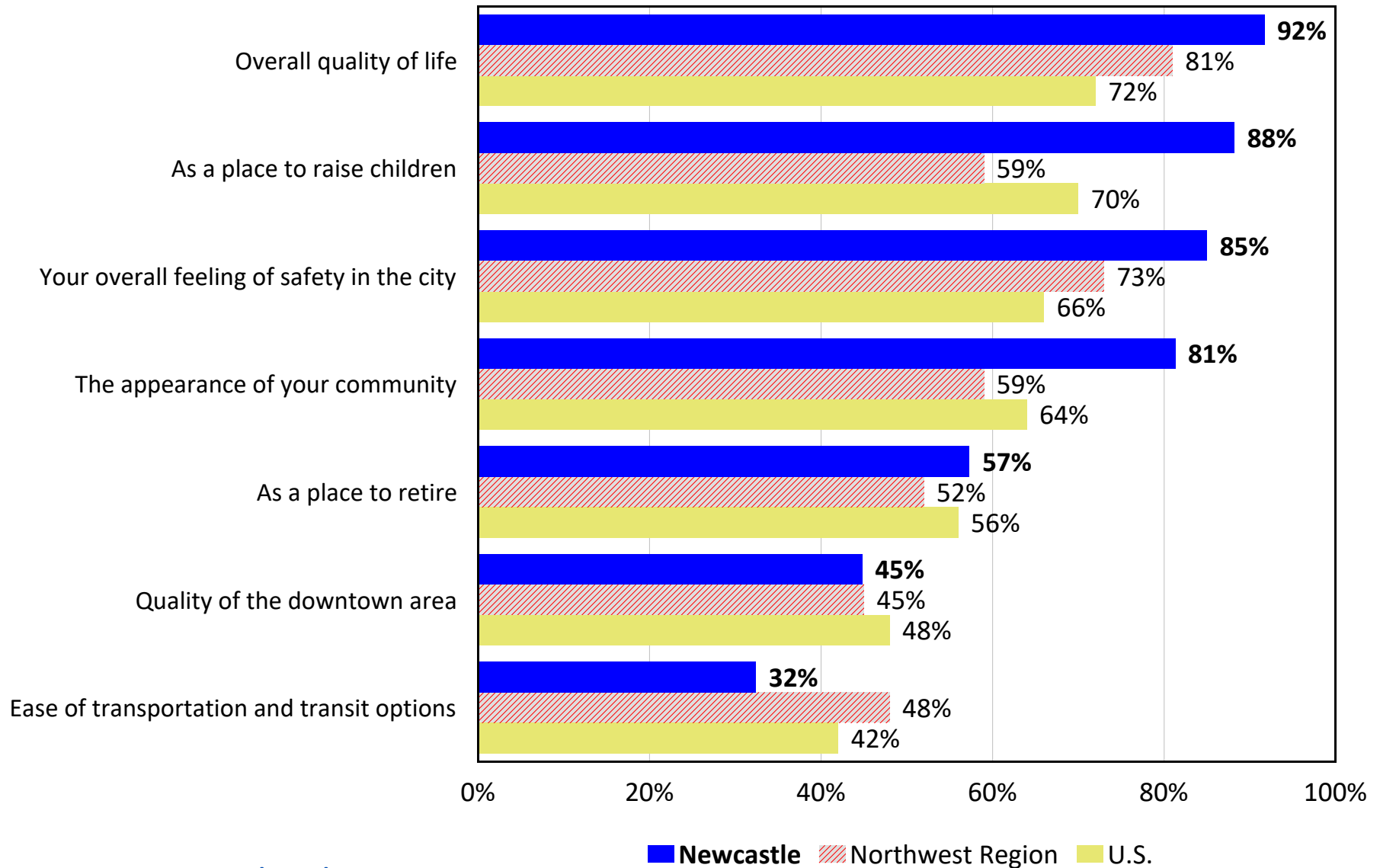
# National Benchmarking

The benchmarking data contained in this report is protected intellectual property. Any reproduction of the benchmarking information in this report by persons or organizations not directly affiliated with the City of Newcastle, Washington is not authorized without written consent from ETC Institute.

# Satisfaction with Community Livability

## Newcastle vs. Northwest Region vs. U.S.

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding "don't know")

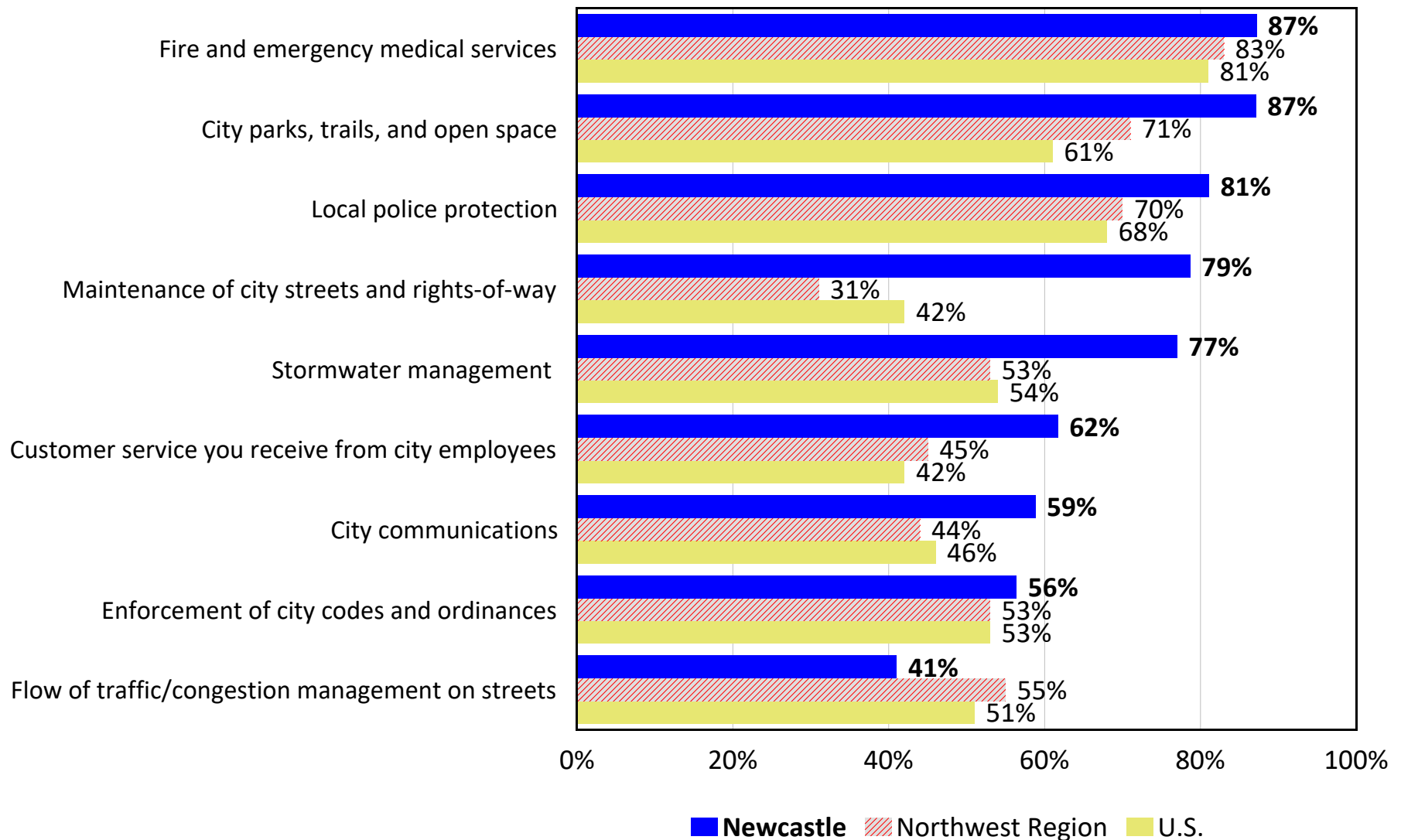


Source: ETC Institute (2019)

# Satisfaction with Overall Quality of City Services

## Newcastle vs. Northwest Region vs. U.S.

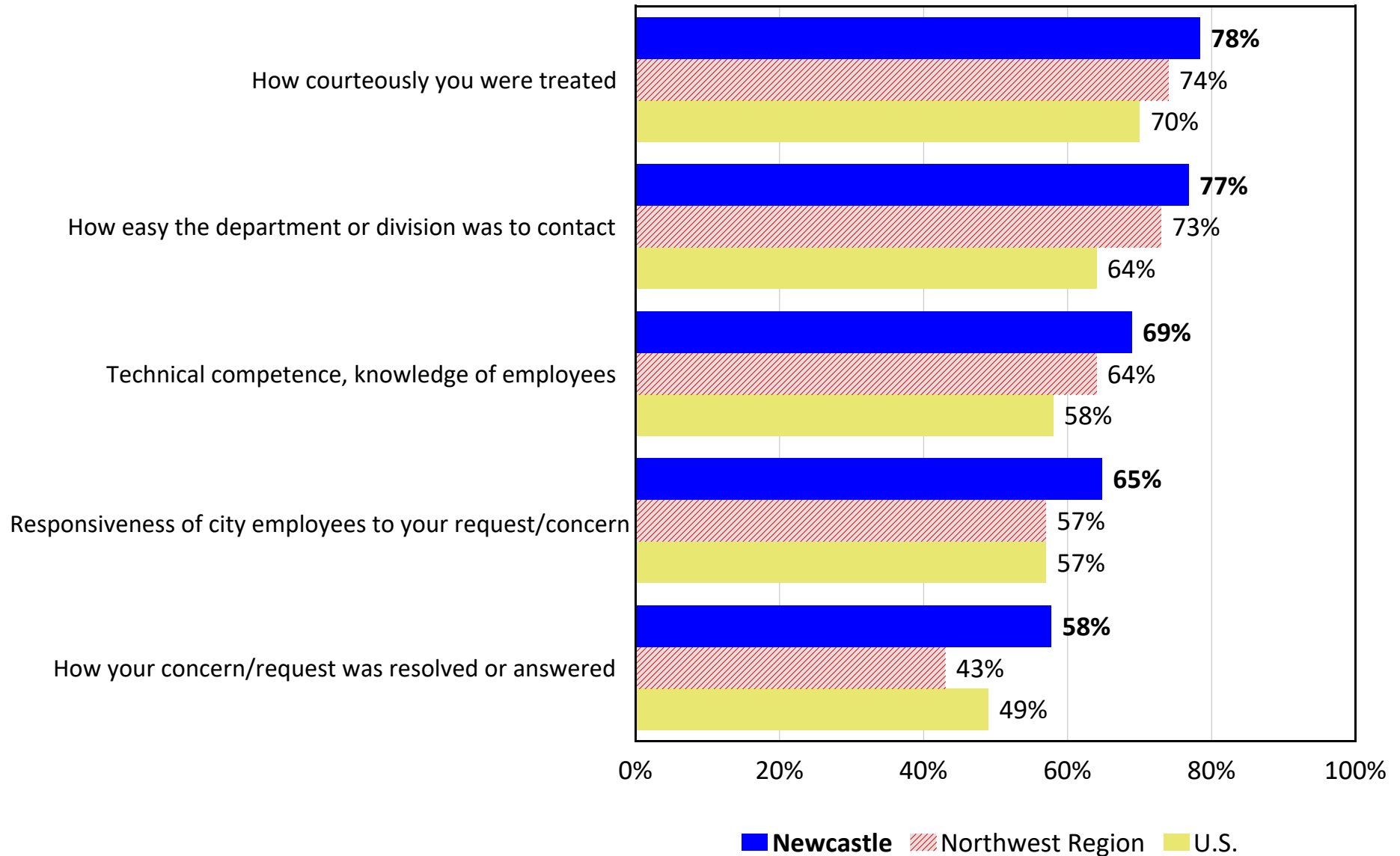
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding "don't know")



Source: ETC Institute (2019)

# Satisfaction With Quality of Service From City Employees

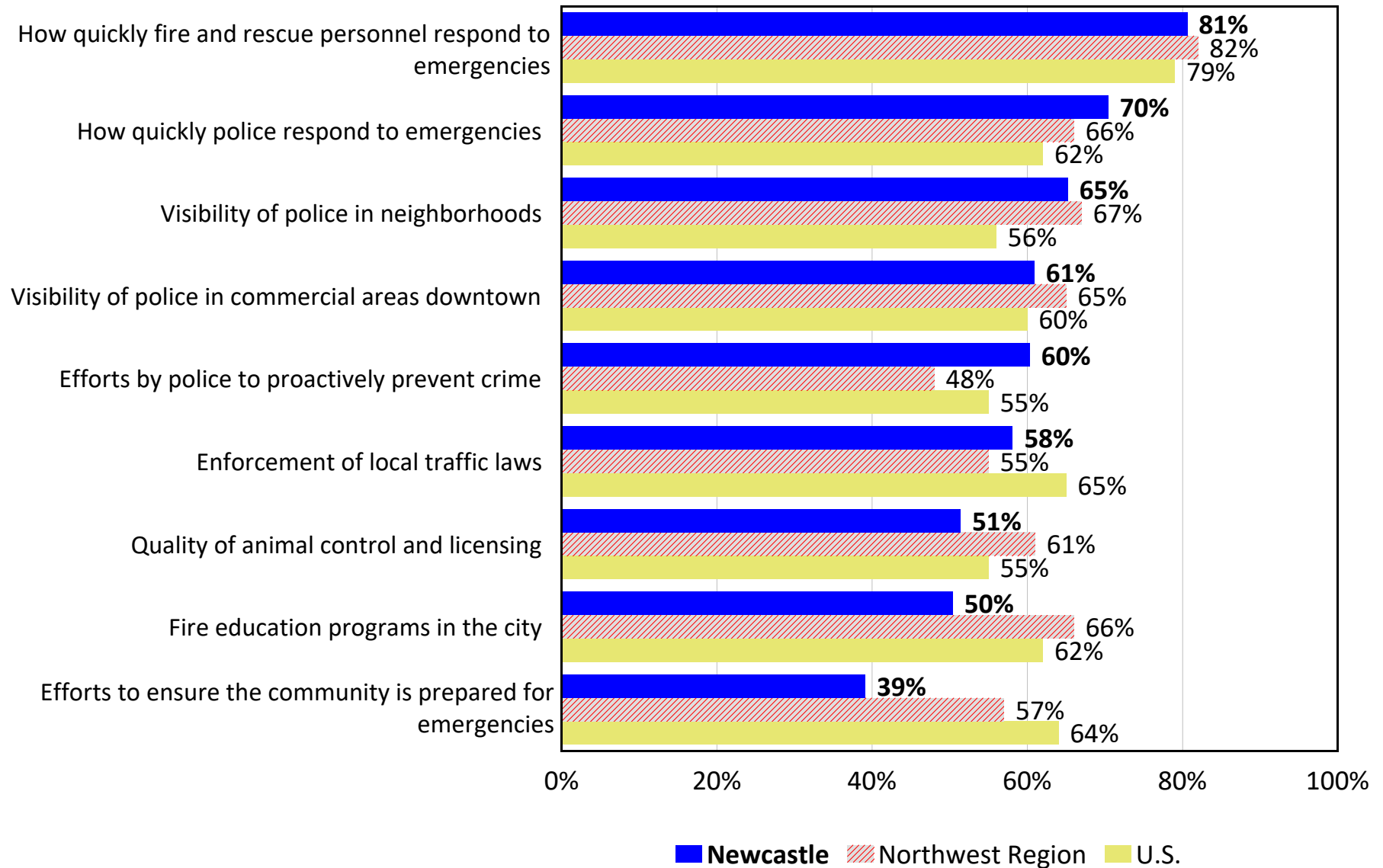
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding "don't know")



Source: ETC Institute (2019)

# Satisfaction With Public Safety Services

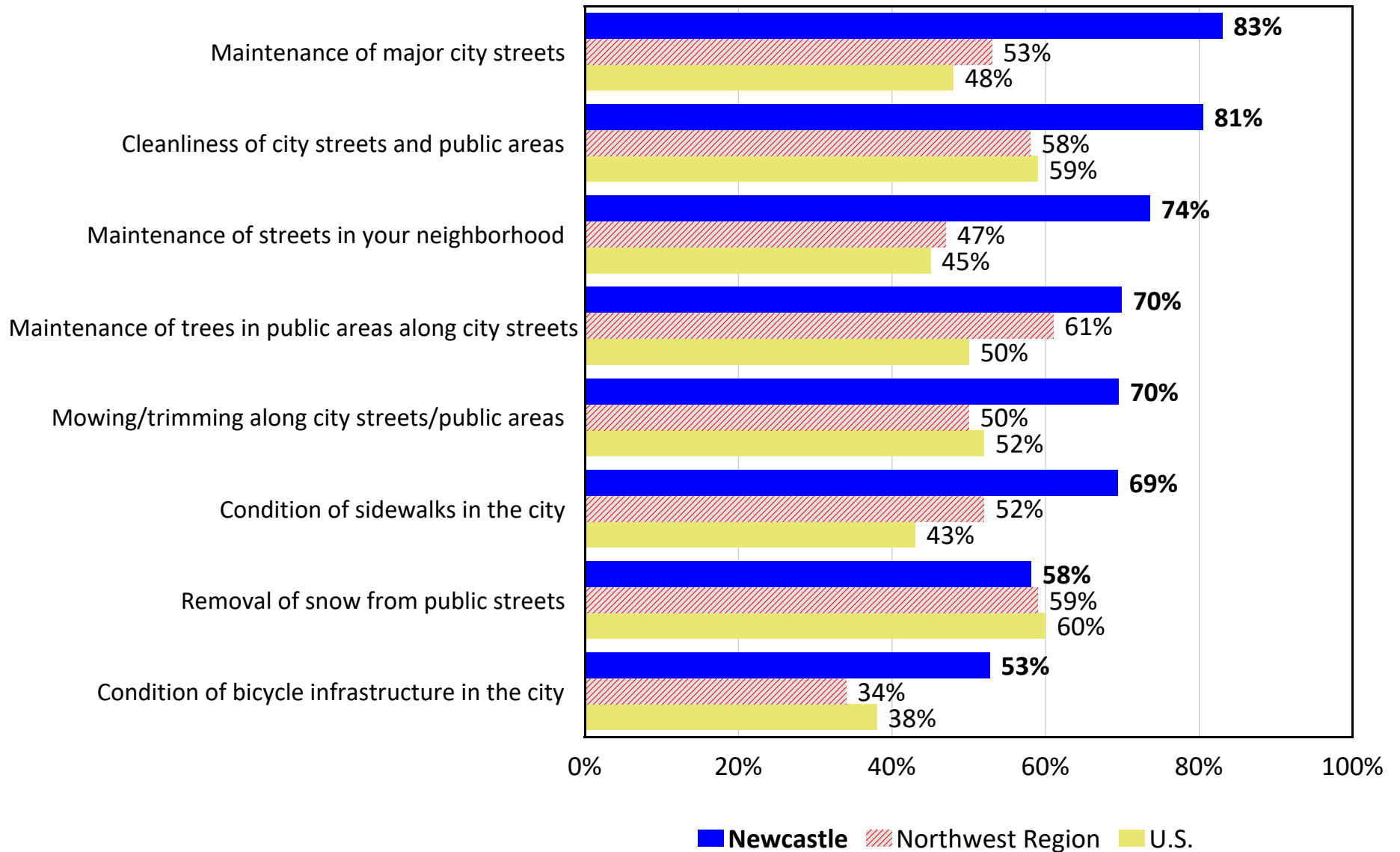
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding "don't know")



Source: ETC Institute (2019)

# Satisfaction With Street Infrastructure Maintenance

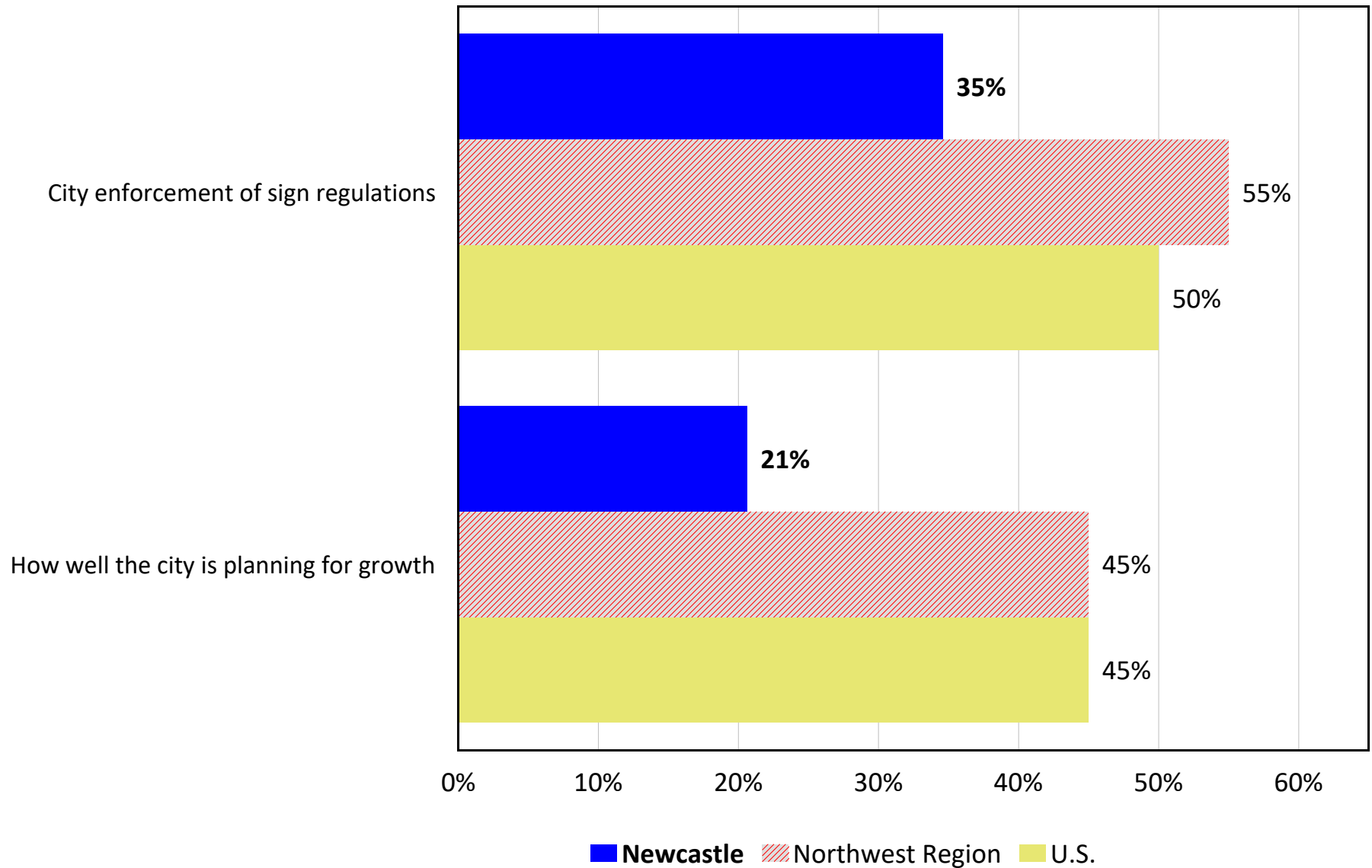
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding "don't know")



Source: ETC Institute (2019)

## Satisfaction With Planning and Development

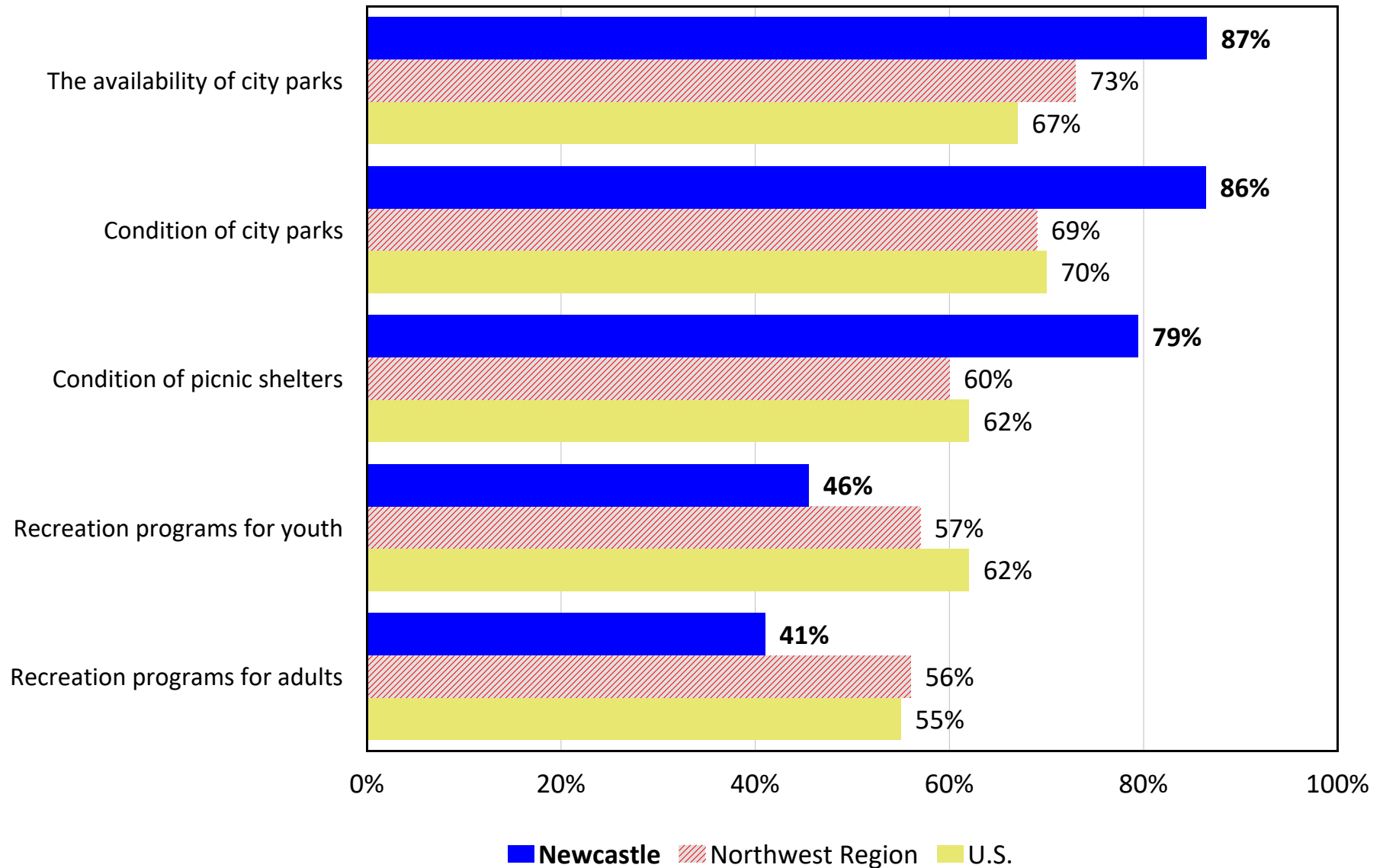
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding "don't know")



Source: ETC Institute (2019)

# Satisfaction With Parks and Recreation

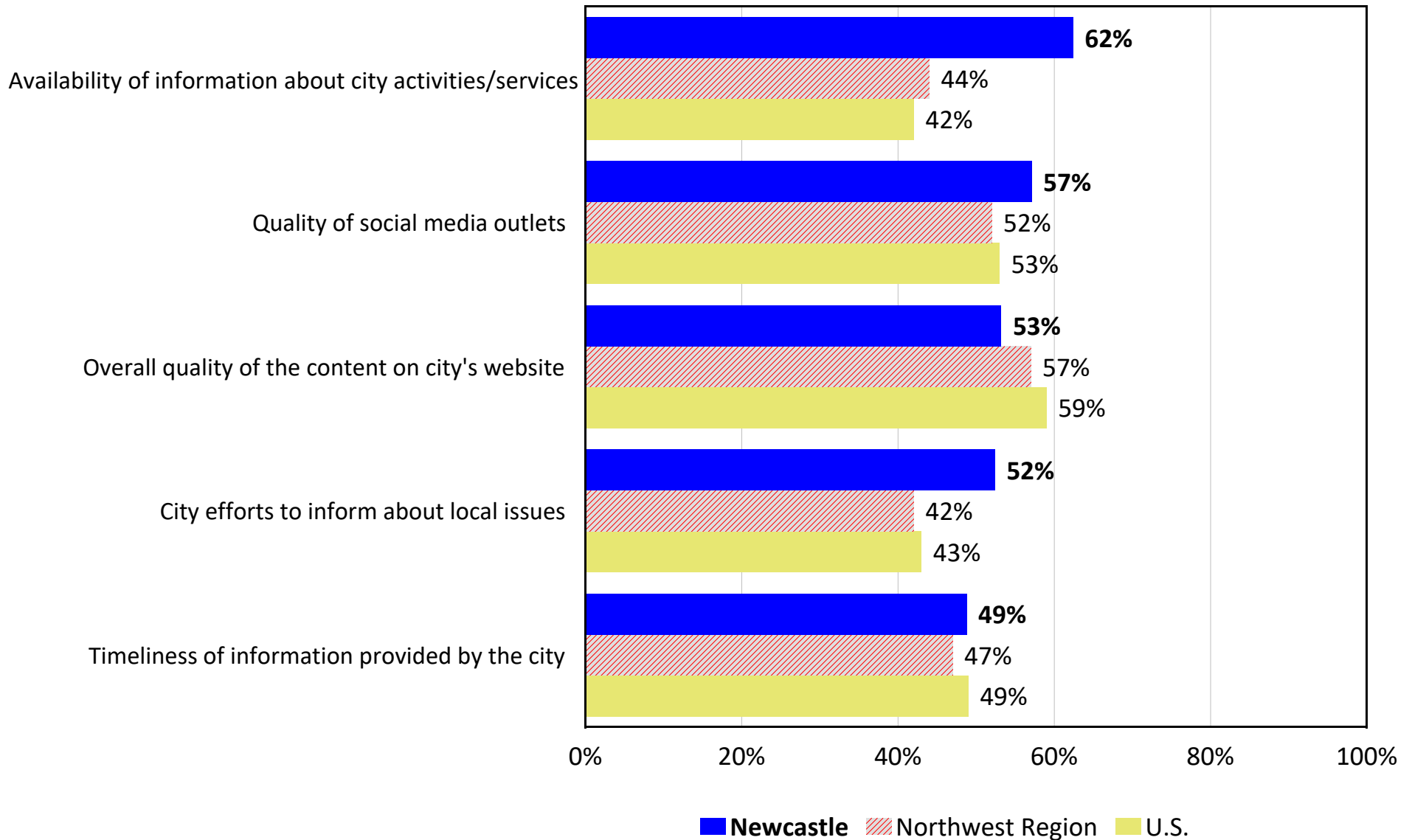
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding "don't know")



Source: ETC Institute (2019)

# Satisfaction With Communication and Engagement

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding "don't know")



Source: ETC Institute (2019)

## **Section 3**

### ***Importance-Satisfaction Analysis***

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# Importance-Satisfaction Analysis

## City of Newcastle, Washington

### Overview

Today, City officials have limited resources which need to be targeted to activities that are of the most benefit to their citizens. Two of the most important criteria for decision making are (1) to target resources toward services of the highest importance to citizens; and (2) to target resources toward those services where citizens are the least satisfied.

The Importance-Satisfaction (IS) rating is a unique tool that allows public officials to better understand both of these highly important decision-making criteria for each of the services they are providing. The Importance-Satisfaction rating is based on the concept that public agencies will maximize overall customer satisfaction by emphasizing improvements in those areas where the level of satisfaction is relatively low, and the perceived importance of the service is relatively high.

### Methodology

The rating is calculated by summing the percentage of responses for items selected as the first, second, and third most important services for the City to emphasize over the next two years. The sum is then multiplied by 1 minus the percentage of respondents who indicated they were positively satisfied with the City's performance in the related area (the sum of the ratings of 4 and 5 on a 5-point scale excluding "Don't Know" responses). "Don't Know" responses are excluded from the calculation to ensure the satisfaction ratings among service categories are comparable.  $[IS = \text{Importance} \times (1 - \text{Satisfaction})]$ .

**Example of the Calculation:** Respondents were asked to identify the major categories of city services they thought should receive the most emphasis over the next two years. Approximately fifty-five percent (54.9%) of respondents selected *flow of traffic and congestion management on streets* as one of the most important services for the City to emphasize.

With regard to satisfaction, 41% of respondents surveyed rated the City's overall performance for *flow of traffic and congestion management on streets* as a "4" or "5" on a 5-point scale (where "5" means "Very Satisfied") excluding "don't know" responses. The I-S rating was calculated by multiplying the sum of the most important percentages by 1 minus the sum of the satisfaction percentages. In this example 54.9% was multiplied by 59% (1-0.41). This calculation yielded an I-S rating of 0.3239, which ranked first out of 14 major service categories.

The maximum rating is 1.00 and would be achieved when 100% of the respondents select an item as one of their top three choices to emphasize over the next two years and 0% indicate they are positively satisfied with the delivery of the service.



The lowest rating is 0.00 and could be achieved under either of the following two situations:

- If 100% of the respondents were positively satisfied with the delivery of the service
- If none (0%) of the respondents selected the service as one for the three most important areas for the City to emphasize over the next two years.

## Interpreting the Ratings

Ratings that are greater than or equal to 0.20 identify areas that should receive significantly more emphasis over the next two years. Ratings from 0.10 to 0.20 identify service areas that should receive increased emphasis. Ratings less than 0.10 should continue to receive the current level of emphasis.

- *Definitely Increase Emphasis* ( $IS \geq 0.20$ )
- *Increase Current Emphasis* ( $0.10 \leq IS < 0.20$ )
- *Maintain Current Emphasis* ( $IS < 0.10$ )

The results for the City of Newcastle are provided on the following pages.

## 2019 Importance-Satisfaction Rating

### Newcastle, WA

### Overall City Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b><u>Very High Priority (IS &gt;.20)</u></b>						
Flow of traffic/congestion management on streets	55%	1	41%	12	0.3239	1
Efforts by the city to regulate development	45%	2	29%	14	0.3203	2
<b><u>Medium Priority (IS &lt;.10)</u></b>						
Efforts to sustain environmental quality	21%	5	61%	8	0.0829	3
Local police protection	36%	3	81%	3	0.0679	4
Permitting and inspection services	9%	8	38%	13	0.0568	5
Maintenance of city streets and rights-of-way	26%	4	79%	4	0.0554	6
Enforcement of city codes and ordinances	9%	9	56%	10	0.0375	7
Recreation programs and special events	9%	10	62%	6	0.0323	8
Arts, cultural, and heritage programs	6%	12	50%	11	0.0294	9
City communications	7%	11	59%	9	0.0280	10
City parks, trails, and open space	20%	6	87%	2	0.0253	11
Fire and emergency medical services	19%	7	87%	1	0.0238	12
Customer service you receive from city employees	4%	14	62%	7	0.0146	13
Stormwater management	5%	13	77%	5	0.0104	14

**Note:** The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

**Most Important %:**

The "Most Important" percentage represents the sum of the first, second, and third most important responses for each item. Respondents were asked to identify the items they thought should be the City's top priorities.

**Satisfaction %:**

The "Satisfaction" percentage represents the sum of the ratings "5" and "4" excluding 'don't knows.' Respondents ranked their level of satisfaction with each of the items on a scale of 5 to 1 with "5" being Very Satisfied and "1" being Very Dissatisfied.

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## 2019 Importance-Satisfaction Rating

### Newcastle, WA

### Public Safety Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b><u>Very High Priority (IS &gt;.20)</u></b>						
Efforts to ensure the community is prepared for emergencies	39%	2	39%	10	0.2387	1
How well your neighborhood is prepared for an emergency	29%	4	31%	11	0.2021	2
<b><u>High Priority (IS .10-.20)</u></b>						
Efforts by police to proactively prevent crime	48%	1	60%	6	0.1921	3
Visibility of police in neighborhoods	35%	3	65%	4	0.1218	4
<b><u>Medium Priority (IS &lt;.10)</u></b>						
Enforcement of local traffic laws	21%	5	58%	7	0.0876	5
Visibility of police in commercial areas downtown	19%	7	61%	5	0.0743	6
How quickly police respond to emergencies	21%	6	70%	2	0.0610	7
Fire education programs in the city	9%	10	50%	9	0.0451	8
How quickly fire and rescue personnel respond to emergencies	19%	8	81%	1	0.0365	9
Quality of animal control and licensing	7%	11	51%	8	0.0360	10
Accessibility of police for information or addressing concerns	11%	9	69%	3	0.0352	11

**Note:** The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

**Most Important %:**

The "Most Important" percentage represents the sum of the first, second, and third most important responses for each item. Respondents were asked to identify the items they thought should be the City's top priorities.

**Satisfaction %:**

The "Satisfaction" percentage represents the sum of the ratings "5" and "4" excluding 'don't knows.' Respondents ranked their level of satisfaction with each of the items on a scale of 5 to 1 with "5" being Very Satisfied and "1" being Very Dissatisfied.

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## 2019 Importance-Satisfaction Rating Newcastle, WA Street Infrastructure Maintenance

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b><u>Very High Priority (IS &gt;.20)</u></b>						
Removal of snow from public streets	49%	1	58%	7	0.2041	1
<b><u>High Priority (IS .10-.20)</u></b>						
Maintenance of streets in your neighborhood	40%	3	74%	3	0.1053	2
<b><u>Medium Priority (IS &lt;.10)</u></b>						
Condition of sidewalks in the city	28%	4	69%	6	0.0857	3
Maintenance of major city streets	47%	2	83%	1	0.0799	4
Mowing/trimming along city streets/public areas	25%	6	70%	5	0.0769	5
Maintenance of trees in public areas along city streets	24%	7	70%	4	0.0710	6
Condition of bicycle infrastructure in the city	15%	8	53%	8	0.0710	7
Cleanliness of city streets and public areas	27%	5	81%	2	0.0532	8

**Note:** The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

**Most Important %:**

The "Most Important" percentage represents the sum of the first, second, and third most important responses for each item. Respondents were asked to identify the items they thought should be the City's top priorities.

**Satisfaction %:**

The "Satisfaction" percentage represents the sum of the ratings "5" and "4" excluding 'don't knows.' Respondents ranked their level of satisfaction with each of the items on a scale of 5 to 1 with "5" being Very Satisfied and "1" being Very Dissatisfied.

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## 2019 Importance-Satisfaction Rating

### Newcastle, WA

### Transportation

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b><u>Very High Priority (IS &gt;.20)</u></b>						
Number of transit options	43%	1	26%	10	0.3188	1
<b><u>High Priority (IS .10-.20)</u></b>						
Availability of commuter parking	23%	6	27%	9	0.1679	2
How easy it is for you to travel to work	27%	4	48%	7	0.1409	3
Number of sidewalks in residential neighborhoods	27%	5	59%	5	0.1084	4
Pedestrian safety on the street where you live	36%	2	71%	2	0.1030	5
<b><u>Medium Priority (IS &lt;.10)</u></b>						
Condition of bus shelters and transit facilities	12%	9	52%	6	0.0592	6
Your feeling of safety when walking downtown	29%	3	81%	1	0.0535	7
Number of bike lanes/facilities within the city	10%	10	45%	8	0.0524	8
Availability of retail parking downtown	17%	7	70%	3	0.0507	9
How easy it is for your children to get to school	13%	8	62%	4	0.0500	10

**Note:** The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

**Most Important %:**

The "Most Important" percentage represents the sum of the first, second, and third most important responses for each item. Respondents were asked to identify the items they thought should be the City's top priorities.

**Satisfaction %:**

The "Satisfaction" percentage represents the sum of the ratings "5" and "4" excluding 'don't knows.' Respondents ranked their level of satisfaction with each of the items on a scale of 5 to 1 with "5" being Very Satisfied and "1" being Very Dissatisfied.

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## 2019 Importance-Satisfaction Rating

### Newcastle, WA

#### Planning and Development

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b><u>Very High Priority (IS &gt;.20)</u></b>						
How well the city is planning for growth	65%	9	21%	9	0.5193	1
Variety and number of businesses in downtown	54%	10	20%	10	0.4315	2
The quality of new development in the city	41%	1	36%	4	0.2602	3
<b><u>High Priority (IS .10-.20)</u></b>						
Amount of affordable housing in Newcastle	23%	8	30%	8	0.1577	4
<b><u>Medium Priority (IS &lt;.10)</u></b>						
Appearance of residential neighborhoods	18%	2	68%	1	0.0572	5
Transitions between different areas of land use	16%	6	33%	6	0.1034	6
Enforcement of construction codes/permit requirements	8%	7	31%	7	0.0537	7
Ease of obtaining permits for home remodels/improvements	8%	4	39%	2	0.0455	8
Ability to obtain information concerning planning, building, permitting and development	7%	3	38%	3	0.0420	9
City enforcement of sign regulations	6%	5	35%	5	0.0373	10

**Note:** The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

**Most Important %:**

The "Most Important" percentage represents the sum of the first, second, and third most important responses for each item. Respondents were asked to identify the items they thought should be the City's top priorities.

**Satisfaction %:**

The "Satisfaction" percentage represents the sum of the ratings "5" and "4" excluding 'don't knows.' Respondents ranked their level of satisfaction with each of the items on a scale of 5 to 1 with "5" being Very Satisfied and "1" being Very Dissatisfied.

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## 2019 Importance-Satisfaction Rating

### Newcastle, WA

### Surface Water Management

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b><u>High Priority (IS .10-.20)</u></b>						
Protecting and enhancing fish and wildlife habitat in local streams, lakes and wetlands	28%	1	53%	6	0.1339	1
City efforts to correct/prevent water pollution	27%	2	50%	7	0.1334	2
<b><u>Medium Priority (IS &lt;.10)</u></b>						
The frequency of street sweeping	23%	3	64%	5	0.0830	3
Information provided on stormwater/water pollution	12%	7	42%	8	0.0708	4
City efforts to correct and prevent problems arising from floods	18%	5	68%	4	0.0572	5
The condition of storm drains	20%	4	71%	2	0.0564	6
The condition of neighborhood stormwater ponds	15%	6	69%	3	0.0467	7
The frequency of street flooding	10%	8	76%	1	0.0244	8

**Note:** The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

**Most Important %:**

The "Most Important" percentage represents the sum of the first and second most important responses for each item. Respondents were asked to identify the items they thought should be the City's top priorities.

**Satisfaction %:**

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## 2019 Importance-Satisfaction Rating

### Newcastle, WA

### Parks and Recreation

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b><u>High Priority (IS .10-.20)</u></b>						
Recreation programs for seniors	25%	3	33%	11	0.1642	1
Recreation programs for adults	21%	5	41%	10	0.1233	2
Recreation programs for youth	20%	7	46%	9	0.1063	3
<b><u>Medium Priority (IS &lt;.10)</u></b>						
Special events sponsored by the city	20%	8	72%	7	0.0546	4
Condition of city parks	40%	1	86%	3	0.0541	5
Condition of trails and open spaces	30%	2	84%	4	0.0477	6
Condition of the restroom at Lake Boren Park	14%	10	68%	8	0.0447	7
Availability of trails and open spaces	24%	4	88%	1	0.0299	8
The availability of city parks	20%	6	87%	2	0.0266	9
Condition of city playgrounds	15%	9	84%	5	0.0238	10
Condition of picnic shelters	3%	11	79%	6	0.0066	11

**Note:** The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

**Most Important %:**

The "Most Important" percentage represents the sum of the first, second, and third most important responses for each item. Respondents were asked to identify the items they thought should be the City's top priorities.

**Satisfaction %:**

The "Satisfaction" percentage represents the sum of the ratings "5" and "4" excluding 'don't knows.' Respondents ranked their level of satisfaction with each of the items on a scale of 5 to 1 with "5" being Very Satisfied and "1" being Very Dissatisfied.

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## 2019 Importance-Satisfaction Rating

### Newcastle, WA

### Communication and Engagement

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b><u>Very High Priority (IS &gt;.20)</u></b>						
Communications about the City Council and its decisions	48%	1	29%	11	0.3394	1
Communications concerning impactful development projects	34%	3	36%	10	0.2189	2
<b><u>High Priority (IS .10-.20)</u></b>						
City efforts to inform about local issues	36%	2	52%	5	0.1728	3
Communications on road closures and construction	25%	4	51%	6	0.1240	4
<b><u>Medium Priority (IS &lt;.10)</u></b>						
Availability of information about city activities/services	23%	5	62%	1	0.0872	5
Availability of information about police activities/programs	17%	6	50%	7	0.0858	6
Timeliness of information provided by the city	13%	7	49%	9	0.0645	7
City's email newsletter/other email communications	12%	8	62%	2	0.0457	8
Ease of using the city's website	7%	9	50%	8	0.0351	9
Overall quality of the content on city's website	7%	10	53%	4	0.0304	10
Quality of social media outlets	5%	11	57%	3	0.0193	11

**Note:** The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

**Most Important %:**

The "Most Important" percentage represents the sum of the first, second, and third most important responses for each item. Respondents were asked to identify the items they thought should be the City's top priorities.

**Satisfaction %:**

The "Satisfaction" percentage represents the sum of the ratings "5" and "4" excluding 'don't knows.' Respondents ranked their level of satisfaction with each of the items on a scale of 5 to 1 with "5" being Very Satisfied and "1" being Very Dissatisfied.

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## **Section 4**

### ***Tabular Data***

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**Q1. Community Livability. Thinking of the general quality of life in Newcastle, please rate each item on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."**

(N=473)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q1-1. Overall quality of life in Newcastle	37.2%	53.1%	6.1%	1.9%	0.2%	1.5%
Q1-2. Your overall feeling of safety in City	30.9%	53.3%	11.4%	3.4%	0.0%	1.1%
Q1-3. Appearance of your community	27.7%	52.4%	14.0%	3.8%	0.6%	1.5%
Q1-4. Newcastle's proximity to employers	26.6%	36.8%	24.5%	3.6%	0.6%	7.8%
Q1-5. Quality of Newcastle's downtown area	8.5%	35.3%	34.0%	15.0%	4.9%	2.3%
Q1-6. Your opportunities for recreation	22.8%	44.6%	22.6%	6.6%	1.1%	2.3%
Q1-7. Ease of transportation & transit options	8.2%	20.9%	31.5%	21.1%	8.2%	9.9%
Q1-8. Newcastle as a place to raise children	33.4%	44.2%	8.9%	1.1%	0.4%	12.1%
Q1-9. Newcastle as a place to retire	19.7%	30.9%	24.1%	9.9%	3.6%	11.8%
Q1-10. Newcastle as a place to shop	4.4%	19.2%	37.0%	27.3%	9.9%	2.1%

**WITHOUT "DON'T KNOW"**

**Q1. Community Livability. Thinking of the general quality of life in Newcastle, please rate each item on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")**

(N=473)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q1-1. Overall quality of life in Newcastle	37.8%	53.9%	6.2%	1.9%	0.2%
Q1-2. Your overall feeling of safety in City	31.2%	53.8%	11.5%	3.4%	0.0%
Q1-3. Appearance of your community	28.1%	53.2%	14.2%	3.9%	0.6%
Q1-4. Newcastle's proximity to employers	28.9%	39.9%	26.6%	3.9%	0.7%
Q1-5. Quality of Newcastle's downtown area	8.7%	36.1%	34.8%	15.4%	5.0%
Q1-6. Your opportunities for recreation	23.4%	45.7%	23.2%	6.7%	1.1%
Q1-7. Ease of transportation & transit options	9.2%	23.2%	35.0%	23.5%	9.2%
Q1-8. Newcastle as a place to raise children	38.0%	50.2%	10.1%	1.2%	0.5%
Q1-9. Newcastle as a place to retire	22.3%	35.0%	27.3%	11.3%	4.1%
Q1-10. Newcastle as a place to shop	4.5%	19.7%	37.8%	27.9%	10.2%

**Q2. City Services in General. The City of Newcastle provides some services directly and some through contracts. For each of the following broad categories, please rate each of the following on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."**

(N=473)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q2-1. Local police protection	26.6%	50.7%	14.4%	3.4%	0.2%	4.7%
Q2-2. Fire & emergency medical services	35.9%	42.1%	10.8%	0.2%	0.4%	10.6%
Q2-3. City parks, trails, & open space	42.3%	43.6%	9.3%	3.0%	0.4%	1.5%
Q2-4. Maintenance of City streets & rights-of-way	27.7%	49.7%	14.8%	4.9%	1.3%	1.7%
Q2-5. Stormwater management	25.4%	44.0%	18.6%	1.3%	0.8%	9.9%
Q2-6. Enforcement of City codes & ordinances	13.1%	34.5%	29.4%	5.1%	2.3%	15.6%
Q2-7. Overall flow of traffic & congestion management on streets	8.2%	31.7%	29.2%	19.5%	8.9%	2.5%
Q2-8. Recreation programs & special events	15.6%	42.7%	30.4%	5.1%	0.2%	5.9%
Q2-9. Arts, cultural, & heritage programs	10.8%	32.8%	35.3%	6.8%	1.3%	13.1%
Q2-10. Customer service you receive from City employees	16.5%	30.4%	23.3%	4.7%	1.3%	23.9%
Q2-11. Efforts to sustain environmental quality	13.5%	38.1%	26.0%	4.9%	1.9%	15.6%
Q2-12. City communications	17.1%	37.8%	29.8%	6.1%	2.5%	6.6%
Q2-13. Efforts by City to regulate development	6.6%	19.5%	29.8%	21.6%	11.6%	11.0%
Q2-14. Permitting & inspection services (e.g. issuing building permits)	5.7%	18.4%	27.3%	8.5%	4.2%	35.9%

**WITHOUT "DON'T KNOW"**

**Q2. City Services in General. The City of Newcastle provides some services directly and some through contracts. For each of the following broad categories, please rate each of the following on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")**

(N=473)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q2-1. Local police protection	27.9%	53.2%	15.1%	3.5%	0.2%
Q2-2. Fire & emergency medical services	40.2%	47.0%	12.1%	0.2%	0.5%
Q2-3. City parks, trails, & open space	42.9%	44.2%	9.4%	3.0%	0.4%
Q2-4. Maintenance of City streets & rights-of-way	28.2%	50.5%	15.1%	4.9%	1.3%
Q2-5. Stormwater management	28.2%	48.8%	20.7%	1.4%	0.9%
Q2-6. Enforcement of City codes & ordinances	15.5%	40.9%	34.8%	6.0%	2.8%
Q2-7. Overall flow of traffic & congestion management on streets	8.5%	32.5%	29.9%	20.0%	9.1%
Q2-8. Recreation programs & special events	16.6%	45.4%	32.4%	5.4%	0.2%
Q2-9. Arts, cultural, & heritage programs	12.4%	37.7%	40.6%	7.8%	1.5%
Q2-10. Customer service you receive from City employees	21.7%	40.0%	30.6%	6.1%	1.7%
Q2-11. Efforts to sustain environmental quality	16.0%	45.1%	30.8%	5.8%	2.3%
Q2-12. City communications	18.3%	40.5%	31.9%	6.6%	2.7%
Q2-13. Efforts by City to regulate development	7.4%	21.9%	33.5%	24.2%	13.1%
Q2-14. Permitting & inspection services (e.g. issuing building permits)	8.9%	28.7%	42.6%	13.2%	6.6%

**Q3. Which THREE of the major categories of City services listed in Question 2 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?**

Q3. Top choice	Number	Percent
Local police protection	96	20.3 %
Fire & emergency medical services	9	1.9 %
City parks, trails, & open space	12	2.5 %
Maintenance of City streets & rights-of-way	27	5.7 %
Stormwater management	8	1.7 %
Enforcement of City codes & ordinances	10	2.1 %
Overall flow of traffic & congestion management on streets	124	26.2 %
Recreation programs & special events	11	2.3 %
Arts, cultural, & heritage programs	10	2.1 %
Customer service you receive from City employees	2	0.4 %
Efforts to sustain environmental quality	21	4.4 %
City communications	9	1.9 %
Efforts by City to regulate development	92	19.5 %
Permitting & inspection services (e.g. issuing building permits)	8	1.7 %
None chosen	34	7.2 %
Total	473	100.0 %

**Q3. Which THREE of the major categories of City services listed in Question 2 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?**

Q3. 2nd choice	Number	Percent
Local police protection	36	7.6 %
Fire & emergency medical services	59	12.5 %
City parks, trails, & open space	33	7.0 %
Maintenance of City streets & rights-of-way	40	8.5 %
Stormwater management	7	1.5 %
Enforcement of City codes & ordinances	12	2.5 %
Overall flow of traffic & congestion management on streets	82	17.3 %
Recreation programs & special events	14	3.0 %
Arts, cultural, & heritage programs	7	1.5 %
Customer service you receive from City employees	10	2.1 %
Efforts to sustain environmental quality	32	6.8 %
City communications	5	1.1 %
Efforts by City to regulate development	76	16.1 %
Permitting & inspection services (e.g. issuing building permits)	16	3.4 %
None chosen	44	9.3 %
Total	473	100.0 %

**Q3. Which THREE of the major categories of City services listed in Question 2 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?**

Q3. 3rd choice	Number	Percent
Local police protection	38	8.0 %
Fire & emergency medical services	20	4.2 %
City parks, trails, & open space	48	10.1 %
Maintenance of City streets & rights-of-way	56	11.8 %
Stormwater management	6	1.3 %
Enforcement of City codes & ordinances	19	4.0 %
Overall flow of traffic & congestion management on streets	54	11.4 %
Recreation programs & special events	15	3.2 %
Arts, cultural, & heritage programs	11	2.3 %
Customer service you receive from City employees	6	1.3 %
Efforts to sustain environmental quality	48	10.1 %
City communications	18	3.8 %
Efforts by City to regulate development	46	9.7 %
Permitting & inspection services (e.g. issuing building permits)	19	4.0 %
None chosen	69	14.6 %
Total	473	100.0 %

**SUM OF TOP 3 CHOICES**

**Q3. Which THREE of the major categories of City services listed in Question 2 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? (top 3)**

Q3. Sum of top 3 choices	Number	Percent
Local police protection	170	35.9 %
Fire & emergency medical services	88	18.6 %
City parks, trails, & open space	93	19.7 %
Maintenance of City streets & rights-of-way	123	26.0 %
Stormwater management	21	4.4 %
Enforcement of City codes & ordinances	41	8.7 %
Overall flow of traffic & congestion management on streets	260	55.0 %
Recreation programs & special events	40	8.5 %
Arts, cultural, & heritage programs	28	5.9 %
Customer service you receive from City employees	18	3.8 %
Efforts to sustain environmental quality	101	21.4 %
City communications	32	6.8 %
Efforts by City to regulate development	214	45.2 %
Permitting & inspection services (e.g. issuing building permits)	43	9.1 %
None chosen	34	7.2 %
Total	1306	

**Q4. Have you contacted the City with a question, problem, or complaint during the past year?**

Q4. Have you contacted City with a question, problem, or complaint during past year	Number	Percent
Yes	165	34.9 %
No	308	65.1 %
Total	473	100.0 %

**Q4a. Which City department or division did you contact most recently?**

Q4a. Which City department or division did you contact most recently	Number	Percent
Administration, City Hall Front Desk	42	25.5 %
City Clerk	4	2.4 %
Community Development-Permitting	18	10.9 %
Community Development-Planning	10	6.1 %
Public Works-Streets	33	20.0 %
Public Works-Engineering	8	4.8 %
Surface Water Management	5	3.0 %
Police	27	16.4 %
Finance	1	0.6 %
City Manager	11	6.7 %
Not provided	6	3.6 %
Total	165	100.0 %

**WITHOUT "NOT PROVIDED"****Q4a. Which City department or division did you contact most recently? (without "not provided")**

Q4a. Which City department or division did you contact most recently	Number	Percent
Administration, City Hall Front Desk	42	26.4 %
City Clerk	4	2.5 %
Community Development-Permitting	18	11.3 %
Community Development-Planning	10	6.3 %
Public Works-Streets	33	20.8 %
Public Works-Engineering	8	5.0 %
Surface Water Management	5	3.1 %
Police	27	17.0 %
Finance	1	0.6 %
City Manager	11	6.9 %
Total	159	100.0 %

**Q4b. Several factors that may influence your perception of the quality of service you receive from City employees are listed below. Please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following based on your most recent experience with the City.**

(N=165)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q4b-1. How easy the department or division was to contact	37.0%	37.0%	12.7%	7.3%	2.4%	3.6%
Q4b-2. How courteously you were treated	43.0%	32.1%	12.7%	4.8%	3.0%	4.2%
Q4b-3. Technical competence, knowledge of employees who assisted you	33.9%	29.1%	18.2%	4.8%	5.5%	8.5%
Q4b-4. Overall responsiveness of City employees to your request or concern	30.3%	30.9%	15.8%	10.3%	7.3%	5.5%
Q4b-5. How your concern or request was resolved or answered	28.5%	26.1%	14.5%	12.7%	12.7%	5.5%

**WITHOUT "DON'T KNOW"**

**Q4b. Several factors that may influence your perception of the quality of service you receive from City employees are listed below. Please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following based on your most recent experience with the City. (without "don't know")**

(N=165)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q4b-1. How easy the department or division was to contact	38.4%	38.4%	13.2%	7.5%	2.5%
Q4b-2. How courteously you were treated	44.9%	33.5%	13.3%	5.1%	3.2%
Q4b-3. Technical competence, knowledge of employees who assisted you	37.1%	31.8%	19.9%	5.3%	6.0%
Q4b-4. Overall responsiveness of City employees to your request or concern	32.1%	32.7%	16.7%	10.9%	7.7%
Q4b-5. How your concern or request was resolved or answered	30.1%	27.6%	15.4%	13.5%	13.5%

**Q5. Public Safety. Please rate each of the following on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."**

(N=473)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q5-1. Visibility of police in neighborhoods	19.0%	44.8%	24.7%	8.0%	1.3%	2.1%
Q5-2. Visibility of police in commercial areas downtown	14.8%	42.9%	30.2%	5.7%	1.1%	5.3%
Q5-3. Efforts by police to proactively prevent crime	16.7%	33.8%	26.6%	5.1%	1.5%	16.3%
Q5-4. Enforcement of local traffic laws	14.4%	39.1%	26.0%	9.9%	2.5%	8.0%
Q5-5. How quickly police respond to emergencies	19.2%	26.6%	15.4%	2.7%	1.1%	34.9%
Q5-6. Accessibility of police for information or addressing concerns	20.3%	30.9%	18.0%	3.8%	1.1%	26.0%
Q5-7. How quickly fire & rescue personnel respond to emergencies	29.0%	25.6%	11.6%	1.3%	0.2%	32.3%
Q5-8. Fire education programs in City	9.9%	17.8%	23.0%	3.4%	0.8%	45.0%
Q5-9. Efforts to ensure the community is prepared for emergencies	8.0%	19.0%	31.3%	9.3%	1.5%	30.9%
Q5-10. How well your neighborhood is prepared for an emergency	5.7%	15.0%	31.5%	11.8%	3.2%	32.8%
Q5-11. Quality of animal control & licensing	8.9%	25.2%	26.4%	4.2%	1.5%	33.8%

**WITHOUT "DON'T KNOW"**

**Q5. Public Safety. Please rate each of the following on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")**

(N=473)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q5-1. Visibility of police in neighborhoods	19.4%	45.8%	25.3%	8.2%	1.3%
Q5-2. Visibility of police in commercial areas downtown	15.6%	45.3%	31.9%	6.0%	1.1%
Q5-3. Efforts by police to proactively prevent crime	19.9%	40.4%	31.8%	6.1%	1.8%
Q5-4. Enforcement of local traffic laws	15.6%	42.5%	28.3%	10.8%	2.8%
Q5-5. How quickly police respond to emergencies	29.5%	40.9%	23.7%	4.2%	1.6%
Q5-6. Accessibility of police for information or addressing concerns	27.4%	41.7%	24.3%	5.1%	1.4%
Q5-7. How quickly fire & rescue personnel respond to emergencies	42.8%	37.8%	17.2%	1.9%	0.3%
Q5-8. Fire education programs in City	18.1%	32.3%	41.9%	6.2%	1.5%
Q5-9. Efforts to ensure the community is prepared for emergencies	11.6%	27.5%	45.3%	13.5%	2.1%
Q5-10. How well your neighborhood is prepared for an emergency	8.5%	22.3%	46.9%	17.6%	4.7%
Q5-11. Quality of animal control & licensing	13.4%	38.0%	39.9%	6.4%	2.2%

**Q6. Which THREE of the items listed in Question 5 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?**

<u>Q6. Top choice</u>	<u>Number</u>	<u>Percent</u>
Visibility of police in neighborhoods	82	17.3 %
Visibility of police in commercial areas downtown	18	3.8 %
Efforts by police to proactively prevent crime	103	21.8 %
Enforcement of local traffic laws	45	9.5 %
How quickly police respond to emergencies	22	4.7 %
Accessibility of police for information or addressing concerns	12	2.5 %
How quickly fire & rescue personnel respond to emergencies	18	3.8 %
Fire education programs in City	7	1.5 %
Efforts to ensure the community is prepared for emergencies	67	14.2 %
How well your neighborhood is prepared for an emergency	37	7.8 %
Quality of animal control & licensing	10	2.1 %
None chosen	52	11.0 %
Total	473	100.0 %

**Q6. Which THREE of the items listed in Question 5 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?**

<u>Q6. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Visibility of police in neighborhoods	39	8.2 %
Visibility of police in commercial areas downtown	44	9.3 %
Efforts by police to proactively prevent crime	74	15.6 %
Enforcement of local traffic laws	30	6.3 %
How quickly police respond to emergencies	44	9.3 %
Accessibility of police for information or addressing concerns	15	3.2 %
How quickly fire & rescue personnel respond to emergencies	34	7.2 %
Fire education programs in City	15	3.2 %
Efforts to ensure the community is prepared for emergencies	59	12.5 %
How well your neighborhood is prepared for an emergency	49	10.4 %
Quality of animal control & licensing	8	1.7 %
None chosen	62	13.1 %
Total	473	100.0 %

**Q6. Which THREE of the items listed in Question 5 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?**

Q6. 3rd choice	Number	Percent
Visibility of police in neighborhoods	45	9.5 %
Visibility of police in commercial areas downtown	28	5.9 %
Efforts by police to proactively prevent crime	52	11.0 %
Enforcement of local traffic laws	24	5.1 %
How quickly police respond to emergencies	31	6.6 %
Accessibility of police for information or addressing concerns	27	5.7 %
How quickly fire & rescue personnel respond to emergencies	37	7.8 %
Fire education programs in City	21	4.4 %
Efforts to ensure the community is prepared for emergencies	59	12.5 %
How well your neighborhood is prepared for an emergency	52	11.0 %
Quality of animal control & licensing	17	3.6 %
None chosen	80	16.9 %
Total	473	100.0 %

**SUM OF TOP 3 CHOICES**

**Q6. Which THREE of the items listed in Question 5 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? (top 3)**

Q6. Sum of top 3 choices	Number	Percent
Visibility of police in neighborhoods	166	35.1 %
Visibility of police in commercial areas downtown	90	19.0 %
Efforts by police to proactively prevent crime	229	48.4 %
Enforcement of local traffic laws	99	20.9 %
How quickly police respond to emergencies	97	20.5 %
Accessibility of police for information or addressing concerns	54	11.4 %
How quickly fire & rescue personnel respond to emergencies	89	18.8 %
Fire education programs in City	43	9.1 %
Efforts to ensure the community is prepared for emergencies	185	39.1 %
How well your neighborhood is prepared for an emergency	138	29.2 %
Quality of animal control & licensing	35	7.4 %
None chosen	52	11.0 %
Total	1277	

**Q7. Street Infrastructure Maintenance. Please rate each of the following on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."**

(N=473)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q7-1. Maintenance of major City streets	26.2%	55.6%	11.8%	3.2%	1.7%	1.5%
Q7-2. Maintenance of streets in your neighborhood	22.0%	50.5%	15.4%	7.4%	3.2%	1.5%
Q7-3. Mowing & trimming along City streets & other public areas	18.2%	49.7%	17.3%	9.1%	3.4%	2.3%
Q7-4. Condition of sidewalks in City	16.5%	50.1%	19.7%	8.0%	1.7%	4.0%
Q7-5. Condition of bicycle infrastructure in City	9.5%	30.0%	24.9%	8.2%	2.3%	24.9%
Q7-6. Cleanliness of City streets & public areas	22.6%	55.8%	16.5%	1.5%	1.1%	2.5%
Q7-7. Maintenance of trees in public areas along City streets	17.3%	51.0%	18.2%	7.4%	3.8%	2.3%
Q7-8. Removal of snow from public streets	19.0%	37.4%	21.6%	12.5%	6.8%	2.7%

**WITHOUT "DON'T KNOW"**

**Q7. Street Infrastructure Maintenance. Please rate each of the following on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")**

(N=473)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q7-1. Maintenance of major City streets	26.6%	56.4%	12.0%	3.2%	1.7%
Q7-2. Maintenance of streets in your neighborhood	22.3%	51.3%	15.7%	7.5%	3.2%
Q7-3. Mowing & trimming along City streets & other public areas	18.6%	50.9%	17.7%	9.3%	3.5%
Q7-4. Condition of sidewalks in City	17.2%	52.2%	20.5%	8.4%	1.8%
Q7-5. Condition of bicycle infrastructure in City	12.7%	40.0%	33.2%	11.0%	3.1%
Q7-6. Cleanliness of City streets & public areas	23.2%	57.3%	16.9%	1.5%	1.1%
Q7-7. Maintenance of trees in public areas along City streets	17.7%	52.2%	18.6%	7.6%	3.9%
Q7-8. Removal of snow from public streets	19.6%	38.5%	22.2%	12.8%	7.0%

**Q8. Which THREE of the items listed in Question 7 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?**

Q8. Top choice	Number	Percent
Maintenance of major City streets	125	26.4 %
Maintenance of streets in your neighborhood	48	10.1 %
Mowing & trimming along City streets & other public areas	28	5.9 %
Condition of sidewalks in City	41	8.7 %
Condition of bicycle infrastructure in City	19	4.0 %
Cleanliness of City streets & public areas	28	5.9 %
Maintenance of trees in public areas along City streets	22	4.7 %
Removal of snow from public streets	115	24.3 %
None chosen	47	9.9 %
Total	473	100.0 %

**Q8. Which THREE of the items listed in Question 7 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?**

Q8. 2nd choice	Number	Percent
Maintenance of major City streets	57	12.1 %
Maintenance of streets in your neighborhood	88	18.6 %
Mowing & trimming along City streets & other public areas	50	10.6 %
Condition of sidewalks in City	42	8.9 %
Condition of bicycle infrastructure in City	21	4.4 %
Cleanliness of City streets & public areas	50	10.6 %
Maintenance of trees in public areas along City streets	49	10.4 %
Removal of snow from public streets	40	8.5 %
None chosen	76	16.1 %
Total	473	100.0 %

**Q8. Which THREE of the items listed in Question 7 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?**

Q8. 3rd choice	Number	Percent
Maintenance of major City streets	40	8.5 %
Maintenance of streets in your neighborhood	53	11.2 %
Mowing & trimming along City streets & other public areas	41	8.7 %
Condition of sidewalks in City	49	10.4 %
Condition of bicycle infrastructure in City	31	6.6 %
Cleanliness of City streets & public areas	51	10.8 %
Maintenance of trees in public areas along City streets	40	8.5 %
Removal of snow from public streets	75	15.9 %
None chosen	93	19.7 %
Total	473	100.0 %

**SUM OF TOP 3 CHOICES**

**Q8. Which THREE of the items listed in Question 7 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? (top 3)**

<u>Q8. Sum of top 3 choices</u>	<u>Number</u>	<u>Percent</u>
Maintenance of major City streets	222	46.9 %
Maintenance of streets in your neighborhood	189	40.0 %
Mowing & trimming along City streets & other public areas	119	25.2 %
Condition of sidewalks in City	132	27.9 %
Condition of bicycle infrastructure in City	71	15.0 %
Cleanliness of City streets & public areas	129	27.3 %
Maintenance of trees in public areas along City streets	111	23.5 %
Removal of snow from public streets	230	48.6 %
None chosen	47	9.9 %
Total	1250	

**Q9. Transportation. Please rate each of the following on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."**

(N=473)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q9-1. Condition of bus shelters & transit facilities	8.2%	28.5%	22.8%	7.6%	3.6%	29.2%
Q9-2. Number of transit options	4.0%	15.6%	21.6%	23.5%	10.4%	24.9%
Q9-3. Availability of retail parking downtown	15.0%	52.2%	20.5%	7.2%	1.1%	4.0%
Q9-4. Availability of commuter parking	4.4%	14.8%	26.8%	16.9%	8.2%	28.8%
Q9-5. How easy it is for you to travel to work	11.8%	27.9%	23.5%	12.7%	6.6%	17.5%
Q9-6. How easy it is for your children to get to school	12.9%	22.4%	15.4%	4.4%	1.5%	43.3%
Q9-7. Number of bike lanes & facilities within City	8.9%	23.3%	27.3%	9.3%	3.0%	28.3%
Q9-8. Number of sidewalks in residential neighborhoods	16.5%	40.0%	22.0%	12.5%	4.7%	4.4%
Q9-9. Your feeling of safety when walking downtown	31.7%	45.7%	13.1%	3.4%	1.3%	4.9%
Q9-10. Pedestrian safety on the street where you live	26.4%	42.5%	13.3%	10.1%	4.7%	3.0%

**WITHOUT "DON'T KNOW"**

**Q9. Transportation. Please rate each of the following on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")**

(N=473)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q9-1. Condition of bus shelters & transit facilities	11.6%	40.3%	32.2%	10.7%	5.1%
Q9-2. Number of transit options	5.4%	20.8%	28.7%	31.3%	13.8%
Q9-3. Availability of retail parking downtown	15.6%	54.4%	21.4%	7.5%	1.1%
Q9-4. Availability of commuter parking	6.2%	20.8%	37.7%	23.7%	11.6%
Q9-5. How easy it is for you to travel to work	14.4%	33.8%	28.5%	15.4%	7.9%
Q9-6. How easy it is for your children to get to school	22.8%	39.6%	27.2%	7.8%	2.6%
Q9-7. Number of bike lanes & facilities within City	12.4%	32.4%	38.1%	13.0%	4.1%
Q9-8. Number of sidewalks in residential neighborhoods	17.3%	41.8%	23.0%	13.1%	4.9%
Q9-9. Your feeling of safety when walking downtown	33.3%	48.0%	13.8%	3.6%	1.3%
Q9-10. Pedestrian safety on the street where you live	27.2%	43.8%	13.7%	10.5%	4.8%

**Q10. Which THREE of the items listed in Question 9 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?**

<u>Q10. Top choice</u>	<u>Number</u>	<u>Percent</u>
Condition of bus shelters & transit facilities	17	3.6 %
Number of transit options	107	22.6 %
Availability of retail parking downtown	29	6.1 %
Availability of commuter parking	25	5.3 %
How easy it is for you to travel to work	48	10.1 %
How easy it is for your children to get to school	10	2.1 %
Number of bike lanes & facilities within City	11	2.3 %
Number of sidewalks in residential neighborhoods	53	11.2 %
Your feeling of safety when walking downtown	50	10.6 %
Pedestrian safety on the street where you live	58	12.3 %
None chosen	65	13.7 %
Total	473	100.0 %

**Q10. Which THREE of the items listed in Question 9 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?**

<u>Q10. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Condition of bus shelters & transit facilities	17	3.6 %
Number of transit options	57	12.1 %
Availability of retail parking downtown	26	5.5 %
Availability of commuter parking	45	9.5 %
How easy it is for you to travel to work	47	9.9 %
How easy it is for your children to get to school	28	5.9 %
Number of bike lanes & facilities within City	12	2.5 %
Number of sidewalks in residential neighborhoods	40	8.5 %
Your feeling of safety when walking downtown	45	9.5 %
Pedestrian safety on the street where you live	54	11.4 %
None chosen	102	21.6 %
Total	473	100.0 %

**Q10. Which THREE of the items listed in Question 9 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?**

Q10. 3rd choice	Number	Percent
Condition of bus shelters & transit facilities	24	5.1 %
Number of transit options	40	8.5 %
Availability of retail parking downtown	25	5.3 %
Availability of commuter parking	39	8.2 %
How easy it is for you to travel to work	34	7.2 %
How easy it is for your children to get to school	25	5.3 %
Number of bike lanes & facilities within City	22	4.7 %
Number of sidewalks in residential neighborhoods	32	6.8 %
Your feeling of safety when walking downtown	40	8.5 %
Pedestrian safety on the street where you live	56	11.8 %
None chosen	136	28.8 %
Total	473	100.0 %

**SUM OF TOP 3 CHOICES**

**Q10. Which THREE of the items listed in Question 9 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? (top 3)**

Q10. Sum of top 3 choices	Number	Percent
Condition of bus shelters & transit facilities	58	12.3 %
Number of transit options	204	43.1 %
Availability of retail parking downtown	80	16.9 %
Availability of commuter parking	109	23.0 %
How easy it is for you to travel to work	129	27.3 %
How easy it is for your children to get to school	63	13.3 %
Number of bike lanes & facilities within City	45	9.5 %
Number of sidewalks in residential neighborhoods	125	26.4 %
Your feeling of safety when walking downtown	135	28.5 %
Pedestrian safety on the street where you live	168	35.5 %
None chosen	65	13.7 %
Total	1181	

**Q11. Planning and Development. Please rate each of the following on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."**

(N=473)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q11-1. How well City is planning for growth	2.7%	15.0%	29.6%	27.1%	11.6%	14.0%
Q11-2. Transitions between different areas of land use	4.0%	22.8%	33.0%	15.6%	5.1%	19.5%
Q11-3. Appearance of residential neighborhoods	14.6%	51.2%	23.3%	4.9%	2.5%	3.6%
Q11-4. Amount of affordable housing in Newcastle	7.0%	16.9%	30.7%	14.2%	10.1%	21.1%
Q11-5. Variety & number of businesses in downtown	1.7%	17.5%	27.7%	34.9%	14.2%	4.0%
Q11-6. Ease of obtaining permits for home remodels or improvements	4.2%	13.5%	21.8%	3.0%	2.5%	55.0%
Q11-7. Your ability to obtain information concerning planning, building, permitting & development	4.7%	15.0%	22.6%	6.6%	2.5%	48.6%
Q11-8. Quality of new development in City	3.4%	27.9%	31.3%	16.5%	8.0%	12.9%
Q11-9. Enforcement of construction codes & permit requirements	3.0%	9.9%	20.3%	4.4%	3.8%	58.6%
Q11-10. City enforcement of sign regulations	5.5%	12.5%	24.3%	6.3%	3.4%	48.0%

**WITHOUT "DON'T KNOW"**

**Q11. Planning and Development. Please rate each of the following on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")**

(N=473)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q11-1. How well City is planning for growth	3.2%	17.4%	34.4%	31.4%	13.5%
Q11-2. Transitions between different areas of land use	5.0%	28.3%	40.9%	19.4%	6.3%
Q11-3. Appearance of residential neighborhoods	15.1%	53.1%	24.1%	5.0%	2.6%
Q11-4. Amount of affordable housing in Newcastle	8.8%	21.4%	38.9%	18.0%	12.9%
Q11-5. Variety & number of businesses in downtown	1.8%	18.3%	28.9%	36.3%	14.8%
Q11-6. Ease of obtaining permits for home remodels or improvements	9.4%	30.0%	48.4%	6.6%	5.6%
Q11-7. Your ability to obtain information concerning planning, building, permitting & development	9.1%	29.2%	44.0%	12.8%	4.9%
Q11-8. Quality of new development in City	3.9%	32.0%	35.9%	18.9%	9.2%
Q11-9. Enforcement of construction codes & permit requirements	7.1%	24.0%	49.0%	10.7%	9.2%
Q11-10. City enforcement of sign regulations	10.6%	24.0%	46.7%	12.2%	6.5%

**Q12. Which THREE of the items listed in Question 11 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?**

Q12. Top choice	Number	Percent
How well City is planning for growth	192	40.6 %
Transitions between different areas of land use	14	3.0 %
Appearance of residential neighborhoods	17	3.6 %
Amount of affordable housing in Newcastle	37	7.8 %
Variety & number of businesses in downtown	93	19.7 %
Ease of obtaining permits for home remodels or improvements	12	2.5 %
Your ability to obtain information concerning planning, building, permitting & development	6	1.3 %
Quality of new development in City	28	5.9 %
Enforcement of construction codes & permit requirements	9	1.9 %
City enforcement of sign regulations	4	0.8 %
None chosen	61	12.9 %
Total	473	100.0 %

**Q12. Which THREE of the items listed in Question 11 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?**

Q12. 2nd choice	Number	Percent
How well City is planning for growth	66	14.0 %
Transitions between different areas of land use	33	7.0 %
Appearance of residential neighborhoods	33	7.0 %
Amount of affordable housing in Newcastle	39	8.2 %
Variety & number of businesses in downtown	111	23.5 %
Ease of obtaining permits for home remodels or improvements	13	2.7 %
Your ability to obtain information concerning planning, building, permitting & development	9	1.9 %
Quality of new development in City	63	13.3 %
Enforcement of construction codes & permit requirements	12	2.5 %
City enforcement of sign regulations	9	1.9 %
None chosen	85	18.0 %
Total	473	100.0 %

**Q12. Which THREE of the items listed in Question 11 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?**

Q12. 3rd choice	Number	Percent
How well City is planning for growth	51	10.8 %
Transitions between different areas of land use	26	5.5 %
Appearance of residential neighborhoods	35	7.4 %
Amount of affordable housing in Newcastle	31	6.6 %
Variety & number of businesses in downtown	51	10.8 %
Ease of obtaining permits for home remodels or improvements	11	2.3 %
Your ability to obtain information concerning planning, building, permitting & development	17	3.6 %
Quality of new development in City	101	21.4 %
Enforcement of construction codes & permit requirements	16	3.4 %
City enforcement of sign regulations	14	3.0 %
None chosen	120	25.4 %
Total	473	100.0 %

**SUM OF TOP 3 CHOICES**

**Q12. Which THREE of the items listed in Question 11 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? (top 3)**

Q12. Sum of top 3 choices	Number	Percent
How well City is planning for growth	309	65.3 %
Transitions between different areas of land use	73	15.4 %
Appearance of residential neighborhoods	85	18.0 %
Amount of affordable housing in Newcastle	107	22.6 %
Variety & number of businesses in downtown	255	53.9 %
Ease of obtaining permits for home remodels or improvements	36	7.6 %
Your ability to obtain information concerning planning, building, permitting & development	32	6.8 %
Quality of new development in City	192	40.6 %
Enforcement of construction codes & permit requirements	37	7.8 %
City enforcement of sign regulations	27	5.7 %
None chosen	61	12.9 %
Total	1214	

**Q13. Surface Water Management. On a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with the following aspects of surface water management in the City of Newcastle.**

(N=473)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q13-1. Condition of neighborhood stormwater ponds	15.9%	41.4%	20.5%	4.4%	0.4%	17.3%
Q13-2. Condition of storm drains	16.7%	45.2%	20.5%	3.6%	1.1%	12.9%
Q13-3. Frequency of street flooding	23.7%	43.8%	17.3%	3.8%	0.6%	10.8%
Q13-4. City efforts to correct & prevent problems arising from floods	12.5%	35.1%	18.0%	3.0%	1.1%	30.4%
Q13-5. Frequency of street sweeping	17.3%	41.6%	23.0%	8.7%	1.7%	7.6%
Q13-6. Information provided on stormwater & water pollution	8.0%	22.2%	33.4%	7.6%	1.5%	27.3%
Q13-7. City efforts to correct & prevent water pollution	8.2%	23.0%	24.5%	4.9%	1.5%	37.8%
Q13-8. Protecting & enhancing fish & wildlife habitat in local streams, lakes & wetlands	8.5%	26.8%	23.3%	6.3%	2.1%	33.0%

**WITHOUT "DON'T KNOW"**

**Q13. Surface Water Management. On a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with the following aspects of surface water management in the City of Newcastle. (without "don't know")**

(N=473)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q13-1. Condition of neighborhood stormwater ponds	19.2%	50.1%	24.8%	5.4%	0.5%
Q13-2. Condition of storm drains	19.2%	51.9%	23.5%	4.1%	1.2%
Q13-3. Frequency of street flooding	26.5%	49.1%	19.4%	4.3%	0.7%
Q13-4. City efforts to correct & prevent problems arising from floods	17.9%	50.5%	25.8%	4.3%	1.5%
Q13-5. Frequency of street sweeping	18.8%	45.1%	24.9%	9.4%	1.8%
Q13-6. Information provided on stormwater & water pollution	11.0%	30.5%	45.9%	10.5%	2.0%
Q13-7. City efforts to correct & prevent water pollution	13.3%	37.1%	39.5%	7.8%	2.4%
Q13-8. Protecting & enhancing fish & wildlife habitat in local streams, lakes & wetlands	12.6%	40.1%	34.7%	9.5%	3.2%

**Q14. Which TWO of the surface water management items listed in Question 13 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?**

Q14. Top choice	Number	Percent
Condition of neighborhood stormwater ponds	48	10.1 %
Condition of storm drains	50	10.6 %
Frequency of street flooding	25	5.3 %
City efforts to correct & prevent problems arising from floods	47	9.9 %
Frequency of street sweeping	72	15.2 %
Information provided on stormwater & water pollution	24	5.1 %
City efforts to correct & prevent water pollution	43	9.1 %
Protecting & enhancing fish & wildlife habitat in local streams, lakes & wetlands	63	13.3 %
None chosen	101	21.4 %
Total	473	100.0 %

**Q14. Which TWO of the surface water management items listed in Question 13 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?**

Q14. 2nd choice	Number	Percent
Condition of neighborhood stormwater ponds	24	5.1 %
Condition of storm drains	42	8.9 %
Frequency of street flooding	22	4.7 %
City efforts to correct & prevent problems arising from floods	39	8.2 %
Frequency of street sweeping	37	7.8 %
Information provided on stormwater & water pollution	33	7.0 %
City efforts to correct & prevent water pollution	84	17.8 %
Protecting & enhancing fish & wildlife habitat in local streams, lakes & wetlands	71	15.0 %
None chosen	121	25.6 %
Total	473	100.0 %

**SUM OF TOP 2 CHOICES**

**Q14. Which TWO of the surface water management items listed in Question 13 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? (top 2)**

Q14. Sum of top 2 choices	Number	Percent
Condition of neighborhood stormwater ponds	72	15.2 %
Condition of storm drains	92	19.5 %
Frequency of street flooding	47	9.9 %
City efforts to correct & prevent problems arising from floods	86	18.2 %
Frequency of street sweeping	109	23.0 %
Information provided on stormwater & water pollution	57	12.1 %
City efforts to correct & prevent water pollution	127	26.8 %
Protecting & enhancing fish & wildlife habitat in local streams, lakes & wetlands	134	28.3 %
None chosen	101	21.4 %
Total	825	

**Q15. Parks and Recreation. Please rate each of the following on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."**

(N=473)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q15-1. Availability of City parks	34.5%	49.3%	9.7%	2.7%	0.6%	3.2%
Q15-2. Condition of City parks	31.5%	51.8%	10.8%	1.9%	0.4%	3.6%
Q15-3. Condition of City playgrounds	28.3%	45.7%	12.7%	1.5%	0.4%	11.4%
Q15-4. Availability of trails & open spaces	41.0%	42.3%	8.7%	2.5%	0.4%	5.1%
Q15-5. Condition of trails & open spaces	31.9%	45.9%	12.5%	1.9%	0.4%	7.4%
Q15-6. Condition of picnic shelters	23.0%	43.6%	15.9%	1.5%	0.0%	16.1%
Q15-7. Condition of the restroom at Lake Boren Park	14.4%	34.0%	17.3%	4.4%	0.8%	29.0%
Q15-8. Recreation programs for youth	7.4%	17.3%	20.9%	6.3%	2.3%	45.7%
Q15-9. Recreation programs for adults	7.6%	16.5%	24.3%	8.0%	2.3%	41.2%
Q15-10. Recreation programs for seniors	6.8%	10.6%	23.7%	8.0%	3.6%	47.4%
Q15-11. Special events sponsored by City	22.6%	41.4%	20.3%	3.8%	0.8%	11.0%

**WITHOUT "DON'T KNOW"**

**Q15. Parks and Recreation. Please rate each of the following on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")**

(N=473)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q15-1. Availability of City parks	35.6%	50.9%	10.0%	2.8%	0.7%
Q15-2. Condition of City parks	32.7%	53.7%	11.2%	2.0%	0.4%
Q15-3. Condition of City playgrounds	32.0%	51.6%	14.3%	1.7%	0.5%
Q15-4. Availability of trails & open spaces	43.2%	44.5%	9.1%	2.7%	0.4%
Q15-5. Condition of trails & open spaces	34.5%	49.5%	13.5%	2.1%	0.5%
Q15-6. Condition of picnic shelters	27.5%	51.9%	18.9%	1.8%	0.0%
Q15-7. Condition of the restroom at Lake Boren Park	20.2%	47.9%	24.4%	6.3%	1.2%
Q15-8. Recreation programs for youth	13.6%	31.9%	38.5%	11.7%	4.3%
Q15-9. Recreation programs for adults	12.9%	28.1%	41.4%	13.7%	4.0%
Q15-10. Recreation programs for seniors	12.9%	20.1%	45.0%	15.3%	6.8%
Q15-11. Special events sponsored by City	25.4%	46.6%	22.8%	4.3%	1.0%

**Q16. Which THREE of the items listed in Question 15 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?**

Q16. Top choice	Number	Percent
Availability of City parks	44	9.3 %
Condition of City parks	101	21.4 %
Condition of City playgrounds	15	3.2 %
Availability of trails & open spaces	46	9.7 %
Condition of trails & open spaces	37	7.8 %
Condition of picnic shelters	1	0.2 %
Condition of the restroom at Lake Boren Park	21	4.4 %
Recreation programs for youth	34	7.2 %
Recreation programs for adults	21	4.4 %
Recreation programs for seniors	42	8.9 %
Special events sponsored by City	23	4.9 %
None chosen	88	18.6 %
Total	473	100.0 %

**Q16. Which THREE of the items listed in Question 15 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?**

Q16. 2nd choice	Number	Percent
Availability of City parks	26	5.5 %
Condition of City parks	53	11.2 %
Condition of City playgrounds	31	6.6 %
Availability of trails & open spaces	43	9.1 %
Condition of trails & open spaces	59	12.5 %
Condition of picnic shelters	5	1.1 %
Condition of the restroom at Lake Boren Park	23	4.9 %
Recreation programs for youth	32	6.8 %
Recreation programs for adults	38	8.0 %
Recreation programs for seniors	37	7.8 %
Special events sponsored by City	18	3.8 %
None chosen	108	22.8 %
Total	473	100.0 %

**Q16. Which THREE of the items listed in Question 15 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?**

<u>Q16. 3rd choice</u>	<u>Number</u>	<u>Percent</u>
Availability of City parks	23	4.9 %
Condition of City parks	34	7.2 %
Condition of City playgrounds	22	4.7 %
Availability of trails & open spaces	26	5.5 %
Condition of trails & open spaces	45	9.5 %
Condition of picnic shelters	9	1.9 %
Condition of the restroom at Lake Boren Park	22	4.7 %
Recreation programs for youth	26	5.5 %
Recreation programs for adults	40	8.5 %
Recreation programs for seniors	37	7.8 %
Special events sponsored by City	51	10.8 %
None chosen	138	29.2 %
Total	473	100.0 %

**SUM OF TOP 3 CHOICES**

**Q16. Which THREE of the items listed in Question 15 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? (top 3)**

<u>Q16. Sum of top 3 choices</u>	<u>Number</u>	<u>Percent</u>
Availability of City parks	93	19.7 %
Condition of City parks	188	39.7 %
Condition of City playgrounds	68	14.4 %
Availability of trails & open spaces	115	24.3 %
Condition of trails & open spaces	141	29.8 %
Condition of picnic shelters	15	3.2 %
Condition of the restroom at Lake Boren Park	66	14.0 %
Recreation programs for youth	92	19.5 %
Recreation programs for adults	99	20.9 %
Recreation programs for seniors	116	24.5 %
Special events sponsored by City	92	19.5 %
None chosen	88	18.6 %
Total	1173	

**Q17. Have you or other members of your household participated in any special events offered by the City of Newcastle during the past 12 months?**

Q17. Have you participated in any special events offered by City of Newcastle during past 12 months	Number	Percent
Yes	258	54.5 %
No	215	45.5 %
Total	473	100.0 %

**Q17a. If "YES," please check ALL the special events you or other members of your household have participated in during the past 12 months?**

Q17a. All special events you have participated in during past 12 months	Number	Percent
Fourth at the Lake	159	61.6 %
Concerts in the Park	169	65.5 %
Newcastle Days	171	66.3 %
Tree Planting Workshop	8	3.1 %
Other	15	5.8 %
Total	522	

**Q17a. Other**

Q17a-5. Other	Number	Percent
Dog Fair at Lake Boren	1	6.7 %
FIRE DEPT COMMUNITY DAY	1	6.7 %
Speakers at the library as part of Arts Council	1	6.7 %
RECYCLE ONLY	1	6.7 %
CEMETERY CLEAN UP	1	6.7 %
POLICE DAY	1	6.7 %
TOWN SOFTBALL GAMES JULY 4TH, SEPT 6TH	1	6.7 %
LIBRARY PROGRAM	1	6.7 %
Police Day at Lake Boren and at Mod Pizza	1	6.7 %
Police and Fire Extravaganza at Lake Boren	1	6.7 %
EVENTS AT LIBRARY, ARTS COUNCIL, ETC.	1	6.7 %
BICYCLE SAFETY	1	6.7 %
ART IN LIBRARY	1	6.7 %
LIBRARY CLASSES	1	6.7 %
EGG HUNT LAKE BOREN BOO CASTLE	1	6.7 %
Total	15	100.0 %

**Q17b. If "YES," how would you rate the overall quality of the special events you or members of your household have participated in during the past 12 months?**

Q17b. How would you rate overall quality of special events you have participated in during past 12 months	Number	Percent
Excellent	117	45.3 %
Good	128	49.6 %
Fair	12	4.7 %
Poor	1	0.4 %
Total	258	100.0 %

**Q17c. If "YES," do you think the City of Newcastle currently provides too many, about the right amount, or too few special events for residents?**

Q17c. Do you think City currently provides too many, about the right amount, or too few special events for residents	Number	Percent
Too many	6	2.3 %
About the right amount	213	82.6 %
Too few	33	12.8 %
Don't know	6	2.3 %
Total	258	100.0 %

**WITHOUT "DON'T KNOW"**

**Q17c. If "YES," do you think the City of Newcastle currently provides too many, about the right amount, or too few special events for residents? (without "don't know")**

Q17c. Do you think City currently provides too many, about the right amount, or too few special events for residents	Number	Percent
Too many	6	2.4 %
About the right amount	213	84.5 %
Too few	33	13.1 %
Total	252	100.0 %

**Q18. Communication and Engagement. Please rate each of the following on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."**

(N=473)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q18-1. Availability of information about City activities & services	14.6%	42.9%	25.6%	7.2%	1.9%	7.8%
Q18-2. Availability of information about police activities & programs	13.5%	30.2%	31.3%	9.9%	1.9%	13.1%
Q18-3. City efforts to keep you informed about local issues	14.0%	33.8%	29.6%	11.4%	2.3%	8.9%
Q18-4. Overall quality of the content on City's website	11.8%	27.3%	29.6%	4.2%	0.6%	26.4%
Q18-5. Ease of using City's website	9.9%	27.3%	30.2%	6.8%	0.4%	25.4%
Q18-6. Timeliness of information provided by City	10.4%	27.5%	33.2%	5.9%	0.6%	22.4%
Q18-7. Quality of social media outlets (Facebook, Twitter, NextDoor)	11.6%	21.4%	21.6%	2.7%	0.4%	42.3%
Q18-8. City's email newsletter & other email communications	15.4%	32.6%	22.8%	5.1%	1.9%	22.2%
Q18-9. Communications on road closures & construction	11.4%	30.9%	24.9%	12.3%	3.0%	17.5%
Q18-10. Communications concerning impactful development projects	8.5%	20.9%	27.3%	17.8%	7.2%	18.4%
Q18-11. Communications about City Council & its decisions	7.6%	16.7%	31.1%	19.9%	7.8%	16.9%

**WITHOUT "DON'T KNOW"**

**Q18. Communication and Engagement. Please rate each of the following on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")**

(N=473)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q18-1. Availability of information about City activities & services	15.8%	46.6%	27.8%	7.8%	2.1%
Q18-2. Availability of information about police activities & programs	15.6%	34.8%	36.0%	11.4%	2.2%
Q18-3. City efforts to keep you informed about local issues	15.3%	37.1%	32.5%	12.5%	2.6%
Q18-4. Overall quality of the content on City's website	16.1%	37.1%	40.2%	5.7%	0.9%
Q18-5. Ease of using City's website	13.3%	36.5%	40.5%	9.1%	0.6%
Q18-6. Timeliness of information provided by City	13.4%	35.4%	42.8%	7.6%	0.8%
Q18-7. Quality of social media outlets (Facebook, Twitter, NextDoor)	20.1%	37.0%	37.4%	4.8%	0.7%
Q18-8. City's email newsletter & other email communications	19.8%	41.8%	29.3%	6.5%	2.4%
Q18-9. Communications on road closures & construction	13.8%	37.4%	30.3%	14.9%	3.6%
Q18-10. Communications concerning impactful development projects	10.4%	25.6%	33.4%	21.8%	8.8%
Q18-11. Communications about City Council & its decisions	9.2%	20.1%	37.4%	23.9%	9.4%

**Q19. Which THREE of the items listed in Question 18 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?**

<u>Q19. Top choice</u>	<u>Number</u>	<u>Percent</u>
Availability of information about City activities & services	54	11.4 %
Availability of information about police activities & programs	21	4.4 %
City efforts to keep you informed about local issues	63	13.3 %
Overall quality of the content on City's website	9	1.9 %
Ease of using City's website	8	1.7 %
Timeliness of information provided by City	12	2.5 %
Quality of social media outlets (Facebook, Twitter, NextDoor)	8	1.7 %
City's email newsletter & other email communications	11	2.3 %
Communications on road closures & construction	34	7.2 %
Communications concerning impactful development projects	44	9.3 %
Communications about City Council & its decisions	109	23.0 %
None chosen	100	21.1 %
Total	473	100.0 %

**Q19. Which THREE of the items listed in Question 18 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?**

<u>Q19. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Availability of information about City activities & services	20	4.2 %
Availability of information about police activities & programs	34	7.2 %
City efforts to keep you informed about local issues	55	11.6 %
Overall quality of the content on City's website	11	2.3 %
Ease of using City's website	9	1.9 %
Timeliness of information provided by City	28	5.9 %
Quality of social media outlets (Facebook, Twitter, NextDoor)	5	1.1 %
City's email newsletter & other email communications	22	4.7 %
Communications on road closures & construction	40	8.5 %
Communications concerning impactful development projects	79	16.7 %
Communications about City Council & its decisions	58	12.3 %
None chosen	112	23.7 %
Total	473	100.0 %

**Q19. Which THREE of the items listed in Question 18 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?**

<u>Q19. 3rd choice</u>	<u>Number</u>	<u>Percent</u>
Availability of information about City activities & services	36	7.6 %
Availability of information about police activities & programs	27	5.7 %
City efforts to keep you informed about local issues	54	11.4 %
Overall quality of the content on City's website	11	2.3 %
Ease of using City's website	16	3.4 %
Timeliness of information provided by City	20	4.2 %
Quality of social media outlets (Facebook, Twitter, NextDoor)	8	1.7 %
City's email newsletter & other email communications	23	4.9 %
Communications on road closures & construction	46	9.7 %
Communications concerning impactful development projects	39	8.2 %
Communications about City Council & its decisions	60	12.7 %
None chosen	133	28.1 %
Total	473	100.0 %

**SUM OF TOP 3 CHOICES**

**Q19. Which THREE of the items listed in Question 18 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? (top 3)**

<u>Q19. Sum of top 3 choices</u>	<u>Number</u>	<u>Percent</u>
Availability of information about City activities & services	110	23.3 %
Availability of information about police activities & programs	82	17.3 %
City efforts to keep you informed about local issues	172	36.4 %
Overall quality of the content on City's website	31	6.6 %
Ease of using City's website	33	7.0 %
Timeliness of information provided by City	60	12.7 %
Quality of social media outlets (Facebook, Twitter, NextDoor)	21	4.4 %
City's email newsletter & other email communications	56	11.8 %
Communications on road closures & construction	120	25.4 %
Communications concerning impactful development projects	162	34.2 %
Communications about City Council & its decisions	227	48.0 %
None chosen	100	21.1 %
Total	1174	

**Q20. Where do you currently get news and information about City programs, services, and events?**

Q20. Where do you currently get news & information about City programs, services, & events	Number	Percent
Newcastle Newsletter (City e-newsletter)	275	58.1 %
Other City email updates	103	21.8 %
City website	129	27.3 %
Attending public meetings	65	13.7 %
Social media (e.g. Facebook, Twitter, NextDoor)	187	39.5 %
Print mailings	170	35.9 %
Privately owned media sources	48	10.1 %
Other	52	11.0 %
Total	1029	

**Q20-8. Other**

Q20-8. Other	Number	Percent
Word of mouth	11	21.2 %
CAROL SIMPSON EMAIL	5	9.6 %
Carol Simpson's newsletter	3	5.8 %
NEXTDOOR	3	5.8 %
Signs along Coal Creek Pkwy	2	3.8 %
Newcastle Magazine	2	3.8 %
Banners	2	3.8 %
Personal newsletters from City Council members	1	1.9 %
Road signs	1	1.9 %
LIVING MAGAZINE	1	1.9 %
LOCAL MAGAZINES	1	1.9 %
PUBLIC BANNERS	1	1.9 %
CAROL SIMON UPDATES	1	1.9 %
HAVE NO PRIMARY SOURCE	1	1.9 %
RICH CRISPOS EMAILS	1	1.9 %
Nextdoor Lake Washington Blvd	1	1.9 %
Starbuck's billboard, word of mouth	1	1.9 %
Neighbors, blockwatch, HOA website and communications	1	1.9 %
NEWSLETTER COMES FROM OUR HOA PRESIDENT	1	1.9 %
STREET BANNER	1	1.9 %
COAL CREEK BANNER	1	1.9 %
TELEVISED ANNOUNCEMENTS	1	1.9 %
POSTED SIGNS	1	1.9 %
NEIGHBORHOOD EMAILS	1	1.9 %
MAGAZINES	1	1.9 %
NEWCASTLE NEWS	1	1.9 %
Newcastle Living	1	1.9 %
BETTER TIMES	1	1.9 %
Library	1	1.9 %
OLYMPUS NEWSLETTER	1	1.9 %
Water bills	1	1.9 %
Total	52	100.0 %

**Q21. Which TWO of the information sources listed in Question 20 do you most prefer to get news and information about City programs, services and events?**

<u>Q21. Top choice</u>	<u>Number</u>	<u>Percent</u>
Newcastle Newsletter (City e-newsletter)	217	45.9 %
Other City email updates	34	7.2 %
City website	26	5.5 %
Attending public meetings	4	0.8 %
Social media (e.g. Facebook, Twitter, NextDoor)	52	11.0 %
Print mailings	53	11.2 %
Privately owned media sources	4	0.8 %
Other	5	1.1 %
None chosen	78	16.5 %
Total	473	100.0 %

**Q21. Which TWO of the information sources listed in Question 20 do you most prefer to get news and information about City programs, services and events?**

<u>Q21. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Newcastle Newsletter (City e-newsletter)	73	15.4 %
Other City email updates	61	12.9 %
City website	60	12.7 %
Attending public meetings	12	2.5 %
Social media (e.g. Facebook, Twitter, NextDoor)	76	16.1 %
Print mailings	58	12.3 %
Privately owned media sources	11	2.3 %
Other	8	1.7 %
None chosen	114	24.1 %
Total	473	100.0 %

**SUM OF TOP 2 CHOICES**

**Q21. Which TWO of the information sources listed in Question 20 do you most prefer to get news and information about City programs, services and events? (top 2)**

<u>Q21. Sum of top 2 choices</u>	<u>Number</u>	<u>Percent</u>
Newcastle Newsletter (City e-newsletter)	290	61.3 %
Other City email updates	95	20.1 %
City website	86	18.2 %
Attending public meetings	16	3.4 %
Social media (e.g. Facebook, Twitter, NextDoor)	128	27.1 %
Print mailings	111	23.5 %
Privately owned media sources	15	3.2 %
Other	13	2.7 %
None chosen	78	16.5 %
Total	832	

**Q22. Community Investment Areas. Please rate your support on a scale of 1 to 3, where 3 means "Very Supportive" and 1 means "Unsupportive," of the following.**

(N=473)

	Very supportive	Somewhat supportive	Unsupportive	Don't know
Q22-1. Adding attractive visual elements to major roadways like landscaping, monuments, public art & decorative signage	23.0%	40.0%	29.8%	7.2%
Q22-2. Incorporating new bicycle facilities & bike lanes into existing City roadway corridors to improve safety & connectivity	23.0%	31.7%	37.2%	8.0%
Q22-3. Providing public art at parks & at City-owned facilities	16.1%	37.4%	38.3%	8.2%
Q22-4. Adding infrastructure to downtown to increase safety & create a pedestrian-friendly environment	47.4%	34.7%	10.4%	7.6%
Q22-5. Constructing roundabouts at problem intersections to increase safety & traffic flow	38.9%	29.2%	24.1%	7.8%
Q22-6. Incentivizing development which incorporates mixed use, & locating buildings along Coal Creek Parkway to create a downtown "main street"	37.6%	33.4%	21.8%	7.2%
Q22-7. Providing infrastructure to facilitate use of energy efficient vehicles	23.0%	41.6%	26.0%	9.3%
Q22-8. Planting more trees on City property & preserving green spaces	46.7%	35.5%	11.4%	6.3%
Q22-9. Providing additional public facilities such as a senior center or community center	33.0%	37.4%	21.1%	8.5%
Q22-10. Purchasing property for creation of additional parks and/or open spaces	32.8%	30.2%	28.3%	8.7%
Q22-11. Adding improvements to Lake Boren Park	34.7%	40.8%	15.6%	8.9%
Q22-12. Enhancing recognition of City's history with addition of a historical park	19.2%	34.9%	34.0%	11.8%

**WITHOUT "DON'T KNOW"**

**Q22. Community Investment Areas. Please rate your support on a scale of 1 to 3, where 3 means "Very Supportive" and 1 means "Unsupportive," of the following. (without "don't know")**

(N=473)

	Very supportive	Somewhat supportive	Unsupportive
Q22-1. Adding attractive visual elements to major roadways like landscaping, monuments, public art & decorative signage	24.8%	43.1%	32.1%
Q22-2. Incorporating new bicycle facilities & bike lanes into existing City roadway corridors to improve safety & connectivity	25.1%	34.5%	40.5%
Q22-3. Providing public art at parks & at City-owned facilities	17.5%	40.8%	41.7%
Q22-4. Adding infrastructure to downtown to increase safety & create a pedestrian-friendly environment	51.3%	37.5%	11.2%
Q22-5. Constructing roundabouts at problem intersections to increase safety & traffic flow	42.2%	31.7%	26.1%
Q22-6. Incentivizing development which incorporates mixed use, & locating buildings along Coal Creek Parkway to create a downtown "main street"	40.5%	36.0%	23.5%
Q22-7. Providing infrastructure to facilitate use of energy efficient vehicles	25.4%	45.9%	28.7%
Q22-8. Planting more trees on City property & preserving green spaces	49.9%	37.9%	12.2%
Q22-9. Providing additional public facilities such as a senior center or community center	36.0%	40.9%	23.1%
Q22-10. Purchasing property for creation of additional parks and/or open spaces	35.9%	33.1%	31.0%
Q22-11. Adding improvements to Lake Boren Park	38.1%	44.8%	17.2%
Q22-12. Enhancing recognition of City's history with addition of a historical park	21.8%	39.6%	38.6%

**Q23. Which THREE of the community investment areas items listed in Question 22 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?**

<u>Q23. Top choice</u>	<u>Number</u>	<u>Percent</u>
Adding attractive visual elements to major roadways like landscaping, monuments, public art & decorative signage	21	4.4 %
Incorporating new bicycle facilities & bike lanes into existing City roadway corridors to improve safety & connectivity	20	4.2 %
Providing public art at parks & at City-owned facilities	9	1.9 %
Adding infrastructure to downtown to increase safety & create a pedestrian-friendly environment	72	15.2 %
Constructing roundabouts at problem intersections to increase safety & traffic flow	67	14.2 %
Incentivizing development which incorporates mixed use, & locating buildings along Coal Creek Parkway to create a downtown "main street"	65	13.7 %
Providing infrastructure to facilitate use of energy efficient vehicles	7	1.5 %
Planting more trees on City property & preserving green spaces	35	7.4 %
Providing additional public facilities such as a senior center or community center	47	9.9 %
Purchasing property for creation of additional parks and/or open spaces	22	4.7 %
Adding improvements to Lake Boren Park	26	5.5 %
Enhancing recognition of City's history with addition of a historical park	7	1.5 %
<u>None chosen</u>	<u>75</u>	<u>15.9 %</u>
Total	473	100.0 %

**Q23. Which THREE of the community investment areas items listed in Question 22 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?**

<u>Q23. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Adding attractive visual elements to major roadways like landscaping, monuments, public art & decorative signage	13	2.7 %
Incorporating new bicycle facilities & bike lanes into existing City roadway corridors to improve safety & connectivity	25	5.3 %
Providing public art at parks & at City-owned facilities	11	2.3 %
Adding infrastructure to downtown to increase safety & create a pedestrian-friendly environment	65	13.7 %
Constructing roundabouts at problem intersections to increase safety & traffic flow	40	8.5 %
Incentivizing development which incorporates mixed use, & locating buildings along Coal Creek Parkway to create a downtown "main street"	63	13.3 %
Providing infrastructure to facilitate use of energy efficient vehicles	15	3.2 %
Planting more trees on City property & preserving green spaces	40	8.5 %
Providing additional public facilities such as a senior center or community center	30	6.3 %
Purchasing property for creation of additional parks and/or open spaces	26	5.5 %
Adding improvements to Lake Boren Park	35	7.4 %
Enhancing recognition of City's history with addition of a historical park	8	1.7 %
<u>None chosen</u>	<u>102</u>	<u>21.6 %</u>
Total	473	100.0 %

**Q23. Which THREE of the community investment areas items listed in Question 22 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?**

<u>Q23. 3rd choice</u>	<u>Number</u>	<u>Percent</u>
Adding attractive visual elements to major roadways like landscaping, monuments, public art & decorative signage	19	4.0 %
Incorporating new bicycle facilities & bike lanes into existing City roadway corridors to improve safety & connectivity	19	4.0 %
Providing public art at parks & at City-owned facilities	13	2.7 %
Adding infrastructure to downtown to increase safety & create a pedestrian-friendly environment	34	7.2 %
Constructing roundabouts at problem intersections to increase safety & traffic flow	24	5.1 %
Incentivizing development which incorporates mixed use, & locating buildings along Coal Creek Parkway to create a downtown "main street"	31	6.6 %
Providing infrastructure to facilitate use of energy efficient vehicles	20	4.2 %
Planting more trees on City property & preserving green spaces	50	10.6 %
Providing additional public facilities such as a senior center or community center	27	5.7 %
Purchasing property for creation of additional parks and/or open spaces	34	7.2 %
Adding improvements to Lake Boren Park	42	8.9 %
Enhancing recognition of City's history with addition of a historical park	16	3.4 %
<u>None chosen</u>	<u>144</u>	<u>30.4 %</u>
Total	473	100.0 %

**SUM OF TOP 3 CHOICES**

**Q23. Which THREE of the community investment areas items listed in Question 22 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? (top 3)**

Q23. Sum of top 3 choices	Number	Percent
Adding attractive visual elements to major roadways like landscaping, monuments, public art & decorative signage	53	11.2 %
Incorporating new bicycle facilities & bike lanes into existing City roadway corridors to improve safety & connectivity	64	13.5 %
Providing public art at parks & at City-owned facilities	33	7.0 %
Adding infrastructure to downtown to increase safety & create a pedestrian-friendly environment	171	36.2 %
Constructing roundabouts at problem intersections to increase safety & traffic flow	131	27.7 %
Incentivizing development which incorporates mixed use, & locating buildings along Coal Creek Parkway to create a downtown "main street"	159	33.6 %
Providing infrastructure to facilitate use of energy efficient vehicles	42	8.9 %
Planting more trees on City property & preserving green spaces	125	26.4 %
Providing additional public facilities such as a senior center or community center	104	22.0 %
Purchasing property for creation of additional parks and/or open spaces	82	17.3 %
Adding improvements to Lake Boren Park	103	21.8 %
Enhancing recognition of City's history with addition of a historical park	31	6.6 %
None chosen	75	15.9 %
Total	1173	

**Q24. Do you think Newcastle is generally going in the right direction, or do you think it is generally going in the wrong direction?**

Q24. Is Newcastle going in right direction or wrong direction	Number	Percent
Right direction	244	51.6 %
Wrong direction	99	20.9 %
Don't know	130	27.5 %
Total	473	100.0 %

**WITHOUT "DON'T KNOW"**

**Q24. Do you think Newcastle is generally going in the right direction, or do you think it is generally going in the wrong direction? (without "don't know")**

Q24. Is Newcastle going in right direction or wrong direction	Number	Percent
Right direction	244	71.1 %
Wrong direction	99	28.9 %
Total	343	100.0 %

**Q25. How would you rate the job Newcastle City government does overall?**

Q25. How would you rate the job Newcastle City government does	Number	Percent
Excellent	44	9.3 %
Good	200	42.3 %
Fair	142	30.0 %
Poor	44	9.3 %
Don't know	43	9.1 %
Total	473	100.0 %

**WITHOUT "DON'T KNOW"****Q25. How would you rate the job Newcastle City government does overall? (without "don't know")**

Q25. How would you rate the job Newcastle City government does	Number	Percent
Excellent	44	10.2 %
Good	200	46.5 %
Fair	142	33.0 %
Poor	44	10.2 %
Total	430	100.0 %

**Q26. Do you think the City of Newcastle provides too many services, too few services, or about the right amount of services?**

Q26. Do you think City provides too many, too few, or about right amount of services	Number	Percent
Too many services	19	4.0 %
About the right amount of services	293	61.9 %
Too few services	63	13.3 %
Don't know	98	20.7 %
Total	473	100.0 %

**WITHOUT "DON'T KNOW"****Q26. Do you think the City of Newcastle provides too many services, too few services, or about the right amount of services? (without "don't know")**

Q26. Do you think City provides too many, too few, or about right amount of services	Number	Percent
Too many services	19	5.1 %
About the right amount of services	293	78.1 %
Too few services	63	16.8 %
Total	375	100.0 %

**Q27. Approximately how many years have you lived in Newcastle?**

Q27. How many years have you lived in Newcastle	Number	Percent
0-5	79	16.7 %
6-10	67	14.2 %
11-15	72	15.2 %
16-20	68	14.4 %
21-30	99	20.9 %
31+	61	12.9 %
Not provided	27	5.7 %
Total	473	100.0 %

**WITHOUT “NOT PROVIDED”****Q27. Approximately how many years have you lived in Newcastle? (without "not provided")**

Q27. How many years have you lived in Newcastle	Number	Percent
0-5	79	17.7 %
6-10	67	15.0 %
11-15	72	16.1 %
16-20	68	15.2 %
21-30	99	22.2 %
31+	61	13.7 %
Total	446	100.0 %

**Q28. What type of home do you live in?**

Q28. What type of home do you live in	Number	Percent
Single family residential	430	90.9 %
Condominium	15	3.2 %
Townhome	12	2.5 %
Apartment	5	1.1 %
Assisted living facility	1	0.2 %
Not provided	10	2.1 %
Total	473	100.0 %

**WITHOUT “NOT PROVIDED”****Q28. What type of home do you live in? (without "not provided")**

Q28. What type of home do you live in	Number	Percent
Single family residential	430	92.9 %
Condominium	15	3.2 %
Townhome	12	2.6 %
Apartment	5	1.1 %
Assisted living facility	1	0.2 %
Total	463	100.0 %

**Q29. Do you rent or own your home?**

<u>Q29. Do you rent or own your home</u>	<u>Number</u>	<u>Percent</u>
Rent	68	14.4 %
Own	400	84.6 %
Not provided	5	1.1 %
Total	473	100.0 %

**WITHOUT “NOT PROVIDED”****Q29. Do you rent or own your home? (without "not provided")**

<u>Q29. Do you rent or own your home</u>	<u>Number</u>	<u>Percent</u>
Rent	68	14.5 %
Own	400	85.5 %
Total	468	100.0 %

**Q30. What is your age?**

<u>Q30. Your age</u>	<u>Number</u>	<u>Percent</u>
18-34	87	18.4 %
35-44	96	20.3 %
45-54	89	18.8 %
55-64	88	18.6 %
65+	83	17.5 %
Not provided	30	6.3 %
Total	473	100.0 %

**WITHOUT “NOT PROVIDED”****Q30. What is your age? (without "not provided")**

<u>Q30. Your age</u>	<u>Number</u>	<u>Percent</u>
18-34	87	19.6 %
35-44	96	21.7 %
45-54	89	20.1 %
55-64	88	19.9 %
65+	83	18.7 %
Total	443	100.0 %

**Q31. Which of the following best describe your race/ethnicity?**

<u>Q31. Your race/ethnicity</u>	<u>Number</u>	<u>Percent</u>
African American	9	1.9 %
Asian/Pacific Islander	130	27.5 %
Native American	1	0.2 %
White	303	64.1 %
Hispanic or Latino	14	3.0 %
Other	8	1.7 %
Total	465	

**Q31-6. Other**

<u>Q31-6. Other</u>	<u>Number</u>	<u>Percent</u>
Mixed	4	50.0 %
Multi	1	12.5 %
SOUTH ASIAN	1	12.5 %
ASIAN AND INDIAN	1	12.5 %
European	1	12.5 %
Total	8	100.0 %

**Q32. How many children under age 18 live in your household?**

<u>Q32. How many children under 18 live in your household</u>	<u>Number</u>	<u>Percent</u>
0	284	60.0 %
1	73	15.4 %
2	62	13.1 %
3	12	2.5 %
4	3	0.6 %
Not provided	39	8.2 %
Total	473	100.0 %

**WITHOUT "NOT PROVIDED"****Q32. How many children under age 18 live in your household? (without "not provided")**

<u>Q32. How many children under 18 live in your household</u>	<u>Number</u>	<u>Percent</u>
0	284	65.4 %
1	73	16.8 %
2	62	14.3 %
3	12	2.8 %
4	3	0.7 %
Total	434	100.0 %

**Q33. What is your gender?**

Q33. Your gender	Number	Percent
Male	229	48.4 %
Female	230	48.6 %
Transgender	4	0.8 %
Non-binary or none of these	1	0.2 %
Not provided	9	1.9 %
Total	473	100.0 %

**WITHOUT “NOT PROVIDED”****Q33. What is your gender? (without "not provided")**

Q33. Your gender	Number	Percent
Male	229	49.4 %
Female	230	49.6 %
Transgender	4	0.9 %
Non-binary or none of these	1	0.2 %
Total	464	100.0 %

**Q34. Would you say your total annual household income is...**

Q34. Your total annual household income	Number	Percent
Under \$50K	33	7.0 %
\$50K to \$99,999	79	16.7 %
\$100K to \$199,999	147	31.1 %
\$200K to \$499,999	115	24.3 %
\$500K to \$999,999	17	3.6 %
\$1,000K+	3	0.6 %
Not provided	79	16.7 %
Total	473	100.0 %

**WITHOUT “NOT PROVIDED”****Q34. Would you say your total annual household income is... (without "not provided")**

Q34. Your total annual household income	Number	Percent
Under \$50K	33	8.4 %
\$50K to \$99,999	79	20.1 %
\$100K to \$199,999	147	37.3 %
\$200K to \$499,999	115	29.2 %
\$500K to \$999,999	17	4.3 %
\$1,000K+	3	0.8 %
Total	394	100.0 %

## **Section 5**

### ***Survey Instrument***

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**CITY MANAGER'S OFFICE  
CITY OF NEWCASTLE, WASHINGTON**

12835 Newcastle Way | Newcastle, WA 98056  
(425) 649-4444 | [www.newcastlewa.gov](http://www.newcastlewa.gov)

*October 2019*

Dear Newcastle Resident,

**Your participation in the enclosed survey is extremely important. We hope you'll take a few minutes to complete it.** We believe it is crucial for the City of Newcastle to hear directly from residents about their satisfaction with the services we provide, so that we can make the best decisions going forward.

Your household was one of a limited number within Newcastle selected at random to receive this survey. ETC Institute, the survey company we have contracted with, will aggregate the results and will not disclose individual responses.

We recognize that this survey takes some time to complete, but every page and question is essential. The time you invest in this survey will help us assess how well we are meeting community needs and influence decisions on many fronts, including our financial choices and service adjustments. **We greatly appreciate your completion of the survey.**

**Please return your survey or complete it online sometime during the next week. We have selected ETC Institute to administer this survey.** ETC will present the results to the City in November. Please return your survey in the enclosed post-paid envelope addressed to ETC Institute, 725 W. Frontier Circle, Olathe, Kansas, 66061, or go to [newcastlesurvey.org](http://newcastlesurvey.org) to complete the survey online. Another method to complete the survey is by calling us toll-free at 1-844-811-0411. If you need assistance with accessibility to the survey, please call us at the toll-free number.

If you have questions, please contact Ryan Murray, Assistant Director of Community Research for ETC Institute, at [ryan.murray@etcinstitute.com](mailto:ryan.murray@etcinstitute.com) or (913) 254-4598. Thanks again for taking the time to participate in this survey.

Sincerely,

Rob Wyman  
City Manager  
City of Newcastle



## 2019 City of Newcastle Community Survey

Please take a few minutes to complete this survey. Your input is an important part of the city's on-going effort to provide quality services Newcastle residents need and value. If you have questions about this survey, or need to take the survey in a different format or language, please call ETC Institute at (913) 254-4598.

1. **Community Livability.** Thinking of the general quality of life in Newcastle, please rate each item on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

How satisfied are you with...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01. Overall quality of life in Newcastle	5	4	3	2	1	9
02. Your overall feeling of safety in the city	5	4	3	2	1	9
03. The appearance of your community	5	4	3	2	1	9
04. Newcastle's proximity to employers	5	4	3	2	1	9
05. Quality of Newcastle's downtown area	5	4	3	2	1	9
06. Your opportunities for recreation	5	4	3	2	1	9
07. Ease of transportation and transit options	5	4	3	2	1	9
08. Newcastle as a place to raise children	5	4	3	2	1	9
09. Newcastle as a place to retire	5	4	3	2	1	9
10. Newcastle as a place to shop	5	4	3	2	1	9

2. **City Services in General.** The City of Newcastle provides some services directly and some through contracts. For each of the following broad categories, please rate each of the following on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

How satisfied are you with the overall quality of...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01. Local police protection	5	4	3	2	1	9
02. Fire and emergency medical services	5	4	3	2	1	9
03. City parks, trails, and open space	5	4	3	2	1	9
04. Maintenance of city streets and rights-of-way	5	4	3	2	1	9
05. Stormwater management	5	4	3	2	1	9
06. Enforcement of city codes and ordinances	5	4	3	2	1	9
07. Overall flow of traffic and congestion management on streets	5	4	3	2	1	9
08. Recreation programs and special events	5	4	3	2	1	9
09. Arts, cultural, and heritage programs	5	4	3	2	1	9
10. Customer service you receive from city employees	5	4	3	2	1	9
11. Efforts to sustain environmental quality	5	4	3	2	1	9
12. City communications	5	4	3	2	1	9
13. Efforts by the city to regulate development	5	4	3	2	1	9
14. Permitting and inspection services (e.g. issuing building permits)	5	4	3	2	1	9

3. Which THREE of the major categories of city services listed above do you think should receive the MOST EMPHASIS from city leaders over the next TWO years? [Write in your answers below using the numbers from the list in Question 2.]

1st: \_\_\_\_ 2nd: \_\_\_\_ 3rd: \_\_\_\_

4. Have you contacted the City with a question, problem, or complaint during the past year?

\_\_\_\_(1) Yes \_\_\_\_ (2) No [Skip to Q5.]

- 4a. Which City department or division did you contact most recently?

\_\_\_\_(01) Administration, City Hall Front Desk

\_\_\_\_(02) City Clerk

\_\_\_\_(03) Community Development - Permitting

\_\_\_\_(04) Community Development - Planning

\_\_\_\_(05) Public Works - Streets

\_\_\_\_(06) Public Works - Engineering

\_\_\_\_(07) Surface Water Management

\_\_\_\_(08) Police

\_\_\_\_(09) Finance

\_\_\_\_(10) City Manager

- 4b. Several factors that may influence your perception of the quality of service you receive from City employees are listed below. Please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following based on your most recent experience with the City.

How satisfied were you with...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. How easy the department or division was to contact	5	4	3	2	1	9
2. How courteously you were treated	5	4	3	2	1	9
3. Technical competence, knowledge of employees who assisted you	5	4	3	2	1	9
4. Overall responsiveness of city employees to your request or concern	5	4	3	2	1	9
5. How your concern or request was resolved or answered	5	4	3	2	1	9

5. **Public Safety.** Please rate each of the following on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

How satisfied are you with...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01. The visibility of police in neighborhoods	5	4	3	2	1	9
02. The visibility of police in commercial areas downtown	5	4	3	2	1	9
03. Efforts by police to proactively prevent crime	5	4	3	2	1	9
04. Enforcement of local traffic laws	5	4	3	2	1	9
05. How quickly police respond to emergencies	5	4	3	2	1	9
06. Accessibility of police for information or addressing concerns	5	4	3	2	1	9
07. How quickly fire and rescue personnel respond to emergencies	5	4	3	2	1	9
08. Fire education programs in the city	5	4	3	2	1	9
09. Efforts to ensure the community is prepared for emergencies	5	4	3	2	1	9
10. How well your neighborhood is prepared for an emergency	5	4	3	2	1	9
11. Quality of animal control and licensing	5	4	3	2	1	9

6. Which **THREE** of the items listed above do you think should receive the **MOST EMPHASIS** from city leaders over the next **TWO** years? [Write in your answers below using the numbers from the list in Question 5.]

1st: \_\_\_\_ 2nd: \_\_\_\_ 3rd: \_\_\_\_

7. **Street Infrastructure Maintenance.** Please rate each of the following on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

How satisfied are you with...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. Maintenance of major city streets	5	4	3	2	1	9
2. Maintenance of streets in your neighborhood	5	4	3	2	1	9
3. Mowing and trimming along city streets and other public areas	5	4	3	2	1	9
4. Condition of sidewalks in the city	5	4	3	2	1	9
5. Condition of bicycle infrastructure in the city	5	4	3	2	1	9
6. Cleanliness of city streets and public areas	5	4	3	2	1	9
7. Maintenance of trees in public areas along city streets	5	4	3	2	1	9
8. Removal of snow from public streets	5	4	3	2	1	9

8. Which **THREE** of the items listed above do you think should receive the **MOST EMPHASIS** from city leaders over the next **TWO** years? [Write in your answers below using the numbers from the list in Question 7.]

1st: \_\_\_\_ 2nd: \_\_\_\_ 3rd: \_\_\_\_

9. **Transportation.** Please rate each of the following on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

How satisfied are you with...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01. The condition of bus shelters and transit facilities	5	4	3	2	1	9
02. Number of transit options	5	4	3	2	1	9
03. Availability of retail parking downtown	5	4	3	2	1	9
04. Availability of commuter parking	5	4	3	2	1	9
05. How easy it is for you to travel to work	5	4	3	2	1	9
06. How easy it is for your children to get to school	5	4	3	2	1	9
07. The number of bike lanes and facilities within the city	5	4	3	2	1	9
08. The number of sidewalks in residential neighborhoods	5	4	3	2	1	9
09. Your feeling of safety when walking downtown	5	4	3	2	1	9
10. Pedestrian safety on the street where you live	5	4	3	2	1	9

10. Which THREE of the items listed above do you think should receive the MOST EMPHASIS from city leaders over the next TWO years? [Write in your answers below using the numbers from the list in Question 9.]

1st: \_\_\_\_\_ 2nd: \_\_\_\_\_ 3rd: \_\_\_\_\_

11. **Planning and Development.** Please rate each of the following on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

How satisfied are you with...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01. How well the city is planning for growth	5	4	3	2	1	9
02. Transitions between different areas of land use	5	4	3	2	1	9
03. Appearance of residential neighborhoods	5	4	3	2	1	9
04. Amount of affordable housing in Newcastle	5	4	3	2	1	9
05. Variety and number of businesses in the downtown	5	4	3	2	1	9
06. Ease of obtaining permits for home remodels or improvements	5	4	3	2	1	9
07. Your ability to obtain information concerning planning, building, permitting and development	5	4	3	2	1	9
08. The quality of new development in the city	5	4	3	2	1	9
09. Enforcement of construction codes and permit requirements	5	4	3	2	1	9
10. City enforcement of sign regulations	5	4	3	2	1	9

12. Which THREE of the items listed above do you think should receive the MOST EMPHASIS from city leaders over the next TWO years? [Write in your answers below using the numbers from the list in Question 11.]

1st: \_\_\_\_\_ 2nd: \_\_\_\_\_ 3rd: \_\_\_\_\_

13. **Surface Water Management.** On a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with the following aspects of surface water management in the City of Newcastle.

How satisfied are you with...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. The condition of neighborhood stormwater ponds	5	4	3	2	1	9
2. The condition of storm drains	5	4	3	2	1	9
3. The frequency of street flooding	5	4	3	2	1	9
4. City efforts to correct and prevent problems arising from floods	5	4	3	2	1	9
5. The frequency of street sweeping	5	4	3	2	1	9
6. Information provided on stormwater and water pollution	5	4	3	2	1	9
7. City efforts to correct and prevent water pollution	5	4	3	2	1	9
8. Protecting and enhancing fish and wildlife habitat in local streams, lakes and wetlands	5	4	3	2	1	9

14. Which **TWO** of the surface water management items listed on the previous page do you think should receive the **MOST EMPHASIS** from city leaders over the next **TWO** years? *[Write in your answers below using the numbers from the list in Question 13.]*

1st: \_\_\_\_\_ 2nd: \_\_\_\_\_

15. **Parks and Recreation.** Please rate each of the following on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

How satisfied are you with...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01. The availability of city parks	5	4	3	2	1	9
02. Condition of city parks	5	4	3	2	1	9
03. Condition of city playgrounds	5	4	3	2	1	9
04. Availability of trails and open spaces	5	4	3	2	1	9
05. Condition of trails and open spaces	5	4	3	2	1	9
06. Condition of picnic shelters	5	4	3	2	1	9
07. Condition of the restroom at Lake Boren Park	5	4	3	2	1	9
08. Recreation programs for youth	5	4	3	2	1	9
09. Recreation programs for adults	5	4	3	2	1	9
10. Recreation programs for seniors	5	4	3	2	1	9
11. Special events sponsored by the city	5	4	3	2	1	9

16. Which **THREE** of the items listed above do you think should receive the **MOST EMPHASIS** from city leaders over the next **TWO** years? *[Write in your answers below using the numbers from the list in Question 15.]*

1st: \_\_\_\_\_ 2nd: \_\_\_\_\_ 3rd: \_\_\_\_\_

17. Have you or other members of your household participated in any special events offered by the City of Newcastle during the past 12 months? \_\_\_\_\_(1) Yes [Go to Q17a-c] \_\_\_\_\_(2) No [Go to Q17c]

- 17a. If YES, please check **ALL** the special events you or other members of your household have participated in during the past 12 months?

\_\_\_\_(1) Fourth at the Lake  
 \_\_\_\_ (2) Concerts in the Park  
 \_\_\_\_ (3) Newcastle Days

\_\_\_\_(4) Tree Planting Workshop  
 \_\_\_\_ (5) Other: \_\_\_\_\_

- 17b. If YES, how would you rate the overall quality of the special events you or members of your household have participated in during the past 12 months?

\_\_\_\_(1) Excellent  
 \_\_\_\_ (2) Good  
 \_\_\_\_ (3) Fair

\_\_\_\_(4) Poor  
 \_\_\_\_ (9) Don't know

- 17c. Do you think the City of Newcastle currently provides too many, about the right amount, or too few special events for residents?

\_\_\_\_(1) Too many  
 \_\_\_\_ (2) About the right amount

\_\_\_\_(3) Too few  
 \_\_\_\_ (9) Don't know

18. **Communication and Engagement.** Please rate each of the following on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

How satisfied are you with...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01. Availability of information about city activities and services	5	4	3	2	1	9
02. Availability of information about police activities and programs	5	4	3	2	1	9
03. City efforts to keep you informed about local issues	5	4	3	2	1	9
04. Overall quality of the content on the city's website	5	4	3	2	1	9
05. Ease of using the city's website	5	4	3	2	1	9
06. Timeliness of information provided by the city	5	4	3	2	1	9
07. Quality of social media outlets (Facebook, Twitter, NextDoor)	5	4	3	2	1	9
08. The City's email newsletter and other email communications	5	4	3	2	1	9
09. Communications on road closures and construction	5	4	3	2	1	9
10. Communications concerning impactful development projects	5	4	3	2	1	9
11. Communications about the City Council and its decisions	5	4	3	2	1	9

19. **Which THREE of the items listed above do you think should receive the MOST EMPHASIS from city leaders over the next TWO years?** *[Write in your answers below using the numbers from the list in Question 18.]*

1st: \_\_\_\_ 2nd: \_\_\_\_ 3rd: \_\_\_\_

20. **Where do you currently get news and information about city programs, services, and events?** *[Check all that apply.]*

\_\_\_\_ (1) Newcastle Newsletter (city e-newsletter)      \_\_\_\_ (5) Social Media (e.g. Facebook, Twitter, NextDoor)  
 \_\_\_\_ (2) Other City e-mail updates      \_\_\_\_ (6) Print mailings  
 \_\_\_\_ (3) City website      \_\_\_\_ (7) Privately-owned media sources  
 \_\_\_\_ (4) Attending public meetings      \_\_\_\_ (8) Other: \_\_\_\_\_

21. **Which TWO of the information sources above do you most prefer to get news and information about city programs, services and events?** *[Write in your answers below using the numbers from the list in Question 20.]*

1st: \_\_\_\_ 2nd: \_\_\_\_

22. **Community Investment Areas.** Please rate your support on a scale of 1 to 3, where 3 means "Very Supportive" and 1 means "Unsupportive," of the following.

How supportive are you of...	Very Supportive	Somewhat Supportive	Unsupportive	Don't Know
01. Adding attractive visual elements to major roadways like landscaping, monuments, public art and decorative signage	3	2	1	9
02. Incorporating new bicycle facilities and bike lanes into existing city roadway corridors to improve safety and connectivity	3	2	1	9
03. Providing public art at parks and at city-owned facilities	3	2	1	9
04. Adding infrastructure to the downtown to increase safety and create a pedestrian-friendly environment	3	2	1	9
05. Constructing roundabouts at problem intersections to increase safety and traffic flow	3	2	1	9
06. Incentivizing development which incorporates mixed use, and locating buildings along Coal Creek Parkway to create a downtown "main street"	3	2	1	9
07. Providing infrastructure to facilitate the use of energy efficient vehicles	3	2	1	9
08. Planting more trees on city property and preserving green spaces	3	2	1	9
09. Providing additional public facilities such as a senior center or community center	3	2	1	9
10. Purchasing property for the creation of additional parks and/or open spaces	3	2	1	9
11. Adding improvements to Lake Boren Park	3	2	1	9
12. Enhancing recognition of the city's history with the addition of a historical park	3	2	1	9

23. Which **THREE** of the community investment areas items listed on the previous page do you think should receive the **MOST EMPHASIS** from city leaders over the next **TWO** years? *[Write in your answers below using the numbers from the list in Question 22.]*

1st: \_\_\_\_\_ 2nd: \_\_\_\_\_ 3rd: \_\_\_\_\_

24. Do you think Newcastle is generally going in the right direction, or do you think it is generally going in the wrong direction?

\_\_\_\_(1) Right direction      \_\_\_\_ (2) Wrong direction      \_\_\_\_ (9) Don't know

25. How would you rate the job Newcastle city government does overall?

\_\_\_\_(1) Excellent      \_\_\_\_ (2) Good      \_\_\_\_ (3) Fair      \_\_\_\_ (4) Poor      \_\_\_\_ (9) Don't know

26. Do you think the City of Newcastle provides too many services, too few services, or about the right amount of services?

\_\_\_\_(1) Too many services      \_\_\_\_ (3) Too few services  
\_\_\_\_ (2) About the right amount of services      \_\_\_\_ (9) Don't know

27. Approximately how many years have you lived in Newcastle? \_\_\_\_\_ years

28. What type of home do you live in?

\_\_\_\_(1) Single Family Residential      \_\_\_\_ (3) Townhome      \_\_\_\_ (5) Assisted Living Facility  
\_\_\_\_ (2) Condominium      \_\_\_\_ (4) Apartment      \_\_\_\_ (6) Other: \_\_\_\_\_

29. Do you rent or own your home?      \_\_\_\_ (1) Rent      \_\_\_\_ (2) Own

30. What is your age? \_\_\_\_\_ years

31. Which of the following best describe your race/ethnicity? *[Check all that apply.]*

\_\_\_\_(1) African American      \_\_\_\_ (3) Native American      \_\_\_\_ (5) Hispanic or Latino  
\_\_\_\_ (2) Asian/Pacific Islander      \_\_\_\_ (4) White      \_\_\_\_ (6) Other: \_\_\_\_\_

32. How many children under age 18 live in your household? *[Enter "0" if none.]* \_\_\_\_\_ children

33. What is your gender?

\_\_\_\_(1) Male      \_\_\_\_ (2) Female      \_\_\_\_ (3) Transgender      \_\_\_\_ (4) Non-Binary or None of These

34. Would you say your total annual household income is...

\_\_\_\_(1) Under \$50,000      \_\_\_\_ (3) \$100,000 to \$199,999      \_\_\_\_ (5) \$500,000 to \$999,999  
\_\_\_\_ (2) \$50,000 to \$99,999      \_\_\_\_ (4) \$200,000 to \$499,999      \_\_\_\_ (6) \$1,000,000 or more

35. If you have any other comments you would like to share, please provide them below.

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**This concludes the survey – Thank you for your time!**

Please return your completed survey in the enclosed postage-paid envelope addressed to:  
ETC Institute, 725 W. Frontier Circle, Olathe, KS 66061.