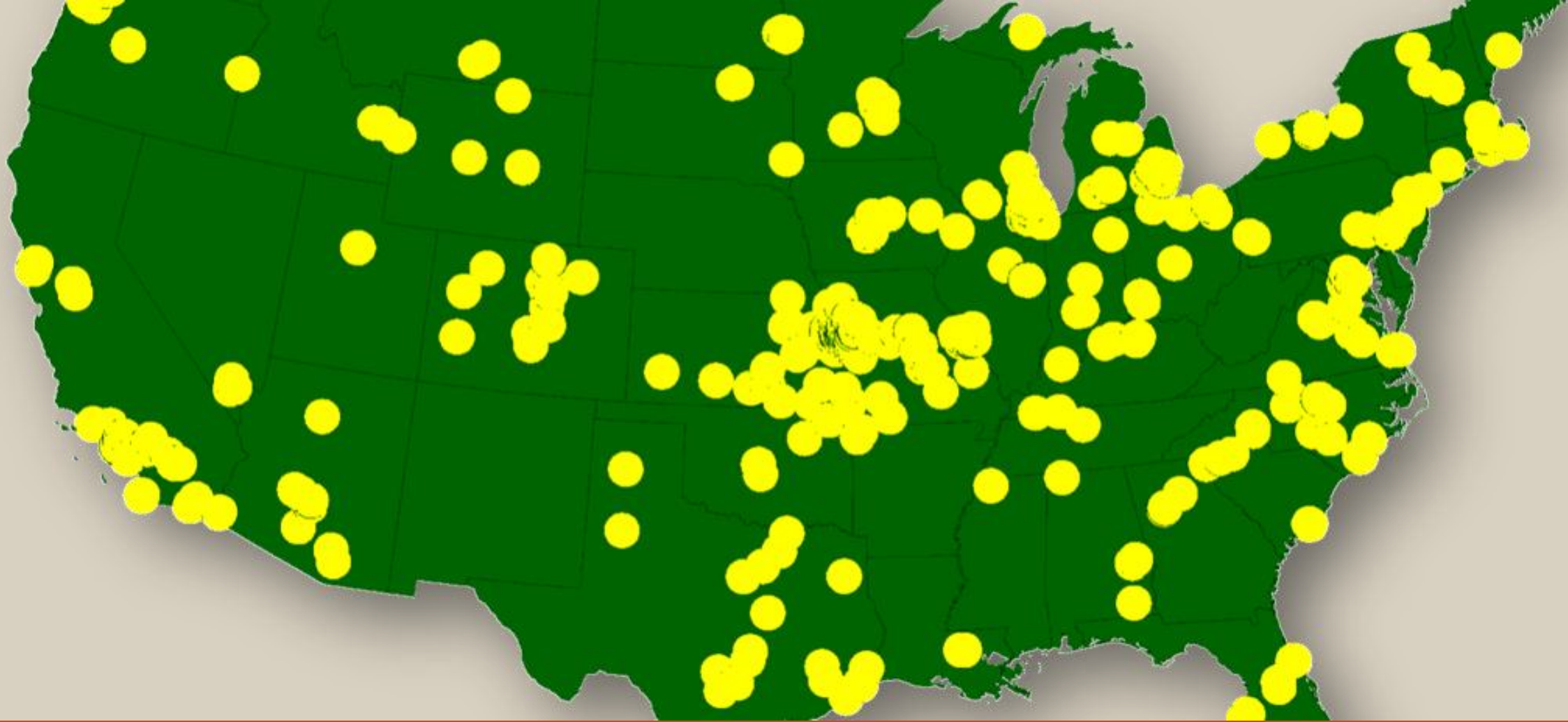


# City of Newcastle Community Survey

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PRESENTED BY ETC INSTITUTE



## A National Leader in Market Research for Local Governmental Organizations

More than 2,000,000 Persons Surveyed Since 2009 in more than 900 cities in 49 states

Helping organizations make better decisions

# Purpose

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To objectively assess citizen satisfaction with the delivery of City services

To develop trends for future surveys

To compare the City's performance with residents regionally and nationally

To help determine priorities for the community

# Methodology

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## **Survey Description**

- First Community Survey conducted for the City by ETC Institute
- Included many questions from our National Benchmarking Database to facilitate valid comparisons

## **Method of Administration**

- By mail and online to a random sample of households in the City
- Each survey took approximately 15-20 minutes to complete

## **Sample Size**

- **Goal:** 400 surveys
- **Actual:** 473 surveys (+18% of goal)

## **Margin of Error**

- +/- 4.5% at the 95% level of confidence

Good representation from throughout the City



# Bottom Line Up Front

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## **Residents Have a Very Positive Perception of the City**

- 92% indicated they were “very satisfied” or “satisfied” with the overall quality of life in Newcastle
- 88% indicated they were “very satisfied” or “satisfied” with the City as a place to raise children

## **Satisfaction with City Services is Much Higher in Newcastle Than Other Communities**

- Newcastle rated above or the same as the U.S. average in 37 of the 50 areas that were assessed, and significantly above the average (5% or more) in 31 of the areas
- Newcastle rated above or the same as the Northwest regional average in 36 of the 50 areas that were assessed, and significantly above the average in 28 of the areas
- Satisfaction with the overall quality of life in the City rated 20% above the U.S. average and 11% above the Northwest regional average

## **Priorities for Improvement**

- Flow of traffic/congestion management on streets
- Efforts by the City to regulate development and how well the City is planning growth
- Efforts to ensure the community is prepared for emergencies
- Transit options in the City
- How well the City communicates with the public

# Perceptions

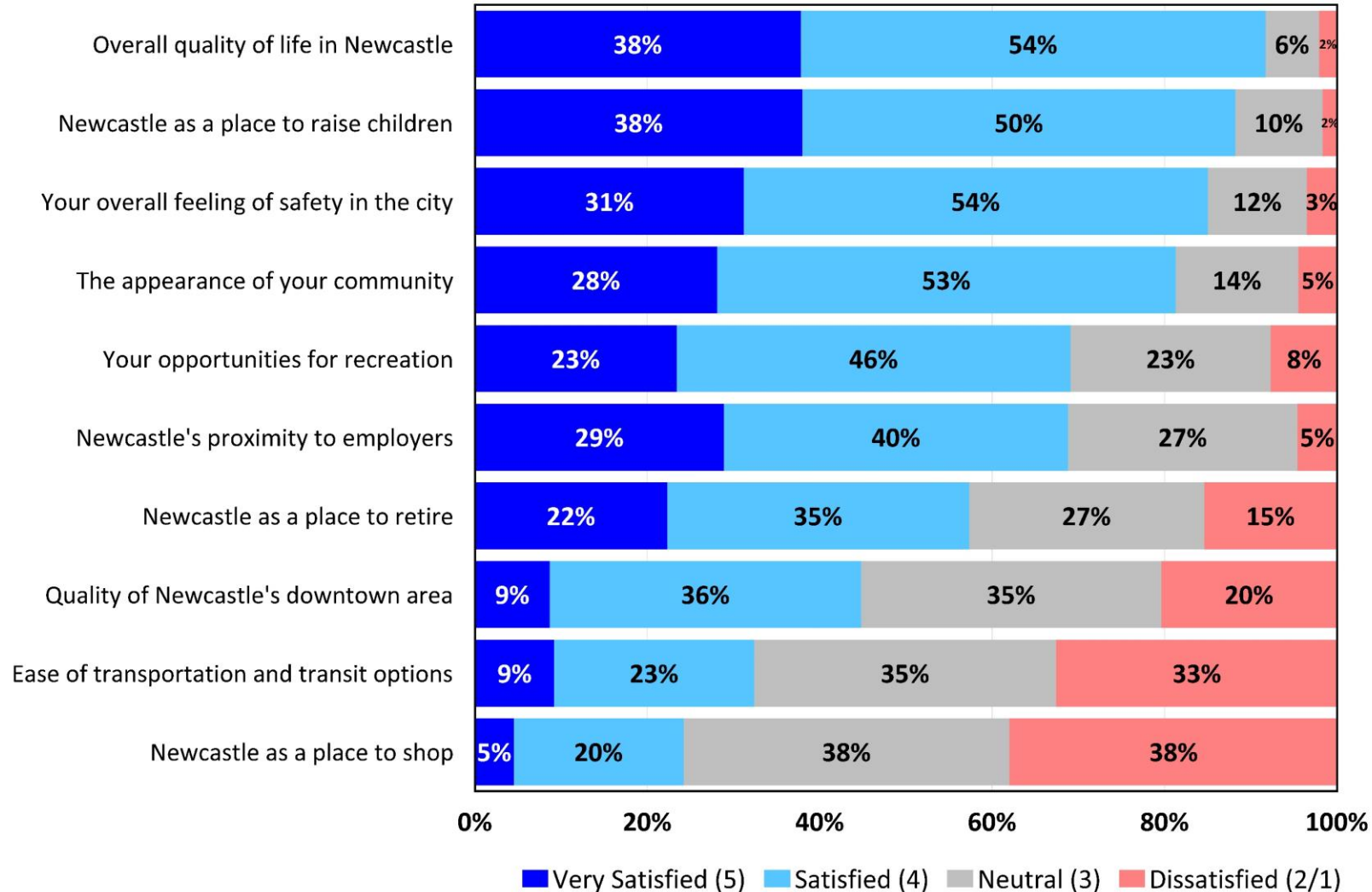
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RESIDENTS HAVE A VERY POSITIVE PERCEPTION OF THE CITY



## Q1. Satisfaction with Community Livability

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

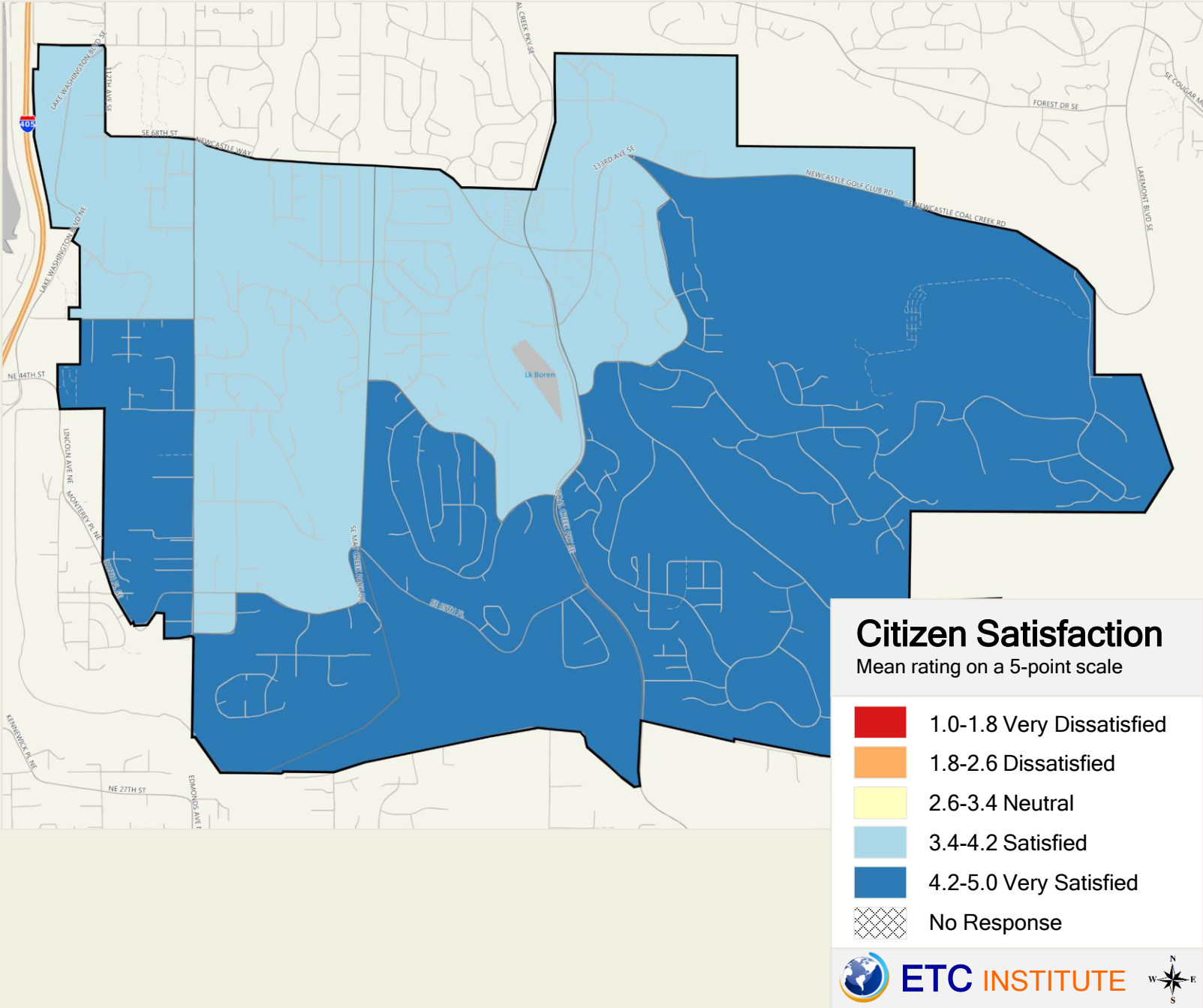


92% of Residents Indicated they are Satisfied with the Quality of Life in the City, only 2% gave Below Average Ratings



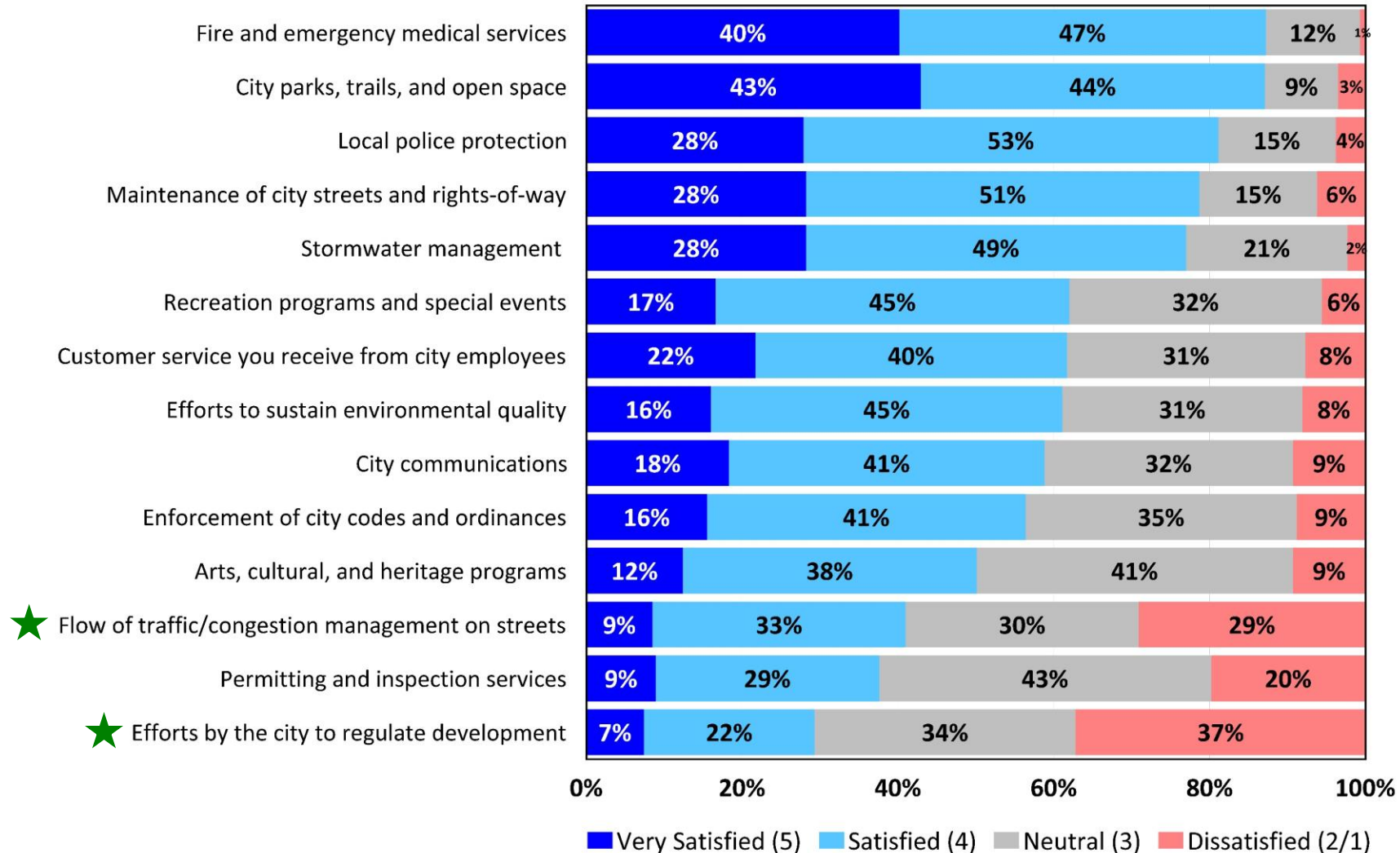
# Overall Quality of Life in the City

The City is doing an excellent job of providing services equitably to all members of the community



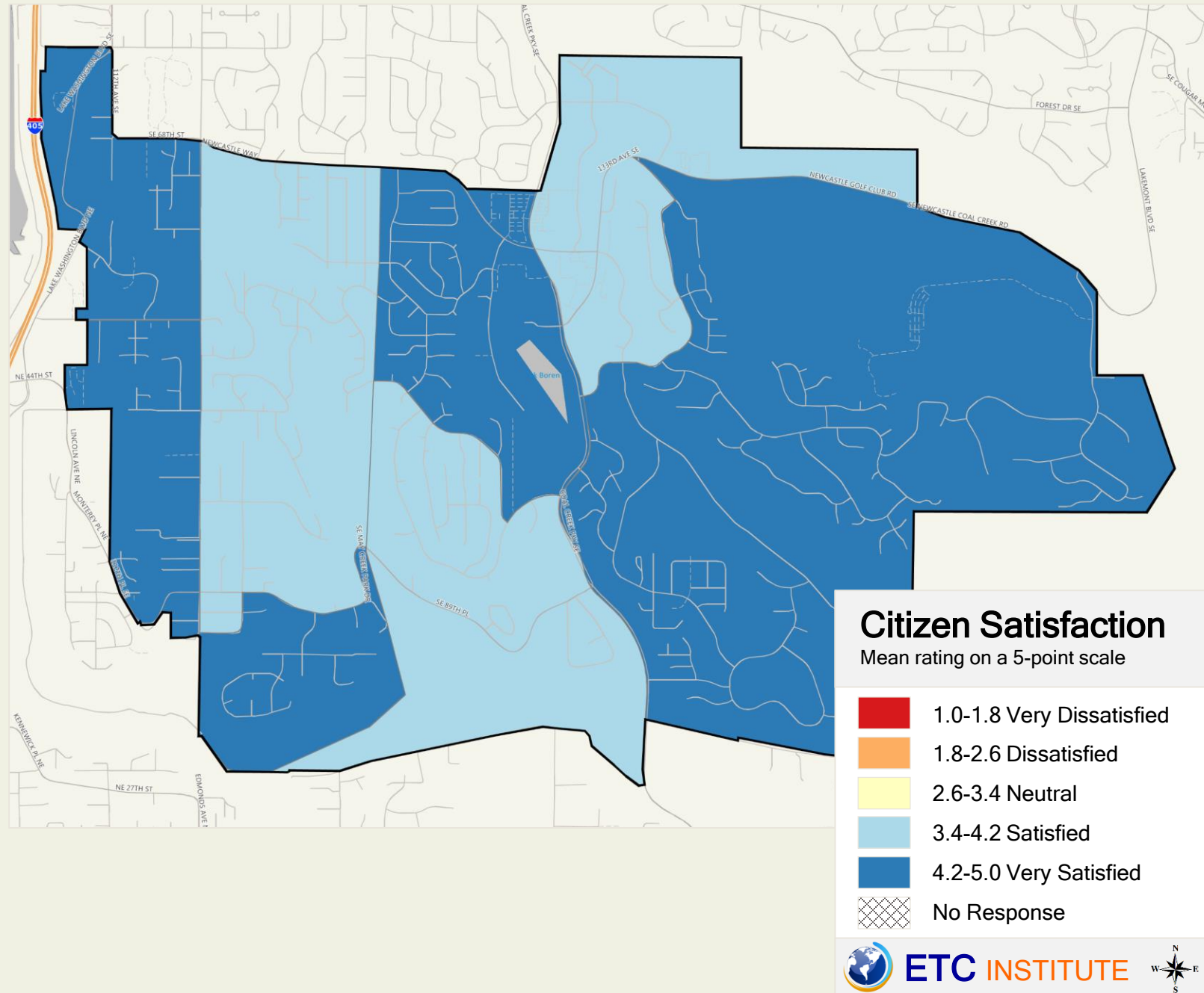
## Q2. Satisfaction with Overall Quality of City Services

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



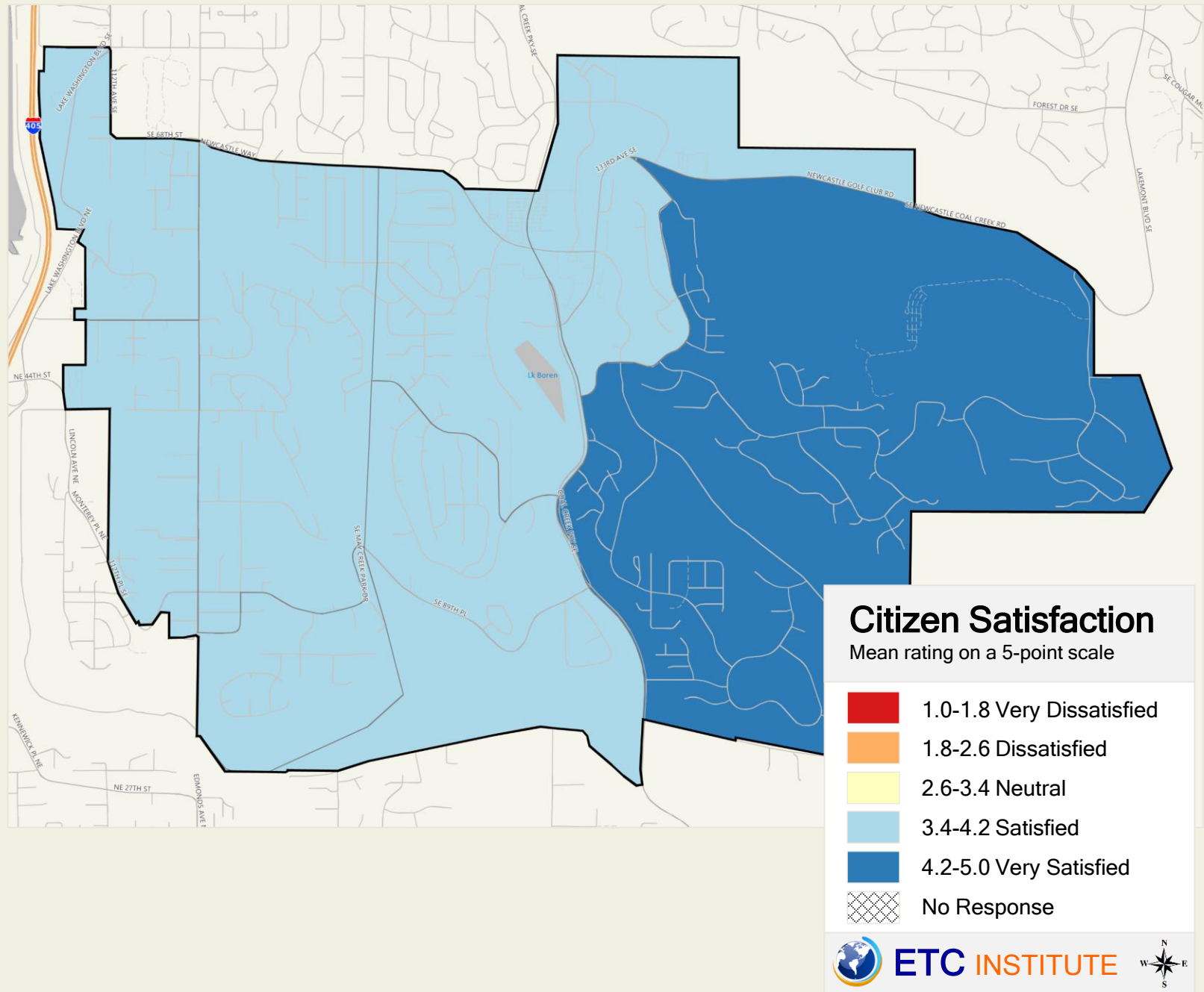
The Top Priorities for Improvement Received the Largest Number of Dissatisfied Responses

Residents in ALL areas of the City are satisfied with the deliver of public safety services



# Quality of Local Police Protection

Residents in ALL areas of the City are satisfied with the deliver of public safety services





This item was determined to be a top priority for improvement based on the Importance-Satisfaction Analysis

**Citizen Satisfaction**  
Mean rating on a 5-point scale

Red	1.0-1.8 Very Dissatisfied
Orange	1.8-2.6 Dissatisfied
Yellow	2.6-3.4 Neutral
Blue	3.4-4.0 Satisfied

Mean rating on a 5-point scale



This item was determined to be a top priority for improvement based on the Importance-Satisfaction Analysis

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Mean rating on a 5-point scale

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Mean rating on a 5-point scale



# Major City Service Categories

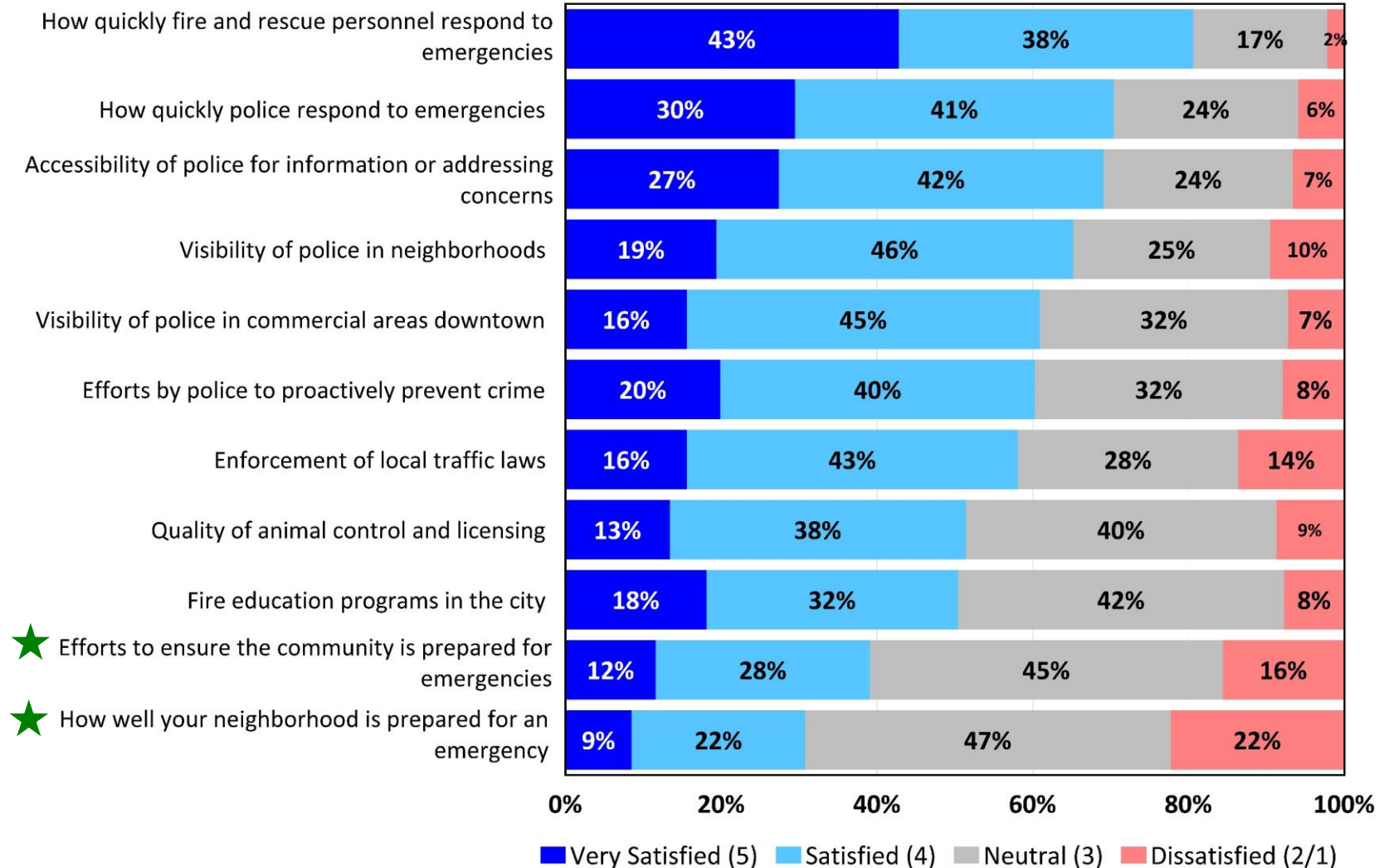
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RESIDENTS ARE SATISFIED WITH THE DELIVERY OF CITY SERVICES



## Q5. Satisfaction With Public Safety

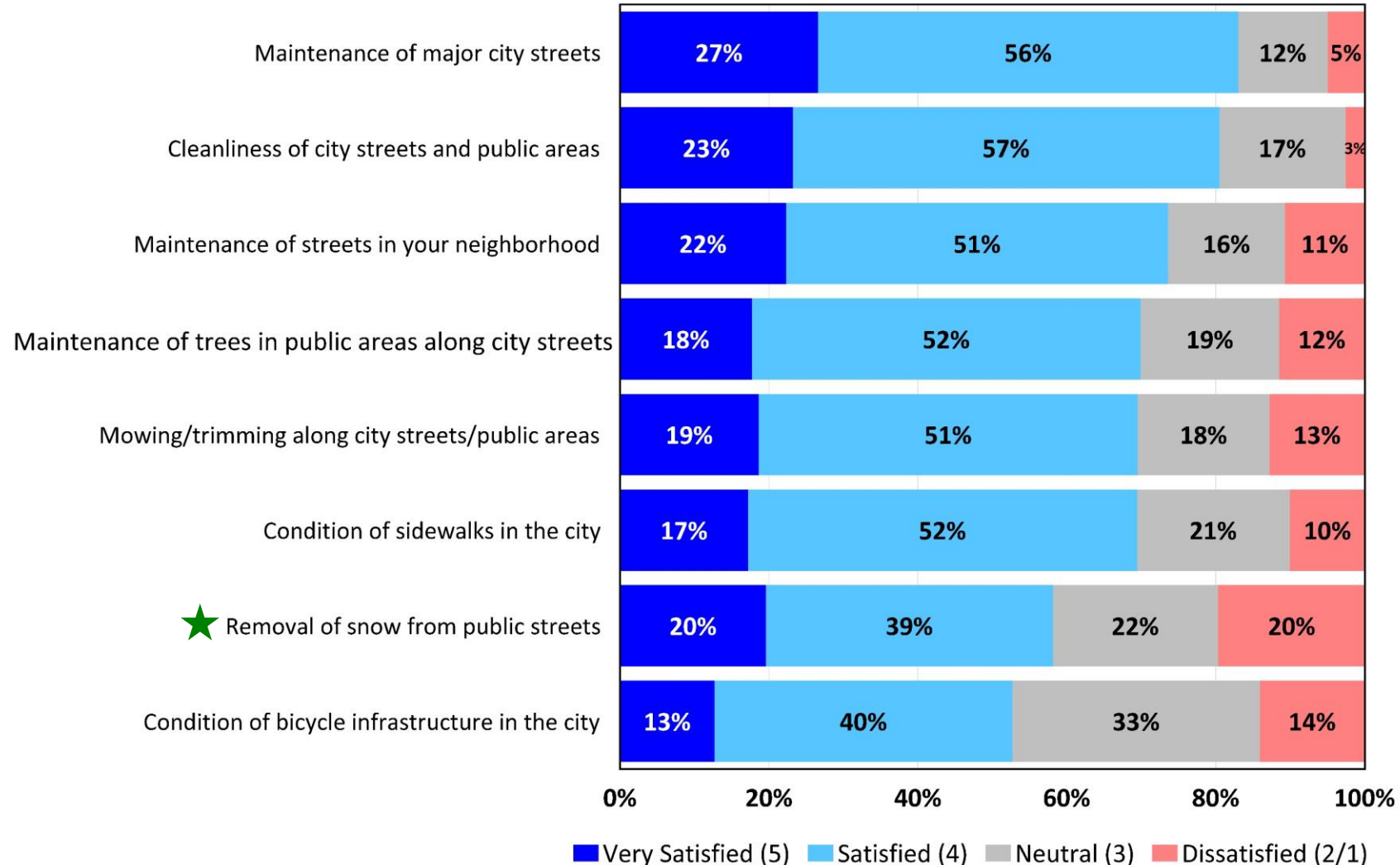
by percentage of respondents (excluding “don’t know”)



Emergency Preparedness Should be a Top Public Safety Initiative

## Q7. Satisfaction With Street Infrastructure Maintenance

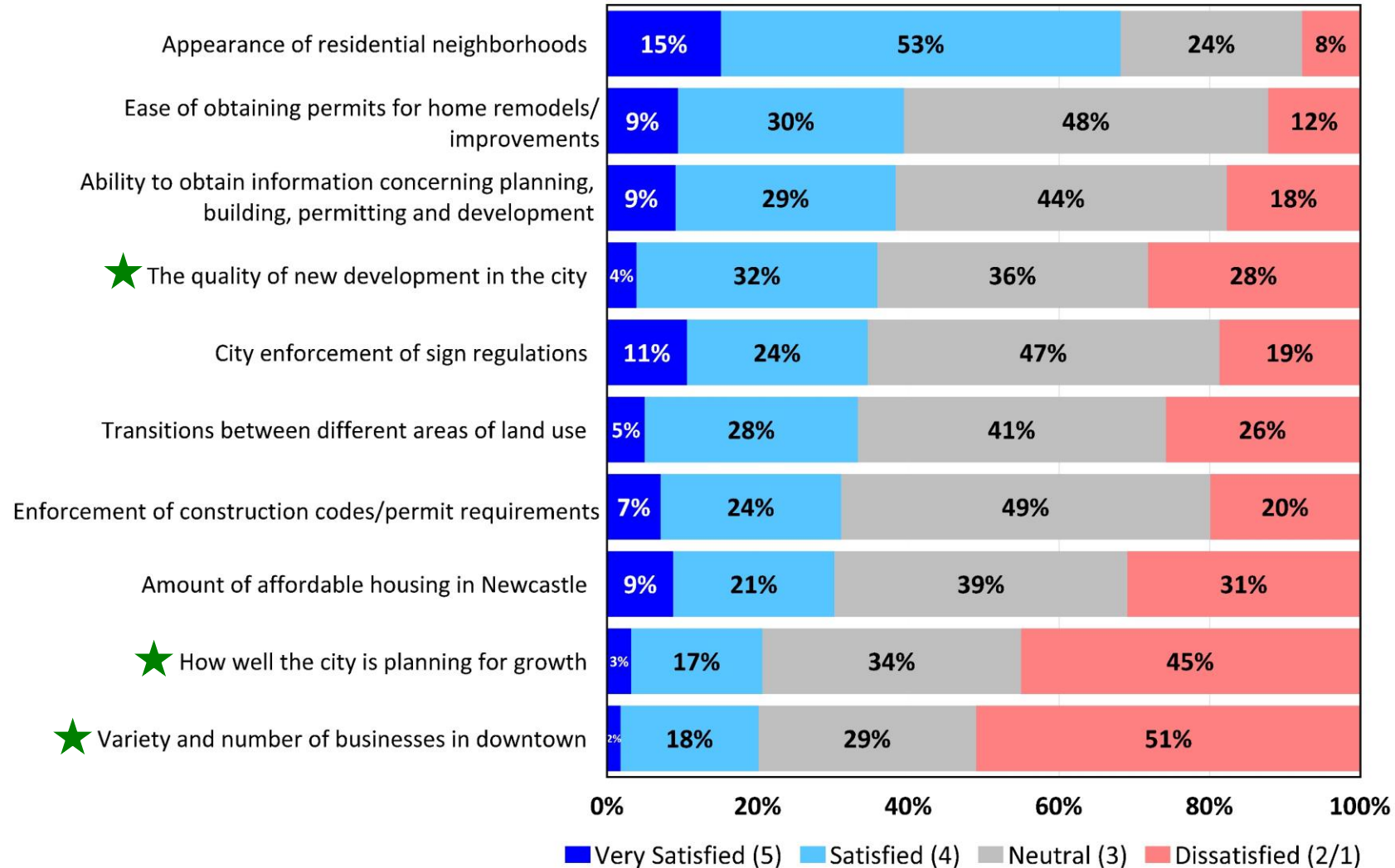
by percentage of respondents (excluding “don’t know”)



Problem Areas for Most Communities are Strengths in Newcastle

## Q11. Satisfaction With Planning and Development

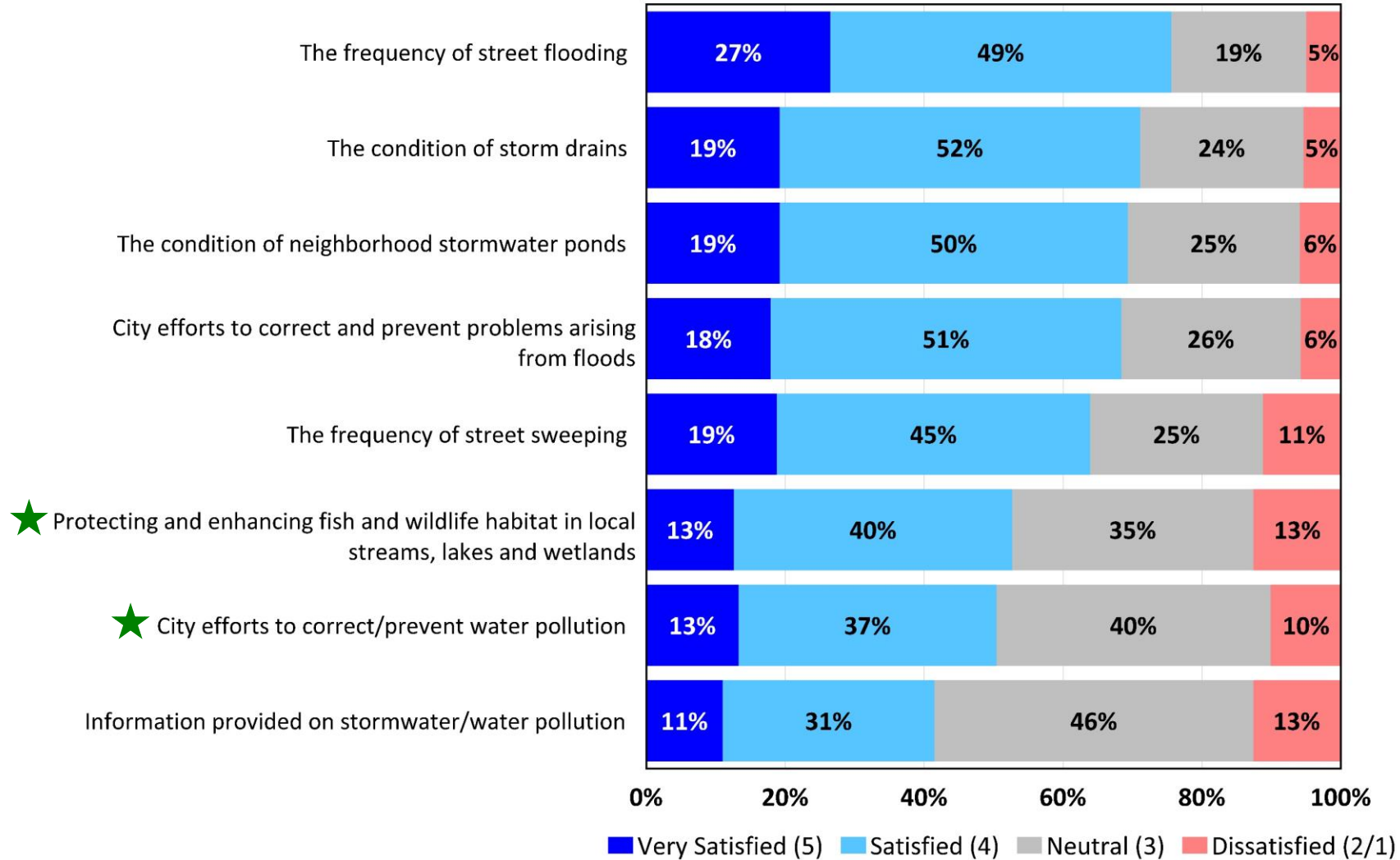
by percentage of respondents (excluding “don’t know”)



Planning and Development is a Major Concern of Most Residents

## Q13. Satisfaction With Surface Water Management

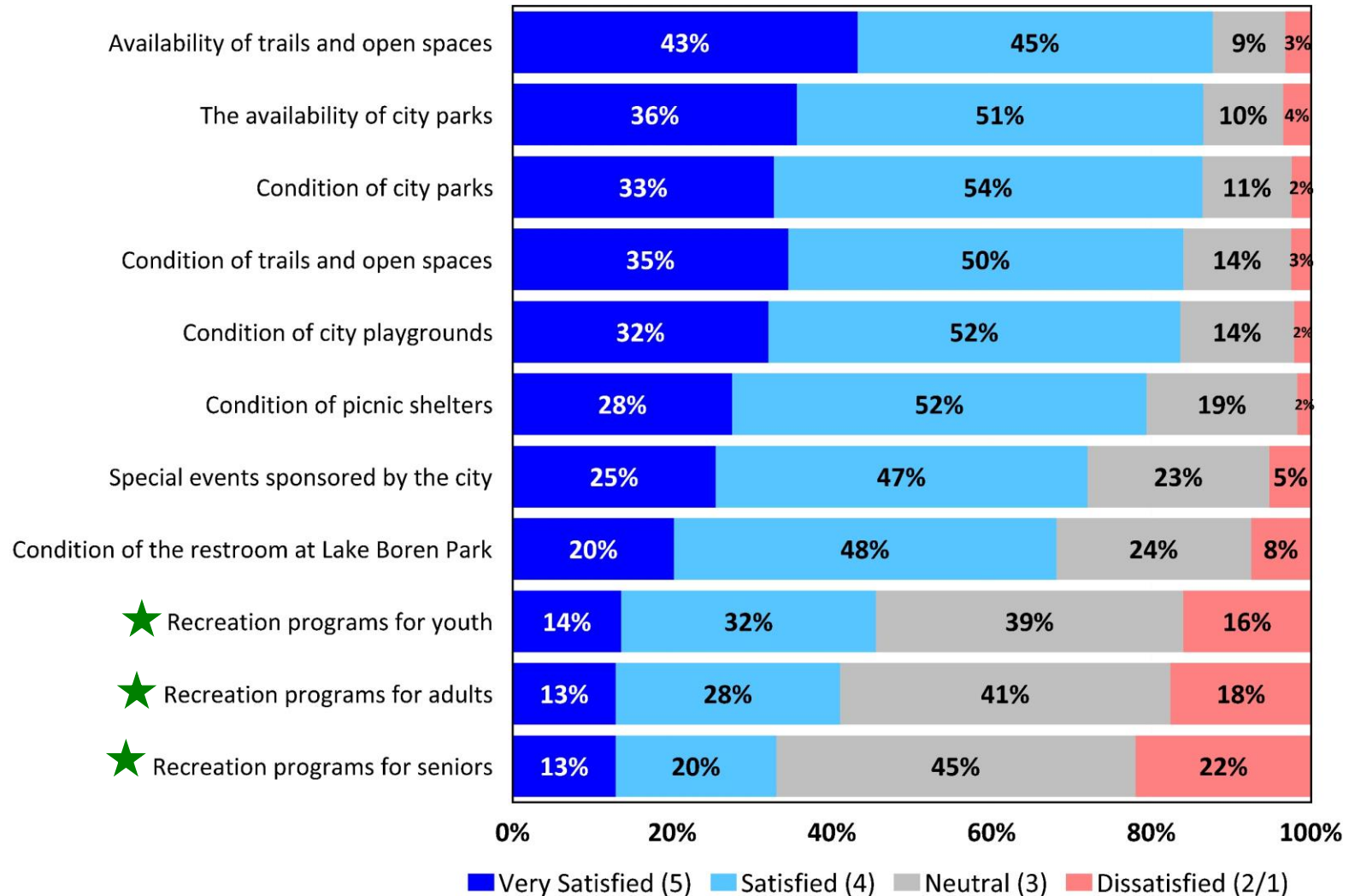
by percentage of respondents (excluding “don’t know”)



Emergency Preparedness Should be a Top Public Safety Initiative

## Q15. Satisfaction With Parks and Recreation

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

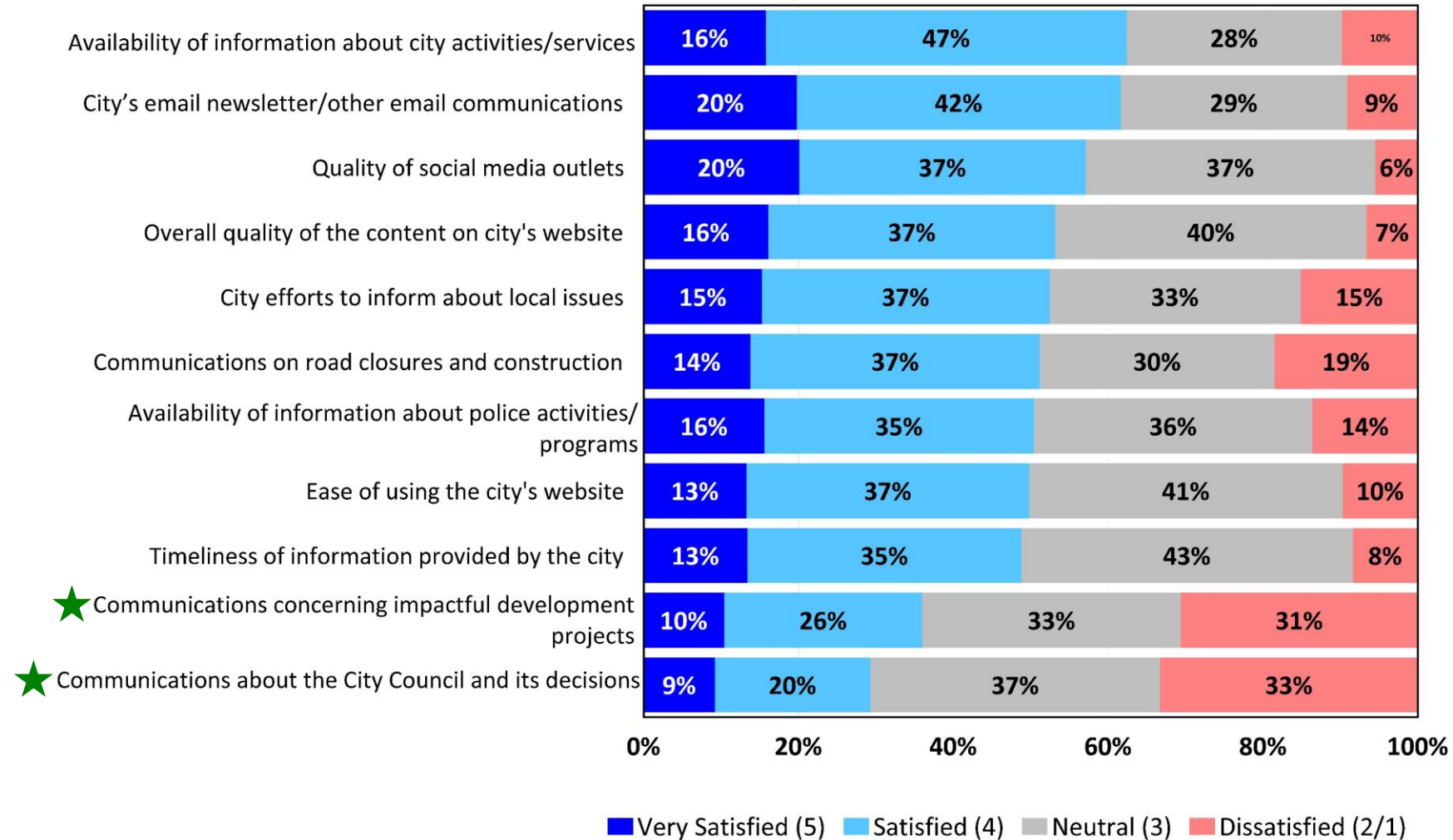


Recreation Programs is the Highest Priority for Improvement in this Category



## Q18. Satisfaction With Communication and Engagement

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



An Strong Community Engagement Plan Can Help both the City and the Public

# Benchmarks

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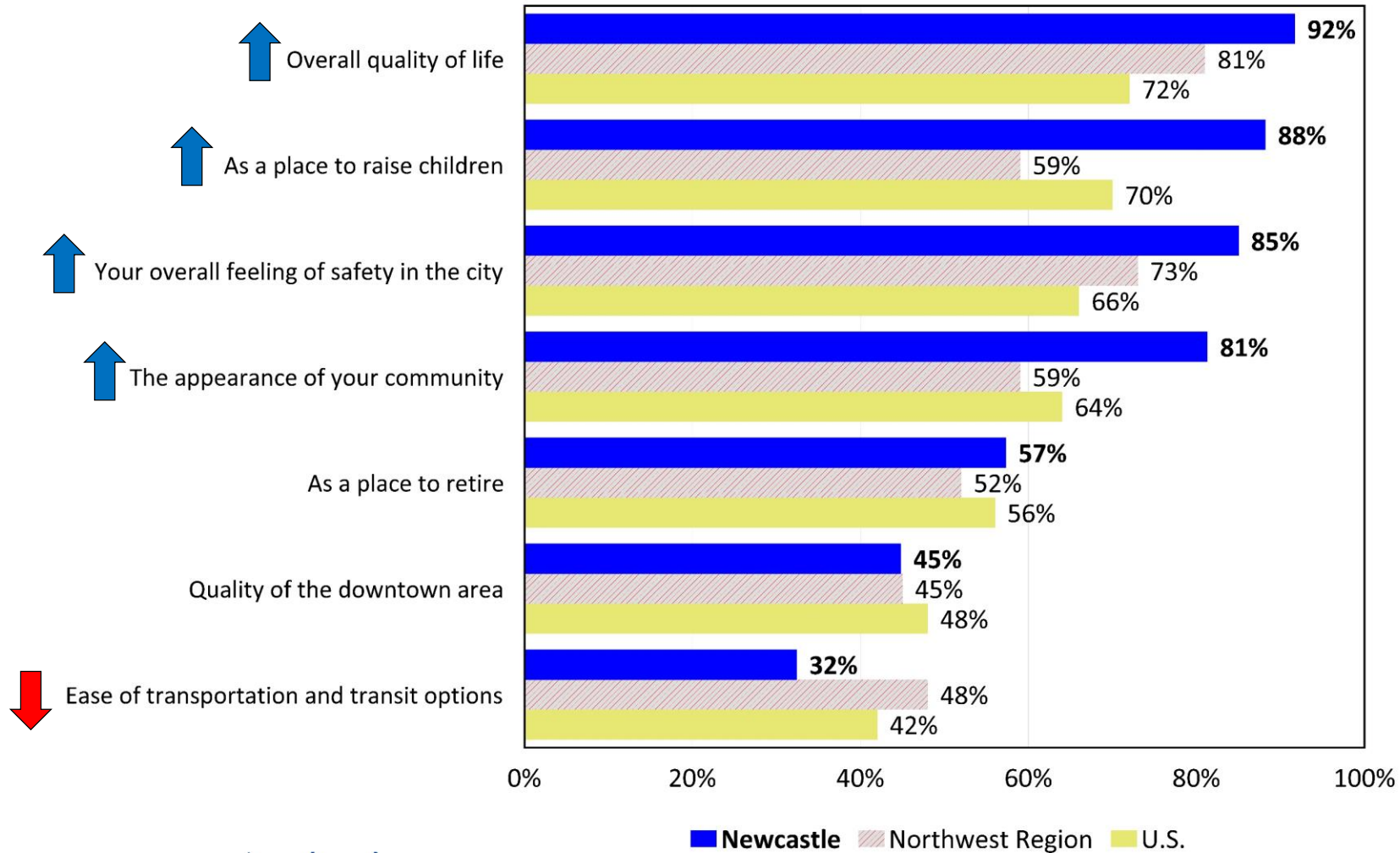
NEWCASTLE RATES SIGNIFICANTLY HIGHER THAN OTHER  
COMMUNITIES



# 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")



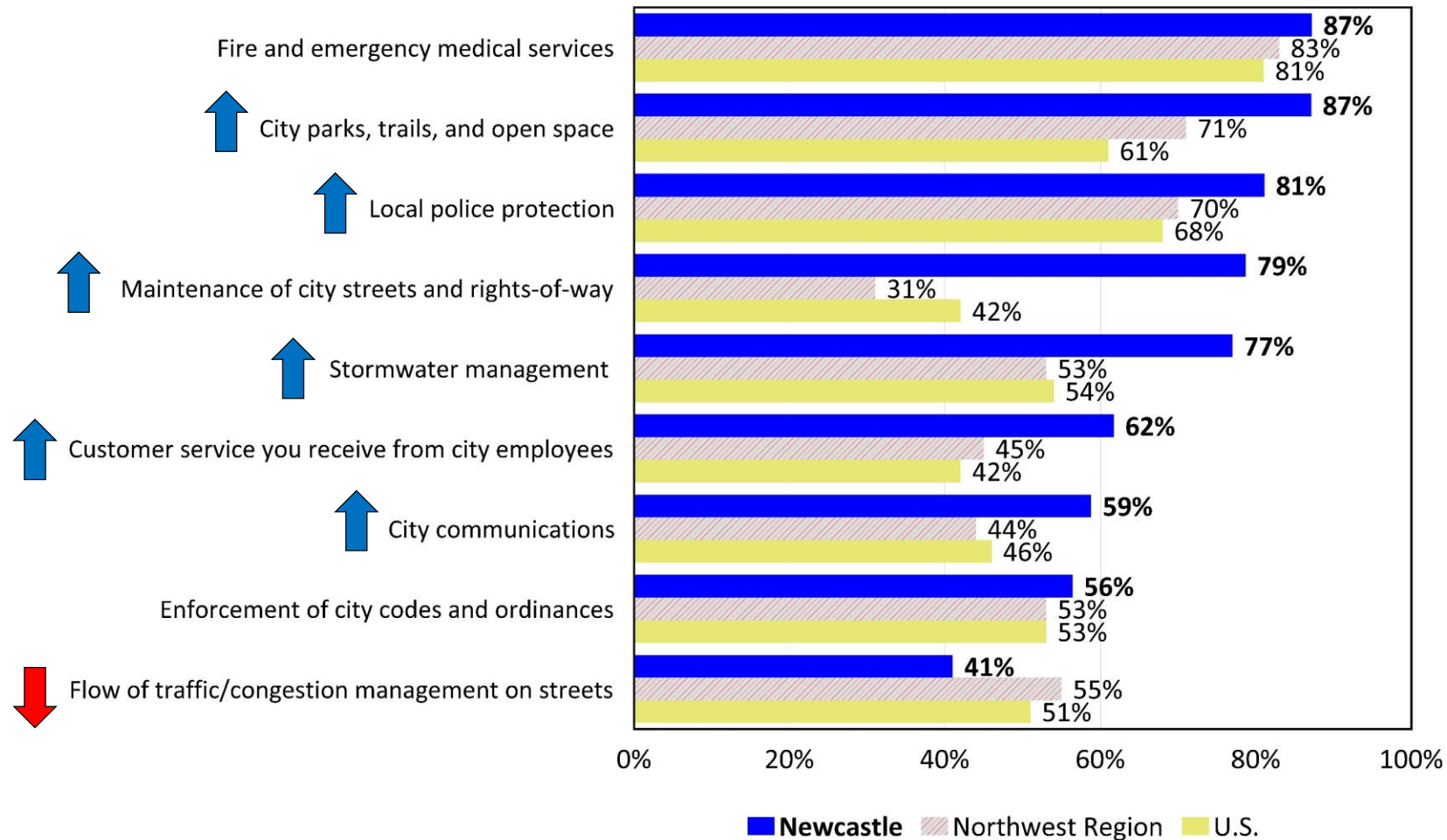
Significantly Higher Than National Average: ↑

Significantly Lower Than National Average: ↓

# 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")

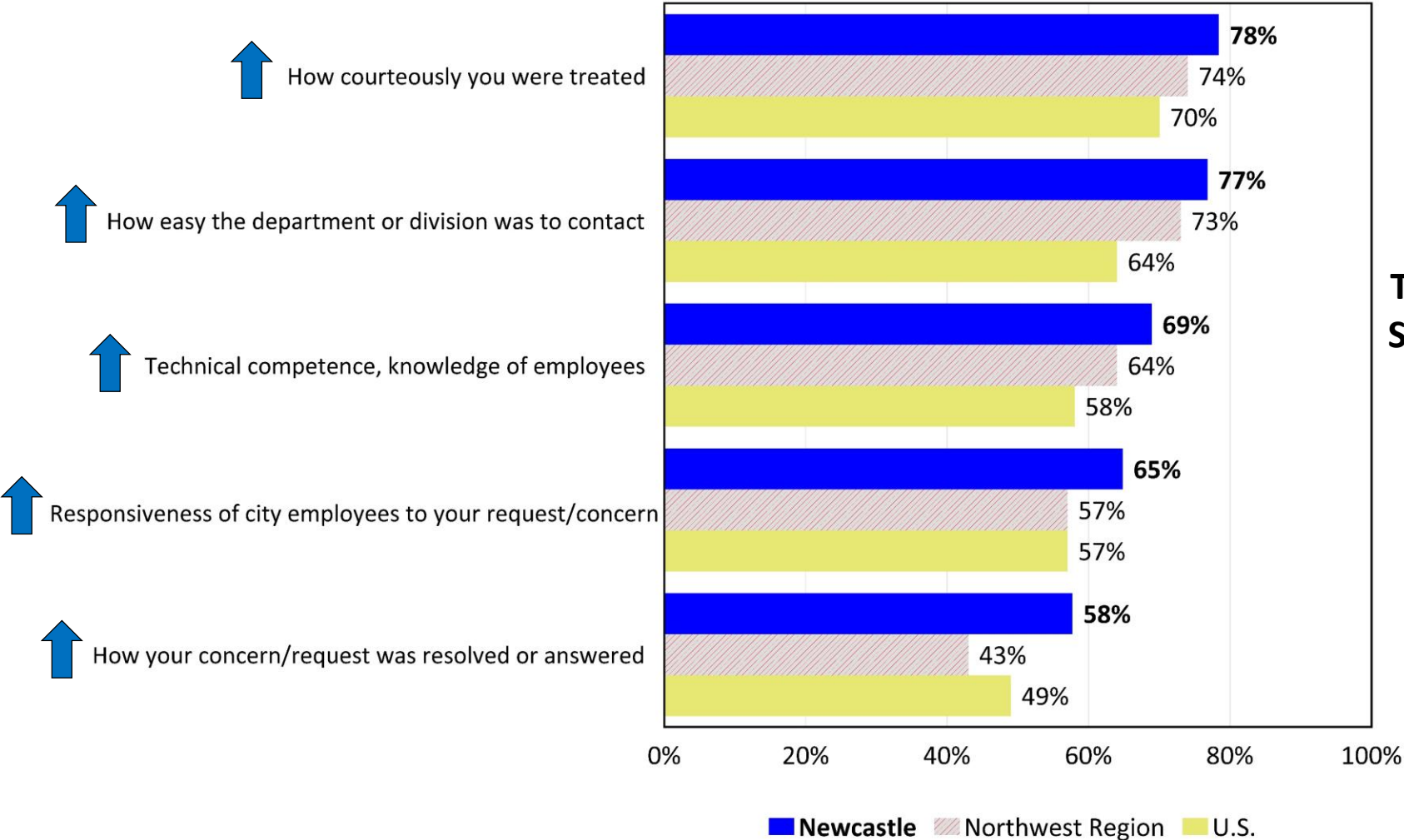


Significantly Higher Than National Average: ↑

Significantly Lower Than National Average: ↓

# 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")



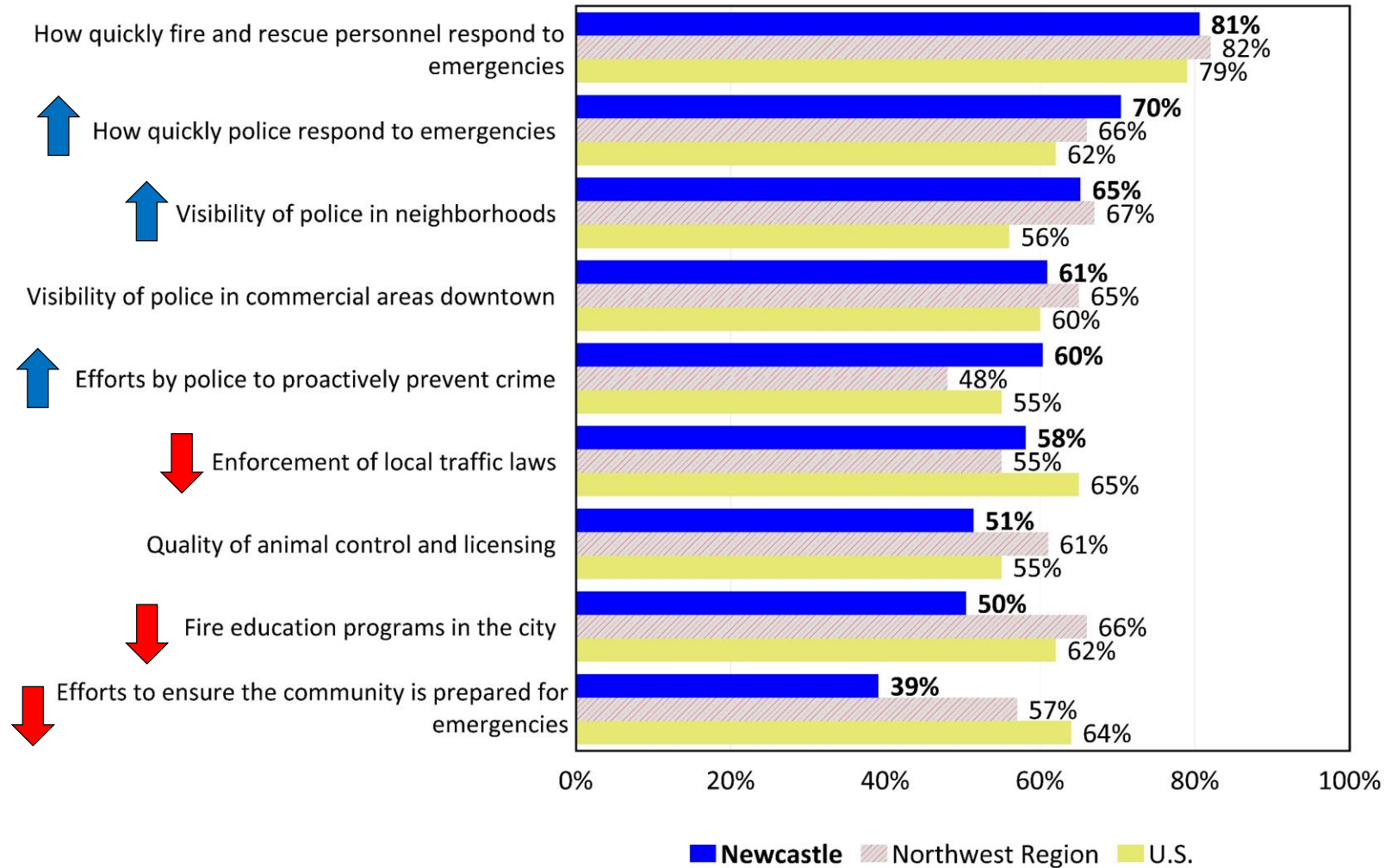
**The City of Newcastle is  
Setting the Standard for  
Customer Service**

Significantly Higher Than National Average: ↑

Significantly Lower Than National Average: ↓

# 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")



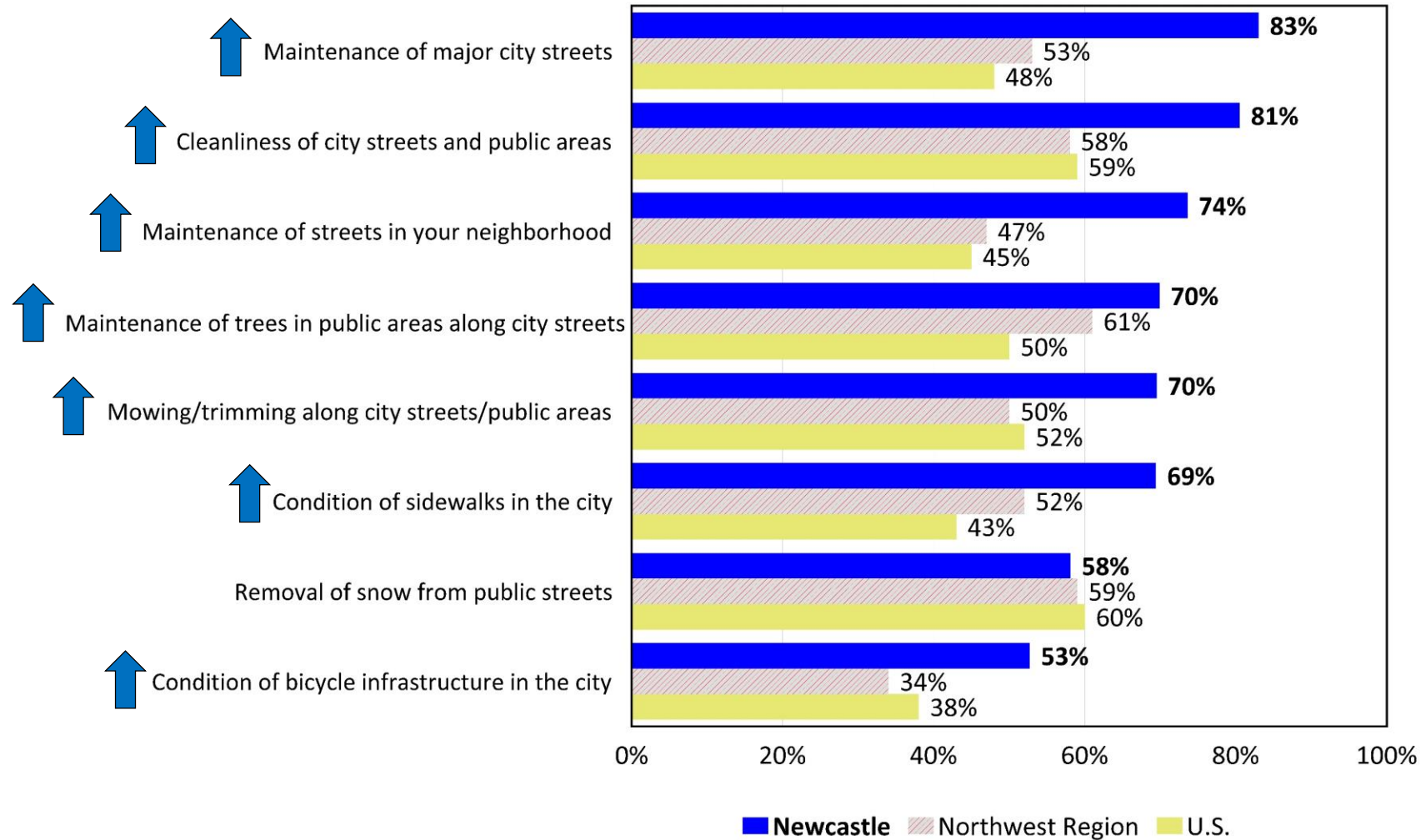
Significantly Higher Than National Average: ↑

Significantly Lower Than National Average: ↓



# 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")

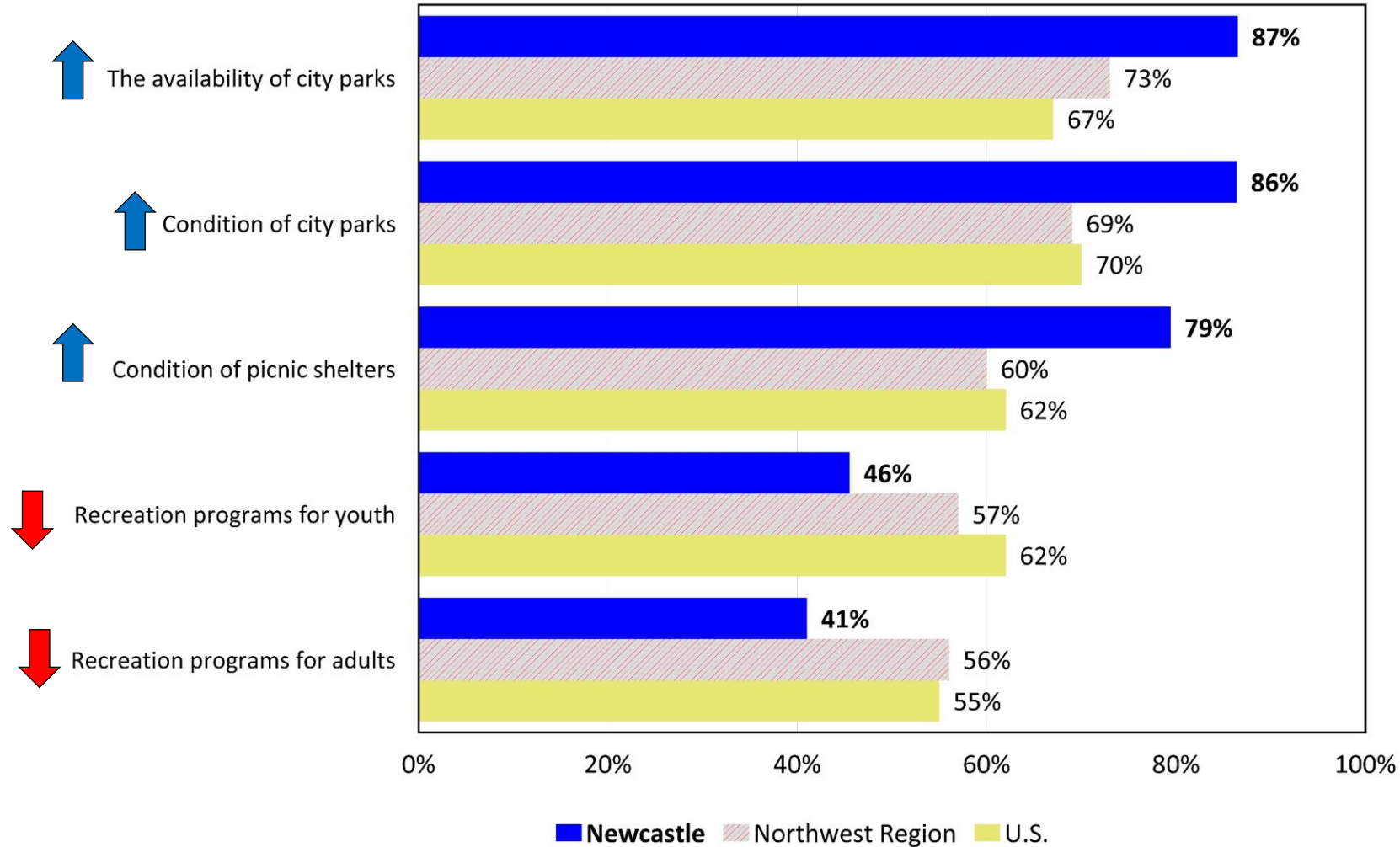


Significantly Higher Than National Average: ↑

Significantly Lower Than National Average: ↓

# 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")

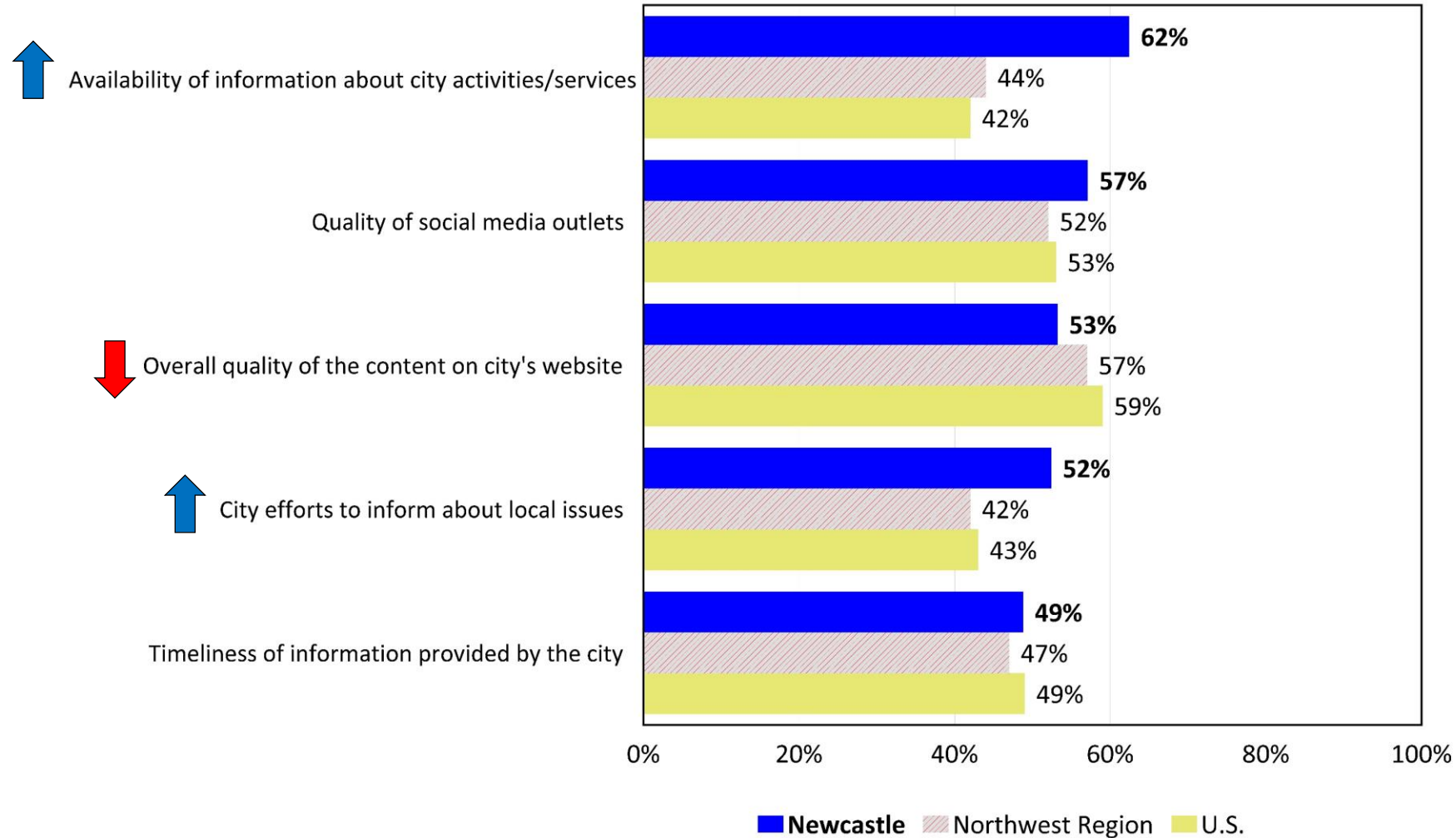


Significantly Higher Than National Average: ↑

Significantly Lower Than National Average: ↓

# 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")



Significantly Higher Than National Average: ↑

Significantly Lower Than National Average: ↓



# Priorities for Investment

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IMPORTANCE-SATISFACTION ANALYSIS

# 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
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
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

I-S Ratings .1000 or Greater Are Considered a High Priority for Investment Over the Next Two Years

# 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
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
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
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

I-S Ratings .1000 or Greater Are Considered a High Priority for Investment Over the Next Two Years

# 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
Removal of snow from public streets	49%	1	58%	7	0.2041	1
Maintenance of streets in your neighborhood	40%	3	74%	3	0.1053	2
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

I-S Ratings .1000 or Greater Are Considered a High Priority for Investment Over the Next Two Years

# 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
Number of transit options	43%	1	26%	10	0.3188	1
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
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

I-S Ratings .1000 or Greater Are Considered a High Priority for Investment Over the Next Two Years

# 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
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
Amount of affordable housing in Newcastle	23%	8	30%	8	0.1577	4
Transitions between different areas of land use	16%	6	33%	6	0.1034	5
Appearance of residential neighborhoods	18%	2	68%	1	0.0572	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

I-S Ratings .1000 or Greater Are Considered a High Priority for Investment Over the Next Two Years

# 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
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
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

I-S Ratings .1000 or Greater Are Considered a High Priority for Investment Over the Next Two Years



# 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
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
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

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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
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
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
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

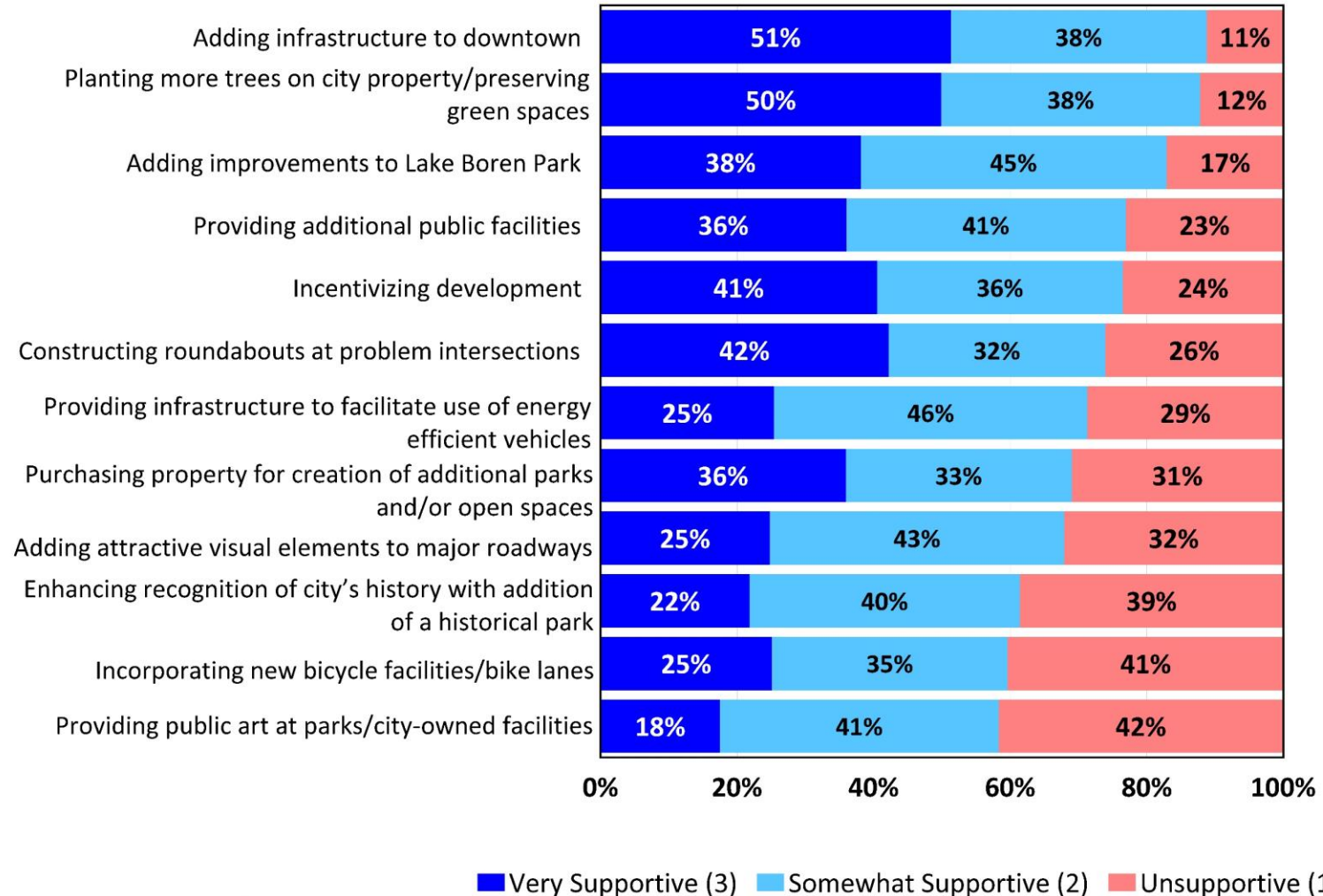
I-S Ratings .1000 or Greater Are Considered a High Priority for Investment Over the Next Two Years

# Community Investments

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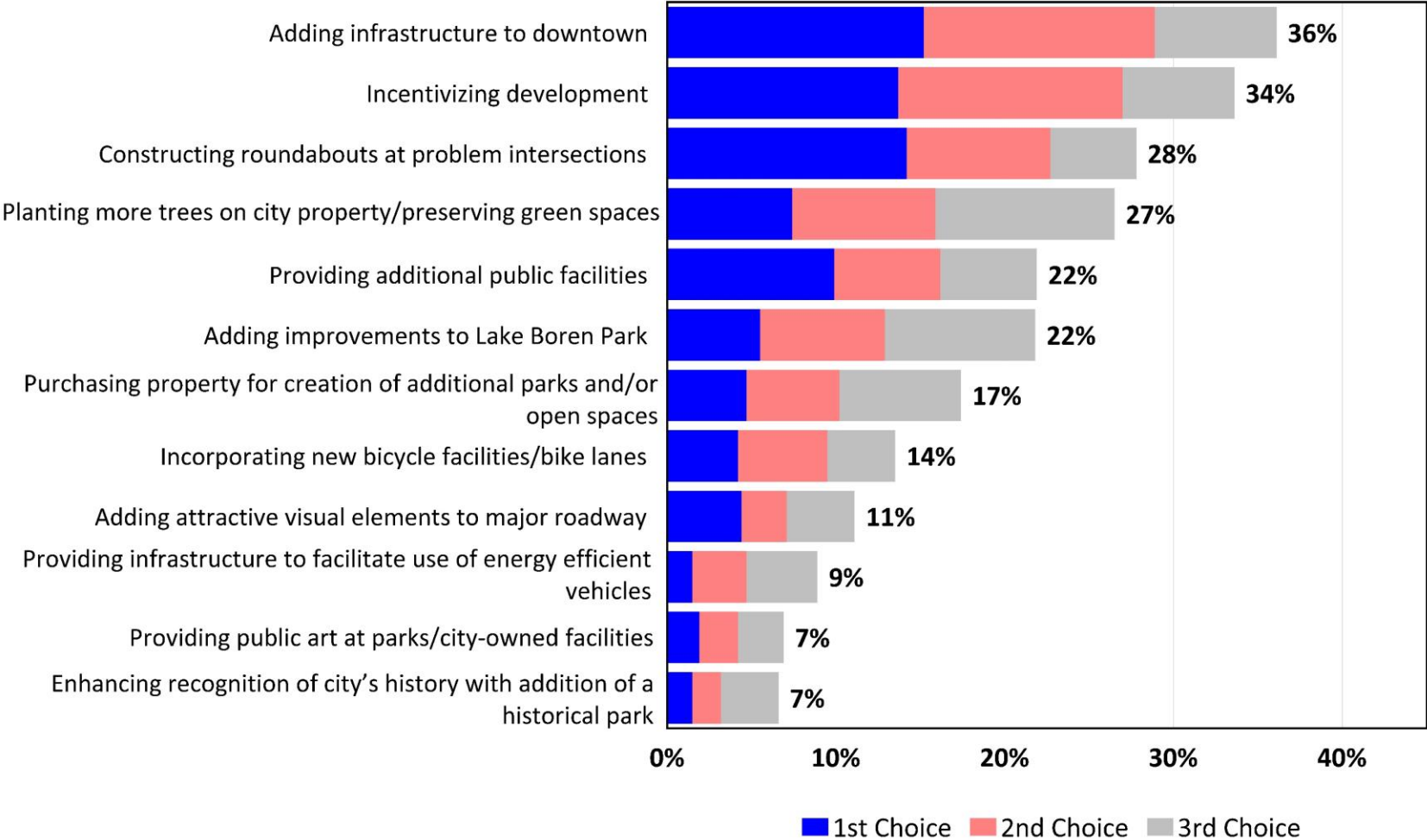
## Q22. Support for Community Investment Areas

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



# 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



# Summary

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- Efforts by the City to regulate development and how well the City is planning growth
- Efforts to ensure the community is prepared for emergencies
- Transit options in the City
- How well the City communicates with the public



# Questions?

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THANK YOU