

100CITY OF COVINGTON
Resident Survey
Executive Summary
February 10th, 2006

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Research Objectives

Research Objectives

The following objectives were addressed in conducting research for the City of Covington:

- Measure the perception of the overall quality of life in Covington for residents
- Priorities for the City for funding resources
- Common informational sources among City of Covington residents
- Overall awareness of budget shortfalls
- Acceptability of new taxes for parks
- Likelihood to vote to approve Parks Ballot Measure
- How residents feel about components of life in Covington including:
 1. Recreational and cultural activities
 2. Job and economic opportunities
 3. Covington as place to raise children
 4. Covington as place to retire
 5. Transportation, including traffic and public transportation
 6. Housing issues, including affordability
 7. City services overall
 8. Adequacy and use of parks and recreational facilities
 9. Communications with resident
 10. Opportunities for involvement in public decision-making process
 11. Sidewalk and street landscaping
 12. Zoning issues
 13. Awareness and use of City programs
 14. Individual's future plans within Covington
 15. Determine priorities for City budget options

Methodology

The following is a detailed description of the methodologies used in the January 2006 City of Covington study and the techniques that were applied during the course of analysis. The balance of this methodology section describes procedures that were applied to the telephone survey of Covington residents.

Sample Frame and Sampling Procedure

A stratified probability sampling procedure was applied to identify residents of Covington to participate in the survey. Residents were randomly selected from a list of registered voters compiled by Labels & Lists. Hebert Research interviewed a total of 303 residents between January 27th and January 31st, 2006. The response rate—the proportion of those who were invited to participate that actually did so—was 61.62%.

Research Controls

Hebert Research applies a variety of controls to help ensure that the research and analysis offered is of the highest quality that can be provided within the research budget. The primary research controls that were employed in this study include the following:

Internal Peer Review

Hebert Research uses a “CERA” process—similar to academic peer review—to ensure that each study meets or exceeds rigorous quality control standards. Through this process, analysts review this document and offer critical feedback designed to reduce error and heighten the universal application of the research.

Statistical Weighting

Statistical weighting is a technique that is commonly used in survey research to compensate for sampling and response error. Statistical tests were run to identify demographic factors that are associated with variance and then appropriate sample parameters were compared with known population parameters. Very recent demographic data available through the U.S. Census were relied upon to identify population parameters. Demographic sample parameters were compared with population parameters and adjustments were made to account for response bias. In this survey—and as is typically the case with survey research—women responded to the request to participate in the survey at a rate that exceeded their actual presence in the population. Following preliminary analysis, it was concluded that such weighting was especially important given the fact that a significant amount of variance was associated with gender.

In other words, responses often varied between men and women. To compensate for potential sampling bias, “strata weights” were created and applied to the sample to ensure that men and women were properly represented within each of the geographic strata that are compared in the analysis. This helps ensure that the overall sample is representative of the City of Covington. Such a procedure allows for a high level of statistical precision and comparison. In the final weighting analysis, it was concluded that the sample was representative of the population within the following critical parameters:

1. Age
2. Gender

Research Assistant Training and Internal Controls

Hebert Research uses experienced Research Assistants to conduct telephone interviews. Each Research Assistant is trained when they begin working with the firm and they receive additional project-specific training at the beginning of each study. This helps to ensure that experienced and competent staff is involved in all phases of the project, thereby reducing the probability of error.

Research Assistants are supervised by a highly experienced interviewer who oversees them throughout the data collection process. All data collection activities are overseen by the Director of Operations who keeps the Senior Research Analyst, Research Director, and President apprised of the status of the project. A Research Analyst regularly reviews incoming data to ensure that they are accurate to the best of the firm's knowledge and are being gathered in a manner that is consistent with quality control standards.

Moreover Research Assistants, Junior Analysts, and others within the firm remain "blind" (i.e., unaware) to hypotheses that have been developed by Senior Analysts, Directors and the President. This ensures that conscious and unconscious bias does not have an effect on the data-collection process.

Multivariate Analysis

Statistical analysis is commonly conducted using multivariate techniques. The Senior Analyst relied primarily on three statistical tests, the Chi Square, ANOVA (i.e., Analysis of Variance) and Pearson Correlation coefficient to identify statistically reliable differences between segments and variables. The Chi-square test was used with categorical variables such as type of residence within Covington. By contrast, the ANOVA test was used with continuous data such as yearly income. Multivariate analysis was conducted to [1] identify differences between individuals within the following groups and [2] associations between these groups and variables of interest.

- Likelihood to vote
- Likelihood to pay increased tax to fund parks, recreation and athletic programs
- Quality of life
- Gender
- Type of dwelling

When differences between groups or variables are significant, the level of significance is reported as a "P" value. These values are the statistics that are commonly used in hypothesis testing and are relied upon to determine the reliability (i.e., the degree to which one can be certain) of a given finding or difference. This value describes the probability that an effect—for instance a difference between sub-regions—occurred due to chance or error. Thus, *low P values (i.e., those at or below .05) are indicative of high levels confidence and establish that the effect being observed can be relied upon in*

decision-making. P values of .000 are the lowest commonly reported in the social sciences and thus are indicative of a very high level of decision-making reliability.

Discriminant Analysis

Discriminant analysis is designed to examine the ability of certain key variables, or discriminating factors, to predict or classify another variable. Discriminant analysis was used in this research to identify whether or not each respondent is likely to support the proposed tax (Q39).

Kurtosis and Skewness

Skewness is an attribute of a distribution. A distribution that is symmetric around its mean has skewness zero, and is 'not skewed'. As the skewness statistic departs further from zero, a positive value indicates the possibility of a positively skewed distribution (that is, with scores bunched up on the low end of the score scale) or a negative value indicates the possibility of a negatively skewed distribution (that is, with scores bunched up on the high end of the scale). A skewness level greater than 1 generally indicates a distribution that differs significantly from a normal bell-curved distribution.

Kurtosis shows how close the data is to the mean. A kurtosis greater than 0 indicates that the data lie close to the mean, while a kurtosis less than 0 indicates that the data lie far from the mean. A kurtosis of 0 indicates that the distribution is normal.

A Note on Correlations and Measures of Association

“Cramer’s V” is a statistical test that measures the degree of association between variables. Where significant and appropriate, Cramer’s V coefficients are referenced to describe the strength of the relationship between variables (e.g., preparedness actions and county of residence). Such tests are similar to the Pearson correlation coefficient which is also utilized in this analysis. The higher the coefficient of association or correlation, the stronger the relationship between variables and, therefore, the greater the probability that one of the variables being examined is causing an effect on the other.

Margin of Error

The margin of error for the resident survey, as a whole, is $\pm 5.7\%$ at the 95% confidence level.

Hebert Research has made every effort to produce the highest quality research product within the agreed specifications, budget and schedule. The client understands that Hebert Research uses those statistical techniques which, in its opinion, are the most accurate possible. However, inherent in any statistical process is a possibility of error, which must be taken into account in evaluating the results. Statistical research can predict resident reaction and external conditions only as of the time of the sampling, within the parameters of the project, and within the margin of error inherent in the techniques used.

Evaluations and interpretations of statistical research findings and decisions based on them are solely the responsibility of the client and not Hebert Research. The conclusions, summaries and interpretations provided by Hebert Research are based strictly on the

analysis of the data gathered, and are not to be construed as recommendations; therefore, Hebert Research neither warrants their viability nor assumes responsibility for the success or failure of any client actions subsequently taken.

Research Team Members

Hebert Research

Jim Hebert, *President*

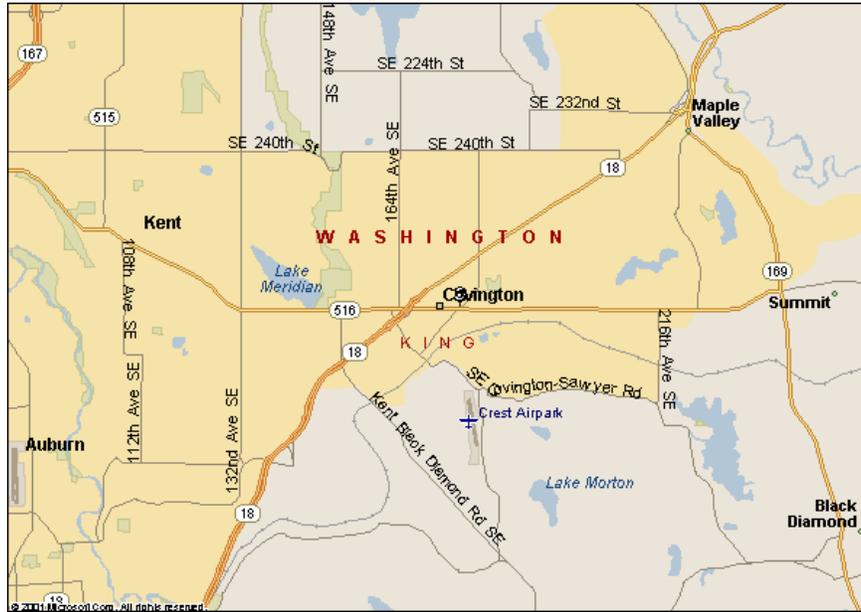
Paul Irby, *Director of Advanced Research*

Colin Hatch, *Senior Research Analyst*

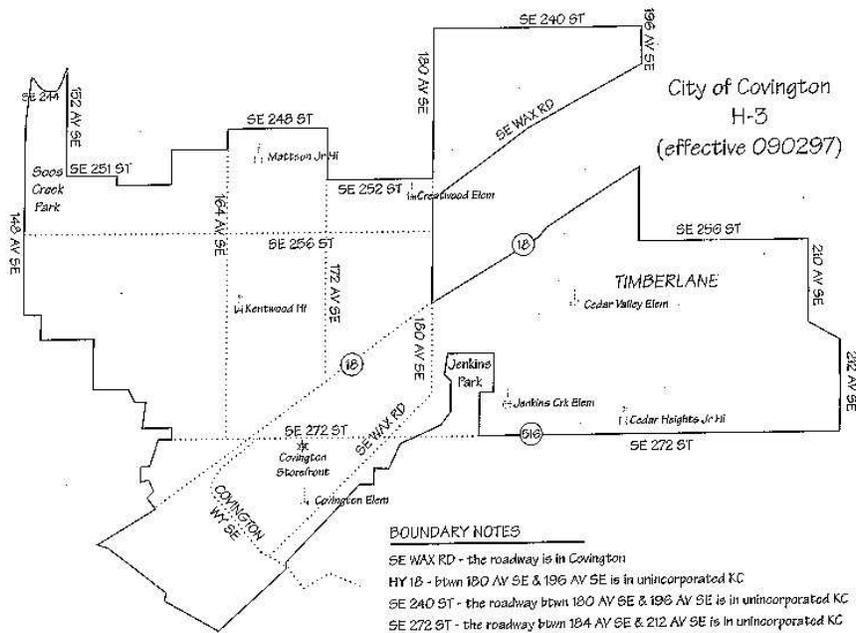
Tom Fisher, *Director of Operations*

Sample Map

The map below indicates the sampling area. The single marker represents the solitary zip code that was included in the study.



Provided below is a sample map of the City of Covington. The survey sample was drawn from within the current city limits of Covington.



Respondent Profile

The following tables describe the demographic profile of survey respondents. All respondents live within the City of Covington. As noted in the methodology section statistical analysis was conducted to determine whether the sample was representative of the population and statistical weighting was used to make adjustments where appropriate. The weighted gender sample parameters are compared with population parameters to illustrate the fact that the sample is representative of the population within these critical parameters. The population proportions within each table represent the distribution within the overall sample frame of the City of Covington.

Age	Likely to Approve by Vote	Total Sample
18-24	2.9%	3.0%
25-34	11.3%	10.7%
35-44	37.4%	34.0%
45-54	31.3%	28.9%
55-64	15.3%	17.4%
65+	1.8%	6.0%
Mean (Average)	44.4	45.8

Gender	Likely to Approve by Vote	Total Sample
Male	51.2%	50.0%
Female	48.8%	50.0%

Children in the Household		
Number of Children	Likely to Approve by Vote	Total Sample
0	34.1%	42.0%
1	18.9%	17.8%
2	27.2%	24.9%
3	16.4%	11.9%
4	0.8%	1.9%
5	2.6%	1.6%
Mean (Average)	1.4	1.2

Currently Enrolled in Elementary Through High School (Households with Children)		
Number of Children	Likely to Approve by Vote	Total Sample
0	11.5%	12.5%
1	34.6%	32.2%
2	38.5%	39.8%
3	12.8%	13.3%
4	1.3%	1.2%
5	1.3%	1.0%
Mean (Average)	1.6	1.7

Housing Characteristics

Number of Years Living in Covington	Likely to Approve by Vote	Total Sample
1 to 5	34.8%	30.5%
6 to 10	36.4%	32.6%
11 to 20	22.3%	24.6%
21 to 30	5.5%	8.7%
31 to 40	0.9%	3.4%
41+	0.0%	0.2%
Mean (Average)	9.2	11.1

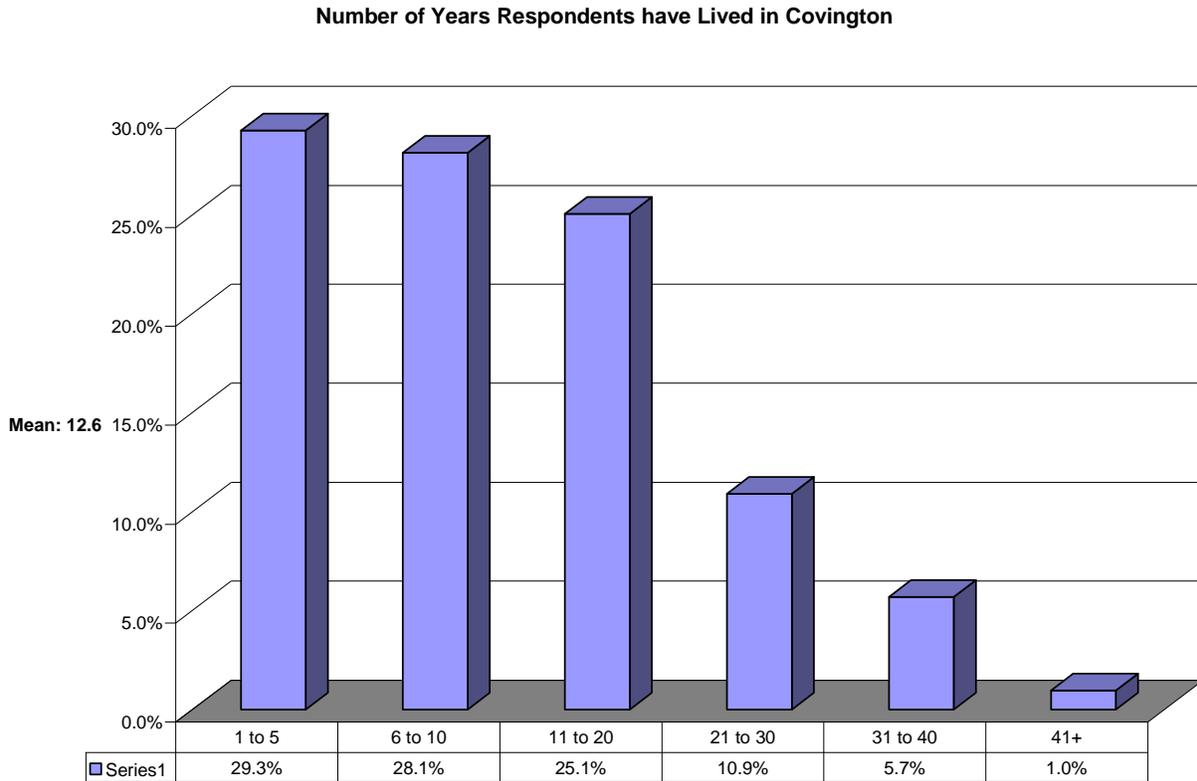
Owners vs. Renters	Likely to Approve by Vote	Total Sample
Home Owners	95.8%	95.6%
Home Renters	3.3%	4.0%
Apartment Renters	0.6%	0.3%

Home Value	Likely to Approve by Vote	Total Sample
Under \$200,000	9.9%	10.9%
\$200,000 to \$249,000	23.6%	25.1%
\$250,000 to \$299,000	27.0%	25.4%
\$300,000 to \$349,000	11.4%	12.1%
\$350,000 to \$399,000	11.5%	9.4%
\$400,000 or more	15.6%	17.2%
Median	\$300k	\$300k

Number of Years Residents Have Lived in Covington

One-quarter of the respondents surveyed were recent arrivals to the City of Covington and indicated having lived within the City for less than five years. Over fifty-percent of the respondents reported having moved to the City within the past decade. The average length of time respondents reported having lived in Covington was nearly 13 years.

This finding signifies the majority of City of Covington residents have lived within the current City area prior to the City being incorporated in 1997.



Statistical Analysis

Respondents who indicated having lived within the City of Covington area for *more* than ten years were significantly more likely to consider paying higher taxes to fully fund the parks, recreation, and athletic programs in Covington, and keep them well-maintained moving into the future ($p = .012$; Cramer's $V = .149$).

Overall Satisfaction with Key Characteristics of Covington

Respondents were asked to rate their overall satisfaction with the City of Covington regarding certain key attributes using a zero to ten scale, where 0 was “Not at all Satisfied” and 10 was “Highly Satisfied”. As the table below clearly illustrates, respondents reported being most satisfied with the selection of local retail and service based businesses as well as the quality of law enforcement services (Mean: both 6.6).

Conversely, respondents indicated not being as satisfied with the selection of local restaurants (Mean: 5.0) or traffic along Kent-Kangley (Mean: 4.1). The relative dissatisfaction with Kent-Kangley traffic may be due to the rapid development the area has experienced over the last few years. This may be compounded by the Maple Valley area and the growth it has experienced during the same period of time.

Attribute	Mean	Median	Skewness	Kurtosis	Percent 7-10
Selection of Local Retail and Service Businesses	6.6	7.0	-0.8	0.2	60.7%
Quality of Law Enforcement Services	6.6	7.0	-0.9	0.5	62.5%
Availability of Office Space	6.1	6.0	-0.2	-0.4	45.6%
Quality of Local Parks and Park Facilities	6.0	6.0	0.1	0.3	47.0%
Maintenance and Condition of City Streets	5.8	6.0	-0.5	-0.5	40.2%
Local Roads other than Kent-Kangley	5.6	6.0	-0.5	-0.2	39.4%
Quality of Leadership - City Council	5.4	6.0	-0.6	0.0	37.9%
Effectiveness of Communication	5.3	5.9	-0.4	-0.4	38.2%
Number of Local Parks and Park Facilities	5.3	5.0	-0.1	-0.9	37.8%
Selection of local restaurants	5.0	5.0	0.0	-0.6	30.4%
Kent-Kangley Traffic Capacity	4.1	4.0	0.0	-0.4	17.1%

On a scale from zero to ten, where zero meant “not very satisfied” and ten meant “very satisfied.”

Statistical Analysis

Perhaps not surprisingly, City of Covington residents who were unsatisfied (0 to 3) with the quality of local parks and park facilities were *less* likely to consider paying higher taxes to fully fund the parks, recreation, and athletic programs in Covington, and keep them well-maintained moving into the future, however the findings **did not quite meet** the standard for statistical significance ($p = .059$; Cramer’s $V = .112$).

Unaided Source of News and Information

Citizens were asked where they get their information or news about the City of Covington. Although many different sources were reportedly used, 60.7% of the respondents reported regularly reading the Covington Reporter in order to obtain City of Covington news and information. As indicated below, just under one quarter (26.7%) of respondents indicated using the King County Journal, while about one fifth (19.7%) go to the City of Covington website for information.

Covington Information/News Source	Percentage
Covington Reporter	60.7%
King County Journal	26.7%
Covington Web Site	19.7%
Friend, family member, or neighbor	12.0%
Visited or called City Hall	7.3%
Kent News Journal	6.0%
Flyers	5.7%
TV	5.3%
City Newsletter	4.7%
Homeowners Association Meeting or Newsletter	3.3%
City staff person	3.0%
City Council person	3.0%
Covington Chamber of Commerce	3.0%
Other Website	2.7%
Seattle Times	2.3%
Library	2.3%
Local business owner or worker (i.e. clerk or cashier)	2.0%
Word of mouth	2.0%
Seattle P.I.	1.3%
E-mail	1.0%
Maple Valley Reporter	1.0%
PTA	0.7%
Council Meetings	0.7%
City Commission Member (Planning, Youth and Family, Parks)	0.3%
Work	0.3%
Voter Registration	0.3%
Covington Magazine	0.3%
Rotary	0.3%

*Multiple responses were accepted to measure multiple source users. Total responses may not equal 100%.

Unaided Source of News and Information about Local Schools

Respondents were next asked to recall where they had seen, heard, or noticed news or information concerning Covington local schools. As indicated in the following table, there was a high level of variance in responses however, typical in unaided questioning. Most citizens (29.1%) can recall seeing this type of information in the Covington Reporter. Other frequent responses included newspapers-general (21.7%), no recollection of seeing/hearing/noticing news (15.1%), and individual school newspapers (12.0%).

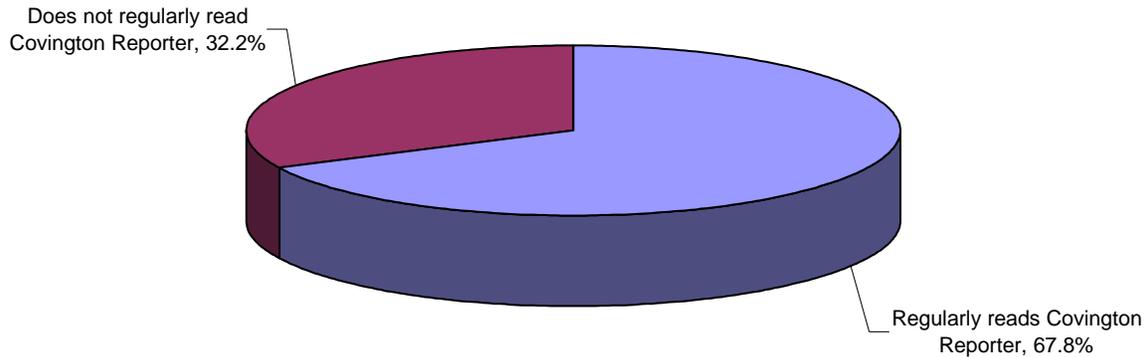
Source of Information about Covington Schools	Percentage
Covington Reporter	29.1%
Newspaper	21.7%
Haven't seen, heard, or noticed any news	15.1%
Individual school newsletters	12.0%
Flyers/Mailers	8.0%
PTA	6.0%
Friend, family member or neighbor	4.7%
Local school employees	4.0%
District school employees	3.7%
Visited or called local school	3.7%
Word of mouth	3.7%
District web site	3.3%
Local news	3.3%
Television	3.3%
Local school web site	2.7%
Election	2.7%
School Board members	2.0%
Local church	1.0%
Library	1.0%
Visited or called the district office	0.3%
Parks and Recreation	0.3%
Community Center	0.3%
Telephone call	0.3%

*Multiple responses were accepted to measure multiple source users. Total responses may not equal 100%.

Covington Reporter Readership

Covington citizens were asked if they read articles or news about the City government in the *Covington Reporter* on a regular basis. Most of the citizens (67.8%) **do** read these articles concerning City government on a regular basis. The following chart illustrates the responses concerning the readership of these types of articles by the citizens.

Readership of Covington Reporter for City Government News

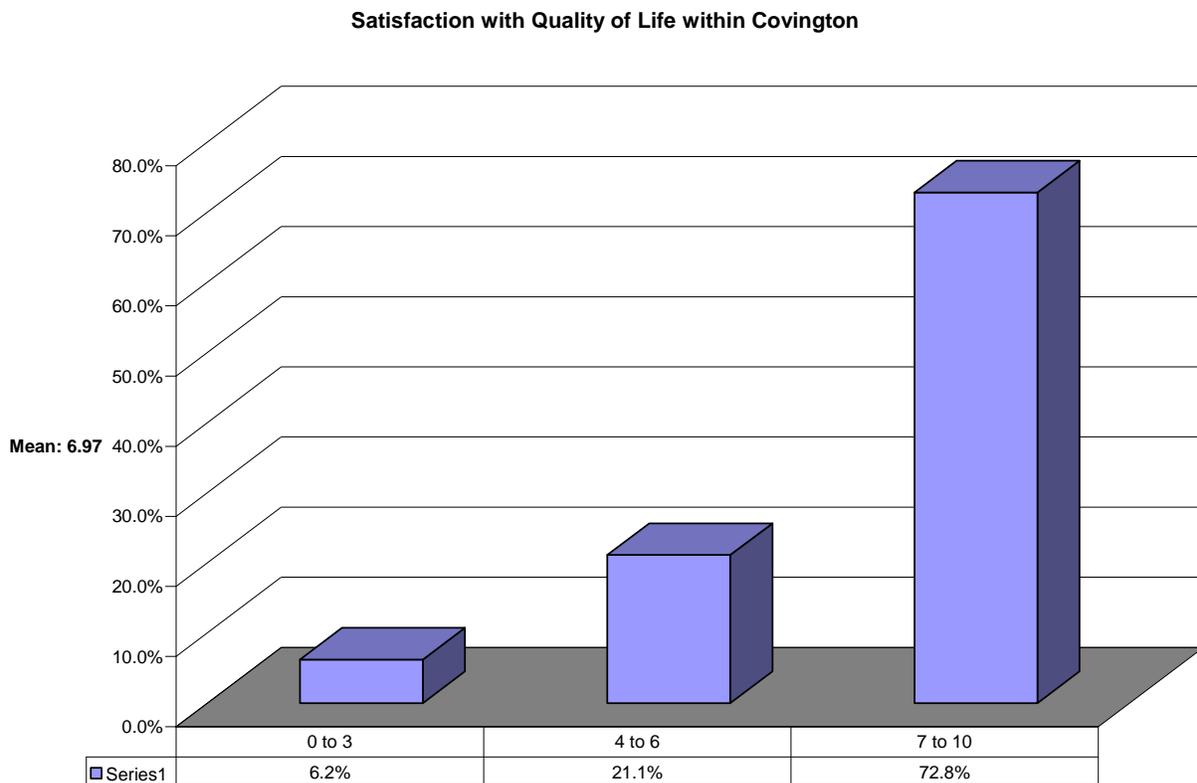


Satisfaction with Quality of Life within Covington

Survey participants were asked to rate their satisfaction with the quality of life achieved by living within the City of Covington using a scale from zero to ten, where 0 meant “not at all satisfied” and 10 meant, “extremely satisfied.” As the graph below depicts, the majority of respondents reported being very satisfied with the quality of life achieved by living within the City of Covington (72.8%).

In fact, less than seven percent of respondents surveyed reported being unsatisfied with the quality of life the City of Covington has provided (6.2%). The mean rating was 6.97.

In 2003 the City of Covington conducted a similar study where nearly fifty percent (49.2%) of the respondents were extremely satisfied (8-10) with the City of Covington as a place to live. The mean satisfaction rating with the City of Covington as a place to live was 7.09 in 2003.



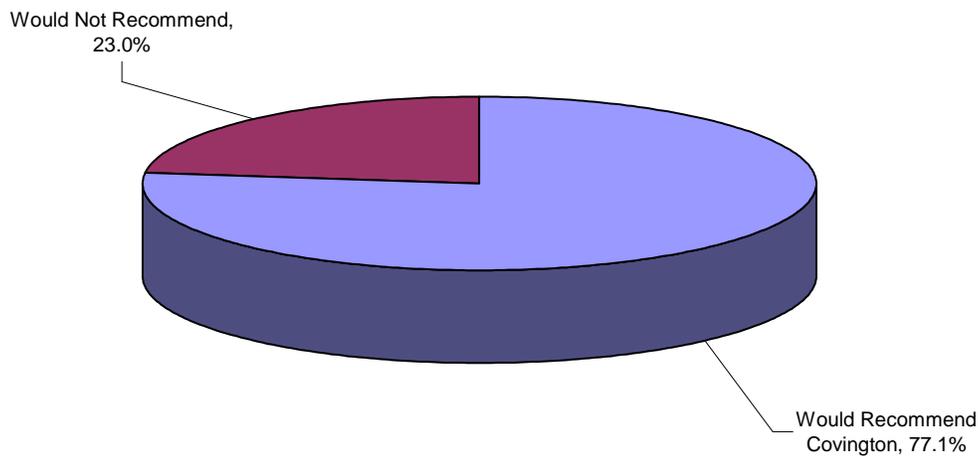
Statistical Analysis

Respondents who rated the quality of life achieved by living within the City of Covington a seven or better were significantly more *likely* to pay higher taxes to fully fund the parks, recreation, and athletic programs in Covington ($p = .039$; Cramer’s $V = .510$).

Recommend the City of Covington as a Place to Live

Indicative of high overall satisfaction levels, the majority of respondents reported they *would* recommend the City of Covington as a place to live (77.1%).

Recommend City of Covington as a Place to Live



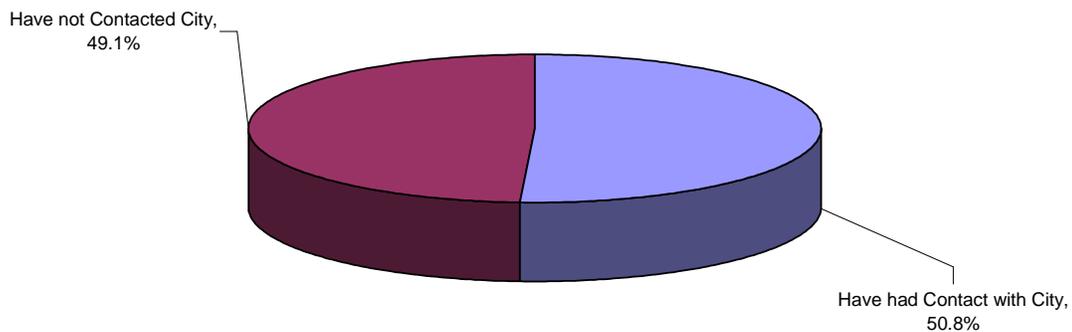
Statistical Analysis

Perhaps not surprisingly, respondents who indicated they would recommend the City of Covington as a place to live were significantly more likely to indicate being satisfied with the quality of life achieved by living in the City of Covington ($p = .000$; Cramer's $V = .362$).

Contact with City of Covington over the Previous Two Years

Respondents were asked to identify if they've had any contact with City of Covington officials over the previous two years. Just over fifty-percent of respondents reported having made contact with the City of Covington over the previous two years (50.8%).

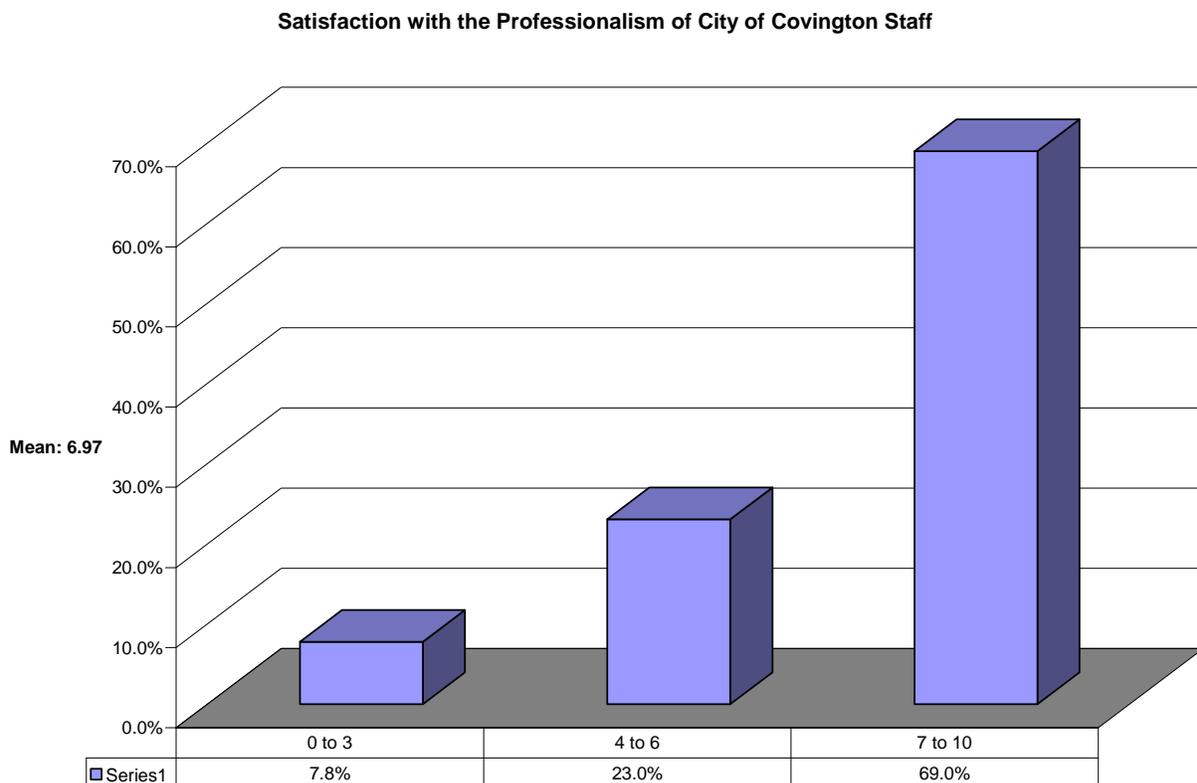
Contact with the City of Covington over the Previous Two Years



Professionalism of Covington Staff

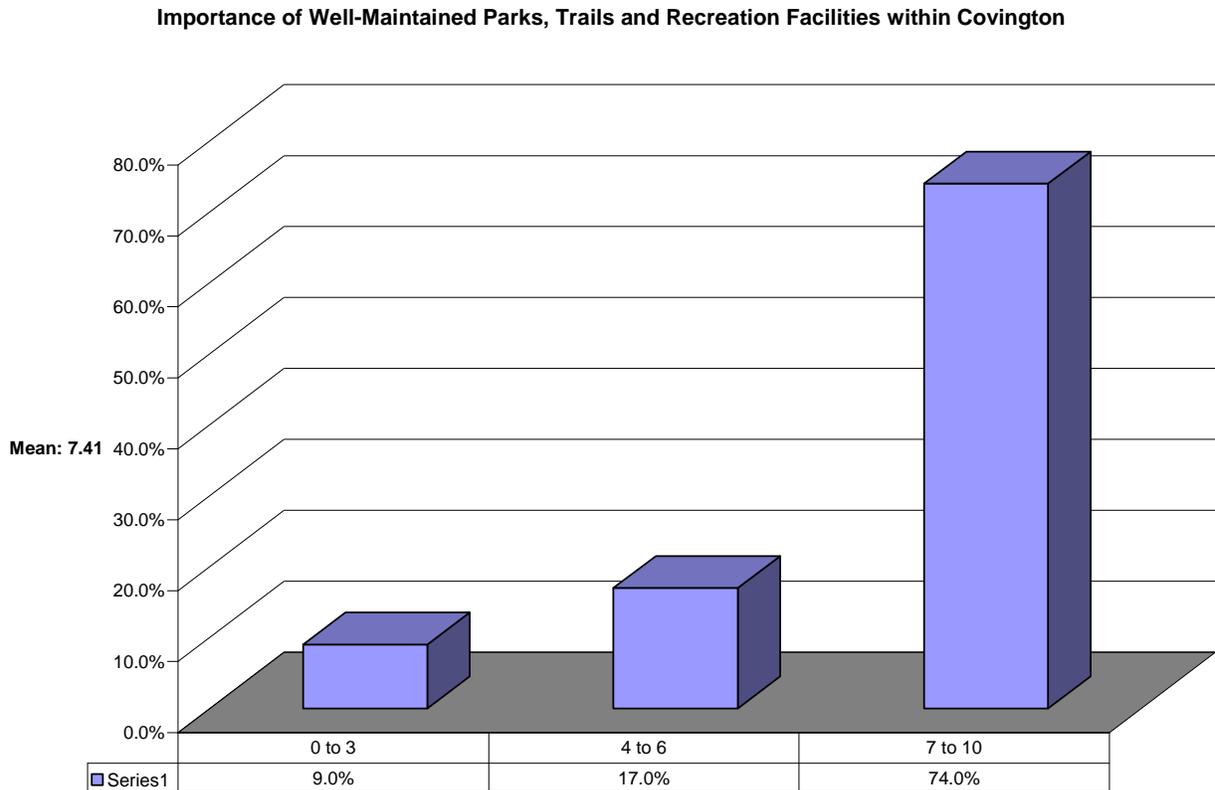
Nearly seventy-percent of respondents reported being very satisfied with the professionalism of City of Covington staff (69.0%) on a scale of zero to ten, where 0 is “not at all satisfied” and 10 is “extremely satisfied”. In fact, less than ten-percent of those residents surveyed reported being unsatisfied with the professionalism they experienced (7.8%). The mean response was 6.97.

A similar study conducted for the City of Covington in 2003 revealed very few respondents were highly satisfied (15.4%) as compared to those who were unsatisfied (21.6%). The mean response in 2003 was 5.14.



Importance of Park, Recreation Facility and Trail Maintenance

Clearly, City of Covington residents feel strongly about maintaining park, recreation facilities and trails within the City limits. The majority of respondents reported this issue as very important (74.0%) using a zero to ten scale, where 0 is “not at all important” and 10 is “extremely important”. Very few respondents considered maintenance issues unimportant (9.0%).



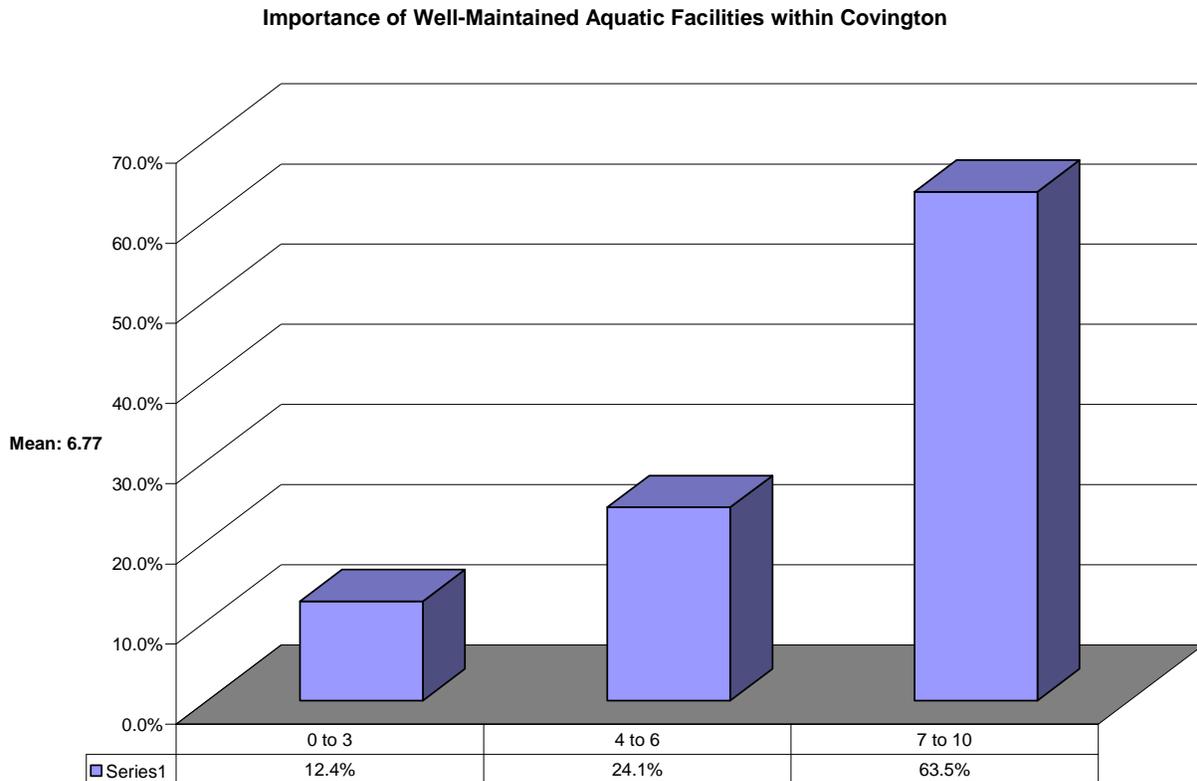
On a scale from zero to ten, where zero meant “not at all important” and ten meant “very important.”

Statistical Analysis

There were statistically significant differences between those who indicated the maintenance of park, recreation facilities and trails within the City limits was very important (7 to 10) when compared to those who did not feel as strongly in regards to overall likelihood to vote to approve the Parks Ballot Measure. City of Covington residents who rated the maintenance as very important were significantly more likely to vote to approve the Parks Ballot Measure ($p = .000$; Cramer’s $V = .340$).

Importance of Well-Maintained Aquatic Facilities within Covington

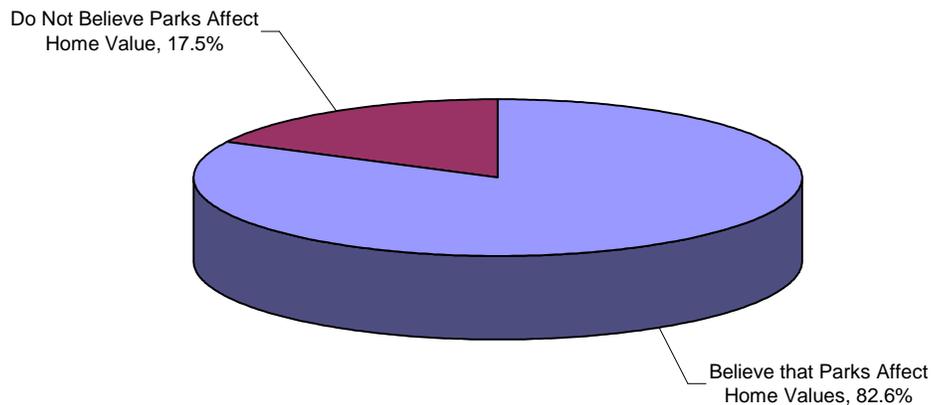
Citizens were asked to measure their opinions on how important a well-maintained pool and aquatic facility was within the City of Covington. Responses were given on a 0 to 10 scale with 0 being “not at all important” and 10 being “highly important”. As indicated below, 63.5% of citizens feel this is important (rating of 7 to 10). The average score of the ratings given is 6.77.



Residents who Believe Quality of Parks Affect Home Values within Covington

Respondents were asked if they believe that the quality of parks affect home values within the City. As indicated in the following illustration, 82.6% of Covington citizens believe that the quality of parks affect home values, while 17.5% do not.

Percent who Believe Quality of Parks Affects Home Values within Covington



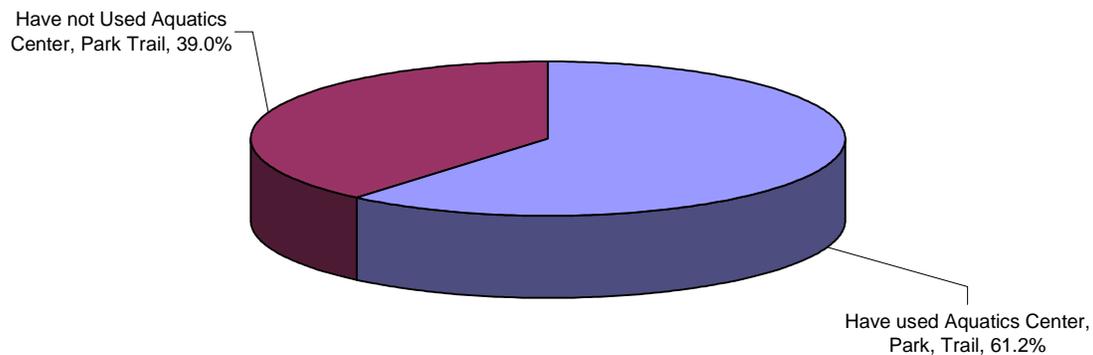
Statistical Analysis

City of Covington residents who believe that parks *do* affect home values are significantly more likely to vote to approve the Parks Ballot Measure when compared to citizens who feel home values are *not* affected by parks ($p = .003$; Cramer's $V = .222$).

Aquatics Center, Park, or Trail Usage During Previous 12 Months

When asked if respondents had used the Aquatics Center, parks or trails over the previous twelve months, the majority of respondents reported having done so (61.2%).

Aquatics Center, Park, Trail Usage within Previous 12 Months



Statistical Analysis

City of Covington residents who have used the Aquatics Center, parks or trails over the previous year are significantly more likely to vote to approve the Parks Ballot Measure when compared to citizens who reported not using the Aquatics Center, parks and trails ($p = .000$; Cramer's $V = .259$).

City Managed Park Facility, Service and Recreation Usage

When asked to identify how many times City residents had used the City managed facilities over the previous twelve months, respondent reported using trails and parks most often (Trail Mean: 11.4; Park Mean: 11.3). Conversely, respondents reported rarely participating in a recreational program managed by the City of Covington (Recreational Program Mean: 3.2).

City of Covington Service and Recreation Visitation						
Number of Visits	Covington Aquatics Center Pool	Park within Covington	Used a trail within Covington	Used ball field within Covington	Participated in a recreational program	Used playground within Covington
None	36.5%	19.0%	32.9%	58.7%	64.2%	51.3%
1-11 times	43.4%	49.7%	36.2%	23.4%	25.2%	31.9%
12 + times	20.1%	31.3%	30.9%	17.9%	10.6%	16.8%
Mean	6.8	11.3	11.4	7.7	3.2	6.3
Median	2	5	5	0	0	0

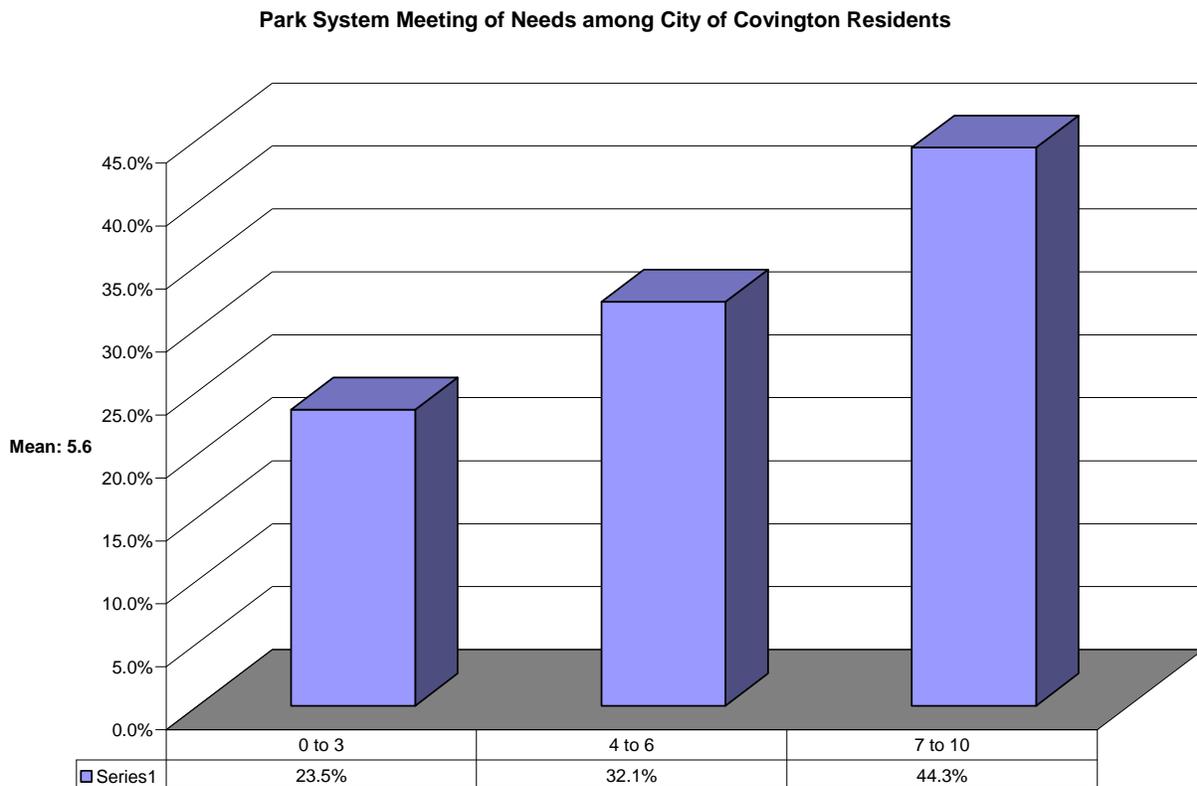
*NOTE: These figures reflect residents who use at least one park facility each year

City of Covington – Park System Meeting of Needs

Of City of Covington residents who indicated regularly using the parks system, most reported the park system met their needs using a zero to ten scale where 0 was “not at all” and 10 was “very well” (44.3%).

When examining those respondents who did not feel as though the City of Covington parks system was meeting their needs, just under a quarter of residents fell into this category (23.5%).

The mean rating was 5.60 on a zero to ten scale.



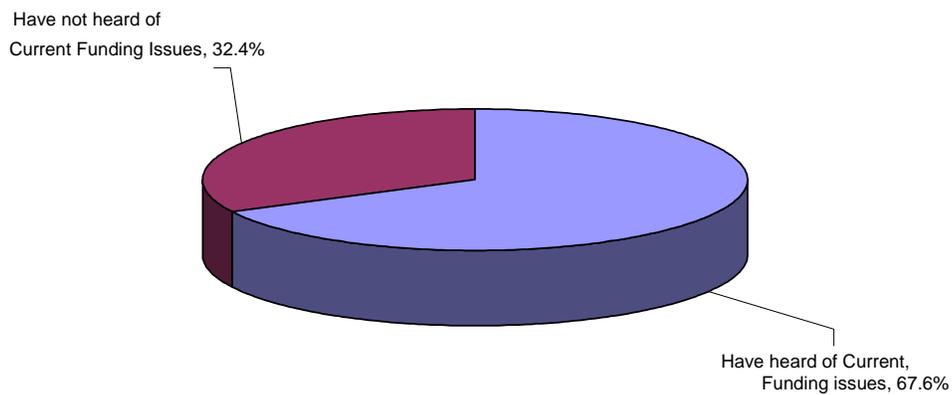
Statistical Analysis

Perhaps surprisingly, there were *no* statistically significant differences between those highly likely to vote to approve the Parks Ballot Measure and those less likely based on how well the park system was seen as meeting local needs. ($p = .160$)

Current Funding Issues Faced by City of Covington

The majority of respondents reported having heard of the current funding issues faced by the City of Covington (67.6%). Earlier in this report it was established that the majority of City of Covington respondents indicated using the newspaper to learn of issues relating to the City. This may be the means by which most respondents have learned of current funding issues faced by the City.

Current Funding Issues Faced by City of Covington



Specific Concerns or Issues with the Budget

Those respondents who had heard about concerns or issues faced by the City (61.7%) were then asked what specific subjects they were aware of. Other than simply hearing that the City of Covington had budget shortfalls or lack of revenue with no further details, respondents mentioned hearing causes as well as the potential effects of this problem. Most of the responses given as to the cause of this budget shortfall could be grouped into mismanaged existing funds, failed tax proposals (utilities, vehicle, and new business) and lack of voter support. A few mentioned that Covington's recent population and business growth should have covered a greater share of the costs for City services and programs.

Many of the citizens mentioned the potential effects of this budget problem. These comments were generally associated with recreation programs such as park maintenance, park land, skate park facilities, children's facilities, and the closing of the community center. In addition to affecting recreation programs, respondents mentioned probable personnel cuts to the police force and park maintenance staff as well as delays due to road construction (specifically roundabouts).

Some of the respondents, though few, mentioned the source when asked this question, specifically the Covington Reporter Newspaper. The following selection of quotations is an accurate sample of these expressed themes.

- "They say they need more money."
- "They tried to tax some of our utilities. I'm assuming it's a budget shortfall, but I can't tell you that."
- "They were talking about the salary of police officers."
- "Well, that we've had a shortfall in the budget because of the failure of the utility tax to pass."
- "Heard that we voted down the tax. We the citizens."
- "I've heard that there's been a lack of correct type of budgeting on behalf of the City and they are trying to raise taxes to gain more money. They're not getting enough revenue off of the different businesses around town."
- "If we don't come up with additional revenue then we're going to lose our parks."
- "Because they didn't improve [the budget], so they closed the skate park and a couple of other things"
- "I've heard that there is a lack of revenue and they pushed a bill to tear down a lot of trees I don't like it and a lot of other people don't like it. I moved out here because it was rural but they are trying to make it like Bellevue. I think the growth is out of control; the high school is packed with kids, because the City has not managed the growth well at all."
- "Just that there is a budget shortfall."
- "Just that we had a budget shortfall. We have a problem keeping taxes low and at the same time keep funding for things like the roads, especially the roundabouts."

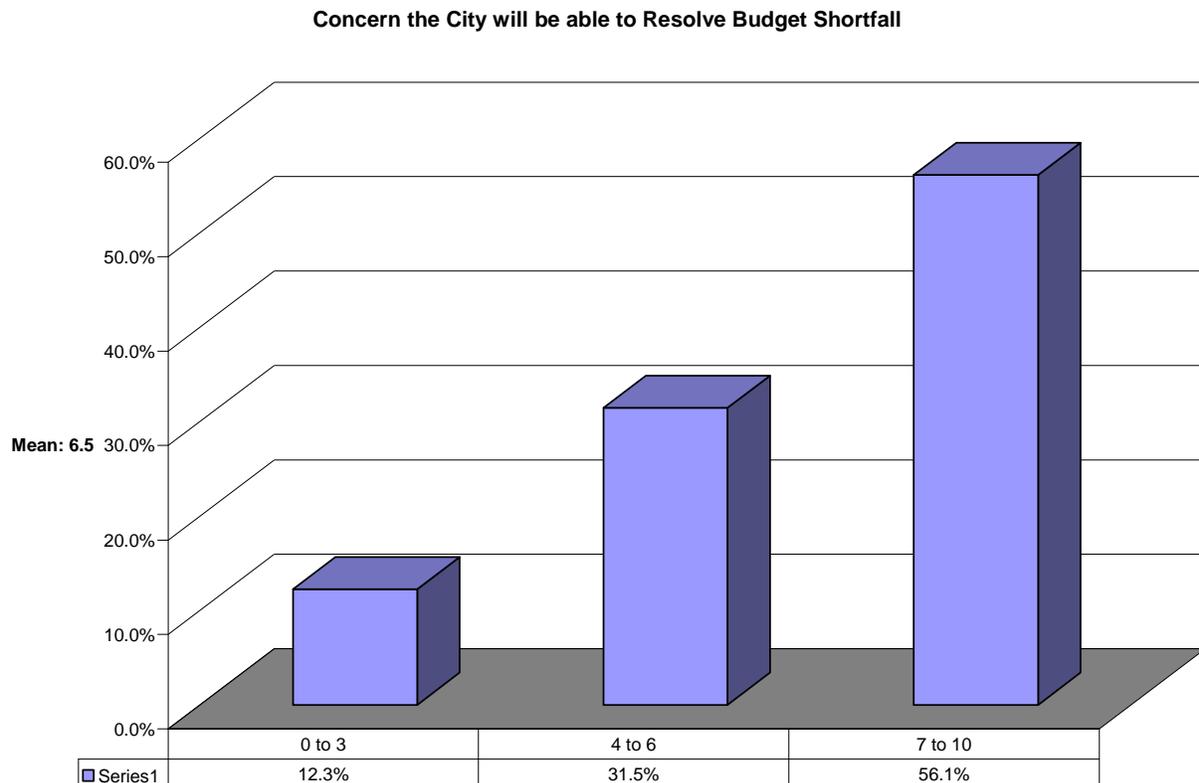
Overall Concern the City Will be Able to Resolve Budget Shortfall

Analysis

City of Covington respondents were read the following concept statement which describes the background of the funding challenges:

Over the last few years, the City's annual revenues for City operations have been reduced by over \$1 million as a result of tax cuts from Citizen Initiatives. The City laid off 25% of its staff in 2004 and most of the street maintenance services have been cut back. The budget gap still remains at around \$500,000 per year.

After having been read the preceding concept statement, respondents were asked how concerned they were that the City would be able to find an acceptable solution to resolve the budget shortfall, using a zero to ten scale, where 10 is "highly concerned" and 0 is "not at all concerned." As the graph below depicts, over fifty-percent of the respondents surveyed were very concerned that the City would be able to resolve budget shortfalls (56.1%). The average mean rating was 6.50 on the zero to ten scale.

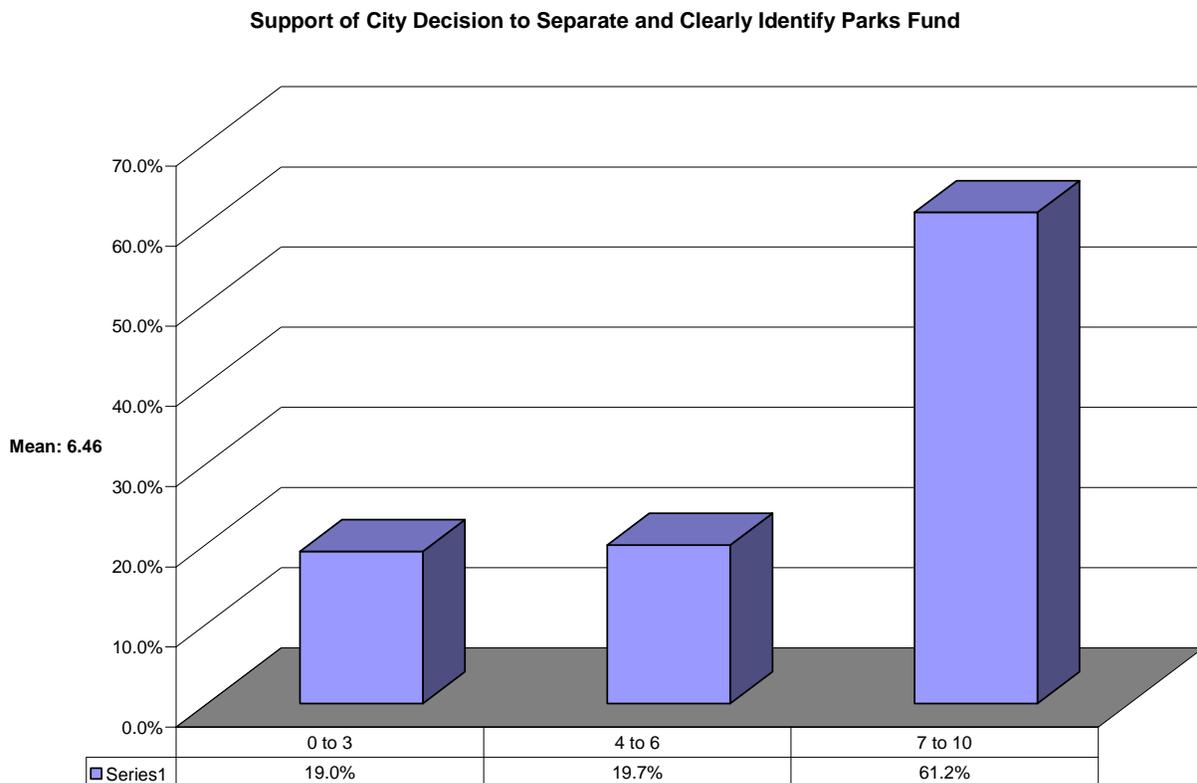


Support of City Decision to Separate and Clearly Identify Parks Fund

City of Covington respondents were then read the following concept statement which describes the intermediate solution taken by the City:

Covington has separated the parks budget from the general fund in order to track it separately and ensure that the core services such as Law Enforcement can be fully funded. Rather than have the \$500,000 deficit reduce these core services, the City placed the burden of the shortfall on the parks fund, which has \$1.5 million of annual expenditures but only \$1 million in available revenue. The City can only continue to cover this deficit for a year and a half. If another funding source is not found by that time all parks programs and park facilities will be closed.

After having been read the preceding concept statement respondents were asked how they would rate their support for the decision by the City to separate the parks fund so that its funding needs were clearly identified using a 0-10 scale where 10 means “highly support” and 0 means “not at all support.” Over sixty-percent of respondents reported being highly supportive of the City of Covington’s decision to separate the park funds (61.2%). The mean rating was 6.46.



Budget Shortfall Communication Improvements

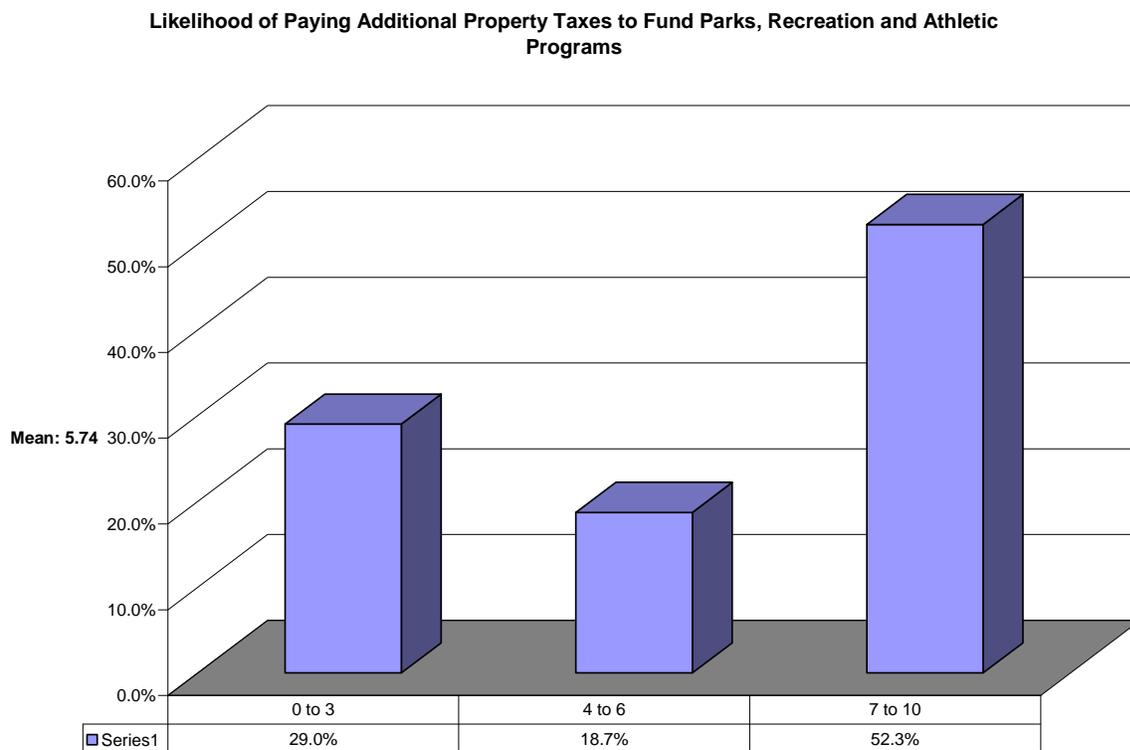
After both concept statements were introduced, citizens were asked how the City could have better communicated the revenue shortfall problem. The most frequently given response to this question was that the City could **not** have communicated the problem better. However, more than half of the citizens voiced a method they thought would work better in communicating to the public. The most frequent of these responses were direct mailings and newspaper articles, specifically mentioning Covington Reporter. Other responses were television commercials, a door-to-door City representative, and use of a web bulletin or e-mail notification. The following selection of quotations is an accurate sample of the responses to this question.

- “It’s been well announced.”
- “Direct mailings like when getting different things like when someone is running for office, that explains the particular problem. Sometimes people don’t get the paper or don’t watch the news on TV.”
- “More communications in the newspaper.”
- “In all honesty, they’ve probably done all they could in terms of sending info; it’s a no win, a tax waste to send out mailers; they should post it online or a billboard so that the money isn’t wasted mailers. If people are really interested they will seek out the info.”
- “I thought we were well informed.”
- “Through active communications such as letters and phone calls.”
- “Put it in the Covington Reporter newspaper or something else depending on how much money out of their budget they are willing to spend.”
- “A newsletter. A bulk mailing. Maybe commercials. Radio and television. People knocking on doors.”
- “I think I was well informed. I don’t think there is anything else they could have done.”
- “Send out a mailer, or have someone come out to our house to tell us. They could have TV commercials or distribute flyer at a park or have someone standing outside a store to answer questions.”

Likelihood of Paying Additional Property Taxes to Fund Parks, Recreation and Athletic Programs

Respondents were asked to rate their likelihood of paying additional property taxes to fund parks, recreation and athletic programs using a zero to ten scale where 0 was “not at all likely” and ten was “highly likely”. One-third of the respondents surveyed indicated they were not likely to support paying additional property taxes (29.0%). More than half of the City of Covington citizens surveyed reported they were likely to pay an additional property tax to fund the parks, recreation and athletic programs available to them (52.3%).

As indicated below, the mean average rating was 5.74.



Understanding the Moderate Segment

Respondents who rated their likelihood of paying additional property taxes to fund parks recreation and athletic programs between a four (4) and six (6) were selected out of the data set to help identify their specific satisfaction and importance ratings among various City of Covington attributes. The following table identifies the average ratings sorted in descending order:

Attribute	Mean	Median	Skewness	Kurtosis
Importance of Well-Maintained Parks/Trails/Recreation	7.7	8.0	-1.6	3.8
Importance of Well-Maintained Pool/Aquatic Center	7.2	7.4	-1.1	2.2
Quality of life in Covington for Residents	6.9	7.4	-1.7	3.8
Quality of Law Enforcement Services	6.4	7.0	-0.9	1.0
Selection of Local Retail and Service Businesses	6.4	7.0	-0.7	-0.1
Satisfaction with Maintenance and Condition of City Streets	6.0	6.0	-0.1	0.0
Satisfaction with Availability of Office Space	5.9	5.0	0.0	-0.5
Satisfaction with Local Roads other than Kent-Kangley	5.7	6.0	-0.6	0.0
Satisfaction with Quality of Local Parks and Park Facilities	5.4	6.0	-0.3	-0.8
Quality of Leadership - City Council	5.3	5.0	-0.7	0.0
Satisfaction with Effectiveness of Communication	5.0	5.0	-0.4	0.1
Satisfaction with Selection of Local Restaurants	4.8	5.0	0.2	-0.2
Satisfaction with Number of Local Parks and Park Facilities	4.8	5.0	0.3	-0.8
Satisfaction with Kent-Kangley Traffic Capacity	3.9	4.0	-0.1	-0.5

As the table indicates, the moderate segment generally felt it was important to maintain parks, trails and recreation facilities (Mean: 7.7) as well as the pool and aquatics center (Mean: 7.2). This means that the primary reasons for their not fully supporting this solution lie in other areas such as distrust of government, as opposed to a fundamental lack of interest in the services offered.

In order to better appeal to those in this segment, the city may want to consider emphasizing that the additional funds will go directly and exclusively to pay for the maintenance and upkeep of the parks, trails, recreation facilities, and aquatics center.

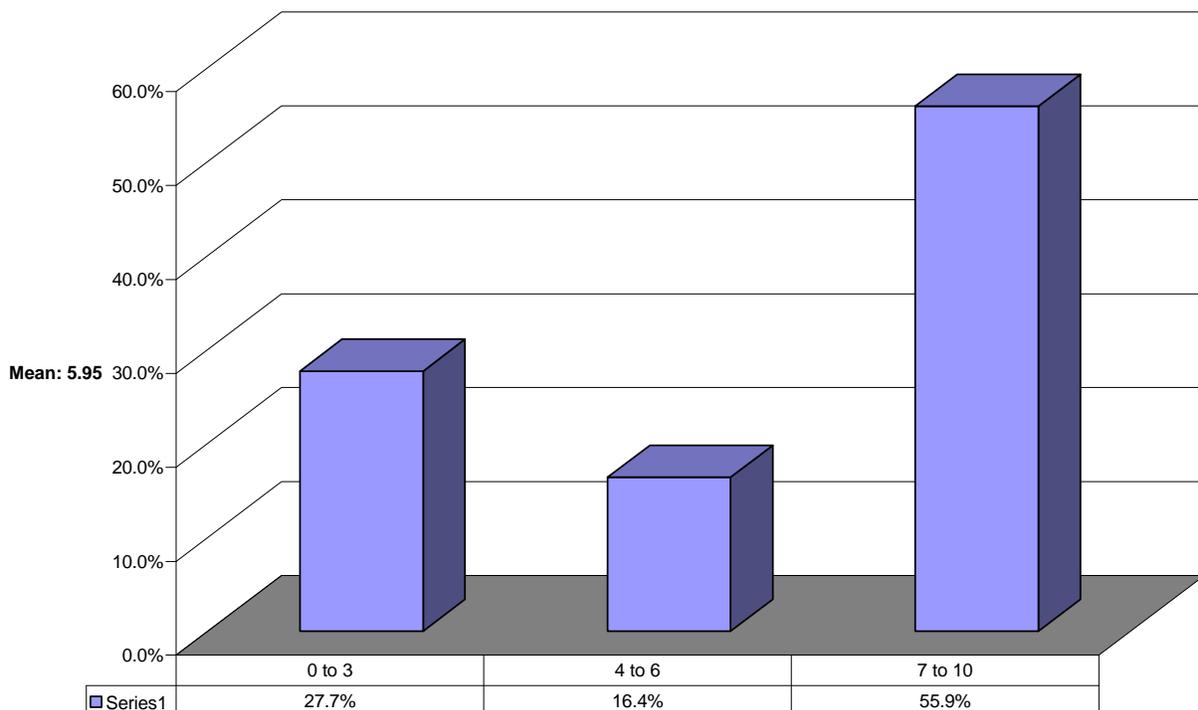
Likelihood of Voting to Pay Additional Property Taxes to Fund Parks Ballot Measure

City of Covington respondents were then read a third concept statement which describes the Park Ballot Measure in detail:

The City is studying the possibility of holding a special Proposition Election in November of 2006 to fund longer term solutions to Park program funding. The citizens would vote on tax increases exclusively for Parks. The ballot measure would identify where the monies would be spent. It could also identify how much would be used for maintenance and operations and how much would be used for park land acquisition and capital construction.

Covington voters were given the appropriately proposed tax in coordination with their stated home value and asked for their likelihood in paying this tax in order to fully fund parks, park programs, facilities, and maintenance. Responses were given on a 0 to 10 scale where 0 represents “not at all likely” and 10 represents “highly likely”. Fifty-six percent (55.9%) rated their likelihood between 7 and 10, while 27.7% gave a 0 to 3 rating. As indicated below, the average mean rating was 5.95.

Likelihood of Voting to Pay Additional Property Taxes to Fund Parks Ballot Measure



Understanding the Moderate Segment

Respondents who rated their likelihood of voting to pay this tax between a four (4) and six (6) were selected out of the data set to help identify their specific satisfaction and importance ratings among various City of Covington attributes. The following table identifies the averages for the group:

Attribute	Mean	Median	Skewness	Kurtosis
Importance of Well-Maintained Parks/Trails/Recreation	8.2	8.0	-0.6	0.1
Importance of Well-Maintained Pool/Aquatics Center	7.2	8.0	-1.2	1.9
Quality of life in Covington for residents	7.0	8.0	-2.2	5.5
Quality of Law Enforcement Services	6.5	7.0	-0.8	0.6
Availability of Office Space	6.3	6.8	0.1	-0.7
Selection of Local Retail and Service Businesses	6.0	7.0	-0.7	-0.1
Maintenance and Condition of City Streets	5.9	5.0	0.5	-0.6
Local Roads other than Kent-Kangley	5.8	6.0	-0.9	0.5
Quality of Leadership - City Council	5.6	6.0	-1.0	0.7
Quality of Local Parks and Park Facilities	5.6	6.0	-1.0	-0.1
Number of Local Parks and Park Facilities	5.1	5.0	-0.3	-0.7
Effectiveness of Communication	5.1	5.0	-0.3	-0.5
Selection of Local Restaurants	4.6	4.0	-0.1	-0.4
Kent-Kangley Traffic Capacity	4.3	5.0	-0.2	0.0

Similar to previous findings, the four to six group felt it was very important to maintain parks, trails and recreation facilities (Mean: 8.2) as well as the pool and aquatics center (Mean: 7.2).

Reasons for Support or Lack of Support

More Likely to Support

Covington citizens were asked “why” they had given the response they had in their likelihood to pay additional parks department taxes. As demonstrated in the previous chart, the responses were generally polarized. Those respondents who had given a higher (7-10) rating had most frequently given reasons of perceived value from the parks system. These comments associated with value were comparing the financial value of the tax with the derived benefit to the community, increased home values, and resources available to children. There was an underlying theme found throughout these comments, although positive, to be made clear of the specific projects for which this tax is needed. Very few remarks were made questioning the trust in City officials, however citizens want to know where this money will be going. The following selection of quotations is a sample of these feelings.

- “Looking at \$75 over a course of the year, it’s not that much more. I think parks are important.”
- “It’s good for the community overall, and the kids, even though it sucks; I really don’t want to pay more.”
- “I would have to look at the measure in detail before I would fully support it.”
- “If the parks are well maintained, it makes the property value increase. And the quality of life. I would have family that would utilize it. If there were walking trails we would utilize them. Definitely the aquatic center. The soccer.”
- “That amount is not that much money to maintain parks.”

Less Likely to Support

When these respondents were asked why they had given this rating, most frequently stated either not having this money in their personal budget, not perceiving value of Covington parks in comparison to the proposed amounts or other City departments, or lack of confidence in City budgeting capabilities. The idea that businesses new to the area should be responsible for paying this tax and not home owners was mentioned a few times however, not as frequently as the other reasons given.

- “I am on a fixed income and cannot afford any extra property taxes.”
- “Because there are other issues than parks that have to be dealt with first. The schools and law enforcement are two I can think of.”
- “I don’t use the parks and our taxes are high enough. They are just looking for more money and all they will do is waste it, so there is no point in voting for any increases.”
- “Their are things that are more important to me then parks right now such as traffic congestion, roads, different stores around here etc.”
- “I might support it if I decide they are doing a good job. They need to have long range thinking and also I would have to know what they were spending it on. You need more information before you can decide how to vote....”
- “I’m not willing to pay higher taxes for something that is not a necessity. That is not a priority for me right now. I can go out and play basketball at any school and we don’t need to be paying additional tax dollars for construction of additional park facilities.”

Discriminant Analysis: Predicting Support for Tax Increase

Discriminant analysis was conducted to examine the ability of certain key variables, or discriminating factors to predict or classify whether or not each respondent is likely to support the proposed tax increase to fully fund parks, recreation and athletic programs and park facilities operations and maintenance in Covington (Q37). To conduct this exercise, all residents were divided into the following two segments:

- Residents with a low or moderate level of support (0-6 rating)
- Residents with higher levels of support (7-10 rating)

The variables tested included all 0-10 rating questions and several key binomials.

Results of Discriminant Model

The discriminant model developed using answers from the selected variables was able to successfully classify 74.4% of residents into either major category (likely to support or not likely to support the tax increase). This is a very high percentage, which indicates that the factors used were effective in helping to define and categorize each respondent. The most influential variables in the model are listed below, together with their discriminant function coefficients (higher scores indicate greater ability to predict support).

Predicting Variable	Discriminant Coefficient
Q5. How satisfied are you with the number of local parks and park facilities? (less satisfied = more support)	0.626
Contact with City of Covington Staff (contact = more support)	0.544
Used a park facility or service last 12 months (more use = greater support)	0.536
Q2. How satisfied are you with the traffic capacity along State Highway 516 or Kent-Kangley/SE 272nd? (more satisfied = greater support)	0.479
Q11. How satisfied are you with the quality of leadership provided by the current city council during the last 2 years? (more satisfied = greater support)	0.313
Q9. How satisfied are you with the availability of office space? (more satisfied = greater support)	0.26
Q1. How many years have you lived in Covington? (fewer years = greater support)	0.253
Q8. How satisfied are you with the selection of local retail and service businesses? (more satisfied = more support)	0.201
Q12. How satisfied are you with the effectiveness of communication between the city and residents? (positive)	0.168
Q4. How satisfied are you with the maintenance and condition of city streets? (positive correlation)	0.108
Q21. How important is it for there to be well-maintained pool and aquatic facilities in Covington? (more = greater support)	0.096
Q6. How satisfied are you with the quality of local parks and park facilities (less satisfied = more support)	0.089
Eigenvalue	0.430
Wilks' Lambda	0.699

Discriminant Analysis: Predicting Likelihood to Approve Parks Measure

Discriminant analysis was conducted to examine the ability of certain key variables, or discriminating factors to predict or classify whether or not each respondent would approve the Parks Measure (Q39). To conduct this exercise, all residents were divided into the following two segments:

- Residents with a low or moderate level of satisfaction (0-6 rating)
- Residents with higher levels of satisfaction (7-10 rating)

The variables tested included all 0-10 rating questions and several key binomials.

Results of Discriminant Model

The discriminant model developed using answers from the selected variables was able to successfully classify 78.3% of residents into either major category (high or lower likelihood). This is a very high percentage, which indicates that the factors used were effective in helping to define and categorize each respondent. The most influential variables in the model are listed below, together with their discriminant function coefficients (higher scores indicate greater ability to predict likelihood).

Predicting Variable	Discriminant Coefficient
Q34. How much do you support the decision by the City to segregate the parks fund so that its funding needs are clearly identified? (greater support = more likely to approve measure)	0.696
Q5. How satisfied are you with the number of local parks and park facilities? (less satisfied = more likely to approve measure)	0.664
Q12. How satisfied are you with the effectiveness of communication between the city and residents? (more satisfied = more likely to approve)	0.562
Q43. How many are school aged, or between Kindergarten and 12th grade? (more children = more likely to approve)	0.509
Q2. How satisfied are you with the traffic capacity along State Highway 516 or Kent-Kangley/SE 272nd? (more satisfied = more likely to approve)	0.493
Q8. How satisfied are you with the selection of local retail and service businesses? (more satisfied = more likely to approve)	0.472
Q10. How satisfied are you with the selection of local restaurants? (more satisfied = more likely to approve)	0.304
Q3. How satisfied are you with the traffic capacity of local roads other than Kent-Kangley? (more satisfied = more likely to approve)	0.267
Used a park facility or service last 12 months (used = more likely to approve)	0.236
Q33. How concerned are you that the City will be able to find an acceptable solution to resolve this budget shortfall? (more concern = more likely)	0.221
Q21. How important is it for there to be well-maintained pool and aquatic facilities in Covington? (greater importance = more likely to approve)	0.107
Eigenvalue	0.581
Wilks' Lambda	0.632

Key Findings

Over eighty-percent of the City of Covington residents surveyed indicated having lived within the area between 1 and 20 years and the majority of respondents reported being very satisfied with the quality of life achieved by living within the City of Covington. Indicative of high overall satisfaction levels, the majority of respondents reported they would recommend the City of Covington as a place to live.

Research findings suggest the City of Covington residents feel strongly about maintaining park, recreation facilities and trails within the City limits. The majority of respondents reported that this issue was very important as it pertains to their quality of life as a resident of Covington. Very few respondents considered maintenance issues unimportant overall. The majority of respondents also reported believing that the quality of parks within the City affects their home values.

However, the majority of citizens within Covington have heard of concerns or issues faced by the City in regards to funding. Citizens mentioned hearing of mismanaged existing funds, failed tax proposals (utilities, vehicle, and new business) and a lack of voter support. A few mentioned that Covington's recent population and business growth has not been utilized correctly in raising the funds to pay for City services and programs.

After having been read a concept statement outlining the budget problems, respondents were asked how concerned they were that the City would be able to find an acceptable solution to resolve the budget shortfall. Showing evenly split confidence, fifty-percent of the respondents surveyed were very concerned that the City would be able to resolve budget shortfalls.

City of Covington residents were then asked how they would rate their support for the decision by the City to separate the parks fund so that its funding needs were clearly identified using a 0-10 scale where 10 means "highly support" and 0 means "not at all support." Over sixty-percent of respondents reported being highly supportive of the City of Covington's decision to separate the park funds. The mean rating was 6.46. The increase in support for the measure from first to second concept statement is likely due to the second concept statement being more specific (more information shared with respondents).

When Covington voters were made aware of the Park Ballot Measure and given the appropriately proposed tax increase in coordination with their stated home value and asked for their likelihood in paying this tax in order to fully fund parks, park programs, facilities, and maintenance, just over half of the citizens surveyed indicated they were very likely to consider paying the additional tax, while just under a third were not at all likely to consider the tax increase.

Those respondents who had given a higher rating of likelihood to approve the tax increase had most frequently given reasons of perceived value from the parks system as their justification for supporting the measure. These comments associated with value compared the financial value of the tax with the derived benefit to the community, increased home values, and resources

available to children. There was an underlying theme found throughout these comments, although positive, to be made clear which specific projects this tax would be needed for. Very few remarks were made questioning the trust in City officials, however citizens want to know where this money will be going.

When asked about specific City attributes, features and services, respondents reported being most satisfied with the selection of local retail and service based businesses as well as the quality of law enforcement services but were not as satisfied with the selection of local restaurants or traffic along Kent-Kangley.

Citizens were asked where they get their information or news about the City of Covington. Although many different sources were reportedly used, 60.7% of the respondents reported regularly reading the *Covington Reporter* in order to obtain City of Covington news and information.

The discriminant analysis revealed that the key determinants of general support for a tax increase (before any specifics mentioned) were satisfaction with the number of parks, having had contact with Covington staff, use of park facilities in the past year, satisfaction with traffic along Kent-Kangley, and satisfaction with the current City Council. It is hypothesized that perceptions of the City's performance in addressing the traffic issue may have an overlap into general perceptions of trust, credibility and effectiveness that ultimately affect willingness to approve additional taxes.

The top predictors of likelihood to vote to approve a proposed ballot measure in November include support for the decision to segregate the parks operations into a separate fund, satisfaction with the number of parks, satisfaction with the effectiveness of communication with residents, number of school aged children and again, satisfaction with traffic along Kent-Kangley.

City of Covington Residential Survey

December 2005

Hello, my name is _____, from Hebert Research and we're conducting a survey regarding important public policy issues facing the City of Covington. Your input is valuable and will enable the City leaders to make the best decisions that are in the interests of local residents. This will be strictly confidential. May I please ask you a few questions?

S1. First of all, am I speaking with one of the heads of the household?

1. Yes
2. No [**ASK TO SPEAK WITH APPROPRIATE PERSON OR CALL-BACK**]
3. Refused [**THANK AND TERMINATE**]

S2. Are you a registered voter?

1. Yes
 2. No
 3. Don't know/No Answer
 4. Refused [**THANK AND TERMINATE**]
-

1. How long (in years) have you lived in Covington? [**RECORD IN WHOLE NUMBER**]

I'd like you to evaluate several aspects of Covington on a scale of 0 to 10, where 0 means you are "not at all satisfied" and 10 means you are "highly satisfied."

2. Traffic capacity along State Highway 516 or Kent Kangley/SE 272nd, which the state is responsible for funding
3. Traffic capacity of local roads other than Kent Kangley
4. Maintenance and condition of City streets
5. Number of local parks and park facilities
6. Quality of local parks and park facilities
7. Quality of law enforcement services
8. The selection of local retail and service businesses
9. Availability of office space
10. The selection of local restaurants
11. Quality of leadership provided by the CURRENT City council, during the last 2 years
12. The effectiveness of communication between the City and residents

13. Where do you go to get information or news about Covington? [**DON'T READ; SELECT UP TO 3**]

1. Covington Reporter
2. King County Journal newspaper story
3. Covington Web Site
4. City staff person

5. City councilperson
6. City Commission Member (Planning, Youth and Family, Parks)
7. Visited or called City Hall
8. Homeowners Association Meeting or Newsletter
9. Covington Chamber of Commerce
10. Friend, family member or neighbor
11. Local church
12. Local business owner or worker (i.e. clerk or cashier)
13. Other [SPECIFY]
14. Refused
15. Don't know

13b. Where have you seen, heard, or noticed news or information on the local schools in Covington? **[DON'T READ; SELECT UP TO 3]**

[NOTE: OK TO ANSWER IF DON'T HAVE ANY KIDS ENROLLED]

1. Haven't seen, heard or noticed any news or information
2. Individual school newsletters
3. Within the Covington Reporter
4. Friend, family member or neighbor
5. District school employees
6. Local school employees
7. School Board members
8. District web site
9. Local school web site
10. Visited or called the district office
11. Visited or called local school
12. Covington Chamber of Commerce
13. Local church
14. Other [SPECIFY]
15. Refused
16. Don't know

14. Do you read the articles or news in the Covington Reporter about the City government on a regular basis?

1. Yes
2. No
3. Don't know
4. Refused

15. How would you rate the overall quality of life in Covington for residents, on a scale of 0 to 10 where 10 is "highly satisfied"?

16. Would you recommend Covington to others as a place to live?

1. Yes
2. No
3. Refused
4. Don't know

17. During the last 2 years, have you had any contact with City of Covington staff?

1. Yes
2. No **[SKIP TO Q20]**
3. Refused
4. Don't know

18. Which part of the City did you deal with? **[SELECT UP TO 5]**

1. Police
2. Parks
3. Public Works
4. Permitting
5. City manager
6. City Attorney
7. City Prosecutor
8. Finance
9. City Clerk
10. Other **[SPECIFY]**
11. Refused
12. Don't know

19. Using the same 0-10 scale, how satisfied are you with the professionalism of City of Covington staff?

PARKS

20. On a scale of 0-10 where 10 is "highly important" and 0 is "not at all important," how important would you say it is for there to be well-maintained parks, trails and recreation facilities in Covington?

21. On the same 0-10 scale, how important would you say it is for there to be well-maintained pool and aquatic facilities in Covington?

22. Do you believe that the quality of parks affects home values within the City?

1. Yes
2. No
3. Refused
4. Don't know

23. In the last 12 months, have you or members of your family visited or used the Covington Aquatics Center, a park, ball field or trail within Covington, or used any recreational program or service provided by the Parks Department?

1. Yes
2. No [**SKIP TO Q30**]
3. Refused [**SKIP TO Q30**]
4. Don't know [**SKIP TO Q30**]

I would like to get a sense of how often you visit the Aquatics Center, parks, ball fields and trails within Covington. In the last year, how many times have you or members of your family...

24. Visited the Covington Aquatics Center Pool
25. Visited a park within Covington
26. Used a walking or biking trail within Covington
27. Visited or used one of the ball fields within Covington (you or your family)
28. Participated in a recreational program offered by the City of Covington
29. Used one of the playgrounds within Covington (swing sets and kids equipment)

30. On a scale of 0 to 10, where 10 is "very well" and 0 is "not at all," please rate how well the current park system is meeting your needs.

AWARENESS OF BUDGET SHORTFALLS

31. Have you heard about any concerns or issues faced by the City of Covington recently regarding budget shortfalls or lack of revenues?

1. Yes
2. No [**SKIP TO CONCEPT 1**]
3. Don't know [**SKIP TO CONCEPT 1**]
4. Refused [**SKIP TO CONCEPT 1**]

32. What have you heard about it? [**VERBATIM**]

I'd like to first give you a little background about the funding challenges facing your City and then get your input about a few possible solutions.

Concept 1: Background of the Funding Challenges

Over the last few years, the City's annual revenues for City operations have been reduced by over \$1 million as a result of tax cuts from Citizen Initiatives. The City laid off 25% of its staff in 2004 and most of the street maintenance services have been cut back. The budget gap still remains at around \$500,000 per year.

33. Using a 0-10 scale, where 10 is "highly concerned" and 0 is "not at all concerned," how concerned are you that the City will be able to find an acceptable solution to resolve this budget shortfall?

Concept 2: Intermediate Solution Taken by the City

Covington has separated the parks budget from the general fund in order to track it separately and ensure that the core services such as Law Enforcement can be fully funded. Rather than have the \$500,000 deficit reduce these core services, the City placed the burden of the shortfall on the parks fund, which has \$1.5 million of annual expenditures but only \$1 million in available revenue. The City can only continue to cover this deficit for a year and a half. If another funding source is not found by that time all parks programs and park facilities will be closed.

34. How would you rate your support for the decision by the City to segregate the parks fund so that its funding needs are clearly identified? Please use a 0-10 scale where 10 means “highly support” and 0 means “not at all support.”

35. How could the City have better communicated this revenue shortfall problem to you?
[VERBATIM]

ACCEPTABILITY OF NEW TAXES FOR PARKS

Next, I'd like to review with you several options for funding parks on a longer-term basis that require voter approval.

36. So I can give you a better idea what one of these funding methods might cost your household, which of the following categories best describes the value of the home you live in?

- 1. Under \$200,000 (\$45)
- 2. \$200,000 - \$249,000 (\$60)
- 3. \$250,000 - \$299,000 (\$75)
- 4. \$300,000 - \$349,000 (\$90)
- 5. \$350,000 - \$399,000 (\$105)
- 6. \$400,000 or more (\$120)
- 7. Don't own a home/rent (between \$45-\$75)
- 8. Refused (between \$45-\$120)
- 9. Don't know (between \$45-\$120)

37. Before we review the specifics, in general how likely are you to consider paying _____ **[FROM Q36]** in additional property taxes or rent per year for your home in order to fully fund parks, recreation and athletic programs and park facilities operations and maintenance in Covington, keeping them well-maintained into the future? Please use a 0-10 scale where 10 is “highly likely” and 0 is “not at all likely.”

Concept 3: Park Ballot Measure

The City is studying the possibility of holding a special Proposition Election in November of 2006 to fund longer term solutions to Park program funding. The citizens would vote on tax increases exclusively for Parks. The ballot measure would identify where the monies would be spent. It could also identify how much would be used for maintenance and operations and how much would be used for park land acquisition and capital construction.

38. On a scale of 0-10, where 0 is “not at all likely” and 10 is “highly likely,” how likely are you to vote to approve a Parks Ballot Measure if it costs ____ **[BASED ON Q36]** extra per year on your property tax bill?

DEMOGRAPHICS

The Following Questions Are For Demographic Purposes Only

39. What is your age?

40. Do you own or rent your home?

- 1. Own
- 2. Rent – House
- 3. Rent - Apartment
- 4. Refused
- 5. Don’t know

41. How many children under the age of 18 live in your household? **[RECORD NUMBER OF CHILDREN]**

[IF 0, SKIP TO END]

42. **[IF 1 OR MORE, ASK:]** How many are school aged, or between Kindergarten and 12th grade?

THAT CONCLUDES OUR SURVEY. THANK YOU VERY MUCH FOR YOUR TIME.

Post-Code Gender

- 1. Male
- 2. Female

Verify:

DATE: _____

INTERVIEWER: _____