



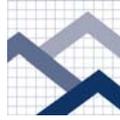
City of Covington

Citizen Survey:
City Government Priorities and Performance

May 2013



ELWAY RESEARCH, INC.



City of Covington
**Citizen Survey: City Government
Priorities and Performance**

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City of Covington

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INTRODUCTION

This report summarizes the results of a survey of residents of Covington, Washington about their city and city government. The survey, conducted on behalf of the City of Covington, sought to assess residents' priorities for city government and their evaluation of city government performance across a range of programs and services.

A total of 448 residents were interviewed by telephone and on-line between May 14-26, 2013. This survey built on a similar survey conducted in 2009. Respondents were asked about:

- The quality of life in Covington, including feelings of safety and the atmosphere for raising a family;
- Importance of, and priorities for a range of city government programs and services;
- Opinions about various proposals for potential new programs and services; and
- Their relationship to city government, including sources of information and the city's willingness to involve them in important decisions.

Demographic information was also collected so as to compare and contrast answers.

The survey was administered by Elway Research, Inc. The questionnaire was developed in collaboration with city staff. The on-line portion of this survey was underwritten by a grant from the Local Government Performance Center of the State Auditor's Office.

The report includes Key Findings, followed by annotated graphs summarizing the results of each question. The full questionnaire and a complete set of cross-tabulation tables is presented in the appendix.



METHODS

SAMPLE:	448 residents of Covington.
FIELD DATES:	May 14-26, 2013
TECHNIQUE:	Mixed mode: 226 heads of household were interviewed via live-interviewer telephone survey; 222 residents completed the same questionnaire on-line.
DATA COLLECTION:	<p>Calls for the telephone survey were made during weekday evenings and weekend days. Trained, professional interviewers under supervision conducted all interviews. Up to four attempts were made to contact a head of household at each number in the sample before a substitute number was called. Questionnaires were edited for completeness, and a percentage of each interviewer's calls were re-called for verification.</p> <p>Households for which no telephone number was available were mailed a letter from the mayor asking a designated adult in the household to take the survey on line.</p> <p>Virtually every household in the city was either called or received a letter invitation to participate.</p>
MARGIN OF ERROR:	±4.5% at the 95% confidence interval. That is, in theory, had all households been interviewed, there is a 95% chance the results would be within ±4.5% of the results in this survey.

It must be kept in mind that survey research cannot predict the future. Although great care and the most rigorous methods available were employed in the design, execution and analysis of this survey, these results can be interpreted only as representing the answers given by these respondents to these questions at the time they were interviewed.



Mixed-Mode Survey Method

This survey was conducted using a mixed-mode sample design that combined telephone and on-line data collection.

The most recent census data indicates 6,081 households in the City of Covington. We obtained contact information for 5703 households, including 3842 telephone numbers and 1861 addresses but no telephone numbers.

All 3842 telephone numbers were called up to 7 times each or until someone answered and either agreed or refused to be interviewed. The 1861 households for which we had no telephone number were mailed a letter from the mayor asking a designated adult¹ in the household to log on to our survey website and complete the questionnaire on-line. They were sent a thank you/reminder post card one week after the initial mailing.

The telephone survey resulted in 226 interviews, for a *completion rate*² of 6%, and a *cooperation rate*³ of 25%.

The on-line survey resulted in 222 completed questionnaires for a completion rate of 12%.

The data from both modes were combined into a single data set. The combined data were statistically weighted by age to align the sample with the most recent census data.

Research literature indicates that telephone respondents tend to give more positive responses than on-line respondents, particularly to rating scale items where on-line respondents are typically less likely to give the highest rating than are telephone respondents. In this survey, comparisons between telephone and on-line respondents in this survey revealed a somewhat mixed pattern: Web respondents were much more likely to rate city services as “essential,” but telephone respondents gave the city higher grades for delivering every one of those services.

Because of this mode differential, it is often argued that the inclusion of an on-line survey in addition to the telephone sample produces a more representative result than either a telephone or web sample alone would have produced. In this case, compared to the telephone sample, the on-line sample was younger, more likely to be renters and less likely to have children. Nearly half (47%) of the on-line sample have no home land line, which means it is highly unlikely they would have been included in the telephone sample.

¹ Instructions were that the survey be completed by the adult (18+) in the household with the most recent birthday. This is a common practice to randomize respondents.

² The completion rate is the percentage of completed interviews by the total number of telephone numbers dialed. It includes numbers where no one answered the call.

³ The cooperation rate is the percentage of completed interviews by the number of qualified respondents contacted.



RESPONDENT PROFILE

In interpreting these findings, it is important to keep in mind the characteristics of the people actually interviewed. This table presents a profile of the 448 respondents in the survey, by survey mode and for the total sample.

Note: Here and throughout this report, percentages may not add to 100%, due to rounding.

		PHONE	ON-LINE	TOTAL
AGE:	18-35	9%	22%	16%
	36-50	25%	32%	28%
	51-64	41%	35%	38%
	65+	23%	10%	17%
	NoAns	1%	1%	1%
YRS IN COVINGTON	1 year of less	2%	13%	8%
	2-5 yrs	9%	26%	18%
	6-12 yrs	29%	27%	27%
	13-20 yrs	27%	12%	20%
	21+ yrs	32%	22%	27%
HOME OWNER	Own	94%	86%	90%
	Rent	5%	12%	9%
HOUSEHOLD:	Couple with children	43%	35%	39%
	Couple with no children	35%	39%	37%
	Single with children	3%	8%	6%
	Single with no children	16%	17%	17%
	NoAns	2%	0%	1%
LAND LINE	Yes	94%	52%	
	No land line at home	6% ⁴	47%	
	NoAns		1%	
INCOME:	\$35,000 or less	6%	12%	9%
	\$35 to \$50,000	12%	11%	12%
	\$50 to \$75,000	16%	16%	17%
	\$75 to 100,000	15%	18%	17%
	Over \$100,000	26%	36%	32%
	No Answer	25%	8%	13%

⁴ This is an estimate for the telephone sample. This figure is the proportion of interviews conducted via cell phone. Question was not asked in the telephone survey.



KEY FINDINGS

◆ Covington seen as safe, good place to raise a family

- 9 in 10 agree it is a good place to raise a family
- More than 8 in 10 rate the city and their neighborhood as safe

◆ Most pay attention to city government

- Attention to city government goes up with age, home ownership

◆ Nearly 1 in 4 had personal contact with city government

- City personnel get Good to Excellent rating for helpfulness and courtesy

◆ 10 of 17 city programs and services rated as high priority

- All 17 programs graded as “satisfactory” or better by large majorities of respondents

◆ Police rated as most essential city service

- Specific police services graded as satisfactory or better by large majorities, including: overall quality, traffic safety, response time, problem resolution and number of officers,

◆ Substantial interest in public entertainment, recreation events

- Majorities at least “somewhat likely to attend”: free outdoor concerts, theater, movies and performers
- Most also willing to consider fee-based recreation classes

◆ Majorities willing to consider tax increases for 8 of 10 city services listed.

- Street improvements, police officers and a pedestrian-friendly town center topped the list
- About half said they were more willing to increase taxes to maintain services than to cut services by keeping tax levels the same
- Overall, twice as many said their tax money was being well spent as said it was not being well-spent; 1 in 4 had no opinion.

◆ Communication with citizens could use improvement

- Keeping citizens informed and providing opportunity for involvement each get “C” grade

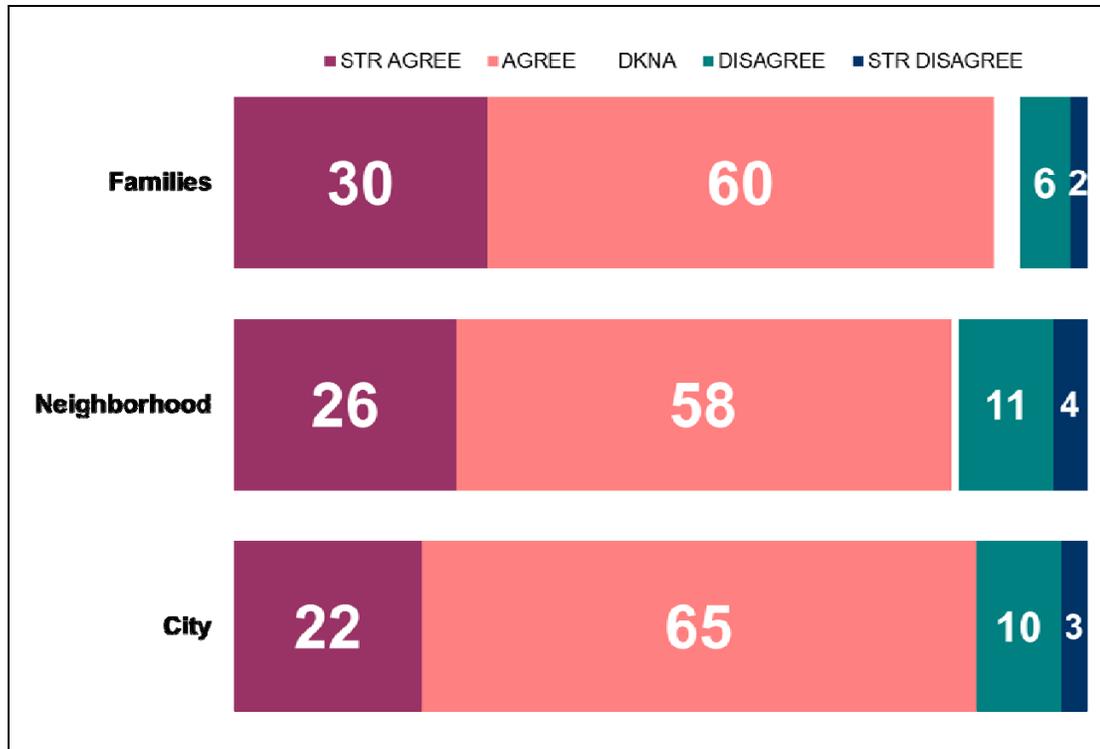


FINDINGS

Major findings are presented in the following section in the form of annotated graphs and bullets. The full results are appended in detailed cross-tabulations.



Covington Seen as Safe, Good Place to Raise a Family

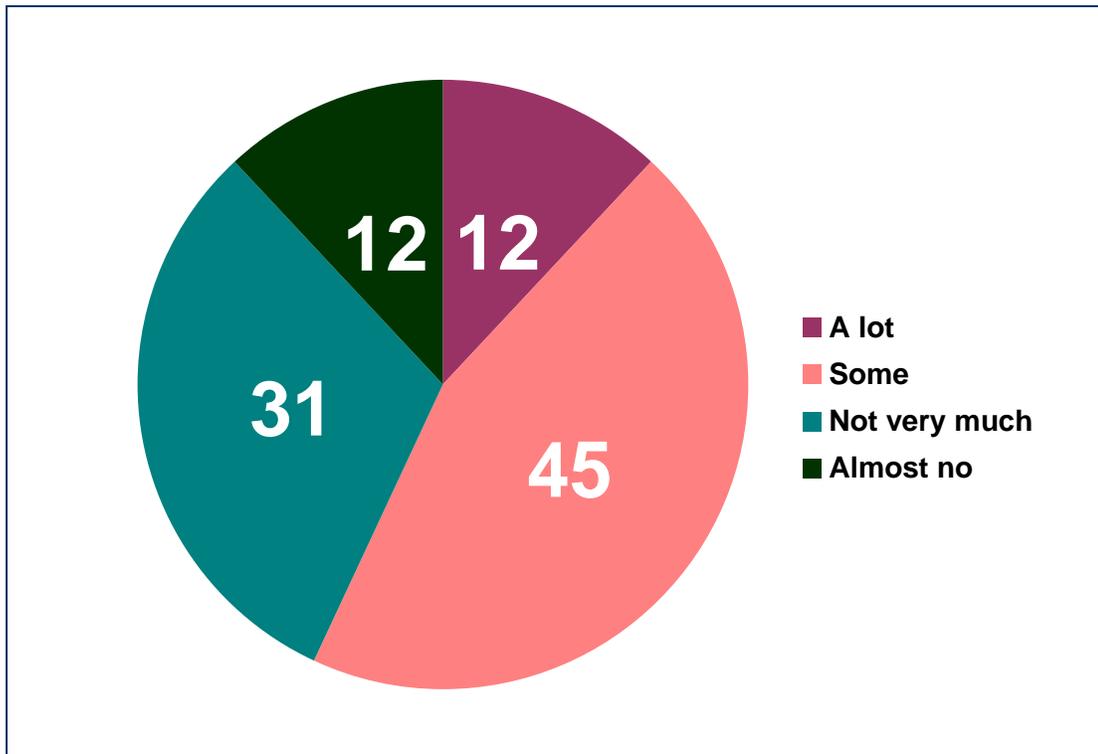


Q4 I am going to read a series of statements about life in Covington. For each one, tell me whether you Agree Strongly, Agree, Disagree or Disagree Strongly. The first one is...Covington is a good place for families...I feel safe in my neighborhood... I feel safe in Covington.

- ◆ **Older and more longstanding residents were strongest in their support**
 - 36% of senior citizens "strongly agreed" they feel safe in Covington (vs. 19% of others)
 - 33% of 20+ year residents "strongly agreed" they feel safe in their neighborhoods (vs. 23% of others)
- ◆ **Ratings were high across all groups, but there were slightly higher negatives among some:**
 - Lower income (<\$50k/year) residents were less likely to feel safe in their neighborhood (23% disagree, vs. 11% of others)
 - Single parents were less likely to feel safe in Covington (20% disagree, vs. 12% of others)



Majority Pay Some Attention to City Government

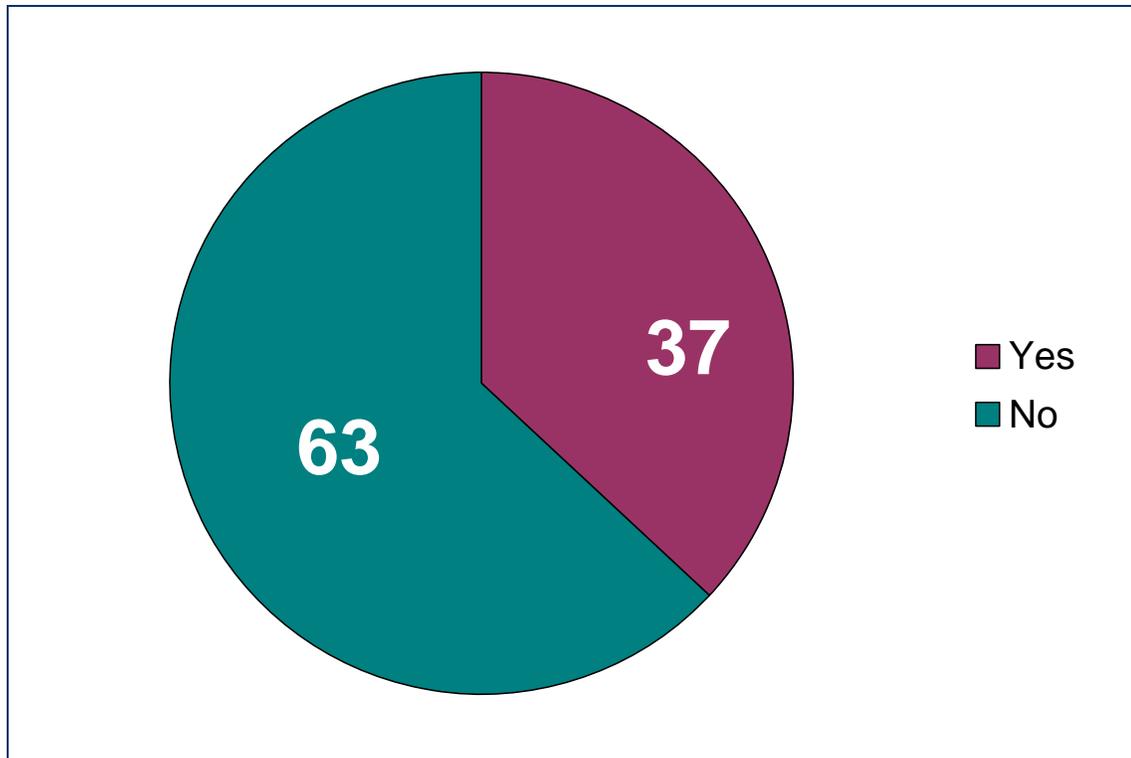


Q5. Let's talk about the City Government. First, in general, how much attention would you say you pay to Covington City government?

◆ **Most likely to pay attention to city government were:**

- Homeowners (57% "a lot" or "some" vs. 46% of renters)
- Boomers and seniors (62%, vs. 48% of others)
- Longtime residents (67% of those with 13+ years vs. 47% of others)

Nearly 4 in 10 Have Had Personal Contact With City Government



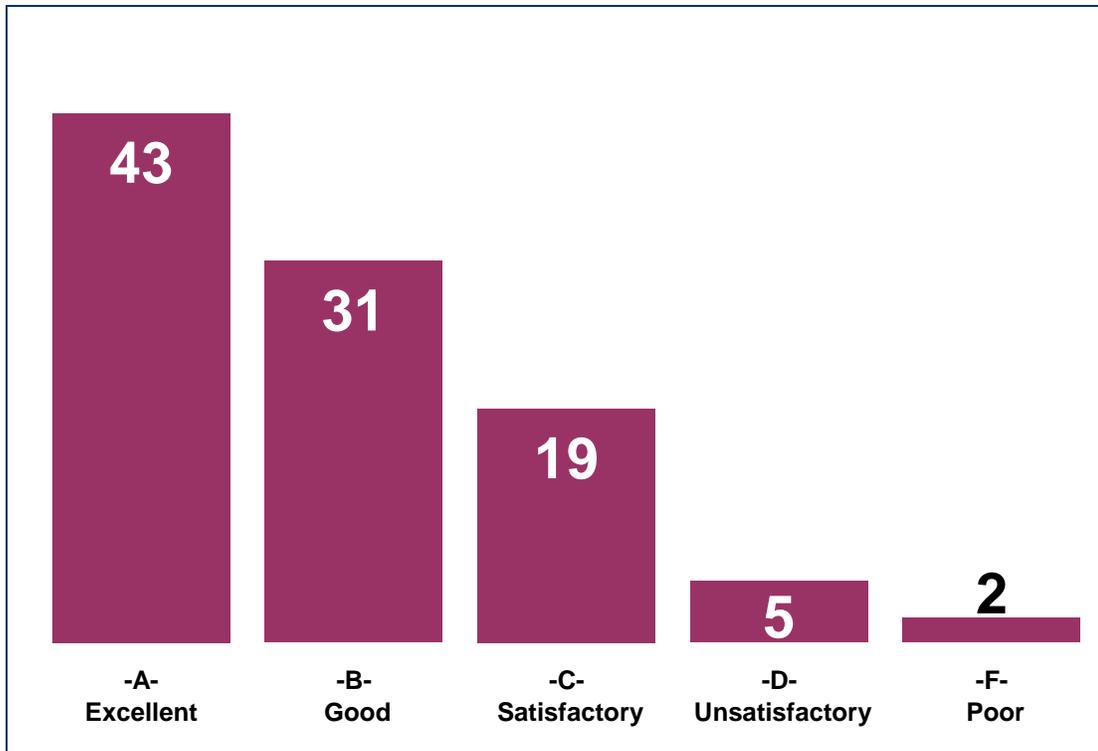
Q6. Have you had any contact with a city agency or official in the last 12 months?

◆ **Least likely to have had contact:**

- Younger residents (32%, vs. 41% of those over 50)
- Non-couples (30%, vs. 39% of couples)
- Those making under \$100k/year (34%, vs. 46% of those making over \$100k)
- Renters (26%, vs. 39% of homeowners)



City Personnel Get High Grades for Helpfulness & Courtesy



Q7. If you were to give that person a letter grade for helpfulness and courtesy, what grade would you give him or her: A for Excellent, B for Good, C for Satisfactory, D for Unsatisfactory, F for Poor. [ASKED ONLY OF THOSE ANSWERING "YES" TO Q6, N=167]

◆ **Higher grades for contact related to higher ratings for city, neighborhood**

Among those who rated their contact "A"...

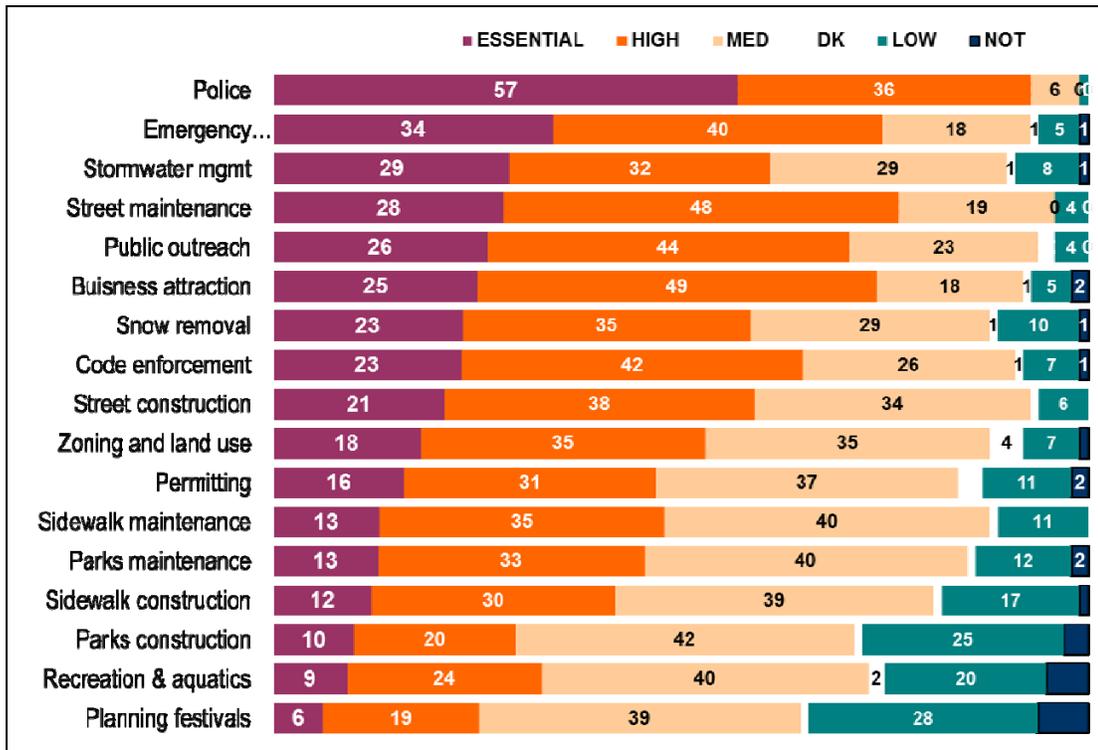
53% strongly agreed it was a good place to **raise a family** (vs. 20% of others)

43% strongly agreed they felt safe in their **neighborhood** (vs. 12% of others)

42% strongly agreed they felt safe in **Covington** (vs. 8% of others)



Importance of City Programs & Services Ranked



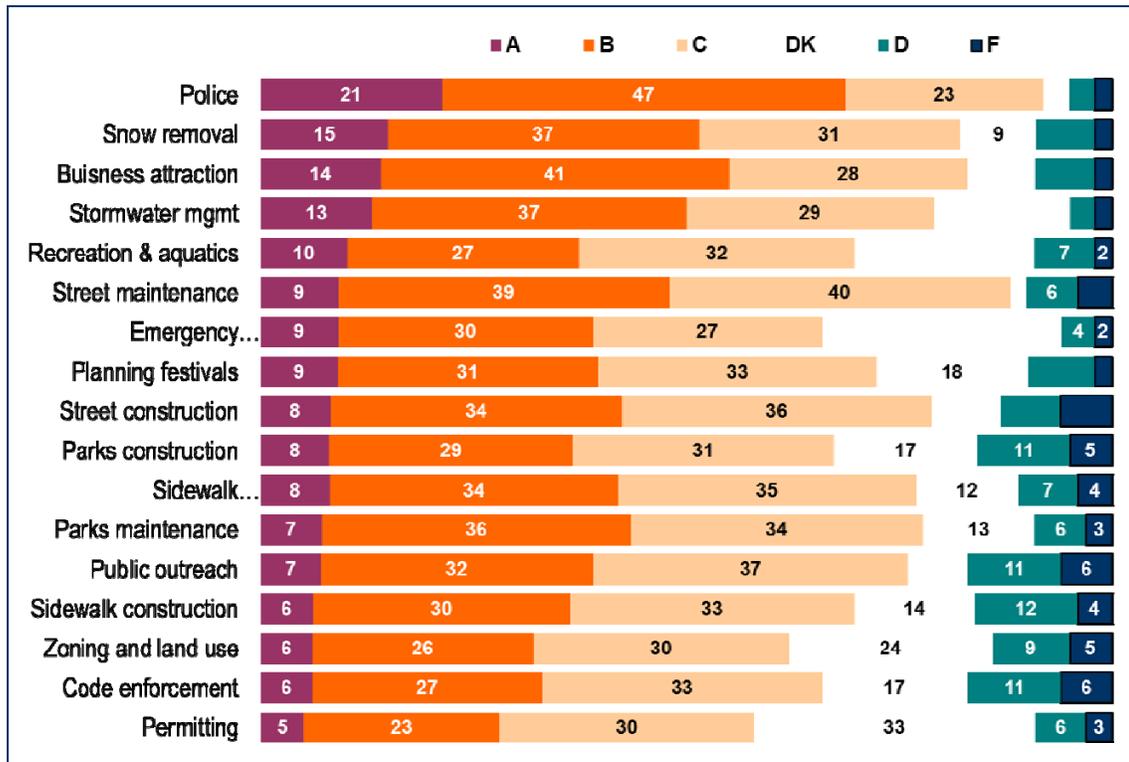
Q8. I am going to read a list of services and programs currently provided by city government. As I read each one, tell me how important it is to you. In your opinion, is this an Essential service of City Government... a High Priority ... a Medium Priority ... a Low Priority ... or should this Not be a City Government program.

◆ **Of the 17 programs and services rated, 10 were rated as “essential” or “high priority” by majorities of respondents.**

AVERAGE RATING	2.65
Police	3.49
Emergency preparedness	3.03
Street maintenance	3.02
Public outreach	2.94
Business attraction	2.90
Stormwater mgmt	2.80
Code enforcement	2.77
Street construction	2.76
Snow removal	2.72
Zoning and land use	2.64
Sidewalk maintenance	2.50
Permitting	2.49
Parks maintenance	2.44
Sidewalk construction	2.34
Recreation & aquatics	2.13
Parks construction	2.11
Planning festivals	1.89

4= Essential
 3= High
 2= Medium
 1= Low
 0= Not

City Performance Grades for Programs & Services



Q9. I am going to read through that list again, This time, I would like you to tell me how well you think the city is doing in that area. As I read each service, I'd like you to give it a letter grade, as we have been using: A for Excellent, B for Good, C for Satisfactory, D for Unsatisfactory, F for Poor.

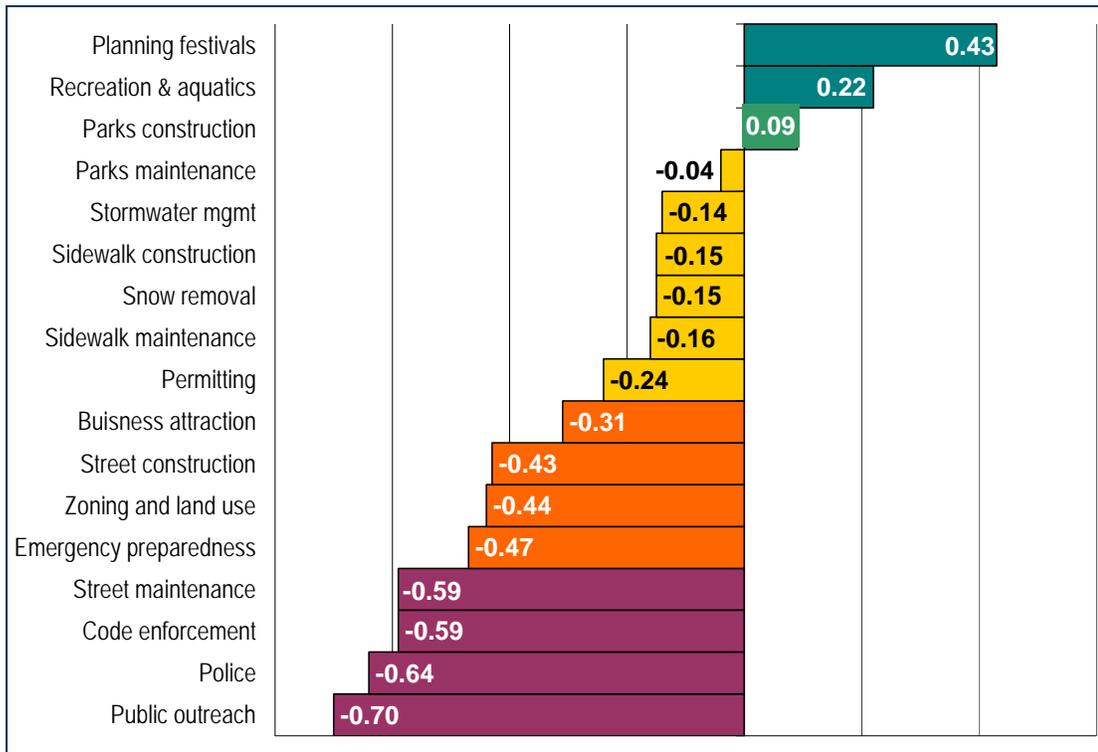
◆ All 17 programs graded at “Satisfactory” or better by large majorities of respondents

AVERAGE GRADE	2.43
Police	2.85
Stormwater mgmt	2.67
Business attraction	2.62
Snow removal	2.61
Emergency preparedness	2.56
Festival planning	2.45
Recreation & aquatics	2.45
Street maintenance	2.43
Parks maintenance	2.43
Sidewalk maintenance	2.39
Street construction	2.34
Permitting	2.32
Parks construction	2.29
Sidewalk construction	2.25
Public outreach	2.25
Zoning and land use	2.24
Code enforcement	2.23

4= Excellent
 3= Good
 2= Satisfactory
 1= Unsatisfactory
 0= Poor



Relative Gap Between Importance & Performance



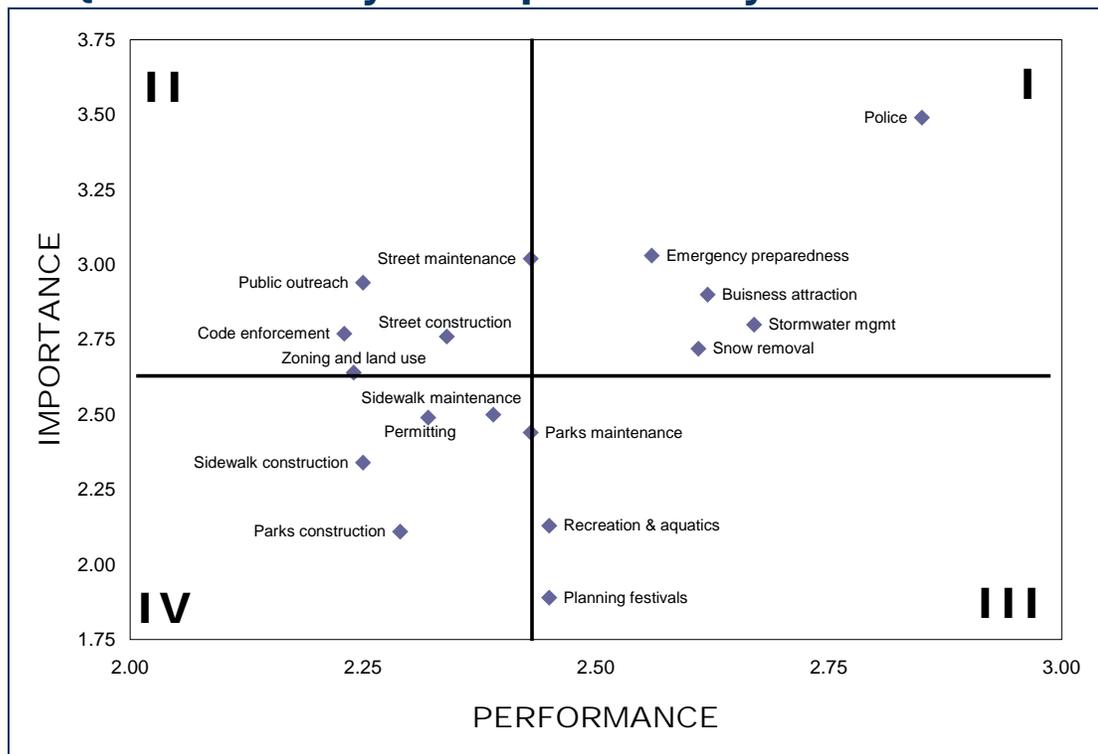
GAP SCORE: Performance rating minus importance rating. The score is computed by subtracting the importance rating from the performance rating for each respondent, then averaging the differences.

◆ **This graph indicates the gap between respondent ratings of importance and performance for each program**

- A minus score indicates that performance was rated lower than importance, indicating that government performance was lagging behind citizen expectations for that service or program.
- The differences for the services shown in lighter colors (parks construction to Permitting) were not statistically significant.



Quadrant Analysis: Importance by Performance



QUADRANT ANALYSIS: This graph plots the average scores for Importance and Performance. The intersecting lines are the overall average scores for each rating.

I. Stellar Services. The programs in the UPPER RIGHT quadrant scored above average in both importance and performance. These are viewed as stellar services.

- Police
- Emergency preparedness
- Stormwater management
- Business attraction
- Snow removal

II. Imperatives. Programs in the UPPER LEFT quadrant scored above average in importance, but below average for performance, indicating that service may not meet expectations.

- Street maintenance
- Street construction
- Public outreach
- Zoning and land use
- Code enforcement

III. Successes. Programs in the LOWER RIGHT scored above average for performance and below average for importance, indicating that service is exceeding citizen expectations

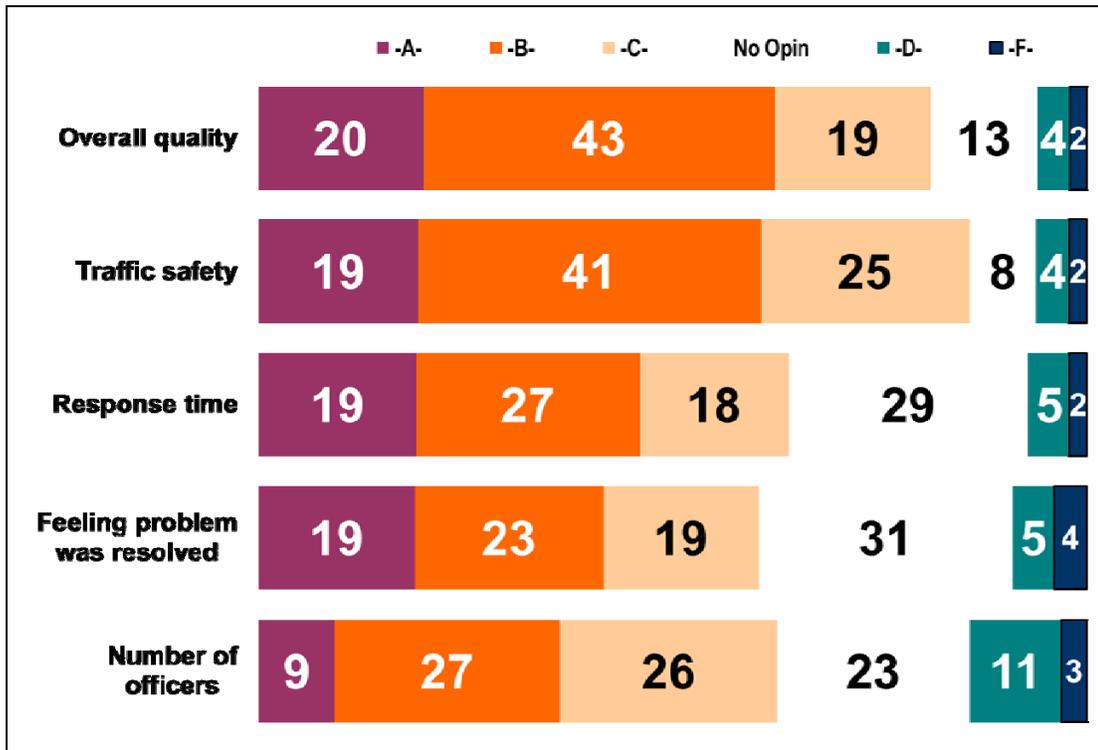
- Recreation & aquatics
- Planning festivals
- Park maintenance

IV. Low Priority. Programs in the LOWER LEFT scored below average for both performance and importance, indicating that they are relatively less salient than other services.

- Sidewalk maintenance
- Permitting
- Sidewalk construction
- Parks construction



Large Majorities Approve of Police Services



Q10. Let's talk specifically about police services in Covington. Using the letter grades as before, what grade would you give police services in Covington for:

◆ **Higher ratings for those who had contact with government in the past year**

28% who had *recent* government contact gave an "A" for overall quality, vs. 15% of those who had not;

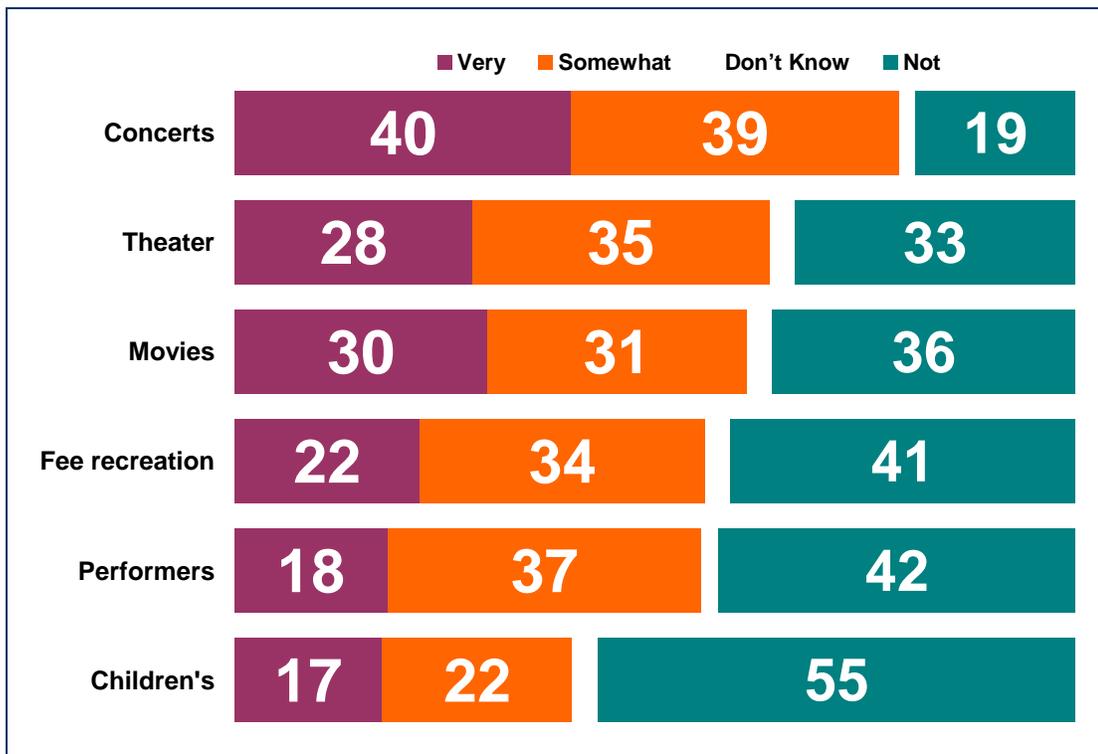
24% with *recent* contact graded response time "A" vs. 15% of those who had not

Similar differences for other categories

◆ **Parents give higher ratings for overall quality (25% "A") than those without children in the home (15% "A")**



Interest in Public Recreation, Events



Q11. Next I am going to list some options for entertainment and recreation in Covington. As I read each one, tell me whether your household would be Very Likely to attend such an event in Covington ... Somewhat Likely or Not Likely to attend such an event.. The first one is...

◆ **PROGRAMS LISTED**

- Free outdoor concerts with professional bands
- Outdoor live theater, such as “Shakespeare in the Park”
- Free outdoor movies
- Fee-based recreation classes – like aerobics or Fitness Toddler activities, Dance Lessons, Babysitting classes, etc
- Free performers such as magicians or comedians
- Free child-oriented such as the Reptile Man or Recess Monkey kids band

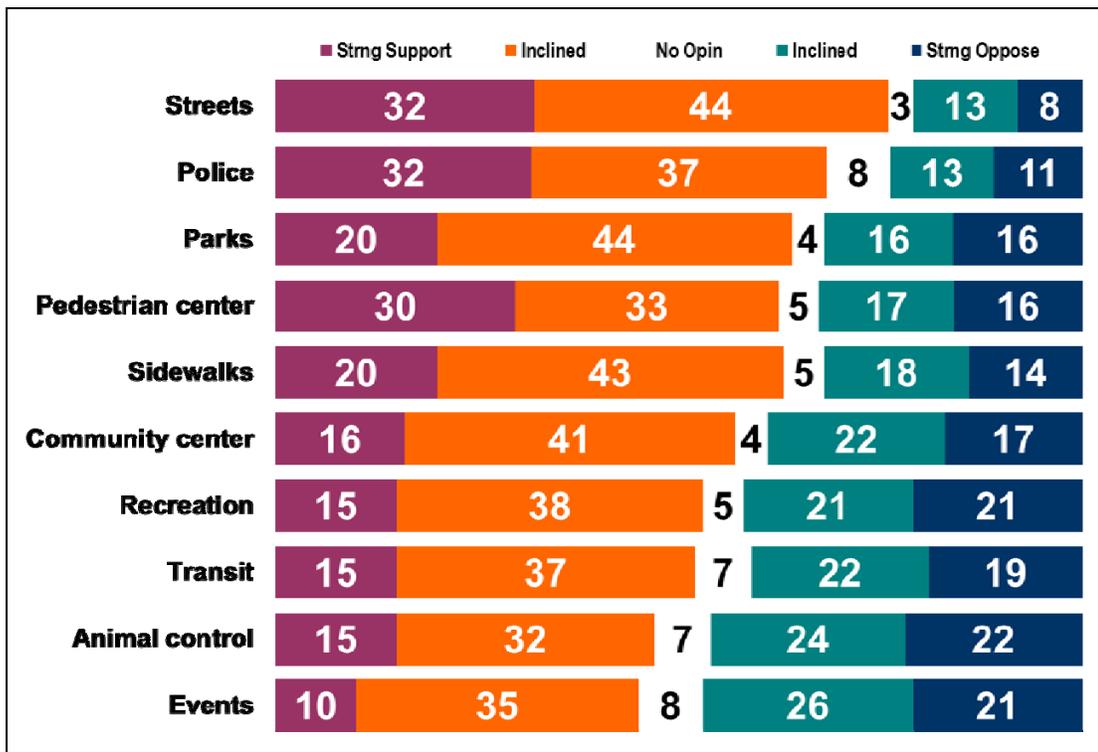
◆ **A majority (56%) expressed interest in attending at least 4 of the 6 named options**

◆ **Younger residents much more interested in attending events**

- Among 18-34 year olds, 40% were at least somewhat likely to attend all six of the different options (vs. 16% of others)
- Particular interest in outdoor movies (81%), live theater (74%), children's entertainment (70%)
- Similar pattern for newer residents



Majority Support Taxes for Nearly All Services



Q12. Now I am going to list some things that some people have said they would like Covington city government to do. Of course, all city services cost money. So as I read each item, tell me if you would Strongly support raising taxes for that, Inclined to Support, Inclined to Oppose or Strongly Opposed to an increase in city taxes to maintain, improve or provide this service in Covington.

◆ **SERVICES LISTED:**

- Improved streets and traffic flow
- More police officers
- Parks, trails and open space
- A pedestrian-friendly town center with public gathering spaces – like Kent Station in Kent
- Sidewalks
- A community center
- More recreation such as health & fitness classes, kid, adult or senior activities, etc.
- Transit services
- More community events
- Animal control services, like pet licensing, shelter services and pet locator services

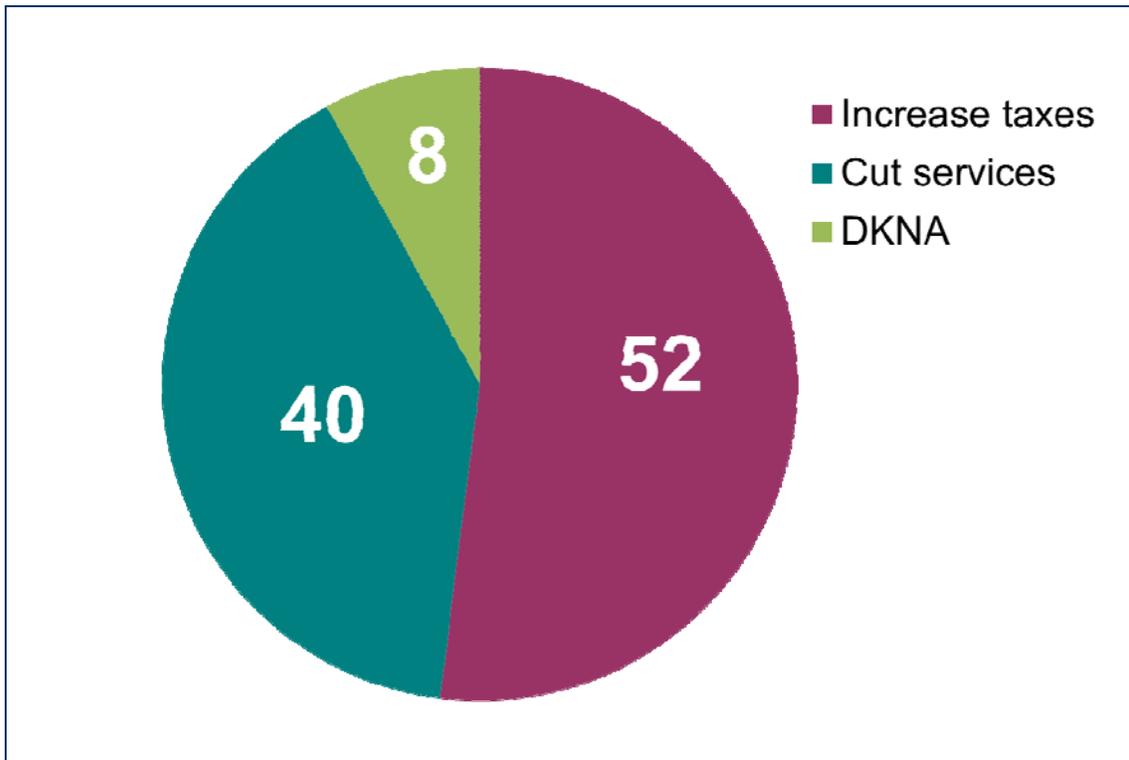
◆ **Higher-income residents more willing to pay taxes**

30% of those making more than \$50k/year "inclined" or "strong" support of at least 9 of the listed services, vs.

21% of those making less than \$50k/year



Most Willing to Accept Higher Taxes



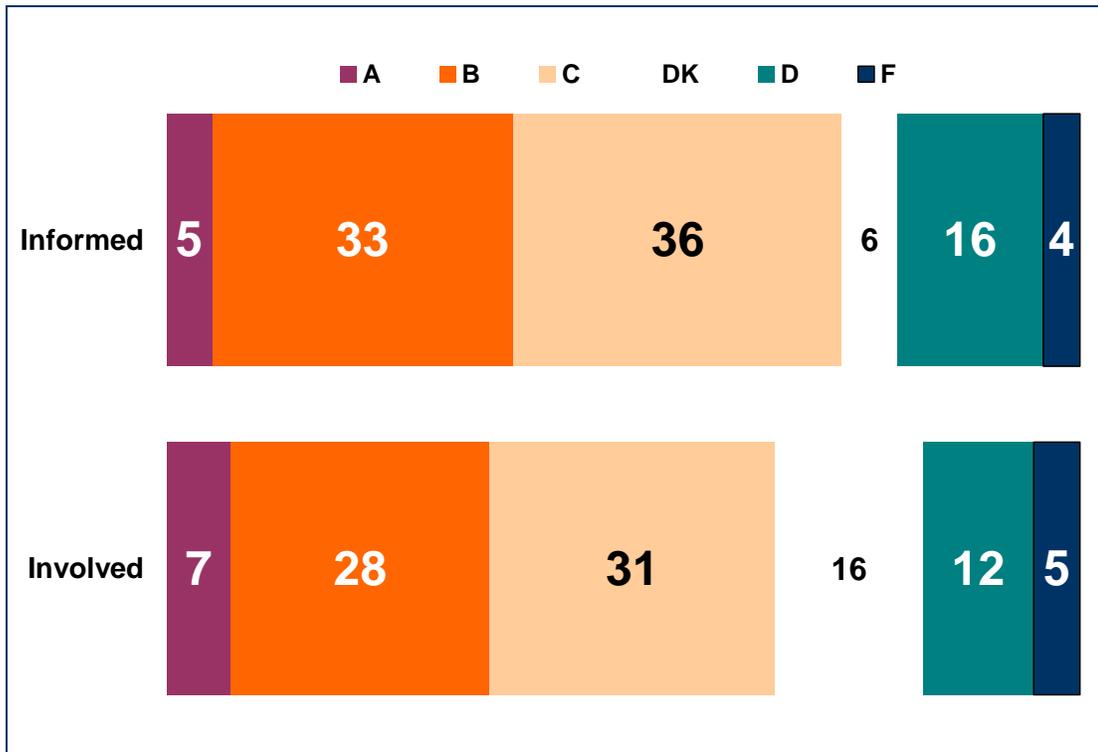
Q13. If you had to choose one of the following, which would you choose for the City of Covington: Maintain city services at appropriate levels by increasing taxes as the population and inflation grows; or keep taxes the same by cutting services when population and inflation grow faster than city revenues.

◆ **Longer-term residents were less likely to have an opinion**

4% of those here less than 5 years replied "Don't Know", vs. 10% who have lived in Covington 5+ years, including 12% of those here 20+ years



Passing Grades for Informing, Involving Citizens



Q14. In terms of keeping citizens informed about what is happening in city government -- What grade would you give the City of Covington at that? A for Excellent, B for Good, C for Satisfactory, D for Unsatisfactory, F for Poor.

Q16. How would you rate the city's performance in providing residents the opportunity to be involved in decisions that affect city government? What grade would you give the City of Covington does at that? A for Excellent, B for Good, C for Satisfactory, D for Unsatisfactory, F for Poor.

◆ **High-income residents less satisfied**

Of those making over \$100k/year:

35% graded the city "A" or "B" on informing citizens vs. 42% of others, and

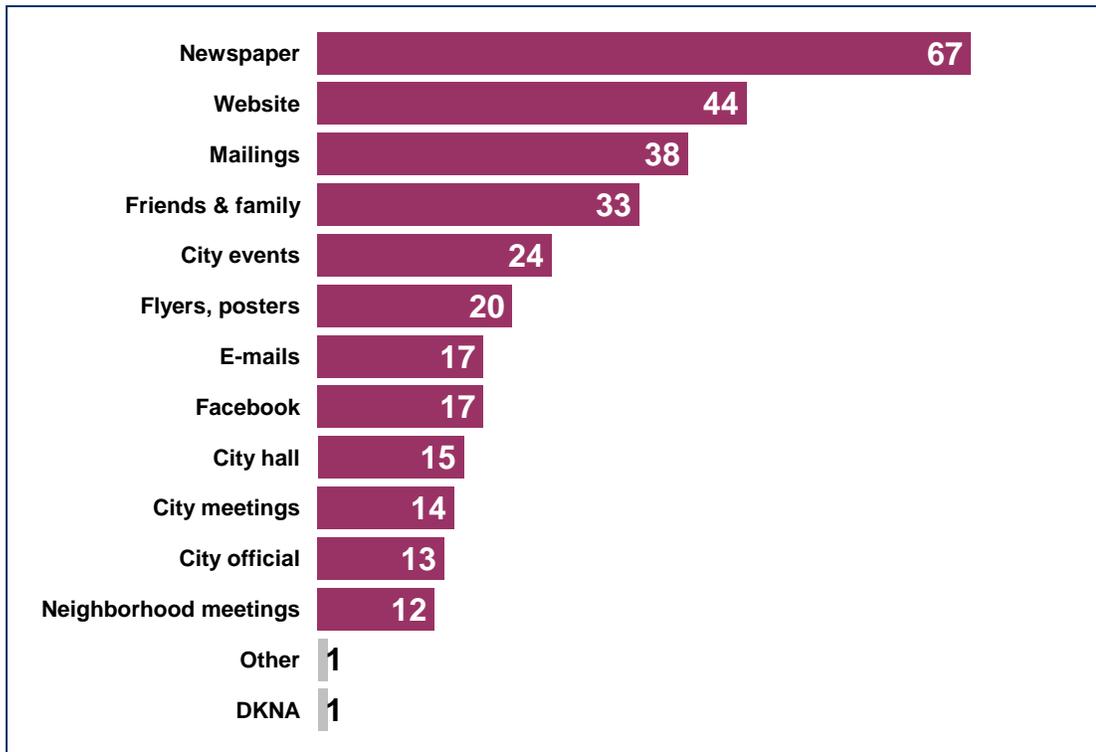
31% graded the city "A" or "B" on involving citizens vs. 41% of others

◆ **Those who had contacted government more satisfied**

43% give "A" or "B" on informing (vs. 35% of those who had not), and 41% give "A" or "B" on involving (vs. 32% of those who had not)



Newspaper Dominates as Information Source



Q15. We are interested in how people get information about City Government here in Covington. Which of the following have been useful to you to learn about city government?

◆ **Those who had contact with government used more information sources than those who had not**

74% of those who had contacted government in the past year used more than one source, vs.

60% of those who had not

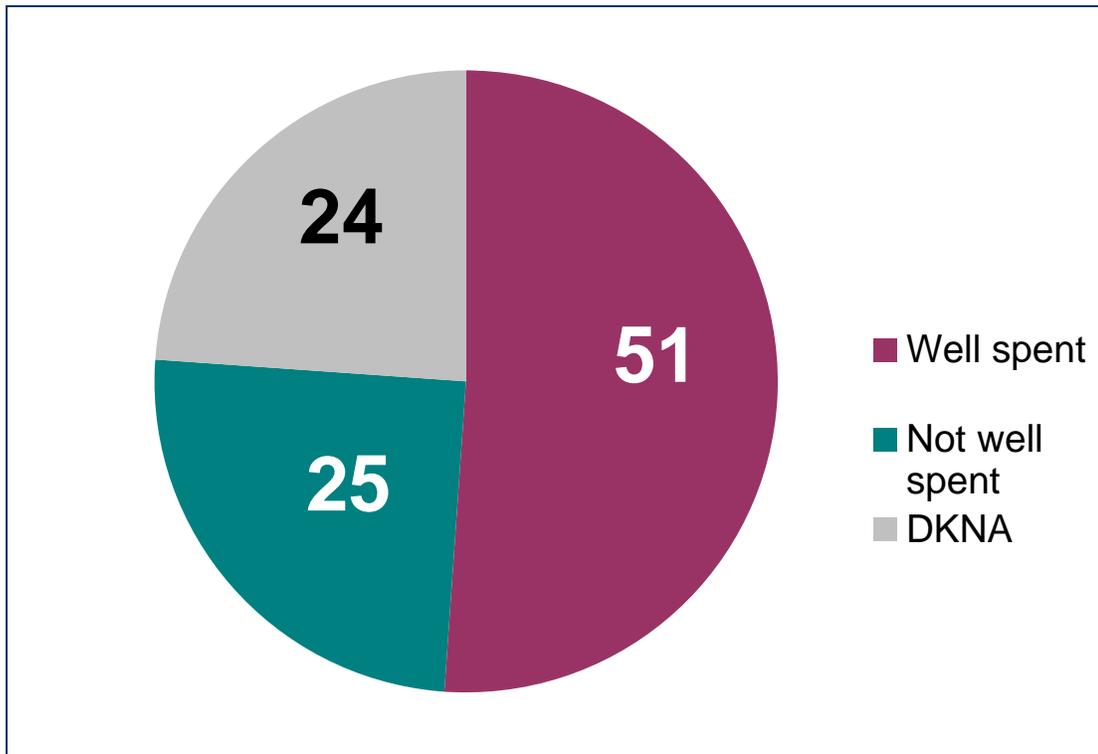
◆ **Couples...**

- More likely to use website (48% vs. 29%)
- Less likely to consult city mailings (36% vs. 45%)

◆ **Newer residents (0-5 years) less likely to use paper (55% vs. 70%)**



Overall Satisfaction With Use of Funds



Q17. Finally, thinking now about all the things we have talked about, as a citizen of Covington, do you think that your tax dollars are being well spent here? Or not?

◆ **Opinion about taxes related to attention to city government:**

70% of those who pay “a lot of attention” to city government said their taxes were being well spent, while

44% of those who pay “almost not attention” said so (30% said “not well spent” and 26% had no opinion).

◆ **More likely to say "well spent":**

- Those with children (60%, vs. 44% of others)

◆ **Satisfaction was slightly higher among homeowners, longtime residents**



DISCUSSION

Covington continues to be seen as a good, well run, safe city that is a good place to raise a family. Those opinions were almost universally held.

Ten of 17 specific city programs and services were graded as satisfactory or better.

Police services continue to be rated as the most essential city service and the highest rated. There was a negative gap between importance and rating, but the police were at the top of both lists, reinforcing the importance of law enforcement. The city has both high regard and high expectations. Specific aspects of police services were all rated as satisfactory or better, with nearly 2 in 3 rating the “overall quality” of the police services as “excellent” or “good.” The lowest rating was for “number of officers” underlining the expectations citizens have in this area.

Satisfaction with the city and city government was also reflected in the finding that majorities were positively inclined to consider tax increases to expand city amenities, programs and service. In the end, twice as many respondents said their city taxes were being well spent as said they were not. The more attention one paid to city government, the more likely to say that city taxes are being well-spent. Among the $\frac{1}{4}$ who had no opinion about spending priorities, more than half (54%) pay little or no attention to city government.

This raises the question of citizens’ relationship to city government. Most said they paid moderate attention to city government. And although only about 1 in 8 pay “a lot of attention” in general, three times that many had personal contact with a city agency in the past year, and report that they experience was generally a good one: 3 in 4 rated the person they dealt with as “excellent” or “good” in terms of helpfulness and courtesy.

The city got “C” grades for keeping citizens informed and providing them with an opportunity to be involved in city decisions and the largest gap between importance and performance ratings was for “communicating with the public.” Given the positive relationship between attention to city government and evaluation of services, this is an area in which additional emphasis would pay benefits.



QUESTIONNAIRE

with Data



5. Let’s talk about the City Government. First, in general, how much attention would you say you pay to Covington City government? Would you say you pay...?

- 12** A Lot of Attention
- 45** Some
- 31** Not Very Much
- 12** Almost No Attention

6. Have you had any contact with a city agency or official in the last 12 months?

- 37** YES
- 62** NO
- 1** DK/NA

7. If you were to give that person a letter grade for helpfulness and courtesy, what grade would you give him or her: A for Excellent, B for Good, C for Satisfactory, D for Unsatisfactory, F for Poor.

A	B	C	D	F	No Opin
43	31	19	5	2	2

8. I am going to read a list of services and programs currently provided by city government. As I read each one, tell me how important it is to you. In your opinion, is this an Essential service of City Government... a High Priority ... a Medium Priority ... a Low Priority ... or should this Not be a City Government program. The first one is....

ROTATE	ESNTL	HI	MED	LO	NOT	NoOp
A. Street Construction	21	38	34	6	0	1
B. Street Maintenance	28	48	19	4	0	1
C. New Parks Construction	10	20	42	25	3	1
D. Parks Maintenance	13	34	40	12	2	0
E. Sidewalk & trail Construction	12	30	39	17	1	1
F. Sidewalk & trail Maintenance	13	35	40	11	0	1
G. Zoning and Land Use Planning	18	35	35	7	1	3
H. Permitting Services, for buildings, remodels, tenant improvements, etc.	16	31	37	11	2	3
I. Enforcing the city codes, such as building and zoning codes, junk cars, yard debris, home business violations, and so on	23	42	26	7	1	1
J. Stormwater & Flood Management	29	32	29	8	1	1
K. Snow & Ice Removal.....	24	35	29	10	1	1
L. Emergency Preparedness	34	40	18	5	1	1
M. Communicating with the public.	26	44	24	4	0	1
N. Planning community festivals and events.....	6	19	39	28	6	1
O. Recreation and Aquatics programs.....	9	24	40	20	5	2
P. Attracting & Keeping Businesses.....	25	49	18	5	2	0
Q. Police Services.....	57	36	6	1	0	0

- 9.** I am going to read through that list again, This time, I would like you to tell me how well you think the city is doing in that area. As I read each service, I'd like you to give it a letter grade, as we have been using: A for Excellent, B for Good, C for Satisfactory, D for Unsatisfactory, F for Poor.

ROTATE	A	B	C	D	F	NoOp
A. Street Construction	8	35	36	7	6	7
B. Street Maintenance	9	39	41	7	4	1
C. New Parks Construction	8	29	31	11	5	16
D. Parks Maintenance	7	36	35	7	3	12
E. Sidewalk & trail Construction	7	30	34	12	5	13
F. Sidewalk & trail Maintenance	8	34	35	7	5	11
G. Zoning and Land Use Planning	6	26	30	9	5	23
H. Permitting Services, for buildings, remodels, tenant improvements, etc.	5	23	30	6	3	33
I. Enforcing the city codes, such as building and zoning codes, junk cars, yard debris, home business violations, and so on	7	28	34	11	5	16
J. Stormwater & Flood Management	13	38	30	3	2	15
K. Snow & Ice Removal.....	15	37	31	7	2	9
L. Emergency Preparedness	9	30	27	4	2	28
M. Communicating with the public.	7	32	38	11	6	6
N. Planning community festivals and events.....	9	31	34	8	2	17
O. Recreation and Aquatics programs.....	10	27	32	7	2	21
P. Attracting & Keeping Businesses.....	14	41	28	7	2	8
Q. Police Services.....	21	47	23	3	2	3

- 10.** Let's talk specifically about police services in Covington. Using the letter grades as before, what grade would you give police services in Covington for:

ROTATE	A	B	C	D	F	NoOp
A. The time it takes them to respond to a call	19	27	18	5	2	29
B. Maintaining traffic safety in Covington.....	20	41	25	4	2	8
C. The number of officers	9	28	26	11	3	23
D. The overall quality of service they provide	20	43	19	4	2	12
E. Overall feeling your problem was resolved	19	23	19	5	4	31

11. Next I am going to list some options for entertainment and recreation in Covington. As I read each one, tell me whether your household would be Very Likely to attend such an event in Covington ...Somewhat Likely or Not Likely to attend such an event.. The first one is...

ROTATE	<u>VERY</u>	<u>SOME</u>	<u>NOT</u>	<u>NoOp</u>
A. Free outdoor concerts with Professional bands.....	40	39	19	2
B. Outdoor live theater, such as "Shakespeare in the Park"	28	35	33	3
C. Free outdoor movies.....	30	31	36	3
D. Free performers such as magicians or comedians.....	18	37	42	2
E. Free child-oriented such as the Reptile Man or Recess Monkey kids band	17	22	55	6
F. Fee-based recreation classes – like aerobics or Fitness Toddler activities, Dance Lessons, Babysitting classes, etc	22	34	41	3

12. Now I am going to list some things that some people have said they would like Covington city government to do. Of course, all city services cost money. So as I read each item, tell me if you would Strongly support raising taxes for that, Inclined to Support, Inclined to Oppose or Strongly Opposed to an increase in city taxes to maintain, improve or provide this service in Covington. The first one is...

ROTATE	<u>STRG</u> <u>SUPPORT</u>	<u>INCLINE</u> <u>SUPRT</u>	<u>INCLINE</u> <u>OPP</u>	<u>STRG</u> <u>OPPOSE</u>	<u>NoOp</u>
A. Sidewalks	20	43	18	14	4
B. Parks, trails and open space	20	45	16	16	3
C. More recreation such as health & fitness classes, kid, adult or senior activities, etc.	15	38	22	21	4
D. More community events.....	11	35	26	21	8
E. Improved streets and traffic flow.....	32	44	13	9	2
F. A pedestrian-friendly town center with public gathering spaces – like Kent Station in Kent.....	30	33	17	16	4
G. Animal control services, like pet licensing, shelter services and pet locator services	15	33	24	22	7
H. More police officers	32	38	13	11	7
I. A community center	16	41	22	17	4
J. Transit services.....	15	37	22	19	6

- 13.** If you had to choose one of the following, which would you choose for the City of Covington:
- 54** Maintain city services at appropriate levels by increasing taxes as the population and inflation grows.
 - 41** Keep taxes the same by cutting services when population and inflation grow faster than city revenues
 - 6** [No Opin]
- 14.** In terms of keeping citizens informed about what is happening in city government -- What grade would you give the City of Covington does at that? **A** for Excellent, **B** for Good, **C** for Satisfactory, **D** for Unsatisfactory, **F** for Poor.
- 5** A for Excellent
 - 33** B for Good
 - 36** C for Satisfactory
 - 16** D for Unsatisfactory
 - 4** F for Poor
 - 6** [No Opin]
- 15.** We are interested in how people get information about City Government here in Covington. Which of the following have been useful to you to learn about city government? **RECORD ALL THAT APPLY**
- 67** Covington reporter newspaper
 - 44** City website
 - 38** Mailings from city (bill inserts, brochures, postcards, etc
 - 33** Friends, family, neighbors
 - 24** During city events- like Covington days, tree lighting event
 - 20** Flyers an posters around the city
 - 17** City e-mails
 - 17** City's Facebook page
 - 15** Calling or visiting city hall
 - 14** Attending city meetings
 - 13** Talking to a city council member or advisory commission member
 - 12** Neighborhood meetings or organizations
 - 1** [OTHER]
 - 1** [DK/NA]

- 16.** How would you rate the city's performance in providing residents the opportunity to be involved in decisions that affect city government? What grade would you give the City of Covington does at that? **A** for Excellent, **B** for Good, **C** for Satisfactory, **D** for Unsatisfactory, **F** for Poor.
- 7** A for Excellent
 - 28** B for Good
 - 31** C for Satisfactory
 - 12** D for Unsatisfactory
 - 5** F for Poor
 - 16** [No Opin]
- 17.** Finally, thinking now about all the things we have talked about, as a citizen of Covington, do you think that your tax dollars are being well spent here? Or not?
- 51** WELL SPENT
 - 25** NOT
 - 24** [No Opin]
- 18.** I have just a few last questions for our statistical analysis. How old are you?
- 16** 18-34
 - 28** 35-49
 - 38** 50-64
 - 17** 65+
 - 1** [NA]
- 19.** Which of the following best describes your household:
- 39** Couple with children at home
 - 37** Couple with no children at home
 - 6** Single with children at home
 - 17** Single with no children at home
 - 1** [NA]
- 20.** Do you own or rent the place in which you live?
- 91** OWN
 - 9** RENT
- 21.** Finally, I am going to list some broad categories. Just stop me when I get to the category that best describes your approximate household income - before taxes - for this year.
- 9** \$35,000 or less
 - 12** \$35,000 to \$50,000
 - 17** \$50,000 to \$74,000
 - 17** \$75,000 to \$99,000
 - 32** Over \$100,000
 - 13** [NO ANSWER]