



Final

2015 Renton Resident Survey Report

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The City of Renton, WA

Prepared by

Northwest Research Group

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INTRODUCTION

BACKGROUND AND OBJECTIVES

Home to just over 93,600 residents, the City of Renton has conducted resident surveys in 2008 and 2011. The 2015 Resident Survey was built on the previous research efforts but was modified to address the changing environment for conducting market research and the changing needs of the City. The survey will allow Renton to :

- Understand where residents feel the City is doing well
- Gain insight on what residents feel the City should do to improve
- Gauge residents' use and perceptions of City services, and
- Provide valuable insight to aid City officials in planning with residents in mind.

The Survey was conducted October 24 to December 28, 2015. Average survey length for residents was just under 20 minutes.

QUESTIONNAIRE DESIGN

The questionnaire design process began with a careful review of previous questionnaires. While key measures were retained, questions were dropped or revised to provide higher quality data. In addition, new questions were added to incorporate the 5-Star Rating and address current issues. The average survey time was just under 20 minutes and included questions regarding:

- Renton as a Place to Live
- Diversity and Inclusion
- Activities and Events
- Situational Safety
- Police, Fire, and EMS
- Disaster Preparedness
- Mobility
- Utilities and Maintenance
- Civic Engagement
- Information Sources
- Government Actions
- City Employees
- Demographics

Once completed, the survey was translated and made available in English, Spanish, and Vietnamese.

METHODOLOGY

To ensure a representative sample of all residents and to address the high incidence of cell phone-only households or households whose members primarily use cell phones, the sampling and data collection methodology was based on an address-based sample and mixed mode data collection (online and phone). The City of Renton provided NWRG with a complete list of census blocks within the city limits. NWRG drew a random sample of 10,575 households within the City limits. The sample was then matched against a comprehensive database to in an effort to append a cellular or landline telephone number. Approximately 35 percent of the total sample drawn had an associated cell phone number and an additional 22 percent had an associated landline number. A sample of these households was contacted by telephone.

A sample of those addresses not containing a matching phone number was sent a letter describing the purpose of the survey and inviting residents to participate online, or by calling a toll-free phone number. The letters were printed on City letterhead and signed by Mayor Denis Law. Each pre-notification letter offered a unique Login and a URL to access the survey. Respondents were screened to ensure that they were a head of a household (18 years of age or older) and living within Renton's city limits. More information on address-based sampling and methodology can be found in Appendix I.

Additional telephone (both landline and cell) sample was used to target to households with a high likelihood of containing minority residents

A total of 503 residents completed the entire survey. Using a 95 percent confidence level, the margin of error for the entire sample is no greater than plus or minus 4.3 percentage points. This means that if the study were duplicated in the same time frame with a different 503 respondents, sampled in the same fashion, 95 times out of 100, the same result would occur, within the stated range.

	MATCHING ABS LANDLINE NUMBERS	MATCHING ABS CELL PHONE NUMBERS	TARGETED LANDLINE NUMBERS	TARGETED CELL NUMBERS	NO MATCHING NUMBERS (MAIL TO ONLINE)	TOTAL
SAMPLE DRAWN	1,993	3,872	1,124	934	4,710	12,633
SAMPLE USED	1,852	2,622	1,124	895	4,710	11,203
COMPLETED INTERVIEWS	131	95	55	32	190	503

Resident survey data are weighted to ensure that results of the 2015 Resident Survey are generally representative of the population of Renton according to 2013 American City Survey (ACS) 5-Year estimates. The first stage weight-adjusted for sample frame type by taking the proportion in the sample frame and dividing by the proportion of completed interviews for each sample type. The second weight is a raking post-stratification to ensure that gender, age, race, and income distributions of the sample match those of all Renton residents. Unless otherwise noted, **weighted** data are used throughout this report. Details on the weighting methods used and a comparison of the weighted and unweighted sample to the Renton's population can be found in Appendix II.

QUALITY STANDARDS AND REPORTING CONVENTIONS

ISO

All work was conducted and is reported in accordance with ISO 20252: 2010 Market Research quality standards, and all respondents were assured that their responses would be kept confidential. No answers or opinions are tied back to individual residents, and responses are aggregated by neighborhood and analyzed by groups.

BENCHMARKING

Benchmarking is defined as “the routine comparison with similar organizations of administrative processes, practices, costs and staffing, to uncover opportunities to improve services and/or to lower costs.”¹ Benchmarking enables communities such as Renton to:

- Quantify measures of performance
- Quantify the gap between your city and best practices
- Encourage focus on outcomes rather than simply performance

Northwest Research Group conducts an annual benchmarking study based on a national sample of over 2,400 households. Results are not aggregated from other studies completed from other jurisdictions or that are available in the public domain. Some of the questions asked in Renton’s survey were drawn from NWRG’s benchmarking survey. For benchmarking, Renton’s results for key questions are compared to ratings among residents living in equivalent communities (Renton’s Star Rating and the category above).

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¹ Mark Howard & Bill Kilmartin, “Assessment of Benchmarking within Government Organizations,” Accenture White Paper, May 2006.

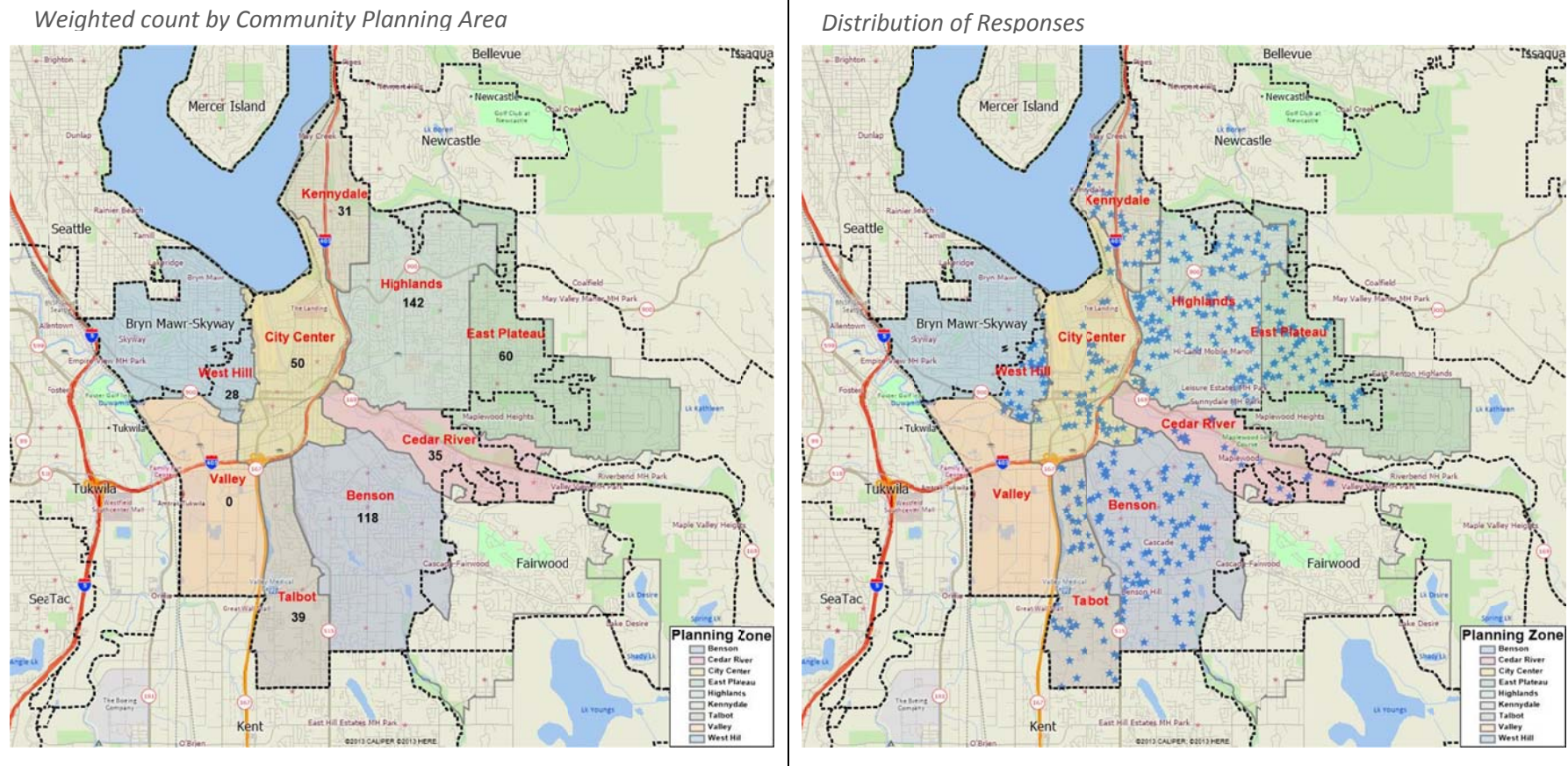
Resident Survey Geography

In addition to analysis by key demographic segments, analysis looks at differences in results by each of Renton’s Community Planning Areas.

The left side of the figure on this page shows the total weighted number of interviews conducted in each planning area, and the right side shows the distribution of responses where each star represents a completed survey.

The study was not designed to control for area level populations, so the number of completed interviews may not match the actual population distribution of Renton.

Map 1: Distribution of Interviews by Renton Community Planning Area



Understanding the Data

This report summarizes the major findings of the research for each survey topic overall.

Tables and charts provide supporting data. Unless otherwise noted, column percentages are used. Percentages are rounded to the nearest whole number. Columns generally sum to 100 percent except in cases of rounding. In some instances, columns sum to more than 100 percent due to multiple responses given to a single question; these cases are noted.

Except as noted, “don’t know” and “refused” responses are counted as missing values and are not included in the reported percentages.

The base for a question may vary depending on answers to previous questions or inclusion in a specific analytical group – for example, residents who have had contact with the police vs. those who have not had contact. Unless otherwise noted, the results in this report are based on the final weighted sample data, although actual (unweighted) base sizes are used to determine statistically significant differences and reliability.

The report also identifies differences that are statistically significant. If a particular difference is large enough to be unlikely to have occurred due to chance or sampling error, the difference is statistically significant. Unless otherwise noted, statistical significance was tested at the 95 percent confidence levels. A statistically significant difference may not always be practically significant. The differences of practical significance depend on the judgment of the organization’s management.

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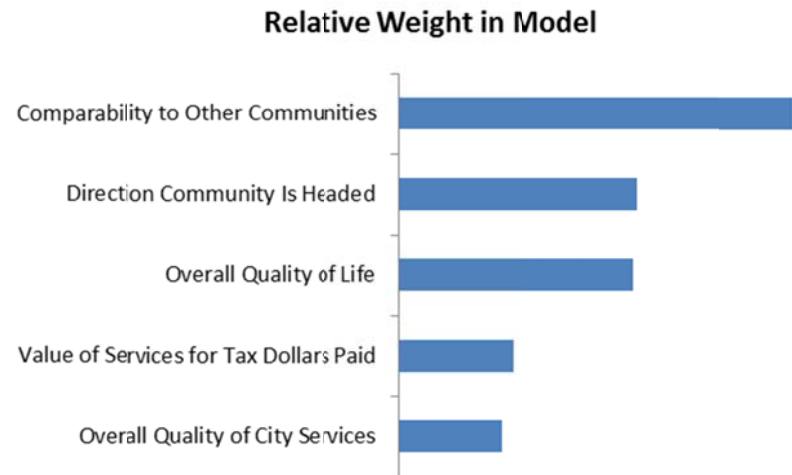
KEY FINDINGS

5-STAR RATING

Northwest Research Group's Research program includes a proprietary index and benchmarking tool, the 5-Star Rating System. This rating is designed to measure the overall quality of governance and vision as a complement to traditional and individual measures of the quality of life and delivery of services in a city.

The 5-Star Rating is a composite index that uses a robust theoretical and mathematical model to capture the essence of how well a city or town meets the critical needs and expectations of its residents and. The model is based on a weighted sum of five questions: (1) overall quality of life, (2) overall quality of city services, (3) perceived comparability to other communities (that is, seen as better or worse than other communities), (4) direction the city or town is headed, and (5) perceived value of services for tax dollars paid.

Each question is given a relative weight based on proprietary analysis. The results are then combined using a logarithmic calculation to create the 5-Star Rating. The relative strength of the weights used for each question are shown in the figure to the right. Comparability to Other Communities receives the greatest weight in the formula while the Overall Quality of City Services receives the smallest weight in the formula.



Overall 5-Star Rating

Renton is a solid 4-Star City and, receiving moderate to good ratings on four out of the five power measures.

2015



2015		
NWRG1: How would you rate the overall quality of life in Renton?	% Combined Exceeds Expectations	66%
	% Greatly Exceeds Expectations	11%
	% Exceeds Expectations	55%
	Mean	6.81

2015		
NWRG2: How would you rate the overall quality of services provided by the City of Renton?	% Total Combined Better	67%
	% Significantly Better	19%
	% Better than Other Cities	48%
	Mean	6.93

2015		
NWRG3: Compared with other cities and towns, how would you rate Renton as a place to live?	% Combined Exceeds Expectations	58%
	% Greatly Exceeds Expectations	14%
	% Exceeds Expectations	44%
	Mean	6.57

2015		
NWRG4: Overall, would you say that Renton is headed in the right or wrong direction?	% Combined Right Direction	63%
	% Strongly Right Direction	19%
	% Somewhat Right Direction	44%
	Mean	6.78

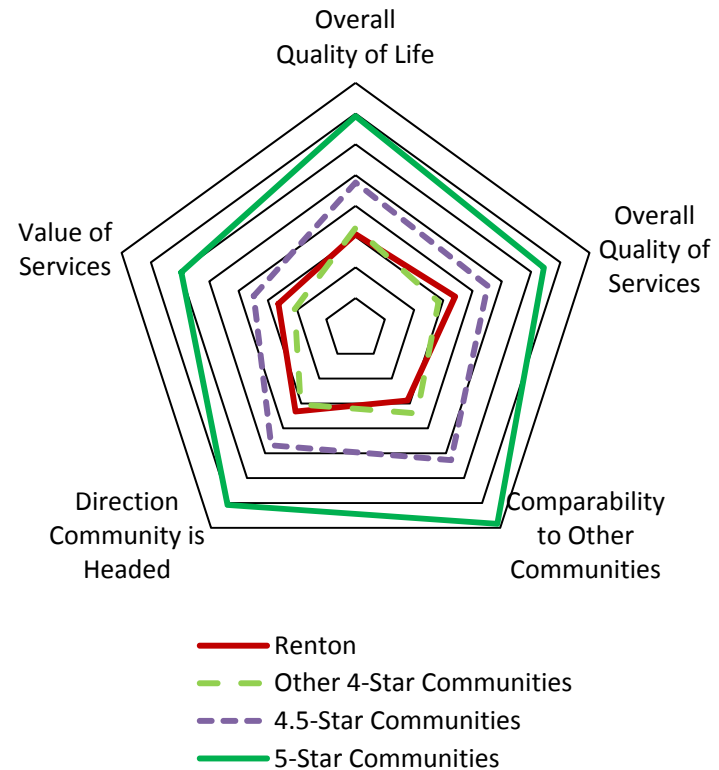
2015		
NWRG5: Do you feel that you are getting your money's worth for your tax dollar or not?	% Combined Receiving Value	51%
	% Strongly Receive Value	15%
	% Somewhat Receive Value	36%
	Mean	6.22

Renton performs well against other 4-Star ratings.

Renton performs similar to other 4-Star ratings regarding the Overall Quality of Life and the Direction the Community is headed.

Renton outperforms other 4-Star ratings regarding the overall Quality and Value of Services provided by the City.

Renton performs slightly below other 4-Star ratings regarding comparability to other communities.



5-Star Rating by Community Planning Area

With the exception of residents living in the City Center, all Community Planning Areas rate Renton as a 4-Star City.

- Just over half of those living in the City Center give the City less than a 4-Star rating.

Table 1: 5-Star Rating by Community Planning Area

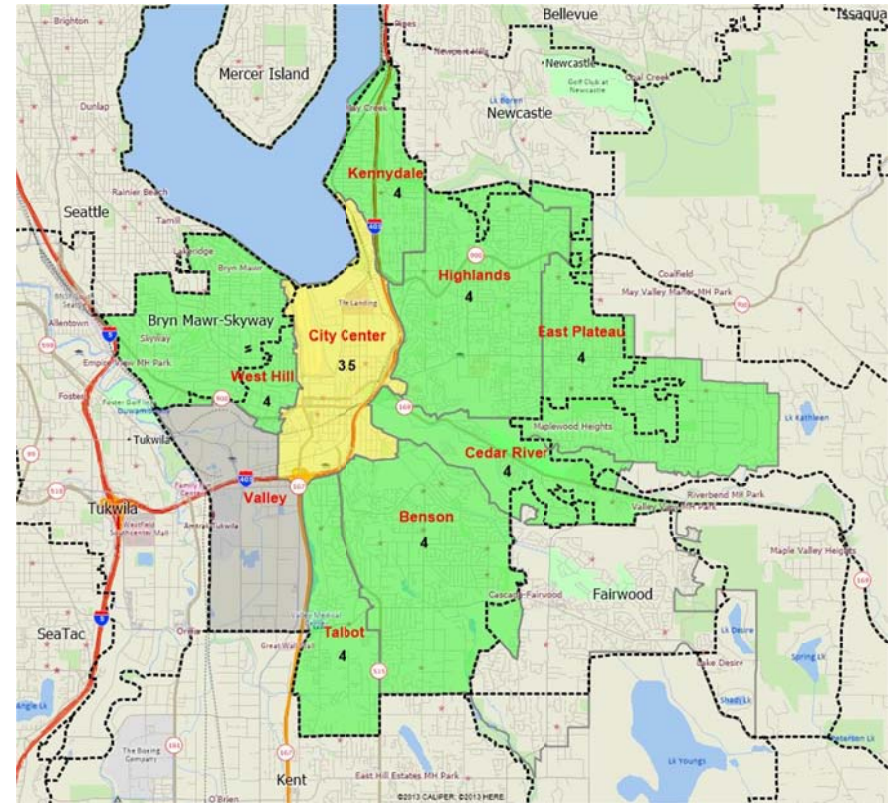
	< 4-Star	4-Star	4.5-Star	5-Star	Star Rating
Citywide	38%	34%	15%	13%	4-Star
Benson	42%	30%	14%	14%	4-Star
City Center	52%	19%	20%	9%	3.5-Star
Highlands	33%	36%	16%	15%	4-Star
West Hill	30%	50%	12%	8%	4-Star
Talbot	24%	52%	10%	15%	4-Star
East Plateau	51%	29%	14%	7%	4-Star
Cedar River	31%	31%	20%	19%	4-Star
Kennydale	33%	40%	16%	11%	4-Star

5-Star Rating is a computed variable.

Base: All respondents (n = 503)

Bold text indicates significant difference from other Areas at a 95% confidence level.

Map 2: 5-Star Rating by Community Planning Area



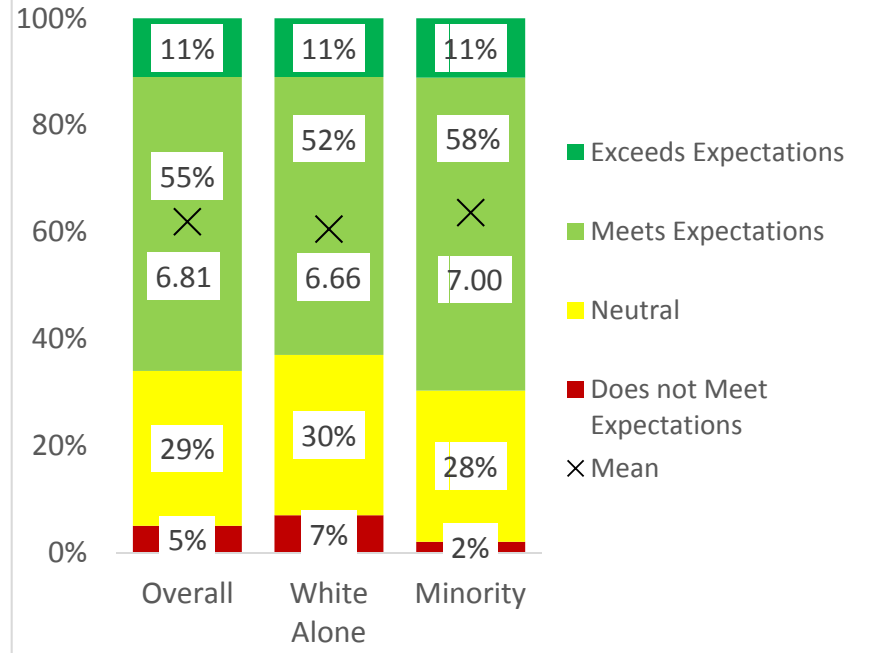
5-STAR POWER QUESTIONS

Overall Quality of Life in Renton

Two-thirds of Renton Residents say that the quality of life meets or exceeds their expectations.

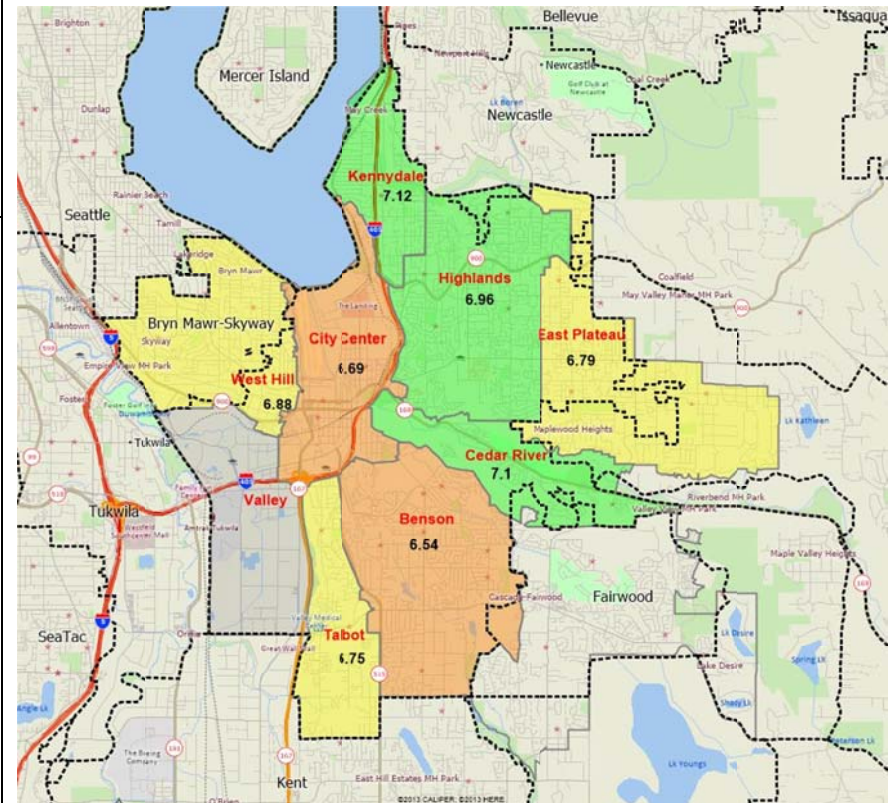
- Minority residents provide higher ratings for the Overall Quality of Life in Renton.
- Residents living in Benson provide the lowest rating while those in Kennydale and Cedar River the highest.

Figure 1: Overall Quality of Life in Renton



NWRG1—How would you rate the overall quality of life in Renton?
 Mean based on 11-point scale where “0” means “does not meet expectations at all” and “10” means “greatly exceeds expectations”
 Base: All respondents (n = 503)

Map 3: Overall Quality of Life in Renton by Community Planning Area



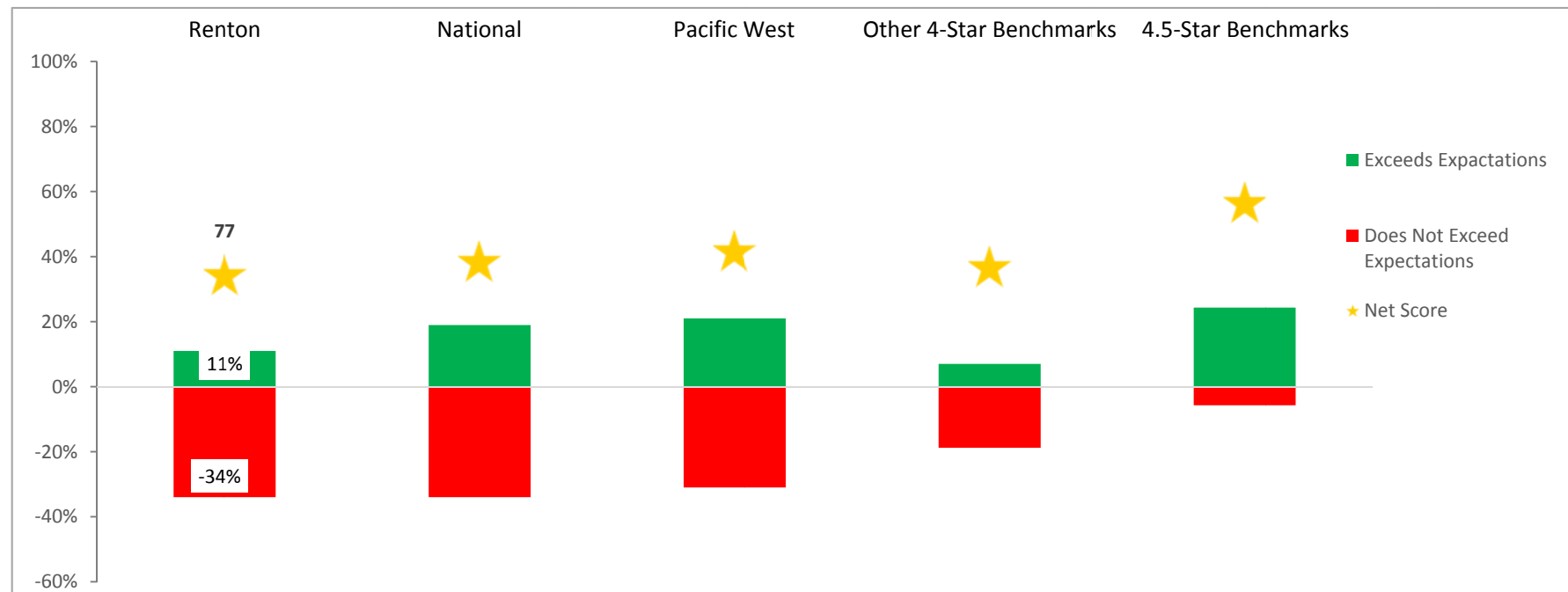
Maps illustrate differences in mean ratings by Area when compared other Areas. Neighborhoods with the highest mean score are green, those near middle are yellow, and those with lower relative means are orange and red. Note that these are relative ratings and red does not indicate an “absolute” bad score.

For benchmarking comparisons, NWRG created a variation of the Net Promoter Score. Questions were asked on an 11-point scale (0-10), and

responses were grouped so that those who responded 0 through 6 are indicated by the red bar, those who responded 9 or 10 are shown by the green bar, and those who responded 7 or 8 are not shown. The net score was computed by subtracting the red bar from the green bar (e.g. 36%-10%=26%) then multiplied by 100 to create a whole number (26%*100=26). Finally, 100 was added to the product so that the scores are set on a scale from 0 to 200. In order to get a zero, every respondent must have answered between 0 and 6. Conversely, in order to get a 200, every respondent must have answered either a 9 or 10.

Renton performs similar to National, Pacific West, and Other 4-Star benchmarks.

Figure 2: Overall Quality of Life in Renton—Benchmarked



NWRG1—How would you rate the overall quality of life in Renton?

Base: All respondents (n = 503)

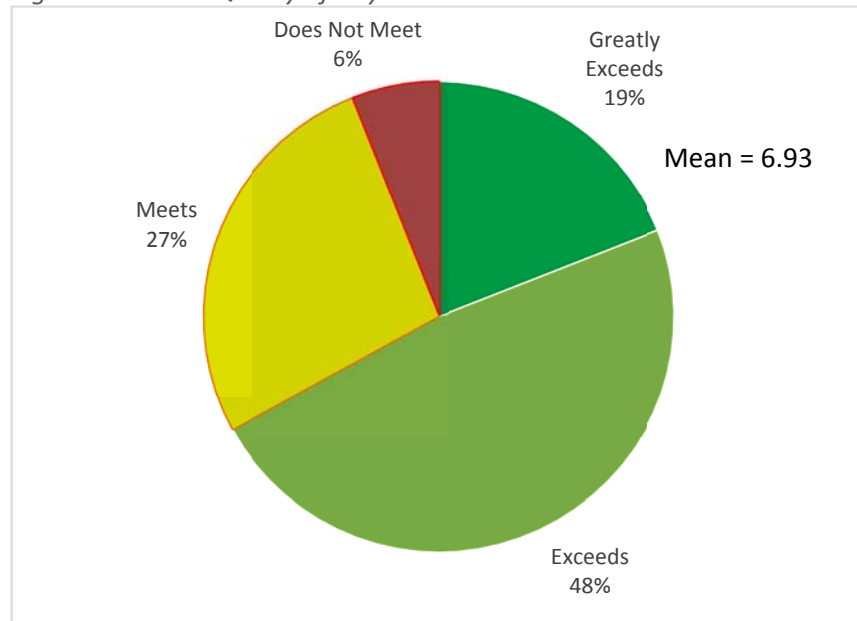
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Overall Quality of Renton's Services

Two out of three residents say that the quality of city services meets or exceeds their expectations. There is room for improvement, however, as over twice the number of residents think that the quality of services simply "exceeds" rather than "greatly" exceeds expectations.

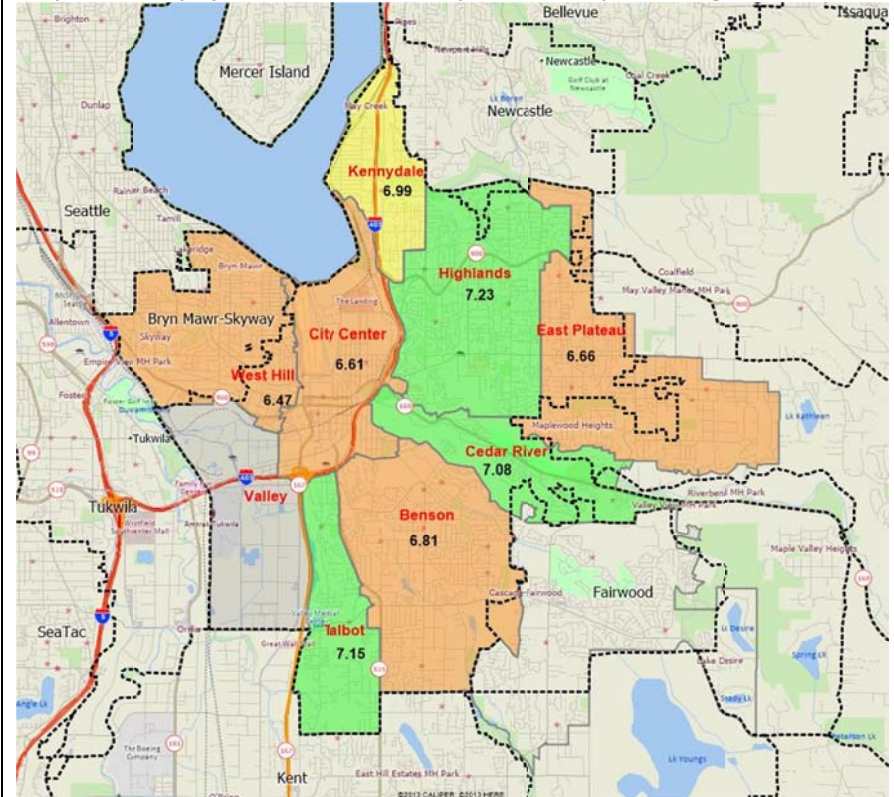
- Residents age 55 and older give significantly higher ratings than those under 35.
- Residents in West Hill and City Center provide the lowest ratings while those in the Highlands and Talbot give the highest.

Figure 3: Overall Quality of City Services



NWRG2—How would you rate the overall quality of services provided by the City of Renton?
 Mean based on eleven-point scale where "0" mean "does not meet expectations at all" and "10" means "greatly exceeds expectations."
 Base: All respondents (n = 503)

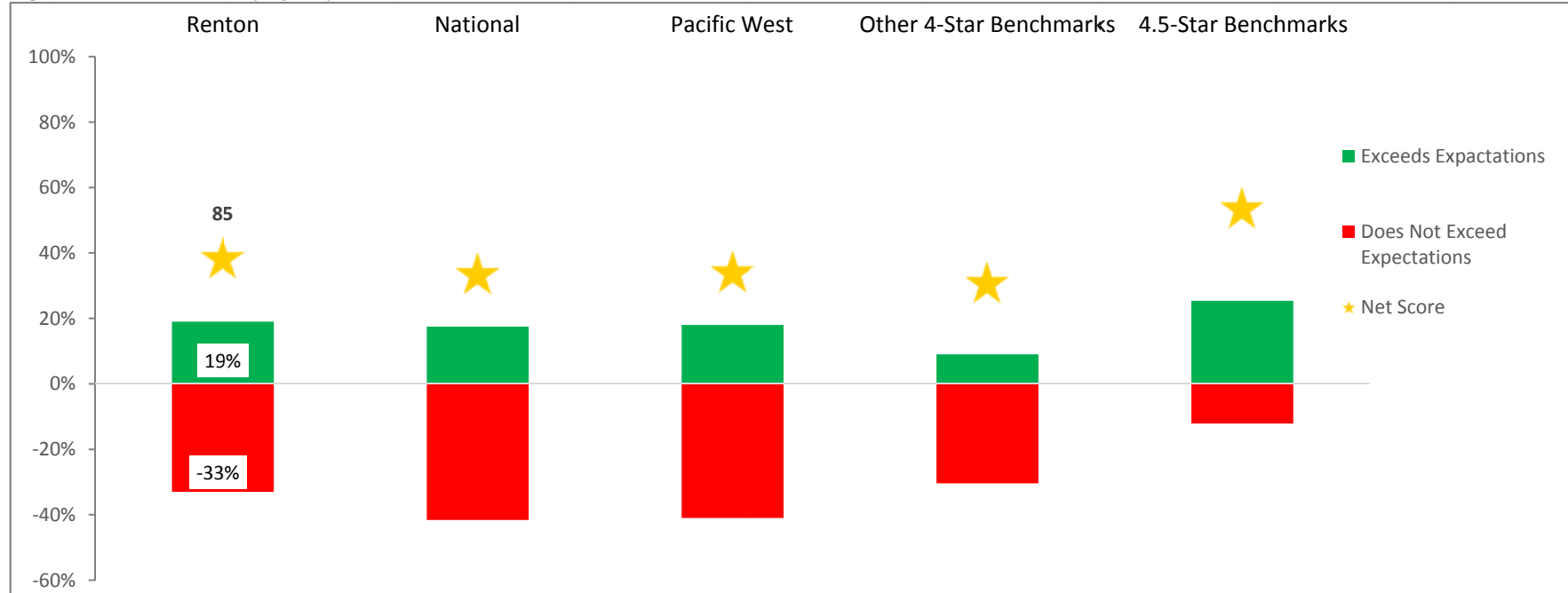
Map 4: Quality of Renton's Services by Community Planning Area



Maps illustrate differences in mean ratings by Area when compared other Areas. Neighborhoods with the highest mean score are green, those near middle are yellow, and those with lower relative means are orange and red. Note that these are relative ratings and red does **not** indicate an "absolute" bad score.

When the Quality of Services provided by the City is benchmarked nationally, Renton performs higher than national and 4-Star benchmarks.

Figure 4: Overall Quality of City Services—Benchmarked



NWRG1—How would you rate the overall quality of services provided by the City of Renton?

Base: All respondents (n = 503)

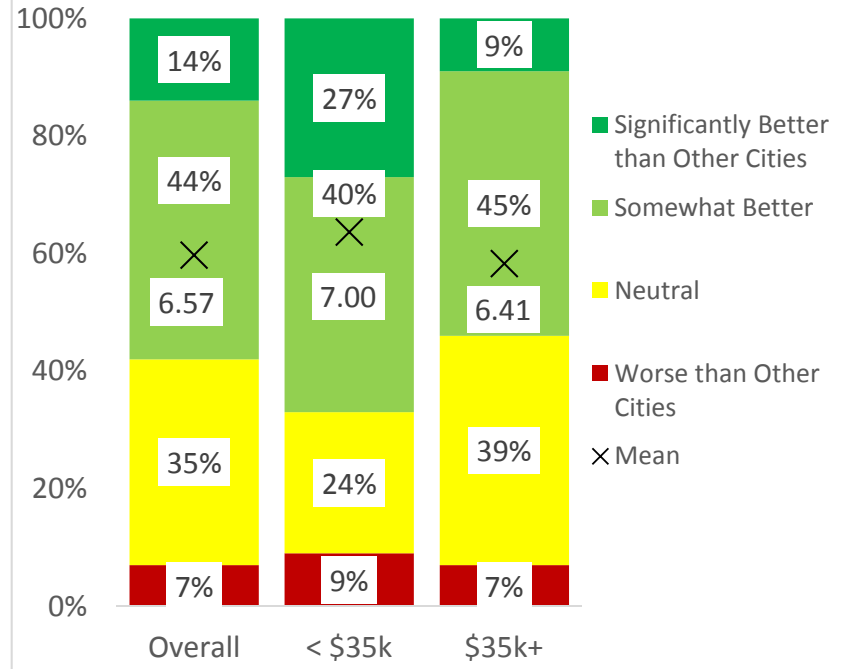
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Comparability to Other Communities

Fifty-eight percent (58%) of residents believe that Renton is “somewhat” or “significantly” better than other Communities.

- Residents 55 and older give significantly higher than those under 55.
- Residents with incomes of \$35,000 or higher also give significantly higher ratings for this question.
- Those living in the City Center and on the East Plateau give the lowest ratings while those living in the Highlands and West Hill give the highest rating.

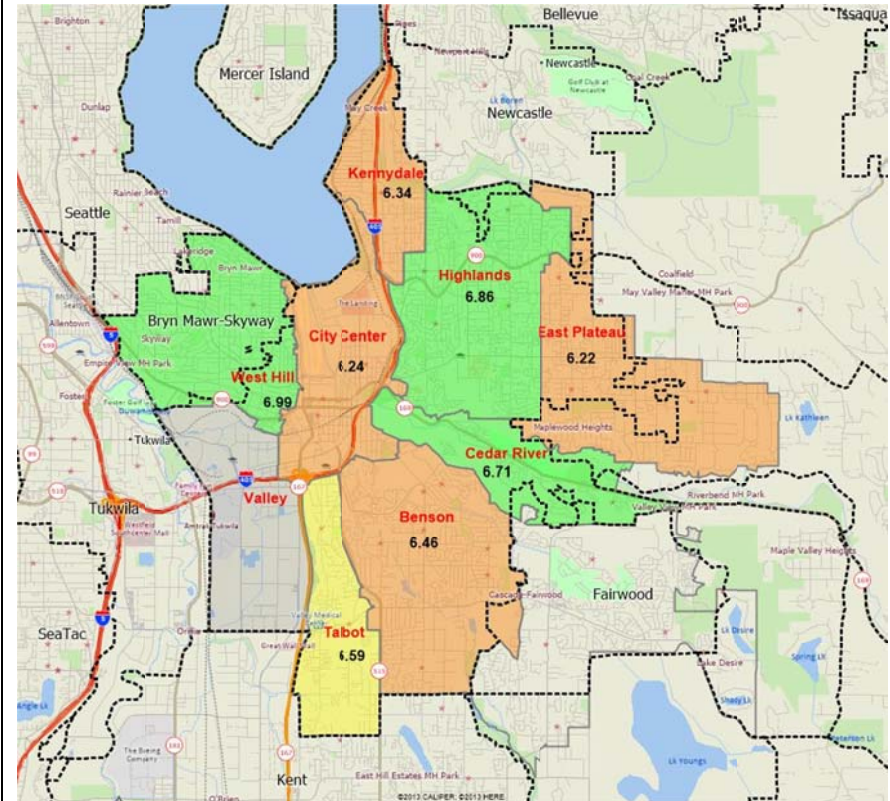
Figure 5: Renton as a Place to Live Compared to other Communities



NWRG3—Compared with other cities and towns, how would you rate Renton as a place to live? Mean based on eleven-point scale where “0” means, “significantly worse than other cities” and “10” means “significantly better than other cities.”

Base: All respondents (n = 503)

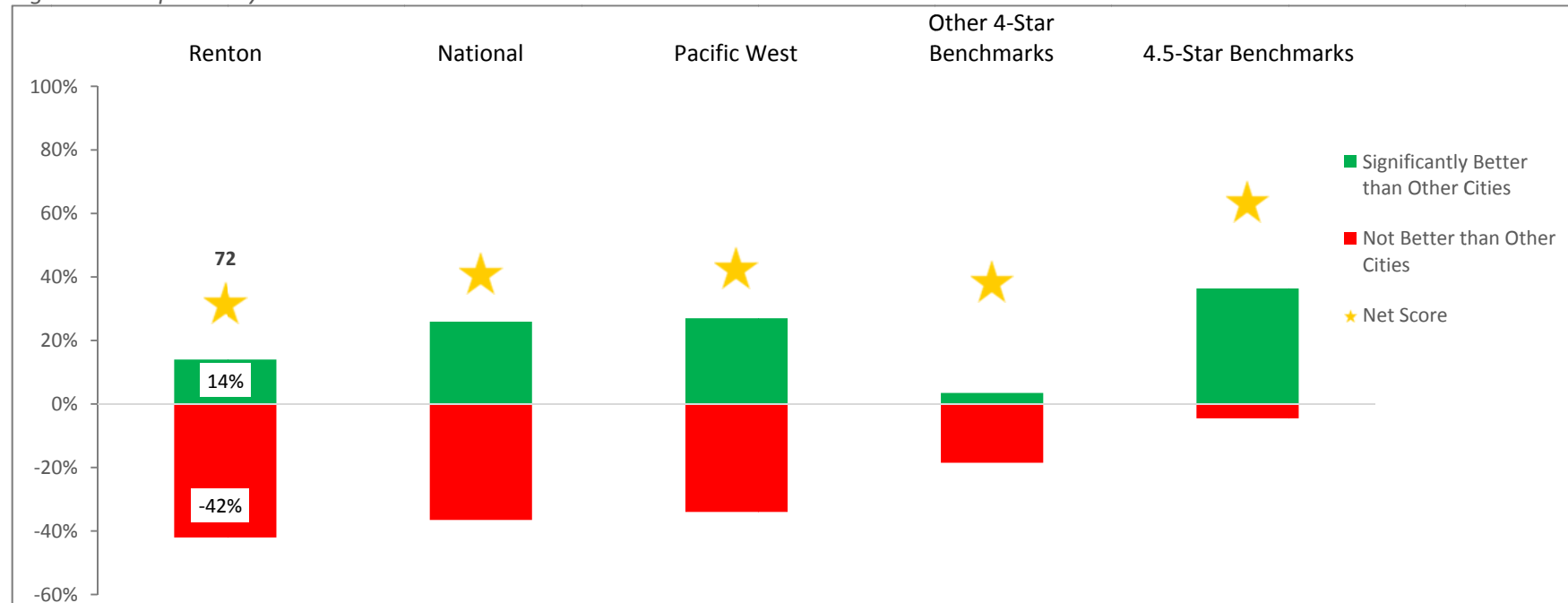
Map 5: Comparability to Other Communities by Community Planning Area



Maps illustrate differences in mean ratings by Area when compared other Areas. Neighborhoods with the highest mean score are green, those near middle are yellow, and those with lower relative means are orange and red. Note that these are relative ratings and red does not indicate an “absolute” bad score.

When Comparability to Other Communities is benchmarked, nationally, Renton’s performance is similar to 4-Star benchmarks but lags slightly when compared to national and other Pacific West benchmarks.

Figure 6: Comparability to Other Communities—Benchmarked



Base: All respondents (n = 503)

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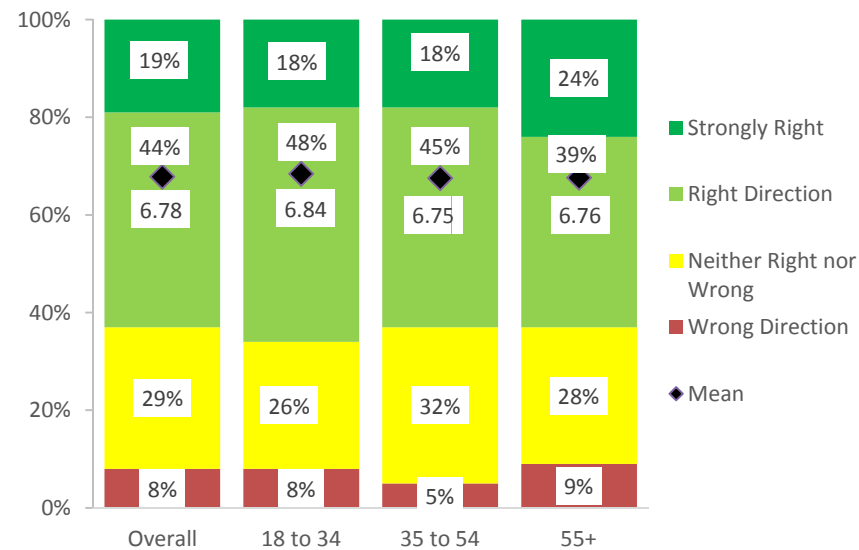
Direction Renton Is Headed

Respondents were asked to indicate if they felt that Renton was headed in the right or wrong direction.

Two-thirds of believe that Renton is headed in the right direction, and one out of five believe so “strongly”.

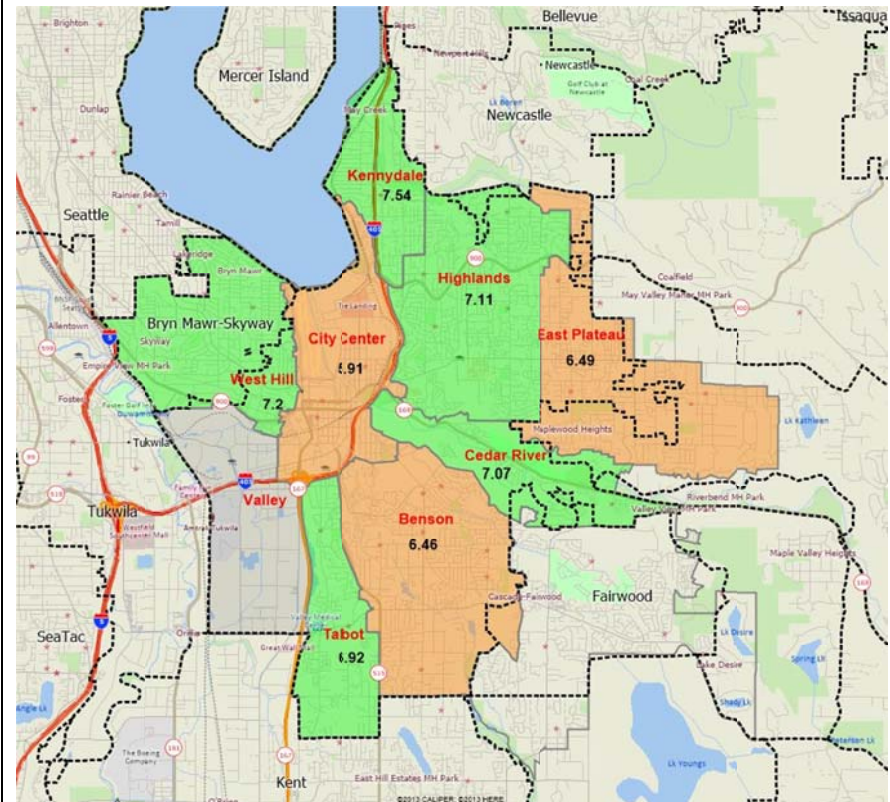
- Minorities, as well as those age 55 and older are most likely to believe the City is headed in the Right direction.
- Similarly, residents with household incomes of \$35,000 or higher are also more likely to believe Renton is headed in the right direction.
- Those who live in City Center are most likely to say the City is headed in the wrong direction.

Figure 7: Direction Renton is Headed by Age Group



NWRG4—Overall, would you say that Renton is headed in the right or wrong direction?
 Mean based on eleven-point scale where “0” means, “strongly wrong direction” and “10” means “strongly right direction.”

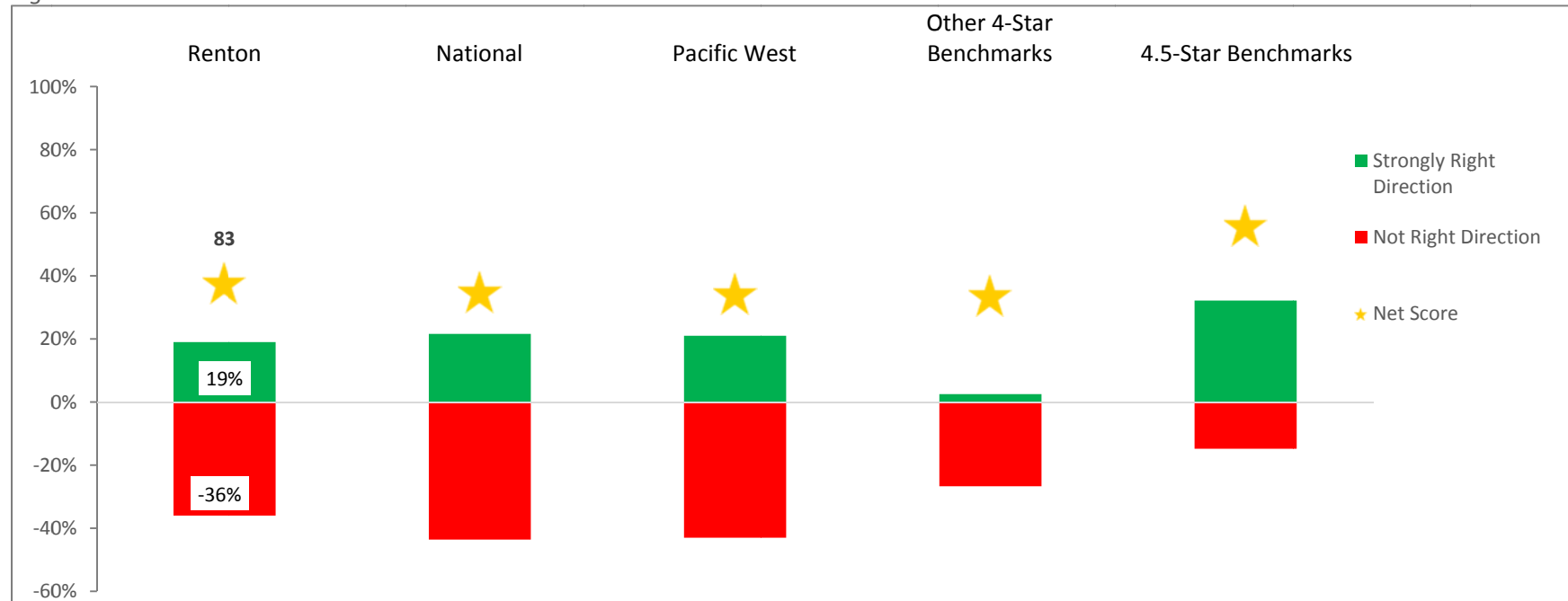
Map 6: Direction City is Headed by Community Planning Area



Maps illustrate differences in mean ratings by Area when compared other Areas. Neighborhoods with the highest mean score are green, those near middle are yellow, and those with lower relative means are orange and red. Note that these are relative ratings and red does not indicate an “absolute” bad score.

While on-par with 4-Star benchmarks this result appears to be showing recognition of planning efforts put forth by the City as significantly more Renton residents believe that the town is strongly headed in the right direction when compared to other benchmarks in the Pacific West.

Figure 8: Direction Renton is Headed—Benchmarked



Base: All respondents (n = 503)

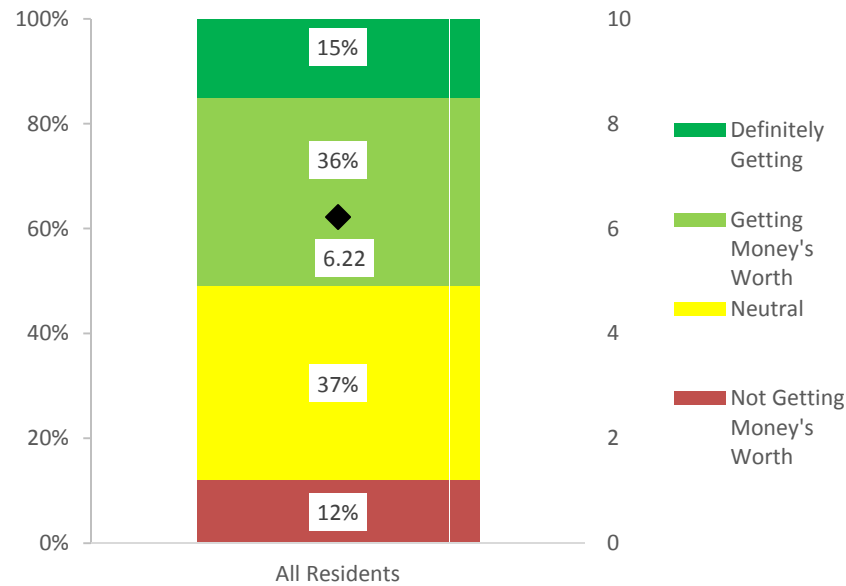
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Value of Services for Tax Dollars Paid

While just over half of residents say that they are getting their money’s worth for their tax dollar, over one third are neutral.

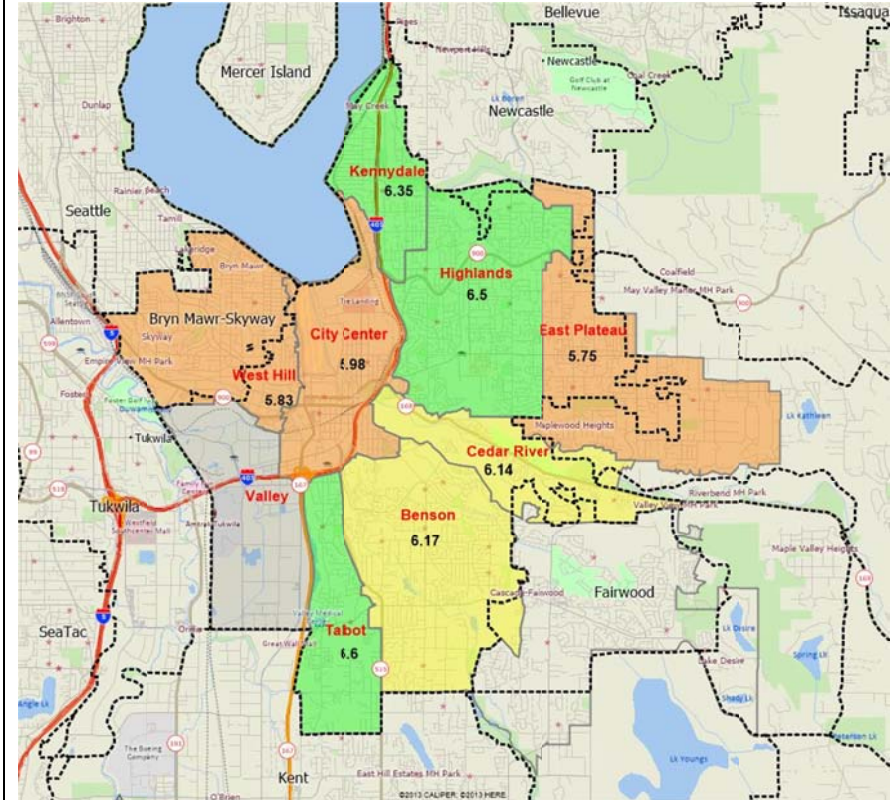
- Those living on the East Plateau are the least likely to feel they are getting their money’s worth while those living in Talbot and the Highlands are the most likely to feel that they are getting their money’s worth.

Figure 9: Value of Services for Tax Dollars Paid



NWRG5—Do you feel you are getting your money’s worth for your city tax dollar?
 Mean based on eleven-point scale where “0” means, “definitely not getting money’s worth” and “10” means “definitely getting money’s worth.”

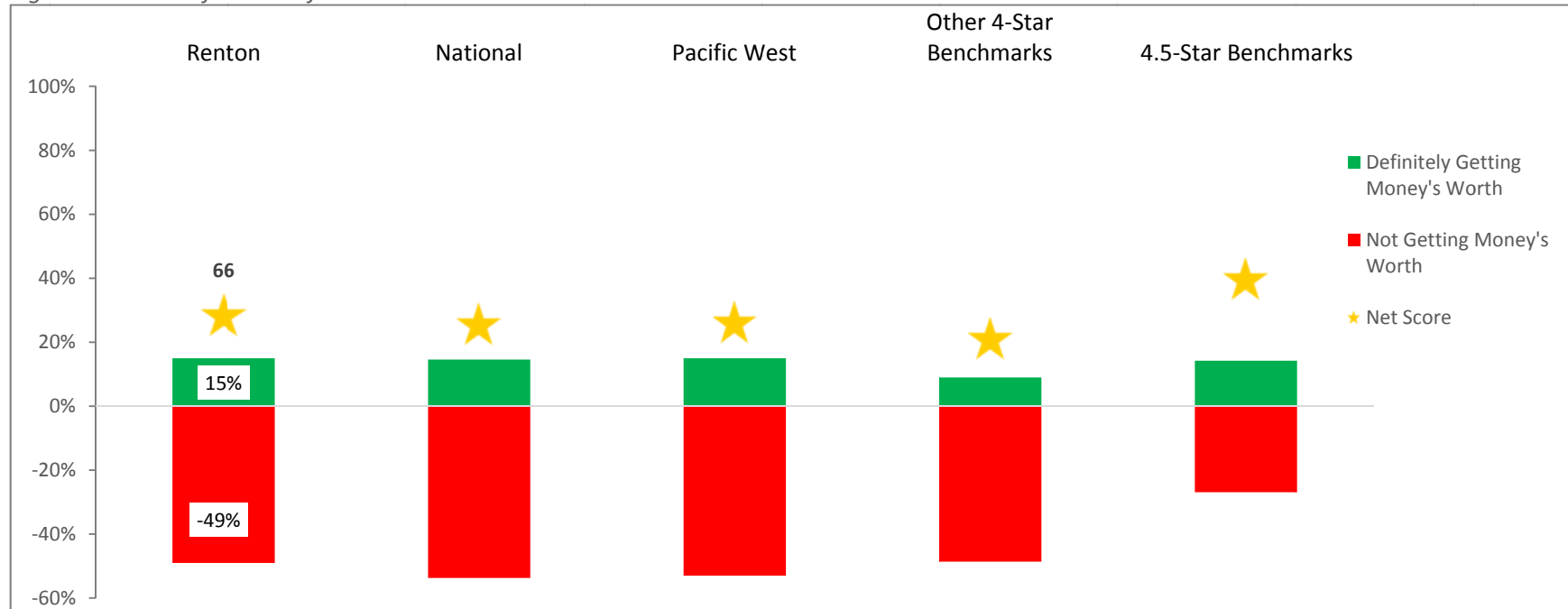
Map 7: Value of Services for Tax Dollars Paid by Community Planning Area



Maps illustrate differences in mean ratings by Area when compared other Areas. Neighborhoods with the highest mean score are green, those near middle are yellow, and those with lower relative means are orange and red. Note that these are relative ratings and red does not indicate an “absolute” bad score.

When the Value of Services is benchmarked nationally, Renton performs similarly to National and regional benchmarks and slightly above 4-Star levels.

Figure 10: Value of Services for Tax Dollars Paid—Benchmarked



Base: All respondents (n = 503)

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KEY COMMUNITY INDICATORS

Overall Ratings

The 2015 Resident Survey asked 30 questions regarding the quality and residents' perceptions of various aspects of the City of Renton.

Factor analysis is a type of advanced analytics that looks at the responses to multiple questions and groups questions with highly correlated responses into factors. All 30 of the questions were analyzed, and the results showed that many of the answers were highly related (e.g., individual responses to questions dealing with government action were very similar). The scores of the related questions are combined to create a new variable called a dimension.

The use of factor analysis to create these dimensions simplifies reporting and provides for a more stable model when running other analytics such as the Key Drivers Analysis later in this report.

The table on the next page shows which questions were highly related to one another and how they were grouped to create each of the six dimensions: Maintenance and Environment, Inclusion, Livability, Traffic and Roads, Government Actions, and Inclusion.

Figure 11: Overall Performance on Key Question Indicator Dimensions

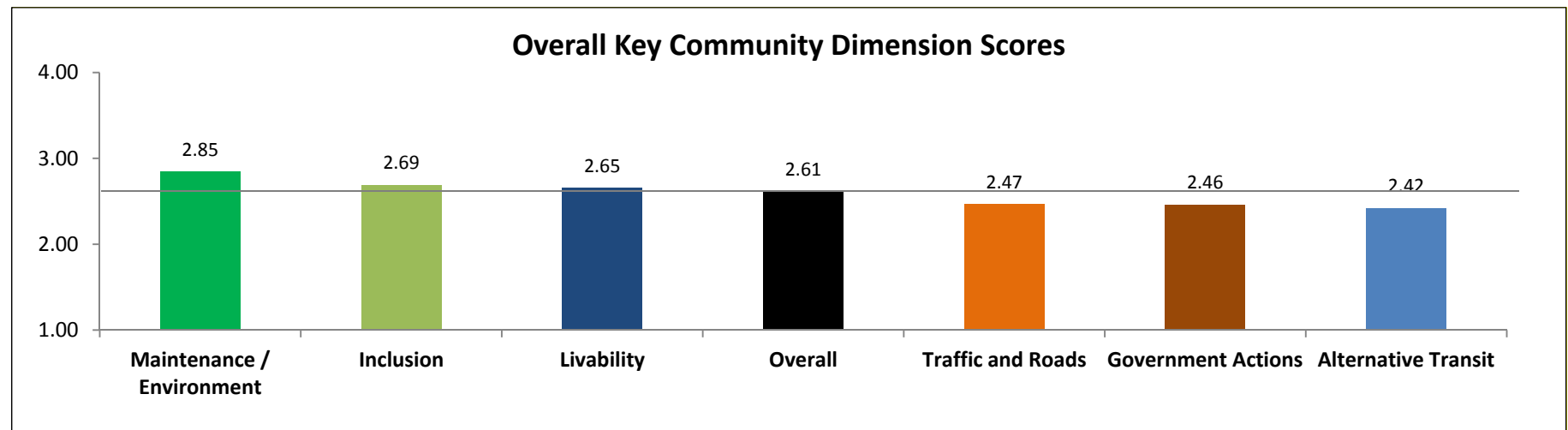


Table 2: Key Community Questions and Corresponding Dimensions

Dimension	Attributes	2015
Maintenance / Environment	UTIL_1 – Maintenance of sidewalks and walkways	X
	UTIL_2 – Street repair and maintenance	X
	UTIL_3 – Garbage, yard waste, and recycling collection service	X
	UTIL_4 – Taste and cleanliness of Renton’s drinking water	X
	UTIL_5 – Protecting and restoring Renton’s natural streams, lakes, and wetlands	X
	UTIL5_1 – Providing access to and preservation of open spaces such as trails, parks, and wetlands	X
	UTIL5_2 – Quality of the natural environment	X
Inclusion	DI1 – How would you rate Renton’s openness and willingness to include people of diverse backgrounds?	X
	DI2 – How would you rate the job Renton government does to reach out to and include its diverse cultural and language populations?	X
	GL5_7 – Providing support for people in need	X
Livability	GL1_1 – As a place to raise children	X
	GL1_2 – As a place to work	X
	GL1_3 – Neighborhood as a place to live	X
	GL4 – How would you rate Renton in terms of having a vibrant downtown with sufficient activities and shopping?	
	GL5_3 – Availability of recreation activities	
	GL5_4 – Well-planned residential neighborhoods	
	GL5_5 – Well-planned business Zones	
GL5_6 – Employment opportunities in Renton	X	
Traffic and Roads	MOB_1 – Overall ease of travelling	X
	MOB_2 – Ease of car travel in Renton	X
	MOB_5 – Adequacy of local roads to support new residential and business developments?	X
Government Actions	GA1 – Keeping residents informed	X
	GA2 – Seeking resident’s involvement and input	X
	GA3 – Having a clear vision and strategy for the future	X
	GA4 – Listening to its residents	X
	UTIL4 – Code enforcement related to property maintenance	X
Alternative Transit	MOB_3 – Ease of being able to walk to many different places	X
	MOB_4 – Adequacy of bike lanes and paths	X
	MOB_6 – Ability to get around Renton using public transportation	X
	MOB_7 – Ability to get from Renton to/from other places in the Puget Sound using public transportation	X

Grouped Ratings

Maintenance and Environment is the highest rated of the six dimensions. *Table 3: Performance on Key Community Questions—Maintenance /*

- Residents rate the taste and cleanliness of Renton’s drinking water highest within this group.
- The lowest ratings are maintenance related such as maintenance of sidewalks and walkways and street repair and maintenance.

Environment

Key Community Questions	2015
Overall	2.85
Taste and cleanliness of Renton's drinking water	3.06
Garbage, yard waste, and recycling collection services	2.98
Providing access to and preservation of open spaces	2.92
Renton’s performance protecting and restoring natural streams, lakes, and wetlands	2.87
Renton's job with quality of the natural environment?	2.86
Maintenance of sidewalks and walkways	2.67
Street repair and maintenance	2.59

Note: Red dividing lines in tables indicates the overall mean of the questions contained in that dimension.

Base: All Respondents

Inclusion is the second highest rated dimension.

- Highest among these is Renton’s openness and willingness to include people of diverse backgrounds.

Table 4: Performance on Key Community Questions—Inclusion

Key Community Questions	2015
Overall	2.69
Openness and willingness to include people of diverse backgrounds	3.05
Renton government reaching out and including its diverse populations	2.66
Providing support for people in need	2.52

Note: Red dividing lines in tables indicates the overall mean of the questions contained in that dimension.

Base: All Respondents

Livability is third in the list receiving mostly “fair” to “good” ratings.

- Neighborhoods and recreational activities receive the highest ratings in this dimension.
- Improvements could be made regarding business planning, employment opportunities and downtown activities and shopping.

Table 5: Performance on Key Community Questions—Livability

Key Community Questions	2015
Overall	2.65
Your neighborhood as a place to live	2.93
Availability of recreation activities	2.72
Renton as a place to work	2.67
Renton as a place to raise children	2.63
Well-planned residential neighborhoods	2.52
Well-planned business districts	2.51
Employment opportunities	2.48
Having a vibrant downtown with sufficient activities and shopping	2.20

Note: Red dividing lines in tables indicates the overall mean of the questions contained in that dimension.

Base: All Respondents

Traffic and Roads is the fourth rated Dimension, just below the overall mid-point.

- Overall ease of traveling in Renton receives the highest rating in this category.
- Improvements could be made to the adequacy of roads to support new developments

Table 6: Performance on Key Community Questions—Traffic and Roads

Key Community Questions	2015
Overall	2.47
Overall ease of travelling in Renton	2.50
Ease of car travel in Renton	2.46
Adequacy of roads to support new developments	2.34

Note: Red dividing lines in tables indicates the overall mean of the questions contained in that dimension.

Base: All Respondents

Ratings for government actions are quite similar to those for Traffic and Roads.

- Residents feel that the government does a “fair” to “good” job of keeping residents informed and having a clear vision and strategy for the future.
- Issues related to code enforcement and property maintenance receive the lowest ratings in this group.

Options for alternative transportation is the lowest scoring dimension in Renton, with an overall mean score of below the midpoint on a 4-point scale (midpoint is 2.5).

- Ease of walking and adequacy of bike lanes are key areas for improvement here.

Table 7: Performance on Key Community Questions—Government Actions

Key Community Questions	2015
Overall	2.46
Keeping residents informed	2.56
Having a clear vision and strategy for the future	2.46
Listening to its residents	2.43
Seeking resident’s involvement and input	2.43
Renton's code enforcement related to property maintenance	2.26

Note: Red dividing lines in tables indicates the overall mean of the questions contained in that dimension.

Base: All Respondents

Table 8: Performance on Key Community Questions—Alternative Transit

Key Community Questions	2015
Overall	2.42
Ability to get from Renton to/from other places in the Puget Sound using public transportation	2.50
Ability to get around Renton using public transportation	2.39
Ease of being able to walk to many different places	2.38
Adequacy of bike lanes and paths	2.38

Note: Red dividing lines in tables indicates the overall mean of the questions contained in that dimension.

Base: All Respondents

KEY DRIVERS ANALYSIS

Key Drivers Analysis uses a combination of factor and regression analysis to identify which areas have the greatest impact on residents' overall impressions of Renton as measured by its 5-Star rating. The purpose of these analyses is to determine which questions in the survey are most closely associated with Renton's 5-Star rating. While Key Drivers Analysis is somewhat complex, and a full description is beyond the scope of this report, in its simplest form, Key Drivers Analysis looks for a correlation between a respondent's 5-Star Rating and how he or she responded to each of the key questions. If there is a significant correlation between the two, then the question (or dimension) is considered to be a "driver" of the 5-Star rating.

Key Drivers Analysis is useful, as it provides the City with specific areas of focus in which to improve. For example, the question "seeks residents' involvement and input" is a key driver of Renton's 5-Star rating; however, satisfaction is relatively low in this area compared to other areas of government actions. Key Drivers Analysis suggests that if Renton was to focus on improving in this area—and residents recognize this improvement—Renton's overall 5-Star Rating should increase.

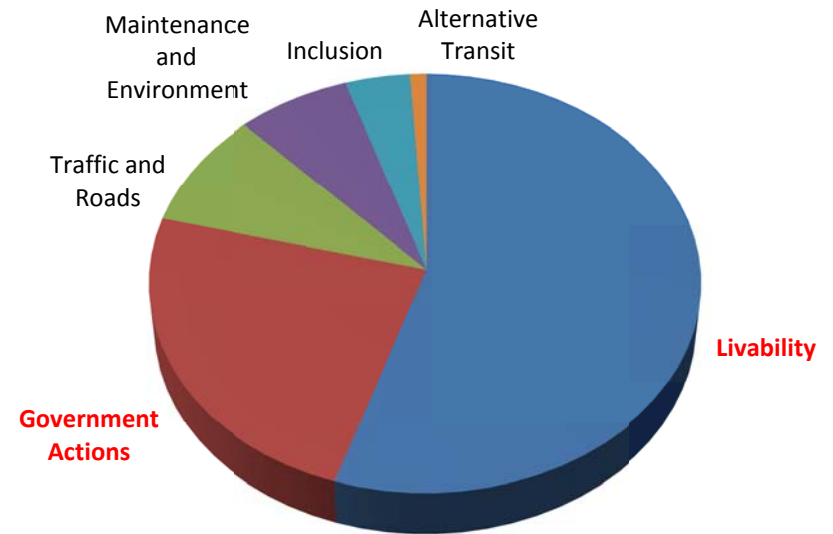
Conversely, "Openness and willingness to include people of diverse backgrounds" is not a key driver of the 5-Star rating. This does not mean that residents do or do not agree with this statement or that it is not important. In this case, it means that there is little variance in residents' opinions, and that there is no strong correlation between this and Renton's 5-Star rating.

The first step in the analysis identifies the extent to which the six overall dimensions identified earlier impact Renton’s 5-Star rating.

The dimensions for Livability and Government Actions have a significant impact on Renton’s 5-Star rating. This is not to suggest that the other dimensions are not important. Rather, it is likely that residents see Livability and Government Actions as more closely related to the overall quality of life in Renton.

Key Drivers Analysis looks at relationships between individual survey questions or combinations of these questions and Renton’s 5-Star rating and identifies the questions that have the greatest influence on Renton’s 5-Star rating.

Figure 12: Key Drivers Analysis—Overall Dimensions



Those factors in red and bold are key drivers—that is, a change in these areas would have a significant impact on Renton’s 5-Star rating. Those factors in black are not drivers—that is, a change in these areas does not significantly impact Renton’s 5-Star Rating.

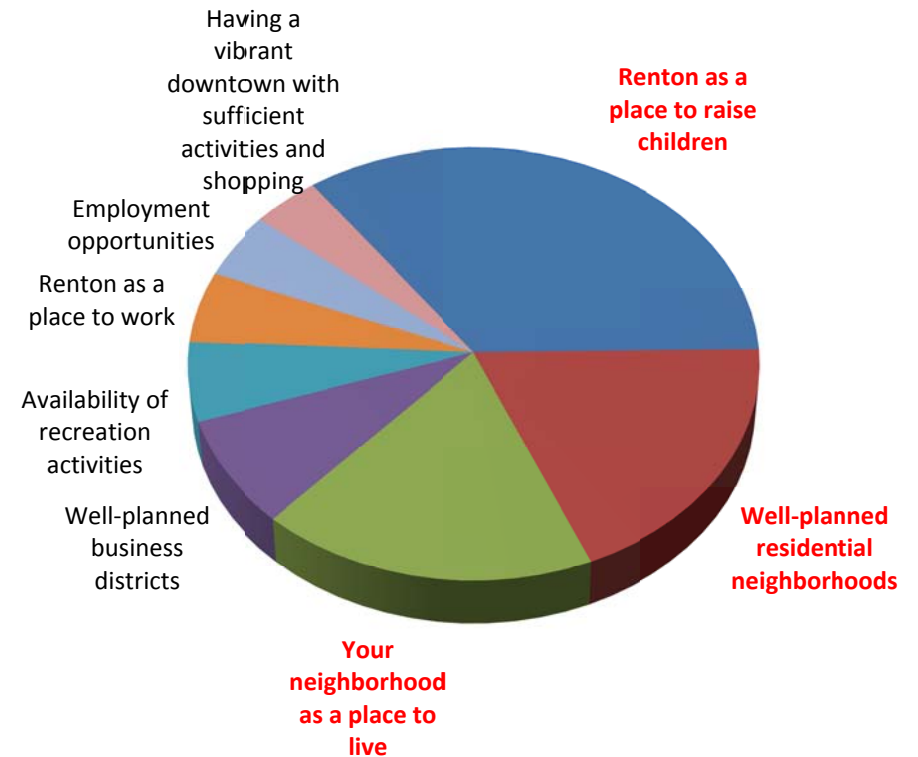
The second step in the analysis identifies the extent to which each of the individual Key Questions contained within the overall dimension is a key driver. Again, regression analysis is used to identify areas that drive Renton’s 5-Star rating. At the end of the Key Drivers section is a summary table that identifies the key drivers and relative performances for each dimension and attribute within dimensions.

Livability is the largest driver—that is, ratings for this dimension have the largest overall impact on Renton’s 5-Star Rating.

Three of the eight attributes within this dimension have statistically significant impacts. They are indicated by bold, red text in the chart to the right.

- **Renton as a place to raise children**
 - The City is performing about average—watch and maintain
- **Having well-planned residential neighborhoods**
 - This is an area for improvement
- **Neighborhood as a place to live**
 - The City is performing well--maintain

Figure 13: Key Drivers Analysis—Livability

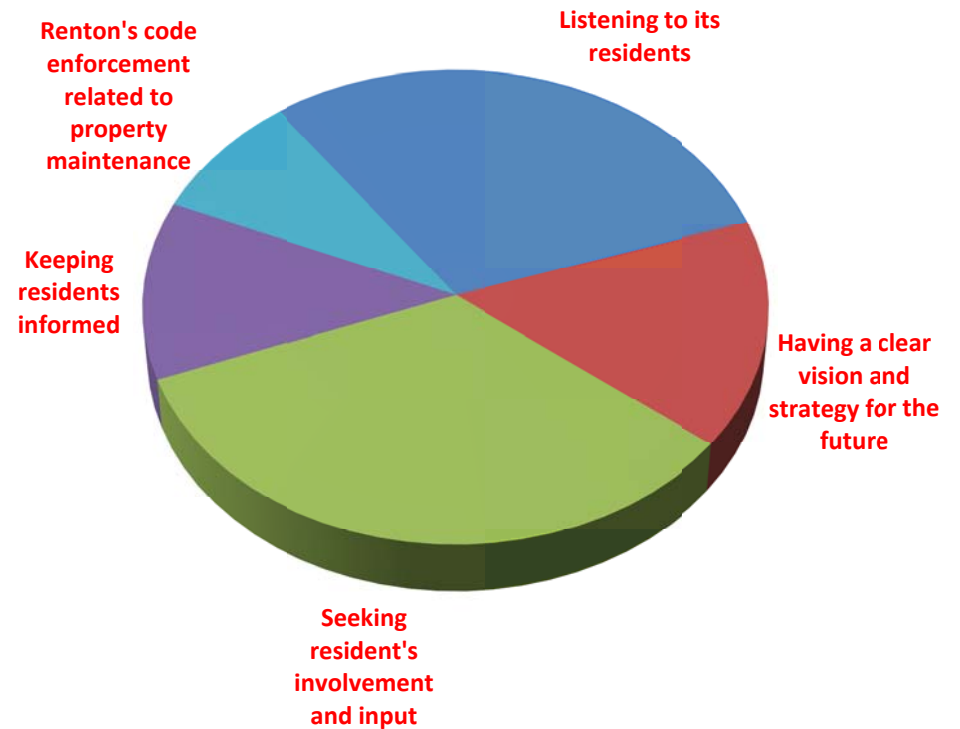


Those factors in red and bold are key drivers—that is, a change in these areas would have a significant impact on Renton’s 5-Star rating.
 Those factors in black are not drivers—that is, a change in these areas does not significantly impact Renton’s 5-Star Rating.

Government Actions is the second largest impact over Renton’s 5-Star Rating. All , nine attributes have statistically significant impacts.

- **Renton is performing above average on**
 - Keeping residents informed
- **Renton is performing near average on**
 - Having a clear vision and strategy for the future
- **Renton has room for improvement regarding**
 - Listening to it’s residents
 - Seeking resident’s involvement and input
 - Code enforcement related to property maintenance

Figure 14: Key Drivers Analysis—Government Actions



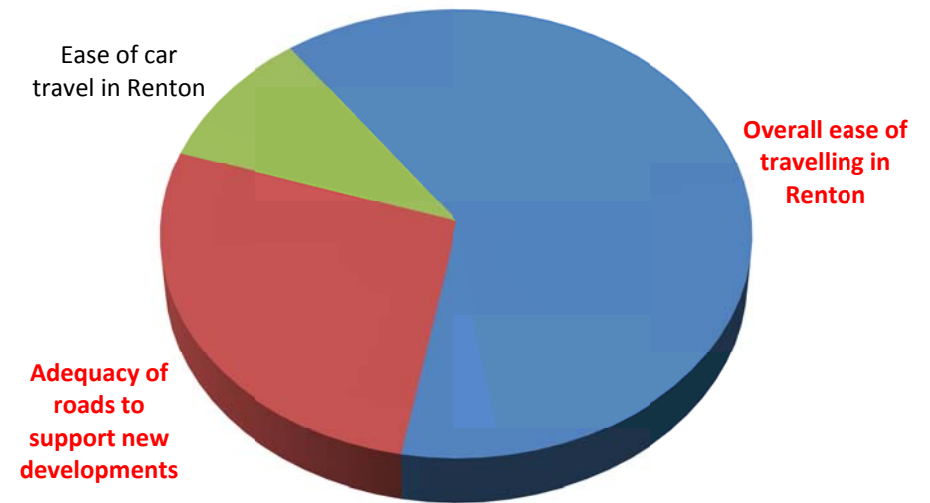
Those factors in red and bold are key drivers—that is, a change in these areas would have a significant impact on Renton’s 5-Star rating.
 Those factors in black are not drivers—that is, a change in these areas does not significantly impact Renton’s 5-Star Rating.

While not a driver, Traffic and Roads has the third largest overall impact on Renton’s 5-Star Rating.

Two of the three attributes within this dimension have statistically significant impacts.

- **Overall ease of traveling in Renton**
 - Renton is performing about average –watch and maintain
- **Adequacy of roads to support new developments**
 - This is an area for improvement

Figure 15: Key Drivers Analysis—Traffic and Roads



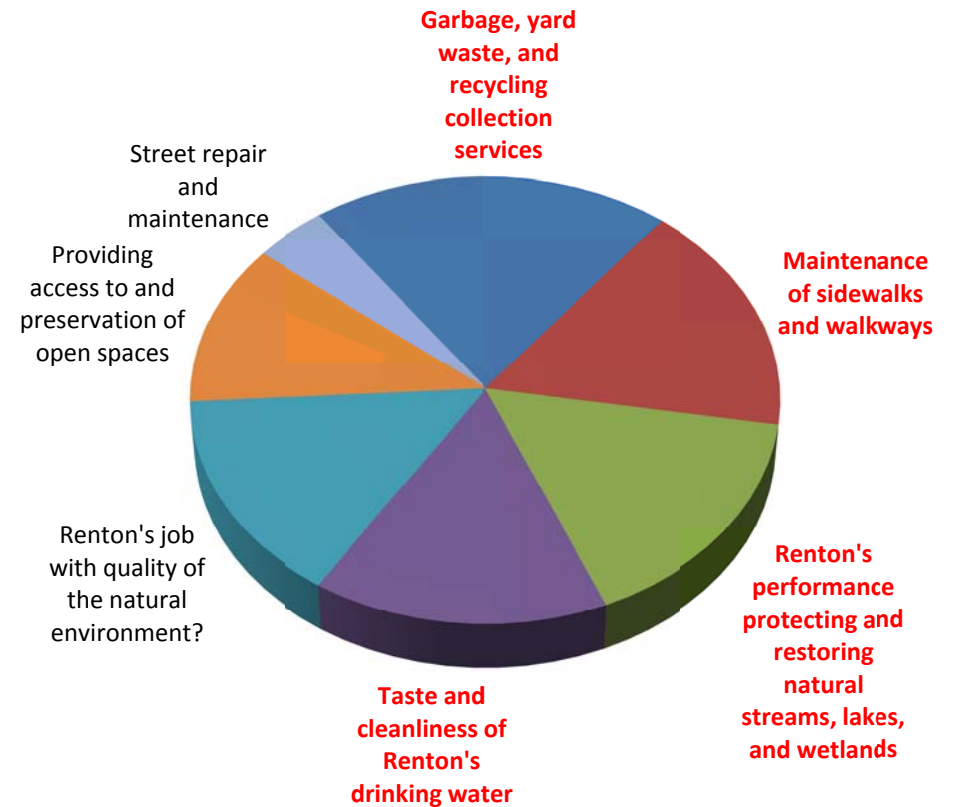
Those factors in red and bold are key drivers—that is, a change in these areas would have a significant impact on Renton’s 5-Star rating.

Those factors in black are not drivers—that is, a change in these areas does not significantly impact Renton’s 5-Star Rating.

Maintenance and Environment is not a statistically significant driver of Renton’s 5-Star Rating, however four of the seven attributes within this dimension do have an impact on the 5-Star Rating.

Figure 16: Key Drivers Analysis—Maintenance and Environment

- **Renton is doing well with the following**
 - Taste and cleanliness of Renton’s drinking water
 - Garbage, yard waste, and recycling collection services
- **Renton should watch and maintain**
 - Performance protecting and restoring natural streams, lakes, and wetlands



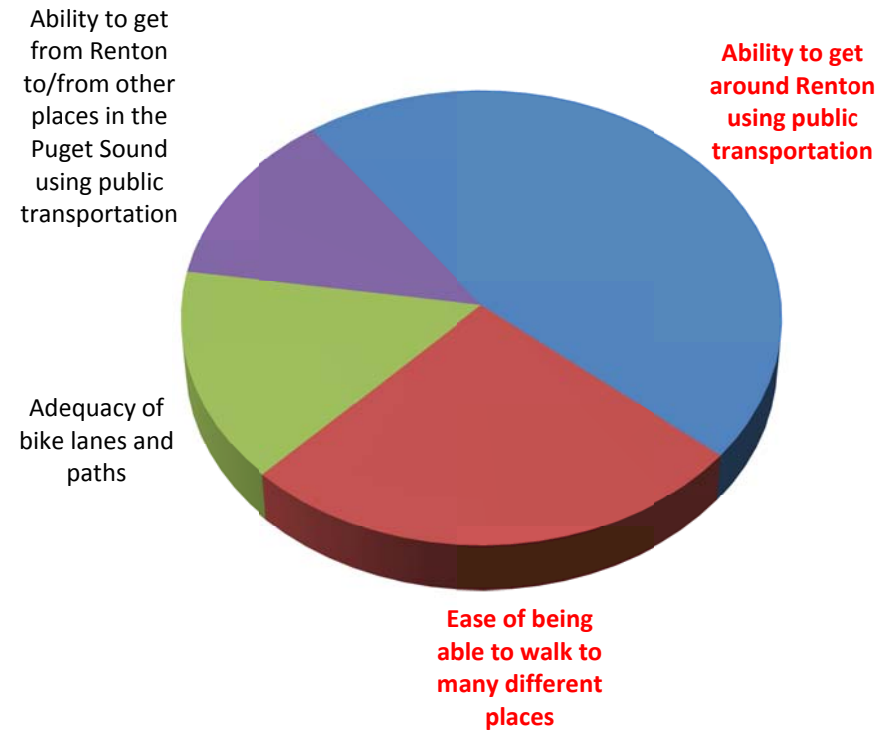
*Those factors in red and bold are key drivers—that is, a change in these areas would have a significant impact on Renton’s 5-Star rating.
 Those factors in black are not drivers—that is, a change in these areas does not significantly impact Renton’s 5-Star Rating.*

Alternative Transportation, is not a statistically significant driver of Renton’s 5-Star Rating. However, two of the four attributes within this

Figure 17: Key Drivers Analysis—Alternative Transit

dimension do have some impact.

- The ability to get around Renton using public transportation and the ease of beng able to walk to many different places are two areas to potentially improve.



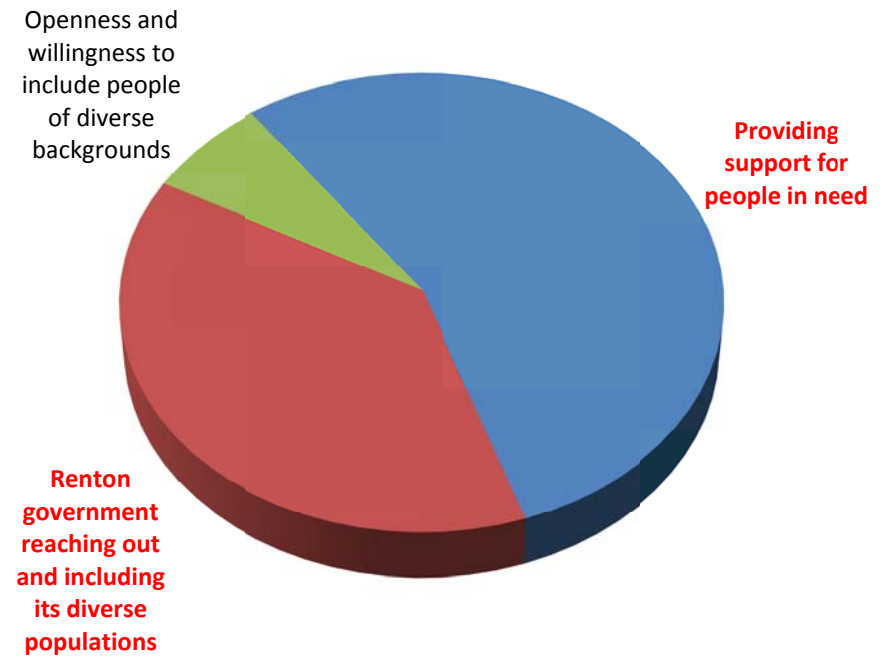
*Those factors in red and bold are key drivers—that is, a change in these areas would have a significant impact on Renton’s 5-Star rating.
Those factors in black are not drivers—that is, a change in these areas does not significantly impact Renton’s 5-Star Rating.*

The final dimension, Inclusion, is not a statistiacally significant driver of

Figure 18: Key Drivers Analysis—Inclusion

Renton's 5-Star Rating. However, two of the three attributes within this dimension do have some impact.

- Providing support for people in need and reaching out to include members of the diverse population are two areas to potentially improve.



Those factors in red and bold are key drivers—that is, a change in these areas would have a significant impact on Renton's 5-Star rating. Those factors in black are not drivers—that is, a change in these areas does not significantly impact Renton's 5-Star Rating.

Resource Allocation Analysis

The final step in the analysis is to identify key areas where Renton may wish to allocate additional resources based on what is most important to residents (i.e., are key drivers of Renton's 5-Star rating) and current performance within individual areas. Four resource allocation strategies are identified:

1. **Invest:** These are areas that are key drivers of Renton's 5-Star Rating and where residents' agreement is below average when compared to the overall mean within each dimension. Investing in these areas would have a significant impact on Renton's 5-Star rating. In the table on the next page, these areas are highlighted in dark red.
2. **Maintain:** These are areas identified as key drivers of Renton's 5-Star Rating and where residents' agreement is above average when compared to the overall mean within each dimension. Because of the impact of these items on Renton's rating, it is important to maintain existing levels of service in these areas, as a decrease in the level of service would have a negative impact on Renton's 5-Star rating. These areas are highlighted in dark green.
3. **Monitor:** These are areas identified as key drivers of Renton's 5-Star Rating and where residents' agreement is at or near average when compared to the overall mean within each dimension. Because of the impact of these items on Renton's rating and their mid-level satisfaction, these are areas to monitor and invest additional resources as available to improve performance. These items are highlighted in dark yellow.
4. **Non-Drivers:** These are areas that do not have a statically significant impact on Renton's 5-Star Rating and fall into three categories:
 - a. **Lower than average agreement:** These are areas where residents' agreement is below average when compared to the overall mean within each dimension. While these currently do not impact the City's 5-Star Rating, they should be monitored to prevent potential issues. These are highlighted in light red.
 - b. **Above average agreement:** These are areas where residents' agreement is above average when compared to the overall mean within each dimension. While these currently do not impact the City's 5-Star Rating, they are high performers and should be maintained. These are highlighted in light green.
 - c. **Average Agreement:** These are areas where residents' agreement is at or near average when compared to the overall mean within each dimension. While these currently do not impact the City's 5-Star Rating, they residents believe that performance is adequate and these should be maintained. These are highlighted in light yellow.

Table 9: Resource Allocation Analysis

Maintenance and Environment	Inclusion	Livability 🗳️	Traffic and Roads	Government Actions 🗳️	Alternative Transit
Taste and cleanliness of Renton's drinking water	Openness and willingness to include people of	Your neighborhood as a place to live	Overall ease of travelling in Renton	Keeping residents informed	Ability to get from Renton to/from other places in the Puget Sound using public
Garbage, yard waste, and recycling collection services	Renton government reaching out and including its diverse	Availability of recreation activities	Ease of car travel in Renton	Having a clear vision and strategy for the future	Ability to get around Renton using public transportation
Providing access to and preservation of open spaces	Providing support for people in need	Renton as a place to work	Adequacy of roads to support new developments	Listening to its residents	Ease of being able to walk to many different places
Renton's performance protecting and restoring natural streams, lakes, and wetlands		Renton as a place to raise children		Seeking resident's involvement and input	Adequacy of bike lanes and paths
Renton's job with quality of the natural environment?		Well-planned residential neighborhoods		Renton's code enforcement related to property maintenance	
Maintenance of sidewalks and walkways		Well-planned business districts			
Street repair and maintenance		Employment opportunities			
		Having a vibrant downtown with sufficient activities			

🗳️ = Key Driver;

- = Key driver, lower-than-average agreement, invest
- = Key driver, near average agreement, invest as allowed
- = Key driver, above-average agreement, maintain
- = Not a driver, lower than-average agreement; monitor
- = Not a driver, near average agreement; maintain
- = Not a driver, above-average agreement; maintain

RENTON AS A PLACE TO LIVE

General Livability

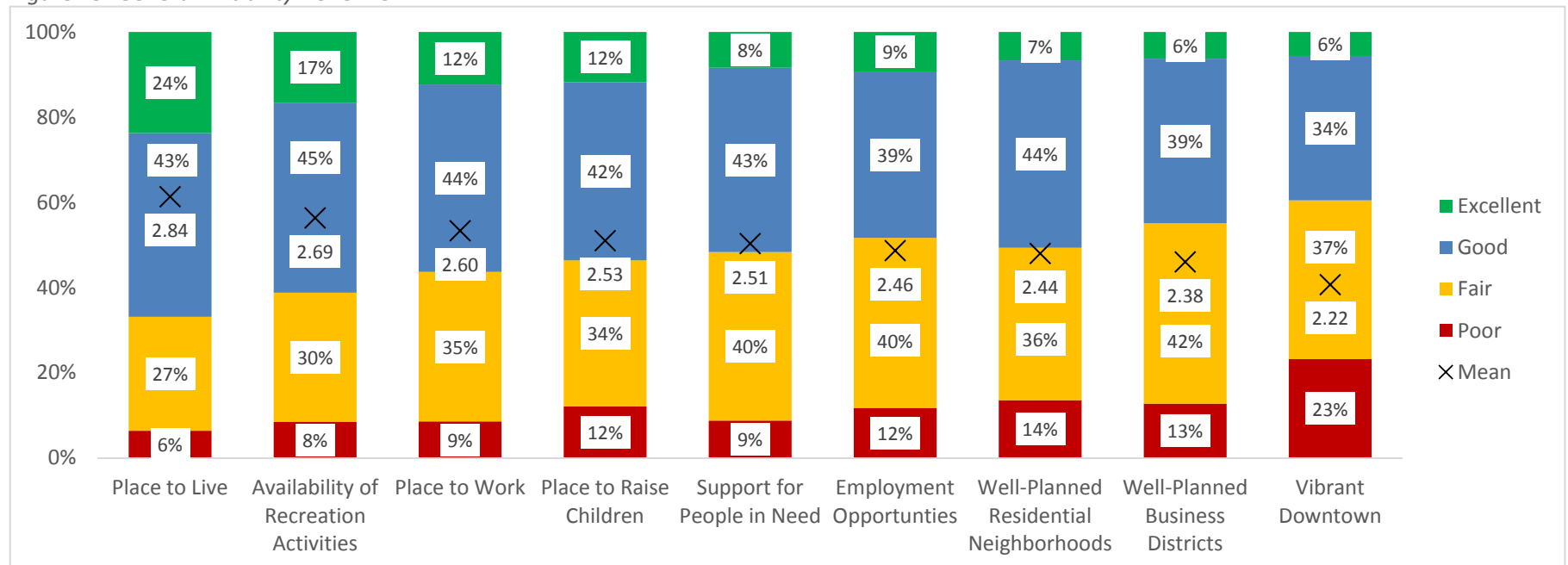
Residents provide high ratings for Renton as a place to live, work, and raise children. High ratings are also provided for the availability of recreation activities.

Residents identified issues related to planning and increasing the vibrancy of downtown as areas of focus.

In General, minority residents provided higher ratings than white only residents.

- Seventy-two percent (72%) rated their neighborhood as a “Good” or “Excellent” place to live,
- Sixty-two percent (62%) of minority residents rated Renton as a “Good” or “Excellent” place to raise children,
- Fifty-five percent (55%) gave “Good” or “Excellent” ratings on Renton having well-planned residential neighborhoods, and
- Fifty-five percent (55%) gave “Good” or “Excellent” ratings on Renton providing support for people in need.

Figure 19: General Livability - Overview



GL1 – Please rate Renton on each of the following – Mean based on a 4 point scale from 1 to 4
 Base: All respondents (n = 503)

Diversity and Inclusion

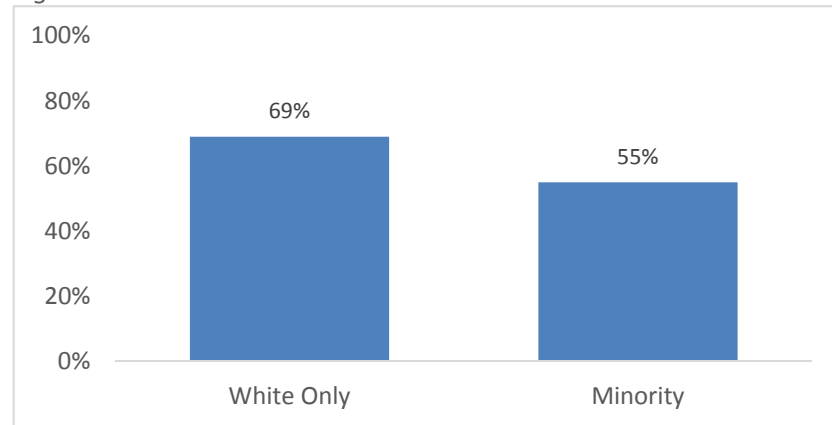
Eighty-two percent (82%) of residents say that Renton’s openness and willingness to include people of diverse backgrounds is “Good” or “Excellent”.

- There are no significant differences across demographic groups on this question.

Nearly two-thirds believe that the government does a “Good” or “Excellent job reaching out and including the diverse population.

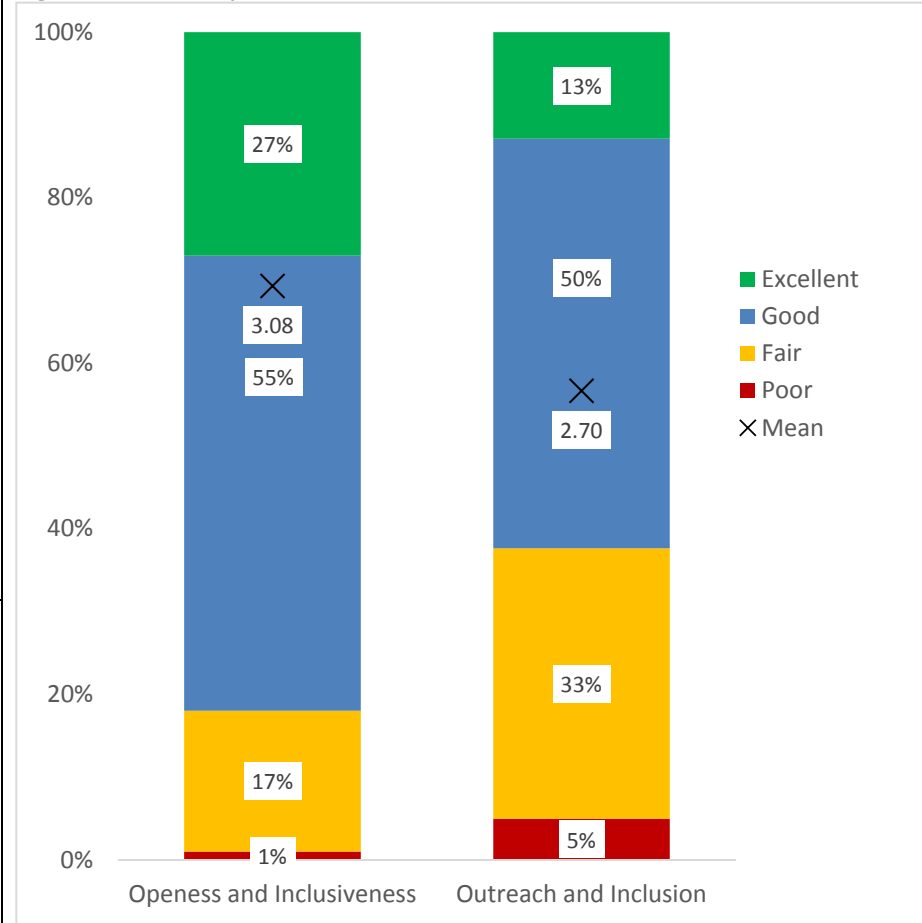
- Minorities provide lower ratings regarding the job the City does in providing outreach.
- There are no differences based on other demographic characteristics.

Figure 21: Renton’s Job with Outreach and Inclusion



D12 – How would you rate the job the Renton government does to reach out to and include its diverse cultural and language populations (combined % “Good” and “Excellent” shown)
 Base: All respondents (n = 503)

Figure 20: Diversity and Inclusion



D11 – How would you rate Renton’s openness and willingness to include people of diverse backgrounds
 D12 – How would you rate the job the Renton government does to reach out to and include its diverse cultural and language populations
 Base: All respondents (n = 503) – Mean based on a 4 point scale from 1 to 4

Familiarity and Use of Services

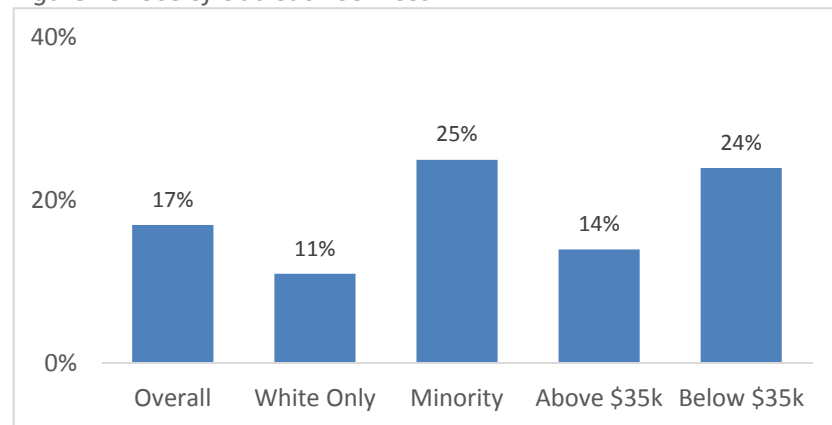
Familiarity with services provided by the City to reach out to and include diverse populations is relatively low. However, there are some differences based on demographic characteristics.

- Minorities are significantly more familiar than white residents.
- Residents 35 and older are significantly more familiar with services than those under 35.

While usage of these services is fairly low there are a few segments of the population who are most likely to use these services:

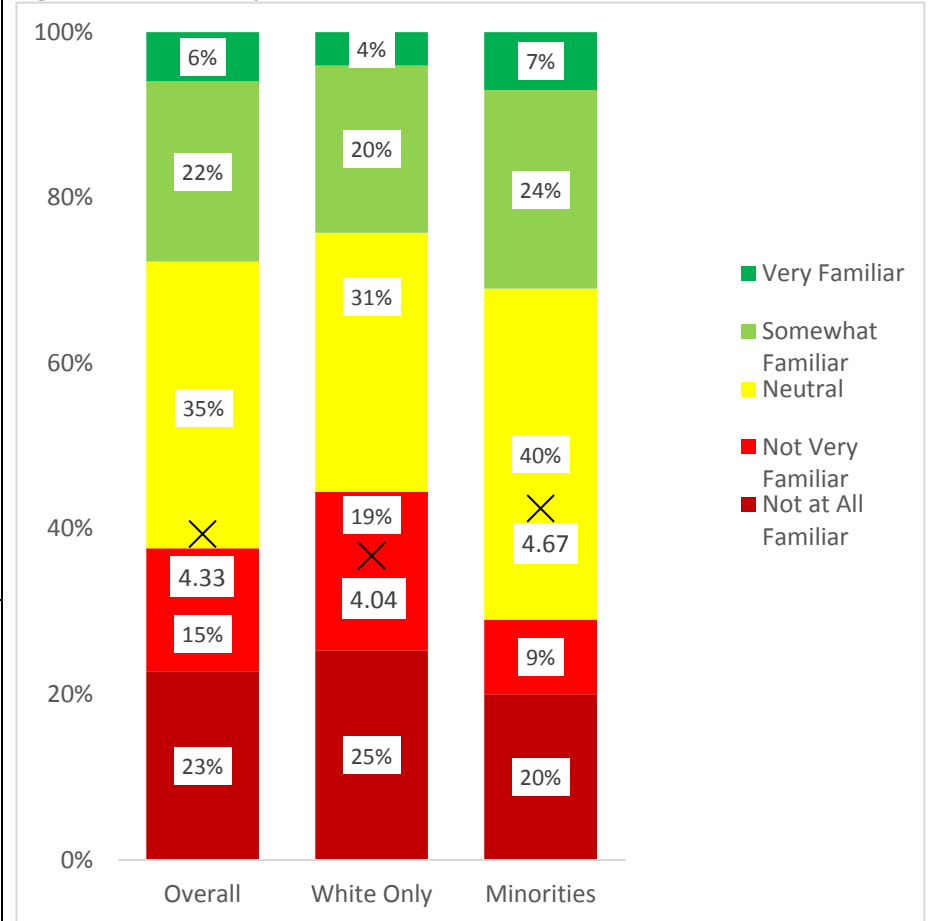
- Minority residents are twice as likely to use cultural and language services provided,
- Residents 35 and older are twice as likely than younger residents to have used cultural and language services, and
- Low income households are also more likely to use these services

Figure 23: Use of Outreach Services



D14 – Have you used any of these services (% “Yes” shown)
Base: All respondents (n = 503)

Figure 22: Familiarity with Outreach Services



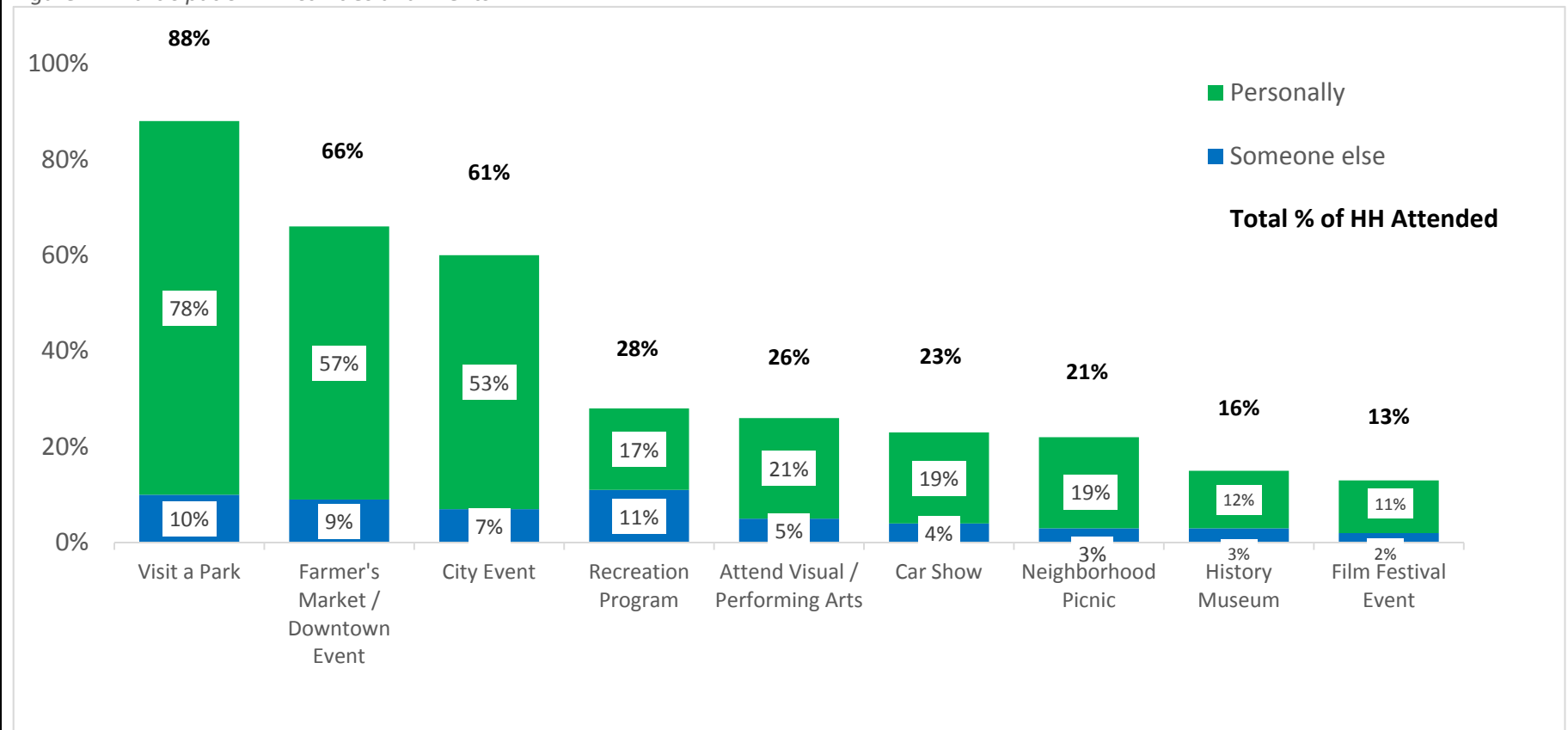
D13 – how familiar are you with services provided by the City of Renton to reach out and include its diverse cultural and language populations?
Base: All respondents (n = 503) – Mean based on an 11 point scale from 0 to 10

Activities and Events - Participation

Renton’s parks and events are very popular

- Nearly all households (96%) have visited a park or participated in an event in the City,
- Nine out of ten households have visited a City Park in the past year,
- Two-thirds of households have had someone visit the farmers market, and
- Six out of ten households have had someone attend a city event such as River Days, Holiday Lights or the 4th of July Fireworks.

Figure 24: Participation in Activities and Events



AE1 – In the past 12 months, have you or anyone in your household...

Base: All respondents (n = 503) Note: the total % of HH Attended may vary slightly from the sum of “personally” and “someone else” due to rounding

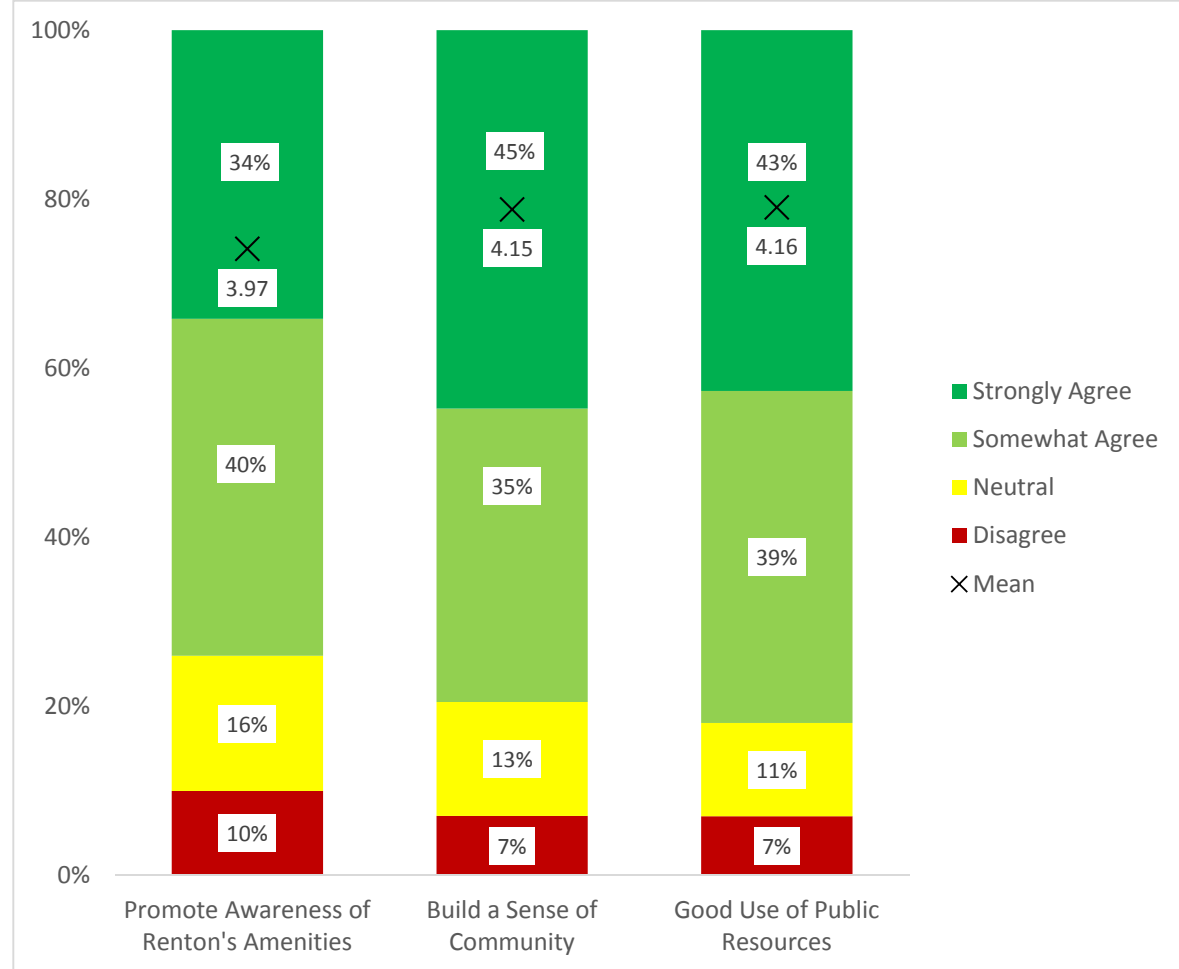
Value of Special Events

Overall, support for special events is very high.;

- Nearly half of residents “strongly” agree that special vents build a sense of community.
- Two out of five “strongly” agree that special events are a good use of public resources.
- One third “strongly” agree that special events promote awareness of Renton’s amenities.

Households with children as well as households with residents 55 and older are more likely to agree with these statements.

Figure 25: Value of Special Events



AE2_1 – Extent you agree or disagree that city sponsored special events and activities promote awareness of Renton’s amenities – Mean based on a 5 point scale from 1 to 5
 AE2_2 – Extent you agree or disagree that city sponsored special events and activities build a sense of community – Mean based on a 5 point scale from 1 to 5
 AE2_3 – Extent you agree or disagree that city sponsored special events are a good use of public resources – Mean based on a 5 point scale from 1 to 5
 Base: All respondents (n = 503) – Mean based on a 5-point scale from 1 to 5

SAFETY IN RENTON

Situational Safety

In general, residents feel fairly safe in Renton. As expected, people generally feel less safe after dark, particularly downtown. Safety on Renton’s trails and safety after dark in neighborhoods are areas for further exploration.

In general, minorities feel safer around Renton, specifically downtown and in their neighborhoods after dark.

Conversely, residents under 35 years old generally feel less safe downtown than residents 35 and older.

Figure 26: Downtown Safety after Dark by Age and Race

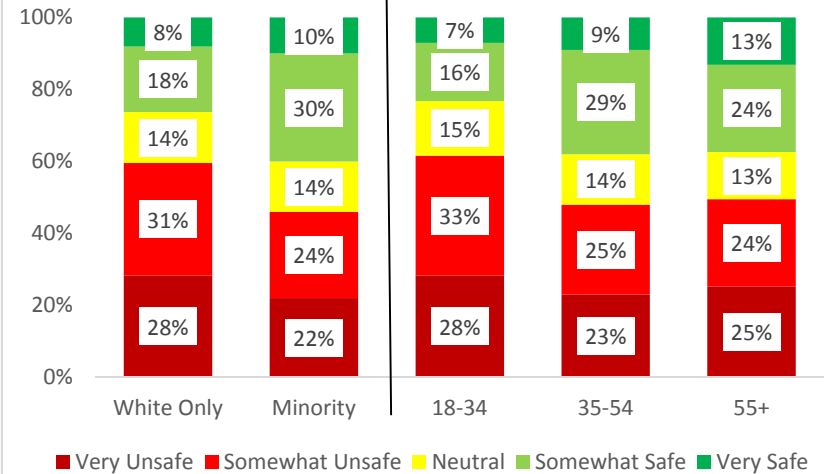
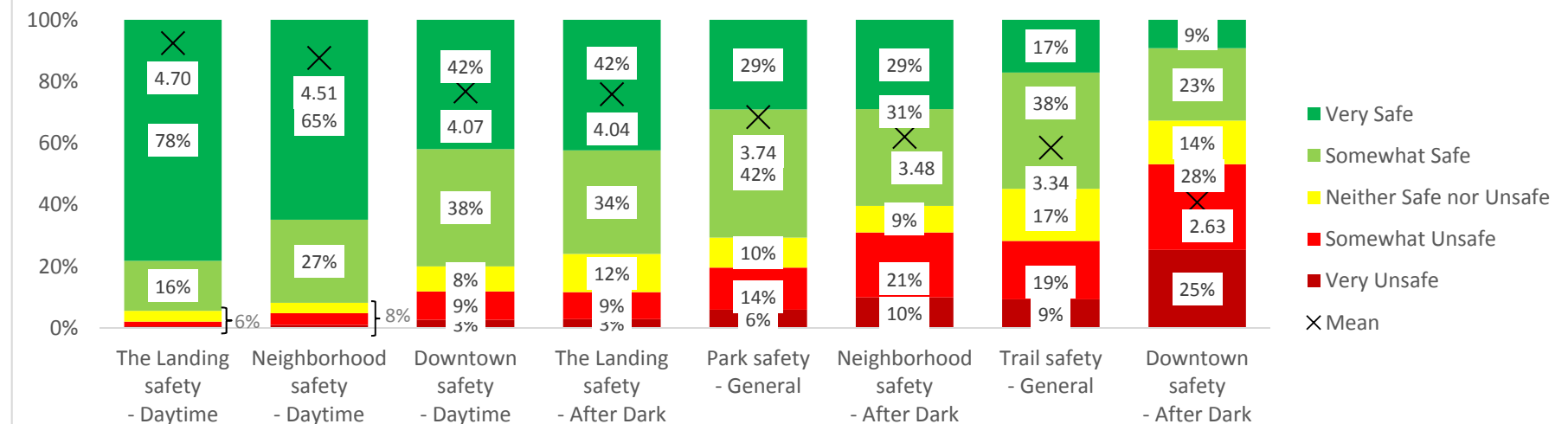


Figure 27: Safety in Renton

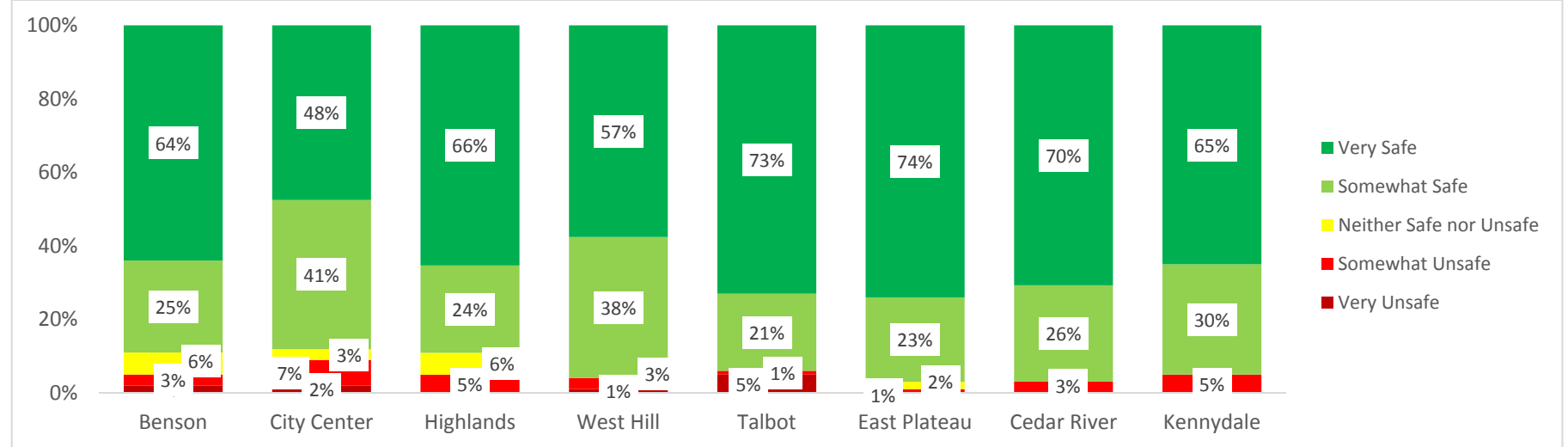


SS1 – How safe or unsafe do you feel while walking alone in the following situations?
 Base: All respondents (n = 503) – Mean based on a 5-point scale from 1 to 5

Situational Safety by Neighborhood

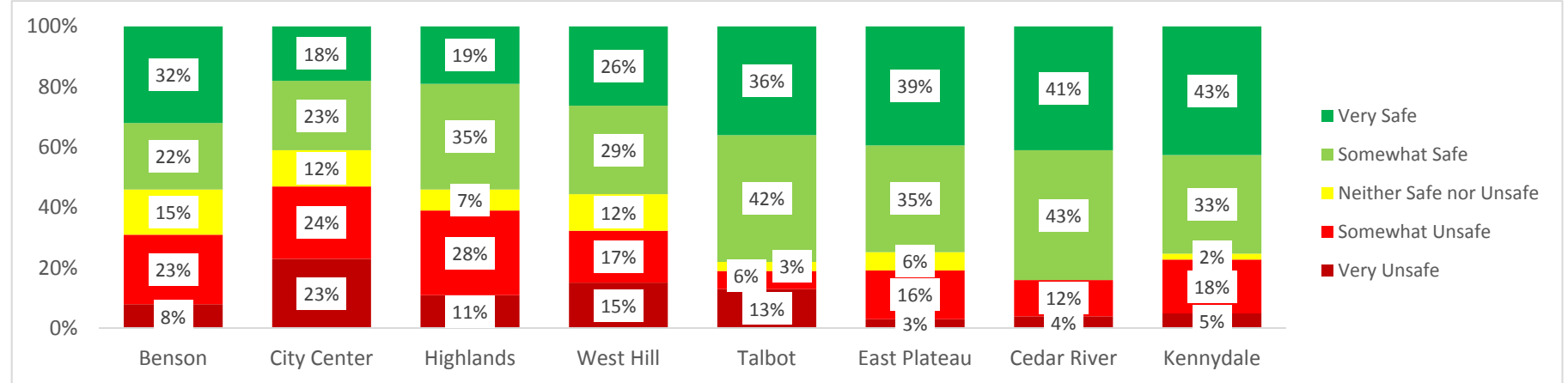
Safety varies by neighborhood with those living in the City Center, Highlands, West Hill and Benson generally feeling less safe than others.

Figure 28: Daytime Safety in Neighborhood



SS1 – How safe or unsafe do you feel while walking alone in your neighborhood during the day?
 Base: All respondents (n = 503)

Figure 29: Safety in Neighborhood After Dark



SS1 – How safe or unsafe do you feel while walking alone in your neighborhood after dark?
 Base: All respondents (n = 503)

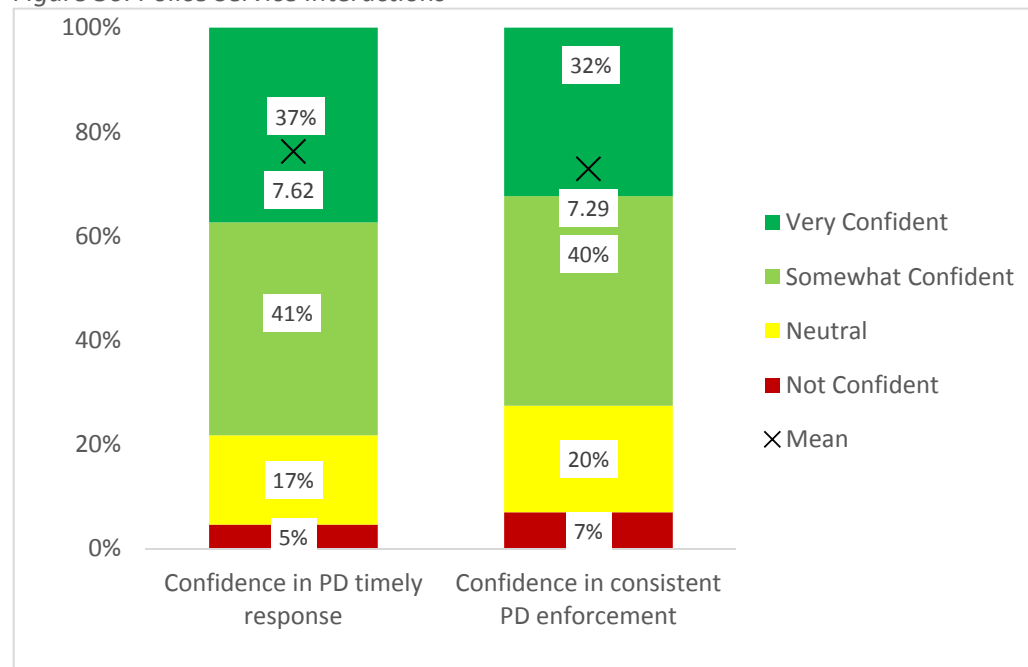
Renton's Police Department

Nearly eight out of ten residents are confident that the Police Department will respond to emergencies in a timely manner and more than seven out of ten believe that Renton's police department is consistent in its law enforcement. Additionally, over three-quarters of residents believe that the police are "somewhat" or "very" approachable.

There are no differences in the way resident's rate the police based on demographics such as age, race, and income. However, there are some differences based on geography.

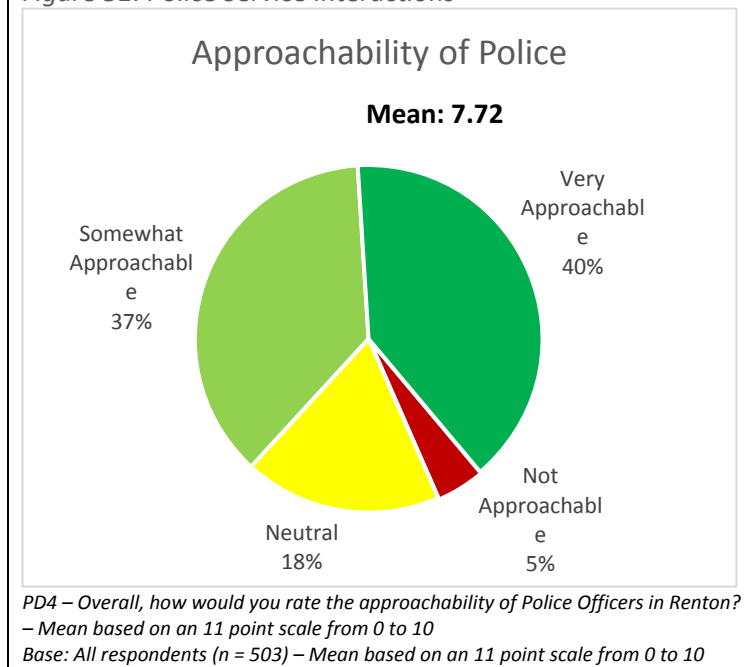
- Residents living in the City Center are less confident in a timely response and consistent enforcement of the laws,
- Those living in Talbot are less confident than other resident in consistent enforcement of the laws, and
- Those living on the East Plateau believe the police are less approachable than other residents.

Figure 30: Police Service Interactions



PD1 – How confident are you in Renton's police department to respond to emergencies in a timely manner
 PD2 – How confident are you in Renton's police department to consistently enforce the laws
 Base: All respondents (n = 503) – Mean based on an 11 point scale from 0 to 10

Figure 31: Police Service Interactions

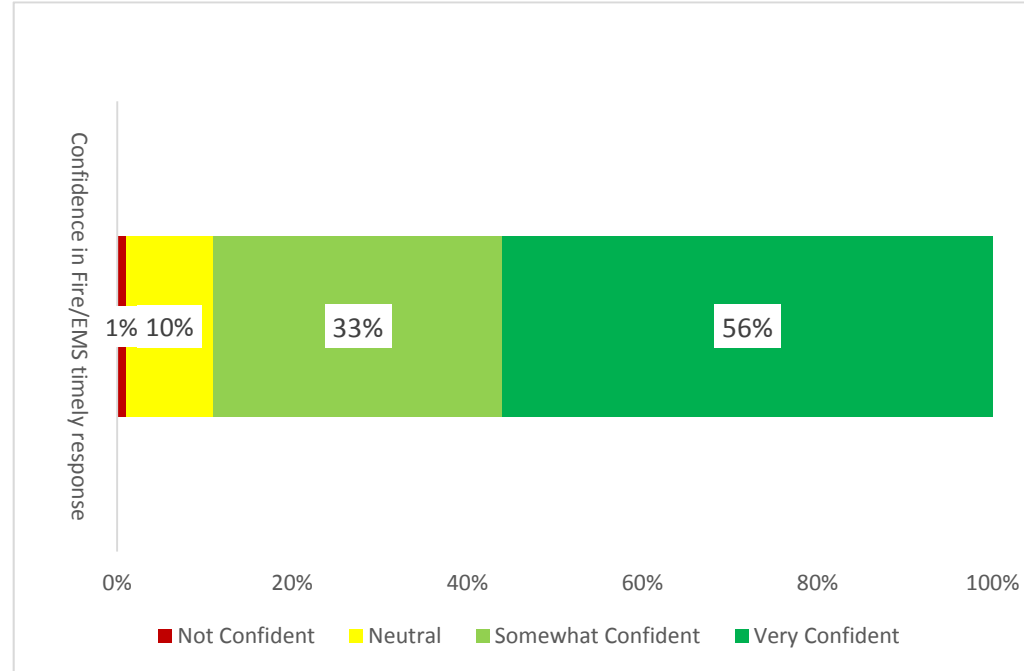


PD4 – Overall, how would you rate the approachability of Police Officers in Renton?
 – Mean based on an 11 point scale from 0 to 10
 Base: All respondents (n = 503) – Mean based on an 11 point scale from 0 to 10

Renton's Fire and EMS

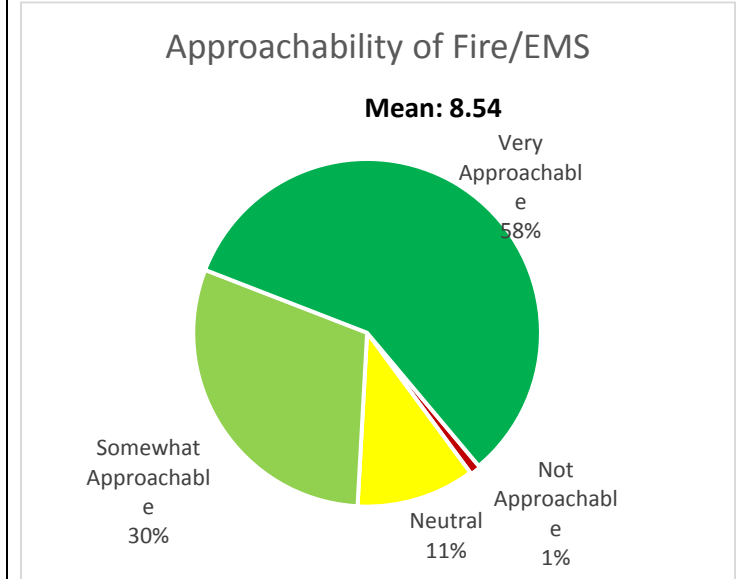
Renton's fire and EMS services also receive high marks. Nine out of ten residents are confident that Renton's fire and EMS services will respond to emergencies in a timely manner. Additionally, 88 percent of residents believe the fire and EMS personnel are "somewhat" or "very" approachable. There are no differences in the way resident's rate the police based on demographics such as age, race, and income. However, residents on the East Plateau provide lower ratings for both confidence in a timely response and approachability.

Figure 32: Confidence in Fire Department



FIRE1 – How confident are you in Renton's Fire and EMS department to respond to emergencies in a timely manner
 Base: All respondents (n = 503) – Mean based on an 11 point scale from 0 to 10

Figure 33: Police Service Interactions



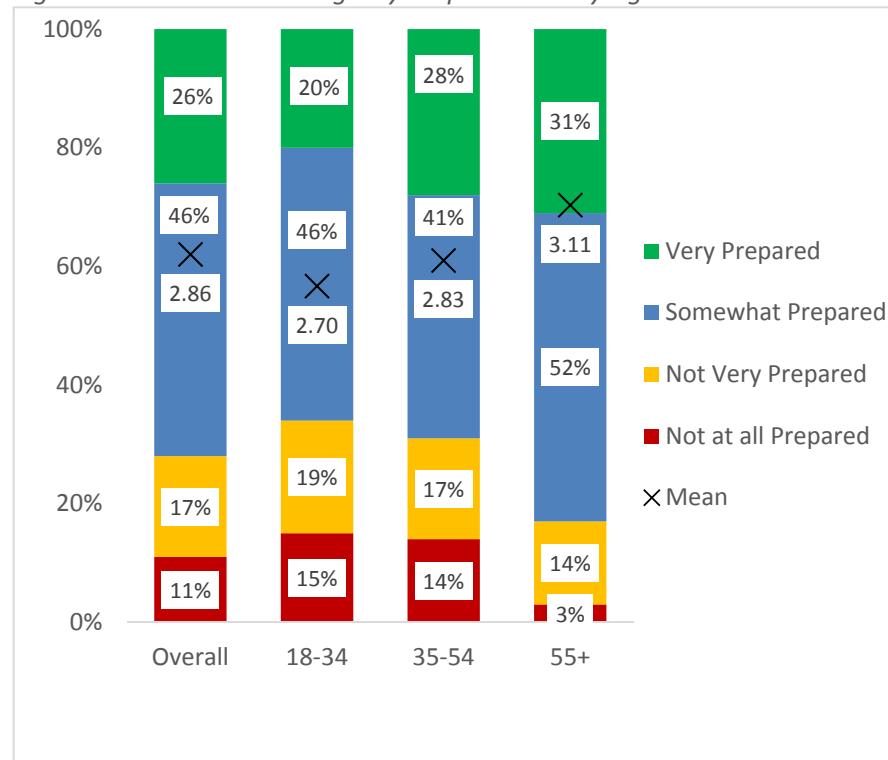
PD4 – Overall, how would you rate the approachability of F in Renton? – Mean based on an 11 point scale from 0 to 10
 Base: All respondents (n = 503) – Mean based on an 11 point scale from 0 to 10

Emergency Preparedness

Overall, residents state that they are fairly prepared for emergencies—72 percent indicate they are “somewhat” or “very” prepared.

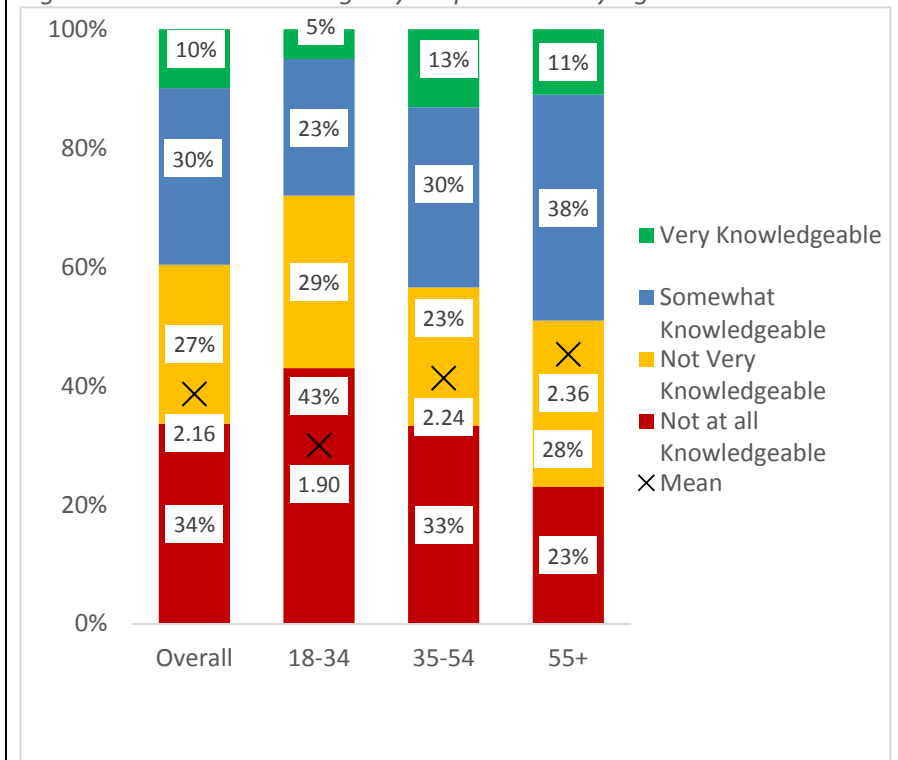
However, less than half of residents are knowledgeable about the emergency preparedness programs offered by the city. Both measures—the level of preparedness and knowledge of programs—are greatly impacted by age, with younger residents significantly less likely to be prepared or knowledgeable.

Figure 34: Household Emergency Preparedness by Age



DP1 – Emergency services states that households should have 5 to 7 days worth of food and water in order to be adequately prepared for emergencies. Using that as a guide, how prepared is your household for a disaster or emergency such as an earthquake or major storm?
 Base: All respondents (n = 503) – Mean based on a 4 point scale from 1 to 4

Figure 35: Household Emergency Preparedness by Age



DP2 – How knowledgeable are you about Emergency Preparedness programs offered by the City of Renton?
 Base: All respondents (n = 503) – Mean based on a 4 point scale from 1 to 4

MOBILITY

General Mobility

Transportation is a large issue throughout the Puget Sound, and Renton’s residents face many of the same challenges as other communities. While Renton generally receives “Good” ratings, several mobility attributes vary greatly depending on a variety of factors:

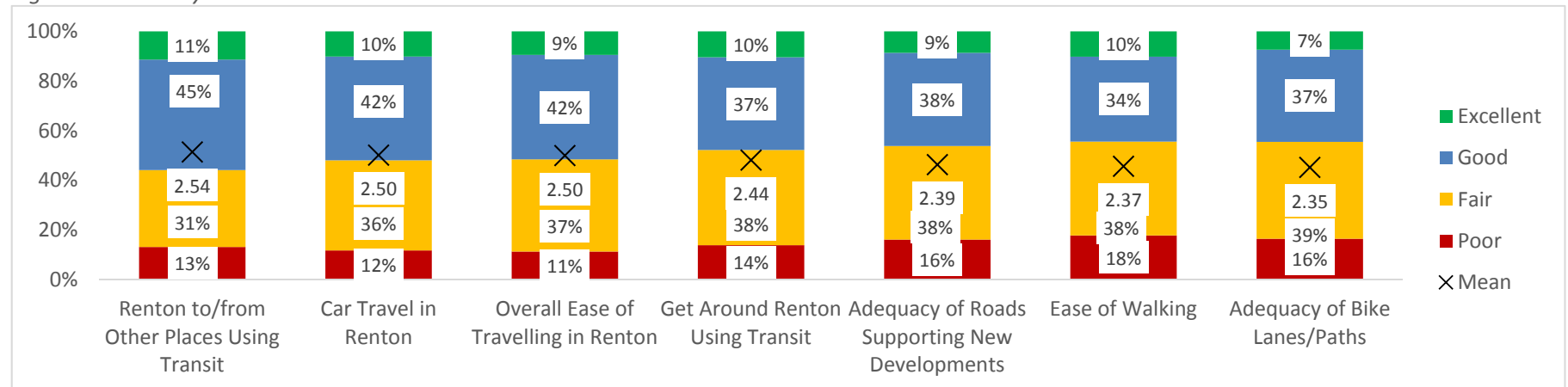
Public transportation:

- Lower income residents give higher ratings for public transportation both for getting around Renton and the Puget Sound—15% “excellent” ratings for both attributes.
- Residents living in the City Center provide the highest ratings for both attributes dealing with public transportation. Twenty-nine percent (29%) rate the ability of getting to/from Renton using public transportation as “excellent”, and 23 percent give “excellent ratings for public transit in Renton.
- Those living on the East Plateau give the lowest ratings.

Walkability

- Ratings on the ease of walking around town varies greatly by age. Residents 55 years old or over give significantly higher ratings than younger residents.
- Lower income residents also give higher ratings for walkability.
- Twenty-three percent (23%) of residents living in City Center provided an “excellent” rating, significantly higher than other Areas.

Figure 36: Mobility in and Around Renton



MOB – Please note that Renton has no control over major highways or interstates such as 167 or 405 so when thinking about travel, do not include these highways. How would you rate Renton on each of the following?

Base: All respondents (n = 503) – Mean based on a 4 point scale from 1 to 4

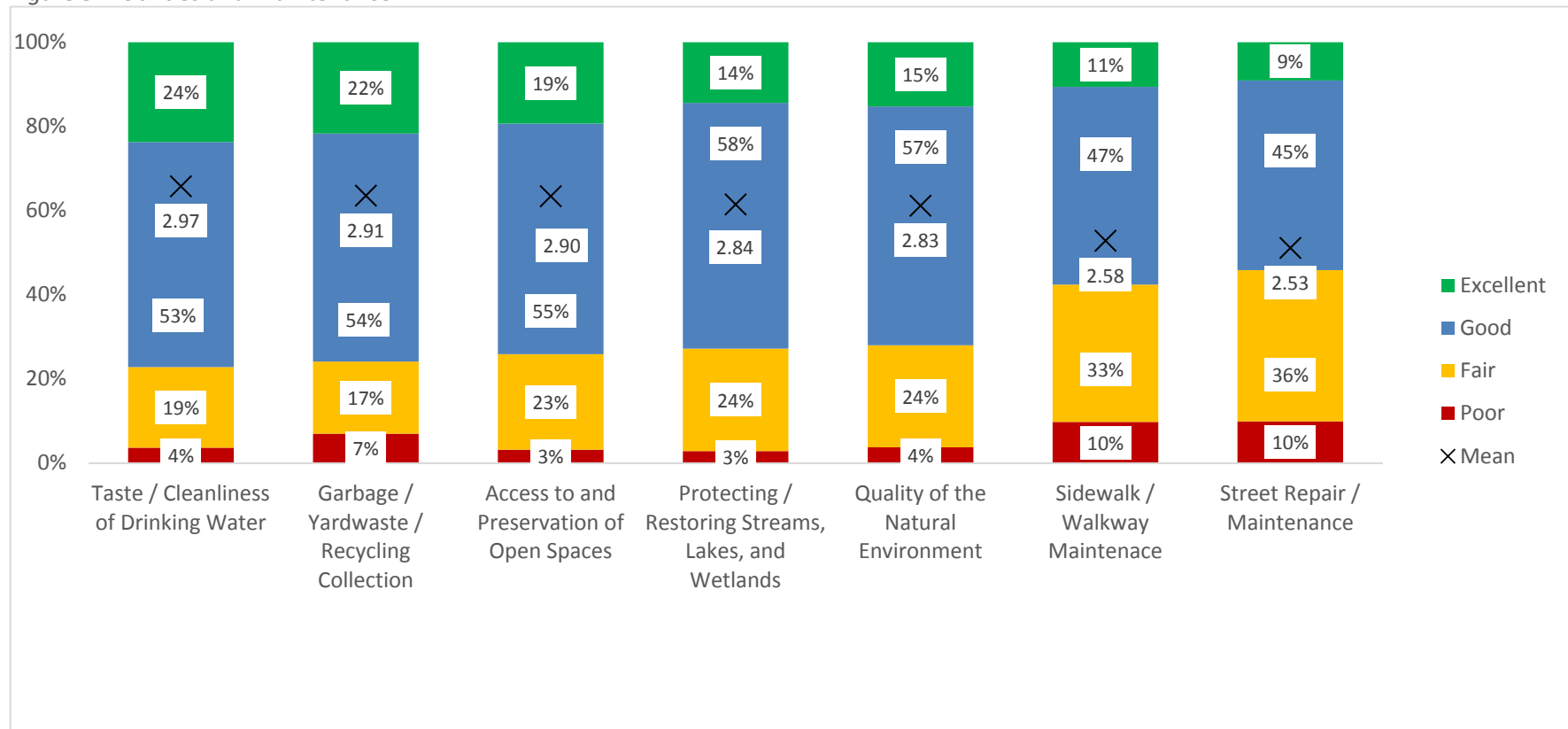
UTILITIES AND MAINTENANCE

Utilities and Maintenance

Overall, residents feel that Renton is doing a fairly good job in running utilities, managing the environment and maintaining the infrastructure. The largest differences in opinion are in regards to the management of utilities:

- Residents over 55 are significantly more likely than younger residents to provide “excellent” ratings for the taste and cleanliness of the drinking water and waste collection.
- Residents living in Benson provide the highest ratings for waste collection—32% give “excellent” ratings.

Figure 37: Utilities and Maintenance



UTIL1 –How would you rate Renton on each of the following?

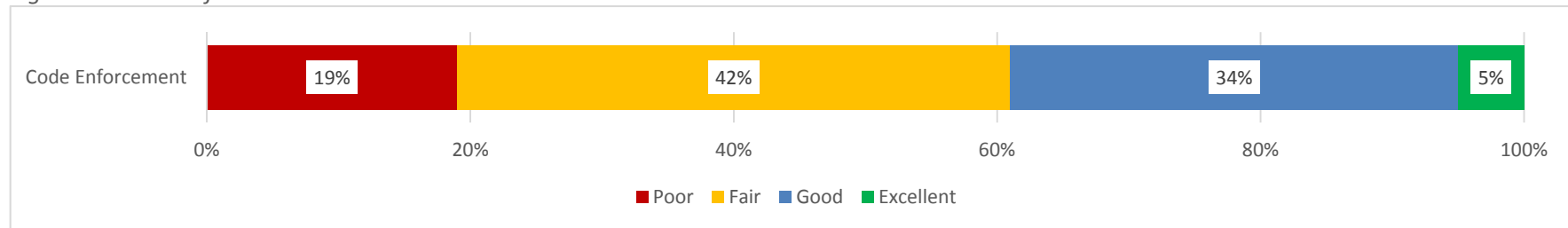
Base: All respondents (n = 503) – Mean based on a 4 point scale from 1 to 4

Code Enforcement

Overall, 15 percent of residents feel that dilapidated properties are a “Major” problem in Renton and 10 percent feel it is a “Major” problem in their neighborhood.

- Residents in Cedar River are the most likely to feel that dilapidated properties are a major issue overall, and second most likely to feel they are a “Major” problem in their neighborhood.
- Conversely, residents living in Talbot are the least likely to feel that dilapidated properties are a “Major” issue.

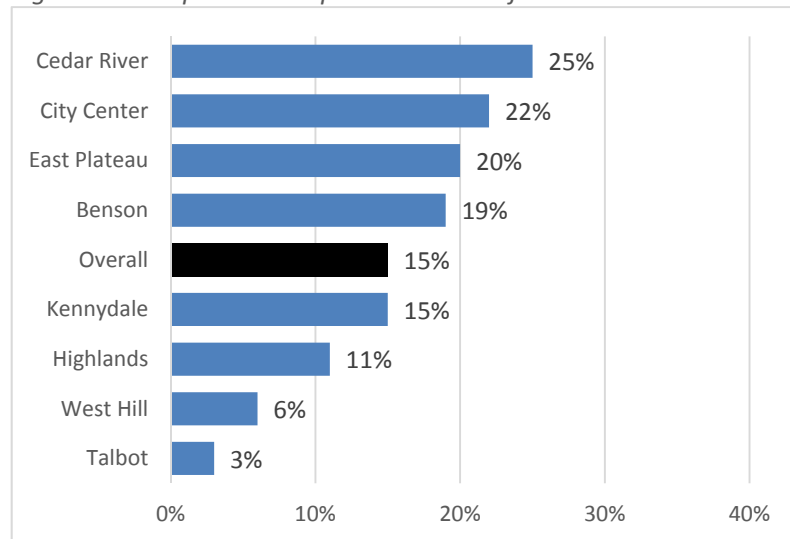
Figure 38: Code Enforcement



How would you rate Renton's efforts to enforce codes related to property maintenance issues such as weeds, junk lots or abandoned buildings?

Base: All respondents (n = 503)

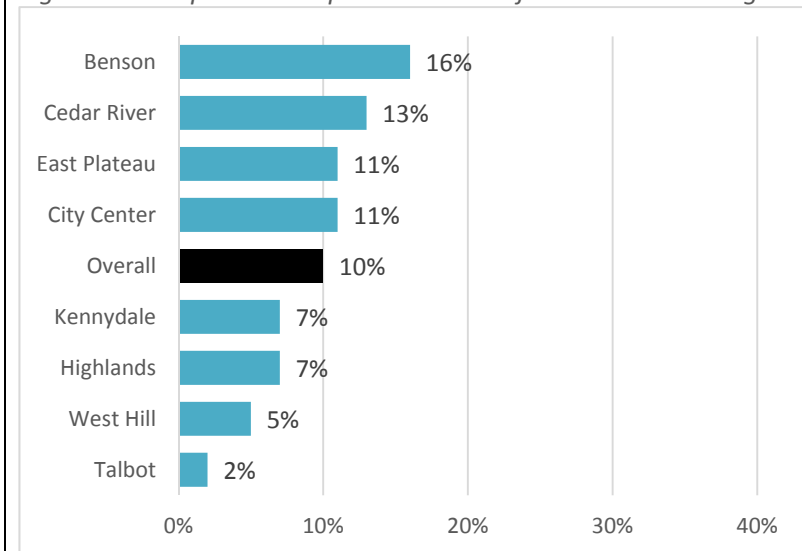
Figure 39: Dilapidated Properties – % “Major” Problem Overall



UTIL2 – To what extent are dilapidated properties a problem in Renton Overall?

Base: All respondents (n = 503) - % “Major” Problem

Figure 40: Dilapidated Properties – % “Major” Problem In Neighborhood



UTIL2 – To what extent are dilapidated properties a problem in your neighborhood?

Base: All respondents (n = 503)

CIVIC ENGAGEMENT AND GOVERNMENT

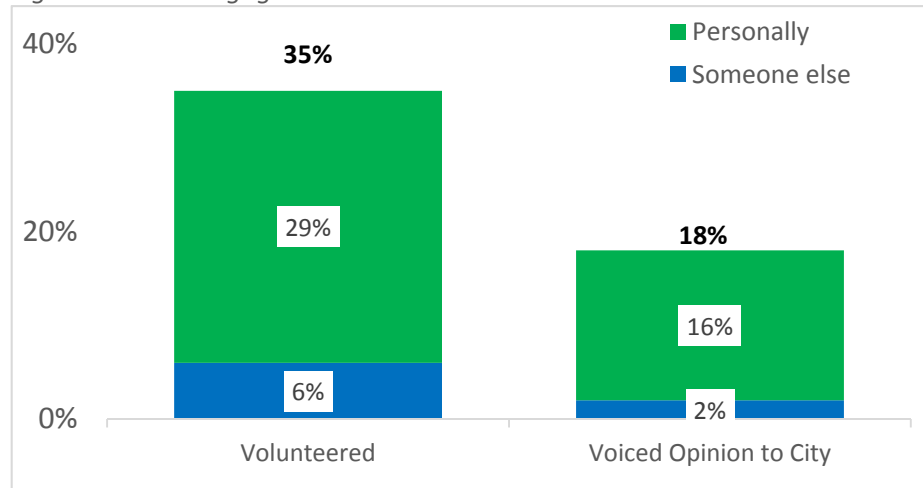
Civic Engagement

One third of residents have had someone in their household volunteer in the past year, and one in five have voiced their opinion regarding city matters.

Renton residents stay fairly well informed. Nearly two-thirds read the Renton Reporter and half read the information contained in the Utility Bill.

- The Cable Access Channel is the least-used information source, less than one in ten residents watch that station to get information.

Figure 42: Civic Engagement

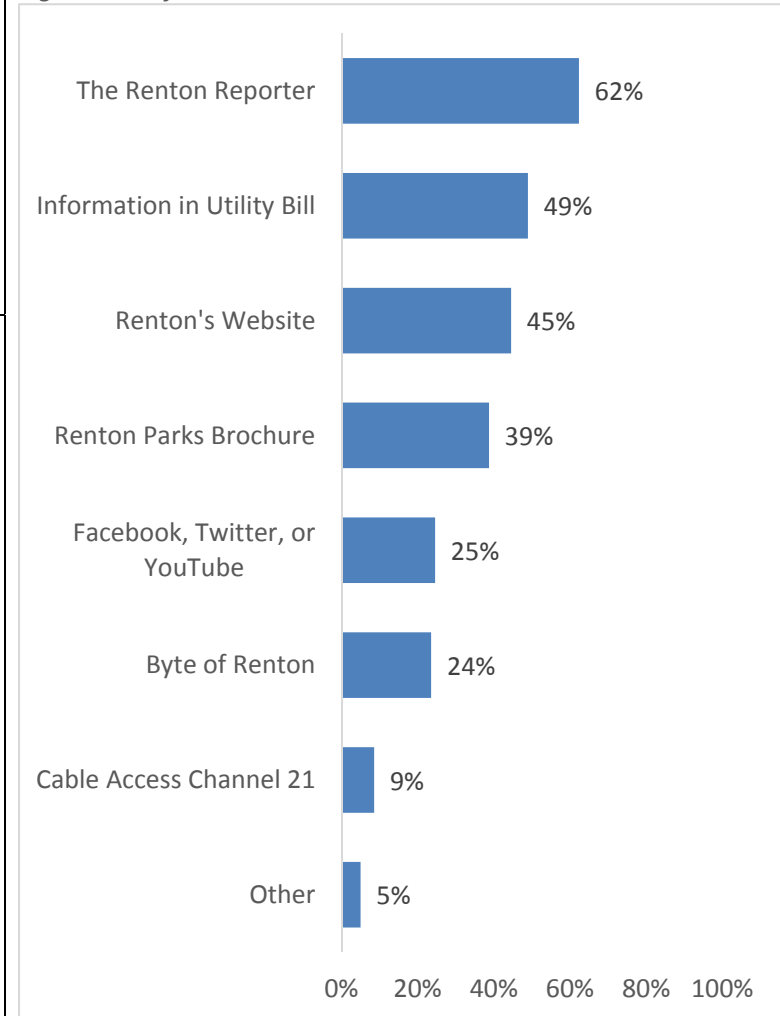


CIVIC1_1 – In the past 12 months, have you or your household members voiced your opinions regarding the City to a City employee?

CIVIC1_2 – In the past 12 months, have you or your household members volunteered your time for to a group or activity to help others in your neighborhood?

Base: All respondents (n = 503)

Figure 41: Information Sources Used



INFO1 – Which of the following do you use to get information about the City of Renton?
Base: All respondents (n = 503) – Multiple select, results may sum to more than 100%

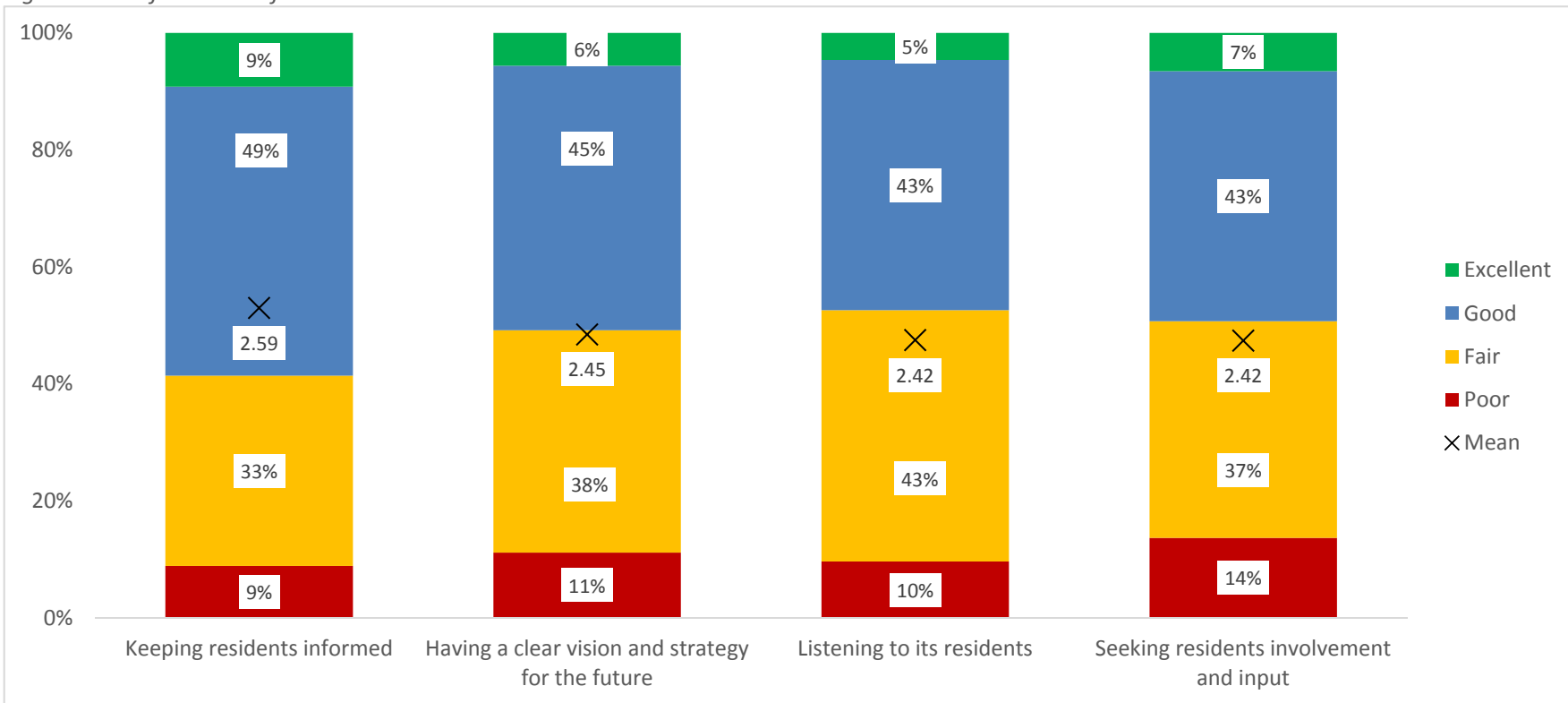
Government Vision and Involvement

The majority of residents believe that Renton is doing a “Good” or “Excellent” job of listening to and informing its residents.

There are no differences by demographics such as age, income, or race.

However, there are some differences by geography. Residents living in Cedar River and Kennydale feel most informed while those on the East Plateau and City Center feel the least informed.

Figure 43: Performance of Government’s Involvement with Residents



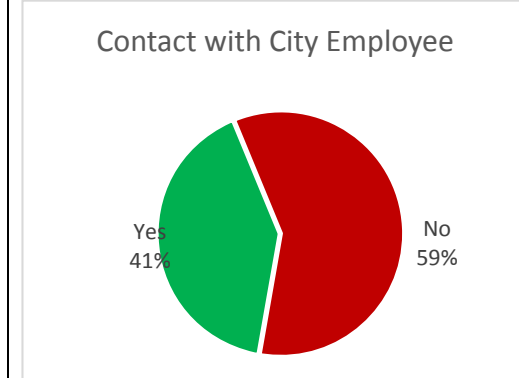
GA1 – How would you rate the job the Renton City Government does in each of the following? Base: All respondents (n = 503)

City Employees

Forty-one percent (41%) of Renton residents have had contact with an employee of the City.

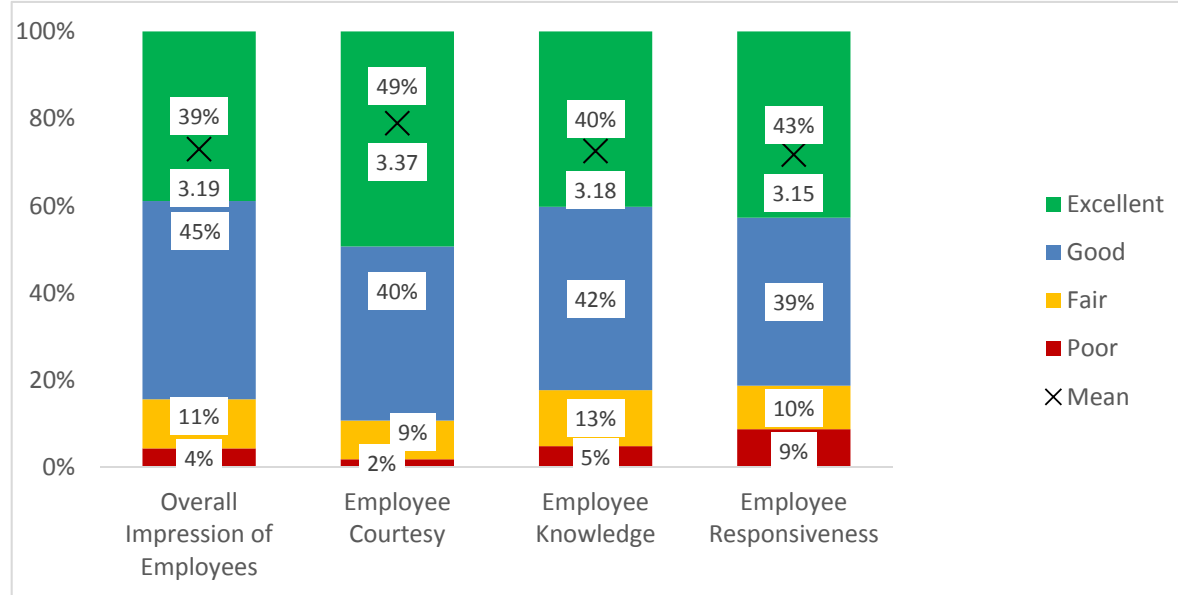
- Two thirds of those contacts are in person.
- Over 80 percent of residents rate the employees they have contacted as “Good” or “Excellent”

Figure 44: Contact with City Employees



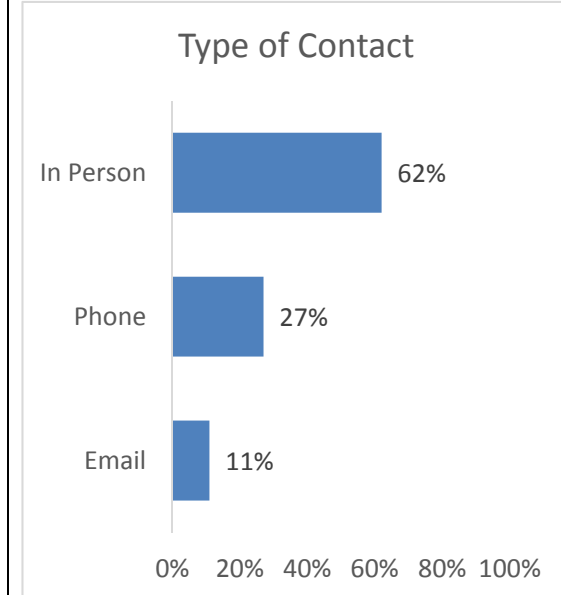
CE1 – In the past 12 months, have you had contact with an employee of the City of Renton? Base: All respondents (n = 503)

Figure 45: Performance of Renton City Employees



CIVIC1_2 – In the past 12 months, have you or your household members volunteered your time for to a group or activity to help others in your neighborhood?
Base: All respondents (n = 503)

Figure 46: Type of Contact with City Employees



CE2 – Was that contact in person, via email, or over the phone?
Base: Respondents with Contact with City Employees (n = 222)

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APPENDICES

APPENDIX I—ADDRESS-BASED SAMPLING

In the past, a random-digit dialing (RDD) telephone survey was used as the primary method with which to conduct resident surveys. Strict quotas were used to ensure representation demographic characteristics was inline with their actual incidence in the population. While RDD telephone survey research continues to be used widely, it has come under increased scrutiny due to the proliferation of cell phones, as well as declining response rates. This has called into question the representativeness of surveys conducted using traditional RDD samples.

To address the high incidence of cell phone–only households or households whose members primarily use cell phones, NWRG introduced a major methodological change to survey sampling beginning in 2010—address-based sampling. In 2015, the ABS methodology was enhanced with the introduction of geo-targeted cell phone sample.

The sample frame consisted of a list of all addresses in Renton as defined by census block groups –including those indicating that post office boxes are the only way they get mail. This list was then matched against a comprehensive database to determine if the household had a matching cell phone or landline telephone number.

- 1) If a matching phone number was found, the household was called via landline and asked to complete the survey by phone.
- 2) If no matching phone number was found, the household was sent a letter signed by the Mayor asking them to complete the survey online.

The table on the next page shows the distribution of landline vs. cell phone households for each sample type compared the population estimate (obtained from the 2013 National Health Statistics Report).

Table 10: Distribution of Landline versus Cell Phone Households

	Unweighted				Weighted				Population Estimate (2013 NHS) ²
	Landline Sample	Cell Sample	Web Sample	Total Sample	Landline Sample	Cell Sample	Web Sample	Total Sample	
Only have a cell phone	0%	36%	66%	25%	0%	42%	70%	31%	46%
Primarily use a cell phone	6%	57%	13%	21%	5%	51%	12%	21%	16%
Use landline and cell phone	47%	6%	13%	28%	44%	6%	11%	24%	21%
Primarily use a landline	33%	1%	4%	18%	35%	1%	4%	16%	10%
Only have a landline	15%	0%	4%	8%	16%	0%	4%	8%	5%

The next table shows age and gender breakouts for each sample type.

Table 11: Respondent Demographics by Phone versus Web Sample (unweighted)

	Gender			Age			
	Landline Sample	Cell Sample	Web Sample	Landline Sample	Cell Sample	Web Sample	
Male	45%	58%	52%	18 to 34	7%	32%	28%
Female	55%	42%	48%	35 to 54	34%	46%	43%
				55+	59%	21%	29%

The passage below from Centris Marketing Intelligence sums up a few of the key advantages of using address-based sampling.

Recent advances in database technologies along with improvements in coverage of household addresses have provided a promising alternative for surveys that require representative samples of households. Obviously, each household has an address and virtually all households receive mail from the U.S. Postal Service (USPS)... Given the evolving problems associated with telephone surveys on the one hand, and the exorbitant cost of on-site enumeration of housing units in area probability sampling applications on the other, many researchers are considering the use of [USPS databases] for sampling purposes. Moreover, the growing problem of non-response—which is not unique to any individual mode of survey administration—suggests that more innovative approaches will be necessary to improve survey participation. These are among the reasons why multi-mode methods for data collection

² National Health Statistics Reports – Wireless Substitution: State-level Estimates from the National Health Interview Survey, 2012 <http://www.cdc.gov/nchs/data/nhsr/nhsr070.pdf>

*are gaining increasing popularity among survey and market researchers. It is in this context that address-based sample designs provide a convenient framework for an effective administration of surveys that employ multi-mode alternatives for data collection.*³

APPENDIX II—RESPONSE RATES

Response rates are calculated using formulas provided by the American Association for Public Opinion Research (www.aapor.org). The formula used takes into consideration the number of phone numbers dialed, the number of eligible contacts reached (18+ live in Renton, etc.), and the number of ineligible households dialed (no one over 18, not in Renton, etc.).

The AAPOR calculation is generally only used for telephone based surveys. The reason for this is that precise disposition records can be kept each time a phone number is dialed, specifically for numbers dialed that did not result in a completed survey. With mail or online samples, the specific reasons for non-completion are unknown. While the AAPOR calculation can be applied it is not as exact.

Table 12: Response Rates by Mode – Resident Survey

	ABS LANDLINE	ABS CELL	TARGETED LANDLINE	TARGETED CELL	TOTAL PHONE	WEB	GRAND TOTAL
TOTAL COMPLETED INTERVIEWS	131	95	55	32	448	190	503
RESPONSE RATE	18.79%	5.23%	8.32%	5.06%	8.75%	4.46%	6.61%
CONTACT RATE	54.14%	24.82%	31.69%	26.65%	33.76%	100.00%	52.95%
COOPERATION RATE	41.41%	27.07%	35.00%	24.46%	32.77%	4.46%	13.55%

Contact rate is the proportion of all cases in which some responsible member of the housing unit was reached for the survey. Cooperation rate is the proportion of all cases interviewed of all eligible units contacted. Response rates are the number of completed interviews with reporting units divided by the number of eligible reporting units in the sample.

³ White Paper, Address-based Sampling, Centris Marketing Intelligence, December 2008.

APPENDIX III—WEIGHTING

The weights were applied in two stages. The first stage weight adjusted for sample frame type by taking the proportion in the sample frame and dividing by the proportion of completed interviews for each sample type. The second weight is a post-stratification weight to make adjustments for imperfections in the sample and to ensure that the final sample represents the general population in Renton. Specifically, a raking weight was applied to ensure that gender, age, race, and income distributions of the sample match those of all Renton residents.

While quotas were created to minimize the differences between the sampled population and the actual population, it is common to find that older individuals—those 55 years old and older—are over-represented in general population studies. Conversely, younger residents—those between 18 and 24 years of age—are under-represented in general population studies. The enhanced methodology used for this study provided a fairly representative sample, but weighting was still used to ensure that differences in responses over the years are not a factor of differences in the characteristics of the respondents in the final sample. The purpose of weighting is to create a multiplier to adjust the final sample distribution so that the survey results better reflect the population. This is done by applying a multiplier to each individual based on that person's age and gender. Older residents receive a smaller multiplier (e.g., 0.8) while younger residents receive a higher multiplier (e.g., 1.2).

Table 13: Weighting—Unweighted and Weighted Data Compared to Renton Population

	2015 Renton Survey (unweighted)	2015 Renton Survey (weighted)	Renton Population*
Gender			
Male	52%	50%	50%
Female	48%	50%	50%
Age**			
18–34	20%	34%	34%
35–54	37%	40%	40%
55 Plus	43%	26%	26%
Race			
White Alone	65%	55%	55%
Not White Alone	35%	45%	45%
Income			
Less than \$35,000	20%	26%	26%
\$35,000 or greater	79%	74%	74%
Children in Household			
None	28%	31%	68%
One or More	72%	69%	32%
Home Ownership			
Own	71%	67%	52%
Rent	29%	33%	43%
Years Lived in Renton			
0–5	24%	29%	N/A
6–10	21%	23%	
11–20	23%	21%	
21 or More	32%	27%	

*Source for population figures: All data are 2013 American Survey five-year estimates.

**Note: Age was imputed for respondents who refused their age.

APPENDIX IV—UNWEIGHTED AND WEIGHTED BASE SIZES

Unless otherwise noted, all reported statistics are based on weighted base sizes. For reference, the table below provides both weighted and unweighted base sizes for each subgroup of respondents shown in this report.

Weighted versus Unweighted Base Sizes	
All Respondents	By Community Planning Area
2015 (n = 503)	Benson 2015 (n = 126, n _w weighted = 118)
Groups of Respondents	City Center 2015 (n = 51, n _w weighted = 50)
Contact with Renton City Employee 2015 (n = 222, n _w weighted = 206)	Highlands 2015 (n = 139, n _w weighted = 142)
	West Hill 2015 (n = 26, n _w weighted = 28)
	Talbot 2015 (n = 43, n _w weighted = 39)
	East Plateau 2015 (n = 54, n _w weighted = 60)
	Cedar River 2015 (n = 34, n _w weighted = 35)
	Kennydale 2015 (n = 30, n _w weighted = 31)

APPENDIX V—MARGIN OF ERROR

The margin of error is a statistic expressing the amount of random sampling error in a survey's results. The larger the margin of error, the less faith one should have that the survey's reported results are close to the true figures—that is, the figures for the whole population. The margin of error decreases as the sample size increases, but only to a point. Moreover, the margin of error is greater when there is more dispersion in responses—for example, 50 percent respond yes and 50 percent respond no—than when opinions are very similar—for example, 90 percent respond yes and 10 percent respond no. The margin of error in the Renton Resident Survey is generally no greater than plus or minus 4.3 percentage points at a 95 percent confidence level. This means that if the same question were asked of a different sample but using the same methodology, 95 times out of 100, the same result within the stated range would be achieved.

The following table provides additional insights into the margin of error with different sample sizes. The proportions shown in the table below

Table 14: Error Associated with Different Proportions at Different Sample Sizes

Sample Size	Maximum Margin of Error
30	17.8%
50	13.9%
100	9.8%
200	6.9%
300	5.7%
400	4.9%
600	4.0%
800	3.5%

APPENDIX VI — RESIDENT QUESTIONNAIRE

City of Renton 2015 Resident Survey
 NWRG Project Number: CAG-15-188
 DATE LAST MODIFIED: 11/11/2015

TEXT CONVENTIONS

RED TEXT DENOTES PROGRAMMING INSTRUCTIONS

TEXT IN ALLCAPS IS NOT READ TO RESPONDENTS

Text in Yellow highlight indicates question is still being considered in conjunction with the client

Text in Grey highlight indicates questions to be deleted as necessary for time saving purposes

WEB PROGRAMMING INSTRUCTIONS

[ALL 998/999 OPTIONS SHOULD BE HIDDEN FOR WEB RESPONDENTS UNLESS/UNTIL THE RESPONDENT TRIES TO ENTER PAST THE QUESTION WITHOUT PROVIDING A RESPONSE]

[SHOW “UNREAD” RESPONSE OPTIONS, AND USE SENTENCE CASE (CAPITALIZE FIRST LETTER OF WORD / PHRASE ONLY)]

[RATING SCALES MUST BE SHOWN IN THE FORMAT BELOW:]

	Much Worse Than Other Communities											Much Better Than Other Communities
	0	1	2	3	4	5	6	7	8	9	10	
Easy to get around by car	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Public transportation available to where I need to go	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

SAMPLE PLAN

Total # of Completes 500+	
Completes by Sample Type	
RDD Landline	175
RDD Cellphone	125
(Online)	200(+)
Quotas	
Male 18+	Minimum 223
Male 18-34	Minimum 61
Male 55+	Maximum 84
Female 18+	Maximum 277
Female 18-34	Minimum 59
Female 55+	Maximum 98
Race – White Alone	Maximum 301
Race – Not White Only	Minimum 199
Low income – Under \$35,000/yr	Minimum 155

INTRODUCTION

[BASE: ALL RESPONDENTS]

[PROGRAMMING: SECTION FOR TIMING]

[ONLY DISPLAY FOR WEB RESPONDENTS: LOGIN WILL NOT BE DISPLAYED IN TEST LINK]WEB LOGIN

Please enter your unique user name from the mailing you received:

[ONLY DISPLAY FOR PHONE RESPONDENTS]ISCALLIN**(DO NOT READ) INTERVIEWER:** Did this respondent call-in to do the survey?**IF YOU ARE NOT SURE, CODE "No" BELOW.**

1. Yes, respondent called in **[SKIP QUOTA EVAL ON AGE/GENDER]**
2. No, regular outbound dialing

[DISPLAY FOR PHONE RESPONDENTS ONLY]

INTROTEL **[PHONE NOTATION] (REREAD THIS SCREEN IF YOU HAVE A NEW RESPONDENT ON THE PHONE, OTHERWISE PRESS >> TO GET INTO THE SURVEY)**

Hello. This is _____ with Northwest Research Group, calling on behalf of the City of Renton. We are conducting a survey to gather resident's opinions regarding satisfaction with City services and would like to include the opinions of your household.

The information will be used to help Renton plan for the future and improve services to the community. This study is being conducted for research purposes only, and everything you say will be kept strictly confidential. This call may be monitored and/or recorded for quality control purposes.

(IF NECESSARY) Your phone number has been randomly chosen for this study.

[DO NOT DISPLAY IF PHONE]

INTROWEB Thank you for agreeing to complete this important survey for the City of Renton. Your household is one of a small number of households randomly selected to participate in this survey so your participation is vital to the success of this research.

This study is being conducted for research purposes only and your responses will be kept strictly confidential. Your input will be used to help Renton plan for the future and improve services to the community.

ASK CP0 IF SAMPLETYPE=CELLPHONE
--

CP0 Are you currently driving a car or doing any activity requiring your full attention?

- 01 Yes **(END CALL AND SCHEDULE CALLBACK IN NUTTY) [SKIP TO THANK1]**
- 00 No
- 998 **[PHONE NOTATION: (DO NOT READ)]** Don't know
- 999 **[PHONE NOTATION: (DO NOT READ)]** Refused / Prefer not to answer

SCR1 **[PHONE SHOW]** To confirm, are you an adult head of your household and 18 years of age or older?
[WEB SHOW] Are you an adult head of your household and 18 years of age or older?

- 01 Yes
- 00 No
- 999 **[PHONE NOTATION: (DO NOT READ)]** Don't know / Prefer not to answer

[IF SCR1=00/999 (NO) AND SURVEY TYPE IS PHONE, ASK SCR1R]

[IF SCR1=00/999 AND SURVEY TYPE IS WEB, THANK AND TERM (THANK3)]

SCR1R May I please speak with an adult head of household 18 years of age or older?
(CLARIFY BETWEEN NO AND NOT AVAILABLE AND CODE ACCORDINGLY)

- 01 Yes **[GO BACK TO INTROTEL]**
- 02 Not Available **(SELECT THIS OPTION AND COLLECT RESPONDENT NAME SO THAT WE KNOW WHO TO CALLBACK - SCHEDULE A CALLBACK IN NUTTY AND RECORD NAME IN YOUR CALLBACK NOTES) [GO BACK TO INTROTEL, BUT ROUTE TO SCR1R]**
FIRST WHICH READS "Click the Next button to go back to the intro..."
- 03 No one in household 18 or older **[THANK AND TERM (THANK3)]**
- 04 Refused **[SCREENER REFUSAL (THANK2)]**

SCR2 Are you a current resident of Renton?
(AS NEEDED) Do you live within the Renton City Limits?

- 01 Yes
- 00 **[PHONE NOTATION: (DO NOT READ)]** No **[SKIP TO THANK4]**
- 999 **[PHONE NOTATION: (DO NOT READ)]** Don't know / Prefer not to answer **[SKIP TO THANK2]**

SCR4 Just to make sure that our study is representative of the City of Renton, **[PHONE SHOW: 'may I please have your age? / WEB SHOW: Please enter your age.]**

- ___ Enter Age **[RANGE 18 TO 120] [IF UNDER 18 TERMINATE – THANK3]**
 998 **[PHONE NOTATION: (DO NOT READ)]** Don't know
 999 **[PHONE NOTATION: (DO NOT READ)]** Prefer not to answer

ASK SCR4A IF SCR4=998 OR 999

SCR4A Which of the following categories does your age fall into? **[PHONE NOTATION: READ LIST UNTIL VALID RESPONSE IS GIVEN]**

- 01 18-24
 02 25-34
 03 35-44
 04 45-54
 05 55-64
 06 65 or older
 998 **[PHONE NOTATION: (DO NOT READ)]** Don't know
 999 **[PHONE NOTATION: (DO NOT READ)]** Prefer not to answer

**PROGRAMMER: CREATE VARIABLE, "AGE" MONITOR FOR DISTRIBUTION IN PORTAL
 VALUE LABELS FOR AGE (LOGIC IN PARENTHESIS)**

- 01 18 TO 34 [((SCR4 GE 18) AND (SCR4 LE 34)) OR (SCR4A = 01, 02)]**
02 35 TO 54 [((SCR4 GE 35) AND (SCR4 LE 54)) OR (SCR4A = 03, 04)]
03 55 PLUS [((SCR4 GE 55) AND (SCR4 LE 98)) OR (SCR4A = 05, 06)]
99 UNKNOWN [QSCR4A = 98, 99]

SCR5 **[PHONE SHOW] (RECORD RESPONDENT'S GENDER) (IF NEEDED)** Are you male or female?
[WEB SHOW] Are you . . .

- 01 Male
 02 Female
 998 **[PHONE NOTATION: (DO NOT READ)]** Don't know **[EXCLUSIVE]**
 999 **[PHONE NOTATION: (DO NOT READ)]** Refused / Prefer not to answer **[EXCLUSIVE]**

SCR6 Which categories do you consider yourself? **[PHONE NOTATION: (READ LIST, GET A YES OR NO AFTER EACH)]**

[PHONE NOTATION: (IF NECESSARY)] We only ask to ensure we include the opinions from all the residents of Renton.

- | | | |
|-----|---|--------------------|
| 01 | White | |
| 02 | Hispanic, Latino, or Spanish origin | |
| 03 | Black or African American | |
| 04 | Asian | |
| 05 | American Indian or Alaska Native | |
| 06 | Middle Eastern or North African | |
| 07 | Native Hawaiian or Other Pacific Islander | |
| 888 | [PHONE NOTATION: (DO NOT READ)] Other (Please specify) | [SPECIFY] |
| 998 | [PHONE NOTATION: (DO NOT READ)] Don't know | [EXCLUSIVE] |
| 999 | [PHONE NOTATION: (DO NOT READ)] Refused / Prefer not to answer | [EXCLUSIVE] |

**PROGRAMMER: CREATE VARIABLE, "RACE" MONITOR FOR DISTRIBUTION IN PORTAL
VALUE LABELS FOR RACE (LOGIC IN PARENTHESIS)**

01 WHITE-ONLY [SCR6=01 AND No OTHER SELECTION]

02 NoT WHITE-ONLY [SCR6=02 OR 03 OR 04 OR 06 OR 07]

03 OTHER/UNKNOWN [(SCR=888 AND No OTHER SELECTION) OR SCR6=998, 999]

SCR7 Is your overall household income above or below \$35,000 per year?

- | | |
|-----|---|
| 01 | Above \$35,000 |
| 02 | Below \$35,000 |
| 998 | [PHONE NOTATION: (DO NOT READ)] Don't know |
| 999 | [PHONE NOTATION: (DO NOT READ)] Refused / Prefer not to answer |

LIVABLE COMMUNITY
 [BASE: ALL]
 [PROGRAMMING: SECTION FOR TIMING]

NWRG1 **[PHONE SHOW]** Using a scale from 0 to 10 where “0” means the quality of life in Renton “does not meet your expectations at all” and “10” means the quality of life “greatly exceeds your expectations”, how would you rate the overall quality of life in Renton?

(IF DON'T KNOW/PREFER NOT TO ANSWER) Please use your best estimate, there are no right or wrong answers.

[WEB SHOW] How would you rate the overall quality of life in Renton?

Does Not Meet Expectations at All											Greatly Exceeds Expectations
0	1	2	3	4	5	6	7	8	9	10	

998 **[PHONE NOTATION: (DO NOT READ)]** Don't know

999 **[PHONE NOTATION: (DO NOT READ)]** Prefer not to answer

NWRG2 **[PHONE SHOW]** Using the same expectations scale, how would you rate the overall quality of services provided by the City of Renton?

(IF DON'T KNOW/PREFER NOT TO ANSWER) Please use your best estimate, there are no right or wrong answers.

[WEB SHOW] How would you rate the overall **quality of services** provided by the City of Renton?

Does Not Meet Expectations at All											Greatly Exceeds Expectations
0	1	2	3	4	5	6	7	8	9	10	

998 **[PHONE NOTATION: (DO NOT READ)]** Don't know

999 **[PHONE NOTATION: (DO NOT READ)]** Prefer not to answer

NWRG3 Compared with other cities and towns, how would you rate Renton as a place to live?

[PHONE SHOW] Use a scale from 0 to 10 where 0 means “Significantly worse than other cities and towns” and 10 means “significantly better than other cities and towns”

[PHONE NOTATION: (IF DON'T KNOW/PREFER NOT TO ANSWER) Please use your best estimate, there are no right or wrong answers.]

Significantly worse than other cities and towns										Significantly better than other cities and towns
0	1	2	3	4	5	6	7	8	9	10

998 [PHONE NOTATION: (DO NOT READ)] Don't know / Not familiar with other cities and towns
 999 [PHONE NOTATION: (DO NOT READ)] Prefer not to answer

NWRG4 [PHONE SHOW] Using a scale from "0" to "10" where "0" means "Strongly headed in the wrong direction" and 10 means "Strongly headed in the right direction", overall, would you say that Renton is headed in the right or wrong direction?

(IF DON'T KNOW/PREFER NOT TO ANSWER) Please use your best estimate, there are no right or wrong answers.

[WEB SHOW] Overall, would you say that **Renton** is headed in the right or wrong direction?

Strongly headed in the wrong direction										Strongly headed in right direction
0	1	2	3	4	5	6	7	8	9	10

998 [PHONE NOTATION: (DO NOT READ)] Don't know
 999 [PHONE NOTATION: (DO NOT READ)] Prefer not to answer

NWRG5 [PHONE SHOW] Thinking about services and facilities in Renton, do you feel you are getting your money's worth for your tax dollar or not? Please use a scale from 0 to 10 where "0" means "definitely not getting your money's worth" and "10" means "definitely getting your money's worth."

(IF DON'T KNOW/PREFER NOT TO ANSWER) Please use your best estimate, there are no right or wrong answers.

[WEB SHOW] Thinking about services and facilities in Renton, do you feel you are getting your money's worth for your tax dollar or not?

Definitely not getting my money's worth										Definitely getting my money's worth
0	1	2	3	4	5	6	7	8	9	10

998 [PHONE NOTATION: (DO NOT READ)] Don't know
 999 [PHONE NOTATION: (DO NOT READ)] Prefer not to answer

GENERAL LIVABILITY

[BASE: ALL]

[PROGRAMMING: SECTION FOR TIMING]

GLINT Please rate Renton on each of the following. . . [PHONE NOTATION: (READ LIST)]

[RANDOMIZE DISPLAY ORDER]

GL1_1 As a place to raise children?

GL1_2 As a place to work?

GL1_3 Your **neighborhood** as a place to live?

01 Poor

02 Fair

03 Good

04 Excellent

998 [PHONE NOTATION: (DO NOT READ)] Don't know

999 [PHONE NOTATION: (DO NOT READ)] Prefer not to answer

GL4 How would you rate Renton in terms of having a vibrant downtown with sufficient activities and shopping? [PHONE NOTATION: (READ LIST)]

01 Poor

02 Fair

03 Good

04 Excellent

998 [PHONE NOTATION: (DO NOT READ)] Don't know

999 [PHONE NOTATION: (DO NOT READ)] Prefer not to answer

GL5INT How would you rate Renton on each of the following. . . **[PHONE NOTATION: (READ LIST)]**

[RANDOMIZE DISPLAY ORDER]

- GL5_3 Availability of recreation activities
- GL5_4 Well-planned residential neighborhoods
- GL5_5 Well-planned business Zones
- GL5_6 Employment opportunities in Renton
- GL5_7 Providing support for people in need

- 01 Poor
- 02 Fair
- 03 Good
- 04 Excellent
- 998 **[PHONE NOTATION: (DO NOT READ)]** Don't know
- 999 **[PHONE NOTATION: (DO NOT READ)]** Prefer not to answer

DIVERSITY AND INCLUSION
[BASE: ALL]
[PROGRAMMING: SECTION FOR TIMING]

DI1 How would you rate Renton's openness and willingness to include people of diverse backgrounds? **[PHONE NOTATION: (READ LIST)]**

- 01 Poor
- 02 Fair
- 03 Good
- 04 Excellent
- 998 **[PHONE NOTATION: (DO NOT READ)]** Don't know
- 999 **[PHONE NOTATION: (DO NOT READ)]** Prefer not to answer

D12 How would you rate the job Renton government does to reach out to and include its diverse cultural and language populations? **[PHONE NOTATION: (READ LIST)]**

- 01 Poor
- 02 Fair
- 03 Good
- 04 Excellent
- 998 **[PHONE NOTATION: (DO NOT READ)]** Don't know
- 999 **[PHONE NOTATION: (DO NOT READ)]** Prefer not to answer

D13 Now, using a scale from 0 to 10 where 0 means "not at all familiar" and 10 means "very familiar," how familiar are you with services provided by the City of Renton to reach out and include its diverse cultural and language populations?

Not at all familiar										Very familiar
0	1	2	3	4	5	6	7	8	9	10

- 998 **[PHONE NOTATION: (DO NOT READ)]** Don't know
- 999 **[PHONE NOTATION: (DO NOT READ)]** Prefer not to answer

D14 Have you used any of these services?

- 01 Yes
- 00 No
- 998 **[PHONE NOTATION: (DO NOT READ)]** Don't know
- 999 **[PHONE NOTATION: (DO NOT READ)]** Prefer not to answer

ACTIVITIES AND EVENTS

[BASE: ALL]

[PROGRAMMING: SECTION FOR TIMING]

AE1INT In the past 12 months, have you or anyone in your household... **[PHONE NOTATION: (READ LIST, GET A YES OR NO AFTER EACH) (IF YES, CLARIFY) Is that you or another person in your household?]**

[RANDOMIZE DISPLAY ORDER]

- AE1_1 Participated in a Renton recreation program?
- AE1_2 Visited a neighborhood or city park?
- AE1_3 Attended a visual or performing arts event in Renton?
- AE1_4 Visited Renton's History Museum?
- AE1_5 Participated in a City event or activity such as River Days, Holiday Lights or 4th of July Fireworks?
- AE1_6 Visited the Farmers Market or other downtown events?
- AE1_7 Gone to film festival events?
- AE1_8 Gone to the Renton Car Show?
- AE1_9 Attended Neighborhood Picnics?

- 01 Yes - Myself
- 02 Yes – Another person in the household
- 03 No – No one
- 998 **[PHONE NOTATION: (DO NOT READ)]** Don't know
- 999 **[PHONE NOTATION: (DO NOT READ)]** Prefer not to answer

AE2INT To what extent do you agree or disagree that City sponsored special events and activities...**[PHONE NOTATION: (READ LIST)]**

[RANDOMIZE DISPLAY ORDER]

- AE2_1 Promote awareness of Renton's amenities **[PHONE SHOW: (ah-men-it-eez)]** to residents and visitors?
- AE2_2 Build a sense of community
- AE2_3 Are a good use of public resources?

- 01 Strongly Disagree
- 02 Somewhat Disagree
- 03 Neither Agree nor Disagree
- 04 Somewhat Agree
- 05 Strongly Agree
- 998 **[PHONE NOTATION: (DO NOT READ)]** Don't know
- 999 **[PHONE NOTATION: (DO NOT READ)]** Prefer not to answer

SITUATIONAL SAFETY

[BASE: ALL]

[PROGRAMMING: SECTION FOR TIMING]

SS1INT Using the scale Very Unsafe, Somewhat Unsafe, neither Safe nor Unsafe, Somewhat Safe, or Very Safe, How safe or unsafe do you feel while walking alone in the following situations? **[PHONE NOTATION: (REREAD LIST IF NECESSARY)]**

[RANDOMIZE DISPLAY ORDER]

- SS1_1 In your neighborhood during the day?
- SS1_2 In your neighborhood after dark?
- SS1_3 In the Landing during the day?
- SS1_4 In Downtown Renton during the day?
- SS1_5 In Downtown Renton after dark?
- SS1_6 In Renton's city and neighborhood parks?
- SS1_7 Along Renton's trails?
- SS1_8 In the Landing after dark?

- 01 Very Unsafe
- 02 Somewhat Unsafe
- 03 Neither Safe nor Unsafe
- 04 Somewhat Safe
- 05 Very Safe
- 998 **[PHONE NOTATION: (DO NOT READ)]** Don't know
- 999 **[PHONE NOTATION: (DO NOT READ)]** Prefer not to answer

POLICE
 [BASE: ALL]
 [PROGRAMMING: SECTION FOR TIMING]

PDINT Now, using a scale from 0 to 10 where 0 means “not at all confident” and 10 means “very confident,” from what you have experienced, seen, or heard, how confident are you in Renton’s **police department** to...?

[RANDOMIZE DISPLAY ORDER]

PD1 Respond to emergencies in a timely manner?

PD2 Consistently enforce the laws?

Not at all confident											Very confident
0	1	2	3	4	5	6	7	8	9	10	

998 [PHONE NOTATION: (DO NOT READ)] Don't know

999 [PHONE NOTATION: (DO NOT READ)] Prefer not to answer

PD4 Overall, how would you rate the approachability of Police Officers in Renton? Use a 0 to 10 where 0 means “not at all approachable” and 10 means “very approachable.”

Not at all approachable											Very approachable
0	1	2	3	4	5	6	7	8	9	10	

998 [PHONE NOTATION: (DO NOT READ)] Don't know

999 [PHONE NOTATION: (DO NOT READ)] Prefer not to answer

FIRE / EMS
 [BASE: ALL]
 [PROGRAMMING: SECTION FOR TIMING]

FIRE1 Using a scale from 0 to 10 where 0 means “not at all confident” and 10 means “very confident,” from what you have experienced, seen, or heard, how confident are you in Renton’s **Fire and EMS** department to respond to emergencies in a timely manner?

Not at all confident											Very confident
0	1	2	3	4	5	6	7	8	9	10	

998 [PHONE NOTATION: (DO NOT READ)] Don’t know
 999 [PHONE NOTATION: (DO NOT READ)] Prefer not to answer

FIRE3 Overall, how would you rate the approachability of **Fire and EMS** personnel in Renton? Use a 0 to 10 where 0 means “not at all approachable” and 10 means “very approachable.”

Not at all approachable											Very approachable
0	1	2	3	4	5	6	7	8	9	10	

998 [PHONE NOTATION: (DO NOT READ)] Don’t know
 999 [PHONE NOTATION: (DO NOT READ)] Prefer not to answer

DISASTER PREPAREDNESS

[BASE: ALL]

[PROGRAMMING: SECTION FOR TIMING]

DP1 Emergency services states that households should have 5 to 7 days worth of food and water in order to be adequately prepared for emergencies. Using that as a guide, how prepared is your household for a disaster or emergency such as an earthquake or major storm? **[PHONE NOTATION: (READ LIST)]**

- 01 Not at all Prepared
- 02 Not Very Prepared
- 03 Somewhat Prepared
- 04 Very Prepared
- 998 **[PHONE NOTATION: (DO NOT READ)]** Don't know
- 999 **[PHONE NOTATION: (DO NOT READ)]** Prefer not to answer

DP2 How knowledgeable are you about Emergency Preparedness programs offered by the City of Renton? **[PHONE NOTATION: (READ LIST)]**

- 01 Not at all Knowledgeable
- 02 Not Very Knowledgeable
- 03 Somewhat Knowledgeable
- 04 Very Knowledgeable
- 998 **[PHONE NOTATION: (DO NOT READ)]** Don't know
- 999 **[PHONE NOTATION: (DO NOT READ)]** Prefer not to answer

MOBILITY

[BASE: ALL]

[PROGRAMMING: SECTION FOR TIMING]

MOBINT These next questions are focused on travel within and through Renton. Please note that Renton has no control over major highways or interstates such as 167 or 405 so when thinking about travel, do not include these highways. How would you rate Renton on each of the following? **[PHONE NOTATION: (READ LIST)]**

[RANDOMIZE DISPLAY ORDER]

- MOB1 Overall ease of travelling?
- MOB2 Ease of car travel in Renton?
- MOB3 Ease of being able to walk to many different places?
- MOB4 Adequacy **[PHONE SHOW: (ad-uh-quah-see)]** of bike lanes and paths?
- MOB5 Adequacy **[PHONE SHOW: (ad-uh-quah-see)]** of local roads to support new residential and business developments?
- MOB6 Ability to get around Renton using public transportation?
- MOB7 Ability to get from Renton to/from other places in the Puget Sound using public transportation?

01 Poor

02 Fair

03 Good

04 Excellent

998 **[PHONE NOTATION: (DO NOT READ)]** Don't know999 **[PHONE NOTATION: (DO NOT READ)]** Prefer not to answer

UTILITIES AND MAINTENANCE

[BASE: ALL]

[PROGRAMMING: SECTION FOR TIMING]

UTILINT These next few questions are about Utilities and the Environment, how would you rate Renton on each of the following? **[PHONE NOTATION: (READ LIST)]**

- UTIL1_1 Maintenance of sidewalks and walkways?
- UTIL1_2 Street repair and maintenance?
- UTIL1_3 Garbage, yardwaste, and recycling collection service?
- UTIL1_4 Taste and cleanliness of Renton's drinking water?
- UTIL1_5 Protecting and restoring Renton's natural streams, lakes, and wetlands?

[RANDOMIZE DISPLAY ORDER]

- 01 Poor
- 02 Fair
- 03 Good
- 04 Excellent
- 998 **[PHONE NOTATION: (DO NOT READ)]** Don't know
- 999 **[PHONE NOTATION: (DO NOT READ)]** Prefer not to answer

UTIL2 To what extent are dilapidated **[PHONE SHOW: (dill-app-ah-day-ted)]** properties a problem in your neighborhood? Would you say they are a...? **[PHONE NOTATION: (READ LIST) (AS NEEDED)]** By dilapidated, we mean property in a state of disrepair due to age or neglect.]

- 01 Major Problem
- 02 Minor Problem
- 03 Not a Problem At All
- 998 **[PHONE NOTATION: (DO NOT READ)]** Don't know
- 999 **[PHONE NOTATION: (DO NOT READ)]** Prefer not to answer

UTIL3 How about in Renton overall, would you say that dilapidated **[PHONE SHOW: (dill-app-ah-day-ted)]** properties are a...? **[PHONE NOTATION: (READ LIST) (AS NEEDED)]** By dilapidated, we mean property in a state of disrepair due to age or neglect.]

- 01 Major Problem
- 02 Minor Problem
- 03 Not a Problem At All
- 998 **[PHONE NOTATION: (DO NOT READ)]** Don't know
- 999 **[PHONE NOTATION: (DO NOT READ)]** Prefer not to answer

UTIL4 How would you rate Renton's efforts to enforce codes related to property maintenance issues such as weeds, junk lots or abandoned buildings? **[PHONE NOTATION: (READ LIST)]**

- 01 Poor
- 02 Fair
- 03 Good
- 04 Excellent
- 998 **[PHONE NOTATION: (DO NOT READ)]** Don't know
- 999 **[PHONE NOTATION: (DO NOT READ)]** Prefer not to answer

UTIL5 How good a job does Renton do with each of the following? **[PHONE NOTATION: (READ LIST)]**

[RANDOMIZE DISPLAY ORDER]

UTIL5_1 Providing access to and preservation of open spaces such as trails, parks, and wetlands?
 UTIL5_2 Quality of the natural environment?

- 01 Poor
- 02 Fair
- 03 Good
- 04 Excellent
- 998 **[PHONE NOTATION: (DO NOT READ)]** Don't know
- 999 **[PHONE NOTATION: (DO NOT READ)]** Prefer not to answer

CIVIC ENGAGEMENT

[BASE: ALL]

[PROGRAMMING: SECTION FOR TIMING]

CIVIC1 In the past 12 months, have you or your household members...? **[PHONE NOTATION: (READ LIST, GET A YES OR NO AFTER EACH) (IF YES, CLARIFY) Is that you or another person in your household?]**

[RANDOMIZE DISPLAY ORDER]

CIVIC1_1 Voiced your opinions regarding the City to a City employee?

CIVIC1_2 Volunteered your time for to a group or activity to help others in your neighborhood?

- 01 Yes - Myself
- 02 Yes – Another person in the household
- 03 No – No one
- 998 **[PHONE NOTATION: (DO NOT READ)]** Don't know
- 999 **[PHONE NOTATION: (DO NOT READ)]** Prefer not to answer

INFORMATION SOURCES

[BASE: ALL]

[PROGRAMMING: SECTION FOR TIMING]

INFO1 Which of the following do you use to get information about the City of Renton? **[PHONE NOTATION: (READ LIST, GET A YES OR NO AFTER EACH)]**

[MULTIPLE SELECT – RANDOMIZE DISPLAY ORDER]

- 01 Renton's E-Newsletter, "Byte of Renton"
- 02 Social media such as Facebook, Twitter, or YouTube
- 03 The "Renton Reporter"
- 04 Information in utility bill such as the "Renton City News"
- 05 Renton Parks brochure
- 06 Renton's website **[PHONE NOTATION: (AS NEEDED)]** rentonwa.gov] **[WEB SHOW]** (rentonwa.gov)
- 07 Cable Access Chanel 21
- 888 **[PHONE NOTATION: (DO NOT READ)]** OTHER **[SPECIFY]**
- 998 **[PHONE NOTATION: (DO NOT READ)]** Don't know
- 999 **[PHONE NOTATION: (DO NOT READ)]** Prefer not to answer

GOVERNMENT ACTIONS

[BASE: ALL]

[PROGRAMMING: SECTION FOR TIMING]

GA1INT How would you rate the job Renton City Government does in...? [PHONE NOTATION: (READ LIST)]

[RANDOMIZE DISPLAY ORDER]

- GA1_1 Keeping residents informed?
 - GA1_2 Seeking residents involvement and input?
 - GA1_3 Having a clear vision and strategy for the future?
 - GA1_5 Listening to its residents?
-
- 01 Poor
 - 02 Fair
 - 03 Good
 - 04 Excellent
 - 998 [PHONE NOTATION: (DO NOT READ)] Don't know
 - 999 [PHONE NOTATION: (DO NOT READ)] Prefer not to answer

CITY EMPLOYEES

[BASE: ALL]

[PROGRAMMING: SECTION FOR TIMING]

CE1 In the past 12 months, have you had contact with an employee of the City of Renton?

- 01 Yes
- 00 No
- 998 [PHONE NOTATION: (DO NOT READ)] Don't know
- 999 [PHONE NOTATION: (DO NOT READ)] Prefer not to answer

ASK CE2 TO CE2_4 IF CE1 = 01

CE2 Was that contact in person, via email, or over the phone?

- 01 In person
- 02 Email
- 03 Phone
- 998 [PHONE NOTATION: (DO NOT READ)] Don't know
- 999 [PHONE NOTATION: (DO NOT READ)] Prefer not to answer

GOV3INT In your most recent contact, how would you rate City of Renton employees on each of the following? [PHONE NOTATION: (READ LIST)]

[RANDOMIZE DISPLAY ORDER]

- GOV3_1 Overall knowledge?
- GOV3_2 Responsiveness?
- GOV3_3 Courtesy?
- GOV3_4 Your overall impression of City of Renton employees?

- 01 Poor
- 02 Fair
- 03 Good
- 04 Excellent
- 998 [PHONE NOTATION: (DO NOT READ)] Don't know
- 999 [PHONE NOTATION: (DO NOT READ)] Prefer not to answer

STANDARD DEMOGRAPHICS

[BASE: ALL]

[PROGRAMMING: SECTION FOR TIMING]

DEMOINT These final questions will help us group your answers with others.

DEMO1 Including yourself, how many people currently live in your household? **(IF MORE THAN 10, ENTER 10)**

- _____ ENTER NUMBER OF INDIVIDUALS **[RANGE 1 TO 10]**
 998 **[PHONE NOTATION: (DO NOT READ)]** Don't know
 999 **[PHONE NOTATION: (DO NOT READ)]** Refused / Prefer not to answer

[ASK DEMO1A IF DEMO1 >1]

DEMO1A Including yourself, how many people currently live in your household in each of the following age categories? **[PHONE NOTATION: (READ LIST, GET A RESPONSE FOR EACH)]**

[LOGIC CHECK: SUM OF RESPONSES TO CATEGORIES BELOW SHOULD BE EQUAL TO NUMBER GIVEN IN DEMO1]

- _____ 65 and over
 _____ 18 to 64
 _____ 13 to 17
 _____ 5 to 12
 _____ Under the age of 5
 998 **[PHONE NOTATION: (DO NOT READ)]** Don't know
 999 **[PHONE NOTATION: (DO NOT READ)]** Refused / Prefer not to answer

LANG1 Do you speak a language other than English at home?

- 01 Yes
 00 No
 998 **[PHONE NOTATION: (DO NOT READ)]** Don't know
 999 **[PHONE NOTATION: (DO NOT READ)]** Refused / Prefer not to answer

[ASK IF LANG1 = 01]

LANG2 What is this language?

- 01 Spanish
 888 Other Language **(Please specify) [SPECIFY]**
 998 **[PHONE NOTATION: (DO NOT READ)]** Don't know
 999 **[PHONE NOTATION: (DO NOT READ)]** Refused / Prefer not to answer

[ASK IF LANG1 = 01]

LANG3 How well do you speak English? Would you say...? **[PHONE NOTATION: (READ LIST)]**

- 01 Very well
- 02 Well
- 03 Not very well
- 04 Not at all
- 998 **[PHONE NOTATION: (DO NOT READ)]** Don't know
- 999 **[PHONE NOTATION: (DO NOT READ)]** Refused / Prefer not to answer

DEMO2 How many years have you lived in Renton? **[PHONE NOTATION: (IF NECESSARY)]** If you have lived in the city for less than a full answer, please answer with 0.

- _____ ENTER NUMBER OF YEAR **[RANGE 0 TO 120]**
- 998 **[PHONE NOTATION: (DO NOT READ)]** Don't know
 - 999 **[PHONE NOTATION: (DO NOT READ)]** Refused / Prefer not to answer

DEMO3 Do you own or rent your residence?

- 01 Own
- 02 Rent
- 998 **[PHONE NOTATION: (DO NOT READ)]** Don't know
- 999 **[PHONE NOTATION: (DO NOT READ)]** Refused / Prefer not to answer

DEMO4 What is the highest grade or year of school you completed? **[PHONE NOTATION: (READ LIST IF NECESSARY, UNTIL VALID RESPONSE IS GIVEN)]**

- 01 Never attended school or only completed Kindergarten
- 02 Grades 1 through 8 (Elementary)
- 03 Grades 9 through 11 (Some high school)
- 04 High School graduate or GED (High School Graduate)
- 05 College 1 to 3 years (Some college or technical school)
- 06 College 4 years (College graduate)
- 07 Graduate school (Advanced degree)
- 998 **[PHONE NOTATION: (DO NOT READ)]** Don't know

999 [PHONE NOTATION: (DO NOT READ)] Refused / Prefer not to answer

DEMO5 What is the approximate total annual income of all members of your household? [PHONE NOTATION: (READ LIST UNTIL VALID RESPONSE IS GIVEN)]

01 Less than \$10,000

02 \$10,000 to less than \$20,000

03 \$20,000 to less than \$35,000

04 \$35,000 to less than \$50,000

05 \$50,000 to less than \$75,000

06 \$75,000 to less than \$100,000

07 \$100,000 to less than \$150,000

08 \$150,000 or more

998 [PHONE NOTATION: (DO NOT READ)] Don't know

999 [PHONE NOTATION: (DO NOT READ)] Refused / Prefer not to answer

TEL Which of the following best describes how you make or receive calls at home? [PHONE NOTATION: (READ LIST IF NECESSARY)]

01 Only have a cell phone (To make or receive calls)

02 Primarily use a cell phone

04 Use both a landline or cell phone equally

05 Primarily use a landline

06 Only have a landline (To make or receive calls)

998 [PHONE NOTATION: (DO NOT READ)] Don't know

999 [PHONE NOTATION: (DO NOT READ)] Refused / Prefer not to answer

THANKS

- THANKEND Thank you very much for your time. Your participation will assist the City of Renton better plan for the future and improve services to the community.
[PHONE NOTATION] (INTERVIEWER: CODE IN CATI AS “COMPLETE”)
[WEB NOTATION] You may now close your browser window.
- THANK1 I'm sorry for disturbing you. When would be a better time to call back?
[PHONE NOTATION] (INTERVIEWER: SCHEDULE A CALLBACK IN NUTTY)
[WEB NOTATION] You may now close your browser window.
[CODE AS CELL PHONE INCOMPLETE AND ALLOW SURVEY REENTRY. THE SURVEY SHOULD OPEN BACK UP TO INTROTEL]
- THANK2 I'm sorry, but we cannot continue without that information. Have a good day/evening.
[PHONE NOTATION] (INTERVIEWER: CODE IN CATI AS “SCREENER REFUSAL”)
[WEB NOTATION] You may now close your browser window.
[THESE SHOULD NOT FACTOR INTO THE INCIDENCE FORMULA]
- THANK3 Thank you but we are only interviewing heads of household who are 18 years of age and older.
[PHONE NOTATION] (INTERVIEWER: CODE IN CATI AS “NQ TERM: AGE”)
[WEB NOTATION] You may now close your browser window.
- THANK4 Thank you but we are only interviewing residents of Renton.
[PHONE NOTATION] (INTERVIEWER: CODE IN CATI AS “NQ TERM: GEO”)
[WEB NOTATION] You may now close your browser window.