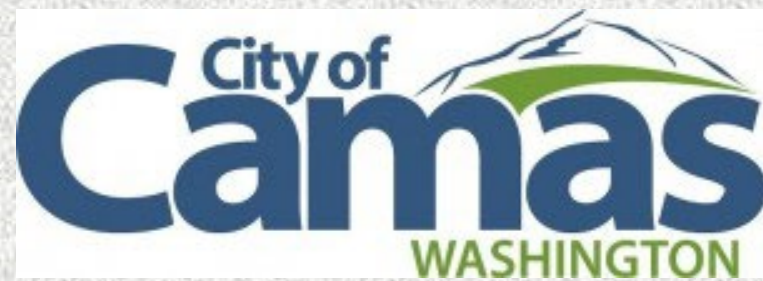


2022 Community Survey

City of Camas, Washington



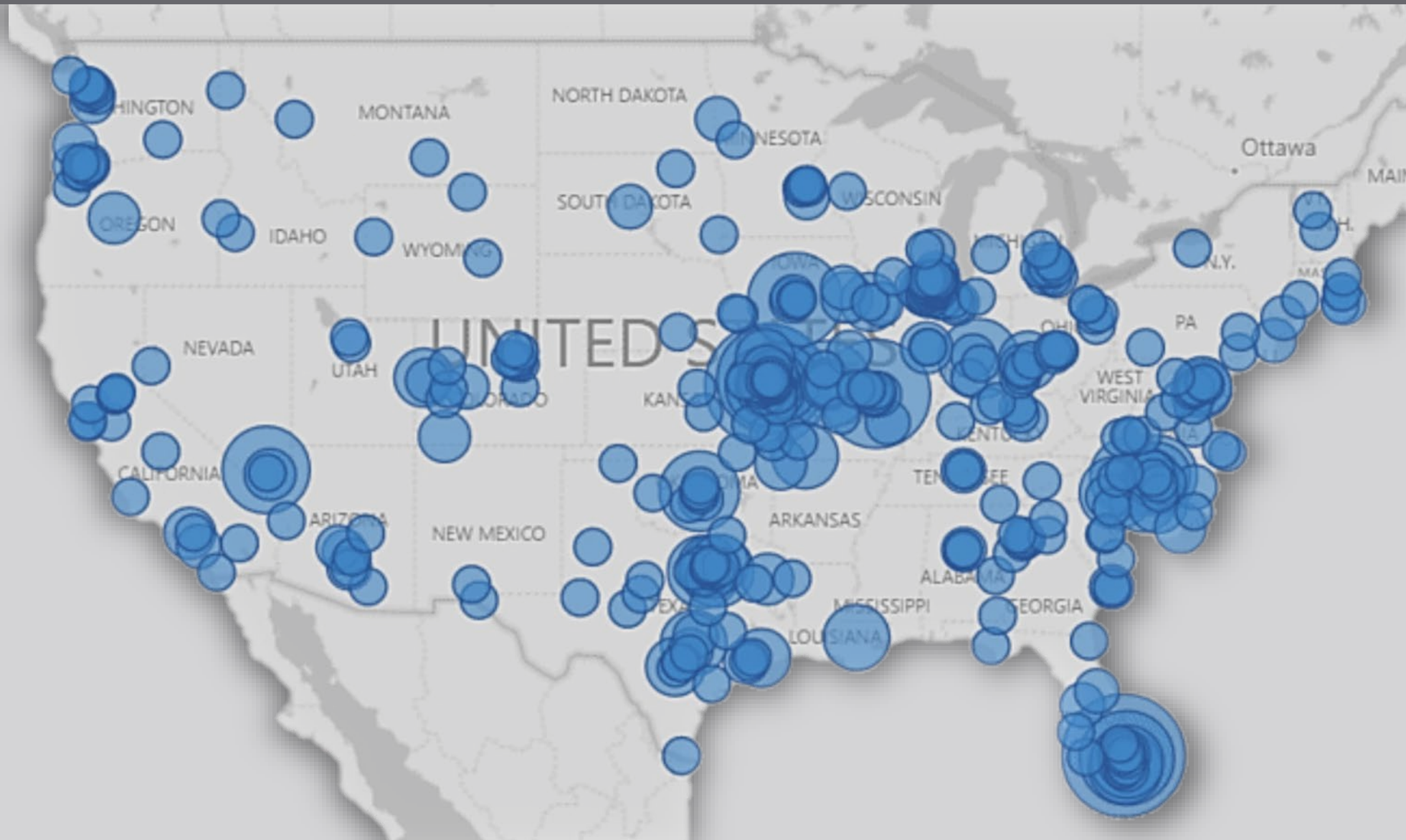
PRESENTED BY

ETC
INSTITUTE

MARCH 2023

ETC Institute is a National Leader in Market Research for Local Governmental Organizations

For more than 40 years, our mission has been to help city and county governments gather and use survey data to enhance organizational performance.



More Than 2,500,000 Person's Surveyed Since 2013 for More Than 1,000 Communities in 49 States

Agenda

- **Purpose and Methodology**
- **What We Learned**
- **Major Survey Findings**
- **Summary**
- **Questions**

Purpose

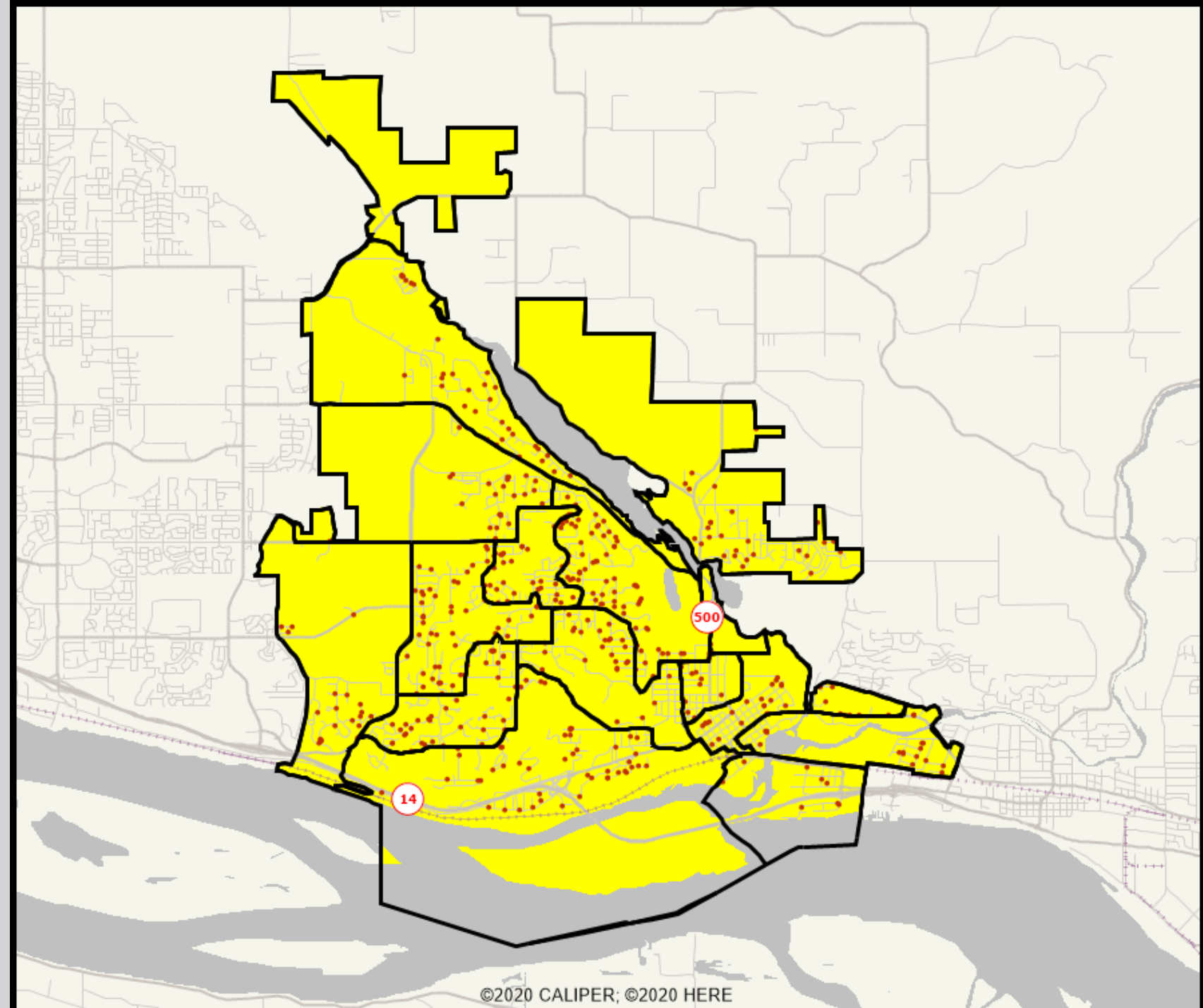
- **To objectively assess resident satisfaction with the delivery of major City services**
- **To help determine priorities for the community**
- **To measure trends from previous surveys**
- **To compare the City's performance with other communities regionally and nationally**

Methodology

- **Survey Description**
 - **Seven-page survey; included many of the same questions asked on previous surveys**
 - **3rd Community Survey conducted for the City**
- **Method of Administration**
 - **By mail and online to randomly selected sample of City residents**
- **Sample Size**
 - **447 completed surveys (goal was 400)**
 - **Margin of error: +/- 4.6% at the 95% level of confidence**

Location of Survey Respondents

- Good representation throughout the City
- Demographics of survey respondents reflects the actual population of the City
 - Age
 - Race/Ethnicity
 - Gender



What We've Learned

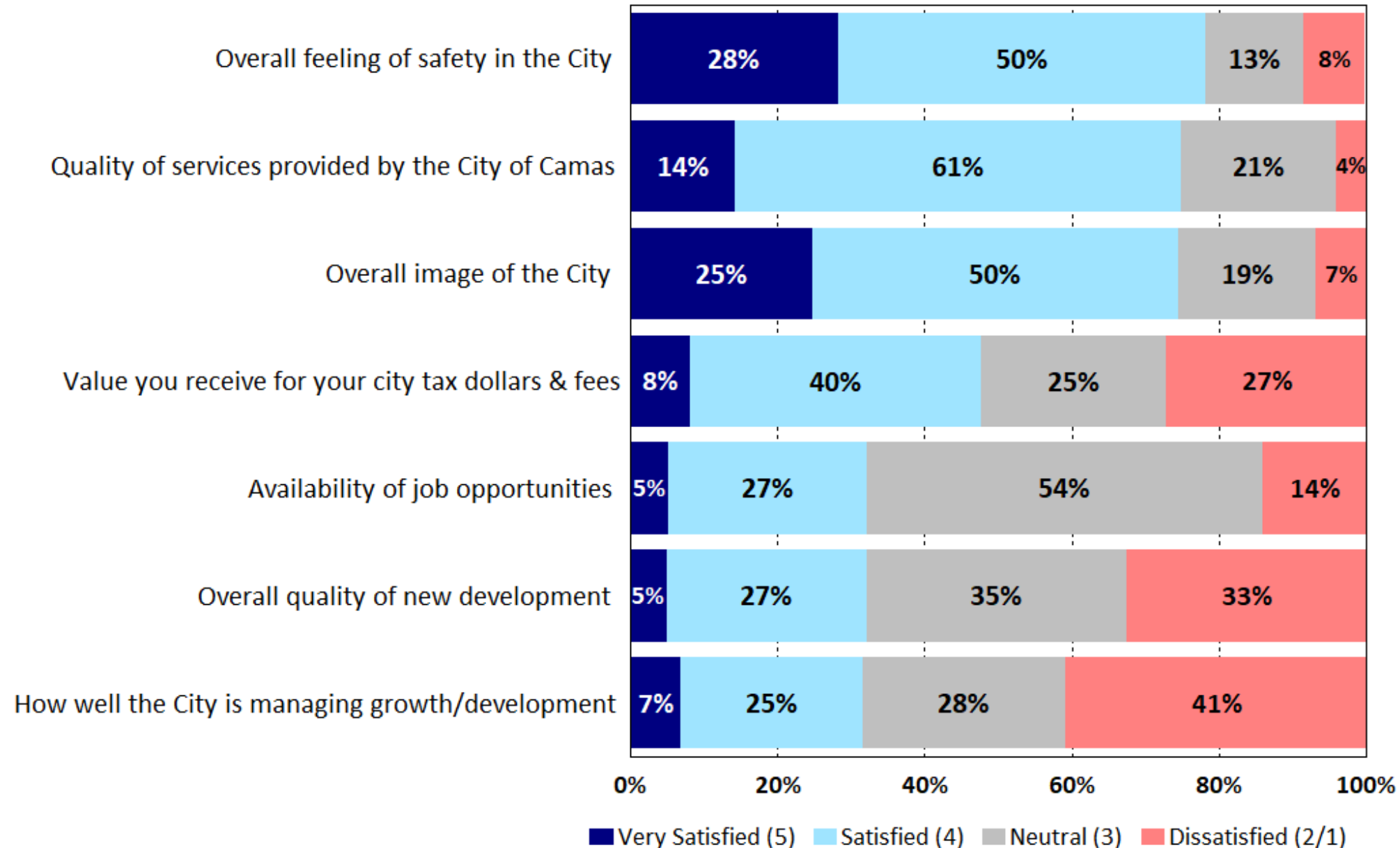
- **Residents Have a Very Positive Perception of Camas**
 - **87% Are Satisfied with the Overall Quality of Life in Camas**
- **Satisfaction with City Services Is Much Higher in Camas Than Other Cities**
 - **Camas Rated Above the U.S. Average in 32 of 40 Areas**
 - **Satisfaction with the Overall Quality of City Services Rated 24% Above the U.S. Average**
 - **Satisfaction with Customer Service Rated 35% Above the U.S. Average**
- **Top Overall Priorities:**
 - **Economic Development**
 - **Maintenance of City Streets**
 - **Communication with the Public**

Topic #1

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

Q3. Satisfaction with Items That Influence Perceptions of the City

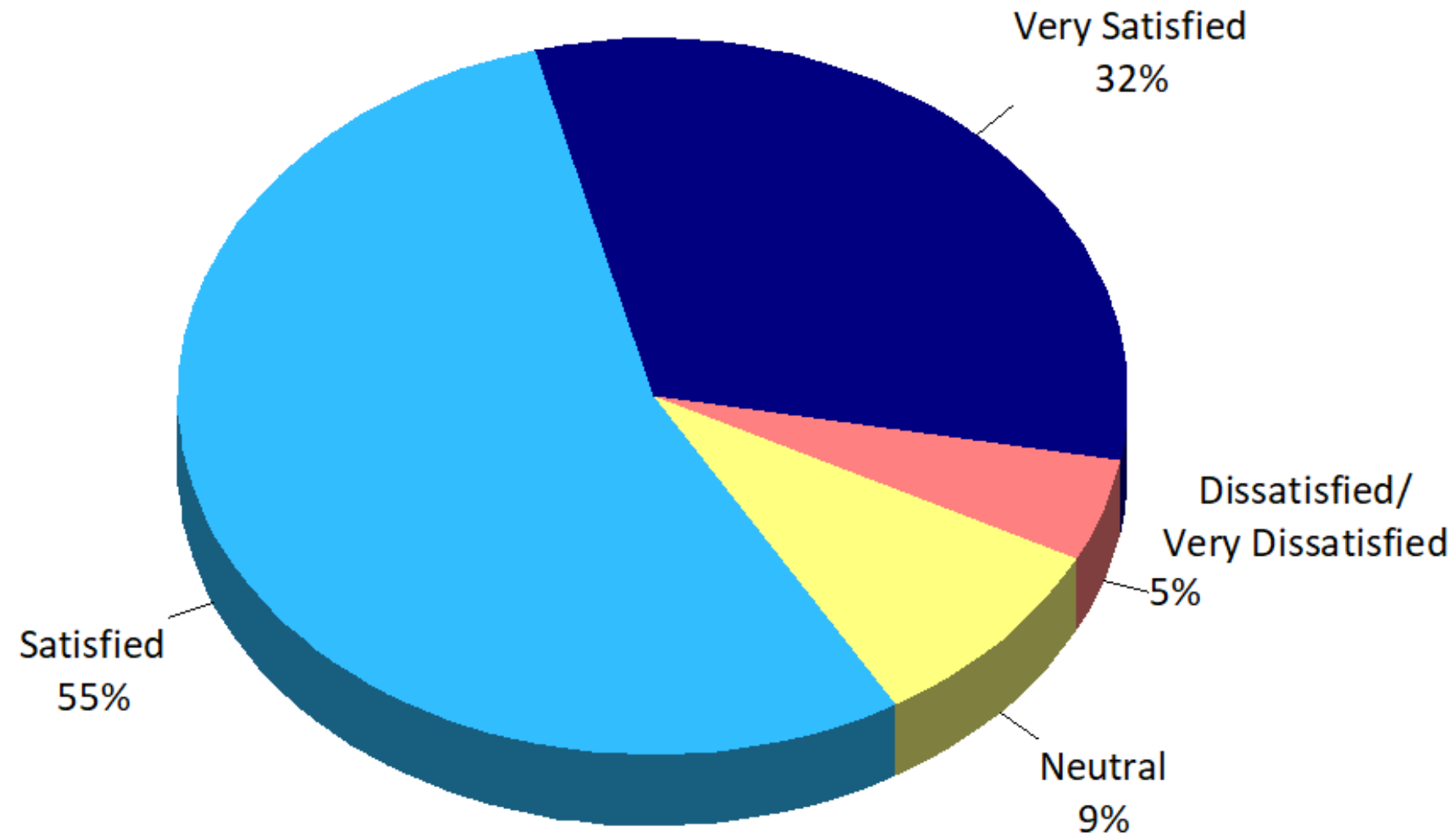
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "don't know")



75% Are Satisfied with the Overall Quality of City Services; Only 4% Are Dissatisfied

Q4. How satisfied are you with the overall quality of life in the City of Camas?

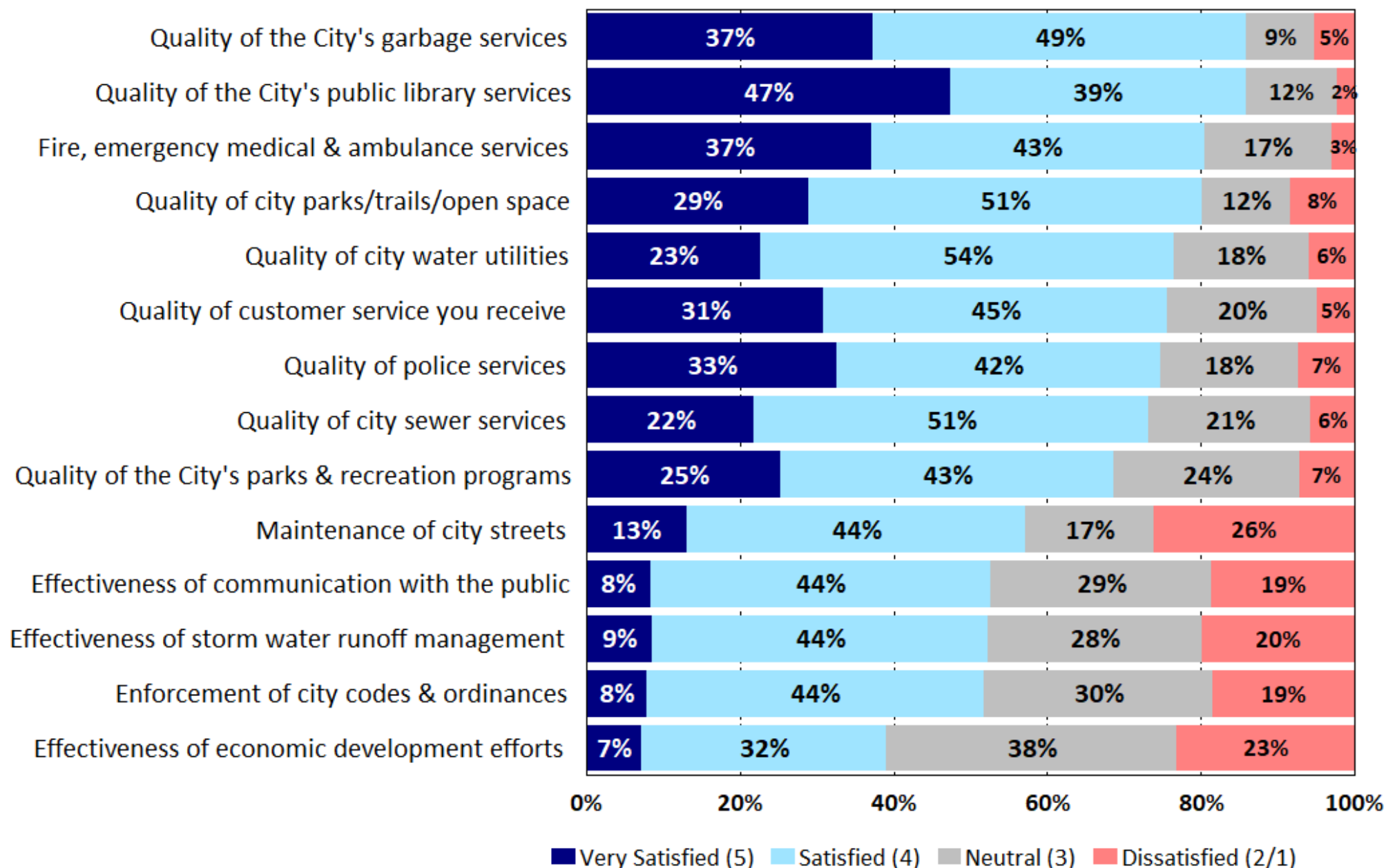
by percentage of respondents (excluding "don't know")



87% Are Satisfied with the Quality of Life in Camas

Q1. Overall Satisfaction with City Services by Major Category

by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "don't know")



Satisfaction Is High for City Services

Topic #2

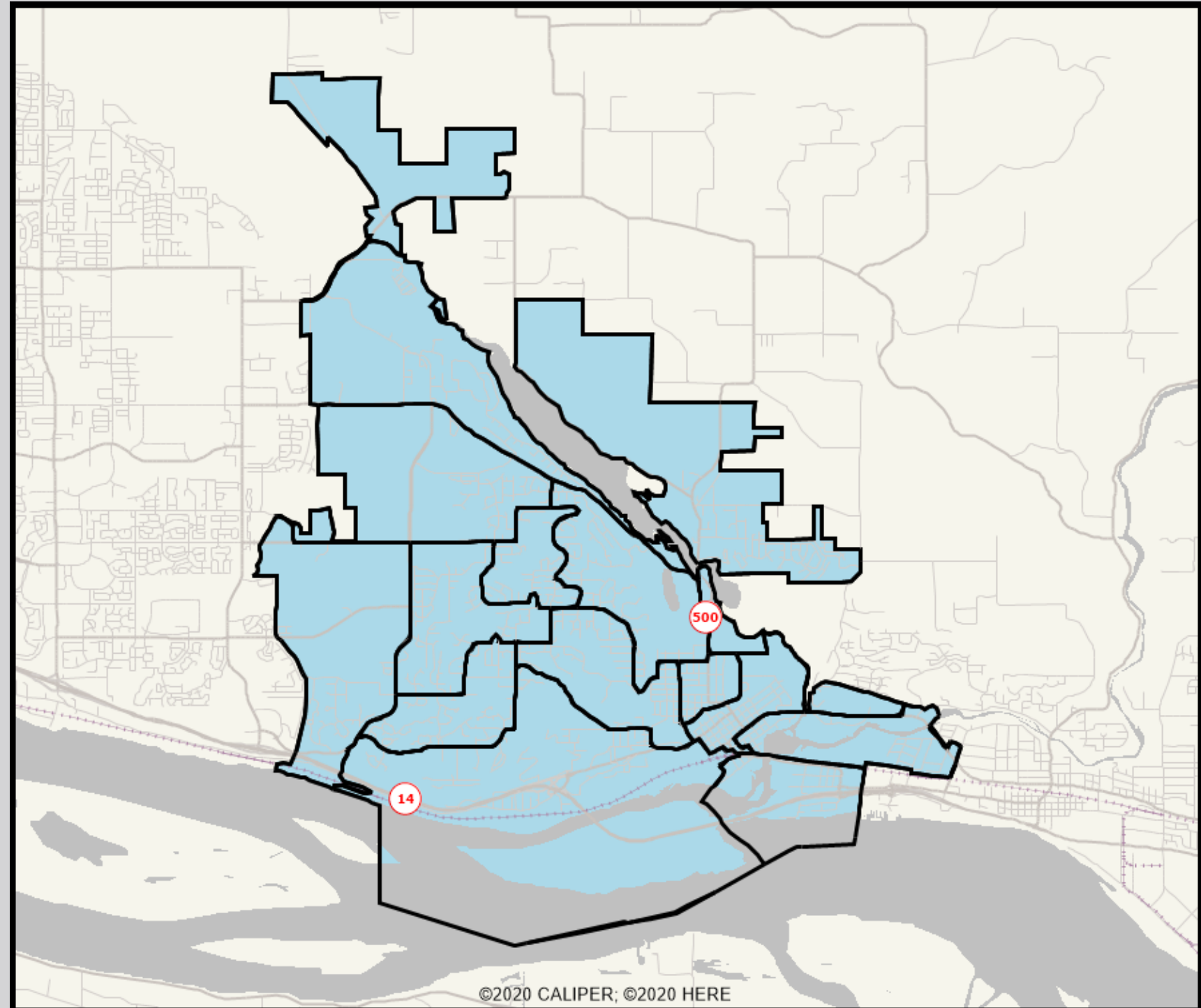
**Satisfaction with City Services Is High
in All Areas of the City**

Overall Quality of City Services

ALL Areas Are in Blue, Indicating That Residents in All Parts of the City Are Satisfied with the Overall Quality of City Services

Legend

- Very Satisfied
- Satisfied
- Neutral
- Dissatisfied
- Very Dissatisfied
- No Response

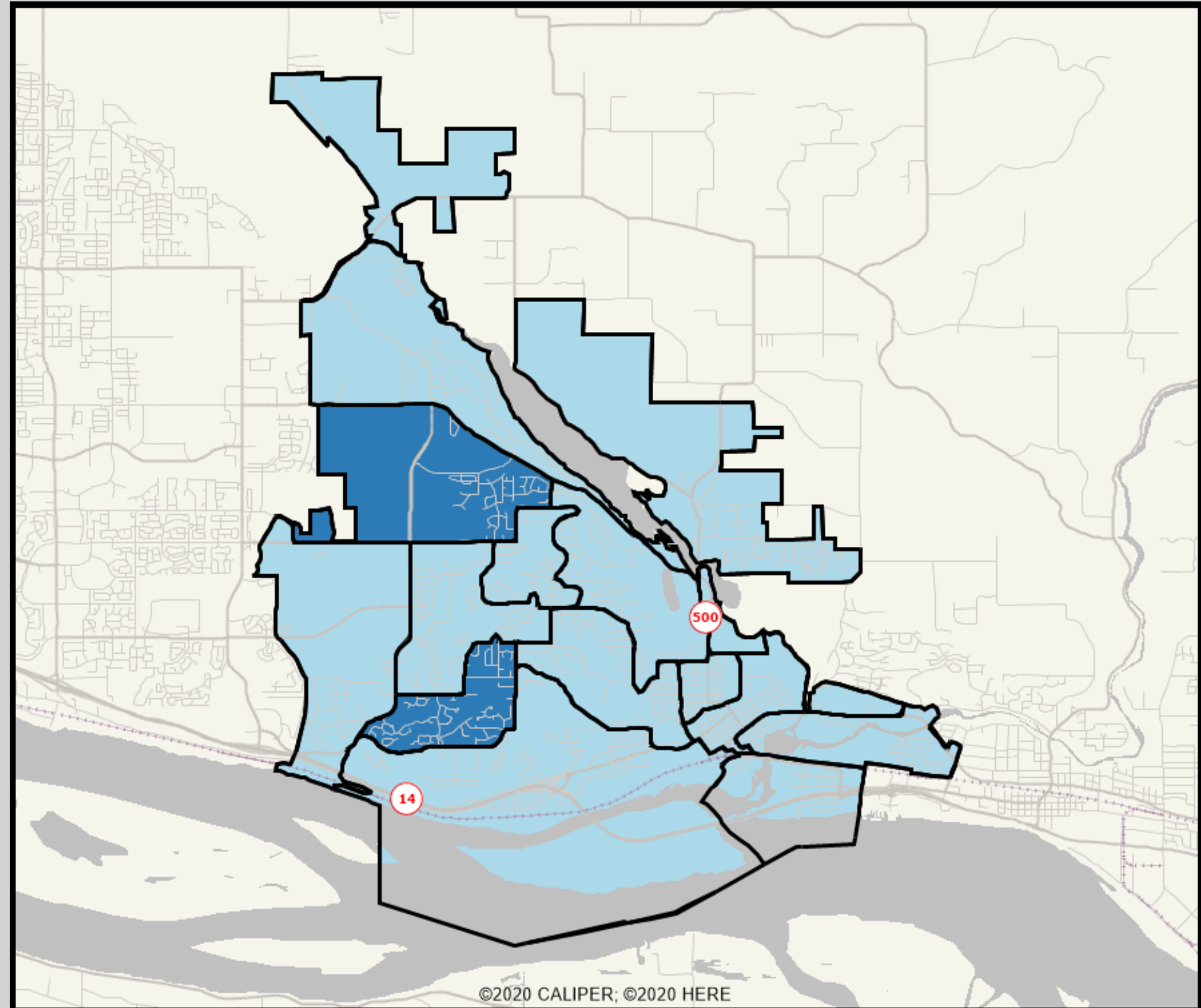


Overall Quality of Life in Camas

ALL Areas Are in Blue, Indicating That Residents in All Parts of the City Are Satisfied with the Overall Quality of Life in Camas

Legend

- Very Satisfied
- Satisfied
- Neutral
- Dissatisfied
- Very Dissatisfied
- No Response



Topic #3

**Satisfaction with City Services Is Much Higher
in Camas Than Other Cities**

Benchmarking Analysis

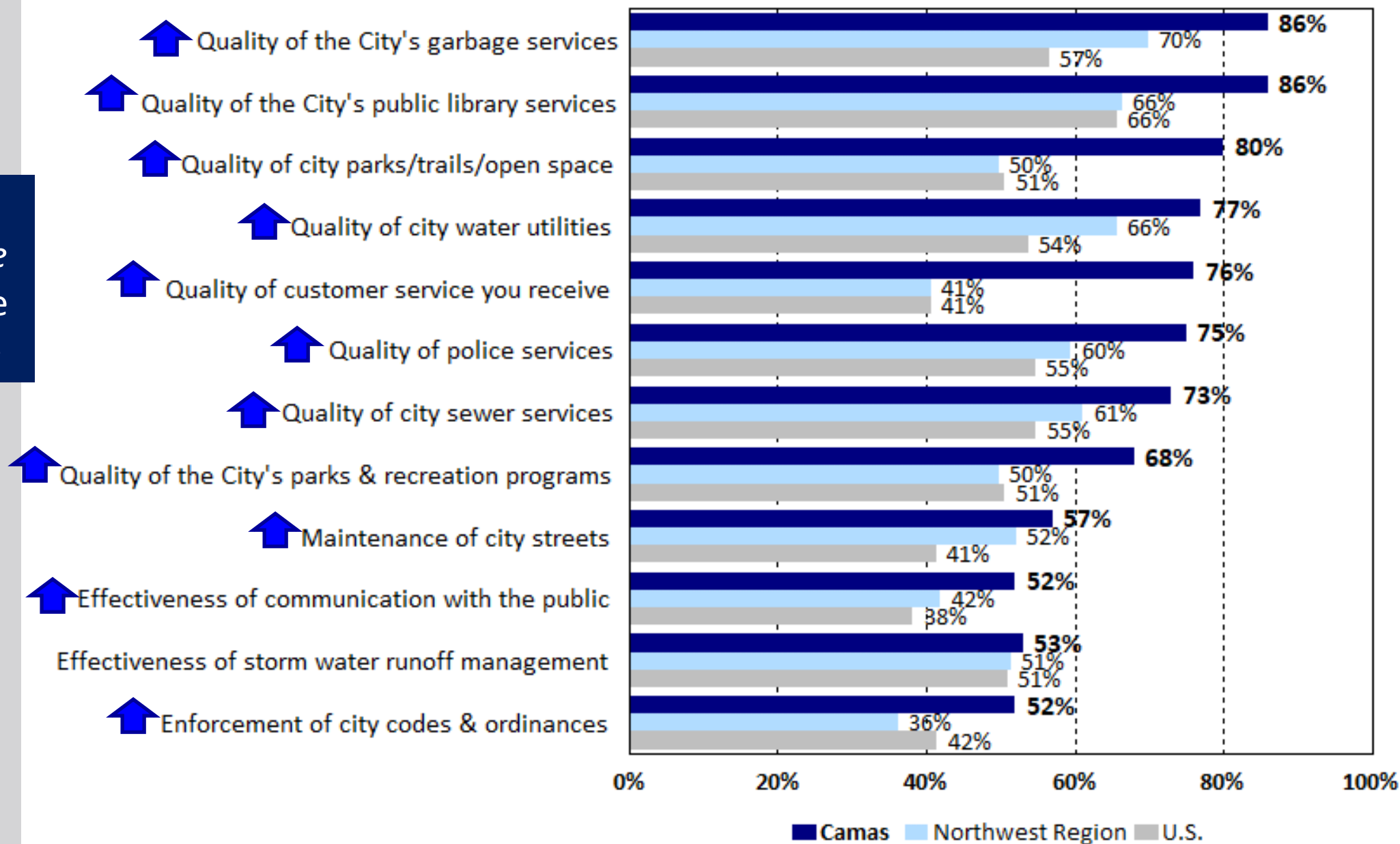
Camas Rates Above the U.S. Average in 32 of 40 Areas
Camas Rates *Significantly* Higher (5% or more) in 23 Areas

Camas Rates Above the Northwest Average in 32 of 40 Areas
Camas Rates *Significantly* Higher (5% or more) in 24 Areas

Satisfaction with Major Categories of Service Camas vs. Northwest Region vs. the U.S.

by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)

Satisfaction with
Customer Service
Rates 35% Above
the U.S. Average



Significantly Higher ↑

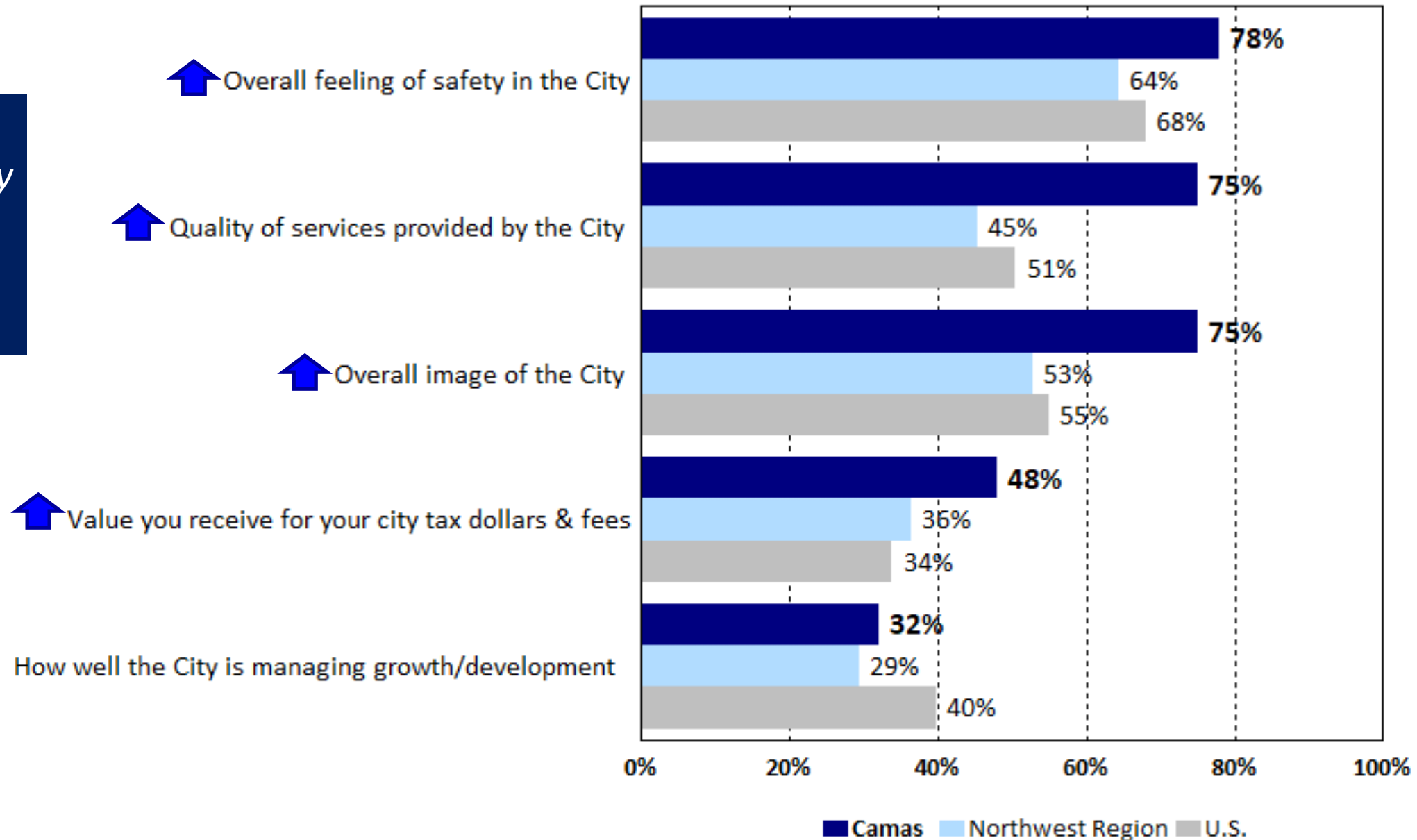
Significantly Lower ↓

Satisfaction with Perceptions of the City

Camas vs. Northwest Region vs. the U.S.

by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)

Satisfaction with
the *Overall Quality
of City Services*
Rates 24% Above
the U.S. Average



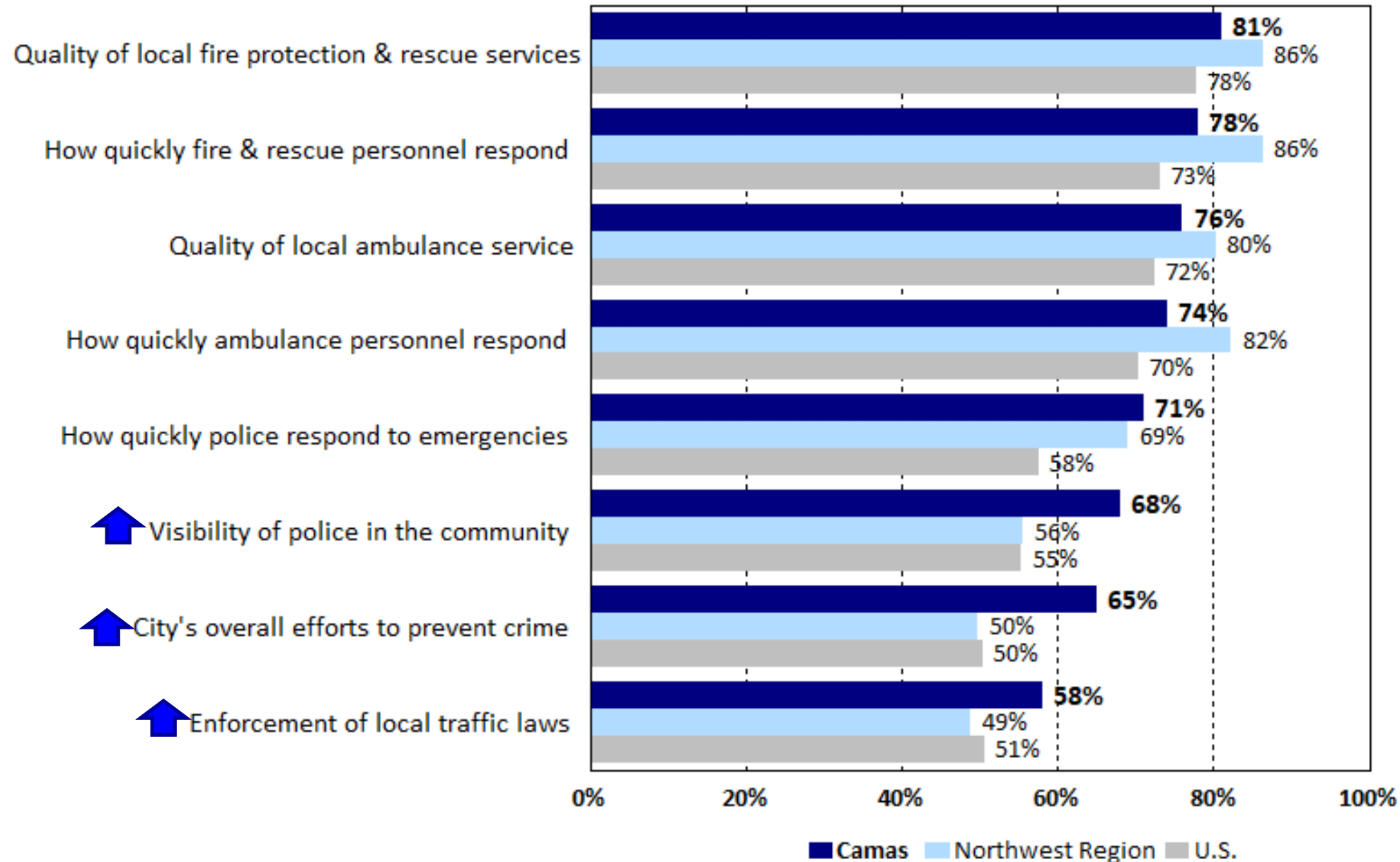
Significantly Higher ↑

Significantly Lower ↓

Overall Satisfaction with Public Safety

Camas vs. Northwest Region vs. the U.S.

by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



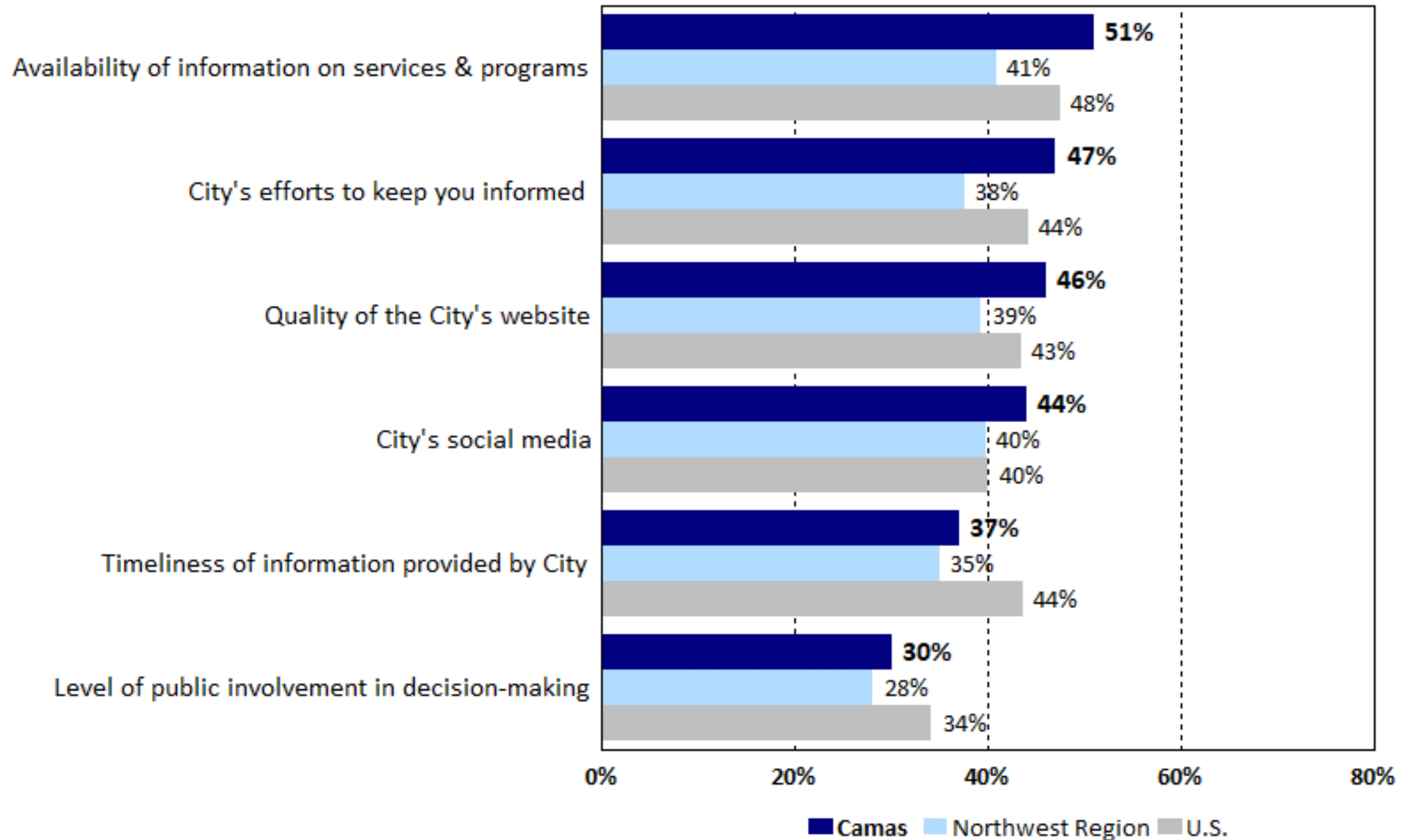
Significantly Higher ↑

Significantly Lower ↓

Overall Satisfaction with Communication

Camas vs. Northwest Region vs. the U.S.

by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



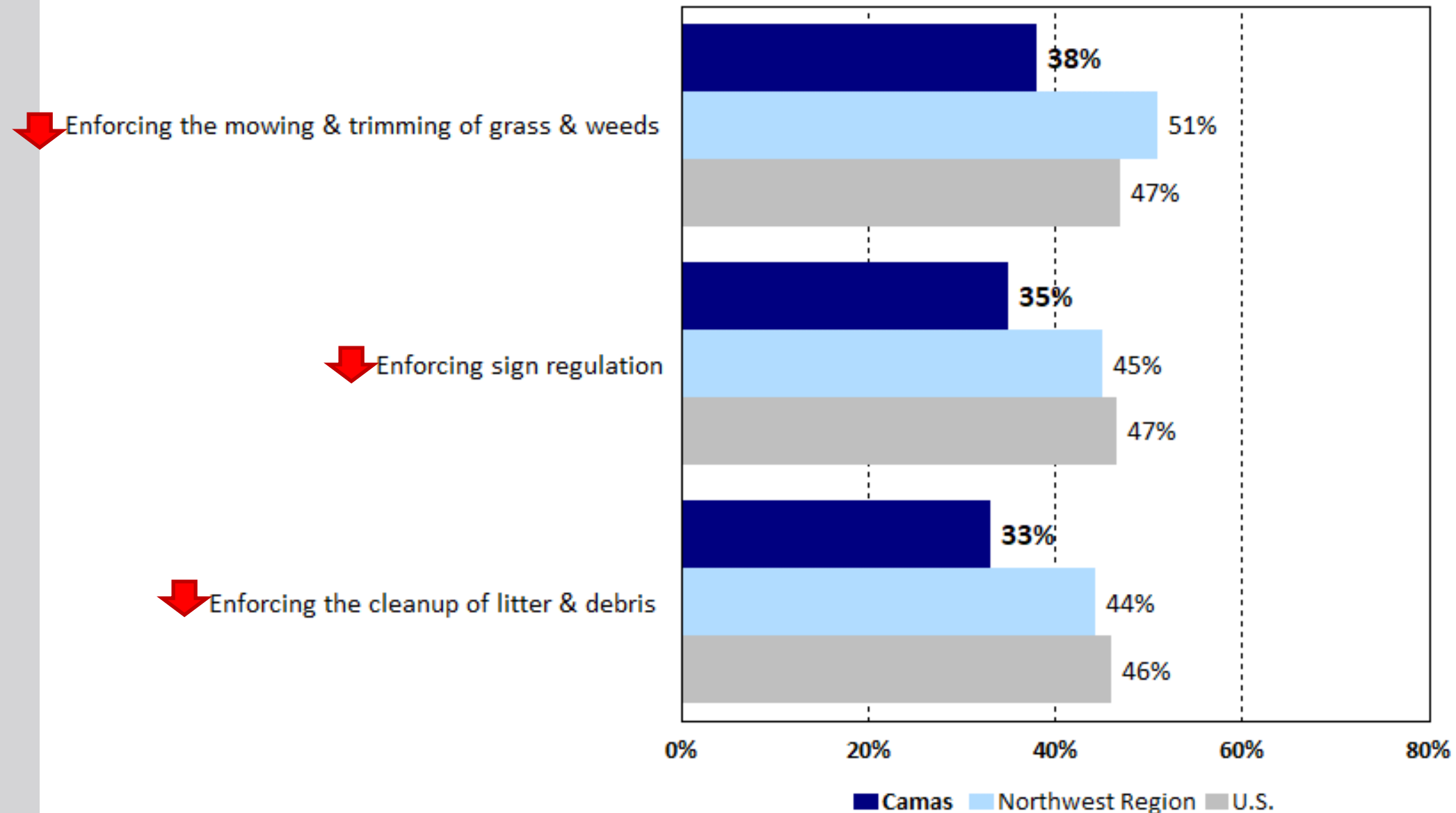
Significantly Higher ↑

Significantly Lower ↓

Overall Satisfaction with Code Enforcement

Camas vs. Northwest Region vs. the U.S.

by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



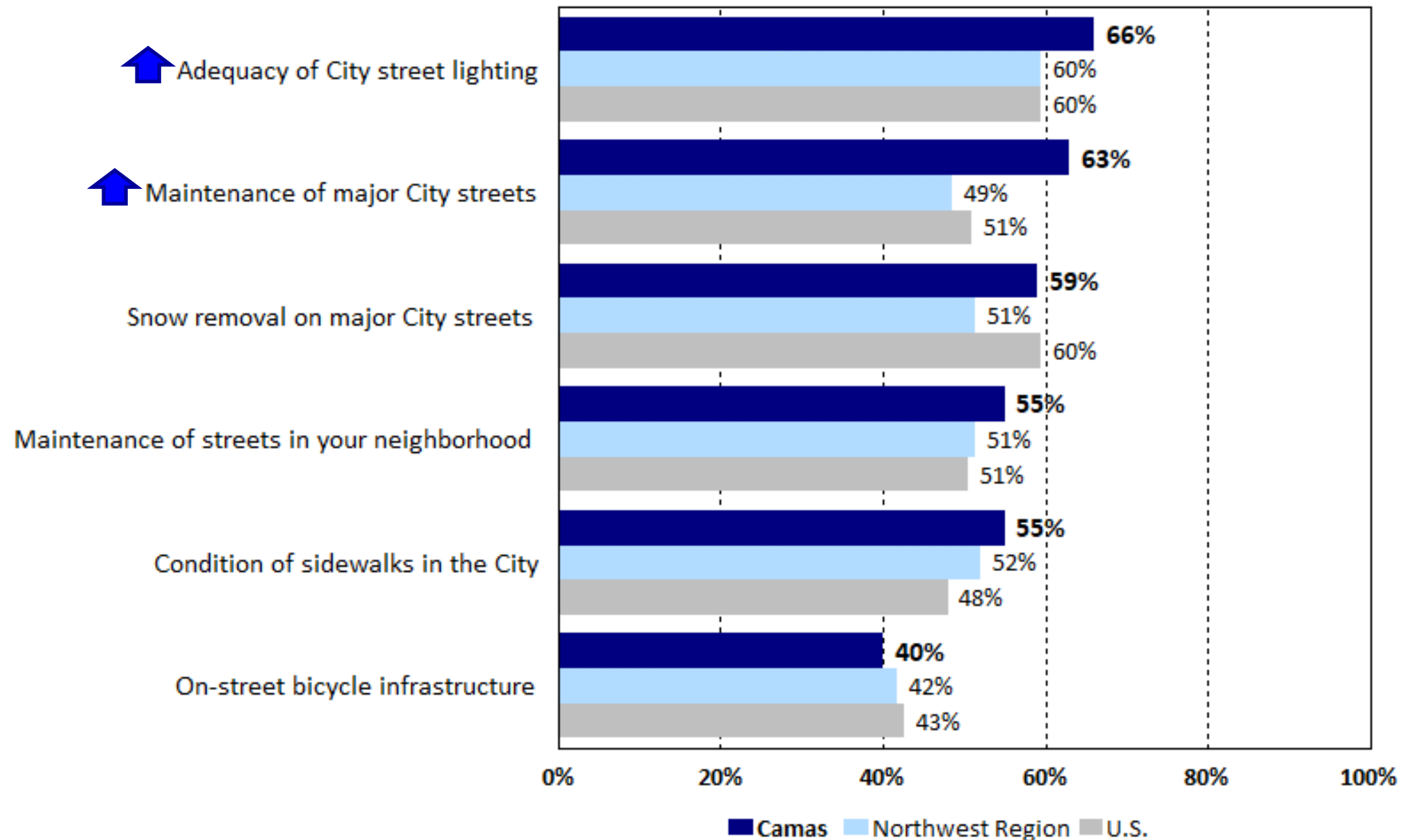
Significantly Higher 

Significantly Lower 

Overall Satisfaction with Street Maintenance

Camas vs. Northwest Region vs. the U.S.

by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Significantly Higher ↑

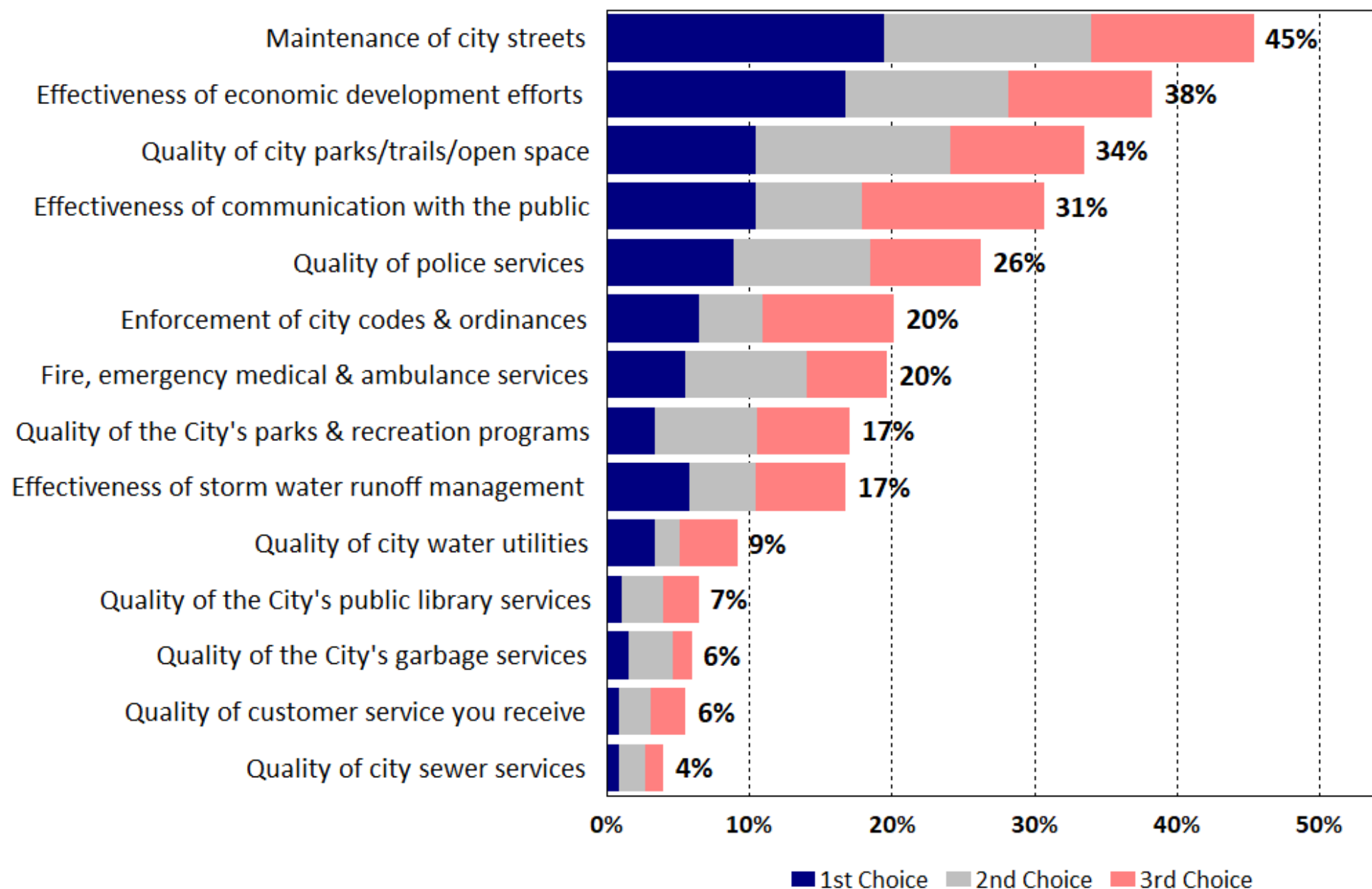
Significantly Lower ↓

Major Finding #4

Top Priorities

Q2. City Services That Should Receive the Most Emphasis Over the Next Two Years

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



2022 Importance-Satisfaction Rating

City of Camas

Major Categories of City Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>Very High Priority (IS >.20)</u>						
Effectiveness of economic development efforts	38%	2	39%	14	0.2332	1
<u>High Priority (IS .10-.20)</u>						
Maintenance of city streets	45%	1	57%	10	0.1943	2
Effectiveness of communication with the public	31%	4	53%	11	0.1455	3
<u>Medium Priority (IS <.10)</u>						
Enforcement of city codes & ordinances	20%	6	52%	13	0.0974	4
Effectiveness of storm water runoff management	17%	9	52%	12	0.0803	5
Quality of city parks/trails/open space	34%	3	80%	4	0.0667	6
Quality of police services	26%	5	75%	7	0.0665	7
Quality of the City's parks & recreation programs	17%	8	69%	9	0.0537	8
Fire, emergency medical & ambulance services	20%	7	80%	3	0.0386	9
Quality of city water utilities	9%	10	76%	5	0.0217	10
Quality of customer service you receive	6%	13	76%	6	0.0137	11
Quality of city sewer services	4%	14	73%	8	0.0107	12
Quality of the City's public library services	7%	11	86%	2	0.0092	13
Quality of the City's garbage services	6%	12	86%	1	0.0085	14

Overall Priorities

2022 Importance-Satisfaction Rating

City of Camas

City Maintenance

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>High Priority (IS .10-.20)</u>						
Maintenance of streets in your neighborhood	41%	2	56%	5	0.1838	1
Maintenance of major City streets	47%	1	63%	2	0.1742	2
On-street bicycle infrastructure	21%	4	40%	7	0.1250	3
Condition of sidewalks in the City	26%	3	55%	6	0.1189	4
<u>Medium Priority (IS <.10)</u>						
Adequacy of City street lighting	17%	5	66%	1	0.0595	5
Street sweeping	14%	6	59%	4	0.0554	6
Snow removal on major City streets	14%	7	59%	3	0.0548	7

2022 Importance-Satisfaction Rating

City of Camas

Public Safety

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>High Priority (IS .10-.20)</u>						
City's overall efforts to prevent crime	54%	1	64%	7	0.1931	1
Visibility of police in the community	36%	2	68%	6	0.1154	2
<u>Medium Priority (IS <.10)</u>						
Enforcement of local traffic laws	19%	3	58%	8	0.0811	3
How quickly police respond to emergencies	19%	4	71%	5	0.0539	4
Quality of local fire protection & rescue services	18%	5	81%	1	0.0349	5
How quickly fire & rescue personnel respond	13%	6	78%	2	0.0300	6
Parking enforcement services	5%	9	57%	9	0.0223	7
How quickly ambulance personnel respond	7%	7	74%	4	0.0189	8
Quality of local ambulance service	7%	8	76%	3	0.0164	9

2022 Importance-Satisfaction Rating

City of Camas

City Communication

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>Very High Priority (IS >.20)</u>						
Level of public involvement in decision-making	45%	2	30%	6	0.3127	1
City's efforts to keep you informed	58%	1	47%	2	0.3096	2
<u>High Priority (IS .10-.20)</u>						
Availability of information on services & programs	34%	3	50%	1	0.1690	3
Timeliness of information provided by City	17%	4	37%	5	0.1086	4
<u>Medium Priority (IS <.10)</u>						
Quality of the City's website	14%	5	46%	3	0.0732	5
City's social media	9%	6	44%	4	0.0475	6

2022 Importance-Satisfaction Rating

City of Camas

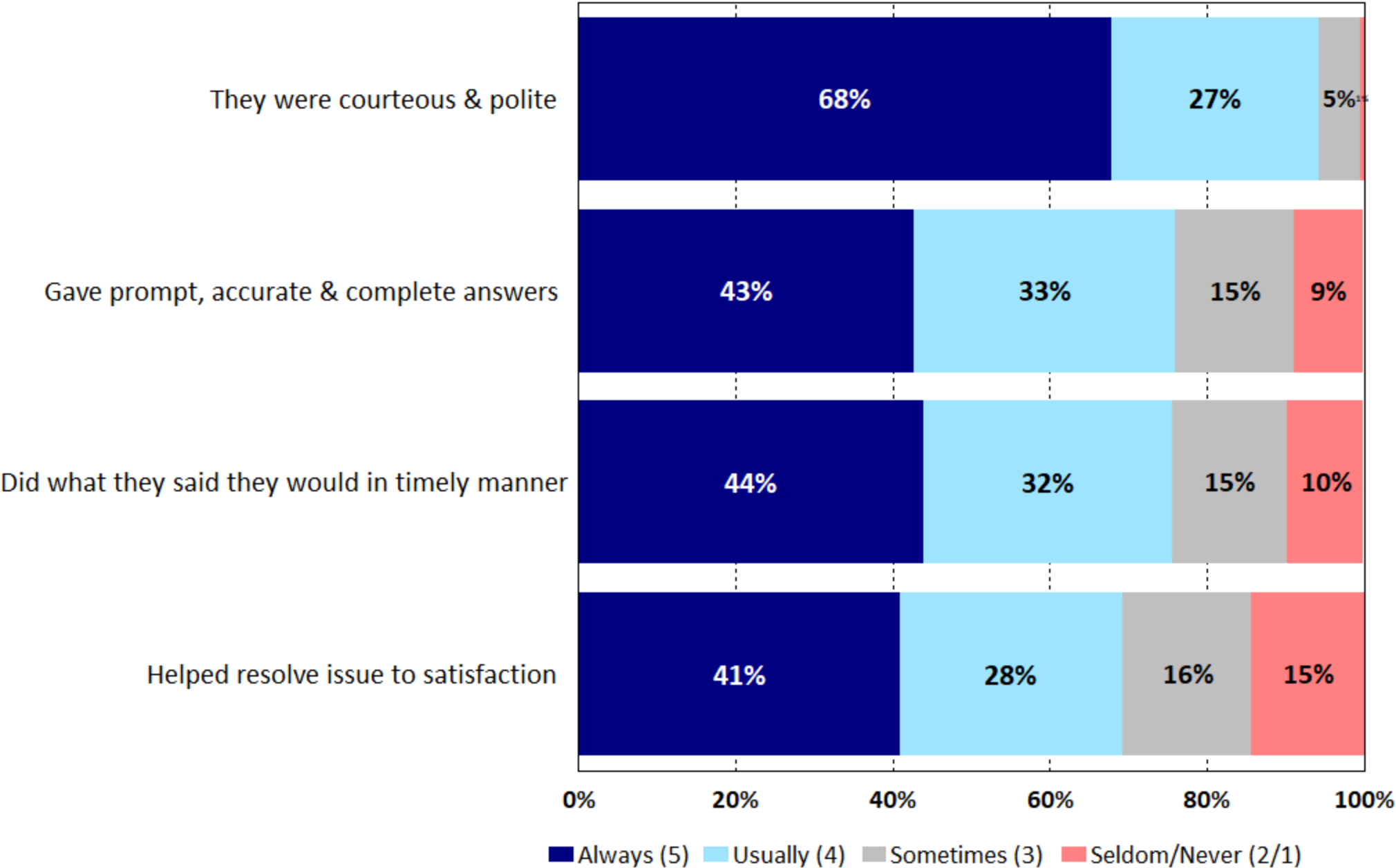
Parks and Recreation

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Medium Priority (IS <.10)						
Appearance & maintenance of existing parks	38%	1	74%	2	0.0997	1
Quality of facilities in City parks	29%	2	69%	4	0.0893	2
Quantity of the City's open space	22%	4	62%	7	0.0832	3
Quantity of City trails	24%	3	75%	1	0.0610	4
Quality of recreational classes for adults	9%	8	40%	9	0.0551	5
Quality of recreational classes for youth	11%	7	51%	8	0.0536	6
Quality of outdoor athletic fields	15%	5	67%	5	0.0491	7
Number of City parks	13%	6	67%	6	0.0444	8
Quality of seasonal special events	8%	9	72%	3	0.0229	9

Other Findings

Q11c. How Often Employees Displayed Various Behaviors

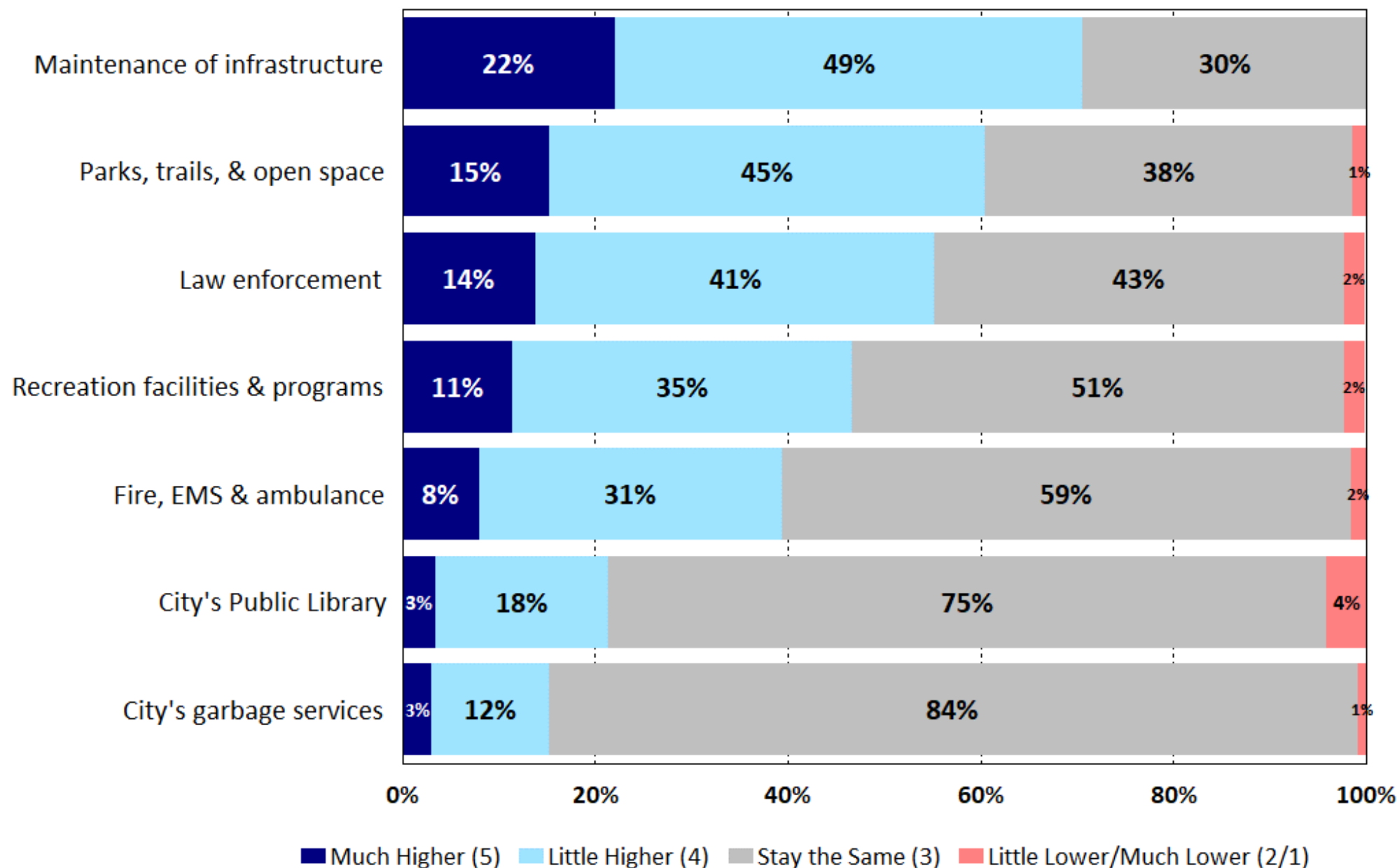
by percentage of respondents who have contacted the City in the past year and rated the item as a 1 to 5 on a 5-point scale
excluding "don't know")



Residents Have Had Very Positive Interactions with Town Employees

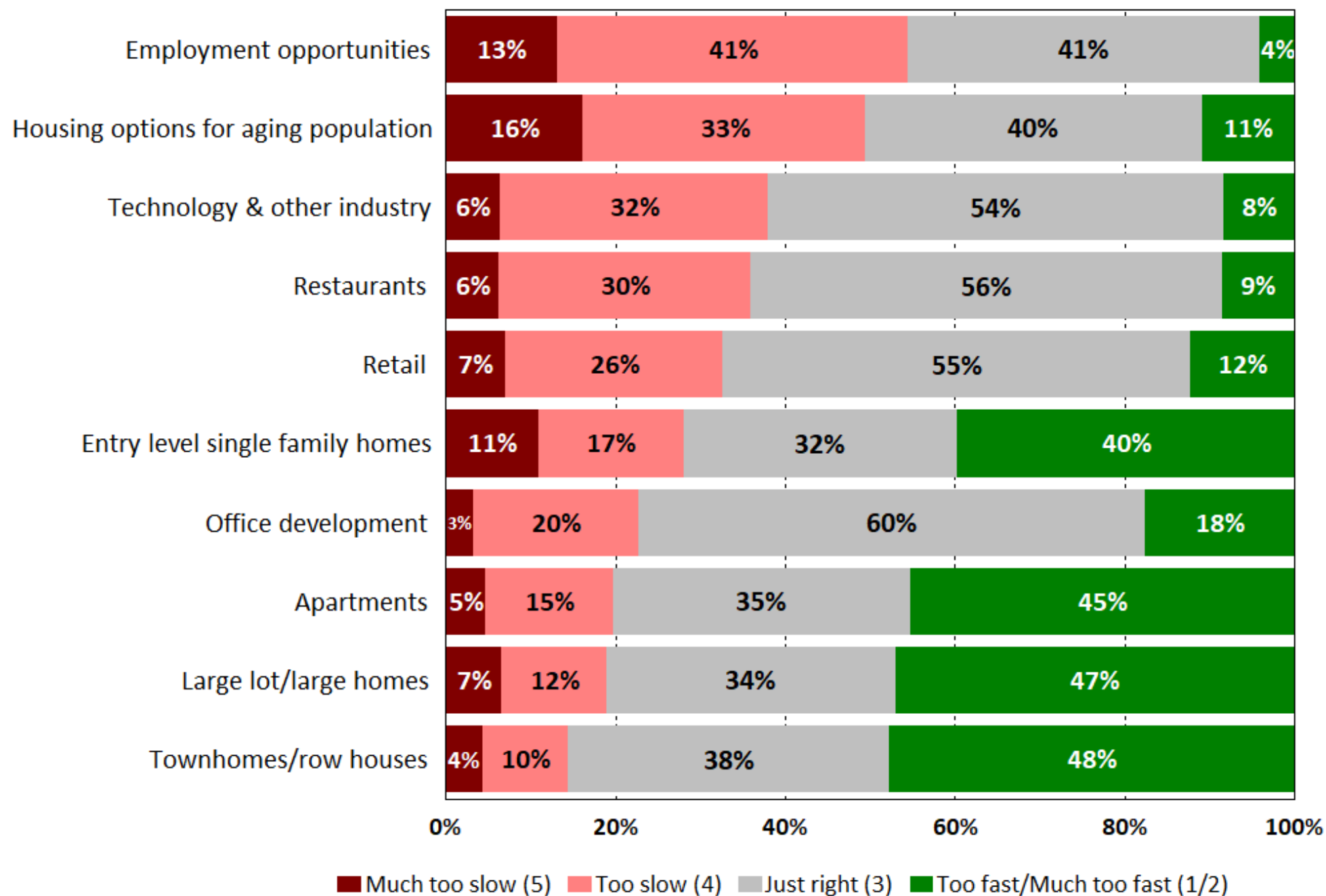
Q18. How Level of Service Provided by the City Should Change

by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "don't know")



Q20. Current Pace of Development in Various Areas

by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "don't know")



Summary

- **Residents Have a Very Positive Perception of Camas**
 - **87% Are Satisfied with the Overall Quality of Life in Camas**
- **Satisfaction with City Services Is Much Higher in Camas Than Other Cities**
 - **Camas Rated Above the U.S. Average in 32 of 40 Areas**
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Questions?

Thank You!!