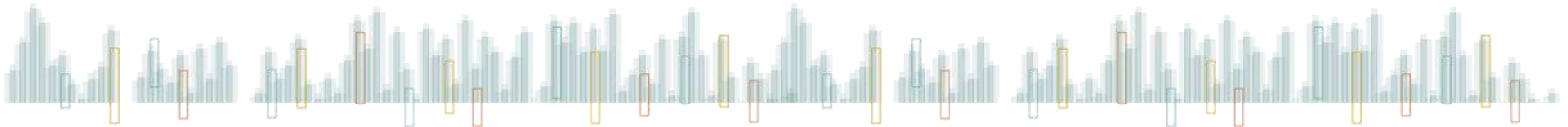




City of Tumwater Community Priorities Survey

June 2025



Research purpose

- Assess satisfaction with City services and gather feedback on emerging priorities to inform the city's strategic plan.
- Establish a baseline of city satisfaction and priorities in order to measure changes in attitudes over time.



Methodology – Statistically Valid Survey

- Hybrid phone and text-to-online survey of N=300 residents in the City of Tumwater
- Conducted May 3 – 17, 2025; 14 minutes to complete
- Quotas were set by age, gender, race and ethnicity, education level, and income to ensure a representative sample.
- Margin of error $\pm 5.7\%$
- Due to rounding, some totals may differ by ± 1 from the sum of separate responses.



Methodology – Community Engagement Survey

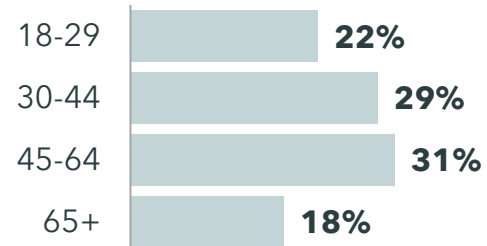
- Online survey of N=273 residents in the City of Tumwater
- Conducted May 18 – June 19, 2025
- The City of Tumwater distributed and promoted the Community Engagement survey using various outreach methods, including email distribution lists, social media posts, external newsletters, physical handouts, word of mouth, and more.
- Participants self-selected into the survey; margin of error cannot be calculated with confidence.



Demographic breakdown of survey respondents

N=300 City of Tumwater Residents (Statistically valid sample)

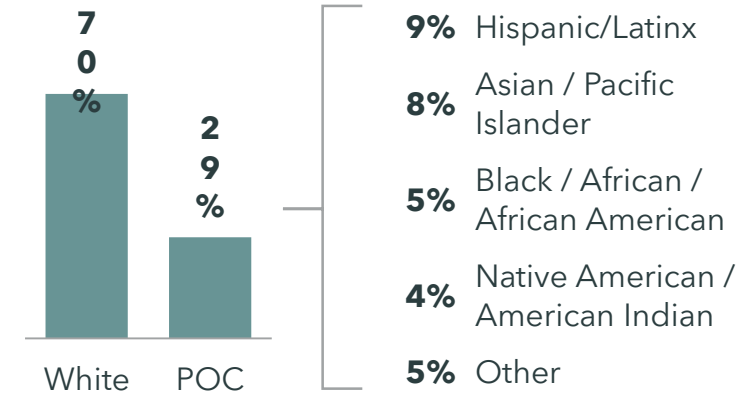
AGE



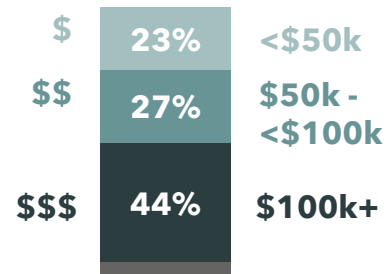
GENDER



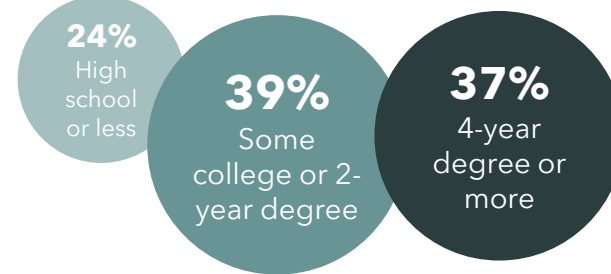
RACE / ETHNICITY



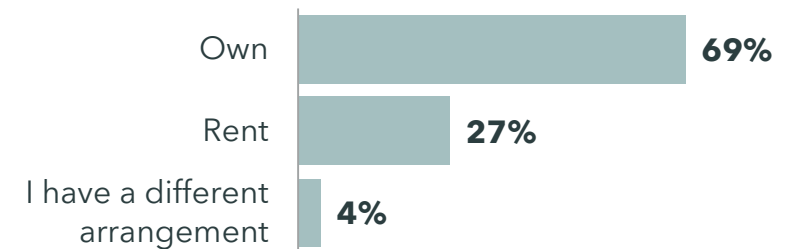
INCOME



EDUCATION



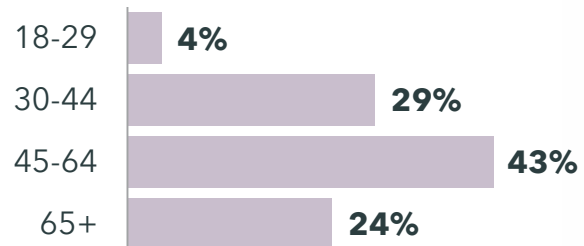
HOUSING SITUATION



Demographic breakdown of survey respondents

N=273 Community Engagement respondents

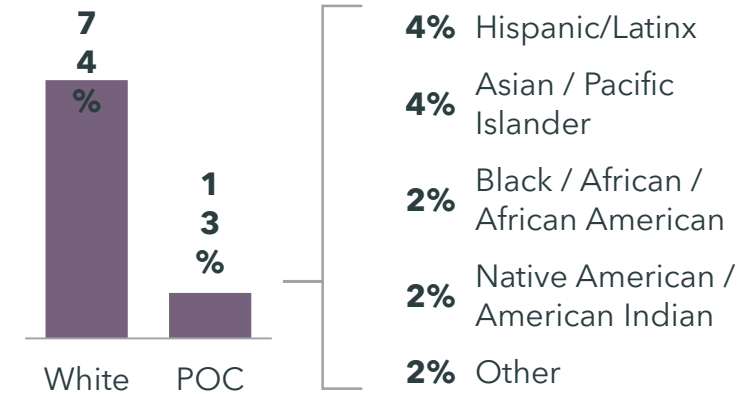
AGE



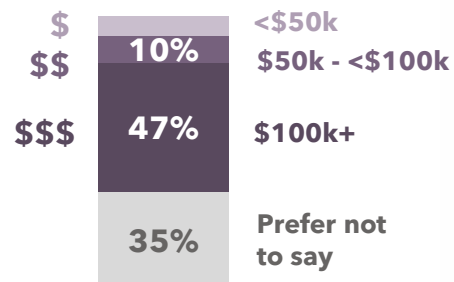
GENDER



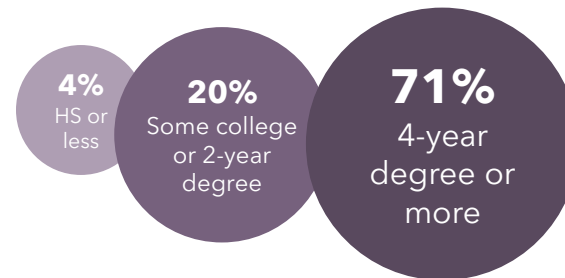
RACE / ETHNICITY



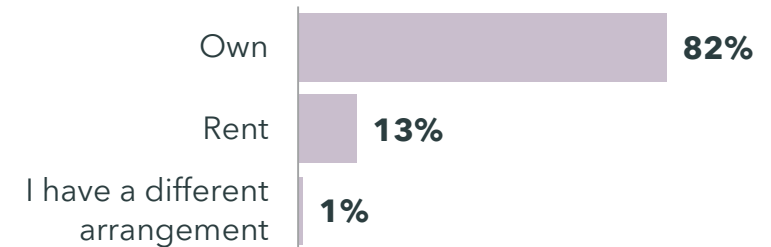
INCOME



EDUCATION

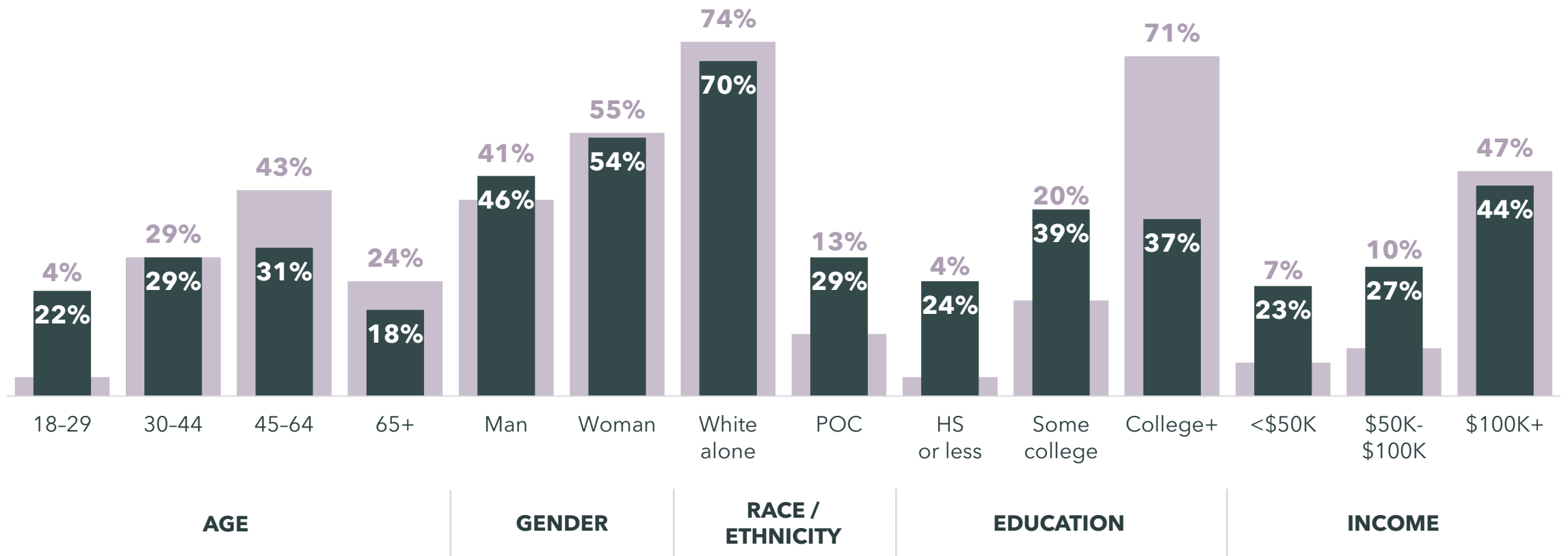


HOUSING SITUATION



Survey demographics comparison

Statistically Valid survey (N=300) vs Community Engagement (N=273)



Key takeaways



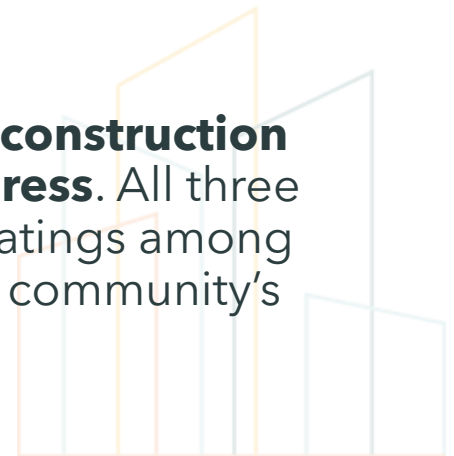
General mood

- **Residents enjoy living in Tumwater.** Nearly all residents (95%) rate the quality of life in Tumwater positively, with half rating it as *very good*.
- **Transportation infrastructure, homelessness, and housing affordability are top-of-mind issues for residents.** When asked open-ended about the most important issue they want city government leaders to address, issues related to roads, highways, and other transportation infrastructure are most prevalent. Homelessness and affordable housing are also issues that residents frequently mention.



City services – priorities and satisfaction

- **When considering specific services provided by the City of Tumwater, high-quality drinking water and fire and emergency medical services are top priorities.** Both of these services are rated as an urgent or high priority by over 3 in 4 residents. Although homelessness response is the third highest priority overall, it received the highest urgent priority ratings among residents, indicating that many consider it a top concern.
- **A majority of residents are satisfied with nearly all City services.** At least 3 in 5 residents indicate satisfaction with all services, with the exception of homelessness response. They are most satisfied with their top priorities: high-quality drinking water, fire, and emergency medical services.
- **Responding to homelessness, managing growth and development, and street construction and maintenance are the most urgent areas that residents want the City to address.** All three received higher-than-average priority ratings, with lower-than-average satisfaction ratings among residents; this indicates that these are key areas for the City to prioritize to meet the community's most immediate needs.



Public safety and homelessness

- **Residents feel safe in Tumwater,** with nearly half saying they feel very safe. Many attribute their sense of security to the police presence in their community and quick emergency response times. Low crime rates and a strong sense of community also contribute to feelings of safety. Of the 17 percent of residents who interacted with police in the past year, almost all consider their experiences positive.
- **Residents trust and value the City's fire and emergency medical services.** Nearly all residents feel confident in fire and emergency medical services' ability to effectively respond to emergencies. Like police, nearly all who interacted with fire and emergency medical services in the past year had positive experiences.
- **Homelessness is a significant concern for Tumwater residents.** Over 6 in 10 identify homelessness response as a high or urgent priority, but less than half of residents are satisfied with the city's response.



Growth, economy, and environment

- **Residents are largely content with Tumwater's growth rate.** Half of residents say that growth in Tumwater is 'just about right,' while the rest believe it is either moving too fast (31%) or too slow (14%). When considering potential strategies for the City to manage growth, improving the transportation system to accommodate more people is the most popular option among residents.
- **Residents are most concerned about affording rent, groceries, and monthly utilities.** Younger residents, People of Color, and those with just some college education are more likely to be worried about their rent or mortgage.
- **Considering strategies to conserve and protect the environment, residents identify environmentally safe construction permitting and the conservation of habitats as top priorities.**



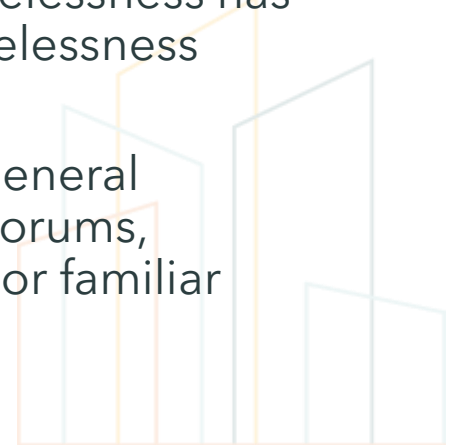
Communications

- **Residents interact with the City through multiple channels.** The most frequent forms of engagement include engaging with the City's social media posts, participating in public events, and reading Tumwater on Tap.
- **Residents generally prefer to receive updates about the community or city projects through email, letters, bill inserts, or social media.**
- **About a quarter of residents indicate that they are familiar with the City of Tumwater's Comprehensive Plan.**



Community Engagement results

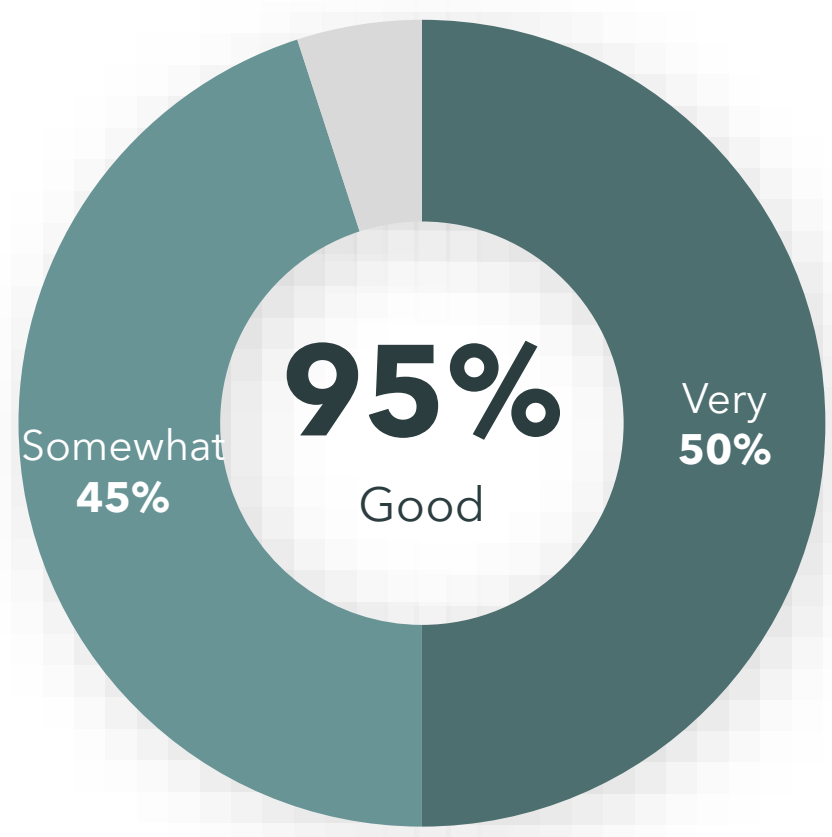
- **General mood:** Similar to the general population, Community Engagement respondents rate the quality of life in Tumwater very positively. When it comes to the most important issue in the city, they also most frequently mention transportation infrastructure issues, but put higher focus on public safety, city growth, and the environment than the general population.
- **Priorities and satisfaction with City services:** Community Engagement respondents' priorities largely align with the general population. Growth planning rises as a more urgent area that they want the City to address, even more so than homelessness response and street maintenance.
- **Public safety:** Most Community Engagement respondents feel safe in Tumwater and have very high confidence in fire and EMS.
- **Homelessness:** Community Engagement respondents are more likely to think homelessness has gotten worse in the past few years, but they are slightly less aware of the City's homelessness response.
- **Communications:** Community Engagement respondents are more likely than the general population to interact with the City through social media, participate in events and forums, receive newsletters, and all other channels. They are also more likely to be aware of or familiar with the City's Comprehensive Plan.



General mood



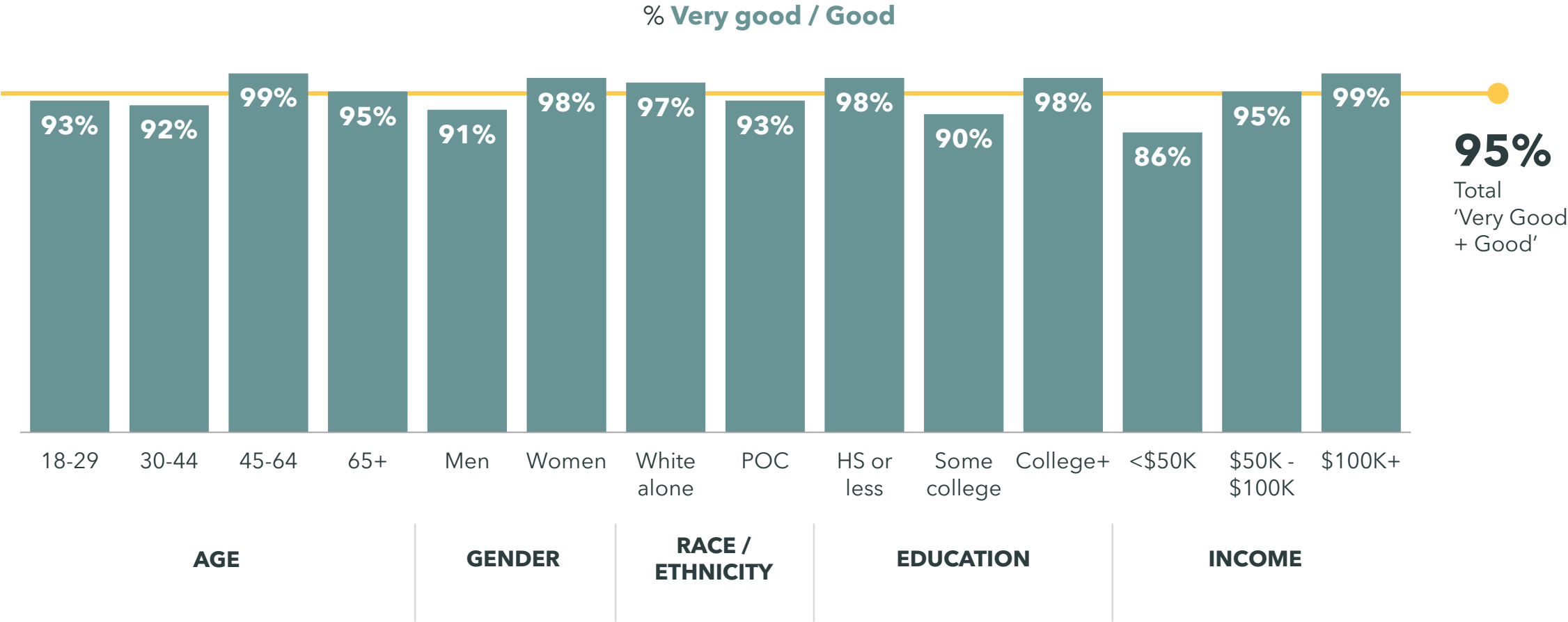
An overwhelming majority of residents rate the quality of life in the City of Tumwater as excellent or good.



Community engagement survey:

92%
say **Very good (44%)**
or **Good (48%)**

Positive ratings on quality of life are high across all key demographic groups.



Transportation infrastructure, homelessness, and housing affordability are top of mind issues that residents want city leaders to address.

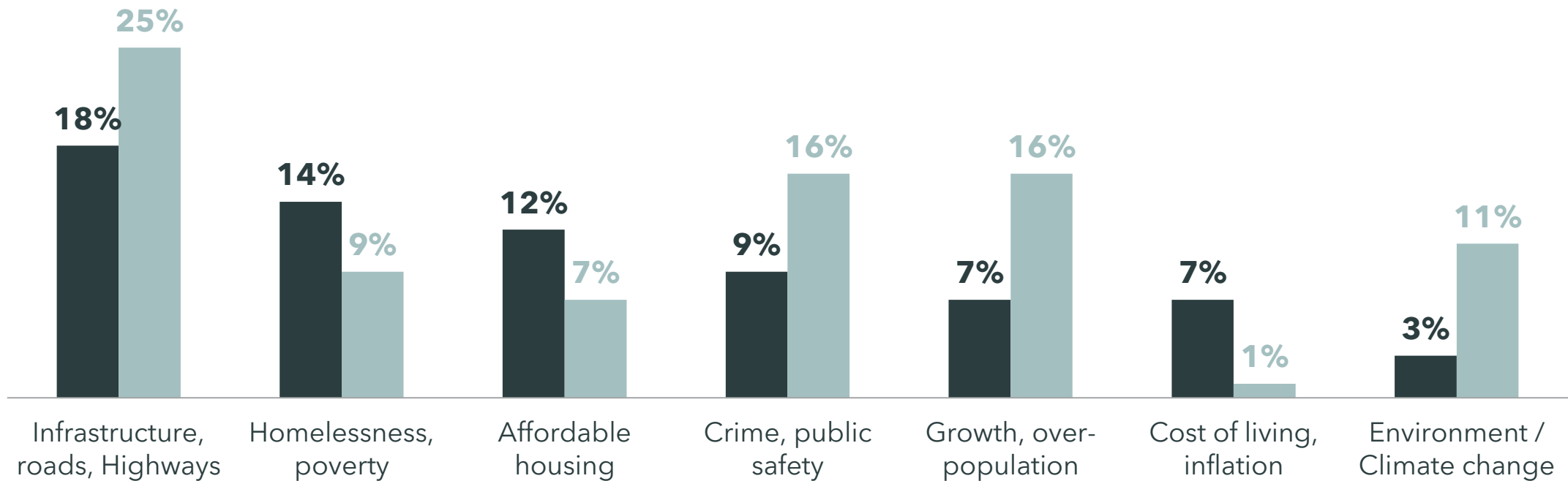
What is the most important issue you want City of Tumwater officials to address?



Community Engagement respondents prioritize transportation infrastructure but are more concerned about safety, growth, and the environment than the general population.

What is the most important issue you want City of Tumwater officials to address?

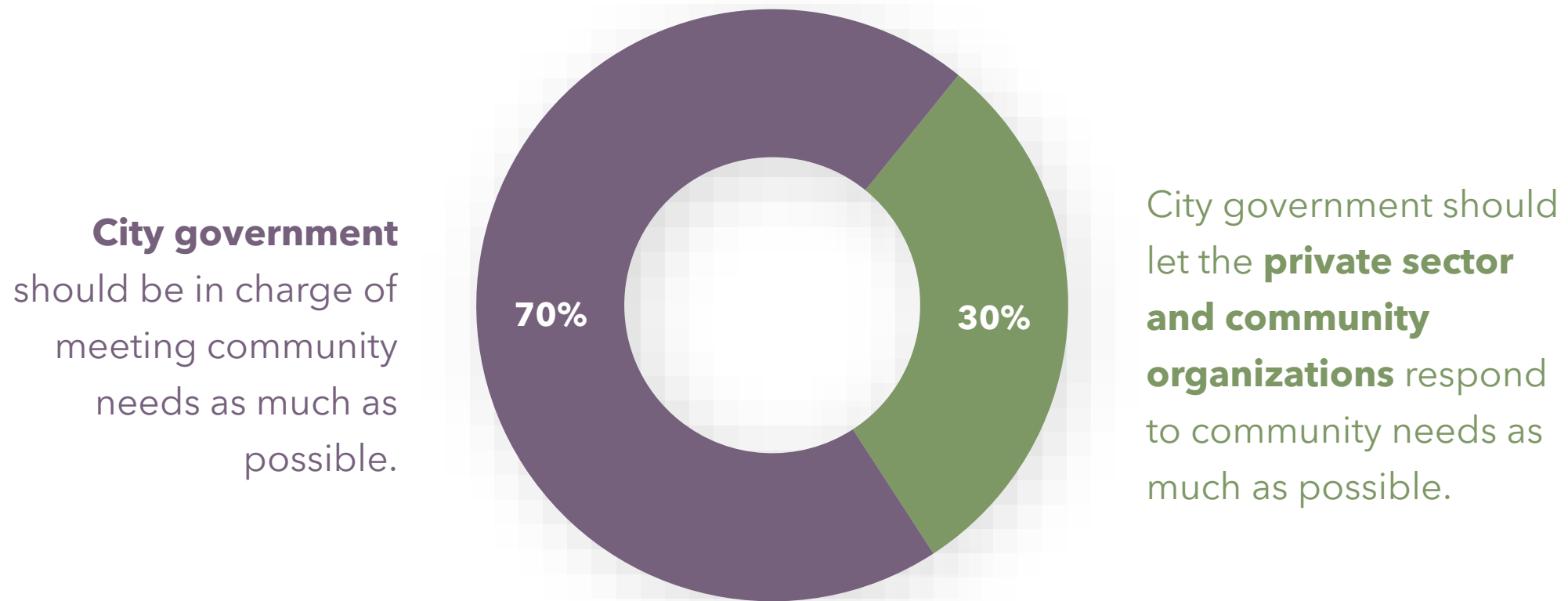
Statistically Valid Survey (N=300) vs **Community Engagement Survey (N=273)**



Government performance & resident priorities



Residents believe the city government should be responsible for meeting community needs, rather than the private sector and community organizations.



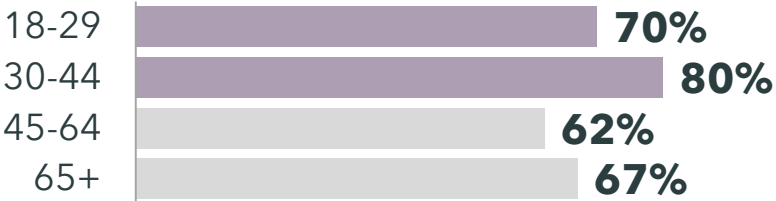
Younger residents and those with higher educational attainment are more likely to say that city government should be responsible for meeting community needs.

% who say **city government** should be responsible for meeting community needs

Statistically Valid Survey
N=300

Community Engagement Survey
N=273

AGE

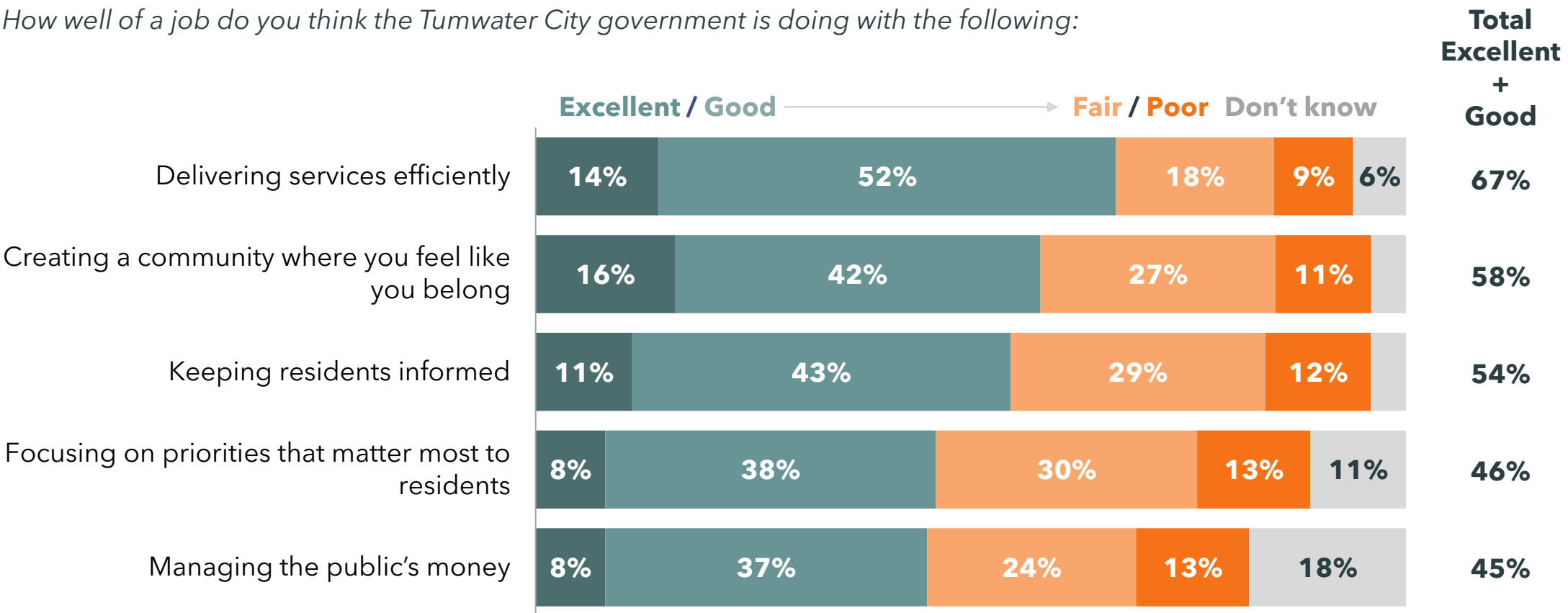


EDUCATION



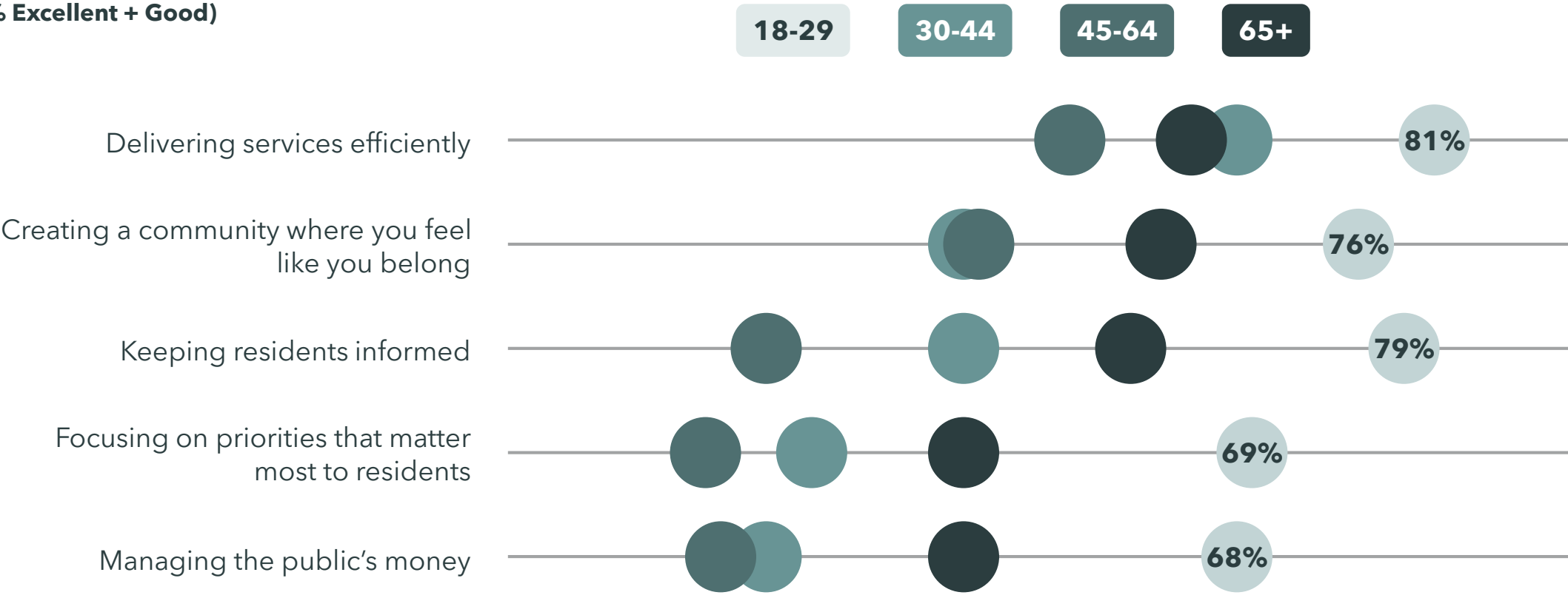
Regarding overall performance, residents rate the City most favorably in delivering services efficiently but are less certain about its management of public funds.

How well of a job do you think the Tumwater City government is doing with the following:



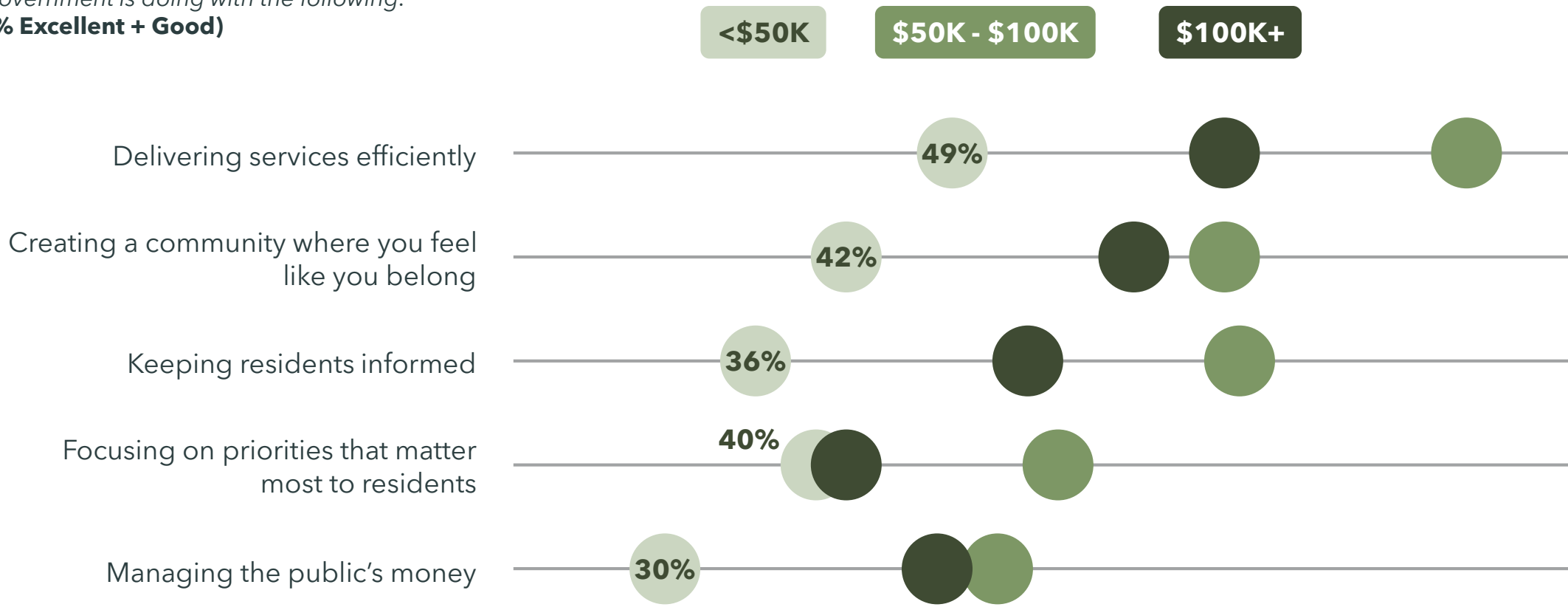
Residents ages 18-29 are more likely to rate the City’s performance positively in all areas.

How well of a job do you think the Tumwater City government is doing with the following:
(% **Excellent + Good**)

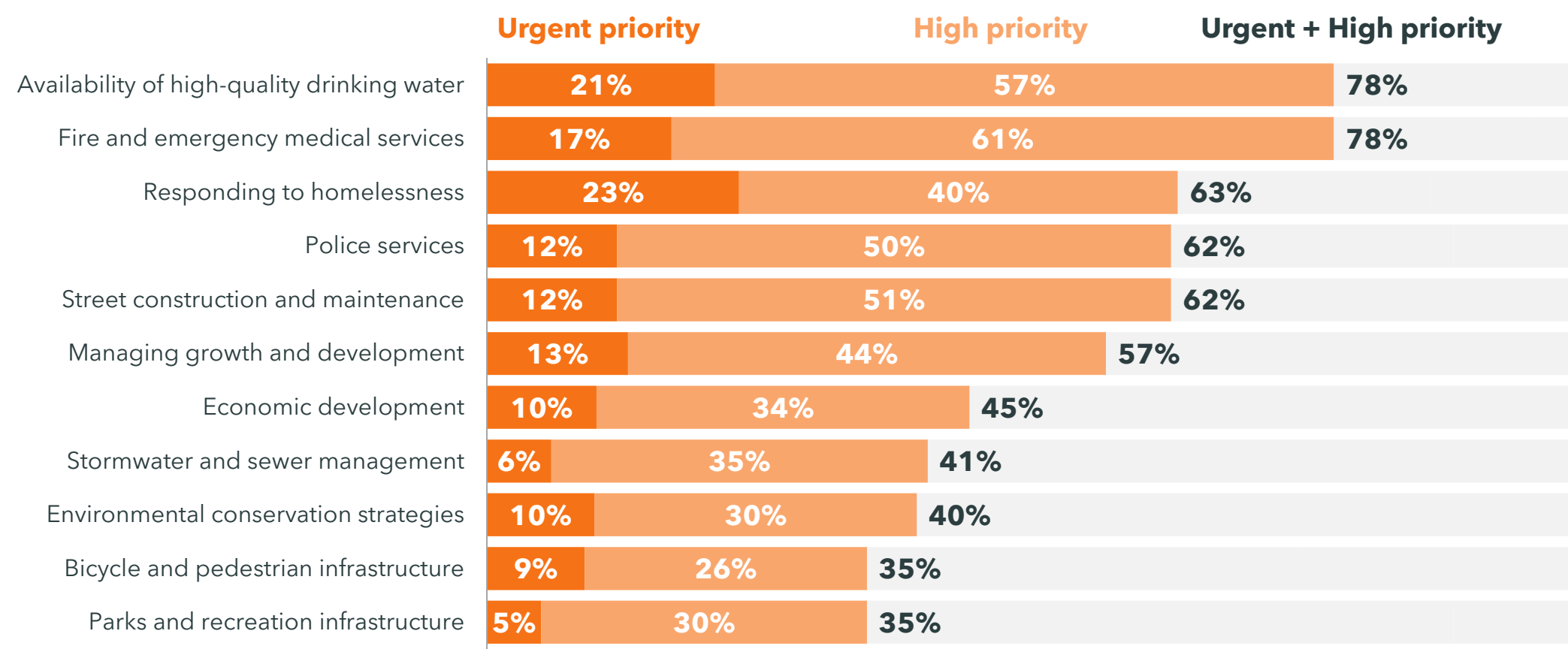


Lower-income residents rate the City’s performance less favorably.

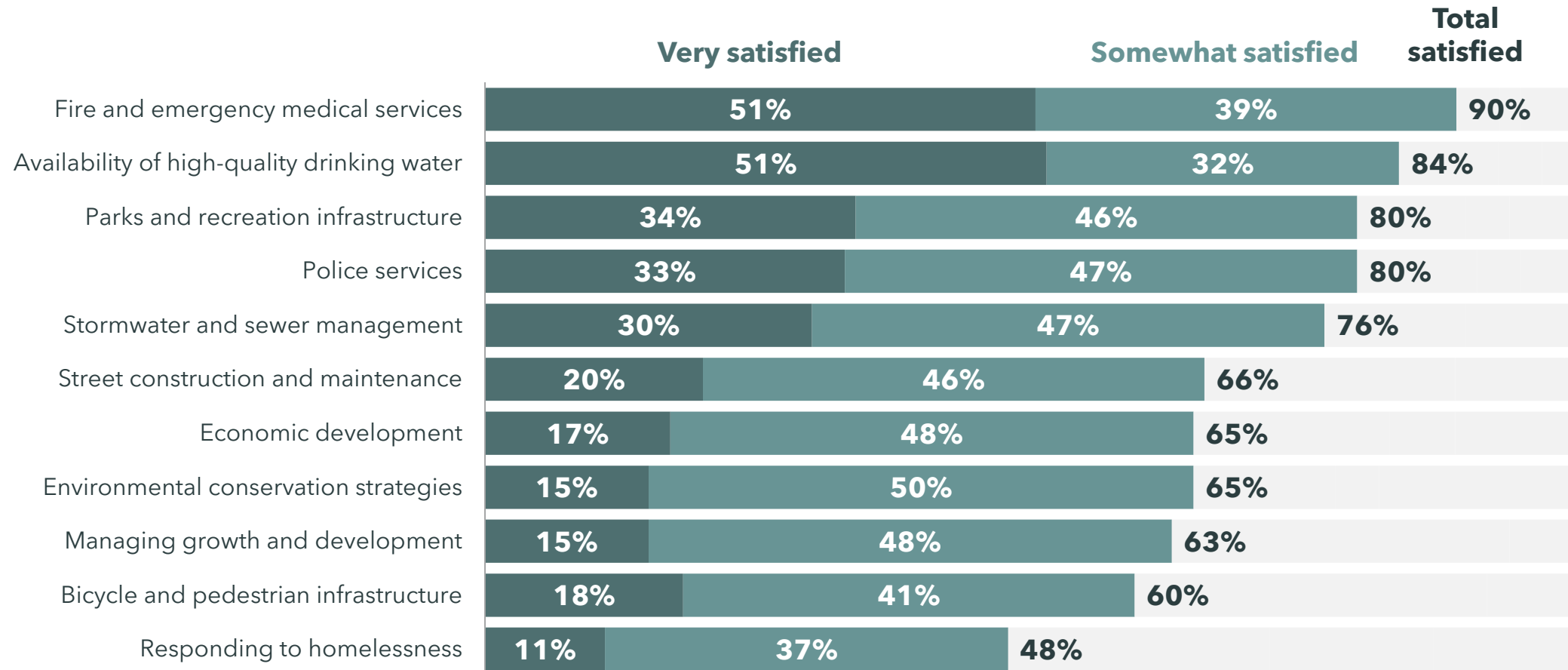
How well of a job do you think the Tumwater City government is doing with the following:
(% **Excellent + Good**)



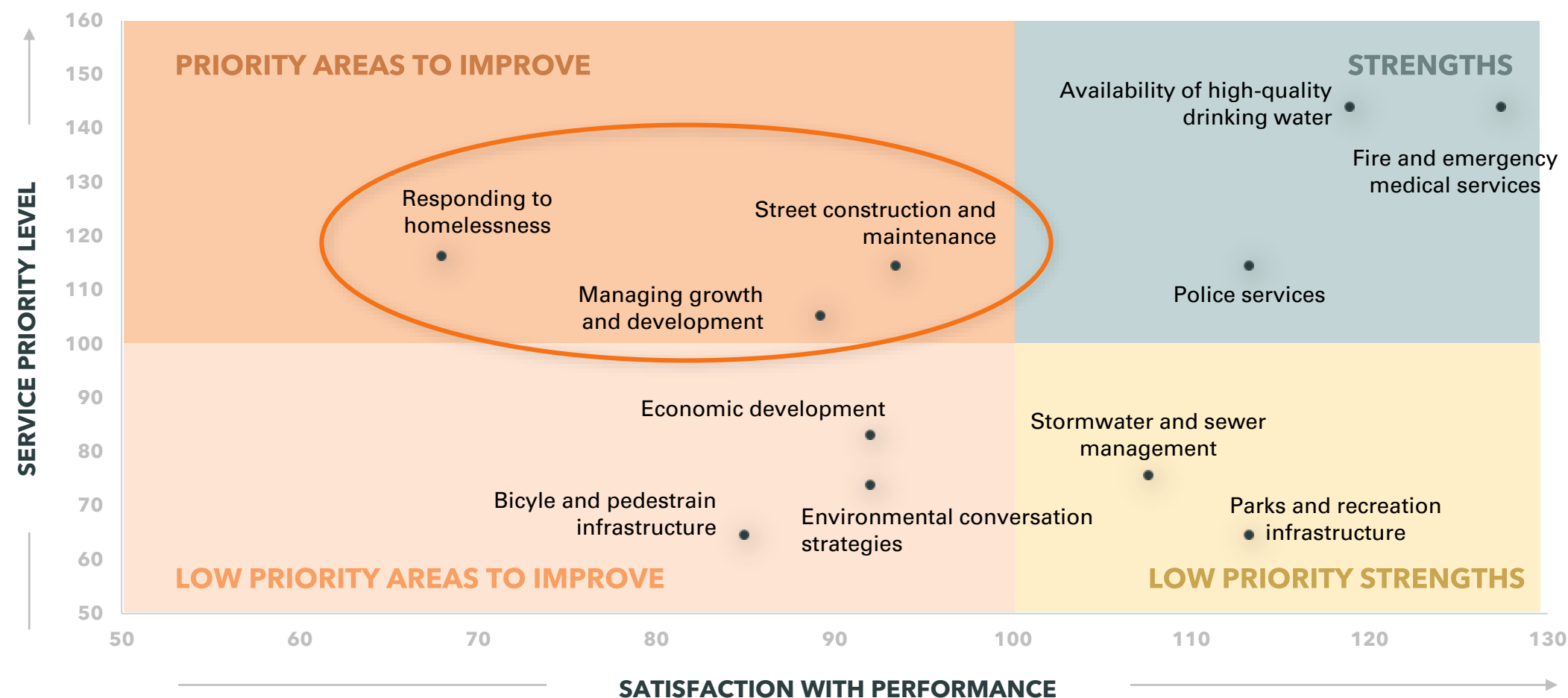
Residents consider responding to homelessness the most *urgent* issue, but also prioritize high-quality drinking water and fire/EMS services.



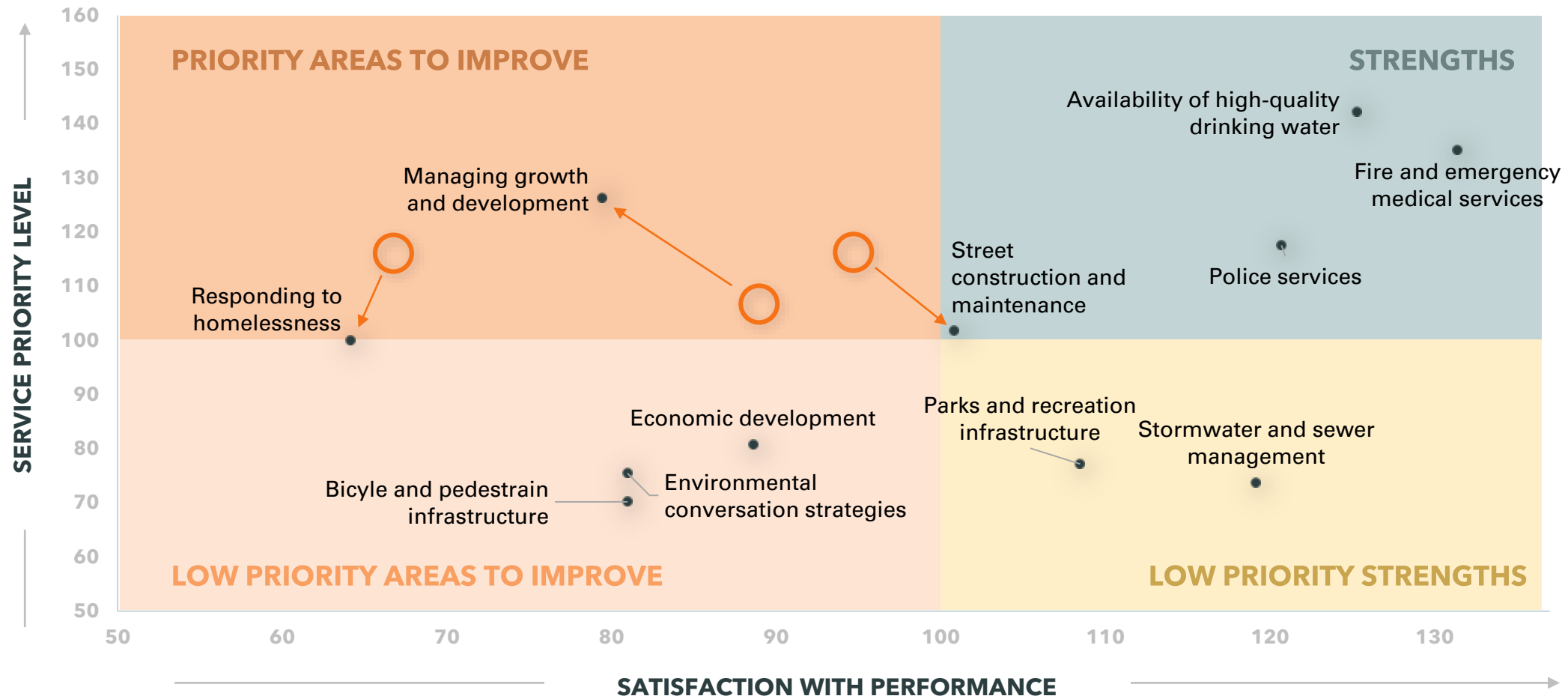
Residents are most satisfied with fire and EMS, drinking water, parks and rec infrastructure, and police services.



Residents’ perceptions of the City’s homelessness response, growth planning, and street maintenance indicate these are the most urgent areas they want the City to address.



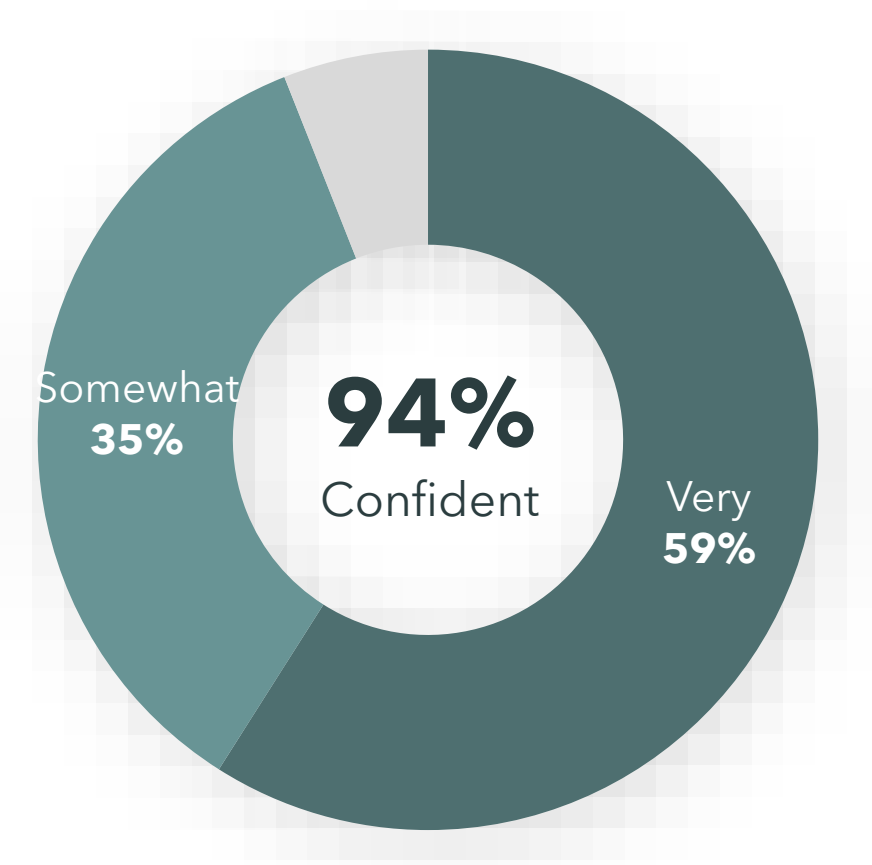
Community Engagement respondents are more likely to prioritize growth planning in the City of Tumwater.



Public safety



Nearly all residents feel confident in the City of Tumwater’s fire and emergency medical services.

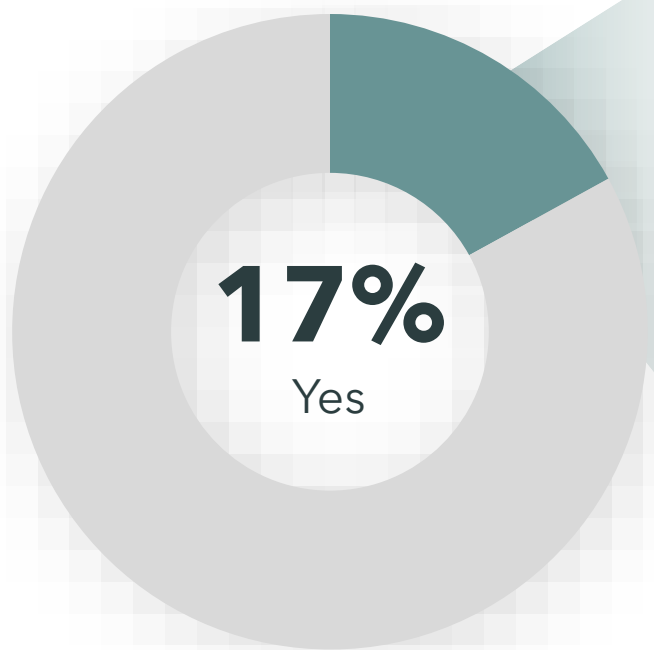


Community engagement survey:

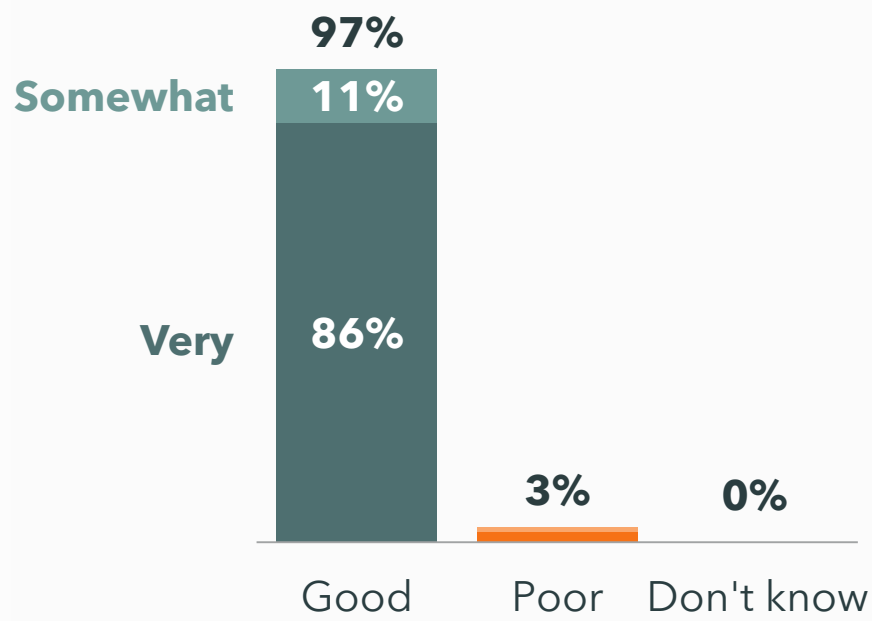
89%
say **very confident (56%)**
or **somewhat confident (34%)**

Fewer than 1 in 5 have interacted with fire and EMS in the past year. Almost all rate their interaction very positively.

Have you had any interactions with Tumwater's fire and emergency medical services in the last 12 months?

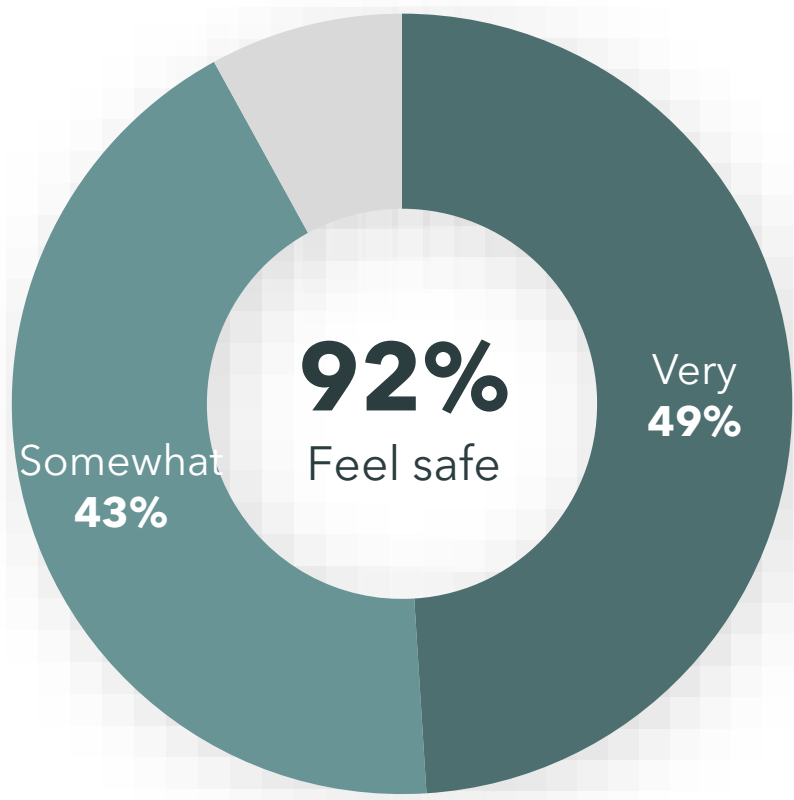


If yes, how would you rate the quality of service you received during that recent interaction?



n=51

Most residents in Tumwater feel safe, with about half saying they feel *very* safe.



Community engagement survey:

88%
feel **very safe (43%)**
or **somewhat safe (45%)**

Police presence and response times, low crime rates, and a strong sense of community contribute to feelings of safety.

**Community
Engagement
(n=240)**

**Statistically
Valid (n=275)**

What contributes to feeling safe in the City of Tumwater?

35%

33%

Police presence, response times

21%

16%

Low crime

12%

11%

Small town feel / Close community

10%

9%

Don't see much homelessness

6%

9%

Generally feel safe

8%

8%

Live in a safe neighborhood

5%

6%

Good roads and streets / Street lighting

4%

6%

Safer than neighboring areas

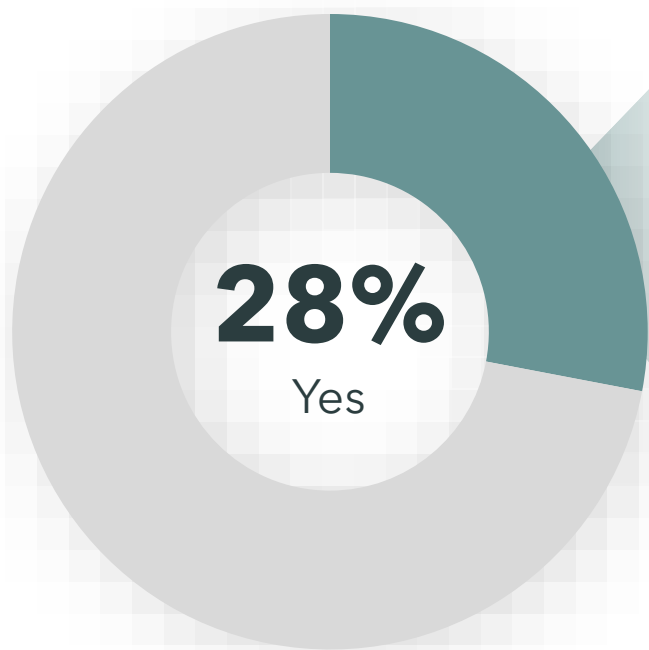
4%

6%

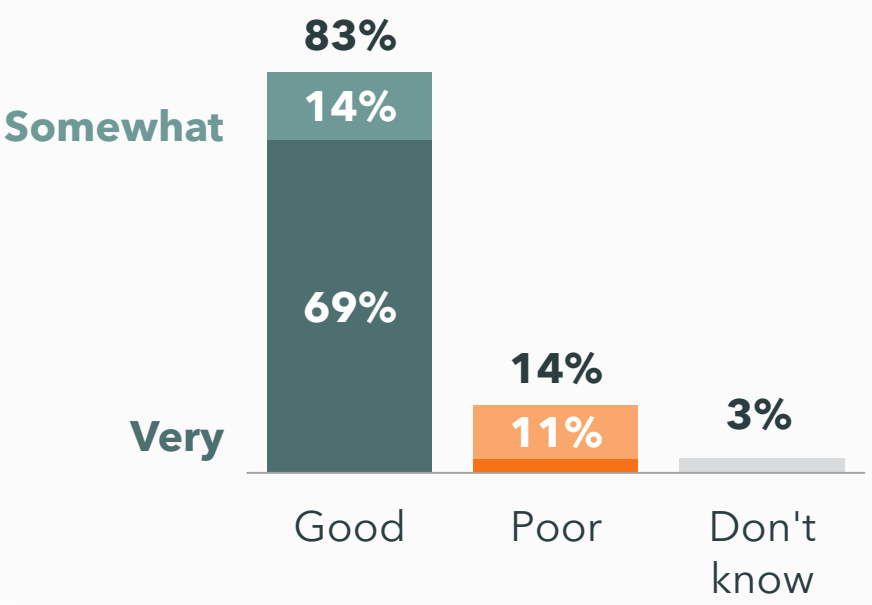
Can walk outside freely

Over a quarter of residents have interacted with the Police Department in the past year. Most rate their interaction very positively.

Have you had any interactions with Tumwater's Police Department in the last 12 months?



How would you rate the quality of service you received during that recent interaction?



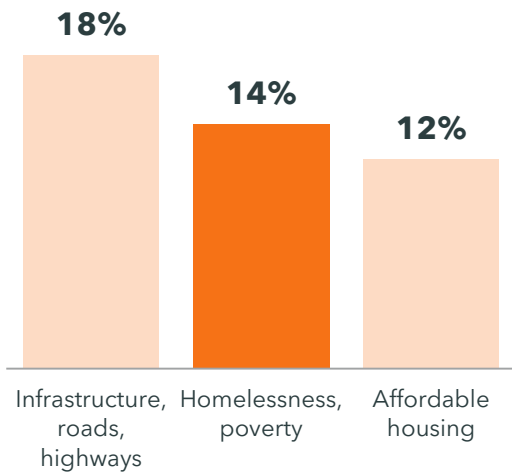
n=84

Homelessness



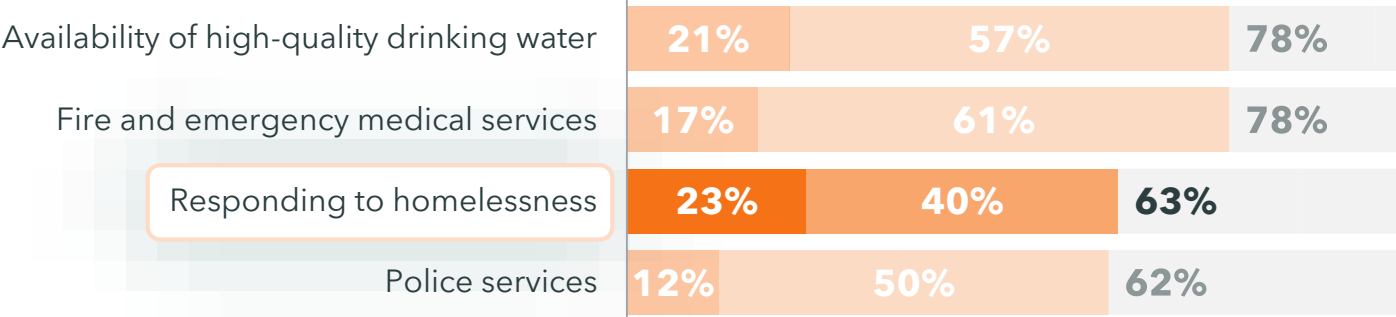
Homelessness is a key issue for Tumwater residents; responding to homelessness ranks among their top priorities, but less than half are satisfied with the City’s efforts in this area.

Most important issue
in Tumwater
Top 3 mentions



Priority of City Services

% urgent/high

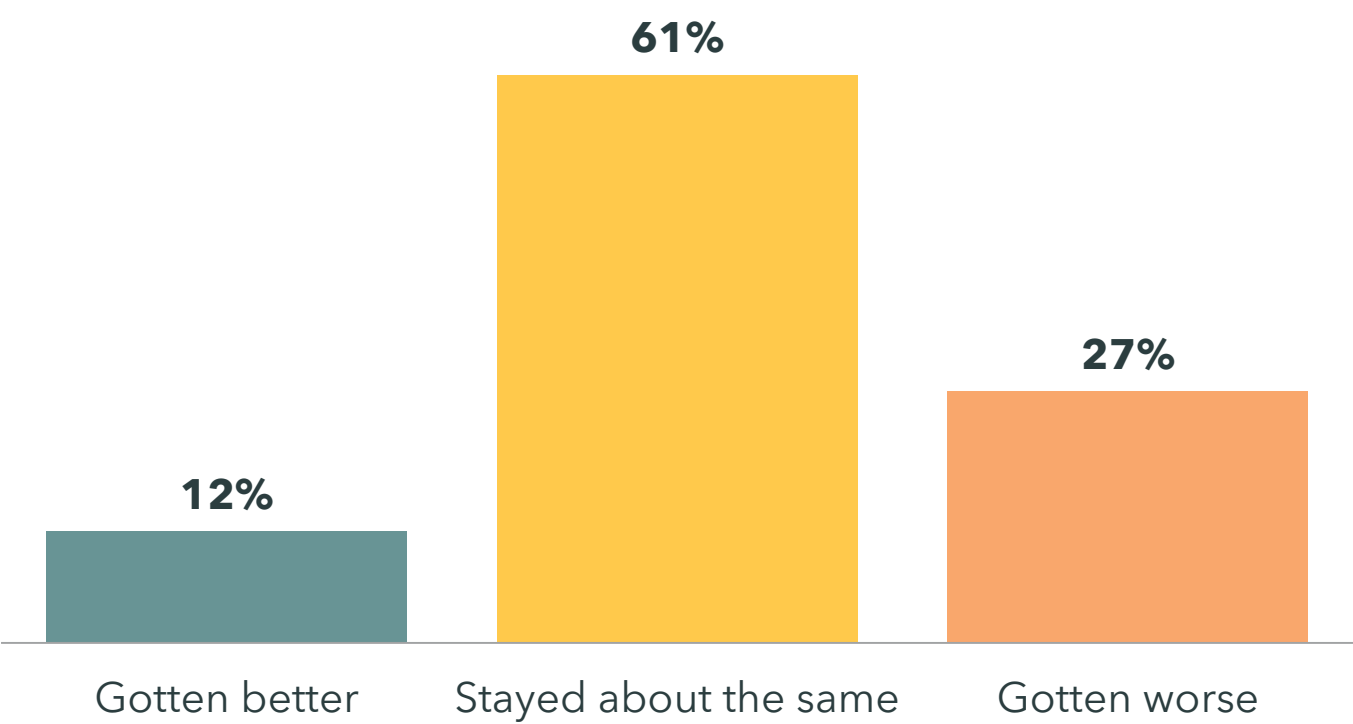


Satisfaction with City Services

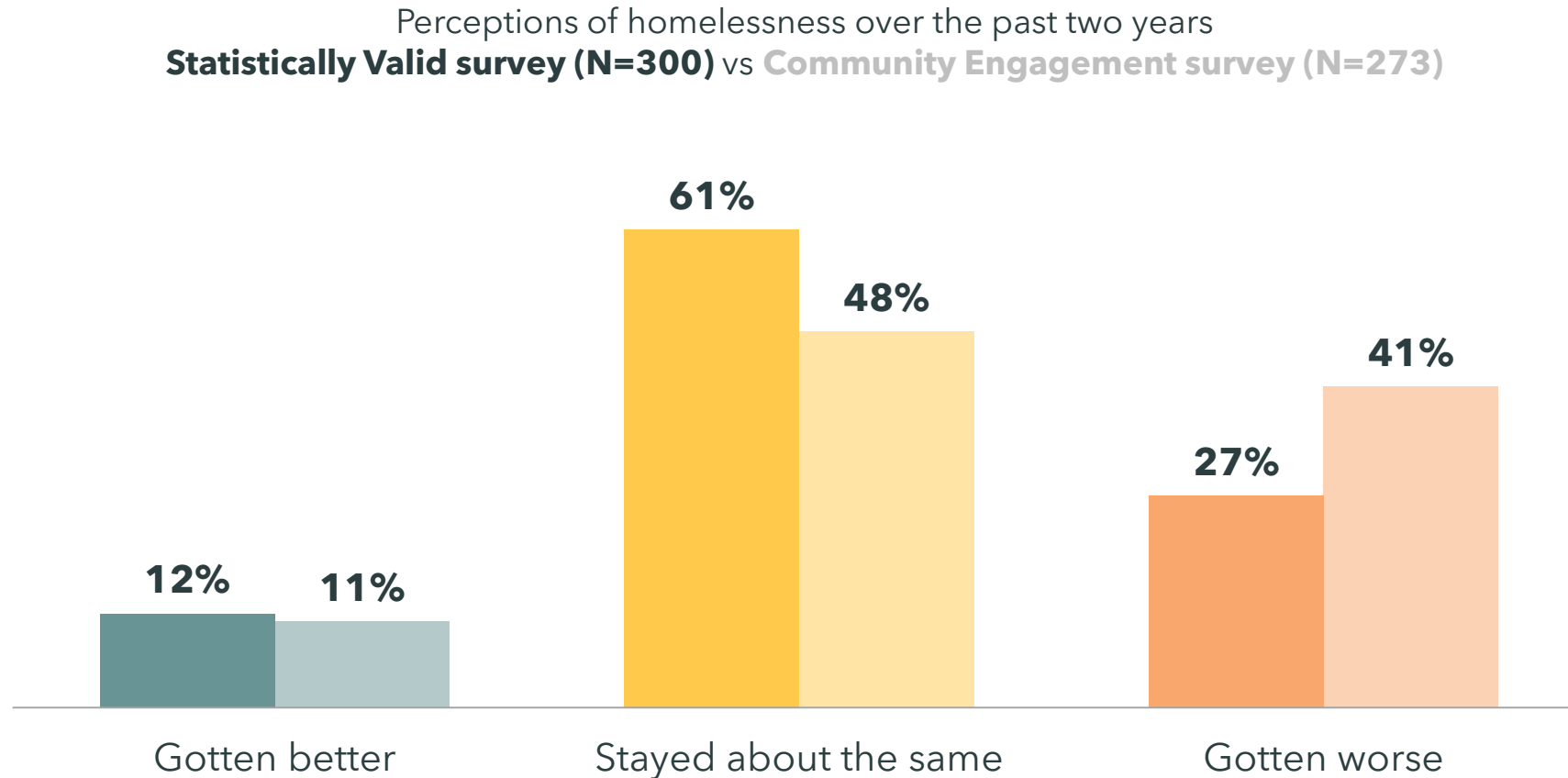
% very/somewhat



Most residents believe homelessness has stayed about the same in the past two years.



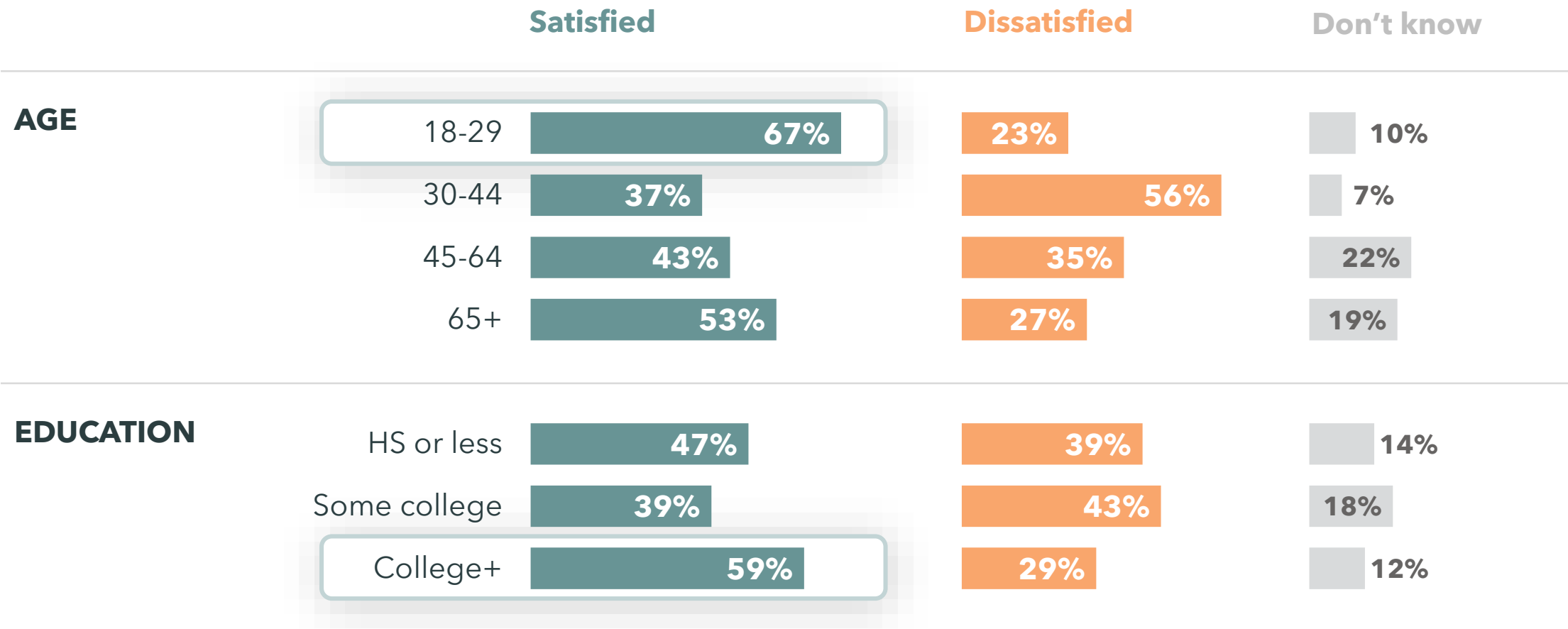
Community Engagement respondents are more likely to think homelessness has gotten worse.



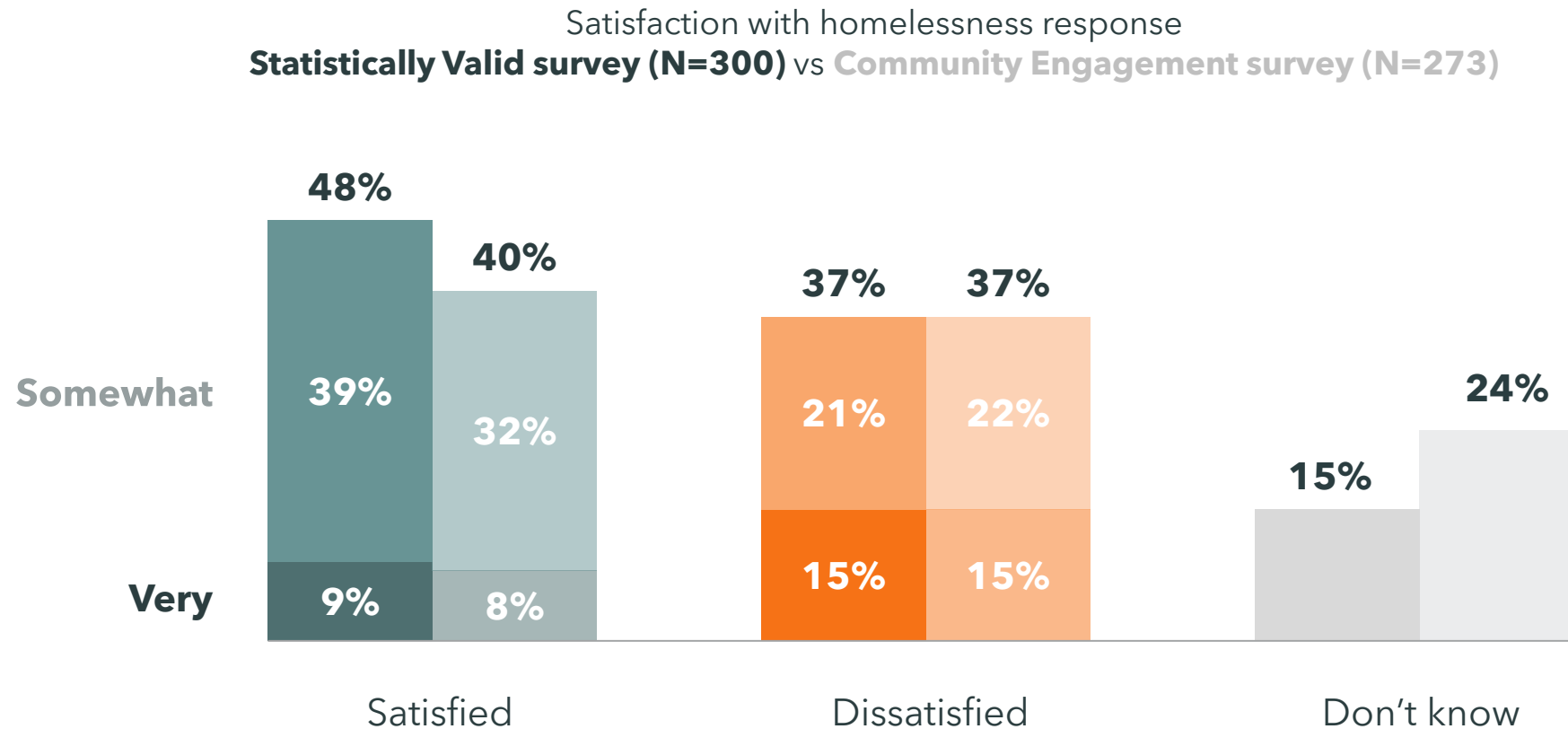
About half of residents are satisfied with Tumwater’s response to homelessness.



Residents ages 18-29 and college graduates are more likely to be satisfied with the City’s homelessness response.



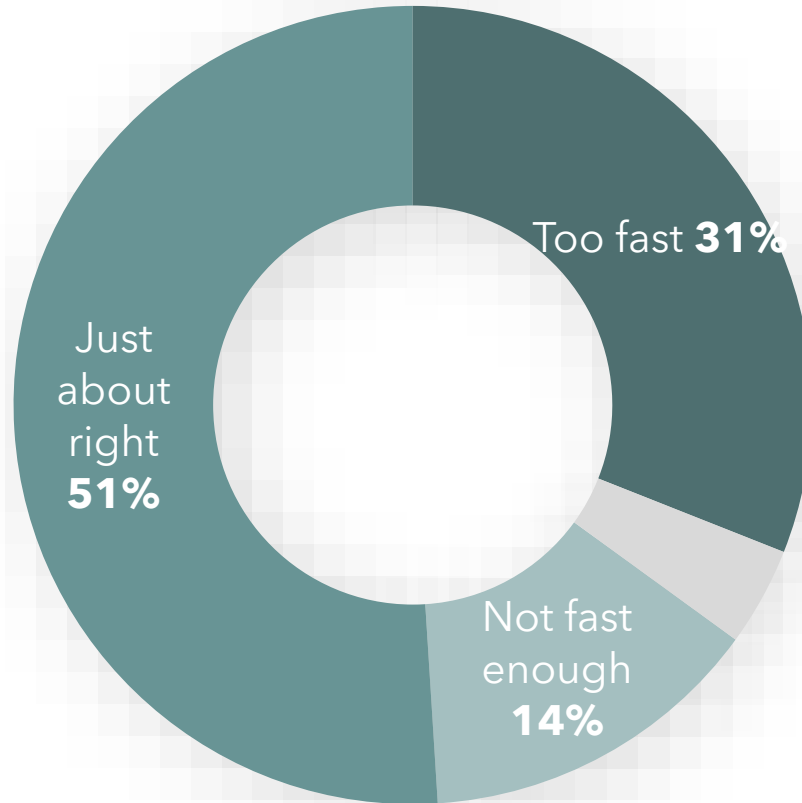
Community Engagement respondents are more divided on homelessness response, but this is due to uncertainty rather than dissatisfaction.



Growth & development



Half of residents are satisfied with Tumwater's growth rate.

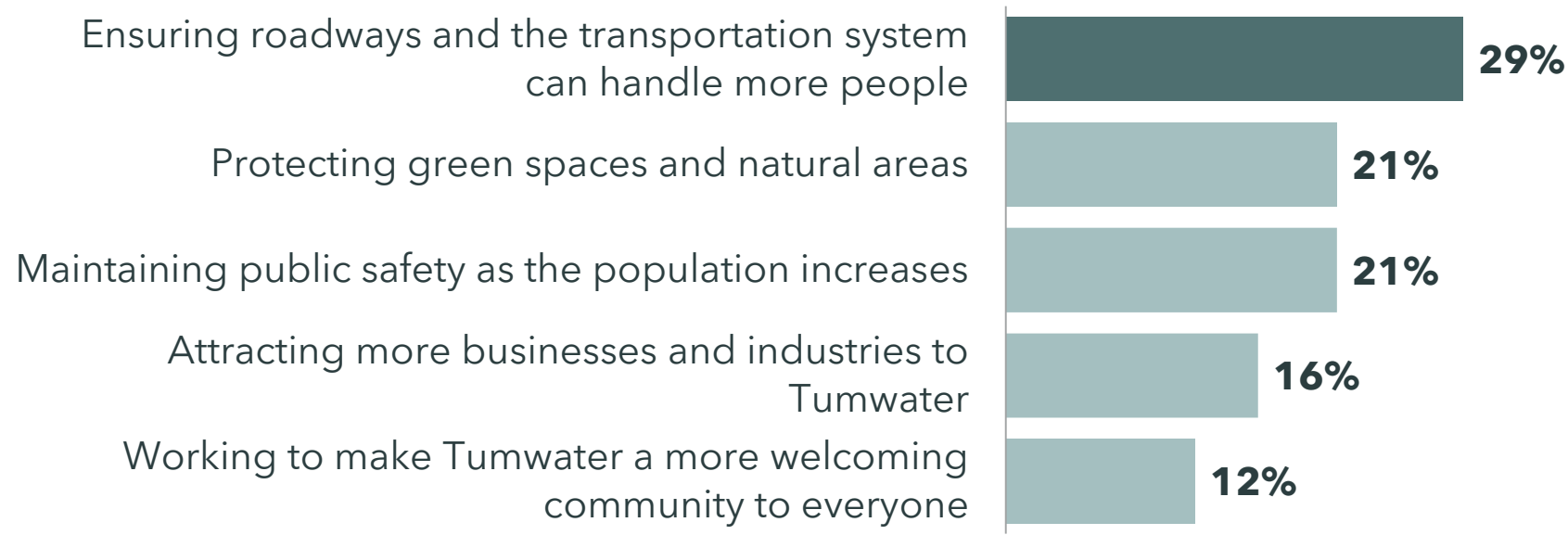


Community engagement survey:

45% say just about right
39% say too fast
11% say not fast enough

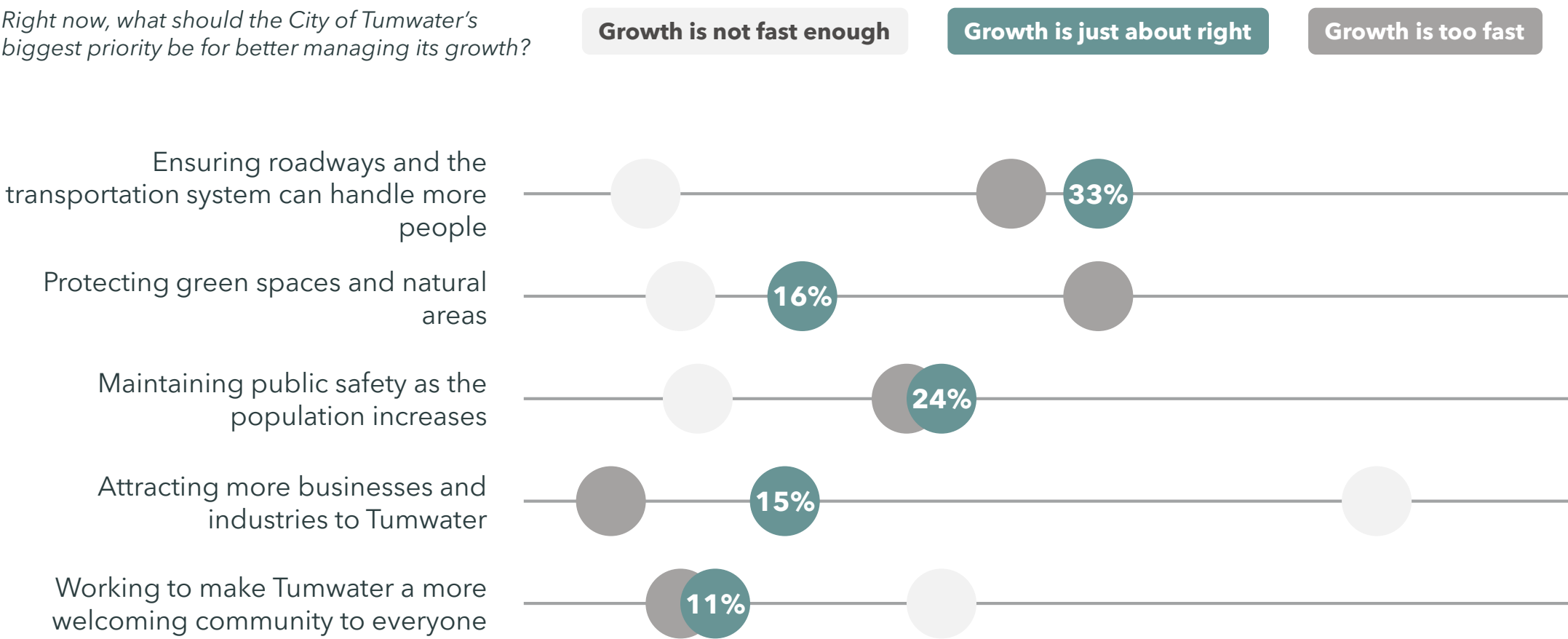
Residents are divided on how the City should handle growth, but they lean toward improving transportation to accommodate more people.

Right now, what should the City of Tumwater’s biggest priority be for better managing its growth?



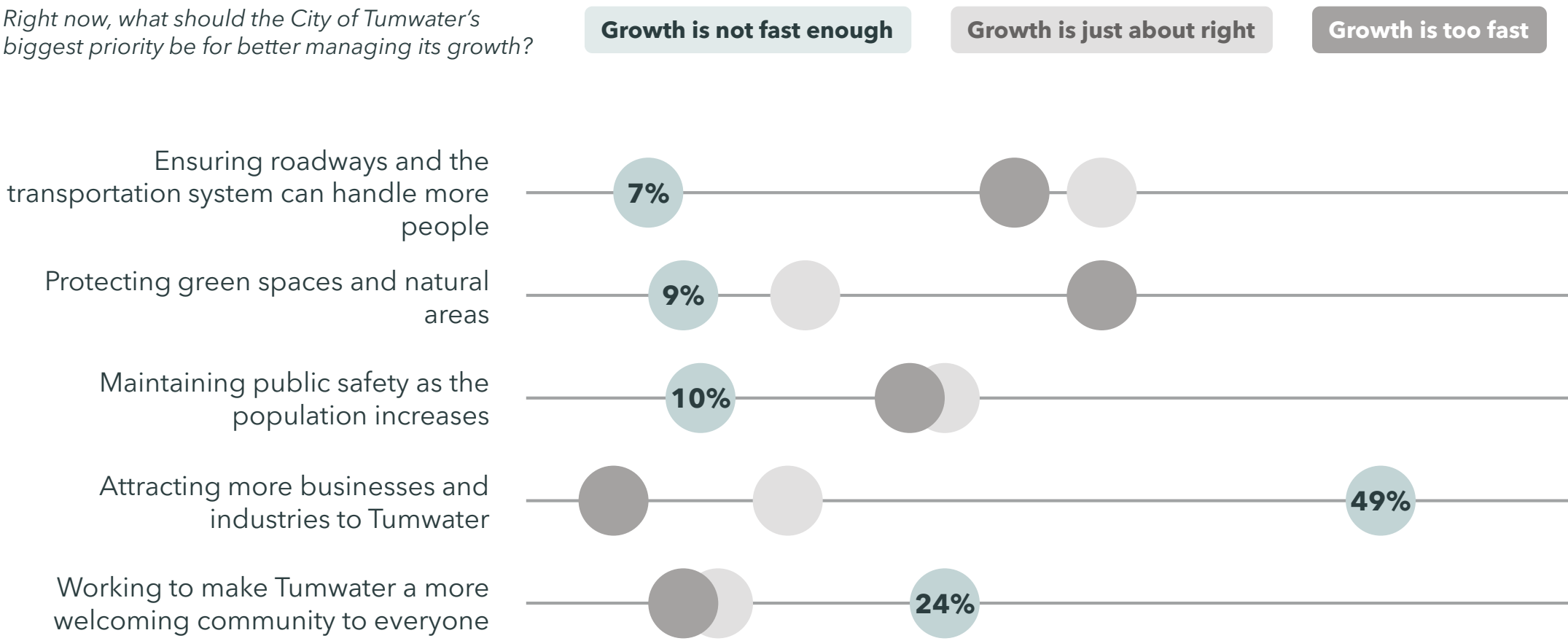
Those who think Tumwater’s growth is steady are more likely to prioritize transportation improvements.

Right now, what should the City of Tumwater’s biggest priority be for better managing its growth?



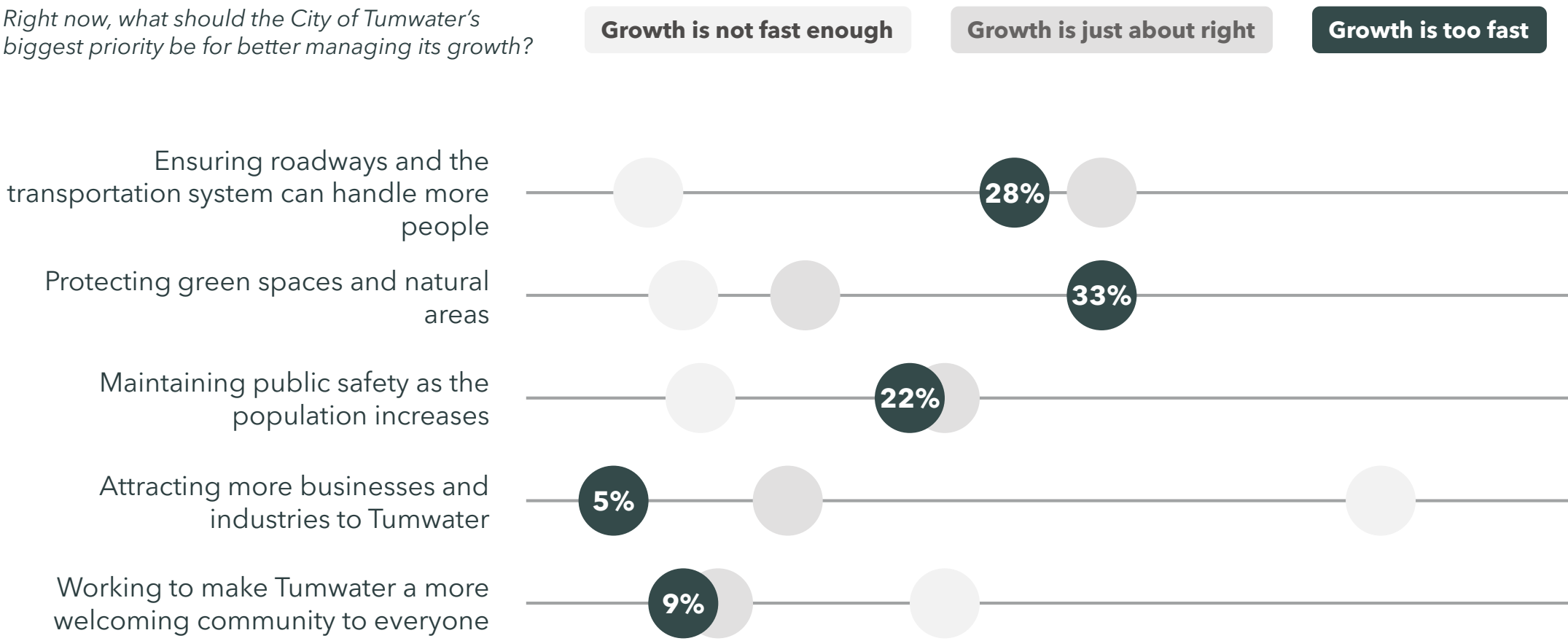
Those who think Tumwater is not growing fast enough prefer that the City focus on attracting businesses and industries to the area.

Right now, what should the City of Tumwater's biggest priority be for better managing its growth?



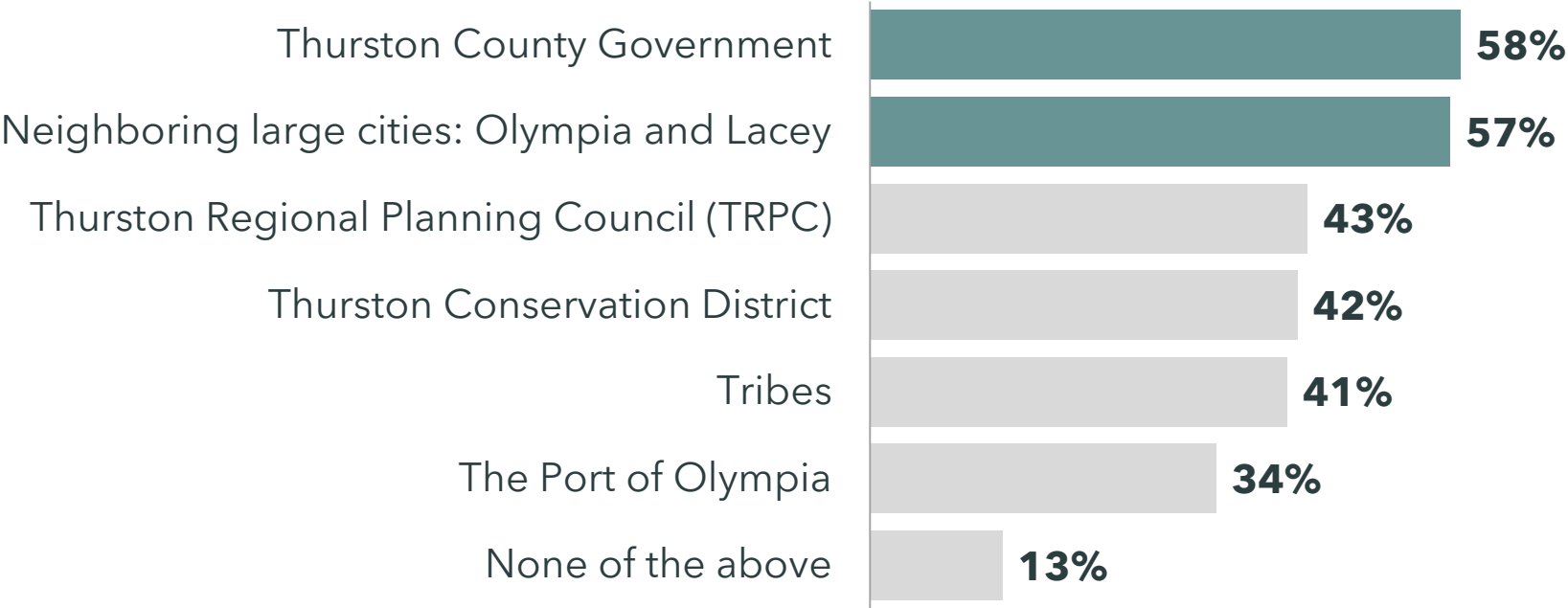
Those who think Tumwater’s growth is too fast place a higher priority on protecting green spaces and natural areas.

Right now, what should the City of Tumwater’s biggest priority be for better managing its growth?



Residents say it is important for the City to engage with Thurston County Government and neighboring large cities on growth planning.

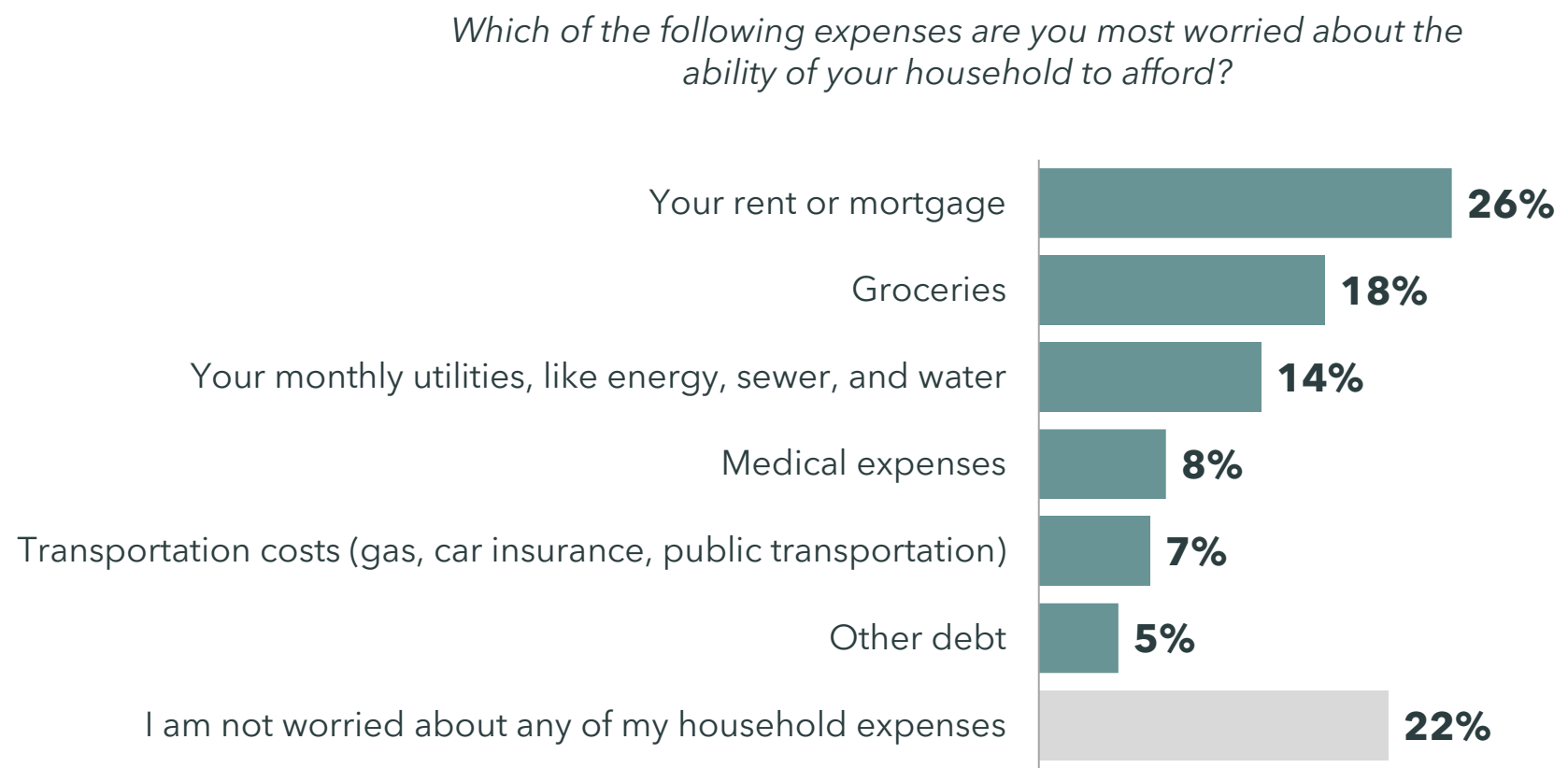
When thinking about Tumwater’s growth, what stakeholders do you think are important for the City to engage with?



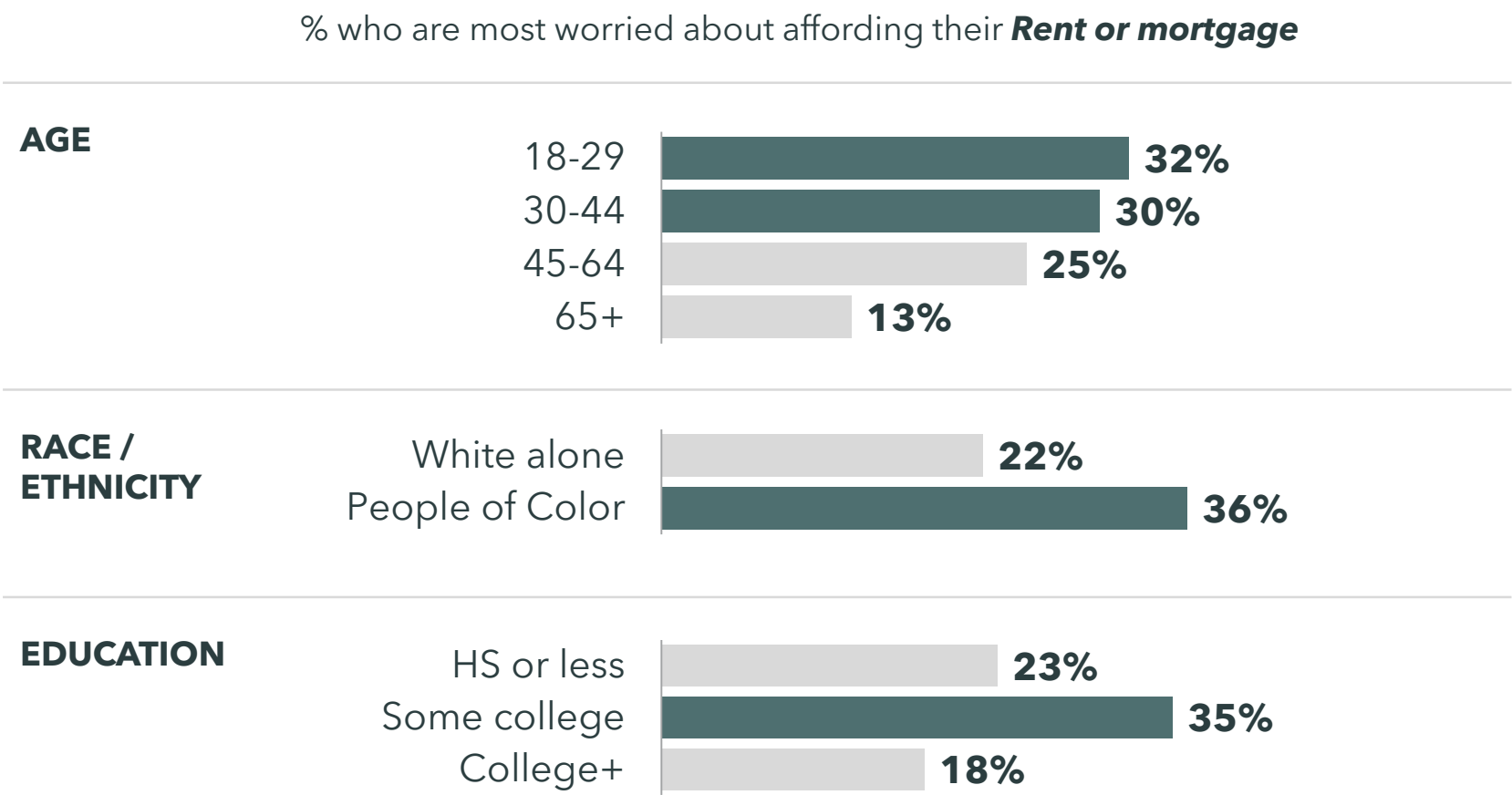
Economy & the environment



Residents are most concerned about affording their rent or mortgage, groceries, and monthly utilities. One in five are not worried about their expenses.

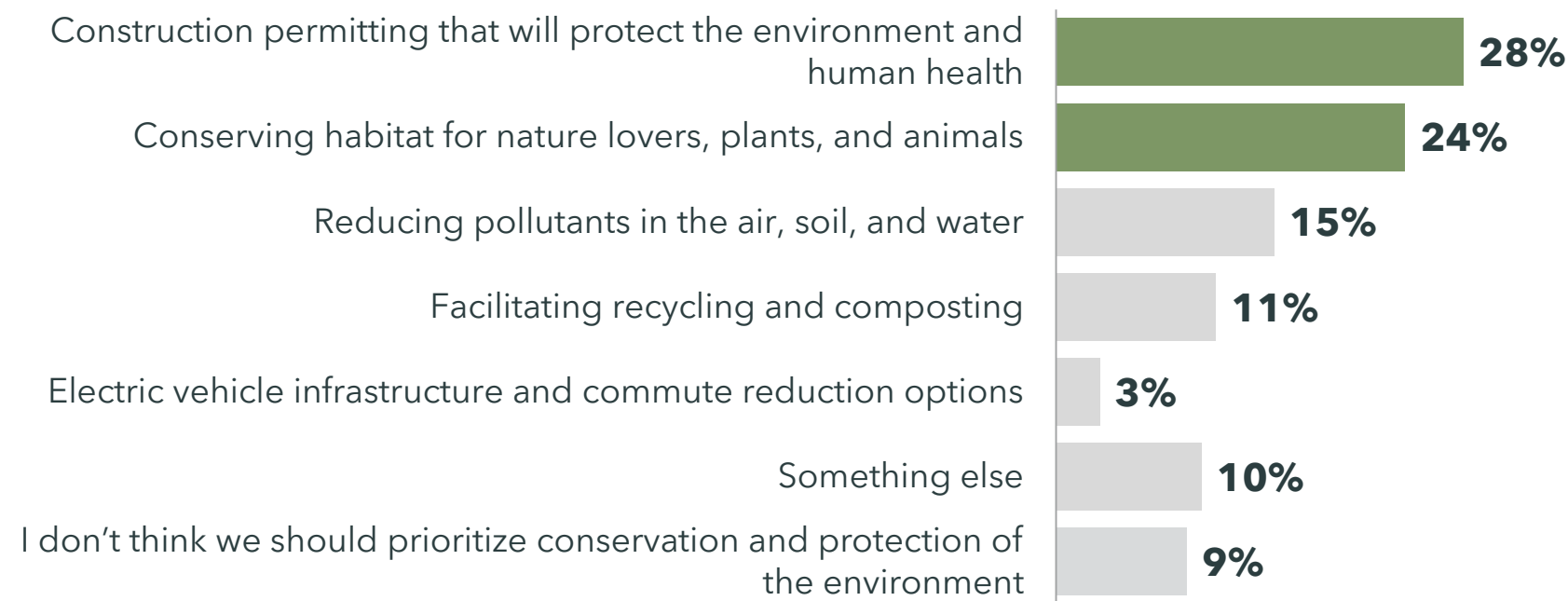


Younger residents, People of Color, and those with some college education are more likely to say they are most worried about affording their rent or mortgage.



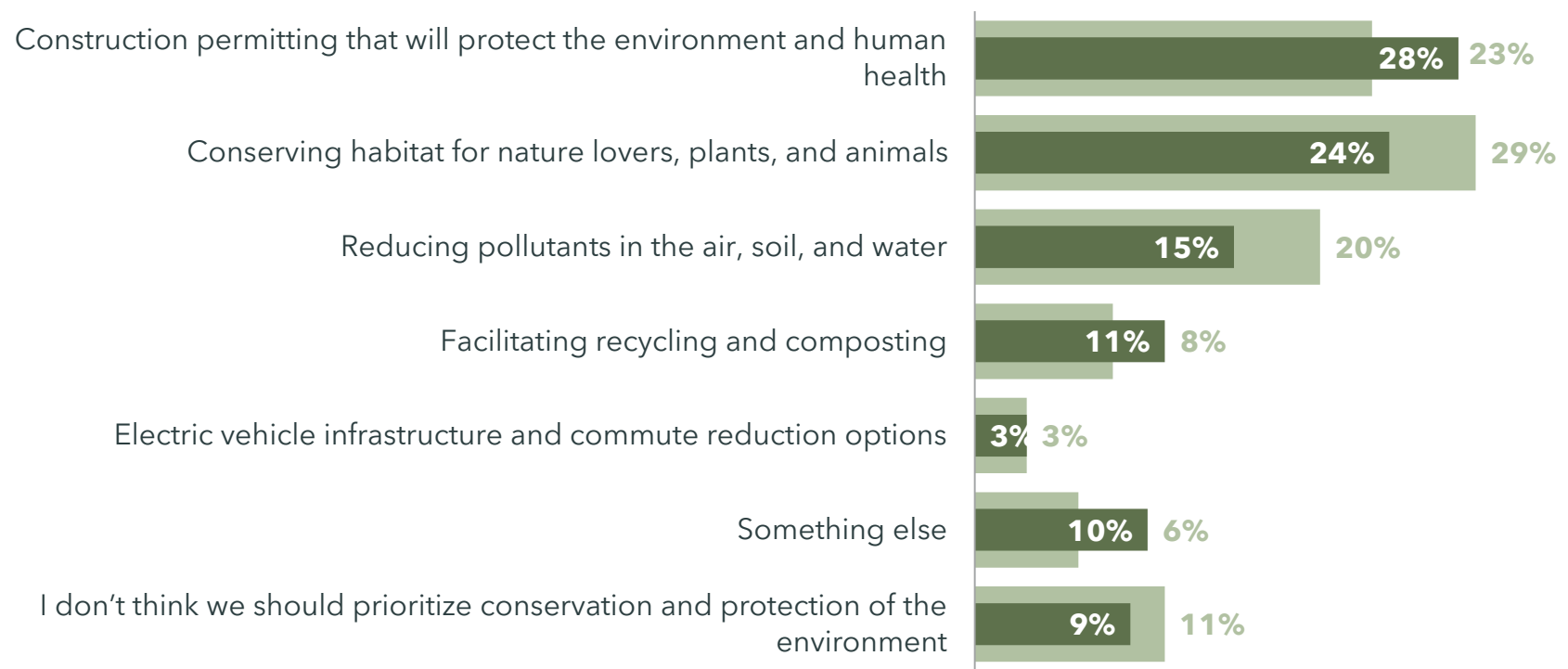
Regarding the conservation and protection of the environment, residents prioritize construction permitting that safeguards the environment and human health, as well as conserving habitats.

Regarding the conservation and protection of the environment, what is your top priority?



Community Engagement respondents place higher priority on conserving habitats and reducing pollutants in the air, soil, and water.

Regarding the conservation and protection of the environment, what is your top priority?
Statistically Valid survey (N=300) vs **Community Engagement survey (N=273)**

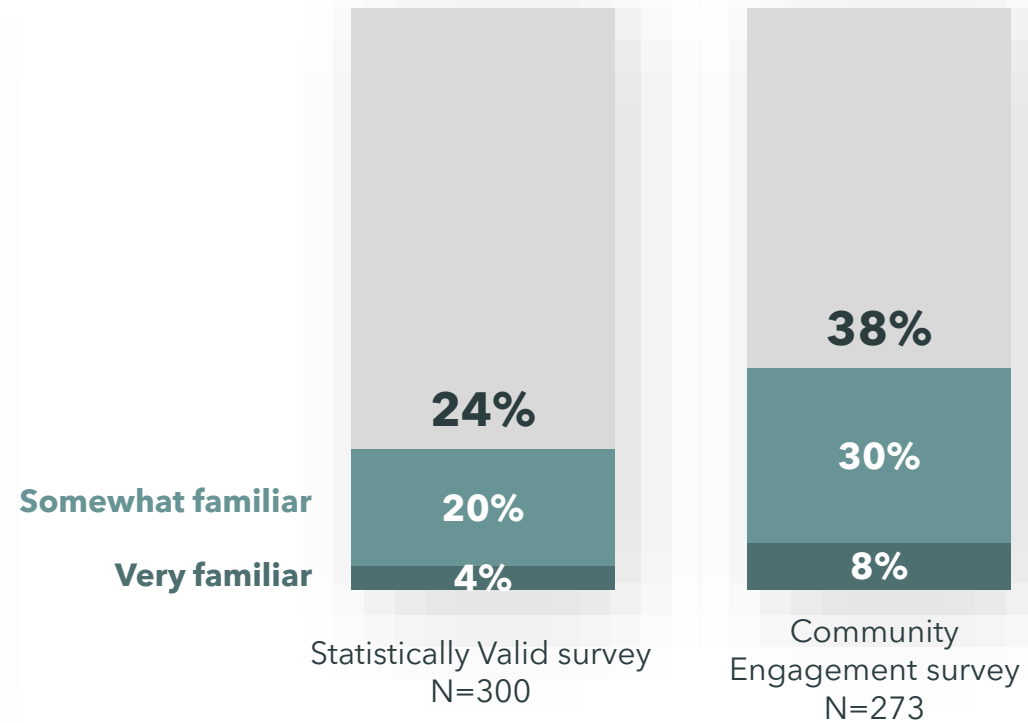


Communications



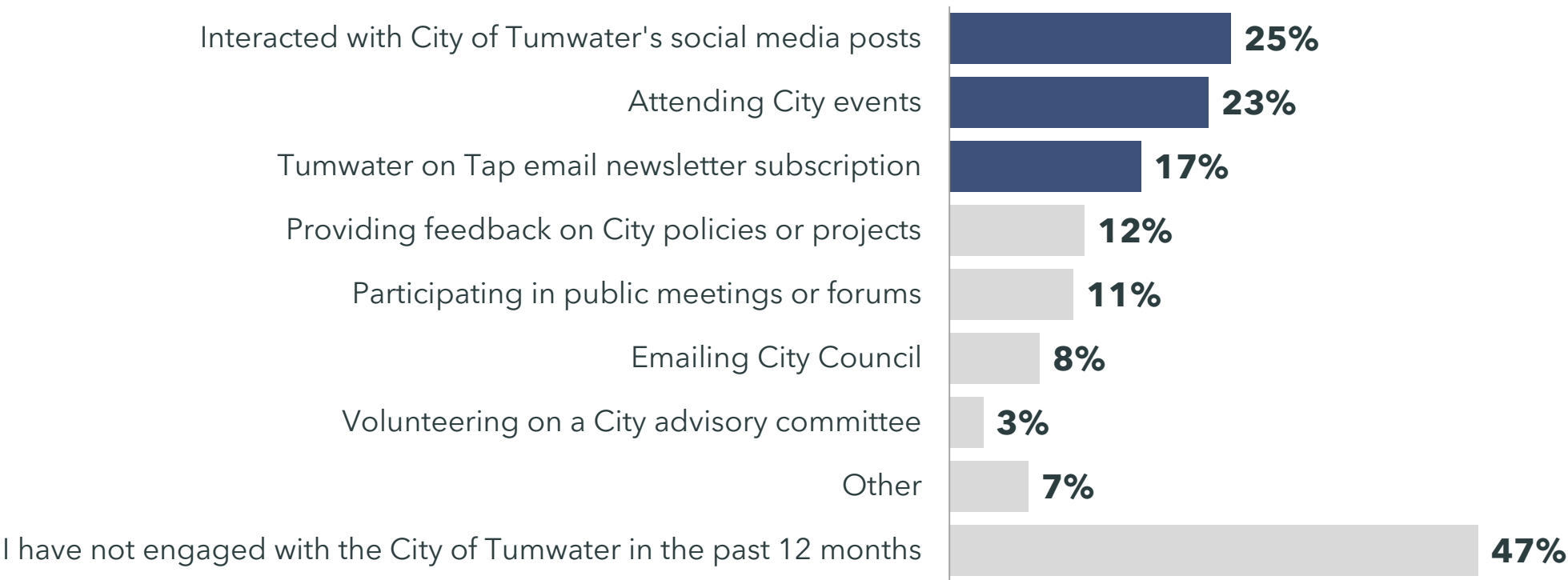
A quarter of residents are familiar with the City's comprehensive plan. Community Engagement respondents are more likely to be familiar.

*How familiar, if at all,
are you with the City
of Tumwater's
comprehensive
plan?*



Residents are most likely to interact with the City through its social media posts, attending City events, and reading Tumwater on Tap.

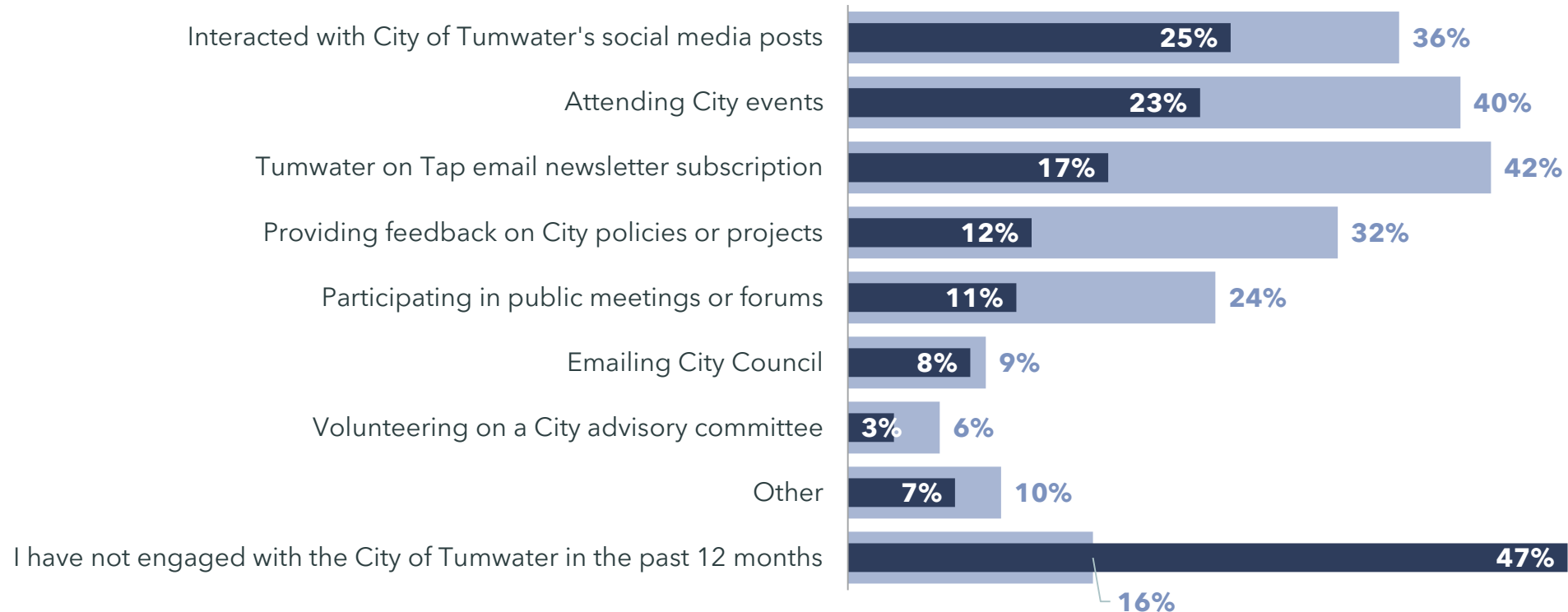
In the past 12 months, which of the following ways have you engaged with the City of Tumwater?



Community Engagement respondents are much more likely to have engaged with the City via every listed method in the survey.

In the past 12 months, which of the following ways have you engaged with the City of Tumwater?

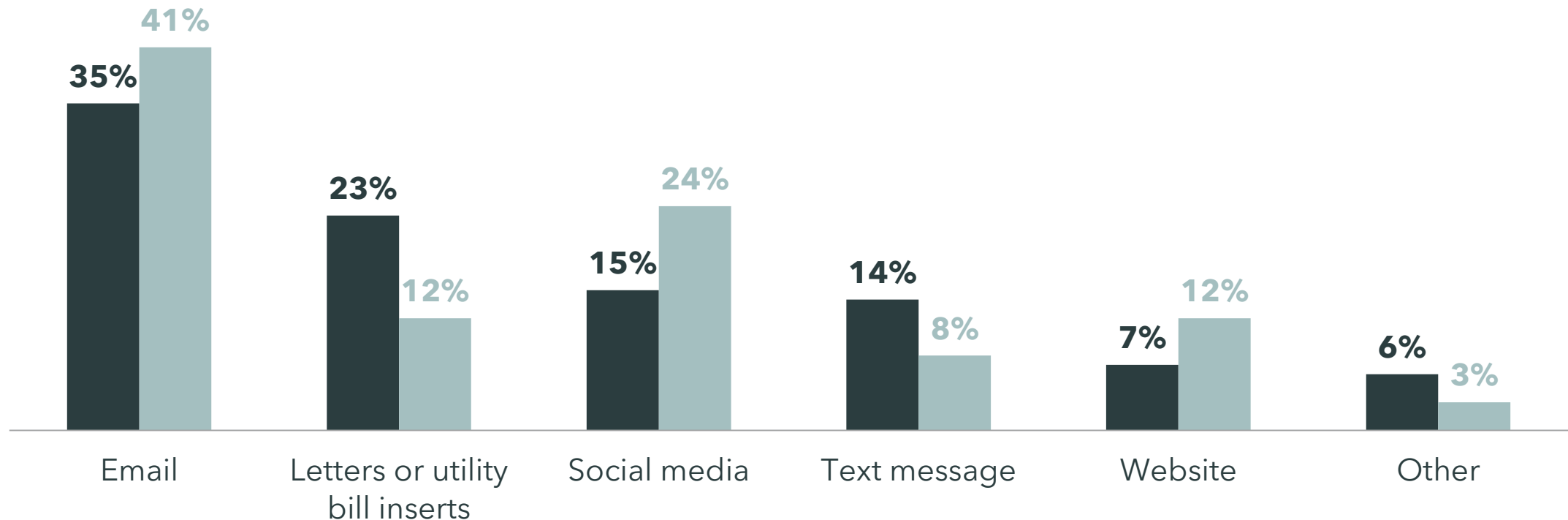
Statistically Valid survey (N=300) vs **Community Engagement survey (N=273)**



The best way to communicate with residents about community updates is through email, letters or bill inserts, and social media.

What would be the best way for the City of Tumwater to communicate with you about general community updates and work being done in the city?

Statistically Valid Survey (N=300) vs **Community Engagement Survey (N=273)**





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