

City of SeaTac, WA

2012 Resident Survey

Report of Results
April 30, 2012



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Executive Summary

Background

Incorporated in 1990, the City of SeaTac is located in the State of Washington, approximately midway between the cities of Seattle and Tacoma. Situated at the crossroads of the region's major highways, SeaTac encompasses the [Seattle-Tacoma International Airport](#), (approximately 3 square miles in area and owned and operated by the [Port of Seattle](#)) and is home to more than 27,000 people, including both long-time residents and a growing population of recent immigrants and refugees. Nearly 40,000 people work within the city's boundaries, largely in the travel, tourism and logistics industries. With 5,350 guest rooms, 31.5 million airport passengers and residents representing more than 80 nationalities and 70 different languages, SeaTac is a mid-sized town with big city issues and opportunities.

City leaders are undertaking a strategic planning process to identify community needs and priorities and to focus resources accordingly. The 2012 Resident Satisfaction Survey is a vital part of this strategic planning process. National Research Center, Inc. (NRC), a leading firm in performance measurement, designed and administered the 2012 Resident Survey to gather resident input on the adequacy of city services, the quality of the community and priorities for future city efforts using scientifically sound survey methods.

Based on past public engagement efforts, the City administration anticipated challenges to receive enough survey responses (300-400) by mail to achieve a desired margin of error of plus or minus 5%. Past public engagement efforts demonstrated the effectiveness of having public input opportunities where residents commonly gather. Thus, the City worked with SvR Design Company, a local firm, to administer the survey in-person at community involvement events sponsored by community-based organizations throughout the area.

The SeaTac Resident Survey serves as a consumer report card for the City by providing residents the opportunity to rate city services, local government, community amenities and quality of life in the city. The survey also allows residents to provide feedback to the City government on what is working well and what is not, and their priorities for community planning and resource allocation. As the first comprehensive citywide survey in the City of SeaTac, this survey provides a baseline for future survey efforts.

Methods

The mail survey was administered using scientifically sound, rigorous methods to ensure unbiased, statistically valid, representative results for the City of SeaTac. The best survey research practices were used for the resources spent to reduce possible sources of error (e.g., sampling error and non-response error). These practices included selecting households at random to participate, using an unbiased sampling procedure to select a respondent within the household, contacting potential respondents multiple times and weighting the data to reflect the demographics of SeaTac.

A randomly selected sample of 1,200 residential addresses within the city boundaries was mailed the 2012 SeaTac Resident Survey in February 2012. Of the 1,200 surveys mailed, 62 were returned because the housing unit was vacant or the postal service was unable to deliver the survey as addressed. Of the 1,138 households that received a survey, 192 completed the mail survey providing a response rate of 17%.

SvR Design Company organized and administered the survey at a variety of community involvement events sponsored by community based organizations. A total of 147 surveys were completed at these events.

Both mail and in-person survey results were weighted so that respondent characteristics were represented in the proportions reflective of the entire city according to the 2010 Census. Weighting survey results attempts to correct for non-response bias (i.e., the variation in the participation rates to surveys like this by population subgroups) and provides a more accurate snapshot of the perceptions and opinions of community resident than would be provided by the unweighted (“raw”) data.

It is customary to describe the precision of estimates made from surveys by a “level of confidence” and accompanying “confidence interval” (or margin of error). A traditional level of confidence, and the one used here, is 95%. The 95% confidence interval quantifies the sampling error or imprecision of the survey results because some residents’ opinions are relied on to estimate all residents’ opinions. The confidence interval is no greater than or plus or minus five percentage points around any given percent for the entire sample (339 surveys, 192 mail and 147 in-person).

The results presented in this report reflect the combined results of a random sample of households in SeaTac (mailed survey) and an intercept sample of residents (in-person surveys). As would be expected (due to the non-scientific sampling and the nature of face-to-face data collection) the in-person survey results were more positive than mail survey results. Comparisons were made to those of other jurisdictions around the nation and to the region (cities in the states of Washington and Oregon with populations below 100,000). These comparisons are made possible through NRC’s national benchmark database, which contains resident perspectives gathered in citizen surveys from approximately 500 jurisdictions, including cities and counties. The benchmark comparisons were based on the mail results only, to keep the data consistent with the sampling and administration methods used in other jurisdictions.

Survey Highlights

Respondents generally rated the quality of life in SeaTac as good or fair and would recommend living in SeaTac to someone who asks:

- Respondents were most positive about the city as a place to live and their neighborhood as a place to live; about 6 in 10 respondents rated these as excellent or good.
- SeaTac as a place to work received higher ratings than other cities in the region and was rated similarly to communities across the nation.
- About 7 in 10 respondents said they would recommend living in SeaTac to someone who asks and a similar proportion planned to remain in SeaTac for next five years.

SeaTac residents gave the most positive ratings to services related to public safety:

- Emergency medical services and fire services received excellent or good ratings from four in five SeaTac residents.
- Three-quarters of respondents felt the City provided excellent or good fire prevention and education services.
- Emergency medical services, fire services and fire prevention and education all received quality ratings similar to those in other communities across the nation.

SeaTac employees received high marks from residents who reported having had contact with them:

- Four in five survey respondents rated SeaTac employees' courtesy and knowledge as excellent or good.
- Employee responsiveness and residents' overall impression of employees were viewed as excellent or good by three-quarters respondents.
- All four aspects of SeaTac's employees – courtesy, knowledge, responsiveness and overall impression – were rated similarly to employees in other communities in the US.

SeaTac residents have a variety of transportation options that they appreciate and use:

- Ease of light rail travel was rated as excellent or good by three-quarters of respondents.
- Two-thirds of respondents rated the ease of travel by bus as excellent or good.
- Both ease of travel by light rail and bus were rated higher in SeaTac than in communities across the nation and in the region.
- Over half of respondents had ridden a local bus and over two-thirds had ridden light rail in SeaTac; bus ridership was higher in SeaTac than in communities across the US and region.

Resident Priorities

- About 15% of respondents named employment opportunities; opportunities to attend cultural activities; and the availability of paths, sidewalks and walking trails as their first and second community-focused priorities for city leaders to emphasize. The next most frequently mentioned community priorities included the cleanliness of SeaTac, air quality and the overall quality of business and service establishments in SeaTac
- As for their priorities in the area of city services, one-third of respondents named crime prevention and one-quarter named police services as their first or second priorities for emphasis by City leaders. The next most frequently mentioned service priorities included street repair, snow removal and services to low-income residents; about 1 in 10 respondents mentioned each of these services as their top two priorities.
- In the area of infrastructure improvements, about four in five respondents rated projects that help create or support jobs, support healthy communities or help improve the delivery of fire services as essential or very important; almost half of respondents felt that projects that help create or support jobs were essential.

Opportunities

Although ratings of safety services were high, SeaTac residents had safety concerns and felt city leaders should make crime prevention a priority:

- SeaTac's overall safety rating was lower than that found in other communities in the United States; about half of respondent felt very or somewhat safe
- Respondents felt most vulnerable to property crimes (e.g., burglary, theft) as about half reported feeling very or somewhat unsafe from these types of crimes
- One-third of respondents named crime prevention and one-quarter named police services as their first or second priority service for City leaders to emphasize over the next two years

Survey respondents wanted better employment opportunities:

- Although ratings of employment opportunities were higher in SeaTac than in communities across the US and region, almost two-thirds of respondents rated employment opportunities in SeaTac as fair or poor. This may indicate that the available employment opportunities in SeaTac do not reflect the type of jobs residents desire (e.g., service industry versus high-tech).

- Employment opportunities were most frequently cited as respondents' first or second priority area for City leaders to emphasize over the next two years.
- Economic development, with a focus on more shopping and jobs, was rated as fair or poor by 7 in 10 respondents.
- Four in five respondents felt that projects that help create or support jobs were essential or very important.

SeaTac residents exhibited a lack of awareness about services provided by the City and low levels of engagement in the community:

- Fifteen of the 26 services evaluated by residents received high proportions of "don't know" responses (ranging from 21% to 42%)
- Volunteerism and participation in clubs and civic groups were lower in SeaTac when compared to communities across the nation and in the region; about one-quarter of respondents had participated in each of these activities
- Over half of residents rated communication with the public as fair or poor, which is comparable to regional peers, and 7% of respondents named this service as their first or second priority for City leaders to emphasize
- Almost three in five residents felt SeaTac government did a fair or poor job of encouraging resident involvement

Conclusion

The results of this survey effort offer valuable insights into the City of SeaTac and how its leaders are addressing the community's needs. Citizen opinion should be used in conjunction with other sources of data about baseline conditions, budget, population demographics, personnel, and politics as the city crafts priorities and programs. In some cases, survey results highlight areas requiring additional investigation before a course of action can be identified.

National Benchmark Summary

Comparison to benchmark	City provides direct service (strong influence)	City participates in service with other parties (moderate influence)	City advocates on behalf of community (limited influence)
Much above			<ul style="list-style-type: none"> Ease of bus travel Ease of light rail travel
Above			<ul style="list-style-type: none"> Employment opportunities
Similar	<ul style="list-style-type: none"> Fire services Fire prevention & education Emergency medical services Street repair Ease of car travel City employee overall impression City employee knowledge City employee courtesy City employee responsiveness Overall direction SeaTac is taking Municipal court 	<ul style="list-style-type: none"> Services to seniors Services to youth 	<ul style="list-style-type: none"> Overall quality of new development Availability of affordable quality housing Openness and acceptance toward people of diverse backgrounds Availability of affordable quality child care As a place to work
Below	<ul style="list-style-type: none"> Police services Ease of bicycle travel Recreation centers/facilities Recreation programs/classes Land use, planning and zoning Value of services for city taxes paid Government encourages resident involvement Communication with public 	<ul style="list-style-type: none"> Opportunities to participate in community Sense of community Services to low income people 	<ul style="list-style-type: none"> Variety of housing options Shopping opportunities Availability of affordable quality health care Availability of preventative health services
Much below	<ul style="list-style-type: none"> Crime prevention Traffic enforcement Street cleaning Snow removal Sidewalk maintenance Ease of walking Storm water drainage City parks Building permits and inspection services Overall quality of services provided Code enforcement Availability of paths, sidewalks & walking trails 	<ul style="list-style-type: none"> Emergency preparedness Quality of overall natural environment Neighborhood as a place to live Overall appearance Opportunities to attend cultural activities Preservation of natural areas and open space Recreational opportunities Economic development Opportunities to volunteer Overall feeling of safety Feeling of safety in neighborhood after dark Feeling of safety in neighborhood during day Feeling of safety from violent crime Feeling of safety from property crime Feeling of safety from environmental hazards Cleanliness Overall image Animal control 	<ul style="list-style-type: none"> Overall quality of life As a place to live Educational opportunities As a place to retire As a place to raise children Air quality Availability of affordable quality food Opportunities to participate in social events/activities Opportunities to participate in religious/spiritual activities Quality of businesses and service establishments

Background and Methods

Survey Purpose

The City of SeaTac contracted with National Research Center, Inc. (NRC) to conduct its first community-wide resident survey. The SeaTac Resident Survey serves as a consumer report card for SeaTac by providing residents the opportunity to rate city services, local government, community amenities and the quality of life in the city. The survey also gives residents a chance to provide feedback to government on what is working well and what is not, and to communicate their priorities for community planning and resource allocation.

The focus on the quality of service delivery and the importance of services helps council, staff and the public to set priorities for budget decisions and lays the groundwork for tracking community opinions about the core responsibilities of SeaTac city government, helping to assure maximum service quality over time.

This type of survey addresses the key services that local governments provide to create a quality community. It is akin to private sector customer surveys that are used regularly by many corporations to monitor where there are weaknesses in product or service delivery before customers defect to competition or before other problems from dissatisfied customers arise. Because a survey such as this generally measures resident perceptions of services and the community, it is a different window into performance than customary tracking of service delivery response times or other observable conditions.

Survey Methods

A randomly selected sample of 1,200 residential addresses within the city boundaries was mailed the 2012 SeaTac Resident Survey in February 2012. Of these, 1,138 were successfully delivered to occupied households. A total of 192 household surveys were completed, for a response rate of 17%. The City anticipated a lower-than-typical response rate for the mail survey and enlisted SvR Design Company to organize and administer the survey at community involvement events sponsored by community based organizations throughout the city. These events were held at various locations across the community including several elementary schools, the Valley View Library, the Matt Griffin YMCA and the Tukwila Food Pantry. All attendees were invited to complete a survey. A total of 147 surveys were completed at these events.

Both mail and in-person survey results were weighted so that respondent age, gender, tenure (rent versus own), housing unit type (attached versus detached), race and ethnicity were represented in the proportions reflective of the entire city according to the 2010 Census. More information about the survey methodology can be found in Appendix A: Survey Methodology.

Precision of Estimates

It is customary to describe the precision of estimates made from surveys by a "level of confidence" (or margin of error). The 95 percent confidence level for this survey is generally no greater than plus or minus five percentage points around any given percent reported for the entire sample (339). For comparisons among subgroups, the margin of error rises to approximately plus or minus 7% for sample sizes of 200 to plus or minus 10% for sample sizes of 100, and for smaller sample sizes (i.e., 30), the margin of error rises to 18%.

How the Results Are Reported

For the most part, the full set of frequencies or the “percent positive” is presented in the body and narrative of the report. The percent positive is the combination of the top two most positive response options (i.e., “excellent” and “good,” “strongly agree” and “somewhat agree,” “essential” and “very important”).

On many of the questions in the survey, respondents could give an answer of “don’t know.” The proportion of respondents giving this reply is shown in the full set of responses included in Appendix B: Responses to Survey Questions and is discussed in the body of this report if it is 20% or greater. However, these responses have been removed from the analyses presented in the body of the report, unless otherwise indicated. In other words, the majority of the tables and graphs in the body of the report display the responses from respondents who had an opinion about a specific item.

For some questions, respondents were permitted to select multiple responses. When the total exceeds 100% in a table for a multiple response question, it is because some respondents are counted in multiple categories. When a table for a question that only permitted a single response does not total to exactly 100%, it is due to the customary practice of percentages rounding to the nearest whole number.

Interpretation of Results

The results presented in the body of this report reflect the combined results of a random sample of households in SeaTac (mailed survey) and an intercept sample of residents (in-person surveys). Overall, those who completed the in-person surveys were much more likely to provide positive ratings than those who responded to the mailed survey (see Comparison of Mail and In-person Results). These differences may be the result of the sampling (random versus intercept) or the mode (self-administered paper survey versus in-person).

Comparing Survey Results to Other Jurisdictions

Jurisdictions use the comparative information provided by benchmarks to help interpret their own resident survey results, to create or revise community plans, to evaluate the success of policy or budget decisions, and to measure local government performance. Taking the pulse of the community has little meaning without knowing what pulse rate is too high and what is too low. When surveys of service satisfaction turn up “good” citizen evaluations, it is necessary to know how others rate their services to understand if “good” is good enough or if most other communities are “excellent.” Furthermore, in the absence of national or peer community comparisons, a jurisdiction is left with comparing its fire protection rating to its street maintenance rating. That comparison is unfair as street maintenance always gets lower ratings than fire protection. More illuminating is how residents’ ratings of fire service compare to opinions about fire service in other communities and to resident ratings over time.

A police department that provides the fastest and most efficient service – one that closes most of its cases, solves most of its crimes, and keeps the crime rate low – still has a problem to fix if the residents in the city rate police services lower than ratings given by residents in other cities with objectively “worse” departments.

Benchmark data can help that police department – or any City department – to understand how well residents think it is doing. Without the comparative data, it would be like bowling in a tournament without knowing what the other teams are scoring. Resident opinion should be used in conjunction

with other sources of data about budget, population demographics, personnel, and politics to help managers know how to respond to comparative results.

NRC's database of comparative resident opinion is comprised of resident perspectives gathered in resident surveys from approximately 500 jurisdictions whose residents evaluated local government services and gave their opinion about the quality of community life. The comparison evaluations are from the most recent survey completed in each jurisdiction; most communities conduct surveys every year or in alternating years. NRC adds the latest results quickly upon survey completion, keeping the benchmark data fresh and relevant. The City of SeaTac chose to have comparisons made to the entire nation as well as to jurisdictions in the region (cities in Washington and Oregon with populations below 100,000).

Although responses to many of the evaluative questions were made on a five-point scale with 1 representing the best rating and 5 the worst, the benchmarks are reported on a common scale where 0 is the worst possible rating and 100 is the best possible rating. For SeaTac's 2012 results, the 95 percent confidence interval around an average score on the 100-point scale is no greater than plus or minus 4.2 points based on respondents to the mail survey.

Where comparisons for quality ratings were available, the City of SeaTac's results were generally noted as being "above" the benchmark, "below" the benchmark or "similar" to the benchmark. For some questions – those related to resident behavior, circumstance or to a local problem – the comparison to the benchmark is designated as "more," "similar" or "less" (for example, residents contacting the City in the last 12 months). In instances where ratings are considerably higher or lower than the benchmark, these ratings have been further demarcated by the attribute of "much," (for example, "much less" or "much above"). These labels come from a statistical comparison of SeaTac's rating to the benchmark where a rating is considered "similar" if it is within the margin of error (less than 4.2 points on a 100-point scale); "above," "below," "more" or "less" if the difference between SeaTac's rating and the benchmark is greater the margin of error (greater than 4.2 points but less than 8.4 points); and "much above," "much below," "much more" or "much less" if the difference between SeaTac's rating and the benchmark is more than twice the margin of error (greater than 8.4 points).

Benchmark comparisons were based on the mail results only to keep the data consistent with the sampling and administration methods used in other jurisdictions. Benchmark comparisons are discussed throughout the body of the report and displayed in detail in Appendix C: Benchmark Comparisons.

Resident Survey Results

Quality of Life

Survey respondents assessed their overall quality of life as well as the city as a place to live, work, raise children and retire. Respondents generally felt these aspects of quality of life were good or fair. Respondents were most positive about the city as a place to live and their neighborhood as a place to live; about 6 in 10 respondents rated these aspects as excellent or good.

When compared to other communities across the nation and in the region¹, respondents tended to rate SeaTac lower than respondents in the comparison communities. However, SeaTac as a place to work received higher ratings than other cities in the region and was rated similarly to communities across the nation (see Appendix C: Benchmark Comparisons).

Figure 1: Overall Quality of Life

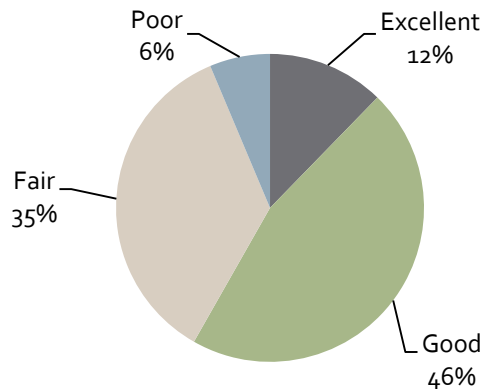


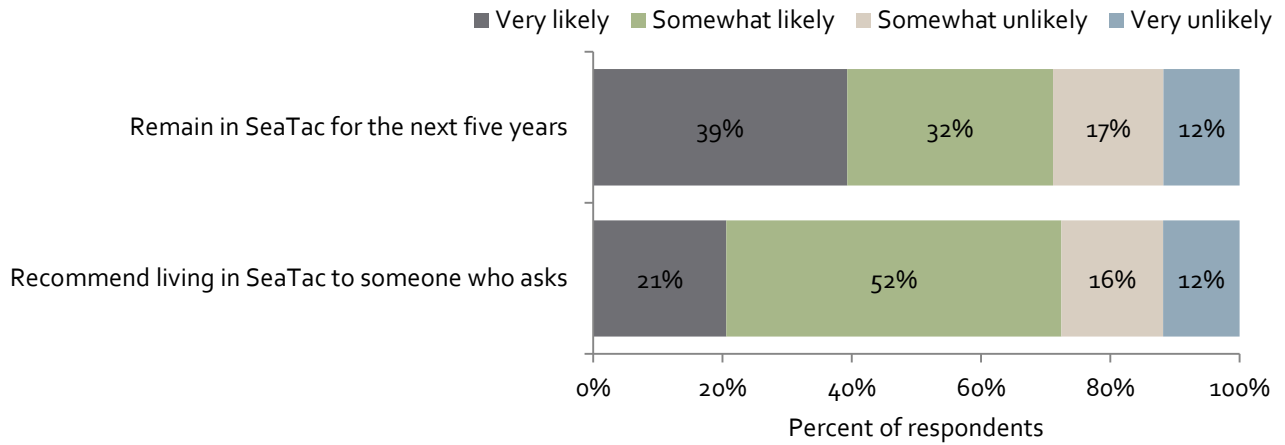
Figure 2: Aspects of Quality of Life



¹ The regional comparison includes cities in the states of Washington and Oregon with populations below 100,000. See Appendix C: Benchmark Comparisons for more information.

Almost two-thirds of respondent had lived in SeaTac for six or more years (see Respondent Characteristics, page 29), and about 7 in 10 respondents were very or somewhat likely to remain in SeaTac for the next five years or to recommend the city as a place to live to someone who asked. These ratings of likelihood of remaining in and recommending the city were lower in SeaTac when compared to other communities across the nation and region (see Appendix C: Benchmark Comparisons).

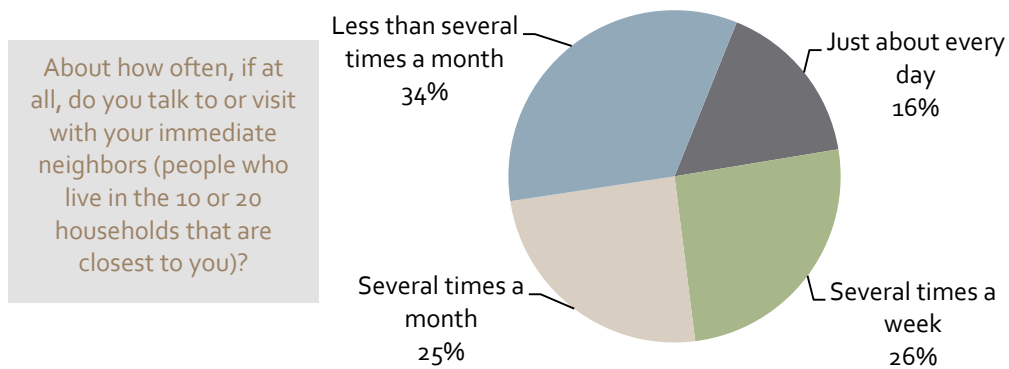
Figure 3: Likelihood of Remaining in and Recommending SeaTac



Community Participation and Engagement

SeaTac residents reported moderate levels of regular contact with their neighbors. About two in five respondents reported talking or visiting with their neighbors at least several times a week. The level of neighborliness in SeaTac was similar when compared to other communities across the country and in the region.

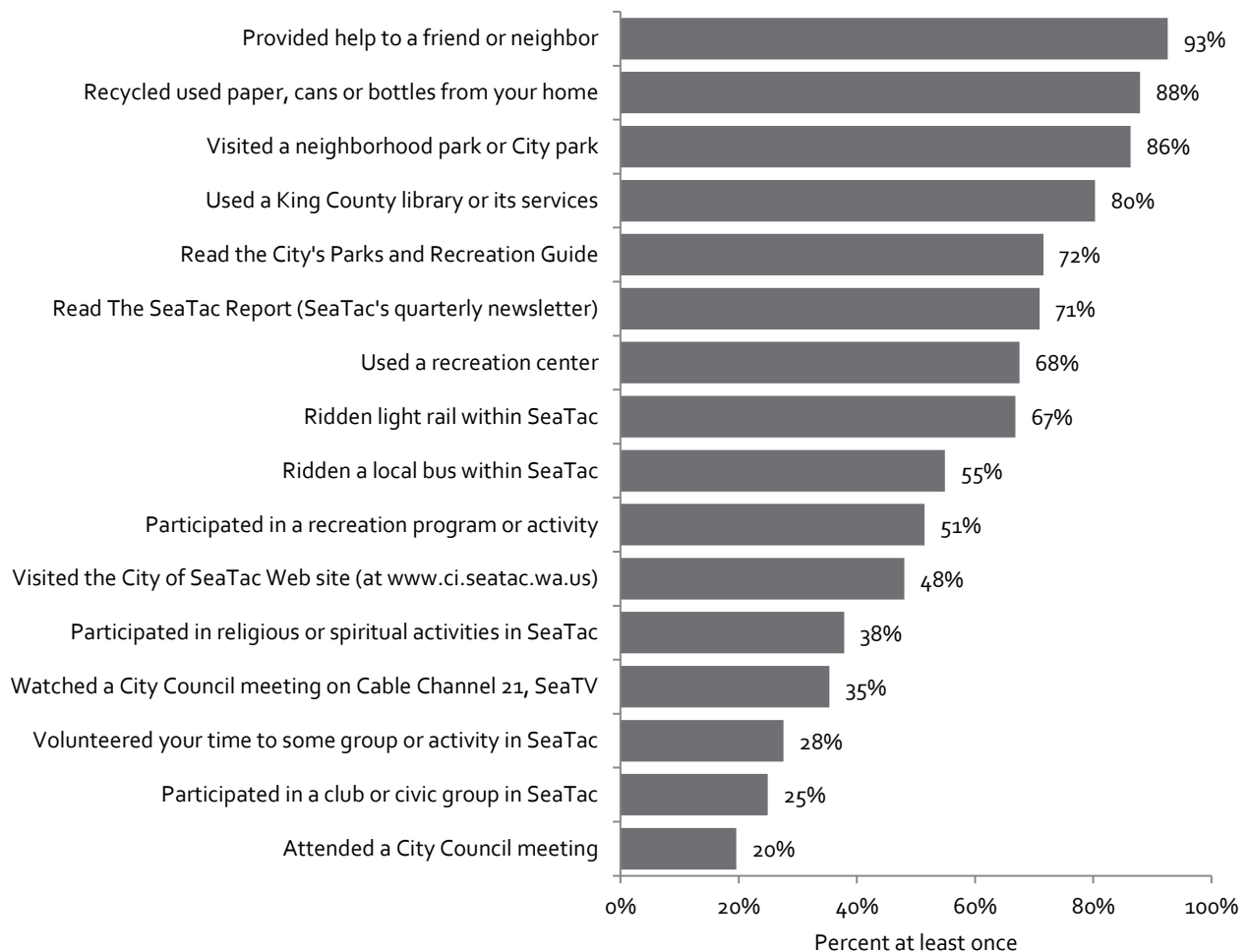
Figure 4: Contact with Neighbors



Respondents were asked how often they engaged or participated in a list of 16 activities in SeaTac. About 9 in 10 respondents had provided help to a friend or neighbor; recycled used paper, cans or bottles; or visited a neighborhood or city park at least once in the 12 months prior to the survey. Eighty percent of respondents had used a King County Library and slightly fewer (about 70%) had read the City’s Parks and Recreation Guide; read the quarterly newsletter, *The SeaTac Report*; used a recreation center; or ridden light rail. Survey respondents were least likely to have volunteered their time to some group or activity in SeaTac, participated in a civic club or group or to have attended a City Council meeting; less than 30% of residents had done any of these three activities at least once in the past 12 months. See Appendix B: Responses to Survey Questions for a more detailed breakdown of respondents’ participation in these activities.

Overall, participation in these activities was similar to or lower than the participation rates found in other communities in the county or region. Activities in which participation in SeaTac was higher than in the US included bus ridership and recycling. At the regional level, more residents in SeaTac used a recreation center, rode a bus and watched a City Council meeting on SeaTV than in the peer communities. Volunteerism, participation in clubs and civic groups and participation in religious and spiritual activities were lower in SeaTac when compared to communities across the nation and in the region (see Appendix C: Benchmark Comparisons).

Figure 5: Participation in Activities



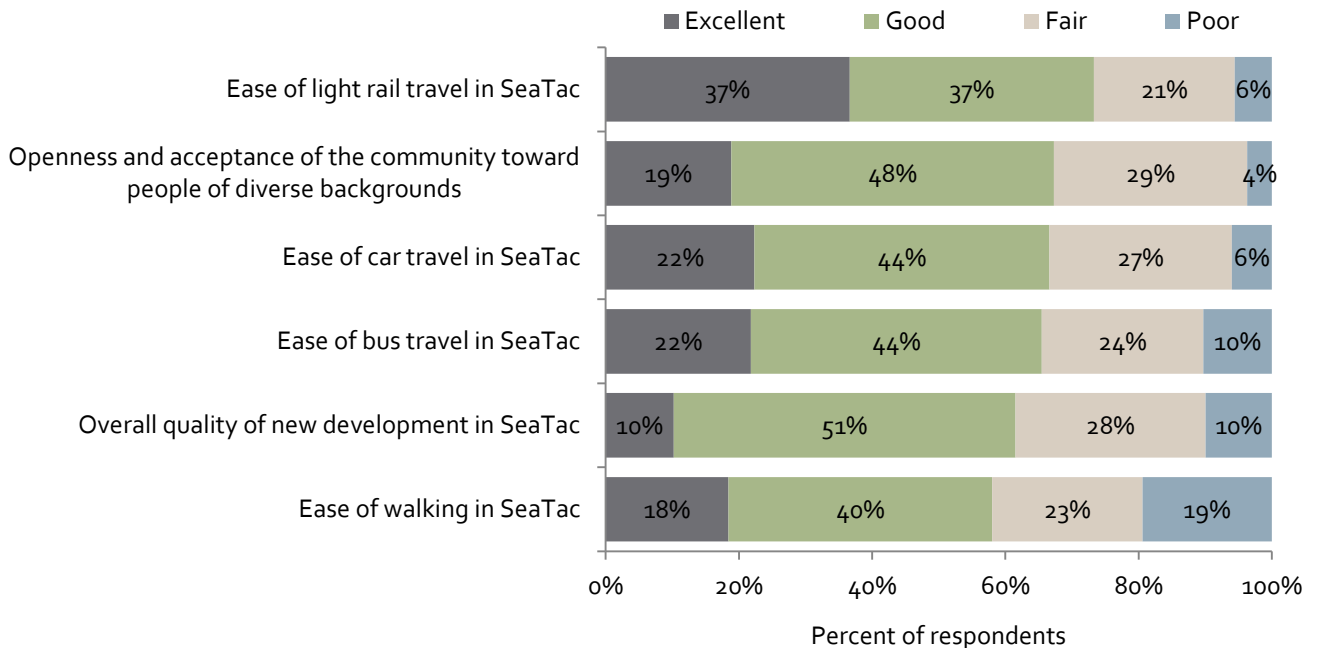
Community Characteristics

Respondents were provided a list of 30 characteristics of the community, ranging from ease of travel and recreational opportunities to employment opportunities and the availability of health services and asked to rate the quality of each. They were also asked which of these aspects of the community should receive the most emphasis from city leaders over the next two years. Table 1 (page 13) displays all 30 characteristics and the percent of respondents rating each as their first and second priorities for emphasis.

Aspects travel, including the ease of travel by light rail, car, bus and walking, as well as the openness and acceptance of people of diverse background and the quality of new development, were rated the most positively by SeaTac residents. About 6 to 7 in 10 respondents felt these attributes of SeaTac were excellent or good, and fewer than 1 in 10 respondents identified these attributes as their first or second priority for city leaders. Instead, about 15% of respondents named employment opportunities; opportunities to attend cultural activities; and the availability of paths, sidewalks and walking trails as their first and second priorities for city leaders to emphasize. These high-priority aspects of the community were among the lowest rated aspects of SeaTac; about one in five respondents rated them as poor. Four aspects of the community received a high proportion of “don’t know” responses. These included employment opportunities and the availability of affordable quality child care, health care and preventative health services. (Complete frequencies can be found in Appendix B: Responses to Survey Questions.)

Overall, most aspects of SeaTac received lower ratings when compared to other communities. However, the employment opportunities in SeaTac received higher ratings than the employment opportunities across the nation and in the region. Ease of bus travel and light rail were also rated higher in SeaTac than elsewhere. Opportunities to attend cultural activities and the availability of paths, sidewalks and walking trails received ratings below the benchmark at both the national and regional levels (see Appendix C: Benchmark Comparisons).

Figure 6: Top Rated Community Characteristics



Prepared by National Research Center, Inc.

Table 1: Characteristics of the Community

Please rate each of the following characteristics as they relate to the City of SeaTac as a whole:	Excellent	Good	Fair	Poor	Total	Percent mentioned as 1st or 2nd priority
Ease of light rail travel in SeaTac	37%	37%	21%	6%	100%	3%
Ease of car travel in SeaTac	22%	44%	27%	6%	100%	2%
Ease of bus travel in SeaTac	22%	44%	24%	10%	100%	4%
Openness and acceptance of the community toward people of diverse backgrounds	19%	48%	29%	4%	100%	4%
Ease of walking in SeaTac	18%	40%	23%	19%	100%	7%
Overall quality of new development in SeaTac	10%	51%	28%	10%	100%	7%
Opportunities to volunteer	18%	37%	36%	9%	100%	1%
Opportunities to participate in the community	19%	35%	36%	11%	100%	4%
Overall appearance of SeaTac	12%	41%	37%	9%	100%	9%
Sense of community	15%	37%	36%	13%	100%	6%
Recreational opportunities	14%	37%	38%	11%	100%	4%
Cleanliness of SeaTac	13%	37%	37%	12%	100%	11%
Opportunities to participate in religious or spiritual events and activities	17%	33%	40%	9%	100%	2%
Ease of bicycle travel in SeaTac	15%	35%	30%	20%	100%	4%
Air quality	10%	40%	31%	19%	100%	10%
Variety of housing options	10%	38%	40%	11%	100%	4%
Availability of affordable quality food	10%	38%	34%	18%	100%	7%
Quality of overall natural environment in SeaTac	11%	37%	39%	14%	100%	5%
Educational opportunities	9%	38%	36%	17%	100%	5%
Opportunities to participate in social events and activities	12%	35%	38%	15%	100%	2%
Shopping opportunities	19%	27%	28%	25%	100%	8%
Availability of paths, sidewalks and walking trails	18%	28%	29%	25%	100%	14%
Availability of affordable quality health care*	10%	35%	34%	22%	100%	6%
Overall image or reputation of SeaTac	10%	35%	37%	18%	100%	9%
Overall quality of business and service establishments in SeaTac	7%	37%	40%	16%	100%	11%
Availability of preventive health services*	13%	31%	38%	18%	100%	3%
Availability of affordable quality housing	9%	35%	42%	14%	100%	9%
Opportunities to attend cultural activities	10%	33%	39%	18%	100%	14%
Availability of affordable quality child care*	13%	27%	46%	13%	100%	3%
Employment opportunities*	8%	29%	43%	20%	100%	16%

Note: The items in this table are displayed with the most positively rated characteristics at the top in descending order based on the percent of respondents rating the item as excellent or good.

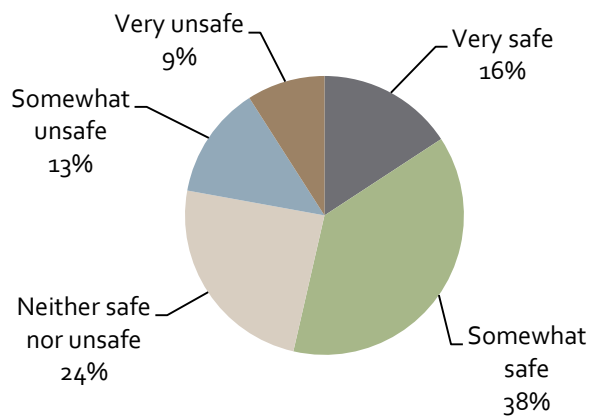
* At least 20% of respondents answered "don't know" to item

Safety in SeaTac

Survey respondents were asked to rate several aspects of safety in SeaTac including their overall feeling of safety, safety in their neighborhood during the day and after dark, safety on transit and safety from environmental hazards, property crime and violent crime.

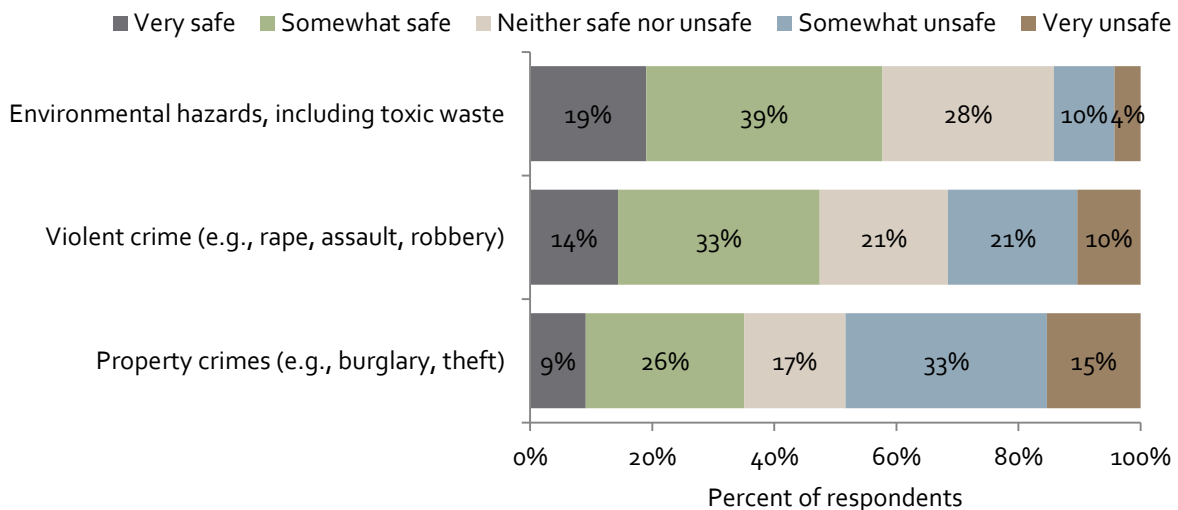
When assessing their overall feeling of safety in SeaTac, over half of respondents felt very or somewhat safe, about one-quarter felt neither safe nor unsafe and another one-quarter very or somewhat unsafe. Compared to other communities, SeaTac’s overall safety rating was lower than that found in other communities in the United States; a comparison at the regional level was not available (see Appendix C: Benchmark Comparisons).

Figure 7: Overall Feeling of Safety in SeaTac



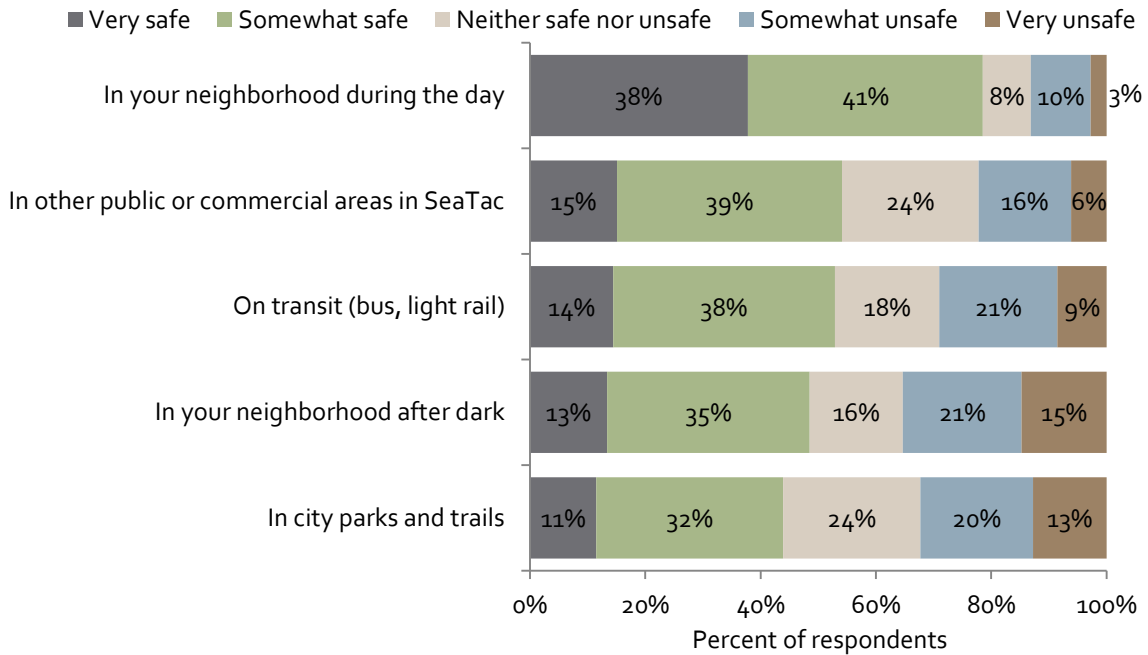
Examining further the perceptions of safety in SeaTac, respondents felt most safe from environmental hazards (58% very or somewhat safe) and least safe from property crimes (35% very or somewhat safe). At both the national and regional levels, ratings of personal safety were below the benchmark (see Appendix C: Benchmark Comparisons).

Figure 8: Ratings of Personal Safety



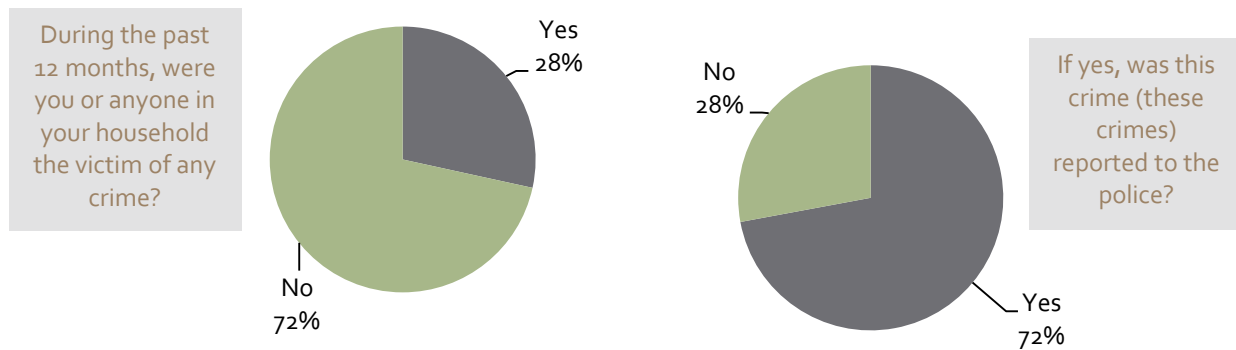
Finally, respondents were asked to rate their feelings of safety in various locations across SeaTac. About four in five survey respondents felt very or somewhat safe in their neighborhoods during the day; at night, the proportion who felt safe dropped to about two in five. Over half of respondents reported feeling very or somewhat safe in other public or commercial areas of SeaTac and on transit. Respondents felt least safe in city parks and trails. Where benchmark comparisons were available, SeaTac residents tended to report lower feelings of safety compared to both the national and regional levels.

Figure 9: Ratings of Safety in SeaTac



During the 12 months prior to the survey, 28% of respondents reported that someone in the household had been the victim of one or more crimes. Of those who had been the victim of a crime, 72% reported the crime to police. Compared to other jurisdictions across the nation and in the region, more SeaTac residents had been victims of crime in the 12 months preceding the survey. The proportion of respondents who reported the crime was lower in SeaTac than in communities across the US but similar to other communities in the region.

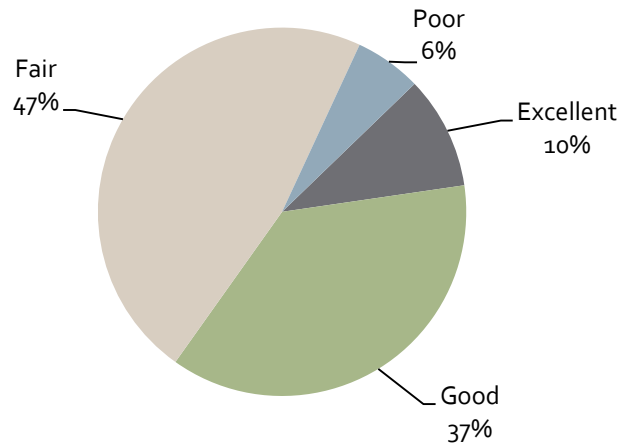
Figure 10: Crime Victimization and Reporting



City Services

Survey respondents assessed the overall quality of services provided by SeaTac. Over one-third rated the overall quality of services as good and about half rated it as fair. Ten percent or less rated the overall quality of services as excellent (10%) or poor (6%). When compared to other communities across the nation and in the region, respondents tended to rate SeaTac's overall quality of services lower than respondents in the comparison communities (see Appendix C: Benchmark Comparisons).

Figure 11: Overall Quality of Services Provided by SeaTac

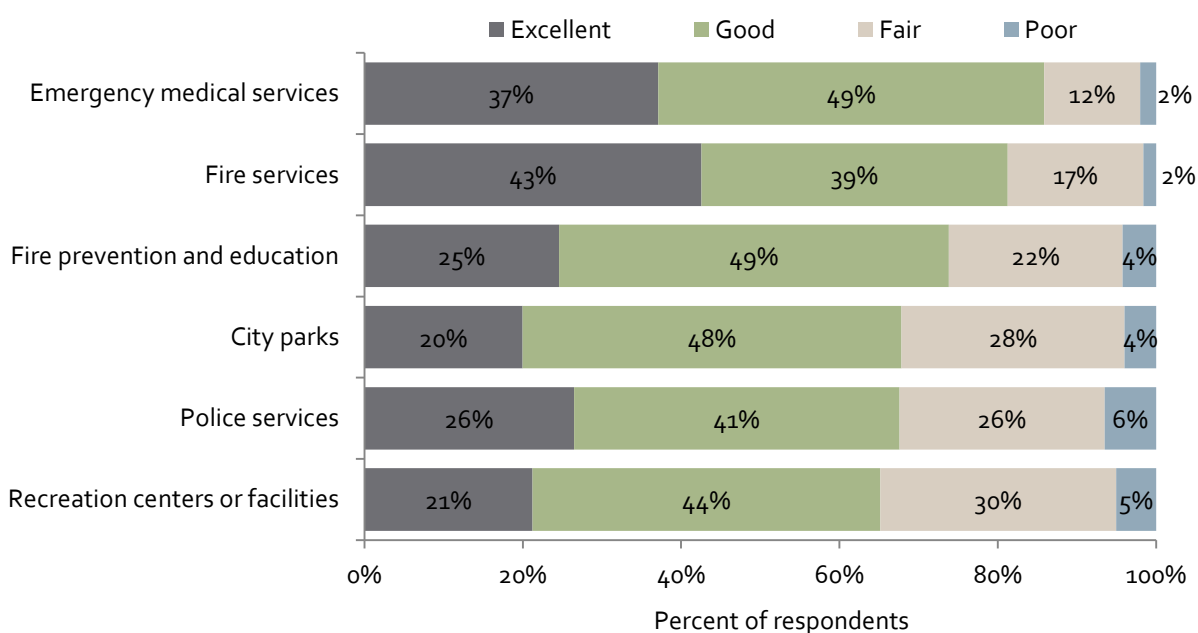


In addition to rating the overall quality of services, respondent evaluated a list of 26 services ranging from police services to street maintenance and animal control to economic development. They were also asked which of these services should receive the most emphasis from city leaders over the next two years. Table 2, page 18, displays all 26 services and the percent of respondents rating each as their first and second priorities for emphasis. Among the 26 City-provided services rated by respondents, public safety services like emergency medical services, fire services, fire prevention and education and police services, as well as city parks and recreation centers and facilities, were the most positively evaluated services. Between 60% and 80% of survey respondents rated these services as excellent or good. Some of the lowest rated services included preservation of natural areas such as open space, farmlands and greenbelts; building permits and inspection services; and economic development (e.g., business recruitment and retention); about 3 in 10 respondents rated these services as excellent or good.

As for the services City leaders should emphasize over the next two years, one-third of respondents named crime prevention and one-quarter named polices services as their first or second priorities. The next most frequently mentioned priorities included street repair, snow removal and services to low-income residents as their first or second priorities; about 1 in 10 respondents mentioned each of these services as priorities.

Overall, City-provided services tended to receive lower ratings when compared to other communities across the nation and in the region. However, fire services, emergency medical services, fire prevention and education, municipal court, street repair, services to youth and services to seniors were rated similarly to other communities in the US. Within the Washington/Oregon region, fire prevention, municipal court, recreation centers and facilities, services to youth and communication with public, were rated similarly in SeaTac when compared to the regional peers (see Appendix C: Benchmark Comparisons).

Figure 12: Top Rated City Services



Fifteen of the 26 services received a high proportion (at least 20%) of “don’t know” responses. These included public safety services like emergency medical services and fire services, as well as human services like services to youth, seniors and low-income people. Complete frequencies can be found in Appendix B: Responses to Survey Questions.

Table 2: Ratings of Services Provided by SeaTac

Please rate the quality of each of the following services provided by the City of SeaTac: (Services not provided by the City, such as recycling, drinking water and public schools, have been intentionally omitted.)	Excellent	Good	Fair	Poor	Total	Percent mentioned as 1st or 2nd priority
Emergency medical services*	37%	49%	12%	2%	100%	2%
Fire services*	43%	39%	17%	2%	100%	7%
Fire prevention and education	25%	49%	22%	4%	100%	2%
City parks	20%	48%	28%	4%	100%	5%
Police services	26%	41%	26%	6%	100%	24%
Recreation centers or facilities*	21%	44%	30%	5%	100%	1%
Services to seniors*	18%	43%	32%	7%	100%	5%
Recreation programs or classes	20%	40%	34%	5%	100%	4%
Municipal court*	15%	43%	36%	5%	100%	1%
Services to youth*	13%	44%	33%	10%	100%	5%
Traffic enforcement	15%	39%	34%	12%	100%	3%
Crime prevention	15%	33%	36%	17%	100%	34%
Street cleaning	11%	37%	35%	17%	100%	6%
Storm water drainage	11%	36%	42%	12%	100%	1%
Overall quality of services provided by SeaTac	10%	37%	47%	6%	100%	1%
Services to low-income people*	12%	33%	37%	18%	100%	10%
Snow removal	10%	33%	33%	23%	100%	11%
Communication with the public (information on projects, issues, etc.)*	11%	32%	45%	12%	100%	7%
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations; e.g., CERT)*	14%	29%	37%	20%	100%	6%
Sidewalk maintenance	9%	33%	37%	21%	100%	8%
Code enforcement (weeds, abandoned buildings, etc.)*	9%	31%	34%	27%	100%	6%
Animal control*	8%	32%	47%	14%	100%	5%
Street repair	11%	29%	39%	21%	100%	12%
Land use, planning and zoning*	9%	29%	48%	15%	100%	3%
Preservation of natural areas such as open space, farmlands and greenbelts*	9%	24%	48%	19%	100%	9%
Building permits and inspection services*	7%	24%	53%	16%	100%	2%
Economic development (e.g., business recruitment and retention)*	8%	22%	51%	19%	100%	9%

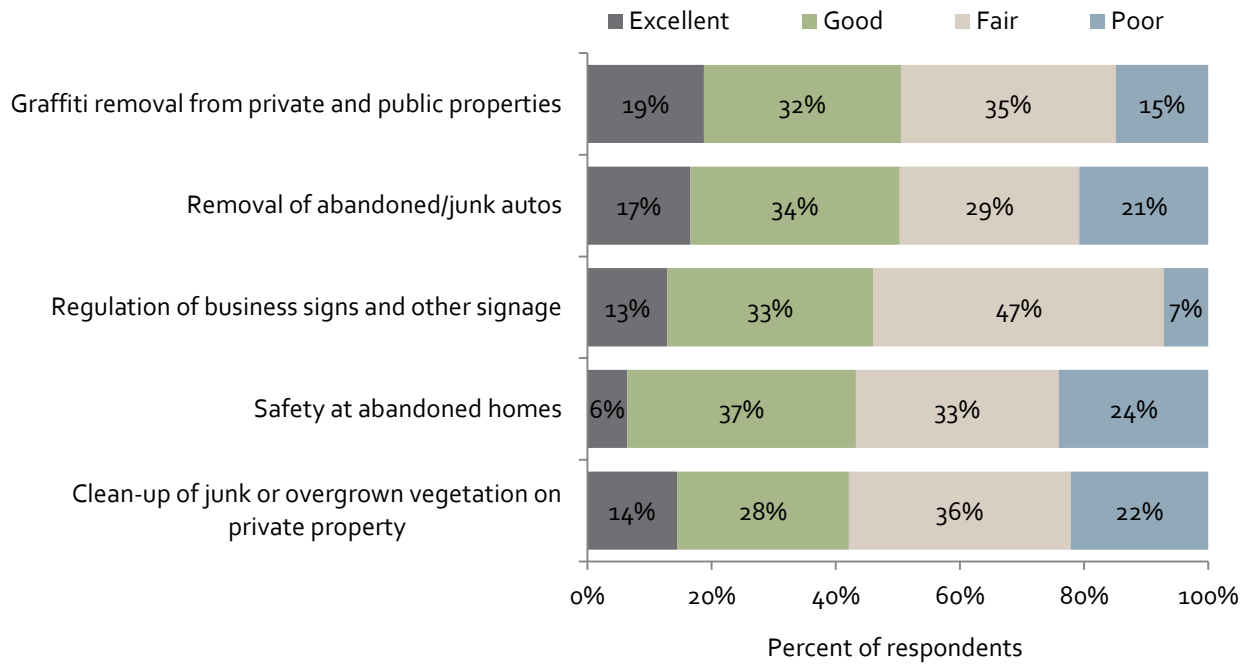
Note: The items in this table are displayed with the most positively rated services at the top in descending order based on the percent of respondents rating the item as excellent or good.

* At least 20% of respondents answered “don’t know” to item

Enforcement of Codes and Regulations

Respondents rated the City's efforts to enforce a range of codes and regulations, and, overall, residents felt the efforts were fair or good. About half of resident felt the City was doing an excellent or good job of removing graffiti and junk vehicles, and slightly fewer (about 40%) felt the same about the regulation of signage and safety in abandoned homes (although one-third of respondent answered "don't know" when rating the latter). Benchmark comparisons were not available for these items.

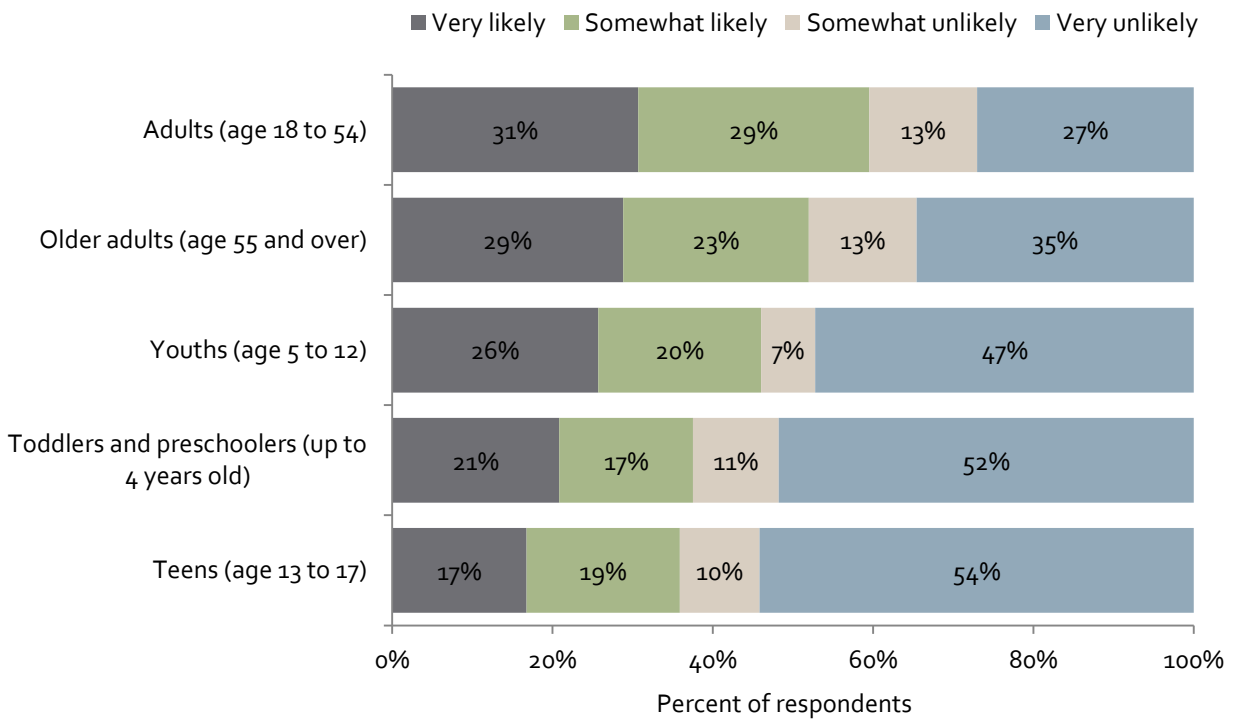
Figure 13: Ratings of Enforcement of Codes and Regulations



Recreational Programs and Amenities

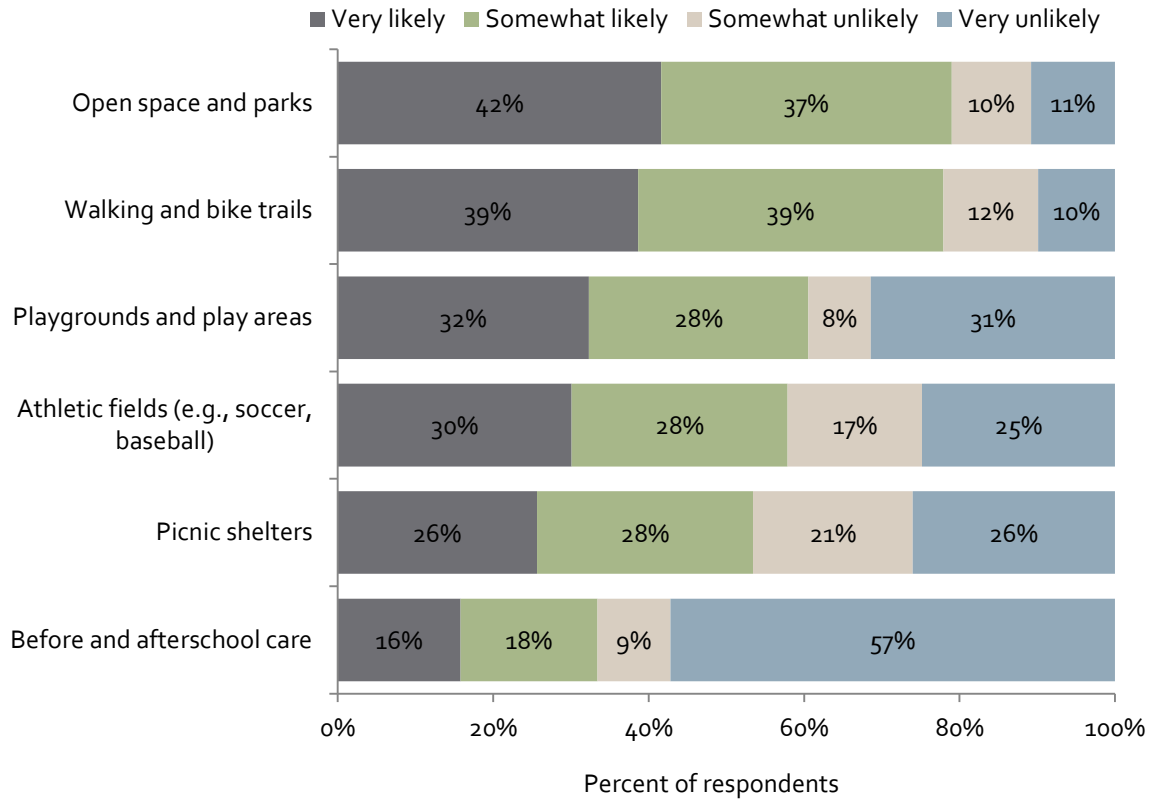
When asked which types of recreational programs they were most likely to use, respondents said programs targeted at adults (age 18 to 54) and older adults (age 55 and over). Between 50% and 60% of respondents were very or somewhat likely to use these programs; about one-third were also very unlikely to use each of these programs. Programs for toddlers and preschoolers as well as teens were the least likely to be used; half of respondents were very unlikely to use each of these programs.

Figure 14: Likely Use of Recreational Programs



Overall, respondents indicated greater likelihood of using various recreational amenities than the age-targeted recreational programs discussed previously. About four in five respondents were very or somewhat likely to use passive recreational amenities like open space and parks and walking and bike trails. Slightly fewer (about three in five) were very or somewhat likely to use active recreation amenities like playgrounds and play areas and athletic fields. Over half of respondents were very unlikely to use before and afterschool care (about 40% of respondents indicated they had children age in the home; see Respondent Characteristics, page 29).

Figure 15: Likely Use of Recreational Amenities

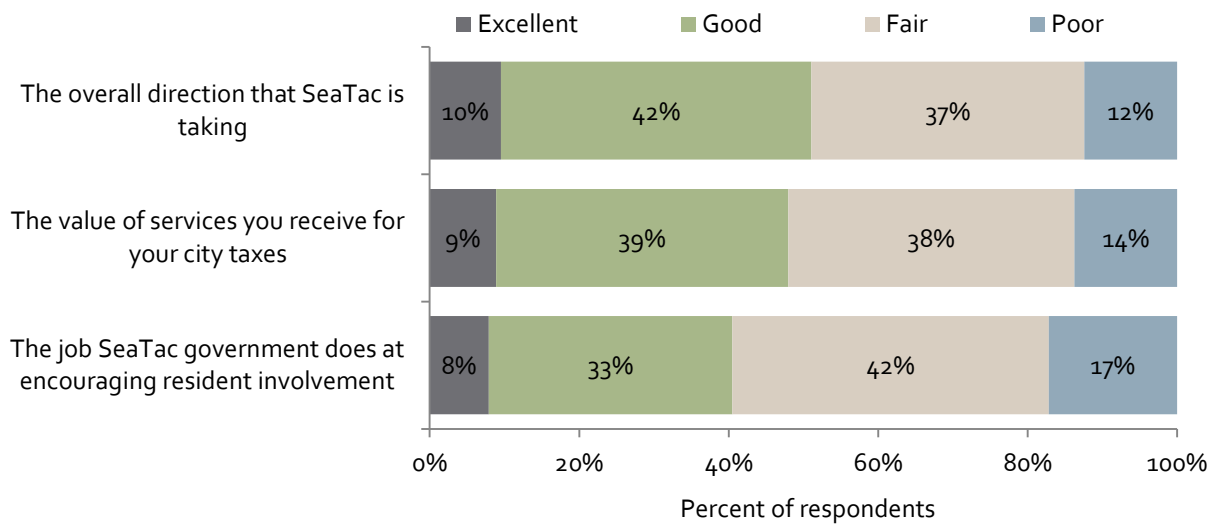


City Government

Respondents rated three aspects of SeaTac government performances (all of which received a high proportion of “don’t know” responses; see Appendix B: Responses to Survey Questions). Overall, residents felt SeaTac government performance was good or fair. About half of respondents felt that SeaTac was being taken in an excellent or good direction and that they received an excellent or good value of services for the city taxes they paid. About three in five respondents felt the City did a fair or poor job of encouraging resident involvement.

When compared to government performance ratings across the country and in the region, SeaTac generally received lower ratings than its peers. However, the overall direction that SeaTac is taking was rated similar to other communities in the US (see Appendix C: Benchmark Comparisons).

Figure 16: Ratings of SeaTac Government Performance



City Employees

In addition to rating these aspects of SeaTac government performance; respondents were asked to rate several qualities of City employees if they had had contact with them. About two in five respondents reported having had contact (either in-person, by phone or email) with a City of SeaTac employee. Of those who had contact, they rated City employee courtesy and knowledge most positively; about four in five respondents rated these qualities as excellent or good. About three-quarters of respondents felt employee responsiveness, as well as the overall impression of the interaction, were excellent or good.

Overall, fewer residents had contact with City employees when compared to the frequency of contact in other communities in the US and region. Employee ratings in SeaTac were similar to employee ratings found across the country. While the overall impression and responsiveness of employees were found to be lower in SeaTac than in the region, employees' knowledge and courtesy were similar (see Appendix C: Benchmark Comparisons).

Figure 17: Contact with City Employees

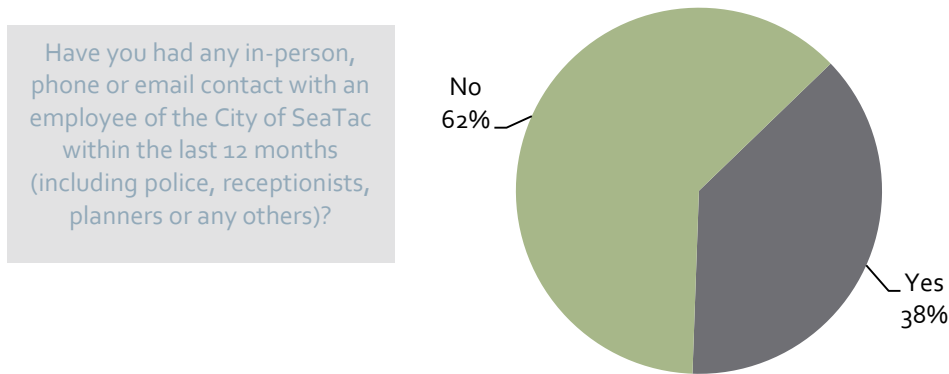
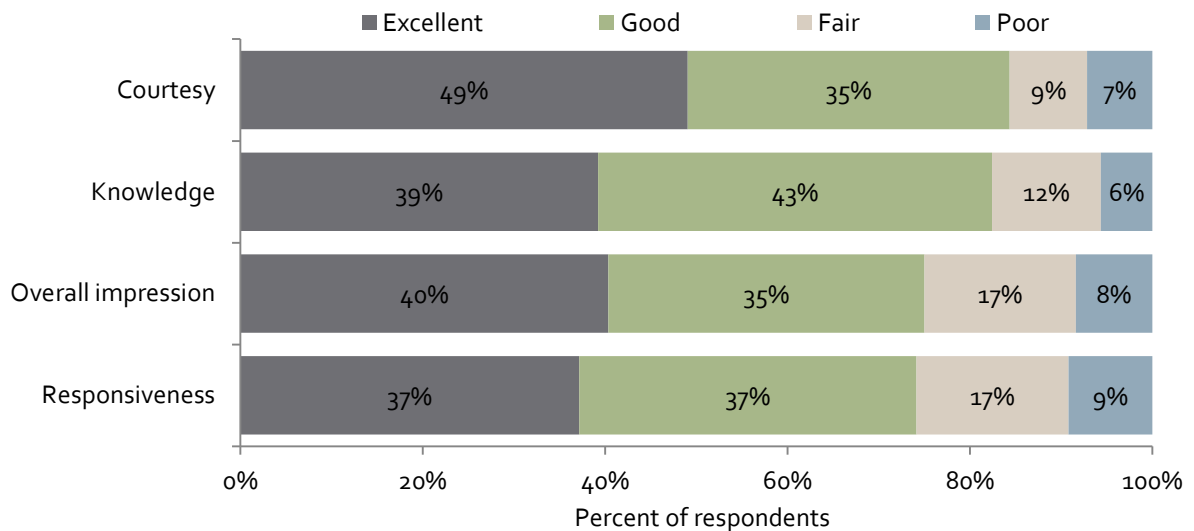


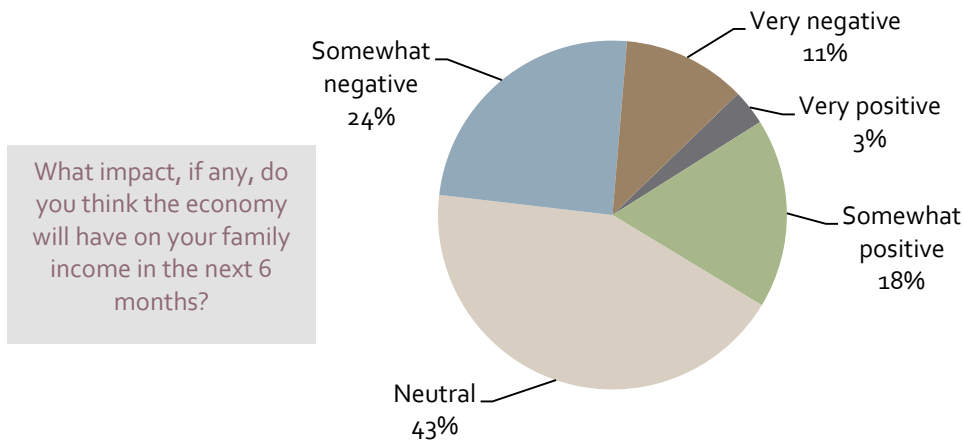
Figure 18: Ratings of City Employees (by those who had contact)



Economics, Growth and Development

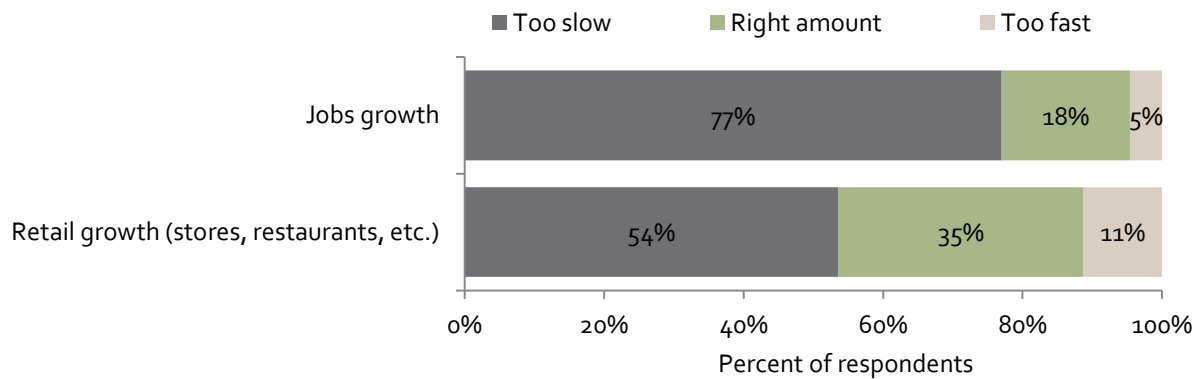
Looking toward the next six months, about one in five respondents felt very or somewhat positive about the economy's impact on their family income. About twice as many felt there would be no impact and about one-third felt the economy would have a negative impact on their income.

Figure 19: Impact of the Economy



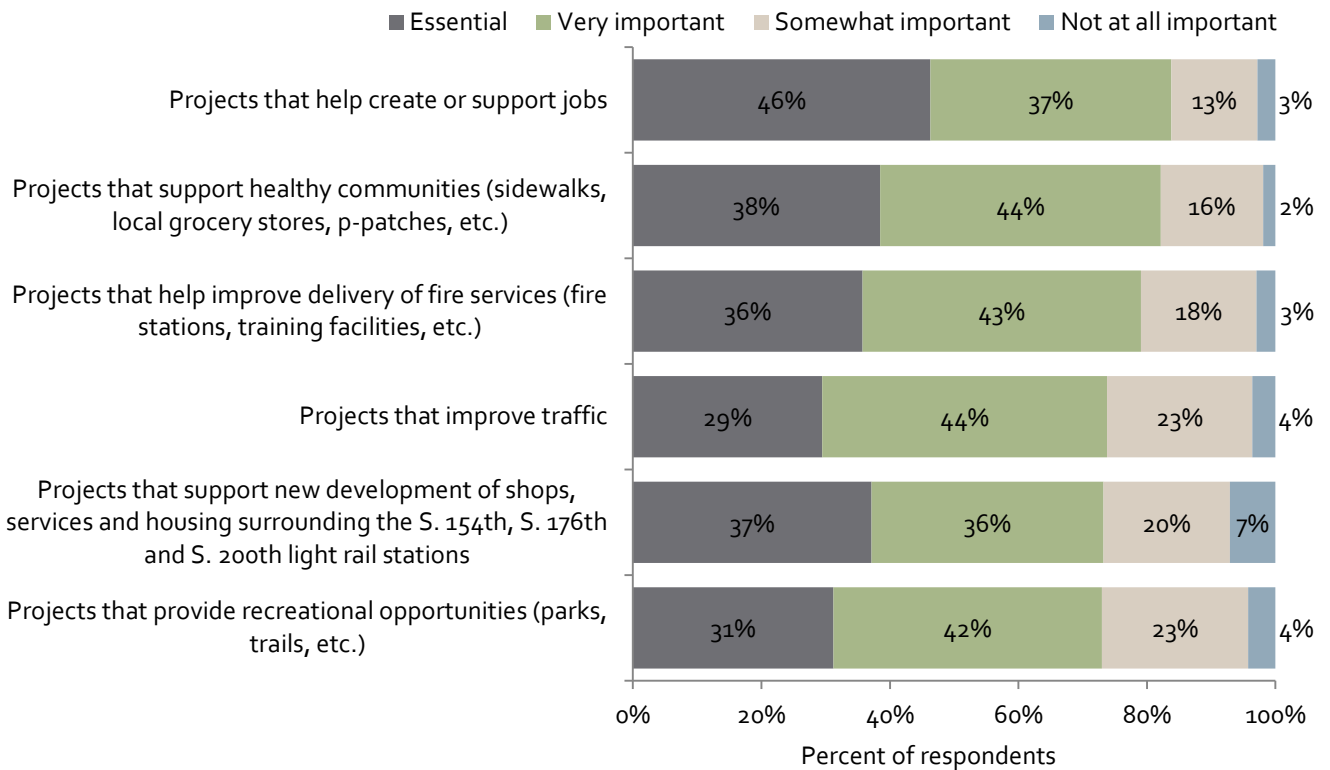
When asked about the rates of jobs and retail growth in the city, over three-quarters of respondents viewed jobs growth as too slow. Over half of respondents viewed retail growth as too slow and about one-third felt there was the right amount of it. The portion of respondents who felt jobs and retail growth were too slow in SeaTac was higher than respondents who felt the same in other communities in the US. At the regional level, the portion respondents who viewed retail growth as too slow was higher in SeaTac while the portion respondents who viewed jobs growth as too slow was similar.

Figure 20: Ratings of Growth in SeaTac



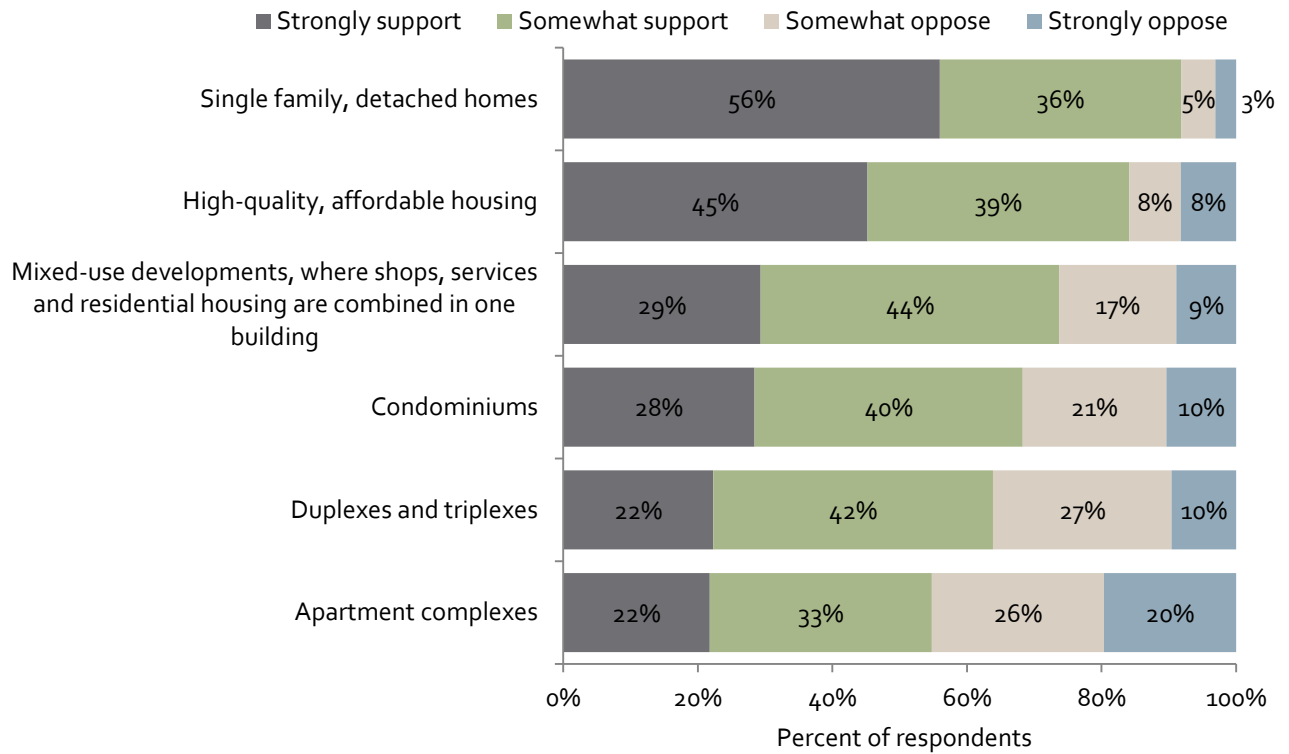
Respondents rated the importance of six infrastructure projects. About four in five respondents rated projects that help create or support jobs, support healthy communities or help improve the delivery of fire services as essential or very important; almost half of respondents felt that projects that help create or support jobs were essential. Slightly fewer (about three-quarters of respondents) felt projects that improve traffic, support new development around several light rail stations and recreational opportunities were essential or very important.

Figure 21: Importance of Infrastructure Improvements



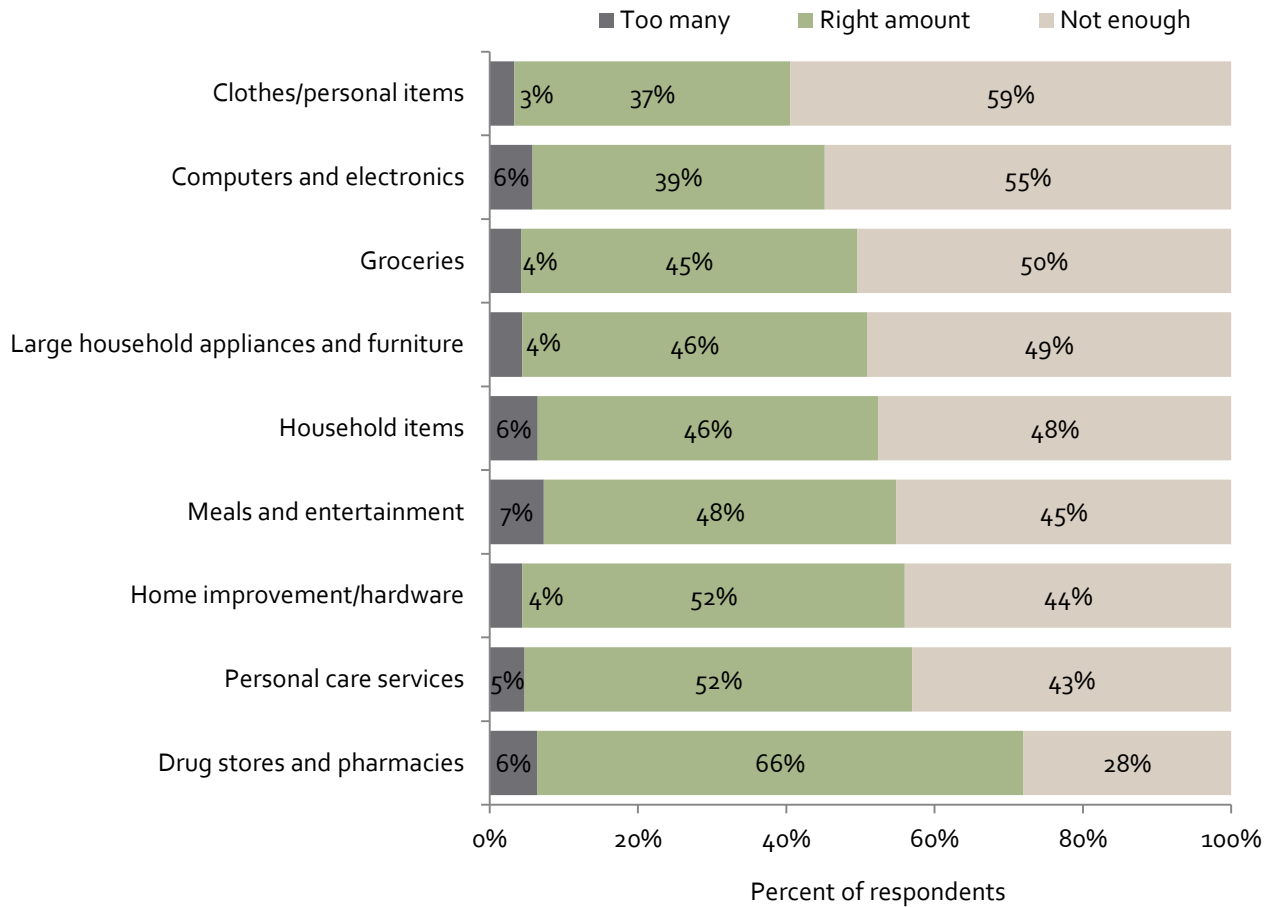
About 9 in 10 respondents would support the addition of more single family, detached homes in the city as well as high-quality, affordable housing overall. About three-quarters would support additional housing in the form of mixed-use developments. About three in five would like to see more condominiums and duplexes and triplexes. Respondents were least supportive of additional apartment complexes being built; about one five respondents either strongly supported or strongly opposed such construction.

Figure 22: Support for Types of Housing



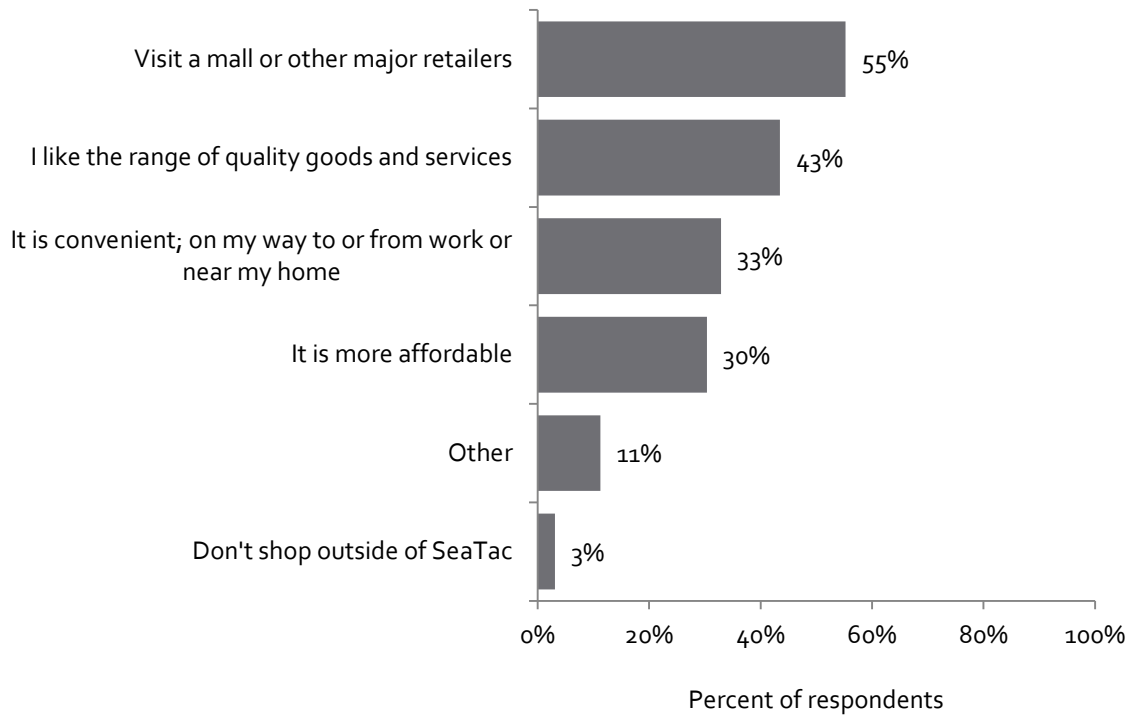
When asked about the number of retail locations available to make various types of purchases, about two-thirds of respondents felt there were enough drug stores and pharmacies in SeaTac. At least half of respondents felt there were not enough places to purchase clothes/personal items, computers and electronics, groceries, large household appliances and furniture or household items.

Figure 23: Availability of Types of Shopping



Over half of respondents shopped outside of SeaTac because the desired item was not available in the city or because they visit a mall or other major retailer. About one-third cited convenience (en route between home and work or near home) or affordability as reasons for shopping outside of SeaTac. Only 3% of respondents report not shopping outside of SeaTac.

Figure 24: Reasons for Shopping Outside of SeaTac



Respondent Characteristics

Work in SeaTac	
Do you or any members of your household work in the City of SeaTac?	Percent of respondents
Yes	18%
No	82%
Total	100%

Industry of Work	
If so, in which industries?	Percent of respondents
At the airport (e.g., for airlines, retail/food providers or service/parking)	23%
Tourism/Lodging	5%
Manufacturing/Assembly;	1%
Warehousing/Trucking;	12%
Rental cars/Parking operations	1%
Retail or services	10%
Government/Non-profit organization	11%
Education/Schools	12%
Other	37%

Characteristics of the Work Commute	
During a typical week, how many days do you commute to work (for the longest distance of your commute) in each of the ways listed below?	Percent of trips mode used
Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) by myself	62%
Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) with other adults or children	15%
Bus, light rail or other public transportation	9%
Walk	6%
Bicycle	1%
Work at home	5%
Other	2%

Length of Residency	
How many years have you lived in SeaTac?	Percent of respondents
Less than 2 years	19%
2-5 years	17%
6-10 years	23%
11-20 years	15%
More than 20 years	26%
Total	100%

Housing Unit Type	
Which best describes the building you live in?	Percent of respondents
One family house detached from any other houses	60%
House attached to one or more houses (e.g., a duplex or townhome)	5%
Building with two or more apartments or condominiums	27%
Mobile home	6%
Other	3%
Total	100%

Housing Tenure	
Do you rent or own your current residence?	Percent of respondents
Rent	44%
Own	56%
Total	100%

Household Composition			
	Yes	No	Total
Do any children 17 or under live in your household?	39%	61%	100%
Are you or any other members of your household aged 65 or older?	25%	75%	100%

Monthly Housing Costs	
About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?	Percent of respondents
Less than \$300 per month	4%
\$300 to \$599 per month	15%
\$600 to \$999 per month	29%
\$1,000 to \$1,499 per month	26%
\$1,500 to \$2,499 per month	19%
\$2,500 or more per month	8%
Total	100%

Respondent Income	
How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)	Percent of respondents
Less than \$24,999	27%
\$25,000 to \$49,999	31%
\$50,000 to \$99,999	28%
\$100,000 to \$149,999	10%
\$150,000 or more	4%
Total	100%

Housing Cost Stress	
Housing cost to income ratio	Percent of respondents
Housing costs LESS than 30% of income	51%
Housing costs 30% or MORE of income	49%
Total	100%

Respondent Ethnicity	
Are you Spanish, Hispanic, or Latino?	Percent of respondents
Yes, I consider myself to be Spanish, Hispanic or Latino	18%
No, not Spanish, Hispanic or Latino	82%
Total	100%

Respondent Race	
What is your race? (Mark one or more races to indicate what race you consider yourself to be.)	Percent of respondents
American Indian or Alaskan Native	4%
Asian, Asian Indian or Pacific Islander	16%
Black or African American	13%
White	59%
Other	16%

Total may exceed 100% as respondents could select more than one option.

Respondent Age	
In which category is your age?	Percent of respondents
18-24 years	9%
25-34 years	22%
35-44 years	19%
45-54 years	18%
55-64 years	15%
65-74 years	10%
75 years or older	7%
Total	100%

Respondent Gender	
What is your sex?	Percent of respondents
Female	51%
Male	49%
Total	100%

Appendix A: Survey Methodology

The City of SeaTac 2012 Resident survey was developed to provide an accurate assessment and interpretation of resident opinion about important community issues. Results offer insight into residents' perspectives about local government performance, and are intended to help City leaders with strategic planning and communication with residents.

Survey Validity

The question of survey validity has two parts: 1) how can a jurisdiction be confident that the results from those who completed the questionnaire are representative of the results that would have been obtained had the survey been administered to the entire population? and 2) how closely do the perspectives recorded on the survey reflect what residents really believe or do?

To answer the first question, the best survey research practices were used for the resources spent to ensure that the results from the survey respondents reflect the opinions of residents in the entire jurisdiction. These practices include:

- Using a mail-out/mail-back methodology, which typically gets a higher response rate than phone for the same dollars spent. A higher response rate lessens the worry that those who did not respond are different than those who did respond.
- Selecting households at random within the jurisdiction to receive the survey. A random selection ensures that the households selected to receive the survey are similar to the entire population. A non-random sample may only include households from one geographic area, or from households of only one type.
- Over-sampling multi-family housing units to improve response from hard-to-reach, lower income, or younger apartment dwellers.
- Selecting the respondent within the household using an unbiased sampling procedure; in this case, the "birthday method." The cover letter included an instruction requesting that the respondent in the household be the adult (18 years old or older) who most recently had a birthday, irrespective of year of birth.
- Contacting potential respondents three times to encourage response from people who may have different opinions or habits than those who would respond with only a single prompt.
- Soliciting response on jurisdiction letterhead signed by the highest ranking elected official or staff member, thus appealing to the recipients' sense of civic responsibility.
- Providing a self-addressed, postage-paid return envelope.
- Using the most recent available information about the characteristics of jurisdiction residents to weight the data to reflect the demographics of the population.

The answer to the second question about how closely the perspectives recorded on the survey reflect what residents really believe or do is more complex. Resident responses to surveys are influenced by a variety of factors. For questions about service quality, residents' expectations for service quality play a role as well as the "objective" quality of the service provided, the way the resident perceives the entire community (that is, the context in which the service is provided), the scale on which the resident is asked to record his or her opinion and, of course, the opinion, itself, that a resident holds about the service. Similarly a resident's report of certain behaviors is colored by what he or she believes is the socially desirable response (e.g., reporting tolerant behaviors toward "oppressed groups," likelihood of voting a tax increase for services to poor people, use of alternative modes of travel to work besides the

single occupancy vehicle), his or her memory of the actual behavior (if it is not a question speculating about future actions, like a vote), his or her confidence that he or she can be honest without suffering any negative consequences (thus the need for anonymity) as well as the actual behavior itself.

How close survey results come to recording the way a person really feels or behaves often is measured by the coincidence of reported behavior with observed current behavior (e.g., driving habits), reported intentions to behave with observed future behavior (e.g., voting choices) or reported opinions about current community quality with objective characteristics of the community (e.g., feelings of safety correlated with rates of crime). There is a body of scientific literature that has investigated the relationship between reported behaviors and actual behaviors. Well-conducted surveys, by and large, do capture true respondent behaviors or intentions to act with great accuracy. Predictions of voting outcomes tend to be quite accurate using survey research, as are predictions of reported behaviors that are not about highly sensitive issues (e.g., family abuse or other illegal or morally sanctioned activities). For self-reports about highly sensitive issues, statistical adjustments can be made to correct for the respondents' tendency to report what they think the "correct" response should be.

Research on the correlation of resident opinion about service quality and "objective" ratings of service quality tend to be ambiguous, some showing stronger relationships than others. NRC's own research has demonstrated that residents who report the lowest ratings of street repair live in communities with objectively worse street conditions than those who report high ratings of street repair (based on road quality, delay in street repair, number of road repair employees). Similarly, the lowest rated fire services appear to be "objectively" worse than the highest rated fire services (expenditures per capita, response time, "professional" status of firefighters, breadth of services and training provided). Whether or not some research confirms the relationship between what residents think about a community and what can be seen "objectively" in a community, NRC has argued that resident opinion is a perspective that cannot be ignored by government administrators. NRC principals have written, "If you collect trash three times a day but residents think that your trash haul is lousy, you still have a problem."

Developing the Questionnaire

General resident surveys, such as this one, ask recipients for their perspectives on policy issues facing the City and their assessment of City service delivery, the quality of life in the city and their use of City amenities. The survey instrument for SeaTac was developed through an iterative process that started with SeaTac staff reviewing sample surveys provided by NRC from other jurisdictions. Relevant questions from the sample surveys were selected and a list of topics and ideas for new questions was generated. New questions were created, all questions were prioritized and an optimal composition of topics and questions were selected. Through this iterative process between City staff and NRC staff, a final five-page questionnaire was created.

Selecting Mail Survey Recipients

"Sampling" refers to the method by which survey recipients are chosen. The "sample" refers to all those who were given a chance to participate in the survey. All households located in the city boundaries were eligible for the survey. Because local governments generally do not have inclusive lists of all the residences in the jurisdiction (tax assessor and utility billing databases often omit rental units), lists from the United States Postal Service (USPS), updated every three months, usually provide the best representation of all households in a specific geographic location. NRC used the USPS data to select the sample of households.

A larger list than needed was sampled so that a process referred to as “geocoding” could be used to eliminate addresses from the list that were outside the city’s boundaries. Geocoding is a computerized process in which addresses are compared to electronically mapped boundaries and coded as inside or outside desired boundaries; in this case the City of SeaTac. All addresses determined to be outside the study boundaries were eliminated from the sample. A random selection was made of the remaining addresses to create a mailing list of 1,200 addresses. Attached units were over sampled as residents of this type of housing typically respond at lower rates to surveys than do those in detached housing units.

An individual within each household was randomly selected to complete the survey using the birthday method. The birthday method selects a person within the household by asking the “person whose birthday has most recently passed” to complete the questionnaire. The underlying assumption in this method is that day of birth has no relationship to the way people respond to surveys. This instruction was contained in the cover letter accompanying the questionnaire.

Mail Survey Administration and Response

Each selected household was contacted three times. Households were first mailed a prenotification announcement, informing the household members that they had been selected to participate in the SeaTac survey. Approximately one week after mailing the prenotification, each household was mailed a survey containing a cover letter signed by the mayor enlisting participation. A postage-paid return envelope in which the survey recipients could return the completed questionnaire to NRC was provided. A second survey packet, scheduled to arrive one week after the first survey was the final contact. This second mailing packet asked those who had not completed the survey to do so and those who had already done so to refrain from turning in another survey.

The mailings were sent in February 2012 and completed surveys were collected over the following five weeks. About 6% (62) of the 1,200 household surveys mailed were returned because the housing unit was vacant or the postal service was unable to deliver the survey as addressed. Of the remaining 1,138 households, 192 completed the survey, providing a response rate of 17% for the mail survey. Average response rates for a mailed resident survey range from 25% to 40%.

In-Person Survey Selection and Response

In-person surveys were administered by SvR Design Company and involved attending meetings or events at various community gathering locations sponsored by community based organizations across the city. An effort was made to invite all SeaTac residents present at the events/locations to complete a survey. At Hilltop and McMicken Heights Elementary schools, surveys were handed out to adult residents during Movie Night and Literacy Night, respectively. At Madrona Elementary, surveys were sent home with students as no events were scheduled during the data collection period. Older adults at the SeaTac Community Center were given surveys to complete prior to the start of lunch. Patrons of the Valley View Library were approached to complete the survey on a Saturday afternoon, while other respondents were recruited as they entered or exited the Matt Griffin YMCA or waited in line at the Tukwila Food Pantry. A total of 147 in-person surveys were collected as a result of these efforts.

Confidence Interval and Margin of Error

It is customary to describe the precision of estimates made from surveys by a “level of confidence” and accompanying “confidence interval” (or margin of error). A traditional level of confidence, and the one used for this report, is 95%. The 95% confidence interval quantifies the sampling error or imprecision of the survey results because some residents’ opinions are relied on to estimate all residents’ opinions. The

confidence interval for the City of SeaTac 2012 Resident Survey is no greater than plus or minus five percentage points around any given percent reported for the entire sample (339 completed surveys, 192 mail and 147 in-person).

A 95% confidence interval indicates that for every 100 random samples of this many residents, 95 of the confidence intervals created will include the “true” population response. This theory is applied in practice to mean that the “true” perspective of the target population lies within the confidence interval created for a single survey. For example, if 72% of residents rate a service as “excellent” or “good,” then the 5% margin of error (for the 95% confidence interval) indicates that the range of likely responses for the entire jurisdiction is between 67% and 77%. This source of error is called sampling error. In addition to sampling error, other sources of error may affect any survey, including the non-response of residents with opinions different from survey responders.

For subgroups of responses, the margin of error increases because the sample size for the subgroup is smaller. For subgroups of approximately 100 respondents, the margin of error is plus or minus 10 percentage points.

Survey Processing (Data Entry)

Mailed surveys were submitted via postage-paid business reply envelopes. Once received, staff assigned a unique identification number to each questionnaire. Additionally, each survey was reviewed and “cleaned” as necessary. For example, a question may have asked a respondent to pick two items out of a list of five, but the respondent checked three; staff would choose randomly two of the three selected items to be coded in the dataset.

Once cleaned and numbered, all surveys were entered into an electronic dataset. This dataset was subject to a data entry protocol of “key and verify,” in which survey data were entered twice into an electronic dataset and then compared. Discrepancies were evaluated against the original survey form and corrected. Range checks as well as other forms of quality control were also performed.

Weighting the Data

The primary objective of weighting survey data is to make the survey sample reflective of the larger population of the community. This is done by: 1) reviewing the sample demographics and comparing them to the population norms from the most recent Census or other sources and 2) comparing the responses to different questions for demographic subgroups. The demographic characteristics that are least similar to the Census and yield the most different results are the best candidates for data weighting. A third criterion sometimes used is the importance that the community places on a specific variable. For example, if a jurisdiction feels that accurate race representation is key to staff and public acceptance of the study results, additional consideration will be given in the weighting process to adjusting the race variable. Several different weighting “schemes” are tested to ensure the best fit for the data.

The process actually begins at the point of sampling. Knowing that residents in single family dwellings are more likely to respond to a mail survey, NRC oversamples residents of multi-family dwellings (i.e., attached housing units) to ensure they are accurately represented in the sample data. Rather than giving all residents an equal chance of receiving the survey, this is systematic, stratified sampling, which gives each resident of the jurisdiction a known chance of receiving the survey (and apartment dwellers, for example, a greater chance than single family home dwellers). This oversampling is the first

correction step in making the survey sample reflective of the larger population of the community. Weighting is the final, most comprehensive, adjustment to the profile of respondents that results in a more accurate reflection of the community.

The demographic characteristics of the survey sample were compared to those of the 2010 Census. Sample results were weighted using these population norms to reflect the appropriate representation of resident characteristics in the city overall. Other discrepancies between the whole population and the sample were also aided by the weighting due to the intercorrelation of many socioeconomic characteristics.

The variables used for weighting were respondent gender, age, tenure (rent versus own), housing unit (attached or detached), race and ethnicity. This decision was based on:

- The disparity between the survey respondent characteristics and the population norms for these variables
- The saliency of these variables in differences of opinion among subgroups
- The importance to the community of accurate demographic representation

The results of the weighting scheme are presented in the following table.

Characteristic	2010 Census	Mail		In-person		Overall weighted
		Unweighted	Weighted	Unweighted	Weighted	
Rent	47%	25%	43%	48%	48%	45%
Own	53%	75%	57%	52%	52%	55%
Attached*	38%	29%	34%	32%	35%	34%
Detached*	62%	71%	66%	68%	65%	66%
White	51%	69%	55%	52%	50%	53%
not White	49%	31%	45%	48%	50%	47%
Hispanic	17%	7%	14%	28%	24%	18%
not Hispanic	83%	31%	86%	72%	76%	82%
Female	47%	54%	50%	62%	53%	51%
Male	53%	46%	50%	38%	47%	49%
Age 18-34	36%	9%	29%	36%	36%	32%
Age 35-54	38%	35%	35%	44%	40%	37%
Age 55 and over	26%	56%	37%	20%	24%	31%
Female 18-34	16%	6%	14%	20%	18%	15%
Female 35-54	17%	16%	15%	28%	20%	17%
Female 55 and over	14%	32%	21%	14%	14%	18%
Male 18-34	20%	3%	16%	15%	18%	17%
Male 35-54	21%	19%	19%	17%	20%	20%
Male 55 and over	13%	24%	15%	4%	10%	13%

* American Community Survey 3-year estimates 2006-2009.

Analyzing the Data

The electronic dataset was analyzed by NRC staff using the Statistical Package for the Social Sciences (SPSS). For the most part, frequency distributions are presented in the body of the report. On many of the questions in the survey, respondents could give an answer of “don’t know.” The proportion of respondents giving this reply is shown in the full set of responses included in Appendix B: Responses to Survey Questions and is discussed in the body of this report if it is 20% or greater. However, these responses have been removed from the analyses presented in the body of the report, unless otherwise indicated. In other words, the majority of the tables and graphs in the body of the report display the responses from respondents who had an opinion about a specific item.

Appendix B: Responses to Survey Questions

Complete Set of Frequencies Excluding “Don’t Know”

The following pages contain a complete set of responses to each question on the survey, excluding the “don’t know” responses.

Question 1					
How would you rate the City of SeaTac...	Excellent	Good	Fair	Poor	Total
As a place to live	18%	46%	30%	5%	100%
Your neighborhood as a place to live	18%	43%	30%	9%	100%
As a place to raise children	14%	37%	31%	18%	100%
As a place to work	16%	42%	31%	11%	100%
As a place to retire	14%	30%	34%	22%	100%
The overall quality of life in SeaTac	12%	45%	36%	6%	100%

Question 2					
Please rate each of the following characteristics as they relate to the City of SeaTac as a whole:	Excellent	Good	Fair	Poor	Total
Sense of community	15%	36%	36%	13%	100%
Openness and acceptance of the community toward people of diverse backgrounds	19%	48%	29%	4%	100%
Overall appearance of SeaTac	13%	41%	38%	9%	100%
Cleanliness of SeaTac	14%	37%	36%	13%	100%
Overall quality of new development in SeaTac	10%	52%	28%	10%	100%
Variety of housing options	10%	39%	40%	11%	100%
Overall quality of business and service establishments in SeaTac	7%	37%	40%	16%	100%
Shopping opportunities	20%	27%	28%	25%	100%
Opportunities to attend cultural activities	9%	33%	41%	17%	100%
Recreational opportunities	14%	36%	39%	11%	100%
Employment opportunities	8%	29%	43%	20%	100%
Educational opportunities	9%	38%	36%	18%	100%
Opportunities to participate in social events and activities	12%	34%	38%	16%	100%
Opportunities to participate in religious or spiritual events and activities	17%	33%	41%	9%	100%
Opportunities to volunteer	18%	37%	36%	9%	100%
Opportunities to participate in the community	18%	35%	36%	10%	100%
Ease of car travel in SeaTac	22%	44%	28%	7%	100%
Ease of bus travel in SeaTac	22%	43%	24%	11%	100%
Ease of light rail travel in SeaTac	36%	37%	21%	6%	100%
Ease of bicycle travel in SeaTac	15%	34%	30%	21%	100%
Ease of walking in SeaTac	18%	39%	23%	20%	100%
Availability of paths, sidewalks and walking trails	18%	28%	29%	25%	100%
Availability of affordable quality housing	9%	34%	43%	14%	100%
Availability of affordable quality child care	13%	27%	47%	13%	100%
Availability of affordable quality health care	10%	34%	34%	22%	100%
Availability of affordable quality food	10%	37%	34%	18%	100%

Question 2					
Please rate each of the following characteristics as they relate to the City of SeaTac as a whole:	Excellent	Good	Fair	Poor	Total
Availability of preventive health services	13%	31%	39%	18%	100%
Air quality	10%	40%	31%	20%	100%
Quality of overall natural environment in SeaTac	11%	36%	39%	14%	100%
Overall image or reputation of SeaTac	10%	35%	37%	18%	100%

Question 3					
Which five items above in Question 2 do you think should receive the most emphasis from city leaders over the next two years? Please indicate your 1st, 2nd, 3rd, 4th and 5th choices by writing the letters from Question 2 above in the spaces below.	1st priority	2nd priority	3rd priority	4th priority	5th priority
Sense of community	5%	1%	7%	4%	4%
Openness and acceptance of the community toward people of diverse backgrounds	3%	2%	1%	1%	0%
Overall appearance of SeaTac	4%	6%	3%	3%	6%
Cleanliness of SeaTac	4%	7%	2%	6%	6%
Overall quality of new development in SeaTac	3%	5%	2%	1%	2%
Variety of housing options	2%	2%	1%	4%	1%
Overall quality of business and service establishments in SeaTac	4%	7%	2%	5%	4%
Shopping opportunities	4%	3%	7%	7%	5%
Opportunities to attend cultural activities	7%	7%	2%	7%	4%
Recreational opportunities	2%	2%	3%	3%	3%
Employment opportunities	11%	5%	6%	5%	7%
Educational opportunities	3%	2%	4%	3%	0%
Opportunities to participate in social events and activities	0%	2%	1%	2%	1%
Opportunities to participate in religious or spiritual events and activities	1%	1%	1%	1%	1%
Opportunities to volunteer	0%	1%	1%	0%	3%
Opportunities to participate in the community	1%	3%	2%	2%	2%
Ease of car travel in SeaTac	1%	1%	0%	1%	2%
Ease of bus travel in SeaTac	2%	2%	3%	1%	1%
Ease of light rail travel in SeaTac	3%	1%	1%	1%	1%
Ease of bicycle travel in SeaTac	1%	3%	3%	2%	1%
Ease of walking in SeaTac	2%	5%	4%	4%	2%
Availability of paths, sidewalks and walking trails	7%	8%	8%	5%	5%
Availability of affordable quality housing	5%	4%	5%	6%	4%
Availability of affordable quality child care	2%	2%	4%	2%	4%
Availability of affordable quality health care	3%	4%	6%	4%	6%
Availability of affordable quality food	3%	4%	6%	5%	3%
Availability of preventive health services	2%	1%	4%	6%	3%
Air quality	6%	4%	3%	3%	5%
Quality of overall natural environment in SeaTac	3%	2%	3%	3%	3%
Overall image or reputation of SeaTac	7%	3%	3%	5%	11%
Total	100%	100%	100%	100%	100%

Question 4						
Please rate the speed of growth in the following categories in the City of SeaTac over the past two years:	Much too slow	Somewhat too slow	Right amount	Somewhat too fast	Much too fast	Total
Retail growth (stores, restaurants, etc.)	15%	38%	35%	7%	4%	100%
Jobs growth	27%	50%	19%	2%	3%	100%

Question 5					
Please rate the City of SeaTac's efforts regarding...	Excellent	Good	Fair	Poor	Total
Clean-up of junk or overgrown vegetation on private property	15%	28%	35%	22%	100%
Regulation of business signs and other signage	13%	33%	46%	8%	100%
Removal of abandoned/junk autos	17%	34%	29%	20%	100%
Graffiti removal from private and public properties	19%	31%	34%	16%	100%
Safety at abandoned homes	7%	36%	33%	24%	100%

Question 6						
Please rate how safe or unsafe you feel from the following in the City of SeaTac:	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Total
Violent crime (e.g., rape, assault, robbery)	14%	33%	21%	21%	11%	100%
Property crimes (e.g., burglary, theft)	9%	26%	16%	34%	15%	100%
Environmental hazards, including toxic waste	19%	38%	29%	10%	4%	100%

Question 7						
Please rate how safe or unsafe you feel:	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Total
In your neighborhood during the day	37%	41%	8%	10%	3%	100%
In your neighborhood after dark	13%	34%	16%	21%	16%	100%
In city parks and trails	11%	32%	23%	19%	14%	100%
In other public or commercial areas in SeaTac	15%	39%	23%	17%	6%	100%
On transit (bus, light rail)	14%	38%	19%	20%	9%	100%
Overall feeling of safety in SeaTac	15%	38%	25%	13%	9%	100%

Question 8	
During the past 12 months, were you or anyone in your household the victim of any crime?	Percent of respondents
Yes	29%
No	71%
Total	100%

Question 9	
If yes, was this crime (these crimes) reported to the police?	Percent of those who reported they were a victim of a crime in the past 12 months
Yes	72%
No	28%
Total	100%

Question 10						
In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in the City of SeaTac?	Never	Once or twice	3 to 12 times	13 to 26 times	More than 26 times	Total
Used a King County library or its services	20%	21%	27%	10%	22%	100%
Used a recreation center	33%	21%	19%	9%	18%	100%
Participated in a recreation program or activity	49%	20%	16%	7%	9%	100%
Visited a neighborhood park or City park	14%	26%	33%	11%	15%	100%
Ridden a local bus within SeaTac	45%	18%	16%	5%	15%	100%
Ridden light rail within SeaTac	34%	23%	23%	4%	16%	100%
Attended a City Council meeting	81%	15%	4%	0%	0%	100%
Watched a City Council meeting on Cable Channel 21, SeaTV	65%	20%	12%	2%	1%	100%
Read The SeaTac Report (SeaTac's quarterly newsletter)	30%	30%	31%	4%	5%	100%
Visited the City of SeaTac Web site (at www.ci.seatac.wa.us)	52%	20%	18%	6%	4%	100%
Recycled used paper, cans or bottles from your home	12%	7%	14%	10%	56%	100%
Volunteered your time to some group or activity in SeaTac (e.g., neighborhood association or block watch)	72%	14%	5%	4%	5%	100%
Participated in religious or spiritual activities in SeaTac	62%	13%	8%	5%	12%	100%
Participated in a club or civic group in SeaTac	75%	13%	4%	4%	3%	100%
Provided help to a friend or neighbor	7%	25%	39%	14%	15%	100%
Read the City's Parks and Recreation Guide	29%	28%	30%	8%	5%	100%

Question 11	
About how often, if at all, do you talk to or visit with your immediate neighbors (people who live in the 10 or 20 households that are closest to you)?	Percent of respondents
Just about every day	16%
Several times a week	26%
Several times a month	24%
Less than several times a month	34%
Total	100%

Question 12	
What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:	Percent of respondents
Very positive	3%
Somewhat positive	17%
Neutral	44%
Somewhat negative	24%
Very negative	11%
Total	100%

Question 13					
Please rate the quality of each of the following services provided by the City of SeaTac: (Services not provided by the City, such as recycling, drinking water and public schools, have been intentionally omitted.)	Excellent	Good	Fair	Poor	Total
Police services	26%	41%	27%	6%	100%
Crime prevention	14%	33%	36%	17%	100%
Fire services	42%	38%	18%	2%	100%
Emergency medical services	37%	48%	13%	2%	100%
Fire prevention and education	24%	48%	23%	5%	100%
Municipal court	16%	42%	37%	5%	100%
Traffic enforcement	15%	38%	35%	13%	100%
Street repair	11%	29%	39%	21%	100%
Street cleaning	11%	37%	36%	17%	100%
Snow removal	11%	33%	33%	23%	100%
Sidewalk maintenance	9%	33%	37%	21%	100%
Storm water drainage	11%	35%	42%	12%	100%
City parks	20%	47%	28%	4%	100%
Recreation programs or classes	20%	40%	35%	6%	100%
Recreation centers or facilities	21%	43%	31%	5%	100%
Land use, planning and zoning	9%	28%	48%	14%	100%
Code enforcement (weeds, abandoned buildings, etc.)	9%	31%	34%	26%	100%
Building permits and inspection services	7%	23%	53%	16%	100%
Animal control	8%	31%	48%	14%	100%
Economic development (e.g., business recruitment and retention)	8%	22%	51%	19%	100%
Services to seniors	18%	42%	33%	7%	100%
Services to youth	13%	43%	34%	10%	100%
Services to low-income people	12%	32%	38%	18%	100%
Communication with the public (information on projects, issues,	11%	31%	46%	12%	100%

Question 13					
Please rate the quality of each of the following services provided by the City of SeaTac: (Services not provided by the City, such as recycling, drinking water and public schools, have been intentionally omitted.)	Excellent	Good	Fair	Poor	Total
etc.)					
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations; e.g., CERT)	14%	29%	36%	21%	100%
Preservation of natural areas such as open space, farmlands and greenbelts	9%	24%	48%	19%	100%
Overall quality of services provided by SeaTac	10%	37%	47%	6%	100%

Question 14					
Which five items above in Question 13 do you think should receive the most emphasis from city leaders over the next two years? Please indicate your 1st, 2nd, 3rd, 4th and 5th choices by writing the letters from Question 13 above in the spaces below.	1st priority	2nd priority	3rd priority	4th priority	5th priority
Police services	18%	7%	4%	2%	3%
Crime prevention	18%	18%	6%	5%	2%
Fire services	3%	4%	5%	2%	2%
Emergency medical services	0%	2%	7%	3%	1%
Fire prevention and education	0%	2%	1%	2%	3%
Municipal court	1%	1%	1%	2%	2%
Traffic enforcement	2%	1%	4%	3%	5%
Street repair	8%	4%	7%	5%	5%
Street cleaning	1%	6%	5%	4%	3%
Snow removal	5%	7%	5%	2%	6%
Sidewalk maintenance	3%	5%	6%	3%	4%
Storm water drainage	0%	1%	2%	1%	1%
City parks	2%	4%	3%	7%	6%
Recreation programs or classes	2%	2%	3%	6%	1%
Recreation centers or facilities	0%	1%	2%	2%	2%
Land use, planning and zoning	2%	2%	5%	4%	3%
Code enforcement	3%	4%	6%	3%	3%
Building permits and inspection services	0%	2%	0%	3%	0%
Animal control	2%	3%	3%	1%	5%
Economic development	4%	5%	2%	6%	3%
Services to seniors	2%	3%	4%	5%	6%
Services to youth	1%	4%	6%	11%	7%
Services to low-income people	6%	4%	8%	9%	7%
Communication with the public	3%	4%	3%	4%	5%
Emergency preparedness	2%	4%	3%	2%	7%
Preservation of natural areas such as open space, farmlands and greenbelts	8%	2%	1%	2%	5%
Overall quality of services provided by SeaTac	1%	0%	0%	0%	2%
Total	100%	100%	100%	100%	100%

Question 15	
Have you had any in-person, phone or email contact with an employee of the City of SeaTac within the last 12 months (including police, receptionists, planners or any others)?	Percent of respondents
Yes	38%
No	62%
Total	100%

Question 16					
What was your impression of the employee(s) of the City of SeaTac in your most recent contact? (Rate each characteristic below.)	Excellent	Good	Fair	Poor	Total
Knowledge	39%	43%	12%	6%	100%
Responsiveness	37%	37%	17%	9%	100%
Courtesy	49%	35%	8%	7%	100%
Overall impression	40%	35%	17%	8%	100%

Question 17					
Please rate the following categories of SeaTac government performance:	Excellent	Good	Fair	Poor	Total
The value of services you receive for your city taxes	9%	39%	39%	14%	100%
The overall direction that SeaTac is taking	10%	41%	37%	12%	100%
The job SeaTac government does at encouraging resident involvement	8%	32%	43%	17%	100%

Question 18					
Please indicate how likely or unlikely you are to do each of the following:	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Total
Recommend living in SeaTac to someone who asks	21%	52%	16%	12%	100%
Remain in SeaTac for the next five years	39%	33%	17%	12%	100%

Question 19					
Please indicate how likely or unlikely your household is to use recreational programs for each of the following:	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Total
Toddlers and preschoolers (up to 4 years old)	21%	16%	11%	52%	100%
Youths (age 5 to 12)	26%	20%	7%	47%	100%
Teens (age 13 to 17)	17%	19%	10%	55%	100%
Adults (age 18 to 54)	31%	29%	13%	27%	100%
Older adults (age 55 and over)	29%	22%	13%	35%	100%

Question 20					
Please indicate how likely or unlikely your household is to use each of the following amenities:	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Total
Playgrounds and play areas	32%	28%	8%	32%	100%
Picnic shelters	26%	28%	20%	27%	100%
Athletic fields (e.g., soccer, baseball)	30%	27%	17%	25%	100%
Walking and bike trails	39%	40%	12%	10%	100%
Open space and parks	42%	37%	10%	11%	100%
Before and afterschool care	16%	18%	9%	57%	100%

Question 21				
Please indicate whether you feel that there are too many, the right amount or not enough places to make each of the following types of purchases in the City of SeaTac:	Too many	Right amount	Not enough	Total
Groceries	4%	45%	51%	100%
Clothes/personal items	3%	37%	60%	100%
Meals and entertainment	7%	48%	45%	100%
Large household appliances and furniture	4%	47%	49%	100%
Computers and electronics	6%	40%	55%	100%
Household items	6%	46%	48%	100%
Home improvement/hardware	4%	51%	44%	100%
Drug stores and pharmacies	6%	66%	28%	100%
Personal care services	5%	52%	43%	100%

Question 22	
When you shop outside of the City of SeaTac, why do you shop outside of SeaTac?	Percent of respondents
Don't shop outside of SeaTac	3%
It is convenient; on my way to or from work or near my home	32%
I like the range of quality goods and services	44%
Desired item is not available in SeaTac	64%
It is more affordable	30%
Visit a mall or other major retailers	55%
Other	11%

Total may exceed 100% as respondents could select more than one option.

Question 23					
To what extent do you support or oppose more of the following types of housing in the City of SeaTac?	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Total
Single family, detached homes	56%	36%	5%	3%	100%
Duplexes and triplexes	22%	41%	27%	9%	100%
Apartment complexes	22%	33%	25%	20%	100%
Condominiums	29%	39%	21%	11%	100%
Mixed-use developments, where shops, services and residential housing are combined in one building	29%	44%	18%	9%	100%
High-quality, affordable housing	45%	38%	8%	8%	100%

Question 24					
Please indicate how important, if at all, infrastructure improvements in the following areas are to you:	Essential	Very important	Somewhat important	Not at all important	Total
Projects that help create or support jobs	47%	37%	13%	3%	100%
Projects that support new development of shops, services and housing surrounding the S. 154th, S. 176th and S. 200th light rail stations	38%	36%	19%	7%	100%
Projects that support healthy communities (sidewalks, local grocery stores, p-patches, etc.)	39%	43%	16%	2%	100%
Projects that provide recreational opportunities (parks, trails, etc.)	32%	41%	23%	4%	100%
Projects that improve traffic	30%	44%	23%	4%	100%
Projects that help improve delivery of fire services (fire stations, training facilities, etc.)	36%	43%	18%	3%	100%

Question D1	
Do you or any members of your household work in the City of SeaTac?	Percent of respondents
Yes	18%
No	82%
Total	100%

Question D2	
If so, in which industries?	Percent of respondents
At the airport (e.g., for airlines, retail/food providers or service/parking)	23%
Tourism/Lodging	5%
Manufacturing/Assembly;	1%
Warehousing/Trucking;	12%
Rental cars/Parking operations	1%
Retail or services	10%
Government/Non-profit organization	11%
Education/Schools	12%
Other	37%

Total may exceed 100% as respondents could select more than one option.

Question D3	
During a typical week, how many days do you commute to work (for the longest distance of your commute) in each of the ways listed below?	Percent of trips mode used
Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) by myself	63%
Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) with other adults or children	15%
Bus, light rail or other public transportation	9%
Walk	6%
Bicycle	1%
Work at home	5%
Other	2%

Question D4	
How many years have you lived in SeaTac?	Percent of respondents
Less than 2 years	19%
2-5 years	17%
6-10 years	23%
11-20 years	16%
More than 20 years	25%
Total	100%

Question D5	
Which best describes the building you live in?	Percent of respondents
One family house detached from any other houses	60%
House attached to one or more houses (e.g., a duplex or townhome)	5%
Building with two or more apartments or condominiums	27%
Mobile home	6%
Other	3%
Total	100%

Question D6	
Do you rent or own your current residence?	Percent of respondents
Rent	45%
Own	55%
Total	100%

Question D7	
About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?	Percent of respondents
Less than \$300 per month	4%
\$300 to \$599 per month	15%
\$600 to \$999 per month	29%
\$1,000 to \$1,499 per month	25%
\$1,500 to \$2,499 per month	19%
\$2,500 or more per month	8%
Total	100%

Question D8	
How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)	Percent of respondents
Less than \$24,999	27%
\$25,000 to \$49,999	31%
\$50,000 to \$99,999	28%
\$100,000 to \$149,999	10%
\$150,000 or more	4%
Total	100%

Question Dg	
Do any children 17 or under live in your household?	Percent of respondents
Yes	39%
No	61%
Total	100%

Question D10	
Are you or any other members of your household aged 65 or older?	Percent of respondents
Yes	25%
No	75%
Total	100%

Question D11	
Are you Spanish, Hispanic, or Latino?	Percent of respondents
Yes, I consider myself to be Spanish, Hispanic or Latino	18%
No, not Spanish, Hispanic or Latino	82%
Total	100%

Question D12	
What is your race? (Mark one or more races to indicate what race you consider yourself to be.)	Percent of respondents
American Indian or Alaskan Native	4%
Asian, Asian Indian or Pacific Islander	16%
Black or African American	13%
White	59%
Other	16%

Total may exceed 100% as respondents could select more than one option.

Question D13	
In which category is your age?	Percent of respondents
18-24 years	9%
25-34 years	22%
35-44 years	19%
45-54 years	18%
55-64 years	15%
65-74 years	10%
75 years or older	7%
Total	100%

Question D14	
What is your sex?	Percent of respondents
Female	51%
Male	49%
Total	100%

Complete Set of Frequencies Including “Don’t Know”

The following pages contain a complete set of responses to each question on the survey, including the “don’t know” responses. The percent of respondents giving a particular response is shown followed by the number of respondents.

Question 1													
How would you rate the City of SeaTac...	Excellent		Good		Fair		Poor		Don't know		Total		
As a place to live	18%	61	46%	155	30%	101	5%	16	0%	0	100%	333	
Your neighborhood as a place to live	18%	59	43%	141	30%	99	9%	30	0%	0	100%	329	
As a place to raise children	13%	41	33%	107	28%	92	16%	53	10%	32	100%	324	
As a place to work	13%	43	35%	114	26%	83	9%	29	17%	54	100%	323	
As a place to retire	12%	38	25%	79	28%	89	18%	58	17%	54	100%	317	
The overall quality of life in SeaTac	12%	40	45%	148	36%	118	6%	21	1%	2	100%	328	

Question 2													
Please rate each of the following characteristics as they relate to the City of SeaTac as a whole:	Excellent		Good		Fair		Poor		Don't know		Total		
Sense of community	14%	45	34%	111	34%	111	12%	40	5%	16	100%	324	
Openness and acceptance of the community toward people of diverse backgrounds	18%	59	45%	149	28%	92	4%	12	5%	16	100%	328	
Overall appearance of SeaTac	12%	41	40%	132	37%	122	9%	30	1%	4	100%	328	
Cleanliness of SeaTac	13%	45	37%	122	36%	120	13%	43	0%	1	100%	331	
Overall quality of new development in SeaTac	10%	31	49%	157	26%	85	9%	30	6%	19	100%	322	
Variety of housing options	10%	31	36%	116	37%	119	10%	33	6%	19	100%	319	
Overall quality of business and service establishments in SeaTac	6%	21	36%	119	39%	127	16%	51	3%	9	100%	326	
Shopping opportunities	20%	65	27%	89	28%	92	25%	84	1%	3	100%	334	
Opportunities to attend cultural activities	8%	27	29%	94	36%	117	15%	50	11%	34	100%	322	
Recreational opportunities	13%	44	34%	111	36%	120	10%	33	6%	21	100%	329	
Employment opportunities	6%	20	23%	76	33%	110	16%	52	22%	74	100%	332	
Educational opportunities	8%	25	32%	106	30%	100	15%	49	16%	53	100%	333	
Opportunities to participate in social events and activities	11%	35	30%	99	34%	110	14%	45	12%	40	100%	328	
Opportunities to participate in religious or spiritual events and activities	14%	47	27%	88	34%	113	7%	23	17%	58	100%	329	
Opportunities to volunteer	15%	50	31%	104	30%	99	8%	25	16%	53	100%	331	
Opportunities to participate in the community	16%	51	30%	98	31%	100	9%	29	15%	49	100%	327	

Question 2												
Please rate each of the following characteristics as they relate to the City of SeaTac as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
Ease of car travel in SeaTac	22%	72	43%	142	27%	90	7%	22	2%	5	100%	331
Ease of bus travel in SeaTac	19%	62	37%	123	21%	70	10%	32	14%	46	100%	333
Ease of light rail travel in SeaTac	33%	111	34%	113	19%	64	5%	17	9%	29	100%	333
Ease of bicycle travel in SeaTac	12%	40	28%	92	25%	81	17%	56	18%	58	100%	328
Ease of walking in SeaTac	17%	57	37%	124	21%	71	19%	62	5%	16	100%	331
Availability of paths, sidewalks and walking trails	18%	58	26%	87	28%	93	23%	77	4%	15	100%	330
Availability of affordable quality housing	8%	25	29%	96	37%	120	12%	40	14%	47	100%	327
Availability of affordable quality child care	8%	26	16%	53	29%	93	8%	26	39%	127	100%	325
Availability of affordable quality health care	8%	25	26%	86	26%	85	16%	54	25%	81	100%	331
Availability of affordable quality food	10%	31	36%	115	33%	106	17%	56	4%	13	100%	320
Availability of preventive health services	10%	33	24%	78	30%	98	14%	45	23%	74	100%	328
Air quality	9%	29	37%	120	29%	95	18%	59	6%	21	100%	324
Quality of overall natural environment in SeaTac	11%	36	35%	115	37%	124	13%	44	4%	12	100%	331
Overall image or reputation of SeaTac	10%	32	33%	111	35%	117	17%	57	4%	14	100%	331

Question 3												
Which five items above in Question 2 do you think should receive the most emphasis from city leaders over the next two years? Please indicate your 1st, 2nd, 3rd, 4th and 5th choices by writing the letters from Question 2 above in the spaces below.	1st priority		2nd priority		3rd priority		4th priority		5th priority			
Sense of community	5%	14	1%	4	7%	17	4%	9	4%	9		
Openness and acceptance of the community toward people of diverse backgrounds	3%	7	2%	5	1%	3	1%	3	0%	1		
Overall appearance of SeaTac	4%	9	6%	14	3%	7	3%	8	6%	12		
Cleanliness of SeaTac	4%	11	7%	19	2%	6	6%	13	6%	14		
Overall quality of new development in SeaTac	3%	7	5%	11	2%	6	1%	2	2%	4		
Variety of housing options	2%	5	2%	6	1%	3	4%	8	1%	2		
Overall quality of business and service establishments in SeaTac	4%	11	7%	17	2%	6	5%	12	4%	9		
Shopping opportunities	4%	11	3%	8	7%	16	7%	15	5%	11		
Opportunities to attend cultural activities	7%	18	7%	17	2%	5	7%	15	4%	8		
Recreational opportunities	2%	6	2%	4	3%	8	3%	7	3%	6		

Question 3											
Which five items above in Question 2 do you think should receive the most emphasis from city leaders over the next two years? Please indicate your 1st, 2nd, 3rd, 4th and 5th choices by writing the letters from Question 2 above in the spaces below.	1st priority		2nd priority		3rd priority		4th priority		5th priority		
	Employment opportunities	11%	28	5%	14	6%	15	5%	11	7%	16
Educational opportunities	3%	9	2%	4	4%	11	3%	7	0%	1	
Opportunities to participate in social events and activities	0%	0	2%	5	1%	3	2%	5	1%	2	
Opportunities to participate in religious or spiritual events and activities	1%	1	1%	4	1%	2	1%	2	1%	2	
Opportunities to volunteer	0%	1	1%	1	1%	2	0%	0	3%	6	
Opportunities to participate in the community	1%	2	3%	7	2%	6	2%	5	2%	5	
Ease of car travel in SeaTac	1%	2	1%	2	0%	1	1%	2	2%	4	
Ease of bus travel in SeaTac	2%	5	2%	4	3%	6	1%	2	1%	2	
Ease of light rail travel in SeaTac	3%	7	1%	2	1%	3	1%	2	1%	3	
Ease of bicycle travel in SeaTac	1%	3	3%	8	3%	7	2%	6	1%	3	
Ease of walking in SeaTac	2%	5	5%	12	4%	9	4%	9	2%	5	
Availability of paths, sidewalks and walking trails	7%	17	8%	20	8%	20	5%	11	5%	12	
Availability of affordable quality housing	5%	12	4%	10	5%	13	6%	14	4%	8	
Availability of affordable quality child care	2%	4	2%	4	4%	10	2%	4	4%	8	
Availability of affordable quality health care	3%	7	4%	10	6%	15	4%	9	6%	14	
Availability of affordable quality food	3%	7	4%	11	6%	15	5%	11	3%	6	
Availability of preventive health services	2%	6	1%	4	4%	9	6%	14	3%	7	
Air quality	6%	15	4%	10	3%	8	3%	8	5%	11	
Quality of overall natural environment in SeaTac	3%	9	2%	5	3%	7	3%	6	3%	7	
Overall image or reputation of SeaTac	7%	18	3%	7	3%	7	5%	13	11%	24	
Total	100%	257	100%	249	100%	246	100%	231	100%	223	

Question 4														
Please rate the speed of growth in the following categories in the City of SeaTac over the past two years:	Much too slow		Somewhat too slow		Right amount		Somewhat too fast		Much too fast		Don't know		Total	
	Retail growth (stores, restaurants, etc.)	13%	42	33%	104	30%	94	6%	20	4%	11	14%	43	100%
Jobs growth	19%	58	36%	110	13%	40	1%	4	2%	6	29%	91	100%	309

Question 5												
Please rate the City of SeaTac's efforts regarding...	Excellent		Good		Fair		Poor		Don't know		Total	
Clean-up of junk or overgrown vegetation on private property	12%	40	24%	77	30%	97	19%	62	15%	49	100%	326
Regulation of business signs and other signage	11%	34	27%	88	38%	124	7%	22	17%	56	100%	324
Removal of abandoned/junk autos	14%	45	28%	90	24%	79	17%	54	17%	56	100%	324
Graffiti removal from private and public properties	16%	51	26%	85	29%	93	13%	42	16%	52	100%	323
Safety at abandoned homes	5%	14	24%	78	22%	71	16%	51	33%	107	100%	321

Question 6														
Please rate how safe or unsafe you feel from the following in the City of SeaTac:	Very safe		Somewhat safe		Neither safe nor unsafe		Somewhat unsafe		Very unsafe		Don't know		Total	
Violent crime (e.g., rape, assault, robbery)	13%	43	32%	103	20%	65	21%	66	11%	35	3%	10	100%	322
Property crimes (e.g., burglary, theft)	8%	27	25%	79	16%	51	33%	105	15%	47	4%	13	100%	321
Environmental hazards, including toxic waste	16%	49	31%	97	23%	74	8%	25	3%	11	19%	60	100%	317

Question 7														
Please rate how safe or unsafe you feel:	Very safe		Somewhat safe		Neither safe nor unsafe		Somewhat unsafe		Very unsafe		Don't know		Total	
In your neighborhood during the day	37%	120	41%	132	8%	27	10%	33	3%	9	1%	2	100%	323
In your neighborhood after dark	13%	43	34%	110	16%	52	20%	66	15%	50	1%	3	100%	323
In city parks and trails	10%	33	29%	92	21%	66	17%	55	12%	39	11%	37	100%	321
In other public or commercial areas in SeaTac	14%	45	36%	116	22%	70	16%	50	6%	18	6%	20	100%	319
On transit (bus, light rail)	12%	38	32%	102	16%	51	17%	54	7%	23	16%	52	100%	320
Overall feeling of safety in SeaTac	15%	49	37%	120	25%	80	13%	41	9%	29	1%	4	100%	323

Question 8		
During the past 12 months, were you or anyone in your household the victim of any crime?	Percent of respondents	Count
Yes	28%	84
No	68%	209
Don't know	4%	13
Total	100%	306

Question 9		
If yes, was this crime (these crimes) reported to the police?	Percent who reported they were a victim of a crime in the past 12 months	Count
Yes	72%	63
No	28%	24
Don't know	0%	0
Total	100%	87

Question 10												
In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in the City of SeaTac?	Never		Once or twice		3 to 12 times		13 to 26 times		More than 26 times		Total	
Used a King County library or its services	20%	64	21%	69	27%	89	10%	32	22%	71	100%	325
Used a recreation center	33%	104	21%	68	19%	61	9%	28	18%	57	100%	319
Participated in a recreation program or activity	49%	155	20%	63	16%	49	7%	23	9%	27	100%	319
Visited a neighborhood park or City park	14%	44	26%	80	33%	101	11%	35	15%	48	100%	309
Ridden a local bus within SeaTac	45%	146	18%	59	16%	51	5%	17	15%	49	100%	322
Ridden light rail within SeaTac	34%	106	23%	74	23%	72	4%	14	16%	50	100%	315
Attended a City Council meeting	81%	262	15%	48	4%	14	0%	0	0%	1	100%	325
Watched a City Council meeting on Cable Channel 21, SeaTV	65%	208	20%	64	12%	37	2%	8	1%	4	100%	322
Read The SeaTac Report (SeaTac's quarterly newsletter)	30%	95	30%	95	31%	100	4%	13	5%	17	100%	320
Visited the City of SeaTac Web site (at www.ci.seatac.wa.us)	52%	166	20%	64	18%	57	6%	19	4%	12	100%	318
Recycled used paper, cans or bottles from your home	12%	39	7%	23	14%	46	10%	33	56%	180	100%	321
Volunteered your time to some group or activity in SeaTac (e.g., neighborhood association or block watch)	72%	234	14%	44	5%	17	4%	11	5%	17	100%	324
Participated in religious or spiritual activities in SeaTac	62%	199	13%	42	8%	27	5%	16	12%	37	100%	321
Participated in a club or civic group in SeaTac	75%	242	13%	43	4%	14	4%	11	3%	11	100%	321

Question 10												
In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in the City of SeaTac?	Never		Once or twice		3 to 12 times		13 to 26 times		More than 26 times		Total	
	Provided help to a friend or neighbor	7%	23	25%	81	39%	124	14%	44	15%	48	100%
Read the City's Parks and Recreation Guide	29%	94	28%	89	30%	99	8%	27	5%	15	100%	324

Question 11		
About how often, if at all, do you talk to or visit with your immediate neighbors (people who live in the 10 or 20 households that are closest to you)?	Percent of respondents	Count
Just about every day	16%	52
Several times a week	26%	81
Several times a month	24%	75
Less than several times a month	34%	108
Total	100%	316

Question 12		
What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:	Percent of respondents	Count
Very positive	3%	10
Somewhat positive	17%	56
Neutral	44%	139
Somewhat negative	24%	77
Very negative	11%	36
Total	100%	319

Question 13												
Please rate the quality of each of the following services provided by the City of SeaTac: (Services not provided by the City, such as recycling, drinking water and public schools, have been intentionally omitted.)	Excellent		Good		Fair		Poor		Don't know		Total	
Police services	24%	77	37%	121	24%	80	6%	19	9%	30	100%	327
Crime prevention	12%	39	27%	89	30%	97	14%	45	17%	55	100%	324
Fire services	36%	116	32%	105	15%	50	1%	4	15%	50	100%	325
Emergency medical services	29%	95	38%	124	10%	34	2%	5	21%	67	100%	325
Fire prevention and education	17%	53	33%	108	16%	51	3%	10	31%	100	100%	322
Municipal court	9%	29	25%	78	22%	69	3%	10	42%	132	100%	317
Traffic enforcement	12%	38	31%	99	28%	90	10%	33	18%	57	100%	317
Street repair	11%	35	27%	88	37%	119	20%	64	6%	18	100%	324
Street cleaning	11%	34	35%	111	33%	107	16%	50	6%	19	100%	321
Snow removal	10%	32	31%	101	32%	103	22%	72	5%	17	100%	325
Sidewalk maintenance	7%	24	29%	93	32%	105	18%	59	13%	43	100%	325
Storm water drainage	9%	29	29%	95	35%	113	10%	33	16%	52	100%	322
City parks	17%	57	41%	135	25%	81	4%	12	12%	40	100%	325
Recreation programs or classes	15%	49	30%	98	26%	85	4%	14	23%	76	100%	322
Recreation centers or facilities	17%	55	35%	113	25%	81	4%	13	19%	60	100%	322
Land use, planning and zoning	6%	18	18%	58	31%	99	9%	30	36%	116	100%	320
Code enforcement (weeds, abandoned buildings, etc.)	6%	19	20%	65	23%	73	18%	57	33%	106	100%	319
Building permits and inspection services	4%	14	14%	43	31%	98	9%	29	42%	131	100%	315
Animal control	6%	18	22%	71	34%	109	10%	31	28%	89	100%	318
Economic development (e.g., business recruitment and retention)	5%	16	14%	46	34%	108	13%	40	33%	105	100%	315
Services to seniors	12%	37	27%	87	21%	68	4%	14	36%	114	100%	321
Services to youth	10%	31	31%	99	24%	78	7%	22	28%	90	100%	320
Services to low-income people	8%	24	20%	64	23%	75	11%	36	38%	123	100%	321
Communication with the public (information on projects, issues, etc.)	9%	28	25%	78	36%	114	10%	31	21%	66	100%	317
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations; e.g., CERT)	9%	29	19%	61	24%	76	14%	43	34%	108	100%	317
Preservation of natural areas such as open space, farmlands and greenbelts	6%	18	16%	49	32%	99	13%	40	33%	103	100%	309
Overall quality of services provided by SeaTac	9%	28	34%	106	44%	136	6%	18	7%	22	100%	309

Question 15		
Have you had any in-person, phone or email contact with an employee of the City of SeaTac within the last 12 months (including police, receptionists, planners or any others)?	Percent of respondents	Count
Yes	38%	107
No	62%	175
Total	100%	282

Question 16													
What was your impression of the employee(s) of the City of SeaTac in your most recent contact? (Rate each characteristic below.)	Excellent		Good		Fair		Poor		Don't know		Total		
Knowledge	36%	52	40%	57	11%	16	5%	7	8%	12	100%	143	
Responsiveness	34%	49	34%	49	15%	22	8%	12	9%	13	100%	144	
Courtesy	45%	65	32%	46	8%	11	7%	9	8%	12	100%	143	
Overall impression	37%	53	32%	46	15%	22	8%	11	8%	12	100%	143	

Question 17													
Please rate the following categories of SeaTac government performance:	Excellent		Good		Fair		Poor		Don't know		Total		
The value of services you receive for your city taxes	7%	23	31%	100	31%	100	11%	35	20%	63	100%	320	
The overall direction that SeaTac is taking	8%	24	33%	105	29%	93	10%	31	21%	67	100%	320	
The job SeaTac government does at encouraging resident involvement	6%	18	24%	76	31%	100	13%	40	27%	85	100%	319	

Question 18													
Please indicate how likely or unlikely you are to do each of the following:	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know		Total		
Recommend living in SeaTac to someone who asks	20%	64	50%	161	15%	49	11%	36	3%	11	100%	321	
Remain in SeaTac for the next five years	37%	117	31%	99	16%	52	11%	35	5%	16	100%	320	

Question 19												
Please indicate how likely or unlikely your household is to use recreational programs for each of the following:	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know		Total	
Toddlers and preschoolers (up to 4 years old)	17%	52	14%	41	9%	27	43%	130	17%	53	100%	302
Youths (age 5 to 12)	22%	65	17%	51	6%	17	40%	119	16%	49	100%	301
Teens (age 13 to 17)	14%	40	16%	45	8%	24	45%	131	17%	48	100%	288
Adults (age 18 to 54)	27%	82	25%	75	12%	35	24%	72	13%	40	100%	304
Older adults (age 55 and over)	24%	73	19%	56	11%	33	29%	88	17%	52	100%	302

Question 20												
Please indicate how likely or unlikely your household is to use each of the following amenities:	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know		Total	
Playgrounds and play areas	31%	96	27%	84	8%	24	30%	95	5%	15	100%	315
Picnic shelters	24%	76	26%	81	19%	59	25%	78	6%	20	100%	313
Athletic fields (e.g., soccer, baseball)	28%	89	26%	81	16%	52	24%	75	6%	18	100%	316
Walking and bike trails	38%	119	38%	121	12%	37	9%	30	3%	9	100%	316
Open space and parks	41%	128	36%	114	10%	31	10%	33	3%	9	100%	315
Before and afterschool care	14%	45	16%	51	8%	27	52%	164	9%	29	100%	316

Question 21												
Please indicate whether you feel that there are too many, the right amount or not enough places to make each of the following types of purchases in the City of SeaTac:	Too many		Right amount		Not enough		Don't know		Total			
Groceries	4%	13	44%	140	50%	159	2%	8	100%	319		
Clothes/personal items	3%	10	35%	110	57%	179	5%	17	100%	317		
Meals and entertainment	7%	22	46%	144	43%	136	4%	14	100%	316		
Large household appliances and furniture	4%	12	41%	129	43%	135	13%	41	100%	317		
Computers and electronics	5%	15	34%	107	46%	147	15%	49	100%	318		
Household items	6%	18	41%	131	43%	136	10%	31	100%	317		
Home improvement/hardware	4%	13	48%	151	41%	129	6%	19	100%	312		
Drug stores and pharmacies	6%	19	63%	200	27%	86	4%	12	100%	317		
Personal care services	4%	13	45%	143	37%	117	14%	45	100%	318		

Question 22		
When you shop outside of the City of SeaTac, why do you shop outside of SeaTac?	Percent of respondents	Count
Don't shop outside of SeaTac	3%	10
It is convenient; on my way to or from work or near my home	32%	103
I like the range of quality goods and services	44%	140
Desired item is not available in SeaTac	64%	204
It is more affordable	30%	96
Visit a mall or other major retailers	55%	173
Other	11%	36

Total may exceed 100% as respondents could select more than one option.

Question 23												
To what extent do you support or oppose more of the following types of housing in the City of SeaTac?	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know		Total	
Single family, detached homes	51%	161	33%	102	5%	15	3%	9	8%	26	100%	314
Duplexes and triplexes	20%	62	37%	114	24%	75	8%	25	11%	34	100%	310
Apartment complexes	20%	64	31%	97	23%	74	19%	59	7%	21	100%	314
Condominiums	26%	78	35%	108	19%	58	10%	30	10%	30	100%	304
Mixed-use developments, where shops, services and residential housing are combined in one building	27%	83	39%	123	16%	50	8%	25	10%	30	100%	312
High-quality, affordable housing	42%	132	36%	111	8%	25	7%	23	7%	22	100%	313

Question 24												
Please indicate how important, if at all, infrastructure improvements in the following areas are to you:	Essential		Very important		Somewhat important		Not at all important		Don't know		Total	
	Projects that help create or support jobs	45%	141	36%	113	13%	40	3%	9	4%	13	100%
Projects that support new development of shops, services and housing surrounding the S. 154th, S. 176th and S. 200th light rail stations	36%	111	34%	107	18%	57	7%	21	5%	16	100%	312
Projects that support healthy communities (sidewalks, local grocery stores, p-patches, etc.)	38%	119	42%	132	15%	47	2%	6	3%	9	100%	313
Projects that provide recreational opportunities (parks, trails, etc.)	30%	93	40%	121	22%	67	4%	12	4%	13	100%	306
Projects that improve traffic	29%	89	42%	130	22%	68	3%	11	3%	10	100%	307
Projects that help improve delivery of fire services (fire stations, training facilities, etc.)	35%	109	41%	129	18%	55	3%	9	3%	10	100%	313

Question D1		
Do you or any members of your household work in the City of SeaTac?	Percent of respondents	Count
Yes	18%	59
No	82%	261
Total	100%	320

Question D2		
If so, in which industries?	Percent of respondents	Count
At the airport (e.g., for airlines, retail/food providers or service/parking)	23%	13
Tourism/Lodging	5%	3
Manufacturing/Assembly;	1%	1
Warehousing/Trucking;	12%	7
Rental cars/Parking operations	1%	0
Retail or services	10%	5
Government/Non-profit organization	11%	6
Education/Schools	12%	7
Other	37%	21

Total may exceed 100% as respondents could select more than one option.

Question D3		
During a typical week, how many days do you commute to work (for the longest distance of your commute) in each of the ways listed below?	Percent of trips mode used	Count
Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) by myself	63%	249
Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) with other adults or children	15%	249
Bus, light rail or other public transportation	9%	249
Walk	6%	249
Bicycle	1%	249
Work at home	5%	249
Other	2%	249

Question D4		
How many years have you lived in SeaTac?	Percent of respondents	Count
Less than 2 years	19%	60
2-5 years	17%	56
6-10 years	23%	74
11-20 years	16%	52
More than 20 years	25%	81
Total	100%	324

Question D5		
Which best describes the building you live in?	Percent of respondents	Count
One family house detached from any other houses	60%	193
House attached to one or more houses (e.g., a duplex or townhome)	5%	15
Building with two or more apartments or condominiums	27%	86
Mobile home	6%	19
Other	3%	9
Total	100%	322

Question D6		
Do you rent or own your current residence?	Percent of respondents	Count
Rent	45%	145
Own	55%	177
Total	100%	322

Question D7		
About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?	Percent of respondents	Count
Less than \$300 per month	4%	13
\$300 to \$599 per month	15%	47
\$600 to \$999 per month	29%	90
\$1,000 to \$1,499 per month	25%	80
\$1,500 to \$2,499 per month	19%	61
\$2,500 or more per month	8%	24
Total	100%	315

Question D8		
How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)	Percent of respondents	Count
Less than \$24,999	27%	79
\$25,000 to \$49,999	31%	92
\$50,000 to \$99,999	28%	84
\$100,000 to \$149,999	10%	28
\$150,000 or more	4%	13
Total	100%	296

Question D9		
Do any children 17 or under live in your household?	Percent of respondents	Count
Yes	39%	125
No	61%	198
Total	100%	323

Question D10		
Are you or any other members of your household aged 65 or older?	Percent of respondents	Count
Yes	25%	81
No	75%	242
Total	100%	323

Question D11		
Are you Spanish, Hispanic or Latino?	Percent of respondents	Count
Yes, I consider myself to be Spanish, Hispanic or Latino	18%	57
No, not Spanish, Hispanic or Latino	82%	259
Total	100%	316

Question D12		
What is your race? (Mark one or more races to indicate what race you consider yourself to be.)	Percent of respondents	Count
American Indian or Alaskan Native	4%	14
Asian, Asian Indian or Pacific Islander	16%	52
Black or African American	13%	41
White	59%	186
Other	16%	49

Total may exceed 100% as respondents could select more than one option.

Question D13		
In which category is your age?	Percent of respondents	Count
18-24 years	9%	30
25-34 years	22%	72
35-44 years	19%	61
45-54 years	18%	57
55-64 years	15%	48
65-74 years	10%	31
75 years or older	7%	22
Total	100%	322

Question D14		
What is your sex?	Percent of respondents	Count
Female	51%	161
Male	49%	155
Total	100%	315

Comparison of Mail and In-person Results

The tables below show the comparison of results by data collection mode. Comparisons are based on the percent positive: the combination of the top two most positive response options (i.e., “excellent” and “good,” “strongly agree” and “somewhat agree,” “essential” and “very important”).

Question 1			
How would you rate the City of SeaTac... (Percent rating as excellent or good).	Mail	In-person events	Overall
As a place to live	60%	71%	65%
Your neighborhood as a place to live	54%	71%	61%
As a place to raise children	40%	63%	50%
As a place to work	60%	56%	58%
As a place to retire	40%	50%	44%
The overall quality of life in SeaTac	51%	66%	58%

Question 2			
Please rate each of the following characteristics as they relate to the City of SeaTac as a whole:	Mail	In-person events	Overall
Sense of community	46%	58%	51%
Openness and acceptance of the community toward people of diverse backgrounds	58%	78%	67%
Overall appearance of SeaTac	46%	62%	53%
Cleanliness of SeaTac	42%	63%	51%
Overall quality of new development in SeaTac	63%	61%	62%
Variety of housing options	41%	60%	49%
Overall quality of business and service establishments in SeaTac	38%	53%	44%
Shopping opportunities	44%	51%	47%
Opportunities to attend cultural activities	35%	51%	42%
Recreational opportunities	45%	58%	50%
Employment opportunities	32%	44%	37%
Educational opportunities	42%	53%	47%
Opportunities to participate in social events and activities	40%	54%	46%
Opportunities to participate in religious or spiritual events and activities	47%	53%	50%
Opportunities to volunteer	51%	61%	55%
Opportunities to participate in the community	48%	60%	53%
Ease of car travel in SeaTac	59%	74%	66%
Ease of bus travel in SeaTac	62%	68%	65%
Ease of light rail travel in SeaTac	70%	78%	73%
Ease of bicycle travel in SeaTac	42%	57%	49%
Ease of walking in SeaTac	51%	66%	58%
Availability of paths, sidewalks and walking trails	38%	56%	46%
Availability of affordable quality housing	32%	57%	43%
Availability of affordable quality child care	34%	46%	40%
Availability of affordable quality health care	42%	48%	44%
Availability of affordable quality food	42%	55%	48%
Availability of preventive health services	40%	49%	44%
Air quality	47%	52%	49%

Question 2			
Please rate each of the following characteristics as they relate to the City of SeaTac as a whole:	Mail	In-person events	Overall
Quality of overall natural environment in SeaTac	43%	53%	47%
Overall image or reputation of SeaTac	41%	50%	45%

Question 4			
Please rate the speed of growth in the following categories in the City of SeaTac over the past two years: (Percent much or somewhat too slow)	Mail	In-person events	Overall
Retail growth (stores, restaurants, etc.)	55%	52%	54%
Jobs growth	81%	72%	77%

Question 5			
Please rate the City of SeaTac's efforts regarding...	Mail	In-person events	Overall
Clean-up of junk or overgrown vegetation on private property	40%	46%	42%
Regulation of business signs and other signage	42%	50%	46%
Removal of abandoned/junk autos	52%	48%	50%
Graffiti removal from private and public properties	50%	50%	50%
Safety at abandoned homes	39%	49%	43%

Question 6			
Please rate how safe or unsafe you feel from the following in the City of SeaTac: (Percent somewhat or very safe)	Mail	In-person events	Overall
Violent crime (e.g., rape, assault, robbery)	44%	51%	47%
Property crimes (e.g., burglary, theft)	31%	39%	34%
Environmental hazards, including toxic waste	56%	58%	57%

Question 7			
Please rate how safe or unsafe you feel: (Percent somewhat or very safe)	Mail	In-person events	Overall
In your neighborhood during the day	75%	83%	78%
In your neighborhood after dark	43%	54%	48%
In city parks and trails	37%	52%	44%
In other public or commercial areas in SeaTac	47%	63%	54%
On transit (bus, light rail)	46%	61%	52%
Overall feeling of safety in SeaTac	48%	59%	53%

Question 8			
During the past 12 months, were you or anyone in your household the victim of any crime?	Mail	In-person events	Overall
Yes	30%	27%	29%
No	70%	73%	71%
Total	100%	100%	100%

Question 9			
If yes, was this crime (these crimes) reported to the police?	Mail	In-person events	Overall
Yes	71%	75%	72%
No	29%	25%	28%
Total	100%	100%	100%

Question 10			
In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in the City of SeaTac? (Percent at least once)	Mail	In-person events	Overall
Used a King County library or its services	74%	89%	80%
Used a recreation center	59%	79%	67%
Participated in a recreation program or activity	43%	63%	51%
Visited a neighborhood park or City park	82%	90%	86%
Ridden a local bus within SeaTac	49%	62%	55%
Ridden light rail within SeaTac	63%	71%	66%
Attended a City Council meeting	18%	22%	19%
Watched a City Council meeting on Cable Channel 21, SeaTV	37%	33%	35%
Read The SeaTac Report (SeaTac's quarterly newsletter)	81%	55%	70%
Visited the City of SeaTac Web site (at www.ci.seatac.wa.us)	51%	44%	48%
Recycled used paper, cans or bottles from your home	91%	83%	88%
Volunteered your time to some group or activity in SeaTac (e.g., neighborhood association or block watch)	23%	33%	28%
Participated in religious or spiritual activities in SeaTac	34%	43%	38%
Participated in a club or civic group in SeaTac	20%	32%	25%
Provided help to a friend or neighbor	94%	91%	93%
Read the City's Parks and Recreation Guide	76%	63%	71%

Question 11			
About how often, if at all, do you talk to or visit with your immediate neighbors (people who live in the 10 or 20 households that are closest to you)?	Mail	In-person events	Overall
Just about every day	19%	13%	16%
Several times a week	27%	24%	26%
Several times a month	20%	29%	24%
Less than several times a month	35%	34%	34%
Total	100%	100%	100%

Question 12			
What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:	Mail	In-person events	Overall
Very positive	3%	4%	3%
Somewhat positive	15%	20%	17%
Neutral	46%	40%	44%
Somewhat negative	27%	21%	24%
Very negative	9%	15%	11%
Total	100%	100%	100%

Question 13			
Please rate the quality of each of the following services provided by the City of SeaTac: (Percent excellent or good)	Mail	In-person events	Overall
Police services	63%	71%	67%
Crime prevention	42%	54%	47%
Fire services	81%	79%	80%
Emergency medical services	85%	84%	85%
Fire prevention and education	74%	71%	73%
Municipal court	54%	62%	58%
Traffic enforcement	49%	57%	53%
Street repair	39%	41%	40%
Street cleaning	46%	51%	48%
Snow removal	39%	49%	43%
Sidewalk maintenance	37%	47%	42%
Storm water drainage	42%	51%	46%
City parks	66%	69%	67%
Recreation programs or classes	51%	69%	60%
Recreation centers or facilities	54%	76%	64%
Land use, planning and zoning	24%	54%	37%
Code enforcement (weeds, abandoned buildings, etc.)	29%	52%	39%
Building permits and inspection services	23%	42%	31%
Animal control	33%	47%	39%
Economic development (e.g., business recruitment and retention)	22%	39%	29%
Services to seniors	56%	66%	60%
Services to youth	51%	62%	56%
Services to low-income people	30%	61%	44%
Communication with the public (information on projects, issues, etc.)	38%	48%	42%
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations; e.g., CERT)	37%	50%	43%
Preservation of natural areas such as open space, farmlands and greenbelts	19%	53%	33%
Overall quality of services provided by SeaTac	41%	55%	47%

Question 15			
Have you had any in-person, phone or email contact with an employee of the City of SeaTac within the last 12 months (including police, receptionists, planners or any others)?	Mail	In-person events	Overall
Yes	42%	33%	38%
No	58%	67%	62%
Total	100%	100%	100%

Question 16			
What was your impression of the employee(s) of the City of SeaTac in your most recent contact? (Percent excellent or good)	Mail	In-person events	Overall
Knowledge	82%	83%	82%
Responsiveness	69%	83%	74%
Courtesy	83%	87%	84%
Overall impression	70%	83%	75%

Question 17			
Please rate the following categories of SeaTac government performance: (Percent excellent or good)	Mail	In-person events	Overall
The value of services you receive for your city taxes	40%	57%	48%
The overall direction that SeaTac is taking	47%	56%	51%
The job SeaTac government does at encouraging resident involvement	37%	44%	40%

Question 18			
Please indicate how likely or unlikely you are to do each of the following: (Percent very or somewhat likely)	Mail	In-person events	Overall
q18adi	69%	78%	73%
Remain in SeaTac for the next five years	69%	74%	71%

Question 19			
Please indicate how likely or unlikely your household is to use recreational programs for each of the following:	Mail	In-person events	Overall
Toddlers and preschoolers (up to 4 years old)	27%	50%	37%
Youths (age 5 to 12)	33%	60%	46%
Teens (age 13 to 17)	29%	44%	36%
Adults (age 18 to 54)	51%	72%	60%
Older adults (age 55 and over)	51%	53%	52%

Question 20			
Please indicate how likely or unlikely your household is to use each of the following amenities:	Mail	In-person events	Overall
Playgrounds and play areas	49%	76%	60%
Picnic shelters	43%	68%	53%
Athletic fields (e.g., soccer, baseball)	53%	63%	57%
Walking and bike trails	76%	82%	78%
Open space and parks	78%	81%	79%
Before and afterschool care	27%	43%	33%

Question 21				
Please indicate whether you feel that there are too many, the right amount or not enough places to make each of the following types of purchases in the City of SeaTac:		Mail	In-person events	Overall
Groceries	Too many	3%	5%	4%
	Right amount	39%	53%	45%
	Not enough	57%	42%	51%
	Total	100%	100%	100%
Clothes/personal items	Too many	2%	5%	3%
	Right amount	37%	37%	37%
	Not enough	61%	58%	60%
	Total	100%	100%	100%
Meals and entertainment	Too many	9%	6%	7%
	Right amount	48%	47%	48%
	Not enough	43%	47%	45%
	Total	100%	100%	100%
Large household appliances and furniture	Too many	3%	6%	4%
	Right amount	46%	47%	47%
	Not enough	50%	47%	49%
	Total	100%	100%	100%
Computers and electronics	Too many	5%	6%	6%
	Right amount	39%	40%	40%
	Not enough	55%	54%	55%
	Total	100%	100%	100%
Household items	Too many	7%	5%	6%
	Right amount	45%	47%	46%
	Not enough	47%	48%	48%
	Total	100%	100%	100%
Home improvement/hardware	Too many	3%	6%	4%
	Right amount	52%	51%	51%
	Not enough	45%	43%	44%
	Total	100%	100%	100%
Drug stores and pharmacies	Too many	6%	6%	6%
	Right amount	67%	64%	66%
	Not enough	27%	30%	28%
	Total	100%	100%	100%
Personal care services	Too many	4%	6%	5%
	Right amount	50%	55%	52%
	Not enough	46%	39%	43%
	Total	100%	100%	100%

Question 22			
When you shop outside of the City of SeaTac, why do you shop outside of SeaTac?	Mail	In-person events	Overall
Don't shop outside of SeaTac	2%	4%	3%
It is convenient; on my way to or from work or near my home	33%	32%	32%
I like the range of quality goods and services	44%	43%	44%
Desired item is not available in SeaTac	66%	61%	64%
It is more affordable	31%	29%	30%
Visit a mall or other major retailers	54%	56%	55%
Other	10%	13%	11%

Question 23			
To what extent do you support or oppose more of the following types of housing in the City of SeaTac? (Percent somewhat or strongly support)	Mail	In-person events	Overall
Single family, detached homes	89%	96%	92%
Duplexes and triplexes	55%	77%	64%
Apartment complexes	46%	68%	55%
Condominiums	58%	81%	68%
Mixed-use developments, where shops, services and residential housing are combined in one building	70%	77%	73%
High-quality, affordable housing	77%	93%	83%

Question 24			
Please indicate how important, if at all, infrastructure improvements in the following areas are to you:	Mail	In-person events	Overall
Projects that help create or support jobs	80%	90%	84%
Projects that support new development of shops, services and housing surrounding the S. 154th, S. 176th and S. 200th light rail stations	68%	81%	74%
Projects that support healthy communities (sidewalks, local grocery stores, p-patches, etc.)	80%	86%	82%
Projects that provide recreational opportunities (parks, trails, etc.)	68%	80%	73%
Projects that improve traffic	72%	76%	74%
Projects that help improve delivery of fire services (fire stations, training facilities, etc.)	79%	78%	79%

Appendix C: Benchmark Comparisons

NRC has been leading the strategic use of surveys for local governments since 1991, when the principals of the company wrote the first edition of what became the classic text on citizen surveying. In *Citizen Surveys: how to do them, how to use them, what they mean*, published by the International City/County Management Association (ICMA), we not only articulated the principles for quality survey methods, we pioneered both the idea of benchmark data for citizen opinion and the method for gathering benchmark data. We called it, "In Search of Standards," and argued for norms. "What has been missing from a local government's analysis of its survey results is the context that school administrators can supply when they tell parents how an 80 percent score on the social studies test compares to test results from other school systems..."

NRC's database of comparative resident opinion is comprised of resident perspectives gathered in citizen surveys from approximately 500 jurisdictions whose residents evaluated local government services. Conducted with typically no fewer than 400 residents in each jurisdiction, opinions are intended to represent over 30 million Americans. NRC has innovated a method for quantitatively integrating the results of surveys that we have conducted with those that others have conducted. We have described our integration methods thoroughly in *Public Administration Review, Journal of Policy Analysis and Management* and in our first book on conducting and using citizen surveys. Scholars who specialize in the analysis of citizen surveys regularly have relied on our work (e.g., Kelly, J. & Swindell, D. (2002). Service quality variation across urban space: First steps towards a model of citizen satisfaction, *Journal of Urban Affairs*, 24, 271-288.; Van Ryzin, G., Muzzio, D., Immerwahr, S., Gulick, L. & Martinez, E. (2004). Drivers and consequences of citizen satisfaction: An application of the American Customer Satisfaction Index Model to New York City, *Public Administration Review*, 64, 331-341). The method described in those publications is refined regularly and statistically tested on a growing number of citizen surveys in our proprietary databases.

NRC's work on calculating national norms for resident opinions about service delivery and quality of life won the Samuel C. May award in 1992 for research excellence from the Western Governmental Research Association.

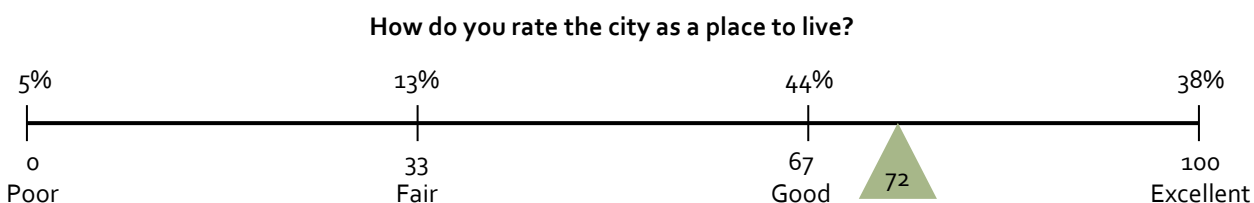
Putting Evaluations onto the 100-point Scale

Although responses to many of the evaluative questions were made on a five-point scale with 1 representing the best rating and 5 the worst, the benchmarks are reported on a common scale where 0 is the worst possible rating and 100 is the best possible rating. For SeaTacs's 2012 results, the 95 percent confidence interval around an average score on the 100-point scale is no greater than plus or minus 4.2 points based on respondents to the mail survey.

The 100-point scale is not a percent. It is a conversion of responses to an average rating. Each response option is assigned a value that is used in calculating the average score. For example, "excellent"=100, "good"=67, "fair"=33 and "poor"=0. If everyone reported "excellent," then the average rating would be 100 on the 100-point scale. Likewise, if all respondents gave a "poor," the result would be 0 on the 100-point scale. If half the respondents gave a score of "excellent" and half gave a score of "poor," the average would be in the middle of the scale (like the center post of a teeter totter) between "fair" and "good." An example of how to convert survey frequencies into an average rating appears below.

Example of Converting Responses to the 100-point Scale

How do you rate the City as a place to live?						
Response option	Total with "don't know"	Step 1: Remove the percent of "don't know" responses	Total without "don't know"	Step 2: Assign scale values	Step 3: Multiply the percent by the scale value	Step 4: Sum to calculate the average rating
Excellent	36%	$=36 \div (100-5) =$	38%	100	$=38\% \times 100 =$	38
Good	42%	$=42 \div (100-5) =$	44%	67	$=44\% \times 67 =$	30
Fair	12%	$=12 \div (100-5) =$	13%	33	$=13\% \times 33 =$	4
Poor	5%	$=5 \div (100-5) =$	5%	0	$=5\% \times 0 =$	0
Don't know	5%		--			
Total	100%		100%			72



Interpreting the Results

Average ratings are compared when questions similar to those asked in the SeaTac survey are included in NRC’s database, and there are at least five jurisdictions in which the question was asked. Where comparisons are available, three numbers are provided in the table. The first column is SeaTac’s rating on the 100-point scale. The second column is the rank assigned to SeaTac’s rating among jurisdictions where a similar question was asked. The third column is the number of jurisdictions that asked a similar question. The fourth column shows the comparison of SeaTac’s average rating (column one) to the benchmark.

Where comparisons for quality ratings were available, the City of SeaTac’s results were noted as being “above” the benchmark, “below” the benchmark or “similar” to the benchmark. For some questions – those related to resident behavior, circumstance or to a local problem – the comparison to the benchmark is designated as “more,” “similar” or “less” (for example, the percent residents reporting having had contact with a City employee.) In instances where ratings are considerably higher or lower than the benchmark, these ratings have been further demarcated by the attribute of “much,” (for example, “much less” or “much above”). These labels come from a statistical comparison of SeaTac’s rating to the benchmark where a rating is considered “similar” if it is within the margin of error; “above,” “below,” “more” or “less” if the difference between SeaTac’s rating and the benchmark is greater the margin of error; and “much above,” “much below,” “much more” or “much less” if the difference between SeaTac’s rating and the benchmark is more than twice the margin of error.

Comparisons are provided at the national and regional levels. The regional comparison is comprised of cities in the states of Washington and Oregon with populations below 100,000.

National Benchmark Comparisons

Overall Community Quality Benchmarks				
How would you rate the City of SeaTac...	City of SeaTac Rating	Rank	Number of Jurisdictions for Comparison	Comparison to National Benchmark
As a place to live	56	328	354	Much below
Your neighborhood as a place to live	51	278	283	Much below
As a place to raise children	42	340	349	Much below
As a place to work	54	155	310	Similar
As a place to retire	41	311	334	Much below
The overall quality of life in SeaTac	51	387	413	Much below

Remaining in and Recommending SeaTac Benchmarks				
Please indicate how likely or unlikely you are to do each of the following:	City of SeaTac Rating	Rank	Number of Jurisdictions for Comparison	Comparison to National Benchmark
Recommend living in SeaTac to someone who asks	57	181	190	Much below
Remain in SeaTac for the next five years	64	180	190	Much below

Characteristics of the Community Benchmarks				
Please rate each of the following characteristics as they relate to the City of SeaTac as a whole:	City of SeaTac Rating	Rank	Number of Jurisdictions for Comparison	Comparison to National Benchmark
Sense of community	49	235	290	Below
Openness and acceptance of the community toward people of diverse backgrounds	57	126	260	Similar
Overall appearance of SeaTac	49	262	327	Much below
Cleanliness of SeaTac	46	166	190	Much below
Overall quality of new development in SeaTac	53	139	256	Similar
Variety of housing options	45	150	181	Below
Overall quality of business and service establishments in SeaTac	40	161	175	Much below
Shopping opportunities	46	186	275	Below
Opportunities to attend cultural activities	41	238	290	Much below
Recreational opportunities	47	230	286	Much below
Employment opportunities	40	108	290	Above
Educational opportunities	43	210	241	Much below
Opportunities to participate in social events and activities	44	165	180	Much below
Opportunities to participate in religious or spiritual events and activities	52	137	141	Much below
Opportunities to volunteer	52	170	181	Much below
Opportunities to participate in the community	51	142	183	Below
Ease of car travel in SeaTac	57	121	279	Similar
Ease of bus travel in SeaTac	57	30	197	Much above
Ease of light rail travel in SeaTac	66	15	55	Much above
Ease of bicycle travel in SeaTac	43	173	270	Below
Ease of walking in SeaTac	47	206	272	Much below

Characteristics of the Community Benchmarks				
Please rate each of the following characteristics as they relate to the City of SeaTac as a whole:	City of SeaTac Rating	Rank	Number of Jurisdictions for Comparison	Comparison to National Benchmark
Availability of paths, sidewalks and walking trails	43	147	186	Much below
Availability of affordable quality housing	41	173	291	Similar
Availability of affordable quality child care	45	101	226	Similar
Availability of affordable quality health care	44	158	233	Below
Availability of affordable quality food	42	166	175	Much below
Availability of preventive health services	45	123	146	Below
Air quality	43	205	224	Much below
Quality of overall natural environment in SeaTac	45	183	193	Much below
Overall image or reputation of SeaTac	42	263	300	Much below

Contact with Neighbors Benchmarks				
About how often, if at all, do you talk to or visit with your immediate neighbors (people who live in the 10 or 20 households that are closest to you)?	City of SeaTac Rating	Rank	Number of Jurisdictions for Comparison	Comparison to National Benchmark
Visit with immediate neighbors at least several times per week	46	113	173	Similar

Personal Safety Benchmarks				
Please rate how safe or unsafe you feel from the following in the City of SeaTac:	City of SeaTac Rating	Rank	Number of Jurisdictions for Comparison	Comparison to National Benchmark
Violent crime (e.g., rape, assault, robbery)	53	261	276	Much below
Property crimes (e.g., burglary, theft)	42	266	276	Much below
Environmental hazards, including toxic waste	62	176	188	Much below

Safety in SeaTac Benchmarks				
Please rate how safe or unsafe you feel:	City of SeaTac Rating	Rank	Number of Jurisdictions for Comparison	Comparison to National Benchmark
In your neighborhood during the day	73	313	324	Much below
In your neighborhood after dark	48	314	316	Much below
In city parks and trails	48	35	35	Much below
Overall feeling of safety in SeaTac	57	65	76	Much below

Crime Victimization and Reporting Benchmarks				
During the past 12 months, were you or anyone in your household the victim of any crime?	City of SeaTac Rating	Rank	Number of Jurisdictions for Comparison	Comparison to National Benchmark
Was the victim of any crime	30	3	244	Much more
If yes, was this crime (these crimes) reported to the police?	71	194	242	Less

Participation in Activities Benchmarks				
In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in the City of SeaTac?	City of SeaTac Rating	Rank	Number of Jurisdictions for Comparison	Comparison to National Benchmark
Used a King County library or its services	74	80	203	Similar
Used a recreation center	59	67	195	Similar
Participated in a recreation program or activity	43	157	226	Less
Visited a neighborhood park or City park	82	174	234	Similar
Ridden a local bus within SeaTac	49	15	167	Much more
Attended a City Council meeting	18	214	237	Much less
Watched a City Council meeting on Cable Channel 21, SeaTV	37	110	192	Similar
Read The SeaTac Report (SeaTac's quarterly newsletter)	81	93	174	Similar
Visited the City of SeaTac Web site (at www.ci.seatac.wa.us)	51	147	178	Much less
Recycled used paper, cans or bottles from your home	91	59	226	Much more
Volunteered your time to some group or activity in SeaTac (e.g., neighborhood association or block watch)	23	230	237	Much less
Participated in religious or spiritual activities in SeaTac	34	120	130	Much less
Participated in a club or civic group in SeaTac	20	136	154	Much less
Provided help to a friend or neighbor	94	93	151	Similar

Services Provided by SeaTac Benchmarks				
Please rate the quality of each of the following services provided by the City of SeaTac: (Services not provided by the City, such as recycling, drinking water and public schools, have been intentionally omitted.)	City of SeaTac Rating	Rank	Number of Jurisdictions for Comparison	Comparison to National Benchmark
Police services	60	319	400	Below
Crime prevention	45	290	330	Much below
Fire services	73	248	322	Similar
Emergency medical services	72	216	318	Similar
Fire prevention and education	63	172	260	Similar
Municipal court	54	113	177	Similar
Traffic enforcement	48	316	347	Much below

Services Provided by SeaTac Benchmarks				
Please rate the quality of each of the following services provided by the City of SeaTac: (Services not provided by the City, such as recycling, drinking water and public schools, have been intentionally omitted.)	City of SeaTac Rating	Rank	Number of Jurisdictions for Comparison	Comparison to National Benchmark
Street repair	43	238	404	Similar
Street cleaning	46	230	282	Much below
Snow removal	41	231	254	Much below
Sidewalk maintenance	40	215	267	Much below
Storm water drainage	44	279	336	Much below
Recreation centers or facilities	55	179	253	Below
Land use, planning and zoning	37	229	285	Below
Code enforcement (weeds, abandoned buildings, etc.)	34	297	349	Much below
Building permits and inspection services	35	21	22	Much below
Animal control	41	285	308	Much below
Economic development (e.g., business recruitment and retention)	36	224	273	Much below
Services to seniors	55	183	286	Similar
Services to youth	50	148	263	Similar
Services to low-income people	39	184	231	Below
Communication with the public (information on projects, issues, etc.)	46	58	76	Below
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations; e.g., C	43	187	207	Much below
Preservation of natural areas such as open space, farmlands and greenbelts	33	191	192	Much below
Overall quality of services provided by SeaTac	48	364	396	Much below

City Employee Benchmarks				
Have you had any in-person, phone or email contact with an employee of the City of SeaTac within the last 12 months (including police, receptionists, planners or any others)? What was your impression of the employee(s) of the City of SeaTac in your most recent contact?	City of SeaTac Rating	Rank	Number of Jurisdictions for Comparison	Comparison to National Benchmark
Had in-person, phone or email contact with an employee of the City of SeaTac within the last 12 months	42	237	272	Much less
Knowledge	71	147	311	Similar
Responsiveness	64	203	308	Similar
Courtesy	72	109	258	Similar
Overall impression	65	212	353	Similar

Government Performance Benchmarks				
Please rate the following categories of SeaTac government performance:	City of SeaTac Rating	Rank	Number of Jurisdictions for Comparison	Comparison to National Benchmark
The value of services you receive for your city taxes	44	264	365	Below
The overall direction that SeaTac is taking	46	201	306	Similar
The job SeaTac government does at encouraging resident involvement	42	241	309	Below

Growth Ratings Benchmarks				
Please rate the speed of growth in the following categories in the City of SeaTac over the past two years:	City of SeaTac Rating	Rank	Number of Jurisdictions for Comparison	Comparison to National Benchmark
Retail growth seen as too slow	55	50	238	Much more
Jobs growth seen as too slow	81	89	241	More

Jurisdictions included in national benchmark comparisons

Valdez, AK 3,976	Brea, CA..... 39,282	San Luis Obispo County, CA 269,637
Auburn, AL 53,380	Brisbane, CA 4,282	San Rafael, CA 57,713
Gulf Shores, AL 9,741	Burlingame, CA..... 28,806	Santa Barbara County, CA 423,895
Tuskegee, AL 9,865	Carlsbad, CA 105,328	Santa Monica, CA 89,736
Vestavia Hills, AL 34,033	Chula Vista, CA 243,916	Seaside, CA..... 33,025
Fayetteville, AR..... 73,580	Concord, CA..... 122,067	South Lake Tahoe, CA 21,403
Little Rock, AR 193,524	Coronado, CA 18,912	Stockton, CA 291,707
Avondale, AZ 76,238	Cupertino, CA 58,302	Sunnyvale, CA 140,081
Casa Grande, AZ 48,571	Davis, CA 65,622	Temecula, CA 100,097
Chandler, AZ..... 236,123	Del Mar, CA 4,161	Thousand Oaks, CA 126,683
Cococino County, AZ 134,421	Dublin, CA 46,036	Visalia, CA 124,442
Dewey-Humboldt, AZ..... 3,894	El Cerrito, CA 23,549	Walnut Creek, CA 64,173
Flagstaff, AZ 65,870	Elk Grove, CA..... 153,015	Arapahoe County, CO 572,003
Florence, AZ 25,536	Galt, CA 23,647	Archuleta County, CO 12,084
Gilbert, AZ 208,453	La Mesa, CA..... 57,065	Arvada, CO 106,433
Goodyear, AZ 65,275	Laguna Beach, CA..... 22,723	Aspen, CO 6,658
Green Valley, AZ 21,391	Livermore, CA..... 80,968	Aurora, CO..... 325,078
Marana, AZ..... 34,961	Livermore, CA..... 80,968	Boulder County, CO 294,567
Maricopa County, AZ 3,817,117	Lodi, CA..... 62,134	Boulder, CO 97,385
Mesa, AZ 439,041	Long Beach, CA 462,257	Breckenridge, CO 4,540
Peoria, AZ..... 154,065	Lynwood, CA 69,772	Broomfield, CO..... 55,889
Phoenix, AZ 1,445,632	Menlo Park, CA 32,026	Centennial, CO 100,377
Pinal County, AZ 375,770	Mission Viejo, CA 93,305	Clear Creek County, CO 9,088
Prescott Valley, AZ 38,822	Mountain View, CA 74,066	Colorado Springs, CO 416,427
Queen Creek, AZ 26,361	Newport Beach, CA..... 85,186	Commerce City, CO 45,913
Scottsdale, AZ 217,385	Palm Springs, CA 44,552	Craig, CO 9,464
Sedona, AZ 10,031	Palo Alto, CA 64,403	Crested Butte, CO..... 1,487
Surprise, AZ 117,517	Poway, CA 47,811	Denver Public Library, CO NA
Tempe, AZ..... 161,719	Rancho Cordova, CA 64,776	Denver, CO 600,158
Yuma County, AZ..... 195,751	Richmond, CA 103,701	Durango, CO..... 16,887
Yuma, AZ..... 93,064	San Diego, CA..... 1,307,402	Englewood, CO..... 30,255
Apple Valley, CA 69,135	San Francisco, CA 805,235	Estes Park, CO 5,858
Benicia, CA 26,997	San Jose, CA 945,942	Fort Collins, CO..... 143,986

Fruita, CO	12,646	Kissimmee, FL	59,682	Muscatine, IA	22,886
Georgetown, CO	1,034	Lee County, FL	618,754	Urbandale, IA	39,463
Golden, CO	18,867	Miami Beach, FL	87,779	West Des Moines, IA	56,609
Grand County, CO	14,843	North Palm Beach, FL	12,015	Boise, ID	205,671
Greeley, CO	NA	Oakland Park, FL	41,363	Jerome, ID	10,890
Greenwood Village, CO	13,925	Ocala, FL	56,315	Meridian, ID	75,092
Gunnison County, CO	15,324	Oldsmar, FL	13,591	Moscow, ID	23,800
Highlands Ranch, CO	96,713	Oviedo, FL	33,342	Pocatello, ID	54,255
Hot Sulphur Springs, CO	663	Palm Bay, FL	103,190	Post Falls, ID	27,574
Hudson, CO	2,356	Palm Beach County, FL	1,320,134	Twin Falls, ID	44,125
Jefferson County, CO	534,543	Palm Beach Gardens, FL	48,452	Batavia, IL	26,045
Lakewood, CO	142,980	Palm Coast, FL	75,180	Bloomington, IL	76,610
Larimer County, CO	299,630	Panama City, FL	36,484	Centralia, IL	13,032
Lone Tree, CO	10,218	Pasco County, FL	464,697	Collinsville, IL	25,579
Longmont, CO	86,270	Pinellas County, FL	916,542	Crystal Lake, IL	40,743
Louisville, CO	18,376	Pinellas Park, FL	49,079	DeKalb, IL	43,862
Loveland, CO	66,859	Port Orange, FL	56,048	Elmhurst, IL	44,121
Mesa County, CO	146,723	Port St. Lucie, FL	164,603	Evanston, IL	74,486
Montrose, CO	19,132	Sanford, FL	53,570	Freeport, IL	25,638
Northglenn, CO	35,789	Sarasota, FL	51,917	Gurnee, IL	31,295
Parker, CO	45,297	Seminole, FL	17,233	Highland Park, IL	29,763
Pitkin County, CO	17,148	South Daytona, FL	12,252	Lincolnwood, IL	12,590
Pueblo, CO	106,595	St. Cloud, FL	35,183	Lyons, IL	10,729
Salida, CO	5,236	Tallahassee, FL	181,376	Naperville, IL	141,853
Steamboat Springs, CO	12,088	Titusville, FL	43,761	Normal, IL	52,497
Sterling, CO	14,777	Volusia County, FL	494,593	O'Fallon, IL	28,281
Summit County, CO	27,994	Walton County, FL	55,043	Oak Park, IL	51,878
Thornton, CO	118,772	Winter Garden, FL	34,568	Orland Park, IL	56,767
Westminster, CO	106,114	Winter Park, FL	27,852	Palatine, IL	68,557
Wheat Ridge, CO	30,166	Albany, GA	77,434	Park Ridge, IL	37,480
Windsor, CO	18,644	Alpharetta, GA	57,551	Peoria County, IL	186,494
Coventry, CT	2,990	Cartersville, GA	19,731	Riverside, IL	8,875
Hartford, CT	124,775	Conyers, GA	15,195	Sherman, IL	4,148
Windsor, CT	NA	Decatur, GA	19,335	Shorewood, IL	15,615
Dover, DE	36,047	McDonough, GA	22,084	Skokie, IL	64,784
Rehoboth Beach, DE	1,327	Milton, GA	32,661	Sugar Grove, IL	8,997
Belleair Beach, FL	1,560	Peachtree City, GA	34,364	Wilmington, IL	5,724
Brevard County, FL	543,376	Roswell, GA	88,346	Woodridge, IL	32,971
Cape Coral, FL	154,305	Sandy Springs, GA	93,853	Brownsburg, IN	21,285
Charlotte County, FL	159,978	Savannah, GA	136,286	Fishers, IN	76,794
Clearwater, FL	107,685	Smyrna, GA	51,271	Munster, IN	23,603
Collier County, FL	321,520	Snellville, GA	18,242	Noblesville, IN	51,969
Cooper City, FL	28,547	Suwanee, GA	15,355	Abilene, KS	6,844
Coral Springs, FL	121,096	Honolulu, HI	953,207	Arkansas City, KS	12,415
Dania Beach, FL	NA	Ames, IA	58,965	Fairway, KS	3,882
Daytona Beach, FL	61,005	Ankeny, IA	45,582	Garden City, KS	26,658
Delray Beach, FL	60,522	Bettendorf, IA	33,217	Gardner, KS	19,123
Destin, FL	12,305	Cedar Falls, IA	39,260	Johnson County, KS	544,179
Escambia County, FL	297,619	Cedar Rapids, IA	126,326	Lawrence, KS	87,643
Eustis, FL	18,558	Davenport, IA	99,685	Merriam, KS	11,003
Gainesville, FL	124,354	Des Moines, IA	203,433	Mission, KS	9,323
Hillsborough County, FL	1,229,226	Indianola, IA	14,782	Olathe, KS	125,872
Jupiter, FL	55,156	Marion, IA	33,309	Overland Park, KS	173,372

Roeland Park, KS	6,731	Carver County, MN	91,042	Wilmington, NC	106,476
Salina, KS.....	47,707	Chanhassen, MN.....	22,952	Winston-Salem, NC	229,617
Wichita, KS	382,368	Dakota County, MN	398,552	Wahpeton, ND.....	7,766
Bowling Green, KY.....	58,067	Duluth, MN	86,265	Cedar Creek, NE	390
Daviess County, KY	96,656	Fridley, MN	27,208	Grand Island, NE	48,520
New Orleans, LA.....	343,829	Hutchinson, MN.....	14,178	La Vista, NE	15,758
Andover, MA.....	8,762	Maple Grove, MN.....	61,567	Brookline, NH	NA
Barnstable, MA	45,193	Mayer, MN.....	1,749	Dover, NH.....	29,987
Bedford, MA	13,320	Medina, MN.....	4,892	Lebanon, NH	13,151
Burlington, MA	24,498	Minneapolis, MN.....	382,578	Lyme, NH	NA
Cambridge, MA.....	105,162	North Branch, MN.....	10,125	Summit, NJ.....	NA
Concord, MA.....	17,668	Olmsted County, MN	144,248	Alamogordo, NM.....	30,403
Needham, MA.....	28,886	Scott County, MN	129,928	Bloomfield, NM	8,112
Shrewsbury, MA	35,608	Shorewood, MN.....	7,307	Farmington, NM	45,877
Worcester, MA.....	181,045	St. Louis County, MN	200,226	Los Alamos County, NM	17,950
Annapolis, MD	38,394	Washington County, MN... ..	238,136	Rio Rancho, NM	87,521
Baltimore County, MD	805,029	Woodbury, MN	61,961	San Juan County, NM.....	130,044
Baltimore, MD	620,961	Blue Springs, MO	52,575	Carson City, NV	55,274
Dorchester County, MD	32,618	Branson, MO.....	10,520	Henderson, NV	257,729
Gaithersburg, MD	59,933	Clay County, MO.....	221,939	North Las Vegas, NV.....	216,961
Gaithersburg, MD	59,933	Clayton, MO	15,939	Reno, NV	225,221
La Plata, MD	8,753	Ellisville, MO	9,133	Sparks, NV.....	90,264
Montgomery County, MD ..	971,777	Harrisonville, MO	10,019	Washoe County, NV.....	421,407
Ocean City, MD.....	7,102	Jefferson City, MO	43,079	Beekman, NY.....	NA
Rockville, MD.....	61,209	Joplin, MO	50,150	Canandaigua, NY	10,545
Takoma Park, MD	16,715	Lee's Summit, MO	91,364	Geneva, NY.....	13,261
Saco, ME.....	18,482	Liberty, MO	29,149	New York City, NY	8,175,133
Scarborough, ME	4,403	Maryland Heights, MO.....	27,472	Ogdensburg, NY	11,128
South Portland, ME.....	25,002	Maryville, MO	11,972	Blue Ash, OH	12,114
Ann Arbor, MI	113,934	O'Fallon, MO	79,329	Delaware, OH	34,753
Battle Creek, MI	52,347	Platte City, MO	4,691	Dublin, OH.....	41,751
Escanaba, MI.....	12,616	Raymore, MO	19,206	Hamilton, OH	62,477
Farmington Hills, MI.....	79,740	Richmond Heights, MO.....	8,603	Kettering, OH	56,163
Flushing, MI	8,389	Riverside, MO	2,937	Lebanon, OH	20,033
Gladstone, MI	4,973	Rolla, MO.....	19,559	Orange Village, OH.....	3,323
Howell, MI.....	9,489	Wentzville, MO	29,070	Piqua, OH	20,522
Jackson County, MI	160,248	Starkville, MS.....	23,888	Sandusky, OH.....	25,793
Kalamazoo, MI.....	74,262	Billings, MT	104,170	Springboro, OH	17,409
Meridian Charter Township, MI	39,688	Bozeman, MT	37,280	Upper Arlington, OH.....	33,771
Midland, MI.....	41,863	Missoula, MT	66,788	Broken Arrow, OK.....	98,850
Novi, MI	55,224	Asheville, NC	83,393	Edmond, OK	81,405
Oakland Township, MI	NA	Cabarrus County, NC	178,011	Norman, OK	110,925
Ottawa County, MI.....	263,801	Cary, NC	135,234	Oklahoma City, OK.....	579,999
Petoskey, MI	5,670	Charlotte, NC.....	731,424	Stillwater, OK	45,688
Port Huron, MI	30,184	Concord, NC	79,066	Tulsa, OK	391,906
Rochester, MI.....	12,711	Davidson, NC.....	10,944	Albany, OR	50,158
Sault Sainte Marie, MI	14,144	High Point, NC.....	104,371	Ashland, OR.....	20,078
South Haven, MI	4,403	Hillsborough, NC.....	6,087	Bend, OR	76,639
Village of Howard City, MI.....	1,808	Indian Trail, NC	33,518	Corvallis, OR	54,462
Whitewater Township, MI	1,135	Kannapolis, NC	42,625	Eugene, OR	156,185
Beltrami County, MN	44,442	Mecklenburg County, NC ..	919,628	Forest Grove, OR	21,083
Blue Earth, MN	3,353	Mooresville, NC	32,711	Hermiston, OR.....	16,745
		Wake Forest, NC.....	30,117	Jackson County, OR	203,206

Keizer, OR.....	36,478	Irving, TX	216,290	Stafford County, VA.....	128,961
Lane County, OR.....	351,715	La Porte, TX.....	33,800	Virginia Beach, VA	437,994
McMinnville, OR	32,187	League City, TX.....	83,560	Williamsburg, VA.....	14,068
Medford, OR.....	74,907	McAllen, TX	129,877	York County, VA	65,464
Multnomah County, OR	735,334	McKinney, TX	131,117	Chittenden County, VT	156,545
Portland, OR.....	583,776	Pasadena, TX.....	149,043	Montpelier, VT.....	7,855
Springfield, OR	59,403	Plano, TX	259,841	Airway Heights, WA.....	6,114
Tualatin, OR.....	26,054	Round Rock, TX	99,887	Auburn, WA	70,180
Borough of Ebensburg, PA....	3,351	Rowlett, TX.....	56,199	Bellevue, WA	122,363
Chambersburg, PA.....	20,268	San Marcos, TX.....	44,894	Bellingham, WA.....	80,885
Cranberry Township, PA	28,098	Shenandoah, TX	2,134	Clark County, WA	425,363
Cumberland County, PA....	235,406	Southlake, TX	26,575	Federal Way, WA	89,306
Ephrata Borough, PA	13,394	Sugar Land, TX	78,817	Gig Harbor, WA	7,126
Kutztown Borough, PA	5,012	Temple, TX	66,102	Hoquiam, WA	8,726
Lower Providence		The Colony, TX	36,328	Kirkland, WA.....	48,787
Township, PA.....	25,436	Tomball, TX	10,753	Kitsap County, WA.....	251,133
Peters Township, PA.....	4,430	Watauga, TX.....	23,497	Lynnwood, WA	35,836
Philadelphia, PA.....	1,526,006	Westlake, TX.....	992	Maple Valley, WA	22,684
State College, PA	42,034	Farmington, UT	18,275	Mountlake Terrace, WA	19,909
Upper Merion		Park City, UT.....	7,558	Olympia, WA	46,478
Township, PA.....	28,395	Provo, UT.....	112,488	Pasco, WA	59,781
East Providence, RI	47,037	Riverdale, UT	8,426	Pasco, WA	59,781
Newport, RI	24,672	Salt Lake City, UT	186,440	Redmond, WA	54,144
Greer, SC	25,515	Sandy, UT	87,461	Renton, WA	90,927
Rock Hill, SC	66,154	Springville, UT	29,466	SeaTac, WA	26,909
Rapid City, SD.....	67,956	Washington City, UT.....	18,761	Snoqualmie, WA.....	10,670
Sioux Falls, SD	153,888	Albemarle County, VA	98,970	Spokane Valley, WA	88,755
Cookeville, TN	30,435	Arlington County, VA.....	207,627	Tacoma, WA.....	198,397
Morristown, TN.....	29,137	Ashland, VA	7,225	Vancouver, WA.....	161,791
Nashville, TN	601,222	Blacksburg, VA	42,620	West Richland, WA	11,811
Oak Ridge, TN	29,330	Botetourt County, VA	33,148	Woodland, WA	5,509
White House, TN.....	10,255	Chesapeake, VA.....	222,209	Columbus, WI	4,991
Austin, TX.....	790,390	Chesterfield County, VA....	316,236	De Pere, WI.....	23,800
Benbrook, TX.....	21,234	Fredericksburg, VA	24,286	Eau Claire, WI	65,883
Bryan, TX.....	76,201	Hampton, VA.....	137,436	Madison, WI.....	233,209
Colleyville, TX	22,807	Hanover County, VA	99,863	Merrill, WI.....	9,661
Corpus Christi, TX	305,215	Herndon, VA	23,292	Oshkosh, WI	66,083
Dallas, TX.....	1,197,816	Hopewell, VA	22,591	Suamico, WI	11,346
Denton, TX	113,383	James City County, VA.....	67,009	Wausau, WI.....	39,106
Duncanville, TX.....	38,524	Lexington, VA.....	7,042	Wind Point, WI.....	1,723
El Paso, TX.....	649,121	Lynchburg, VA	75,568	Morgantown, WV	29,660
Flower Mound, TX.....	64,669	Montgomery County, VA	94,392	Casper, WY	55,316
Fort Worth, TX.....	741,206	Newport News, VA	180,719	Cheyenne, WY	59,466
Georgetown, TX.....	47,400	Prince William County, VA	402,002	Gillette, WY	29,087
Grand Prairie, TX.....	175,396	Purcellville, VA.....	7,727	Laramie, WY	30,816
Houston, TX.....	2,099,451	Radford, VA	16,408	Teton County, WY	21,294
Hurst, TX.....	37,337	Roanoke, VA.....	97,032		
Hutto, TX.....	14,698	Spotsylvania County, VA....	122,397		

Regional Comparisons

Overall Community Quality Benchmarks				
How would you rate the City of SeaTac...	City of SeaTac Rating	Rank	Number of Jurisdictions for Comparison	Comparison to Regional Benchmark
As a place to live	56	16	17	Much below
Your neighborhood as a place to live	51	16	16	Much below
As a place to raise children	42	16	16	Much below
As a place to work	54	6	15	Above
As a place to retire	41	15	16	Much below
The overall quality of life in SeaTac	51	18	19	Much below

Remaining in and Recommending SeaTac Benchmarks				
Please indicate how likely or unlikely you are to do each of the following:	City of SeaTac Rating	Rank	Number of Jurisdictions for Comparison	Comparison to Regional Benchmark
Recommend living in SeaTac to someone who asks	57	13	13	Much below
Remain in SeaTac for the next five years	64	12	13	Much below

Characteristics of the Community Benchmarks				
Please rate each of the following characteristics as they relate to the City of SeaTac as a whole:	City of SeaTac Rating	Rank	Number of Jurisdictions for Comparison	Comparison to Regional Benchmark
Sense of community	49	9	15	Below
Openness and acceptance of the community toward people of diverse backgrounds	57	8	15	Similar
Overall appearance of SeaTac	49	9	15	Below
Cleanliness of SeaTac	46	12	13	Much below
Overall quality of new development in SeaTac	53	9	13	Similar
Variety of housing options	45	12	13	Below
Overall quality of business and service establishments in SeaTac	40	12	13	Much below
Shopping opportunities	46	8	15	Similar
Opportunities to attend cultural activities	41	11	16	Below
Recreational opportunities	47	11	14	Below
Employment opportunities	40	3	13	Above
Educational opportunities	43	9	13	Much below
Opportunities to participate in social events and activities	44	13	15	Much below
Opportunities to participate in religious or spiritual events and activities	52	12	13	Much below
Opportunities to volunteer	52	13	14	Much below
Opportunities to participate in the community	51	10	13	Below
Ease of car travel in SeaTac	57	10	16	Similar

Characteristics of the Community Benchmarks				
Please rate each of the following characteristics as they relate to the City of SeaTac as a whole:	City of SeaTac Rating	Rank	Number of Jurisdictions for Comparison	Comparison to Regional Benchmark
Ease of bus travel in SeaTac	57	5	13	Above
Ease of light rail travel in SeaTac	66	Not available	Not available	Not available
Ease of bicycle travel in SeaTac	43	11	16	Below
Ease of walking in SeaTac	47	15	16	Much below
Availability of paths, sidewalks and walking trails	43	12	14	Much below
Availability of affordable quality housing	41	10	16	Similar
Availability of affordable quality child care	45	5	14	Similar
Availability of affordable quality health care	44	10	13	Similar
Availability of affordable quality food	42	11	12	Much below
Availability of preventive health services	45	9	12	Below
Air quality	43	12	12	Much below
Quality of overall natural environment in SeaTac	45	14	15	Much below
Overall image or reputation of SeaTac	42	10	14	Much below

Contact with Neighbors Benchmarks				
About how often, if at all, do you talk to or visit with your immediate neighbors (people who live in the 10 or 20 households that are closest to you)?	City of SeaTac Rating	Rank	Number of Jurisdictions for Comparison	Comparison to Regional Benchmark
Visit with immediate neighbors at least several times per week	46	4	11	Similar

Personal Safety Benchmarks				
Please rate how safe or unsafe you feel from the following in the City of SeaTac:	City of SeaTac Rating	Rank	Number of Jurisdictions for Comparison	Comparison to Regional Benchmark
Violent crime (e.g., rape, assault, robbery)	53	16	16	Much below
Property crimes (e.g., burglary, theft)	42	16	16	Much below
Environmental hazards, including toxic waste	62	12	14	Much below

Safety in SeaTac Benchmarks				
Please rate how safe or unsafe you feel:	City of SeaTac Rating	Rank	Number of Jurisdictions for Comparison	Comparison to Regional Benchmark
In your neighborhood during the day	73	17	17	Much below
In your neighborhood after dark	48	16	16	Much below
In city parks and trails	48	Not available	Not available	Not available
Overall feeling of safety in SeaTac	57	Not available	Not available	Not available

Crime Victimization and Reporting Benchmarks				
During the past 12 months, were you or anyone in your household the victim of any crime?	City of SeaTac Rating	Rank	Number of Jurisdictions for Comparison	Comparison to Regional Benchmark
Was the victim of any crime	30	1	12	Much more
If yes, was this crime (these crimes) reported to the police?	71	9	12	Similar

Participation in Activities Benchmarks				
In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in the City of SeaTac?	City of SeaTac Rating	Rank	Number of Jurisdictions for Comparison	Comparison to Regional Benchmark
Used a King County library or its services	74	8	11	Similar
Used a recreation center	59	3	9	Much more
Participated in a recreation program or activity	43	6	11	Similar
Visited a neighborhood park or City park	82	10	11	Less
Ridden a local bus within SeaTac	49	1	10	Much more
Attended a City Council meeting	18	9	11	Similar
Watched a City Council meeting on Cable Channel 21, SeaTV	37	4	9	More
Read The SeaTac Report (SeaTac's quarterly newsletter)	81	7	9	Similar
Visited the City of SeaTac Web site (at www.ci.seatac.wa.us)	51	10	11	Similar
Recycled used paper, cans or bottles from your home	91	7	11	Similar
Volunteered your time to some group or activity in SeaTac (e.g., neighborhood association or block watch)	23	10	11	Much less
Participated in religious or spiritual activities in SeaTac	34	6	8	Less
Participated in a club or civic group in SeaTac	20	8	11	Less
Provided help to a friend or neighbor	94	7	11	Similar

Services Provided by SeaTac Benchmarks				
Please rate the quality of each of the following services provided by the City of SeaTac: (Services not provided by the City, such as recycling, drinking water and public schools, have been intentionally omitted.)	City of SeaTac Rating	Rank	Number of Jurisdictions for Comparison	Comparison to Regional Benchmark
Police services	60	17	20	Below
Crime prevention	45	16	18	Much below
Fire services	73	14	15	Below
Emergency medical services	72	14	16	Below

Services Provided by SeaTac Benchmarks				
Please rate the quality of each of the following services provided by the City of SeaTac: (Services not provided by the City, such as recycling, drinking water and public schools, have been intentionally omitted.)	City of SeaTac Rating	Rank	Number of Jurisdictions for Comparison	Comparison to Regional Benchmark
Fire prevention and education	63	12	17	Similar
Municipal court	54	12	15	Similar
Traffic enforcement	48	15	16	Below
Street repair	43	15	19	Below
Street cleaning	46	17	18	Much below
Snow removal	41	10	13	Below
Sidewalk maintenance	40	13	13	Much below
Storm water drainage	44	16	17	Much below
Recreation centers or facilities	55	8	11	Similar
Land use, planning and zoning	37	15	15	Below
Code enforcement (weeds, abandoned buildings, etc.)	34	15	17	Much below
Building permits and inspection services	35	Not available	Not available	Not available
Animal control	41	10	12	Much below
Economic development (e.g., business recruitment and retention)	36	14	15	Below
Services to seniors	55	11	13	Below
Services to youth	50	8	14	Similar
Services to low-income people	39	9	10	Below
Communication with the public (information on projects, issues, etc.)	46	4	7	Similar
35	43	14	16	Much below
Preservation of natural areas such as open space, farmlands and greenbelts	33	14	14	Much below
Overall quality of services provided by SeaTac	48	15	15	Much below

City Employee Benchmarks				
Have you had any in-person, phone or email contact with an employee of the City of SeaTac within the last 12 months (including police, receptionists, planners or any others)? What was your impression of the employee(s) of the City of SeaTac in your most recent contact?	City of SeaTac Rating	Rank	Number of Jurisdictions for Comparison	Comparison to Regional Benchmark
Have you had any in-person, phone or email contact with an employee of the City of SeaTac within the last 12 months (inc	42	13	13	Much less
Knowledge	71	11	16	Similar
Responsiveness	64	11	15	Below
Courtesy	72	9	13	Similar
Overall impression	65	12	17	Below

Government Performance Benchmarks				
Please rate the following categories of SeaTac government performance:	City of SeaTac Rating	Rank	Number of Jurisdictions for Comparison	Comparison to Regional Benchmark
The value of services you receive for your city taxes	44	12	15	Below
The overall direction that SeaTac is taking	46	14	17	Below
The job SeaTac government does at encouraging resident involvement	42	14	16	Below

Growth Ratings Benchmarks				
Please rate the speed of growth in the following categories in the City of SeaTac over the past two years:	City of SeaTac Rating	Rank	Number of Jurisdictions for Comparison	Comparison to Regional Benchmark
Retail growth seen as too slow	55	3	11	Much more
Jobs growth seen as too slow	81	5	11	Similar

Jurisdictions included in regional benchmark comparisons

Albany, OR.....	50,158	Tualatin, OR.....	26,054	Mountlake Terrace, WA	19,909
Ashland, OR.....	20,078	Airway Heights, WA.....	6,114	Olympia, WA	46,478
Bend, OR	76,639	Auburn, WA	70,180	Pasco, WA	59,781
Corvallis, OR	54,462	Bellingham, WA.....	80,885	Redmond, WA	54,144
Forest Grove, OR	21,083	Federal Way, WA	89,306	Renton, WA	90,927
Hermiston, OR.....	16,745	Gig Harbor, WA.....	7,126	SeaTac, WA	26,909
Keizer, OR.....	36,478	Hoquiam, WA	8,726	Snoqualmie, WA.....	10,670
McMinnville, OR	32,187	Kirkland, WA.....	48,787	West Richland, WA	11,811
Medford, OR.....	74,907	Lynnwood, WA	35,836	Woodland, WA	5,509
Springfield, OR	59,403	Maple Valley, WA.....	22,684		

Appendix D: Key Driver Analysis

Knowing where to focus limited resources to improve residents' opinions of local government requires information that targets the services that are most important to residents. However, when residents are asked what services are most important, they rarely stray beyond core services – those directed to save lives and improve safety.

In market research, identifying the most important characteristics of a transaction or product is called Key Driver Analysis. The key drivers that are identified from this analysis do not come from asking customers to self-report which service or product characteristic most influenced their decision to buy or return, but rather from statistical analyses of the predictors of their behavior. When customers are asked to name the most important characteristics of a good or service, responses often are expected or misleading – just as they can be in the context of a citizen survey. For example, air travelers often claim that safety is the primary consideration in their choice of an airline, yet key driver analysis reveals that frequent flier perks or in-flight entertainment predicts their buying decisions.

In local government, core services – like fire protection – invariably land at the top of the list created when residents are asked about the most important City services. And core services are important. But by using Key Driver Analysis (KDA), our approach digs deeper to identify the less obvious, but more influential services that are most related to residents' ratings of overall quality of local government services. Because services focused directly on life and safety remain essential to quality government, core services should remain the focus of continuous monitoring and improvement where necessary – but monitoring core services or asking residents to identify important services is not enough to understand what drives residents' opinions about local government.





KDA was conducted for the City of SeaTac by examining the relationships between ratings of each service and ratings of the City of SeaTac's overall services. The key services that correlated most highly with residents' perceptions about overall City service quality were identified; these are the key drivers of resident opinion about the City. By targeting improvements in these key services, the City of SeaTac can focus on the services that have the greatest likelihood of influencing residents' opinions about overall service quality.

The table on the following page shows the 26 services included in the KDA for the City of SeaTac. Four of these services were identified as key drivers for the City:

- Emergency preparedness (services that prepare the community for natural disasters or other emergency situations; e.g., CERT)
- Sidewalk maintenance
- Storm water drainage
- Land use, planning and zoning

Considering all performance data included in the KDA, a jurisdiction typically will want to consider improvements to any key driver services that are not at least similar to the benchmark. In SeaTac, all emergency preparedness, sidewalk maintenance and storm water drainage were much below the benchmark and land use, planning and zoning was below the benchmark. More detail about interpreting results can be found in the next section.

Table 3: 2012 City of SeaTac Key Driver Analysis

	Key Driver	Comparison to national benchmark
Animal control		Much below
Building permits and inspection services		Much below
City parks		Much below
Code enforcement (weeds, abandoned buildings, etc.)		Much below
Communication with the public (information on projects, issues, etc.)		Below
Crime prevention		Much below
Economic development (e.g., business recruitment and retention)		Much below
Emergency medical services		Similar
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations; e.g., CERT)		Much below
Fire prevention and education		Similar
Fire services		Similar
Land use, planning and zoning		Below
Municipal court		Similar
Police services		Below
Preservation of natural areas such as open space, farmlands and greenbelts		Much below
Recreation centers or facilities		Below
Recreation programs or classes		Below
Services to low-income people		Below
Services to seniors		Similar
Services to youth		Similar
Sidewalk maintenance		Much below
Snow removal		Much below
Storm water drainage		Much below
Street cleaning		Much below
Street repair		Similar
Traffic enforcement		Much below

Using the KDA

The key drivers derived for the City of SeaTac provide a list of those services that are uniquely related to overall service quality. Those key drivers are marked with the symbol of a key in the table above. Because key driver results are based on a relatively small number of responses, the relationships or correlations that define the key drivers are subject to more variability than is seen when key drivers are derived from a large national dataset of resident responses. To benefit the City of SeaTac, NRC lists the key drivers derived from tens of thousands of resident responses from across the country. This national list is updated periodically so that you can compare your key drivers to the key drivers from the entire NRC dataset. Where your locally derived key drivers overlap national key drivers, it makes sense to focus even more strongly on your keys. Similarly, when your local key drivers overlap your core services, there is stronger argument to make for attending to your key drivers that overlap with core services.

As staff review key drivers, not all drivers may resonate as likely links to residents’ perspectives about overall service quality. For example, in SeaTac, land use, planning and zoning may be an obvious link to overall service delivery (and is a key driver from our national database), since it could be easy for staff to see how residents’ view of overall service delivery could be colored by how well they perceive land use, planning and zoning to be delivered. But sidewalk maintenance could be a surprise. Before rejecting a key driver that does not pass the first test of conventional wisdom, consider whether residents’ opinions about overall service quality could reasonably be influenced by this unexpected driver. For example, in the case of sidewalk maintenance, do SeaTac residents have different expectations for the provision of sidewalk maintenance than what the City currently provides? If, after deeper review, the “suspect” driver still does not square with your understanding of the services that could influence residents’ perspectives about overall service quality (and if that driver is not a core service or a key driver from NRC’s national research), put action in that area on hold and wait to see if it appears as a key driver the next time the survey is conducted.

The following table lists SeaTac’s key drivers, core services and the national key drivers, and we have indicated (in bold typeface and with the symbol “•”) the City of SeaTac key drivers that overlap with core services or the nationally derived key services. Additionally, those services that neither are local nor national key drivers nor core services could be considered first for resource reductions.

Table 4: Key Drivers Compared

Service	SeaTac Key Driver	National Key Driver	Core Service
Animal control			
City parks			
Code enforcement			✓
Communication with public		✓	
Crime prevention			
Economic development		✓	
Emergency medical services			✓
Emergency preparedness	✓		
Fire services			✓
Health services			✓
• Land use, planning and zoning	✓	✓	
Municipal court			
Police services		✓	✓
Preservation of natural areas			
Public schools		✓	
Recreation centers or facilities			
Recreation programs or classes			
Services to low income residents			
Services to seniors			
Services to youth			
Sidewalk maintenance	✓		
Snow removal			
• Storm water drainage	✓		✓
Street cleaning			
Street repair			✓
Traffic enforcement			

• Key driver overlaps with national and/or core service

Appendix E: Survey Materials

The following pages contain the mailing materials and survey instrument for the 2012 Resident Survey.



4800 South 188th Street
SeaTac, WA 98188-8605

Presorted
First Class Mail
US Postage
PAID
Boulder, CO
Permit NO. 94



4800 South 188th Street
SeaTac, WA 98188-8605

Presorted
First Class Mail
US Postage
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Boulder, CO
Permit NO. 94



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Presorted
First Class Mail
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Boulder, CO
Permit NO. 94



4800 South 188th Street
SeaTac, WA 98188-8605

Presorted
First Class Mail
US Postage
PAID
Boulder, CO
Permit NO. 94

Dear SeaTac Resident,

Your household has been randomly selected to participate in an anonymous resident survey about the City of SeaTac. You will receive a copy of the survey next week in the mail with instructions for completing and returning it. Thank you in advance for helping us with this important project!

Sincerely,

A handwritten signature in black ink, consisting of several loops and a long horizontal stroke extending to the right.

Tony Anderson
Mayor

Dear SeaTac Resident,

Your household has been randomly selected to participate in an anonymous resident survey about the City of SeaTac. You will receive a copy of the survey next week in the mail with instructions for completing and returning it. Thank you in advance for helping us with this important project!

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Sincerely,

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Tony Anderson
Mayor



4800 South 188th Street
SeaTac, WA 98188-8605

City Hall: 206.973.4800
Fax: 206.973.4809
TDD: 206.973.4808

February 2012

Dear SeaTac Resident,

The City of SeaTac wants to know what you think about our community and municipal government. You have been randomly selected to participate in SeaTac's 2012 Resident Survey.

Please take a few minutes to fill out the enclosed Resident Survey. Your feedback will help the City set benchmarks for tracking the quality of services provided to residents. Your answers will help the City Council make decisions that affect our community. You should find the questions interesting and we will definitely find your answers useful. Please participate!

To get a representative sample of SeaTac residents, the adult (anyone 18 years or older) in your household who most recently had a birthday should complete this survey. Year of birth of the adult does not matter.

Please have the appropriate member of the household spend a few minutes to answer all the questions and return the survey in the enclosed postage-paid envelope. **Your responses will remain completely anonymous.**

Your participation in this survey is very important – especially since your household is one of a limited number of households being surveyed. If you have any questions about the Resident Survey please call the City Manager's Office at 206.973.4820.

Please help us shape the future of SeaTac. Thank you for your time and participation.

Sincerely,

Tony Anderson
Mayor

Mayor
Tony Anderson

Deputy Mayor
Mia Gregerson

Councilmembers
Barry Ladenburg
Rick Forschler
Terry Anderson
Dave Bush
Pam Fernald

City Manager
Todd Cutts

City Attorney
Mary Mirante Bartolo

City Clerk
Kristina Gregg



February 2012

4800 South 188th Street
SeaTac, WA 98188-8605

City Hall: 206.973.4800
Fax: 206.973.4809
TDD: 206.973.4808

Dear SeaTac Resident,

About one week ago, you should have received a copy of the enclosed survey. If you completed it and sent it back, we thank you for your time and ask you to recycle this survey. Please do not respond twice. If you have not had a chance to complete the survey, we would appreciate your response. The City of SeaTac wants to know what you think about our community and municipal government. You have been randomly selected to participate in SeaTac's 2012 Resident Survey.

Please take a few minutes to fill out the enclosed Resident Survey. Your feedback will help the City set benchmarks for tracking the quality of services provided to residents. Your answers will help the City Council make decisions that affect our community. You should find the questions interesting and we will definitely find your answers useful. Please participate!

To get a representative sample of SeaTac residents, the adult (anyone 18 years or older) in your household who most recently had a birthday should complete this survey. Year of birth of the adult does not matter.

Please have the appropriate member of the household spend a few minutes to answer all the questions and return the survey in the enclosed postage-paid envelope. **Your responses will remain completely anonymous.**

Your participation in this survey is very important – especially since your household is one of a limited number of households being surveyed. If you have any questions about the Resident Survey please call the City Manager's Office at 206.973.4820.

Please help us shape the future of SeaTac. Thank you for your time and participation.

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Tony Anderson

Deputy Mayor
Mia Gregerson

Councilmembers
Barry Ladenburg
Rick Forschler
Terry Anderson
Dave Bush
Pam Fernald

City Manager
Todd Cutts

City Attorney
Mary Mirante Bartolo

City Clerk
Kristina Gregg

SeaTac 2012 Resident Survey

Please complete this questionnaire if you are the adult (age 18 or older) in the household who most recently had a birthday. The adult's year of birth does not matter. Please select the response (by circling the number or checking the box) that most closely represents your opinion for each question. Your responses are anonymous and will be reported in group form only.

1. How would you rate the City of SeaTac...

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
a) As a place to live	1	2	3	4	5
b) Your neighborhood as a place to live	1	2	3	4	5
c) As a place to raise children	1	2	3	4	5
d) As a place to work	1	2	3	4	5
e) As a place to retire.....	1	2	3	4	5
f) The overall quality of life in SeaTac.....	1	2	3	4	5

2. Please rate each of the following characteristics as they relate to the City of SeaTac as a whole:

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
a) Sense of community	1	2	3	4	5
b) Openness and acceptance of the community toward people of diverse backgrounds	1	2	3	4	5
c) Overall appearance of SeaTac.....	1	2	3	4	5
d) Cleanliness of SeaTac.....	1	2	3	4	5
e) Overall quality of new development in SeaTac	1	2	3	4	5
f) Variety of housing options	1	2	3	4	5
g) Overall quality of business and service establishments in SeaTac	1	2	3	4	5
h) Shopping opportunities	1	2	3	4	5
i) Opportunities to attend cultural activities	1	2	3	4	5
j) Recreational opportunities.....	1	2	3	4	5
k) Employment opportunities.....	1	2	3	4	5
l) Educational opportunities	1	2	3	4	5
m) Opportunities to participate in social events and activities	1	2	3	4	5
n) Opportunities to participate in religious or spiritual events and activities ...	1	2	3	4	5
o) Opportunities to volunteer.....	1	2	3	4	5
p) Opportunities to participate in the community	1	2	3	4	5
q) Ease of car travel in SeaTac	1	2	3	4	5
r) Ease of bus travel in SeaTac	1	2	3	4	5
s) Ease of light rail travel in SeaTac.....	1	2	3	4	5
t) Ease of bicycle travel in SeaTac.....	1	2	3	4	5
u) Ease of walking in SeaTac	1	2	3	4	5
v) Availability of paths, sidewalks and walking trails	1	2	3	4	5
w) Availability of affordable quality housing	1	2	3	4	5
x) Availability of affordable quality child care	1	2	3	4	5
y) Availability of affordable quality health care	1	2	3	4	5
z) Availability of affordable quality food.....	1	2	3	4	5
aa) Availability of preventive health services	1	2	3	4	5
bb) Air quality	1	2	3	4	5
cc) Quality of overall natural environment in SeaTac.....	1	2	3	4	5
dd) Overall image or reputation of SeaTac.....	1	2	3	4	5

3. Which five items above in Question 2 do you think should receive the most emphasis from city leaders over the next two years? Please indicate your 1st, 2nd, 3rd, 4th and 5th choices by writing the letters from Question 2 above in the spaces below.
 1st priority _____ 2nd priority _____ 3rd priority _____ 4th priority _____ 5th priority _____

4. Please rate the speed of growth in the following categories in the City of SeaTac over the past two years:

	<u>Much too slow</u>	<u>Somewhat too slow</u>	<u>Right amount</u>	<u>Somewhat too fast</u>	<u>Much too fast</u>	<u>Don't know</u>
a) Retail growth (stores, restaurants, etc.)	1	2	3	4	5	6
b) Jobs growth	1	2	3	4	5	6

SeaTac 2012 Resident Survey

5. Please rate the City of SeaTac’s efforts regarding...

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
a) Clean-up of junk or overgrown vegetation on private property	1	2	3	4	5
b) Regulation of business signs and other signage	1	2	3	4	5
c) Removal of abandoned/junk autos.....	1	2	3	4	5
d) Graffiti removal from private and public properties	1	2	3	4	5
e) Safety at abandoned homes	1	2	3	4	5

6. Please rate how safe or unsafe you feel from the following in the City of SeaTac:

	<i>Very safe</i>	<i>Somewhat safe</i>	<i>Neither safe nor unsafe</i>	<i>Somewhat unsafe</i>	<i>Very unsafe</i>	<i>Don't know</i>
a) Violent crime (e.g., rape, assault, robbery)	1	2	3	4	5	6
b) Property crimes (e.g., burglary, theft)	1	2	3	4	5	6
c) Environmental hazards, including toxic waste.....	1	2	3	4	5	6

7. Please rate how safe or unsafe you feel:

	<i>Very safe</i>	<i>Somewhat safe</i>	<i>Neither safe nor unsafe</i>	<i>Somewhat unsafe</i>	<i>Very unsafe</i>	<i>Don't know</i>
a) In your neighborhood during the day.....	1	2	3	4	5	6
b) In your neighborhood after dark.....	1	2	3	4	5	6
c) In city parks and trails	1	2	3	4	5	6
d) In other public or commercial areas in SeaTac.....	1	2	3	4	5	6
e) On transit (bus, light rail)	1	2	3	4	5	6
f) Overall feeling of safety in SeaTac.....	1	2	3	4	5	6

8. During the past 12 months, were you or anyone in your household the victim of any crime?

- Yes → Go to Question 9 No → Go to Question 10 Don't know → Go to Question 10

9. If yes, was this crime (these crimes) reported to the police?

- Yes No Don't know

10. In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in the City of SeaTac?

	<i>Never</i>	<i>Once or twice</i>	<i>3 to 12 times</i>	<i>13 to 26 times</i>	<i>More than 26 times</i>
a) Used a King County library or its services	1	2	3	4	5
b) Used a recreation center	1	2	3	4	5
c) Participated in a recreation program or activity	1	2	3	4	5
d) Visited a neighborhood park or City park.....	1	2	3	4	5
e) Ridden a local bus within SeaTac.....	1	2	3	4	5
f) Ridden light rail within SeaTac	1	2	3	4	5
g) Attended a City Council meeting	1	2	3	4	5
h) Watched a City Council meeting on Cable Channel 21, SeaTV.....	1	2	3	4	5
i) Read <i>The SeaTac Report</i> (SeaTac’s quarterly newsletter)	1	2	3	4	5
j) Visited the City of SeaTac Web site (at www.ci.seatac.wa.us)	1	2	3	4	5
k) Recycled used paper, cans or bottles from your home	1	2	3	4	5
l) Volunteered your time to some group or activity in SeaTac (e.g., neighborhood association or block watch)	1	2	3	4	5
m) Participated in religious or spiritual activities in SeaTac	1	2	3	4	5
n) Participated in a club or civic group in SeaTac	1	2	3	4	5
o) Provided help to a friend or neighbor	1	2	3	4	5
p) Read the City’s Parks and Recreation Guide	1	2	3	4	5

11. About how often, if at all, do you talk to or visit with your immediate neighbors (people who live in the 10 or 20 households that are closest to you)?

- Just about every day Several times a week Several times a month Less than several times a month

12. What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:

- Very positive Somewhat positive Neutral Somewhat negative Very negative

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13. Please rate the quality of each of the following services provided by the City of SeaTac:

(Services not provided by the City, such as recycling, drinking water and public schools, have been intentionally omitted.)

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
a) Police services.....	1	2	3	4	5
b) Crime prevention.....	1	2	3	4	5
c) Fire services.....	1	2	3	4	5
d) Emergency medical services.....	1	2	3	4	5
e) Fire prevention and education	1	2	3	4	5
f) Municipal court	1	2	3	4	5
g) Traffic enforcement	1	2	3	4	5
h) Street repair.....	1	2	3	4	5
i) Street cleaning.....	1	2	3	4	5
j) Snow removal	1	2	3	4	5
k) Sidewalk maintenance.....	1	2	3	4	5
l) Stormwater drainage.....	1	2	3	4	5
m) City parks	1	2	3	4	5
n) Recreation programs or classes.....	1	2	3	4	5
o) Recreation centers or facilities	1	2	3	4	5
p) Land use, planning and zoning	1	2	3	4	5
q) Code enforcement (weeds, abandoned buildings, etc.).....	1	2	3	4	5
r) Building permits and inspection services	1	2	3	4	5
s) Animal control.....	1	2	3	4	5
t) Economic development (e.g., business recruitment and retention).....	1	2	3	4	5
u) Services to seniors	1	2	3	4	5
v) Services to youth.....	1	2	3	4	5
w) Services to low-income people	1	2	3	4	5
x) Communication with the public (information on projects, issues, etc.).....	1	2	3	4	5
y) Emergency preparedness (services that prepare the community for natural disasters or other emergency situations; e.g., CERT)	1	2	3	4	5
z) Preservation of natural areas such as open space, farmlands and greenbelts	1	2	3	4	5
aa) Overall quality of services provided by SeaTac	1	2	3	4	5

14. Which five items above in Question 13 do you think should receive the most emphasis from city leaders over the next **two** years? Please indicate your 1st, 2nd, 3rd, 4th and 5th choices by writing the letters from Question 13 above in the spaces below.
 1st priority _____ 2nd priority _____ 3rd priority _____ 4th priority _____ 5th priority _____

15. Have you had any in-person, phone or email contact with an employee of the City of SeaTac within the last 12 months (including police, receptionists, planners or any others)?

- Yes → Go to Question 16 No → Go to Question 17

16. What was your impression of the employee(s) of the City of SeaTac in your most recent contact? (Rate each characteristic below.)

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
a) Knowledge	1	2	3	4	5
b) Responsiveness	1	2	3	4	5
c) Courtesy.....	1	2	3	4	5
d) Overall impression.....	1	2	3	4	5

17. Please rate the following categories of SeaTac government performance:

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
a) The value of services you receive for your city taxes	1	2	3	4	5
b) The overall direction that SeaTac is taking.....	1	2	3	4	5
c) The job SeaTac government does at encouraging resident involvement.....	1	2	3	4	5

18. Please indicate how likely or unlikely you are to do each of the following:

	<u>Very likely</u>	<u>Somewhat likely</u>	<u>Somewhat unlikely</u>	<u>Very unlikely</u>	<u>Don't know</u>
a) Recommend living in SeaTac to someone who asks.....	1	2	3	4	5
b) Remain in SeaTac for the next five years.....	1	2	3	4	5

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19. Please indicate how likely or unlikely your household is to use recreational programs for each of the following:

	<i>Very likely</i>	<i>Somewhat likely</i>	<i>Somewhat unlikely</i>	<i>Very unlikely</i>	<i>Don't know</i>
a) Toddlers and preschoolers (up to 4 years old)	1	2	3	4	5
b) Youths (age 5 to 12)	1	2	3	4	5
c) Teens (age 13 to 17)	1	2	3	4	5
d) Adults (age 18 to 54)	1	2	3	4	5
e) Older adults (age 55 and over)	1	2	3	4	5

20. Please indicate how likely or unlikely your household is to use each of the following amenities:

	<i>Very likely</i>	<i>Somewhat likely</i>	<i>Somewhat unlikely</i>	<i>Very unlikely</i>	<i>Don't know</i>
a) Playgrounds and play areas	1	2	3	4	5
b) Picnic shelters	1	2	3	4	5
c) Athletic fields (e.g., soccer, baseball)	1	2	3	4	5
d) Walking and bike trails	1	2	3	4	5
e) Open space and parks	1	2	3	4	5
f) Before and afterschool care	1	2	3	4	5

21. Please indicate whether you feel that there are too many, the right amount or not enough places to make each of the following types of purchases in the City of SeaTac:

	<i>Too many</i>	<i>Right amount</i>	<i>Not enough</i>	<i>Don't know</i>
a) Groceries	1	2	3	4
b) Clothes/personal items	1	2	3	4
c) Meals and entertainment	1	2	3	4
d) Large household appliances and furniture	1	2	3	4
e) Computers and electronics	1	2	3	4
f) Household items	1	2	3	4
g) Home improvement/hardware	1	2	3	4
h) Drug stores and pharmacies	1	2	3	4
i) Personal care services	1	2	3	4

22. When you shop outside of the City of SeaTac, why do you shop outside of SeaTac? (Check all that apply.)

- Don't shop outside of SeaTac
- It is convenient; on my way to or from work or near my home
- I like the range of quality goods and services
- Desired item is not available in SeaTac
- It is more affordable
- Visit a mall or other major retailers
- Other

23. To what extent do you support or oppose more of the following types of housing in the City of SeaTac?

	<i>Strongly support</i>	<i>Somewhat support</i>	<i>Somewhat oppose</i>	<i>Strongly oppose</i>	<i>Don't know</i>
a) Single family, detached homes	1	2	3	4	5
b) Duplexes and triplexes	1	2	3	4	5
c) Apartment complexes	1	2	3	4	5
d) Condominiums	1	2	3	4	5
e) Mixed-use developments, where shops, services and residential housing are combined in one building	1	2	3	4	5
f) High-quality, affordable housing	1	2	3	4	5

24. Please indicate how important, if at all, infrastructure improvements in the following areas are to you:

	<i>Essential</i>	<i>Very important</i>	<i>Somewhat important</i>	<i>Not at all important</i>	<i>Don't know</i>
a) Projects that help create or support jobs	1	2	3	4	5
b) Projects that support new development of shops, services and housing surrounding the S. 154th, S. 176th and S. 200th light rail stations	1	2	3	4	5
c) Projects that support healthy communities (sidewalks, local grocery stores, p-patches, etc.)	1	2	3	4	5
d) Projects that provide recreational opportunities (parks, trails, etc.) ..	1	2	3	4	5
e) Projects that improve traffic	1	2	3	4	5
f) Projects that help improve delivery of fire services (fire stations, training facilities, etc.)	1	2	3	4	5

SeaTac 2012 Resident Survey

Our last questions are about you and your household. Again, all of your responses to this survey are completely anonymous and will be reported in group form only.

D1. Do you or any members of your household work in the City of SeaTac?

- Yes → Go to Question D2
- No → Go to Question D3

D2. If so, in which industries? (Mark all that apply.)

- At the airport (e.g., for airlines, retail/food providers or service/parking)
- Tourism/Lodging
- Manufacturing/Assembly
- Warehousing/Trucking
- Rental cars/Parking operations
- Retail or services
- Government/Non-profit organization
- Education/Schools
- Other

D3. During a typical week, how many days do you commute to work (for the longest distance of your commute) in each of the ways listed below? (Enter the total number of days, using whole numbers.)

- Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) by myself _____ days
- Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) with other adults or children _____ days
- Bus, light rail or other public transportation _____ days
- Walk _____ days
- Bicycle _____ days
- Work at home _____ days
- Other _____ days

D4. How many years have you lived in SeaTac?

- Less than 2 years
- 2-5 years
- 6-10 years
- 11-20 years
- More than 20 years

D5. Which best describes the building you live in?

- One family house detached from any other houses
- House attached to one or more houses (e.g., a duplex or townhome)
- Building with two or more apartments or condominiums
- Mobile home
- Other

D6. Do you rent or own your current residence?

- Rent
- Own

D7. About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?

- Less than \$300 per month
- \$300 to \$599 per month
- \$600 to \$999 per month
- \$1,000 to \$1,499 per month
- \$1,500 to \$2,499 per month
- \$2,500 or more per month

D8. How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)

- Less than \$24,999
- \$25,000 to \$49,999
- \$50,000 to \$99,999
- \$100,000 to \$149,999
- \$150,000 or more

D9. Do any children 17 or under live in your household?

- Yes
- No

D10. Are you or any other members of your household aged 65 or older?

- Yes
- No

Please respond to both questions, D11 and D12:

D11. Are you Spanish, Hispanic or Latino?

- Yes, I consider myself to be Spanish, Hispanic or Latino
- No, not Spanish, Hispanic or Latino

D12. What is your race? (Mark one or more races to indicate what race you consider yourself to be.)

- American Indian or Alaskan Native
- Asian, Asian Indian or Pacific Islander
- Black or African American
- White
- Other

D13. In which category is your age?

- 18-24 years
- 25-34 years
- 35-44 years
- 45-54 years
- 55-64 years
- 65-74 years
- 75 years or older

D14. What is your sex?

- Female
- Male

Thank you for completing this survey. Please return the completed survey in the postage-paid envelope to: National Research Center, Inc., PO Box 549, Belle Mead, NJ 08502