CITY OF WOODINVILLE
Needs Assessment
Executive Summary
March 2002

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RESEARCH OBJECTIVES

The following specific objectives were addressed in this research:

1. Determine residents' attitudes about the overall quality of life in Woodinville.

2. Find out what the city can do to improve the quality of life in Woodinville.

3. Determine how attitudes toward the quality of life in Woodinville have changed over the past five years.

4. Gauge how residents feel about various components of life in Woodinville.

5. Determine how well the city is doing in providing municipal services to its residents.

6. Gauge residents' attitudes toward the quality of local physical conditions and infrastructures

7. Find out how residents view city regulations.

8. Determine how well residents are prepared for major emergencies.

9. Examine what encourages residents to visit the downtown area, and what key areas can be improved.

10. Determine what *single word* residents would use to best describe life in Woodinville.

11. Determine residents' priorities for the city's budget options, including major capital improvements and priority items in the Civic Center Master Plan.

12. Examine attitudes toward the proposed wastewater treatment plant.

13. Provide a current demographic profile of Woodinville residents.

METHODOLOGY

Hebert Research interviewed a total of 266 residents of the City of Woodinville between February 19 and February 27, 2002. Individuals interviewed were randomly selected from a list of city residents prepared using a reverse directory and the most recent map of the city boundaries. In addition to the custom street-by-street sample list of Woodinville households, all respondents were first screened to confirm they actually did live within the city limits. Only heads of household were interviewed.

The individuals were selected using accepted methods of probability sampling and were contacted up to 5 times to ensure statistical accuracy. The response rate, which represents the proportion of individuals who agreed to participate in the research, was 77.8%.

The data was analyzed using generally accepted univariate measures of central tendency and dispersion. *[Note: In questions where multiple responses were indicated, the totals in the graphs or charts may be greater than 100%, and only the most frequently stated responses are reported. A complete list of responses can be found in the technical documentation. Questions for which multiple responses were accepted will be identified throughout the summary.]*

EXPLANATION OF MULTIVARIATE ANALYSIS

Multivariate analysis was conducted in order to examine differences among respondents according to specific pre- and post-classified segments, or groupings. The multivariates were as follows:

1) Overall Satisfaction with City of Woodinville Government

- Low (0 to 3)
- Moderate (4 to 7)
- High (8 to 10)

2) Overall Satisfaction with Quality of Life

- Low (0 to 7)
- Moderate (8)
- High (9 to 10)

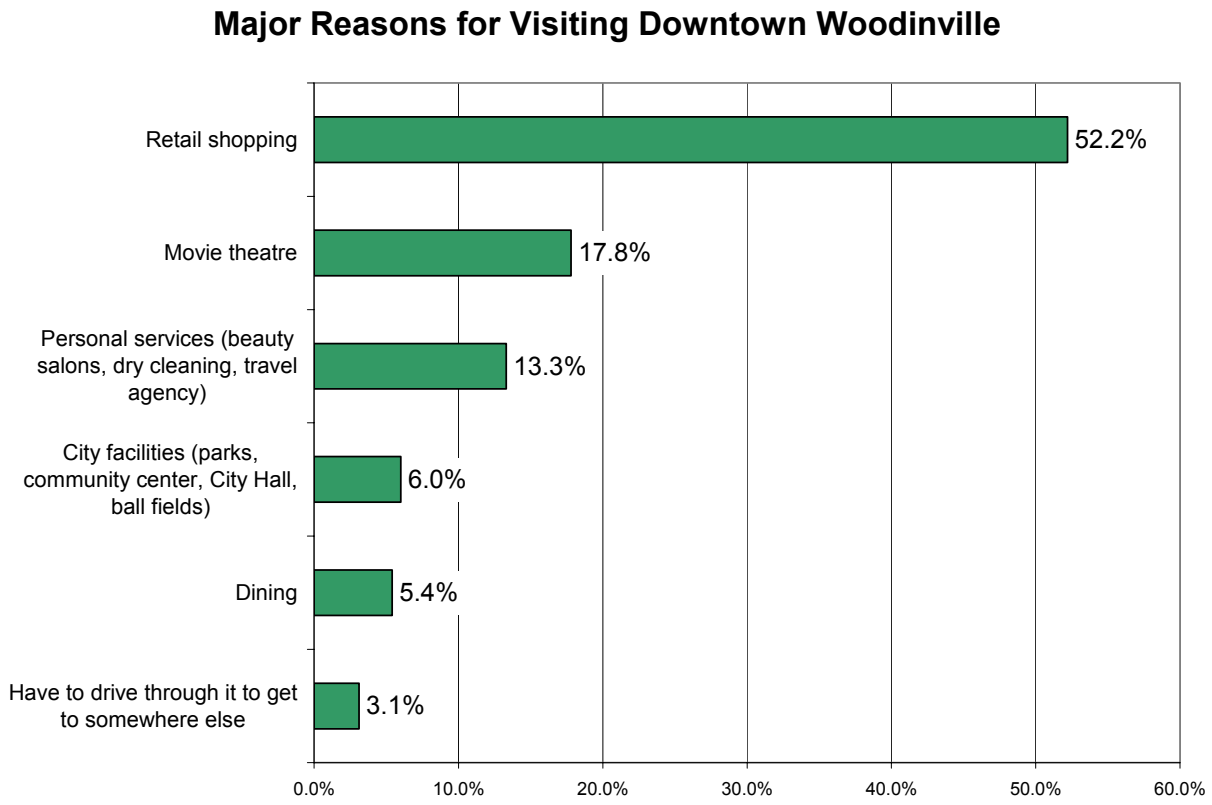
Multivariate analysis is an advanced statistical technique used in the testing of hypotheses and measuring the degree of association between variables. It involves Chi Square, analysis of variance and appropriate tests of independence and association.

Interpretations and inferences set forth in the analysis are intended to provide an independent statistical perspective. The statistical procedures utilized were applied with a 0.95 confidence level for estimating values and/or providing significant inferences. A 0.05 significance level was used as the criterion to test hypotheses. Multivariate findings, when they are significant and meaningful, are indicated at the end of each section.

In addition to measures of significance in which differences have been determined at the 0.05 level, a measurement of association will also be reported. These measurements vary between 0 and 1. A measurement of 0 indicates the variable in question does not explain (or is not associated with) the dependent variable, and a measurement of 1 indicates that the variable explains all of the dependent variable.

REASONS FOR VISITING DOWNTOWN WOODINVILLE

When respondents were asked what were the major reasons for visiting downtown Woodinville, retail shopping (52.2%) was the most frequent response, followed by movie theatre (17.8%) and personal services (13.3%) like beauty salons, dry cleaning, travel agencies, etc.



CHANGES TO INCREASE DOWNTOWN VISITS

With the goal of increasing visits to the downtown area, respondents were asked what downtown Woodinville needed to make it more appealing, vibrant or interesting. The most frequent suggestion was to reduce traffic congestion (42.4%), followed by making downtown more pedestrian friendly (11.2%) and bringing in more retail businesses (11.2%).

Changes to Make Downtown Woodinville More Appealing, Vibrant or Interesting to Increase Downtown Visitation	% of Respondents
Reduce traffic congestion	42.4%
Make the downtown area more pedestrian friendly	11.2%
Bring in new businesses - more retail	11.2%
Build more parks/expand parks	8.1%
Make the downtown more attractive/appealing	8.1%
Maintain or preserve the natural environment	3.6%
More restaurants	2.9%
Entertainment	2.3%
Better parking	2.1%
Easier access to downtown	2.1%
Expand public transit services	1.6%
Bring in new businesses - more personal services	1.3%
Bring in new businesses - more larger employers	0.5%
Reduce local taxes	0.3%
Increase the supply of affordable housing	0.3%
Improve public safety/police services	0.0%

PARTICIPATION IN CITY SERVICES OR PROGRAMS

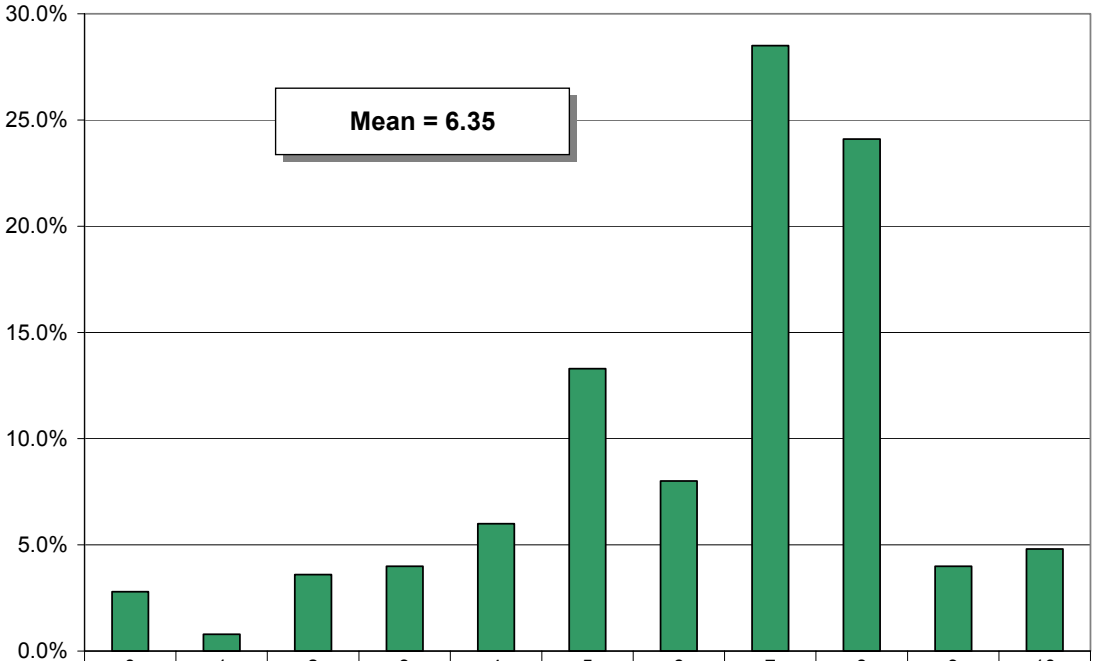
Woodinville residents were asked to mention what city services or programs they used in the last 12 months. Parks, trails, pedestrian paths were used the most (38.9%), followed by attending special/holiday events (20.5%) and the community center/sports fields (8.2%).

City Services or Programs Respondents Participated In	% of Respondents
Parks, trails, pedestrian paths	38.9%
Special / holiday events (Summer Concert Series, 4th of July Fireworks, Light Festival	20.5%
Community center / sports fields	8.2%
Recreational programs and courses	7.2%
Building or land use project	5.1%
Police	4.8%
Customer service request	3.1%
Volunteer projects	2.7%
City Hall	2.7%
Farmer's Market	1.4%
Neighborhood traffic safety	1.0%
Utilities	1.0%

SATISFACTION WITH WOODINVILLE CITY GOVERNMENT

When asked to rate their overall level of satisfaction with the Woodinville City Government, residents gave generally above-average ratings. A scale of 0 to 10 was used, with 0 meaning "not at all satisfied" and 10 meaning "highly satisfied." The overall average rating was 6.35. While nearly one-third (32.9%) gave a high rating of 8-10, only 4.8% gave a rating of '10' and only 4.0% gave a rating of '9.' More than half of all respondents gave either a '7' or '8' rating.

Overall Satisfaction with Woodinville City Government



	0	1	2	3	4	5	6	7	8	9	10
% of Respondents	2.8%	0.8%	3.6%	4.0%	6.0%	13.3%	8.0%	28.5%	24.1%	4.0%	4.8%

SATISFACTION WITH KEY SERVICES OF WOODINVILLE CITY GOVERNMENT

Respondents were further asked to rate their level of satisfaction with key services that the Woodinville City government provides on a scale of 0 to 10, with 0 meaning "not at all satisfied" and 10 meaning "highly satisfied." The service that received the highest rating was "keeping residents informed via the city newsletter, website, legal notices and local advertising" (7.34), followed by "helpfulness, friendliness, responsiveness and availability of city staff" (7.08), and "maintaining adequate parks and recreational facilities" (7.03).

Satisfaction with Key Services of Woodinville City Government	Mean Rating
Keeping residents informed via the city newsletter, website, legal notices and local advertising	7.34
Helpfulness, friendliness, responsiveness and availability of city staff	7.08
Maintaining adequate parks and recreational facilities	7.03
Providing recreation programs and classes	6.88
Maintaining the storm drainage system	6.67
Opportunities for involvement in the public decision-making process	6.51
Helping improve/expand public transportation	5.22
Keeping taxes at the right level	5.16
Road maintenance and expansion	5.15
Working to make affordable housing more available	5.12
User-friendly permit processes	5.11

Importance of Each Service Area to the Overall City Rating

Further analysis showed that ratings of overall satisfaction with Woodinville government were significantly related to the specific ratings for each specific service area tested. The following table lists each area sorted by the measure of association (Eta Squared) value, which indicates the degree of influence of that factor in the overall satisfaction rating. Thus, user-friendly permit processes and helpfulness/friendliness/responsiveness/availability of staff were the most influential areas affecting how a person felt about the city government.

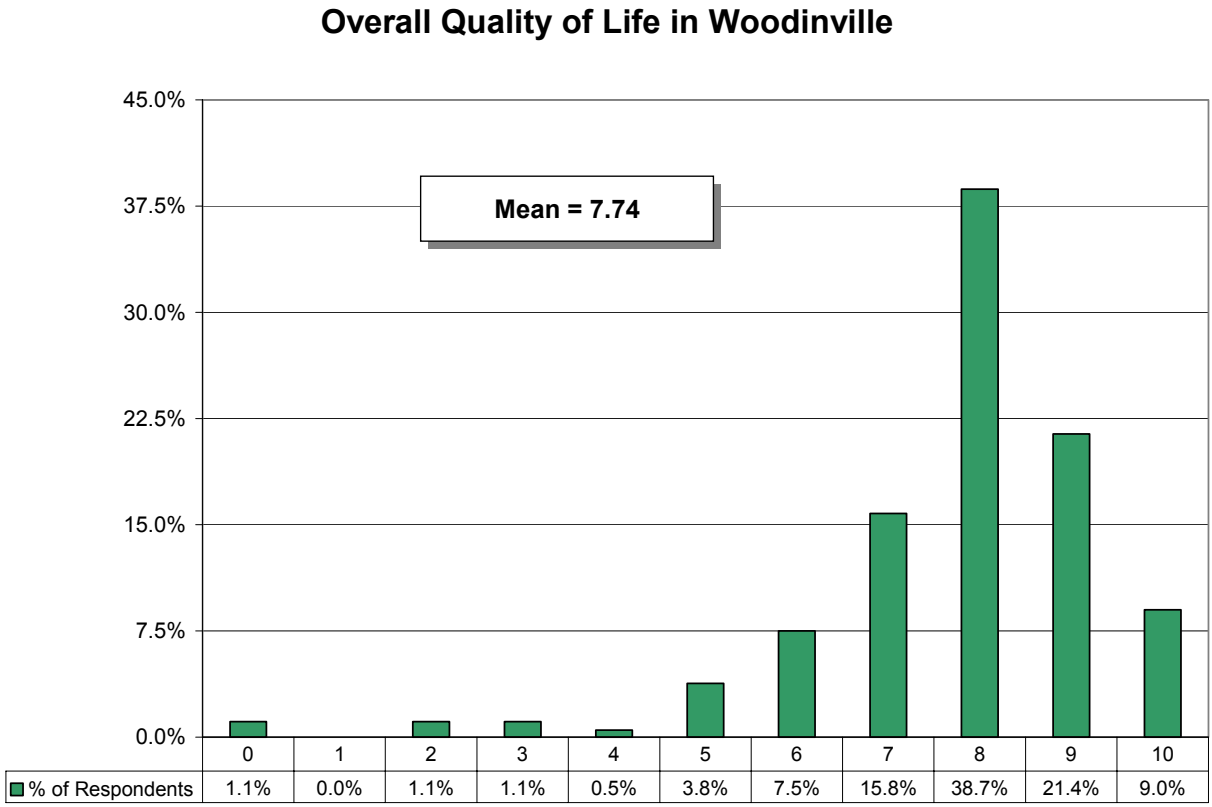
Ratings Broken out by Overall Satisfaction with City Government				
Satisfaction with Specific Services of Woodinville City Government	**Those With Low (0 to 3) Ratings of Overall Satisfaction with Govt.**	**Those With Moderate (4 to 7) Ratings of Overall Satisfaction with Govt.**	**Those With High (8 to 10) Ratings of Overall Satisfaction with Govt.**	**Measure of Association (Eta Squared)**
User-friendly permit processes	1.56	5.35	6.51	0.315
Helpfulness, friendliness, responsiveness and availability of city staff	3.71	7.11	8.14	0.308
Working to make affordable housing more available	1.95	5.01	6.36	0.297
Helping improve/expand public transportation	2.33	4.82	6.81	0.294
Road maintenance and expansion	2.11	5.01	6.51	0.268
Keeping taxes at the right level	2.09	5.32	6.11	0.217
Keeping residents informed via the city newsletter, website, legal notices and local advertising	5.43	7.15	8.31	0.191
Opportunities for involvement in the public decision-making process	4.59	6.18	7.70	0.187
Maintaining adequate parks and recreational facilities	5.57	6.87	8.03	0.144
Providing recreation programs and classes	5.61	6.53	7.83	0.135
Maintaining the storm drainage system	4.79	6.49	7.45	0.108

Ratings for these city services also were significantly related to the overall quality of life ratings given by residents.

Ratings Broken out by Overall Quality of Life				
Satisfaction with Specific Services of Woodinville City Government	**Those who gave Low (0 to 7) Quality of Life Rating**	**Those who gave Moderate (8) Quality of Life Rating**	**Those who gave High (9,10) Quality of Life Rating**	**Measure of Association (Eta Squared)**
Helpfulness, friendliness, responsiveness and availability of city staff	1.75	6.43	7.63	0.275
Helping improve/expand public transportation	0.40	4.06	5.90	0.211
Keeping taxes at the right level	0.00	4.62	5.64	0.198
Working to make affordable housing more available	0.87	4.48	5.66	0.197
Keeping residents informed via the city newsletter, website, legal notices and local advertising	2.33	6.97	7.66	0.190
User-friendly permit processes	1.14	4.50	5.73	0.165
Opportunities for involvement in the public decision-making process	1.20	6.11	6.84	0.148
Maintaining the storm drainage system	4.27	5.69	7.16	0.135
Road maintenance and expansion	2.00	4.14	5.70	0.133
Providing recreation programs and classes	3.00	6.46	7.12	0.099
Maintaining adequate parks and recreational facilities	4.75	6.34	7.40	0.098

PERCEIVED QUALITY OF LIFE IN WOODINVILLE

The overall quality of life in Woodinville was rated on a scale of 0 to 10, with 0 meaning "not at all satisfied" and 10 meaning "highly satisfied." Overall, satisfaction was moderately-high with an average rating of 7.74. Nearly seventy percent (69.1%) of respondents rated quality of life as high (8 to 10 rating). The largest single rating was an '8' (38.7%).



	0	1	2	3	4	5	6	7	8	9	10
% of Respondents	1.1%	0.0%	1.1%	1.1%	0.5%	3.8%	7.5%	15.8%	38.7%	21.4%	9.0%

IMPROVEMENTS FOR CITY OF WOODINVILLE

Respondents felt that making the improvements of reducing traffic congestion (40.2%), making the downtown area more pedestrian friendly (6.6%), building more parks/expand parks (5.6%) and making the downtown area more attractive/appealing (5.6%) would best improve their quality of life.

Improvements Needed for City of Woodinville	% of Respondents
Reduce traffic congestion	40.2%
Make the downtown more pedestrian friendly	6.6%
Build more parks / expand parks	5.6%
Make the downtown more attractive / appealing	5.6%
Maintain or preserve the natural environment	4.1%
Bring in new businesses - more retail	3.9%
Reduce local taxes	3.7%
Expand public transit services	3.2%
Limit growth	3.2%
Better / more roads	3.2%
Improve public safety / police services	2.7%
Increase the supply of affordable housing	2.7%
Bring in new businesses - more personal services	2.2%
Communication between city and residents	1.7%
Better / more entertainment facilities	1.2%
Better / more parking	0.7%
Improve quality of public schools	0.5%
Bring in new businesses - more larger employers	0.2%
Improve reliability of water service and quality	0.2%
Keep electric and water utility bills affordable	0.0%

QUALITY OF LIFE COMPARISON

As compared to five years ago, the majority of respondents (55.2%) felt that quality of life has either improved considerably or improved somewhat. Nineteen percent (18.9%) thought that quality of life had decreased somewhat and another 6.2% indicated it had decreased considerably.

Further analysis indicates that those who have a low (0 to 7) satisfaction rating with the quality of life in Woodinville are more likely to state that the quality of life in Woodinville has "decreased somewhat" or "decreased considerably" in the past 5 years. Those who have a moderate (8) or high (9 to 10) satisfaction rating with the quality of life in Woodinville are more likely to state that the quality of life in Woodinville has "improved somewhat" or "improved considerably" in the past 5 years. [Cramer's V = .259]

Further analysis indicates that those who have a low (0 to 3) satisfaction rating with the Woodinville City government are more likely to state that the quality of life in Woodinville has "decreased somewhat" or "decreased considerably" in the past 5 years. Those who have a moderate (4 to 7) or high (8 to 10) satisfaction rating with the Woodinville City government are more likely to state that the quality of life in Woodinville has "improved somewhat" or "improved considerably" in the past 5 years. [Cramer's V = .297]

SATISFACTION WITH KEY ASPECTS OF QUALITY OF LIFE IN WOODINVILLE

Respondents were asked to rate their overall satisfaction with 9 specific areas that are thought to contribute to quality of life in Woodinville on a scale of 0 to 10, with 0 meaning "not at all satisfied" and 10 meaning "highly satisfied." On average, respondents were most satisfied with Woodinville being a good place to raise children (7.84), the level of crime and public safety (7.29) and the natural environment (7.00). Traffic access was rated lowest in satisfaction, at 3.83.

Satisfaction with Key Aspects of Quality of Life in Woodinville	Mean Rating
A place to raise children	7.84
Crime and safety	7.29
Woodinville's natural environment	7.00
Parks, open space and recreational opportunities	6.81
Government services	6.53
Job and economic opportunities within the city	5.61
Building and design regulations	5.45
The affordability of housing in the city	4.83
Traffic access and circulation	3.83

Importance of Each Aspect to the Overall Quality of Life Rating

Further analysis showed that ratings of overall quality of life in Woodinville were significantly related to the specific ratings for each aspect listed above. The following table lists each aspect sorted by the measure of association (Eta Squared) value, which indicates the degree of influence of that factor in the overall quality of life rating. Thus, government services were the single most influential aspect affecting how a person felt about the overall quality of life in Woodinville.

Ratings Broken out by Overall Quality of Life				
Satisfaction with Specific Aspects of Quality of Life in Woodinville	Those who gave Low (0 to 7) Quality of Life Rating	Those who gave Moderate (8) Quality of Life Rating	Those who gave High (9,10) Quality of Life Rating	Measure of Association (Eta Squared)
Government services	3.14	5.68	7.03	0.196
Woodinville's natural environment	4.20	5.81	7.54	0.183
Traffic access and circulation	2.56	2.48	4.43	0.134
Parks, open space and recreational opportunities	3.50	6.18	7.21	0.133
Building and design regulations	1.50	5.02	5.84	0.119
Job and economic opportunities within the city	3.80	4.78	5.99	0.100
The affordability of housing in the city	2.88	4.10	5.20	0.084
Crime and safety	6.00	6.71	7.57	0.075
A place to raise children	4.56	6.91	8.35	0.033

These same factors also were significantly related to overall satisfaction ratings for Woodinville city government, as shown in the following table:

Ratings Broken out by Overall Satisfaction with City Government				
Satisfaction with Specific Aspects of Quality of Life in Woodinville	**Those With Low (0 to 3) Ratings of Overall Satisfaction with Govt.**	**Those With Moderate (4 to 7) Ratings of Overall Satisfaction with Govt.**	**Those With High (8 to 10) Ratings of Overall Satisfaction with Govt.**	**Measure of Association (Eta Squared)**
Government services	4.45	6.28	7.68	0.247
Building and design regulations	2.82	5.36	6.64	0.238
Traffic access and circulation	1.81	3.29	5.21	0.213
The affordability of housing in the city	2.96	4.67	5.86	0.164
A place to raise children	6.56	7.65	8.49	0.139
Parks, open space and recreational opportunities	5.58	6.59	7.72	0.109
Woodinville's natural environment	5.96	6.67	7.79	0.091
Crime and safety	6.78	6.92	7.95	0.091
Job and economic opportunities within the city	4.76	5.30	6.26	0.075

SATISFACTION WITH LOCAL INFRASTRUCTURE

Respondents were asked to rate their overall satisfaction with the current condition of local infrastructure on a scale of 0 to 10, with 0 meaning "not at all satisfied" and 10 meaning "highly satisfied." On average, respondents were most satisfied with both adequacy of street lighting (6.50) and amount & quality of developed parks (6.50), followed by the quality of sidewalks and street landscaping (6.37)

Satisfaction with Current Condition of Local Infrastructure	Mean Rating
Adequacy of street lighting	6.50
Amount and quality of developed parks	6.50
Quality of sidewalks and street landscaping	6.37
Quality of roads and streets	5.85

As the following table indicates, government satisfaction was strongly related to satisfaction with each of these infrastructure variables:

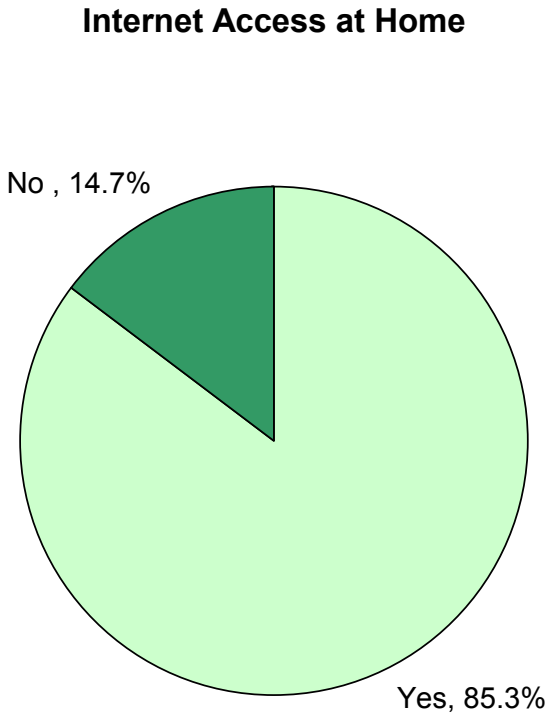
Ratings Broken out by Overall Satisfaction with City Government				
Satisfaction with Specific Types of Local Infrastructure	Those With Low (0 to 3) Ratings of Overall Satisfaction with Govt.	Those With Moderate (4 to 7) Ratings of Overall Satisfaction with Govt.	Those With High (8 to 10) Ratings of Overall Satisfaction with Govt.	Measure of Association (Eta Squared)
Quality of roads and streets	4.85	5.52	6.79	0.119
Quality of sidewalks and street landscaping	5.58	5.96	7.30	0.116
Adequacy of street lighting	5.54	6.22	7.41	0.102
Amount and quality of developed parks	5.93	6.18	7.34	0.075

The quality of infrastructure also is significantly related to perceptions of overall quality of life.

Ratings Broken out by Overall Quality of Life				
Satisfaction with Specific Types of Local Infrastructure	Those who gave Low (0 to 7) Quality of Life Rating	Those who gave Moderate (8) Quality of Life Rating	Those who gave High (9,10) Quality of Life Rating	Measure of Association (Eta Squared)
Adequacy of street lighting	4.88	5.73	6.88	0.084
Amount and quality of developed parks	5.11	5.72	6.87	0.076
Quality of sidewalks and street landscaping	4.50	5.67	6.70	0.075
Quality of roads and streets	4.88	5.25	6.13	0.045

INTERNET ACCESS

Eighty-five percent (85.3%) of respondents have Internet access at home.

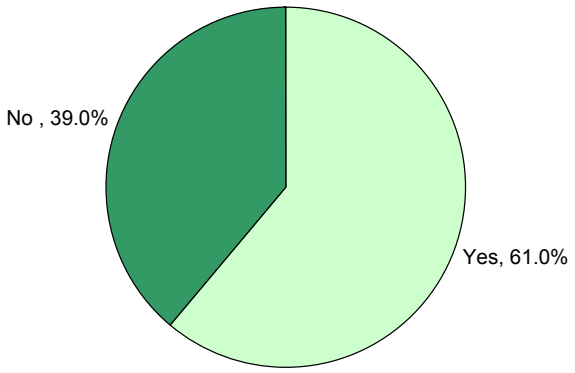


Further analysis indicates that those who have a low (0 to 3) or moderate (4 to 7) satisfaction rating with the Woodinville City government are more likely to have Internet connection than those who have a high (8 to 10) satisfaction rating with the Woodinville City government. [Cramer's V = .202]

AWARENESS OF CITY OF WOODINVILLE WEBSITE

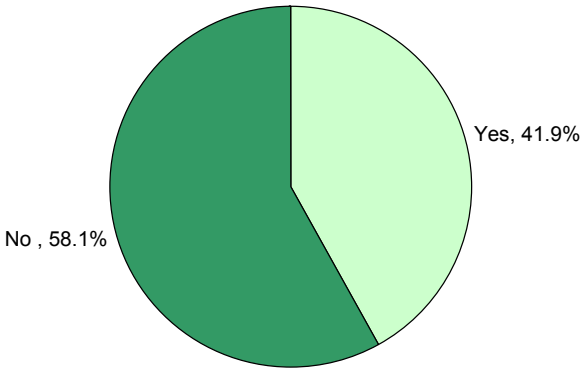
Respondents were asked if they were aware the City of Woodinville had a website. Sixty-one percent (61.0%) said they were aware that Woodinville had a website.

Awareness of Woodinville Website



Respondents were further asked if they had visited the Woodinville city website. Forty-two percent (41.9%) had visited the website for the City of Woodinville.

Visited Woodinville City Website



NECESSARY WEBSITE SERVICES

The website services that the respondents had the most interest in were "notification of upcoming events" (25.2%), "City Council meeting agendas and meeting minutes" (19.5%), and "Parks & Recreation registration/reservation system" (14.3%).

Website Services Respondents Interested In	% of Respondents
Notification of upcoming events	25.2%
City Council meeting agendas and meeting minutes	19.5%
Parks & Recreation registration / reservation	14.3%
Listing of government offices & services and contact information	9.8%
Building permit applications	7.0%
Road closure notifications	4.0%
Notification of land and zoning	2.4%
School events information	2.4%
Business information / listings	2.1%
Community programs	2.1%
Regulation permit requirements	1.8%

ONE WORD DESCRIPTION FOR CITY OF WOODINVILLE

The one word that apparently best describes Woodinville is "friendly." Other frequently mentioned one-word descriptors included "pleasant", "nice" and "comfortable."

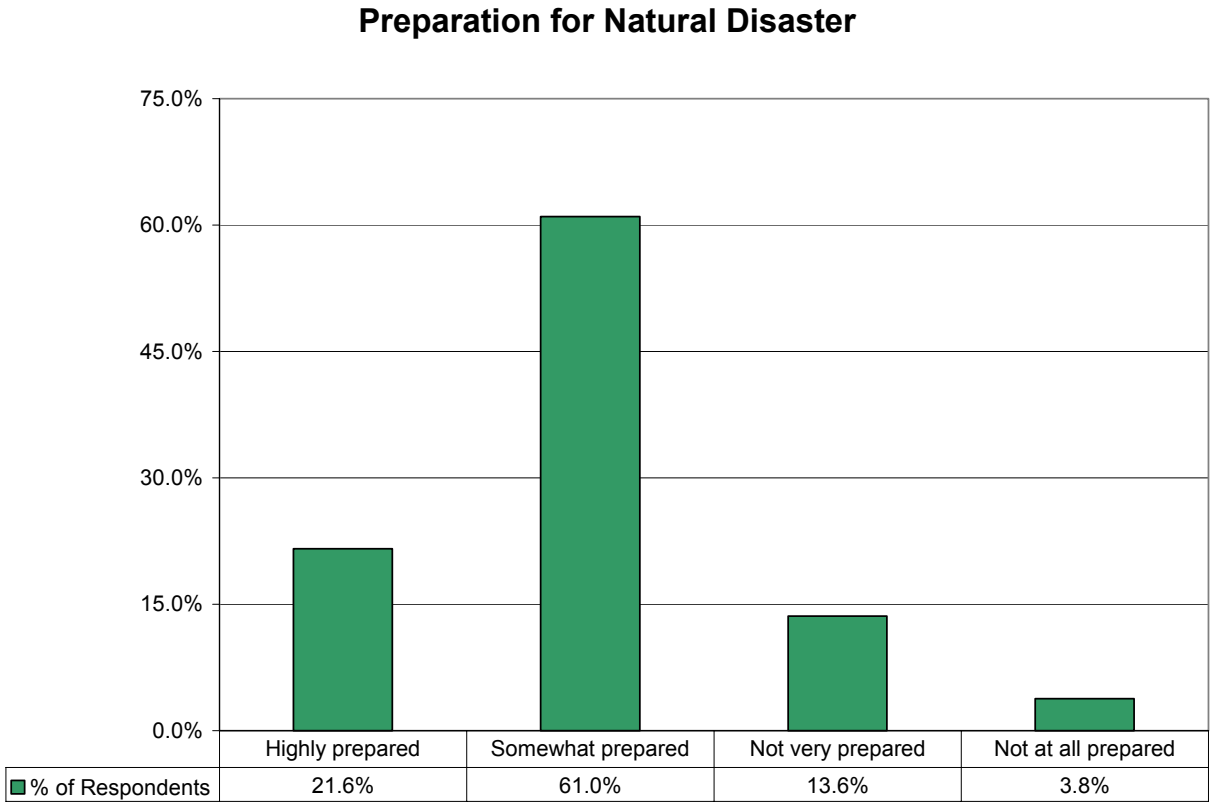
Response	Number of Respondents Giving Each Description	% of Total Sample
Friendly	29	10.9%
Pleasant	16	6.0%
Nice	11	4.1%
Comfortable	10	3.8%
Great	9	3.4%
Growing	9	3.4%
Good	7	2.6%
Convenient	6	2.3%
Enjoyable	6	2.3%
Crowded	5	1.9%
Family	5	1.9%
Home	5	1.9%
Livable	5	1.9%
Family-oriented	4	1.5%
Beautiful	3	1.1%
Clean	3	1.1%
Quaint	3	1.1%
Spread out	3	1.1%
Suburban	3	1.1%
Wonderful	3	1.1%

Other Descriptions That Were Each Mentioned by 2 Respondents

Adequate	Progressing
Affluent	Quiet
Changing	Relaxing
Charming	Rural
Cozy	Safe
Eclectic	Small town
Hometown	Terrific
Overcrowded	Traffic
Peaceful	Upscale
Pretentious	Wealthy

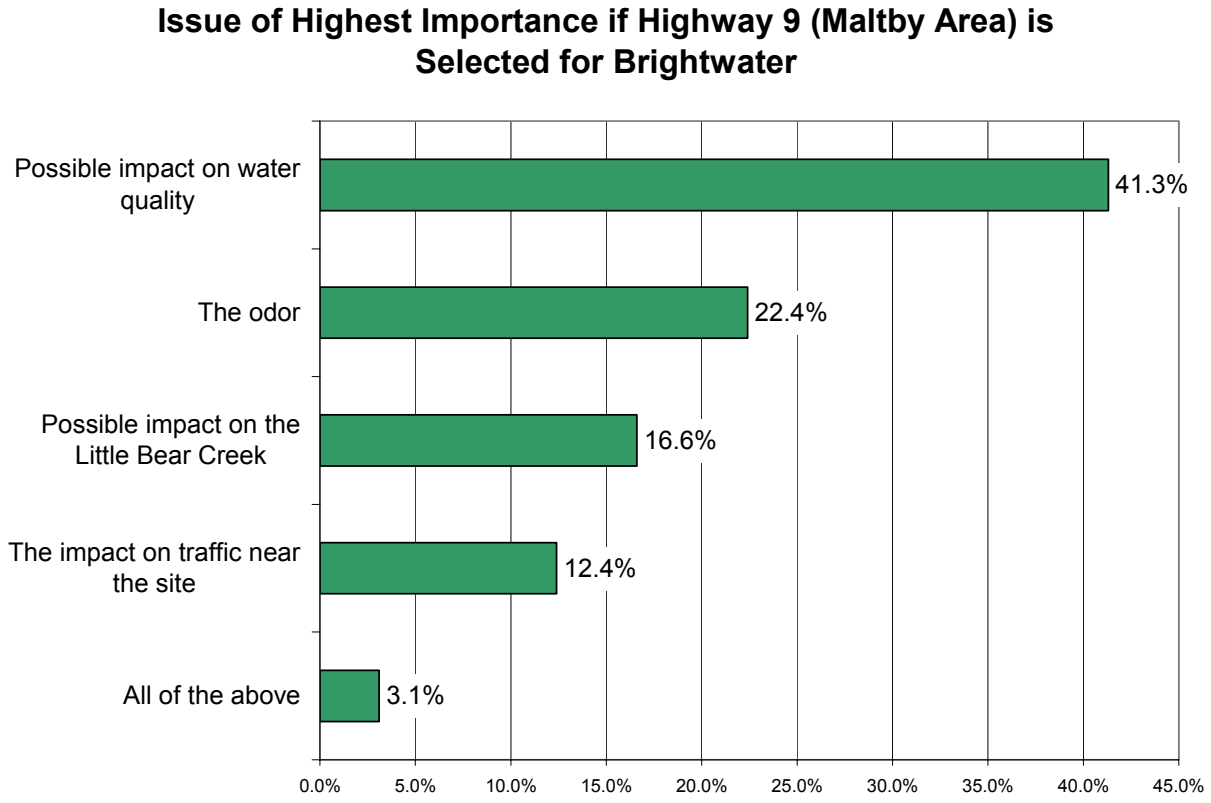
PREPARATION STATUS FOR NATURAL DISASTER

Eighty-two percent (82.6%) of respondents felt they were highly prepared or somewhat prepared for a natural disaster such as an earthquake. Only 3.8% indicated being "not at all prepared."



IMPORTANT ISSUES FOR BRIGHTWATER

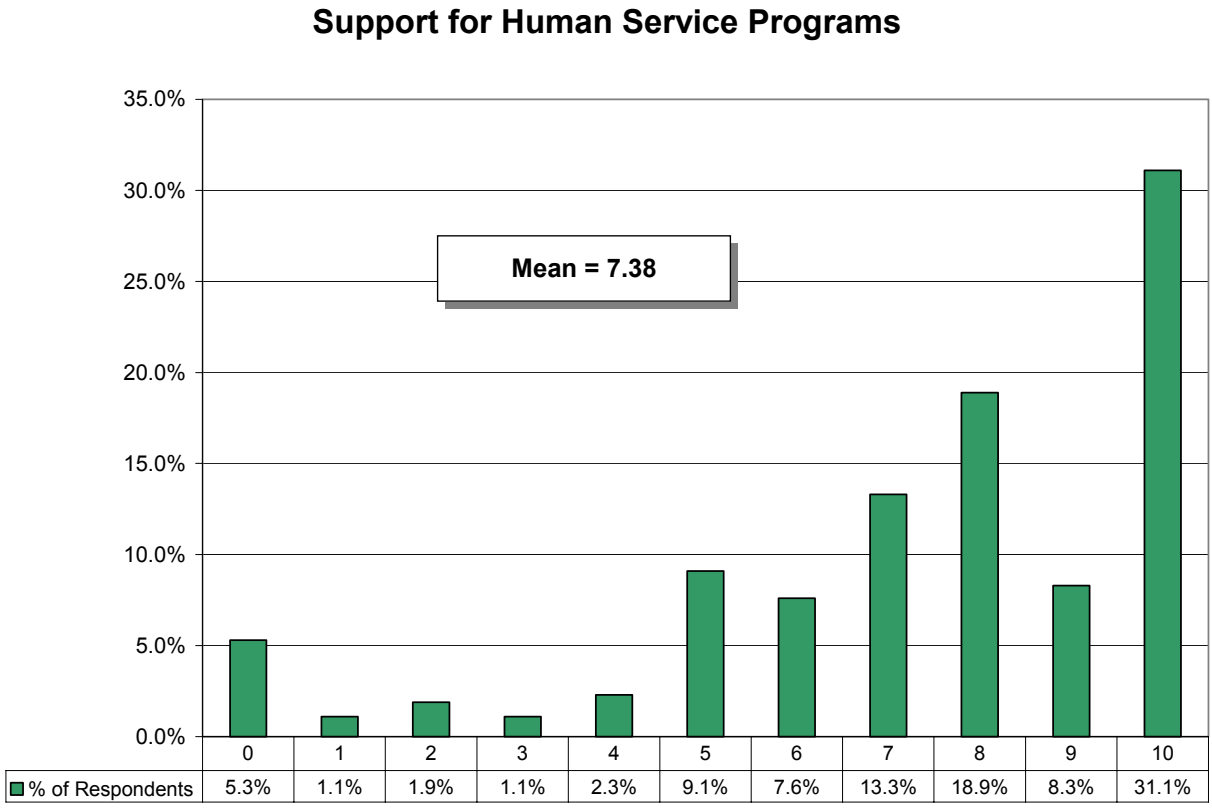
If the proposed Brightwater Waste Water Treatment Facility is to be placed in the Maltby area, Woodinville residents are most concerned with the possible impact on water quality (41.3%) and the potential odor (22.4%).



Further analysis indicates that those who have a high (8 to 10) satisfaction rating with the quality of life in Woodinville are more likely to be concerned about the odor from Brightwater than those who have a lower (0 to 7) or moderate (8) satisfaction rating with the quality of life in Woodinville. [Cramer's V = .290]

SUPPORT FOR HUMAN SERVICE PROGRAMS

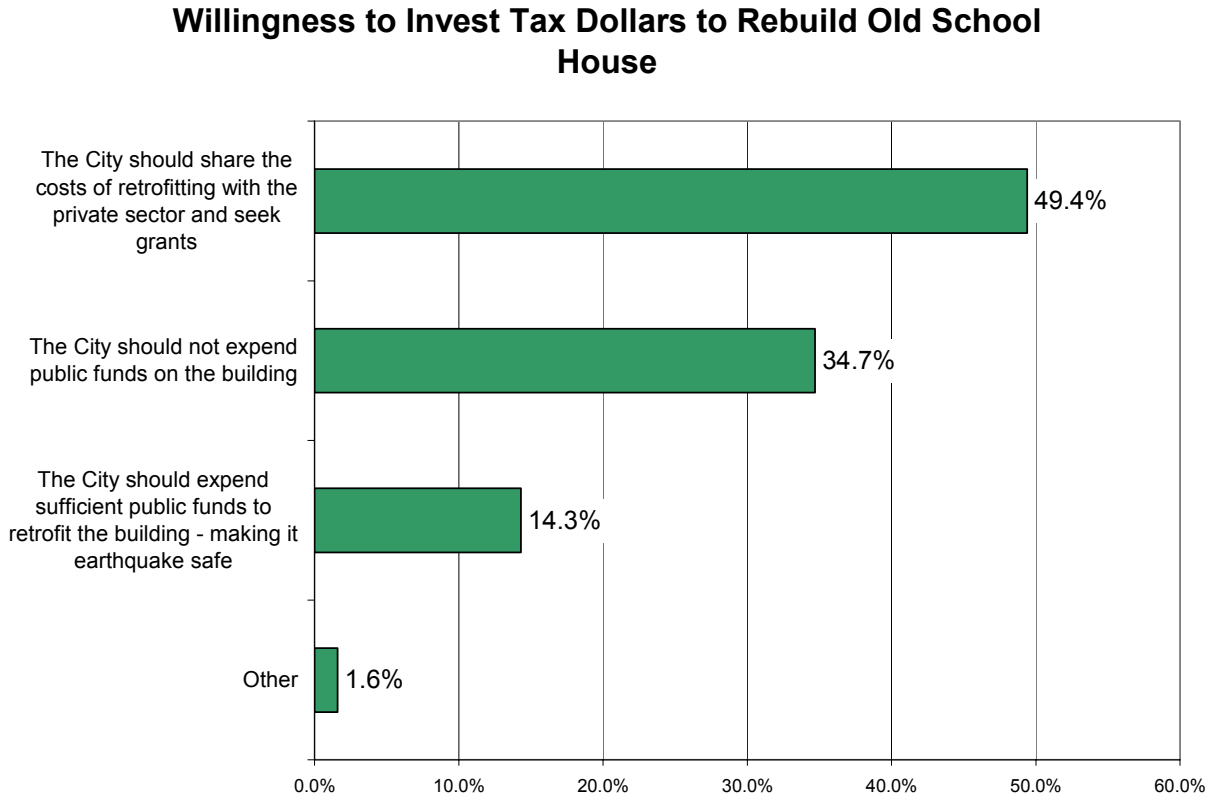
Respondents were asked to rate their overall level of support for having the city continue to fund non-profit, human service organizations, as opposed to providing these services directly, on a scale of 0 to 10, with 0 meaning "not at all supportive" and 10 meaning "highly supportive." On average, respondents were moderately-high (7.38) in support of funding human service programs, with 58.3% giving a high rating (8 to 10).



	0	1	2	3	4	5	6	7	8	9	10
% of Respondents	5.3%	1.1%	1.9%	1.1%	2.3%	9.1%	7.6%	13.3%	18.9%	8.3%	31.1%

WILLINGNESS TO RENOVATE OLD SCHOOLHOUSE

If the City of Woodinville is to renovate the Old School House, it will gain the most support from the City's residents if the costs of retrofitting are shared by the city and private sector, with grants begin sought (49.4%). Approximately one-third of residents (34.7%) are not willing to spend any public funds on this project, and only 14.3% were willing to support the city paying for all of the retrofit work.



Further analysis indicates that those who have a low (0 to 3) satisfaction rating with the Woodinville City Government are more likely to feel that the City of Woodinville should not expend public funds to retrofit the Old School House. Those who have a moderate (4 to 7) or high (8 to 10) satisfaction rating with the Woodinville City Government are more likely to feel that the City of Woodinville should share the costs of retrofitting the Old School House with the private sector. [Cramer's V = .211]

Further analysis indicates that those who have a low (0 to 7) satisfaction rating with the quality of life in Woodinville are more likely to feel that the City of Woodinville should not expend public funds to retrofit the Old School House. Those who have a moderate (8) or high (9 to 10) satisfaction rating with the quality of life in Woodinville are more likely to feel that the City of Woodinville should share the costs of retrofitting the Old School House with the private sector. [Cramer's V = .288]

MOST IMPORTANT ASPECT OF CIVIC CENTER MASTER PLAN

Respondents feel that the most important areas of the Civic Center Master Plan are to upgrade existing ball fields, including additional parking for Wilmot Park and the ball fields (28.2%), followed by renovating the existing Sorenson Elementary School for an interim Community Center (20.8%). Only 6.3% indicated that retrofitting the Old School House was the highest priority.

Most Important Aspect of Civic Center Master Plan	% of Respondents
Upgrading exisiting ball fields, including additional parking for Wilmot Park and the ball fields	28.2%
Renovate the existing Sorenson Elementary School for an interim Community Center	20.8%
New multipurpose Community Center building	17.6%
New Pool	14.1%
New Community Theatre	7.5%
Retrofitting the Old School House on NE 175th Street to be earthquake safe	6.3%
Other	5.5%

PREFERRED CAPITAL IMPROVEMENTS

Respondents were asked to give their first, second and third choice preference for which capital improvement they would want the City of Woodinville to focus on the most. On the first response, respondents had the highest desire to widen existing roadways, fix congestion points, and improve access to freeways (42.6%). Other desires were developing new streets to improve current connections (19.4%), fund habitat for salmon recovery & preservation (12.5%) and develop local parks from open space already owned (11.0%). As a second choice preference, the top two mentioned improvements were widening roadways (22.5%) and developing local parks (20.8%). Developing parks rose to the top as a third priority for residents, with 18.3%.

Preferred Capital Improvements	First Response	Second Response	Third Response
Widen existing roadways, fix congestion points, and improve access to freeways	42.6%	22.5%	9.9%
Develop new streets to improve current connnections	19.4%	19.2%	8.9%
Fund habitat for salmon recovery and perservation	12.5%	9.2%	10.3%
Develop local parks from open space already owned	11.0%	20.8%	18.3%
Buy open space for future parks	3.0%	7.1%	11.7%
Develop non-motorized trails to connect neighborhoods	2.7%	7.5%	13.1%
Retrofit the Old School House on 175th, to be earthquake safe	2.7%	4.2%	8.0%
Renovate the Sorenson Elementary School to serve as an interim Community Center	1.9%	7.1%	13.1%
Provide more adult sport fields	0.8%	2.5%	6.1%

FUNDING OPTIONS FOR CAPITAL PROJECTS

Respondents were asked which additional funding options they would be in favor of if additional resources were needed to fund the projects that were ranked the most important. Working within the existing budget and shifting funding from other capital projects was the most popular option (50.8%), followed by raising permit fees for new development (36.8%) and using or creating regional funding sources (36.5%).

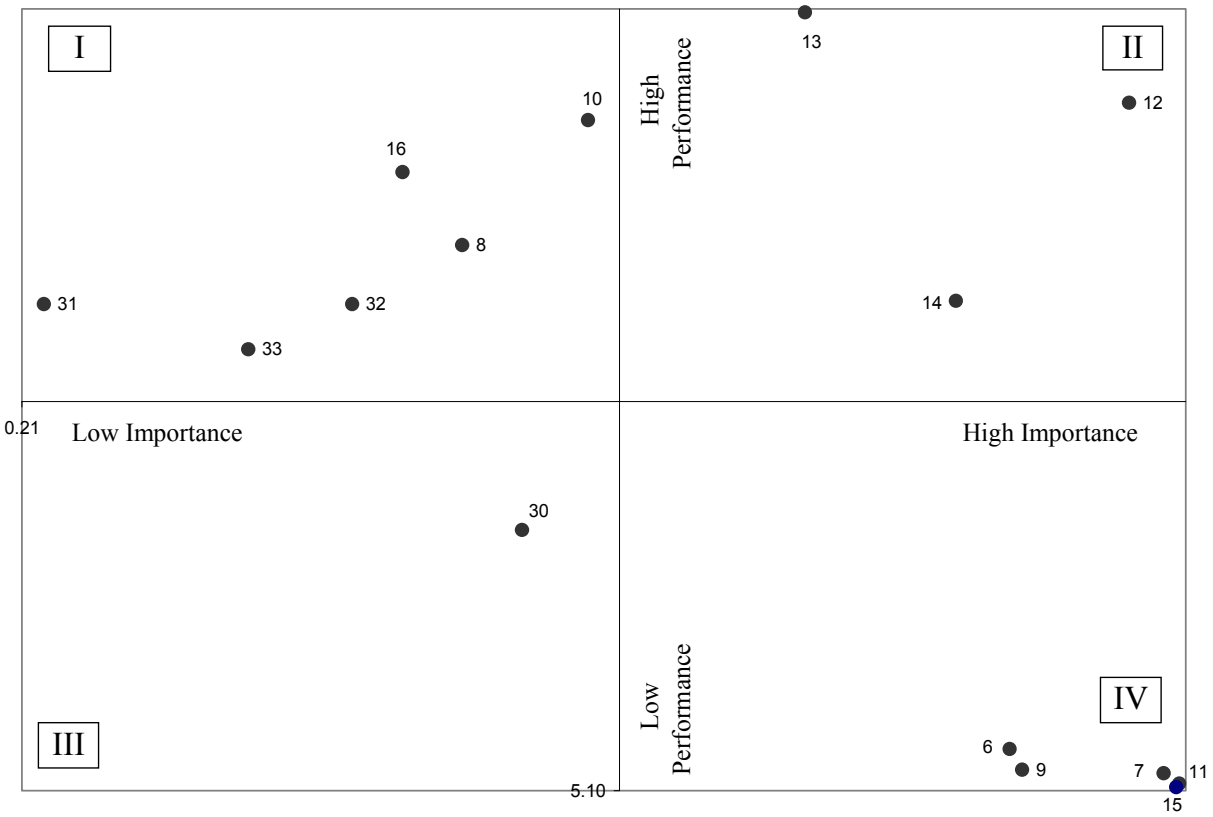
Funding Options for Capital Projects	% of Respondents
Work within the existing budget and shift funding from other capital projects	50.8%
Raise permit fees for new development	36.8%
Use or create regional funding sources	36.5%
A bond measure that would increase property taxes to repay the loan	22.6%
Raise the current utility tax to fund additional projects	6.0%
Other	2.6%

**Note: Multiple responses were accepted*

DERIVED IMPORTANCE

The following perceptual map plots performance scores (y-axis) with importance correlation scores (x-axis) for each item. The "derived importance" refers to how closely each factor relates to overall satisfaction with city government. Points located to the right of the y-axis (quadrants II & IV) are relatively more important than points located to the left of the y-axis (quadrants I & III). Points located above the x-axis (quadrants I & II) are rated relatively higher in performance than points located below the x-axis (quadrants III & IV). Attributes in the upper-right quadrant (II) are highly important areas that the City of Woodinville is performing well in. Attributes in the lower right quadrant (IV) are highly important areas that the City of Woodinville should consider improving to increase overall satisfaction.

For this analysis, all of the specific city services, policies and infrastructure questions were used. The series of questions relating to overall quality of life were not used since the context which they were asked was quality of life rather than strictly city government and the wording of the questions was often more general or referred to items that were not directly within the city's control. A total of 15 individual factors were used. *In the following perceptual map, the numbers attached to each point represent a specific factor or service area, which are listed in the legend on the following page.*



Key Finding:

Service areas that were below average in performance, yet above average in importance, included the following: improving public transportation, road maintenance/expansion, keeping taxes at the right level, affordable housing, and user-friendly permit process. Improvements in these areas will have the greatest impact on increasing overall satisfaction with city government.

Legend

Number	City Services, Policy or Type of Infrastructure Provided by the City	Avg. Satisfaction Rating (Performance)	Derived Importance Score (Correlation with Overall Satisfaction with City Govt.)
6	Helping improve/expand public transportation	5.22	0.52
7	Road maintenance and expansion	5.15	0.57
8	Maintaining the storm drainage system	6.67	0.35
9	Keeping taxes at the right level	5.16	0.53
10	Maintaining adequate parks and recreational facilities	7.03	0.39
11	Working to make affordable housing more available	5.12	0.58
12	Helpfulness, friendliness, responsiveness and availability of city staff	7.08	0.56
13	Keeping residents informed via the city newsletter, website, legal notices and local advertising	7.34	0.46
14	Opportunities for involvement in the public decision-making process	6.51	0.51
15	User-friendly permit processes	5.11	0.58
16	Providing recreation programs and classes	6.88	0.33
30	Quality of roads and streets	5.85	0.37
31	Amount and quality of developed parks	6.50	0.22
32	Adequacy of street lighting	6.50	0.32
33	Quality of sidewalks and street landscaping	6.37	0.28

RESPONDENT PROFILE

The following tables provide a general overview of the Woodinville residents who were randomly selected to be included in the survey. The figures generally describe an upper middle class to affluent population, with the majority being married homeowners, 35-64 in age with incomes of at least $75,000.

Further analysis indicates that those who have a low (0 to 3) satisfaction rating with the Woodinville City government are more likely to be married without children at home, while those who have a high (8 to 10) moderate (4 to 7) satisfaction rating with the Woodinville City government are more likely to be married with children at home. [Cramer's V = .185]

Years Lived In Woodinville	% of Respondents
1 or Less	5.6%
2 to 4 years	22.6%
5 to 9 years	18.4%
10 to 14 years	17.3%
15 to 19 years	13.9%
20 to 24 years	10.2%
25 or more years	12.0%
Mean	12.69
Median	10.00

Age	% of Respondents
18-24	4.2%
25-34	12.3%
35-44	21.2%
45-54	32.7%
55-64	18.4%
65 or older	11.2%
Average	48.13
Median	48.00

Living Situation	% of Respondents
Married with children at home	42.7%
Married without children at home	33.6%
Unmarried or single with children at home	5.8%
Unmarried or single without children at home	17.9%

Ownership of Residence	% of Respondents
Own	88.2%
Rent	11.8%

General Statement About Family Income	% of Respondents
Less than $75,000	38.2%
At least $75,000	61.8%

Family Income Less Than $75,000	% of Respondents
Less than $30,000	14.6%
Between $30,000 and $49,000	41.5%
Between $50,000 and $74,000	43.9%

Family Income At Least $75,000	% of Respondents
Between $75,000 and $99,000	39.2%
Between $100,000 and $124,000	33.8%
Between $125,000 and $149,000	13.8%
At least $150,000	13.1%

CONCLUSIONS

1. Traffic congestion was a major concern of the respondents. More than 42% of those interviewed indicated that reducing traffic congestion would make visits to the downtown more appealing. Another 11% felt the area should be made more pedestrian friendly. These two themes - traffic congestion and more pedestrian friendliness - are repeated throughout the responses. When asked to indicate problems with key city governmental services, many respondents cited traffic problems ranging from congestion to the condition of intersections, to parking. In addition, reducing traffic congestion was the number one suggestion for improving quality of life in the City of Woodinville.

2. Respondents visit the downtown to shop, go to the theatre, and receive basic services from dry cleaners, beauty salons and similar outlets. A significant number of respondents felt that an increase in the number of retail outlets would contribute to the downtown environment.

3. Survey respondents expressed a high level of satisfaction with the Woodinville city government. More than 69% of the persons interviewed rated city government 6 or above on a scale of 0 to 10. Keeping residents informed, helpful staff and the maintenance of parks and recreational facilities were the highest rated services, with ratings of 7.03 and above.

4. The majority of the survey respondents felt the overall quality of life in Woodinville was good and had improved during the past 5 years. Ninety-two percent of the respondents rated Woodinville's quality of life at 6 or higher on a scale of 0 to 10. About 55% felt the quality of life had improved during the past five years and almost 20% felt it had remained about the same. Of the 25% who felt the quality of life had decreased, just 6% felt that the decrease had been considerable.

5. The survey suggests that a significant portion of Woodinville residents consider outdoor areas, such as parks and recreational facilities, very important. More and expanded parks received high ratings as a way of making the downtown more attractive. The natural environment and parks and open spaces were ranked as major contributors to the area's quality of life.

6. Although most respondents have Internet access (85%), the majority (61%) are aware of the Woodinville website. A minority of respondents (42%) have visited the Woodinville website.

7. "Friendly" was the most common one-word description used to describe Woodinville. "Comfortable", "convenient", "enjoyable", "family", "family-oriented", "growing" and "nice", were other descriptions of the City of Woodinville. These responses seem consistent with the high ratings the respondents gave for the city's quality of life and their satisfaction with government. These findings combine to suggest that, in general, Woodinville residents are pleased with their city and enjoy its benefits.

8. Issues

    a. Eighty-two percent (82.6%) of respondents felt they were highly prepared or somewhat prepared for a natural disaster such as an earthquake.

b. If Brightwater Waste Water Treatment Facility is to be placed in the Maltby area, Woodinville residents are most concerned with the possible impact on water quality (41.3%) and the potential odor (22.4%).
c. Respondents were asked to rate their overall level of support for continuing to fund non-profit, human service organizations on a scale of 0 to 10, with 0 meaning "not at all supportive" and 10 meaning "highly supportive." On average, respondents were moderately-high (7.38) in their level of support for funding these human service programs, with 58.3% giving a high rating (8 to 10).
d. If the City of Woodinville is to renovate the Old School House, it will gain the most support from the City's residents if the costs of retrofitting are shared by the city and private sector, with grants sought.
e. Respondents feel that the key areas of the Civic Center Master Plan are to upgrade existing ball fields, including additional parking for Wilmot Park and the ball fields (28.2%), followed by renovating the existing Sorenson Elementary School for an interim Community Center (20.8%).
f. Respondents were asked to give their first, second and third choice preference for which capital improvement they would want the City of Woodinville to focus on the most. On the first response, respondents had the highest desire to widen existing roadways, fix congestion points, and improve access to freeways (42.6%). Other "first choice" desires were developing new streets to improve current connections (19.4%), fund habitat for salmon recovery & preservation (12.5%) and develop local parks from open space already owned (11.0%). Developing local parks was one of the two most frequently mentioned areas as a second choice, and was *the* most popular response as a third choice.
g. Respondents were asked which additional funding options they would be in favor of if additional resources were needed to fund the projects that were ranked the most important. Working within the existing budget and shifting funding from other capital projects was the most popular option (50.8%), followed by raising permit fees for new development (36.8%) and using or creating regional funding sources (36.5%).

9. Service areas that were rated below average in performance (satisfaction), yet above average in derived importance, included the following: improving public transportation, road maintenance/expansion, keeping taxes at the right level, affordable housing, and user-friendly permit process. Improvements in these areas will likely have the greatest impact on increasing overall satisfaction with city government.

QUESTIONNAIRE

Hello, my name is _____ from Hebert Research in Bellevue, WA, and I'm calling on behalf of the City of Woodinville. We are conducting a survey regarding residents' opinions about Woodinville and how the City can better meet their needs in the future. This call is for research purposes only and does not involve sales of any kind. I can assure you that your individual answers will remain strictly confidential. Are you one of the heads of household? [IF NO, ASK TO SPEAK WITH APPROPRIATE PERSON OR ARRANGE CALL-BACK TIME] May we ask your opinions?

S1. Do you live within the city limits of Woodinville?

1. Yes
2. No [THANK AND TERMINATE]
3. Refused [THANK AND TERMINATE]
4. Don't know [THANK AND TERMINATE]

1. How long have you lived in Woodinville? [RECORD YEARS]

DOWNTOWN MASTER PLAN

2. What are the major reasons you and your family visit Downtown Woodinville? [DON'T READ; SELECT UP TO 3]

1. Movie theatre
2. Retail shopping
3. Personal services like beauty salons, dry cleaning, travel agency, etc.
4. Have to drive through it in order to get to somewhere else
5. City facilities (Parks, Community Center, City Hall, ball fields)
6. Other [SPECIFY]
7. Refused
8. Don't know

INTRO: The City of Woodinville is currently developing a Downtown Master Plan to determine how the downtown area can be improved. Your responses to the next questions will help the City plan for things such as downtown land uses, building types, and transportation improvements.

3. What do you think would make the downtown more appealing, vibrant or interesting so you would want to visit and spend more time there? [DON'T READ; SELECT UP TO 3]

1. Reduce traffic congestion
2. Expand public transit services
3. Build more parks/expand parks
4. Make the downtown more pedestrian friendly
5. Make the downtown more attractive/appealing
6. Improve public safety/police services
7. Reduce local taxes
8. Increase the supply of affordable housing
9. Maintain or preserve the natural environment
10. Bring in new businesses – more retail

11. Bring in new businesses – more personal services
12. Bring in new businesses – more larger employers
13. Other [SPECIFY]
14. Refused
15. Don't know

STAFF CONTACT AND EXPERIENCE AND REGULATIONS/RATING CITY GOVERNMENT & STAFF

4. What city services or programs have you used or participated in during the last 12 months? [DON'T READ]

1. Police
2. Parks, trails, pedestrian paths
3. Special events (Summer Concert Series, 4th of July Fireworks, Light Festival)
4. Community Center/sports fields
5. Building or land use project
6. Recreation programs and courses
7. Neighborhood Traffic Safety
8. Volunteer projects
9. Customer Service Request
10. Other [SPECIFY]
11. Refused
12. Don't know

5. Using a 0 to 10 scale, where 0 means "not at all satisfied" and 10 means "highly satisfied," how satisfied would you say you are overall with the City of Woodinville as a city government, in providing its services and managing the various issues facing the community?

Next, I'd like you to rate how well the City government is doing in providing several types of services, using the same 0 to 10 scale, where 10 means you are "highly satisfied" and 0 means you are "not at all satisfied."

6. Helping improve/expand public transportation
7. Road maintenance and expansion
8. Maintaining the storm drainage system
9. Keeping taxes at the right level
10. Maintaining adequate parks and recreational facilities
11. Working to make affordable housing more available
12. Helpfulness, friendliness, responsiveness and availability of city staff
13. Keeping you informed via the city newsletter, website, legal notices and local advertising
14. Opportunities for involvement in the public decision-making process
15. User-friendly permit processes
16. Providing recreation programs and classes

17. Were there any problems you'd like to mention? [VERBATIM]

QUALITY OF LIFE

18. How would you rate the overall quality of life in the City of Woodinville, using a 0 to 10 scale where 0 is "very low" and 10 is "very high?"

19. In your opinion, what needs to be improved to make the City of Woodinville a better place to live? [DON'T READ; LISTEN AND SELECT FROM UP TO 3 PRE-CODED ANSWERS OR ENTER VERBATIM]

1. Reduce traffic congestion
2. Expand public transit services
3. Build more parks/expand parks
4. Make the downtown more pedestrian friendly
5. Make the downtown more attractive/appealing
6. Improve public safety/police services
7. Reduce local taxes
8. Increase the supply of affordable housing
9. Maintain or preserve the natural environment
10. Bring in new businesses – more retail
11. Bring in new businesses – more personal services
12. Bring in new businesses – more larger employers
13. Improve quality of public schools
14. Improve reliability of water service and quality
15. Keep electric and water utility bills affordable
16. Other [SPECIFY]
17. Refused
18. Don't know

20. Compared to five years ago, do you think the overall quality of life in Woodinville has… [READ EACH]

1. Improved considerably
2. Improved somewhat
3. Stayed about the same
4. Decreased somewhat
5. Decreased considerably
6. Refused [DON'T READ]
7. Don't know [DON'T READ]

RATING THE WOODINVILLE COMMUNITY (QUALITY OF LIFE)

I'm going to read you a short list of general aspects or components that may contribute to overall quality of life in Woodinville. For each one, I'd like you to give me a rating for how satisfied you are with the City of Woodinville on that feature, again using a 0 to 10 scale where 10 means "highly satisfied" and 0 means "not at all satisfied."

21. Job and economic opportunities within the city
22. A place to raise children
23. Traffic access and circulation
24. The affordability of housing in the city
25. Woodinville's natural environment
26. Crime and safety
27. Parks, open space and recreational opportunities
28. Government services
29. Building and design regulations

ATTITUDES TOWARD THE QUALITY OF INFRASTRUCTURE AND PHYSICAL CONDITIONS

I'd like you to evaluate the current condition of local infrastructure such as streets. For each area please give a rating between 0 and 10 where 10 means you are "highly satisfied" and 0 means you are "not at all satisfied" with the adequacy and quality of each item.

30. Quality of roads and streets
31. Amount and quality of developed parks
32. Adequacy of street lighting
33. Quality of Sidewalks and street landscaping

INTERNET ACCESS

34. Do you currently have Internet access at home?

1. Yes
2. No
3. Refused
4. Don't know

35. Are you aware the City has a website?

1. Yes
2. No [SKIP TO Q37]
3. Refused [SKIP TO Q37]
4. Don't know [SKIP TO Q37]

36. Have you ever visited the City's website?

1. Yes
2. No
3. Refused
4. Don't know

37. What services would you be most interested in having available on the website? [DON'T READ]
1. Parks & Recreation registration/reservation
2. Building permit applications
3. Road closure notifications
4. Notification of upcoming events
5. City Council meeting agendas and meeting minutes
6. Other [SPECIFY]
7. Refused
8. Don't know

WHAT ONE WORD DESCRIBES THE CITY?

38. If you could describe the Woodinville community in one word, what would that be? [VERBATIM]

INCENTIVES AND CAMPAIGNS

39. How prepared are you and your household to deal with a disaster such as an earthquake, or flood? (somewhat, not at all, etc)

1. Highly prepared
2. Somewhat prepared
3. Not very prepared
4. Not at all prepared
5. Refused
6. Don't know

INTRO: King County Metro is currently studying two sites for Brightwater, a new regional wastewater treatment facility. One of the sites is located on Highway 9 in the Maltby area, and outside Woodinville city limits.

40. If the Highway 9 site is selected, in your opinion, which one of the following issues should be of highest importance for the City of Woodinville to consider in reviewing the proposal? [READ AND SELECT ONE]

1. Possible impact on water quality
2. Possible impact on the Little Bear Creek
3. The impact on traffic near the site
4. The odor
5. Other [SPECIFY]
6. Refused
7. Don't know

SUPPORT FOR HUMAN SERVICES

41. Each year the city funds non-profit groups through a grant program to support programs such as food banks, medical and dental care to low income housing residents, and counseling services to families in need. How supportive are you of continuing to meet these needs in this way, on a 0 to 10 scale where 0 means "not at all supportive" and 10 means "highly supportive?"

CIVIC CENTER MASTER PLAN

INTRO: The City of Woodinville now owns and operates a 13-acre site that includes the Old School House on NE 175th Street, the ball fields, and the former C.O. Sorenson Elementary School. The Civic Center Master Plan calls for preservation of the Old School, use of the existing elementary school for classes and recreation activities, upgrading existing ball fields, including additional parking for Wilmot Park and ball fields, and a future new community center that may include a theatre and swimming pool.

Now, I'd like to just focus on the preservation of the Old School House.

42. Recent studies have found that the Old School House needs extensive repairs, which are beyond what was foreseen in the Master Plan, for it to be a useful public building. Which of the following statements best reflects your willingness to invest tax dollars in the Old School House? [READ AND SELECT ONE]

1. The City should expend sufficient public funds to retrofit the building; making it earthquake-safe
2. The City should share the costs of retrofitting with the private sector and seek grants
3. The City should not expend public funds on the building
4. Other [SPECIFY]
5. Refused
6. Don't Know

43. In keeping with the vision of the Civic Center Master Plan, adopted in 2001, which of the following components is most important to you and your family? [SELECT ONE]

1. Upgrading existing ball fields, including additional Parking for Wilmot Park and the ball fields
2. Retrofitting the Old School House on NE 175th Street to be earthquake-safe
3. New Community Theatre
4. New Pool
5. New multipurpose Community Center building
6. Renovate the existing Sorenson Elementary School for an interim Community Center
7. Other [SPECIFY]
8. Refused
9. Don't know

TOUGH BUDGET CHOICES

44. The city has limited funds to invest in capital improvements such as roads, parks and other public facilities such as the Old School House and a community center. There are several areas or projects where the money could be spent. After I read you these items, please let me know what would be your first, second and third choice in terms of importance. [RECORD FIRST, SECOND AND THIRD RESPONSES]

1. Fund habitat for salmon recovery and preservation
2. Develop local parks from open space already owned
3. Develop new streets to improve current connections
4. Widen existing roadways, fix congestion points, and improve access to freeways
5. Renovate the Sorenson Elementary School to serve as an interim Community Center
6. Buy open space for future parks
7. Develop non-motorized trails to connect neighborhoods
8. Provide more adult sports fields
9. Retrofit the Old School House on NE 175th, to be earthquake safe
10. Other [SPECIFY]
11. Refused
12. Don't know

45. If additional resources are needed to fund the projects you just ranked as most important, which of the following funding options would you be in favor of to help pay for these capital projects? [READ; ACCEPT UP TO 5]

1. Work within the existing budget and shift funding from other capital projects
2. A bond measure that would increase property taxes to repay the loan
3. Raise permit fees for new development
4. Raise the current utility tax to fund additional projects
5. Use or create regional funding sources
6. Other [SPECIFY]
7. Refused
8. Don't know

DEMOGRAPHICS

In closing, we just have a few profile questions to make sure we are calling a representative sample of the population. Your individual answers will be kept confidential.

46. What is your age?

1. Are you… [READ]
2. Married with children at home
3. Married without children at home
4. Unmarried or single with children at home
5. Unmarried or single without any children at home
6. Refused

46B. Are you…?

1. Married with dependent children
2. Married without dependent children
3. Single with dependent children
4. Single without dependent children
5. Refused
6. Don't know

47. Do you own or rent your home?

1. Own
2. Rent
3. Refused
4. Don't know

48. Is your total family income before taxes less than or greater than $75,000?

1. Less than $75,000 [CONTINUE]
2. At least $75,000 [SKIP TO Q50]
3. Refused

49. Is your total family income…

1. Under $30,000 [SKIP TO END]
2. Between $30,000 and $49,000 [SKIP TO END]
3. Between $50,000 and $74,000 [SKIP TO END]
4. Refused [SKIP TO END]

50. Is your total family income…

1. Between $75,000 and $99,000
2. Between $100,000 and $124,000
3. Between $125,000 and $149,000
4. At least $150,000
5. Refused

51. Finally, what neighborhood, subdivision or housing development do you live in? [VERBATIM]

That concludes our survey. Thank you very much for your time.

POST-CODE GENDER:
1. MALE
2. FEMALE

CONTACT NAME _____
PHONE NUMBER _____
NEIGHBORHOOD CODE _____
INTERVIEWER _____