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CITY OF SNOQUALMIE

City of Snoqualmie

April 2012 Telephone Survey

Presentation of Results

Methodology

- ***Telephone Survey in the City of Snoqualmie***
- ***Conducted April 17th – 27th, 2012***
- ***357 Interviews; Margin of Error ± 5.2 points***
- ***Trained, Professional Interviewers***

Please note that due to rounding, some percentages may not add up to exactly 100%.

Key Findings

Residents give the City very strong overall ratings and most say they trust the City to spend their tax dollars responsibly. Residents do not have a clear picture of the City's current revenue situation.

- By a 63% to 31% margin respondents give the City a positive rating for the overall job it is doing. The City receives particularly high marks for the job it does keeping citizens informed (66% Positive).
- A majority (56%) give the City a positive rating for the job it does spending tax dollars responsibly and two-thirds (67%) say they trust the City to spend their tax dollars responsibly.
- Residents are divided, 49% Positive – 46% Negative, on the job the City is doing focusing on the priorities that matter most to residents.
- Residents are uncertain if there is "still plenty of room to make additional spending cuts without jeopardizing important City services." A majority (56%) either believe that there is <u>not</u> room for additional cuts (28%) or they are unsure (28%). The remaining 44% agree that there is still room for cuts, although only 17% strongly agree.

Key Findings

Education related issues are the top concern of Snoqualmie residents by a wide margin and most have been paying at least some attention to the discussions about Snoqualmie Middle School. There is also some confusion about the City's role in education, which is almost certainly a factor in concerns that the City is not focusing on the right priorities.

- Education-related concerns are mentioned by almost half (45%) of residents as the most important problem facing the City today and nearly three quarters (71%) say they have been paying at least some attention to the discussions about Snoqualmie Middle School.
- In an open end question about priorities residents would like to see a City measure fund, 17% mention education pointing to confusion among some residents about the City's role.
- The impact of a potential school measure on a City measure is unclear. Some supporters of a City revenue measure say they would be less likely to support a City measure knowing that a school measure will be on the ballot. However, the school measure also seems to have a positive effect on some of the residents who oppose or are undecided about a City measure, perhaps because they feel more comfortable supporting a City measure knowing that the school funding issue is being addressed.

Key Findings

Residents top priorities for new revenue center around business/economic development and public safety. Maintaining human service funding and protecting natural areas are also high priorities.

- "Supporting business development to create local jobs" (76% Priority / 29% Very High Priority) and "supporting and attracting more local businesses to increase the availability of goods and services right here in Snoqualmie" (74% / 32%) are the top priorities followed by "Maintaining the Snoqualmie Police Department's *no call too small* goal of having an officer respond in person to every call" (73% / 28%) and "Increasing the number of local firefighters to meet recognized safety standards" (72% / 27%).
- Other top priorities are: "Maintaining human service funding for local organizations that provide aid for food, shelter, clothing, counseling, and safety for seniors, youth & families in need" (67% / 25%) and "Protecting and preserving natural areas, rivers and creeks" (66% / 25%).
- "Making water and sewer improvements at the same time as road repairs to reduce disruption and save money" is also a high priority overall (72% Priority), but it has lower intensity (20% Very High Priority) than other issues.

Key Findings

A majority of residents initially support a potential streets, parks, and public safety measure, however, it is clear that a lack of awareness about the City's current revenue situation is holding down support. When residents are given information about the City's revenue challenges, support for a revenue measure increases.

- Initially, a majority (56%) support a streets, parks, and public safety measure that would increase the property tax rate by 24 cents per $1,000 assessed value. Just over a third (36%) are opposed and 8% are not sure.
- Two-thirds (67%) support the measure and 31% are opposed after learning more about the City's current revenue situation.

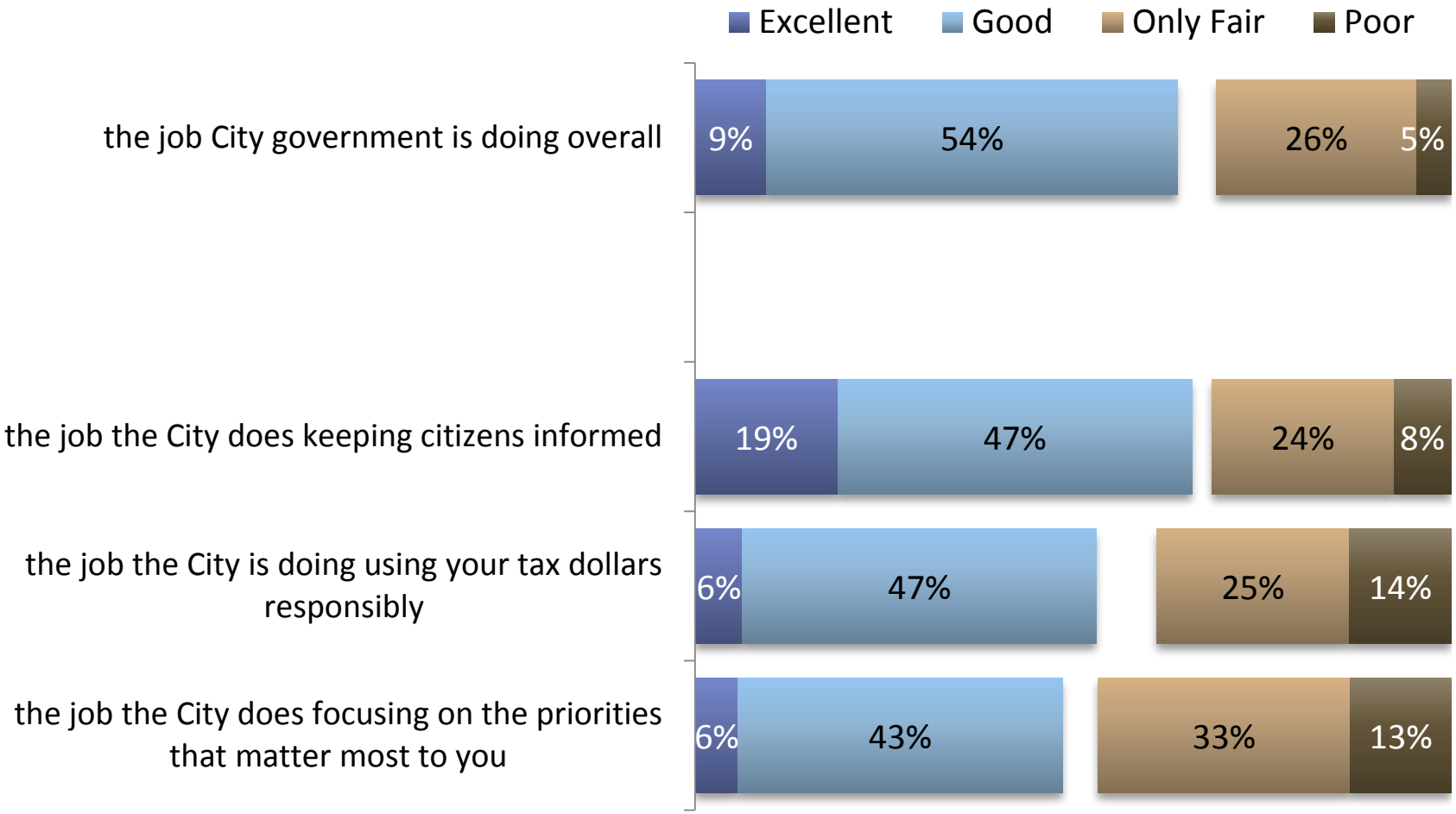
The information about the City's revenue challenges that is most important to residents centers around the City's public safety needs – particularly protecting "no call too small" and having adequate police and fire staffing.

There is majority opposition to all other revenue increases tested including a utility tax, a sales tax, a vehicle license fee, and a B&O tax.

City Ratings

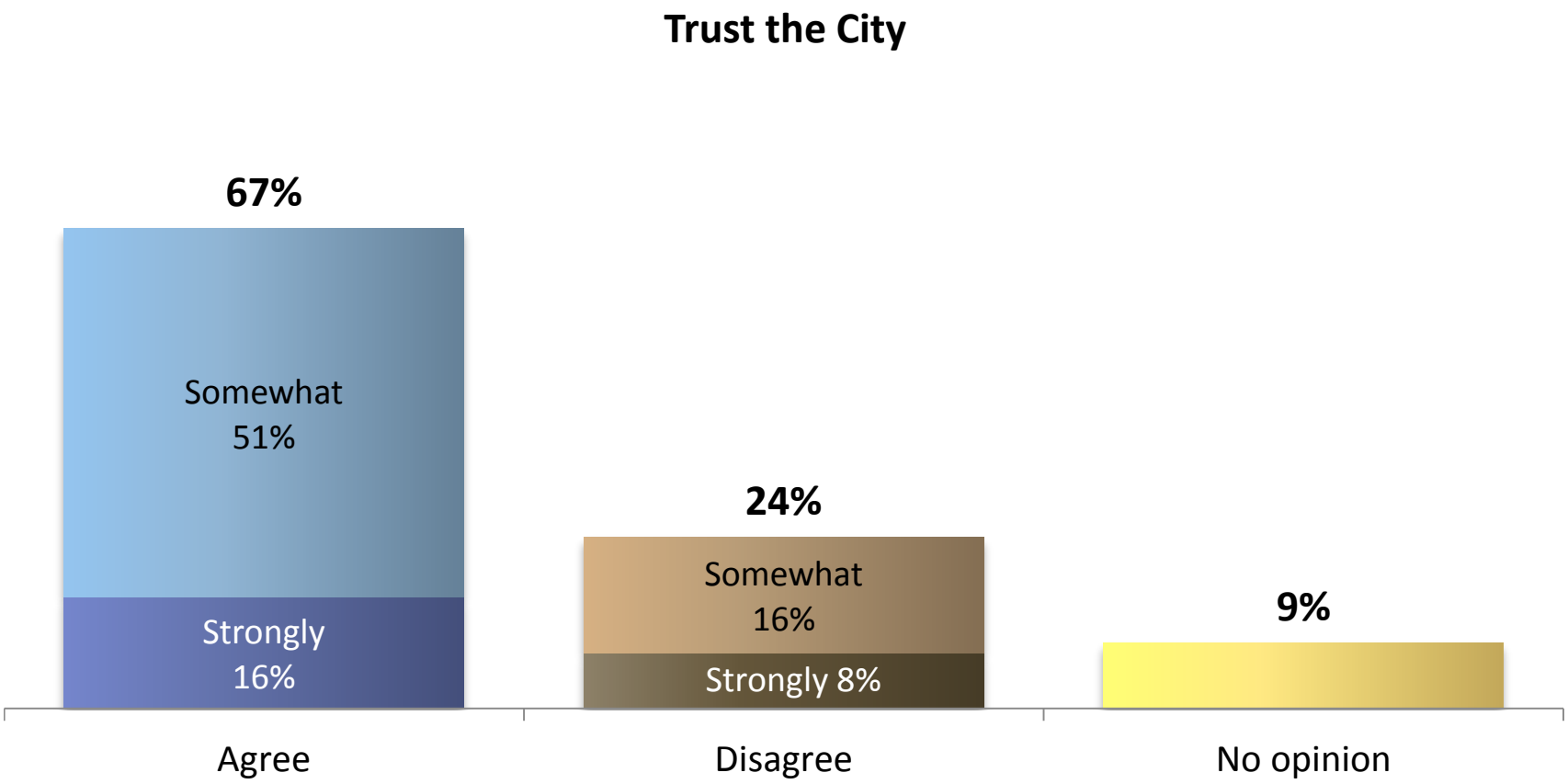
City Job Ratings

Q10-13. Please tell me how you think the City of Snoqualmie doing in each of the following areas. Use a scale of excellent, good, only fair, or poor.



Trust

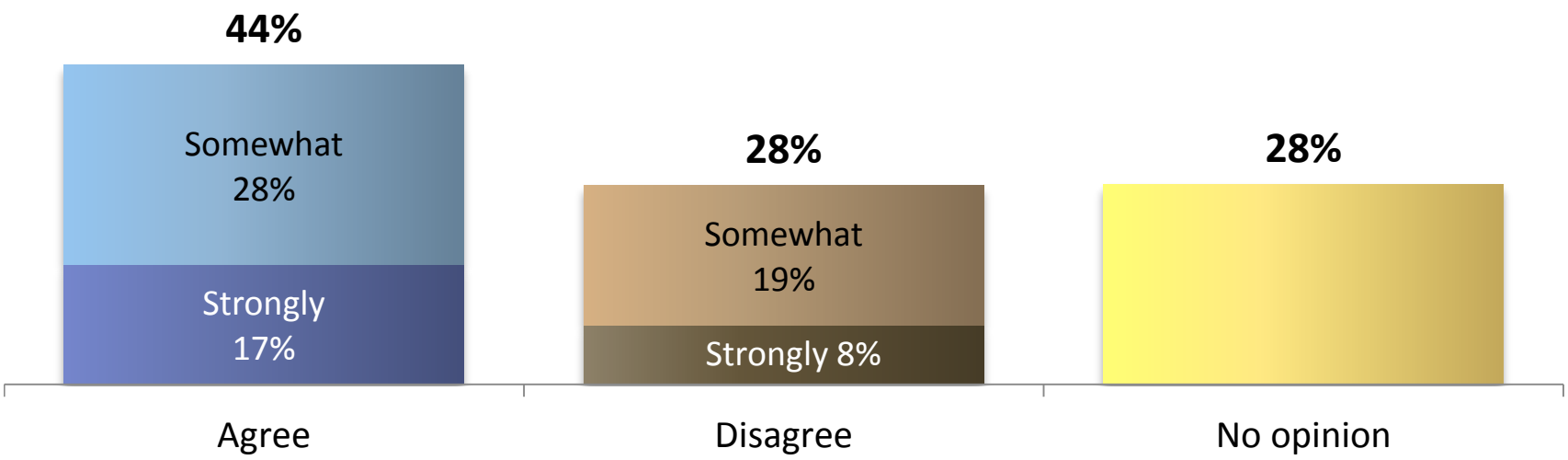
Q30. Please tell me if you strongly agree, somewhat agree, somewhat disagree or strongly disagree with each of the following statements. If you do not have an opinion one way or the other, please just say so.
I trust the City of Snoqualmie to spend my tax dollars responsibly.



Revenue Situation

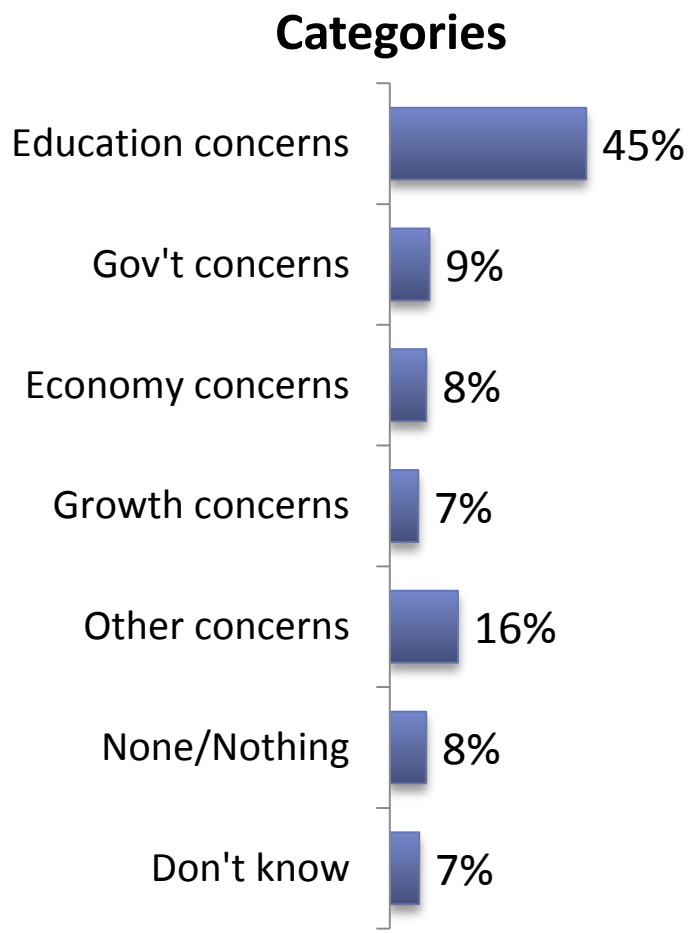
Q29. Please tell me if you strongly agree, somewhat agree, somewhat disagree or strongly disagree with each of the following statements. If you do not have an opinion one way or the other, please just say so. There's still plenty of room to make additional cuts without jeopardizing important City services

Plenty of Room for Cuts



Top-of-Mind Issues

Q5. What do you think is the most important problem facing the City of Snoqualmie today? (Single open-ended response)

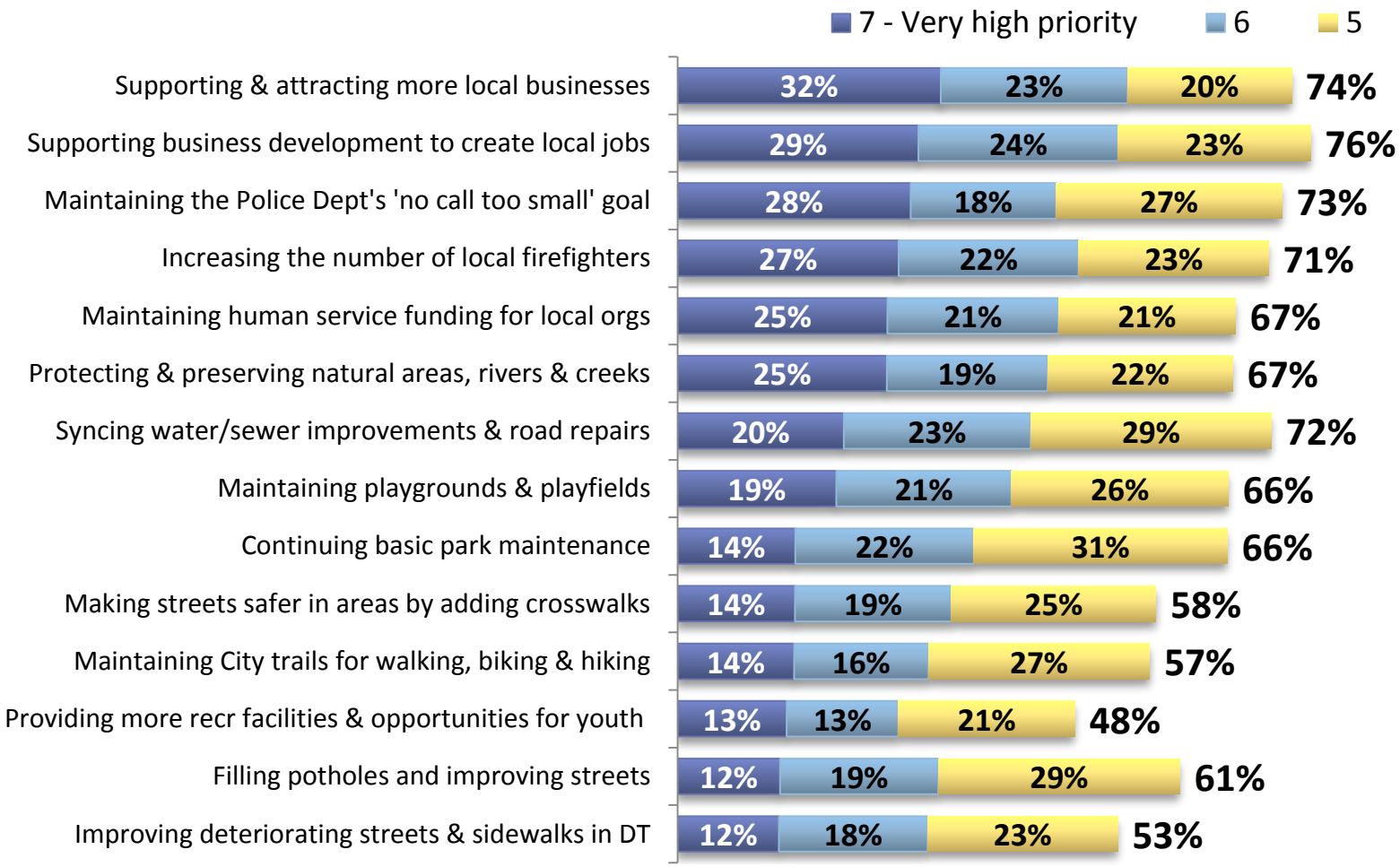


Top specific mentions	%
Overcrowding/school sizes - general	14%
Education funding	10%
Not enough school facilities/build more schools	10%
Population growth	6%
Education - general	6%
Poor economy	5%
Protecting against flood/water damage	4%
Wasteful government spending	4%
Producing revenue for the city	3%
Improving education quality	3%
Road maintenance/repair	2%
District boundaries with schools	2%

Funding Priorities

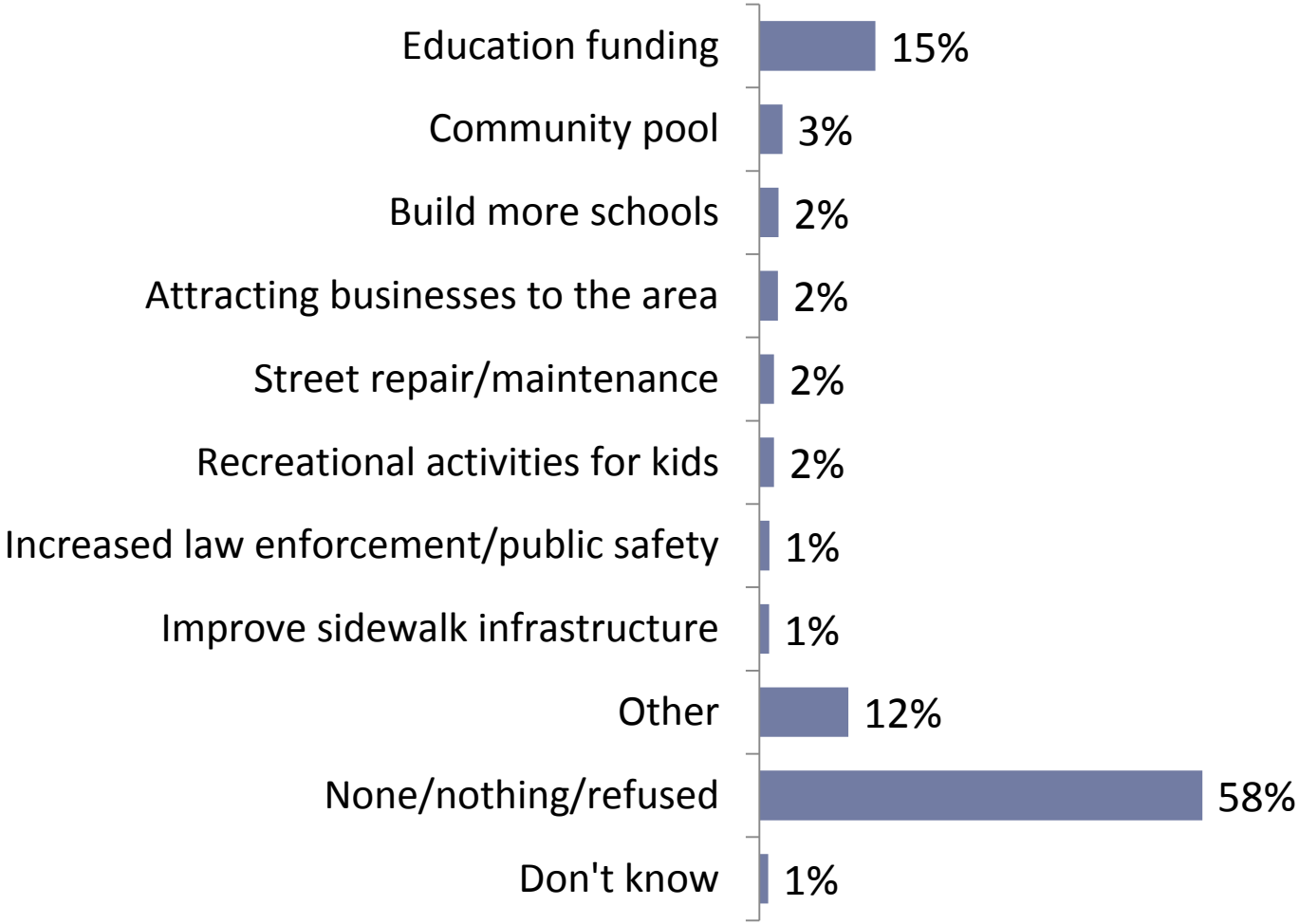
Funding Priorities

Q14-27. There are a number of City priorities that could be funded with this levy. For each of the following, please tell me how high a priority for funding that item is to you. Use a scale of 1 to 7, where 1 means that item is a very low priority and 7 means it is a very high priority for funding.



Additional Priorities

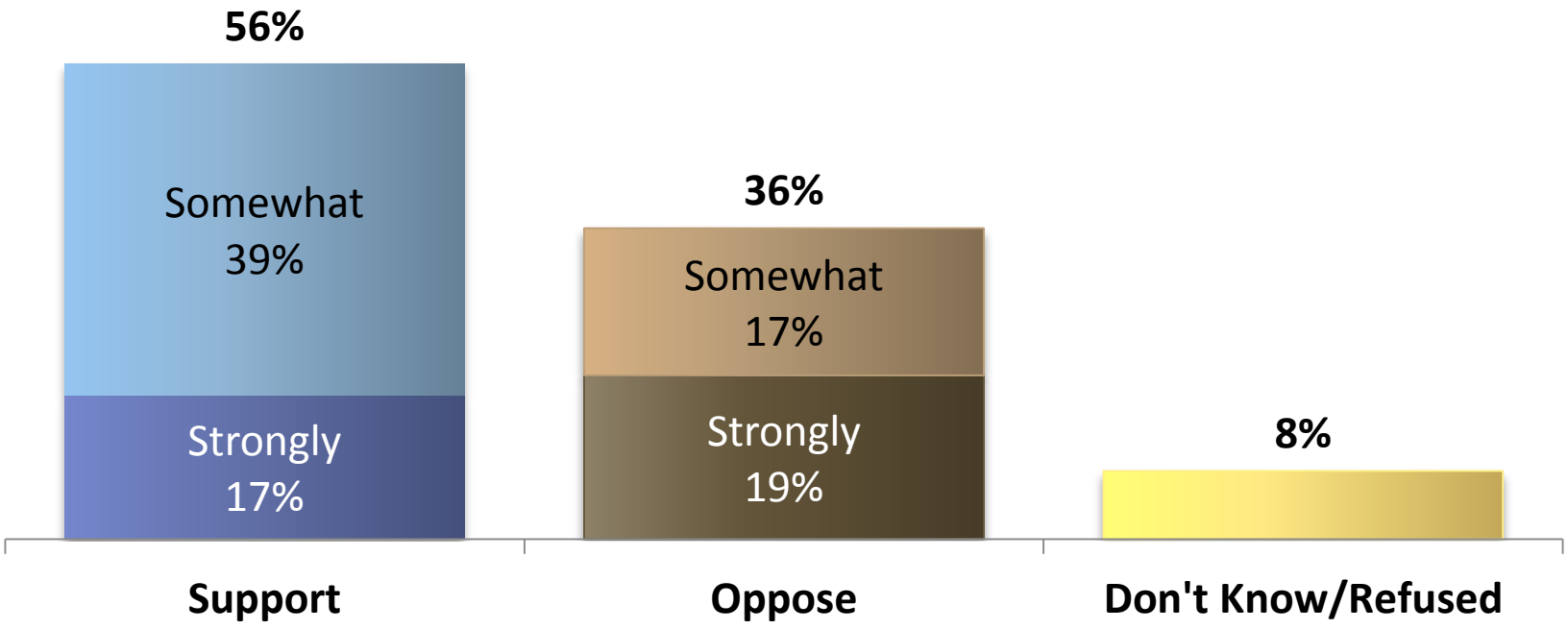
Q28. Are there other City needs that you feel are a priority that you would like to see funded by this levy? (first response)



Additional Revenue

Initial Support for New Revenue

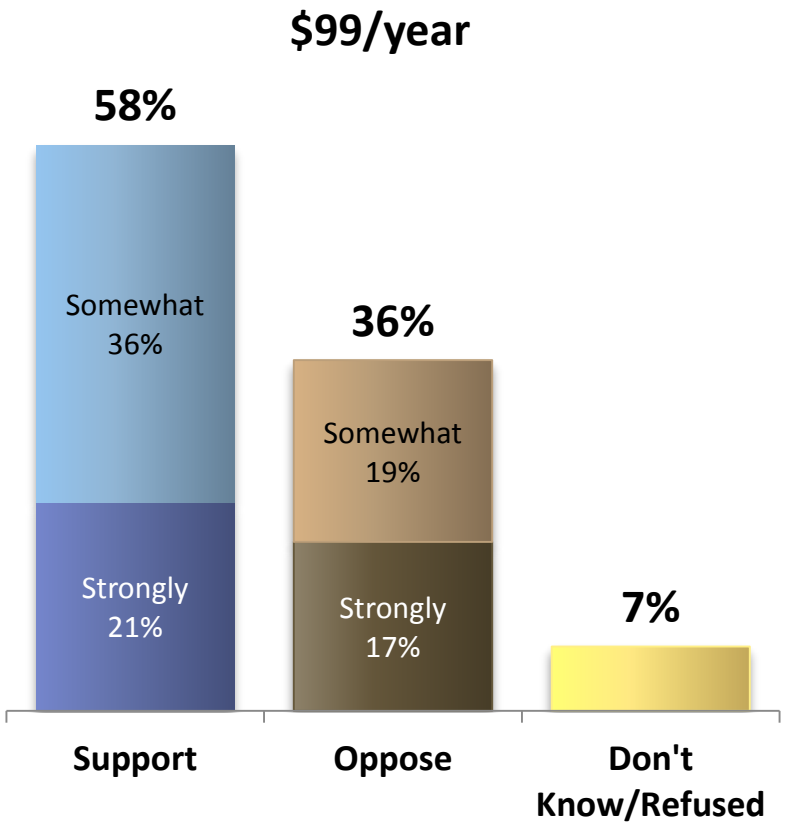
Q6. A City tax measure may be on the ballot in the near future. This property tax levy would provide necessary funding for basic street maintenance and improvements, parks and recreation operations and maintenance, and public safety by increasing the regular property tax by 24 cents per year for [six/ten] years to a total authorized rate of $2.97 per $1,000 of assessed valuation. In general, do you strongly support, somewhat support, somewhat oppose or strongly oppose this ballot measure?

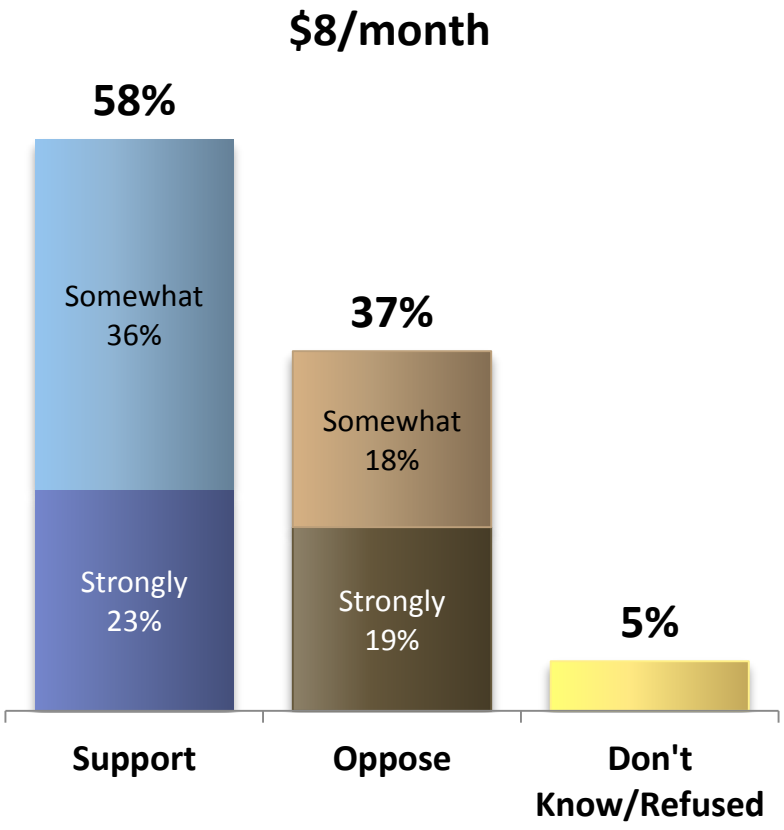


Initial Support

Q7. This levy would cost the average homeowner with a $413,000 home about $99 a year. It would cost the owner of a $200,000 home under $50 a year.

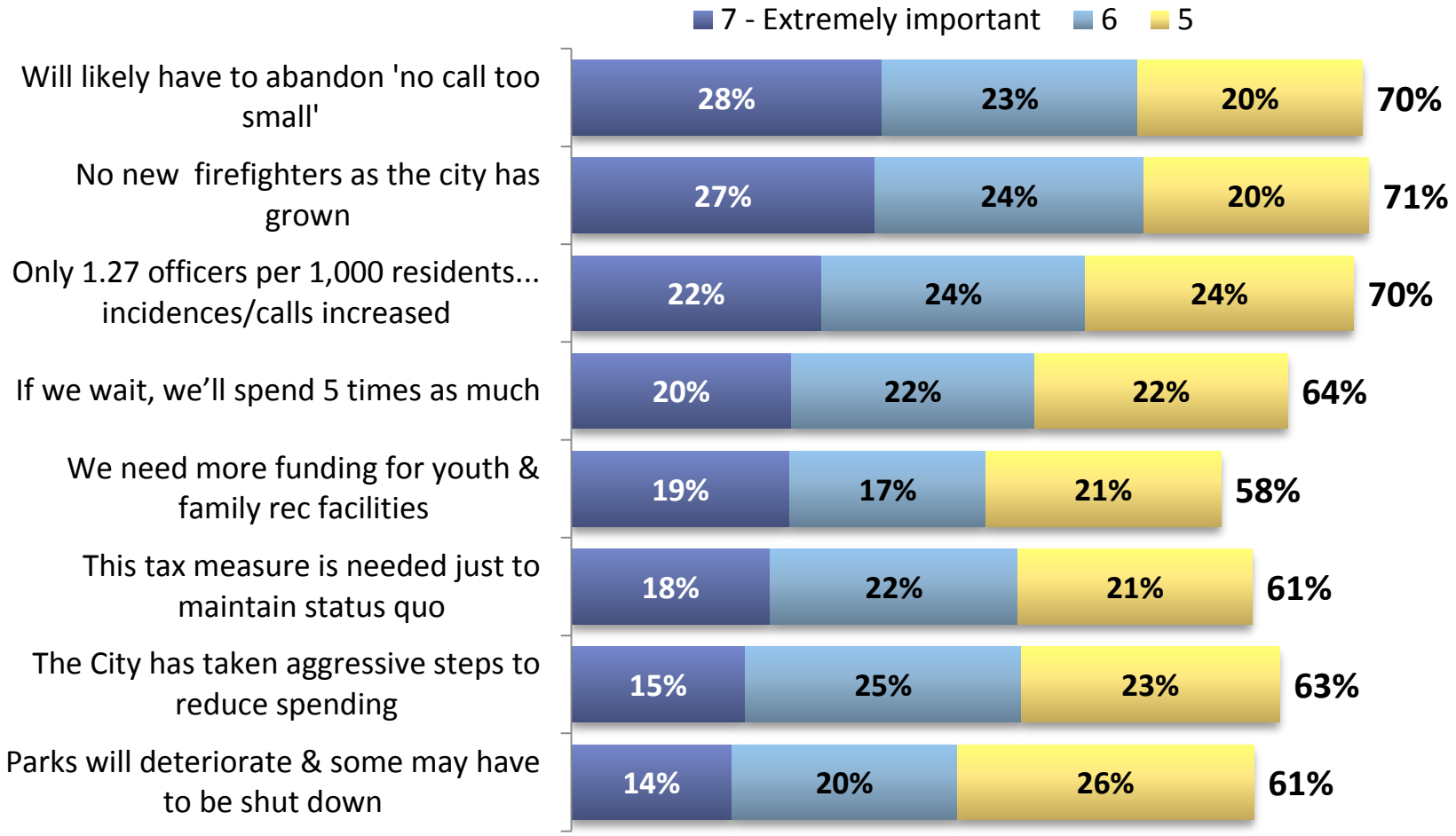
Q8. That's about $8 a month for the owner of a $413,000 home and about $4 a month for the owner of a $200,000 home.





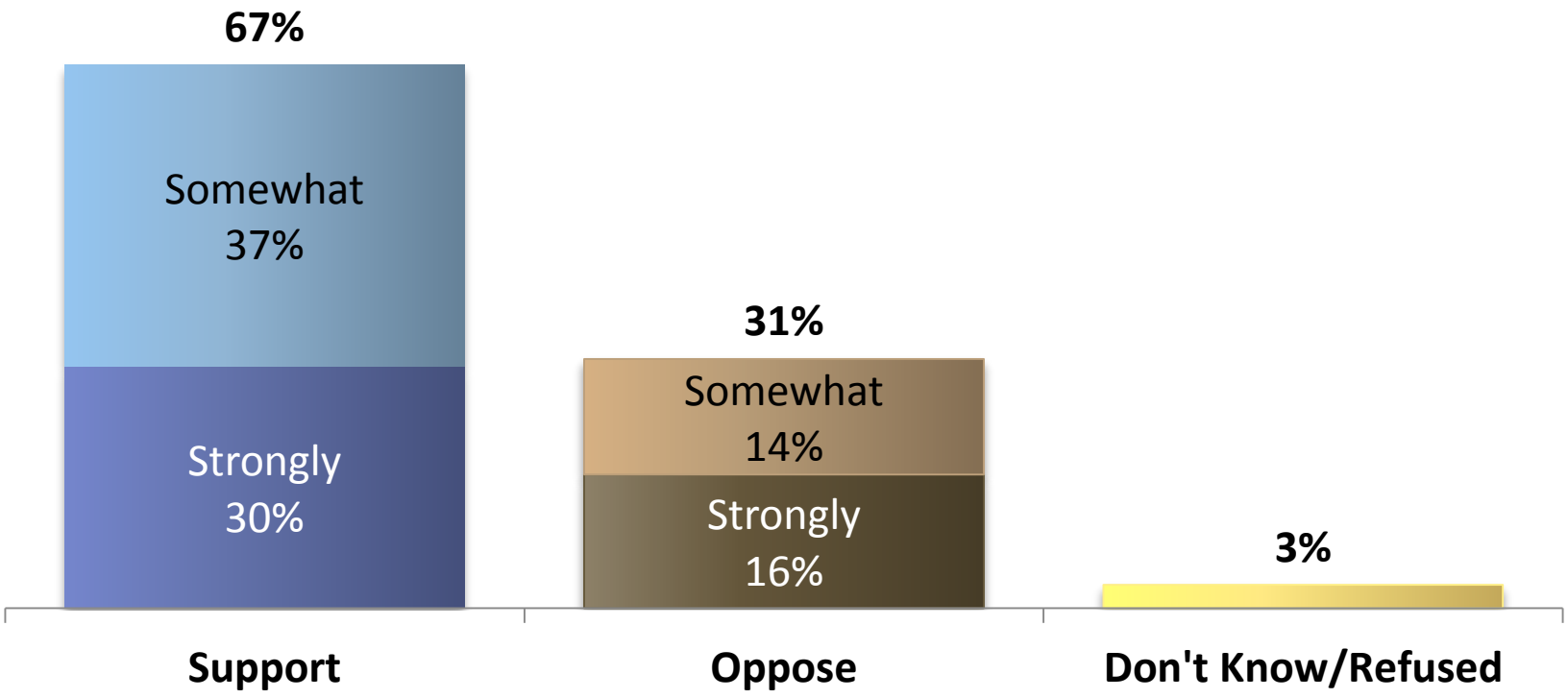
Information About Revenue Needs

Q31-38. Now I am going to tell you a little more about a potential City tax measure. For each statement, please tell me how important that information is to you. Use a scale of 1 to 7, where 1 means that information is not at all important and 7 means that information is extremely important.



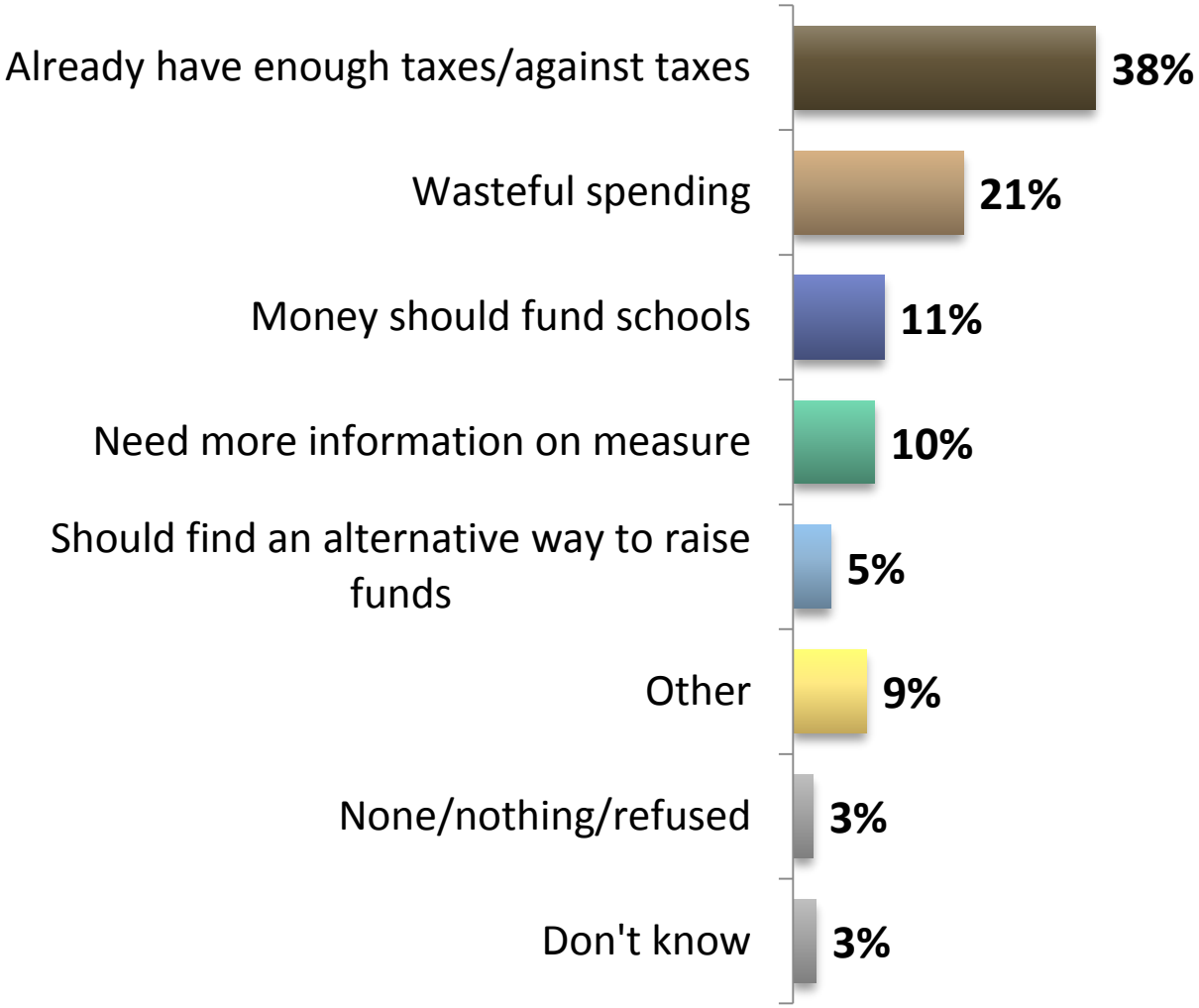
Final Support for New Revenue

Q39. Do you strongly support, somewhat support, somewhat oppose or strongly oppose a levy to provide necessary funding for basic street maintenance and improvements, parks and recreation operations and maintenance, public safety, and human services by increasing the regular property tax by twenty four cents per year for [six/ten] years to a total authorized rate of $2.97 per $1,000 of assessed valuation. This levy would cost a homeowner with a $413,000 home about $99 a year or $8.25 and would cost the owner of a $200,000 home under $50 a year or about $4 a month.



Reasons for Opposition

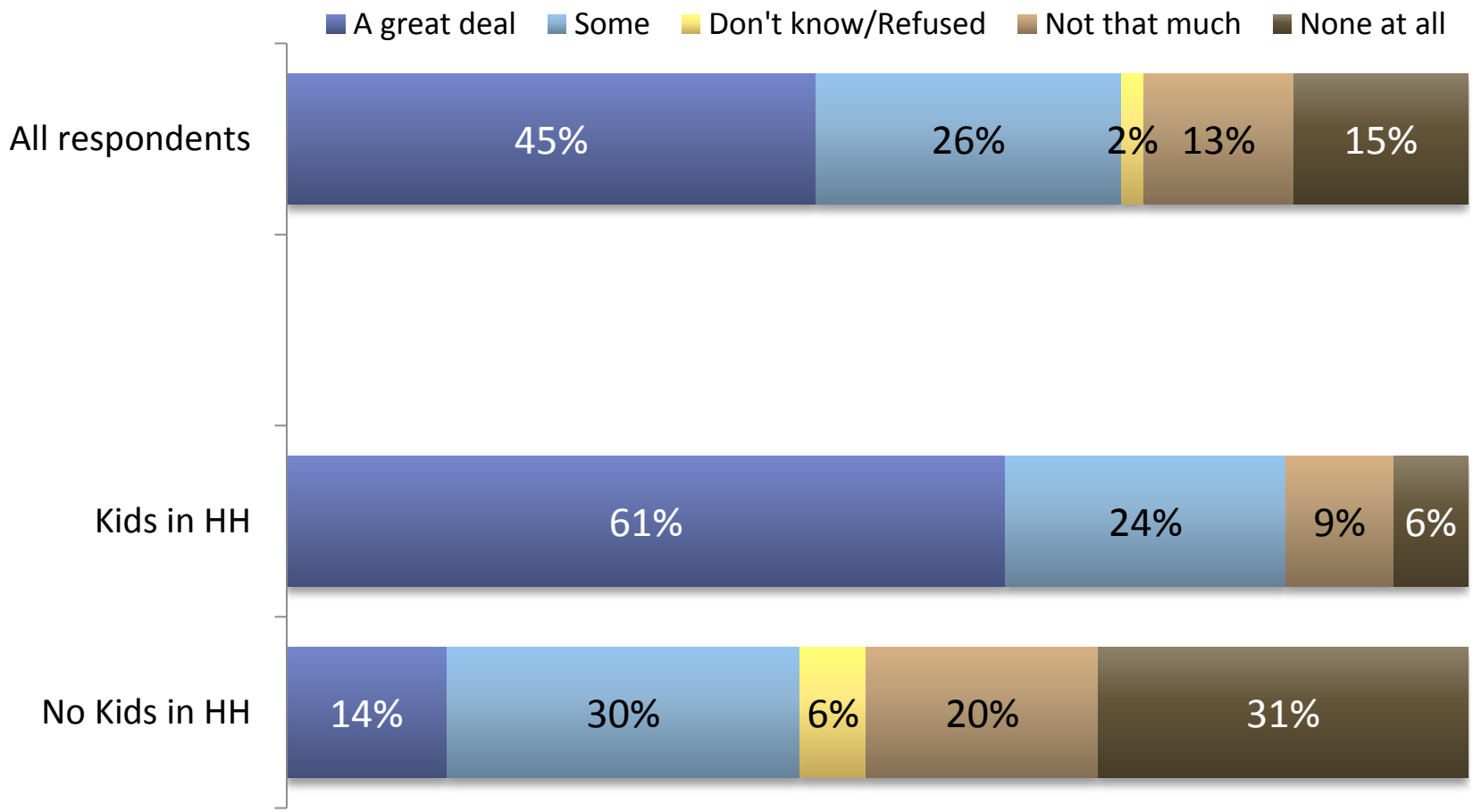
*Q9. **(IF OPPOSE)** What is the main reason you oppose this measure? (Single Response)*



Snoqualmie Middle School

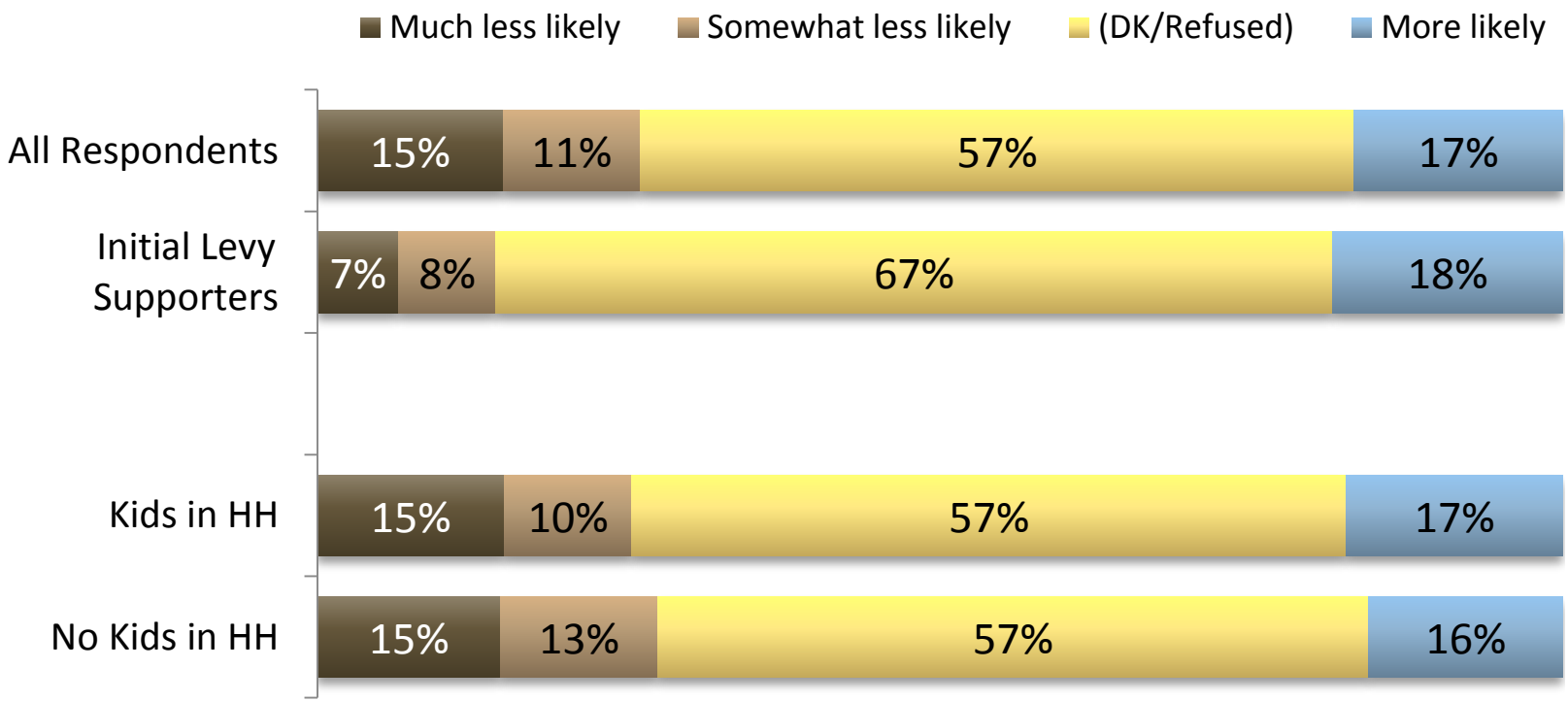
Snoqualmie Middle School

Q45. How much attention would you say you have been paying to discussions about the future of Snoqualmie Middle School – a great deal, some, not that much, or none at all?



Effect of School Levy on Support

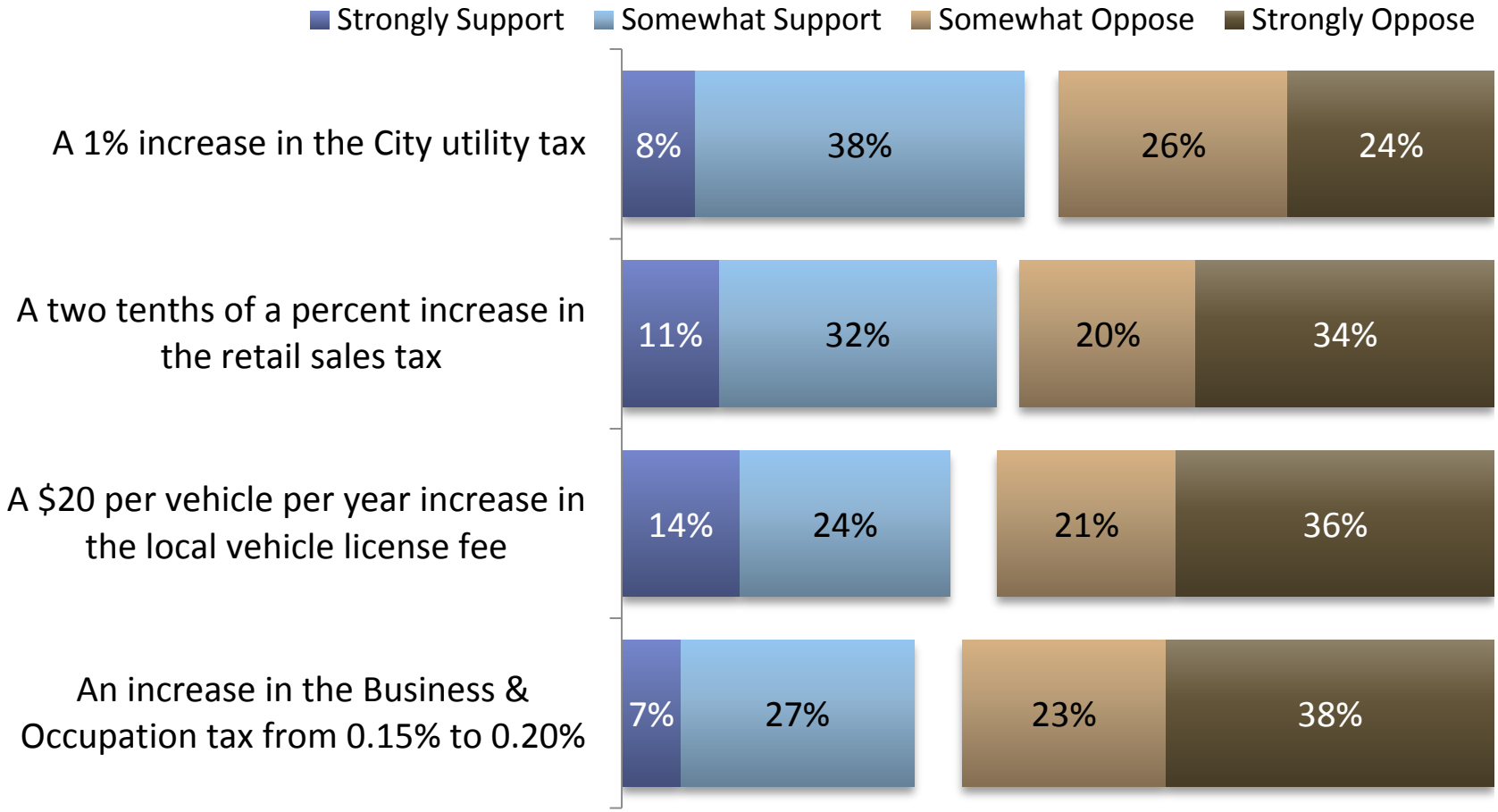
Q46. As you may know, the Snoqualmie Valley School District Board has voted to convert Snoqualmie Middle School into a Freshman Learning Center to reduce the student population at Mount Si High School. To fund a replacement middle school, the school district has stated it will put a bond measure on the ballot within the next year. Knowing that this bond measure for a new middle school will be on the ballot within the next year, how does this affect your support for the City tax measure we have been discussing – would you say the school bond measure makes your more likely or less likely to support the City tax measure or does it make no difference one way or the other?



Other Revenue Sources

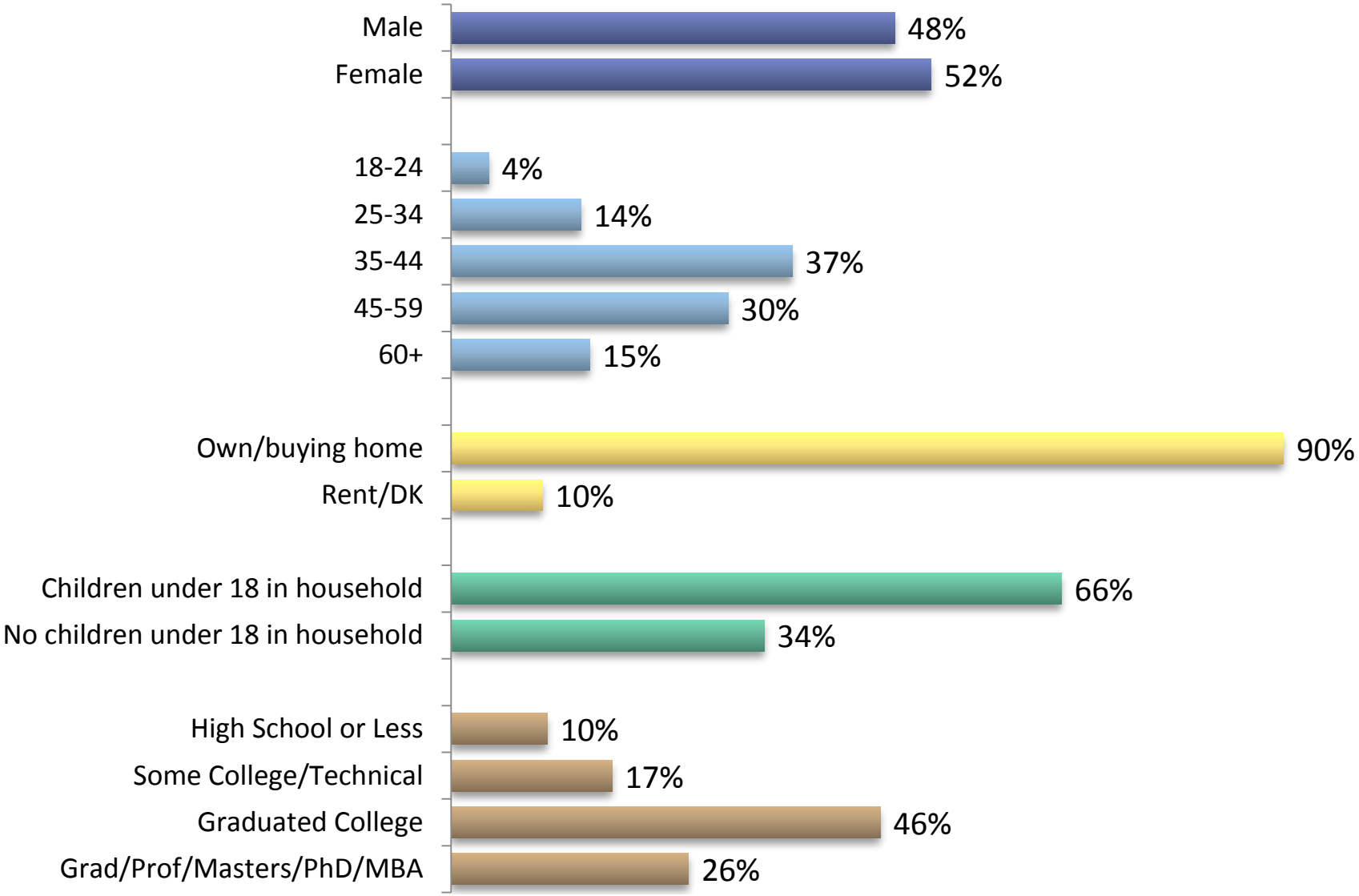
Other Revenue Sources

Q41-44. There are other revenue options that the City could consider to help offset the budget shortfall and help meet some of the increased demand for City services. Please tell me if you strongly support, somewhat support, somewhat oppose or strongly oppose each of the following:



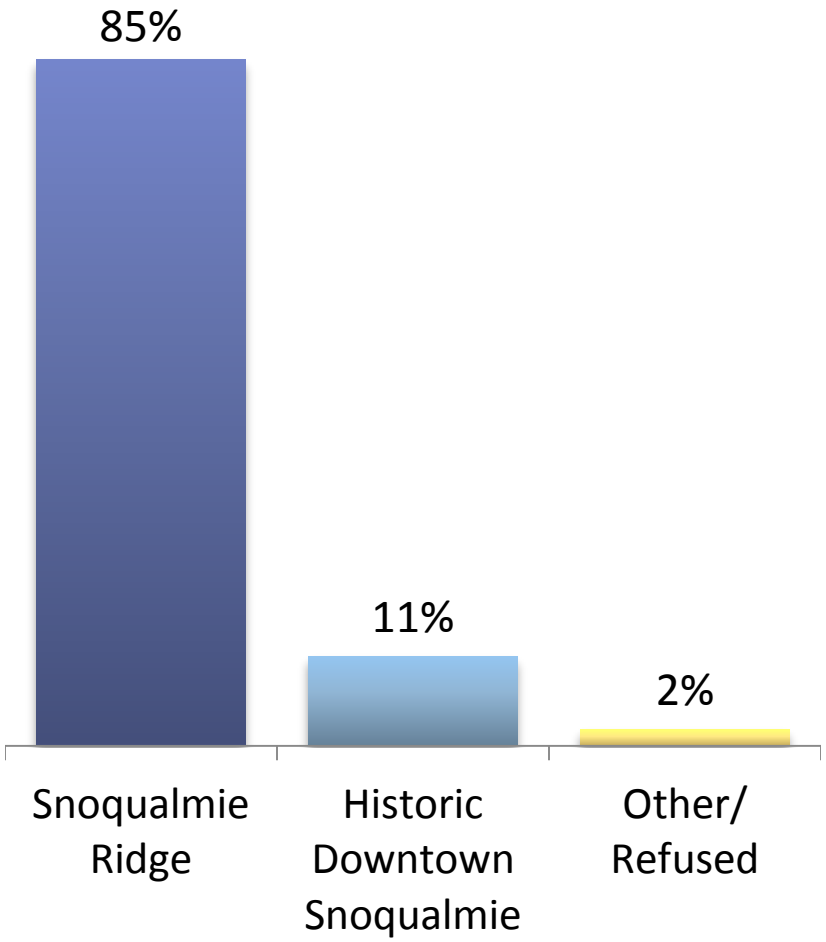
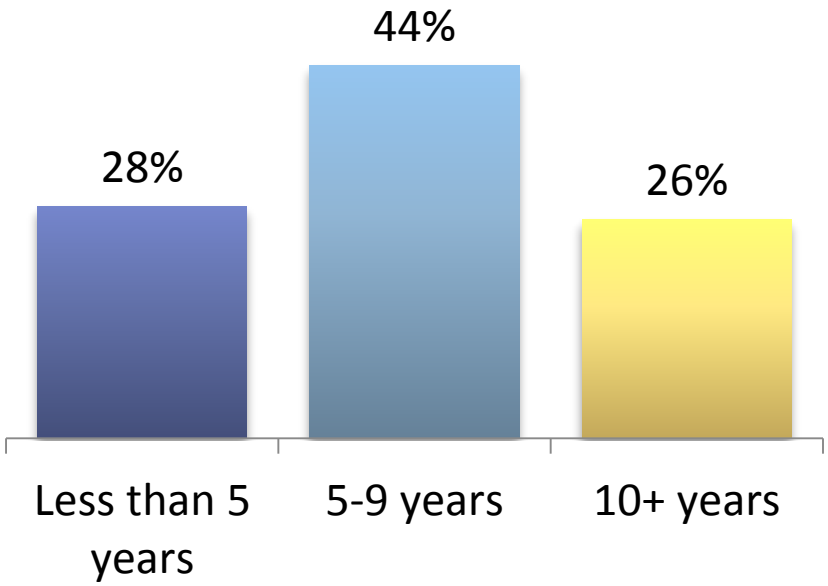
Demographics

Demographics



Neighborhood & Length of Residency

Q49. Do you live on Snoqualmie Ridge or historic downtown Snoqualmie?



Q48. How many years have you lived in Snoqualmie?