

# The National Citizen Survey™

## Lynnwood, WA

Trends over Time

2014

# Summary

The National Citizen Survey™ (The NCS™) is a collaborative effort between National Research Center, Inc. (NRC) and the International City/County Management Association (ICMA). The survey and its administration are standardized to assure high quality research methods and directly comparable results across The NCS communities. The NCS captures residents' opinions within the three pillars of a community (Community Characteristics, Governance and Participation) across eight central facets of community (Safety, Mobility, Natural Environment, Built Environment, Economy, Recreation and Wellness, Education and Enrichment and Community Engagement). This report discusses trends over time, comparing the 2014 ratings for the City of Lynnwood to its previous survey results in 2002, 2006 and 2009. Additional reports and technical appendices are available under separate cover.

Trend data for Lynnwood represent important comparison data and should be examined for improvements or declines. Deviations from stable trends over time, especially, represent opportunities for understanding how local policies, programs or public information may have affected residents' opinions.

Meaningful differences between survey years have been noted within the following tables as being "higher" or "lower" if the differences are greater than six percentage points between the 2009 and 2014 surveys, otherwise the comparison between 2009 and 2014 are noted as being "similar." Additionally, benchmark comparisons for all survey years are presented for reference. Changes in the benchmark comparison over time can be impacted by various trends, including varying survey cycles for the individual communities that comprise the benchmarks, regional and national economic or other events, as well as emerging survey methodologies.

Overall, ratings in Lynnwood for 2014 generally remained stable. Of the 91 items for which comparisons were available, 56 items were rated similarly in 2009 and 2014, 20 items showed a decrease in ratings and 15 showed an increase in ratings. Notable trends over time included the following:

- While most Mobility ratings remained stable over time, there was a variety of Mobility ratings across the pillars of Community Characteristics and Governance that increased in 2014 compared to 2009; these increased ratings include traffic flow, ease of walking, paths and walking trails, street lighting, snow removal and sidewalk maintenance. The aspect of Mobility also saw one rating decrease from 2009 to 2014 (bus or transit services).
- Community Engagement ratings generally remained stable, however there were a variety of decreased ratings within this facet across each of the three pillars. In the pillar of Community Characteristics both opportunities to volunteer and social events and activities received a lower rating in 2014. In the pillar of Governance decreases were seen in the ratings for overall direction, value of services for taxes paid and welcoming citizen involvement. In the pillar of Participation decreases were seen in the ratings for attendance at local public meetings, watching local public meetings or rates of volunteerism. One Community Engagement aspect did see an increase in rating from 2009 to 2014 (voting in local elections).
- Within the facet of Built Environment, most ratings were similar over time, however the rating for new development in Lynnwood decreased from 2009 to 2014 while the ratings for storm drainage and not being under housing cost stress increased.

Table 1: Community Quality General

	Percent rating positively (e.g., excellent/good)				2014 rating compared to 2009	Comparison to benchmark			
	2002	2006	2009	2014		2002	2006	2009	2014
Overall quality of life	67%	67%	71%	69%	Similar	Much lower	Much lower	Much lower	Similar
Overall image	NA	57%	48%	42%	Lower	NA	Much lower	Much lower	Lower
Place to live	77%	77%	79%	80%	Similar	Lower	Similar	Lower	Similar
Neighborhood	66%	70%	71%	72%	Similar	Much lower	Much lower	Much lower	Similar
Place to raise children	65%	65%	67%	71%	Similar	Much lower	Much lower	Much lower	Similar
Place to retire	51%	44%	50%	50%	Similar	Much lower	Much lower	Much lower	Lower
Overall appearance	52%	57%	58%	61%	Similar	Much lower	Lower	Much lower	Similar

Table 2: Community Characteristics by Facet

		Percent rating positively (e.g., excellent/good, very/somewhat safe)				2014 rating compared to 2009	Comparison to benchmark			
		2002	2006	2009	2014		2002	2006	2009	2014
Safety	Overall feeling of safety	NA	NA	NA	68%	NA	NA	NA	NA	Similar
	Safe in neighborhood	91%	91%	90%	87%	Similar	Similar	Similar	Similar	Similar
	Safe downtown/commercial area	87%	88%	86%	86%	Similar	Higher	Similar	Similar	Similar
Mobility	Overall ease of travel	NA	NA	NA	64%	NA	NA	NA	NA	Similar
	Paths and walking trails	NA	NA	45%	54%	Higher	NA	NA	Much lower	Similar
	Ease of walking	NA	58%	51%	57%	Higher	NA	Similar	Much lower	Similar
	Travel by bicycle	37%	39%	45%	42%	Similar	Much lower	Much lower	Similar	Similar
	Travel by public transportation	NA	NA	NA	45%	NA	NA	NA	NA	Similar
	Travel by car	33%	42%	47%	52%	Similar	Much lower	Much lower	Much lower	Similar
	Traffic flow	19%	25%	25%	43%	Higher	NA	NA	Much lower	Similar
	Natural Environment	Overall natural environment	NA	NA	60%	65%	Similar	NA	NA	Much lower
Cleanliness		NA	NA	59%	66%	Higher	NA	NA	Much lower	Similar
Air quality		NA	75%	67%	74%	Higher	NA	Similar	Similar	Similar
Built Environment	Overall built environment	NA	NA	NA	49%	NA	NA	NA	NA	Similar
	New development in Lynnwood	NA	61%	60%	48%	Lower	NA	Similar	Similar	Similar
	Affordable quality housing	42%	42%	40%	40%	Similar	Similar	Similar	Much higher	Similar
	Housing options	NA	NA	58%	55%	Similar	NA	NA	Similar	Similar

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		Percent rating positively (e.g., excellent/good, very/somewhat safe)				2014 rating compared to 2009	Comparison to benchmark			
		2002	2006	2009	2014		2002	2006	2009	2014
Economy	Public places	NA	NA	NA	55%	NA	NA	NA	NA	Similar
	Overall economic health	NA	NA	NA	52%	NA	NA	NA	NA	Similar
	Vibrant downtown/commercial area	NA	NA	NA	39%	NA	NA	NA	NA	Similar
	Business and services	NA	NA	70%	66%	Similar	NA	NA	Much higher	Similar
	Cost of living	NA	NA	NA	45%	NA	NA	NA	NA	Similar
	Shopping opportunities	NA	93%	89%	85%	Similar	NA	Much higher	Much higher	Much higher
	Employment opportunities	32%	37%	32%	35%	Similar	Much lower	Much higher	Higher	Similar
	Place to visit	NA	NA	NA	44%	NA	NA	NA	NA	Lower
	Place to work	NA	54%	59%	56%	Similar	NA	Lower	Similar	Similar
Recreation and Wellness	Health and wellness	NA	NA	NA	66%	NA	NA	NA	NA	Similar
	Mental health care	NA	NA	NA	46%	NA	NA	NA	NA	Similar
	Preventive health services	NA	NA	57%	63%	Higher	NA	NA	Higher	Similar
	Health care	NA	53%	48%	63%	Higher	NA	Higher	Similar	Similar
	Food	NA	73%	68%	70%	Similar	NA	Much higher	Much higher	Similar
Education and Enrichment	Recreational opportunities	62%	59%	57%	63%	Similar	Similar	Similar	Lower	Similar
	Fitness opportunities	NA	NA	NA	68%	NA	NA	NA	NA	Similar
	Religious or spiritual events and activities	NA	NA	68%	60%	Lower	NA	NA	Much lower	Lower
Community Engagement	Cultural/arts/music activities	NA	42%	46%	40%	Similar	NA	Much lower	Much lower	Lower
	Adult education	NA	NA	NA	63%	NA	NA	NA	NA	Similar
	K-12 education	NA	66%	63%	64%	Similar	NA	Similar	Similar	Similar
	Child care/preschool	NA	36%	36%	46%	Higher	NA	Lower	Similar	Similar
	Social events and activities	NA	NA	50%	41%	Lower	NA	NA	Much lower	Lower
Community Engagement	Neighborhoodliness	NA	NA	NA	47%	NA	NA	NA	NA	Similar
	Openness and acceptance	62%	70%	66%	64%	Similar	Higher	Higher	Higher	Similar
	Opportunities to participate in community matters	NA	NA	54%	50%	Similar	NA	NA	Much lower	Similar
	Opportunities to volunteer	NA	NA	64%	53%	Lower	NA	NA	Much lower	Lower

Table 3: Governance General

	Percent rating positively (e.g., excellent/good)				2014 rating compared to 2009	Comparison to benchmark			
	2002	2006	2009	2014		2002	2006	2009	2014
Services provided by Lynnwood	68%	72%	69%	67%	Similar	Much lower	Similar	Similar	Similar
Customer service	74%	79%	75%	67%	Lower	Similar	Higher	Higher	Similar
Value of services for taxes paid	NA	60%	53%	45%	Lower	NA	Much higher	Higher	Similar
Overall direction	54%	58%	60%	53%	Lower	Higher	Higher	Higher	Similar
Welcoming citizen involvement	62%	62%	53%	43%	Lower	Much higher	Higher	Higher	Similar
Confidence in City government	NA	NA	NA	42%	NA	NA	NA	NA	Similar
Acting in the best interest of Lynnwood	NA	NA	NA	48%	NA	NA	NA	NA	Similar
Being honest	NA	NA	NA	50%	NA	NA	NA	NA	Similar
Treating all residents fairly	NA	NA	NA	50%	NA	NA	NA	NA	Similar
Services provided by the Federal Government	37%	38%	44%	38%	Similar	Lower	Similar	Higher	Similar

Table 4: Governance by Facet

		Percent rating positively (e.g., excellent/good)				2014 rating compared to 2009	Comparison to benchmark			
		2002	2006	2009	2014		2002	2006	2009	2014
Safety	Police	80%	75%	77%	77%	Similar	Similar	Similar	Similar	Similar
	Fire	94%	95%	92%	90%	Similar	Similar	Much higher	Higher	Similar
	Ambulance/EMS	91%	91%	92%	90%	Similar	Similar	Much higher	Much higher	Similar
	Crime prevention	65%	62%	67%	65%	Similar	Similar	Similar	Higher	Similar
	Fire prevention	79%	80%	77%	70%	Lower	Lower	Higher	Similar	Similar
	Animal control	63%	57%	66%	60%	Lower	Lower	Similar	Higher	Similar
	Emergency preparedness	NA	NA	49%	47%	Similar	NA	NA	Much lower	Similar
	Traffic enforcement	58%	65%	63%	60%	Similar	Lower	Similar	Similar	Similar
	Street repair	33%	47%	45%	50%	Similar	Much lower	Higher	Higher	Similar
	Street cleaning	48%	56%	62%	64%	Similar	Much lower	Similar	Similar	Similar
	Street lighting	56%	58%	57%	66%	Higher	Much lower	Similar	Similar	Similar
	Snow removal	NA	61%	32%	47%	Higher	NA	Similar	Much lower	Similar
	Sidewalk maintenance	47%	47%	40%	46%	Higher	Lower	Similar	Much lower	Similar
	Traffic signal timing	37%	48%	37%	42%	Similar	Much lower	Similar	Much lower	Similar
Mobility	Bus or transit services	65%	73%	71%	63%	Lower	Higher	Much higher	Much higher	Similar

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		Percent rating positively (e.g., excellent/good)				2014 rating compared to 2009	Comparison to benchmark			
		2002	2006	2009	2014		2002	2006	2009	2014
Natural Environment	Garbage collection	NA	81%	81%	78%	Similar	NA	Higher	Similar	Similar
	Recycling	NA	76%	76%	77%	Similar	NA	Similar	Higher	Similar
	Yard waste pick-up	NA	80%	78%	74%	Similar	NA	Much higher	Much higher	Similar
	Drinking water	NA	70%	76%	76%	Similar	NA	Higher	Much higher	Similar
	Natural areas preservation	NA	NA	44%	46%	Similar	NA	NA	Much lower	Similar
	Open space	NA	NA	NA	45%	NA	NA	NA	NA	Lower
Built Environment	Storm drainage	57%	65%	57%	64%	Higher	Similar	Much higher	Similar	Similar
	Sewer services	NA	77%	78%	77%	Similar	NA	Higher	Higher	Similar
	Power utility	NA	NA	NA	77%	NA	NA	NA	NA	Similar
	Utility billing	NA	NA	NA	63%	NA	NA	NA	NA	Similar
	Land use, planning and zoning	32%	44%	41%	47%	Similar	Much lower	Similar	Similar	Similar
	Code enforcement	31%	39%	40%	35%	Similar	Much lower	Lower	Lower	Similar
	Cable television	NA	58%	NA	52%	Similar	NA	Higher	NA	Similar
Economy	Economic development	46%	54%	48%	54%	Similar	Lower	Much higher	Higher	Similar
Recreation and Wellness	City parks	77%	83%	78%	77%	Similar	Similar	Higher	Similar	Similar
	Recreation programs	74%	78%	76%	68%	Lower	Similar	Higher	Higher	Similar
	Recreation centers	72%	69%	69%	72%	Similar	Lower	Similar	Similar	Similar
	Health services	NA	57%	64%	63%	Similar	NA	Similar	Similar	Similar
Education and Enrichment	Special events	NA	NA	NA	45%	NA	NA	NA	NA	Lower
	Public libraries	NA	86%	85%	83%	Similar	NA	Much higher	Higher	Similar
Community Engagement	Public information	53%	68%	66%	63%	Similar	Much lower	Higher	Similar	Similar

Table 5: Participation General

	Percent rating positively (e.g., always/sometimes, more than once a month, yes)				2014 rating compared to 2009	Comparison to benchmark			
	2002	2006	2009	2014		2002	2006	2009	2014
Sense of community	41%	42%	46%	37%	Lower	Much lower	Much lower	Much lower	Lower
Recommend Lynnwood	NA	NA	84%	80%	Similar	NA	NA	Much lower	Similar
Remain in Lynnwood	NA	NA	81%	83%	Similar	NA	NA	Similar	Similar
Contacted Lynnwood employees	53%	47%	49%	36%	Lower	NA	NA	Much lower	Lower

Table 6: Participation by Facet

		Percent rating positively (e.g., always/sometimes, more than once a month, yes)				2014 rating compared to 2009	Comparison to benchmark			
		2002	2006	2009	2014		2002	2006	2009	2014
Safety	Stocked supplies for an emergency	NA	NA	NA	47%	NA	NA	NA	NA	Similar
	Did NOT report a crime	NA	NA	NA	74%	NA	NA	NA	NA	Similar
	Was NOT the victim of a crime	83%	87%	85%	85%	Similar	NA	NA	Similar	Similar
Mobility	Used public transportation instead of driving	NA	NA	NA	41%	NA	NA	NA	NA	Higher
	Carpooled instead of driving alone	NA	NA	NA	51%	NA	NA	NA	NA	Similar
	Walked or biked instead of driving	NA	NA	NA	61%	NA	NA	NA	NA	Similar
Natural Environment	Conserved water	NA	NA	NA	86%	NA	NA	NA	NA	Similar
	Made home more energy efficient	NA	NA	NA	80%	NA	NA	NA	NA	Similar
	Recycled at home	86%	89%	90%	91%	Similar	NA	NA	Much higher	Similar
Built Environment	Did NOT observe a code violation	NA	NA	NA	48%	NA	NA	NA	NA	Similar
	NOT under housing cost stress	NA	NA	47%	55%	Higher	NA	NA	Much lower	Lower
Economy	Purchased goods or services in Lynnwood	NA	NA	NA	97%	NA	NA	NA	NA	Similar
	Economy will have positive impact on income	18%	24%	17%	36%	Higher	NA	NA	Similar	Higher
	Work in Lynnwood	NA	NA	NA	31%	NA	NA	NA	NA	Lower
Recreation and Wellness	Used Lynnwood recreation centers	55%	58%	54%	55%	Similar	NA	NA	Lower	Similar
	Visited a City park	82%	82%	85%	83%	Similar	NA	NA	Similar	Similar
	Ate 5 portions of fruits and vegetables	NA	NA	NA	85%	NA	NA	NA	NA	Similar
	Participated in moderate or vigorous physical activity	NA	NA	NA	84%	NA	NA	NA	NA	Similar

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		Percent rating positively (e.g., always/sometimes, more than once a month, yes)				2014 rating compared to 2009	Comparison to benchmark			
		2002	2006	2009	2014		2002	2006	2009	2014
Education and Enrichment	In very good to excellent health	NA	NA	NA	59%	NA	NA	NA	NA	Similar
	Used Lynnwood public libraries	79%	79%	80%	67%	Lower	NA	NA	Much higher	Similar
	Participated in religious or spiritual activities	NA	NA	36%	28%	Lower	NA	NA	Much lower	Much lower
	Attended a City-sponsored event	NA	NA	NA	31%	NA	NA	NA	NA	Much lower
Community Engagement	Campaigned for an issue, cause or candidate	NA	NA	NA	17%	NA	NA	NA	NA	Similar
	Contacted Lynnwood elected officials	NA	NA	NA	13%	NA	NA	NA	NA	Similar
	Volunteered	28%	31%	31%	23%	Lower	NA	NA	Much lower	Lower
	Participated in a club	NA	NA	21%	17%	Similar	NA	NA	Much lower	Lower
	Talked to or visited with neighbors	NA	NA	NA	89%	NA	NA	NA	NA	Similar
	Done a favor for a neighbor	NA	NA	NA	74%	NA	NA	NA	NA	Similar
	Attended a local public meeting	19%	18%	23%	15%	Lower	NA	NA	Much lower	Similar
	Watched a local public meeting	33%	27%	29%	18%	Lower	NA	NA	Much lower	Lower
	Read or watched local news	NA	NA	NA	84%	NA	NA	NA	NA	Similar
	Voted in local elections	67%	72%	70%	83%	Higher	NA	NA	Much lower	Similar