

**THE NCS**<sup>TM</sup>  
The National Citizen Survey<sup>TM</sup>

## Bainbridge Island, WA

Trends over Time

2014



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# 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 Bainbridge Island to its previous survey results in 2013. Additional reports and technical appendices are available under separate cover.

Trend data for Bainbridge Island 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 2013 and 2014 surveys, otherwise the comparison between 2013 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 Bainbridge Island for 2014 generally remained stable. Of the 91 items for which comparisons were available, 67 items were rated similarly in 2013 and 2014, 15 items showed a decrease in ratings and 9 showed an increase in ratings. Notable trends over time included the following:

- Most of the measures that improved between 2013 and 2014 were Community Characteristics that represented a variety of facets. Community Characteristics with higher ratings in 2014 compared to 2013 included traffic flow, cleanliness, health care, child care/preschool and religious or spiritual events and activities.
- Under the pillar of Governance, most ratings were similar between 2013 and 2014, but seven measures declined and one improved. Items with lower ratings in 2014 than in 2013 were customer service, sewer services, land use, planning and zoning, code enforcement, cable television, welcoming citizen involvement and services provided by the Federal Government. During this time period, ratings for storm drainage services improved.
- Most measures in the pillar of Participation were similar between 2013 and 2014 surveys, however two measures rose and six measures declined during this time, mostly in the facet of Community Engagement. Related to Community Engagement, fewer residents reported attending or watching a local public meeting, volunteering or participating in a club and the sense of community was rated less positively, however more residents reported voting in local elections. In 2014, fewer residents had contacted a City employee and more felt that the economy would have a positive effect on their income compared to 2013.

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Table 1: Community Characteristics General

	Percent rating positively (e.g., excellent/good)		2014 rating compared to 2013	Comparison to benchmark	
	2013	2014		2013	2014
Overall quality of life	92%	96%	Similar	Much higher	Higher
Overall image	84%	84%	Similar	Much higher	Higher
Place to live	94%	97%	Similar	Much higher	Higher
Neighborhood	89%	93%	Similar	Much higher	Higher
Place to raise children	92%	94%	Similar	Much higher	Higher
Place to retire	75%	79%	Similar	Much higher	Higher
Overall appearance	87%	95%	Higher	Much higher	Higher

Table 2: Community Characteristics by Facet

		Percent rating positively (e.g., excellent/good, very/somewhat safe)		2014 rating compared to 2013	Comparison to benchmark	
		2013	2014		2013	2014
Safety	Overall feeling of safety	NA	97%	NA	NA	Higher
	Safe in neighborhood	98%	99%	Similar	Much higher	Similar
	Safe downtown/commercial area	98%	99%	Similar	Much higher	Higher
Mobility	Overall ease of travel	NA	72%	NA	NA	Similar
	Paths and walking trails	62%	63%	Similar	Similar	Similar
	Ease of walking	47%	51%	Similar	Much lower	Similar
	Travel by bicycle	34%	39%	Similar	Much lower	Lower
	Travel by public transportation	NA	28%	NA	NA	Lower
	Travel by car	66%	67%	Similar	Higher	Similar
	Public parking	NA	37%	NA	NA	Lower
	Traffic flow	44%	52%	Higher	Lower	Similar
	Overall natural environment	93%	91%	Similar	Much higher	Higher
Natural Environment	Cleanliness	88%	95%	Higher	Much higher	Higher
	Air quality	92%	95%	Similar	Much higher	Much higher
Built Environment	Overall built environment	NA	61%	NA	NA	Similar
	New development in Bainbridge Island	50%	44%	Lower	Lower	Lower
	Affordable quality housing	20%	19%	Similar	Much lower	Much lower
	Housing options	37%	36%	Similar	Much lower	Lower
	Public places	NA	83%	NA	NA	Higher
Economy	Overall economic health	NA	72%	NA	NA	Similar
	Vibrant downtown/commercial area	NA	65%	NA	NA	Higher
	Business and services	64%	64%	Similar	Higher	Similar
	Cost of living	NA	19%	NA	NA	Lower
	Shopping opportunities	46%	46%	Similar	Much lower	Similar
	Employment opportunities	16%	11%	Similar	Much lower	Lower
	Place to visit	NA	89%	NA	NA	Higher
	Place to work	53%	52%	Similar	Lower	Similar
	Health and wellness	NA	76%	NA	NA	Similar
	Mental health care	NA	34%	NA	NA	Similar
Recreation and Wellness	Preventive health services	63%	66%	Similar	Similar	Similar
	Health care	52%	58%	Higher	Similar	Similar
	Food	65%	63%	Similar	Higher	Similar
	Recreational opportunities	84%	84%	Similar	Much higher	Higher
	Fitness opportunities	NA	85%	NA	NA	Higher
	Religious or spiritual events and activities	83%	90%	Higher	Higher	Higher
	Cultural/arts/music activities	79%	82%	Similar	Much higher	Higher
Education and Enrichment	Adult education	NA	62%	NA	NA	Similar

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		Percent rating positively (e.g., excellent/good, very/somewhat safe)		2014 rating compared to 2013	Comparison to benchmark	
		2013	2014		2013	2014
Community Engagement	K-12 education	89%	93%	Similar	Much higher	Higher
	Child care/preschool	41%	58%	Higher	Lower	Similar
	Social events and activities	79%	76%	Similar	Much higher	Similar
	Neighborhoodness	NA	67%	NA	NA	Similar
	Openness and acceptance	64%	57%	Lower	Higher	Similar
	Opportunities to participate in community matters	77%	74%	Similar	Much higher	Similar
	Opportunities to volunteer	87%	88%	Similar	Much higher	Higher

Table 3: Governance General

		Percent rating positively (e.g., excellent/good)		2014 rating compared to 2013	Comparison to benchmark	
		2013	2014		2013	2014
	Services provided by Bainbridge Island	61%	61%	Similar	Much lower	Similar
	Customer service	78%	70%	Lower	Similar	Similar
	Value of services for taxes paid	49%	48%	Similar	Lower	Similar
	Overall direction	44%	41%	Similar	Much lower	Lower
	Welcoming citizen involvement	59%	42%	Lower	Much higher	Similar
	Confidence in City government	NA	28%	NA	NA	Lower
	Acting in the best interest of Bainbridge Island	NA	34%	NA	NA	Lower
	Being honest	NA	33%	NA	NA	Lower
	Treating all residents fairly	NA	38%	NA	NA	Lower
	Services provided by the Federal Government	49%	43%	Lower	Higher	Similar

Table 4: Governance by Facet

		Percent rating positively (e.g., excellent/good)		2014 rating compared to 2013	Comparison to benchmark	
		2013	2014		2013	2014
Safety	Police	70%	74%	Similar	Much lower	Similar
	Fire	95%	97%	Similar	Higher	Similar
	Ambulance/EMS	92%	94%	Similar	Much higher	Similar
	Crime prevention	77%	78%	Similar	Higher	Similar
	Fire prevention	84%	85%	Similar	Higher	Similar
	Animal control	55%	51%	Similar	Lower	Similar
	Emergency preparedness	45%	40%	Similar	Much lower	Lower
Mobility	Traffic enforcement	55%	58%	Similar	Much lower	Similar
	Street repair	23%	27%	Similar	Much lower	Lower
	Street cleaning	52%	57%	Similar	Much lower	Similar
	Street lighting	45%	41%	Similar	Much lower	Similar
	Snow removal	42%	47%	Similar	Much lower	Lower
	Sidewalk maintenance	51%	54%	Similar	Similar	Similar
	Traffic signal timing	61%	57%	Similar	Higher	Similar
Natural Environment	Bus or transit services	50%	47%	Similar	Lower	Similar
	Garbage collection	89%	91%	Similar	Higher	Similar
	Recycling	90%	89%	Similar	Much higher	Similar
Built Environment	Drinking water	79%	77%	Similar	Much higher	Similar
	Natural areas preservation	78%	76%	Similar	Much higher	Higher
	Open space	NA	81%	NA	NA	Higher
	Storm drainage	60%	68%	Higher	Similar	Similar
Built Environment	Sewer services	72%	60%	Lower	Similar	Lower
	Power utility	73%	72%	Similar	Similar	Similar
	Utility billing	NA	71%	NA	NA	Similar
	Land use, planning and zoning	37%	28%	Lower	Much lower	Lower

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		Percent rating positively (e.g., excellent/good)		2014 rating compared to 2013	Comparison to benchmark	
		2013	2014		2013	2014
Economy	Code enforcement	49%	39%	Lower	Similar	Similar
	Cable television	52%	46%	Lower	Similar	Similar
	Economic development	39%	39%	Similar	Lower	Similar
Recreation and Wellness	City parks	91%	91%	Similar	Much higher	Similar
	Recreation programs	90%	90%	Similar	Much higher	Higher
	Recreation centers	84%	86%	Similar	Much higher	Similar
	Health services	68%	68%	Similar	Similar	Similar
Education and Enrichment	Special events	NA	74%	NA	NA	Similar
	Public libraries	95%	94%	Similar	Much higher	Higher
Community Engagement	Public information	67%	63%	Similar	Similar	Similar

Table 5: Participation General

	Percent rating positively (e.g., always/sometimes, more than once a month, yes)		2014 rating compared to 2013	Comparison to benchmark	
	2013	2014		2013	2014
Sense of community	81%	74%	Lower	Much higher	Similar
Recommend Bainbridge Island	89%	89%	Similar	Higher	Similar
Remain in Bainbridge Island	88%	92%	Similar	Higher	Similar
Contacted Bainbridge Island employees	52%	44%	Lower	Similar	Similar

Table 6: Participation by Facet

		Percent rating positively (e.g., always/sometimes, more than once a month, yes)		2014 rating compared to 2013	Comparison to benchmark	
		2013	2014		2013	2014
Safety	Stocked supplies for an emergency	NA	46%	NA	NA	Similar
	Did NOT report a crime	NA	86%	NA	NA	Similar
	Was NOT the victim of a crime	91%	90%	Similar	Higher	Similar
Mobility	Used public transportation instead of driving	NA	50%	NA	NA	Higher
	Carpooled instead of driving alone	NA	56%	NA	NA	Higher
	Walked or biked instead of driving	NA	73%	NA	NA	Higher
Natural Environment	Conserved water	NA	78%	NA	NA	Similar
	Made home more energy efficient	NA	74%	NA	NA	Similar
	Recycled at home	98%	99%	Similar	Much higher	Higher
Built Environment	Did NOT observe a code violation	NA	62%	NA	NA	Similar
	NOT under housing cost stress	65%	65%	Similar	Similar	Similar
Economy	Purchased goods or services in Bainbridge Island	NA	99%	NA	NA	Similar
	Economy will have positive impact on income	24%	35%	Higher	Higher	Higher
	Work in Bainbridge Island	NA	53%	NA	NA	Similar
Recreation and Wellness	Used Bainbridge Island recreation centers	78%	78%	Similar	Much higher	Much higher
	Visited a City park	97%	94%	Similar	Much higher	Higher
	Ate 5 portions of fruits and vegetables	NA	91%	NA	NA	Similar
	Participated in moderate or vigorous physical activity	NA	95%	NA	NA	Higher
	In very good to excellent health	NA	75%	NA	NA	Similar
Education and Enrichment	Used Bainbridge Island public libraries	85%	83%	Similar	Much higher	Higher

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		Percent rating positively (e.g., always/sometimes, more than once a month, yes)		2014 rating compared to 2013	Comparison to benchmark	
		2013	2014		2013	2014
	Participated in religious or spiritual activities	48%	43%	Similar	Lower	Similar
	Attended a City-sponsored event	NA	69%	NA	NA	Higher
Community Engagement	Campaigned for an issue, cause or candidate	NA	34%	NA	NA	Higher
	Contacted Bainbridge Island elected officials	NA	21%	NA	NA	Similar
	Volunteered	76%	66%	Lower	Much higher	Much higher
	Participated in a club	57%	42%	Lower	Much higher	Higher
	Talked to or visited with neighbors	NA	97%	NA	NA	Similar
	Done a favor for a neighbor	NA	89%	NA	NA	Similar
	Attended a local public meeting	39%	29%	Lower	Much higher	Similar
	Watched a local public meeting	26%	17%	Lower	Much lower	Lower
	Read or watched local news	NA	91%	NA	NA	Similar
	Voted in local elections	89%	96%	Higher	Much higher	Higher