



# 2024 City of Newcastle Community Survey Findings Report

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# Executive Summary

# 2024 City of Newcastle Community Survey

## Executive Summary



### Purpose

ETC Institute administered a community survey for the City of Newcastle between January and March of 2024. The purpose of the survey was to gather input from residents on service quality, priorities and overall performance. This is the third time ETC Institute has administered a citizen survey for the City of Newcastle; the first was conducted in 2019.

### Methodology

A seven-page survey was mailed to a random sample of households throughout the City of Newcastle. The mailed survey included a postage-paid return envelope and a cover letter. The cover letter explained the purpose of the survey, encouraged residents to return their surveys in the mail, and provided a link to an online survey for those who preferred to fill out the survey over the internet.

Ten days after the surveys were mailed, ETC Institute sent follow-up text messages to the households that received the survey to encourage participation. The messages contained a link to the online version of the survey to make it easy for residents to complete the survey. To prevent people who were not residents of the City of Newcastle from participating, everyone who completed the survey online was required to enter their home address prior to submitting the survey. ETC Institute then matched the addresses that were entered online with the addresses that were originally selected for the random sample. If the address from a survey completed online did not match one of the addresses selected for the sample, the online survey was not counted.

The goal was to receive at least 400 completed surveys. This goal was met, with a total of 414 households completing a survey. The results for the random sample of 414 households have a 95% level of confidence with a precision of at least +/- 4.8%. There were no statistically significant differences in the results of the survey based on the method of administration (mail vs. online).

The percentage of “don’t know” responses has been excluded from many of the charts shown in this report to facilitate valid comparisons of the results from the City with the results from other communities where ETC Institute has conducted a community survey. Since the number of “don’t know” responses often reflects the utilization and awareness of City services, the percentage of “don’t know” responses has been provided in the tabular data section of this report. When the “don’t know” responses have been excluded, the text of this report will indicate that the responses have been excluded with the phrase “*who had an opinion.*”

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This report contains:

- An executive summary of the methodology for administering the survey and major findings,
- charts showing the overall results for all questions on the survey, as well as comparisons to the 2021 and 2019 survey results,
- benchmarking data that show how the results compare to other communities,
- Importance-Satisfaction analysis that determines priority actions for the City to address,
- tables that show the results of the random sample for each question on the survey,
- a copy of the survey instrument.

## Major Findings

**Community Livability.** Ninety-four percent (94%) of respondents, *who had an opinion*, were “very satisfied” or “satisfied” (rating of 4 or 5 on a 5-point scale) with overall quality of life in Newcastle; 86% were satisfied with the City as a place to raise children, 84% were satisfied with the appearance of their community, and 74% were satisfied with their opportunities for recreation. Residents were least satisfied with Newcastle as a place to shop (27%).

**Overall Satisfaction with Major City Services.** Most residents (90%), *who had an opinion*, were satisfied (rating of 4 or 5 on a 5-point scale) with City parks, trails, and open space in Newcastle. Other major City services that respondents are satisfied with include: fire and emergency medical services (89%), stormwater management (81%), maintenance of City streets and rights-of-way (79%), local police protection (74%), and City communications (66%). Residents were least satisfied with efforts by the City to regulate development (31%).

**Major Services That Should Receive the Most Emphasis.** Based on the sum of their top three choices, the major services that respondents feel are most important for the City to emphasize over the next two years are: 1) local police protection, 2) flow of traffic and congestion management on streets, and 3) efforts by the City to regulate development.

**Public Safety.** Eighty-four percent (84%) of respondents, *who had an opinion*, were satisfied (rating of 4 or 5 on a 5-point scale) with how quickly fire and rescue personnel respond to emergencies; 58% were satisfied with the accessibility of police for information or addressing concerns, 56% were satisfied with how quickly police respond to emergencies, and 51% were satisfied with the enforcement of traffic laws. Residents were least satisfied with how well their neighborhood is prepared for an emergency (25%).

**Public Safety Services That Should Receive the Most Emphasis.** Based on the sum of their top three choices, the public safety services that respondents feel are most important for the City to emphasize over the next two years are: 1) efforts by police to proactively prevent crime, 2) visibility of police in neighborhoods, and 3) visibility of police in commercial areas Downtown.

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**Street Infrastructure Maintenance.** Eighty-one percent (81%) of respondents, *who had an opinion*, were satisfied (rating of 4 or 5 on a 5-point scale) with the cleanliness of City streets and public areas; 81% were satisfied with maintenance of major City streets, 81% were satisfied with the removal of snow from major City streets, and 75% were satisfied with maintenance of trees in public areas along streets. Residents were least satisfied with the condition of bicycle infrastructure in the City (51%).

**Street Infrastructure Maintenance That Should Receive the Most Emphasis.** Based on the sum of their top three choices, the street infrastructure maintenance services that respondents feel are most important for the City to emphasize over the next two years are: 1) maintenance of major City streets, 2) maintenance of neighborhood streets, and 3) adequacy of City street lighting.

**Transportation.** Seventy-six percent (76%) of the residents surveyed, *who had an opinion*, were satisfied (rating of 4 or 5 on a 5-point scale) with their feeling of safety when walking Downtown; 73% were satisfied with pedestrian safety on the street where they live, 69% were satisfied with the availability of retail parking Downtown, and 60% were satisfied with the number of sidewalks in residential neighborhoods. Residents were least satisfied with the number of transit options (26%).

**Transportation Services That Should Receive the Most Emphasis.** Based on the sum of their top three choices, the transportation services that respondents feel are most important for the City to emphasize over the next two years are: 1) feeling of safety when walking downtown, 2) pedestrian safety on the street where resident lives, and 3) number of sidewalks in residential neighborhoods.

**Planning and Development.** Three-fourths (75%) of the respondents, *who had an opinion*, were satisfied (rating of 4 or 5 on a 5-point scale) with the appearance of residential neighborhoods; 43% were satisfied City enforcement of sign regulations, 41% were satisfied with the ease of obtaining permits for home remodels/improvements, and 41% were satisfied with transitions between different areas of land use. Residents were least satisfied with the variety and number of businesses in Downtown (27%).

**Planning and Development Services That Should Receive the Most Emphasis.** Based on the sum of their top three choices, the planning and development services that respondents feel are most important for the City to emphasize over the next two years are: 1) how well the City is planning for growth, 2) variety and number of businesses in Downtown, and 3) quality of new development in the City.

**Surface Water Management.** Seventy-six percent (76%) of residents, *who had an opinion*, were satisfied (rating of 4 or 5 on a 5-point scale) the frequency of street flooding; 75% were satisfied with the frequency of street sweeping, 75% were satisfied with City efforts to correct and prevent problems arising from floods, and 74% were satisfied with the condition of storm drains. Residents were least satisfied with information provided on stormwater/water pollution (49%).

**Surface Water Management Services That Should Receive the Most Emphasis.** Based on the sum of their top two choices, the surface water management services that respondents feel are most important for the City to emphasize over the next two years are: 1) protecting and enhancing fish and wildlife habitat in local streams, lakes and wetlands and 2) City efforts to correct and prevent water pollution.

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**Parks and Recreation.** Eighty-nine percent (89%) of residents, *who had an opinion*, were satisfied (rating of 4 or 5 on a 5-point scale) with the availability of trails and open spaces; 89% were satisfied with the availability of City parks, 89% were satisfied with the condition of City parks, 86% were satisfied with the condition of trails and open spaces, and 81% were satisfied with the condition of City playgrounds. Residents were least satisfied with recreation programs for seniors (37%).

**Parks and Recreation Services That Should Receive the Most Emphasis.** Based on the sum of their top three choices, the parks and recreation services that respondents feel are most important for the City to emphasize over the next two years are: 1) condition of City parks, 2) condition of trails and open spaces, and 3) availability of trails and open spaces.

**Communication and Engagement.** Sixty-two percent (62%) of residents, *who had an opinion*, were satisfied (rating of 4 or 5 on a 5-point scale) with the availability of information about City activities and services; 56% were satisfied with the City's email newsletter/other email communications, 50% were satisfied with the ease of using the City's website, and 48% were satisfied with the quality of social media outlets. Residents were least satisfied with communication about City Council and its decisions (25%).

**Communication and Engagement Services That Should Receive the Most Emphasis.** Based on the sum of their top three choices, the communication and engagement services that respondents feel are most important for the City to emphasize over the next two years are: 1) communications about City Council and its decisions, 2) City efforts to keep residents informed about local issues, and 3) communications concerning impactful development projects.

**Support for Community Investment Areas.** Ninety-two percent (92%) of residents, *who had an opinion*, were supportive (rating of 2 or 3 on a 3-point scale) of adding infrastructure to Downtown to increase safety and create a pedestrian-friendly environment. Other investment areas that residents support include: planting more trees on City property and preserving green spaces (90%), adding improvements to Lake Boren Park (88%), providing additional public facilities such as a senior/community center (85%), and incentivizing development and locate buildings along Coal Creek Parkway to create a Downtown "main street" (81%). Residents were least supportive of incorporating new bicycle facilities and bike lanes into existing City roadway corridors (67%).

**Community Investment Areas That Should Receive the Most Emphasis.** Based on the sum of their top three choices, the community investment areas that respondents feel are most important for the City to emphasize over the next two years are: 1) adding infrastructure to Downtown to increase safety and create a pedestrian-friendly environment, 2) incentivizing development and locate buildings along Coal Creek Parkway to create a Downtown "main street," and 3) planting more trees on City property and preserving green spaces.

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### Other Findings

- Twenty-six percent (26%) of respondents indicated they had contacted the City with a question, problem, or complaint during the past year. Of those, 82% *who had an opinion* were satisfied (rating of 4 or 5 on a 5-point scale) with how courteously they were treated; 80% were satisfied with technical competence and knowledge of City employees, and 79% were satisfied with how easy it was to contact the department/division.
- Fifty-three percent (53%) of respondents surveyed indicated their household participated in special events offered by the City of Newcastle during the past 12 months. Of those who participated in events, 78% participated in Concerts in the Park and 77% participated in Newcastle Days. Additionally, 90% of respondents who participated in special events during the past 12 months rated the overall quality of the events as “excellent” or “good,” and 76% thought the City provided the right amount of special events for residents.
- Based on the sum of their top two choices, the sources most preferred by residents to get news and information about City programs, services and events were: 1) Newcastle Newsletter (City eNewsletter) and 2) social media (e.g. Facebook, X/Twitter, Instagram).
- Eighty-one percent (81%) of respondents, *who had an opinion*, believe Newcastle is generally going in the right direction, and 69% *who had an opinion* rated the overall job Newcastle City government does as “excellent” or “good.” Additionally, 61% of respondents think the City provides the right amount of services.



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### Trends Since 2021

Ratings for the City of Newcastle **stayed the same or improved in 50 of the 100 areas** that were assessed in both 2021 and 2024. Newcastle showed significant improvement (5% or more) in 14 of these areas. The tables below and on the following page show how the 2024 results compare to 2021:

Service	2024	2021	Difference	Category
Special events sponsored by City	73.2%	49.7%	23.5%	Parks and Recreation Services
Technical competence and knowledge	79.5%	64.6%	14.9%	Customer Service from City Employees
Availability of information about City activities & services	61.7%	47.6%	14.1%	Communication and Engagement
Overall responsiveness of the City employees	66.4%	52.5%	13.9%	Customer Service from City Employees
How easy it was to contact dept./division	79.3%	65.9%	13.4%	Customer Service from City Employees
Arts, cultural, & heritage programs	57.7%	45.2%	12.5%	Major Categories of City Services
Recreation programs & special events	64.4%	52.9%	11.5%	Major Categories of City Services
City communications	66.3%	55.8%	10.5%	Major Categories of City Services
How the concern or request was resolved	60.9%	52.2%	8.7%	Customer Service from City Employees
Protecting & enhancing fish & wildlife habitat in local streams, lakes & wetlands	62.0%	55.6%	6.4%	Surface Water Management
Efforts to sustain environmental quality	64.2%	57.9%	6.3%	Major Categories of City Services
City efforts to correct & prevent problems arising from floods	74.6%	68.9%	5.7%	Surface Water Management
Number of sidewalks in residential neighborhoods	60.4%	54.7%	5.7%	Transportation in the City
How courteously you were treated	81.9%	76.8%	5.1%	Customer Service from City Employees
Frequency of street sweeping	74.7%	69.8%	4.9%	Surface Water Management
City efforts to correct & prevent water pollution	58.4%	53.6%	4.8%	Surface Water Management
Recreation programs for youth	46.1%	42.0%	4.1%	Parks and Recreation Services
Recreation programs for seniors	37.3%	33.5%	3.8%	Parks and Recreation Services
Stormwater management	81.2%	77.5%	3.7%	Major Categories of City Services
How well City is planning for growth	30.7%	27.0%	3.7%	Planning and Development
Appearance of residential neighborhoods	74.5%	70.9%	3.6%	Planning and Development
Adequacy of City street lighting	63.1%	59.7%	3.4%	Street Infrastructure Maintenance
Removal of snow from neighborhood streets	60.1%	56.7%	3.4%	Street Infrastructure Maintenance
Availability of retail parking Downtown	68.6%	65.2%	3.4%	Transportation in the City
Quality of social media outlets	47.6%	44.3%	3.3%	Communication and Engagement
Pedestrian safety on the street where you live	73.4%	70.5%	2.9%	Transportation in the City
Frequency of street flooding	76.2%	73.6%	2.6%	Surface Water Management
Condition of storm drains	74.0%	71.4%	2.6%	Surface Water Management
Removal of snow from major City streets	80.5%	78.3%	2.2%	Street Infrastructure Maintenance
Ease of obtaining permits for home remodels/improvements	41.1%	38.9%	2.2%	Planning and Development
City parks, trails, & open space	89.7%	87.8%	1.9%	Major Categories of City Services
Condition of sidewalks in City	67.7%	65.8%	1.9%	Street Infrastructure Maintenance
Condition of City parks	88.6%	86.7%	1.9%	Parks and Recreation Services
Maintenance of streets in your neighborhood	71.1%	69.3%	1.8%	Street Infrastructure Maintenance
Number of bike lanes & facilities within City	47.3%	45.5%	1.8%	Transportation in the City
Appearance of your community	83.8%	82.1%	1.7%	Community Livability
Recreation programs for adults	38.3%	36.7%	1.6%	Parks and Recreation Services
Cleanliness of City streets & public areas	81.4%	79.9%	1.5%	Street Infrastructure Maintenance
City's email newsletter/other email communications	56.3%	54.8%	1.5%	Communication and Engagement
Customer service received from City employees	65.1%	63.8%	1.3%	Major Categories of City Services
Efforts by City to regulate development	30.8%	29.6%	1.2%	Major Categories of City Services
Communication about impactful development projects	33.3%	32.1%	1.2%	Communication and Engagement
Transitions between different areas of land use	41.0%	39.9%	1.1%	Planning and Development

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### Trends Since 2021 (Cont.)

Service	2024	2021	Difference	Category
Maintenance of trees in public areas along streets	74.9%	74.2%	0.7%	Street Infrastructure Maintenance
Timeliness of information provided by City	46.4%	45.7%	0.7%	Communication and Engagement
Availability of City parks	89.0%	88.6%	0.4%	Parks and Recreation Services
Communication on road closures/construction	46.7%	46.4%	0.3%	Communication and Engagement
Enforcement of construction codes/permit requirements	39.0%	38.8%	0.2%	Planning and Development
Overall quality of life in Newcastle	94.1%	94.0%	0.1%	Community Livability
City enforcement of sign regulations	42.8%	42.8%	0.0%	Planning and Development
Ease of using City's website	49.8%	50.0%	-0.2%	Communication and Engagement
Fire & emergency medical services	89.2%	89.5%	-0.3%	Major Categories of City Services
Condition of trails & open spaces	85.9%	86.2%	-0.3%	Parks and Recreation Services
Newcastle as a place to raise children	86.2%	86.6%	-0.4%	Community Livability
Quality of Newcastle's Downtown area	48.0%	48.4%	-0.4%	Community Livability
Variety & number of businesses in Downtown	26.6%	27.0%	-0.4%	Planning and Development
Condition of neighborhood stormwater ponds	73.0%	73.4%	-0.4%	Surface Water Management
Permitting & inspection services	38.3%	38.8%	-0.5%	Major Categories of City Services
Mowing/trimming along streets & public areas	73.4%	74.2%	-0.8%	Street Infrastructure Maintenance
Availability of trails & open spaces	89.1%	89.9%	-0.8%	Parks and Recreation Services
Newcastle as a place to shop	27.3%	28.4%	-1.1%	Community Livability
Enforcement of City codes & ordinances	58.6%	59.8%	-1.2%	Major Categories of City Services
How quickly fire & rescue personnel respond to emergencies	84.3%	85.6%	-1.3%	Public Safety Services
Condition of City playgrounds	80.6%	82.1%	-1.5%	Parks and Recreation Services
Maintenance of City streets & rights-of-way	79.1%	80.6%	-1.5%	Major Categories of City Services
Fire education programs in City	39.8%	41.4%	-1.6%	Public Safety Services
Newcastle's proximity to employers	70.0%	71.6%	-1.6%	Community Livability
Newcastle as a place to retire	62.7%	64.4%	-1.7%	Community Livability
Condition of bicycle infrastructure in City	51.1%	52.8%	-1.7%	Street Infrastructure Maintenance
Maintenance of major City streets	80.8%	82.6%	-1.8%	Street Infrastructure Maintenance
Efforts to keep you informed about local issues	42.5%	44.3%	-1.8%	Communication and Engagement
Amount of affordable housing in Newcastle	31.5%	33.4%	-1.9%	Planning and Development
Information provided on stormwater/water pollution	49.0%	51.0%	-2.0%	Surface Water Management
Obtaining information about planning, building, permitting & development	36.2%	38.3%	-2.1%	Planning and Development
Overall quality of the content on City's website	46.7%	48.9%	-2.2%	Communication and Engagement
Number of transit options	25.5%	27.9%	-2.4%	Transportation in the City
Your opportunities for recreation	73.5%	76.1%	-2.6%	Community Livability
Condition of picnic shelters	76.8%	79.5%	-2.7%	Parks and Recreation Services
Your feeling of safety when walking Downtown	75.9%	78.8%	-2.9%	Transportation in the City
Condition of bus shelters & transit facilities	43.6%	46.5%	-2.9%	Transportation in the City
Communication about City Council & its decisions	24.7%	27.8%	-3.1%	Communication and Engagement
Flow of traffic & congestion management on streets	42.8%	46.1%	-3.3%	Major Categories of City Services
How easy it is for you to travel to work	48.3%	51.9%	-3.6%	Transportation in the City
Efforts to ensure the community is prepared for emergencies	32.9%	37.0%	-4.1%	Public Safety Services
Local police protection	73.9%	78.8%	-4.9%	Major Categories of City Services
How well your neighborhood is prepared for an emergency	25.0%	30.0%	-5.0%	Public Safety Services
Quality of new development in City	38.4%	43.4%	-5.0%	Planning and Development
Availability of commuter parking	28.5%	33.5%	-5.0%	Transportation in the City
Ease of transportation & transit options	37.5%	42.7%	-5.2%	Community Livability
How easy it is for your children to get to school	58.7%	64.0%	-5.3%	Transportation in the City
Condition of restroom at Lake Boren Park	64.7%	70.2%	-5.5%	Parks and Recreation Services
Accessibility of police for info/address concerns	57.6%	63.5%	-5.9%	Public Safety Services
Enforcement of local traffic laws	51.3%	57.3%	-6.0%	Public Safety Services
Visibility of police in commercial areas Downtown	46.0%	52.3%	-6.3%	Public Safety Services
Quality of animal control & licensing	45.9%	53.6%	-7.7%	Public Safety Services
Visibility of police in neighborhoods	49.6%	58.6%	-9.0%	Public Safety Services
Your overall feeling of safety in the City	72.0%	82.2%	-10.2%	Community Livability
Availability of information about police activities & programs	36.7%	47.3%	-10.6%	Communication and Engagement
How quickly police respond to emergencies	56.3%	67.0%	-10.7%	Public Safety Services

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### Trends Since 2019

Ratings for the City of Newcastle **stayed the same or improved in 60 of the 98 areas** that were assessed in both 2019 and 2024. Newcastle showed significant improvement (5% or more) in 18 of these areas. The tables below and on the following page show how the 2024 results compare to 2019:

Service	2024	2019	Difference	Category
Removal of snow from major City streets	80.5%	58.1%	22.4%	Street Infrastructure Maintenance
Frequency of street sweeping	74.7%	63.9%	10.8%	Surface Water Management
Technical competence and knowledge	79.5%	68.9%	10.6%	Customer Service from City Employees
How well City is planning for growth	30.7%	20.6%	10.1%	Planning and Development
Protecting & enhancing fish & wildlife habitat in local streams, lakes & wetlands	62.0%	52.7%	9.3%	Surface Water Management
City enforcement of sign regulations	42.8%	34.6%	8.2%	Planning and Development
City efforts to correct & prevent water pollution	58.4%	50.4%	8.0%	Surface Water Management
Enforcement of construction codes/permit requirements	39.0%	31.1%	7.9%	Planning and Development
Transitions between different areas of land use	41.0%	33.3%	7.7%	Planning and Development
Arts, cultural, & heritage programs	57.7%	50.1%	7.6%	Major Categories of City Services
City communications	66.3%	58.8%	7.5%	Major Categories of City Services
Information provided on stormwater/water pollution	49.0%	41.5%	7.5%	Surface Water Management
Variety & number of businesses in Downtown	26.6%	20.1%	6.5%	Planning and Development
Appearance of residential neighborhoods	74.5%	68.2%	6.3%	Planning and Development
City efforts to correct & prevent problems arising from floods	74.6%	68.4%	6.2%	Surface Water Management
Newcastle as a place to retire	62.7%	57.3%	5.4%	Community Livability
Ease of transportation & transit options	37.5%	32.4%	5.1%	Community Livability
Maintenance of trees in public areas along streets	74.9%	69.9%	5.0%	Street Infrastructure Maintenance
Your opportunities for recreation	73.5%	69.1%	4.4%	Community Livability
Recreation programs for seniors	37.3%	33.0%	4.3%	Parks and Recreation Services
Stormwater management	81.2%	77.0%	4.2%	Major Categories of City Services
Mowing/trimming along streets & public areas	73.4%	69.5%	3.9%	Street Infrastructure Maintenance
Condition of neighborhood stormwater ponds	73.0%	69.3%	3.7%	Surface Water Management
How quickly fire & rescue personnel respond to emergencies	84.3%	80.6%	3.7%	Public Safety Services
How courteously you were treated	81.9%	78.4%	3.5%	Customer Service from City Employees
Customer service received from City employees	65.1%	61.7%	3.4%	Major Categories of City Services
How the concern or request was resolved	60.9%	57.7%	3.2%	Customer Service from City Employees
Quality of Newcastle's Downtown area	48.0%	44.8%	3.2%	Community Livability
Newcastle as a place to shop	27.3%	24.2%	3.1%	Community Livability
Efforts to sustain environmental quality	64.2%	61.1%	3.1%	Major Categories of City Services
Condition of storm drains	74.0%	71.1%	2.9%	Surface Water Management
City parks, trails, & open space	89.7%	87.1%	2.6%	Major Categories of City Services
Appearance of your community	83.8%	81.3%	2.5%	Community Livability
How easy it was to contact dept./division	79.3%	76.8%	2.5%	Customer Service from City Employees
Quality of new development in City	38.4%	35.9%	2.5%	Planning and Development
Availability of City parks	89.0%	86.5%	2.5%	Parks and Recreation Services
Number of bike lanes & facilities within City	47.3%	44.8%	2.5%	Transportation in the City
Recreation programs & special events	64.4%	62.0%	2.4%	Major Categories of City Services
Pedestrian safety on the street where you live	73.4%	71.0%	2.4%	Transportation in the City
Overall quality of life in Newcastle	94.1%	91.7%	2.4%	Community Livability
Condition of City parks	88.6%	86.4%	2.2%	Parks and Recreation Services
Fire & emergency medical services	89.2%	87.2%	2.0%	Major Categories of City Services

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## Trends Since 2019 (Cont.)

Service	2024	2019	Difference	Category
Condition of trails & open spaces	85.9%	84.0%	1.9%	Parks and Recreation Services
Flow of traffic & congestion management on streets	42.8%	41.0%	1.8%	Major Categories of City Services
Ease of obtaining permits for home remodels/improvements	41.1%	39.4%	1.7%	Planning and Development
Overall responsiveness of the City employees	66.4%	64.8%	1.6%	Customer Service from City Employees
Efforts by City to regulate development	30.8%	29.3%	1.5%	Major Categories of City Services
Availability of commuter parking	28.5%	27.0%	1.5%	Transportation in the City
Availability of trails & open spaces	89.1%	87.7%	1.4%	Parks and Recreation Services
Number of sidewalks in residential neighborhoods	60.4%	59.1%	1.3%	Transportation in the City
Amount of affordable housing in Newcastle	31.5%	30.2%	1.3%	Planning and Development
Newcastle's proximity to employers	70.0%	68.8%	1.2%	Community Livability
Special events sponsored by City	73.2%	72.0%	1.2%	Parks and Recreation Services
Cleanliness of City streets & public areas	81.4%	80.5%	0.9%	Street Infrastructure Maintenance
Permitting & inspection services	38.3%	37.6%	0.7%	Major Categories of City Services
Frequency of street flooding	76.2%	75.6%	0.6%	Surface Water Management
Recreation programs for youth	46.1%	45.5%	0.6%	Parks and Recreation Services
Maintenance of City streets & rights-of-way	79.1%	78.7%	0.4%	Major Categories of City Services
How easy it is for you to travel to work	48.3%	48.2%	0.1%	Transportation in the City
Ease of using City's website	49.8%	49.8%	0.0%	Communication and Engagement
Enforcement of City codes & ordinances	58.6%	58.8%	-0.2%	Major Categories of City Services
Number of transit options	25.5%	26.2%	-0.7%	Transportation in the City
Availability of information about City activities & services	61.7%	62.4%	-0.7%	Communication and Engagement
Availability of retail parking Downtown	68.6%	70.0%	-1.4%	Transportation in the City
Condition of bicycle infrastructure in City	51.1%	52.7%	-1.6%	Street Infrastructure Maintenance
Newcastle as a place to raise children	86.2%	88.2%	-2.0%	Community Livability
Obtaining information about planning, building, permitting & development	36.2%	38.3%	-2.1%	Planning and Development
Maintenance of major City streets	80.8%	83.0%	-2.2%	Street Infrastructure Maintenance
Timeliness of information provided by City	46.4%	48.8%	-2.4%	Communication and Engagement
Maintenance of streets in your neighborhood	71.1%	73.6%	-2.5%	Street Infrastructure Maintenance
Condition of picnic shelters	76.8%	79.4%	-2.6%	Parks and Recreation Services
Recreation programs for adults	38.3%	41.0%	-2.7%	Parks and Recreation Services
Communication about impactful development projects	33.3%	36.0%	-2.7%	Communication and Engagement
Condition of City playgrounds	80.6%	83.6%	-3.0%	Parks and Recreation Services
Condition of restroom at Lake Boren Park	64.7%	68.1%	-3.4%	Parks and Recreation Services
How easy it is for your children to get to school	58.7%	62.4%	-3.7%	Transportation in the City
Communication on road closures/construction	46.7%	51.2%	-4.5%	Communication and Engagement
Communication about City Council & its decisions	24.7%	29.3%	-4.6%	Communication and Engagement
City's email newsletter/other email communications	56.3%	61.6%	-5.3%	Communication and Engagement
Your feeling of safety when walking Downtown	75.9%	81.3%	-5.4%	Transportation in the City
Quality of animal control & licensing	45.9%	51.4%	-5.5%	Public Safety Services
How well your neighborhood is prepared for an emergency	25.0%	30.8%	-5.8%	Public Safety Services
Efforts to ensure the community is prepared for emergencies	32.9%	39.1%	-6.2%	Public Safety Services
Overall quality of the content on City's website	46.7%	53.2%	-6.5%	Communication and Engagement
Enforcement of local traffic laws	51.3%	58.1%	-6.8%	Public Safety Services
Local police protection	73.9%	81.1%	-7.2%	Major Categories of City Services
Condition of bus shelters & transit facilities	43.6%	51.9%	-8.3%	Transportation in the City
Removal of snow from neighborhood streets	60.1%	69.4%	-9.3%	Street Infrastructure Maintenance
Quality of social media outlets	47.6%	57.1%	-9.5%	Communication and Engagement
Efforts to keep you informed about local issues	42.5%	52.4%	-9.9%	Communication and Engagement
Fire education programs in City	39.8%	50.4%	-10.6%	Public Safety Services
Accessibility of police for info/address concerns	57.6%	69.1%	-11.5%	Public Safety Services
Your overall feeling of safety in the City	72.0%	85.0%	-13.0%	Community Livability
Availability of information about police activities & programs	36.7%	50.4%	-13.7%	Communication and Engagement
How quickly police respond to emergencies	56.3%	70.4%	-14.1%	Public Safety Services
Visibility of police in commercial areas Downtown	46.0%	60.9%	-14.9%	Public Safety Services
Visibility of police in neighborhoods	49.6%	65.2%	-15.6%	Public Safety Services
Efforts by police to proactively prevent crime	41.4%	60.3%	-18.9%	Public Safety Services

# 2024 City of Newcastle Community Survey

## Executive Summary



### How Newcastle Compares to Other Communities in the Region

Newcastle **rated above the Northwest regional average** in 30 of the 40 areas that were assessed. The states that make up the Northwest Region are Washington, Oregon, Montana, Idaho, Alaska and Hawaii. Newcastle rated significantly higher than the Northwest regional average (5% or more above) in 26 of these areas. The table below shows how Newcastle compares to the Northwest regional average:

Service	Northwest			Category
	Newcastle	Region	Difference	
Appearance of your community	83.8%	45.1%	38.7%	Community Livability
Maintenance of major City streets	80.8%	47.1%	33.7%	Street Infrastructure Maintenance
As a place to raise children	86.2%	52.8%	33.4%	Community Livability
Stormwater management	81.2%	48.1%	33.1%	Major City Services
Cleanliness of City streets & public areas	81.4%	50.2%	31.2%	Street Infrastructure Maintenance
Removal of snow from major City streets	80.5%	50.2%	30.3%	Street Infrastructure Maintenance
Feeling of safety when walking Downtown	75.9%	45.7%	30.2%	Transportation in the City
Maintenance of City streets & rights-of-way	79.1%	51.5%	27.6%	Major City Services
Customer service received from City employees	65.1%	37.6%	27.5%	Major City Services
Removal of snow from neighborhood streets	60.1%	33.7%	26.4%	Street Infrastructure Maintenance
City communications	66.3%	40.8%	25.5%	Major City Services
Enforcement of City codes & ordinances	58.6%	34.4%	24.2%	Major City Services
Maintenance of streets in your neighborhood	71.1%	49.0%	22.1%	Street Infrastructure Maintenance
Availability of information about City activities & services	61.7%	41.0%	20.7%	Communication and Engagement
Mowing/trimming along streets & public areas	73.4%	54.1%	19.3%	Street Infrastructure Maintenance
Local police protection	73.9%	56.0%	17.9%	Major City Services
Recreation programs & special events	64.4%	47.9%	16.5%	Major City Services
Condition of sidewalks in City	67.7%	51.9%	15.8%	Street Infrastructure Maintenance
As a place to retire	62.7%	49.0%	13.7%	Community Livability
Condition of bicycle infrastructure in City	51.1%	38.4%	12.7%	Street Infrastructure Maintenance
Timeliness of information provided by City	46.4%	34.6%	11.8%	Communication and Engagement
Overall feeling of safety in the City	72.0%	60.4%	11.6%	Community Livability
Overall quality of the content on City's website	46.7%	36.7%	10.0%	Communication and Engagement
Quality of social media outlets	47.6%	39.4%	8.2%	Communication and Engagement
Adequacy of City street lighting	63.1%	56.0%	7.1%	Street Infrastructure Maintenance
Efforts to keep you informed about local issues	42.5%	35.7%	6.8%	Communication and Engagement
Fire & emergency medical services	89.2%	85.0%	4.2%	Major City Services
Quality of Downtown area	48.0%	45.1%	2.9%	Community Livability
How well the City is planning for growth	30.7%	27.8%	2.9%	Planning and Development
Enforcement of local traffic laws	51.3%	49.6%	1.7%	Public Safety Services
Quality of animal control & licensing	45.9%	46.3%	-0.4%	Public Safety Services
How quickly fire & rescue personnel respond to emergencies	84.3%	85.1%	-0.8%	Public Safety Services
Visibility of police in neighborhoods	49.6%	55.7%	-6.1%	Public Safety Services
Efforts to ensure the community is prepared for emergencies	32.9%	39.2%	-6.3%	Public Safety Services
Flow of traffic & congestion management on streets	42.8%	49.8%	-7.0%	Major City Services
Efforts by police to proactively prevent crime	41.4%	48.6%	-7.2%	Public Safety Services
Ease of transportation & transit options	37.5%	47.5%	-10.0%	Community Livability
How quickly police respond to emergencies	56.3%	66.4%	-10.1%	Public Safety Services
Visibility of police in commercial areas Downtown	46.0%	62.4%	-16.4%	Public Safety Services
Fire education programs in City	39.8%	58.7%	-18.9%	Public Safety Services

# 2024 City of Newcastle Community Survey

## Executive Summary



### How Newcastle Compares to Other Communities in the Nation

Newcastle **rated above the U.S. average** in 31 of the 40 areas that were assessed. Newcastle rated significantly higher than the U.S. average (5% or more above) in 24 of these areas. The table below shows how Newcastle compares to the U.S. average:

Service	Newcastle	U.S.	Difference	Category
Maintenance of City streets & rights-of-way	79.1%	40.5%	38.6%	Major City Services
Stormwater management	81.2%	49.5%	31.7%	Major City Services
Maintenance of major City streets	80.8%	50.1%	30.7%	Street Infrastructure Maintenance
City communications	66.3%	36.9%	29.4%	Major City Services
Appearance of your community	83.8%	54.7%	29.1%	Community Livability
Cleanliness of City streets & public areas	81.4%	53.3%	28.1%	Street Infrastructure Maintenance
Customer service received from City employees	65.1%	39.4%	25.7%	Major City Services
As a place to raise children	86.2%	61.4%	24.8%	Community Livability
Removal of snow from major City streets	80.5%	58.1%	22.4%	Street Infrastructure Maintenance
Feeling of safety when walking Downtown	75.9%	53.9%	22.0%	Transportation in the City
Maintenance of streets in your neighborhood	71.1%	49.3%	21.8%	Street Infrastructure Maintenance
Condition of sidewalks in City	67.7%	46.7%	21.0%	Street Infrastructure Maintenance
Local police protection	73.9%	53.0%	20.9%	Major City Services
Enforcement of City codes & ordinances	58.6%	40.1%	18.5%	Major City Services
Mowing/trimming along streets & public areas	73.4%	55.4%	18.0%	Street Infrastructure Maintenance
Availability of information about City activities & services	61.7%	46.4%	15.3%	Communication and Engagement
Recreation programs & special events	64.4%	49.2%	15.2%	Major City Services
Fire & emergency medical services	89.2%	76.2%	13.0%	Major City Services
Removal of snow from neighborhood streets	60.1%	47.3%	12.8%	Street Infrastructure Maintenance
How quickly fire & rescue personnel respond to emergencies	84.3%	71.7%	12.6%	Public Safety Services
As a place to retire	62.7%	51.6%	11.1%	Community Livability
Condition of bicycle infrastructure in City	51.1%	41.9%	9.2%	Street Infrastructure Maintenance
Quality of social media outlets	47.6%	39.3%	8.3%	Communication and Engagement
Overall feeling of safety in the City	72.0%	66.0%	6.0%	Community Livability
Adequacy of City street lighting	63.1%	58.5%	4.6%	Street Infrastructure Maintenance
Overall quality of the content on City's website	46.7%	42.4%	4.3%	Communication and Engagement
Timeliness of information provided by City	46.4%	42.5%	3.9%	Communication and Engagement
Enforcement of local traffic laws	51.3%	49.6%	1.7%	Public Safety Services
Ease of transportation & transit options	37.5%	37.1%	0.4%	Community Livability
Quality of Downtown area	48.0%	47.7%	0.3%	Community Livability
How quickly police respond to emergencies	56.3%	56.1%	0.2%	Public Safety Services
Efforts to keep you informed about local issues	42.5%	43.3%	-0.8%	Communication and Engagement
Flow of traffic & congestion management on streets	42.8%	44.8%	-2.0%	Major City Services
Quality of animal control & licensing	45.9%	48.6%	-2.7%	Public Safety Services
Visibility of police in neighborhoods	49.6%	54.1%	-4.5%	Public Safety Services
Visibility of police in commercial areas Downtown	46.0%	50.6%	-4.6%	Public Safety Services
Efforts by police to proactively prevent crime	41.4%	48.6%	-7.2%	Public Safety Services
How well the City is planning for growth	30.7%	38.9%	-8.2%	Planning and Development
Fire education programs in City	39.8%	48.6%	-8.8%	Public Safety Services
Efforts to ensure the community is prepared for emergencies	32.9%	42.5%	-9.6%	Public Safety Services

# 2024 City of Newcastle Community Survey Executive Summary



## Investment Priorities

**Recommended Priorities for the Next Two Years.** In order to help the City identify investment priorities for the next two years, ETC Institute conducted an Importance-Satisfaction (I-S) analysis. This analysis examined the importance that residents placed on each City service and the level of satisfaction with each service.

By identifying services of high importance and low satisfaction, the analysis identified which services will have the most impact on overall satisfaction with City services over the next two years. If the City wants to improve its overall satisfaction rating, it should prioritize investments in services with the highest Importance Satisfaction (I-S) ratings. Details regarding the methodology for the analysis are provided in the Section 3 of this report.

Based on the results of the Importance-Satisfaction (I-S) Analysis, ETC Institute recommends the following:

**Overall Priorities for the City by Major Category.** The first level of analysis reviewed the importance of and satisfaction with major categories of City services. This analysis was conducted to help set the overall priorities for the City. Based on the results of this analysis, the major services that are recommended as the top three priorities for investment over the next two years in order to raise the City's overall satisfaction rating are:

- Efforts by the City to regulate development (I-S Rating = 0.2713)
- Flow of traffic and congestion management on streets (I-S Rating = 0.2368)
- Local police protection (I-S Rating = 0.1282)

The table on the following page shows the Importance-Satisfaction rating for all 14 major City services that were rated.

# 2024 City of Newcastle Community Survey Executive Summary



## 2024 Importance-Satisfaction Rating

Newcastle, WA

### Overall City Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b>Very High Priority (IS &gt; .20)</b>						
Efforts by City to regulate development	39%	3	31%	14	0.2713	1
Flow of traffic & congestion management on streets	41%	2	43%	12	0.2368	2
<b>High Priority (IS .10-.20)</b>						
Local police protection	49%	1	74%	5	0.1282	3
<b>Medium Priority (IS &lt; .10)</b>						
Efforts to sustain environmental quality	19%	6	64%	9	0.0680	4
Maintenance of City streets & rights-of-way	25%	4	79%	4	0.0531	5
Recreation programs & special events	11%	8	64%	8	0.0406	6
Enforcement of City codes & ordinances	8%	9	59%	10	0.0339	7
Permitting & inspection services	5%	12	38%	13	0.0327	8
City parks, trails, & open space	25%	5	90%	1	0.0259	9
City communications	7%	10	66%	6	0.0249	10
Arts, cultural, & heritage programs	6%	11	58%	11	0.0241	11
Fire & emergency medical services	18%	7	89%	2	0.0189	12
Customer service received from City employees	3%	14	65%	7	0.0108	13
Stormwater management	4%	13	81%	3	0.0068	14

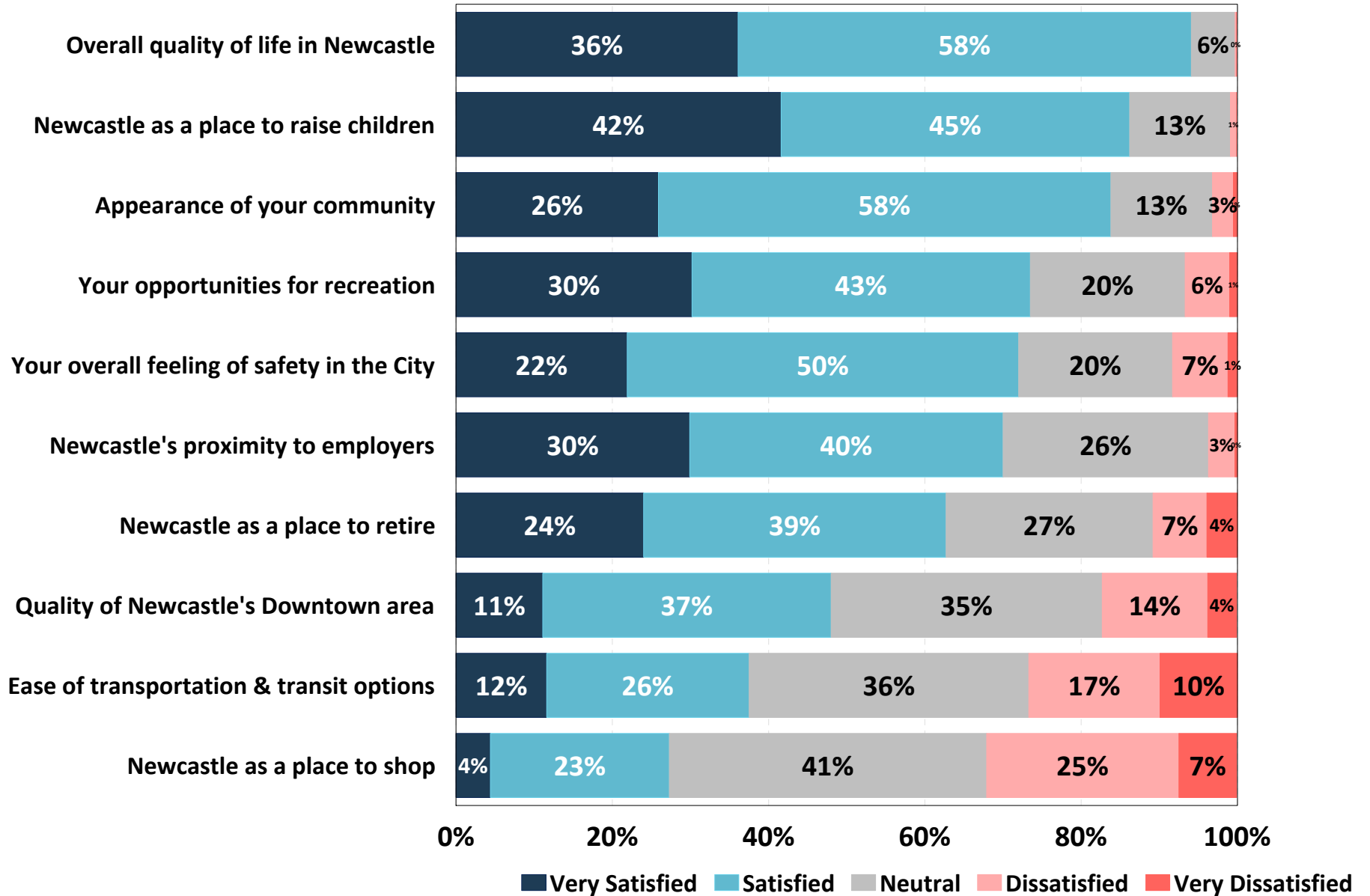




# Charts and Graphs

# Q1. Satisfaction with Community Livability

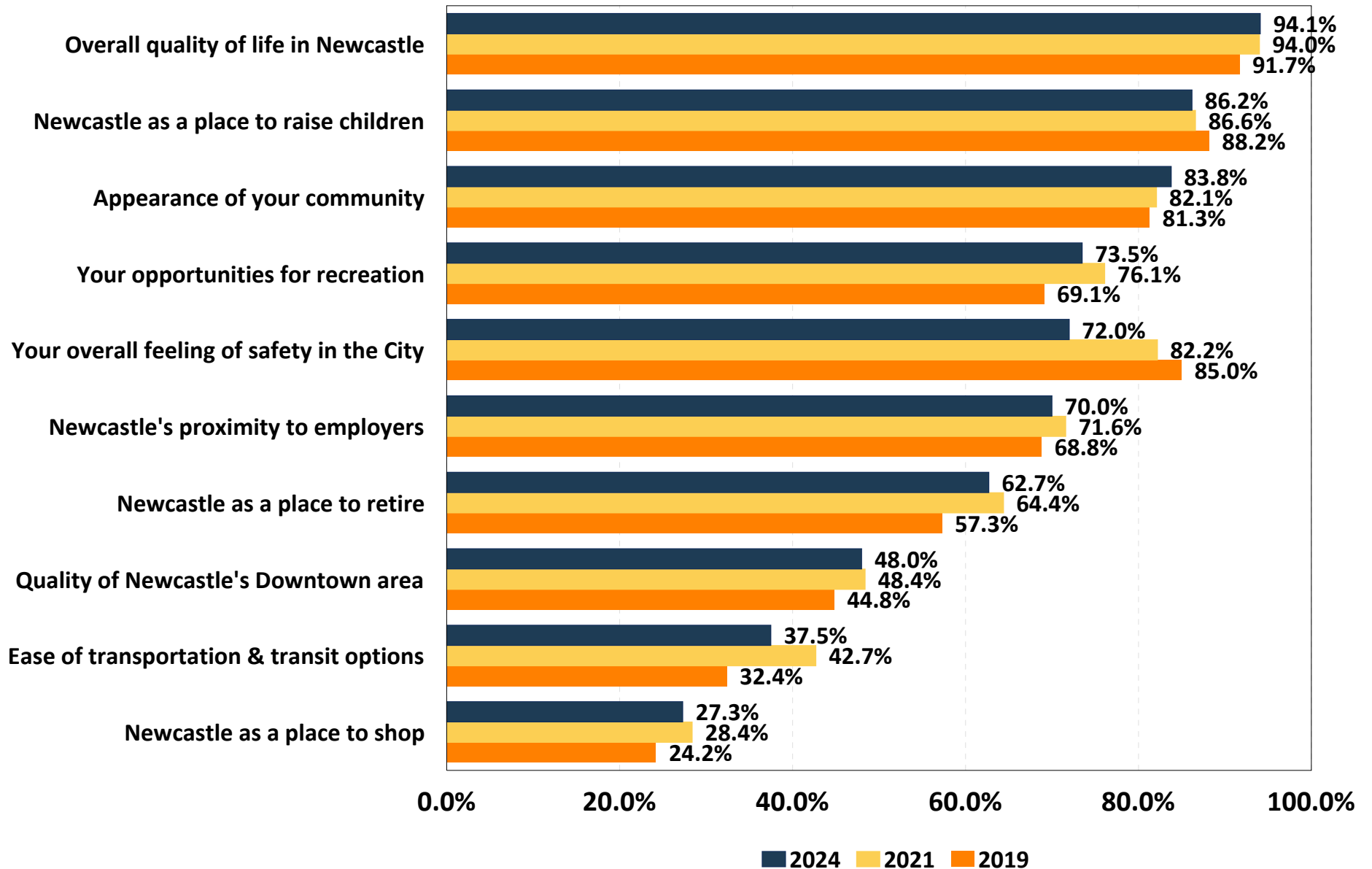
by percentage of respondents using a 5-point scale, where 5 means *very satisfied* and 1 means *very dissatisfied* (excluding *don't know* responses)



Trends  
2019 to  
2024

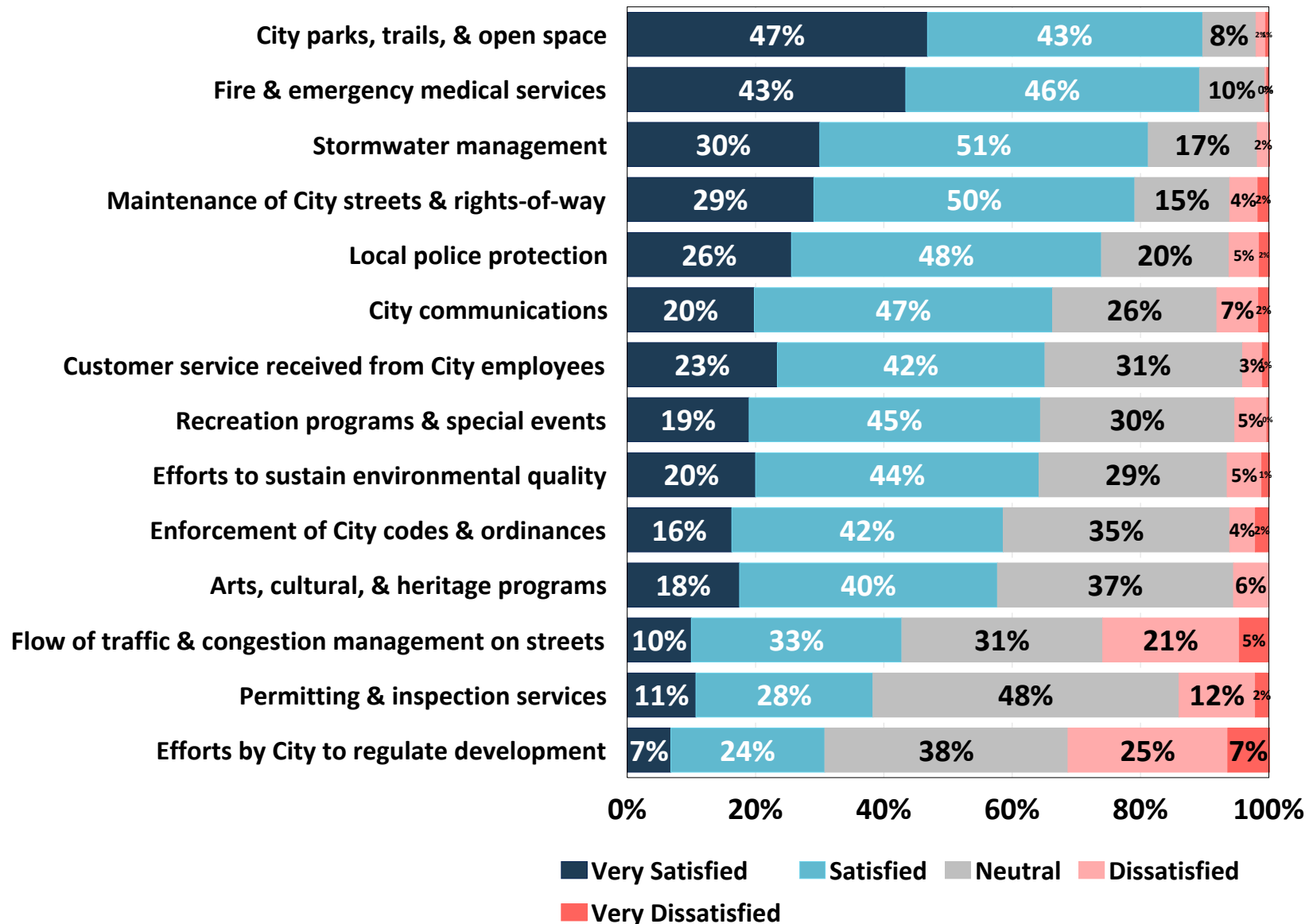
# Q1. Satisfaction with Community Livability

by sum percentage of respondents who were either *very satisfied* or *satisfied* with the service  
(excluding *don't know* responses)



## Q2. Satisfaction with Major Categories of City Services

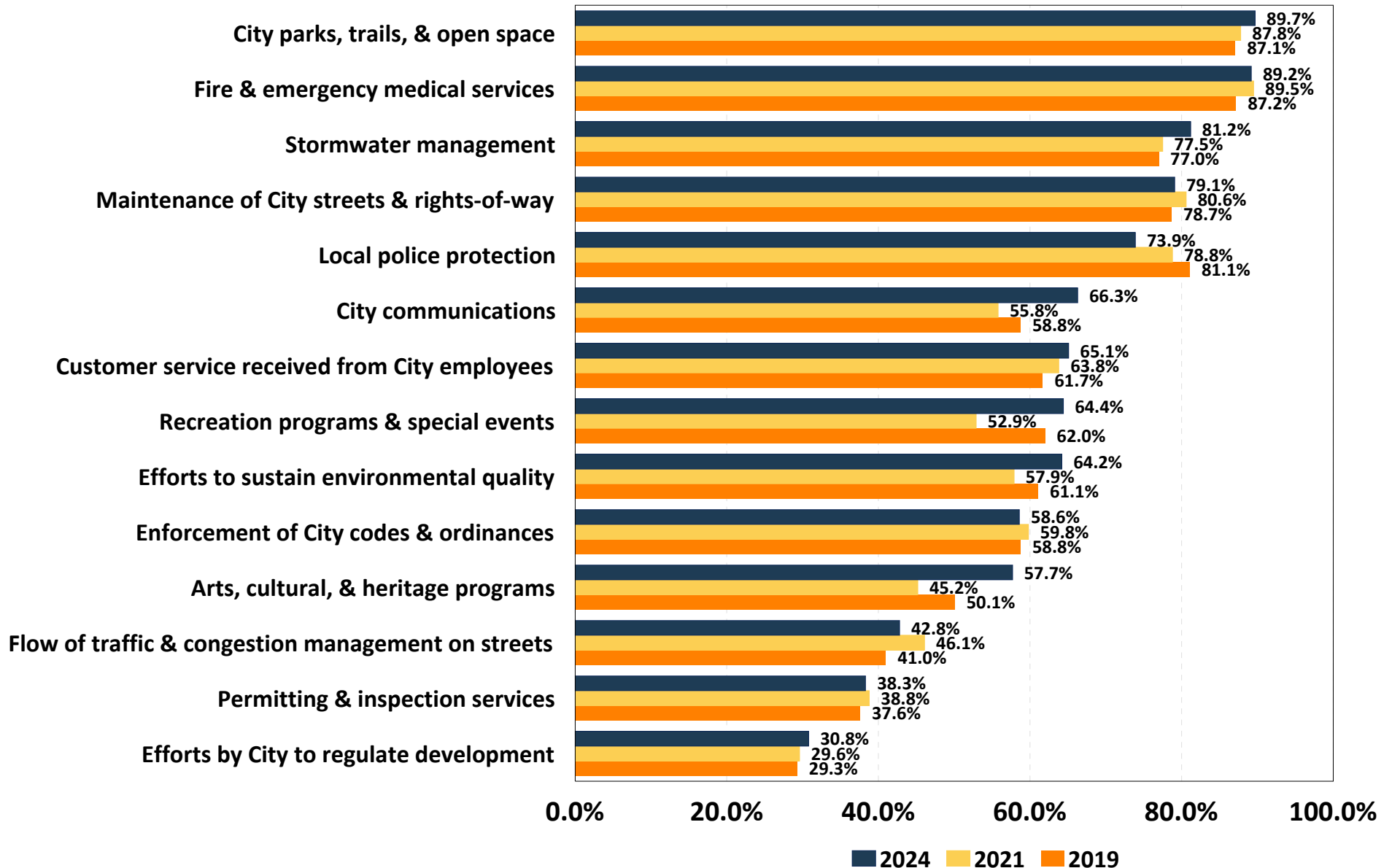
by percentage of respondents using a 5-point scale, where 5 means *very satisfied* and 1 means *very dissatisfied* (excluding *don't know* responses)



Trends  
2019 to  
2024

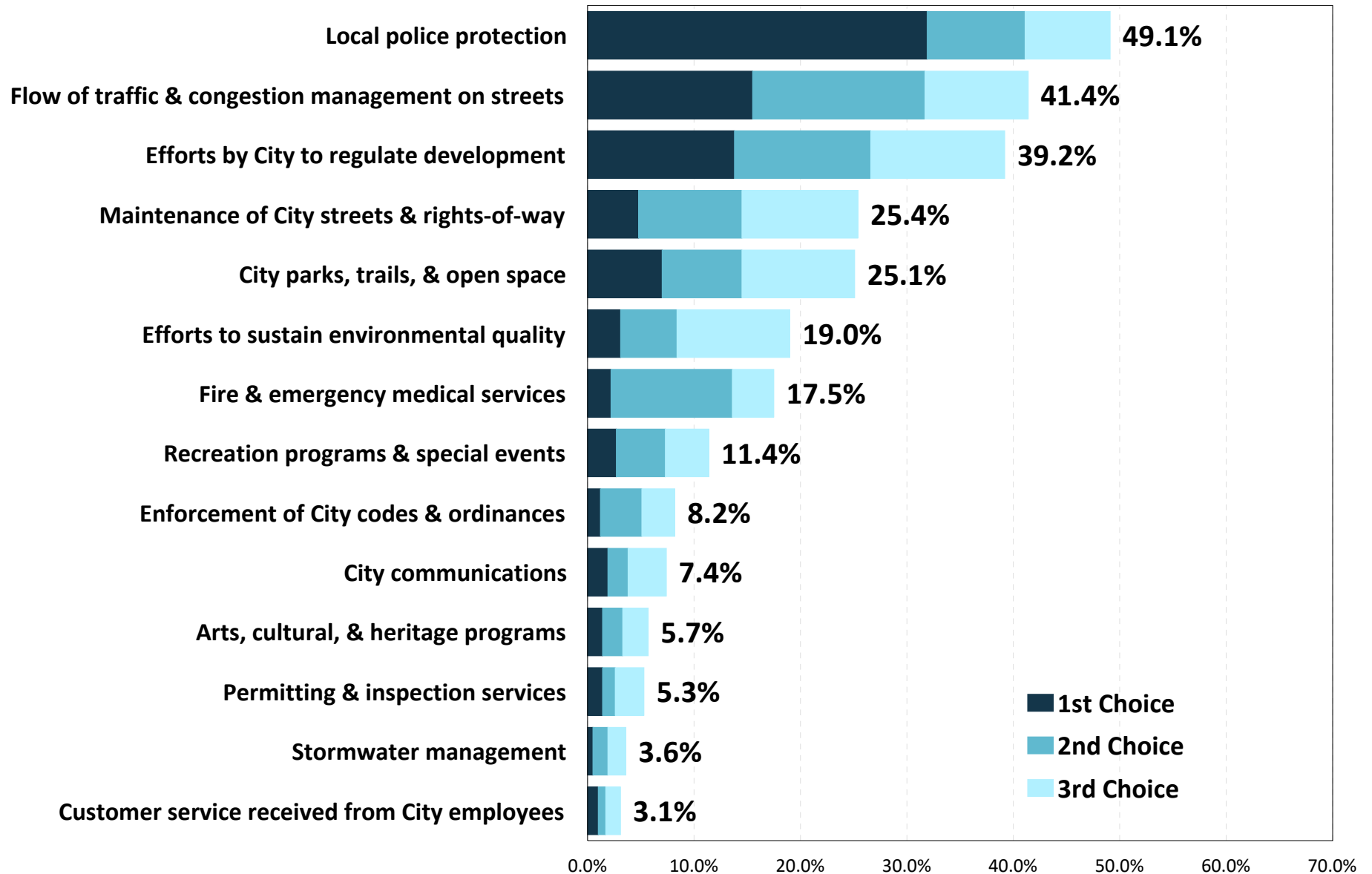
## Q2. Satisfaction with Major Categories of City Services

by sum percentage of respondents who were either *very satisfied* or *satisfied* with the service  
(excluding *don't know* responses)



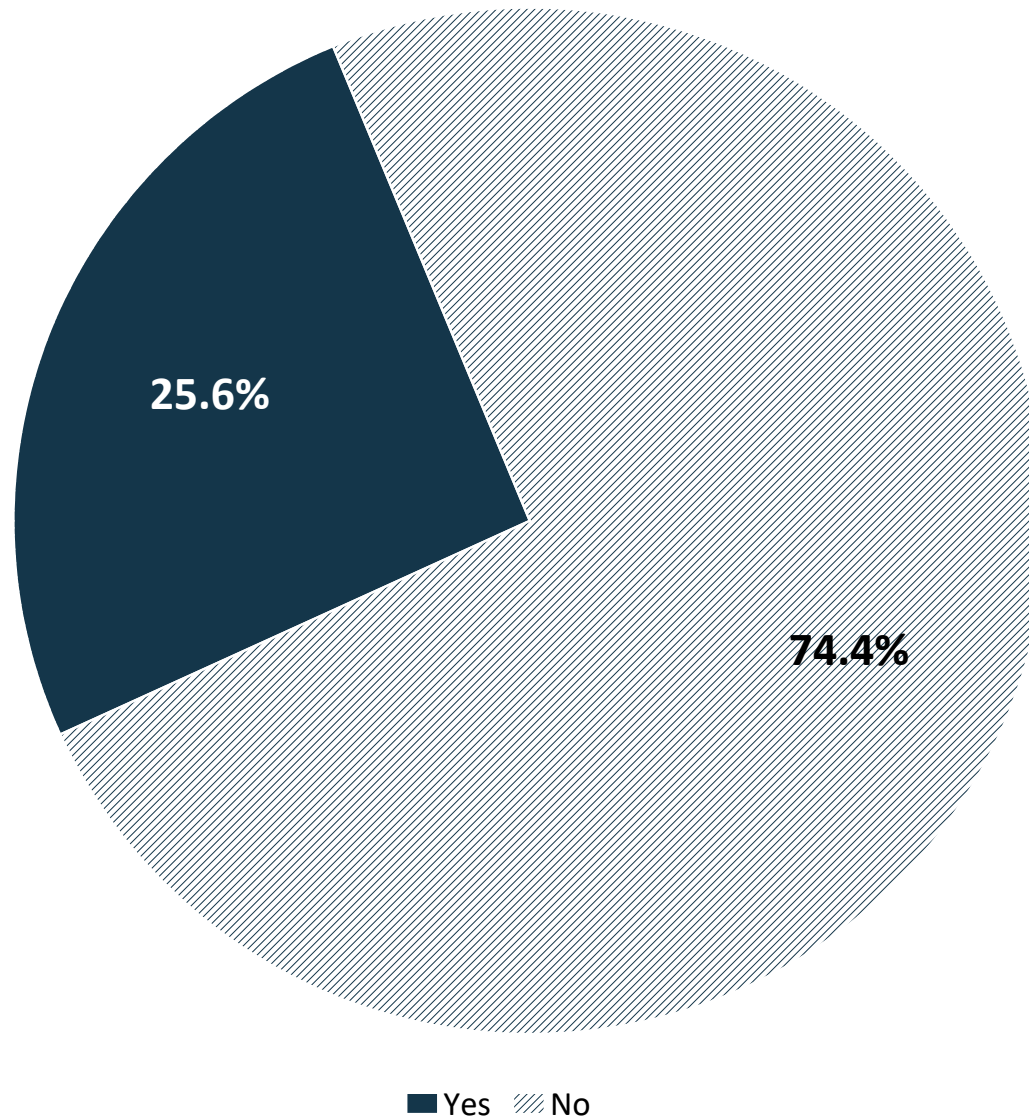
# Q3. Emphasis City Leaders Should Place on City Services Over the Next Two Years

by sum percentage of respondents chose the service as one of their top three choices



## Q4. Have you contacted the City with a question, problem, or complaint during the past year?

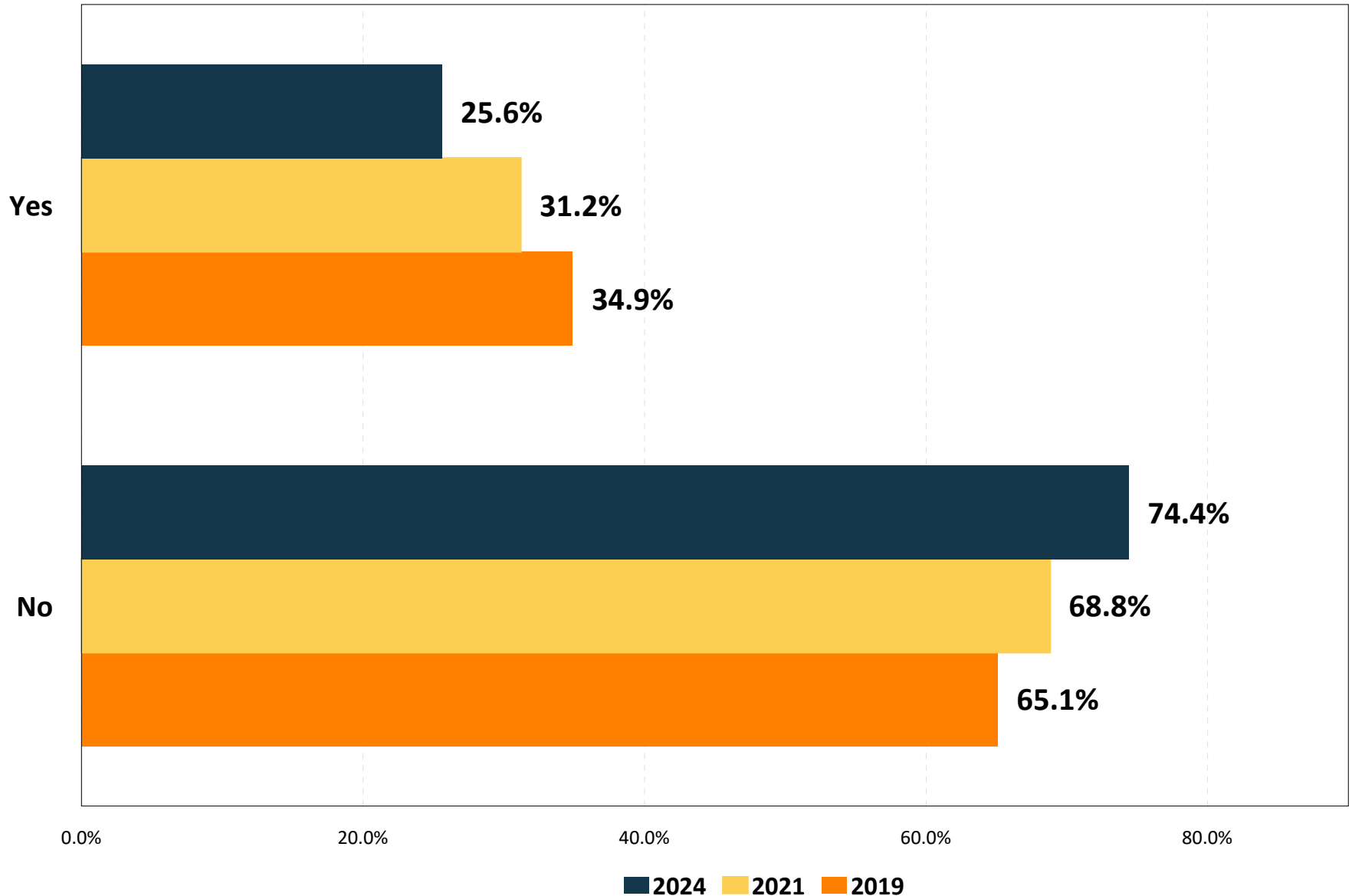
by percentage of respondents



Trends  
2019 to  
2024

# Q4. Have you contacted the City with a question, problem, or complaint during the past year?

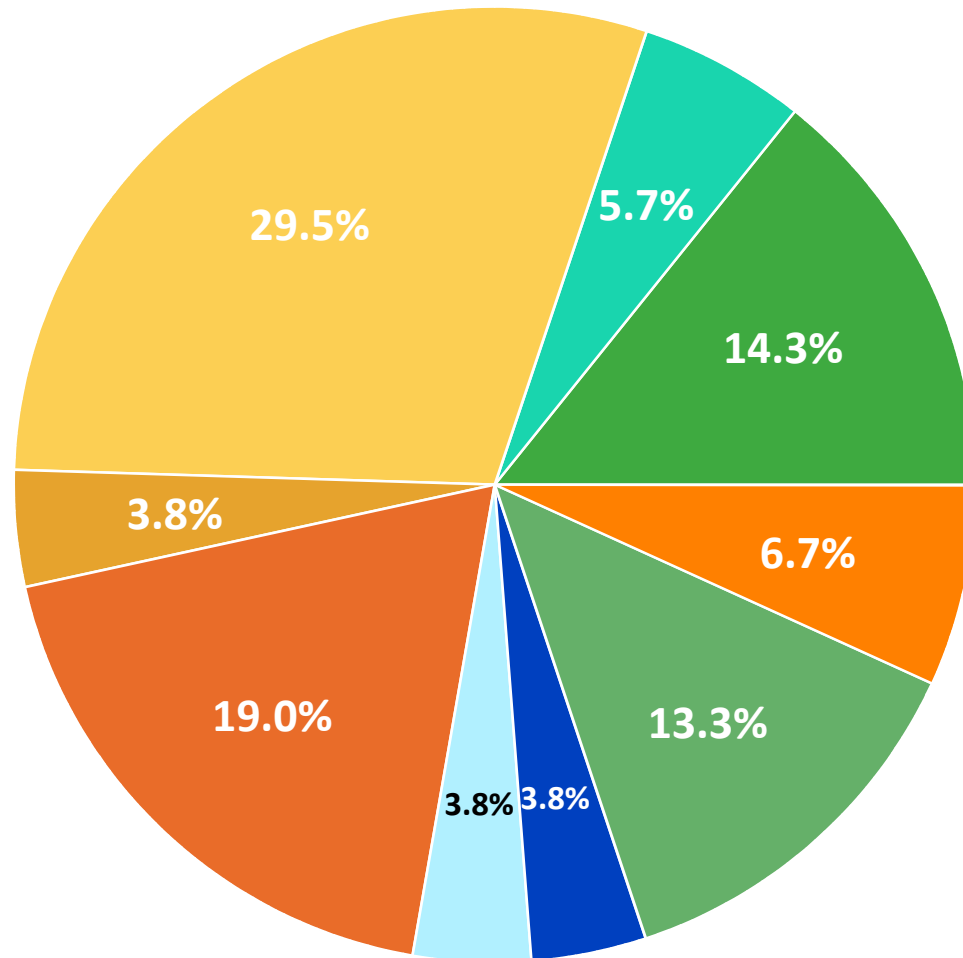
by percentage of respondents





# Q4a. Which City department or division did you contact most recently?

by percentage of respondents who have contacted the City during the past year (excluding *not provided* responses)

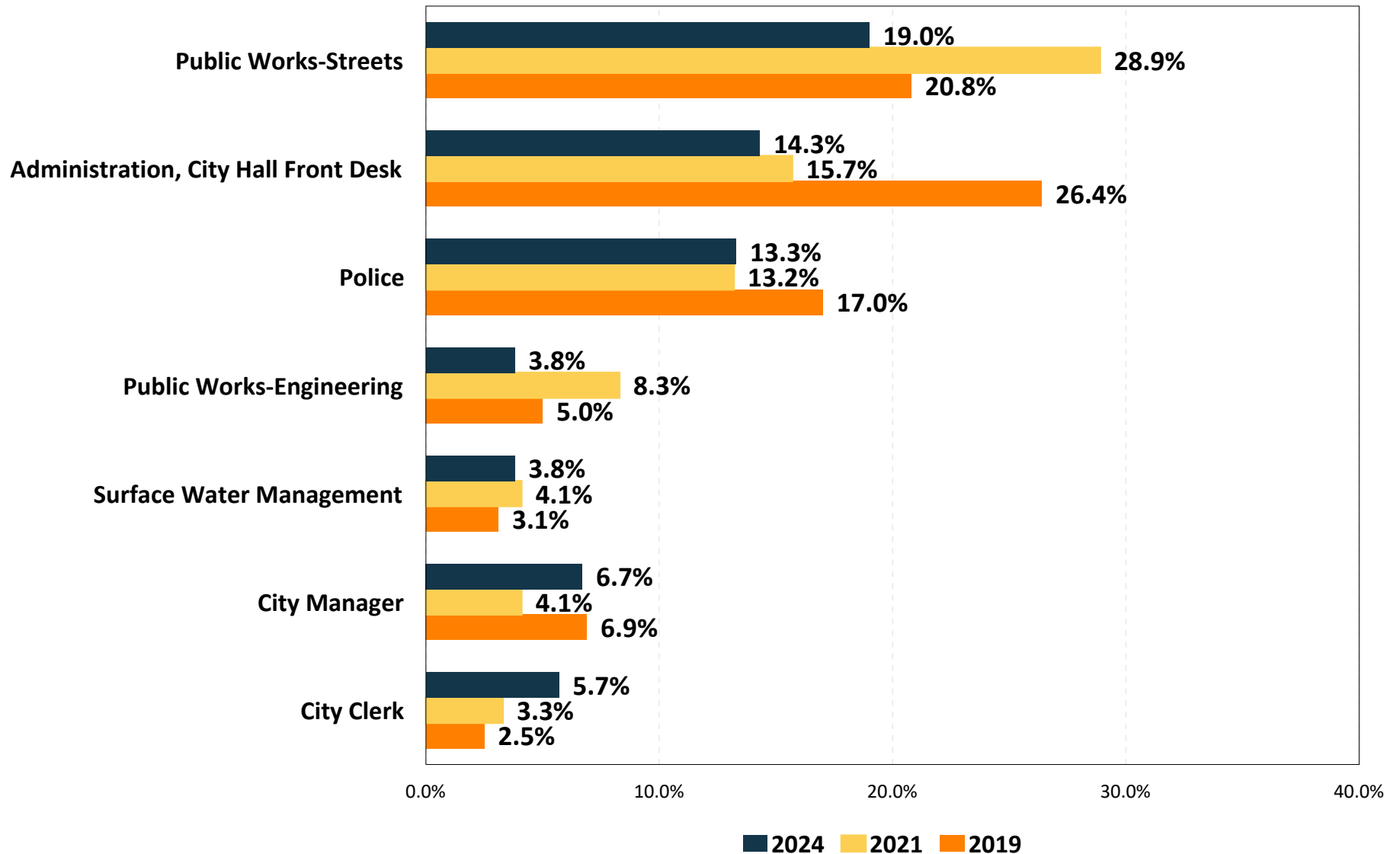


- Administration, City Hall Front Desk
- City Clerk
- Community Development-Planning, Permitting
- Community Events
- Public Works-Streets
- Public Works-Engineering
- Surface Water Management
- Police
- City Manager

Trends  
2019 to  
2024

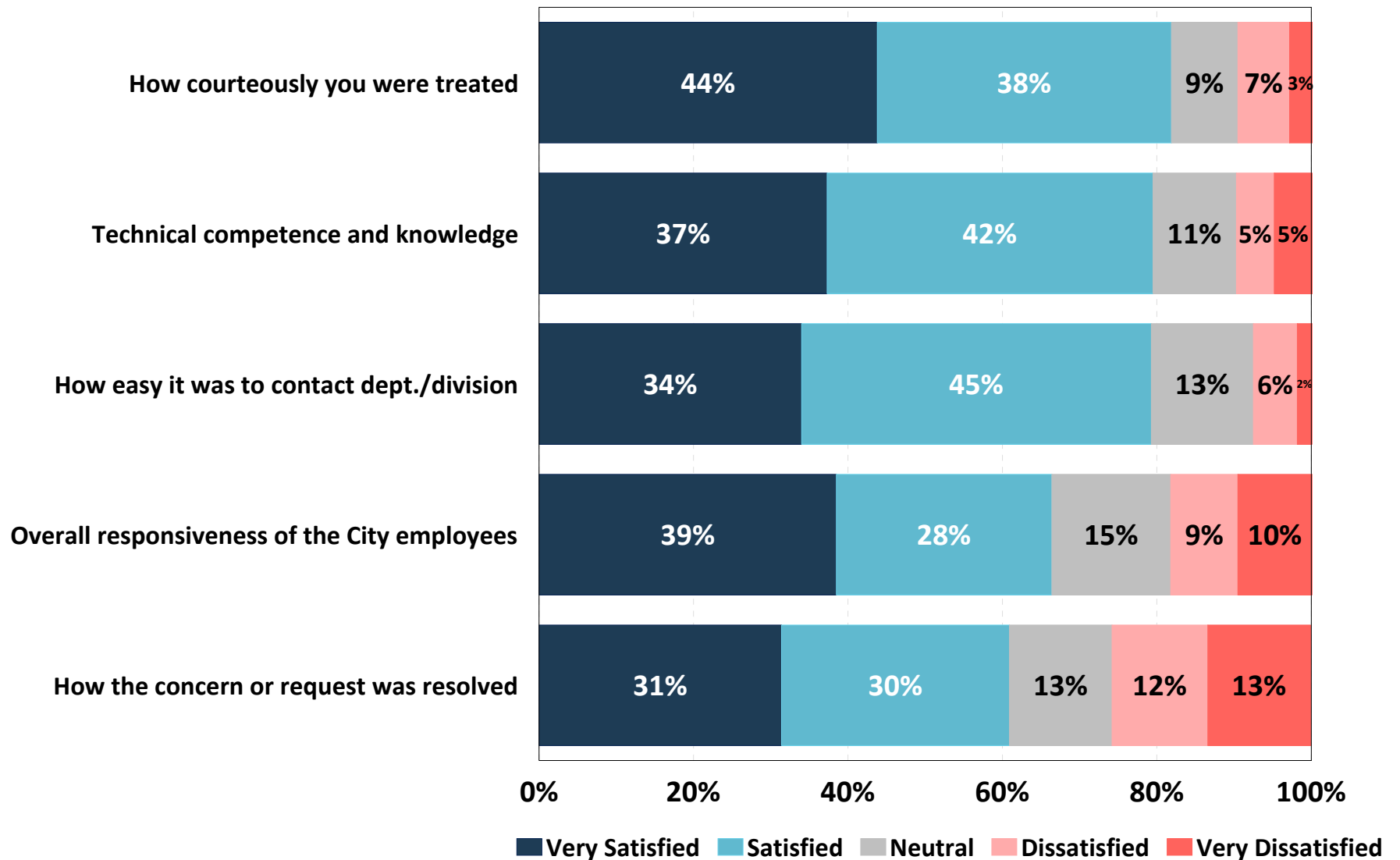
# Q4a. Which City department or division did you contact most recently?

by percentage of respondents who have contacted the City during the past year (excluding *not provided* responses)



## Q4b. Satisfaction with Customer Service From City Employees

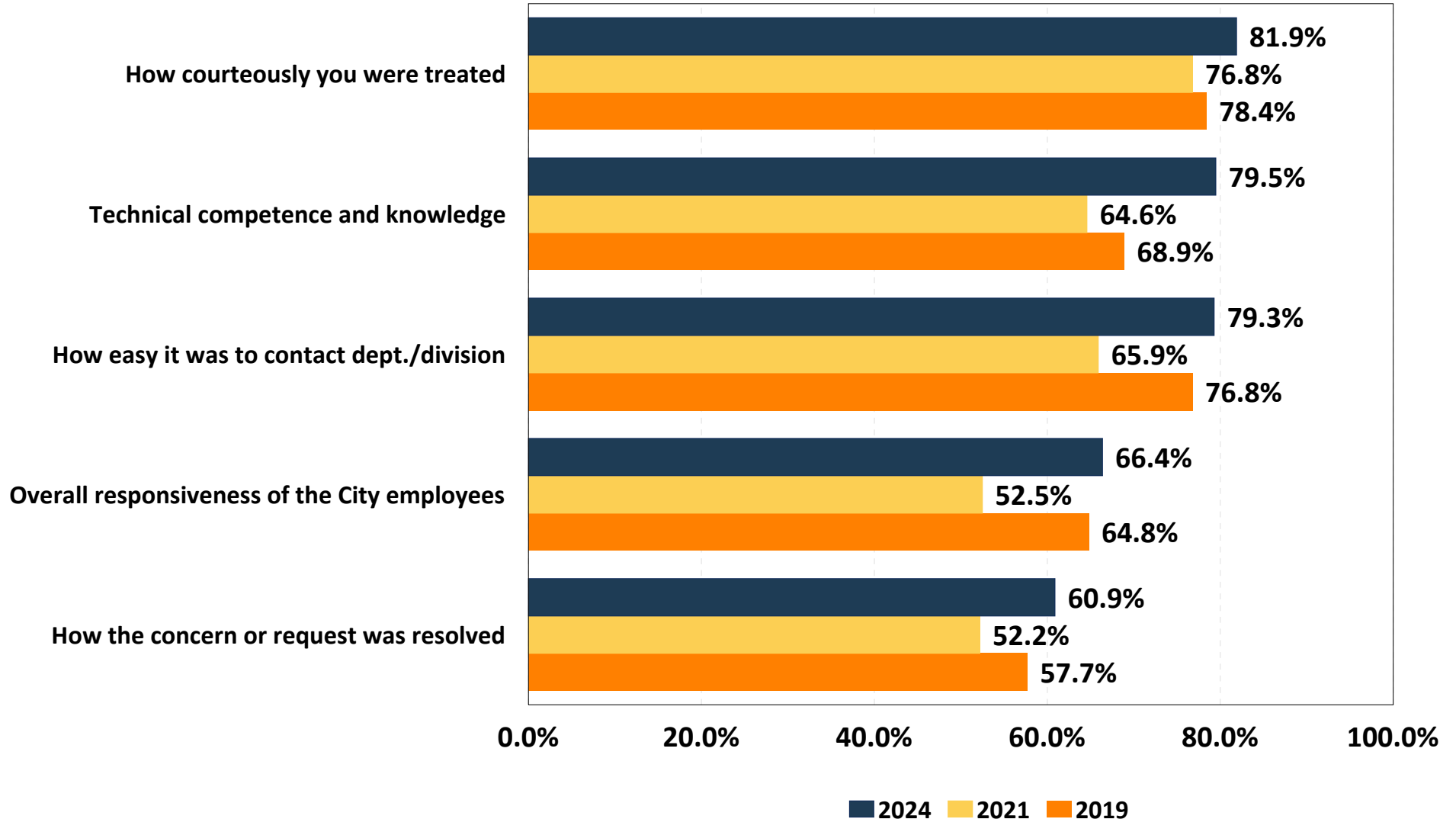
by percentage of respondents that indicated they had contacted the City during the past year using a 5-point scale, where 5 means *very satisfied* and 1 means *very dissatisfied* (excluding *don't know* responses)



Trends  
2019 to  
2024

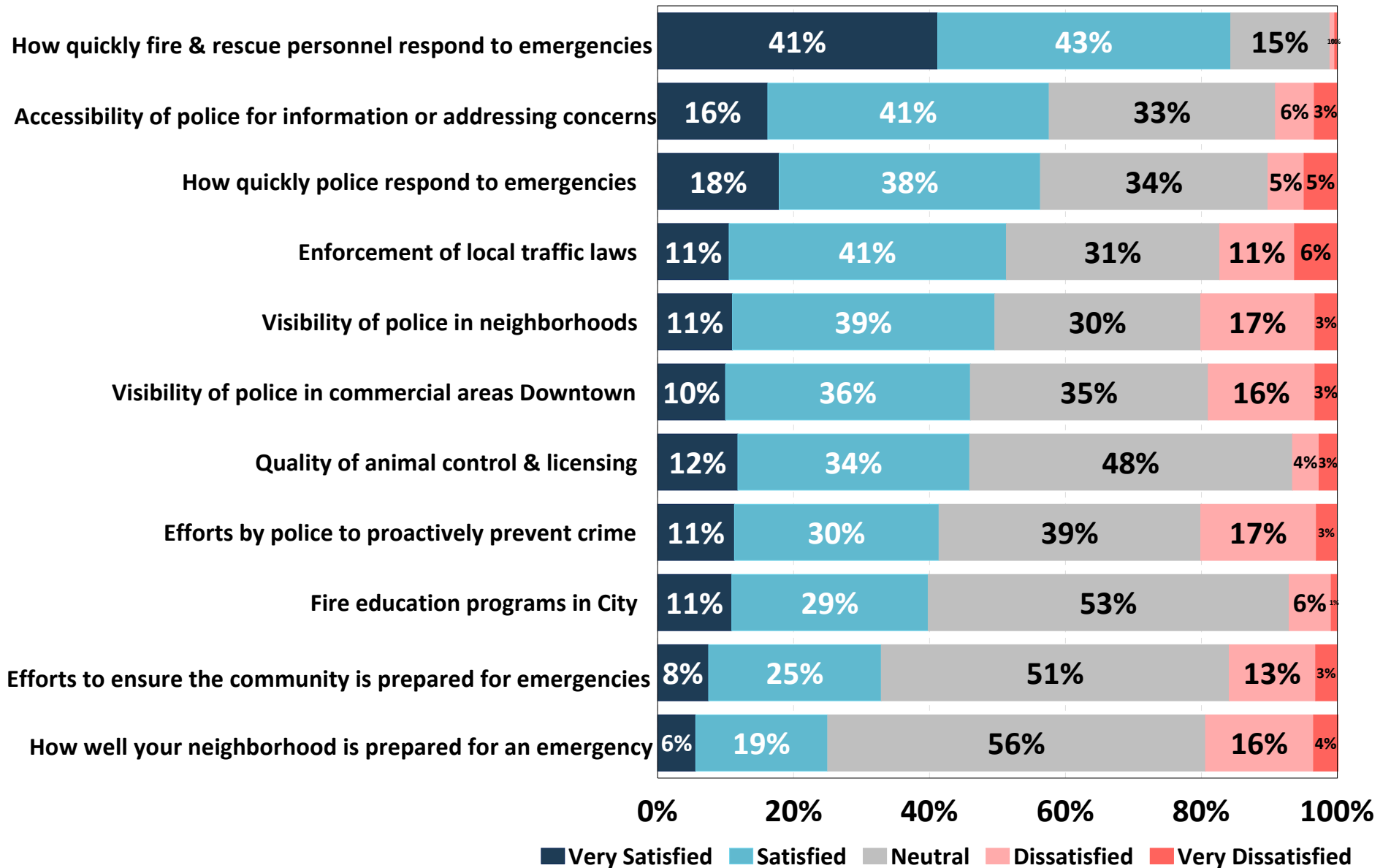
## Q4b. Satisfaction with Customer Service From City Employees

by sum percentage of respondents that contacted the City during the past year and who were either *very satisfied* or *satisfied* with the service (excluding *don't know* responses)



## Q5. Satisfaction with Public Safety

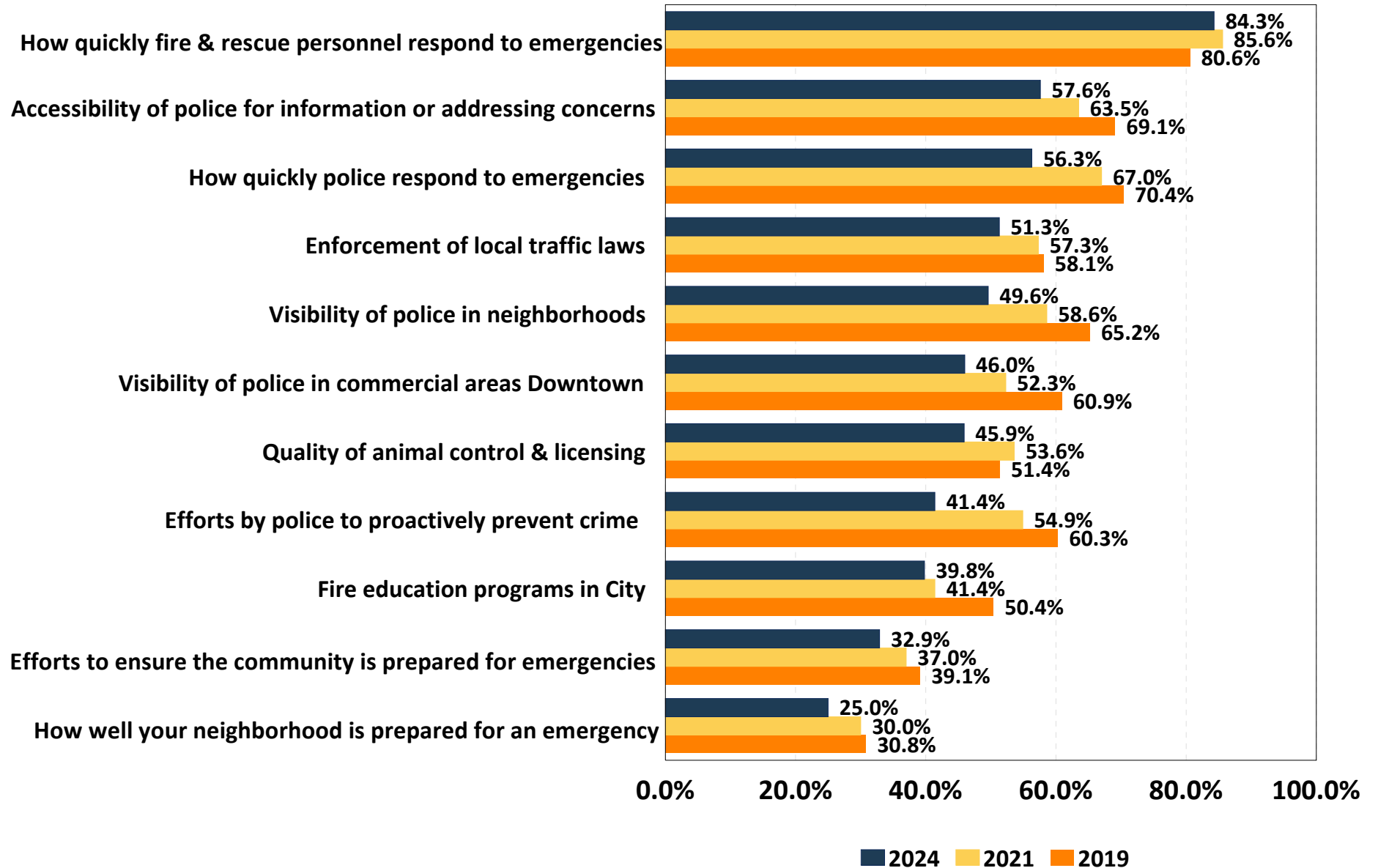
by percentage of respondents using a 5-point scale, where 5 means *very satisfied* and 1 means *very dissatisfied* (excluding *don't know* responses)



Trends  
2019 to  
2024

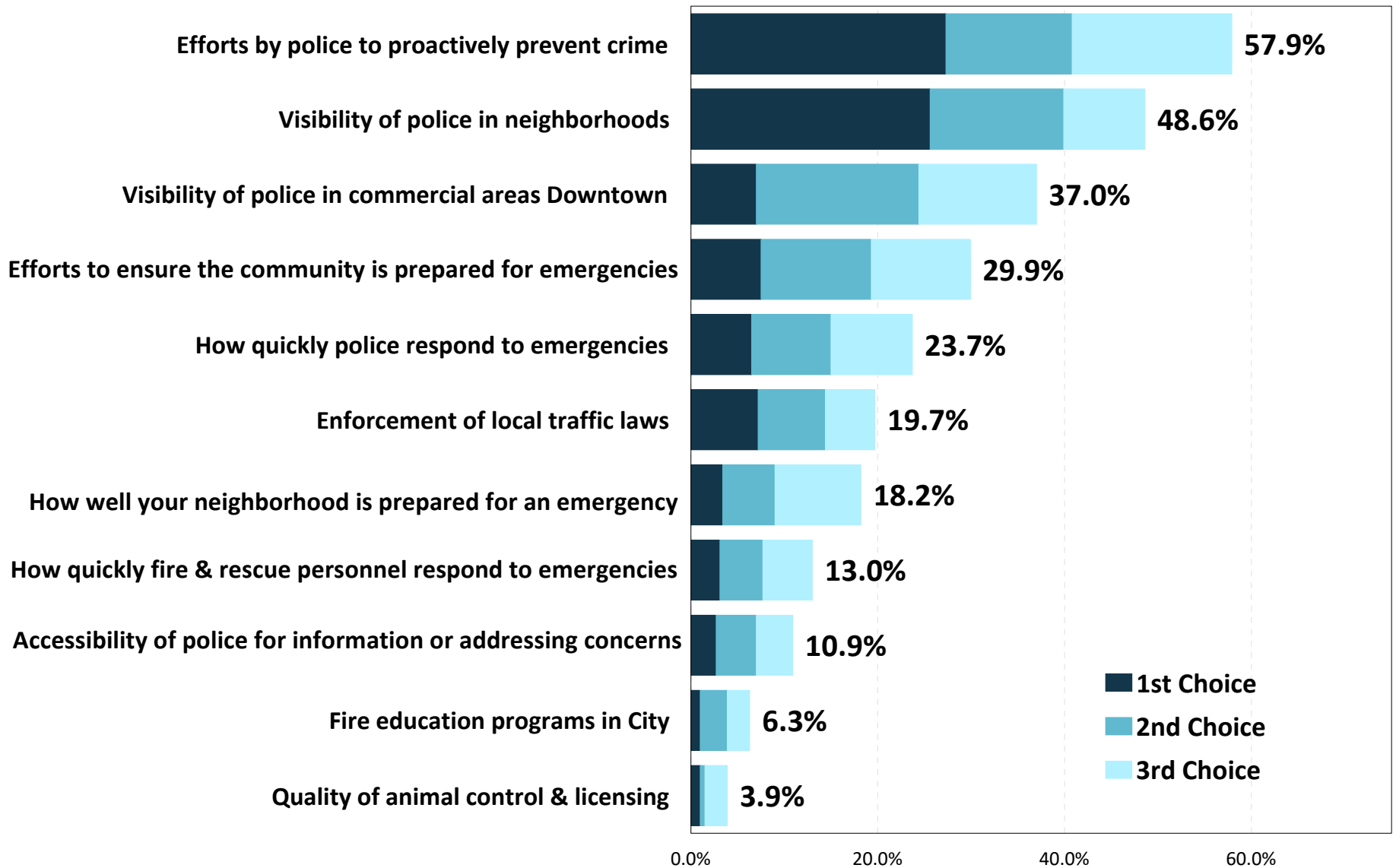
## Q5. Satisfaction with Public Safety

by sum percentage of respondents who were either *very satisfied* or *satisfied* with the service  
(excluding *don't know* responses)



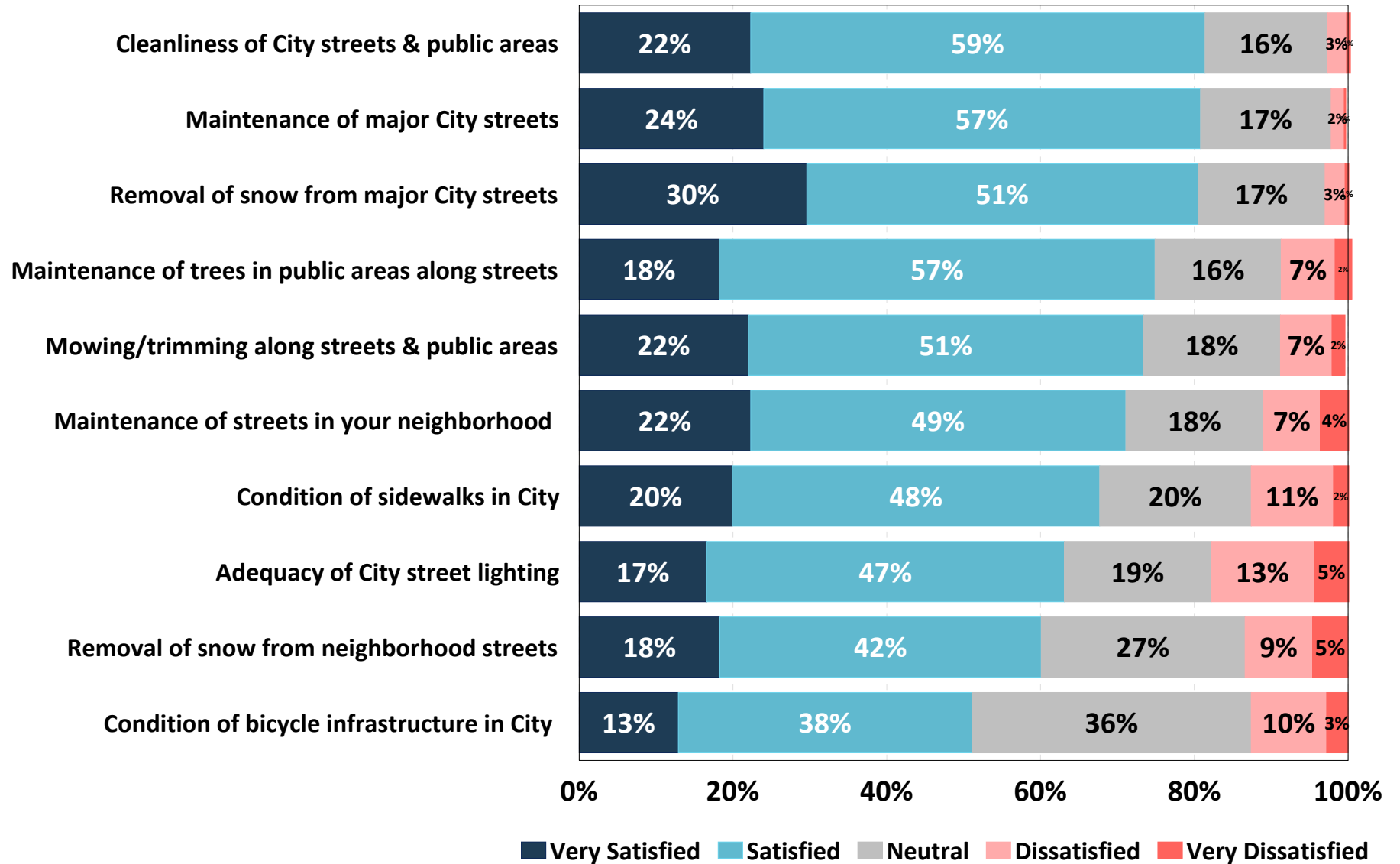
# Q6. Emphasis City Leaders Should Place on Public Safety Services Over the Next Two Years

by sum percentage of respondents chose the service as one of their top three choices



# Q7. Satisfaction with Street Infrastructure Maintenance

by percentage of respondents using a 5-point scale, where 5 means *very satisfied* and 1 means *very dissatisfied*  
(excluding *don't know* responses)

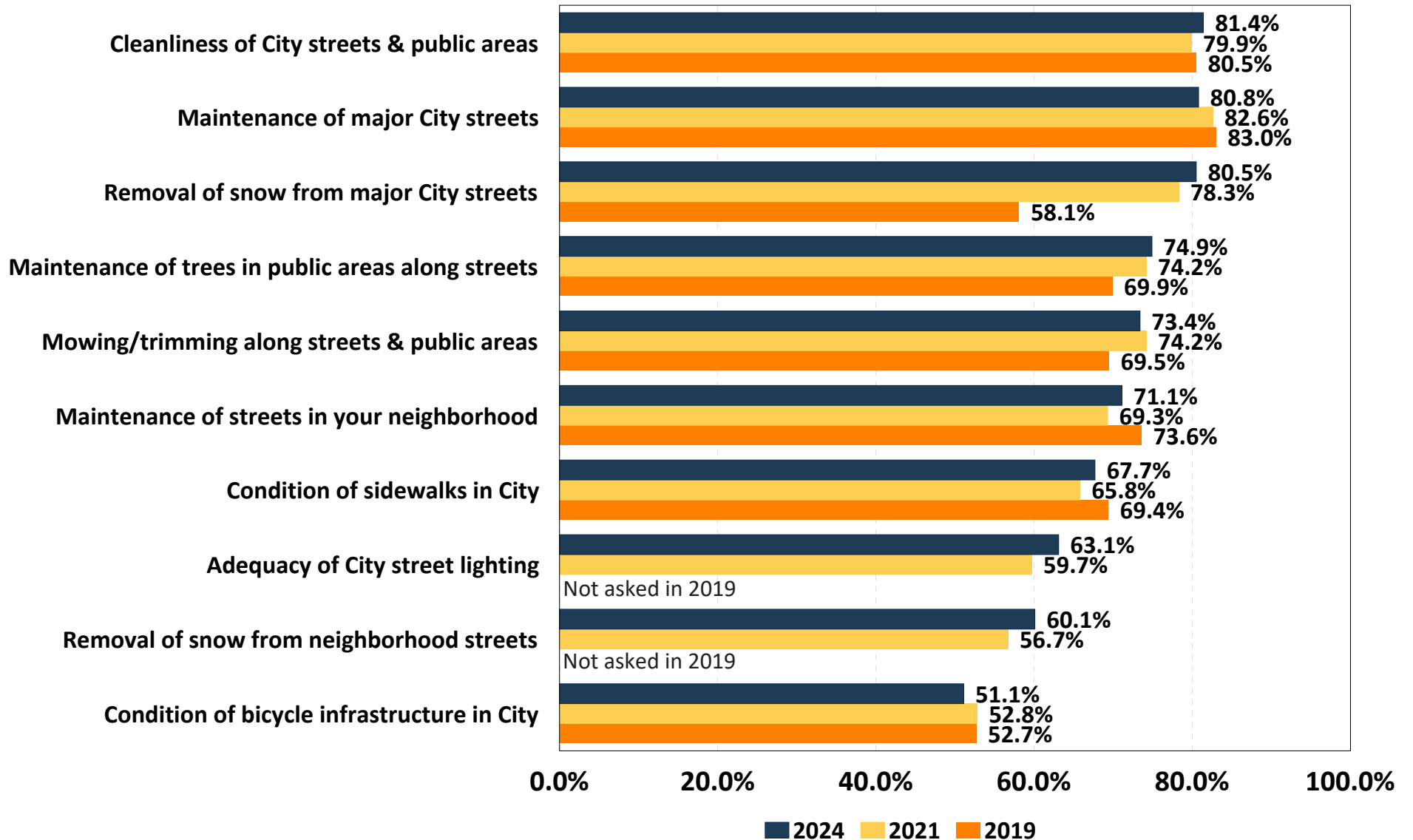




Trends  
2019 to  
2024

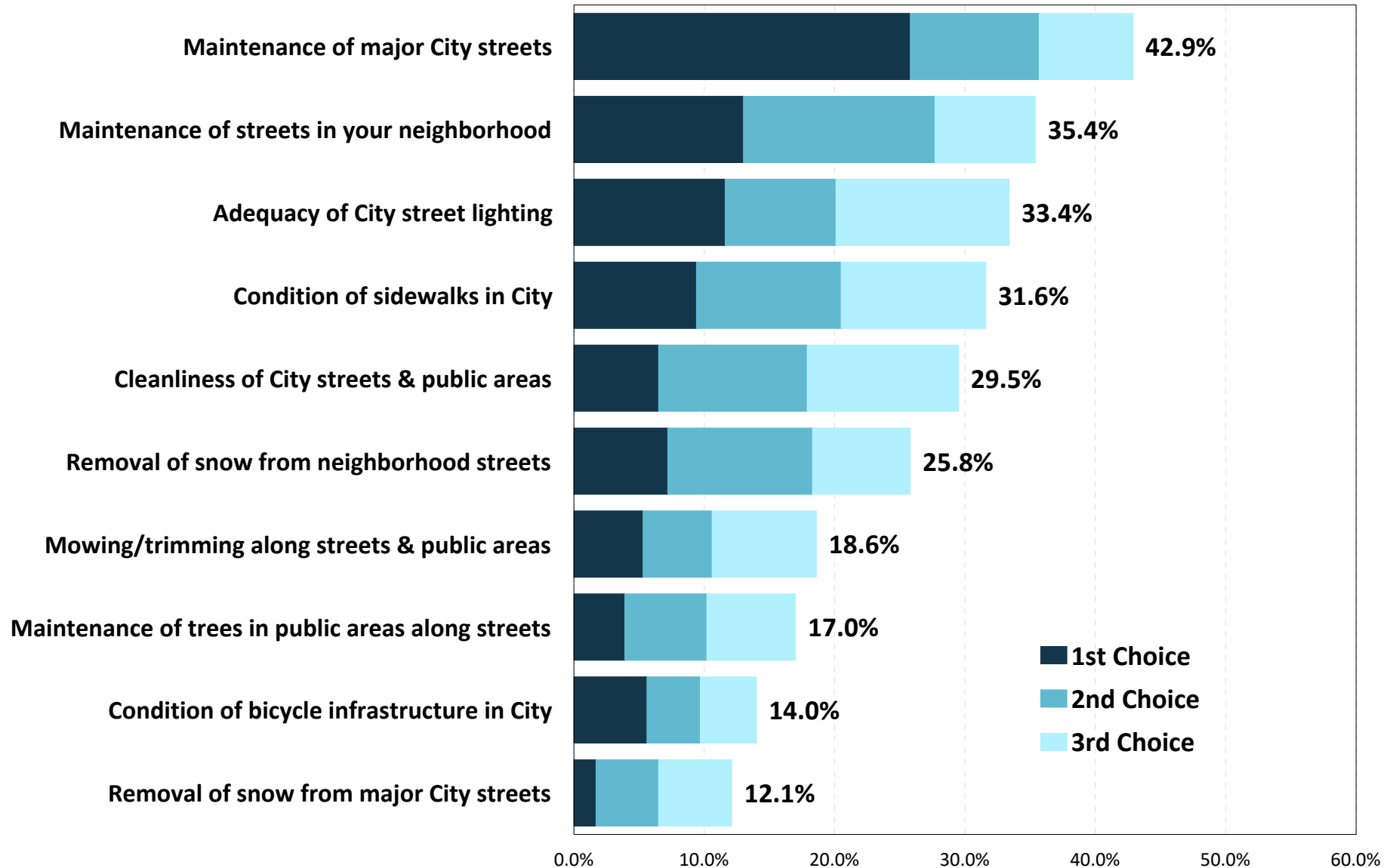
# Q7. Satisfaction with Street Infrastructure Maintenance

by sum percentage of respondents who were either *very satisfied* or *satisfied* with the service  
(excluding *don't know* responses)



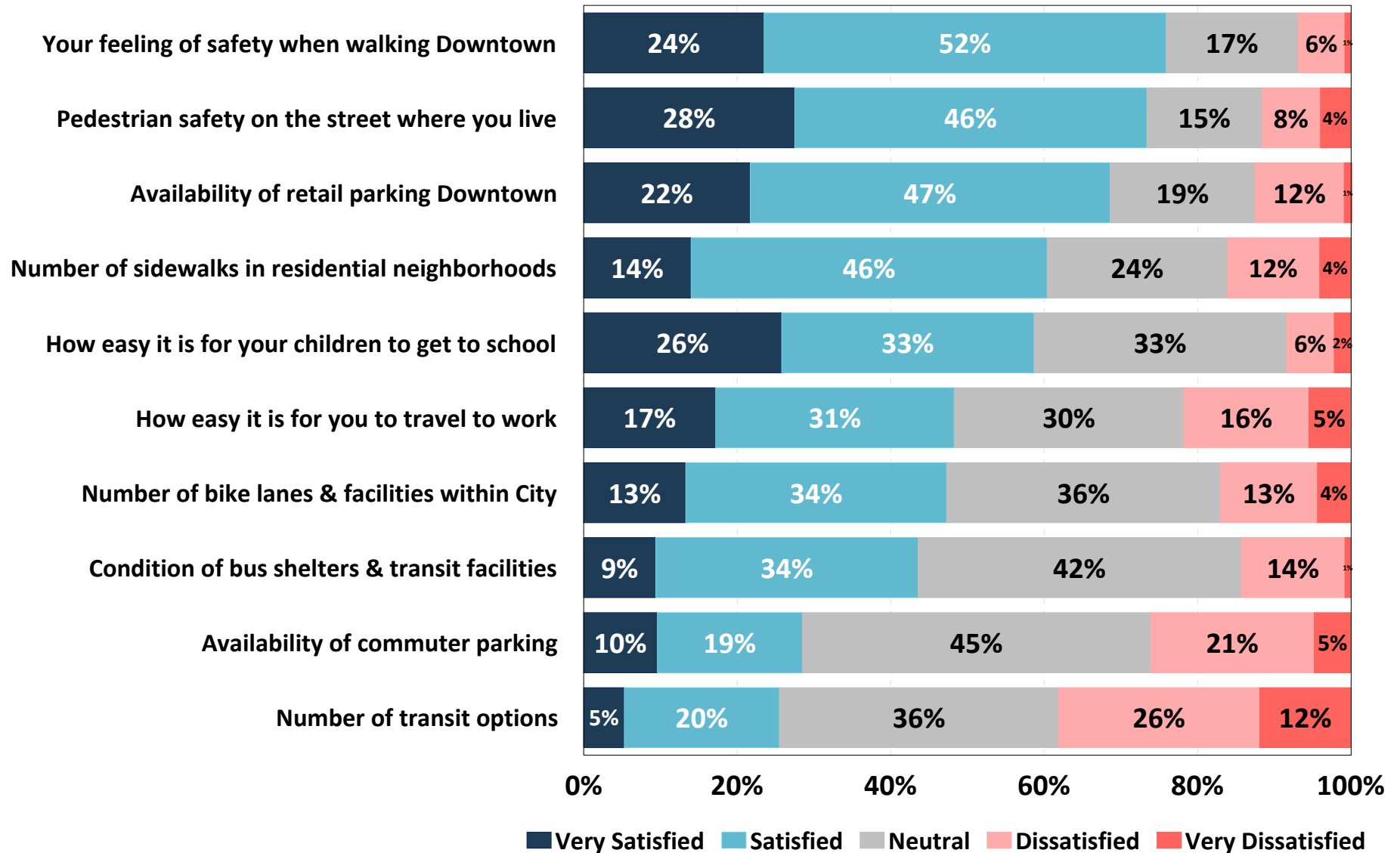
# Q8. Emphasis City Leaders Should Place on Street Infrastructure Maintenance Over the Next Two Years

by sum percentage of respondents chose the service as one of their top three choices



# Q9. Satisfaction with Transportation in the City

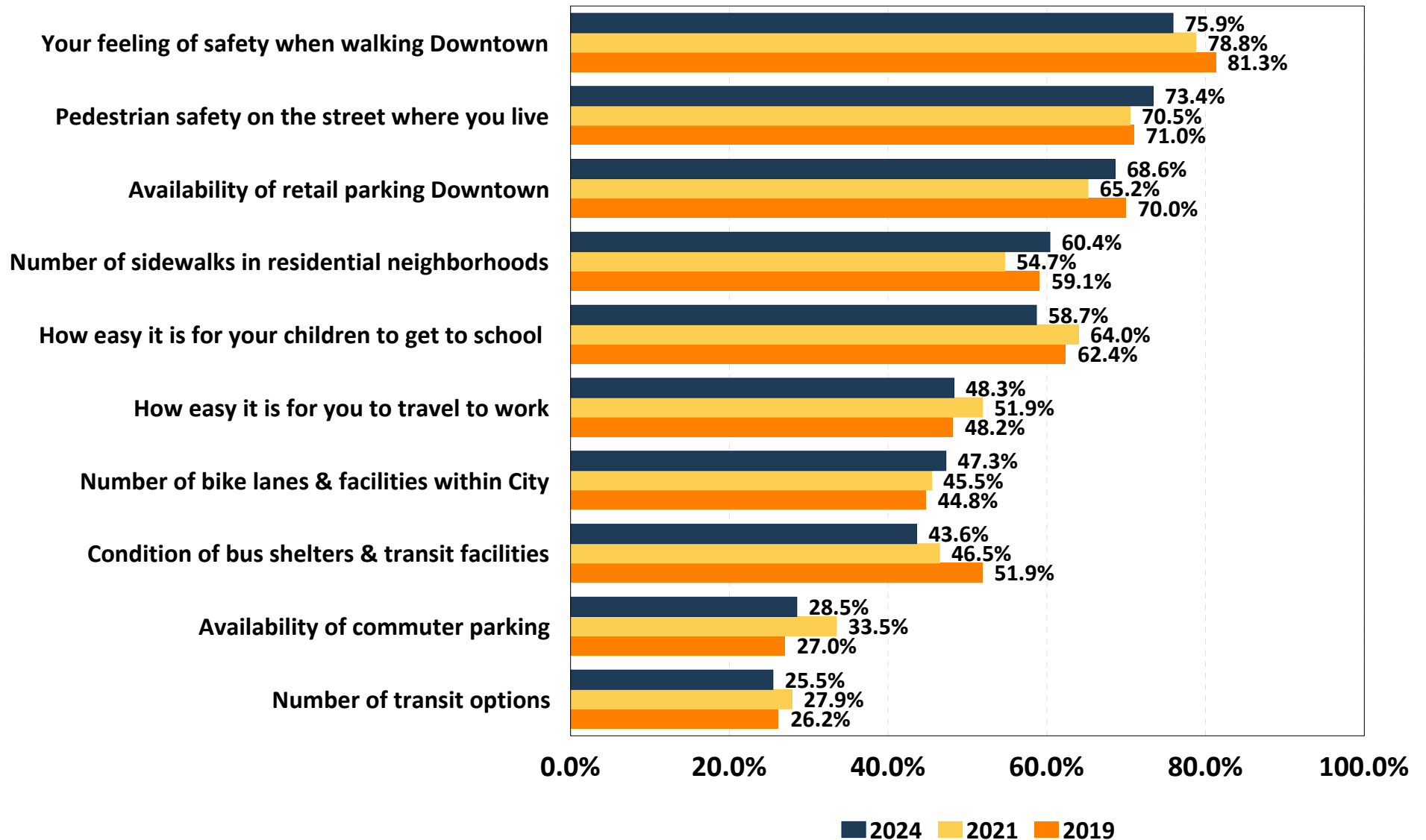
by percentage of respondents using a 5-point scale, where 5 means *very satisfied* and 1 means *very dissatisfied*  
(excluding *don't know* responses)



Trends  
2019 to  
2024

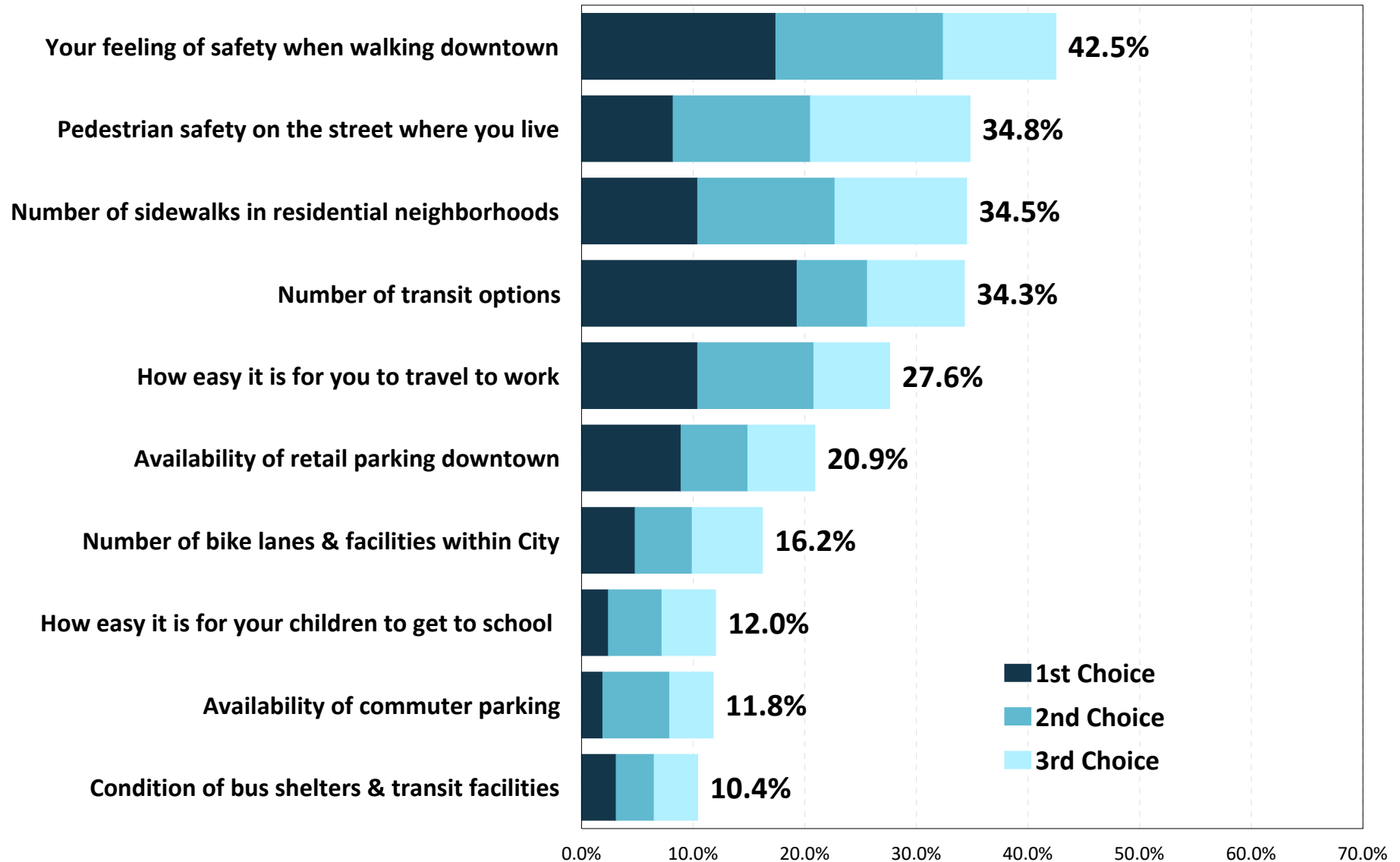
# Q9. Satisfaction with Transportation in the City

by sum percentage of respondents who were either *very satisfied* or *satisfied* with the service  
(excluding *don't know* responses)



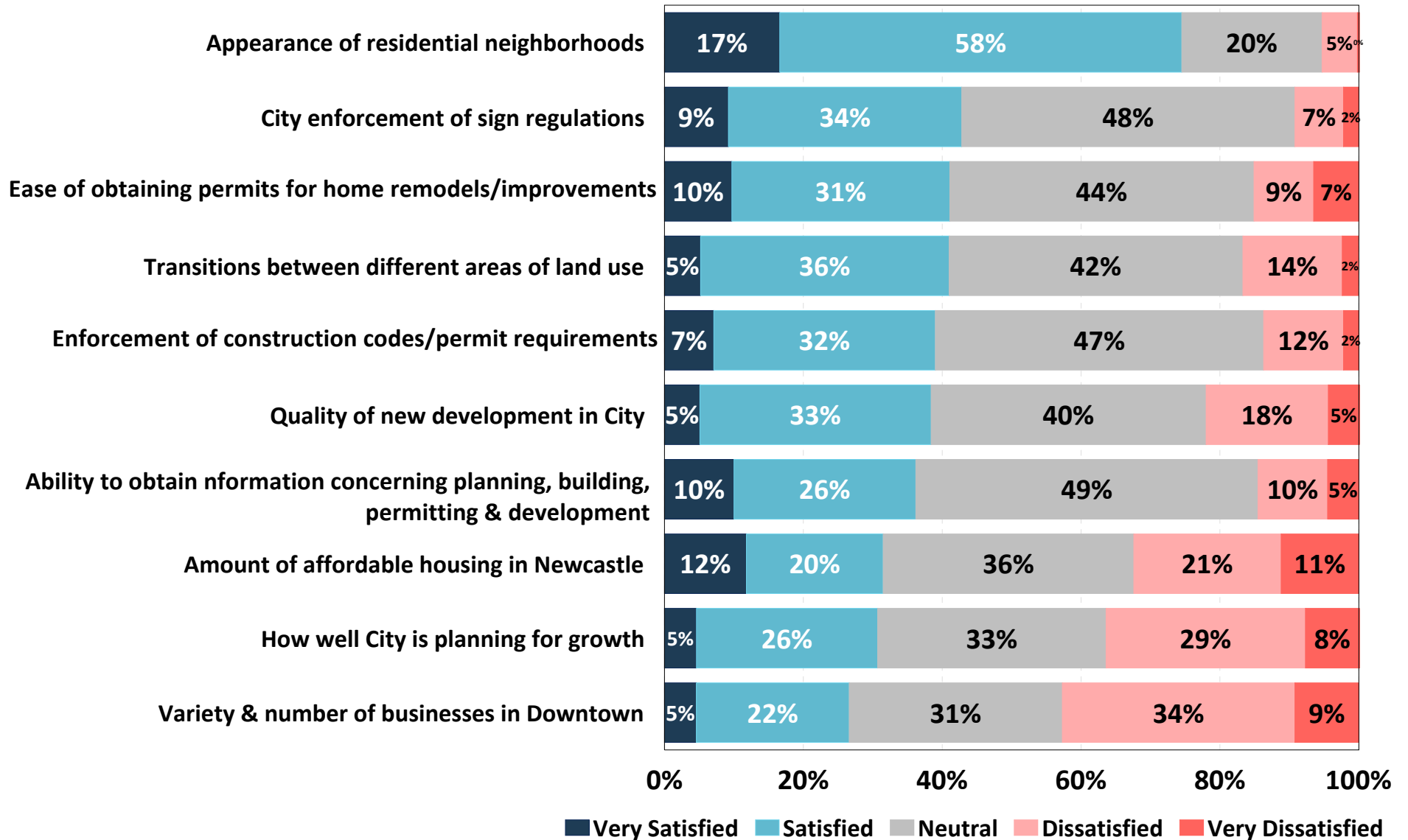
# Q10. Emphasis City Leaders Should Place on Transportation Services in the City Over the Next Two Years

by sum percentage of respondents chose the service as one of their top three choices



# Q11. Satisfaction with Planning and Development in the City

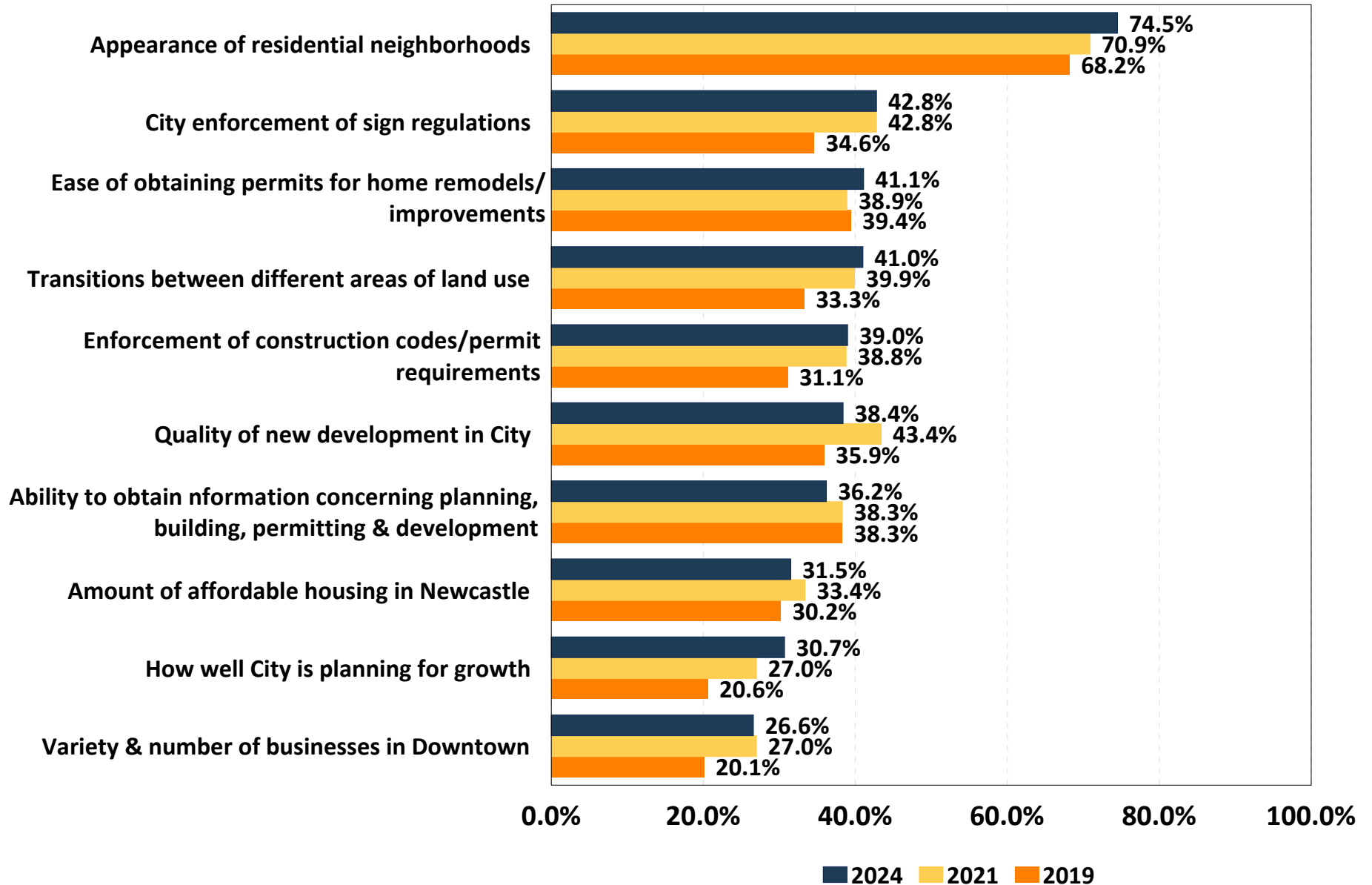
by percentage of respondents using a 5-point scale, where 5 means *very satisfied* and 1 means *very dissatisfied*  
(excluding *don't know* responses)



Trends  
2019 to  
2024

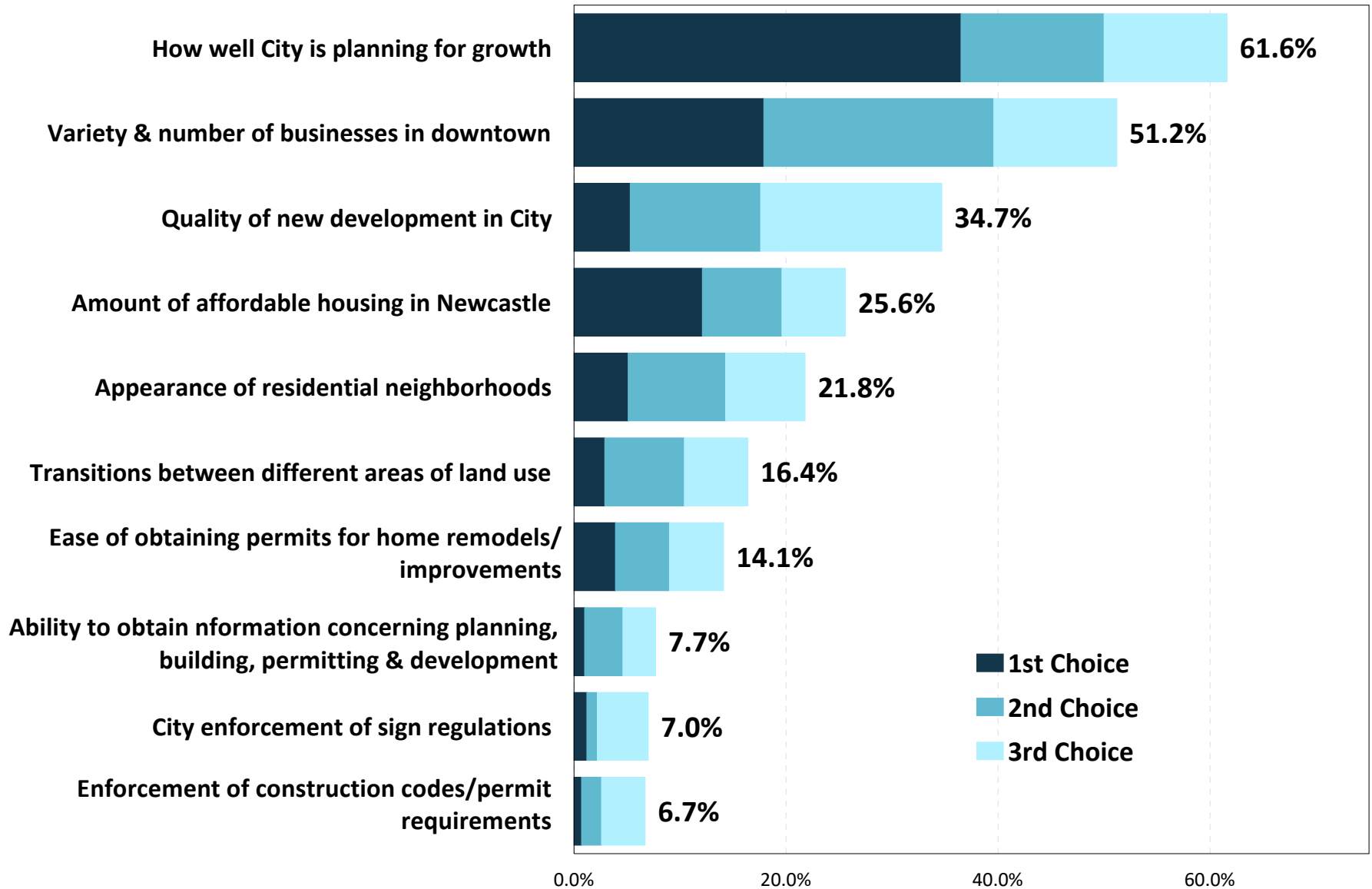
# Q11. Satisfaction with Planning and Development in the City

by sum percentage of respondents who were either *very satisfied* or *satisfied* with the service  
(excluding *don't know* responses)



# Q12. Emphasis City Leaders Should Place on Planning and Development Services Over the Next Two Years

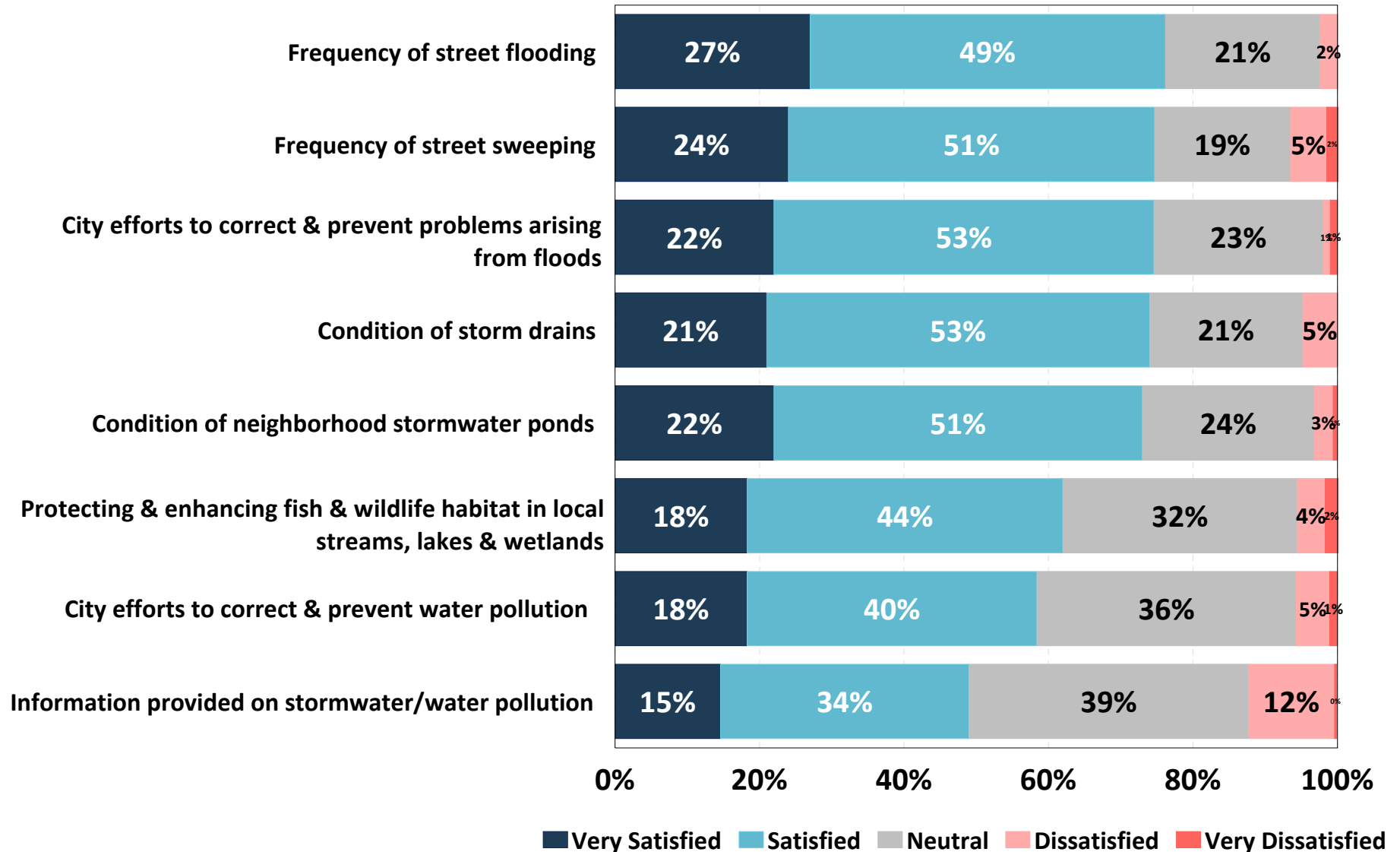
by sum percentage of respondents chose the service as one of their top three choices





# Q13. Satisfaction with Surface Water Management

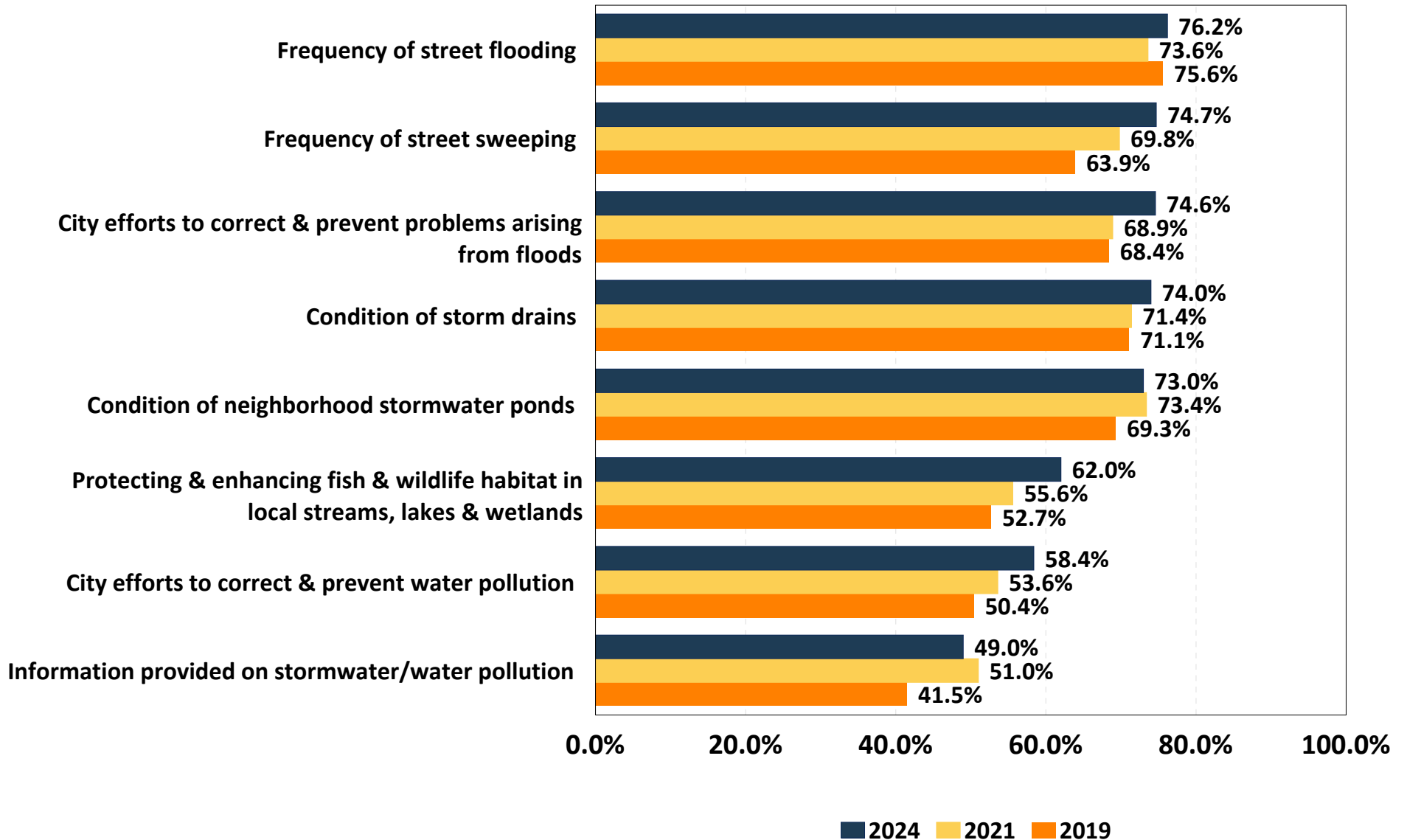
by percentage of respondents using a 5-point scale, where 5 means *very satisfied* and 1 means *very dissatisfied* (excluding *don't know* responses)



Trends  
2019 to  
2024

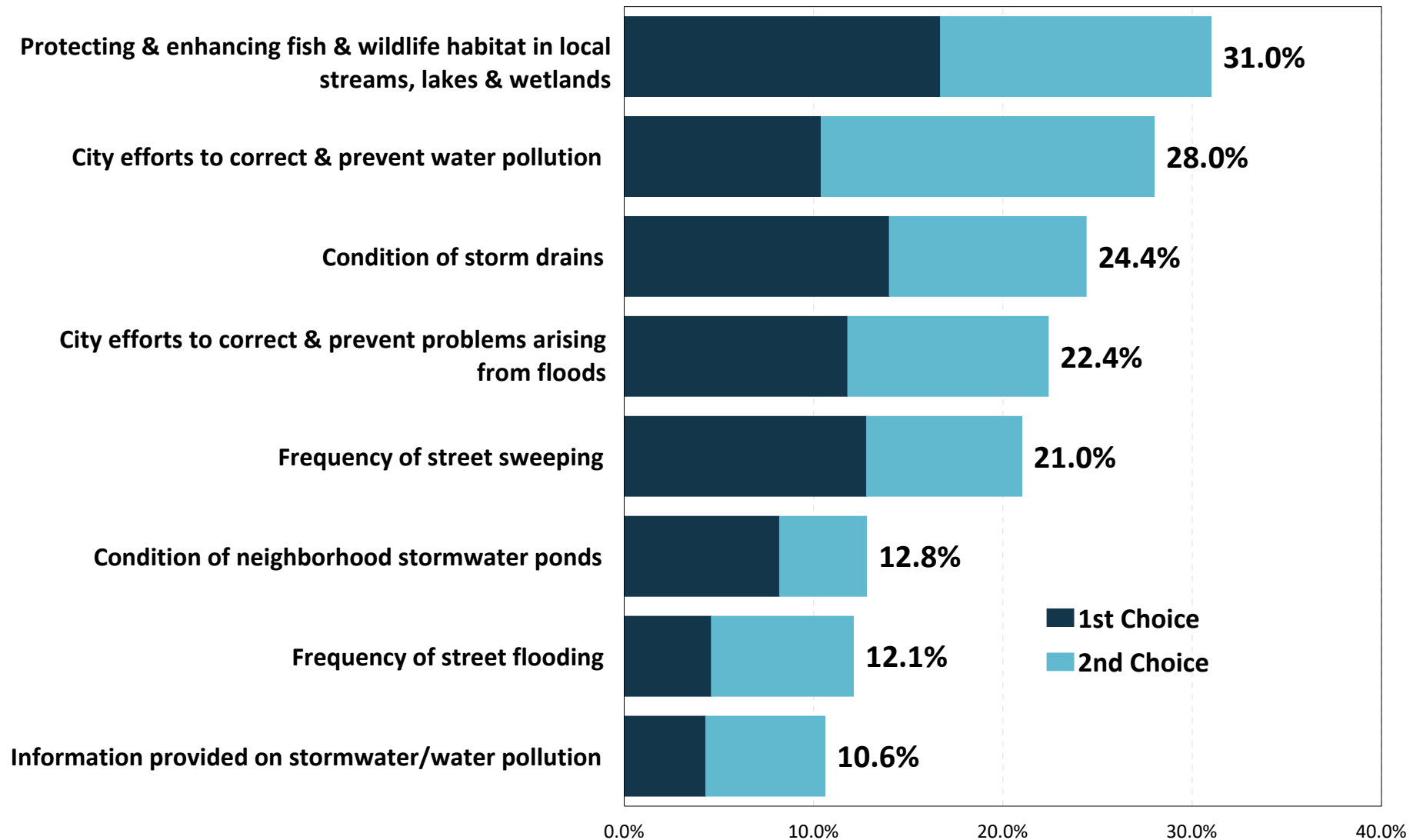
# Q13. Satisfaction with Surface Water Management

by sum percentage of respondents who were either *very satisfied* or *satisfied* with the service  
(excluding *don't know* responses)



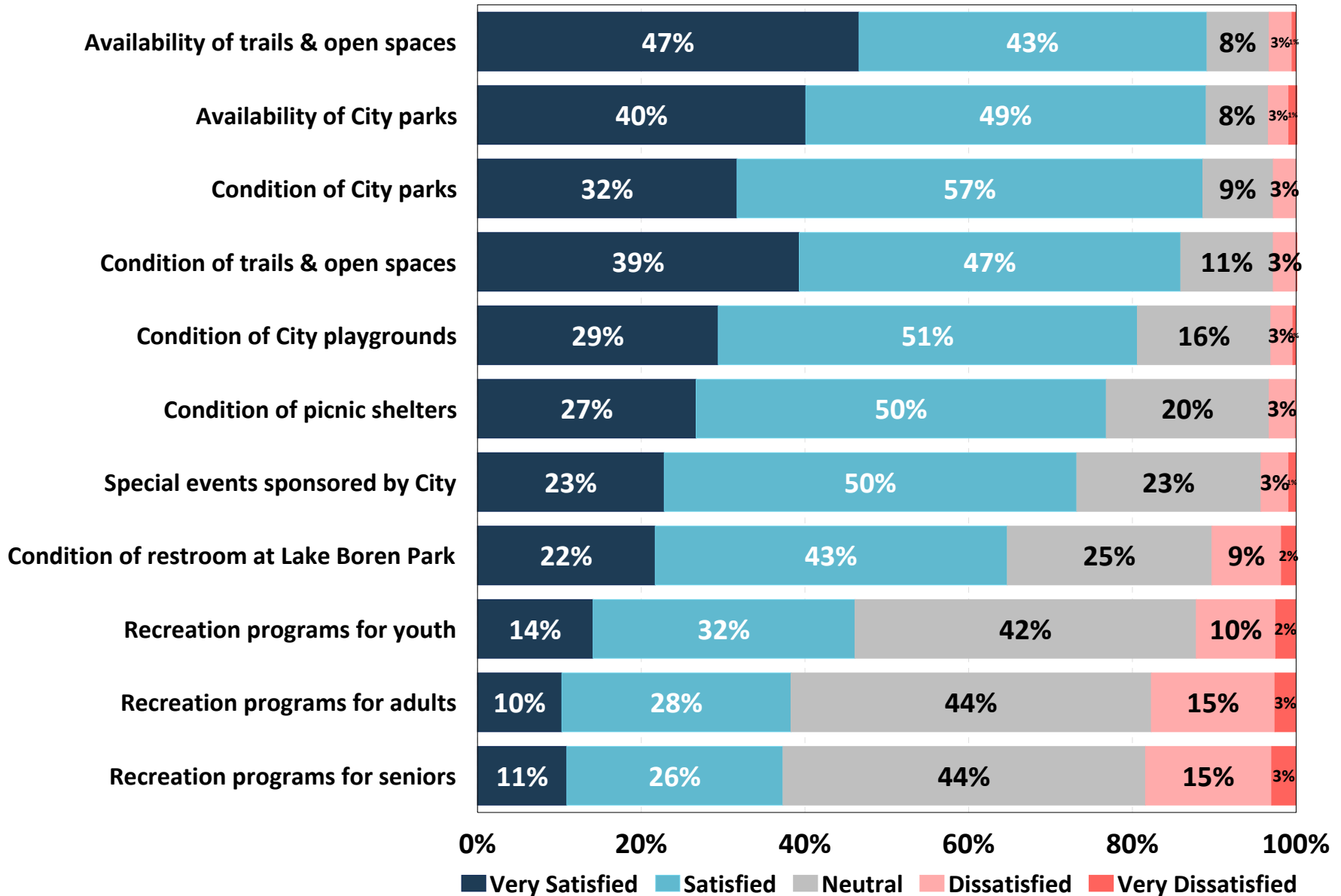
# Q14. Emphasis City Leaders Should Place on Surface Water Management Over the Next Two Years

by sum percentage of respondents chose the service as one of their top two choices



# Q15. Satisfaction with Parks and Recreation Services

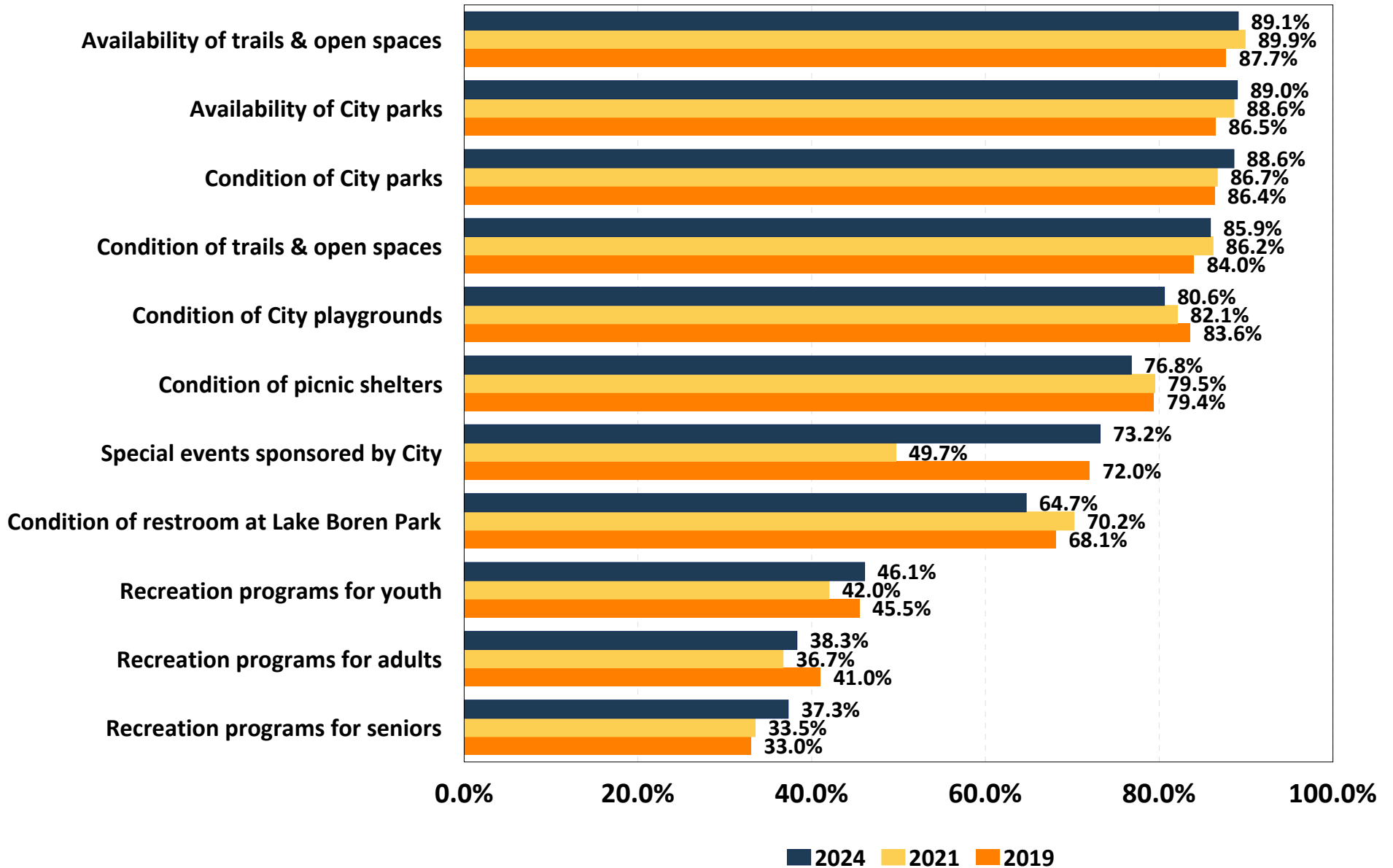
by percentage of respondents using a 5-point scale, where 5 means *very satisfied* and 1 means *very dissatisfied* (excluding *don't know* responses)



Trends  
2019 to  
2024

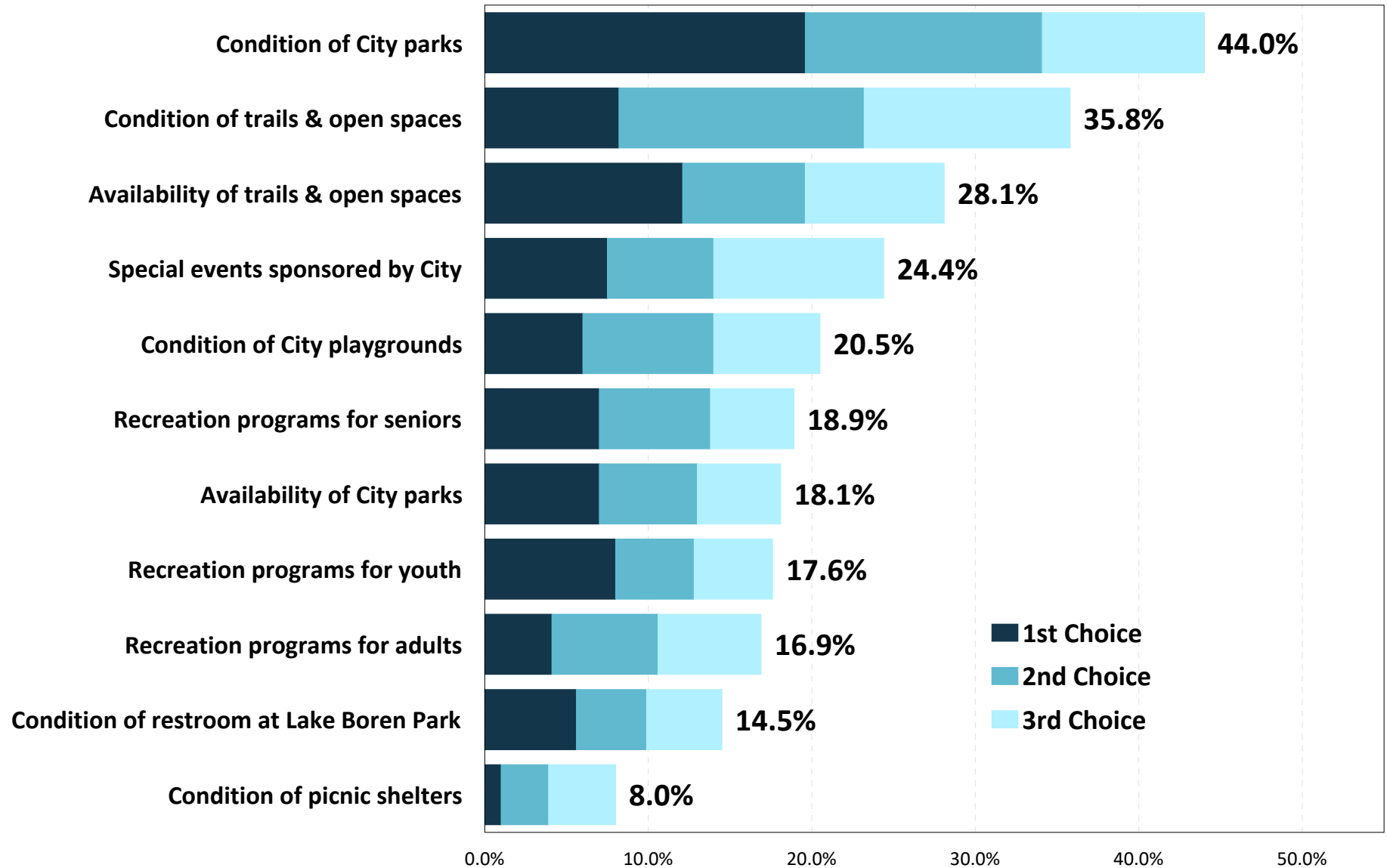
# Q15. Satisfaction with Parks and Recreation Services

by sum percentage of respondents who were either *very satisfied* or *satisfied* with the service  
(excluding *don't know* responses)



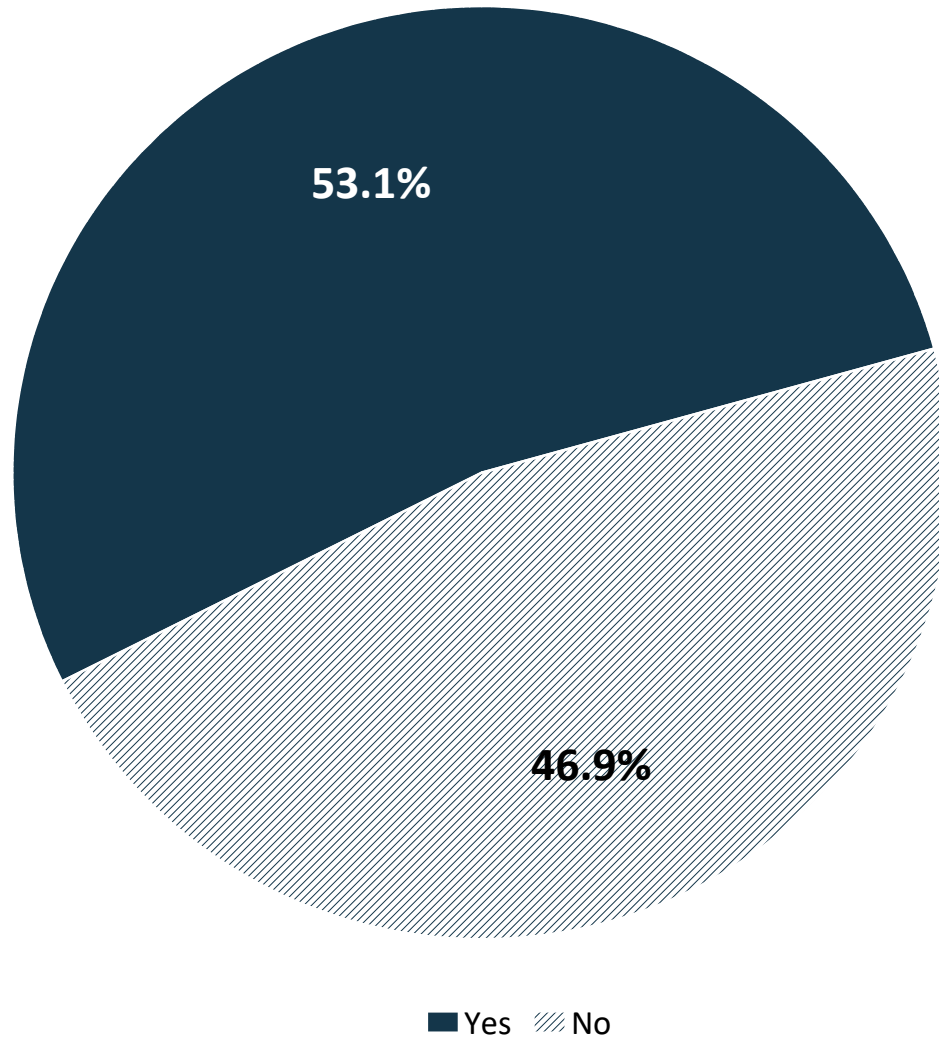
# Q16. Emphasis City Leaders Should Place on Parks and Recreation Services Over the Next Two Years

by sum percentage of respondents chose the service as one of their top three choices



# Q17. Have you or other members of your household participated in any special events offered by the City of Newcastle during the past 12 months?

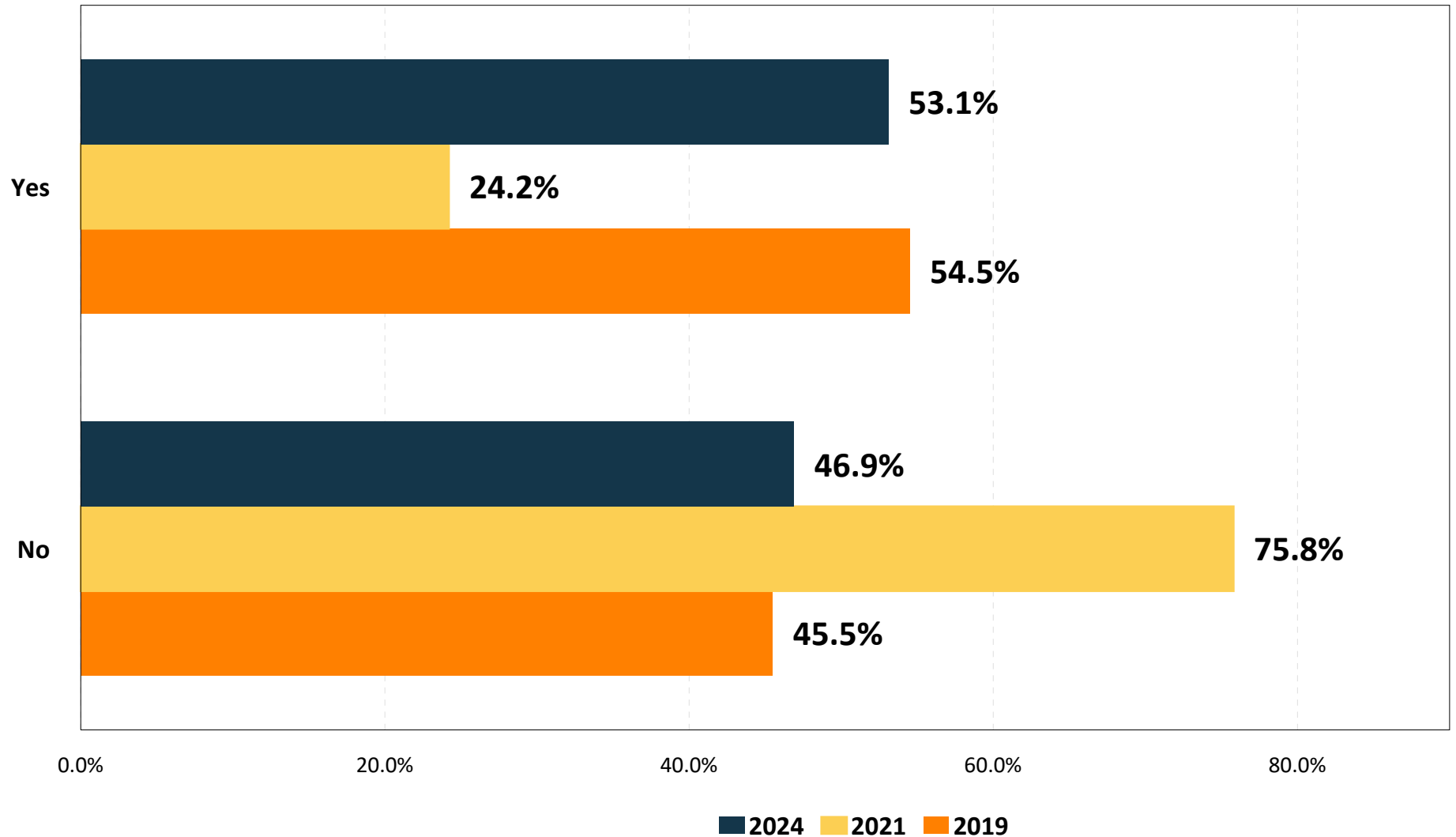
by percentage of respondents



Trends  
2019 to  
2024

# Q17. Have you or other members of your household participated in any special events offered by the City of Newcastle during the past 12 months?

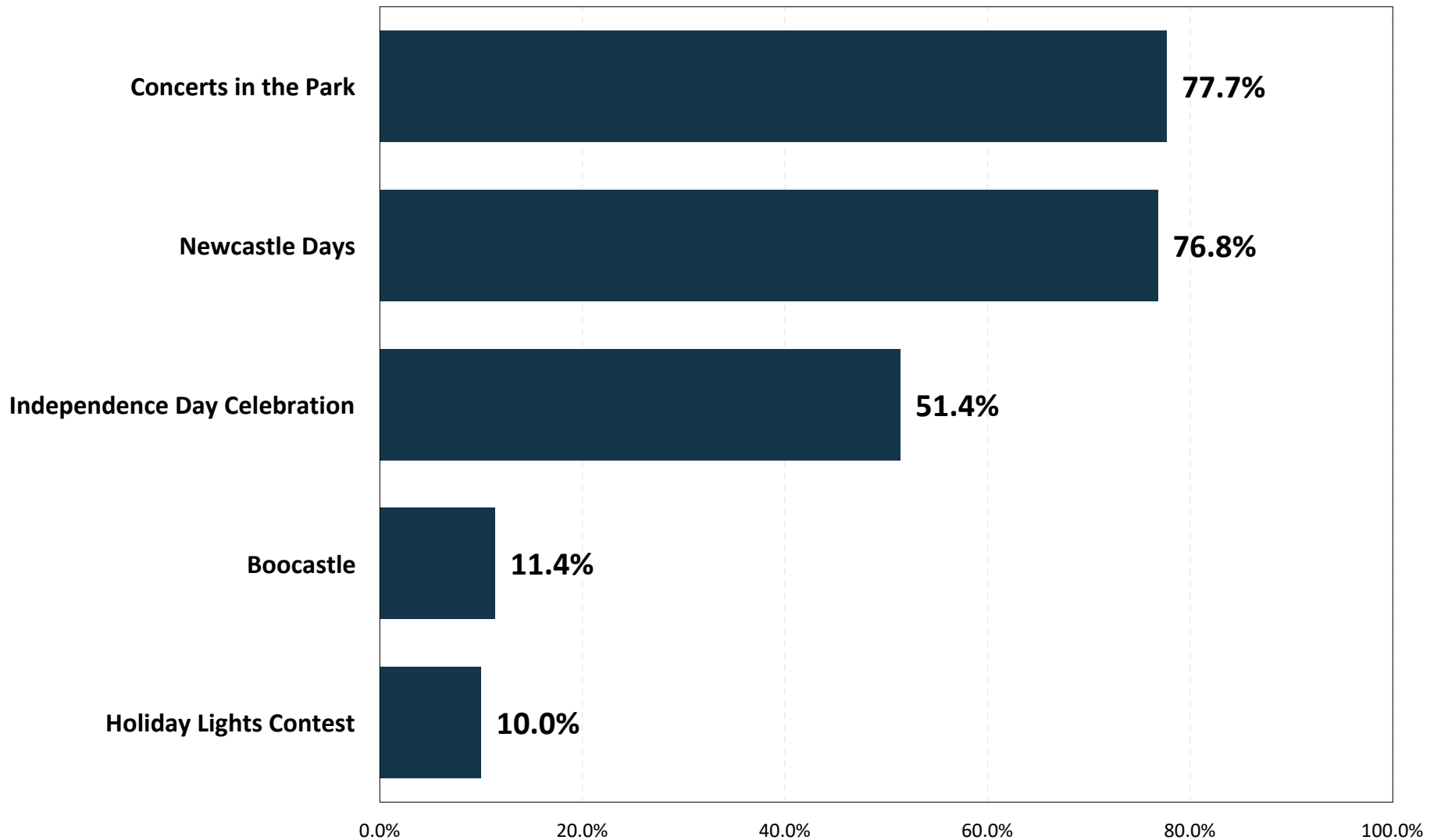
by percentage of respondents





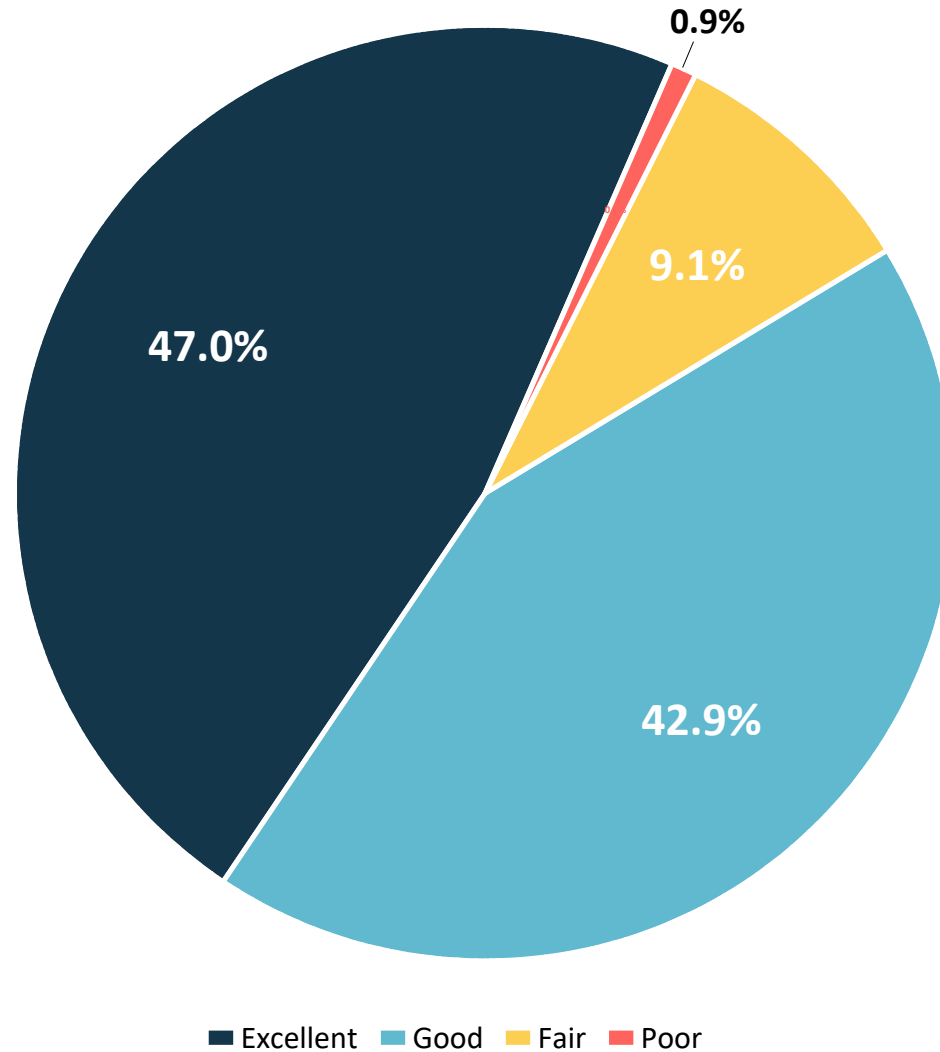
# Q17a. Check ALL the special events you or other members of your household have participated in during the past 12 months

by percentage of respondents that have participated in City events during the past 12-months (multiple choices could be selected)



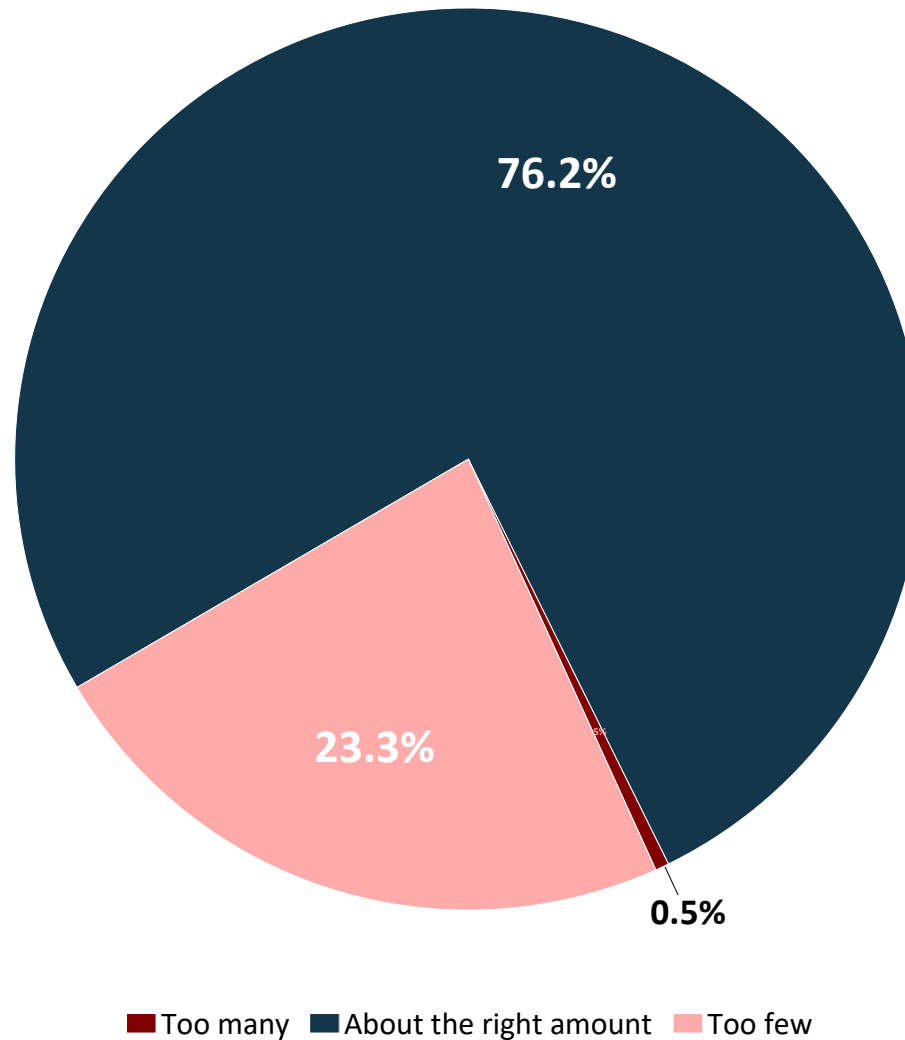
# Q17b. How would you rate the overall quality of the special events you or members of your household have participated in during the past 12 months?

by percentage of respondents that have participated in City events during the past 12-months (excluding *don't know* responses)



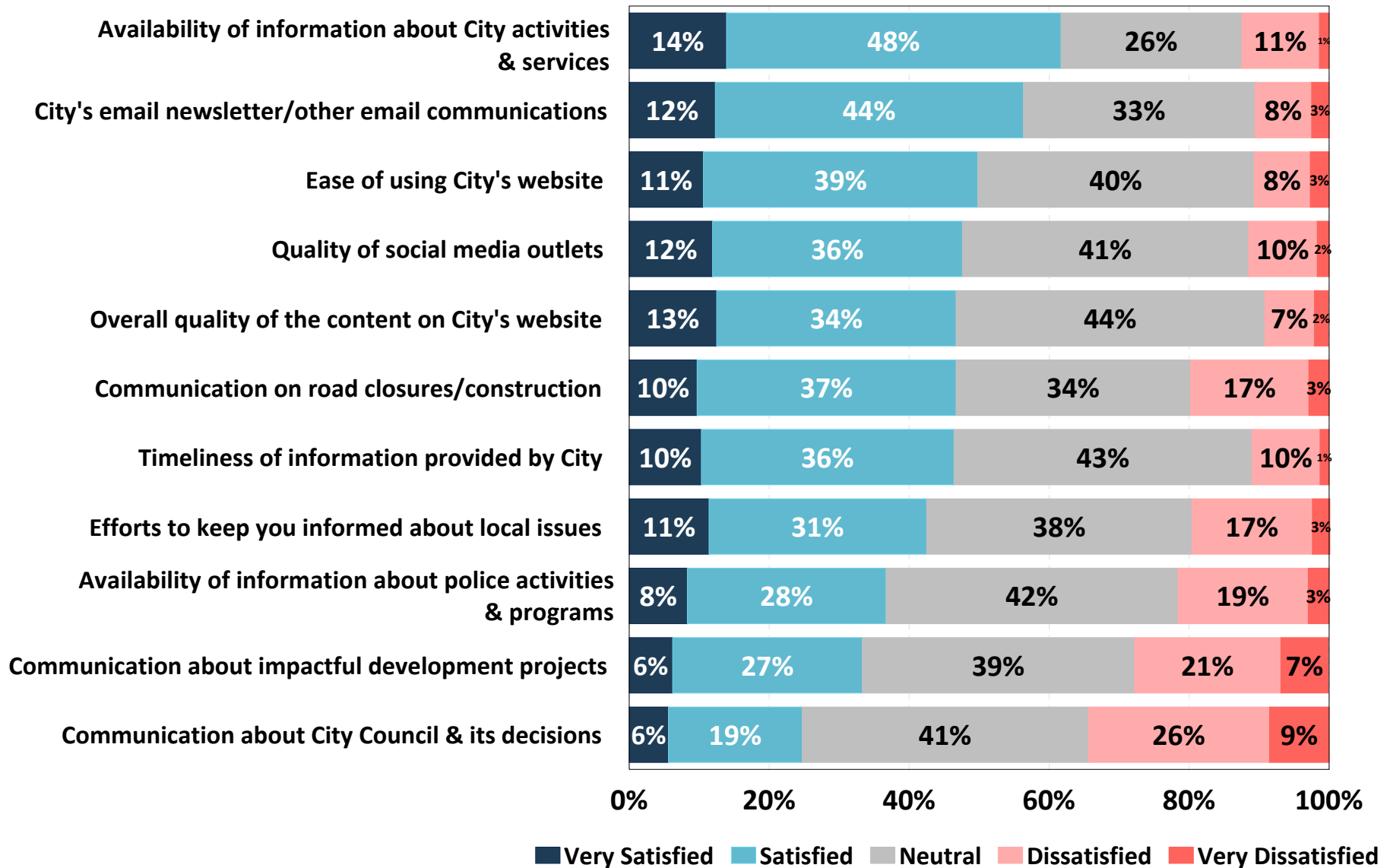
# Q17c. Do you think the City of Newcastle currently provides too many, about the right amount, or too few special events for residents?

by percentage of respondents that have participated in City events during the past 12-months (excluding *don't know* responses)



# Q18. Satisfaction with Communication and Engagement

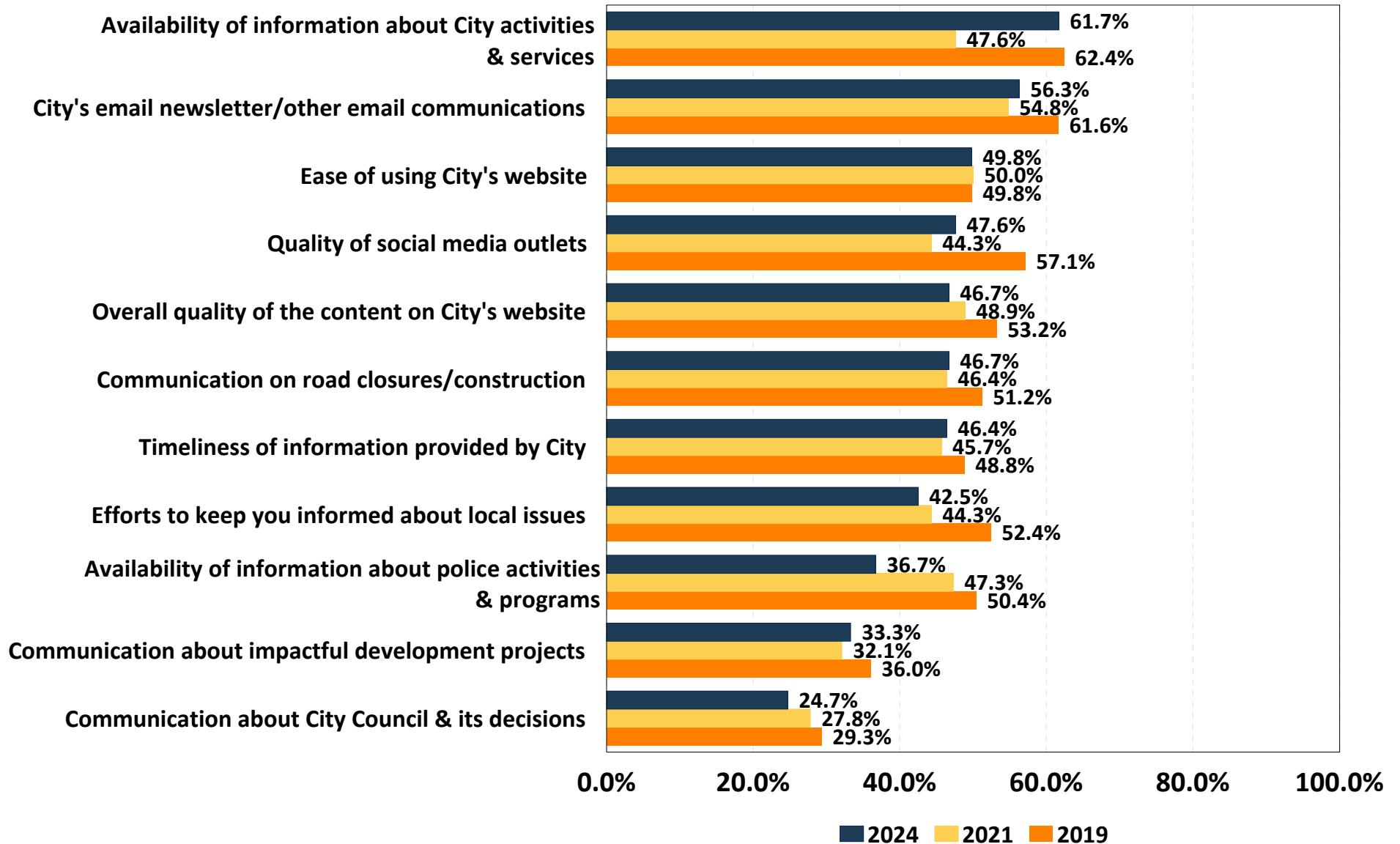
by percentage of respondents using a 5-point scale, where 5 means *very satisfied* and 1 means *very dissatisfied*  
(excluding *don't know* responses)



Trends  
2019 to  
2024

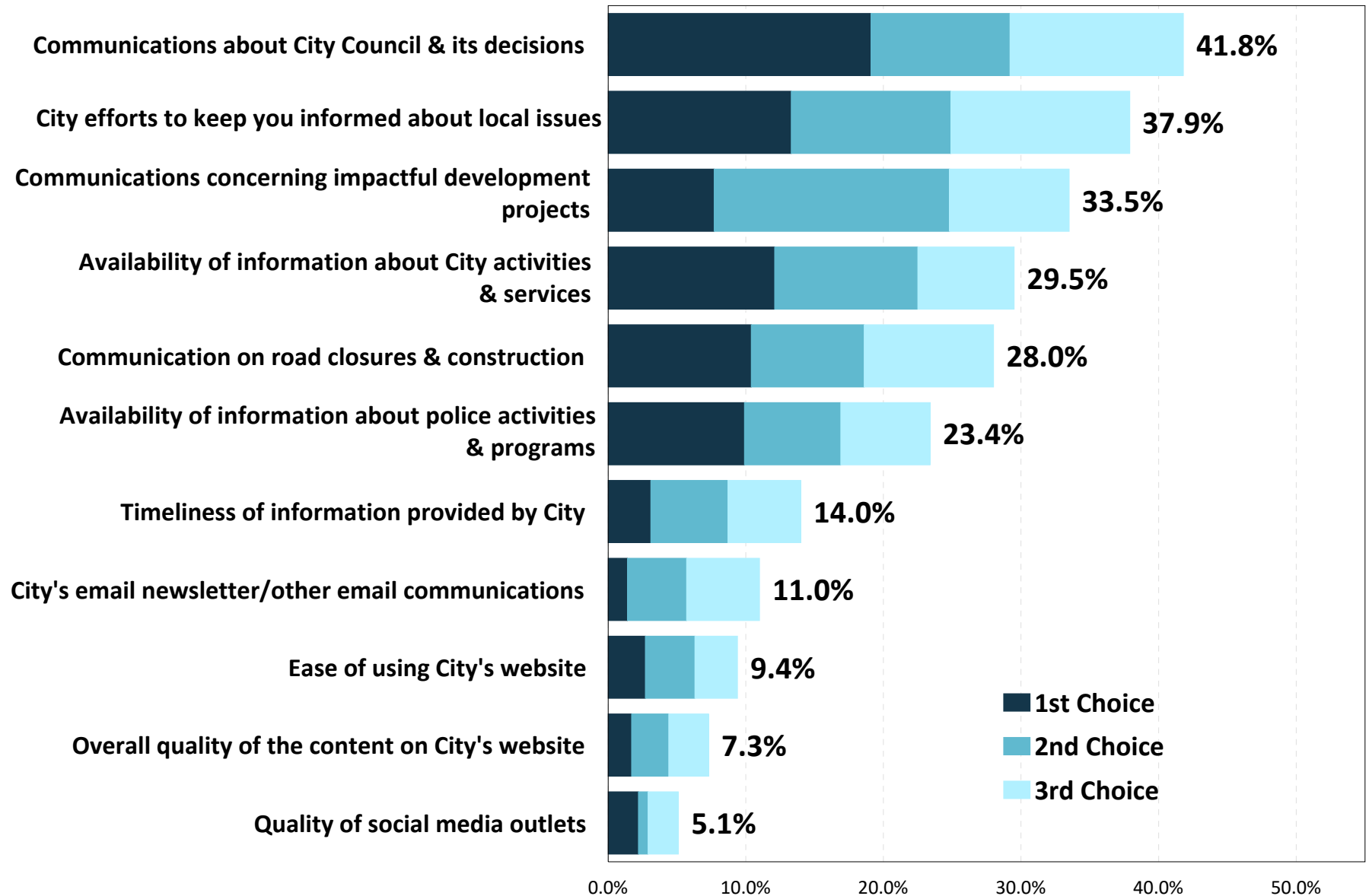
# Q18. Satisfaction with Communication and Engagement

by sum percentage of respondents who were either *very satisfied* or *satisfied* with the service  
(excluding *don't know* responses)



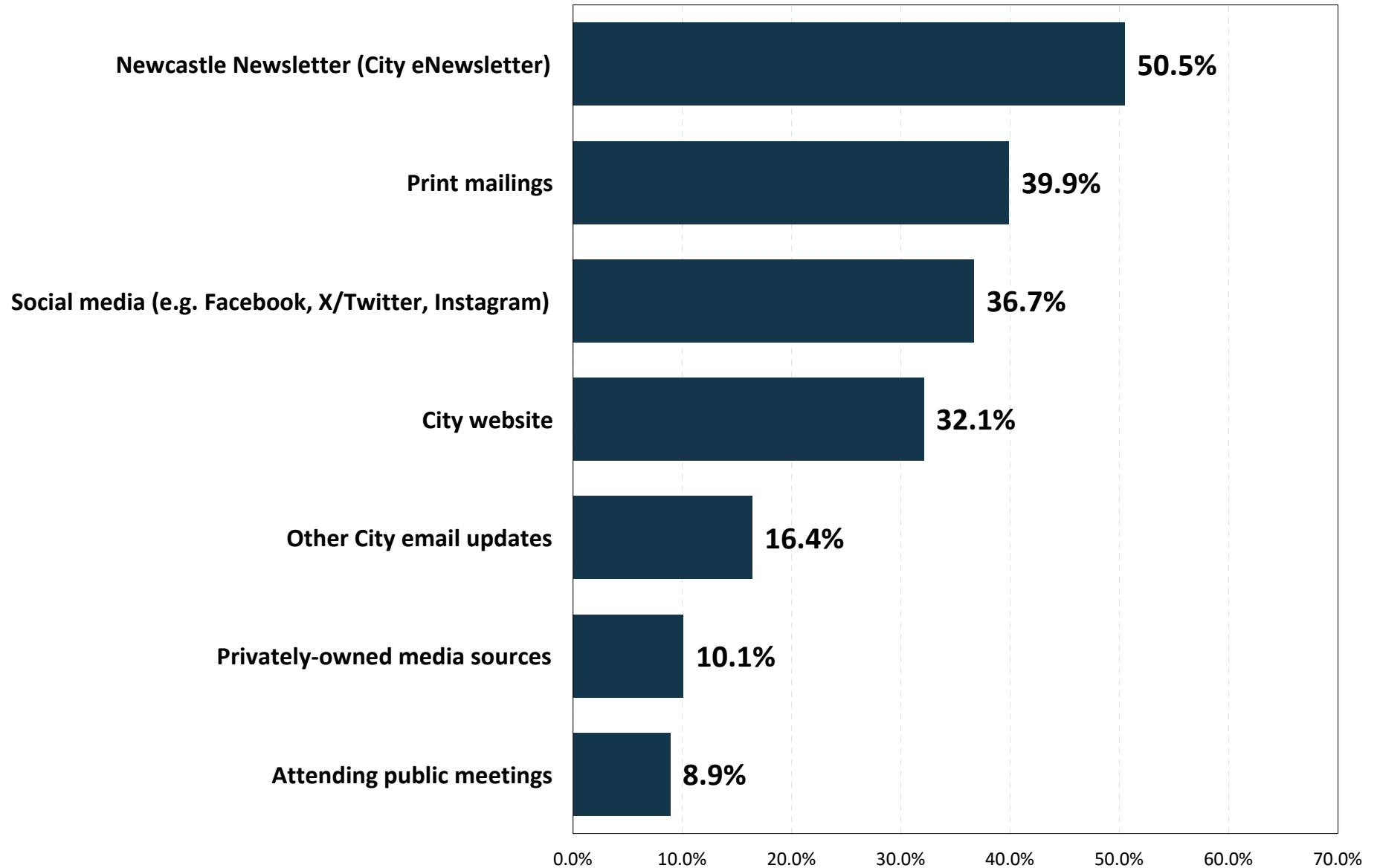
# Q19. Emphasis City Leaders Should Place on Communication and Engagement Over the Next Two Years

by sum percentage of respondents chose the service as one of their top three choices



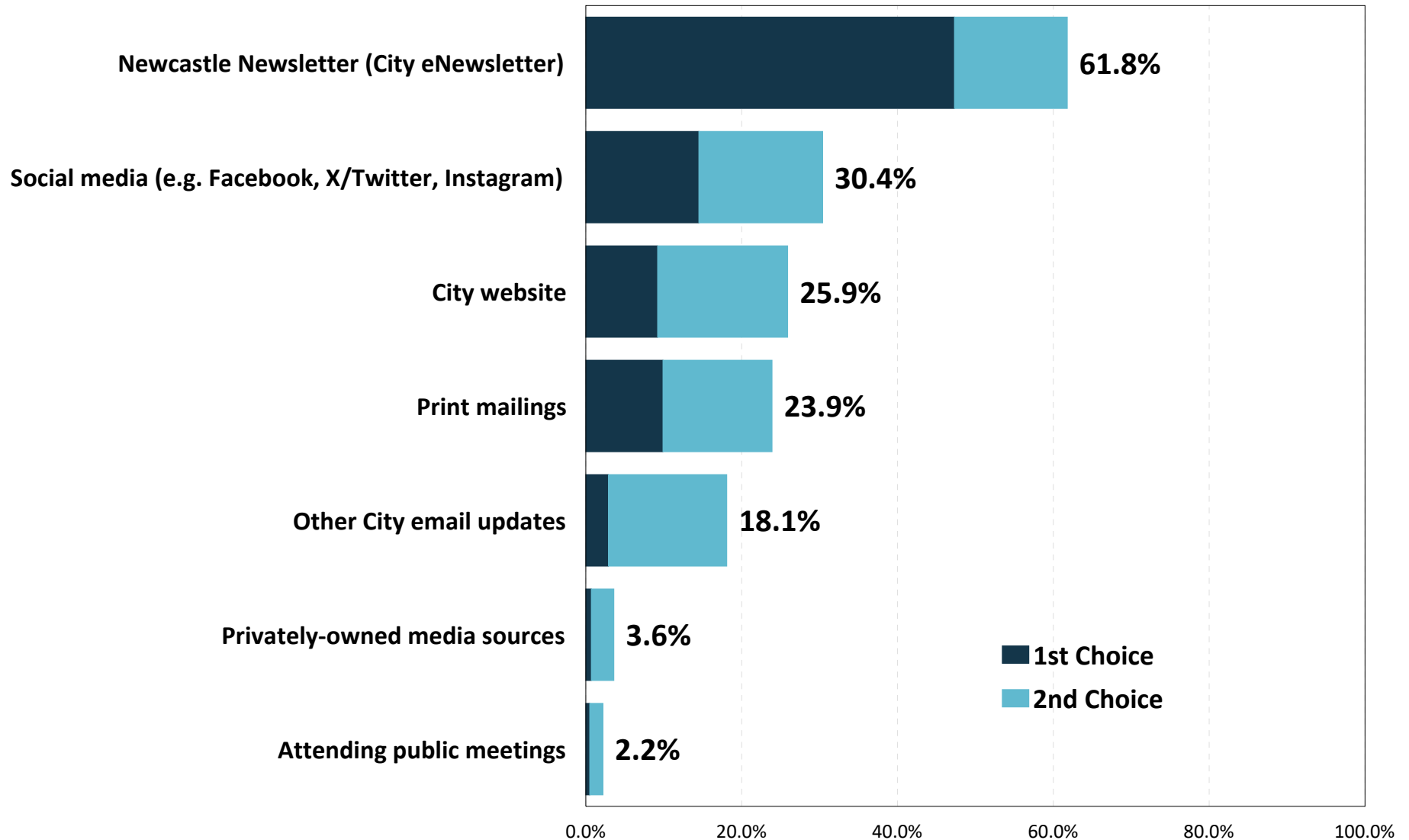
# Q20. Where do you currently get news and information about City programs, services, and events?

by percentage of respondents (multiple choices could be selected)



# Q21. Which TWO of the information sources listed in Question 20 do you most prefer to get news and information about City programs, services and events?

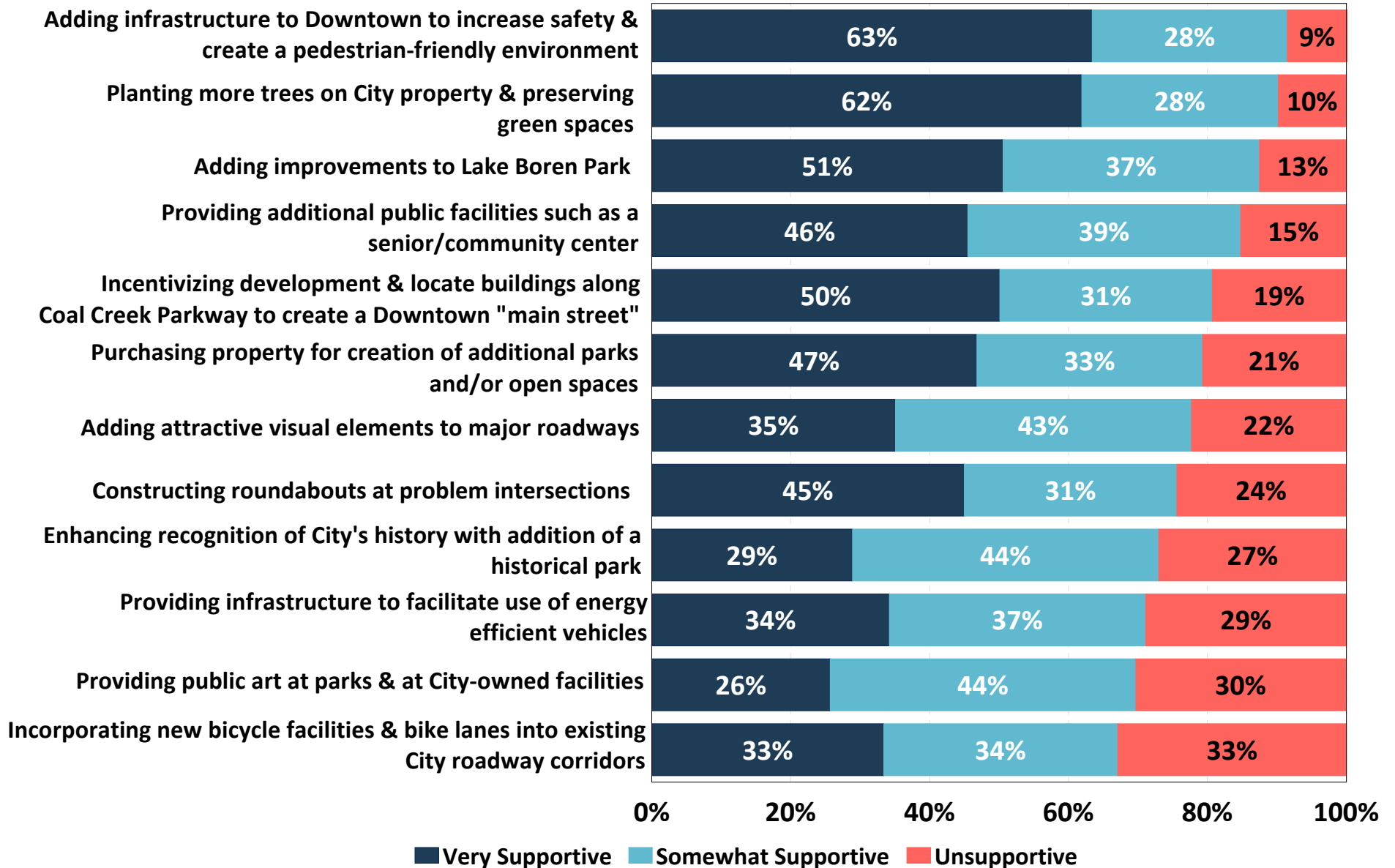
by sum percentage of respondents chose the service as one of their top two choices





## Q22. Support for Community Investment Areas

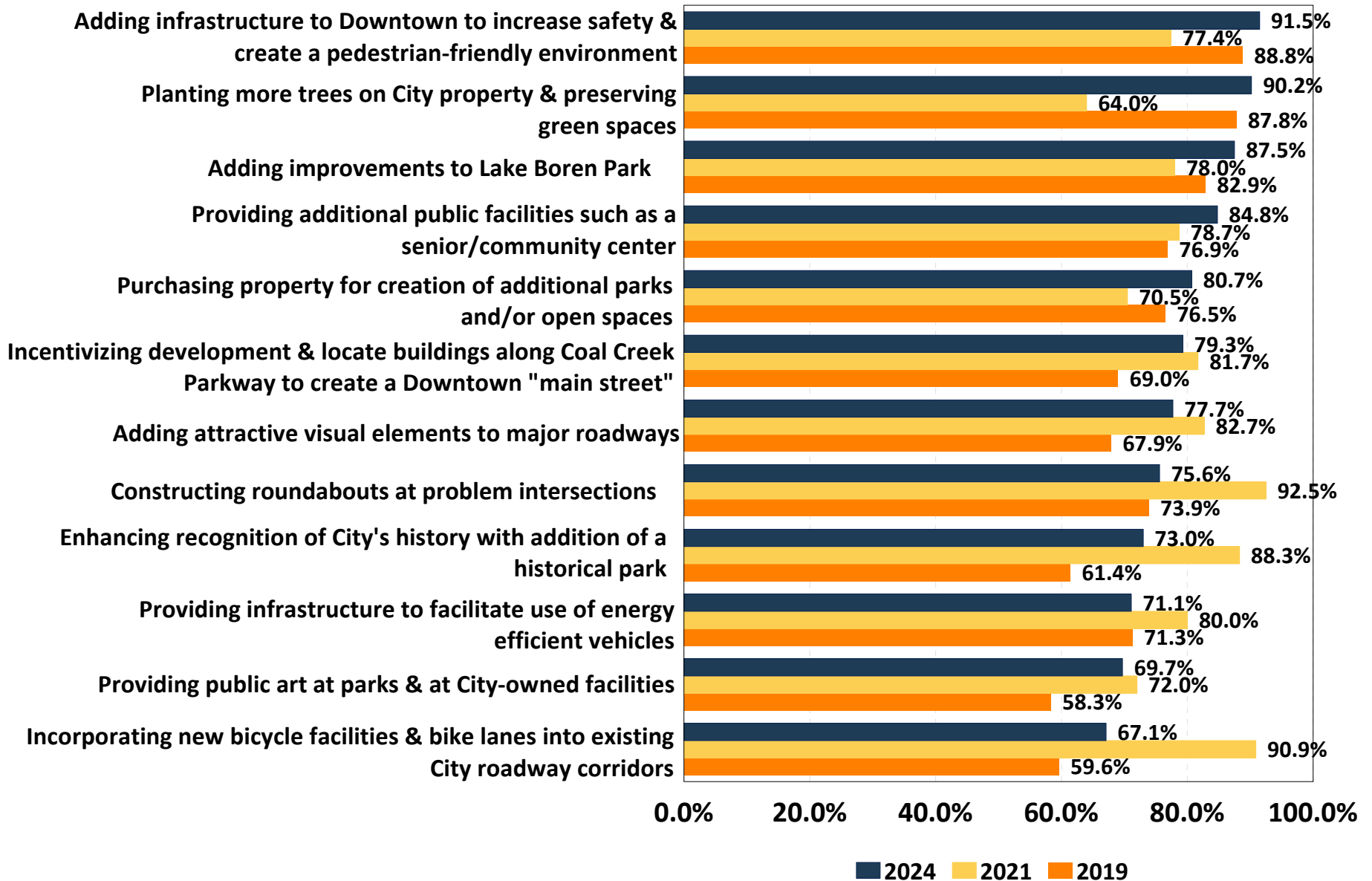
by percentage of respondents using a 5-point scale, where 5 means *very supportive* and 1 means *unsupportive*  
(excluding *don't know* responses)



Trends  
2019 to  
2024

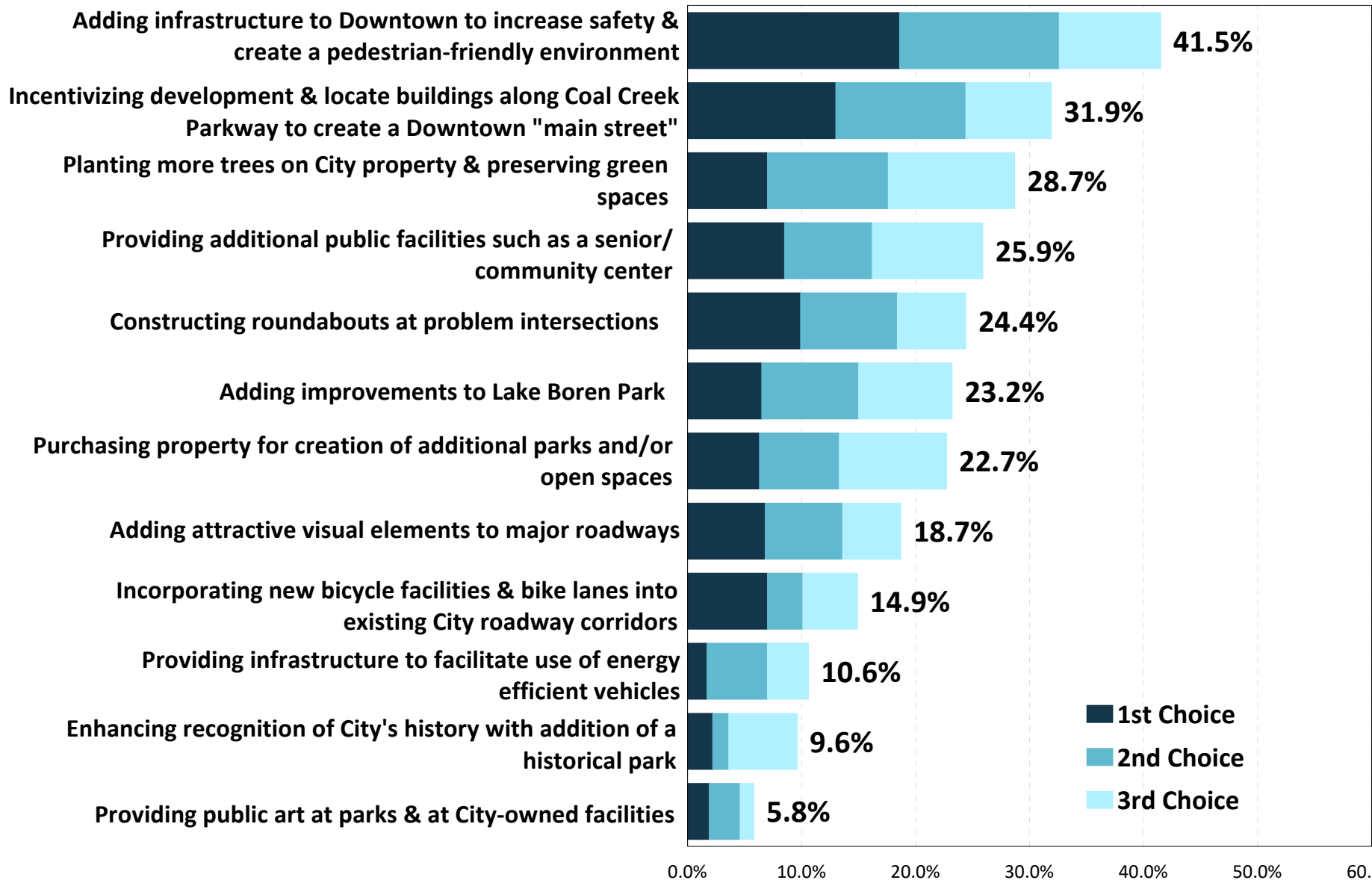
## Q22. Support for Community Investment Areas

by sum percentage of respondents who were either *very supportive* or *somewhat supportive* with the investment area (excluding *don't know* responses)



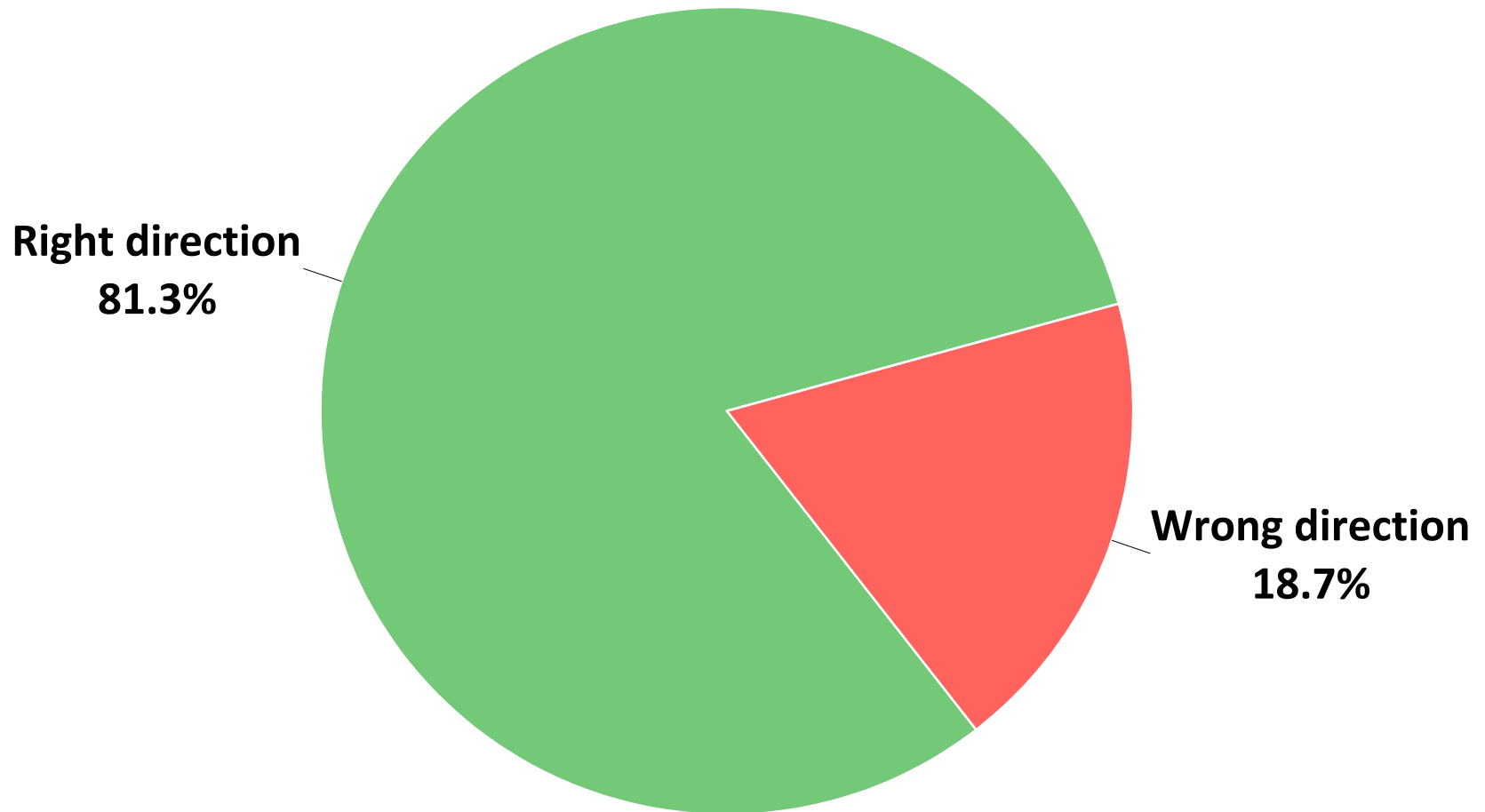
# Q23. Emphasis City Leaders Should Place on Community Investment Areas Over the Next Two Years

by sum percentage of respondents chose the service as one of their top three choices



## Q24. Do you think Newcastle is generally going in the right direction, or do you think it is generally going in the wrong direction?

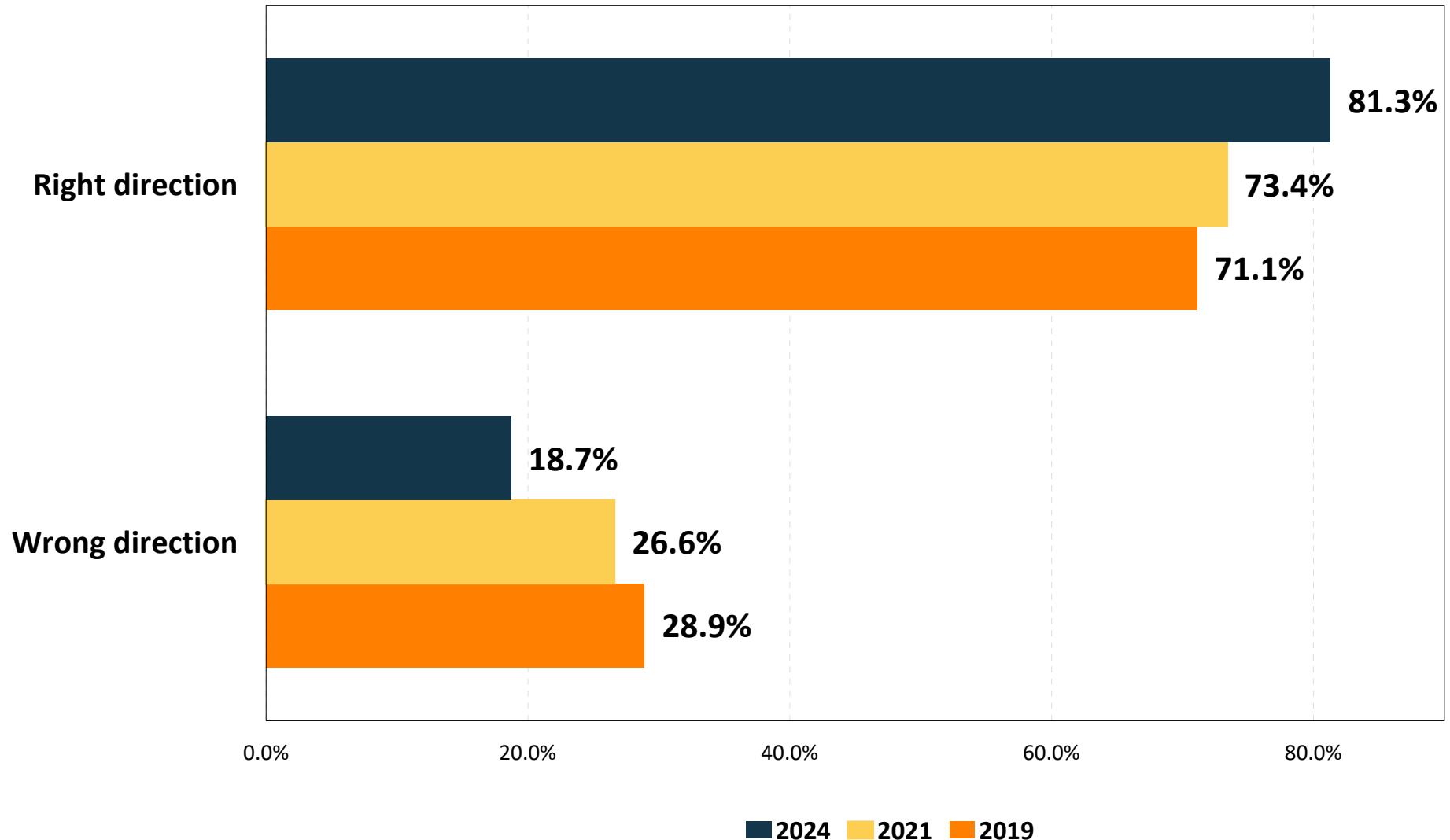
by percentage of respondents (excluding *don't know* responses)



Trends  
2019 to  
2024

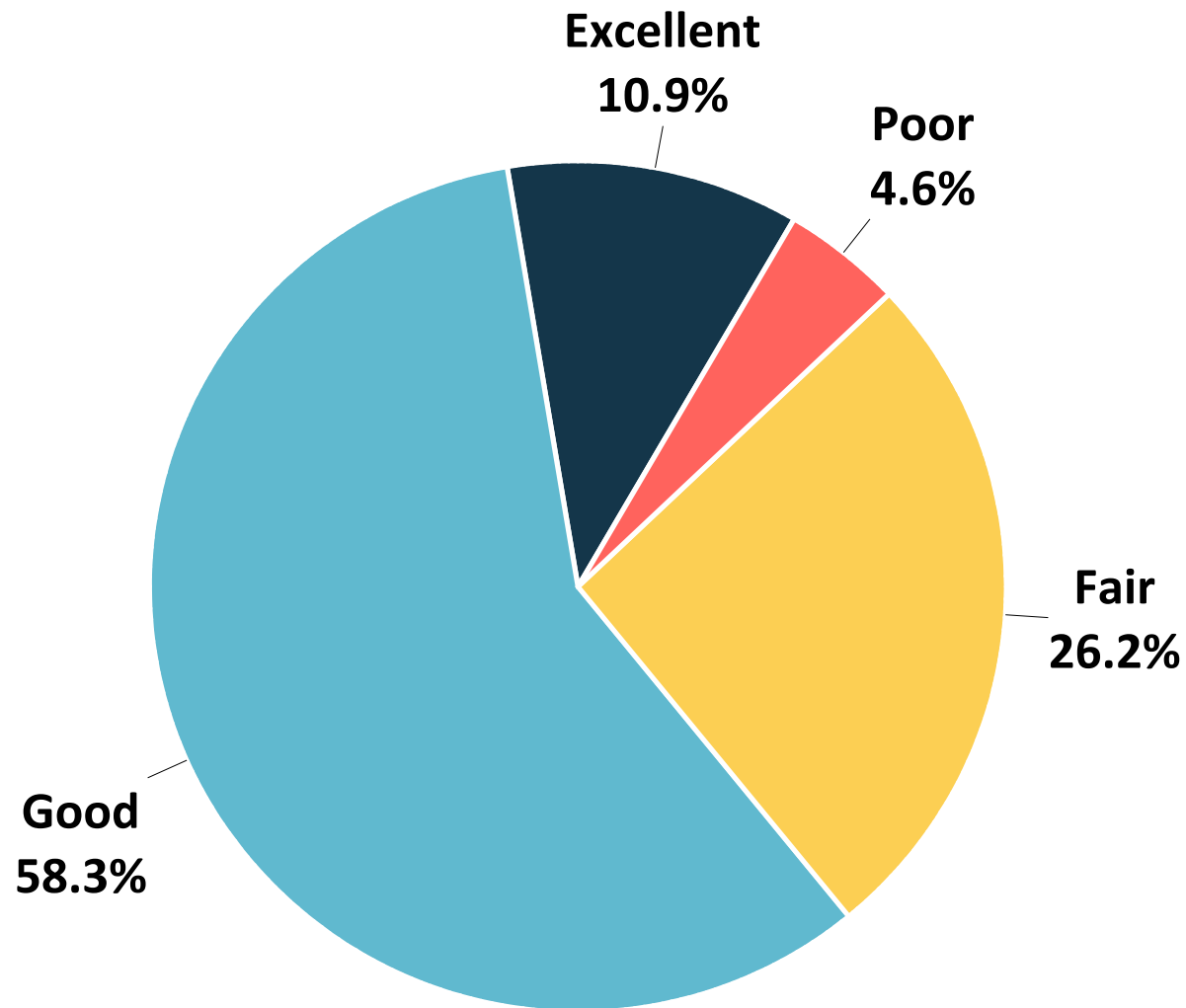
# Q24. Do you think Newcastle is generally going in the right direction, or do you think it is generally going in the wrong direction?

by percentage of respondents (excluding *don't know* responses)



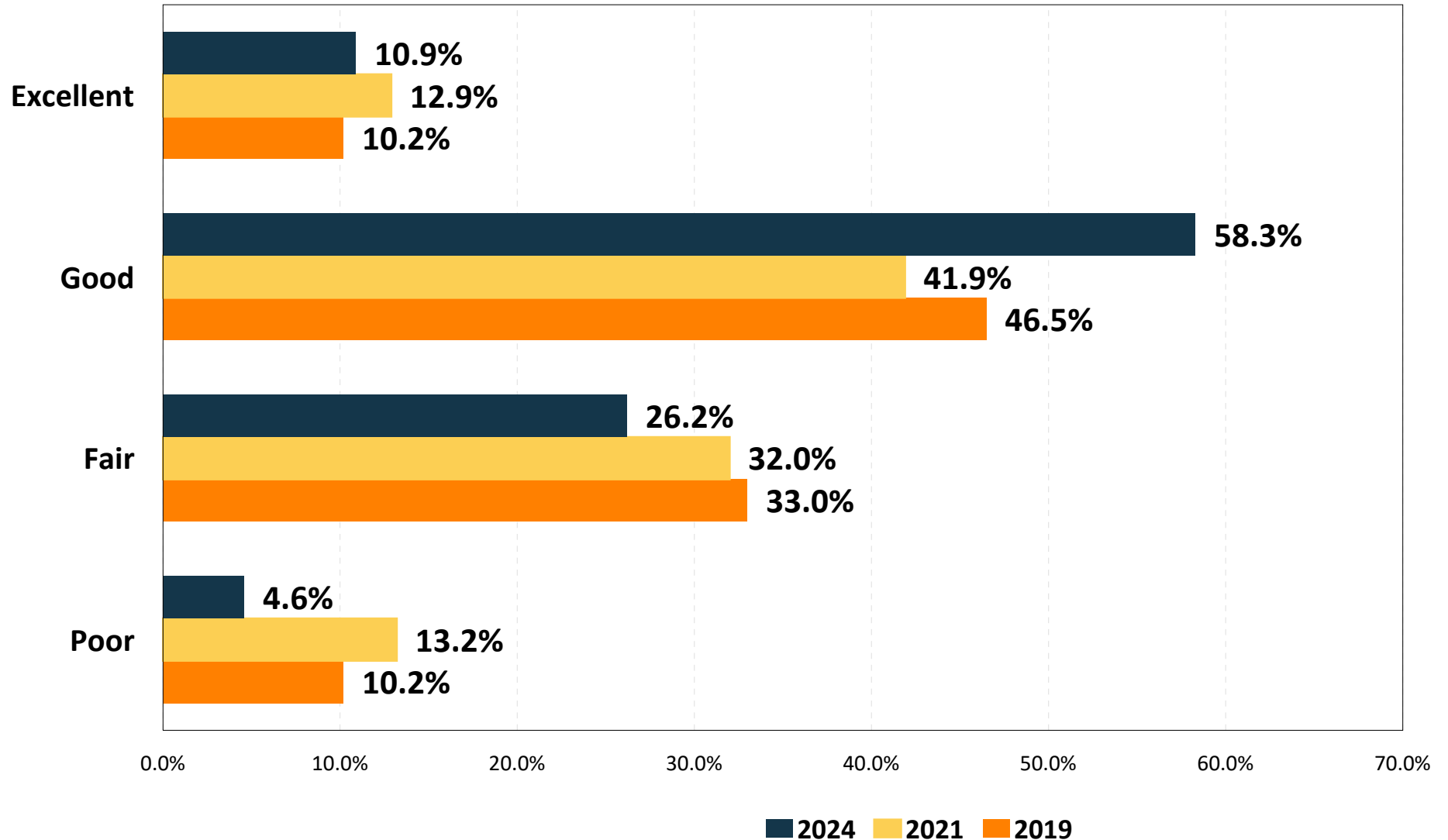
## Q25. How would you rate the job Newcastle City government does overall?

by percentage of respondents (excluding *don't know* responses)



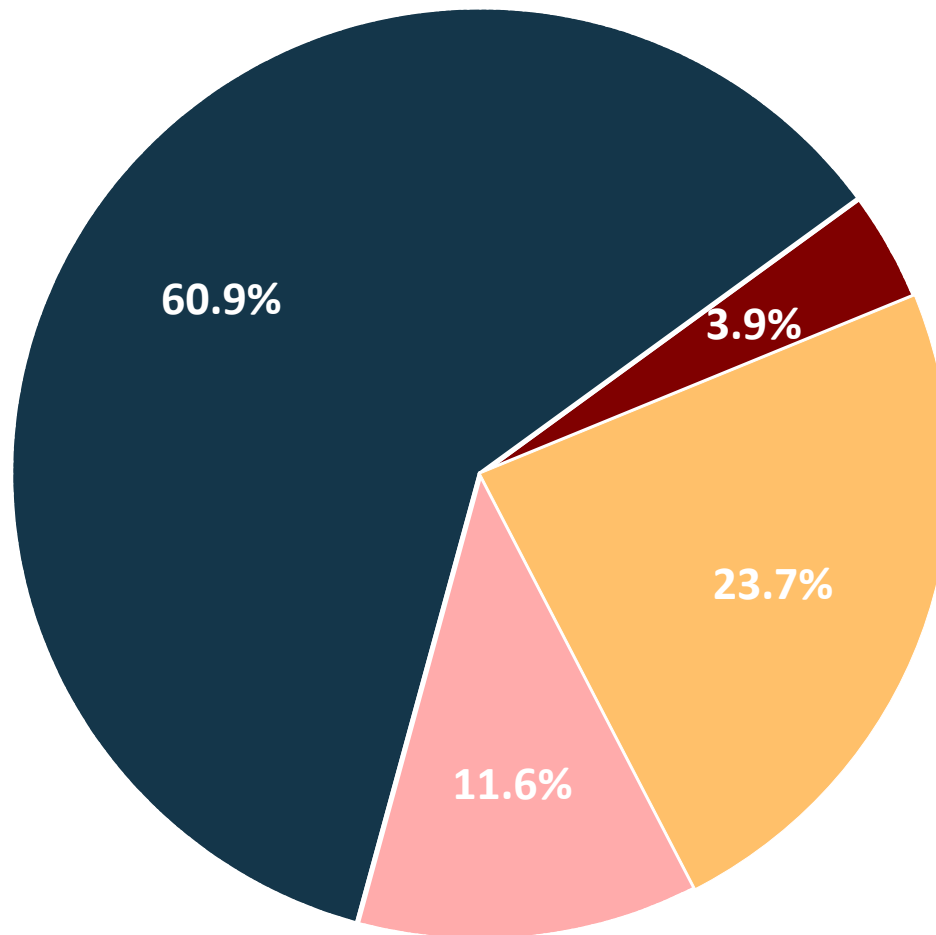
# Q25. How would you rate the job Newcastle City government does overall?

by percentage of respondents (excluding *don't know* responses)



# Q26. Do you think the City of Newcastle provides too many services, too few services, or about the right amount of services?

by percentage of respondents



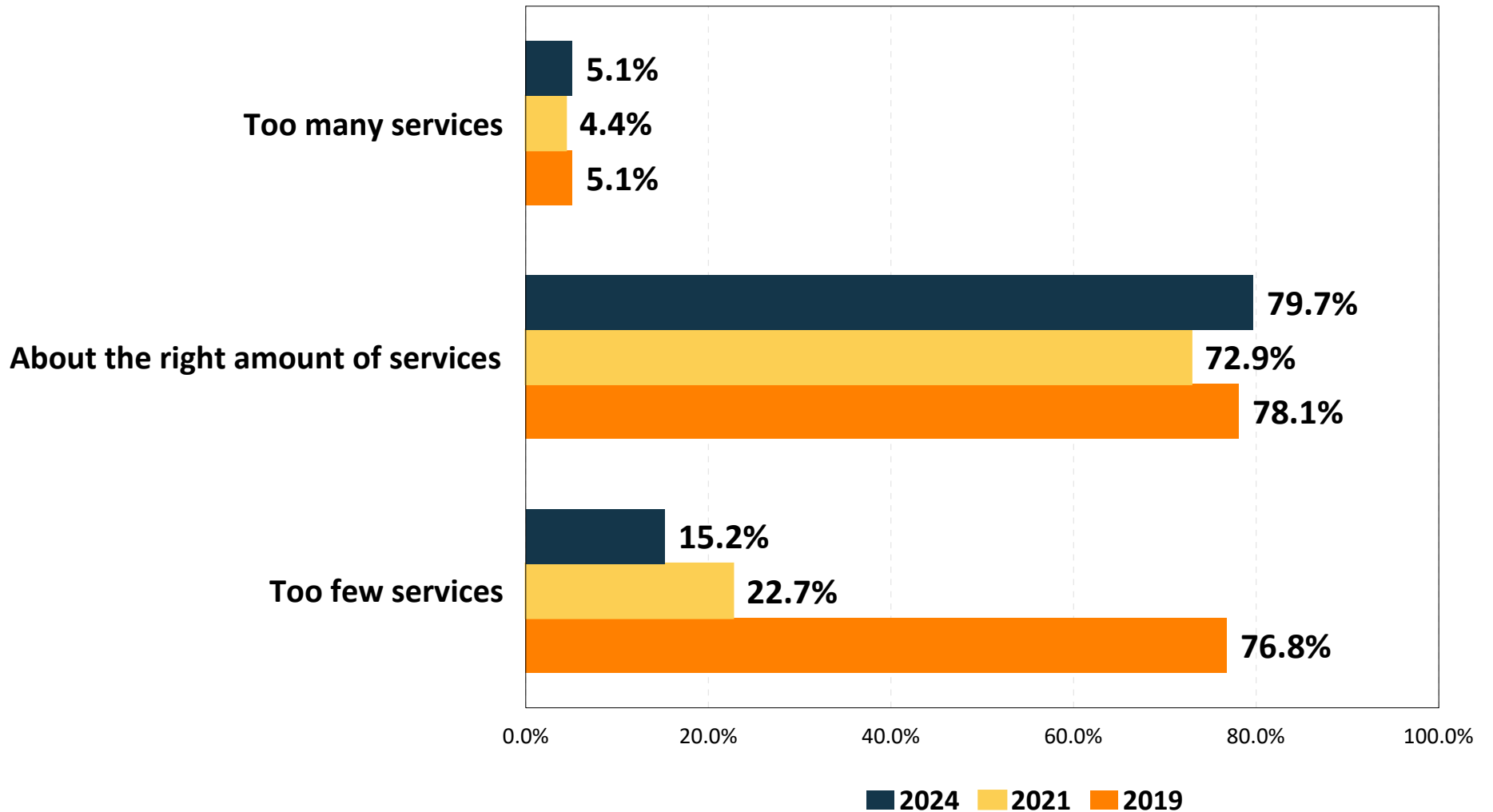
■ Too many services ■ About the right amount of services  
■ Too few services ■ Don't know



Trends  
2019 to  
2024

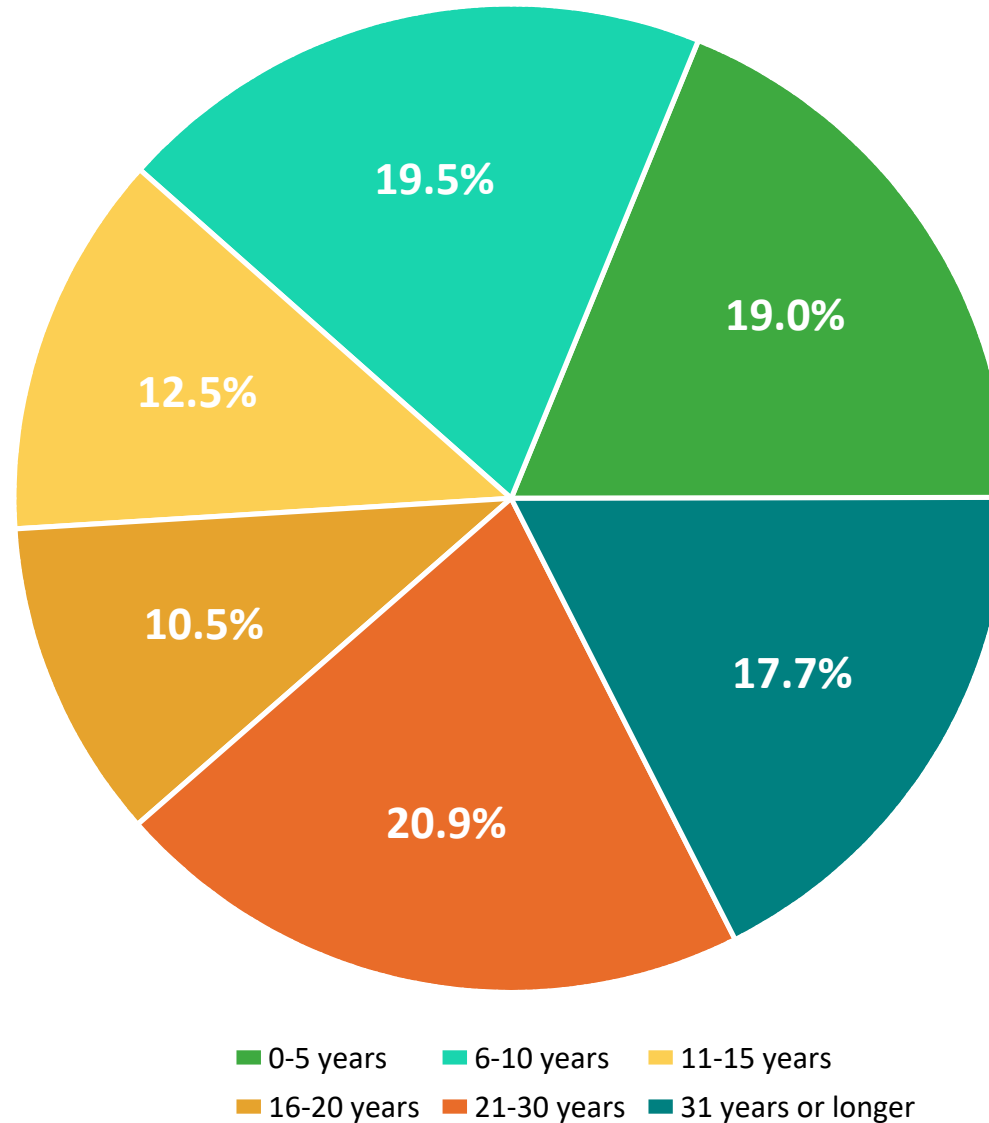
# Q26. Do you think the City of Newcastle provides too many services, too few services, or about the right amount of services?

by percentage of respondents (excluding *don't know* responses)



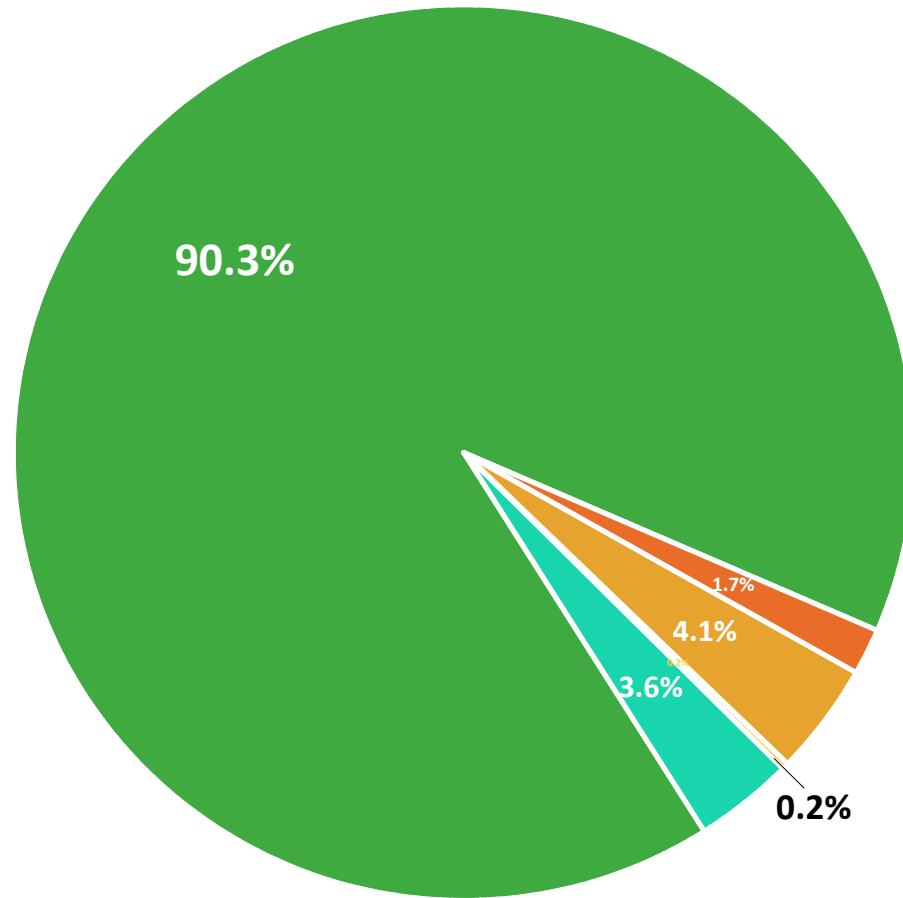
# Demographics: Q27. Approximately how many years have you lived in Newcastle?

by percentage of respondents (excluding *not provided* responses)



# Demographics: Q28. What type of home do you live in?

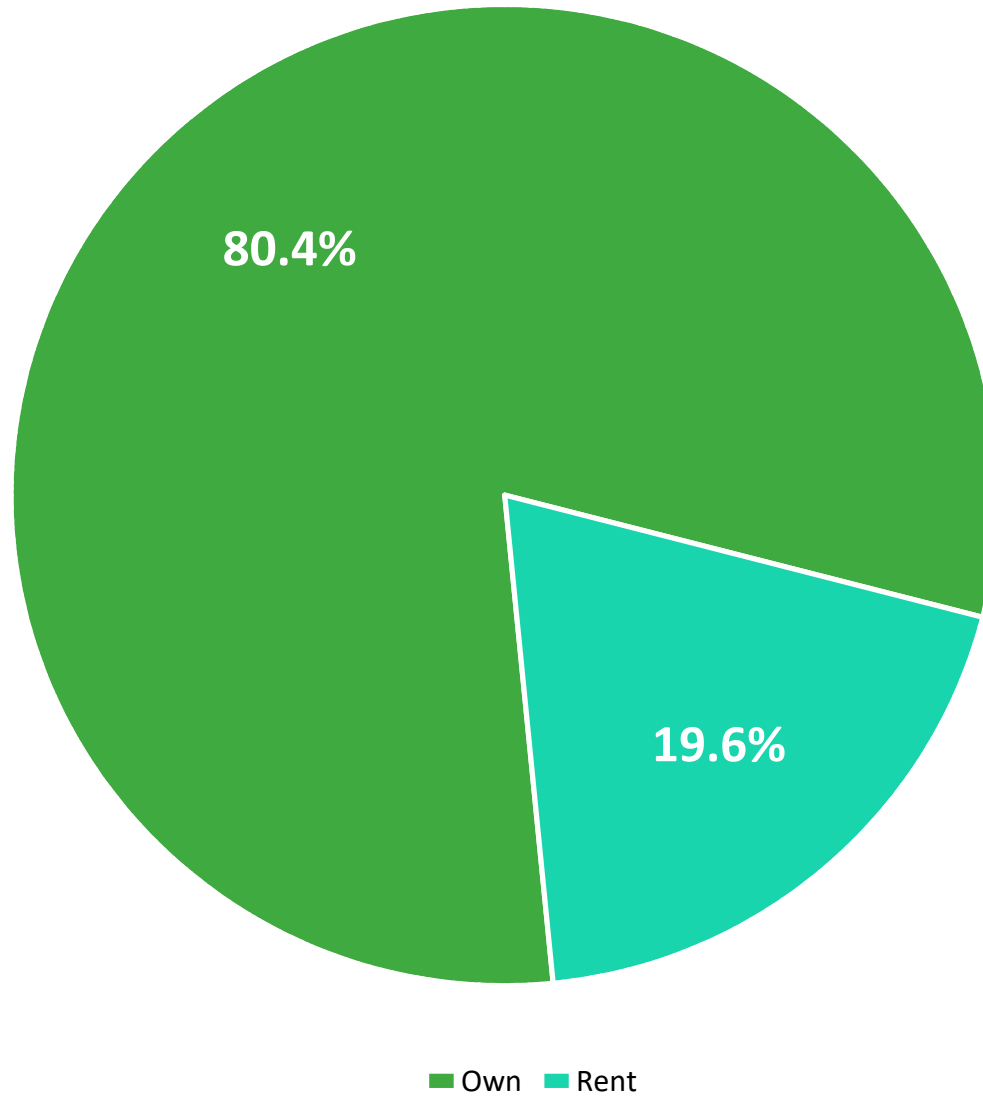
by percentage of respondents (excluding *not provided* responses)



- Single family residential
- Townhome
- Assisted living facility
- Condominium
- Apartment

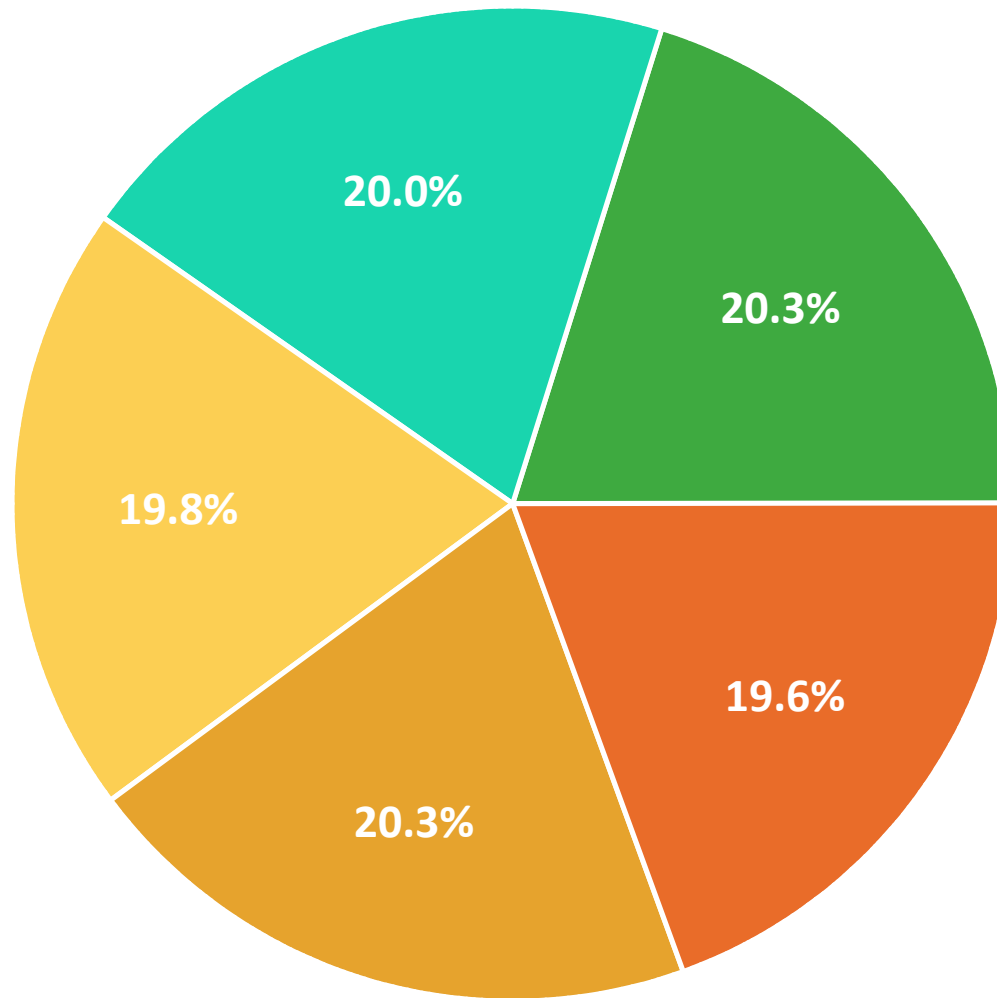
## Demographics: Q29. Do you own or rent your home?

by percentage of respondents (excluding *not provided* responses)



## Demographics: Q30. What is your age?

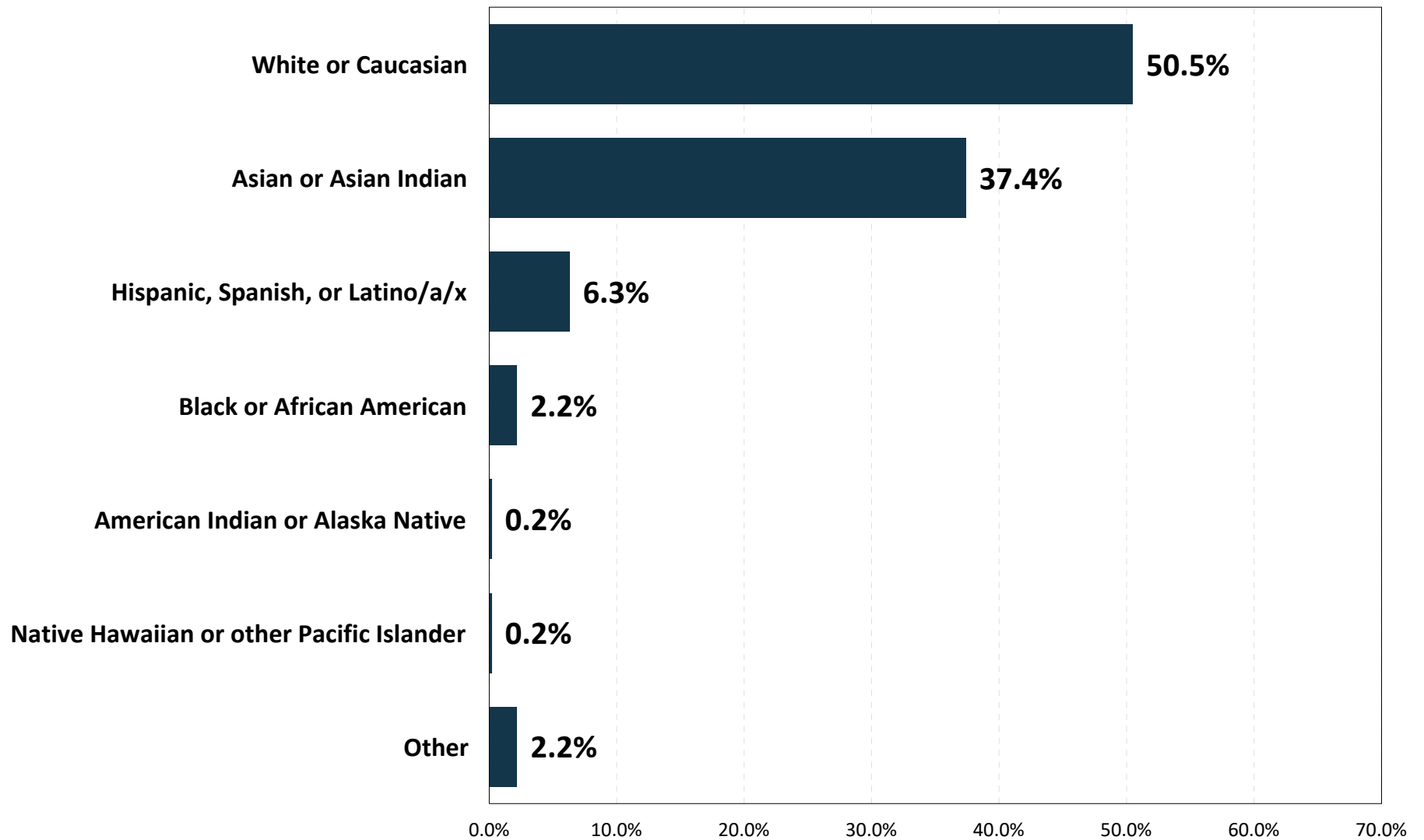
by percentage of respondents (excluding *not provided* responses)



■ 18-34 years   ■ 35-44 years   ■ 45-54 years  
■ 55-64 years   ■ 65 years or older

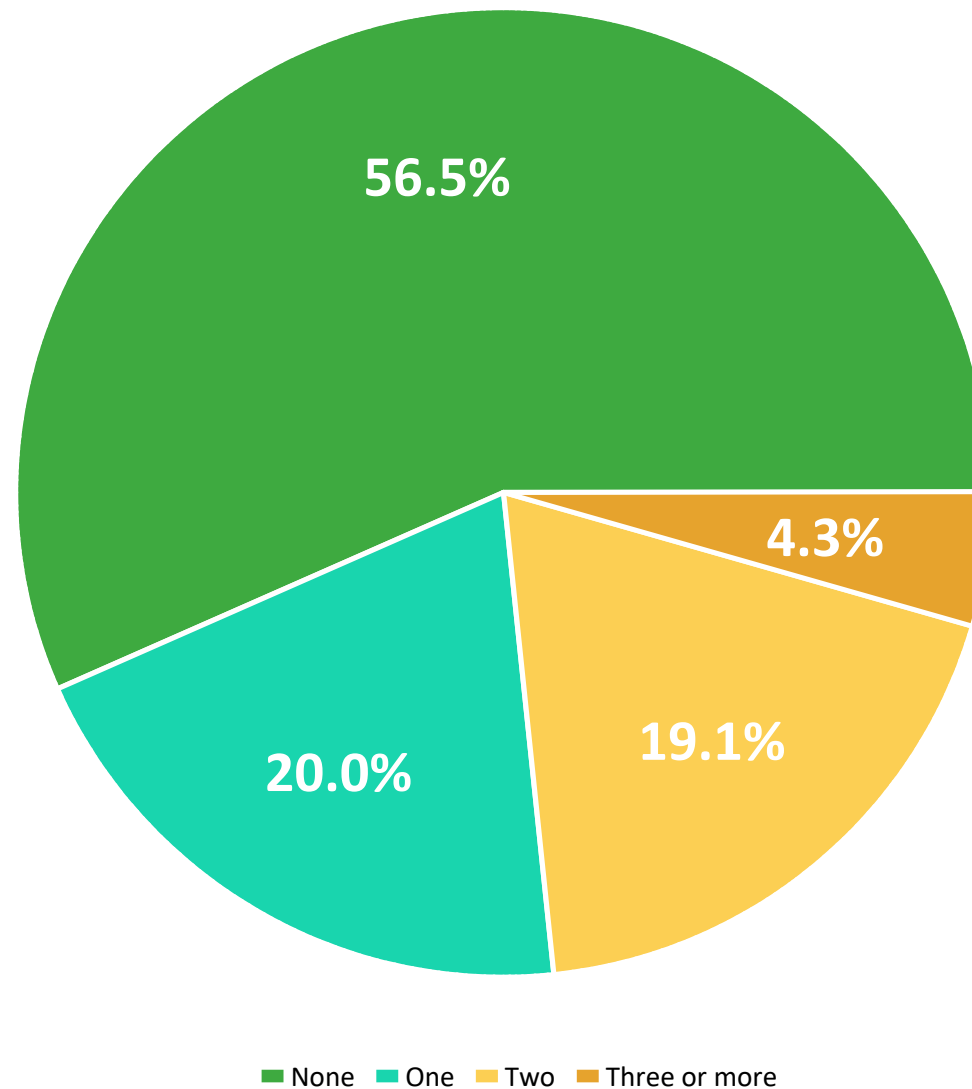
# Demographics: Q31. Which of the following best describe your race/ethnicity?

by percentage of respondents



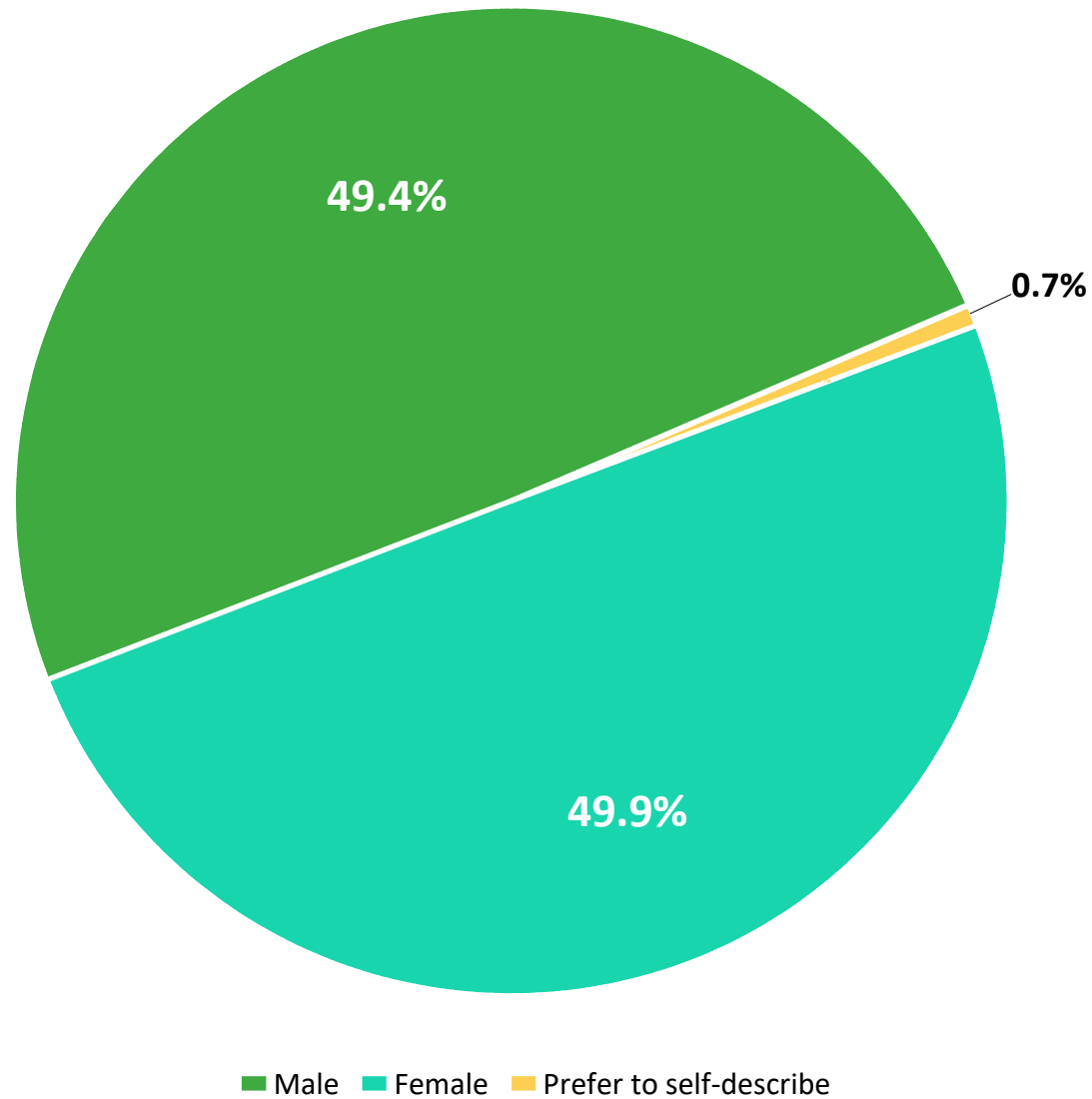
## Demographics: Q32. How many children under age 18 live in your household?

by percentage of respondents (excluding *not provided* responses)



## Demographics: Q33. What is your gender?

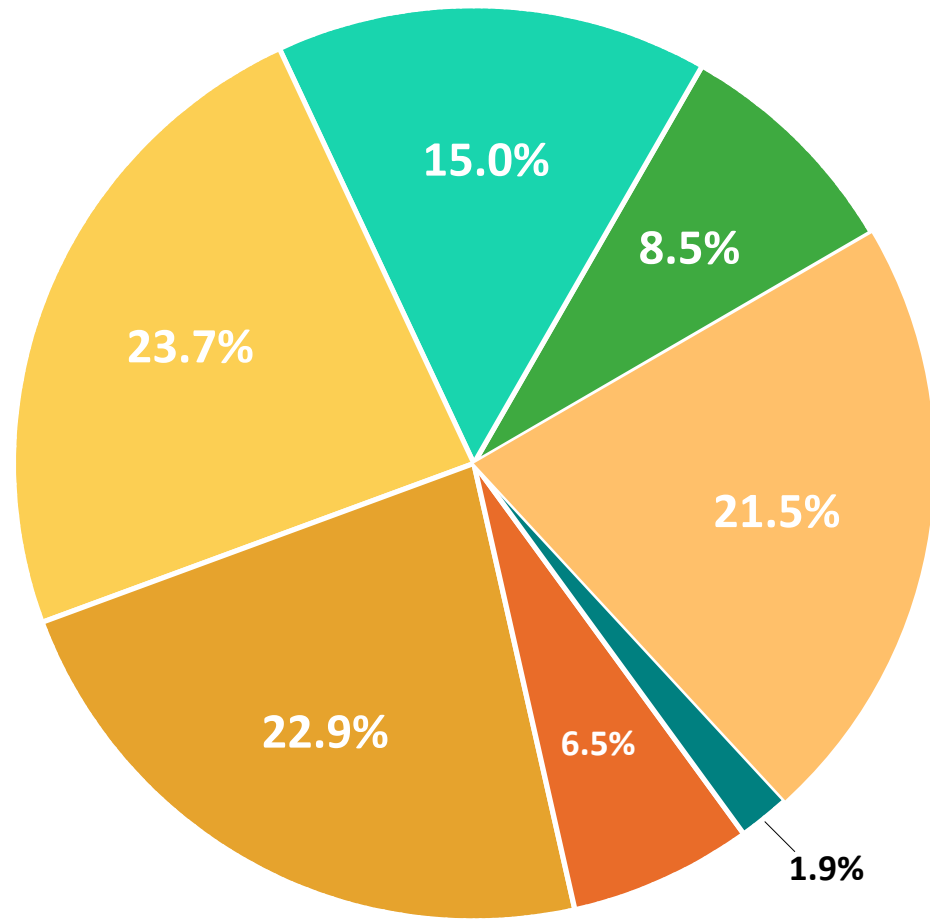
by percentage of respondents (excluding *not provided* responses)





# Demographics: Q34. Would you say your total annual household income is...

by percentage of respondents



- Under \$50K
- \$50K to \$99,999
- \$100K to \$199,999
- \$200K to \$499,999
- \$500K to \$999,999
- \$1M+
- Not provided



# 2

# Benchmarking Analysis

# Benchmarking Analysis



## Overview

ETC Institute's *DirectionFinder*<sup>®</sup> program was originally developed in 1999 to help community leaders across the United States use statistically valid community survey data as a tool for making better decisions. Since November 1999, the survey has been administered in more than 500 cities and counties in 49 states.

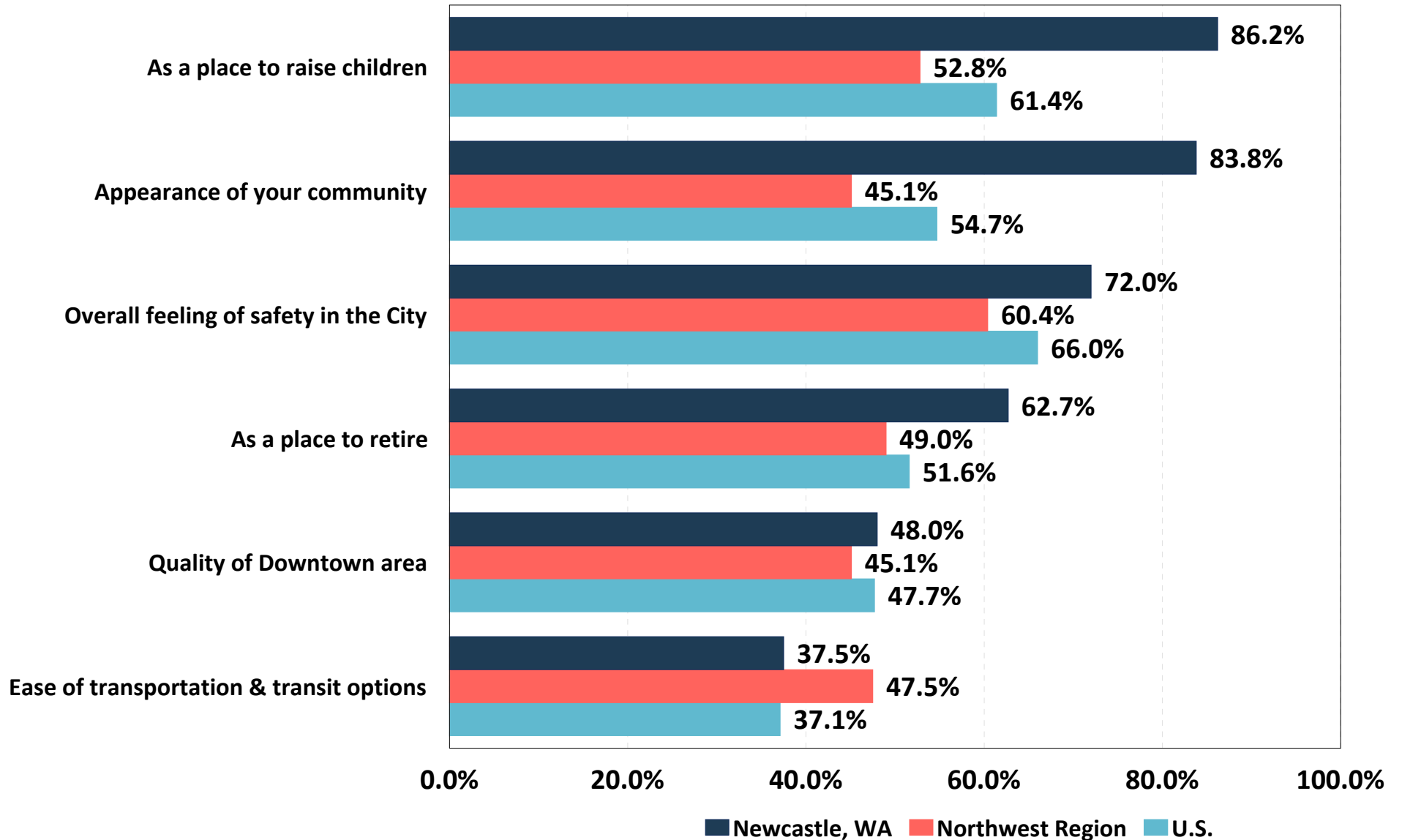
This report contains benchmarking data from two sources. The first source is from a national survey that was administered by ETC Institute during the summer of 2023 to a random sample of over 10,000 residents in the continental United States. The second source is from a regional survey administered to a random sample of residents in the Northwest Region of the United States during the summer of 2023. The states that make up the Northwest Region are Washington, Oregon, Montana, Idaho, Alaska and Hawaii.

The “U.S. Average” shown in the charts reflects the overall results of ETC Institute’s national survey of more than 10,000 residents; the “Northwest Regional Average” shown in the charts reflects the results of the survey of residents living in the Northwest Region.

# Satisfaction with Community Livability

## Newcastle vs. Northwest Region vs. U.S.

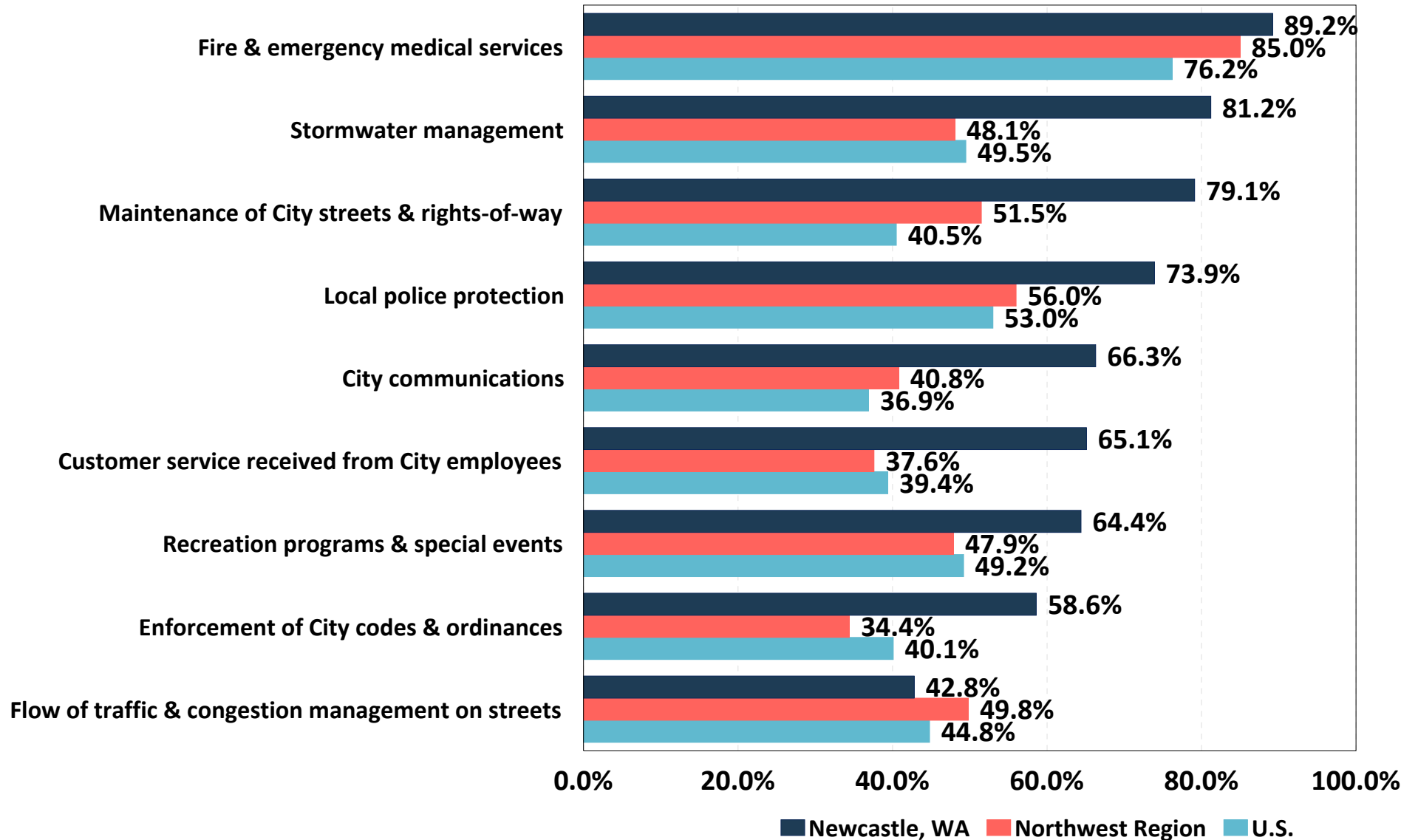
by sum percentage of respondents who were *very satisfied* or *satisfied* with the service  
(excluding *don't know* responses)



# Satisfaction with Major City Services

## Newcastle vs. Northwest Region vs. U.S.

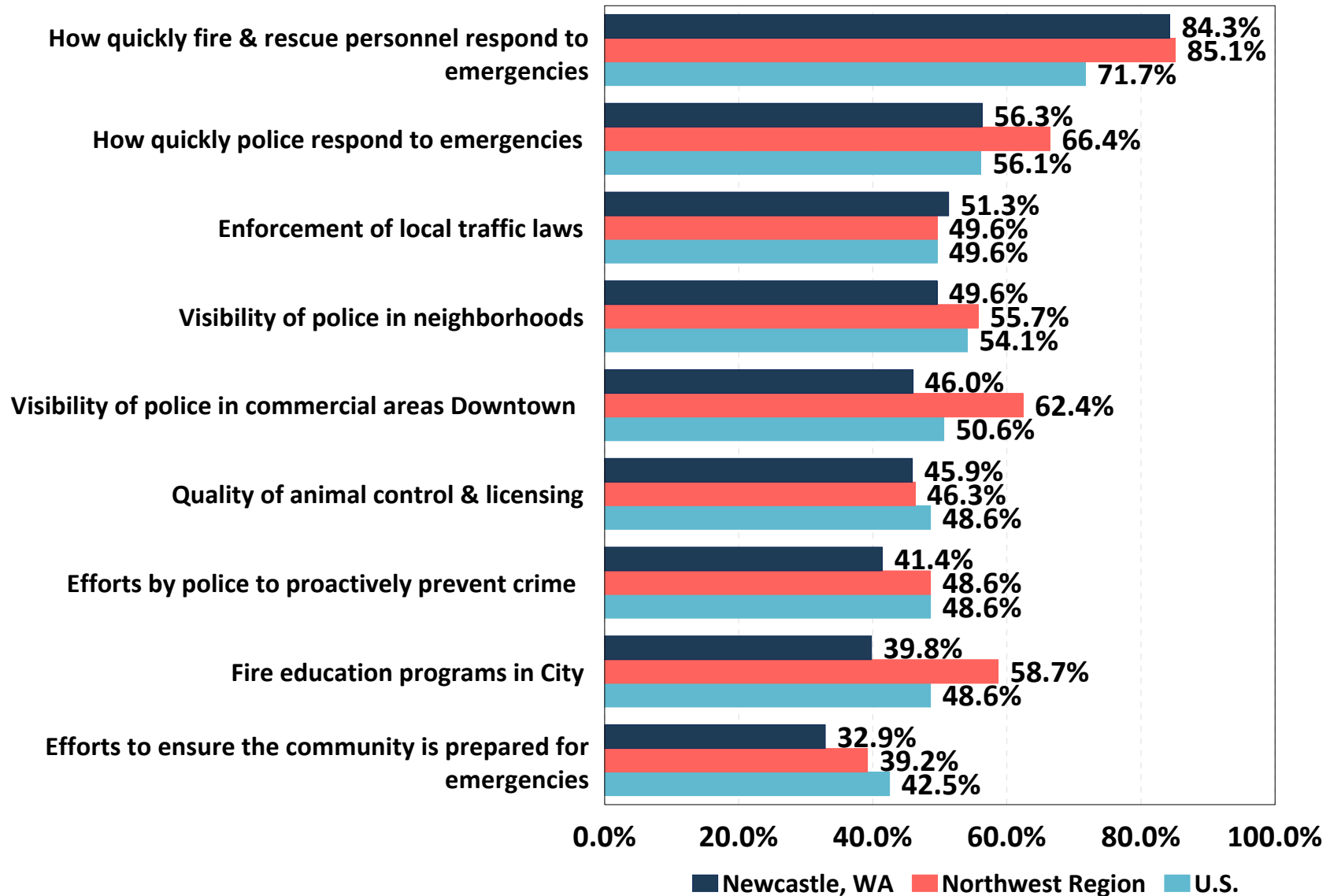
by sum percentage of respondents who were *very satisfied* or *satisfied* with the service  
(excluding *don't know* responses)



# Satisfaction with Public Safety Services

## Newcastle vs. Northwest Region vs. U.S.

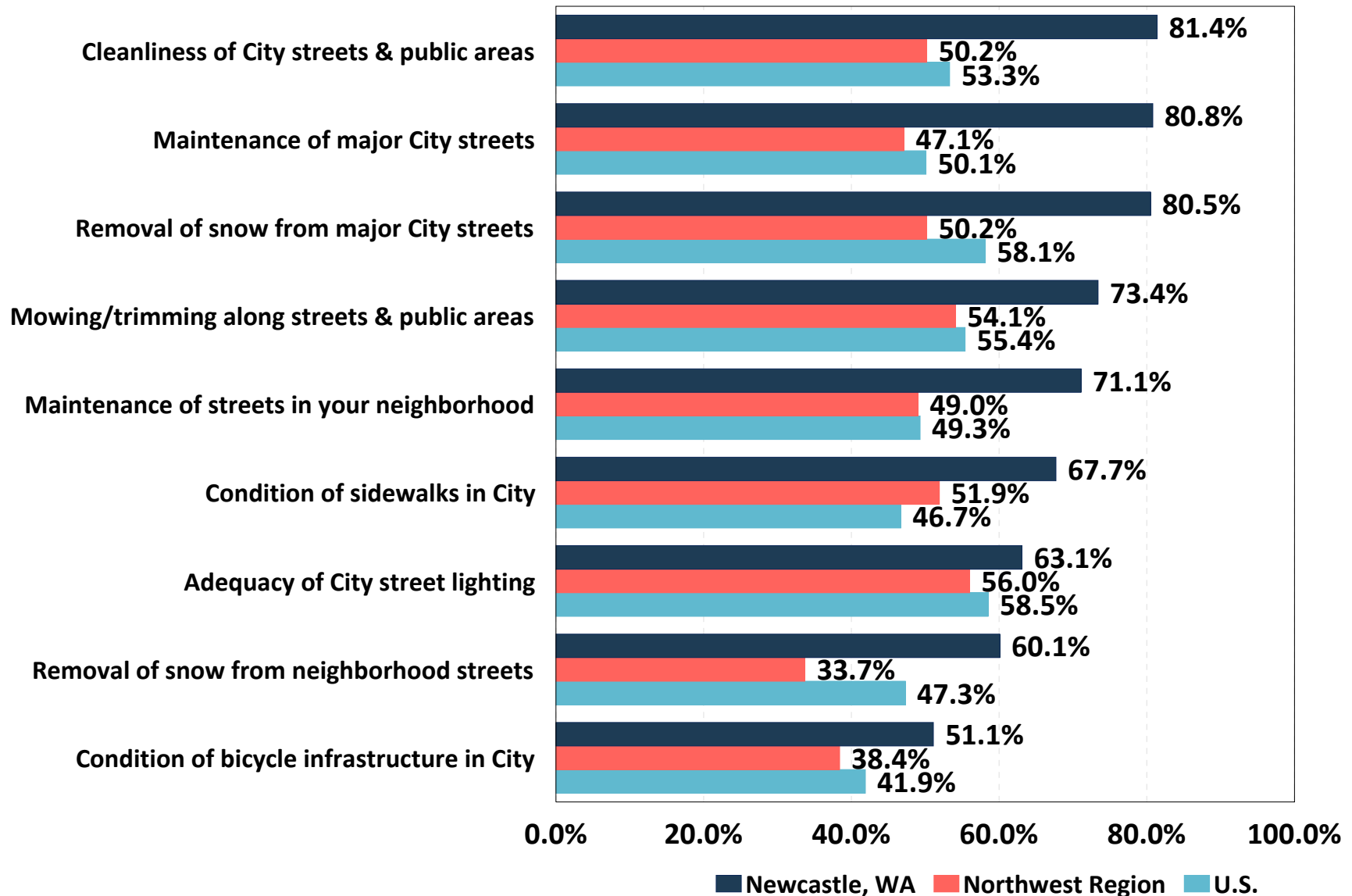
by sum percentage of respondents who were *very satisfied* or *satisfied* with the service  
(excluding *don't know* responses)



# Satisfaction with Street Infrastructure Maintenance

## Newcastle vs. Northwest Region vs. U.S.

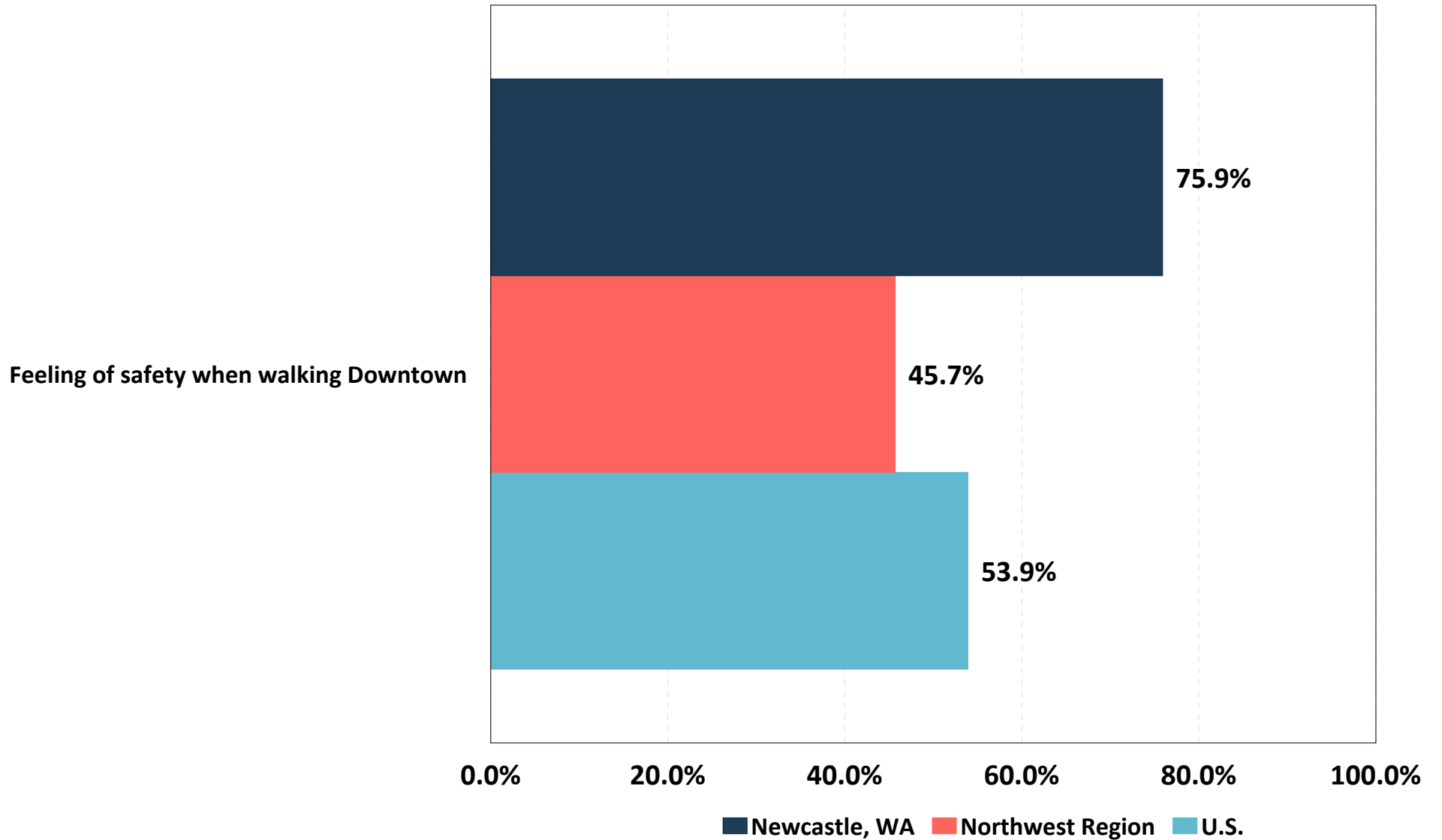
by sum percentage of respondents who were *very satisfied* or *satisfied* with the service  
(excluding *don't know* responses)



# Satisfaction with Transportation in the City

## Newcastle vs. Northwest Region vs. U.S.

by sum percentage of respondents who were *very satisfied* or *satisfied* with the service  
(excluding *don't know* responses)

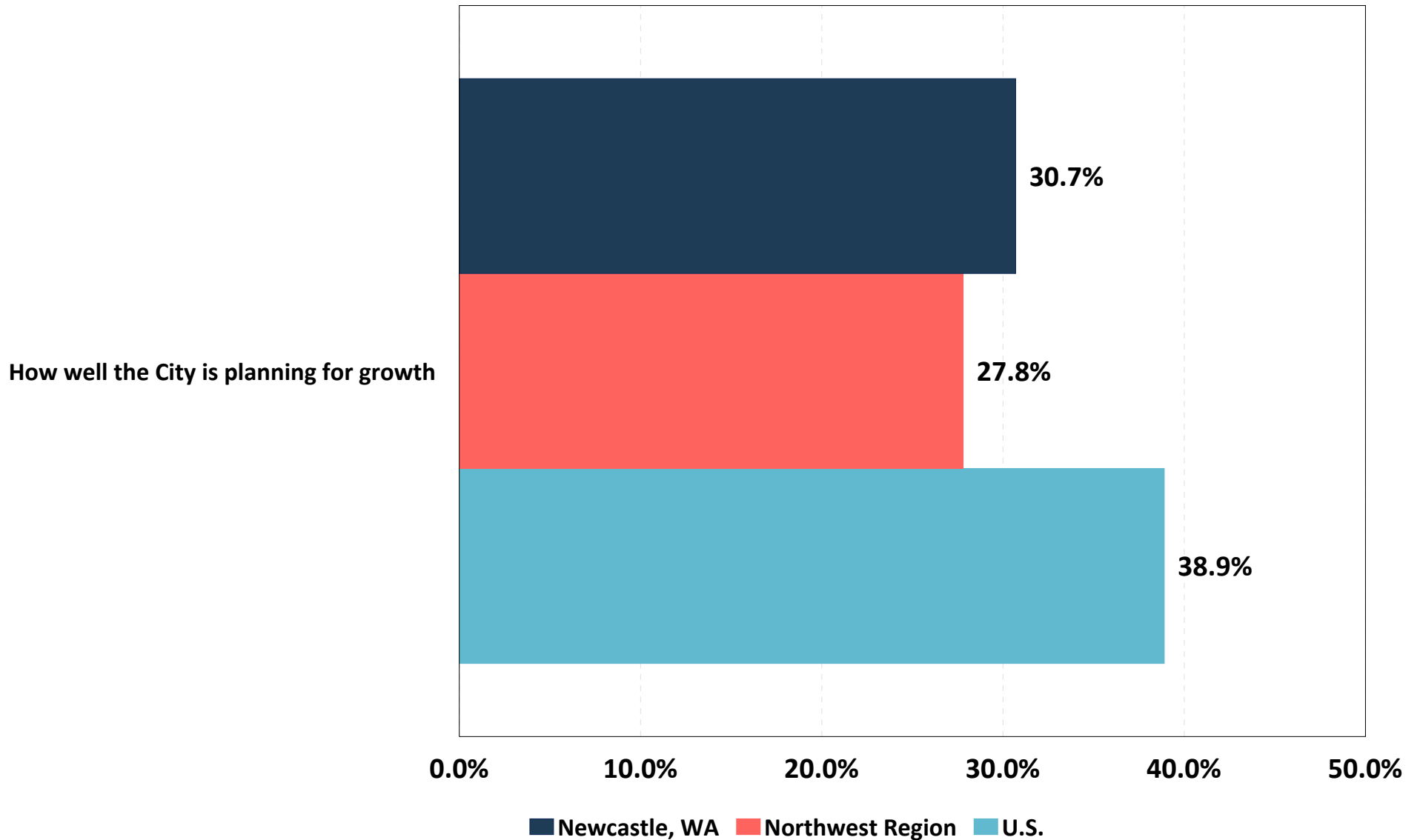




# Satisfaction with Planning and Development

## Newcastle vs. Northwest Region vs. U.S.

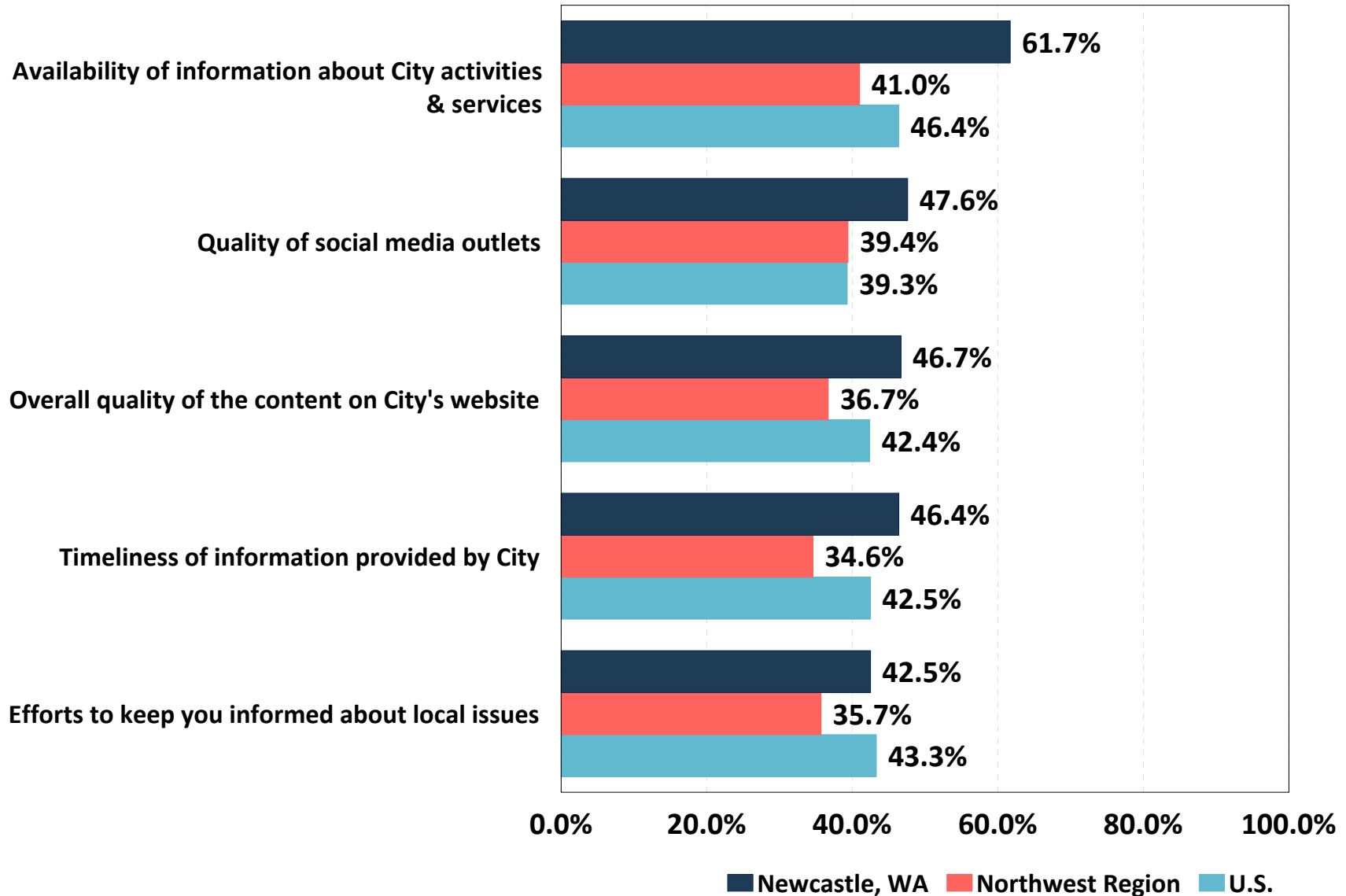
by sum percentage of respondents who were *very satisfied* or *satisfied* with the service  
(excluding *don't know* responses)



# Satisfaction with Communication and Engagement

## Newcastle vs. Northwest Region vs. U.S.

by sum percentage of respondents who were *very satisfied* or *satisfied* with the service  
(excluding *don't know* responses)



A graphic consisting of a white circle with a dark blue outline containing the number '3'. To the right of the circle is a dark blue horizontal bar containing the text 'Importance-Satisfaction Analysis' in white.

# 3 Importance-Satisfaction Analysis

# Importance-Satisfaction Analysis



## Overview

Today, community leaders have limited resources which need to be targeted to activities that are of the most benefit to their citizens. Two of the most important criteria for decision making are (1) to target resources toward services of the highest importance to citizens; and (2) to target resources toward those services where citizens are the least satisfied.

The Importance-Satisfaction (I-S) rating is a unique tool that allows public officials to better understand both of these highly important decision-making criteria for each of the services they are providing. The Importance-Satisfaction (I-S) rating is based on the concept that public agencies will maximize overall customer satisfaction by emphasizing improvements in those areas where the level of satisfaction is relatively low, and the perceived importance of the service is relatively high.

The rating is calculated by summing the percentage of responses for items selected as the first, second, and third most important services for the City to provide. The sum is then multiplied by 1 minus the percentage of respondents who indicated they were positively satisfied with the City's performance in the related area (the sum of the ratings of 4 and 5 on a 5-point scale excluding "Don't Know" responses). "Don't Know" responses are excluded from the calculation to ensure the satisfaction ratings among service categories are comparable.

$$\text{I-S Rating} = \text{Importance} \times (1 - \text{Satisfaction})$$

## Example of the Calculation

Respondents were asked to identify the major City services that were most important to their household. Nearly half (49.1%) of the respondent households selected "*local police protection*" as one of the most important services for the City to emphasize over the next two years.

With regard to satisfaction, 73.9% of respondents surveyed rated "*local police protection*" as a "4" or "5" on a 5-point scale (where "5" means "Very Satisfied") excluding "Don't Know" responses. The I-S rating was calculated by multiplying the sum of the most important percentages by one minus the sum of the satisfaction percentages. In this example, 49.1% was multiplied by 26.1% (1-0.739). This calculation yielded an I-S rating of 0.1282, which ranked third out of fourteen categories of major City services analyzed.

# Importance-Satisfaction Analysis



The maximum rating is 1.00 and would be achieved when 100% of the respondents select an item as one of their top three choices of importance and 0% indicate they are positively satisfied with the delivery of the service.

The lowest rating is 0.00 and could be achieved under either of the following two situations:

- If 100% of the respondents were positively satisfied with the delivery of the service
- If none (0%) of the respondents selected the service as one of the three most important areas.

## Interpreting the Ratings

Ratings that are greater than or equal to 0.20 identify areas that should receive significantly more emphasis over the next two years. Ratings from 0.10 to 0.20 identify service areas that should receive increased emphasis. Ratings less than 0.10 should continue to receive the current level of emphasis.

- Definitely Increase Emphasis (I-S > 0.20)
- Increase Current Emphasis (I-S = 0.10 - 0.20)
- Maintain Current Emphasis (I-S < 0.10)

Tables showing the results for the City of Newcastle are provided on the following pages.

## 2024 Importance-Satisfaction Rating

### Newcastle, WA

### Overall City Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b><u>Very High Priority (IS &gt;.20)</u></b>						
Efforts by City to regulate development	39%	3	31%	14	0.2713	1
Flow of traffic & congestion management on streets	41%	2	43%	12	0.2368	2
<b><u>High Priority (IS .10-.20)</u></b>						
Local police protection	49%	1	74%	5	0.1282	3
<b><u>Medium Priority (IS &lt;.10)</u></b>						
Efforts to sustain environmental quality	19%	6	64%	9	0.0680	4
Maintenance of City streets & rights-of-way	25%	4	79%	4	0.0531	5
Recreation programs & special events	11%	8	64%	8	0.0406	6
Enforcement of City codes & ordinances	8%	9	59%	10	0.0339	7
Permitting & inspection services	5%	12	38%	13	0.0327	8
City parks, trails, & open space	25%	5	90%	1	0.0259	9
City communications	7%	10	66%	6	0.0249	10
Arts, cultural, & heritage programs	6%	11	58%	11	0.0241	11
Fire & emergency medical services	18%	7	89%	2	0.0189	12
Customer service received from City employees	3%	14	65%	7	0.0108	13
Stormwater management	4%	13	81%	3	0.0068	14

**Note:** The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

#### Most Important %:

The "Most Important" percentage represents the sum of the first, second, and third most important responses for each item. Respondents were asked to identify the items they thought should be the City's top priorities.

#### Satisfaction %:

The "Satisfaction" percentage represents the sum of the ratings "5" and "4" excluding 'don't knows.' Respondents ranked their level of satisfaction with each of the items on a scale of 5 to 1 with "5" being Very Satisfied and "1" being Very Dissatisfied.

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# 2024 Importance-Satisfaction Rating

## Newcastle, WA

### Public Safety Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b>Very High Priority (IS &gt;.20)</b>						
Efforts by police to proactively prevent crime	58%	1	41%	8	0.3393	1
Visibility of police in neighborhoods	49%	2	50%	5	0.2449	2
Efforts to ensure the community is prepared for emergencies	30%	4	33%	10	0.2006	3
<b>High Priority (IS .10-.20)</b>						
Visibility of police in commercial areas Downtown	37%	3	46%	6	0.1998	4
How well your neighborhood is prepared for an emergency	18%	7	25%	11	0.1365	5
How quickly police respond to emergencies	24%	5	56%	3	0.1036	6
<b>Medium Priority (IS &lt;.10)</b>						
Enforcement of local traffic laws	20%	6	51%	4	0.0959	7
Accessibility of police for information or addressing concerns	11%	9	58%	2	0.0462	8
Fire education programs in City	6%	10	40%	9	0.0379	9
Quality of animal control & licensing	4%	11	46%	7	0.0211	10
How quickly fire & rescue personnel respond to emergencies	13%	8	84%	1	0.0204	11

**Note:** The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

**Most Important %:**

The "Most Important" percentage represents the sum of the first, second, and third most important responses for each item. Respondents were asked to identify the items they thought should be the City's top priorities.

**Satisfaction %:**

The "Satisfaction" percentage represents the sum of the ratings "5" and "4" excluding 'don't knows.' Respondents ranked their level of satisfaction with each of the items on a scale of 5 to 1 with "5" being Very Satisfied and "1" being Very Dissatisfied.

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## 2024 Importance-Satisfaction Rating Newcastle, WA Street Infrastructure Maintenance

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b>High Priority (IS .10-.20)</b>						
Adequacy of City street lighting	33%	3	63%	8	0.1232	1
Removal of snow from neighborhood streets	26%	6	60%	9	0.1029	2
Maintenance of streets in your neighborhood	35%	2	71%	6	0.1023	3
Condition of sidewalks in City	32%	4	68%	7	0.1021	4
<b>Medium Priority (IS &lt;.10)</b>						
Maintenance of major City streets	43%	1	81%	2	0.0824	5
Condition of bicycle infrastructure in City	14%	9	51%	10	0.0685	6
Cleanliness of City streets & public areas	30%	5	81%	1	0.0549	7
Mowing/trimming along streets & public areas	19%	7	73%	5	0.0495	8
Maintenance of trees in public areas along streets	17%	8	75%	4	0.0427	9
Removal of snow from major City streets	12%	10	81%	3	0.0236	10

**Note:** The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

**Most Important %:**

The "Most Important" percentage represents the sum of the first, second, and third most important responses for each item. Respondents were asked to identify the items they thought should be the City's top priorities.

**Satisfaction %:**

The "Satisfaction" percentage represents the sum of the ratings "5" and "4" excluding 'don't knows.' Respondents ranked their level of satisfaction with each of the items on a scale of 5 to 1 with "5" being Very Satisfied and "1" being Very Dissatisfied.

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## 2024 Importance-Satisfaction Rating

### Newcastle, WA

### Transportation

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b>Very High Priority (IS &gt;.20)</b>						
Number of transit options	34%	4	26%	10	0.2555	1
<b>High Priority (IS .10-.20)</b>						
How easy it is for you to travel to work	28%	5	48%	6	0.1427	2
Number of sidewalks in residential neighborhoods	35%	3	60%	4	0.1366	3
Your feeling of safety when walking Downtown	43%	1	76%	1	0.1024	4
<b>Medium Priority (IS &lt;.10)</b>						
Pedestrian safety on the street where you live	35%	2	73%	2	0.0926	5
Number of bike lanes & facilities within City	16%	7	47%	7	0.0854	6
Availability of commuter parking	12%	9	29%	9	0.0844	7
Availability of retail parking Downtown	21%	6	69%	3	0.0656	8
Condition of bus shelters & transit facilities	10%	10	44%	8	0.0587	9
How easy it is for your children to get to school	12%	8	59%	5	0.0496	10

**Note:** The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

**Most Important %:**

The "Most Important" percentage represents the sum of the first, second, and third most important responses for each item. Respondents were asked to identify the items they thought should be the City's top priorities.

**Satisfaction %:**

The "Satisfaction" percentage represents the sum of the ratings "5" and "4" excluding 'don't knows.' Respondents ranked their level of satisfaction with each of the items on a scale of 5 to 1 with "5" being Very Satisfied and "1" being Very Dissatisfied.

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## 2024 Importance-Satisfaction Rating Newcastle, WA Planning and Development

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b>Very High Priority (IS &gt;.20)</b>						
How well City is planning for growth	62%	1	31%	9	0.4269	1
Variety & number of businesses in Downtown	51%	2	27%	10	0.3758	2
Quality of new development in City	35%	3	38%	6	0.2138	3
<b>High Priority (IS .10-.20)</b>						
Amount of affordable housing in Newcastle	26%	4	32%	8	0.1754	4
<b>Medium Priority (IS &lt;.10)</b>						
Transitions between different areas of land use	16%	6	41%	4	0.0968	5
Ease of obtaining permits for home remodels/improvements	14%	7	41%	3	0.0830	6
Appearance of residential neighborhoods	22%	5	75%	1	0.0556	7
Obtaining information about planning, building, permitting & development	8%	8	36%	7	0.0491	8
Enforcement of construction codes/permit requirements	7%	10	39%	5	0.0409	9
City enforcement of sign regulations	7%	9	43%	2	0.0400	10

**Note:** The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

**Most Important %:**

The "Most Important" percentage represents the sum of the first, second, and third most important responses for each item. Respondents were asked to identify the items they thought should be the City's top priorities.

**Satisfaction %:**

The "Satisfaction" percentage represents the sum of the ratings "5" and "4" excluding 'don't knows.' Respondents ranked their level of satisfaction with each of the items on a scale of 5 to 1 with "5" being Very Satisfied and "1" being Very Dissatisfied.

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## 2024 Importance-Satisfaction Rating Newcastle, WA Surface Water Management

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b>High Priority (IS .10-.20)</b>						
Protecting and enhancing fish and wildlife habitat in local streams, lakes and wetlands	31%	1	62%	6	0.1178	1
City efforts to correct & prevent water pollution	28%	2	58%	7	0.1165	2
<b>Medium Priority (IS &lt;.10)</b>						
Condition of storm drains	24%	3	74%	4	0.0634	3
City efforts to correct and prevent problems arising from floods	22%	4	75%	3	0.0569	4
Information provided on stormwater/water pollution	11%	8	49%	8	0.0541	5
Frequency of street sweeping	21%	5	75%	2	0.0531	6
Condition of neighborhood stormwater ponds	13%	6	73%	5	0.0346	7
Frequency of street flooding	12%	7	76%	1	0.0288	8

**Note:** The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

**Most Important %:**

The "Most Important" percentage represents the sum of the first and second most important responses for each item. Respondents were asked to identify the items they thought should be the City's top priorities.

**Satisfaction %:**

The "Satisfaction" percentage represents the sum of the ratings "5" and "4" excluding 'don't knows.' Respondents ranked their level of satisfaction with each of the items on a scale of 5 to 1 with "5" being Very Satisfied and "1" being Very Dissatisfied.

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## 2024 Importance-Satisfaction Rating

### Newcastle, WA

### Parks and Recreation

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b>High Priority (IS .10-.20)</b>						
Recreation programs for seniors	19%	6	37%	11	0.1185	1
Recreation programs for adults	17%	9	38%	10	0.1043	2
<b>Medium Priority (IS &lt;.10)</b>						
Recreation programs for youth	18%	8	46%	9	0.0949	3
Special events sponsored by City	24%	4	73%	7	0.0654	4
Condition of restroom at Lake Boren Park	15%	10	65%	8	0.0512	5
Condition of trails & open spaces	36%	2	86%	4	0.0505	6
Condition of City parks	44%	1	89%	3	0.0502	7
Condition of City playgrounds	21%	5	81%	5	0.0398	8
Availability of trails & open spaces	28%	3	89%	1	0.0306	9
Availability of City parks	18%	7	89%	2	0.0199	10
Condition of picnic shelters	8%	11	77%	6	0.0186	11

**Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)**

**Most Important %:**

The "Most Important" percentage represents the sum of the first, second, and third most important responses for each item. Respondents were asked to identify the items they thought should be the City's top priorities.

**Satisfaction %:**

The "Satisfaction" percentage represents the sum of the ratings "5" and "4" excluding 'don't knows.' Respondents ranked their level of satisfaction with each of the items on a scale of 5 to 1 with "5" being Very Satisfied and "1" being Very Dissatisfied.

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## 2024 Importance-Satisfaction Rating Newcastle, WA Communication and Engagement

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b>Very High Priority (IS &gt;.20)</b>						
Communication about City Council & its decisions	42%	1	25%	11	0.3148	1
Communication about impactful development projects	34%	3	33%	10	0.2234	2
Efforts to keep you informed about local issues	38%	2	43%	8	0.2179	3
<b>High Priority (IS .10-.20)</b>						
Communication on road closures/construction	28%	5	47%	6	0.1492	4
Availability of information about police activities and programs	23%	6	37%	9	0.1481	5
Availability of information about City activities and services	30%	4	62%	1	0.1130	6
<b>Medium Priority (IS &lt;.10)</b>						
Timeliness of information provided by City	14%	7	46%	7	0.0750	7
City's email newsletter/other email communications	11%	8	56%	2	0.0481	8
Ease of using City's website	9%	9	50%	3	0.0472	9
Overall quality of the content on City's website	7%	10	47%	5	0.0389	10
Quality of social media outlets	5%	11	48%	4	0.0267	11

**Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)**

**Most Important %:**

The "Most Important" percentage represents the sum of the first, second, and third most important responses for each item. Respondents were asked to identify the items they thought should be the City's top priorities.

**Satisfaction %:**

The "Satisfaction" percentage represents the sum of the ratings "5" and "4" excluding 'don't knows.' Respondents ranked their level of satisfaction with each of the items on a scale of 5 to 1 with "5" being Very Satisfied and "1" being Very Dissatisfied.

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# 4

# Tabular Data

**Q1. Community Livability. Thinking of the general quality of life in Newcastle, please rate each item on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."**

(N=414)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q1-1. Overall quality of life in Newcastle	35.7%	57.5%	5.6%	0.2%	0.0%	1.0%
Q1-2. Your overall feeling of safety in City	21.7%	49.8%	19.6%	7.0%	1.2%	0.7%
Q1-3. Appearance of your community	25.6%	57.2%	12.8%	2.7%	0.5%	1.2%
Q1-4. Newcastle's proximity to employers	27.8%	37.2%	24.4%	3.1%	0.2%	7.2%
Q1-5. Quality of Newcastle's downtown area	10.9%	36.2%	34.1%	13.3%	3.6%	1.9%
Q1-6. Your opportunities for recreation	29.5%	42.3%	19.3%	5.6%	1.0%	2.4%
Q1-7. Ease of transportation & transit options	10.1%	22.7%	31.4%	14.7%	8.7%	12.3%
Q1-8. Newcastle as a place to raise children	36.5%	39.1%	11.4%	0.7%	0.0%	12.3%
Q1-9. Newcastle as a place to retire	21.0%	33.8%	23.2%	6.0%	3.4%	12.6%
Q1-10. Newcastle as a place to shop	4.3%	22.5%	39.9%	24.2%	7.2%	1.9%

**WITHOUT "DON'T KNOW"**

**Q1. Community Livability. Thinking of the general quality of life in Newcastle, please rate each item on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")**

(N=414)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q1-1. Overall quality of life in Newcastle	36.1%	58.0%	5.6%	0.2%	0.0%
Q1-2. Your overall feeling of safety in City	21.9%	50.1%	19.7%	7.1%	1.2%
Q1-3. Appearance of your community	25.9%	57.9%	13.0%	2.7%	0.5%
Q1-4. Newcastle's proximity to employers	29.9%	40.1%	26.3%	3.4%	0.3%
Q1-5. Quality of Newcastle's downtown area	11.1%	36.9%	34.7%	13.5%	3.7%
Q1-6. Your opportunities for recreation	30.2%	43.3%	19.8%	5.7%	1.0%
Q1-7. Ease of transportation & transit options	11.6%	25.9%	35.8%	16.8%	9.9%
Q1-8. Newcastle as a place to raise children	41.6%	44.6%	12.9%	0.8%	0.0%
Q1-9. Newcastle as a place to retire	24.0%	38.7%	26.5%	6.9%	3.9%
Q1-10. Newcastle as a place to shop	4.4%	22.9%	40.6%	24.6%	7.4%



**Q2. City Services in General. The City of Newcastle provides some services directly and some through contracts. For each of the following broad categories, please rate each of the following on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."**

(N=414)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q2-1. Local police protection	25.6%	48.3%	19.9%	4.7%	1.6%
Q2-2. Fire & emergency medical services	43.4%	45.8%	10.2%	0.3%	0.3%
Q2-3. City parks, trails, & open space	46.8%	42.9%	8.3%	1.5%	0.5%
Q2-4. Maintenance of City streets & rights-of-way	29.1%	50.0%	14.8%	4.4%	1.7%
Q2-5. Stormwater management	30.0%	51.2%	17.0%	1.9%	0.0%
Q2-6. Enforcement of City codes & ordinances	16.3%	42.3%	35.3%	4.0%	2.1%
Q2-7. Overall flow of traffic & congestion management on streets	10.0%	32.8%	31.3%	21.3%	4.6%
Q2-8. Recreation programs & special events	19.0%	45.4%	30.3%	5.0%	0.3%
Q2-9. Arts, cultural, & heritage programs	17.5%	40.2%	36.8%	5.5%	0.0%
Q2-10. Customer service you receive from City employees	23.4%	41.7%	30.8%	3.1%	1.0%
Q2-11. Efforts to sustain environmental quality	20.0%	44.2%	29.3%	5.4%	1.2%
Q2-12. City communications	19.8%	46.5%	25.6%	6.5%	1.6%
Q2-13. Efforts by City to regulate development	6.8%	24.0%	37.9%	24.9%	6.5%
Q2-14. Permitting & inspection services (e.g., issuing building permits)	10.7%	27.6%	47.7%	11.9%	2.1%

**Q3. Which THREE of the major categories of City services listed in Question 2 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?**

Q3. Top choice	Number	Percent
Local police protection	132	31.9 %
Fire & emergency medical services	9	2.2 %
City parks, trails, & open space	29	7.0 %
Maintenance of City streets & rights-of-way	20	4.8 %
Stormwater management	2	0.5 %
Enforcement of City codes & ordinances	5	1.2 %
Overall flow of traffic & congestion management on streets	64	15.5 %
Recreation programs & special events	11	2.7 %
Arts, cultural, & heritage programs	6	1.4 %
Customer service you receive from City employees	4	1.0 %
Efforts to sustain environmental quality	13	3.1 %
City communications	8	1.9 %
Efforts by City to regulate development	57	13.8 %
Permitting & inspection services (e.g. issuing building permits)	6	1.4 %
None chosen	48	11.6 %
Total	414	100.0 %

**Q3. Which THREE of the major categories of City services listed in Question 2 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?**

Q3. 2nd choice	Number	Percent
Local police protection	38	9.2 %
Fire & emergency medical services	47	11.4 %
City parks, trails, & open space	31	7.5 %
Maintenance of City streets & rights-of-way	40	9.7 %
Stormwater management	6	1.4 %
Enforcement of City codes & ordinances	16	3.9 %
Overall flow of traffic & congestion management on streets	67	16.2 %
Recreation programs & special events	19	4.6 %
Arts, cultural, & heritage programs	8	1.9 %
Customer service you receive from City employees	3	0.7 %
Efforts to sustain environmental quality	22	5.3 %
City communications	8	1.9 %
Efforts by City to regulate development	53	12.8 %
Permitting & inspection services (e.g. issuing building permits)	5	1.2 %
None chosen	51	12.3 %
Total	414	100.0 %

**Q3. Which THREE of the major categories of City services listed in Question 2 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?**

Q3. 3rd choice	Number	Percent
Local police protection	33	8.0 %
Fire & emergency medical services	16	3.9 %
City parks, trails, & open space	44	10.6 %
Maintenance of City streets & rights-of-way	45	10.9 %
Stormwater management	7	1.7 %
Enforcement of City codes & ordinances	13	3.1 %
Overall flow of traffic & congestion management on streets	40	9.7 %
Recreation programs & special events	17	4.1 %
Arts, cultural, & heritage programs	10	2.4 %
Customer service you receive from City employees	6	1.4 %
Efforts to sustain environmental quality	44	10.6 %
City communications	15	3.6 %
Efforts by City to regulate development	52	12.6 %
Permitting & inspection services (e.g. issuing building permits)	11	2.7 %
None chosen	61	14.7 %
Total	414	100.0 %

**SUM OF TOP 3 CHOICES**

**Q3. Which THREE of the major categories of City services listed in Question 2 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? (top 3)**

Q3. Sum of top 3 choices	Number	Percent
Local police protection	203	49.1 %
Fire & emergency medical services	72	17.5 %
City parks, trails, & open space	104	25.1 %
Maintenance of City streets & rights-of-way	105	25.4 %
Stormwater management	15	3.6 %
Enforcement of City codes & ordinances	34	8.2 %
Overall flow of traffic & congestion management on streets	171	41.4 %
Recreation programs & special events	47	11.4 %
Arts, cultural, & heritage programs	24	5.7 %
Customer service you receive from City employees	13	3.1 %
Efforts to sustain environmental quality	79	19.0 %
City communications	31	7.4 %
Efforts by City to regulate development	162	39.2 %
Permitting & inspection services (e.g. issuing building permits)	22	5.3 %
None chosen	48	11.6 %
Total	1130	

**Q4. Have you contacted the City with a question, problem, or complaint during the past year?**

Q4. Have you contacted City during past year	Number	Percent
Yes	106	25.6 %
No	308	74.4 %
Total	414	100.0 %

**Q4a. Which City department or division did you contact most recently?**

Q4a. Which City department or division did you contact most recently	Number	Percent
Administration, City Hall Front Desk	15	14.2 %
City Clerk	6	5.7 %
Community Development-Planning, Permitting	31	29.2 %
Community Events	4	3.8 %
Public Works-Streets	20	18.9 %
Public Works-Engineering	4	3.8 %
Surface Water Management	4	3.8 %
Police	14	13.2 %
City Manager	7	6.6 %
Not provided	1	0.9 %
Total	106	100.0 %

**WITHOUT "NOT PROVIDED"****Q4a. Which City department or division did you contact most recently? (without "not provided")**

Q4a. Which City department or division did you contact most recently	Number	Percent
Administration, City Hall Front Desk	15	14.3 %
City Clerk	6	5.7 %
Community Development-Planning, Permitting	31	29.5 %
Community Events	4	3.8 %
Public Works-Streets	20	19.0 %
Public Works-Engineering	4	3.8 %
Surface Water Management	4	3.8 %
Police	14	13.3 %
City Manager	7	6.7 %
Total	105	100.0 %

**Q4b. Several factors that may influence your perception of the quality of service you receive from City employees are listed below. Please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following based on your most recent experience with the City.**

(N=106)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q4b-1. How easy the department or division was to contact	34.0%	45.3%	13.2%	5.7%	1.9%	0.0%
Q4b-2. How courteously you were treated	43.4%	37.7%	8.5%	6.6%	2.8%	0.9%
Q4b-3. Technical competence, knowledge of employees who assisted you	35.8%	40.6%	10.4%	4.7%	4.7%	3.8%
Q4b-4. Overall responsiveness of City employees to your request or concern	37.7%	27.4%	15.1%	8.5%	9.4%	1.9%
Q4b-5. How your concern or request was resolved or answered	31.1%	29.2%	13.2%	12.3%	13.2%	0.9%

**WITHOUT "DON'T KNOW"**

**Q4b. Several factors that may influence your perception of the quality of service you receive from City employees are listed below. Please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following based on your most recent experience with the City. (without "don't know")**

(N=106)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q4b-1. How easy the department or division was to contact	34.0%	45.3%	13.2%	5.7%	1.9%
Q4b-2. How courteously you were treated	43.8%	38.1%	8.6%	6.7%	2.9%
Q4b-3. Technical competence, knowledge of employees who assisted you	37.3%	42.2%	10.8%	4.9%	4.9%
Q4b-4. Overall responsiveness of City employees to your request or concern	38.5%	27.9%	15.4%	8.7%	9.6%
Q4b-5. How your concern or request was resolved or answered	31.4%	29.5%	13.3%	12.4%	13.3%

**Q5. Public Safety. Please rate each of the following on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."**

(N=414)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q5-1. Visibility of police in neighborhoods	10.6%	37.2%	29.2%	16.2%	3.1%	3.6%
Q5-2. Visibility of police in commercial areas downtown	9.4%	33.8%	32.9%	14.7%	3.1%	6.0%
Q5-3. Efforts by police to proactively prevent crime	9.2%	24.4%	31.2%	13.8%	2.4%	19.1%
Q5-4. Enforcement of local traffic laws	9.2%	35.7%	27.5%	9.7%	5.6%	12.3%
Q5-5. How quickly police respond to emergencies	11.4%	24.4%	21.3%	3.4%	3.1%	36.5%
Q5-6. Accessibility of police for information or addressing concerns	11.6%	29.7%	23.9%	4.1%	2.4%	28.3%
Q5-7. How quickly fire & rescue personnel respond to emergencies	27.3%	28.5%	9.7%	0.5%	0.2%	33.8%
Q5-8. Fire education programs in City	5.6%	14.7%	27.1%	3.1%	0.5%	49.0%
Q5-9. Efforts to ensure the community is prepared for emergencies	4.6%	15.5%	31.2%	7.7%	1.9%	39.1%
Q5-10. How well your neighborhood is prepared for an emergency	3.4%	11.8%	33.8%	9.7%	2.2%	39.1%
Q5-11. Quality of animal control & licensing	7.2%	21.0%	29.2%	2.4%	1.7%	38.4%

**WITHOUT "DON'T KNOW"****Q5. Public Safety. Please rate each of the following on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")**

(N=414)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q5-1. Visibility of police in neighborhoods	11.0%	38.6%	30.3%	16.8%	3.3%
Q5-2. Visibility of police in commercial areas downtown	10.0%	36.0%	35.0%	15.7%	3.3%
Q5-3. Efforts by police to proactively prevent crime	11.3%	30.1%	38.5%	17.0%	3.0%
Q5-4. Enforcement of local traffic laws	10.5%	40.8%	31.4%	11.0%	6.3%
Q5-5. How quickly police respond to emergencies	17.9%	38.4%	33.5%	5.3%	4.9%
Q5-6. Accessibility of police for information or addressing concerns	16.2%	41.4%	33.3%	5.7%	3.4%
Q5-7. How quickly fire & rescue personnel respond to emergencies	41.2%	43.1%	14.6%	0.7%	0.4%
Q5-8. Fire education programs in City	10.9%	28.9%	53.1%	6.2%	0.9%
Q5-9. Efforts to ensure the community is prepared for emergencies	7.5%	25.4%	51.2%	12.7%	3.2%
Q5-10. How well your neighborhood is prepared for an emergency	5.6%	19.4%	55.6%	15.9%	3.6%
Q5-11. Quality of animal control & licensing	11.8%	34.1%	47.5%	3.9%	2.7%



**Q6. Which THREE of the items listed in Question 5 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?**

<u>Q6. Top choice</u>	<u>Number</u>	<u>Percent</u>
Visibility of police in neighborhoods	106	25.6 %
Visibility of police in commercial areas Downtown	29	7.0 %
Efforts by police to proactively prevent crime	113	27.3 %
Enforcement of local traffic laws	30	7.2 %
How quickly police respond to emergencies	27	6.5 %
Accessibility of police for information or addressing concerns	11	2.7 %
How quickly fire & rescue personnel respond to emergencies	13	3.1 %
Fire education programs in City	4	1.0 %
Efforts to ensure the community is prepared for emergencies	31	7.5 %
How well your neighborhood is prepared for an emergency	14	3.4 %
Quality of animal control & licensing	4	1.0 %
<u>None chosen</u>	<u>32</u>	<u>7.7 %</u>
Total	414	100.0 %

**Q6. Which THREE of the items listed in Question 5 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?**

<u>Q6. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Visibility of police in neighborhoods	59	14.3 %
Visibility of police in commercial areas Downtown	72	17.4 %
Efforts by police to proactively prevent crime	56	13.5 %
Enforcement of local traffic laws	30	7.2 %
How quickly police respond to emergencies	35	8.5 %
Accessibility of police for information or addressing concerns	18	4.3 %
How quickly fire & rescue personnel respond to emergencies	19	4.6 %
Fire education programs in City	12	2.9 %
Efforts to ensure the community is prepared for emergencies	49	11.8 %
How well your neighborhood is prepared for an emergency	23	5.6 %
Quality of animal control & licensing	2	0.5 %
<u>None chosen</u>	<u>39</u>	<u>9.4 %</u>
Total	414	100.0 %

**Q6. Which THREE of the items listed in Question 5 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?**

<u>Q6. 3rd choice</u>	<u>Number</u>	<u>Percent</u>
Visibility of police in neighborhoods	36	8.7 %
Visibility of police in commercial areas Downtown	52	12.6 %
Efforts by police to proactively prevent crime	71	17.1 %
Enforcement of local traffic laws	22	5.3 %
How quickly police respond to emergencies	36	8.7 %
Accessibility of police for information or addressing concerns	16	3.9 %
How quickly fire & rescue personnel respond to emergencies	22	5.3 %
Fire education programs in City	10	2.4 %
Efforts to ensure the community is prepared for emergencies	44	10.6 %
How well your neighborhood is prepared for an emergency	38	9.2 %
Quality of animal control & licensing	10	2.4 %
None chosen	57	13.8 %
Total	414	100.0 %

**SUM OF TOP 3 CHOICES**

**Q6. Which THREE of the items listed in Question 5 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? (top 3)**

<u>Q6. Sum of top 3 choices</u>	<u>Number</u>	<u>Percent</u>
Visibility of police in neighborhoods	201	48.6 %
Visibility of police in commercial areas Downtown	153	37.0 %
Efforts by police to proactively prevent crime	240	57.9 %
Enforcement of local traffic laws	82	19.7 %
How quickly police respond to emergencies	98	23.7 %
Accessibility of police for information or addressing concerns	45	10.9 %
How quickly fire & rescue personnel respond to emergencies	54	13.0 %
Fire education programs in City	26	6.3 %
Efforts to ensure the community is prepared for emergencies	124	29.9 %
How well your neighborhood is prepared for an emergency	75	18.2 %
Quality of animal control & licensing	16	3.9 %
None chosen	32	7.7 %
Total	1146	

**Q7. Street Infrastructure Maintenance. Please rate each of the following on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."**

(N=414)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q7-1. Maintenance of major City streets	23.4%	55.6%	16.7%	1.7%	0.5%	2.2%
Q7-2. Maintenance of streets in your neighborhood	22.0%	48.1%	17.6%	7.2%	3.6%	1.4%
Q7-3. Mowing & trimming along City streets & other public areas	21.5%	50.2%	17.4%	6.5%	2.2%	2.2%
Q7-4. Condition of sidewalks in City	19.3%	46.4%	19.1%	10.4%	1.9%	2.9%
Q7-5. Condition of bicycle infrastructure in City	9.9%	29.2%	27.8%	7.5%	2.2%	23.4%
Q7-6. Cleanliness of City streets & public areas	22.0%	58.2%	15.7%	2.4%	0.2%	1.4%
Q7-7. Maintenance of trees in public areas along City streets	17.6%	55.1%	15.9%	6.8%	1.7%	2.9%
Q7-8. Removal of snow from major City streets	27.8%	47.8%	15.5%	2.4%	0.5%	6.0%
Q7-9. Removal of snow from neighborhood streets	17.1%	39.1%	24.9%	8.2%	4.3%	6.3%
Q7-10. Adequacy of City street lighting	16.2%	45.4%	18.6%	13.0%	4.3%	2.4%

**WITHOUT "DON'T KNOW"****Q7. Street Infrastructure Maintenance. Please rate each of the following on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")**

(N=414)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q7-1. Maintenance of major City streets	24.0%	56.8%	17.0%	1.7%	0.5%
Q7-2. Maintenance of streets in your neighborhood	22.3%	48.8%	17.9%	7.4%	3.7%
Q7-3. Mowing & trimming along City streets & other public areas	22.0%	51.4%	17.8%	6.7%	2.2%
Q7-4. Condition of sidewalks in City	19.9%	47.8%	19.7%	10.7%	2.0%
Q7-5. Condition of bicycle infrastructure in City	12.9%	38.2%	36.3%	9.8%	2.8%
Q7-6. Cleanliness of City streets & public areas	22.3%	59.1%	15.9%	2.5%	0.2%
Q7-7. Maintenance of trees in public areas along City streets	18.2%	56.7%	16.4%	7.0%	1.7%
Q7-8. Removal of snow from major City streets	29.6%	50.9%	16.5%	2.6%	0.5%
Q7-9. Removal of snow from neighborhood streets	18.3%	41.8%	26.5%	8.8%	4.6%
Q7-10. Adequacy of City street lighting	16.6%	46.5%	19.1%	13.4%	4.5%

**Q8. Which THREE of the items listed in Question 7 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?**

<u>Q8. Top choice</u>	<u>Number</u>	<u>Percent</u>
Maintenance of major City streets	107	25.8 %
Maintenance of streets in your neighborhood	54	13.0 %
Mowing & trimming along City streets & other public areas	22	5.3 %
Condition of sidewalks in City	39	9.4 %
Condition of bicycle infrastructure in City	23	5.6 %
Cleanliness of City streets & public areas	27	6.5 %
Maintenance of trees in public areas along City streets	16	3.9 %
Removal of snow from major City streets	7	1.7 %
Removal of snow from neighborhood streets	30	7.2 %
Adequacy of City street lighting	48	11.6 %
None chosen	41	9.9 %
Total	414	100.0 %

**Q8. Which THREE of the items listed in Question 7 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?**

<u>Q8. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Maintenance of major City streets	41	9.9 %
Maintenance of streets in your neighborhood	61	14.7 %
Mowing & trimming along City streets & other public areas	22	5.3 %
Condition of sidewalks in City	46	11.1 %
Condition of bicycle infrastructure in City	17	4.1 %
Cleanliness of City streets & public areas	47	11.4 %
Maintenance of trees in public areas along City streets	26	6.3 %
Removal of snow from major City streets	20	4.8 %
Removal of snow from neighborhood streets	46	11.1 %
Adequacy of City street lighting	35	8.5 %
None chosen	53	12.8 %
Total	414	100.0 %

**Q8. Which THREE of the items listed in Question 7 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?**

<u>Q8. 3rd choice</u>	<u>Number</u>	<u>Percent</u>
Maintenance of major City streets	30	7.2 %
Maintenance of streets in your neighborhood	32	7.7 %
Mowing & trimming along City streets & other public areas	33	8.0 %
Condition of sidewalks in City	46	11.1 %
Condition of bicycle infrastructure in City	18	4.3 %
Cleanliness of City streets & public areas	48	11.6 %
Maintenance of trees in public areas along City streets	28	6.8 %
Removal of snow from major City streets	23	5.6 %
Removal of snow from neighborhood streets	31	7.5 %
Adequacy of City street lighting	55	13.3 %
None chosen	70	16.9 %
Total	414	100.0 %

**SUM OF TOP 3 CHOICES**

**Q8. Which THREE of the items listed in Question 7 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? (top 3)**

<u>Q8. Sum of top 3 choices</u>	<u>Number</u>	<u>Percent</u>
Maintenance of major City streets	178	42.9 %
Maintenance of streets in your neighborhood	147	35.4 %
Mowing & trimming along City streets & other public areas	77	18.6 %
Condition of sidewalks in City	131	31.6 %
Condition of bicycle infrastructure in City	58	14.0 %
Cleanliness of City streets & public areas	122	29.5 %
Maintenance of trees in public areas along City streets	70	17.0 %
Removal of snow from major City streets	50	12.1 %
Removal of snow from neighborhood streets	107	25.8 %
Adequacy of City street lighting	138	33.4 %
None chosen	41	9.9 %
Total	1119	

**Q9. Transportation. Please rate each of the following on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."**

(N=414)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q9-1. Condition of bus shelters & transit facilities	6.0%	22.0%	27.1%	8.7%	0.5%	35.7%
Q9-2. Number of transit options	3.9%	14.7%	26.6%	19.1%	8.7%	27.1%
Q9-3. Availability of retail parking downtown	20.8%	44.9%	18.1%	11.1%	1.0%	4.1%
Q9-4. Availability of commuter parking	5.8%	11.4%	27.3%	12.8%	2.9%	39.9%
Q9-5. How easy it is for you to travel to work	13.8%	24.9%	23.9%	13.0%	4.3%	20.0%
Q9-6. How easy it is for your children to get to school	14.0%	17.9%	17.9%	3.4%	1.2%	45.7%
Q9-7. Number of bike lanes & facilities within City	9.4%	24.2%	25.4%	8.9%	3.1%	29.0%
Q9-8. Number of sidewalks in residential neighborhoods	13.3%	44.0%	22.2%	11.4%	3.9%	5.3%
Q9-9. Your feeling of safety when walking downtown	22.5%	50.0%	16.4%	5.8%	0.7%	4.6%
Q9-10. Pedestrian safety on the street where you live	27.1%	45.2%	14.7%	7.5%	3.9%	1.7%

**WITHOUT "DON'T KNOW"****Q9. Transportation. Please rate each of the following on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")**

(N=414)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q9-1. Condition of bus shelters & transit facilities	9.4%	34.2%	42.1%	13.5%	0.8%
Q9-2. Number of transit options	5.3%	20.2%	36.4%	26.2%	11.9%
Q9-3. Availability of retail parking downtown	21.7%	46.9%	18.9%	11.6%	1.0%
Q9-4. Availability of commuter parking	9.6%	18.9%	45.4%	21.3%	4.8%
Q9-5. How easy it is for you to travel to work	17.2%	31.1%	29.9%	16.3%	5.4%
Q9-6. How easy it is for your children to get to school	25.8%	32.9%	32.9%	6.2%	2.2%
Q9-7. Number of bike lanes & facilities within City	13.3%	34.0%	35.7%	12.6%	4.4%
Q9-8. Number of sidewalks in residential neighborhoods	14.0%	46.4%	23.5%	12.0%	4.1%
Q9-9. Your feeling of safety when walking downtown	23.5%	52.4%	17.2%	6.1%	0.8%
Q9-10. Pedestrian safety on the street where you live	27.5%	45.9%	15.0%	7.6%	3.9%



**Q10. Which THREE of the items listed in Question 9 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?**

<u>Q10. Top choice</u>	<u>Number</u>	<u>Percent</u>
Condition of bus shelters & transit facilities	13	3.1 %
Number of transit options	80	19.3 %
Availability of retail parking downtown	37	8.9 %
Availability of commuter parking	8	1.9 %
How easy it is for you to travel to work	43	10.4 %
How easy it is for your children to get to school	10	2.4 %
Number of bike lanes & facilities within City	20	4.8 %
Number of sidewalks in residential neighborhoods	43	10.4 %
Your feeling of safety when walking downtown	72	17.4 %
Pedestrian safety on the street where you live	34	8.2 %
None chosen	54	13.0 %
Total	414	100.0 %

**Q10. Which THREE of the items listed in Question 9 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?**

<u>Q10. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Condition of bus shelters & transit facilities	14	3.4 %
Number of transit options	26	6.3 %
Availability of retail parking downtown	25	6.0 %
Availability of commuter parking	25	6.0 %
How easy it is for you to travel to work	43	10.4 %
How easy it is for your children to get to school	20	4.8 %
Number of bike lanes & facilities within City	21	5.1 %
Number of sidewalks in residential neighborhoods	51	12.3 %
Your feeling of safety when walking downtown	62	15.0 %
Pedestrian safety on the street where you live	51	12.3 %
None chosen	76	18.4 %
Total	414	100.0 %

**Q10. Which THREE of the items listed in Question 9 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?**

Q10. 3rd choice	Number	Percent
Condition of bus shelters & transit facilities	16	3.9 %
Number of transit options	36	8.7 %
Availability of retail parking downtown	25	6.0 %
Availability of commuter parking	16	3.9 %
How easy it is for you to travel to work	28	6.8 %
How easy it is for your children to get to school	20	4.8 %
Number of bike lanes & facilities within City	26	6.3 %
Number of sidewalks in residential neighborhoods	49	11.8 %
Your feeling of safety when walking downtown	42	10.1 %
Pedestrian safety on the street where you live	59	14.3 %
None chosen	97	23.4 %
Total	414	100.0 %

**SUM OF TOP 3 CHOICES**

**Q10. Which THREE of the items listed in Question 9 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? (top 3)**

Q10. Sum of top 3 choices	Number	Percent
Condition of bus shelters & transit facilities	43	10.4 %
Number of transit options	142	34.3 %
Availability of retail parking downtown	87	20.9 %
Availability of commuter parking	49	11.8 %
How easy it is for you to travel to work	114	27.6 %
How easy it is for your children to get to school	50	12.0 %
Number of bike lanes & facilities within City	67	16.2 %
Number of sidewalks in residential neighborhoods	143	34.5 %
Your feeling of safety when walking downtown	176	42.5 %
Pedestrian safety on the street where you live	144	34.8 %
None chosen	54	13.0 %
Total	1069	

**Q11. Planning and Development. Please rate each of the following on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."**

(N=414)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q11-1. How well City is planning for growth	3.4%	19.3%	24.4%	21.3%	5.8%	25.8%
Q11-2. Transitions between different areas of land use	3.9%	26.6%	31.4%	10.6%	1.7%	25.8%
Q11-3. Appearance of residential neighborhoods	15.7%	54.8%	19.1%	4.8%	0.2%	5.3%
Q11-4. Amount of affordable housing in Newcastle	9.4%	15.7%	28.7%	16.9%	8.9%	20.3%
Q11-5. Variety & number of businesses in downtown	4.3%	20.8%	29.0%	31.6%	8.7%	5.6%
Q11-6. Ease of obtaining permits for home remodels or improvements	4.3%	14.0%	19.6%	3.9%	2.9%	55.3%
Q11-7. Your ability to obtain information concerning planning, building, permitting & development	5.3%	14.0%	26.3%	5.3%	2.4%	46.6%
Q11-8. Quality of new development in City	4.1%	27.1%	32.1%	14.3%	3.6%	18.8%
Q11-9. Enforcement of construction codes & permit requirements	3.1%	14.0%	20.8%	5.1%	1.0%	56.0%
Q11-10. City enforcement of sign regulations	5.1%	18.6%	26.6%	3.9%	1.2%	44.7%

**WITHOUT "DON'T KNOW"****Q11. Planning and Development. Please rate each of the following on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")**

(N=414)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q11-1. How well City is planning for growth	4.6%	26.1%	32.9%	28.7%	7.8%
Q11-2. Transitions between different areas of land use	5.2%	35.8%	42.3%	14.3%	2.3%
Q11-3. Appearance of residential neighborhoods	16.6%	57.9%	20.2%	5.1%	0.3%
Q11-4. Amount of affordable housing in Newcastle	11.8%	19.7%	36.1%	21.2%	11.2%
Q11-5. Variety & number of businesses in downtown	4.6%	22.0%	30.7%	33.5%	9.2%
Q11-6. Ease of obtaining permits for home remodels or improvements	9.7%	31.4%	43.8%	8.6%	6.5%
Q11-7. Your ability to obtain information concerning planning, building, permitting & development	10.0%	26.2%	49.3%	10.0%	4.5%
Q11-8. Quality of new development in City	5.1%	33.3%	39.6%	17.6%	4.5%
Q11-9. Enforcement of construction codes & permit requirements	7.1%	31.9%	47.3%	11.5%	2.2%
Q11-10. City enforcement of sign regulations	9.2%	33.6%	48.0%	7.0%	2.2%

**Q12. Which THREE of the items listed in Question 11 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?**

<u>Q12. Top choice</u>	<u>Number</u>	<u>Percent</u>
How well City is planning for growth	151	36.5 %
Transitions between different areas of land use	12	2.9 %
Appearance of residential neighborhoods	21	5.1 %
Amount of affordable housing in Newcastle	50	12.1 %
Variety & number of businesses in downtown	74	17.9 %
Ease of obtaining permits for home remodels or improvements	16	3.9 %
Your ability to obtain information concerning planning, building, permitting & development	4	1.0 %
Quality of new development in City	22	5.3 %
Enforcement of construction codes & permit requirements	3	0.7 %
City enforcement of sign regulations	5	1.2 %
<u>None chosen</u>	<u>56</u>	<u>13.5 %</u>
Total	414	100.0 %

**Q12. Which THREE of the items listed in Question 11 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?**

<u>Q12. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
How well City is planning for growth	56	13.5 %
Transitions between different areas of land use	31	7.5 %
Appearance of residential neighborhoods	38	9.2 %
Amount of affordable housing in Newcastle	31	7.5 %
Variety & number of businesses in downtown	90	21.7 %
Ease of obtaining permits for home remodels or improvements	21	5.1 %
Your ability to obtain information concerning planning, building, permitting & development	15	3.6 %
Quality of new development in City	51	12.3 %
Enforcement of construction codes & permit requirements	8	1.9 %
City enforcement of sign regulations	4	1.0 %
<u>None chosen</u>	<u>69</u>	<u>16.7 %</u>
Total	414	100.0 %

**Q12. Which THREE of the items listed in Question 11 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?**

<u>Q12. 3rd choice</u>	<u>Number</u>	<u>Percent</u>
How well City is planning for growth	48	11.6 %
Transitions between different areas of land use	25	6.0 %
Appearance of residential neighborhoods	31	7.5 %
Amount of affordable housing in Newcastle	25	6.0 %
Variety & number of businesses in downtown	48	11.6 %
Ease of obtaining permits for home remodels or improvements	21	5.1 %
Your ability to obtain information concerning planning, building, permitting & development	13	3.1 %
Quality of new development in City	71	17.1 %
Enforcement of construction codes & permit requirements	17	4.1 %
City enforcement of sign regulations	20	4.8 %
None chosen	95	22.9 %
Total	414	100.0 %

**SUM OF TOP 3 CHOICES**

**Q12. Which THREE of the items listed in Question 11 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? (top 3)**

<u>Q12. Sum of top 3 choices</u>	<u>Number</u>	<u>Percent</u>
How well City is planning for growth	255	61.6 %
Transitions between different areas of land use	68	16.4 %
Appearance of residential neighborhoods	90	21.8 %
Amount of affordable housing in Newcastle	106	25.6 %
Variety & number of businesses in downtown	212	51.2 %
Ease of obtaining permits for home remodels or improvements	58	14.1 %
Your ability to obtain information concerning planning, building, permitting & development	32	7.7 %
Quality of new development in City	144	34.7 %
Enforcement of construction codes & permit requirements	28	6.7 %
City enforcement of sign regulations	29	7.0 %
None chosen	56	13.5 %
Total	1078	

**Q13. Surface Water Management. On a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with the following aspects of surface water management in the City of Newcastle.**

(N=414)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q13-1. Condition of neighborhood stormwater ponds	18.4%	42.5%	19.8%	2.2%	0.5%	16.7%
Q13-2. Condition of storm drains	17.9%	45.2%	18.1%	4.1%	0.0%	14.7%
Q13-3. Frequency of street flooding	24.2%	44.0%	19.1%	2.2%	0.0%	10.6%
Q13-4. City efforts to correct & prevent problems arising from floods	16.2%	38.6%	17.1%	0.7%	0.7%	26.6%
Q13-5. Frequency of street sweeping	22.2%	46.9%	17.4%	4.6%	1.4%	7.5%
Q13-6. Information provided on stormwater & water pollution	10.6%	25.1%	28.3%	8.7%	0.2%	27.1%
Q13-7. City efforts to correct & prevent water pollution	11.6%	25.4%	22.7%	2.9%	0.7%	36.7%
Q13-8. Protecting & enhancing fish & wildlife habitat in local streams, lakes & wetlands	12.6%	30.0%	22.2%	2.7%	1.2%	31.4%

**WITHOUT "DON'T KNOW"**

**Q13. Surface Water Management. On a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with the following aspects of surface water management in the City of Newcastle. (without "don't know")**

(N=414)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q13-1. Condition of neighborhood stormwater ponds	22.0%	51.0%	23.8%	2.6%	0.6%
Q13-2. Condition of storm drains	21.0%	53.0%	21.2%	4.8%	0.0%
Q13-3. Frequency of street flooding	27.0%	49.2%	21.4%	2.4%	0.0%
Q13-4. City efforts to correct & prevent problems arising from floods	22.0%	52.6%	23.4%	1.0%	1.0%
Q13-5. Frequency of street sweeping	24.0%	50.7%	18.8%	5.0%	1.6%
Q13-6. Information provided on stormwater & water pollution	14.6%	34.4%	38.7%	11.9%	0.3%
Q13-7. City efforts to correct & prevent water pollution	18.3%	40.1%	35.9%	4.6%	1.1%
Q13-8. Protecting & enhancing fish & wildlife habitat in local streams, lakes & wetlands	18.3%	43.7%	32.4%	3.9%	1.8%



**Q14. Which TWO of the surface water management items listed in Question 13 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?**

Q14. Top choice	Number	Percent
Condition of neighborhood stormwater ponds	34	8.2 %
Condition of storm drains	58	14.0 %
Frequency of street flooding	19	4.6 %
City efforts to correct & prevent problems arising from floods	49	11.8 %
Frequency of street sweeping	53	12.8 %
Information provided on stormwater & water pollution	18	4.3 %
City efforts to correct & prevent water pollution	43	10.4 %
Protecting & enhancing fish & wildlife habitat in local streams, lakes & wetlands	69	16.7 %
None chosen	71	17.1 %
Total	414	100.0 %

**Q14. Which TWO of the surface water management items listed in Question 13 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?**

Q14. 2nd choice	Number	Percent
Condition of neighborhood stormwater ponds	19	4.6 %
Condition of storm drains	43	10.4 %
Frequency of street flooding	31	7.5 %
City efforts to correct & prevent problems arising from floods	44	10.6 %
Frequency of street sweeping	34	8.2 %
Information provided on stormwater & water pollution	26	6.3 %
City efforts to correct & prevent water pollution	73	17.6 %
Protecting & enhancing fish & wildlife habitat in local streams, lakes & wetlands	59	14.3 %
None chosen	85	20.5 %
Total	414	100.0 %

**SUM OF TOP 2 CHOICES**

**Q14. Which TWO of the surface water management items listed in Question 13 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? (top 2)**

Q14. Sum of top 2 choices	Number	Percent
Condition of neighborhood stormwater ponds	53	12.8 %
Condition of storm drains	101	24.4 %
Frequency of street flooding	50	12.1 %
City efforts to correct & prevent problems arising from floods	93	22.4 %
Frequency of street sweeping	87	21.0 %
Information provided on stormwater & water pollution	44	10.6 %
City efforts to correct & prevent water pollution	116	28.0 %
Protecting & enhancing fish & wildlife habitat in local streams, lakes & wetlands	128	31.0 %
None chosen	71	17.1 %
Total	743	

**Q15. Parks and Recreation. Please rate each of the following on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."**

(N=414)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q15-1. Availability of City parks	38.4%	46.9%	7.2%	2.4%	1.0%	4.1%
Q15-2. Condition of City parks	30.2%	54.1%	8.2%	2.7%	0.0%	4.8%
Q15-3. Condition of City playgrounds	26.1%	45.4%	14.5%	2.4%	0.2%	11.4%
Q15-4. Availability of trails & open spaces	44.2%	40.3%	7.2%	2.7%	0.5%	5.1%
Q15-5. Condition of trails & open spaces	36.2%	43.0%	10.4%	2.7%	0.0%	7.7%
Q15-6. Condition of picnic shelters	22.0%	41.3%	16.4%	2.7%	0.0%	17.6%
Q15-7. Condition of restroom at Lake Boren Park	14.3%	28.3%	16.4%	5.6%	1.2%	34.3%
Q15-8. Recreation programs for youth	7.0%	15.9%	20.8%	4.8%	1.2%	50.2%
Q15-9. Recreation programs for adults	5.8%	15.7%	24.6%	8.5%	1.4%	44.0%
Q15-10. Recreation programs for seniors	5.3%	12.8%	21.5%	7.5%	1.4%	51.4%
Q15-11. Special events sponsored by City	19.6%	43.2%	19.3%	2.9%	0.7%	14.3%

**WITHOUT "DON'T KNOW"****Q15. Parks and Recreation. Please rate each of the following on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")**

(N=414)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q15-1. Availability of City parks	40.1%	48.9%	7.6%	2.5%	1.0%
Q15-2. Condition of City parks	31.7%	56.9%	8.6%	2.8%	0.0%
Q15-3. Condition of City playgrounds	29.4%	51.2%	16.3%	2.7%	0.3%
Q15-4. Availability of trails & open spaces	46.6%	42.5%	7.6%	2.8%	0.5%
Q15-5. Condition of trails & open spaces	39.3%	46.6%	11.3%	2.9%	0.0%
Q15-6. Condition of picnic shelters	26.7%	50.1%	19.9%	3.2%	0.0%
Q15-7. Condition of restroom at Lake Boren Park	21.7%	43.0%	25.0%	8.5%	1.8%
Q15-8. Recreation programs for youth	14.1%	32.0%	41.7%	9.7%	2.4%
Q15-9. Recreation programs for adults	10.3%	28.0%	44.0%	15.1%	2.6%
Q15-10. Recreation programs for seniors	10.9%	26.4%	44.3%	15.4%	3.0%
Q15-11. Special events sponsored by City	22.8%	50.4%	22.5%	3.4%	0.8%

**Q16. Which THREE of the items listed in Question 15 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?**

<u>Q16. Top choice</u>	<u>Number</u>	<u>Percent</u>
Availability of City parks	29	7.0 %
Condition of City parks	81	19.6 %
Condition of City playgrounds	25	6.0 %
Availability of trails & open spaces	50	12.1 %
Condition of trails & open spaces	34	8.2 %
Condition of picnic shelters	4	1.0 %
Condition of restroom at Lake Boren Park	23	5.6 %
Recreation programs for youth	33	8.0 %
Recreation programs for adults	17	4.1 %
Recreation programs for seniors	29	7.0 %
Special events sponsored by City	31	7.5 %
<u>None chosen</u>	<u>58</u>	<u>14.0 %</u>
Total	414	100.0 %

**Q16. Which THREE of the items listed in Question 15 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?**

<u>Q16. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Availability of City parks	25	6.0 %
Condition of City parks	60	14.5 %
Condition of City playgrounds	33	8.0 %
Availability of trails & open spaces	31	7.5 %
Condition of trails & open spaces	62	15.0 %
Condition of picnic shelters	12	2.9 %
Condition of restroom at Lake Boren Park	18	4.3 %
Recreation programs for youth	20	4.8 %
Recreation programs for adults	27	6.5 %
Recreation programs for seniors	28	6.8 %
Special events sponsored by City	27	6.5 %
<u>None chosen</u>	<u>71</u>	<u>17.1 %</u>
Total	414	100.0 %

**Q16. Which THREE of the items listed in Question 15 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?**

<u>Q16. 3rd choice</u>	<u>Number</u>	<u>Percent</u>
Availability of City parks	21	5.1 %
Condition of City parks	41	9.9 %
Condition of City playgrounds	27	6.5 %
Availability of trails & open spaces	35	8.5 %
Condition of trails & open spaces	52	12.6 %
Condition of picnic shelters	17	4.1 %
Condition of restroom at Lake Boren Park	19	4.6 %
Recreation programs for youth	20	4.8 %
Recreation programs for adults	26	6.3 %
Recreation programs for seniors	21	5.1 %
Special events sponsored by City	43	10.4 %
None chosen	92	22.2 %
Total	414	100.0 %

**SUM OF TOP 3 CHOICES**

**Q16. Which THREE of the items listed in Question 15 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? (top 3)**

<u>Q16. Sum of top 3 choices</u>	<u>Number</u>	<u>Percent</u>
Availability of City parks	75	18.1 %
Condition of City parks	182	44.0 %
Condition of City playgrounds	85	20.5 %
Availability of trails & open spaces	116	28.1 %
Condition of trails & open spaces	148	35.8 %
Condition of picnic shelters	33	8.0 %
Condition of restroom at Lake Boren Park	60	14.5 %
Recreation programs for youth	73	17.6 %
Recreation programs for adults	70	16.9 %
Recreation programs for seniors	78	18.9 %
Special events sponsored by City	101	24.4 %
None chosen	58	14.0 %
Total	1079	

**Q17. Have you or other members of your household participated in any special events offered by the City of Newcastle during the past 12 months?**

Q17. Have you participated in any special events offered by City during past 12 months	Number	Percent
Yes	220	53.1 %
No	194	46.9 %
Total	414	100.0 %

**Q17a. If "YES," please check ALL the special events you or other members of your household have participated in during the past 12 months?**

Q17a. All the special events you have participated in	Number	Percent
Independence Day Celebration	113	51.4 %
Holiday Lights Contest	22	10.0 %
Concerts in the Park	171	77.7 %
Boocastle	25	11.4 %
Newcastle Days	169	76.8 %
Other	23	10.5 %
Total	523	

**Q17a-6. Other**

- Art council
- Art fair
- Art fair
- Art show/walk.
- ART WALK
- Arts day or whatever.
- Arts events at the library.
- Car show at Newcastle Days
- cemetery clean up
- Chinese new year
- Christmas Tree Lighting
- Christmas Tree Lighting
- Easter Egg hunt at Boren Lake park
- egg hunter last year
- library programs
- Lunar New Year
- Lunar New Year
- Lunar New Year, Art Fair, Free Little Art Gallery, Songs of the Season, Youth Art exhibition
- Murder Mystery
- Newcastle City Christmas Tree Lighting at Newcastle Fruit and Produce
- pumpkins in park
- The library has sponsored some awesome workshops such as tai chi, yoga, tapping, and many more!
- Townhall, Comp Plan at Risdon Mtg, Resonate Volunteer Recognition

**Q17b. If "YES," how would you rate the overall quality of the special events you or members of your household have participated in during the past 12 months?**

Q17b. How would you rate overall quality of special events	Number	Percent
Excellent	103	46.8 %
Good	94	42.7 %
Fair	20	9.1 %
Poor	2	0.9 %
Don't know	1	0.5 %
Total	220	100.0 %

**WITHOUT "DON'T KNOW"**

**Q17b. If "YES," how would you rate the overall quality of the special events you or members of your household have participated in during the past 12 months? (without "don't know")**

Q17b. How would you rate overall quality of special events	Number	Percent
Excellent	103	47.0 %
Good	94	42.9 %
Fair	20	9.1 %
Poor	2	0.9 %
Total	219	100.0 %



**Q17c. If "YES," do you think the City of Newcastle currently provides too many, about the right amount, or too few special events for residents?**

Q17c. What do you think of special events City currently provides to residents	Number	Percent
Too many	1	0.5 %
About the right amount	160	72.7 %
Too few	49	22.3 %
Don't know	10	4.5 %
Total	220	100.0 %

**WITHOUT "DON'T KNOW"**

**Q17c. If "YES," do you think the City of Newcastle currently provides too many, about the right amount, or too few special events for residents? (without "don't know")**

Q17c. What do you think of special events City currently provides to residents	Number	Percent
Too many	1	0.5 %
About the right amount	160	76.2 %
Too few	49	23.3 %
Total	210	100.0 %

**Q18. Communication and Engagement. Please rate each of the following on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."**

(N=414)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q18-1. Availability of information about City activities & services	12.3%	42.5%	22.9%	9.9%	1.2%	11.1%
Q18-2. Availability of information about police activities & programs	6.8%	23.2%	34.1%	15.2%	2.4%	18.4%
Q18-3. City efforts to keep you informed about local issues	10.1%	27.5%	33.6%	15.2%	2.2%	11.4%
Q18-4. Overall quality of content on City's website	8.9%	24.4%	31.4%	5.1%	1.4%	28.7%
Q18-5. Ease of using City's website	7.7%	28.5%	28.7%	5.8%	1.9%	27.3%
Q18-6. Timeliness of information provided by City	7.7%	27.1%	31.9%	7.2%	1.0%	25.1%
Q18-7. Quality of social media outlets (Facebook, X/Twitter, Nextdoor)	6.8%	20.3%	23.2%	5.6%	1.0%	43.2%
Q18-8. City's email newsletter & other email communications	8.5%	30.2%	22.7%	5.6%	1.7%	31.4%
Q18-9. Communications on road closures & construction	8.2%	31.2%	28.3%	14.3%	2.4%	15.7%
Q18-10. Communications concerning impactful development projects	5.1%	22.2%	31.9%	17.1%	5.6%	18.1%
Q18-11. Communications about City Council & its decisions	4.6%	15.7%	33.6%	21.3%	7.0%	17.9%

**WITHOUT "DON'T KNOW"****Q18. Communication and Engagement. Please rate each of the following on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")**

(N=414)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q18-1. Availability of information about City activities & services	13.9%	47.8%	25.8%	11.1%	1.4%
Q18-2. Availability of information about police activities & programs	8.3%	28.4%	41.7%	18.6%	3.0%
Q18-3. City efforts to keep you informed about local issues	11.4%	31.1%	37.9%	17.2%	2.5%
Q18-4. Overall quality of content on City's website	12.5%	34.2%	44.1%	7.1%	2.0%
Q18-5. Ease of using City's website	10.6%	39.2%	39.5%	8.0%	2.7%
Q18-6. Timeliness of information provided by City	10.3%	36.1%	42.6%	9.7%	1.3%
Q18-7. Quality of social media outlets (Facebook, X/ Twitter, Nextdoor)	11.9%	35.7%	40.9%	9.8%	1.7%
Q18-8. City's email newsletter & other email communications	12.3%	44.0%	33.1%	8.1%	2.5%
Q18-9. Communications on road closures & construction	9.7%	37.0%	33.5%	16.9%	2.9%
Q18-10. Communications concerning impactful development projects	6.2%	27.1%	38.9%	20.9%	6.8%
Q18-11. Communications about City Council & its decisions	5.6%	19.1%	40.9%	25.9%	8.5%

**Q19. Which THREE of the items listed in Question 18 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?**

<u>Q19. Top choice</u>	<u>Number</u>	<u>Percent</u>
Availability of information about City activities & services	50	12.1 %
Availability of information about police activities & programs	41	9.9 %
City efforts to keep you informed about local issues	55	13.3 %
Overall quality of the content on City's website	7	1.7 %
Ease of using City's website	11	2.7 %
Timeliness of information provided by City	13	3.1 %
Quality of social media outlets (Facebook, Twitter, NextDoor)	9	2.2 %
City's email newsletter & other email communications	6	1.4 %
Communications on road closures & construction	43	10.4 %
Communications concerning impactful development projects	32	7.7 %
Communications about City Council & its decisions	79	19.1 %
<u>None chosen</u>	<u>68</u>	<u>16.4 %</u>
Total	414	100.0 %

**Q19. Which THREE of the items listed in Question 18 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?**

<u>Q19. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Availability of information about City activities & services	43	10.4 %
Availability of information about police activities & programs	29	7.0 %
City efforts to keep you informed about local issues	48	11.6 %
Overall quality of the content on City's website	11	2.7 %
Ease of using City's website	15	3.6 %
Timeliness of information provided by City	23	5.6 %
Quality of social media outlets (Facebook, Twitter, NextDoor)	3	0.7 %
City's email newsletter & other email communications	18	4.3 %
Communications on road closures & construction	34	8.2 %
Communications concerning impactful development projects	71	17.1 %
Communications about City Council & its decisions	42	10.1 %
<u>None chosen</u>	<u>77</u>	<u>18.6 %</u>
Total	414	100.0 %

**Q19. Which THREE of the items listed in Question 18 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?**

<u>Q19. 3rd choice</u>	<u>Number</u>	<u>Percent</u>
Availability of information about City activities & services	29	7.0 %
Availability of information about police activities & programs	27	6.5 %
City efforts to keep you informed about local issues	54	13.0 %
Overall quality of the content on City's website	12	2.9 %
Ease of using City's website	13	3.1 %
Timeliness of information provided by City	22	5.3 %
Quality of social media outlets (Facebook, Twitter, NextDoor)	9	2.2 %
City's email newsletter & other email communications	22	5.3 %
Communications on road closures & construction	39	9.4 %
Communications concerning impactful development projects	36	8.7 %
Communications about City Council & its decisions	52	12.6 %
None chosen	99	23.9 %
Total	414	100.0 %

**SUM OF TOP 3 CHOICES**

**Q19. Which THREE of the items listed in Question 18 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? (top 3)**

<u>Q19. Sum of top 3 choices</u>	<u>Number</u>	<u>Percent</u>
Availability of information about City activities & services	122	29.5 %
Availability of information about police activities & programs	97	23.4 %
City efforts to keep you informed about local issues	157	37.9 %
Overall quality of the content on City's website	30	7.3 %
Ease of using City's website	39	9.4 %
Timeliness of information provided by City	58	14.0 %
Quality of social media outlets (Facebook, Twitter, NextDoor)	21	5.1 %
City's email newsletter & other email communications	46	11.0 %
Communications on road closures & construction	116	28.0 %
Communications concerning impactful development projects	139	33.5 %
Communications about City Council & its decisions	173	41.8 %
None chosen	68	16.4 %
Total	1066	

**Q20. Where do you currently get news and information about City programs, services, and events?**

Q20. Where do you currently get news & information about City programs, services, & events	Number	Percent
Newcastle Newsletter (City eNewsletter)	209	50.5 %
Other City email updates	68	16.4 %
City website	133	32.1 %
Attending public meetings	37	8.9 %
Social media (e.g. Facebook, X/Twitter, Instagram)	152	36.7 %
Print mailings	165	39.9 %
Privately-owned media sources	42	10.1 %
Other	47	11.4 %
Total	853	

**Q20-8. Other**

- A lot of our information comes from others in our neighborhood
- art emails
- banners in the downtown area
- Banners near Safeway
- BLOCK WATCH CAPTAIN
- city council
- friends
- friends and neighbors
- From friends, neighbors and at work. I didn't know Newcastle had a newsletter or email updates.
- hearsay
- HOA
- HOA newsletter
- I hear things from Neighbors first. I'd love to know how to receive the city newsletter.
- Local news, neighbors.
- My wife who looks at Nextdoor app. constantly.
- Neighborhood groups
- neighbors
- neighbors
- neighbors
- neighbors
- neighbors
- neighbors
- neighbors
- neighbors
- neighbors
- neighbors
- neighbors
- neighbors
- neighbors
- neighbors
- neighbors

**Q20-8. Other**

- Neighbors and signage
- Newcastle Chamber
- news
- Nextdoor
- Nextdoor online, TV News local
- Public signage, and talking to neighbors.
- Signage
- Signage in town.
- Signs
- Signs
- Signs
- Street banners in downtown area
- the magazine GREET
- This survey has been very informative.
- We live in a condominium in the city and our information about the city comes occasionally from the facility manager through notices in our elevators or our mailroom.
- Wife tells me. I didn't know there was a city newsletter
- Word of mouth
- Word of mouth
- WORD OF MOUTH; BANNERS

**Q21. Which TWO of the information sources listed in Question 20 do you most prefer to get news and information about City programs, services and events?**

Q21. Top choice	Number	Percent
Newcastle Newsletter (City eNewsletter)	196	47.3 %
Other City email updates	12	2.9 %
City website	38	9.2 %
Attending public meetings	2	0.5 %
Social media (e.g. Facebook, X/Twitter, Instagram)	60	14.5 %
Print mailings	41	9.9 %
Privately-owned media sources	3	0.7 %
Other	6	1.4 %
None chosen	56	13.5 %
Total	414	100.0 %

**Q21. Which TWO of the information sources listed in Question 20 do you most prefer to get news and information about City programs, services and events?**

Q21. 2nd choice	Number	Percent
Newcastle Newsletter (City eNewsletter)	60	14.5 %
Other City email updates	63	15.2 %
City website	69	16.7 %
Attending public meetings	7	1.7 %
Social media (e.g. Facebook, X/Twitter, Instagram)	66	15.9 %
Print mailings	58	14.0 %
Privately-owned media sources	12	2.9 %
Other	2	0.5 %
None chosen	77	18.6 %
Total	414	100.0 %

**SUM OF TOP 2 CHOICES**

**Q21. Which TWO of the information sources listed in Question 20 do you most prefer to get news and information about City programs, services and events? (top 2)**

Q21. Sum of top 2 choices	Number	Percent
Newcastle Newsletter (City eNewsletter)	256	61.8 %
Other City email updates	75	18.1 %
City website	107	25.9 %
Attending public meetings	9	2.2 %
Social media (e.g. Facebook, X/Twitter, Instagram)	126	30.4 %
Print mailings	99	23.9 %
Privately-owned media sources	15	3.6 %
Other	8	1.9 %
None chosen	56	13.5 %
Total	751	



**Q22. Community Investment Areas. Please rate your support on a scale of 1 to 3, where 3 means "Very Supportive" and 1 means "Unsupportive," of the following.**

(N=414)

	Very supportive	Somewhat supportive	Unsupportive	Don't know
Q22-1. Adding attractive visual elements to major roadways like landscaping, monuments, public art & decorative signage	32.6%	39.6%	20.8%	7.0%
Q22-2. Incorporating new bicycle facilities & bike lanes into existing City roadway corridors to improve safety & connectivity	30.0%	30.2%	29.5%	10.4%
Q22-3. Providing public art at parks & at City-owned facilities	23.4%	40.1%	27.5%	8.9%
Q22-4. Adding infrastructure to downtown to increase safety & create a pedestrian-friendly environment	58.9%	26.1%	8.0%	7.0%
Q22-5. Constructing roundabouts at problem intersections to increase safety & traffic flow	41.5%	28.3%	22.5%	7.7%
Q22-6. Incentivizing development which incorporates mixed use, & locating buildings along Coal Creek Parkway to create a downtown "main street"	45.9%	28.0%	17.6%	8.5%
Q22-7. Providing infrastructure to facilitate use of energy efficient vehicles	31.2%	33.6%	26.3%	8.9%
Q22-8. Planting more trees on City property & preserving green spaces	59.2%	27.1%	9.4%	4.3%
Q22-9. Providing additional public facilities such as a senior center or community center	41.1%	35.5%	13.8%	9.7%
Q22-10. Purchasing property for creation of additional parks and/or open spaces	42.8%	29.7%	18.8%	8.7%
Q22-11. Adding improvements to Lake Boren Park	47.1%	34.3%	11.6%	7.0%
Q22-12. Enhancing recognition of City's history with addition of a historical park	25.4%	38.6%	23.7%	12.3%

**WITHOUT "DON'T KNOW"****Q22. Community Investment Areas. Please rate your support on a scale of 1 to 3, where 3 means "Very Supportive" and 1 means "Unsupportive," of the following. (without "don't know")**

(N=414)

	Very supportive	Somewhat supportive	Unsupportive
Q22-1. Adding attractive visual elements to major roadways like landscaping, monuments, public art & decorative signage	35.1%	42.6%	22.3%
Q22-2. Incorporating new bicycle facilities & bike lanes into existing City roadway corridors to improve safety & connectivity	33.4%	33.7%	32.9%
Q22-3. Providing public art at parks & at City-owned facilities	25.7%	44.0%	30.2%
Q22-4. Adding infrastructure to downtown to increase safety & create a pedestrian-friendly environment	63.4%	28.1%	8.6%
Q22-5. Constructing roundabouts at problem intersections to increase safety & traffic flow	45.0%	30.6%	24.3%
Q22-6. Incentivizing development which incorporates mixed use, & locating buildings along Coal Creek Parkway to create a downtown "main street"	50.1%	30.6%	19.3%
Q22-7. Providing infrastructure to facilitate use of energy efficient vehicles	34.2%	36.9%	28.9%
Q22-8. Planting more trees on City property & preserving green spaces	61.9%	28.3%	9.8%
Q22-9. Providing additional public facilities such as a senior center or community center	45.5%	39.3%	15.2%
Q22-10. Purchasing property for creation of additional parks and/or open spaces	46.8%	32.5%	20.6%
Q22-11. Adding improvements to Lake Boren Park	50.6%	36.9%	12.5%
Q22-12. Enhancing recognition of City's history with addition of a historical park	28.9%	44.1%	27.0%

**Q23. Which THREE of the community investment areas items listed in Question 22 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?**

<u>Q23. Top choice</u>	<u>Number</u>	<u>Percent</u>
Adding attractive visual elements to major roadways like landscaping, monuments, public art & decorative signage	28	6.8 %
Incorporating new bicycle facilities & bike lanes into existing City roadway corridors to improve safety & connectivity	29	7.0 %
Providing public art at parks & at City-owned facilities	8	1.9 %
Adding infrastructure to downtown to increase safety & create a pedestrian-friendly environment	77	18.6 %
Constructing roundabouts at problem intersections to increase safety & traffic flow	41	9.9 %
Incentivizing development which incorporates mixed use, & locating buildings along Coal Creek Parkway to create a downtown "main street"	54	13.0 %
Providing infrastructure to facilitate use of energy efficient vehicles	7	1.7 %
Planting more trees on City property & preserving green spaces	29	7.0 %
Providing additional public facilities such as a senior center or community center	35	8.5 %
Purchasing property for creation of additional parks and/or open spaces	26	6.3 %
Adding improvements to Lake Boren Park	27	6.5 %
Enhancing recognition of City's history with addition of a historical park	9	2.2 %
<u>None chosen</u>	<u>44</u>	<u>10.6 %</u>
Total	414	100.0 %

**Q23. Which THREE of the community investment areas items listed in Question 22 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?**

<u>Q23. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Adding attractive visual elements to major roadways like landscaping, monuments, public art & decorative signage	28	6.8 %
Incorporating new bicycle facilities & bike lanes into existing City roadway corridors to improve safety & connectivity	13	3.1 %
Providing public art at parks & at City-owned facilities	11	2.7 %
Adding infrastructure to downtown to increase safety & create a pedestrian-friendly environment	58	14.0 %
Constructing roundabouts at problem intersections to increase safety & traffic flow	35	8.5 %
Incentivizing development which incorporates mixed use, & locating buildings along Coal Creek Parkway to create a downtown "main street"	47	11.4 %
Providing infrastructure to facilitate use of energy efficient vehicles	22	5.3 %
Planting more trees on City property & preserving green spaces	44	10.6 %
Providing additional public facilities such as a senior center or community center	32	7.7 %
Purchasing property for creation of additional parks and/or open spaces	29	7.0 %
Adding improvements to Lake Boren Park	35	8.5 %
Enhancing recognition of City's history with addition of a historical park	6	1.4 %
<u>None chosen</u>	<u>54</u>	<u>13.0 %</u>
Total	414	100.0 %

**Q23. Which THREE of the community investment areas items listed in Question 22 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?**

<u>Q23. 3rd choice</u>	<u>Number</u>	<u>Percent</u>
Adding attractive visual elements to major roadways like landscaping, monuments, public art & decorative signage	21	5.1 %
Incorporating new bicycle facilities & bike lanes into existing City roadway corridors to improve safety & connectivity	20	4.8 %
Providing public art at parks & at City-owned facilities	5	1.2 %
Adding infrastructure to downtown to increase safety & create a pedestrian-friendly environment	37	8.9 %
Constructing roundabouts at problem intersections to increase safety & traffic flow	25	6.0 %
Incentivizing development which incorporates mixed use, & locating buildings along Coal Creek Parkway to create a downtown "main street"	31	7.5 %
Providing infrastructure to facilitate use of energy efficient vehicles	15	3.6 %
Planting more trees on City property & preserving green spaces	46	11.1 %
Providing additional public facilities such as a senior center or community center	40	9.7 %
Purchasing property for creation of additional parks and/or open spaces	39	9.4 %
Adding improvements to Lake Boren Park	34	8.2 %
Enhancing recognition of City's history with addition of a historical park	25	6.0 %
<u>None chosen</u>	<u>76</u>	<u>18.4 %</u>
Total	414	100.0 %

**SUM OF TOP 3 CHOICES****Q23. Which THREE of the community investment areas items listed in Question 22 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? (top 3)**

<u>Q23. Sum of top 3 choices</u>	<u>Number</u>	<u>Percent</u>
Adding attractive visual elements to major roadways like landscaping, monuments, public art & decorative signage	77	18.7 %
Incorporating new bicycle facilities & bike lanes into existing City roadway corridors to improve safety & connectivity	62	14.9 %
Providing public art at parks & at City-owned facilities	24	5.8 %
Adding infrastructure to downtown to increase safety & create a pedestrian-friendly environment	172	41.5 %
Constructing roundabouts at problem intersections to increase safety & traffic flow	101	24.4 %
Incentivizing development which incorporates mixed use, & locating buildings along Coal Creek Parkway to create a downtown "main street"	132	31.9 %
Providing infrastructure to facilitate use of energy efficient vehicles	44	10.6 %
Planting more trees on City property & preserving green spaces	119	28.7 %
Providing additional public facilities such as a senior center or community center	107	25.9 %
Purchasing property for creation of additional parks and/or open spaces	94	22.7 %
Adding improvements to Lake Boren Park	96	23.2 %
Enhancing recognition of City's history with addition of a historical park	40	9.6 %
<u>None chosen</u>	<u>44</u>	<u>10.6 %</u>
Total	1112	

**Q24. Do you think Newcastle is generally going in the right direction, or do you think it is generally going in the wrong direction?**

Q24. What direction do you think Newcastle is generally going	Number	Percent
Right direction	248	59.9 %
Wrong direction	57	13.8 %
Don't know	109	26.3 %
Total	414	100.0 %

**WITHOUT "DON'T KNOW"**

**Q24. Do you think Newcastle is generally going in the right direction, or do you think it is generally going in the wrong direction? (without "don't know")**

Q24. What direction do you think Newcastle is generally going	Number	Percent
Right direction	248	81.3 %
Wrong direction	57	18.7 %
Total	305	100.0 %

**Q25. How would you rate the job Newcastle City government does overall?**

Q25. How would you rate the job Newcastle City government does overall	Number	Percent
Excellent	40	9.7 %
Good	214	51.7 %
Fair	96	23.2 %
Poor	17	4.1 %
Don't know	47	11.4 %
Total	414	100.0 %

**WITHOUT "DON'T KNOW"**

**Q25. How would you rate the job Newcastle City government does overall? (without "don't know")**

Q25. How would you rate the job Newcastle City government does overall	Number	Percent
Excellent	40	10.9 %
Good	214	58.3 %
Fair	96	26.2 %
Poor	17	4.6 %
Total	367	100.0 %

**Q26. Do you think the City of Newcastle provides too many services, too few services, or about the right amount of services?**

Q26. What do you think of amount of services City provides

	Number	Percent
Too many services	16	3.9 %
About the right amount of services	252	60.9 %
Too few services	48	11.6 %
Don't know	98	23.7 %
Total	414	100.0 %

**WITHOUT "DON'T KNOW"**

**Q26. Do you think the City of Newcastle provides too many services, too few services, or about the right amount of services? (without "don't know")**

Q26. What do you think of amount of services City provides

	Number	Percent
Too many services	16	5.1 %
About the right amount of services	252	79.7 %
Too few services	48	15.2 %
Total	316	100.0 %



**Q27. Approximately how many years have you lived in Newcastle?**

Q27. How many years have you lived in Newcastle	Number	Percent
0-5	76	18.4 %
6-10	78	18.8 %
11-15	50	12.1 %
16-20	42	10.1 %
21-30	84	20.3 %
31+	71	17.1 %
Not provided	13	3.1 %
Total	414	100.0 %

**WITHOUT "NOT PROVIDED"****Q27. Approximately how many years have you lived in Newcastle? (without "not provided")**

Q27. How many years have you lived in Newcastle	Number	Percent
0-5	76	19.0 %
6-10	78	19.5 %
11-15	50	12.5 %
16-20	42	10.5 %
21-30	84	20.9 %
31+	71	17.7 %
Total	401	100.0 %

**Q28. What type of home do you live in?**

Q28. What type of home do you live in	Number	Percent
Single family residential	372	89.9 %
Townhome	15	3.6 %
Assisted living facility	1	0.2 %
Condominium	17	4.1 %
Apartment	7	1.7 %
Not provided	2	0.5 %
Total	414	100.0 %

**WITHOUT "NOT PROVIDED"****Q28. What type of home do you live in? (without "not provided")**

Q28. What type of home do you live in	Number	Percent
Single family residential	372	90.3 %
Townhome	15	3.6 %
Assisted living facility	1	0.2 %
Condominium	17	4.1 %
Apartment	7	1.7 %
Total	412	100.0 %

**Q29. Do you own or rent your home?**

<u>Q29. Do you rent or own your home</u>	<u>Number</u>	<u>Percent</u>
Own	332	80.2 %
Rent	81	19.6 %
Not provided	1	0.2 %
Total	414	100.0 %

**WITHOUT "NOT PROVIDED"****Q29. Do you own or rent your home? (without "not provided")**

<u>Q29. Do you rent or own your home</u>	<u>Number</u>	<u>Percent</u>
Own	332	80.4 %
Rent	81	19.6 %
Total	413	100.0 %

**Q30. What is your age?**

<u>Q30. Your age</u>	<u>Number</u>	<u>Percent</u>
18-34	82	19.8 %
35-44	81	19.6 %
45-54	80	19.3 %
55-64	82	19.8 %
65+	79	19.1 %
Not provided	10	2.4 %
Total	414	100.0 %

**WITHOUT "NOT PROVIDED"****Q30. What is your age? (without "not provided")**

<u>Q30. Your age</u>	<u>Number</u>	<u>Percent</u>
18-34	82	20.3 %
35-44	81	20.0 %
45-54	80	19.8 %
55-64	82	20.3 %
65+	79	19.6 %
Total	404	100.0 %

**Q31. Which of the following best describe your race/ethnicity?**

<u>Q31. Your race/ethnicity</u>	<u>Number</u>	<u>Percent</u>
Asian or Asian Indian	155	37.4 %
Black or African American	9	2.2 %
American Indian or Alaska Native	1	0.2 %
White or Caucasian	209	50.5 %
Native Hawaiian or other Pacific Islander	1	0.2 %
Hispanic, Spanish, or Latino/a/x	26	6.3 %
Other	9	2.2 %
Total	410	

**Q31-7. Other:**

<u>Q31-7. Self-describe your race/ethnicity</u>	<u>Number</u>	<u>Percent</u>
Mixed	4	44.4 %
Middle Eastern	2	22.2 %
More than one	1	11.1 %
Pakistani	1	11.1 %
Asian White Hispanic	1	11.1 %
Total	9	100.0 %

**Q32. How many children under age 18 live in your household?**

<u>Q32. How many children under 18 live in your household</u>	<u>Number</u>	<u>Percent</u>
0	234	56.5 %
1	83	20.0 %
2	79	19.1 %
3+	18	4.3 %
Total	414	100.0 %

**Q33. What is your gender?**

Q33. Your gender	Number	Percent
Male	203	49.0 %
Female	205	49.5 %
Prefer to self-describe	3	0.7 %
Not provided	3	0.7 %
Total	414	100.0 %

**WITHOUT "NOT PROVIDED"****Q33. What is your gender? (without "not provided")**

Q33. Your gender	Number	Percent
Male	203	49.4 %
Female	205	49.9 %
Prefer to self-describe	3	0.7 %
Total	411	100.0 %

**Q33-3. Self-describe your gender:**

Q33-3. Self-describe your gender	Number	Percent
Non-Binary	2	66.7 %
Gender fluid	1	33.3 %
Total	3	100.0 %

**Q34. Would you say your total annual household income is...**

Q34. Your total annual household income	Number	Percent
Under \$50K	35	8.5 %
\$50K to \$99,999	62	15.0 %
\$100K to \$199,999	98	23.7 %
\$200K to \$499,999	95	22.9 %
\$500K to \$999,999	27	6.5 %
\$1M+	8	1.9 %
Not provided	89	21.5 %
Total	414	100.0 %

**WITHOUT "NOT PROVIDED"****Q34. Would you say your total annual household income is... (without "not provided")**

Q34. Your total annual household income	Number	Percent
Under \$50K	35	10.8 %
\$50K to \$99,999	62	19.1 %
\$100K to \$199,999	98	30.2 %
\$200K to \$499,999	95	29.2 %
\$500K to \$999,999	27	8.3 %
\$1M+	8	2.5 %
Total	325	100.0 %



# 5

# Survey Instrument



**CITY MANAGER'S OFFICE  
CITY OF NEWCASTLE, WASHINGTON**

12835 Newcastle Way | Newcastle, WA 98056  
(425) 649-4444 | [www.newcastlewa.gov](http://www.newcastlewa.gov)

Dear Newcastle Resident,

**Your participation in the enclosed survey is extremely important. We hope you'll take a few minutes to complete it.** We believe it is crucial for the City of Newcastle to hear directly from residents about their satisfaction with the services we provide, so that we can make the best decisions going forward.

Your household was one of a limited number within Newcastle selected at random to receive this survey. ETC Institute, the survey company we have contracted with, will aggregate the results and will not disclose individual responses.

We recognize that this survey takes some time to complete, but every page and question is essential. The time you invest in this survey will help us assess how well we are meeting community needs and influence decisions on many fronts, including our financial choices and service adjustments. **We greatly appreciate your completion of the survey.**

**Please return your survey or complete it online sometime during the next week. We have selected ETC Institute to administer this survey.** ETC will present the results to the City in the next few months. Please return your survey in the enclosed post-paid envelope addressed to ETC Institute, 725 W. Frontier Circle, Olathe, Kansas, 66061, or go to [newcastlesurvey.org](http://newcastlesurvey.org) to complete the survey online. Another method to complete the survey is by calling us toll-free at 1-844-811-0411. If you need assistance with accessibility to the survey, please call us at the toll-free number.

If you have questions, please contact Ryan Murray, Assistant Director of Community Research for ETC Institute, at [ryan.murray@etcinstitute.com](mailto:ryan.murray@etcinstitute.com) or (913) 254-4598. Thanks again for taking the time to participate in this survey.

Sincerely,

**Scott Pingel**

City Manager

City of Newcastle

Llame al Instituto ETC al 1-844-811-0411 para completar su encuesta en Español.

한국어로 설문조사를 완료하려면 844-971-6612 로 전화하십시오.

Чтобы заполнить анкету на русском языке, позвоните по телефону 888-971-6612.

Để hoàn thành khảo sát của bạn bằng tiếng Việt, vui lòng gọi 844-468-2571.

ដើម្បីបញ្ចប់ការស្ទង់មតិរបស់អ្នកជាភាសាវៀតណាម សូមទូរស័ព្ទទៅលេខ 866-911-5302។



# 2024 City of Newcastle Community Survey

Please take a few minutes to complete this survey. Your input is an important part of the city's on-going effort to provide quality services Newcastle residents need and value. If you have questions about this survey or need to take the survey in a different format or language, please call ETC Institute at (913) 254-4598. If you would prefer to complete this survey online, please visit [NewcastleSurvey.org](http://NewcastleSurvey.org).

**1. Community Livability. Thinking of the general quality of life in Newcastle, please rate each item on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."**

How satisfied are you with...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01. Overall quality of life in Newcastle	5	4	3	2	1	9
02. Your overall feeling of safety in the city	5	4	3	2	1	9
03. The appearance of your community	5	4	3	2	1	9
04. Newcastle's proximity to employers	5	4	3	2	1	9
05. Quality of Newcastle's downtown area	5	4	3	2	1	9
06. Your opportunities for recreation	5	4	3	2	1	9
07. Ease of transportation and transit options	5	4	3	2	1	9
08. Newcastle as a place to raise children	5	4	3	2	1	9
09. Newcastle as a place to retire	5	4	3	2	1	9
10. Newcastle as a place to shop	5	4	3	2	1	9

**2. City Services in General. The City of Newcastle provides some services directly and some through contracts. For each of the following broad categories, please rate each of the following on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."**

How satisfied are you with the overall quality of...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01. Local police protection	5	4	3	2	1	9
02. Fire and emergency medical services	5	4	3	2	1	9
03. City parks, trails, and open space	5	4	3	2	1	9
04. Maintenance of city streets and rights-of-way	5	4	3	2	1	9
05. Stormwater management	5	4	3	2	1	9
06. Enforcement of city codes and ordinances	5	4	3	2	1	9
07. Overall flow of traffic and congestion management on streets	5	4	3	2	1	9
08. Recreation programs and special events	5	4	3	2	1	9
09. Arts, cultural, and heritage programs	5	4	3	2	1	9
10. Customer service you receive from city employees	5	4	3	2	1	9
11. Efforts to sustain environmental quality	5	4	3	2	1	9
12. City communications	5	4	3	2	1	9
13. Efforts by the city to regulate development	5	4	3	2	1	9
14. Permitting and inspection services (e.g., issuing building permits)	5	4	3	2	1	9

**3. Which THREE of the major categories of city services listed in Question 2 do you think should receive the MOST EMPHASIS from city leaders over the next TWO years? [Write in your answers below using the numbers from the list in Question 2.]**

1st: \_\_\_\_\_ 2nd: \_\_\_\_\_ 3rd: \_\_\_\_\_



**4. Have you contacted the City with a question, problem, or complaint during the past year?**

\_\_\_(1) Yes      \_\_\_(2) No [Skip to Q5.]

**4a. Which City department or division did you contact most recently?**

- |  |                                    |
|--|------------------------------------|
| ___(01) Administration, City Hall Front Desk         | ___(06) Public Works - Engineering |
| ___(02) City Clerk                                   | ___(07) Surface Water Management   |
| ___(03) Community Development - Planning, Permitting | ___(08) Police                     |
| ___(04) Community Events                             | ___(09) Finance                    |
| ___(05) Public Works - Streets                       | ___(10) City Manager               |

**4b. Several factors that may influence your perception of the quality of service you receive from City employees are listed below. Please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following based on your most recent experience with the City.**

	How satisfied were you with...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1.	How easy the department or division was to contact	5	4	3	2	1	9
2.	How courteously you were treated	5	4	3	2	1	9
3.	Technical competence, knowledge of employees who assisted you	5	4	3	2	1	9
4.	Overall responsiveness of city employees to your request or concern	5	4	3	2	1	9
5.	How your concern or request was resolved or answered	5	4	3	2	1	9

**5. Public Safety. Please rate each of the following on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."**

	How satisfied are you with...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01.	The visibility of police in neighborhoods	5	4	3	2	1	9
02.	The visibility of police in commercial areas downtown	5	4	3	2	1	9
03.	Efforts by police to proactively prevent crime	5	4	3	2	1	9
04.	Enforcement of local traffic laws	5	4	3	2	1	9
05.	How quickly police respond to emergencies	5	4	3	2	1	9
06.	Accessibility of police for information or addressing concerns	5	4	3	2	1	9
07.	How quickly fire and rescue personnel respond to emergencies	5	4	3	2	1	9
08.	Fire education programs in the city	5	4	3	2	1	9
09.	Efforts to ensure the community is prepared for emergencies	5	4	3	2	1	9
10.	How well your neighborhood is prepared for an emergency	5	4	3	2	1	9
11.	Quality of animal control and licensing	5	4	3	2	1	9

**6. Which THREE of the items listed in Question 5 do you think should receive the MOST EMPHASIS from city leaders over the next TWO years? [Write in your answers below using the numbers from the list in Question 5.]**

1st: \_\_\_      2nd: \_\_\_      3rd: \_\_\_

7. **Street Infrastructure Maintenance.** Please rate each of the following on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

	How satisfied are you with...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01.	Maintenance of major city streets	5	4	3	2	1	9
02.	Maintenance of streets in your neighborhood	5	4	3	2	1	9
03.	Mowing and trimming along city streets and other public areas	5	4	3	2	1	9
04.	Condition of sidewalks in the city	5	4	3	2	1	9
05.	Condition of bicycle infrastructure in the city	5	4	3	2	1	9
06.	Cleanliness of city streets and public areas	5	4	3	2	1	9
07.	Maintenance of trees in public areas along city streets	5	4	3	2	1	9
08.	Removal of snow from major city streets	5	4	3	2	1	9
09.	Removal of snow from neighborhood streets	5	4	3	2	1	9
10.	Adequacy of city street lighting	5	4	3	2	1	9

8. Which THREE of the items listed in Question 7 do you think should receive the MOST EMPHASIS from city leaders over the next TWO years? [Write in your answers below using the numbers from the list in Question 7.]

1st: \_\_\_\_ 2nd: \_\_\_\_ 3rd: \_\_\_\_

9. **Transportation.** Please rate each of the following on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

	How satisfied are you with...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01.	The condition of bus shelters and transit facilities	5	4	3	2	1	9
02.	Number of transit options	5	4	3	2	1	9
03.	Availability of retail parking downtown	5	4	3	2	1	9
04.	Availability of commuter parking	5	4	3	2	1	9
05.	How easy it is for you to travel to work	5	4	3	2	1	9
06.	How easy it is for your children to get to school	5	4	3	2	1	9
07.	The number of bike lanes and facilities within the city	5	4	3	2	1	9
08.	The number of sidewalks in residential neighborhoods	5	4	3	2	1	9
09.	Your feeling of safety when walking downtown	5	4	3	2	1	9
10.	Pedestrian safety on the street where you live	5	4	3	2	1	9

10. Which THREE of the items listed in Question 9 do you think should receive the MOST EMPHASIS from city leaders over the next TWO years? [Write in your answers below using the numbers from the list in Question 9.]

1st: \_\_\_\_ 2nd: \_\_\_\_ 3rd: \_\_\_\_

11. **Planning and Development.** Please rate each of the following on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

	How satisfied are you with...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01.	How well the city is planning for growth	5	4	3	2	1	9
02.	Transitions between different areas of land use	5	4	3	2	1	9
03.	Appearance of residential neighborhoods	5	4	3	2	1	9
04.	Amount of affordable housing in Newcastle	5	4	3	2	1	9
05.	Variety and number of businesses in the downtown	5	4	3	2	1	9
06.	Ease of obtaining permits for home remodels or improvements	5	4	3	2	1	9
07.	Your ability to obtain information concerning planning, building, permitting and development	5	4	3	2	1	9
08.	The quality of new development in the city	5	4	3	2	1	9
09.	Enforcement of construction codes and permit requirements	5	4	3	2	1	9
10.	City enforcement of sign regulations	5	4	3	2	1	9

12. Which **THREE** of the items listed in Question 11 on the previous page do you think should receive the **MOST EMPHASIS** from city leaders over the next **TWO** years? [Write in your answers below using the numbers from the list in Question 11.]

1st: \_\_\_\_ 2nd: \_\_\_\_ 3rd: \_\_\_\_

13. **Surface Water Management.** On a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with the following aspects of surface water management in the City of Newcastle.

	How satisfied are you with...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1.	The condition of neighborhood stormwater ponds	5	4	3	2	1	9
2.	The condition of storm drains	5	4	3	2	1	9
3.	The frequency of street flooding	5	4	3	2	1	9
4.	City efforts to correct and prevent problems arising from floods	5	4	3	2	1	9
5.	The frequency of street sweeping	5	4	3	2	1	9
6.	Information provided on stormwater and water pollution	5	4	3	2	1	9
7.	City efforts to correct and prevent water pollution	5	4	3	2	1	9
8.	Protecting and enhancing fish and wildlife habitat in local streams, lakes and wetlands	5	4	3	2	1	9

14. Which **TWO** of the surface water management items listed in Question 13 do you think should receive the **MOST EMPHASIS** from city leaders over the next **TWO** years? [Write in your answers below using the numbers from the list in Question 13.]

1st: \_\_\_\_ 2nd: \_\_\_\_

15. **Parks and Recreation.** Please rate each of the following on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

	How satisfied are you with...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01.	The availability of city parks	5	4	3	2	1	9
02.	Condition of city parks	5	4	3	2	1	9
03.	Condition of city playgrounds	5	4	3	2	1	9
04.	Availability of trails and open spaces	5	4	3	2	1	9
05.	Condition of trails and open spaces	5	4	3	2	1	9
06.	Condition of picnic shelters	5	4	3	2	1	9
07.	Condition of the restroom at Lake Boren Park	5	4	3	2	1	9
08.	Recreation programs for youth	5	4	3	2	1	9
09.	Recreation programs for adults	5	4	3	2	1	9
10.	Recreation programs for seniors	5	4	3	2	1	9
11.	Special events sponsored by the city	5	4	3	2	1	9

16. Which **THREE** of the items listed in Question 15 do you think should receive the **MOST EMPHASIS** from city leaders over the next **TWO** years? [Write in your answers below using the numbers from the list in Question 15.]

1st: \_\_\_\_ 2nd: \_\_\_\_ 3rd: \_\_\_\_

17. **Have you or other members of your household participated in any special events offered by the City of Newcastle during the past 12 months?**

\_\_\_(1) Yes [Answer Q17a-c.]      \_\_\_(2) No [Answer Q17c.]

17a. **Please CHECK ALL the special events you or other members of your household have participated in during the past 12 months.**

\_\_\_(1) Independence Day celebration      \_\_\_(4) Boocastle  
 \_\_\_(2) Holiday Lights Contest      \_\_\_(5) Newcastle Days  
 \_\_\_(3) Concerts in the park      \_\_\_(6) Other: \_\_\_\_\_

17b. **How would you rate the overall quality of the special events you or members of your household have participated in during the past 12 months?**

\_\_\_(4) Excellent      \_\_\_(3) Good      \_\_\_(2) Fair      \_\_\_(1) Poor      \_\_\_(9) Don't know

17c. **Do you think the City of Newcastle currently provides too many, about the right amount, or too few special events for residents?**

\_\_\_(1) Too many      \_\_\_(2) About the right amount      \_\_\_(3) Too few      \_\_\_(9) Don't know

18. **Communication and Engagement. Please rate each of the following on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."**

How satisfied are you with...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01. Availability of information about city activities and services	5	4	3	2	1	9
02. Availability of information about police activities and programs	5	4	3	2	1	9
03. City efforts to keep you informed about local issues	5	4	3	2	1	9
04. Overall quality of the content on the city's website	5	4	3	2	1	9
05. Ease of using the city's website	5	4	3	2	1	9
06. Timeliness of information provided by the city	5	4	3	2	1	9
07. Quality of social media outlets (Facebook, X/Twitter, Nextdoor)	5	4	3	2	1	9
08. The City's email newsletter and other email communications	5	4	3	2	1	9
09. Communications on road closures and construction	5	4	3	2	1	9
10. Communications concerning impactful development projects	5	4	3	2	1	9
11. Communications about the City Council and its decisions	5	4	3	2	1	9

19. **Which THREE of the items listed in Question 18 do you think should receive the MOST EMPHASIS from city leaders over the next TWO years? [Write in your answers below using the numbers from the list in Question 18.]**

1st: \_\_\_      2nd: \_\_\_      3rd: \_\_\_

20. **Where do you currently get news and information about city programs, services, and events? [Check all that apply.]**

\_\_\_(1) Newcastle Newsletter (city e-newsletter)      \_\_\_(5) Social Media (e.g., Facebook, X/Twitter, Instagram)  
 \_\_\_(2) Other City e-mail updates      \_\_\_(6) Print mailings  
 \_\_\_(3) City website      \_\_\_(7) Privately-owned media sources  
 \_\_\_(4) Attending public meetings      \_\_\_(8) Other: \_\_\_\_\_

21. **Which TWO of the information sources listed in Question 20 do you most prefer to get news and information about city programs, services and events? [Write in your answers below using the numbers from the list in Question 20.]**

1st: \_\_\_      2nd: \_\_\_

22. **Community Investment Areas.** Please rate your support on a scale of 1 to 3, where 3 means "Very Supportive" and 1 means "Unsupportive," of the following.

	How supportive are you of...	Very Supportive	Somewhat Supportive	Un-supportive	Don't Know
01.	Adding attractive visual elements to major roadways like landscaping, monuments, public art and decorative signage	3	2	1	9
02.	Incorporating new bicycle facilities and bike lanes into existing city roadway corridors to improve safety and connectivity	3	2	1	9
03.	Providing public art at parks and at city-owned facilities	3	2	1	9
04.	Adding infrastructure to the downtown to increase safety and create a pedestrian-friendly environment	3	2	1	9
05.	Constructing roundabouts at problem intersections to increase safety and traffic flow	3	2	1	9
06.	Incentivizing development which incorporates mixed use, and locating buildings along Coal Creek Parkway to create a downtown "main street"	3	2	1	9
07.	Providing infrastructure to facilitate the use of energy efficient vehicles	3	2	1	9
08.	Planting more trees on city property and preserving green spaces	3	2	1	9
09.	Providing additional public facilities such as a senior center or community center	3	2	1	9
10.	Purchasing property for the creation of additional parks and/or open spaces	3	2	1	9
11.	Adding improvements to Lake Boren Park	3	2	1	9
12.	Enhancing recognition of the city's history with the addition of a historical park	3	2	1	9

23. Which **THREE** of the community investment areas items listed in Question 22 do you think should receive the **MOST EMPHASIS** from city leaders over the next **TWO** years? *[Write in your answers below using the numbers from the list in Question 22.]*

1st: \_\_\_\_ 2nd: \_\_\_\_ 3rd: \_\_\_\_

24. Do you think Newcastle is generally going in the right direction, or do you think it is generally going in the wrong direction?

\_\_\_\_(1) Right direction      \_\_\_\_ (2) Wrong direction      \_\_\_\_ (9) Don't know

25. How would you rate the job Newcastle city government does overall?

\_\_\_\_(4) Excellent      \_\_\_\_ (3) Good      \_\_\_\_ (2) Fair      \_\_\_\_ (1) Poor      \_\_\_\_ (9) Don't know

26. Do you think the City of Newcastle provides too many services, too few services, or about the right amount of services?

\_\_\_\_ (1) Too many services      \_\_\_\_ (3) Too few services  
 \_\_\_\_ (2) About the right amount of services      \_\_\_\_ (9) Don't know

### Demographics

27. Approximately how many years have you lived in Newcastle? \_\_\_\_\_ years

28. What type of home do you live in?

\_\_\_\_ (1) Single family residential      \_\_\_\_ (3) Assisted living facility      \_\_\_\_ (5) Apartment  
 \_\_\_\_ (2) Townhome      \_\_\_\_ (4) Condominium      \_\_\_\_ (6) Other: \_\_\_\_\_

29. Do you rent or own your home?      \_\_\_\_ (1) Own      \_\_\_\_ (2) Rent

30. What is your age? \_\_\_\_\_ years

**31. Which of the following best describe your race/ethnicity? [Check all that apply.]**  
 (01) Asian or Asian Indian                       (05) Native Hawaiian or other Pacific Islander  
 (02) Black or African American                       (06) Hispanic, Spanish, or Latino/a/x  
 (03) American Indian or Alaska Native                       (99) Other: \_\_\_\_\_  
 (04) White or Caucasian

**32. How many children under age 18 live in your household? [Enter "0" if none.]** \_\_\_\_\_ children

**33. What is your gender?**  
 (1) Male                       (2) Female                       (3) Prefer to self-describe: \_\_\_\_\_

**34. Would you say your total annual household income is...**  
 (1) Under \$50,000                       (3) \$100,000 to \$199,999                       (5) \$500,000 to \$999,999  
 (2) \$50,000 to \$99,999                       (4) \$200,000 to \$499,999                       (6) \$1,000,000 or more

**35. If you have any other comments you would like to share, please provide them below.**  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**36. Would you be willing to participate in future surveys sponsored by the City of Newcastle?**  
 (1) Yes [Please answer Q36a.]                       (2) No

**36a. Please provide your contact information.**  
Mobile Phone Number: \_\_\_\_\_  
Email Address: \_\_\_\_\_

**This concludes the survey. Thank you for your time!**  
Please return your completed survey in the enclosed postage-paid envelope addressed to:  
ETC Institute, 725 W. Frontier Circle, Olathe, KS 66061.

The information printed to the right will only be used to identify needs and priorities for residents in different areas of the city. If your address is incorrect, please provide the correct information. Thank you.