



2022 City of Tumwater Community Survey



Report of Findings

1 April 2022
Confidential & Proprietary

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Project Overview

- GreatBlue Research was commissioned by the City of Tumwater, WA (hereinafter “Tumwater”) to conduct market research to understand their community's sentiments and perceptions of various characteristics related to the city and its services.
- The primary goals for this research study were to assess elements of the community that residents prioritize and perceptions of community safety and engagement.
- In order to service these research goals, GreatBlue employed a digital survey methodology to capture the opinions of residents of the City of Tumwater, as well as gather benchmarking data across the state of Washington.
- The outcome of this research will enable the City of Tumwater to a) more clearly understand current sentiments regarding the city and its programs and services, b) gauge residents' priority of various community initiatives, and c) enhance strategic planning to incorporate improvements to the city's programs and services.



Areas of Investigation

The City of Tumwater Community Benchmarking Survey leveraged a quantitative research methodology to address the following areas of investigation:

- Rating overall quality of life in Tumwater
- Perception houslessness in the community
- Support for various potential initiatives related to aiding the houseless
- General perceptions of safety in the community
- Confidence in the police and comfortability dealing with them
- Current and preferred methods of communication with Tumwater
- Demographic profiles of respondents

Research Methodology Snapshot - City of Tumwater

Methodology Digital	No. of Completes 1,339	No. of Questions 35*	Incentive None	Sample Provided by Tumwater
Target Residents of the City of Tumwater	Quality Assurance Dual-level**	Margin of Error 2.6%	Confidence Level 95%	Research Dates January 19 - March 7, 2022

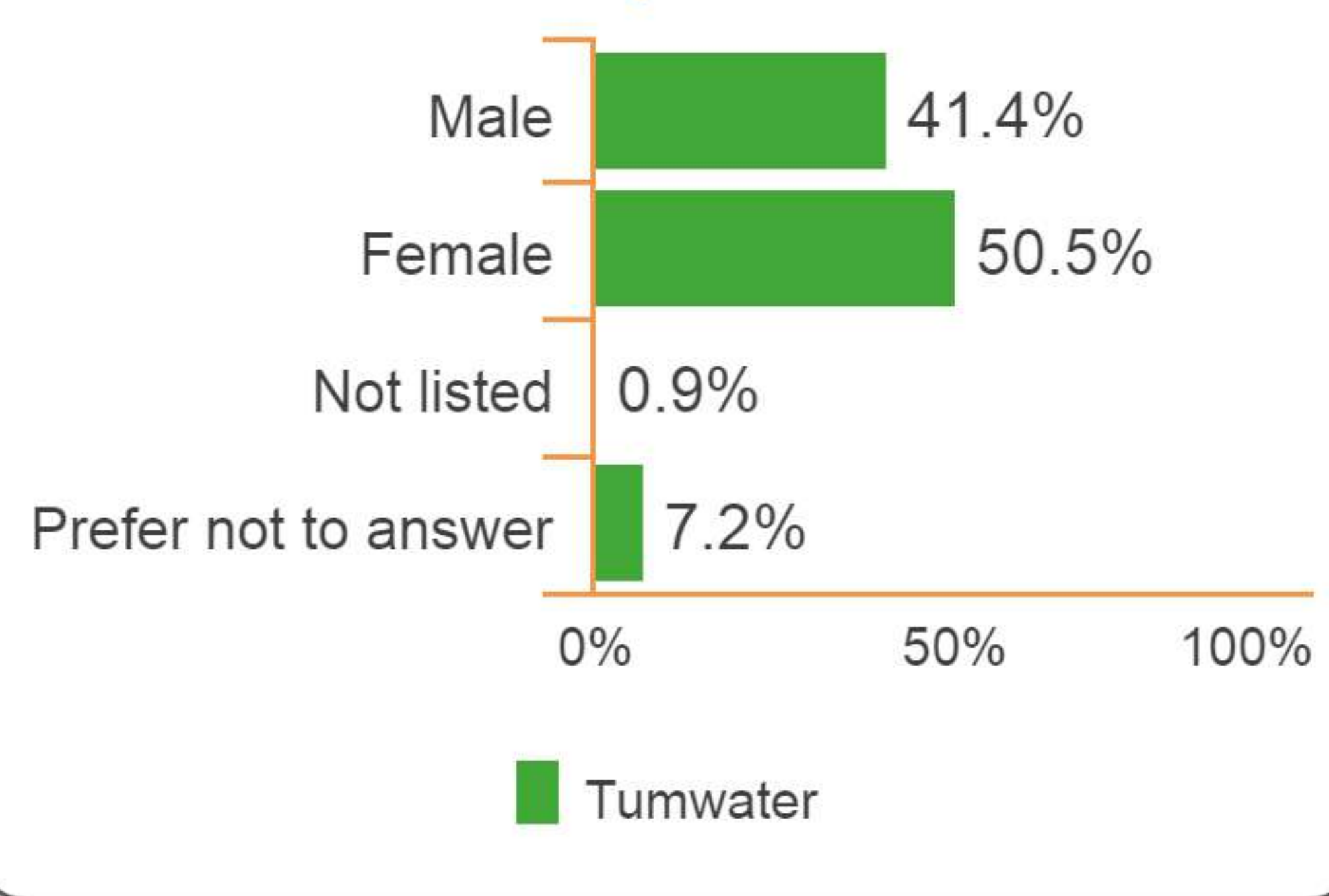
* This represents the total possible number of questions; not all respondents will answer all questions based on skip patterns and other instrument bias.

** Supervisory personnel, in addition to computer-aided interviewing platform, ensure the integrity of the data is accurate.

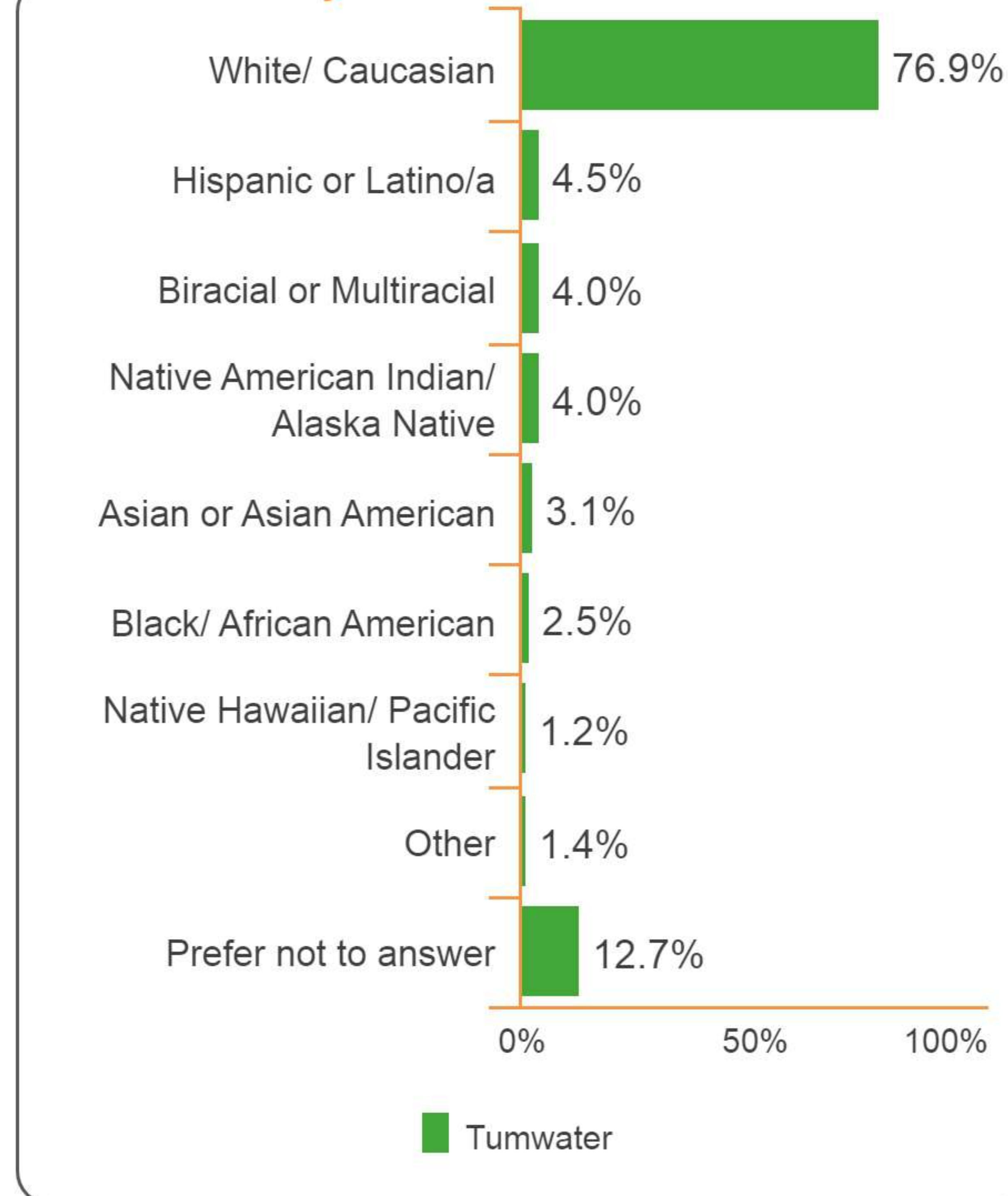
Respondent Snapshot - City of Tumwater

This slide quantifies select data points to provide context for this research study. The data is not meant to be proportional to population contribution, rather to provide an empirical view into the demographic profile of the participants.

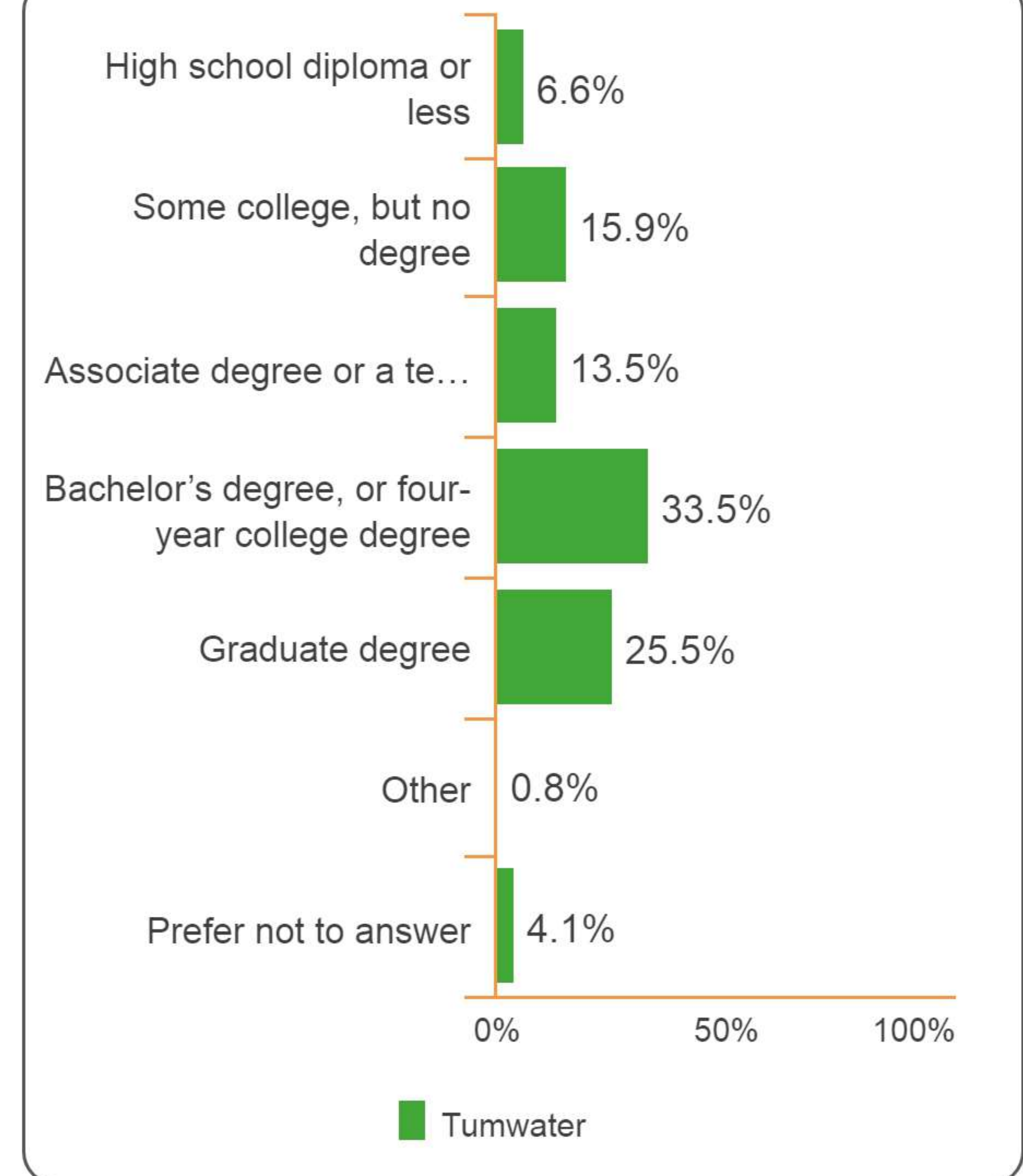
Gender Identity



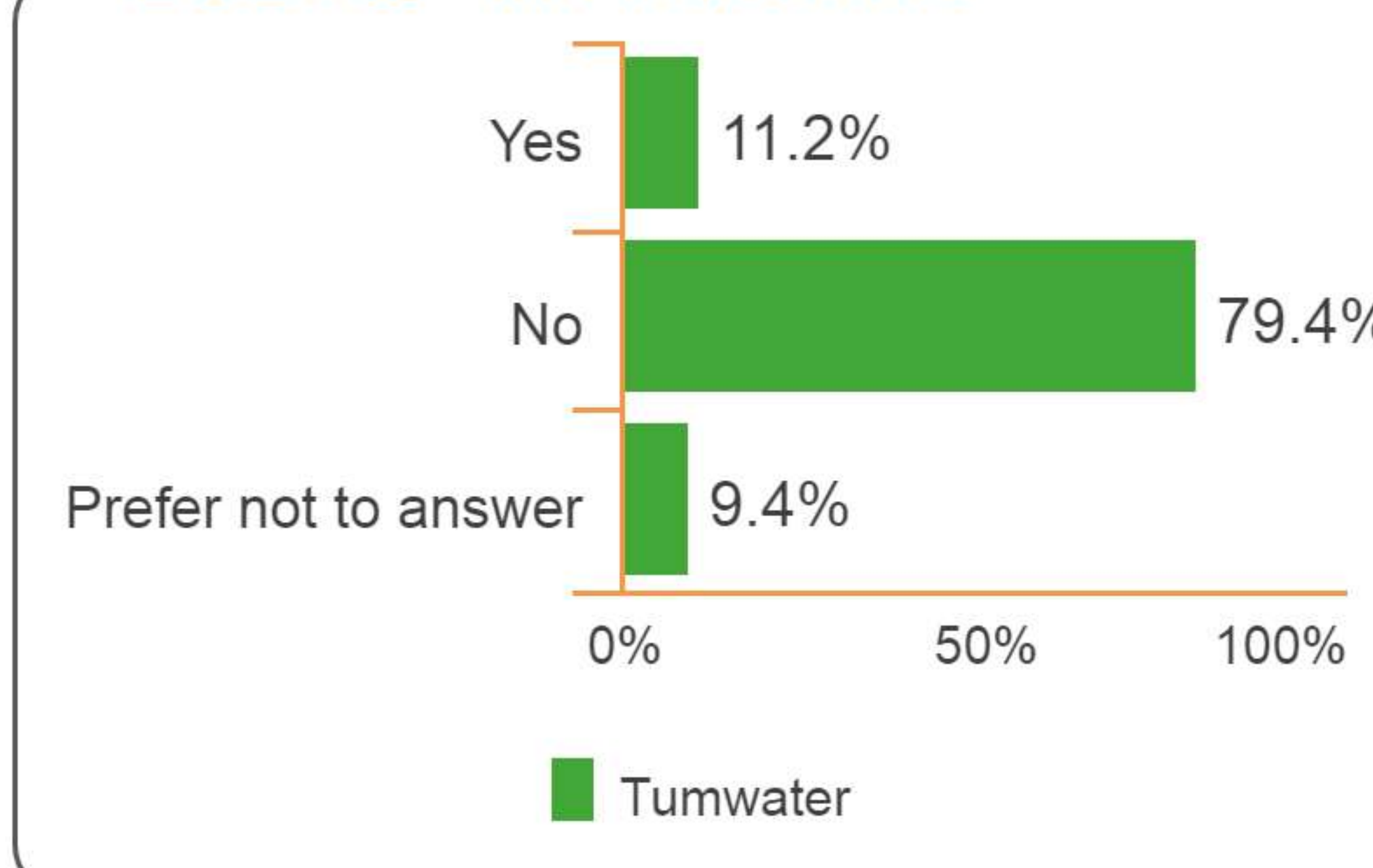
Ethnicity



Education



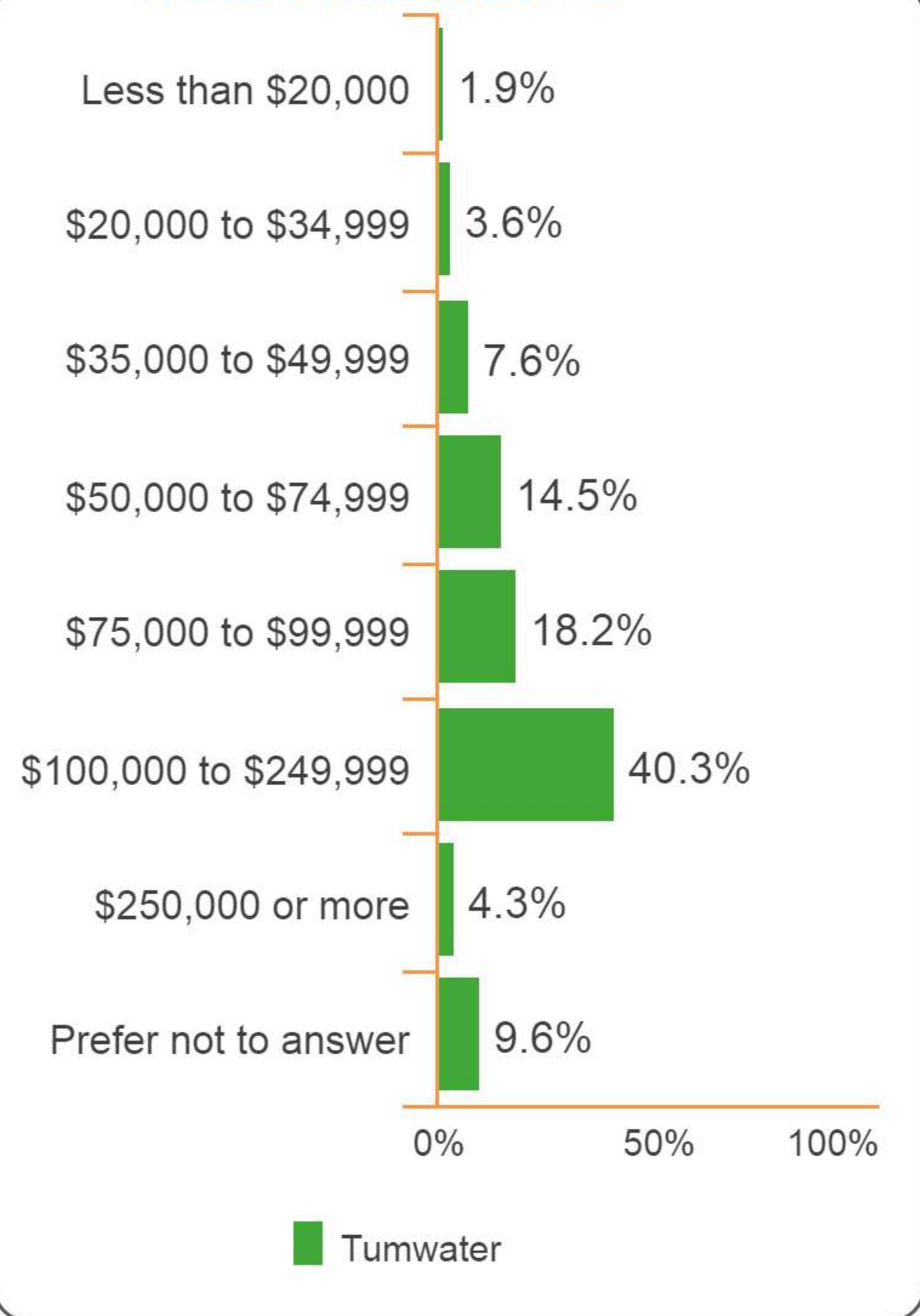
LGBTQ+ in Household



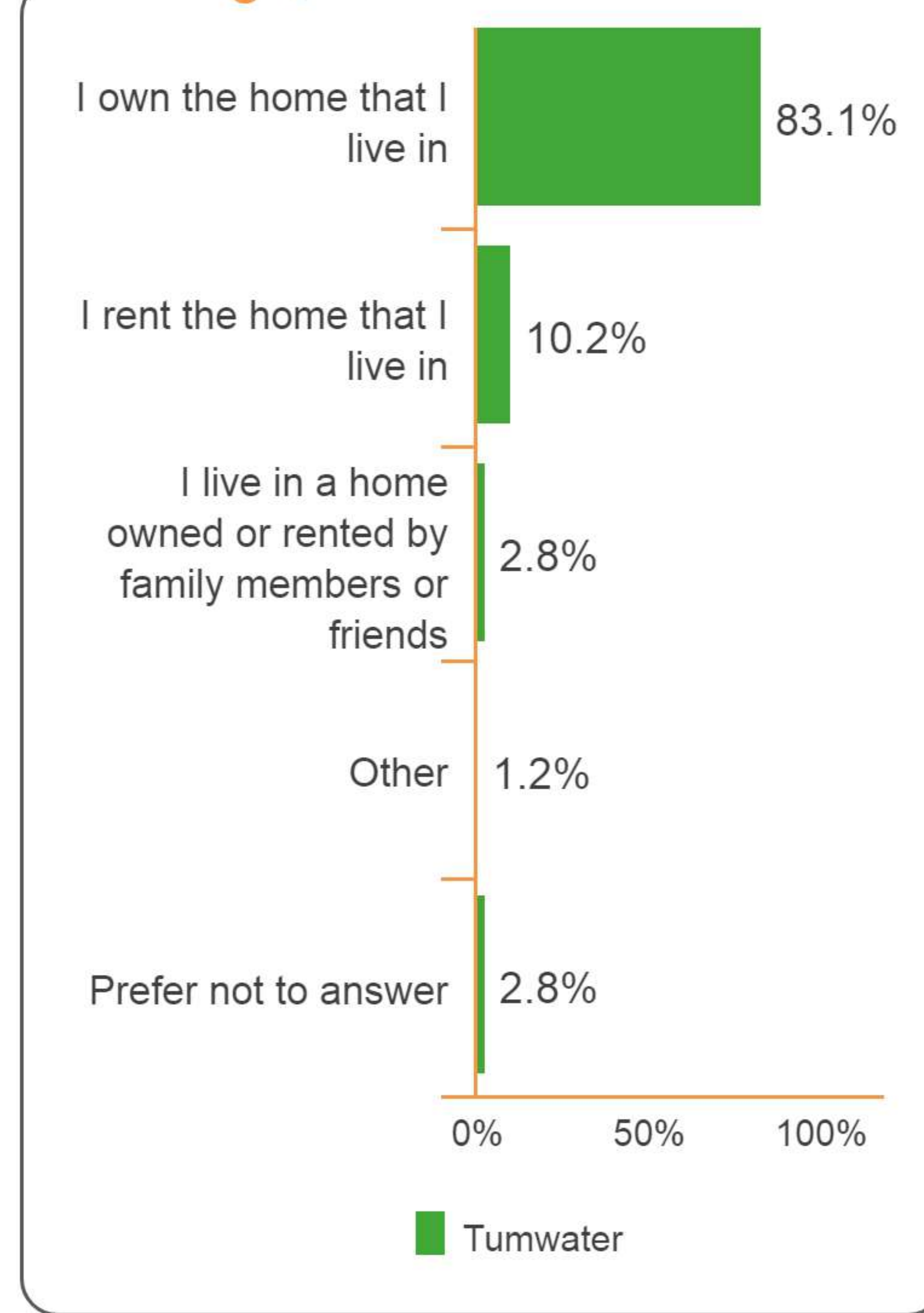
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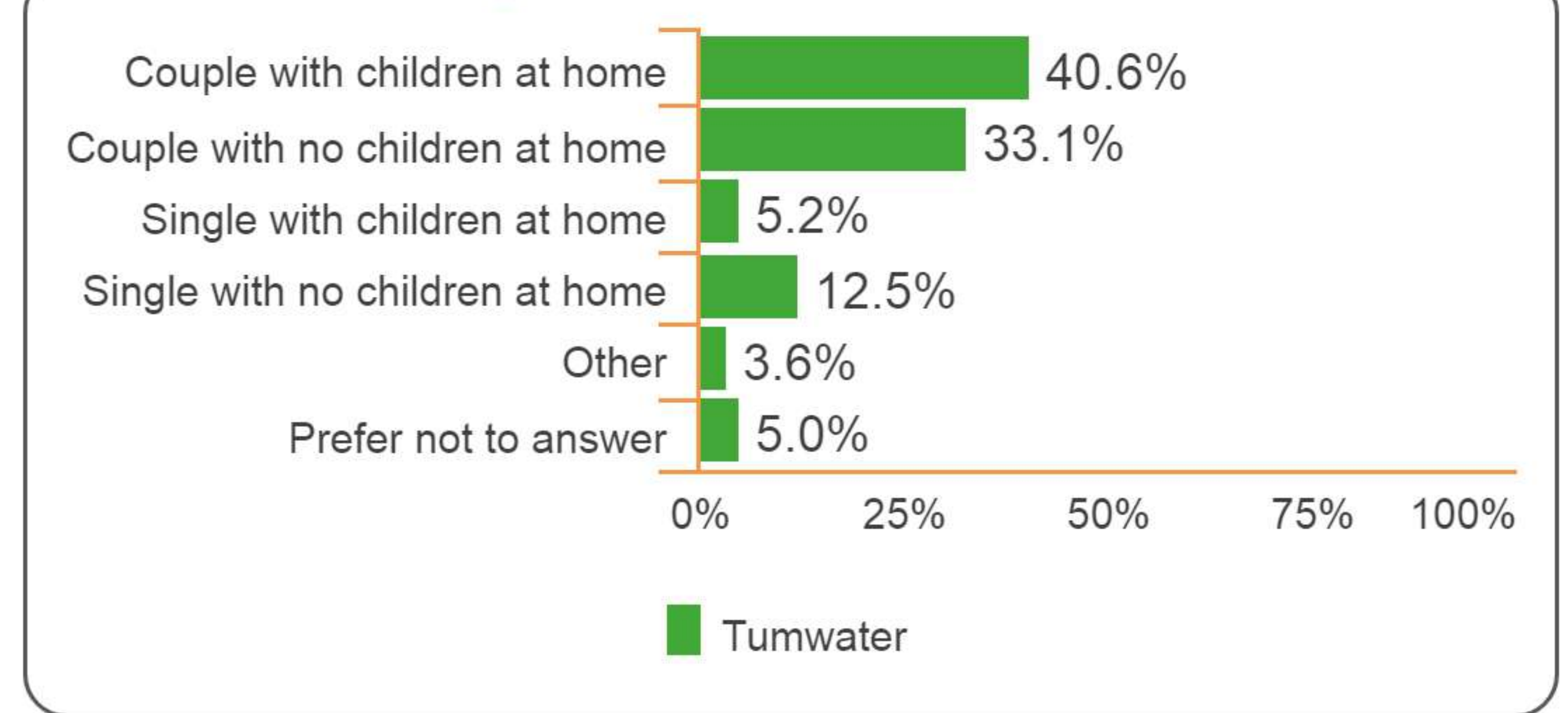
Household Income



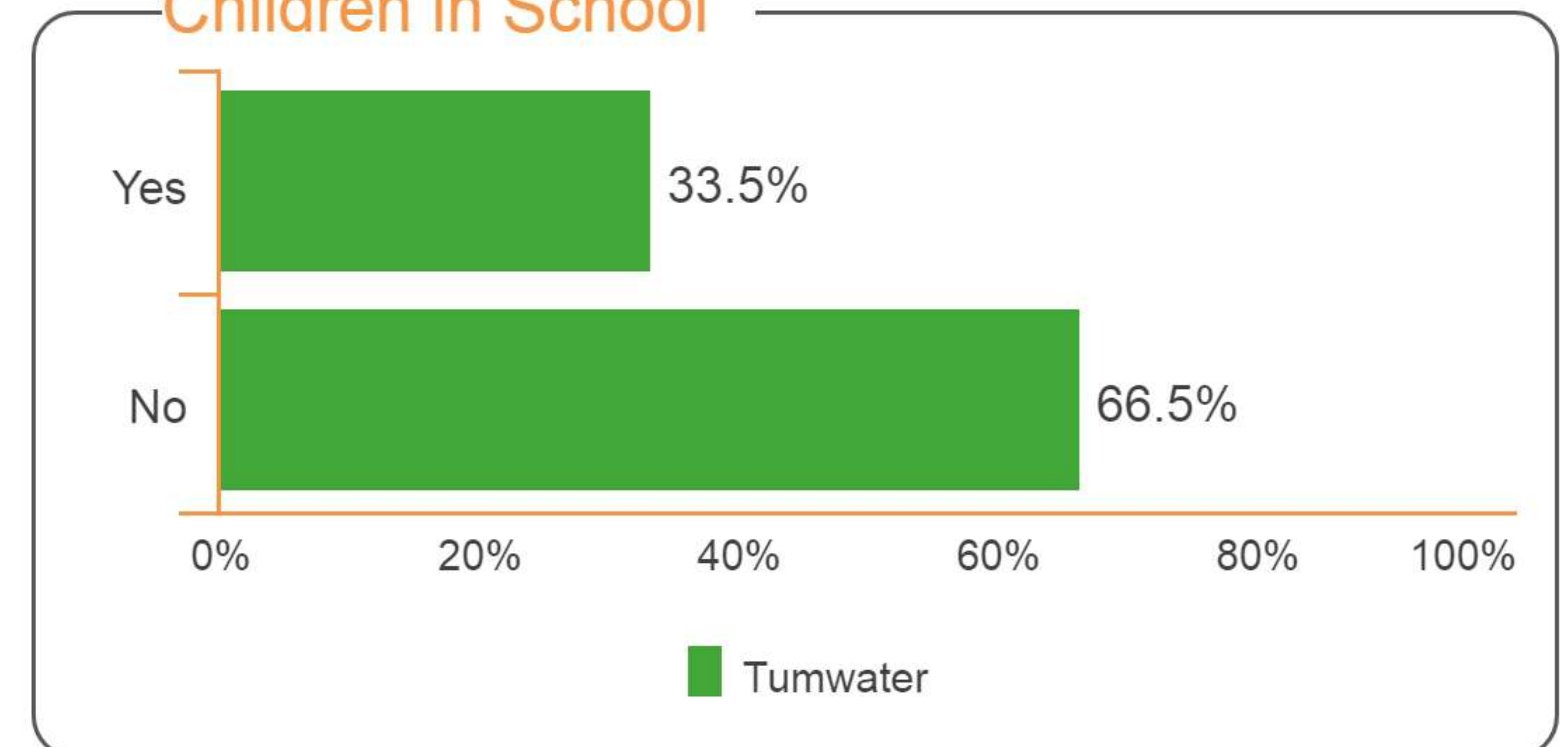
Living Situation



Household Situation



Children in School



Research Methodology Snapshot - Washington State

Methodology Digital	No. of Completes 1,008	No. of Questions 35*	Incentive None	Sample Survey Panel
Target Residents of Washington State	Quality Assurance Dual-level**	Margin of Error 3.1%	Confidence Level 95%	Research Dates February 2, - March 7, 2022

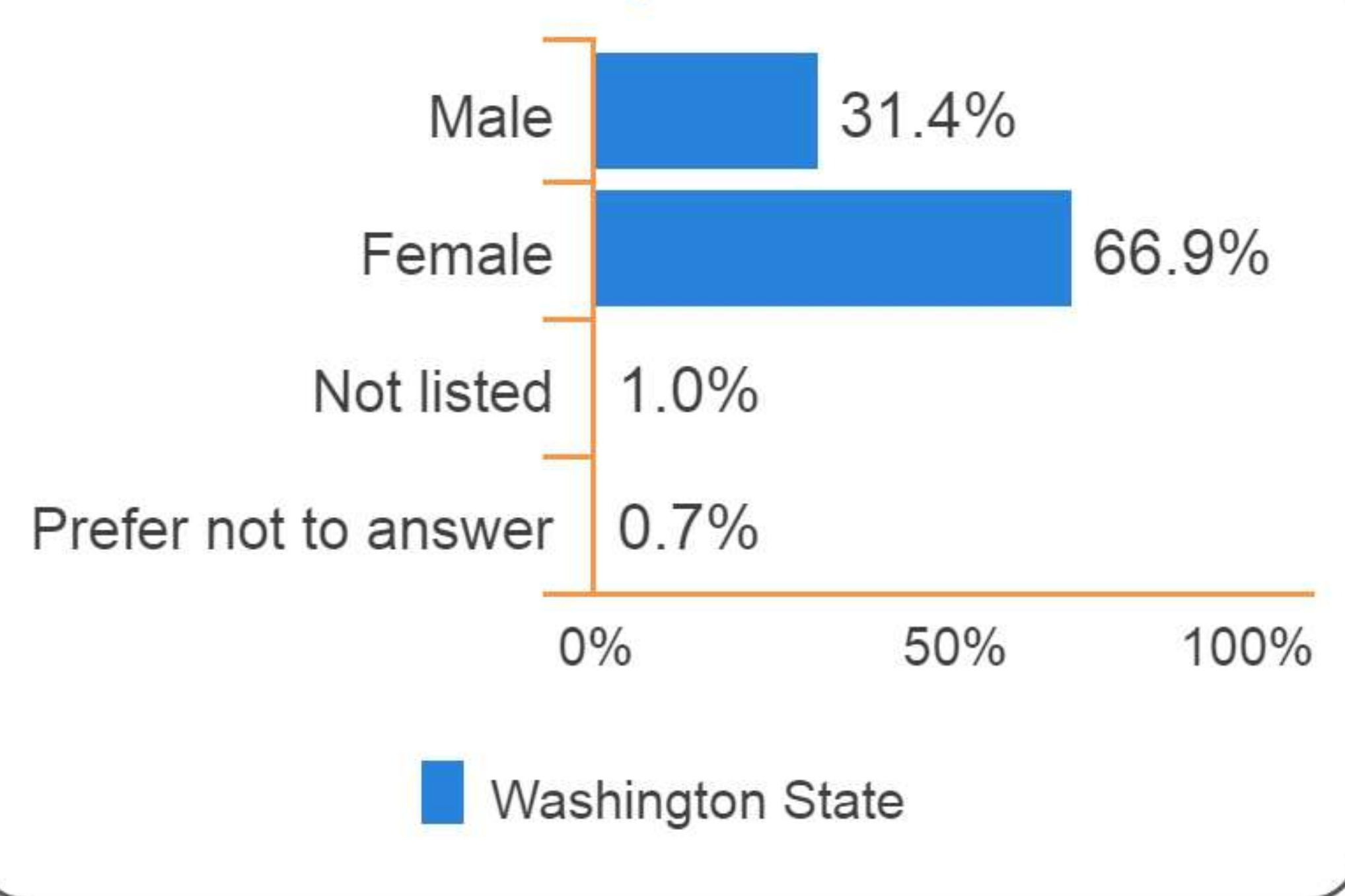
* This represents the total possible number of questions; not all respondents will answer all questions based on skip patterns and other instrument bias.

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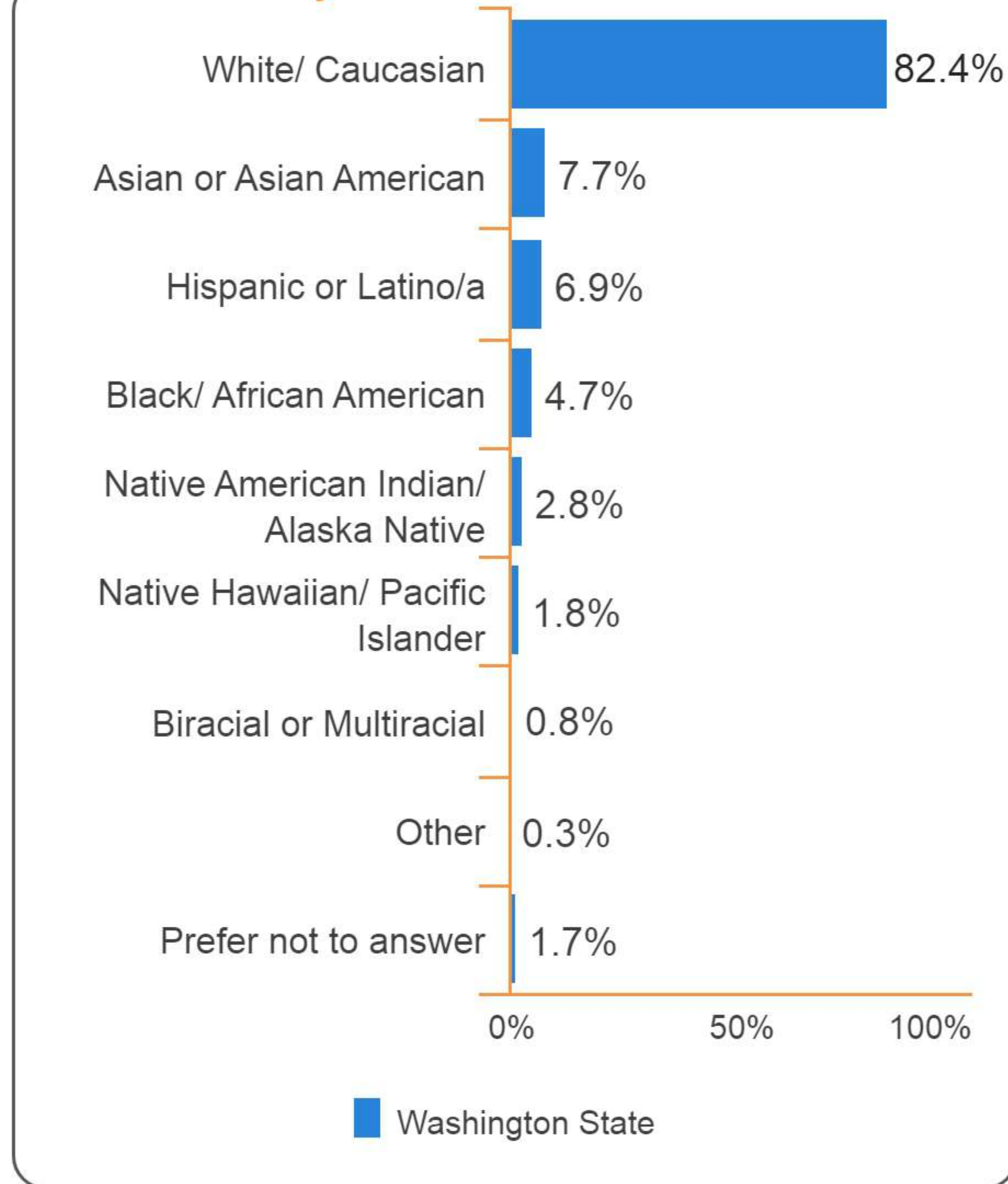
Respondent Snapshot - Washington State

This slide quantifies select data points to provide context for this research study. The data is not meant to be proportional to population contribution, rather to provide an empirical view into the demographic profile of the participants.

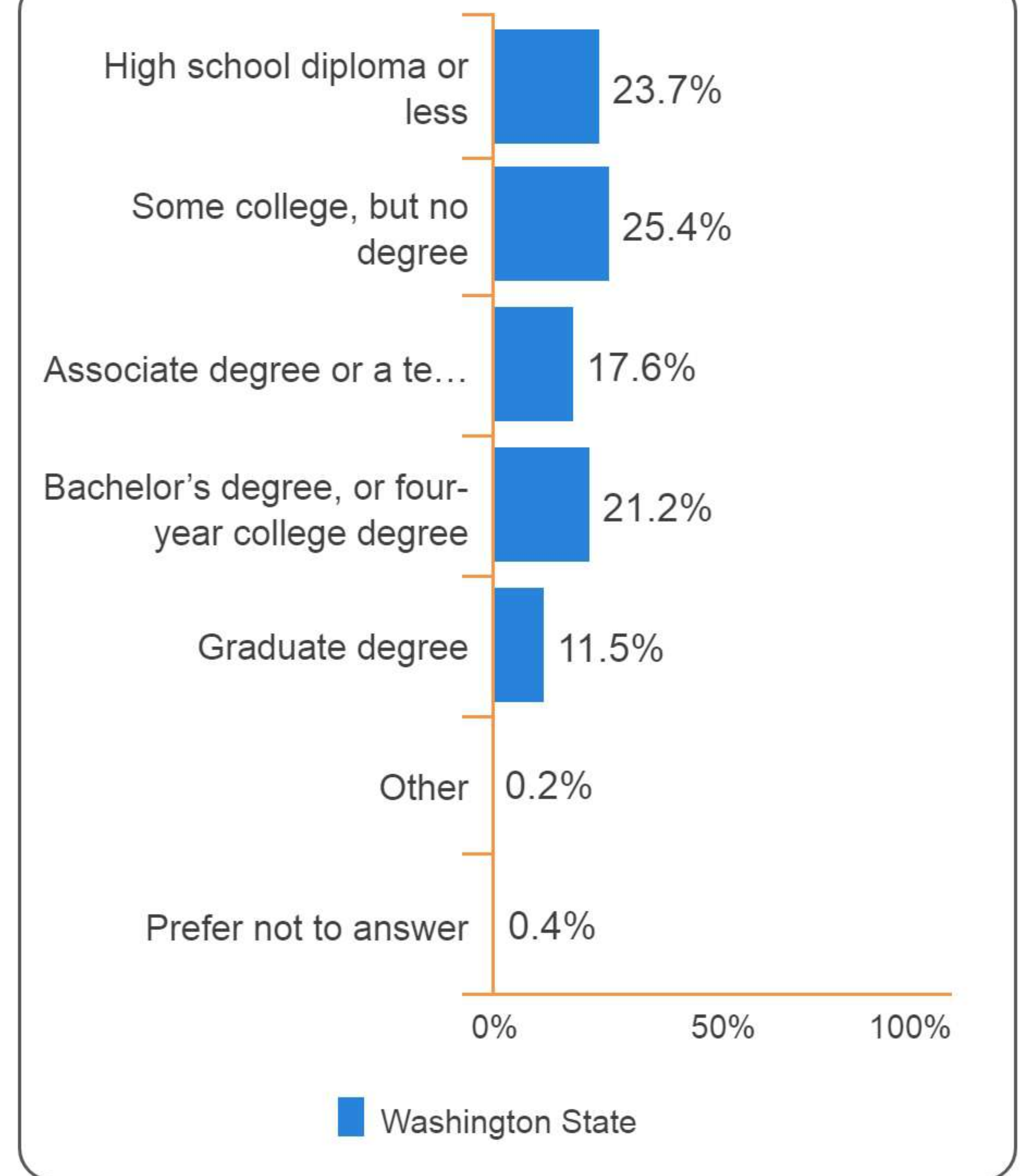
Gender Identity



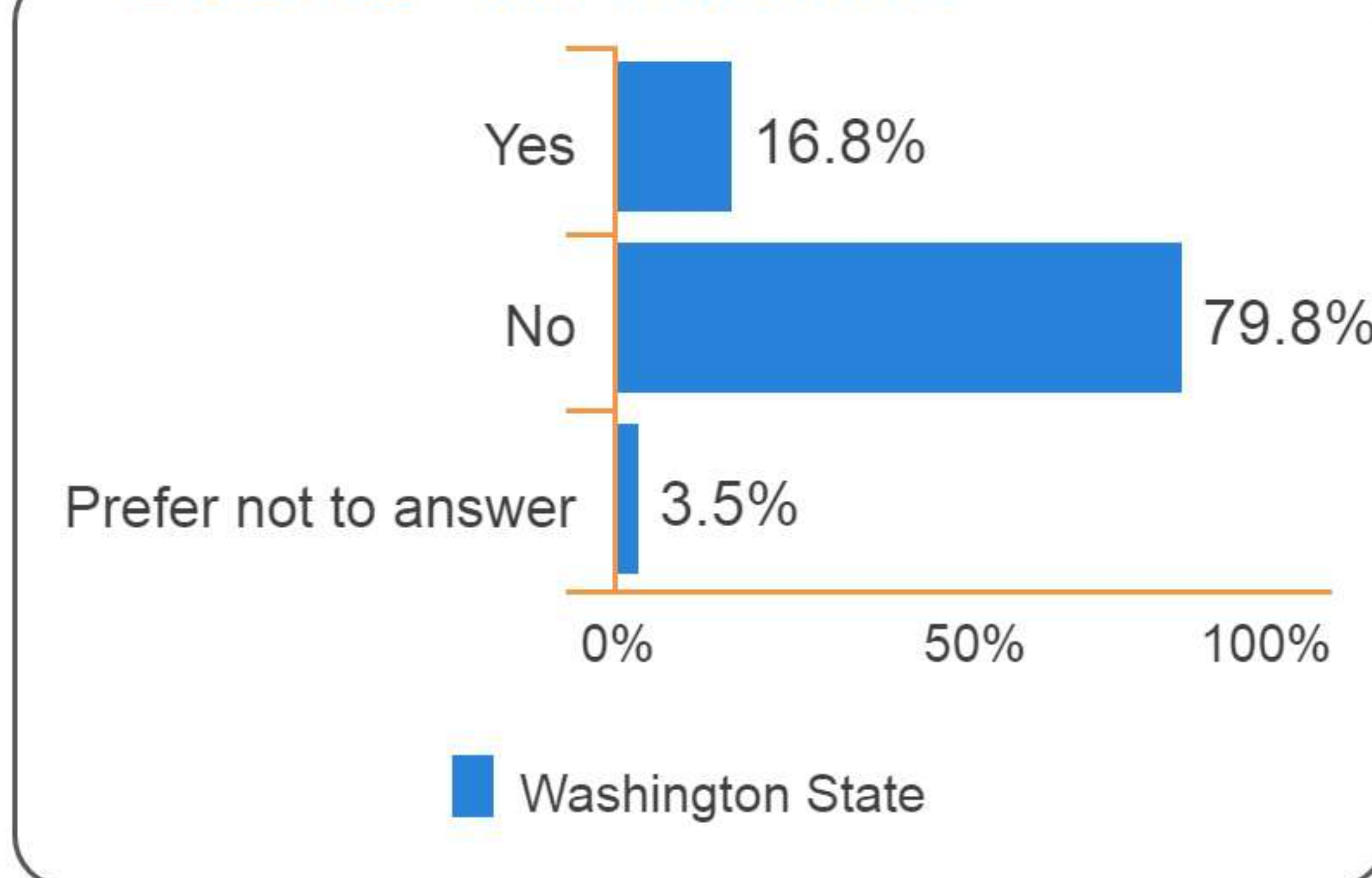
Ethnicity



Education



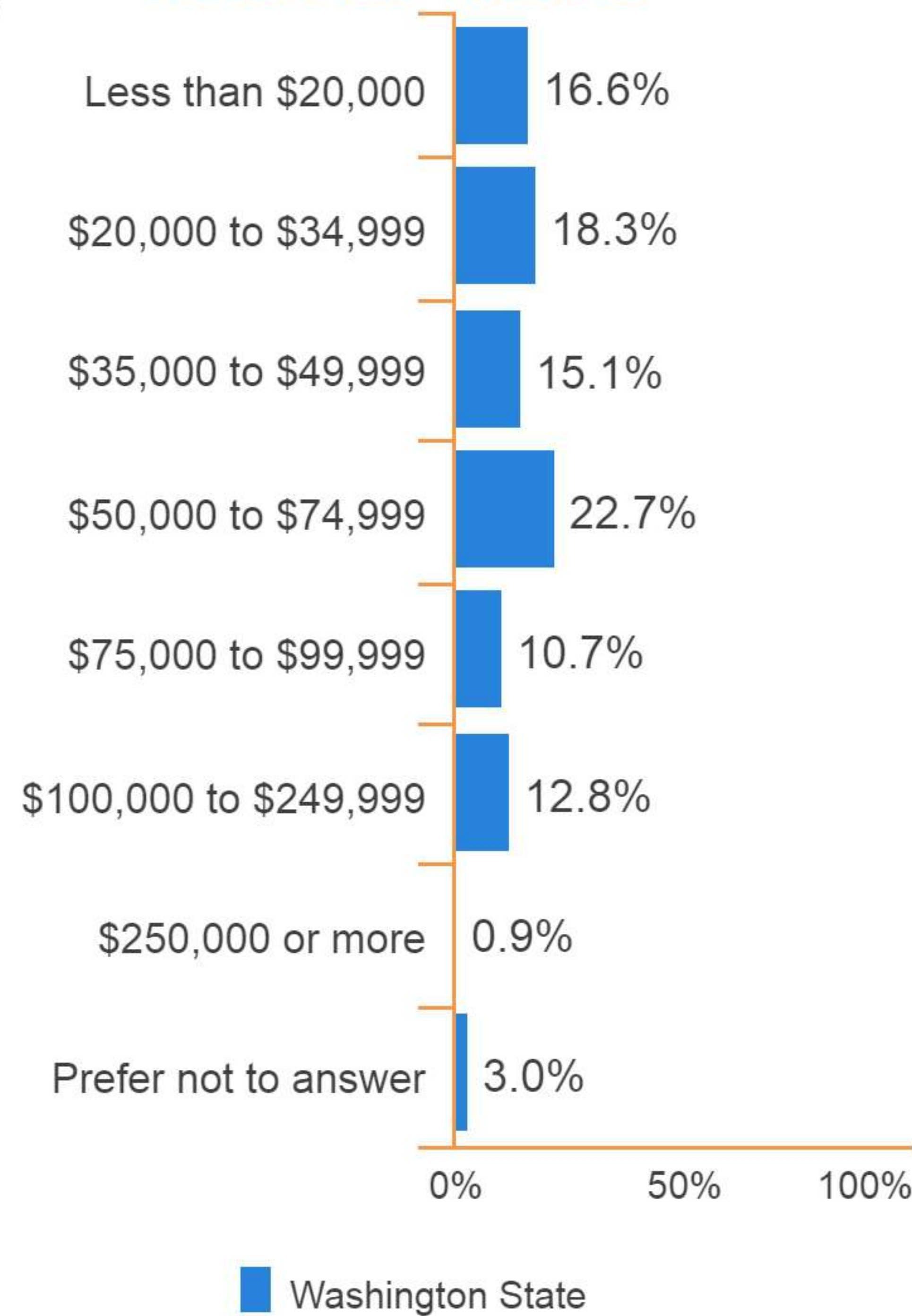
LGBTQ+ in Household



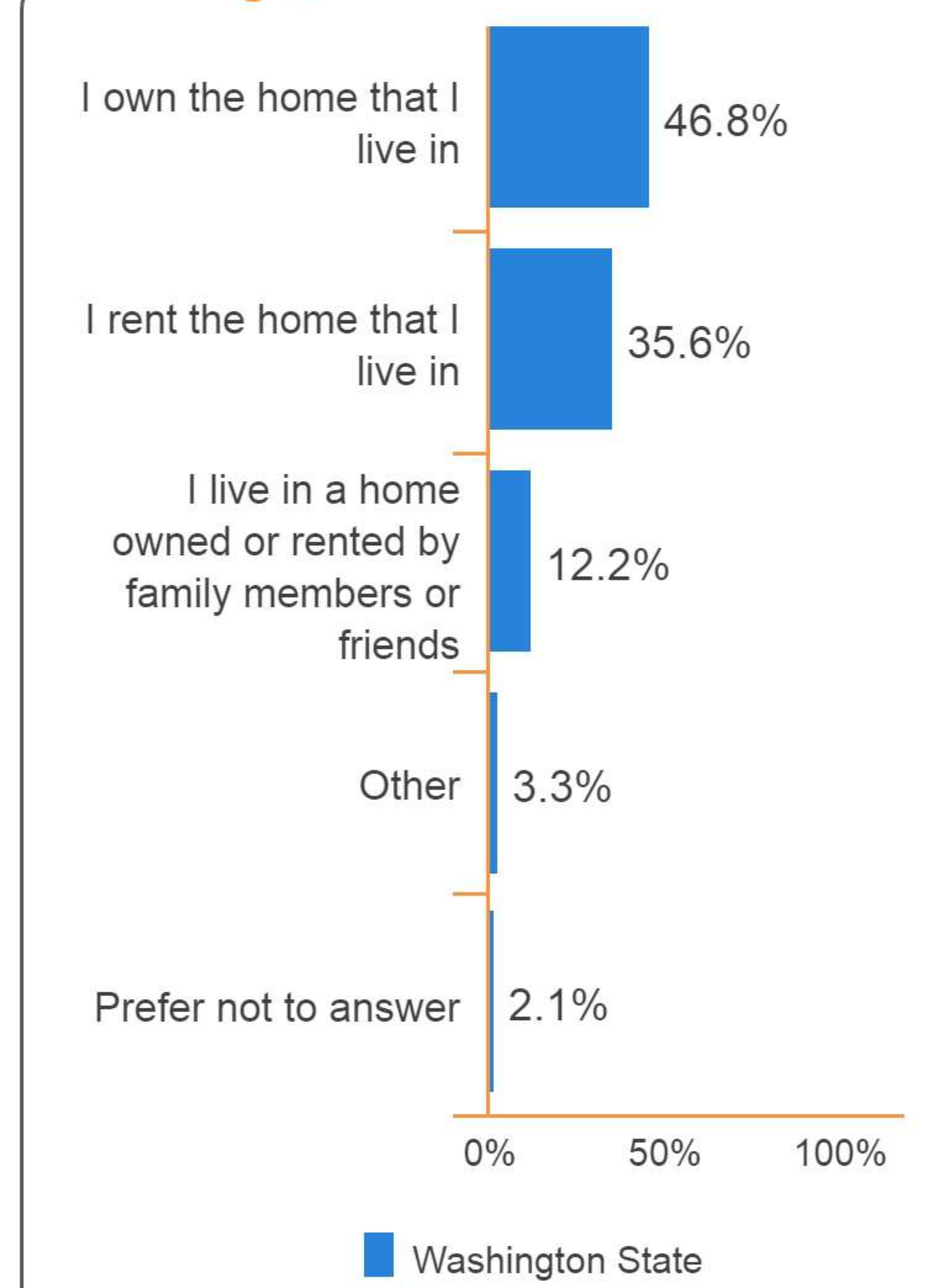
Respondent Snapshot - Washington State

This slide quantifies select data points to provide context for this research study. The data is not meant to be proportional to population contribution, rather to provide an empirical view into the demographic profile of the participants.

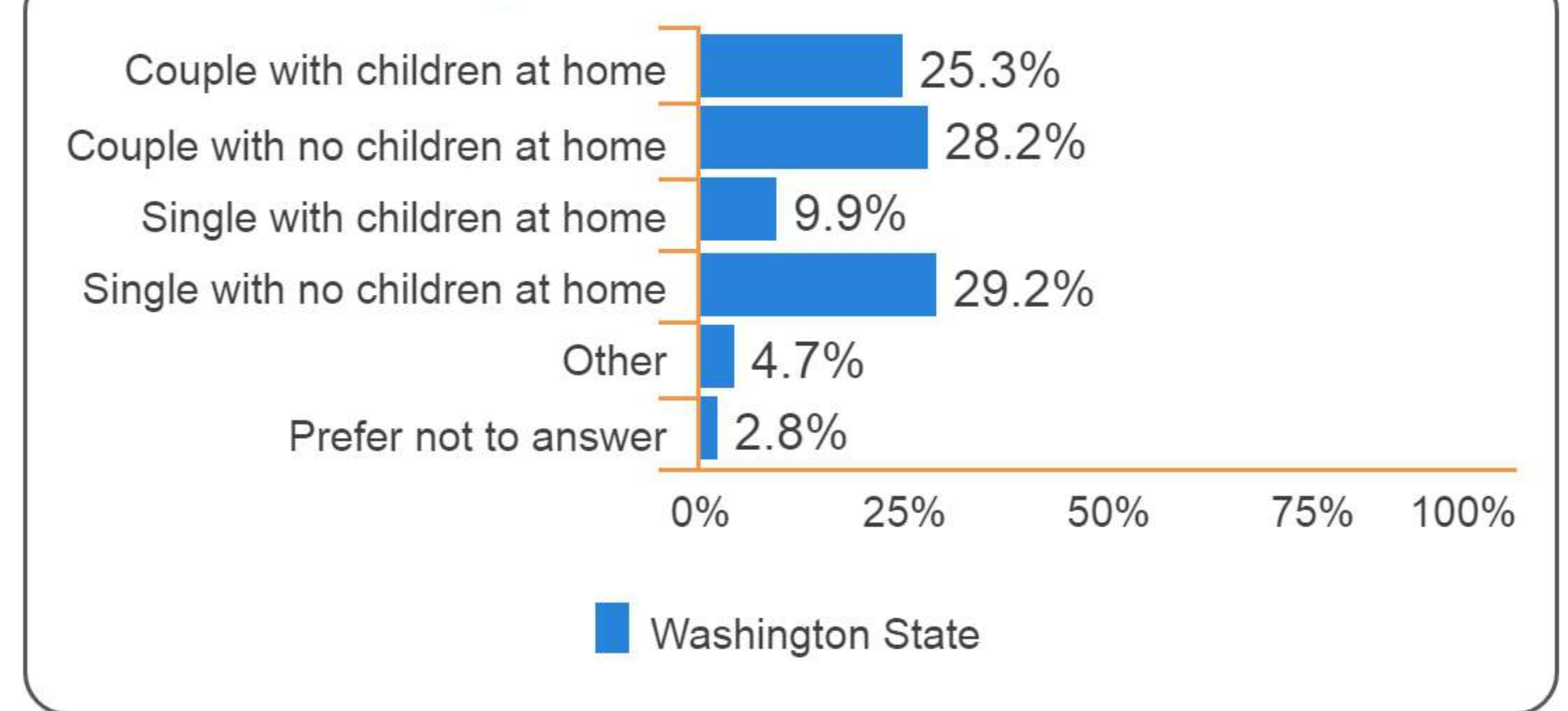
Household Income



Living Situation



Household Situation



Children in School

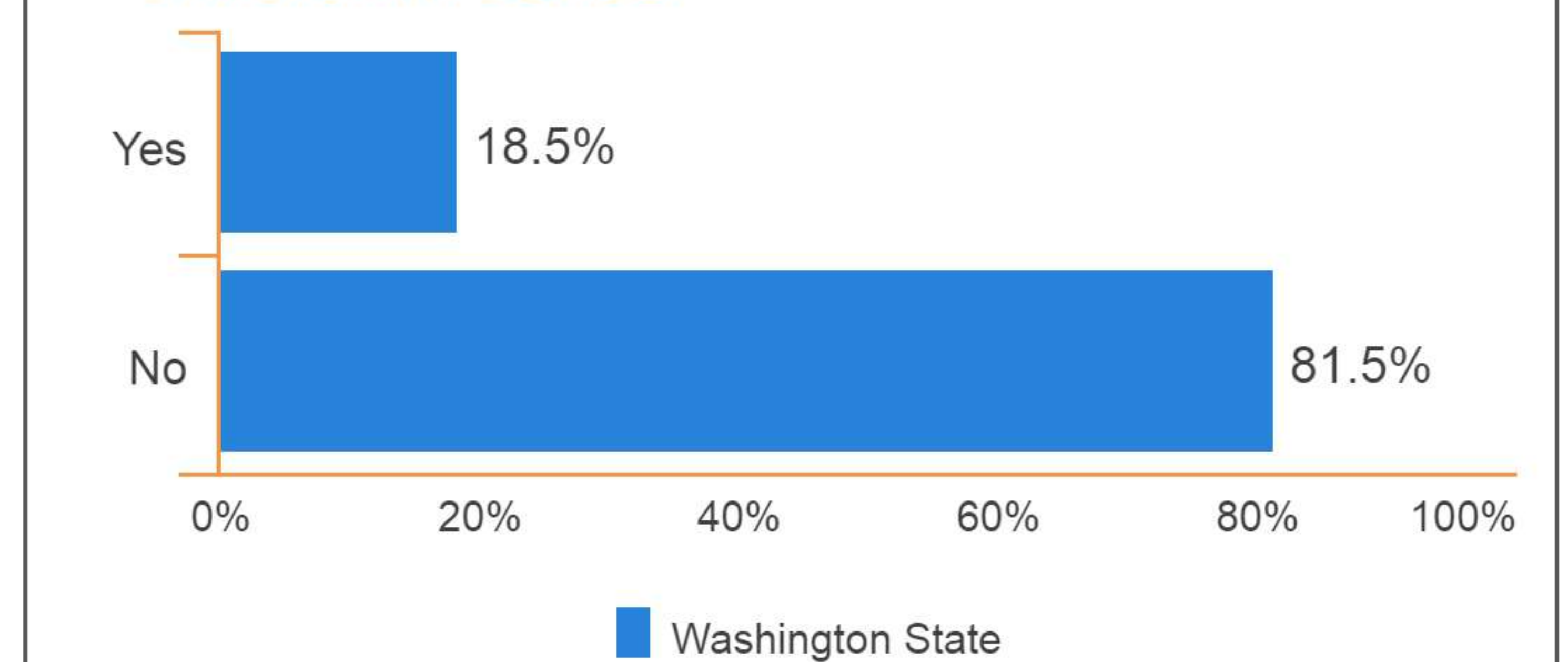


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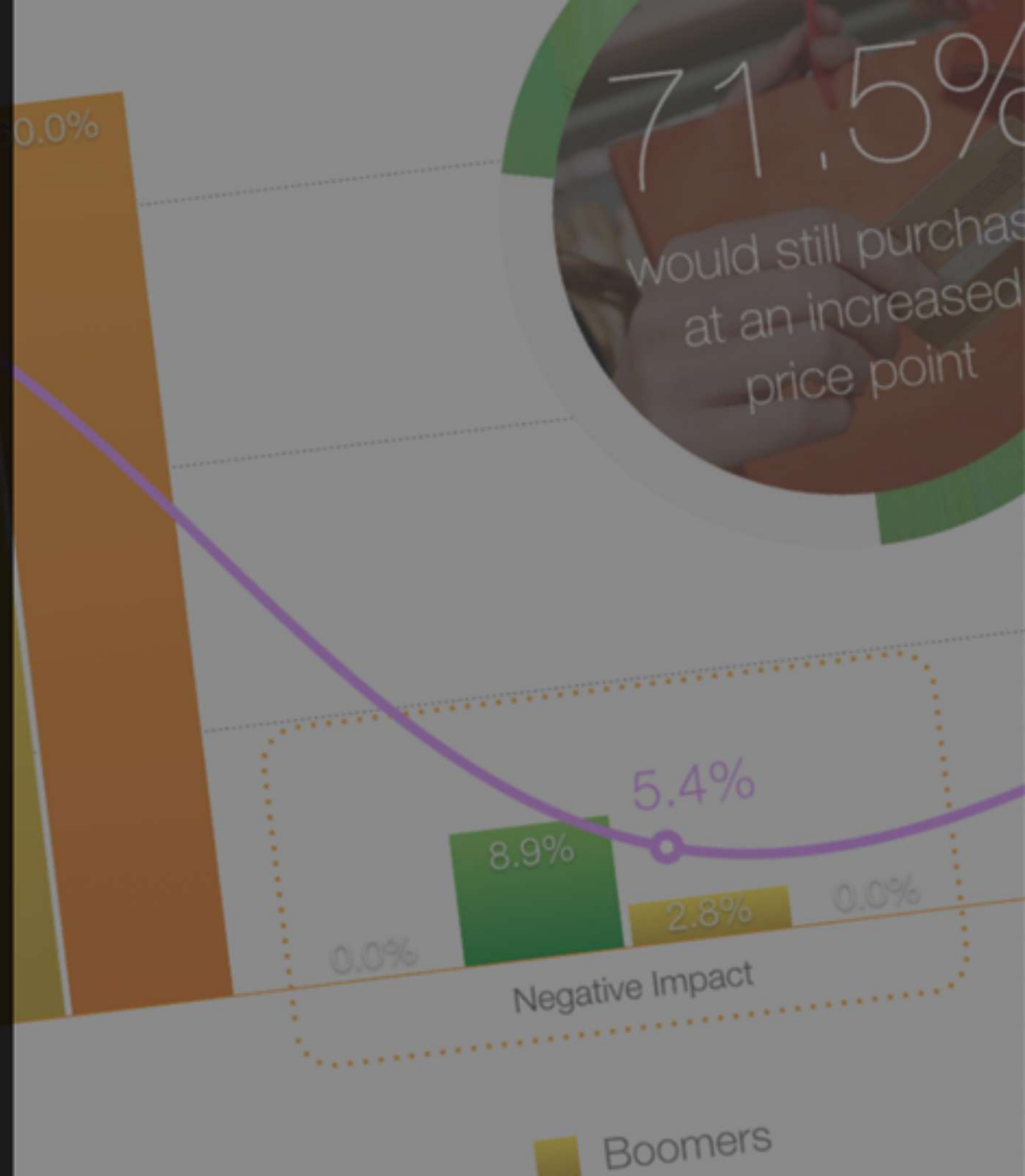
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Key Study Findings

- Over one-half of surveyed Tumwater respondents, 51.7%, rated the quality of life positively, which is 11.3 percentage points higher than the Washington State benchmark data of 40.4%.
- Consistent with Washington State benchmark data of 39.4%, 40.3% of Tumwater residents surveyed indicated that the growth in their city is "too fast," while 44.2% indicated "about right" (45.2% benchmark) and 9.5% indicated "not fast enough" (9.1% benchmark).
- More than two-thirds of surveyed Tumwater residents (69.6%) indicated they agree they have a good opportunity to "get ahead" in the community (compared to 60.8% among benchmark respondents).
- While 32.3% of Tumwater respondents indicated homelessness was either "not a problem" (2.4%) or a "minor problem" (29.9%), more than two-thirds, 67.8%, indicated the problem was "moderate" (37.6%) or "significant" (30.2%).
 - Of the respondents who indicated homelessness was either not a problem or a minor problem, the most frequently indicated reason was "no signs of homelessness/low homeless population" (32.4% Tumwater and 24.0% Washington State benchmark).
 - Of the respondents who indicated homelessness was a moderate or significant problem, the most frequently indicated reason was "homelessness in general is a problem" (26.1% Tumwater and 5.5% Washington State benchmark).
- 49.5% of survey participants from Tumwater indicated they oppose a 0.1% sales tax increase to construct subsidized housing for vulnerable people in the community (compared to 25.6% of Washington State benchmark respondents).
 - Of the respondents who indicated they support the increased sales tax proposal, the most frequently indicated reason was "caring for vulnerable populations/helping those in need" (21.6% Tumwater and 20.4% Washington State benchmark).
 - Of the respondents who indicated they do not support the increased sales tax proposal, the most frequently indicated reason was "overtaxed already/no need to increase" (21.1% Tumwater and 27.9% Washington State benchmark).

Key Study Findings

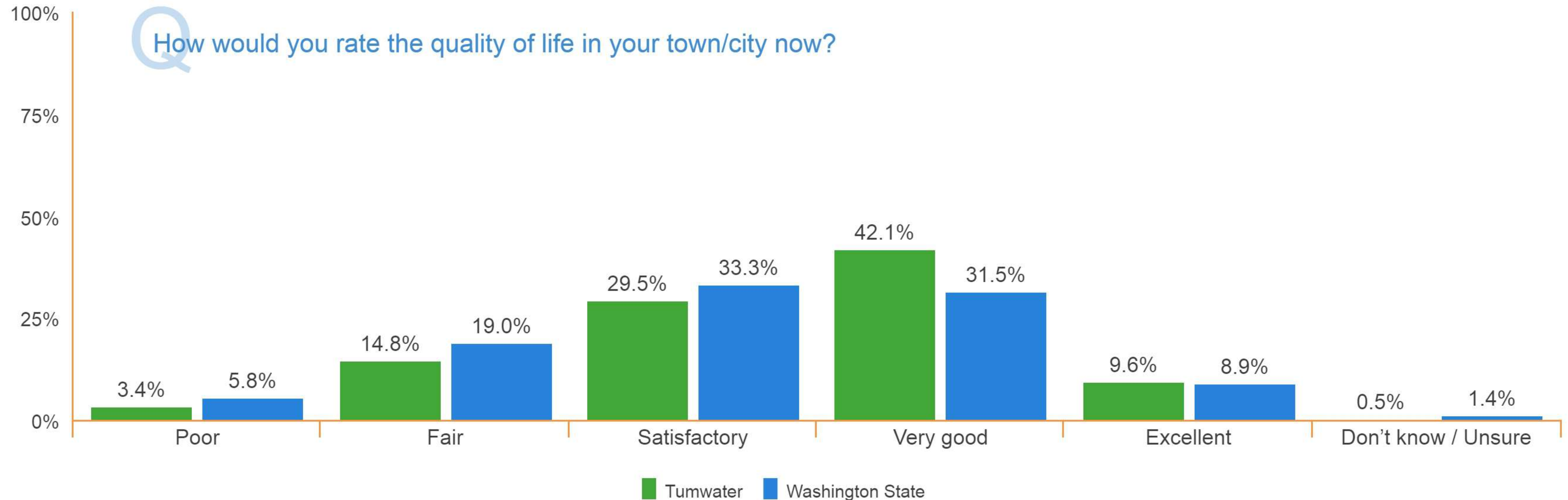
- When respondents were asked to indicate their support for various initiatives related to aiding the houseless, the highest levels of support were recorded for “food banks” (75.0% Tumwater and 86.9% Washington State benchmark), followed by “build more housing for everyone” (51.5% Tumwater and 70.3% Washington State benchmark).
- More than three-quarters of Tumwater respondents, 76.0%, indicated they feel safe in Tumwater (compared to 70.8% Washington State benchmark).
 - Of those who reported not feeling safe, the top reason was "high crime/corruption/violence" (37.3% Tumwater and 49.6% Washington State benchmark).
- Respondents most frequently agreed “the police have a difficult job” (77.1% Tumwater and 49.5% Washington State benchmark) and “I trust the police to make decisions that are good for everyone in the city” (56.9% Tumwater and 49.5% Washington State benchmark).
- Nine-out-of-ten respondents from Tumwater (90.3%) indicated they are comfortable contacting the Police. This metric is 15.8 percentage points higher than the 74.5% of Washington State benchmark respondents who reported the same.
- Tumwater respondents reported high levels of agreement for various characteristics related to school resource officers (SROs). Survey participants most frequently indicated they agree “the SRO makes our schools a safer place” (42.6%), followed by “I’m happy that my City and School District are investing in the SRO” (40.9%) and “the SRO makes the community safer” (39.0%).

Key Study Findings

- Nearly three-quarters of Tumwater respondents (73.7%) indicated their confidence that the Police do a good job enforcing the law is high. Just 12.7% of Tumwater respondents reported their confidence was low, in comparison to 26.9% of Washington State benchmark respondents.
- Over one-half of survey participants from Tumwater, 56.1%, reported their confidence that Tumwater Police treat people of color and white people equally is high. The frequency of those who indicated “very high” was 11.7 percentage points higher than the Washington State benchmark data of 19.2%.
- When asked to indicate the most preferred way to communicate with their town/city, 35.3% of Tumwater respondents ranked “email” number one (25.9% benchmark), followed by “phone call” (33.2% Tumwater and 30.4% benchmark).
- When asked to indicate the most preferred way to hear about what is happening in your town/city, 32.5% of Tumwater respondents ranked “email” number one (15.1% benchmark), followed by “the City website” (19.9% Tumwater and 20.8% benchmark), and “social media” (19.9% Tumwater and 12.5% benchmark).
- Facebook was the most frequently indicated social media platform used by both Tumwater (76.5%) and Washington State benchmark respondents (77.1%), followed by “Instagram” (43.6% Tumwater, 43.9% benchmark) and “YouTube” (38.5% Tumwater, 57.4% benchmark).

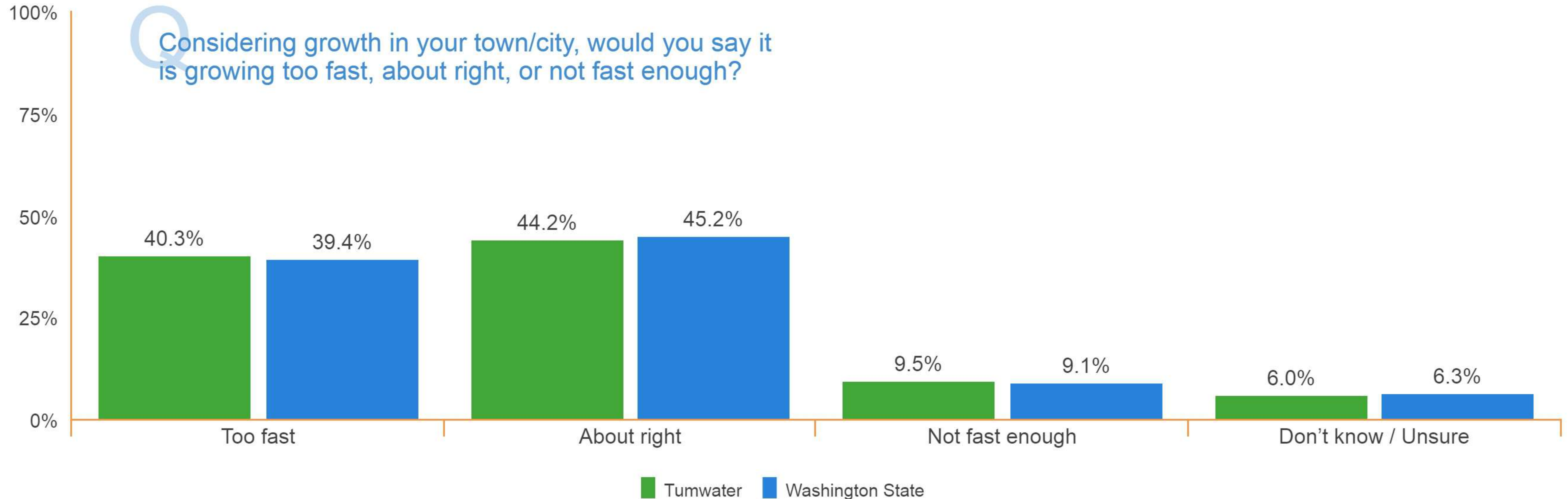
Majority of Residents Rate Tumwater Favorably

Over one-half of survey respondents from the City of Tumwater, 51.7%, rated the quality of life in the city as either "very good" (42.1%) or "excellent" (9.6%). This metric is 11.3 percentage points higher than the Washington State benchmark data of 40.4% ("very good" or "excellent" ratings).



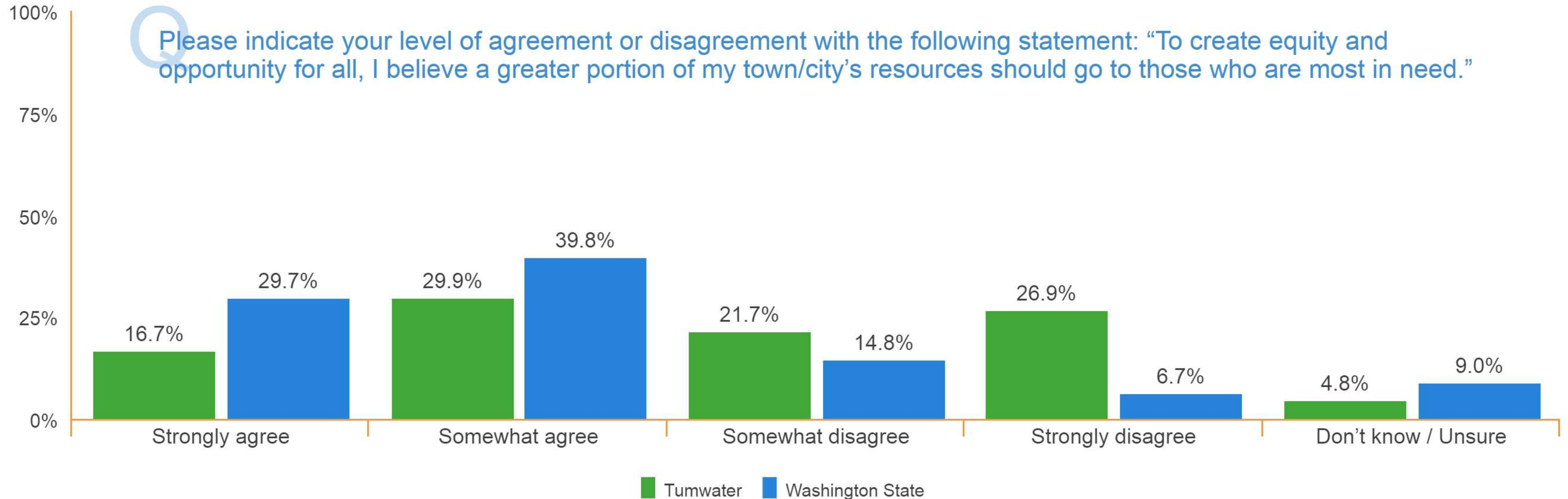
Significant Frequency Believe City Growth is "Too Fast"

Consistent with Washington State benchmark data of 39.4%, 40.3% of Tumwater residents surveyed indicated that the growth in their city is "too fast," while 44.2% indicated "about right" (45.2% benchmark) and 9.5% indicated "not fast enough" (9.1% benchmark).



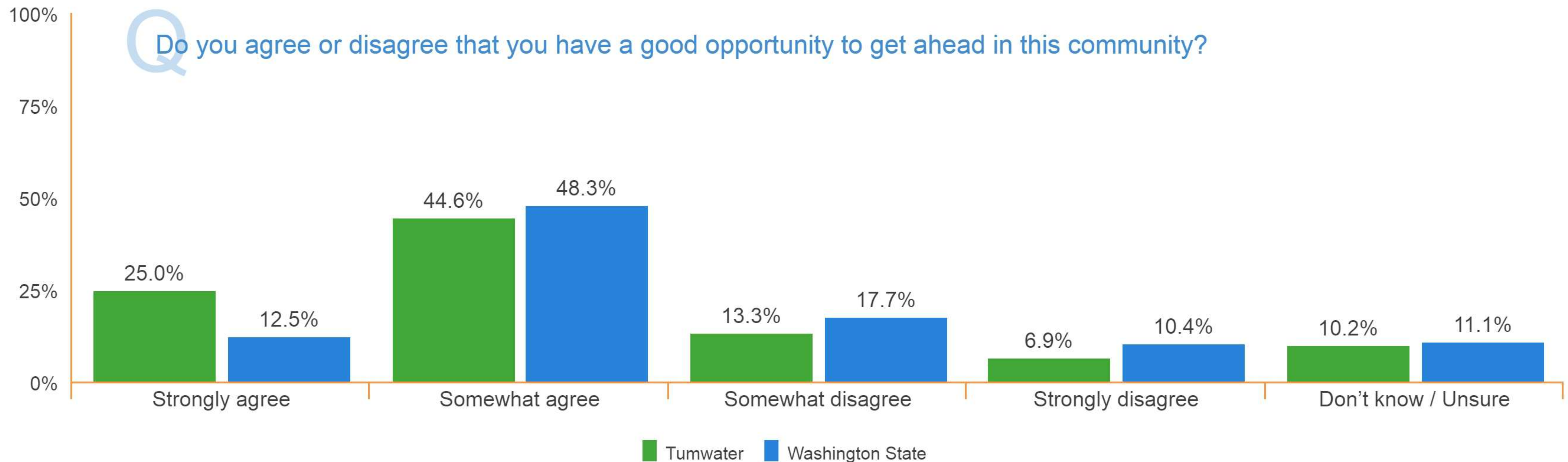
Varied Sentiment for Allocation of City Resources

While 46.6% of surveyed Tumwater residents indicated they "strongly agree" (16.7%) or "somewhat agree" (29.9%) that "to create equity and opportunity for all, a greater portion of my town/city's resources should go to those who are most in need," 48.6% reported they "strongly disagree" (26.9%) or "somewhat disagree" (21.7%). Most notably, 26.9% of Tumwater respondents indicated they "strongly disagree," in comparison to 6.7% of Washington State benchmark respondents.



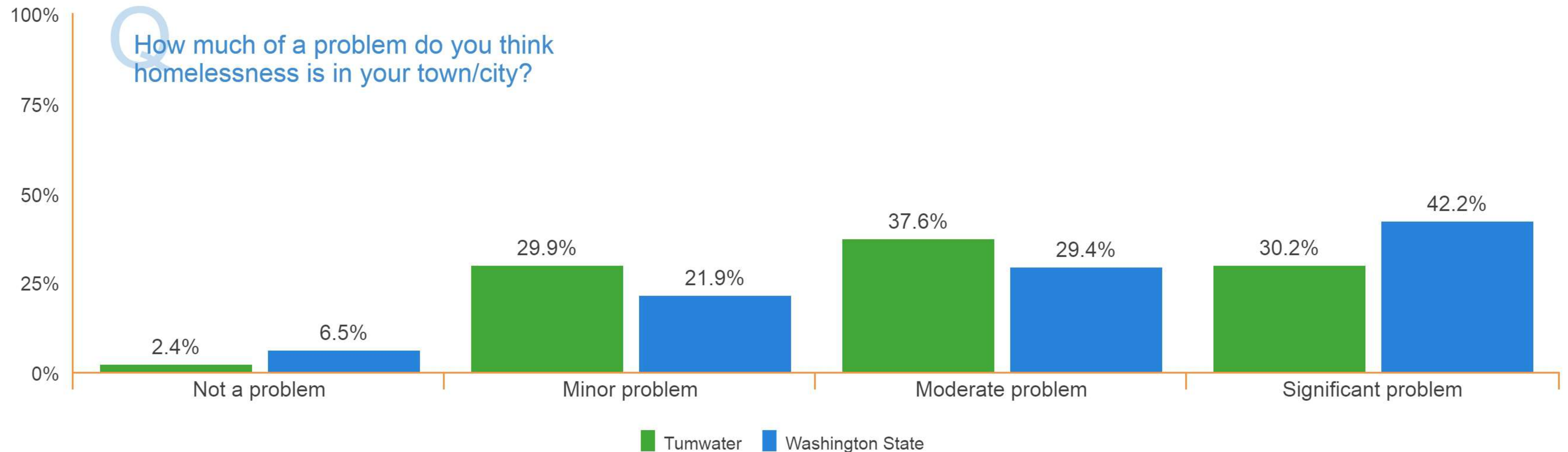
Elevated Frequency "Strongly Agree" they Have a Good Opportunity to "Get Ahead" in Tumwater

More than two-thirds of surveyed Tumwater residents (69.6%) indicated they "strongly agree" (25.0%) or "somewhat agree" (44.6%) they have a good opportunity to "get ahead" in the community (compared to 60.8% among benchmark respondents). Readers should note, 25.0% of Tumwater respondents indicated they "strongly agree," in comparison to 12.5% of Washington State benchmark respondents.



Roughly Two-thirds Believe Homelessness in Tumwater is at Least a "Moderate Problem"

While 32.3% of Tumwater respondents indicated homelessness was either "not a problem" (2.4%) or a "minor problem" (29.9%), more than two-thirds, 67.8%, indicated the problem was "moderate" (37.6%) or "significant" (30.2%). It should be noted that 42.2% of benchmark respondents indicated the homelessness problem was "significant" in their town or city, in comparison to 30.2% of surveyed Tumwater residents.



Varied Reasons for Indicating Homelessness is a Less Significant Problem

What makes homelessness a less significant problem in your town/city?

Of the respondents who indicated homelessness was either not a problem or a minor problem, the most frequently indicated reasons were “no signs of homelessness/low homeless population” (32.4% Tumwater and 24.0% Washington State benchmark), followed by “issues are in surrounding cities/areas” (17.4% Tumwater and 11.5% Washington State benchmark), and “proactive/low tolerance (efforts from city, police, community, etc.)” (14.4% Tumwater and 3.8% Washington State benchmark).

Also of note, 12.7% of Tumwater respondents indicated “no services for homeless/resources to provide,” in comparison to 3.8% of Washington State benchmark respondents.

	Tumwater	Washington State
No signs of homelessness / low homeless population	32.4%	24.0%
Issues are in surrounding cities / areas	17.4%	11.5%
Proactive / low tolerance (efforts from city, police, community, etc.)	14.4%	3.8%
No services for homeless / resources to provide	12.7%	3.8%
Location (rural, not near or have a downtown or transit center, etc.)	10.2%	7.3%
Small community / smaller population	0.9%	18.8%
Services are in place	0.7%	9.4%
Employment / housing opportunities availability	0.2%	4.5%
No issues to report	0.0%	2.1%
Other	3.9%	5.9%
Don't know / unsure / refused	7.2%	8.7%

General Homelessness Issues Indicated Most Frequently

Of the respondents who indicated homelessness was a moderate or significant problem, the most frequently indicated reasons were “homelessness in general is a problem” (26.1% Tumwater and 5.5% Washington State benchmark), followed by “visibility/sightings” (14.7% Tumwater and 24.7% Washington State benchmark).

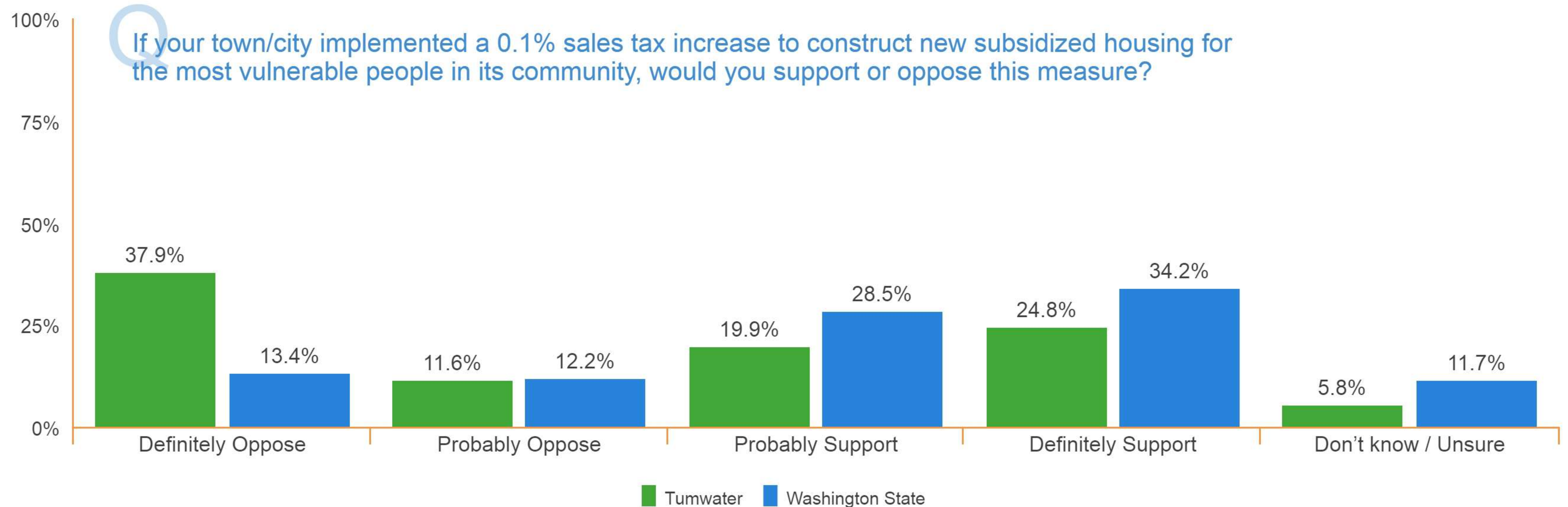
Of note, a significantly lower frequency of Tumwater residents (6.6%) indicated “increase in homelessness/too many” in comparison to benchmark respondents (16.4%).

What makes homelessness a moderate or significant problem in your town/city?

	Tumwater	Washington State
Homelessness in general is a problem	26.1%	5.5%
Visibility / sightings	14.7%	24.7%
Expressed multiple reasons	8.9%	3.7%
Lack of affordable housing / high rents / evictions	7.8%	11.0%
Increased crime / aggressive acts (vandalism, theft, drugs, vagrancy, etc. related.)	7.6%	6.7%
Tolerance / allowing it to happen / no accountability	7.6%	4.3%
Increase in homelessness / too many	6.6%	16.4%
Less prevalent than other areas	5.7%	1.8%
Lack of services / resources	4.1%	8.7%
Safety issues and concerns	2.5%	0.8%
Issue due to neighboring cities	2.2%	0.1%
Less police presence / laws not enforced	1.7%	1.2%
Addictions (drug, alcohol, etc.)	1.7%	3.7%
High cost of living	0.9%	3.6%
Other	0.4%	6.4%
Don't know / unsure / refused	1.4%	1.2%

Varied Support for Subsidized Housing

49.5% of survey participants from Tumwater indicated they “definitely oppose” (37.9%) or “probably oppose” (11.6%) a 0.1% sales tax increase to construct subsidized housing for vulnerable people in the community (compared to 25.6% of Washington State benchmark respondents). Most notable, was the 24.5 percentage point difference between Tumwater respondents who reported they “definitely oppose” this tax in comparison to Washington State benchmark respondents.



Varied Reasons for Supporting Subsidized Housing

Of the respondents who indicated they support the increased sales tax proposal, the most frequently indicated reasons were “caring for vulnerable populations/helping those in need” (21.6% Tumwater and 20.4% Washington State benchmark), followed by “need is there for affordable housing” (20.4% Tumwater and 6.5% Washington State benchmark), and “beneficial/provide opportunity (to homeless, low income, seniors, etc.)” (9.7% Tumwater and 6.3% Washington State benchmark).

What would be the main reason you would support this proposal?

	Tumwater	Washington State
Caring for vulnerable populations / helping those in need	21.6%	20.4%
Need is there for affordable housing	20.4%	6.5%
Beneficial / provide opportunity (to homeless, low income, seniors, etc.)	9.7%	6.3%
Reduce / eliminate homelessness	8.7%	2.8%
Right thing to do / good cause / much needed	7.0%	5.2%
Transition to healthier living (through programs, services, resources, housing, etc)	6.7%	15.0%
Small price to pay / worth the money	6.0%	7.1%
High cost of living / rents / housing costs / too expensive	4.5%	0.5%
Equity / equality / basic human right	3.8%	6.6%
Reasonable solutions need to be funded / controlled / maintained	3.7%	4.6%
Proactive rather than reactive / take action	1.8%	8.2%
Improve quality of life / better for community / shown to be successful	1.3%	4.9%
Expressed multiple reasons	1.2%	0.2%
Clean / safe city	1.0%	3.0%
Other	1.5%	6.0%
Don't know / unsure / refused	1.0%	2.5%

Current Tax Rates Reported as a Top Barrier to Support

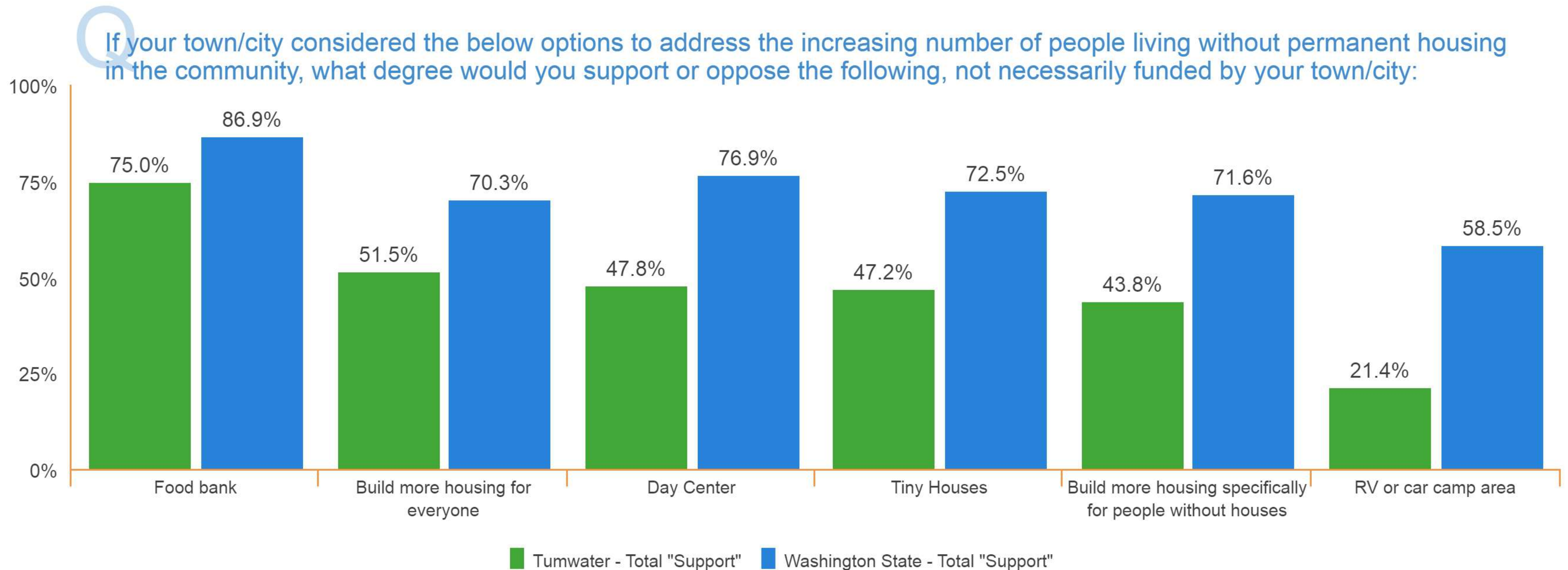
Of the respondents who indicated they do not support the increased sales tax proposal, the most frequently indicated reasons were “overtaxed already/no need to increase” (21.1% Tumwater and 27.9% Washington State benchmark), followed by “not my job or responsibility/no more enabling and handouts” (12.2% Tumwater and 5.0% Washington State benchmark), and “would attract more homeless to community” (9.7% Tumwater and 3.1% Washington State benchmark).

What would be the main reason you would **oppose** this proposal?

	Tumwater	Washington State
Overtaxed already / no need to increase	21.1%	27.9%
Not my job or responsibility / no more enabling and handouts	12.2%	5.0%
Would attract more homeless to community	9.7%	3.1%
Hardship for working class	6.9%	1.6%
Already proven to not work / won't solve problem	5.6%	5.0%
Subsidized housing tends to lead to other issues (increase crime, slums, drugs, etc.)	5.6%	2.3%
Utilize existing programs / resources / infrastructure	5.3%	5.0%
Unnecessary / not needed / unacceptable	4.7%	3.9%
Other services needed instead (mental health, addiction, etc.)	4.1%	3.5%
Expressed multiple reasons	3.9%	0.0%
Need to provide assistance to working class / low income instead	3.5%	4.3%
Government bad at managing money / inefficient at allocating resources and spending	3.0%	6.6%
Majority of homeless choose to be / don't want the help	2.9%	3.5%
Job creation / training is what's needed	2.1%	2.3%
High cost of living / inflation	1.5%	5.0%
Need more information	1.5%	0.0%
Fund through public / private partnerships	0.9%	0.8%
Other	4.8%	13.6%
Don't know / unsure / refused	0.8%	6.6%

Highest Support Recorded for "Food Bank" Initiatives

When respondents were asked to indicate their support for various initiatives related to aiding the houseless, the highest levels of support were recorded for "food banks" (75.0% Tumwater and 86.9% Washington State benchmark), followed by "build more housing for everyone" (51.5% Tumwater and 70.3% Washington State benchmark). Washington State benchmark respondents reported elevated support for all six (6) potential initiatives in comparison to respondents from Tumwater.



Elevated Opposition Among Tumwater Respondents

Overall, opposition for the various initiatives to support the houseless was elevated among Tumwater respondents in comparison to the benchmark data. Most significantly, 53.2% of Tumwater survey participants indicated they “strongly oppose” a “RV or car camp area” (compared to 13.1% Washington State benchmark).

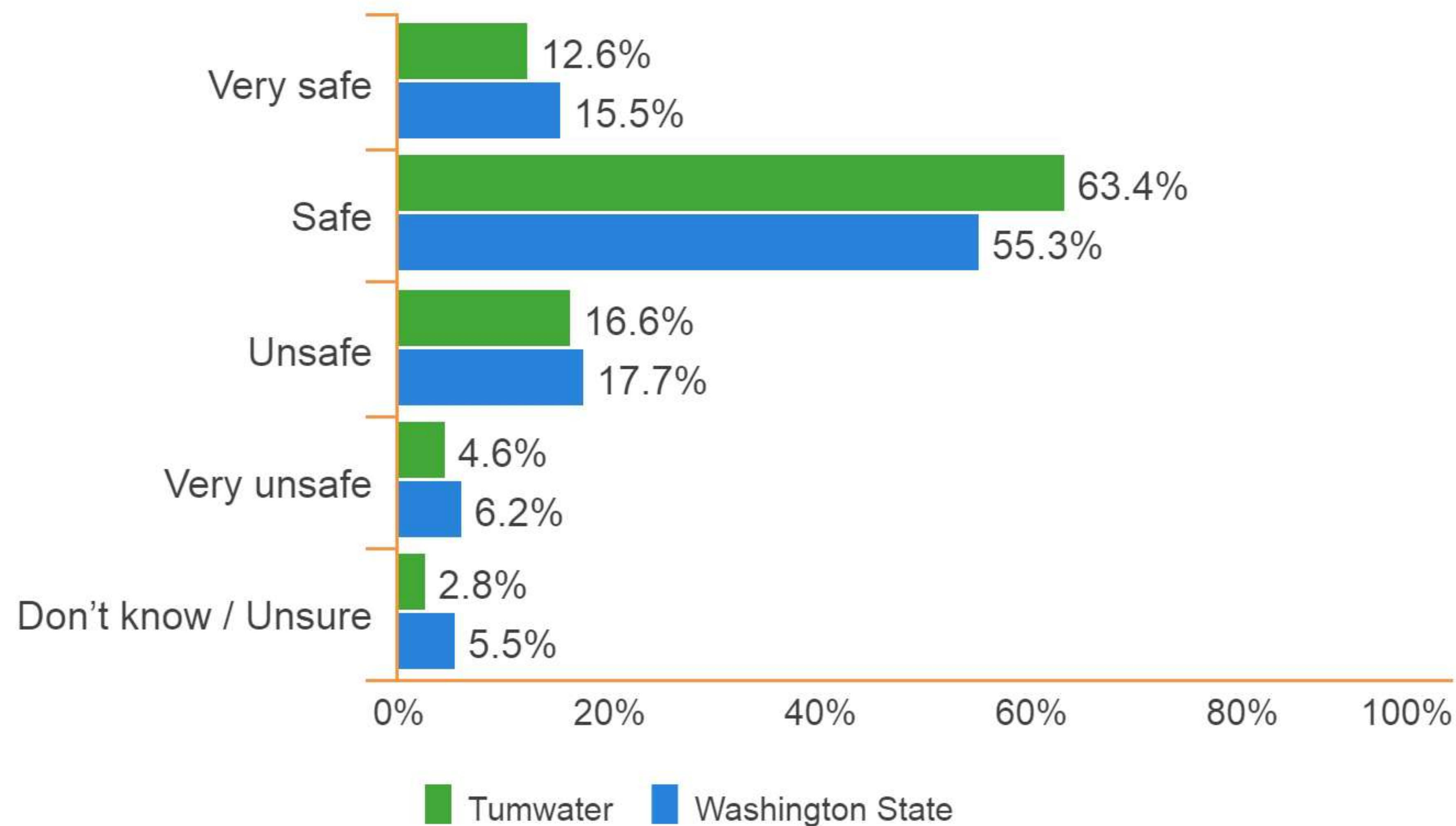
Q If your town/city considered the below options to address the increasing number of people living without permanent housing in the community, what degree would you support or oppose the following, not necessarily funded by your town/city:

	Tumwater					Washington State				
	Strongly Support	Support	Oppose	Strongly Oppose	Dont know / Unsure	Strongly Support	Support	Oppose	Strongly Oppose	Dont know / Unsure
Food bank	37.4%	37.6%	7.7%	11.8%	5.5%	50.8%	36.1%	3.9%	1.8%	7.4%
Tiny Houses	19.3%	27.9%	14.5%	28.9%	9.4%	34.4%	38.1%	9.7%	7.0%	10.7%
Build more housing for everyone	19.3%	32.2%	15.6%	18.8%	14.1%	36.3%	34.0%	9.8%	6.9%	12.9%
Day Center	18.1%	29.7%	15.2%	22.0%	15.1%	33.5%	43.4%	7.7%	2.4%	13.0%
Build more housing specifically for people without houses	17.3%	26.4%	14.3%	29.7%	12.2%	35.3%	36.3%	9.2%	8.3%	10.8%
RV or car camp area	7.7%	13.7%	16.6%	53.2%	8.9%	22.4%	36.1%	15.8%	13.1%	12.6%

Majority of Respondents Feel "Safe" in their Town/City

More than three-quarters of Tumwater respondents, 76.0%, indicated they either feel "very safe" (12.6%) or "safe" (63.4%) in Tumwater (compared to 70.8% Washington State benchmark). Of those who reported not feeling safe, the top reason was "high crime/corruption/violence" (37.3% Tumwater and 49.6% Washington State benchmark), followed by those who "expressed multiple reasons" (16.9% Tumwater and 6.3% Washington State benchmark) and "less police presence/defunding police/laws not enforced" (11.6% Tumwater and 8.3% Washington State benchmark).

Q In general, how safe do you feel in your town/city?

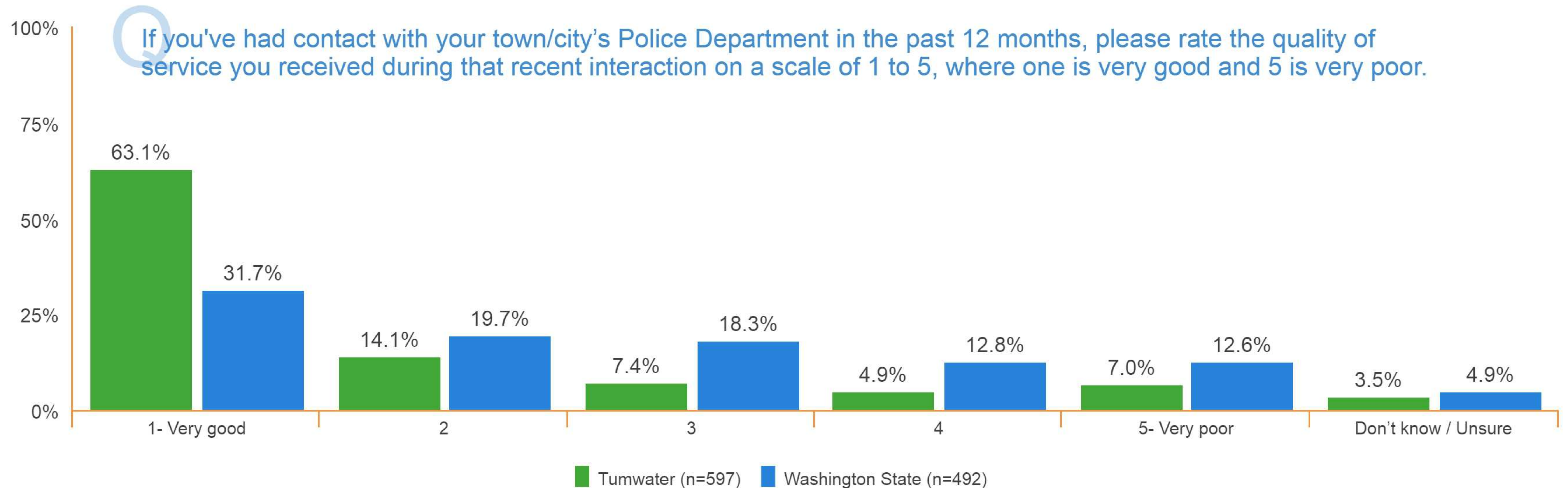


Q Why do you feel unsafe in your town/city? (Top-10 Shown)

	Tumwater	Washington State
High crime / corruption / violence	37.3%	49.6%
Expressed multiple reasons	16.9%	6.3%
Less police presence / defunding police / laws not enforced	13.0%	10.4%
Homeless population increasing	11.6%	8.3%
The people / my surroundings	7.7%	8.8%
Poor police department (not trustworthy, etc.)	3.2%	1.3%
Other	3.2%	2.9%
Lack of gun restrictions	1.4%	0.4%
Not safe especially at night	1.4%	5.8%
No longer a safe community / changing	1.1%	0.0%

Tumwater Respondents Rate Police Interactions More Favorably than Benchmark

Of survey respondents who indicated they have had contact with their town/city's Police Department in the past 12 months, 63.1% of Tumwater residents indicated the quality of service they received was "very good" (compared to 31.7% of Washington State benchmark respondents). Also notable, 7.0% of Tumwater residents rated the quality of the interaction as "very poor" (compared to 12.6% of benchmark respondents).

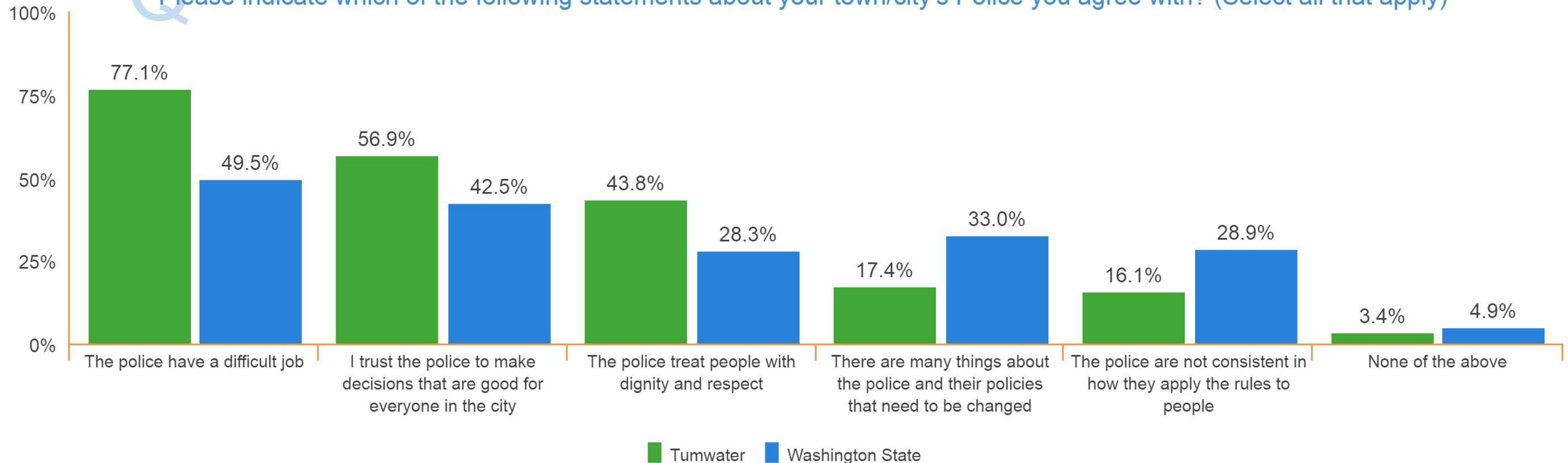


Majority of Respondents Feel "Safe" in their Town/City

Respondents most frequently agreed “the police have a difficult job” (77.1% Tumwater and 49.5% Washington State benchmark) and “I trust the police to make decisions that are good for everyone in the city” (56.9% Tumwater and 49.5% Washington State benchmark). Lowest levels of agreement were recorded for “there are many things about the police and their policies that need to be changed” (17.4% Tumwater and 33.0% Washington State benchmark) and “the police are not consistent in how they apply the rules to people” (16.1% Tumwater and 28.9% Washington State benchmark).

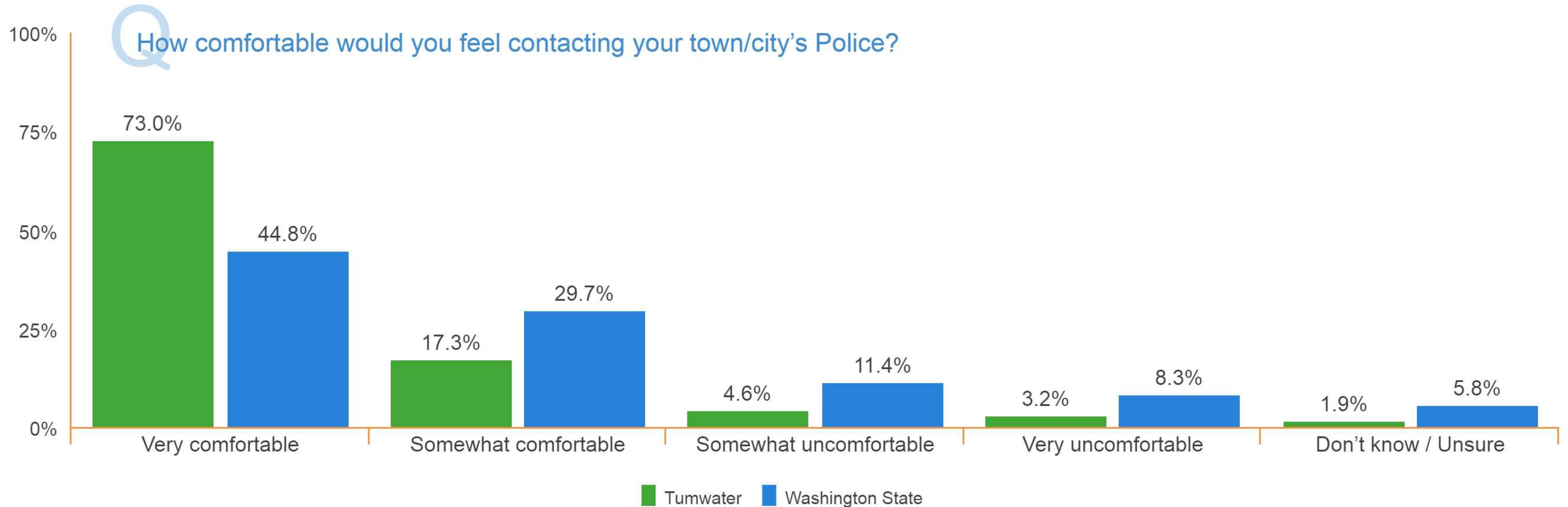


Please indicate which of the following statements about your town/city’s Police you agree with? (Select all that apply)



Strong Majority of Tumwater Respondents are Comfortable Contacting the Police

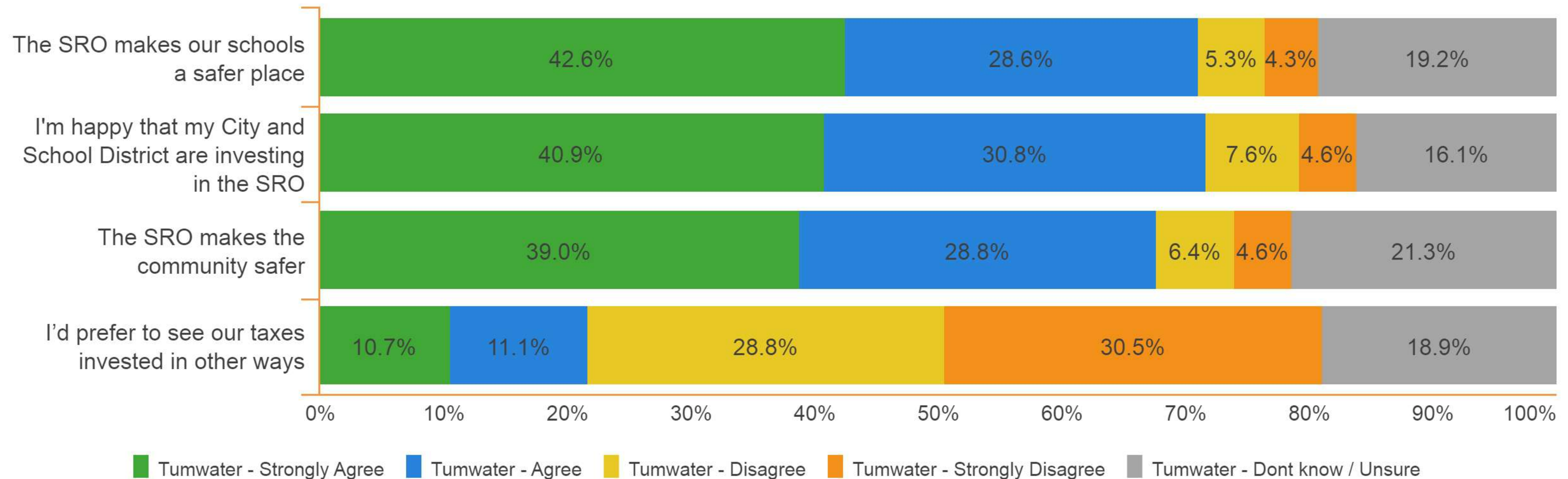
Nine-out-of-ten respondents from Tumwater (90.3%) indicated they are either “very comfortable” (73.0%) or “somewhat comfortable” “contacting their town/city's police” after (17.3%). This metric is 15.8 percentage points higher than the 74.5% of Washington State benchmark respondents who reported the same.



Strong Ratings for SROs Impact to the Community

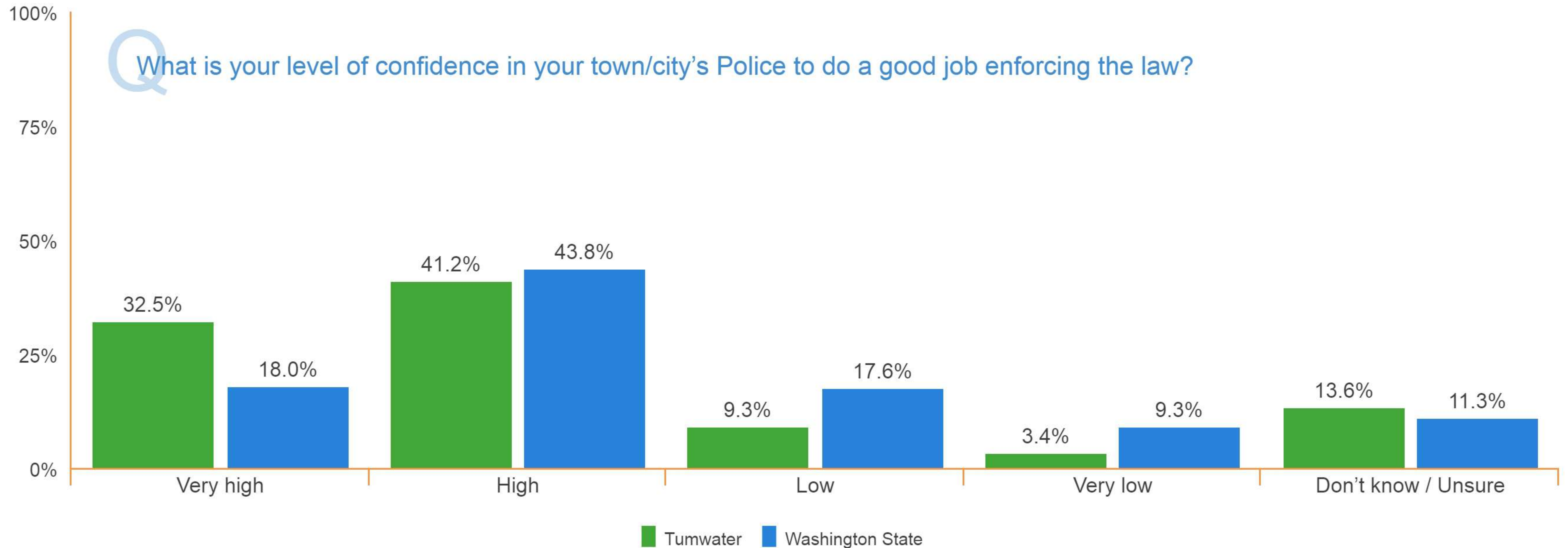
Tumwater respondents reported high levels of agreement for various characteristics related to school resource officers (SROs). Survey participants most frequently indicated they “strongly agree” “the SRO makes our schools a safer place” (42.6%), followed by “I’m happy that my City and School District are investing in the SRO” (40.9%) and “the SRO makes the community safer” (39.0%). Just 10.7% of Tumwater respondents indicated they would “prefer to see our taxes invested in other ways.”

For several years, the Tumwater Police Department and the Tumwater School District have partnered to have school resource officers (SROs) present in our middle and high schools to improve safety. Please indicate how much you agree with these statements:



Elevated Confidence in Tumwater Police

Nearly three-quarters of Tumwater respondents (73.7%) indicated their confidence that the Police do a good job enforcing the law is either “very high” (32.5%) or “high” (41.2%). Readers should note that 12.7% of Tumwater respondents reported their confidence was “low” (9.3%) or “very low” (3.4%), in comparison to 26.9% of Washington State benchmark respondents.

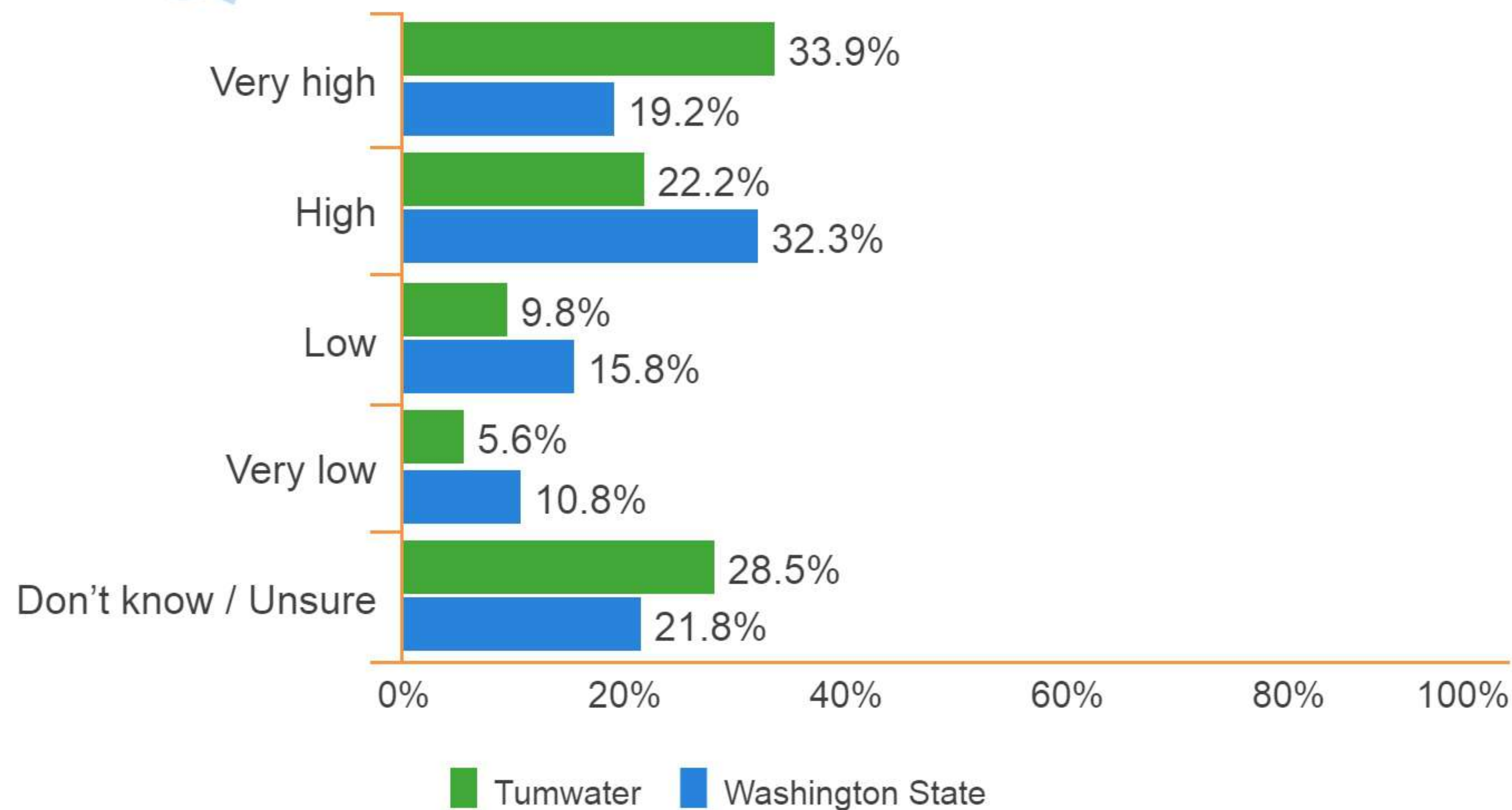


Majority Confident in Equitable Treatment by Police

Over one-half of survey participants from Tumwater, 56.1%, reported their confidence that Tumwater Police treat people of color and white people equally is “very high” (33.9%) or “high” (22.2%). The frequency of those who indicated “very high” was 11.7 percentage points higher than the Washington State benchmark data of 19.2%.

Of note, in Tumwater, more respondents who did not identify as “White/Caucasian” (42.5%) indicated their confidence in equal treatment by the police is “very high” in comparison to “White/Caucasian” respondents (28.3%).

Q What is your confidence that your town/city’s Police officers treat people of color and white people equally?



	Tumwater		Washington State	
	White/Caucasian	Identified as Another Ethnicity	White/Caucasian	Identified as Another Ethnicity
Very high	28.3%	42.5%	20.0%	15.4%
High	23.7%	15.9%	33.0%	28.1%
Low	11.4%	10.3%	15.2%	20.2%
Very low	5.3%	9.9%	10.2%	15.8%
Don't know / Unsure	31.3%	21.5%	21.7%	20.6%

Diverse Preference for Communication with City/Town

When asked to indicate the most preferred way to communicate with their town/city, 35.3% of Tumwater respondents ranked “email” number one (25.9% benchmark), followed by “phone call” (33.2% Tumwater and 30.4% benchmark). Of note 87.3% of Tumwater respondents did not rank “participate in a City forum” in the top three (86.3% benchmark).

Q What is your most preferred way to communicate with your town/city?

	Tumwater				Washington State			
	Rank 1	Rank 2	Rank 3	Not ranked	Rank 1	Rank 2	Rank 3	Not ranked
Email a City staff member or official	35.3%	23.6%	10.4%	30.7%	25.9%	20.2%	9.3%	44.5%
Phone call with City staff member or official	33.2%	14.0%	9.9%	42.9%	30.4%	11.3%	9.5%	48.8%
Speak to a staff member at City Hall	6.1%	10.6%	13.7%	69.6%	4.1%	9.3%	9.5%	77.1%
Submit a question on the City website	5.9%	14.1%	11.3%	68.7%	11.7%	17.3%	15.7%	55.4%
Comment on a City social media site	5.8%	6.0%	7.3%	80.8%	6.2%	7.1%	10.8%	75.9%
Attend a virtual meeting	4.4%	6.7%	10.5%	78.3%	3.2%	4.4%	7.1%	85.3%
Attend a meeting in person at City Hall	3.5%	5.4%	8.1%	83.0%	4.5%	5.4%	6.4%	83.7%
Participate in a City forum	1.9%	5.2%	5.5%	87.3%	2.3%	5.9%	5.6%	86.3%

Digital Communication Methods Preferred

When asked to indicate the most preferred way to hear about what is happening in your town/city, 32.5% of Tumwater respondents ranked “email” number one (15.1% benchmark), followed by “the City website” (19.9% Tumwater and 20.8% benchmark), and “social media” (19.9% Tumwater and 12.5% benchmark).

Q What is your most preferred way to hear about what is happening in your town/city?

	Tumwater				Washington State			
	Rank 1	Rank 2	Rank 3	Not ranked	Rank 1	Rank 2	Rank 3	Not ranked
Email	32.5%	17.1%	10.2%	40.3%	15.1%	9.4%	7.2%	68.3%
The City website	19.9%	11.9%	10.8%	57.3%	20.8%	13.1%	7.2%	58.8%
Social media	19.9%	14.9%	9.7%	55.5%	12.5%	9.9%	8.7%	68.8%
Postcard/direct mail	8.1%	14.6%	13.2%	64.0%	4.2%	6.3%	6.4%	83.1%
Utility bill insert	4.2%	6.5%	11.4%	77.9%	1.7%	4.4%	4.1%	89.9%
Newspaper	3.1%	5.3%	2.9%	88.7%	13.3%	10.1%	9.1%	67.5%
Text message	3.1%	7.4%	8.7%	80.8%	1.2%	3.2%	3.5%	92.2%
Cable Channel	2.9%	1.1%	2.0%	94.0%	12.8%	3.2%	5.5%	78.6%
Council meetings/public meetings	2.2%	4.9%	3.6%	89.2%	5.5%	6.8%	5.4%	82.3%
Notice or hanger on the door of your residence	1.2%	1.6%	3.0%	94.2%	1.4%	2.3%	2.3%	94.0%

Facebook and Instagram used Most Frequently

Facebook was the most frequently indicated social media platform used by both Tumwater (76.5%) and Washington State benchmark respondents (77.1%), followed by “Instagram” (43.6% Tumwater, 43.9% benchmark) and “YouTube” (38.5% Tumwater, 57.4% benchmark).

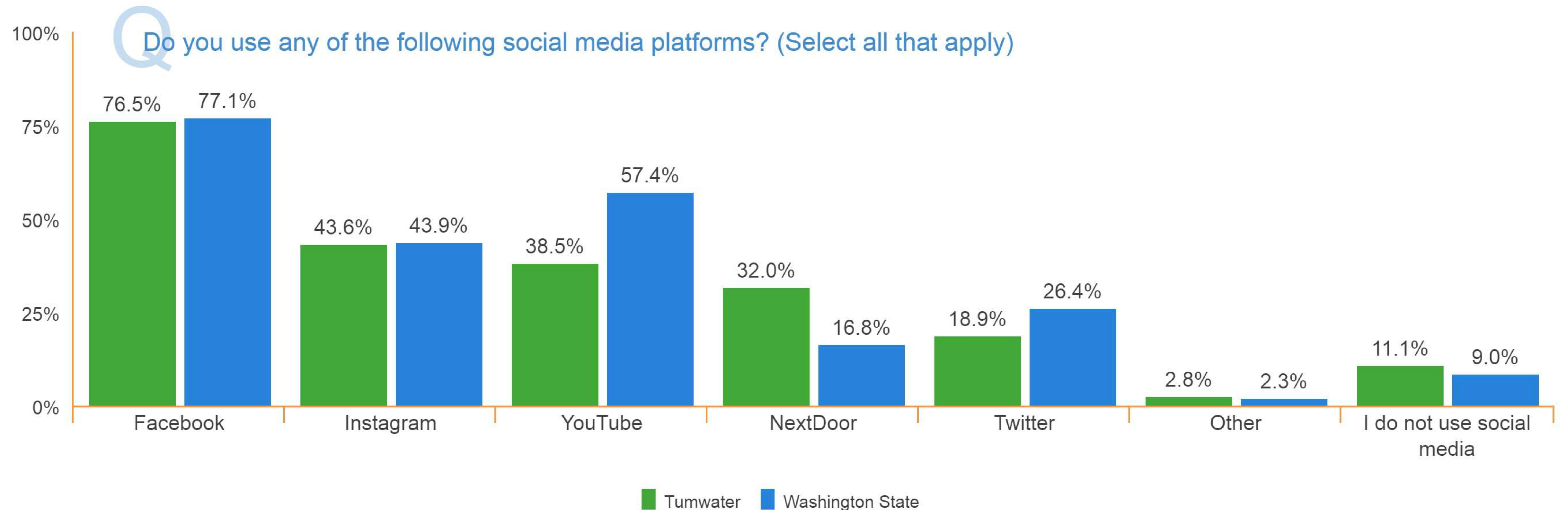


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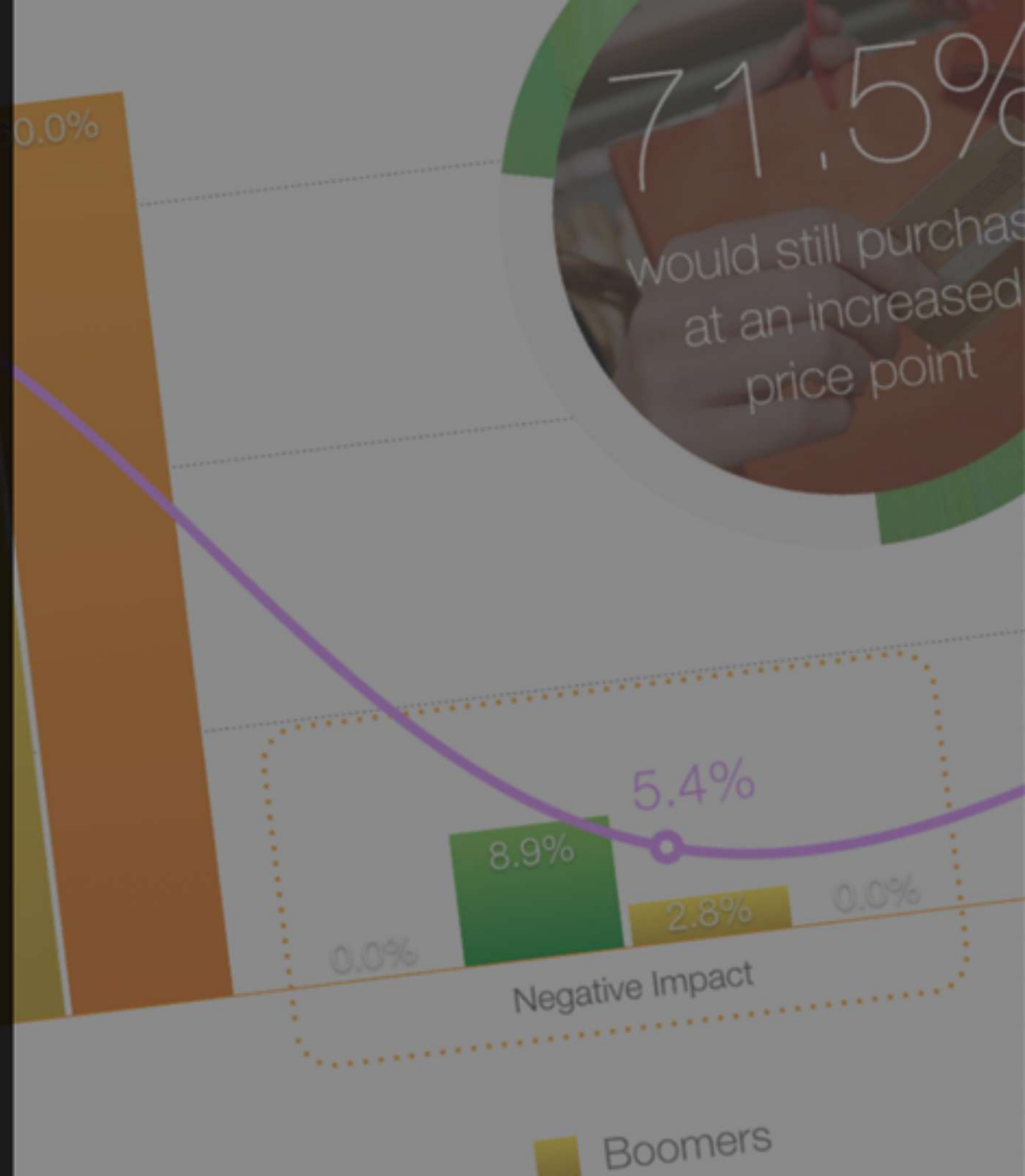
SECTION ONE
About GreatBlue

SECTION TWO
Project Overview

SECTION THREE
Key Study Findings

SECTION FOUR
Considerations

SECTION FIVE
Aggregate Data (Provided Separately)



Considerations

- **Make targeted efforts to aid the houseless.** Survey results indicated strong opinions related to houselessness and housing insecure residents of Tumwater. Specifically, there were varied opinions regarding the allocation of Tumwater resources to aid houseless individuals, especially the potential 0.1% sales tax increase. Although this was the case, respondents did indicate high levels of support for increased food banks and increased housing overall. GreatBlue recommends that Tumwater take into consideration the varying sentiment reported in the survey when looking to expand efforts to aid the houseless in the area. Initiatives related to food support should be prioritized over things like housing specific to the homeless and RV or camp areas.
- **Consider marketing positive Police ratings.** Overall, ratings for the Tumwater Police Department were elevated in comparison to the Washington State benchmark results. Tumwater respondents indicated they were more comfortable interacting with the Police, were more confident in the Police doing a good job and were more confident that the Police treat people equally. Further, respondents largely agreed of the various statements related to the SROs in Tumwater. It may prove beneficial to communicate these elevated ratings in order to further improve overall sentiment and perception regarding the Tumwater Police Department.
- **Maximize digital communications.** Overall, respondents indicated a preference for digital communications both to and from the City of Tumwater. Specifically, respondents indicated they preferred to get news about the City through email, the Tumwater website, and social media. Tumwater should take this into consideration and seek to increase outbound communications through these mediums. Further developing email lists may also prove beneficial in bolstering communication efforts in the community. Although these digital methods should be stressed, some respondents did indicate they would prefer to communicate with Tumwater through traditional means, such as phone and in-person. These should also be made readily available where possible to ensure the community is able to communicate in various ways.

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