

KING COUNTY

2007 Rural Resident Survey

Highlights

Purpose:

The primary purpose of the survey was to gauge rural residents' awareness of and satisfaction with a range of county services. The survey was conducted as part of the on-going effort in the executive branch to improve service delivery to rural residents. In order to gauge the success of these and future efforts, it is intended that the survey be repeated biennially and the results used as part of KINGSTAT, the county's performance measurement program.

Methods:

The survey was conducted during the month of October 2007 and was administered via telephone to 312 residents of rural King County. Survey participants lived throughout the county (50% (157) north of I-90, 38% (119) south of I-90, and 12% (36) on Vashon/Maury Islands).

Rural county residents rated their overall satisfaction with King County service, their familiarity with and use of 16 different services, and satisfaction with and importance of the 16 services. Additional questions examined the effectiveness of various means of receiving communications from King County and agreement with several statements about King County services.

Two open-ended questions explored what rural residents would change about the services King County Government provides and what King County does that is most helpful

Additional demographic information collected included home zip code, gender, years of residence in rural King County, and place of employment (inside vs. outside of rural King County).

Highlights of Findings:

- Overall satisfaction with the services provided by King County Government: Average rating=2.87 on a five-point scale (1=Not at all satisfied, 5= Extremely Satisfied)
- Rural residents reported the highest levels of familiarity and use of King County libraries, parks and recreation facilities and programs, solid waste and recycling programs, and Sheriff's services.
- Satisfaction ratings were highest for the services with which residents were most familiar.
- Vashon/Maury Island respondents reported higher levels of satisfaction with King County stormwater drainage services, Metro transit service, and programs to support businesses in rural areas than respondents in other parts of the rural area.
- The County services rated highest in importance were Sheriff's services, libraries, road and bridge maintenance and repair, and parks and recreation facilities and programs.
- Radio, TV and US mail were rated more effective than email, web and newspapers for communicating with rural residents; almost one third of the residents would like to receive information by US Mail once a month, and another one third every 3 months.
- Two thirds of the respondents have lived in unincorporated King County for more than 15 years.

Highlights of Findings, Continued

Rural residents who had used the services reported significantly higher levels of satisfaction with 9 of the 16 services than did residents who were familiar with the services, but had not used them. These services are as follows:

- Libraries
- Parks and recreation facilities and programs
- Solid waste and recycling services
- Regional trails
- Public health services, including health clinics
- Metro transit service
- Stormwater drainage services
- Forestry management services
- Programs to protect and preserve the environment

Respondents were asked the degree to which they agreed with the following statements about King County:

- I know how to get help from King County when I need it (46% agree/strongly agree)
- It is easy to access King County services (43% agree/strongly agree)
- King County is committed to protecting rural lands, rural character and rural lifestyle (27% agree/strongly agree)
- King County is committed to sustaining rural communities (22% agree/strongly agree)
- King County understands the issues and concerns of rural residents (15% agree/strongly agree)
- If I wanted to have input to decisions about services in rural King County, the county would listen to me (14% agree/strongly agree)

Attachments:

- Overall Results
- Rural Resident Survey Instrument

King County Department of Natural Resources and Parks

Rural Services Survey

Overall Results

November 9, 2007

How familiar are you with King County _____ ?

| | Did not know KC provides service | Have heard KC provides but don't know very much | Familiar with service | Have used service |
|---|----------------------------------|---|-----------------------|-------------------|
| | Count | Count | Count | Count |
| Agriculture and farm management services | 175 | 50 | 66 | 13 |
| Forestry management services | 147 | 68 | 77 | 12 |
| Programs to support businesses in rural areas | 207 | 43 | 45 | 7 |
| Building and development permits | 70 | 44 | 127 | 64 |
| Community and human services, such as mental health or housing services | 137 | 59 | 87 | 20 |
| Programs to protect and preserve the environment | 80 | 60 | 144 | 21 |
| Flood management services | 130 | 62 | 87 | 21 |
| Libraries | 19 | 11 | 115 | 163 |
| Parks and recreation facilities and programs | 26 | 34 | 131 | 117 |
| Public health services, including health clinics | 110 | 53 | 93 | 46 |
| Sheriff's services | 28 | 39 | 175 | 67 |
| Solid waste and recycling services | 33 | 23 | 161 | 84 |
| Stormwater drainage services | 112 | 61 | 97 | 27 |
| Metro transit service | 70 | 34 | 134 | 67 |
| Road and bridge maintenance and repair | 51 | 35 | 167 | 55 |
| Regional trails | 81 | 54 | 118 | 48 |

King County Rural Services Survey - November 13, 2007

Descriptive Statistics - How satisfied are you with _____ ?

| | N | Minimum | Maximum | Mean | Std. Deviation |
|---|-----|---------|---------|------|----------------|
| Libraries | 269 | 1 | 5 | 4.28 | .938 |
| Parks and recreation facilities and programs | 244 | 1 | 5 | 3.79 | 1.083 |
| Solid waste and recycling services | 242 | 1 | 5 | 3.70 | 1.128 |
| Regional trails | 161 | 1 | 5 | 3.70 | .986 |
| Sheriff's services | 235 | 1 | 5 | 3.59 | 1.141 |
| Public health services, including health clinics | 130 | 1 | 5 | 3.39 | 1.151 |
| Metro transit service | 187 | 1 | 5 | 3.06 | 1.341 |
| Road and bridge maintenance and repair | 220 | 1 | 5 | 3.05 | 1.130 |
| Stormwater drainage services | 128 | 1 | 5 | 2.98 | 1.252 |
| Community and human services, such as mental health or housing services | 101 | 1 | 5 | 2.95 | 1.268 |
| Forestry management services | 82 | 1 | 5 | 2.88 | 1.364 |
| Flood management services | 101 | 1 | 5 | 2.81 | 1.362 |
| Programs to protect and preserve the environment | 162 | 1 | 5 | 2.67 | 1.285 |
| Agriculture and farm management services | 71 | 1 | 5 | 2.66 | 1.362 |
| Programs to support businesses in rural areas | 47 | 1 | 5 | 2.38 | 1.153 |
| Building and development permits | 186 | 1 | 5 | 1.83 | 1.062 |
| Valid N (listwise) | 6 | | | | |

Descriptive Statistics - Please tell me how important it is to you to have KC Government provide ___ ?

| | N | Minimum | Maximum | Mean | Std. Deviation |
|---|-----|---------|---------|------|----------------|
| Sheriff's services | 307 | 1 | 5 | 4.49 | .934 |
| Libraries | 309 | 1 | 5 | 4.48 | .903 |
| Road and bridge maintenance and repair | 305 | 1 | 5 | 4.21 | 1.083 |
| Parks and recreation facilities and programs | 307 | 1 | 5 | 4.18 | 1.098 |
| Public health services, including health clinics | 290 | 1 | 5 | 3.99 | 1.194 |
| Solid waste and recycling services | 305 | 1 | 5 | 3.99 | 1.253 |
| Programs to protect and preserve the environment | 304 | 1 | 5 | 3.77 | 1.348 |
| Community and human services, such as mental health or housing services | 295 | 1 | 5 | 3.74 | 1.295 |
| Flood management services | 293 | 1 | 5 | 3.73 | 1.282 |
| Metro transit service | 297 | 1 | 5 | 3.71 | 1.403 |
| Stormwater drainage services | 286 | 1 | 5 | 3.60 | 1.343 |
| Regional trails | 299 | 1 | 5 | 3.43 | 1.300 |
| Forestry management services | 289 | 1 | 5 | 3.42 | 1.367 |
| Building and development permits | 295 | 1 | 5 | 3.29 | 1.448 |
| Programs to support businesses in rural areas | 282 | 1 | 5 | 3.27 | 1.325 |
| Agriculture and farm management services | 280 | 1 | 5 | 3.14 | 1.467 |
| Valid N (listwise) | 226 | | | | |

KING COUNTY RURAL SERVICES SURVEY

| | | |
|-----------------------------|--------------------|--|
| Phone: (____) _____ - _____ | Date: _____ | Gender Male 1 Female 2 |
| Name: _____ | Interviewer: _____ | Area N. of I-90 1 S of I-90 2 Vashon/Maury Island 3 |

Hello, this is _____ with Consumer Opinion Services, a research firm in Seattle. I am calling on behalf of King County as part of a research study. For this study I need to speak with the [male/female] head of this household. Would that be you?

CONTINUE -- Yes 1

ASK TO SPEAK TO PERSON/FOR TIME TO CALL BACK -- No 2

ASK TO SPEAK TO PERSON/FOR TIME TO CALL BACK -- DK/REF 3

[REPEAT FIRST PARAGRAPH IF NECESSARY.] I am calling on behalf of King County strictly for research purposes. Your answers will be kept confidential and will be used by King County in planning and delivering services to residents in rural parts of the county. This is not a sales call, and no sales calls or solicitations will result from this call. King County is very interested providing the best possible services to all residents.

Note: If respondents ask, they can direct any questions about the survey to Lauren Smith, King County Department of Natural Resources and Parks, 206-263-7146.

1. First, do you live in King County?

CONTINUE – Yes 1

THANK & TERMINATE - No 2

THANK & TERMINATE - DK/REF 3

2. Do you live north of I-90, south of I-90, or on Vashon or Maury Island?

CONTINUE - North of I-90 1

CONTINUE - South of I-90 2

SKIP TO Q. 4 - Vashon/Maury Island 3

THANK & TERMINATE - DK/REF 4

Note: If respondents are unsure of whether they live north or south of I-90, it is okay to help them and continue with interview. If you cannot determine location or respondent refuses, thank and terminate.

3. Unincorporated King County includes all areas in the county that are not part of a city. Do you live in unincorporated King County?

CONTINUE - Yes 1

THANK & TERMINATE - No 2

THANK & TERMINATE - DK/REF 3

Note: If necessary, ask respondents if they have the opportunity to vote for both the mayor of a city or town and the King County Executive; if "yes," thank and terminate; if "no," continue.

If respondents ask and say they live in an "urban reserve" or "potential annexation area of a rural city," continue.

4. Overall how satisfied are you with the services provided to you by King County Government? On a five-point scale, where 1 means "not at all satisfied" and 5 means "extremely satisfied," would you rate your satisfaction a 1, meaning "not at all satisfied" a 5, meaning "extremely satisfied," or some number in between?

Don't receive any services 6

Don't know what services they receive 7

DK/REF 8

5. Next, I'd like to ask you about some of the specific types of services provided by King County Government.

A. First, how familiar are you with King County _____? Would you say you (1) did not know King County provided these services, (2) have heard that King County provides these services but don't know very much about them, (3) are familiar with these services, or (4) that you have used these services yourself?

B. IF "(3) are familiar with" or "(4) have used services themselves" in QUESTION 3, ABOVE, ASK IMMEDIATELY: How satisfied are you with _____? Please use the scale from 1 to 5, where 1 means "not at all satisfied" and 5 means "extremely satisfied" to indicate your level of satisfaction with these services.

Next, how familiar are you with _____? (READ AND ROTATE, ASKING SATISFACTION IF RESPONDENT ANSWERS "3" OR "4" TO FAMILIARITY.)

| | A. How familiar are you with King County _____? | | | | | IF 3 OR 4 IN A, ASK IMMEDIATELY: B. How satisfied are you with _____? | | | | | |
|---|---|--------------|------------------------|--------------------|--------|--|---|---|---------------------|---|--------|
| | Did not know | DK very much | Familiar with services | Have used services | DK/Ref | Not at all satisfied | | | Extremely satisfied | | DK/Ref |
| Agriculture and farm management services | 1 | 2 | 3 | 4 | 9 | 1 | 2 | 3 | 4 | 5 | 9 |
| Forestry management services | 1 | 2 | 3 | 4 | 9 | 1 | 2 | 3 | 4 | 5 | 9 |
| Programs to support businesses in rural areas | 1 | 2 | 3 | 4 | 9 | 1 | 2 | 3 | 4 | 5 | 9 |
| Building and development permits | 1 | 2 | 3 | 4 | 9 | 1 | 2 | 3 | 4 | 5 | 9 |
| Community and human services, such as mental health or housing services | 1 | 2 | 3 | 4 | 9 | 1 | 2 | 3 | 4 | 5 | 9 |
| Programs to protect and preserve the environment | 1 | 2 | 3 | 4 | 9 | 1 | 2 | 3 | 4 | 5 | 9 |
| Flood management services | 1 | 2 | 3 | 4 | 9 | 1 | 2 | 3 | 4 | 5 | 9 |
| Libraries | 1 | 2 | 3 | 4 | 9 | 1 | 2 | 3 | 4 | 5 | 9 |
| Parks and recreation facilities and programs | 1 | 2 | 3 | 4 | 9 | 1 | 2 | 3 | 4 | 5 | 9 |
| Public health services, including health clinics | 1 | 2 | 3 | 4 | 9 | 1 | 2 | 3 | 4 | 5 | 9 |
| Sheriff's services | 1 | 2 | 3 | 4 | 9 | 1 | 2 | 3 | 4 | 5 | 9 |
| Solid waste and recycling services | 1 | 2 | 3 | 4 | 9 | 1 | 2 | 3 | 4 | 5 | 9 |
| Stormwater drainage services | 1 | 2 | 3 | 4 | 9 | 1 | 2 | 3 | 4 | 5 | 9 |
| Metro transit service | 1 | 2 | 3 | 4 | 9 | 1 | 2 | 3 | 4 | 5 | 9 |
| Road and bridge maintenance and repair | 1 | 2 | 3 | 4 | 9 | 1 | 2 | 3 | 4 | 5 | 9 |
| Regional trails | 1 | 2 | 3 | 4 | 9 | 1 | 2 | 3 | 4 | 5 | 9 |

6. Now, using a scale from 1 to 5, where 5 means “extremely important” and 1 means “not at all important,” please tell me how important it is to you to have King County Government provide _____? And how important is it to have King County provide _____? READ AND ROTATE.

| | Not at all important | | | | | Extremely important | DK/ Ref |
|---|----------------------|---|---|---|---|---------------------|---------|
| | 1 | 2 | 3 | 4 | 5 | | |
| Agriculture and farm management services | 1 | 2 | 3 | 4 | 5 | 9 | |
| Forestry management services | 1 | 2 | 3 | 4 | 5 | 9 | |
| Programs to support businesses in rural areas | 1 | 2 | 3 | 4 | 5 | 9 | |
| Building and development permits | 1 | 2 | 3 | 4 | 5 | 9 | |
| Community and human services, such as mental health or housing services | 1 | 2 | 3 | 4 | 5 | 9 | |
| Programs to protect and preserve the environment | 1 | 2 | 3 | 4 | 5 | 9 | |
| Flood management services | 1 | 2 | 3 | 4 | 5 | 9 | |
| Libraries | 1 | 2 | 3 | 4 | 5 | 9 | |
| Parks and recreation facilities and programs | 1 | 2 | 3 | 4 | 5 | 9 | |
| Public health services, including health clinics | 1 | 2 | 3 | 4 | 5 | 9 | |
| Sheriff's services | 1 | 2 | 3 | 4 | 5 | 9 | |
| Solid waste and recycling services | 1 | 2 | 3 | 4 | 5 | 9 | |
| Stormwater drainage services | 1 | 2 | 3 | 4 | 5 | 9 | |
| Metro transit service | 1 | 2 | 3 | 4 | 5 | 9 | |
| Road and bridge maintenance and repair | 1 | 2 | 3 | 4 | 5 | 9 | |
| Regional trails | 1 | 2 | 3 | 4 | 5 | 9 | |

7. How effective is each of the following as a way to receive information about King County? Using a 5-point scale where 5 means “Extremely effective” and 1 means not at all effective, how effective is _____? READ AND ROTATE.

| | Not at all effective | | | | | Extremely effective | DK/ REF |
|--|----------------------|---|---|---|---|---------------------|---------|
| | 1 | 2 | 3 | 4 | 5 | | |
| US mail to your home | 1 | 2 | 3 | 4 | 5 | 9 | |
| Email | 1 | 2 | 3 | 4 | 5 | 9 | |
| The King County Web site (www.metrokc.gov) | 1 | 2 | 3 | 4 | 5 | 9 | |
| Newspapers | 1 | 2 | 3 | 4 | 5 | 9 | |
| Radio or TV | 1 | 2 | 3 | 4 | 5 | 9 | |

8. How often would you like to receive information about King County from King County Government? Would you like to receive information about King County _____ about once a week, once a month, every 3 months, or every 6 months? READ AND ROTATE.

| | Once a week | Once a month | Every 3 months | Every 6 months | Do not want to receive | DK/ REF |
|----------|------------------------------|--------------|----------------|----------------|------------------------|---------|
| | Through US mail to your home | 1 | 2 | 3 | 4 | 5 |
| By email | 1 | 2 | 3 | 4 | 5 | 9 |

9. Next, I'm going to read several statements about King County Government. Please tell me whether you strongly agree, agree, neither agree nor disagree, disagree or strongly disagree with each statement. First, _____. Do you strongly agree, agree, neither agree nor disagree, disagree or strongly disagree with this statement? READ AND ROTATE.

| | Strongly disagree | Disagree | Neither agree nor disagree | Agree | Strongly agree | DK/REF |
|--|-------------------|----------|----------------------------|-------|----------------|--------|
| It is easy to access King County services. | 1 | 2 | 3 | 4 | 5 | 9 |
| I know how to get help from King County when I need it. | 1 | 2 | 3 | 4 | 5 | 9 |
| King County understands the issues and concerns of rural residents. | 1 | 2 | 3 | 4 | 5 | 9 |
| If I wanted to have input to decisions about services in rural King County, the county would listen to me. | 1 | 2 | 3 | 4 | 5 | 9 |
| King County is committed to sustaining rural communities. | 1 | 2 | 3 | 4 | 5 | 9 |
| King County is committed to protecting rural lands, rural character, and rural lifestyle. | 1 | 2 | 3 | 4 | 5 | 9 |

10. If you could change one thing about the services King County Government provides to rural residents, what would you change?

11. What does King County Government do that is most helpful to you as a resident of the rural part of the county?

12. These last questions are for classification purposes only. How long have you lived in rural unincorporated King County? Would you say:

- Less than 1 year 1
- 1 to 5 years 2
- 6 to 10 years 3
- 11 to 15 years 4
- More than 15 years 5
- DK/REF 6

13. What is your home zip code?

_____ DK/REF 99999

14. Do you work in rural unincorporated King County?

- Yes 1
- No 2
- DK/REF 3

15. Thank you very much for your time and opinions. Your input will be very helpful to King County as it works to provide you the best possible service.

16. Record gender (DO NOT ASK):

- Male 1
- Female 2