



City of Maple Valley

Community Survey
Executive Summary

November 30, 2010

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Table of Contents

Research Goal and Objectives 4

Research Methodology 6

Respondent Profile 8

Maple Valley Attributes 10

Satisfaction with Features of Maple Valley 12

Number of Times Attended City Services and Activities 14

Satisfaction with City Services and Departments 15

Correlation Analysis 18

Contact with City of Maple Valley Staff and Employees 19

Satisfaction with City Staff and Employees 20

City Council and Mayor’s Opinions 21

Quality of Life and Direction in Maple Valley 22

Improvements to the Quality of Life 24

Linear Discriminant Analysis 25

Sources of Information Utilized to Find out Information 26

Specific Media Used to Find Information 27

Usefulness of the City of Maple Valley’s Website 28

Community Growth/Relationships 29

City of Maple Valley’s Comprehensive Plan 30

Communicating the Vision of Maple Valley 31

Employment Demographics 33

Economic Development in Maple Valley 36

Support of Economic Development.....	38
Importance of Economic Development.....	39
Awareness of Lake Wilderness Golf Course	40
Conclusions	41
Appendix A: Questionnaire.....	44

Research Goal and Objectives

Research Goal

Hebert Research conducted a survey among citizens residing in the City of Maple Valley in order to determine the overall satisfaction with City services and the overall quality of life residents experience in the City.

Research Objectives

The following are the specific objectives accomplished in the research:

1. Evaluated the overall quality of life that residents of Maple Valley experience.
2. Evaluated residents' satisfaction with City services:
 - a. Parks and Recreation Department
 - b. Police Department
 - c. Public Works
 - d. Community Development
 - e. City Council
 - f. Community events
 - g. Hours and days of operations
 - h. Obtaining contact information
 - i. Accessibility to City staff
3. Determined residents' preferred communication source(s) to find out what is happening in the City of Maple Valley:
 - a. City Newsletter/City Website
 - b. Media (Bulletins/Newspaper, Articles, etc.)
 - c. Neighbors/Residents
 - d. Business Owners (Chamber of Commerce, Rotary, etc.)
 - e. City of Maple Valley Staff/Employees/City Council
4. Assessed what Maple Valley residents consider to be the greatest concerns in/for the City.
5. Identified the number of times residents have utilized the following City departments and determined satisfaction ratings with their experience:
 - a. Parks and Recreation
 - b. Police Department
 - c. Public Works Department
 - d. Community Development
 - e. City Council
 - f. Community events

6. Determined residents' level of satisfaction with the following City attributes:
 - a. Traffic during peak commuting hours
 - b. Traffic during non-peak commuting hours
 - c. Quality of the City streets and stormwater systems
 - d. Crime reduction and safety
 - e. Number of parks and recreational facilities
 - f. Recreational and cultural opportunities
 - g. Sidewalks on City streets
 - h. Streetscapes, such as pedestrian areas, benches, walking areas and landscaping
 - i. Street lighting
7. Assessed how satisfied residents are with their interactions with City staff and employees.
8. Identified methods for the City of Maple Valley to communicate its vision to citizens.
9. Determined where residents work, either in Maple Valley or outside and how far they commute to work.
10. Identified what types of industries residents would be interested in seeing developed in Maple Valley.
11. Assessed the awareness of the Lake Wilderness Golf Course.

Research Methodology

Response Rate

A total sample of 402 respondents was included in the November, 2010 research for the City of Maple Valley. The response rate was 93.6%, which represents the percentage of individuals who agreed to participate in the research. This response rate is exceptionally high and indicates that citizens are interested in what is happening in their City. The sampling took place in November, 2010.

Sampling Frame

Hebert Research utilized a sampling list of residents within the City of Maple Valley. The stratified probability sampling was applied to this research by randomly drawing a predetermined sample size in order to specifically match the sampling frame.

Estimated Maximum Margin of Error

The estimated maximum margin of error for a sample size of 402 is +/- 4.9% at the 95% confidence level.

Questionnaire

The questionnaire was developed in collaboration with the City of Maple Valley representatives and Hebert Research, and consisted of 35 questions.

Survey

The research methodology used was interactive voice. There were 10 research assistants utilized in the research.

Weighting

The data was weighted to reflect the actual distribution of residents by age and gender. The U.S. Census Bureau's age and gender data for the City of Maple Valley was used as the baseline.

Monitoring and Verification

Interviews were monitored to ensure that all respondents completed the survey according to the specific specifications of the questionnaire and the data respondents provided was accurate.

Multivariate Analysis

The data was analyzed using generally accepted univariate measures of central tendency.

Multivariate analyses were also conducted to examine whether differences existed between:

- Age
- Gender
- Number of years lived in Maple Valley
- Satisfaction with City services and activities
- Quality of life in Maple Valley
- Direction Maple Valley is heading
- Those who have seen the City's comprehensive plan

The multivariate analysis consisted of Analysis of Variance (ANOVA), Linear Discriminant analysis, Correlation and Chi-Square analysis.

Interpretations and inferences set forth in the analysis are intended to provide an independent statistical perspective. The statistical procedures utilized were applied with a 95% confidence level for estimating values and/or providing significant inferences. A .05 significance level was used as the criterion to test the hypotheses. Multivariate analysis findings, if statistically significant, are reported at the end of each section. The statistical significance is measured by the p-value (if $p < .05$, the statistical test is significant; if $p > .05$, the statistical test is not significant).

Hebert Research has made every effort to produce the highest quality research product within the agreed specifications, budget and schedule. The customer understands that Hebert Research uses those statistical techniques, which, in its opinion, are the most accurate possible. However, inherent in any statistical process is the possibility of error, which must be taken into account in evaluating the results. Statistical research can predict consumer reaction and market conditions only as of the time of the sampling, within the parameters of the project, and within the margin of error inherent in the techniques used.

Evaluations and interpretations of statistical research findings and decisions based on them are solely the responsibility of the customer and not Hebert Research. The conclusions, summaries and interpretations provided by Hebert Research are based strictly on the analysis of the data and are not to be construed as recommendations; therefore, Hebert Research neither warrants their viability nor assumes responsibility for the success or failure of any customer actions subsequently taken.

Respondent Profile

The data was weighted in order to reflect the U.S. Census distribution for the City of Maple Valley based on gender.

Gender of Respondents Weighted	
Gender	Percentage
Male	49.1%
Female	50.9%

The data was also weighted in order to reflect the U.S. Census distribution for the City of Maple Valley based on the following age groups.

Age of Respondents Weighted	
Age	Percentage
18 to 24	8.1%
25 to 34	25.4%
35 to 44	32.7%
45 to 54	18.2%
55 to 64	8.7%
65 and Older	6.9%
Mean	41.49

On average, respondents have lived in Maple Valley for 10.21 years. The highest frequency of respondents (38.2%) have lived in Maple Valley for five years or less.

Years Lived in Maple Valley	
Years	Percentage
1 to 5	38.2%
6 to 10	25.4%
11 to 20	28.1%
21 or more	8.3%
Mean	10.21

The majority of respondents reported that they live in single family housing with 96.1%, compared to multifamily housing at 3.9%.

Type of Housing Lived In	
Housing	Percentage
Multifamily Housing	3.9%
Single Family	96.1%

Additionally, 92.7% of respondents reported that they own their home, as opposed to 7.3% who rent their home.

Own or Rent Home	
Response	Percentage
Own	92.7%
Rent	7.3%

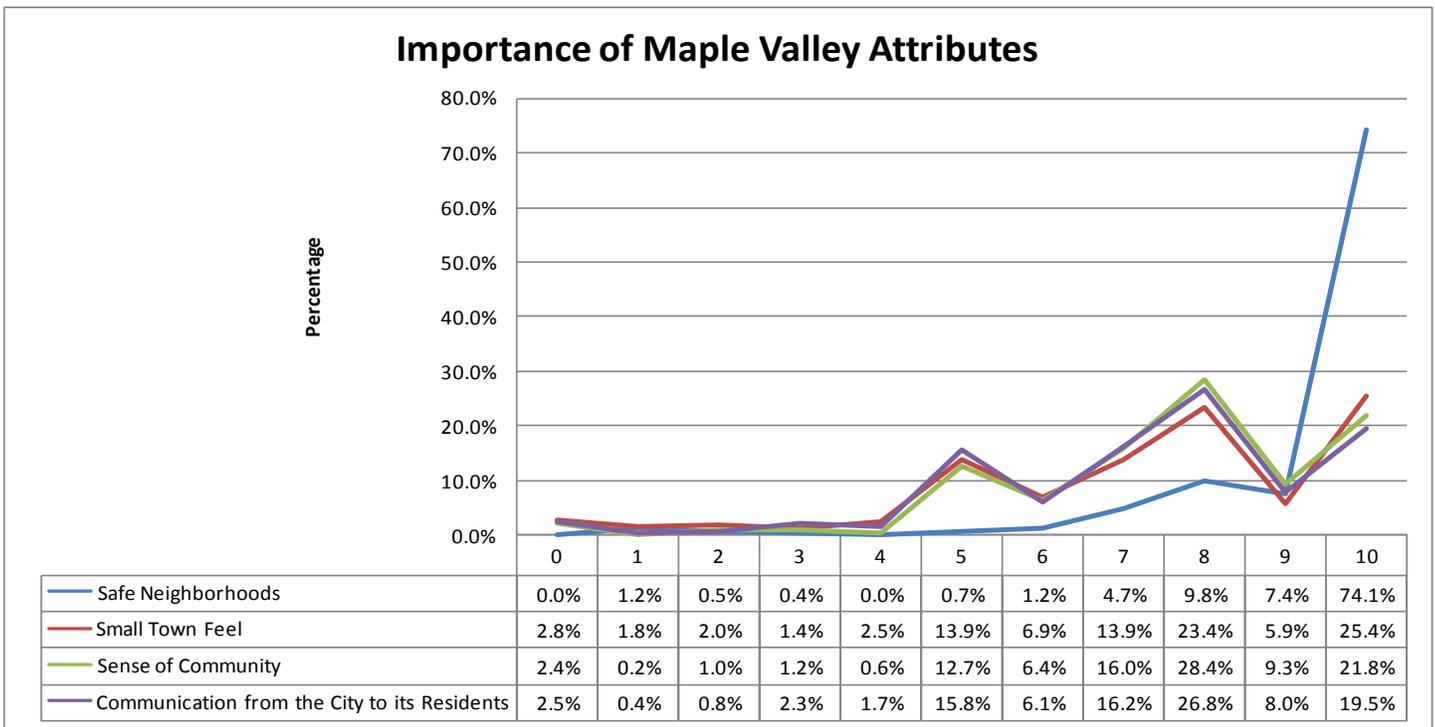
The majority of respondents reported to be White (Caucasian) at 85.8%. American Indian or Alaskan Natives made up 2.8% of the respondents and 6.2% reported that they don't know or refused to answer the question.

Ethnicity	
Response	Percentage
White (Caucasian)	85.8%
Black (African American)	0.4%
American Indian or Alaskan Native	2.8%
Asian	1.2%
Hispanic/Latino	1.8%
Don't Know/Refused	6.2%
Other	1.8%

Maple Valley Attributes

Respondents were asked on a scale from 0 to 10, where 0 is not important and 10 is very important, how important several attributes of Maple Valley were to them.

Safe neighborhoods were the most important attribute and received an average rating of 9.33 indicating very high importance. Additionally, the kurtosis of 13.241 indicates that responses are peaked at the right side of the distribution (As can be seen by the graph below). This is largely a result of the 74.1% of respondents who gave ratings of “10,” indicating very high importance. Small town feel, sense of community and communication from the City to its residents also received high average importance ratings of 7.23, 7.52 and 7.26, respectively. These responses for these attributes were also skewed to the right, although not as much as safe neighborhoods.



Attribute	Mean	Std. Deviation	Kurtosis
Safe Neighborhoods	9.33	1.518	13.241
Small Town Feel	7.23	2.516	0.676
Sense of Community	7.52	2.159	2.067
Communication from the City to its Residents	7.26	2.248	1.231

Multivariate Analysis

Women gave a significantly higher importance rating in regard to the attribute, “Sense of community,” than did men ($p \leq 0.001$, $\eta^2 = 0.066$).

Gender	Mean
Male	6.95
Female	8.06

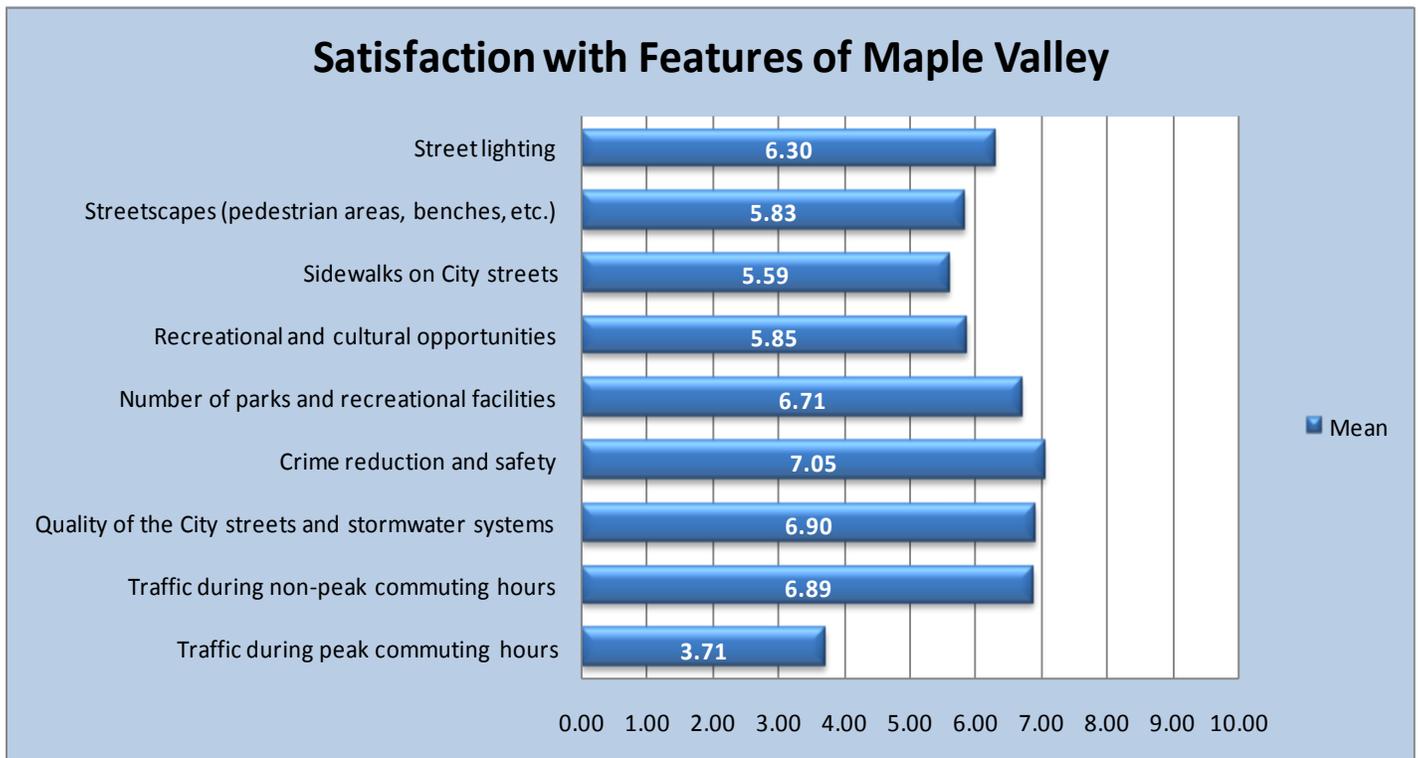
Women also gave a significantly higher importance rating in regard to the attribute, “Communication from the City to its residents,” than did men ($p \leq 0.001$, $\eta^2 = 0.060$).

Gender	Mean
Male	6.70
Female	7.80

Satisfaction with Features of Maple Valley

Next, respondents were asked to rate their level of satisfaction with several features on Maple Valley. Respondents used a similar 0 to 10 scale, where 0 is not at all satisfied and 10 is very satisfied.

All of the features in the graph below received moderate satisfaction ratings. This indicates that there is room for improvement in all of these features, and in particular, traffic during peak commuting hours. Crime reduction and safety received the highest average satisfaction rating of 7.05. This was followed closely by quality of the City streets and stormwater systems, traffic during non-peak commuting hours and the number of parks and recreational facilities, with average ratings of 6.90, 6.89 and 6.71 respectively. Traffic during peak commuting hours received the lowest average satisfaction rating of 3.71.



Multivariate Analysis

Respondents between the ages of 45 and 54 gave a significantly lower average satisfaction rating in regard to sidewalks on City streets than did the other age groups ($p = .030$, $\eta^2 = 0.032$).

Age	Mean
18 to 24	5.12
25 to 34	5.95
35 to 44	5.88
45 to 54	4.88
55 to 64	5.09
65 and Older	6.01

Number of Times Used City Services and Activities

Additionally, respondents were asked how many times they have used various City of Maple Valley services or activities in the last 12 months. Parks and Recreation received the highest level of usage with an average of 24.10 times per year, and 40.8% of respondents have used Parks and Recreation 11 times or more. Community events received the second highest level of usage with 5.02 times per year, and 56.3% of respondents attended community events between one and five times in the last year.

The City Council, Community Development Department, Police Department and Public Works Department received the lowest level of utilization with average usage rates of 1.43, 1.04, 0.63 and 0.40 times, respectively.

Number of Times Used City Services and Departments in the Last 12 Months						
No. of Times	Parks and Recreation	Police	Public Works	Community Development	City Council	Community Events
0	15.9%	77.5%	87.2%	81.5%	80.3%	16.0%
1 to 5	25.7%	20.9%	11.1%	14.4%	15.4%	56.3%
6 to 10	17.6%	1.2%	0.4%	2.3%	2.5%	18.3%
11 or more	40.8%	0.4%	1.3%	1.8%	1.8%	9.4%
Mean	24.10	0.63	0.40	1.04	1.43	5.02

Multivariate Analysis

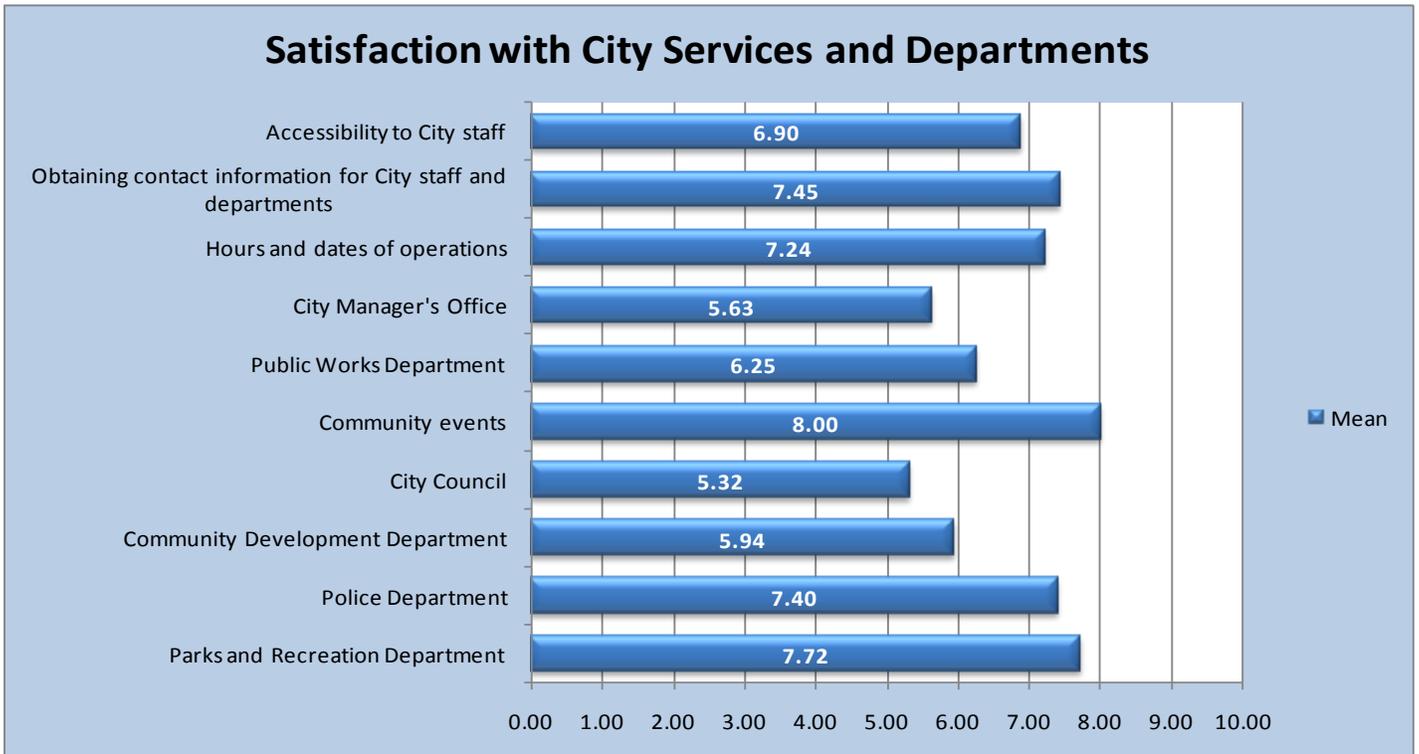
Respondents aged 18 to 24 used the Police Department significantly more times in the last 12 months than did the other age groups ($p = 0.001$, $\eta^2 = 0.051$).

Age	Mean
18 to 24	3.31
25 to 34	0.29
35 to 44	0.38
45 to 54	0.57
55 to 64	0.34
65 and Older	0.43

Satisfaction with City Services and Departments

For those respondents who have utilized City of Maple Valley services, a follow-up question was asked in order to rate the level of satisfaction experienced with the particular service. The scale used was a 0 to 10 scale where 0 is not at all satisfied and 10 is very satisfied.

Community sponsored events received the highest average satisfaction rating of 8.00 which indicates very high satisfaction. Parks and Recreation, obtaining contact information, Police Department and hours and dates of operations also received high average satisfaction ratings with 7.72, 7.45, 7.40 and 7.24 respectively. The remaining City services and departments received moderate satisfaction ratings with the majority receiving ratings in the “5” to “8” range.



Multivariate Analysis

Respondents who have lived in Maple Valley between six and ten years gave a significantly lower average satisfaction rating in regard to the Police Department than did the other respondents ($p = 0.027$, $eta^2 = 0.043$).

Years Lived Maple Valley: Police Department				
	1 to 5	6 to 10	11 to 20	21 or More
Mean	7.50	6.17	7.96	7.65

Respondents who have lived in Maple Valley for five years or less were significantly more satisfied with the Public Works Department than were the other respondents ($p = 0.002$, $eta^2 = 0.127$).

Years Lived Maple Valley: Public Works Department				
	1 to 5	6 to 10	11 to 20	21 or More
Mean	7.49	5.71	5.15	6.42

In regard to the City Manager's office, respondents who have lived in Maple Valley for five years or less were significantly more satisfied with the department ($p = 0.002$, $eta^2 = 0.166$).

Years Lived Maple Valley: City Manager's Office				
	1 to 5	6 to 10	11 to 20	21 or More
Mean	7.21	4.81	4.28	5.94

Respondents between the ages of 18 and 24 gave significantly higher average satisfaction ratings to the Public Works Department than did the other age groups ($p = 0.090$, $eta^2 = 0.086$).

Age	Mean
18 to 24	8.11
25 to 34	6.67
35 to 44	5.58
45 to 54	5.76
55 to 64	5.78
65 and Older	5.74

Additional Multivariate Analysis

The following multivariates analyzed differences in satisfaction with the City Manager’s Office, City Council and Community Development Department. Although not all the findings were statistically significant, there is variance based on age (especially among the younger respondents) and on the number of years lived in Maple Valley (especially among respondents who have lived in Maple for less time).

Age								
City Service/Department Mean Satisfaction Rating	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 and Older	p value	eta ²
City Manager’s Office	6.36	7.60	5.40	4.66	4.85	4.69	0.153	0.097
City Council	5.17	4.44	5.91	5.41	5.44	4.42	0.373	0.045
Community Development Department	6.53	6.07	6.79	5.10	5.48	3.85	0.029	0.101

Years Lived in Maple Valley						
City Service/Department Mean Satisfaction Rating	1 to 5	6 to 10	11 to 20	21 or More	p value	eta ²
City Manager’s Office	7.21	4.81	4.28	5.94	0.002	0.166
City Council	5.82	5.23	4.95	5.40	0.528	0.019
Community Development Department	6.20	5.73	5.86	5.19	0.773	0.009

Correlation Analysis

All of the variables from the satisfaction with City services and activities were included in the following correlation analysis. The variables were tested to see if any correlation between other variables exists. Pearson Correlation values closest to 1.000 indicate a high degree of correlation. In this instance, the cells highlighted in yellow indicate a high degree of correlation between two variables (≥ 0.600).

Correlation Analysis		Parks and Recreation Department	Police Department	Community Development Department	City Council	Community events	Public Works Department	City Manager's Office	Hours and dates of operations	Obtaining contact information	Accessibility to City staff
Parks and Recreation Department	Pearson Correlation	1	.228(**)	.304(**)	.378(**)	.336(**)	.338(**)	.523(**)	.428(**)	.293(**)	.351(**)
	Sig. (2-tailed)		0.004	0.001	0.000	0.000	0.001	0.000	0.000	0.000	0.000
Police Department	Pearson Correlation	.228(**)	1	.600(**)	.592(**)	.250(**)	.665(**)	.525(**)	.476(**)	.336(**)	.411(**)
	Sig. (2-tailed)	0.004		0.000	0.000	0.001	0.000	0.000	0.000	0.000	0.000
Community Development Department	Pearson Correlation	.304(**)	.600(**)	1	.539(**)	.420(**)	.603(**)	.532(**)	.310(**)	0.207	.315(**)
	Sig. (2-tailed)	0.001	0.000		0.000	0.000	0.000	0.000	0.008	0.055	0.004
City Council	Pearson Correlation	.378(**)	.592(**)	.539(**)	1	.336(**)	.532(**)	.643(**)	.360(**)	.293(**)	.508(**)
	Sig. (2-tailed)	0.000	0.000	0.000		0.000	0.000	0.000	0.001	0.004	0.000
Community events	Pearson Correlation	.336(**)	.250(**)	.420(**)	.336(**)	1	.304(**)	.227(*)	.442(**)	.206(**)	.224(**)
	Sig. (2-tailed)	0.000	0.001	0.000	0.000		0.001	0.040	0.000	0.006	0.005
Public Works Department	Pearson Correlation	.338(**)	.665(**)	.603(**)	.532(**)	.304(**)	1	.708(**)	.341(**)	.249(*)	.432(**)
	Sig. (2-tailed)	0.001	0.000	0.000	0.000	0.001		0.000	0.002	0.025	0.000
City Manager's Office	Pearson Correlation	.523(**)	.525(**)	.532(**)	.643(**)	.227(*)	.708(**)	1	.615(**)	.489(**)	.562(**)
	Sig. (2-tailed)	0.000	0.000	0.000	0.000	0.040	0.000		0.000	0.000	0.000
Hours and dates of operations	Pearson Correlation	.428(**)	.476(**)	.310(**)	.360(**)	.442(**)	.341(**)	.615(**)	1	.528(**)	.541(**)
	Sig. (2-tailed)	0.000	0.000	0.008	0.001	0.000	0.002	0.000		0.000	0.000
Obtaining contact information	Pearson Correlation	.293(**)	.336(**)	0.207	.293(**)	.206(**)	.249(*)	.489(**)	.528(**)	1	.750(**)
	Sig. (2-tailed)	0.000	0.000	0.055	0.004	0.006	0.025	0.000	0.000		0.000
Accessibility to City staff	Pearson Correlation	.351(**)	.411(**)	.315(**)	.508(**)	.224(**)	.432(**)	.562(**)	.541(**)	.750(**)	1
	Sig. (2-tailed)	0.000	0.000	0.004	0.000	0.005	0.000	0.000	0.000	0.000	

** Indicates a significant value

Contact with City of Maple Valley Staff and Employees

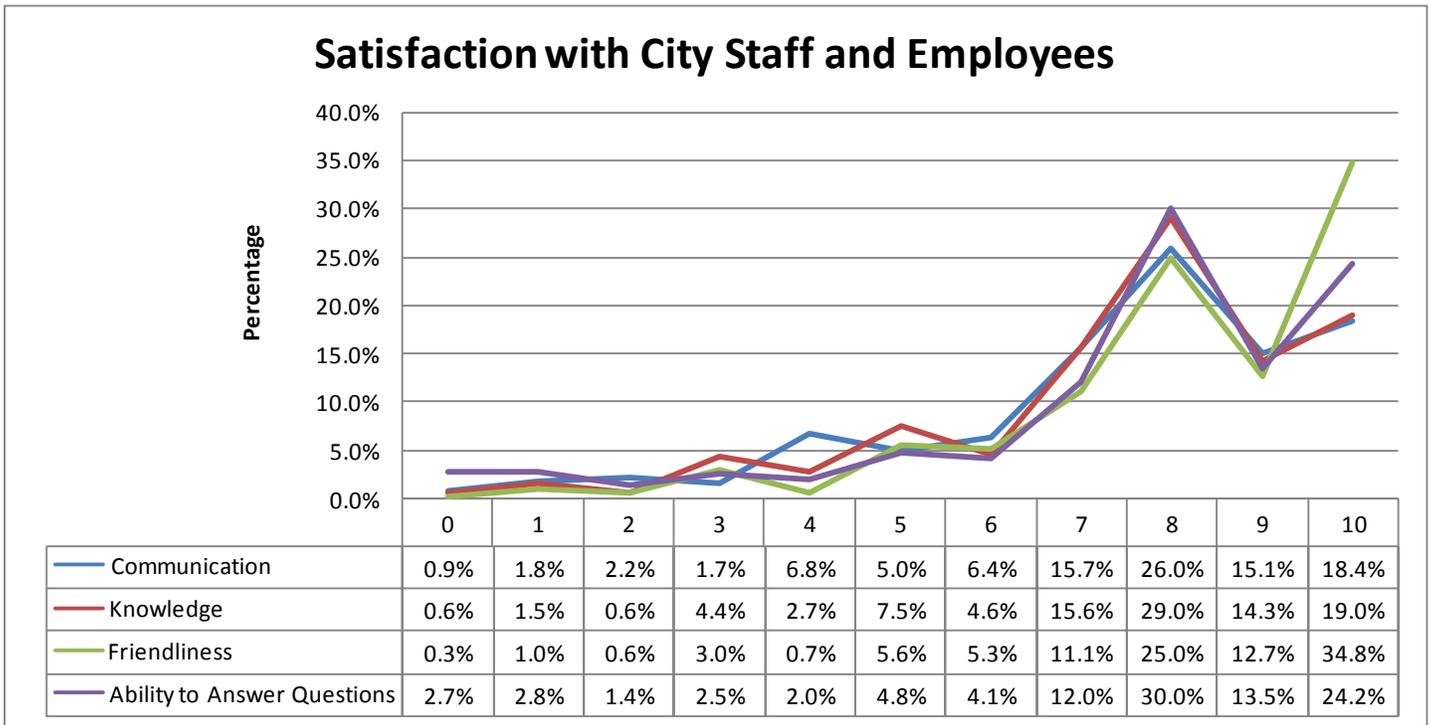
On average, respondents have had 2.18 contacts with City of Maple Valley staff and employees in the last 12 months. More than half of the respondents (52.5%) have not had any contact with City staff and employees. For those respondents who have had contact, the highest percentage reported having one contact (15.6%). Additionally, 11.0% of respondents have had contact with City staff and employees five times or more in the last 12 months.

Contact with City Staff and Employees in the Last 12 Months	
No. of Times	Percentage
None	52.5%
1	15.6%
2	9.2%
3	6.9%
4	4.8%
5 or More	11.0%
Mean	2.18

Satisfaction with City Staff and Employees

After rating their satisfaction with various City of Maple Valley services and activities, respondents were asked to rate their satisfaction with specific attributes of City staff and employees. A scale from 0 to 10, where 0 is not at all satisfied and 10 is very satisfied, was used.

Friendliness was the attribute that received the highest average satisfaction rating with 8.13. Ability to answer questions, knowledge and friendliness also received high average satisfaction ratings of 7.57, 7.53 and 7.40, respectively. Each of the four attributes rated received high average satisfaction ratings. This indicates that City of Maple Valley residents are satisfied with these four attributes of their City staff and employees.



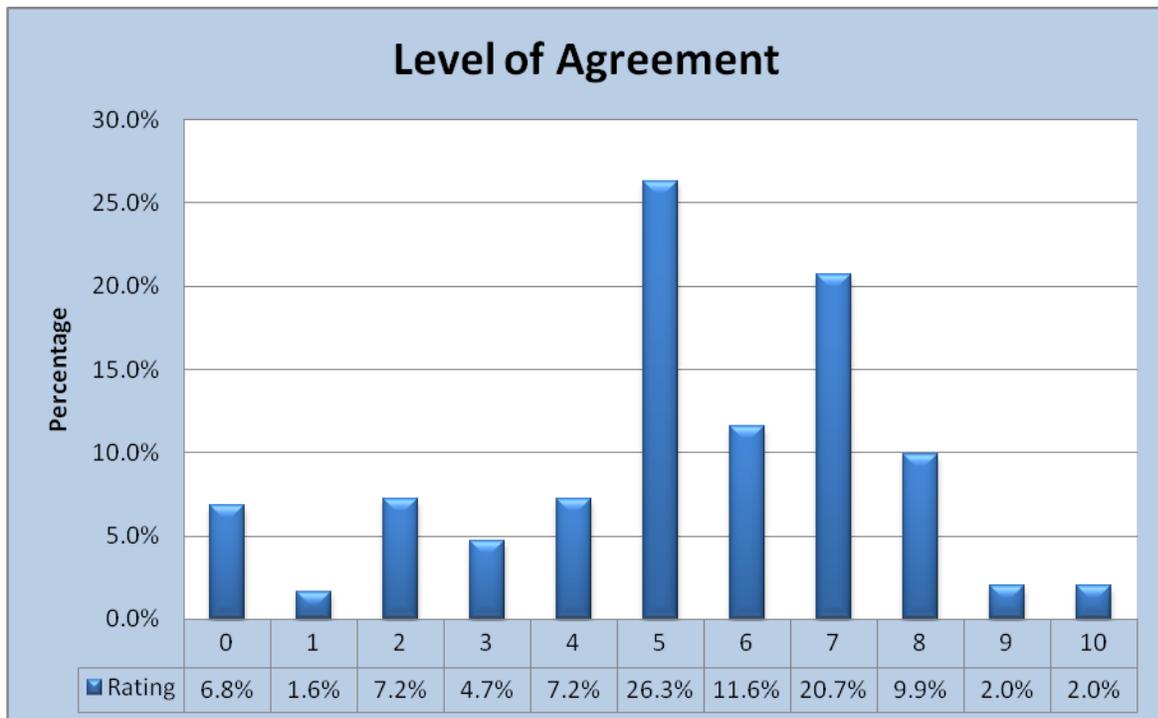
Attribute	Mean	Std. Deviation	Kurtosis
Communication	7.40	2.272	0.908
Knowledge	7.53	2.148	1.195
Friendliness	8.13	2.028	1.973
Ability to Answer Questions	7.57	2.491	1.791

City Council and Mayor’s Opinions

Respondents were read the following statement and asked to rate their level of agreement on a scale from 0 to 10, where 0 is strongly disagree and 10 is strongly agree:

The City Council and Mayor’s opinions reflect those of my own and the rest of the community.

Based on the distribution of the graph below, nearly half of respondents (45.1%) moderately agree with the statement and gave ratings between “4” and “6.” Moreover, there was a lower percentage of respondents who either strongly agreed (ratings of “8” or higher, 13.9%) or strongly disagreed (ratings of “2” or lower, 15.6%).



Mean: 5.22

Std. Deviation: 2.341

Kurtosis: -0.064

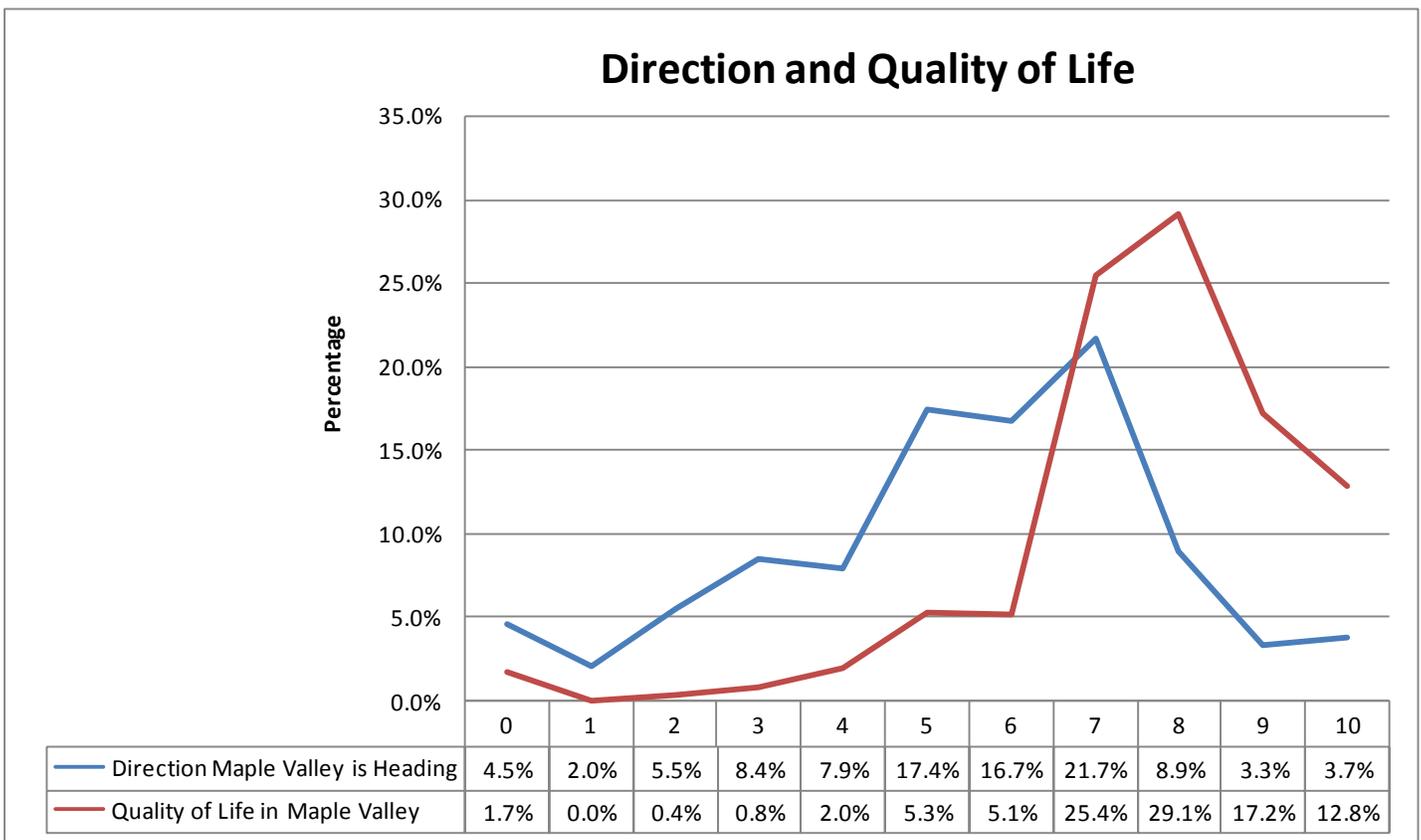
Multivariate Analysis

When tested for significance by age, gender, number of years lived in Maple Valley, and those who have seen the City’s comprehensive plan, none was found.

Quality of Life and Direction in Maple Valley

Respondents were then asked to rate their satisfaction with the quality of life in Maple Valley and the direction the City is heading using a 0 to 10 scale.

On average, respondents are moderately satisfied with the direction the City of Maple Valley is heading with a mean of 5.47 and once again, the majority of responses (63.7%) fall between the “4” and “7” range. However, respondents also reported that they are highly satisfied with the quality of life in Maple Valley and had an average rating of 7.62, with 59.1% of respondents giving very high satisfaction ratings of “8” or higher. Based on the results, currently respondents are satisfied with the quality of life in Maple Valley, but there is concern with the direction the City of Maple Valley is heading.



Variable	Mean	Std. Deviation	Kurtosis
Direction Maple Valley is Heading	5.47	2.329	-0.086
Quality of Life in Maple Valley	7.62	1.814	0.244

Correlation Analysis

The two variables, “quality of life in Maple Valley” and “direction Maple Valley is heading” were tested to see if any correlation between the two variables exists. Pearson Correlation values closest to 1.000 indicate a high degree of correlation. In this instance, there is a significant correlation between the two variables.

Correlation		How satisfied are you with the direction the City of Maple Valley is heading?	How would you rate the quality of life in the City of Maple Valley?
How satisfied are you with the direction the City of Maple Valley is heading?	Pearson Correlation	1	.540(**)
	Sig. (2-tailed)		0.000
How would you rate the quality of life in the City of Maple Valley?	Pearson Correlation	.540(**)	1
	Sig. (2-tailed)	0.000	

Improvements to the Quality of Life

After respondents rated the quality of life they experience in Maple Valley, respondents were then asked why they gave the rating they did. The following were their most common responses:

- It is a nice community
- It has a small town feel
- The quality of the roads need to be improved
- The education system is very good
- I feel very safe here
- I like living here but there is always room for improvements
- Could use more recreational opportunities
- The traffic could be improved

Additionally, respondents were asked what the City of Maple Valley can do to improve the quality of life. The following were their most common responses:

- Be careful about the growth and housing, and plan for increased traffic
- Bring in more businesses
- Continue to develop/improve parks and recreation
- Fix the roads and traffic
- Have more restaurants in the area
- More sidewalks
- Reduce the crime rate

Linear Discriminant Analysis

All of the respondents’ attitudes regarding satisfaction with City of Maple Valley services and activities were moderately positive. The following discriminant analysis identifies which variables specifically attribute to overall quality of life residents experience in the City of Maple Valley.

A linear discriminant analysis was used which involved developing two linear regression equations for those customer groups who gave high ratings and low ratings. This variance between two logit regressions enabled standardized discriminant functions to be developed that allowed for the further development of standardized discriminant functions where:

$$D_i = d_{i1} Z_1 + d_{i2} Z_2$$

Results of the discriminant analysis were:

Eigen value: .882
 Canonical Correlation: .685

What this means is that 88.2% of the variance was explained by the .882 Eigen value. Furthermore, the .685 canonical correlation shows the interrelated set of variables that determine satisfaction with the City of Maple Valley. Values closest to 1.000 indicate a high correlation with overall quality of life in the City of Maple Valley. This means satisfaction with accessibility to City staff, Parks and Recreation Department, Community events and the City Manager’s Office are drivers of the overall quality of life residents experience in Maple Valley.

Discriminant Analysis*	
Variable	Function
Accessibility to City staff	0.705
Parks and Recreation Department	0.629
Community events	0.621
City Manager's Office	0.567
Obtaining contact information for City staff and departments	0.558
Hours and dates of operations	0.529
Police Department	0.395
City Council	0.357
Public Works Department	0.317
Community Development Department	0.252

*92.1% of original grouped cases correctly classified

Sources of Information Utilized to Find Information

The source of information that respondents were most likely to utilize to find information about what is happening in the City of Maple Valley was local newspapers with 88.9%. Additionally, 43.5% use the City Newsletter and 41.9% use the City website to find information about what is happening in the City of Maple Valley. The quarterly Parks and Recreation Guide and Community Organizations (Kiwanis, Rotary, PTA, etc.) were used by 27.8% and 20.1%, respectively, as sources of information. There were also 7.5% of respondents who use business organizations (Chamber of Commerce) as a source of information to find out what is happening in the City of Maple Valley.

Sources of Information Utilized	
Source	Percentage
Local Newspaper	88.9%
City Newsletter	43.5%
Quarterly Parks and Recreation Guide	27.8%
City Website	41.9%
Business Organizations (Chamber of Commerce)	7.5%
Community Organizations (Kiwanis, Rotary, PTA, etc.)	20.1%

**Totals may add up to more than 100% as multiple responses could be selected*

Respondents were also asked what additional sources of information they use to find out what is happening in the City of Maple Valley. The following were their most common responses:

- Banners
- Email
- Social networks like Facebook
- Make it more known that there is a website
- Maple Valley Leaves
- They (Maple Valley) do a good job
- Word of Mouth

Specific Media Used to Find Information

Local Newspapers

The findings reported below were based on counts from verbatim responses provided by respondents in regard to which local newspaper they primarily read.

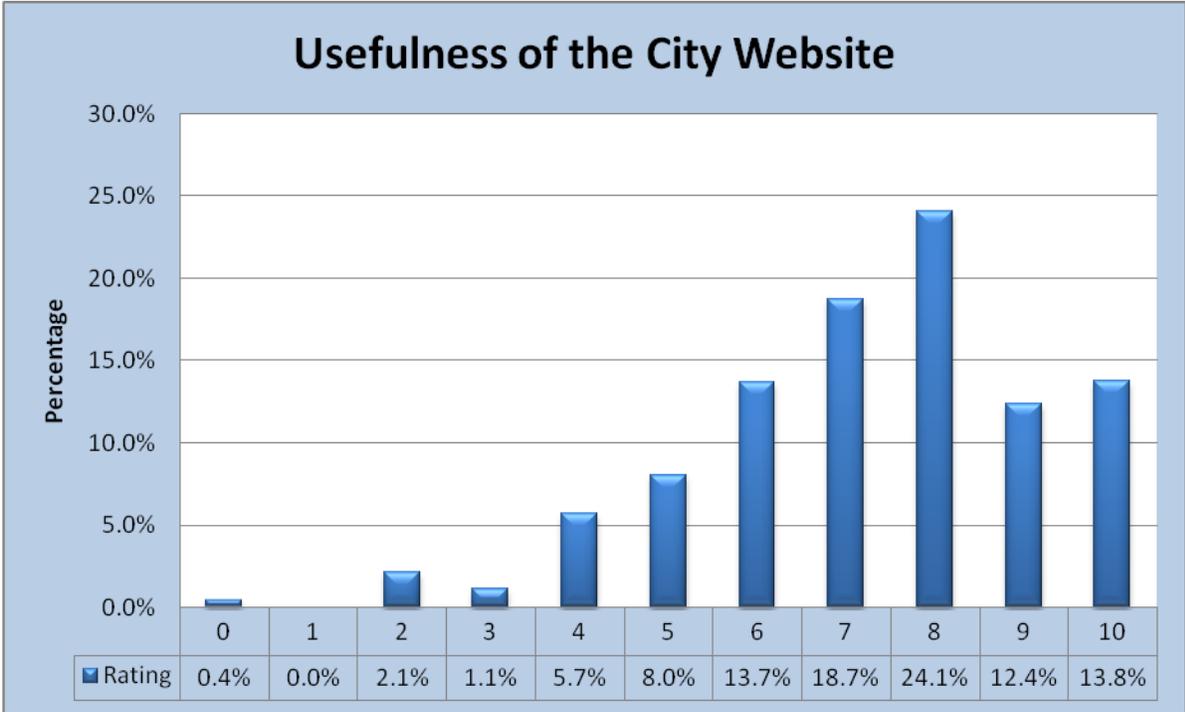
The overwhelming majority of respondents reported that the newspaper they primarily read is *the Voice of the Valley* with 79.3%. Additionally, 43.8% reported that they read the *Maple Valley Reporter*.

Local Newspaper Read*	
Newspaper	Percentage
Voice of the Valley	79.3%
Maple Valley Reporter	43.8%
Covington Reporter	7.0%
Seattle Times	2.3%

**Totals add up to more than 100% as multiple responses could be selected*

Usefulness of the City of Maple Valley’s Website

Those respondents who reported that they have used the City of Maple Valley’s website to find information about what is happening in the City, were next asked to rate the usefulness of the City’s website using a 0 to 10 scale. Overall, respondents were highly satisfied with the City of Maple Valley’s website and gave an average rating of 7.26. Additionally, approximately half of the respondents (50.3%) gave ratings of “8” or higher, which indicates high satisfaction.



Mean: 7.26

Standard Deviation: 1.951

Kurtosis: 0.406

Multivariate Analysis

When tested for significance by age, gender, number of years lived in Maple Valley, and those who have seen the City’s comprehensive plan, none was found.

Respondents were also asked why they gave the rating they did in regard to the usefulness of the Maple Valley website. The following were the most common responses:

- It [the website] is easy to navigate
- Good for information
- The website is very average
- I like that I can email City staff and Council members
- There are times when it is difficult to find information
- Could be updated more frequently in terms of information

Community Growth/Relationships

Respondents were next asked a series of questions regarding how they perceive the community and how it can be improved.

The first question asked what respondents believe community organizations can do in order to work successfully in Maple Valley. Communication was the most common theme and the following were respondents' most common responses:

- Communicate with each other and the community
- Get more involved in with the public
- Keep having community meetings and encourage people to attend
- Publicize the needs of the community
- Find more activities for young people
- They are doing a good job now
- Have more public input opportunities

Next, respondents were asked what they believe some of the tensions are in the community that needs to be addressed. The following are the themes which emerged:

- A decision about Lake Wilderness Golf Course
- Crime
- Development in the area, particularly big box stores
- The Donut Hole
- Growth and how the growth of the City will be supported
- Traffic
- Politics
- Education and overcrowding in schools

As a follow-up question, respondents were asked what they believe the vision of Maple Valley to be. There were several responses given and the following are the most common themes:

- A family oriented community
- Control growth
- Keep a small town atmosphere
- Small and friendly
- Bedroom community
- To continue to grow and provide more services
- To put more homes and businesses in

City of Maple Valley’s Comprehensive Plan

When asked if they had seen the City of Maple Valley’s comprehensive plan, 25.0% of respondents reported that they have.

Seen the City of Maple Valley's Comprehensive Plan	
Response	Percentage
Yes	25.0%
No	75.0%

For those respondents who had seen the comprehensive plan, a follow-up question was asked to determine if they believe the community organizations and the City are aligned to the vision and direction for the community as presented in the in the comprehensive plan. There were 38.6% respondents who reported “yes” and “61.4%” who reported no.

Believe that community organizations and the City are aligned to the vision and direction for the community as presented in the Comprehensive Plan	
Response	Percentage
Yes	38.6%
No	61.4%

Respondents were also asked to explain why they gave the answer they did. For those respondents who said “yes,” the following are some of their responses:

- I think they are moving in the right direction
- I think they have to work out our funding
- I think that the growth that they are allowing in the plan is what citizens want
- They do listen to the community and what we are asking

For those respondents who said “no,” the following are some of their responses:

- Because they [community organizations] don’t all work together
- I think there is a lack of communication
- It doesn’t seem like it is moving as they said it would
- It is all about growth, not protecting the City

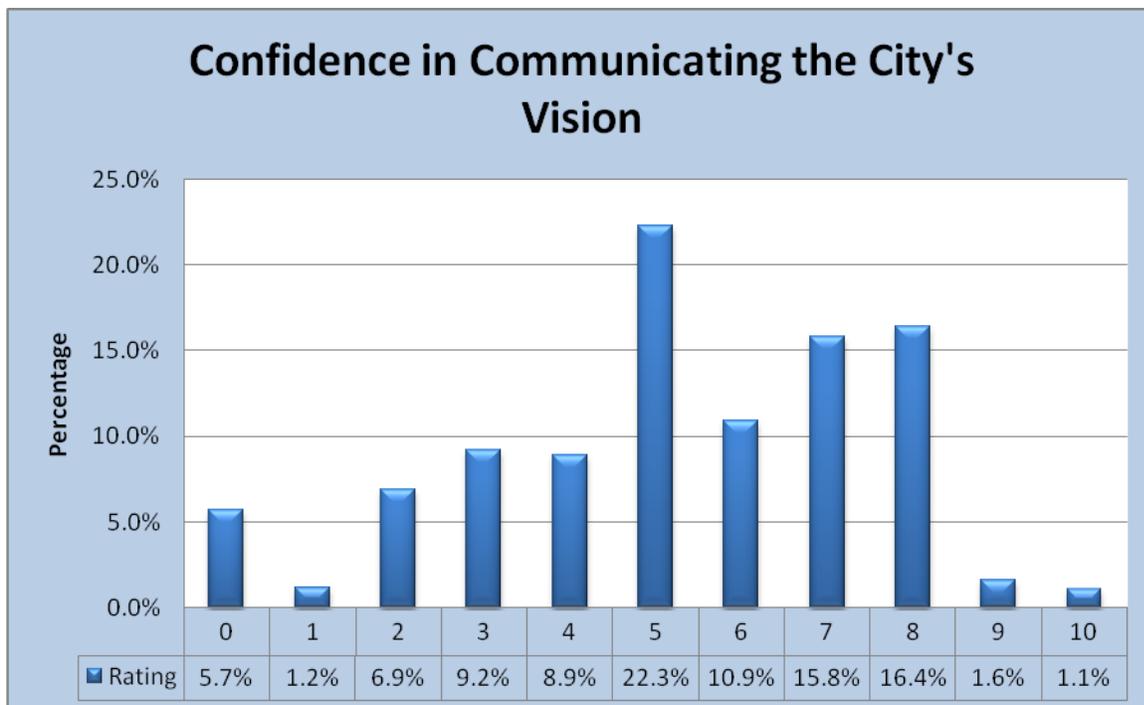
Communicating the Vision of Maple Valley

Respondents were next asked a series of questions regarding the City of Maple Valley's ability to communicate the vision of the City. Respondents were first read the City's vision statement:

Maple Valley will be a well-planned City with a safe, healthy and aesthetically pleasing environment. A strong sense of community will develop through effective partnerships with community organizations, maintaining historic connections with the area's rural past, and embracing the positive aspects of modern technology. The community will become economically vital with quality education and recreation opportunities.

First, respondents were asked to rate their level of confidence in the City to be able to communicate the vision to its citizens. A 0 to 10 scale was used, where 0 is not at all confident and 10 is very confident.

The majority of responses fell between "4" to "7" range (57.9%) with the highest frequency giving a rating of "5" (22.3%). This indicates that residents have a moderate level of confidence in the City of Maple Valley's ability to communicate the City's vision. The mean rating of 5.23 also suggests that there is a moderate level of confidence in the City's ability to communicate the vision.



Mean: 5.23

Std. Deviation: 2.323

Kurtosis: -0.354

Next, respondents were asked how the City of Maple Valley should communicate its vision to citizens. The preferred method among respondents was local newspapers with 67.4% and was followed closely by the City Newsletter with 59.8%. The City website was selected by 53.2% and 47.3% reported that community events would be the best way to communicate the City’s vision. The City Council and the City Manger had 35.0% and 29.3%, respectively, who reported that these departments should communicate the City’s vision to its citizens.

Communicating the Vision to Citizens	
Method	Percentage
City Council	35.0%
Community Events	47.3%
Newsletter	59.8%
City Manager	29.3%
City Website	53.2%
Local Newspapers	67.4%
Other	23.6%

**Totals may add up to more than 100% as multiple responses could be selected*

For those respondents who said “other,” the following were some of their responses:

- Television announcements
- Email
- Bulletins
- Flyers
- Mailings
- Community center
- Facebook
- Radio advertisements

Respondents were also asked how they believe others outside of the community perceive the City of Maple Valley and the following were their most common responses:

- A bedroom community
- A small community
- A safe place
- Good schools
- Most people feel very positive
- It [the City] is growing too fast
- It is a rural place
- The City is a long ways away from everything

Employment Demographics

More than half of the respondents (53.1%) reported that they work outside of the City of Maple Valley. Additionally, 18.1% of respondents reported they work in the City of Maple Valley and 28.8% do not currently work.

Currently Work	
Response	Percentage
In the City of Maple Valley	18.1%
Outside the City of Maple Valley	53.1%
Do not Currently Work	28.8%

Multivariate Analysis

Females were significantly less likely to work outside the City of Maple Valley than were men. Additionally, women were significantly more likely to not currently work ($p < 0.001$, *Cramer's V* = 0.320).

Employment	Male	Female
In the City of Maple Valley	16.1%	20.0%
Outside the City of Maple Valley	68.4%	38.5%
Do not currently work	15.5%	41.5%

Where Respondents Work

The highest frequency of respondents who work outside the City of Maple Valley reported they work in Seattle (20.6%). The following table shows the other areas where respondents work:

Where Respondents Work	
City	Percentage
Auburn	4.7%
Bellevue	8.8%
Covington	2.1%
Issaquah	2.6%
Kent	10.8%
Redmond	4.1%
Renton	12.9%
Seattle	20.6%
Tukwila	6.7%
Other	26.8%

The following table reports the industry respondents work for. The industries with the highest frequency of respondents were Professional Services (31.3%) and Technology (22.1%).

Industry Worked For	
Industry	Percentage
Real Estate	3.4%
Medical	7.9%
Technology	22.1%
Hospitality	2.7%
Retail	11.6%
Professional Services	31.3%
Commercial Builders	8.9%
Other	12.1%

For those respondents who said “other” the following were their responses:

- Aerospace
- Manufacturing
- Government
- Logistics

The following are a selection of the companies or organizations respondents reported working for:

- Bank of America
- Bill and Melinda Gates Foundation
- Boeing
- Children’s Hospital
- Costco
- DSHS
- FedEx
- Graham Trucking
- H&R Block
- Kent School District
- Microsoft
- Philips Healthcare
- Qwest
- Remax
- Renton School District
- T-Mobile
- Tahoma School District
- UPS
- Windermere

Additionally, for those respondents that do currently work, 28.6% reported that they are a sole proprietorship.

Sole Proprietorship	
Response	Percentage
Yes	28.6%
No	71.4%

On average, respondents commute 30.16 miles round trip to work. Nearly one quarter of respondents (24.8%) reported that they commute between 31 and 50 miles and 14.3% commute 51 or more miles each day. Approximately one out of five respondents (19.6%) stated they commute less than five miles each day. Overall, it is evident that respondents make long commutes to and from Maple Valley for work.

Length of Commute in Miles	
Miles	Percentage
0 to 5	19.6%
5 to 10	8.8%
11 to 20	15.8%
20 to 30	16.7%
31 to 50	24.8%
51 or More	14.3%
Mean	30.16
Std. Deviation	28.743
Kurtosis	10.747

Respondents reported that they primarily shop in either Covington (42.8%) or Maple Valley (37.3%). The remaining cities received a relatively low frequency of respondents who reported that the following are where they primarily shop.

Primary Shopping Area	
City	Percentage
Covington	42.8%
Maple Valley	37.3%
Issaquah	5.1%
Kent	4.6%
Tukwila	2.8%
Other	2.8%
Renton	2.1%
Auburn	1.4%
Bellevue	0.9%
Seattle	0.2%

Economic Development in Maple Valley

Several questions were also asked about economic development in Maple Valley.

The majority of respondents reported that they would work in Maple Valley if more jobs were available to them.

Work in Maple Valley if More Jobs in Your Industry were Available	
Response	Percentage
Yes	84.6%
No	15.4%

Multivariate Analysis

Respondents who have lived in Maple Valley for less than five years were significantly more likely to report that they would work in Maple Valley if more jobs were available to them than were the other respondents (*Cramer’s V = 0.190, p = 0.021*).

Years Lived in Maple Valley				
	1 to 5	6 to 10	11 to 20	21 or More
Yes	92.7%	78.1%	79.2%	77.8%
No	7.3%	21.9%	20.8%	22.2%

Types of Economic Development

There were 40.3% of respondents who would like to see more companies that provide professional services like Microsoft, Google and Expedia developed in Maple Valley. Additionally, 37.3% of respondents would like to see more companies that specialize in energy efficient technologies developed, agreeing that green, solar and wind developments would be preferred.

Types of Economic Development	
Type	Percentage
Energy efficient technologies (Green, solar, wind, etc.)	37.3%
Professional services (Such as Microsoft, Google, Expedia, etc.)	40.3%
Other	44.3%

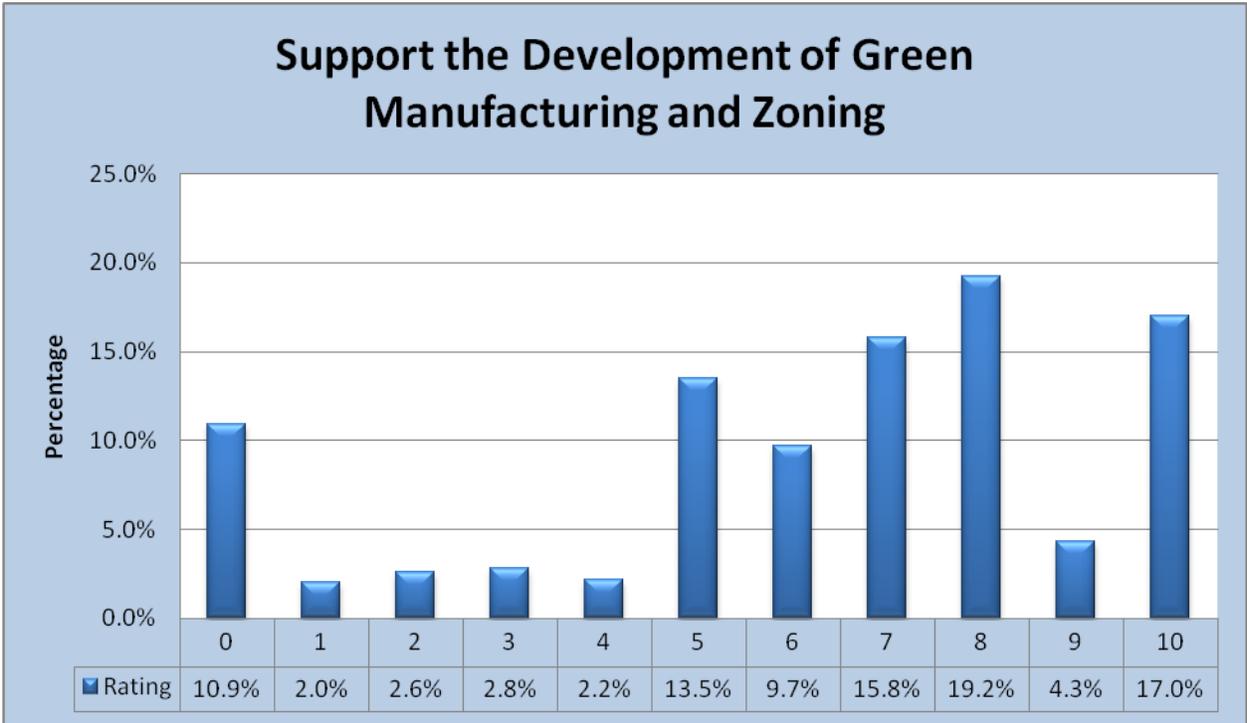
**Totals may add up to more than 100% as multiple responses could be selected*

For those respondents who said “other,” the following were their most common responses:

- Big box stores
- Retail stores
- Restaurants
- Target
- Trader Joe’s
- Movie Theatre
- Small industries

Support of Economic Development

Respondents were asked on a scale from 0 to 10, where 0 is do not at all support and 10 is strongly support, how they would support the development of green manufacturing and zoning in Maple Valley. Respondents reported a moderate to high likelihood to support this initiative with an average rating of 6.23. Additionally, 40.5% of respondents gave ratings of “8” or higher which indicates a high likelihood to support the development of green manufacturing and zoning in Maple Valley. However, 10.9% of respondents gave a rating of “0” suggesting that they do not all support this initiative.



Mean: 6.23
Std. Deviation: 2.957
Kurtosis: -0.372

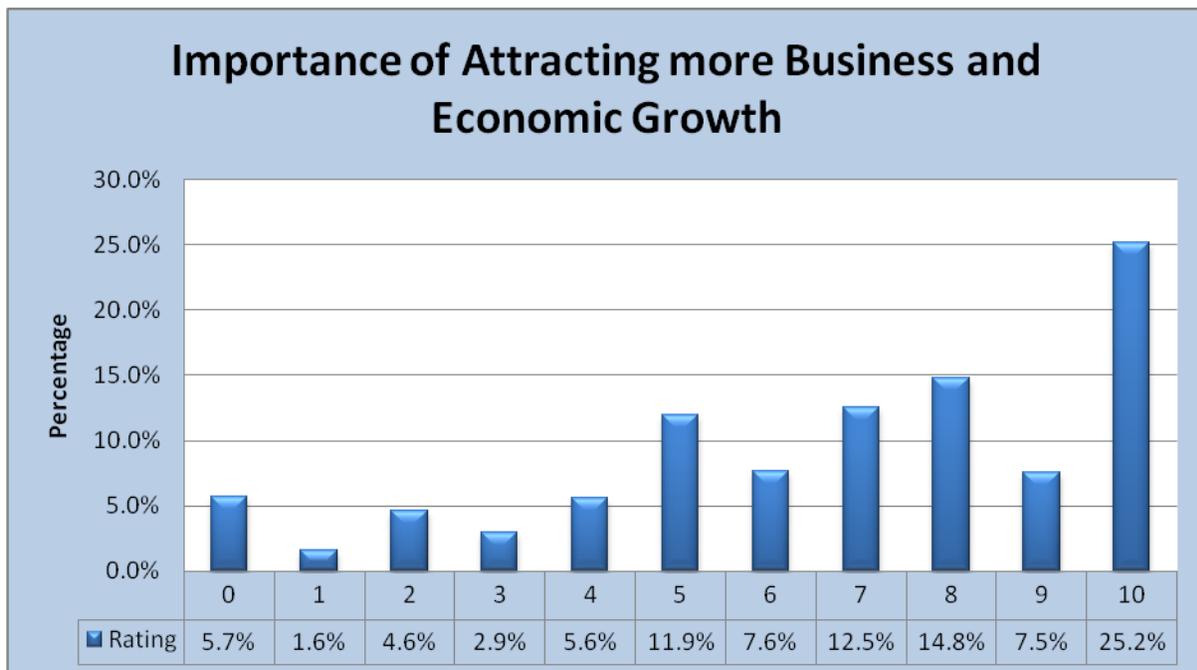
Multivariate Analysis

Women were significantly more likely to support the development of green manufacturing and zoning in Maple Valley than were men ($p = 0.019$, $\eta^2 = 0.016$).

Gender	Mean
Male	5.84
Female	6.61

Importance of Economic Development

Additionally, respondents were asked on a scale from 0 to 10, how important attracting more business and economic growth in Maple Valley is. On average, respondents found it to be moderate to highly important with a rating of 6.72. However, it is important to note that 25.2% of respondents gave a rating of “10” which indicates that attracting more business and economic growth in Maple Valley is very important.



Mean: 6.72

Std. Deviation: 7.00

Kurtosis: -0.372

Multivariate Analysis

When tested for significance by age, gender, number of years lived in Maple Valley, and those who have seen the City’s comprehensive plan, none was found.

Awareness of Lake Wilderness Golf Course

The final question respondents were asked dealt with their level of awareness of the Lake Wilderness Golf Course. The majority of respondents (86.4%) were aware of the golfing, restaurant, bar and banquet facility rental services offered at the Lake Wilderness Golf Course and 13.6% were not aware of these features at Lake Wilderness Golf Course.

Awareness of the Lake Wilderness Golf Course	
Response	Percentage
Yes	86.4%
No	13.6%

Multivariate Analysis

Respondents who have seen the City of Maple Valley's comprehensive plan were significantly more likely to be aware of the golfing, restaurant, bar and banquet facility rental services offered at the Lake Wilderness Golf Course ($p < 0.001$, *Cramer's V* = 0.194).

Seen the City's Comprehensive Plan	Awareness of the Services at Lake Wilderness Golf Course	
	Yes	No
Yes	97.8%	2.2%
No	82.3%	17.7%

Conclusions

The following is a summary of key findings from the survey:

1. The most important attribute for respondents in regard to living in Maple Valley is that there are safe neighborhoods. The average importance rating for this attribute was 9.33.
2. Women found the attribute, “Sense of community,” significantly more important than men did in terms of what is most important in living in Maple Valley. Women also found, “Communication from the City to its residents,” to be significantly more important than men did.
3. Respondents were highly satisfied with crime reduction and safety in Maple Valley and gave a mean rating of 7.05. Respondents were also satisfied with the quality of the City streets and stormwater systems (6.90), traffic during non-peak commuting hours (6.89) and the number of parks and recreation facilities (6.71).
4. The most frequently utilized City service was Parks and Recreation with an average usage of 24.10 times in the last 12 months. Community Events was the second most utilized with an average of 5.02 times in the last 12 months.
5. Parks and Recreation and community events also received the highest average satisfaction ratings of all the City services and activities with ratings of 7.72 and 8.00, respectively.
6. Respondents who have lived in Maple Valley for five years or less were significantly more satisfied with the City Manager’s office than respondents who have lived in Maple Valley for longer than five years.
7. High average satisfaction ratings were given to the following attributes of City staff and employees:
 - Friendliness (8.13)
 - Ability to answer questions (7.57)
 - Knowledge (7.53)
 - Communication (7.40)
8. Respondents were highly satisfied with the quality of life they experience in Maple Valley and gave an average satisfaction rating 7.62. Additionally, there was moderate satisfaction with the direction Maple Valley is heading (5.62).

9. There is also a strong correlation between the quality of life and the direction Maple Valley is heading.
10. The results from a Linear Discriminant analysis show that the highest contributors to a high quality of life in Maple Valley are:
 - a. Accessibility to City staff
 - b. Parks and Recreation Department
 - c. Community Events
 - d. City Manager's Office
11. The most frequently utilized source of information to find out what is happening in the City of Maple Valley was the local newspaper with 88.9% of respondents selecting this option.
12. Moreover, of the respondents who use the local newspaper to find out what is happening in the *City of Maple Valley*, 79.3% read the *Voice of the Valley* and 43.8% read the Maple Valley Reporter.
13. Respondents who have used the City website (41.9%) were highly satisfied and gave an average rating of 7.26.
14. There were 25.0% of respondents who reported they have seen the City of Maple Valley's comprehensive plan.
15. Respondents were moderately confident in the City of Maple Valley's ability to communicate the City's vision and gave an average rating 5.23. Respondents also reported that the best way for the City to communicate its vision was through the City newsletter (59.8%).
16. More than half of the respondents (53.1%) work outside the City of Maple Valley. The primary area where these respondents work is Seattle and the average round trip commute for respondents was 30.16 miles per day.
17. There were 84.6% of respondents reported that they would work in Maple Valley if more jobs were available in their industry in the City. Additionally, respondents were interested in energy efficient technologies and professional services being developed in Maple Valley.
18. Respondents also gave a moderate to high level of support for the development of green manufacturing and zoning in Maple Valley with an average rating of 6.23.
19. It is also important to respondents that the City of Maple Valley attract more business and economic growth. This was reflected through an average rating of 6.72.

20. There were 86.4% of respondents who were aware of the golfing, restaurant, bar and banquet facility rental services offered at the Lake Wilderness Golf Course.

Appendix A: Questionnaire

Hello, this is _____, a research assistant from Hebert Research in Bellevue. I would like your advice on local government services in the City of Maple Valley. Do you have a few moments at this time?

1. How many years have you lived in the City of Maple Valley? **[RECORD #] [IF 0 THANK AND TERMINATE]**
2. On a scale from 0 to 10, where 0 is not at all important and 10 is very important, how important to you are the following attributes of Maple Valley?
 - a. Safe neighborhoods
 - b. Small town feel
 - c. Sense of community
 - d. Communication from the City to its residents
3. On a scale from 0 to 10, where 0 is very unsatisfied and 10 is very satisfied, how satisfied are you with the following in Maple Valley?
 - a. Traffic during peak commuting hours
 - b. Traffic during non-peak commuting hours
 - c. Quality of the City Streets and stormwater systems
 - d. Crime reduction and safety
 - e. Number of Parks and recreational facilities
 - f. Recreational and cultural opportunities
 - g. Sidewalks on City streets
 - h. Streetscapes, such as pedestrian areas, benches, walking areas and landscaping
 - i. Street lighting
4. How many times have you used the following City services and/or department in the last 12 months?
 - a. Parks and Recreation Department
 - b. Police Department
 - c. Public Works Department
 - d. Community Development
 - e. City Council
 - f. Community events (such as Maple Valley Days, Farmers Market, Music in the Park, etc.)
5. Of the City services that you have used, how satisfied are you with the level of service you received on a scale from 0 to 10, where 0 is not at all satisfied and 10 is very satisfied?

- a. Parks and Recreation Department
 - b. Police Department
 - c. Community Development Department
 - d. City Council
 - e. Community events (such as Maple Valley Days, Farmers Market, Music in the Park, etc.)
 - f. Public Works Department
 - g. City Manager’s Office (City Mgr., City Atty., City Clerk)
 - h. Hours and dates of operations
 - i. Obtaining contact information for City of Maple Valley staff and departments
 - j. Accessibility to City staff
6. In the past 12 months how many contacts have you had with City staff and employees?
[IF 0 SKIP TO Q8]
7. How satisfied on a scale from 0 to 10, where 0 is very unsatisfied and 10 is very satisfied were you with following regarding your interactions with City staff and employees?
- a. Communication
 - b. Knowledge
 - c. Friendliness
 - d. Ability to answer questions
8. On a scale from 0 to 10, where 0 is strongly disagree and 10 is strongly agree, rate your level of agreement with the following statement:

[READ] *The City Council and Mayor’s opinions reflect those of my own and the rest of the community.*

9. On a scale from 0-10, where 0 indicates “very unsatisfied” and 10 indicates “very satisfied”, how satisfied are you with the direction the City of Maple Valley is heading?
10. On a scale from 0-10, where 0 indicates “a very low quality of life” and 10 indicates “a very high quality of life”, how would you rate the quality of life in the City of Maple Valley?
11. Why did you give that rating? **[Record Verbatim]**
12. What do you think the City of Maple Valley can do to improve the quality of life?
[Record Verbatim]

Communication/Outreach

13. Which sources of information do you generally utilize to find out what is happening in the City of Maple Valley? **[RECORD ALL THAT APPLY] [ALL ANSWERS SKIP TO Q16 EXCEPT “d” CITY WEBSITE]**
- a. Local Newspaper
 - i. Voice of the Valley
 - ii. Maple Valley Reporter
 - iii. Other **(Specify)**
 - b. City Newsletter
 - c. Quarterly Parks and Recreation Guide
 - d. City Website
 - e. Business organizations (Chamber of Commerce)
 - f. Community organizations (Kiwanis, Rotary, School PTA, etc.)
14. On a scale from 0-10, where 0 indicates “not useful” and 10 indicates “very useful”, based on your experience, how would you rate the usefulness of the City of Maple Valley’s website?
15. Why did you give that rating? **[Record Verbatim]**
16. Aside from the ones I just read, what other sources of communication would be helpful for you to receive information from the City of Maple Valley (i.e. services, events)? **[VERBATIM]**

Community Growth/Relationships

17. What do you believe community organizations can do to in order to work successfully in Maple Valley? **[VERBATIM]**
18. What do you believe are some of the tensions in the community that you feel needs to be addressed? If so, please describe them. **[VERBATIM]**
19. What do you believe is the vision of the City of Maple Valley? **[VERBATIM]**
20. Have you seen the City of Maple Valley’s Comprehensive Plan?
- a. Yes
 - b. No **[Skip to Q22]**

21. Do you believe that community organizations and the City are aligned to the vision and direction for the community as presented in the Comprehensive Plan? **[Specify]**

- a. Yes
- b. No

22. On a scale from 0 to 10, where 0 is not at all confident and 10 is very confident, rate your level of confidence in the City of Maple's Valley's ability to communicate the vision of the City to its citizens:

[READ] *Maple Valley will be a well-planned City with a safe, healthy and aesthetically pleasing environment. A strong sense of community will develop through effective partnerships with community organizations, maintaining historic connections with the area's rural past, and embracing the positive aspects of modern technology. The community will be economically vital with quality education and recreation opportunities.*

23. How should the City of Maple Valley communicate its vision to citizens? **[RECORD ALL THAT APPLY]**

- a. City Council
- b. Community Events
- c. Newsletter
- d. City Manager
- e. City Website
- f. Local Newspapers
- g. Other (Specify)

24. How do you feel others outside of the community perceive the City of Maple Valley? **[VERBATIM]**

Employment/Demographics

25. Do you currently work:

- a. In the City of Maple Valley
- b. Outside the City of Maple Valley **(Specify City/Area)**
- c. Do not currently work **[SKIP TO Q30]**
- d. Don't Know/Refused

26. What company do you work for? **[VERBATIM]**

27. Is the company you work for a sole proprietorship

- a. Yes
- b. No
- c. Don't Know/Refused

28. How long is your commute round trip from your home to work? **[RECORD # IN MILES]**

29. What industry do you work for? **[DO NOT READ]**

Industry
a. Real Estate
b. Medical
c. Technology
d. Hospitality
e. Retail
f. Professional Services
g. Commercial Builders
i. Other (Specify)

30. Where do you primarily shop? **[DO NOT READ]**

- a. Seattle
- b. Kent
- c. Renton
- d. Redmond
- e. Issaquah
- f. Maple Valley
- g. Other **(Specify)**

31. Would you work in Maple Valley if more jobs in your industry were available to you?

- a. Yes
- b. No
- c. Don't Know/Refused

32. What types of economic developments would you like to see in the City of Maple Valley?

- a. Energy efficient technologies (Green, solar, wind, etc.) **(Specify)**
- b. Professional services (Such as Microsoft, Google, Expedia, etc.) **(Specify)**
- c. Other **(Specify)**

33. On a scale from 0 to 10, where 0 is do not all support and 10 is strongly support, how would you support the development of green manufacturing and zoning in Maple Valley?

34. On a scale from 0 to 10, where 0 is very unimportant and 10 is very important, how important to you is it that the City of Maple Valley attracts more business and economic growth?

35. Are you aware of the golfing, restaurant and bar services at the Lake Wilderness Golf Course

- a. Yes
- b. No

D1. What type of housing do you live in?

- a. Multifamily Housing (condo, apartment, townhouse, mobile home)
- b. Single Family Housing

D2. Do you own or rent your home?

- a. Own
- b. Rent
- c. Don't Know/Refused

D3. In what year were you born?

[RECORD YEAR]

D4. What is your ethnicity?

- a. White (Caucasian)
- b. Black (African American)
- c. American Indian or Alaskan Native
- d. Asian
- e. Hispanic/Latino
- f. Don't Know/ Refused
- g. Other **[specify]**