



City of Maple Valley
Community Survey 2012
Executive Summary

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Research Goal and Objectives

Research Goal

The goal of this research was to conduct a statically valid survey of 400 citizens residing in the City of Maple Valley in order to determine the overall satisfaction with city services and the overall quality of life experienced by residents in the City. Additionally, more emphasis will be placed on the Parks and Recreation Department and its facilities. Hebert Research also provided a longitudinal analysis comparing the 2012 research to the benchmark research completed in 2010.

Research Objectives

The following are the specific objectives that were completed throughout the research:

1. Evaluated residents' satisfaction with city services:
 - a. Parks and Recreation
 - b. Police Department
 - c. Public Works Department
 - d. Community Development
 - e. City Manager's Office
 - f. City Council
 - g. Accessibility of Staff
 - h. Obtaining contact information for Maple Valley Staff Members
 - i. Hours and dates of operation
 - j. Community Events
2. Determined what the City of Maple Valley can do to improve the Parks and Recreation Department and improve the ratings among residents.
3. Evaluated the frequency of use for various Maple Valley Parks.
4. Identified additional recreational programs and facilities desired by residents of Maple Valley.
5. Determined which programs and facilities residents are willing to financially support.
 - a. Paid permit for park use
 - b. Summit Park and Ballfield Master Plan
 - c. Others desired by residents
6. Evaluated satisfaction levels with the Lake Wilderness Park and Lake Wilderness Golf Course.

7. Identified which events, activities, and programs residents in Maple Valley have attended in the past year, their frequency of use, and their overall satisfaction with the specific events attended.
8. Evaluated the overall quality of life that residents of Maple Valley experience as well as the reason for giving their rating and ways to improve the quality of life.
9. Determined how outsiders perceive the community of Maple Valley based on experiences from its residents.
10. Assessed the importance among residents of attracting new business to Maple Valley.
11. Identified which new economic developments are most important to Maple Valley residents.
12. Assessed the support for green manufacturing and zoning among residents.
13. Determined the importance of developing the two commercial properties in Maple Valley among residents.
14. Discovered the types of jobs and industries residents of Maple Valley want brought into the City.
15. Evaluated the interest level of Maple Valley residents for an advanced manufacturing training program through the Tahoma School District.
16. Determined the city, employer, and position of the workforce that lives in Maple Valley.
17. Assessed the willingness of residents to work in Maple Valley if more jobs in their field were made available.
18. Identified the impacts that higher fuel costs and WA-169 tolling would have on residents of Maple Valley.
19. Benchmarked the 2012 results to the 2010 data and determined where significant changes arose.

Research Methodology

Sampling Frame

Hebert Research utilized a sampling list of residents within the City of Maple Valley and completed 400 surveys throughout March 2012. 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 400 is $\pm 4.9\%$ at the 95% confidence level.

Questionnaire

The questionnaire was developed in collaboration with David Johnston and Greg Brown from the City of Maple Valley and Hebert Research. The questionnaire consisted of 35 variables.

Survey

The research methodology used was interactive voice (telephone). 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 2011 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:

- Research year (2010 versus 2012)
- Age
- Gender
- Number of years lived in Maple Valley
- Satisfaction with city services and activities
- Quality of life in Maple Valley

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. The 2010 comparison to 2012 is shown in the table below.

Gender of Respondents		
Gender	2010	2012
Male	49.1%	48.7%
Female	50.9%	51.4%

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. The 2010 comparison to 2012 is depicted in the table below.

Age of Respondents			
Age	2010	2012	2010 Population
18 to 24	8.1%	8.8%	1,560
25 to 34	25.4%	19.5%	2,987
35 to 44	32.7%	27.5%	4,222
45 to 54	18.2%	22.7%	3,475
55 to 64	8.7%	11.9%	1,828
65 and Older	6.9%	9.8%	1,497

In 2012, on average, respondents reported having lived in Maple Valley for 12.32 years, compared to 10.21 years in 2010. This is evidence that many residents have stayed in the community for the two years in between the research.

Years Lived in Maple Valley		
Years	2010	2012
1 to 5	38.2%	21.5%
6 to 10	25.4%	34.4%
11 to 20	28.1%	29.4%
21 or more	8.3%	14.7%
Mean	10.21 years	12.32 years

In 2010, the majority of respondents (96.1%) reported that they live in single family housing compared to multifamily housing (3.9%). Even more so, this is the case in 2012 as 97.1% of respondents reported living in single family housing and 2.9% in multifamily housing. The results are shown below.

Type of Housing Lived In		
Housing	2010	2012
Multifamily Housing	3.9%	2.9%
Single Family	96.1%	97.1%

Additionally, 92.7% of respondents reported that they owned their home, as opposed to 7.3% who rented their home in 2010. Furthermore, 95.1% of respondents reported they own their home and 4.9% rent according to the 2012 research.

Own or Rent Home		
Ownership	2010	2012
Own	92.7%	95.1%
Rent	7.3%	4.9%

The majority of respondents in both the 2010 and 2012 research reported that they are White (Caucasian) at 85.8% and 91.3%, respectively. American Indian or Alaskan Natives made up 2.8% of the respondents in 2010 and 0.0% in 2012. A slight increase in Asian population from 2010 to 2012 was seen as the ethnicity increased from 1.2% to 2.0% of the current population.

Ethnicity		
Response	2010	2012
White (Caucasian)	85.8%	91.3%
Black (African American)	0.4%	1.4%
American Indian or Alaskan Native	2.8%	0.0%
Asian	1.2%	2.0%
Hispanic/Latino	1.8%	0.7%
Don't Know/Refused	6.2%	4.6%
Other	1.8%	0.0%

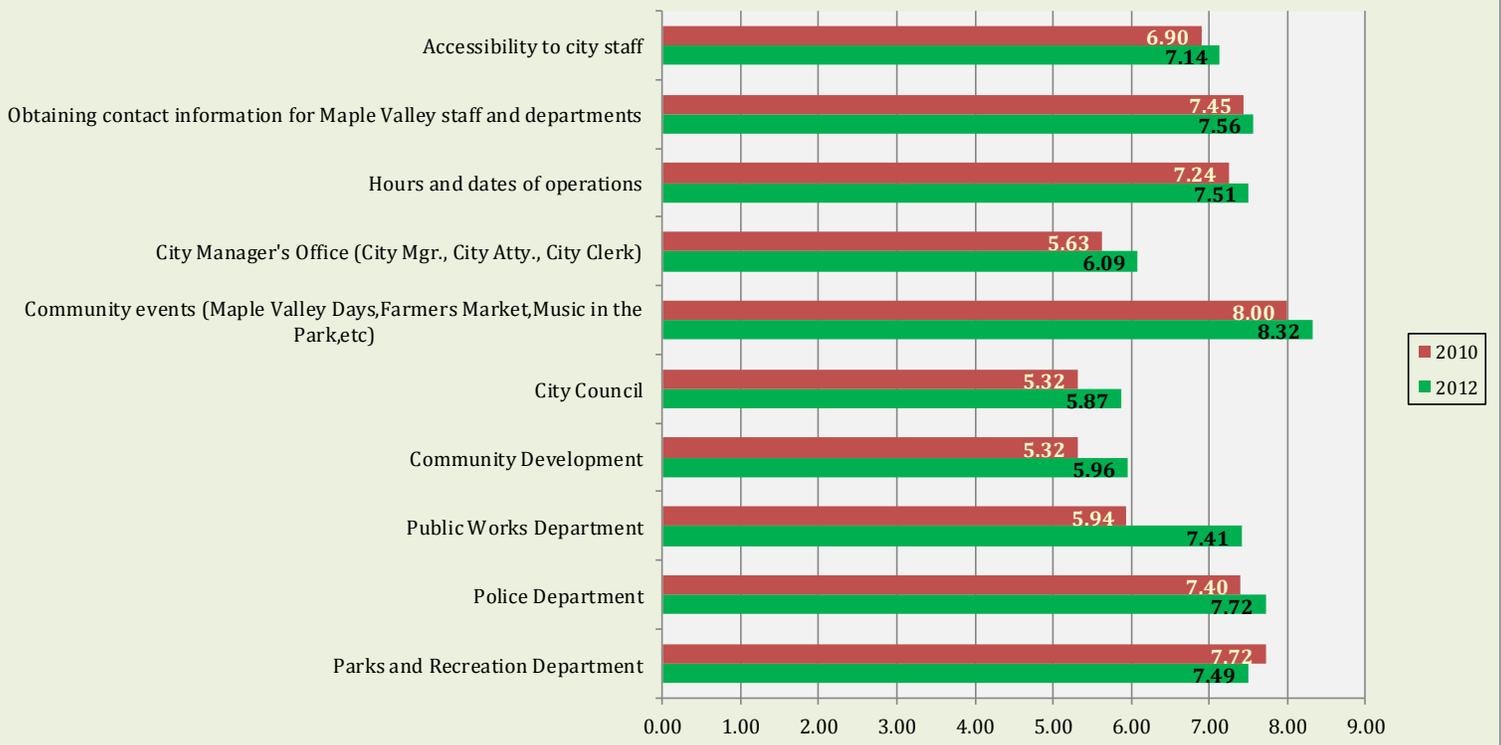
City Services Satisfaction

Respondents were asked on a scale from 0 to 10, where 0 is not at all satisfied and 10 is very satisfied, how satisfied they were with ten separate city services provided by Maple Valley.

City Service Satisfaction

Community events were the most important attribute in both 2010 and 2012 and received an average rating of 8.00 and 8.32, respectively, indicating very high importance. Additionally, the kurtosis of 4.72 in 2010 and 2.88 in 2012 indicates that responses are peaked at the right side of the distribution. *Obtaining contact information for Maple Valley Staff, Hours and Dates of Operations, Parks and Recreation Department, and the Police Department* also received high satisfaction ratings among respondents in both 2010 and 2012, as shown in the chart below. The only service that showed a decrease in 2012 from 2010 was the Parks and Recreation Department, where respondents gave a 7.72 rating in 2010 and a 7.49 rating in 2012. *The City Manager's Office, City Council, and Community Development* are areas that still need attention, as each received a rating lower than 6.00 in both 2010 and 2012. Lastly, the largest increase in a particular service was seen in the Public Works Department, increasing by 1.47 from 2010 to 2012.

Satisfaction With Services Provided



(The following table is a numerical representation of the previous chart)

Satisfaction with City Services				
City Service	Year	Mean	Standard Deviation	Kurtosis
Parks and Recreation Department	2010	7.72	1.848	2.716
	2012	7.49	1.925	1.874
Police Department	2010	7.40	2.778	1.168
	2012	7.72	2.135	1.669
Public Works Department	2010	6.25	2.621	-0.320
	2012	7.41	2.022	1.489
Community Development	2010	5.94	1.687	4.723
	2012	5.96	2.390	-0.200
City Council	2010	5.32	2.918	-0.203
	2012	5.87	2.375	0.064
Community events	2010	8.00	2.662	0.011
	2012	8.32	1.754	2.877
City Manager's Office	2010	5.63	3.304	-1.011
	2012	6.09	2.477	0.230
Hours and dates of operations	2010	7.24	2.032	0.347
	2012	7.51	1.897	0.557
Obtaining contact information for Maple Valley staff and departments	2010	7.45	2.202	1.846
	2012	7.56	2.185	1.079
Accessibility to city staff	2010	6.90	2.389	0.655
	2012	7.14	2.169	0.534

Multivariate Analysis

Respondents in 2012 were significantly more likely to give higher ratings for the Public Works Department and City Council than were 2010 respondents.

($p \leq 0.001$, $\eta^2 = 0.066$) and ($p = 0.012$, $\eta^2 = 0.009$)

City Service	2010	2012
Public Works Department	6.25	7.41
City Council	5.32	5.87
Community Events	8.00	8.32

In 2012, women gave a significantly higher satisfaction rating with the *Police Department*, *Hours of Operation*, and *Obtaining contact information for Maple Valley Staff* than men. ($p = 0.004$, $\eta^2 = 0.025$)

Gender	Police Department	Hours of Operation	Obtaining Contact Information
Male	7.38	7.20	7.25
Female	8.06	7.85	7.90

In 2012, respondents ages 65 and older were significantly more likely to report a lower satisfaction rating for community events than were any other age group. This can be seen in the table on the following page. ($p = 0.025$, $\eta^2 = 0.033$)

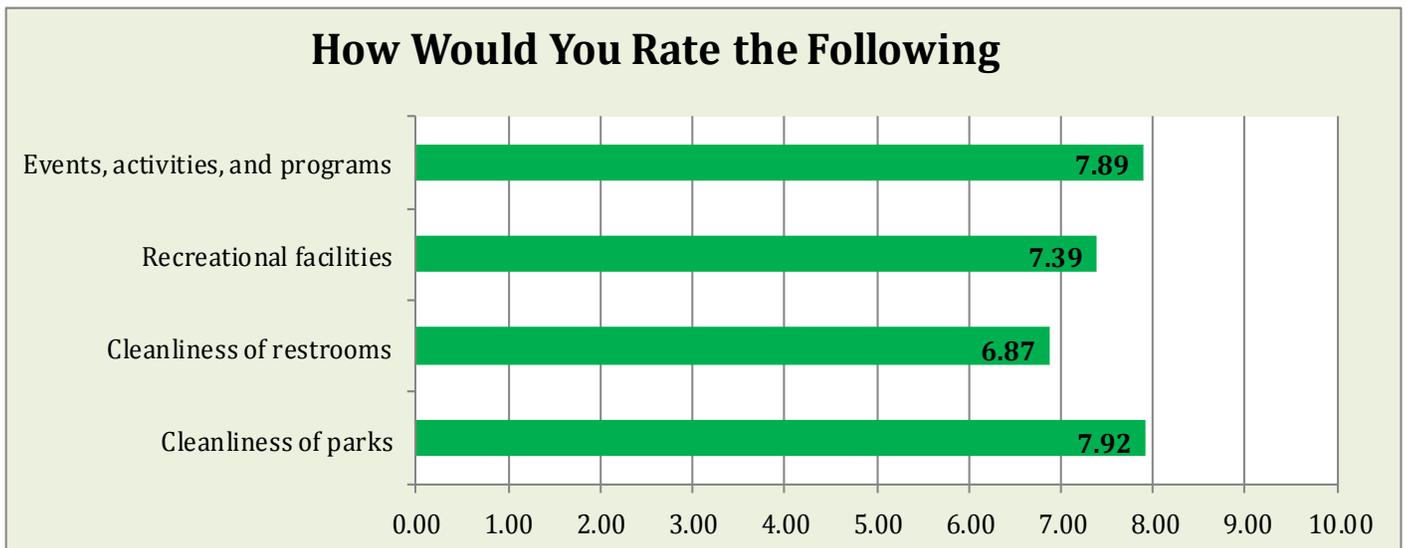
Age	Mean
18 to 24	8.56
25 to 34	8.30
35 to 44	8.60
45 to 54	8.00
55 to 64	8.66
65 and Older	7.70

Parks and Recreation Department

Next, respondents were asked a series of questions relating to the Parks and Recreation Department of Maple Valley.

Satisfaction with Parks and Recreation Department

Respondents reported their satisfaction levels among four separate services and attributes provided by the Parks and Recreation Department. The cleanliness of the parks and the events, activities, and programs provided by the Parks and Recreation Department received the highest ratings among respondents, as they gave an average rating of 7.92 and 7.89, respectively. The cleanliness of restrooms needs the most attention, as respondents gave an average rating of 6.87. Overall, respondents were fairly satisfied, with the exception of the cleanliness of restrooms, with the job the Parks and Recreation Department is doing with the parks. The chart below represents these findings.



Satisfaction with Parks and Recreation Department			
Parks and Recreation Service	Mean	Standard Deviation	Kurtosis
Cleanliness of parks	7.92	1.708	0.124
Cleanliness of restrooms	6.87	2.001	0.139
Recreational facilities	7.39	2.001	0.129
Events, activities, and programs	7.89	1.736	0.128

Multivariate Analysis

Respondents ages 65 and older were significantly more likely to report lower satisfaction ratings for the events, activities, and programs than any other age group.

($p = 0.036$, $\eta^2 = 0.033$)

Age	Mean
18 to 24	8.12
25 to 34	7.99
35 to 44	8.10
45 to 54	7.64
55 to 64	8.12
65 and Older	7.09

How to Make the Parks and Recreation Department Receive a “10” Rating

Respondents described what could be done in order to make their rating in the previous question for the Parks and Recreation Department a “10.” Cleanliness, activities and play areas for children, more pet friendly parks, and better ballfields are areas that need attention from the City, according to respondents. Some respondents have complained that the trails and parks are rather dirty, and that “goose feces” make Lake Wilderness Park look poorly maintained. Additionally, many respondents want to be able to take their pets to more parks. Currently, many parks do not allow dogs, and respondents reported that they want “more dog stuff and open areas for them to run around.” Activities were also a concern among respondents, as many reported that “there are not enough organized events or areas for children to play at the parks.” Respondents, who engage in activities that utilize the ballfields such as softball and baseball, reported that they “would like to see an improvement in the ballfield, because it is not well-maintained right now.” Additionally, the majority of the comments made by respondents about a specific park were regarded toward Lake Wilderness Park. Additional comments from respondents included:

- *More facilities and events for both children and adults*
- *More parks in general*
- *Better communication by the City to get the word out on what goes on at the parks*
- *Better security*
- *Having the ability to reserve park shelters online*

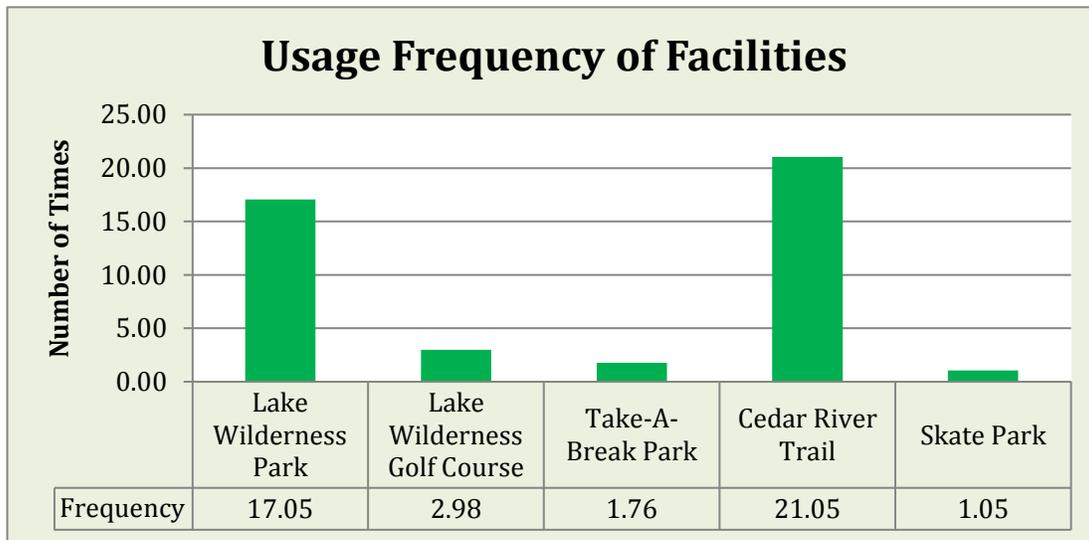
Use Frequency for Maple Valley Parks

Determining the usage of each facility is critical in determining which ones need the most attention. The most frequently used facilities of the Parks and Recreation Department are the Cedar River Trail and Lake Wilderness Park as respondents reported visiting them, on average, 21.05 and 17.05 times, respectively in the past 12 months. The Skate Park was the least frequently utilized park as respondents reported only visited the park about 1 time, on average, in the past year. Other parks that respondents visit include:

- The Arboretum
- Lake Lucern

- Landsburg Park
- Ravensdale’s Glacier Park
- The Den
- Rock Creek Park
- School playgrounds
- Cherokee Park

The chart below portrays the frequency of usage among the various parks in Maple Valley.



Park/Facility	Mean	Standard Deviation	Kurtosis
Lake Wilderness Park	17.05	33.06	50.54
Lake Wilderness Golf Course	2.98	21.72	233.94
Take-A-Break Park	1.76	9.78	97.64
Cedar River Trail	21.05	55.38	23.83
Skate Park	1.05	4.94	69.35

Additional Recreational Programs and Facilities Desired by Respondents

Respondents were then prompted to describe additional programs, parks, and facilities that they believe would make a good fit in the Maple Valley community. The most frequently facility desired by respondents is a recreational swimming pool. Furthermore, “a recreational facility like the YMCA with a swimming pool” was how respondents described the type of facility desired. Also, many respondents reported that a YMCA would be a great recreational center for teenagers and children. A common issue that was raised by respondents was the notion that teenagers have nothing to do in the community. Furthermore, respondents explained that “the City really does not have a place designed specifically for teenagers.” On another note, respondents reported that athletic facilities such as baseball/softball fields, soccer fields, and large grass areas are in “short supply” in Maple Valley. Furthermore, by having additional athletic facilities, more children and

teenagers might get involved in sports. Additional programs and facilities desired by respondents include:

- Spring soccer programs for children
- Bowling alleys and movie theatres
- More programs designed for seniors
- Roller skating
- More walking trails and places for picnics
- Performing Arts

Multivariate Analysis

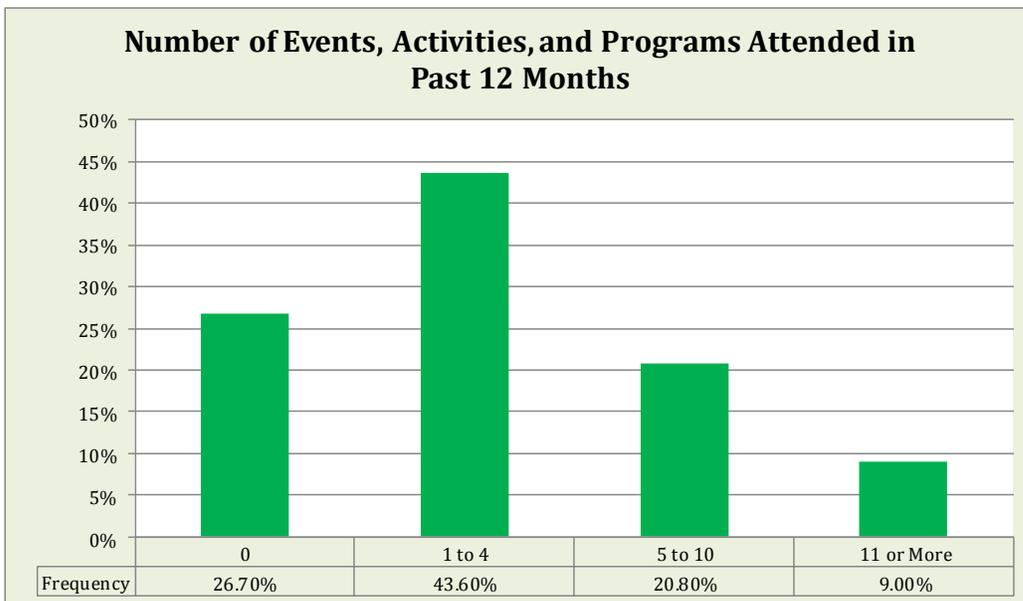
Female respondents were significantly more likely to report higher use of the Cedar River Trail in the last 12 months than were males.

($p = 0.016$, $\eta^2 = 0.015$)

Gender	Cedar River Trail Use Frequency
Male	14.14 times
Female	27.54 times

Number of Activities, Events, and Programs Attended in the Past 12 Months

Next, the research determined the number of activities, events, and programs respondents have attended in the past 12 months. On average, respondents have attended 4.55 activities, events, and programs in Maple Valley over the past 12 months. For classification purposes, the number of events respondents attended was classified into four categories: “0,” “1 to 4,” “5 to 10,” and “11 or more.” The largest modal class was “1 to 4” events in the past 12 months. Additionally, 70.3% of respondents participated in 4 or fewer events, while 26.7% of respondents did not participate in any events. The chart below depicts these findings.



(continued from previous page)

Number of Events Attended	
Statistics	Values
Mean	4.55
Standard Deviation	8.17
Kurtosis	64.28

Multivariate Analysis

Respondents ages 25 to 34 were significantly more likely to attend more events, activities, and programs in the past 12 months than any other age group.

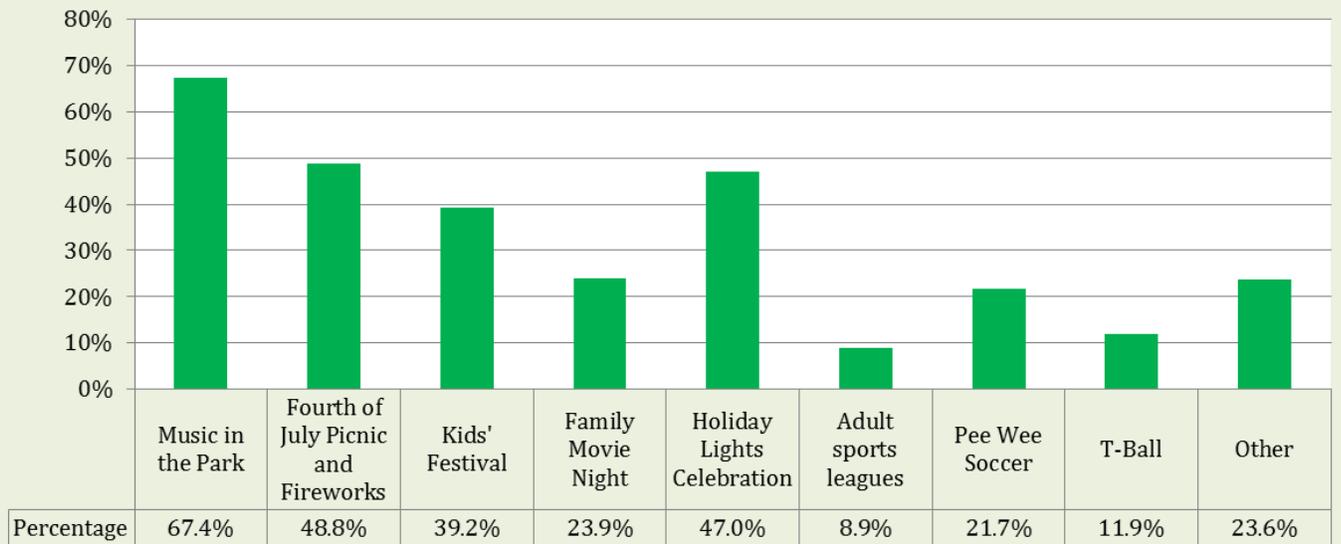
($p = 0.019$, $\eta^2 = 0.034$)

Age	Mean
18 to 24	2.29
25 to 34	7.14
35 to 44	4.81
45 to 54	3.66
55 to 64	2.88
65 and Older	4.54

Specific Activities, Events, and Programs Attended

Furthermore, respondents identified the events, activities, and programs they attended over the past two years. Music in the Park was the most frequently attended event by respondents, as 67.4% attended the event. Additionally, the *Fourth of July Picnic and Fireworks* was attended by 48.8% of respondents and the *Holiday Lights Festival* was attended by 47.0% of respondents. Respondents attended Adult Sports Leagues the least frequent of the pre-categorized responses, as only 8.9% participate in the program. The chart on the following page displays the respondent frequency for events, activities, and programs attended over the past two years.

Events and Activities Participated in Over Last Two Years



**Respondents could select more than one answer*

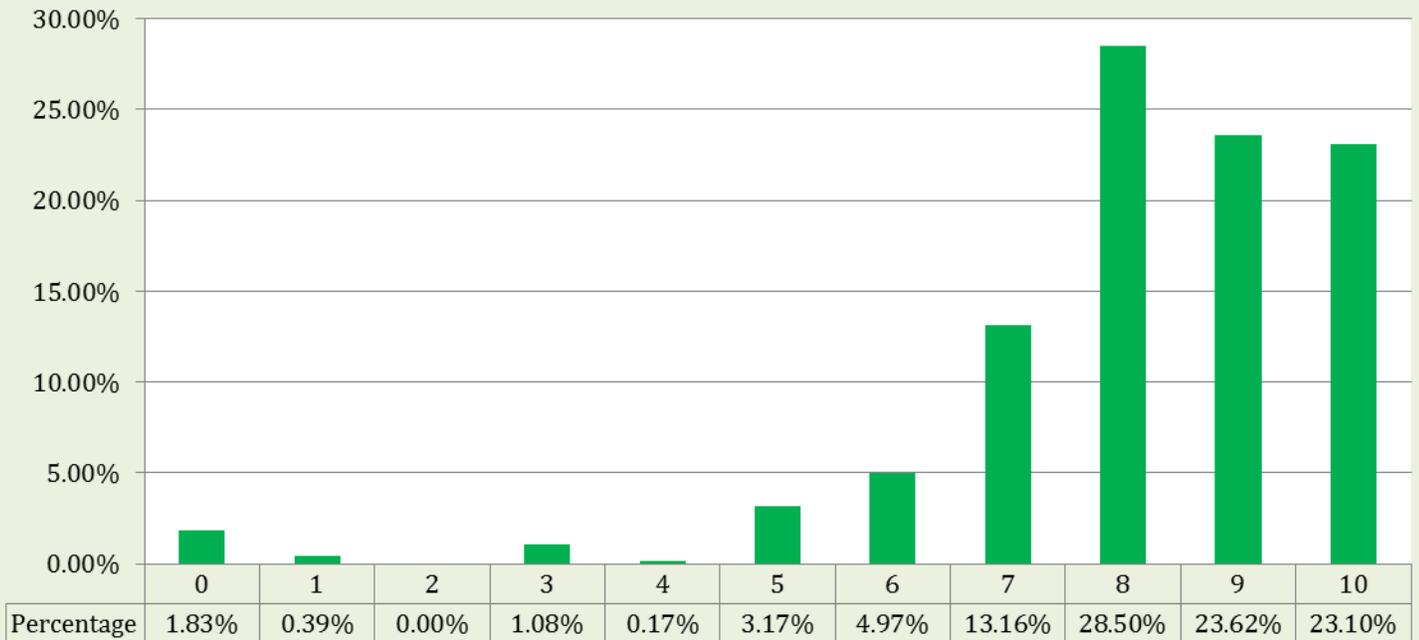
Events, programs, and activities in the “other” category included:

- Maple Valley Days (14.2%)
- Farmer’s Market (6.1%)
- Annual Fishing Derby (2.8%)
- Easter Egg Hunt (0.5%)

Overall Experience at Activities, Events, and Programs

Of all of the events respondents have participated in over the past two years, they were asked to rate their overall experience at Maple Valley activities, events, and programs. Respondents rated their experience very highly, as indicated by the average mean rating of 8.14. The largest modal class was an “8” followed by “9” and “10.” The distribution is heavily skewed to the left, illustrating positive experiences among respondents. Furthermore, 75.22% of responses were an “8 or above.” The chart and table on the following page visually displays the frequency distribution and key statistics.

Overall Experience at Events Attended



Overall Experience at Events Attended	
Statistics	Values
Mean	8.14
Standard Deviation	1.85
Kurtosis	6.16

Multivariate Analysis

Male respondents were significantly more likely to report a higher rated experience for the events, activities, and programs they have attended in the past year than were female respondents.

($p = 0.004$, $\eta^2 = 0.026$)

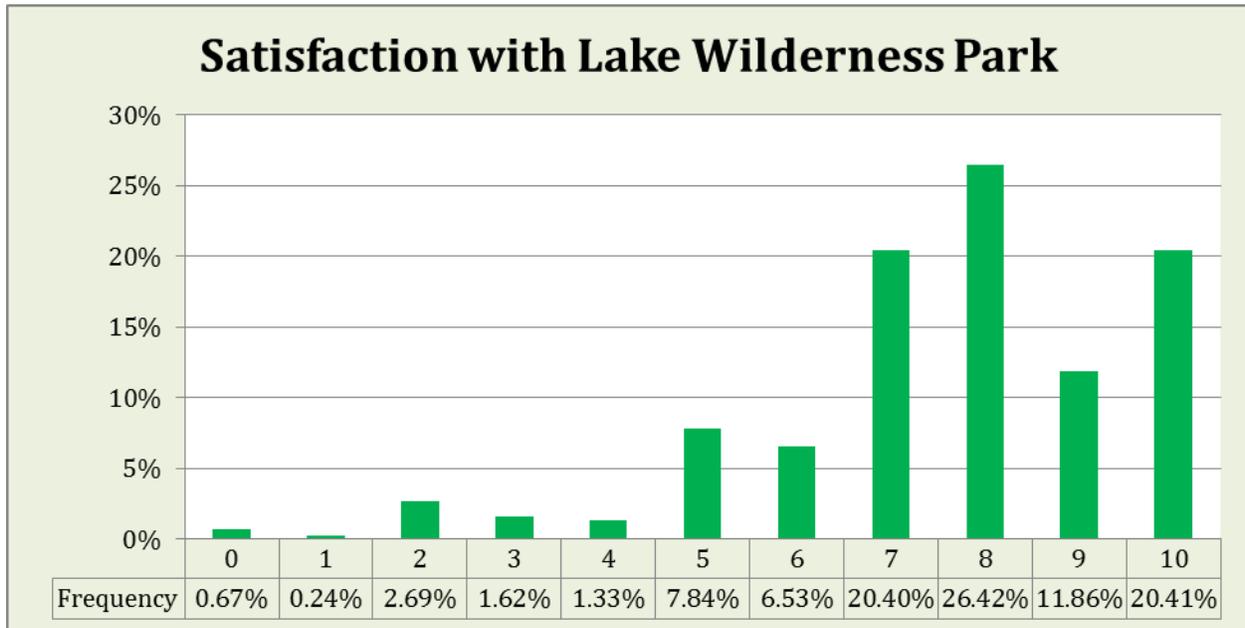
Gender	Mean Rating
Female	7.83
Male	8.42

Satisfaction with Lake Wilderness Park

More specifically, respondents rated their satisfaction levels with the services and amenities of the Lake Wilderness Park. Overall, respondents have been pleased with what the Lake Wilderness Park has to offer, giving an average rating of 7.59. The largest modal class among respondents was an “8,” represented by 26.42% of those sampled.

Additionally, the distribution is skewed right, meaning the majority of the data falls to the

right of the distribution. This indicates that most ratings were in the 7, 8, 9, and 10 modal classes. The chart and table below represent this finding.



Satisfaction with Lake Wilderness Park	
Statistics	2012 Values
Mean	7.59
Standard Deviation	2.02
Kurtosis	1.49

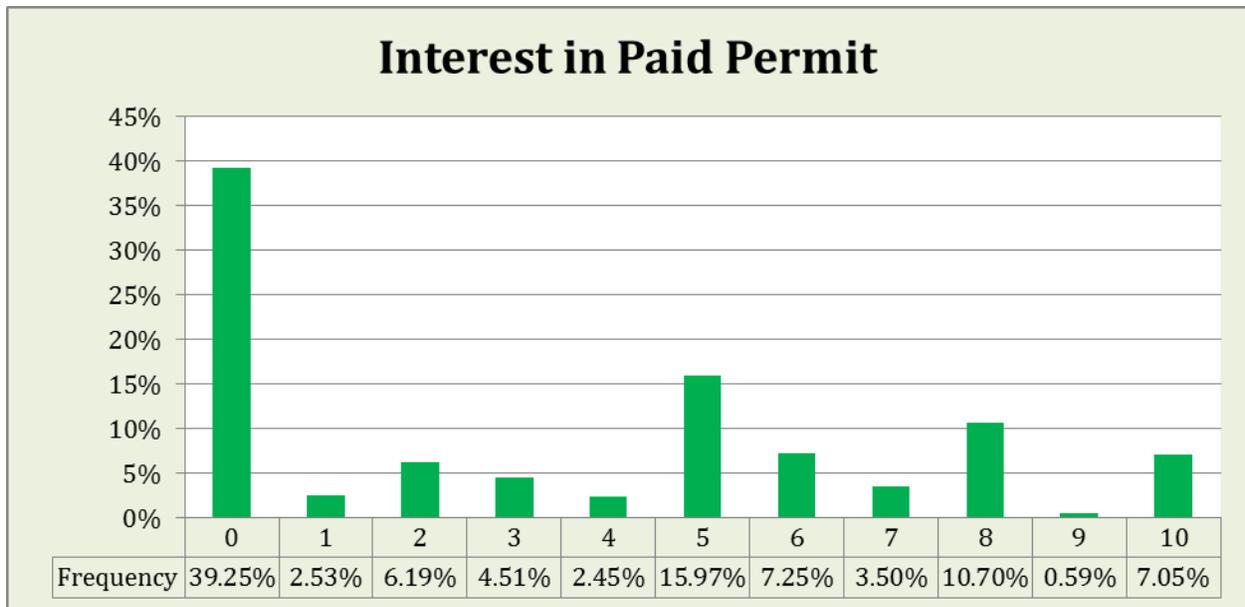
Programs and Facilities Residents are Willing to Financially Support

After respondents explained the new programs and facilities they desire to have in Maple Valley, they were asked to define which programs or facilities they would be willing to support financially. The consensus among respondents was that they would be willing to support a swimming pool, community center, programs for their children, and improved maintenance for Lake Wilderness Park. The most frequent response was a YMCA-type facility with a swimming pool. Additionally, many respondents reported that they would be willing to support the renovation and addition of ballfields. Another group of respondents reported that they would be willing to financially support “anything that benefits me and my community.” Additional facilities and programs respondents are willing to support include:

- Performing Arts Center
- Pretty much anything if they would actually build something, rather than saying they will but never do
- Any programs for youth sports and activities – especially summer camps
- Designated dog park
- Education
- Bowling alley and other recreational activities

Paid Permit for Park Use

Respondents were asked to express their interest level in a paid park permit to help support funding for parks in Maple Valley. Respondents gave an average rating of 3.48, indicating that there is very low interest in paying for this permit. The largest modal class was a “0,” represented by 39.25% of respondents. Additionally, there is a quite a bit of variance in respondents’ answers, at 3.42. This is portrayed in the chart below and the table on the following page.



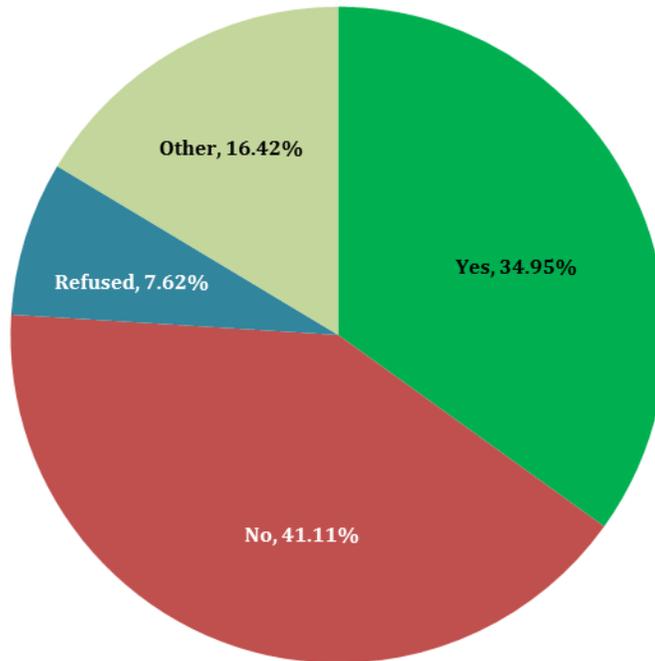
(continued from previous chart)

Interest in Paid Annual Park and Recreation Permit	
Statistics	2012 Values
Mean	3.48
Standard Deviation	3.42
Kurtosis	-1.20

Willingness to Support Summit Park and Ballfields Master Plan with a Tax

Of the 400 respondents who participated in this survey, 34.95% of them would be willing to support the Summit Park and Ballfields Master Plan with an additional tax. Additionally, 41.1% of respondents reported that they would not be willing to support the Master Plan. Lastly, 24.04% of respondents (represented by the “refused” and “other” categories) reported that they did not know what the plan was. The chart on the following page illustrates the findings.

Willingness to Support the Summit Park and Ballfields Master Plan



Multivariate Analysis

Respondents ages 35 to 44 were significantly more likely to support the Summit Park and Ballfields Master Plan through a tax than any other age group.

($p < 0.000$, Cramer's $V = 0.191$)

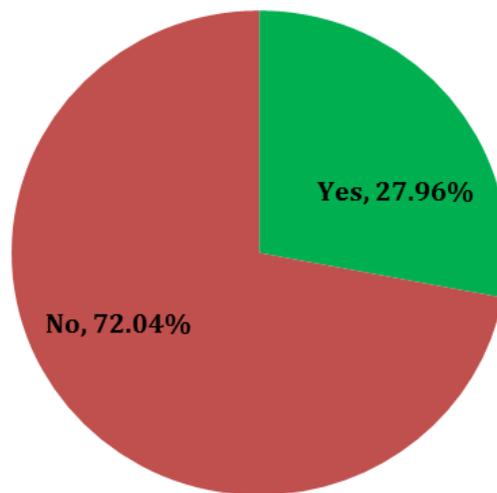
Age	2012 Percentage
18 to 24	14.3%
25 to 34	31.2%
35 to 44	50.9%
45 to 54	34.8%
55 to 64	27.1%
65 and Older	25.6%

Lake Wilderness Park and Golf Course

Use of the Lake Wilderness Golf Course

Respondents next reported whether or not they have ever used the Lake Wilderness Golf Course. The vast majority of respondents, 72.04%, reported that they have never used the Lake Wilderness Golf Course. On the contrary, 27.96% of respondents have used the course. The chart below graphically displays this finding.

Use of the Lake Wilderness Golf Course



Multivariate Analysis

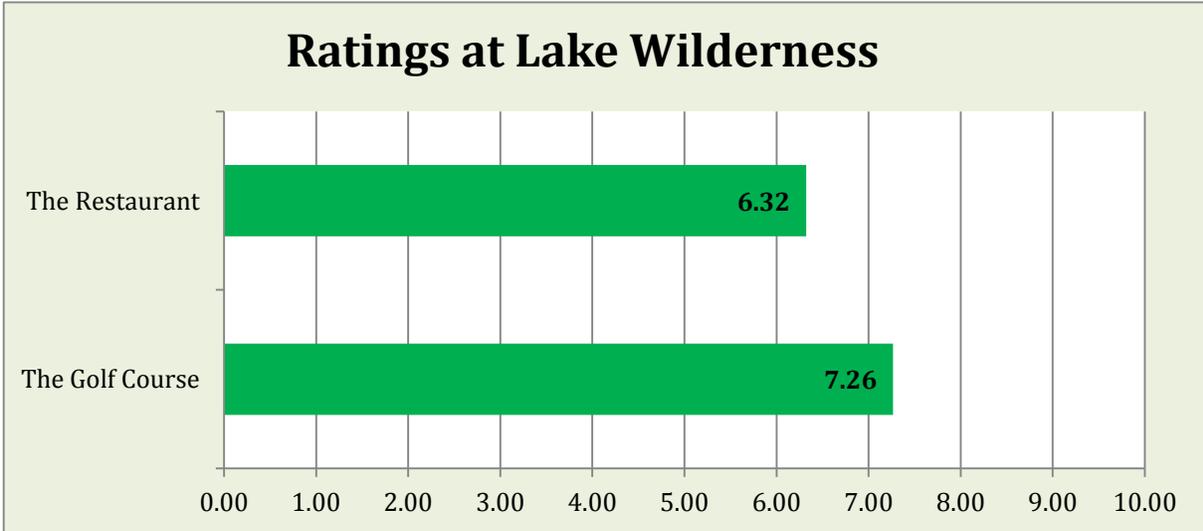
Male respondents were significantly more likely to use the Lake Wilderness Golf Course than female respondents.

($p < 0.000$, Cramer's $V = 0.195$)

Gender	Percent who Use the Golf Course
Male	36.9%
Female	19.4%

Experiences at Lake Wilderness Golf Course

Respondents who have used the Lake Wilderness Golf Course were asked to rate their experience at both the restaurant and the golf course. The golf course itself received a higher rating than the restaurant as respondents reported an average rating of 7.26 and 6.32, respectively. The table and chart on the following page represent this finding.

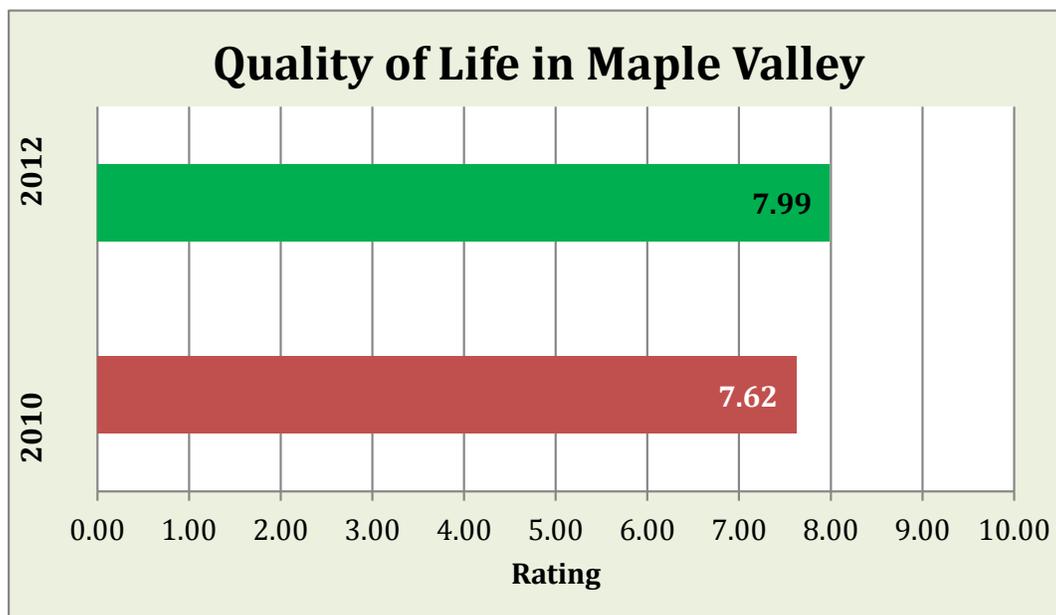


Lake Wilderness Satisfaction Ratings		
Statistics	The Restaurant	The Golf Course
Mean	6.32	7.26
Standard Deviation	2.59	1.686
Kurtosis	-0.08	-0.34

Quality of Life and City Perceptions

Quality of Life of Maple Valley Residents

An important value of any city is the quality of life its residents experience. In general, Maple Valley residents have expressed that they live an enjoyable life in Maple Valley. Respondents were asked to rate their quality of life in Maple Valley using a 0 to 10 scale, where 10 is the highest rating and 0 is the lowest. In 2010, respondents gave an average rating of 7.62, while in 2012 they gave an average rating of 7.99. This means that respondents are enjoying a higher quality of life now than they did in 2010. The chart below illustrates this finding.



Statistics	2010 Value	2012 Values
Mean	7.62	7.99
Standard Deviation	1.81	1.63
Kurtosis	4.30	2.33

Multivariate Analysis

Respondents in 2012 gave a significant higher rating for their quality of life than in 2010. See the above chart for the difference between ratings.

($p = 0.003$, $\eta^2 = 0.011$)

Reasons for Giving Their Rating

As previously mentioned, respondents rated their quality of life quite high. Those that gave ratings of above “8” reported that the City is “clean, safe, and peaceful.” Many also reported that they do not enjoy urban areas, and Maple Valley “offers them the tranquility they have always desired.” Overall, respondents enjoy the space and environment of the City. Some reported that they “love the hiking trails and wilderness feel to the community.” Those who enjoy nature, the natural environment, and outdoor activities tend to enjoy living in more rural areas. A large number of respondents in Maple Valley would fall under these criteria. Those who gave slightly lower ratings expressed that the traffic depreciates their quality of life. Additionally, some respondents reported that “it is too far from the city [Seattle]” and that there “have been some minor issues with criminal activities.” Despite the traffic congestion and minor criminal activities, respondents absolutely enjoy living in Maple Valley. Some other responses include:

- *It is a great community with a great schooling program*
- *If it wasn't for the traffic, it would be nearly perfect*
- *It has a good balance between rural and business*
- *The neighborhoods are extremely nice*

Improving the Quality of Life

Respondents were then asked to identify areas that the City of Maple Valley could improve upon to increase the quality of life among residents. Adding additional facilities such as a swimming pool, a recreational facility for youth, and better economic developments were common responses among participants. Many want to see new businesses come into the area, as some respondents reported “we have to drive everywhere if we want to do something in an urban environment.” A combination of rural activities with an urban district is what respondents would like to see in the City of Maple Valley. Furthermore, new and improved shopping centers, better public transportation routes, and solutions to the traffic problems are also areas that, if improved, would enhance the quality of life for Maple Valley residents. Additional comments from respondents included:

- *Improve the traffic flow*
- *More economic development, but not so much that the rural environment of Maple Valley is lost*
- *More sidewalks and better biking lanes*
- *More entertainment like movie theatres and performing arts centers*
- *Stop the building of new houses and redirect construction toward businesses*

Outsider Perceptions of the Community

Following responses on how the community could be improved, respondents were asked to describe how those who do not live in Maple Valley currently perceive the community. Residents of Maple Valley believe the outside communities perceive Maple Valley as being a “small friendly town in a rural area with lots of forest land and parks, but is far away from major cities.” Respondents also reported that “outsiders have a positive perception of the Maple Valley community.” Additionally, some respondents reported that “it is way out in

the sticks” and “away from all the chaos and political issues that major cities have.” Other ideas from respondents included:

- *A growing community*
- *A very nice place to live*
- *County folk*
- *An extension of Covington*

2012 Correlation Analysis

All of the variables from the satisfaction with city services and activities along with the quality of life 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. All variables highlighted in **yellow = strong relationship** and those highlighted in **green = very strong relationship**.

Correlation Analysis		Overall Quality of Life in Maple Valley	Parks and Recreation Department	Police Department	Public Works Department	Community Development Department	City Council	Community events	City Manager's Office	Hours and dates of operations	Obtaining contact information	Accessibility to City staff
Overall Quality of Life in Maple Valley	Pearson Correlation	1	.391(**)	.301(**)	.290(**)	.441(**)	.596(**)	.443(**)	.616(**)	.468(**)	.420(**)	.519(**)
	Sig. (2-tailed)		0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
Parks and Recreation Department	Pearson Correlation	.391(**)	1	.339(**)	.557(**)	.490(**)	.523(**)	.562(**)	.488(**)	.512(**)	.494(**)	.525(**)
	Sig. (2-tailed)	0.000		0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
Police Department	Pearson Correlation	.301(**)	.339(**)	1	.495(**)	.415(**)	.402(**)	.363(**)	.444(**)	.475(**)	.372(**)	.422(**)
	Sig. (2-tailed)	0.000	0.000		0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
Public Works Department	Pearson Correlation	.290(**)	.557(**)	.495(**)	1	.522(**)	.465(**)	.444(**)	.497(**)	.478(**)	.476(**)	.436(**)
	Sig. (2-tailed)	0.000	0.000	0.000		0.000	0.000	0.000	0.000	0.000	0.000	0.000
Community Development Department	Pearson Correlation	.441(**)	.490(**)	.415(**)	.522(**)	1	.756(**)	.447(**)	.697(**)	.420(**)	.469(**)	.488(**)
	Sig. (2-tailed)	0.000	0.000	0.000	0.000		0.000	0.000	0.000	0.000	0.000	0.000
City Council	Pearson Correlation	.596(**)	.523(**)	.402(**)	.465(**)	.756(**)	1	.530(**)	.859(**)	.540(**)	.540(**)	.626(**)
	Sig. (2-tailed)	0.000	0.000	0.000	0.000	0.000		0.000	0.000	0.000	0.000	0.000
Community events	Pearson Correlation	.443(**)	.562(**)	.363(**)	.444(**)	.447(**)	.530(**)	1	.571(**)	.495(**)	.510(**)	.604(**)
	Sig. (2-tailed)	0.000	0.000	0.000	0.000	0.000	0.000		0.000	0.000	0.000	0.000
City Manager's Office	Pearson Correlation	.616(**)	.488(**)	.444(**)	.497(**)	.697(**)	.859(**)	.571(**)	1	.642(**)	.639(**)	.740(**)
	Sig. (2-tailed)	0.000	0.000	0.000	0.000	0.000	0.000	0.000		0.000	0.000	0.000
Hours and dates of operations	Pearson Correlation	.468(**)	.512(**)	.475(**)	.478(**)	.420(**)	.540(**)	.495(**)	.642(**)	1	.669(**)	.688(**)
	Sig. (2-tailed)	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000		0.000	0.000
Obtaining contact information	Pearson Correlation	.420(**)	.494(**)	.372(**)	.476(**)	.469(**)	.540(**)	.510(**)	.639(**)	.669(**)	1	.849(**)
	Sig. (2-tailed)	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000		0.000
Accessibility to City staff	Pearson Correlation	.519(**)	.525(**)	.422(**)	.436(**)	.488(**)	.626(**)	.604(**)	.740(**)	.688(**)	.849(**)	1
	Sig. (2-tailed)	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	

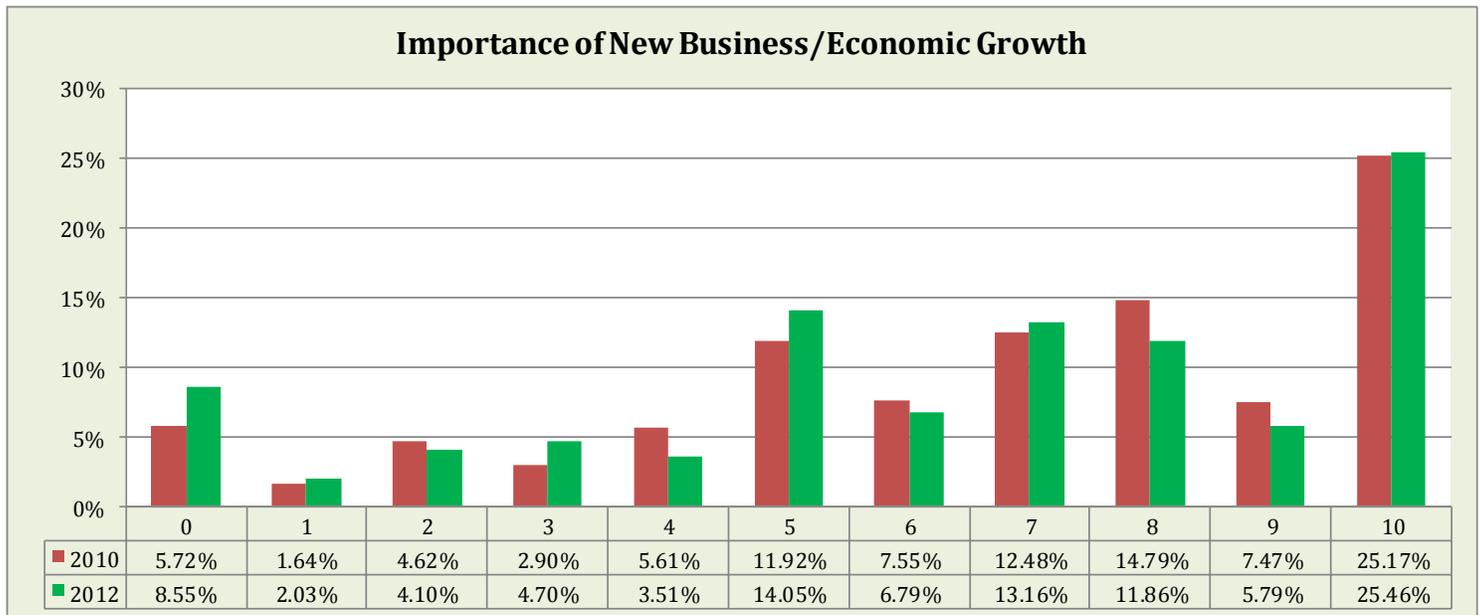
** Indicates a significant value

Economic/Community Growth and Business Development

Many respondents have already mentioned that economic and business development would allow residents of Maple Valley to enjoy a higher quality of life.

Importance of Attracting New Businesses to Maple Valley

On average, respondents rated the importance of attracting new businesses to Maple Valley at a 6.43. This rating reflects a moderate importance for attracting new businesses to the City. However, by further analyzing the statistics and distribution, the data shows that the importance of attracting new businesses is either very important or not important at all. The largest modal class, accounting for 25.46% of respondents, was a “10.” However, 8.55% of respondents rated the importance at a “0.” The high standard deviation (3.16) shows that there is a lot of variance in this data. Just over 63% of respondents rated the importance a “6 or higher.” Additionally, 22.9% of respondents reported an importance rating of “4 or less.” Respondents were somewhat split between the importance level of attracting new businesses to the area. However, the majority of respondents do feel it is important for the community. The 2012 data is almost a mirror representation of the 2010 data. The chart and table below represent these findings.



Importance of New Businesses/Economic Growth		
Statistics	2010 Values	2012 Values
Mean	6.72	6.43
Standard Deviation	7.00	3.16
Kurtosis	2.957	-0.65

Multivariate Analysis

Respondents ages 18 to 24 were significantly more likely to report a lower importance for new business and economic developments within the City than any other age group.

($p = 0.003$, $\eta^2 = 0.046$)

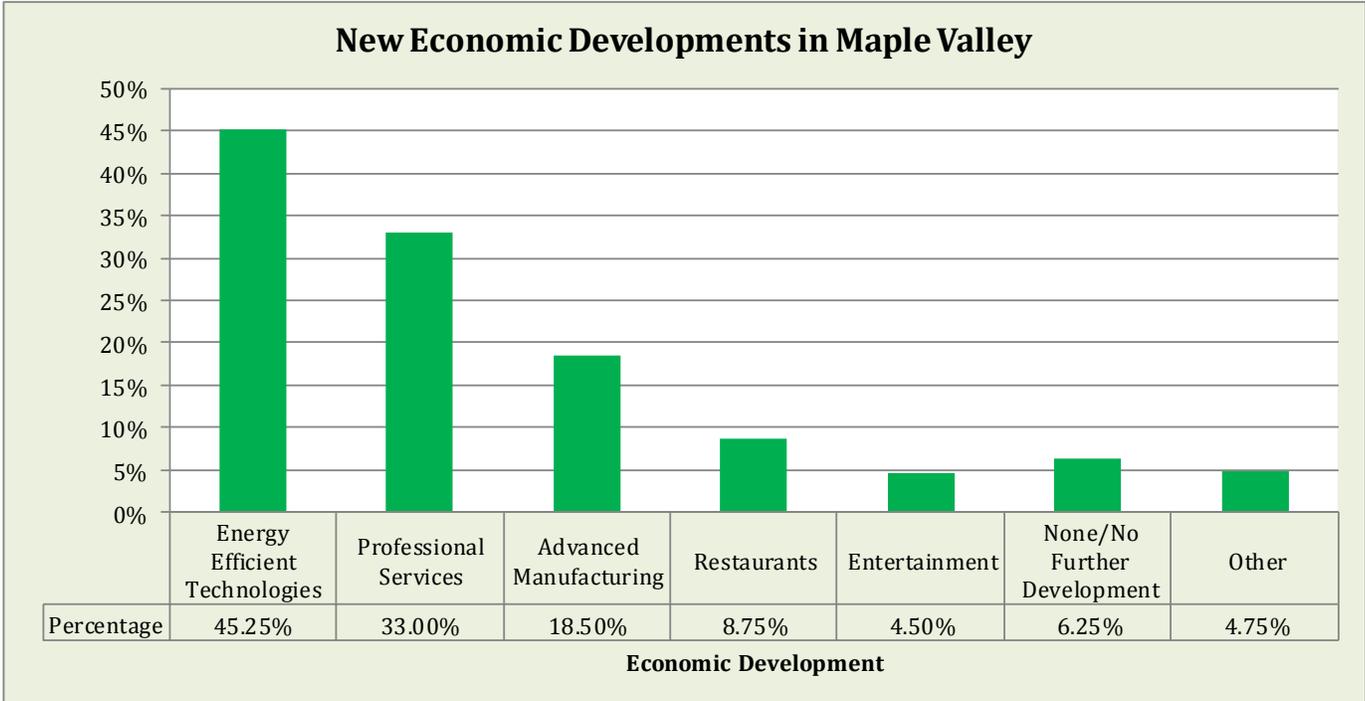
Age	Mean rating
18 to 24	4.41
25 to 34	6.58
35 to 44	6.84
45 to 54	6.45
55 to 64	7.02
65 and Older	5.90

New Economic Developments in Maple Valley

Furthermore, respondents were asked to identify which new economic developments they would like to see in Maple Valley. The most common economic development among respondents was Energy Efficient Technologies at 45.25%, followed by Professional Services at 33.00%. Advanced Manufacturing was also an economic development respondents were interested in, represented by 18.50% of respondents. Interestingly, slightly less than one out of fifteen (6.25%) respondents reported that they do not want any further economic development. Some of the responses that fell under the “other” category included:

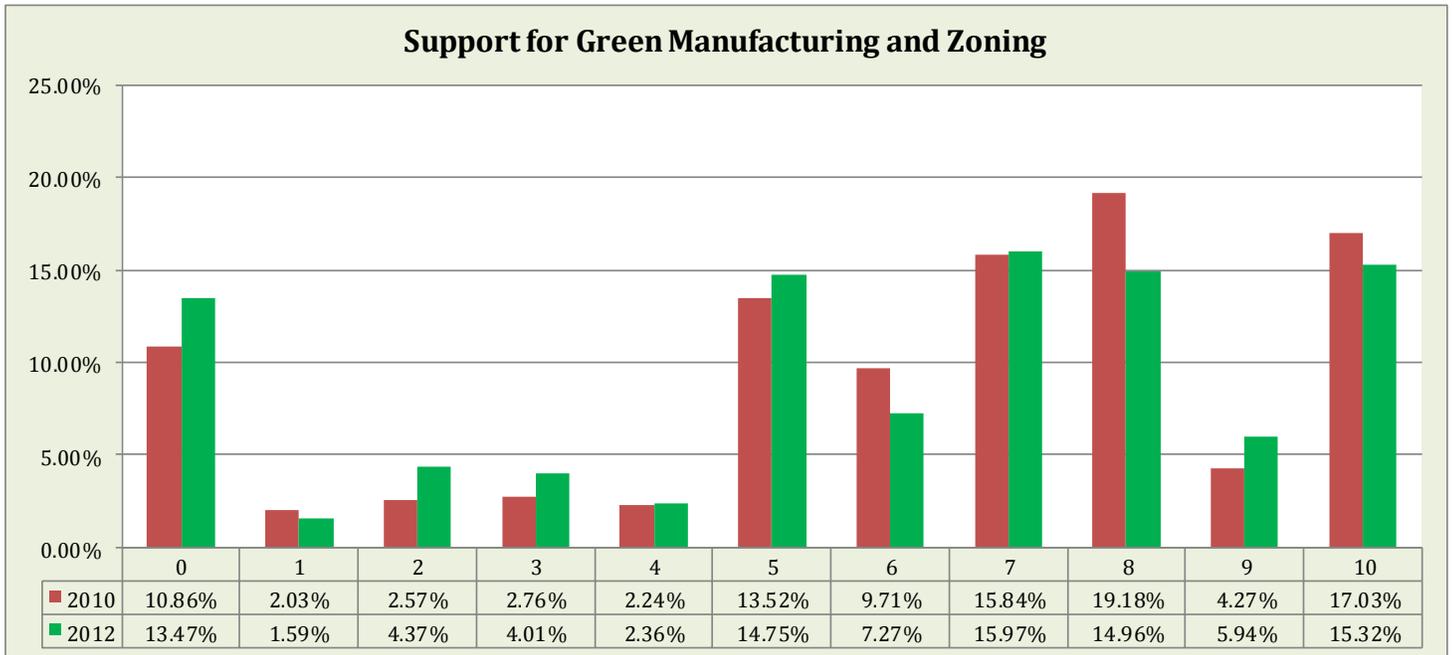
- *Retail shopping centers*
- *Small sports stores*
- *Trader Joe’s*
- *Retirement facilities*
- *Hospitality*
- *Car and boat dealerships*

The chart on the following page portrays the economic developments that residents would like to see in their City.



Support for Green Manufacturing and Zoning

To be more specific, respondents were next asked to rate their support level for green manufacturing and zoning in the City of Maple Valley. In 2010, respondents gave a mean rating of 6.23. However, in 2012, respondents gave a lower mean rating at 5.87. This decrease is showing that residents in Maple Valley are not as likely to support green manufacturing and zoning as they were in 2010. When looking at the distribution, there is a very high amount of variance, represented by a standard deviation of 3.21 in the 2012 ratings. The distribution is nearly uniform, so practically all levels of support (low, medium, and high) are equal. The visual distribution can be seen in the chart on the following page. Once again, the 2012 data are nearly a mirror image of the 2010 data for many frequencies. However, the number of “8” ratings went down in 2012 by 4.22% and the number of “0” ratings went up in 2012 by 2.61%.



Support for Green Manufacturing and Zoning		
Statistics	2010 Value	2012 Values
Mean	6.23	5.87
Standard Deviation	3.05	3.21
Kurtosis	-0.32	-0.76

Multivariate Analysis

Male respondents were significantly more likely to report higher support ratings for the development of green manufacturing and zoning than were female respondents.

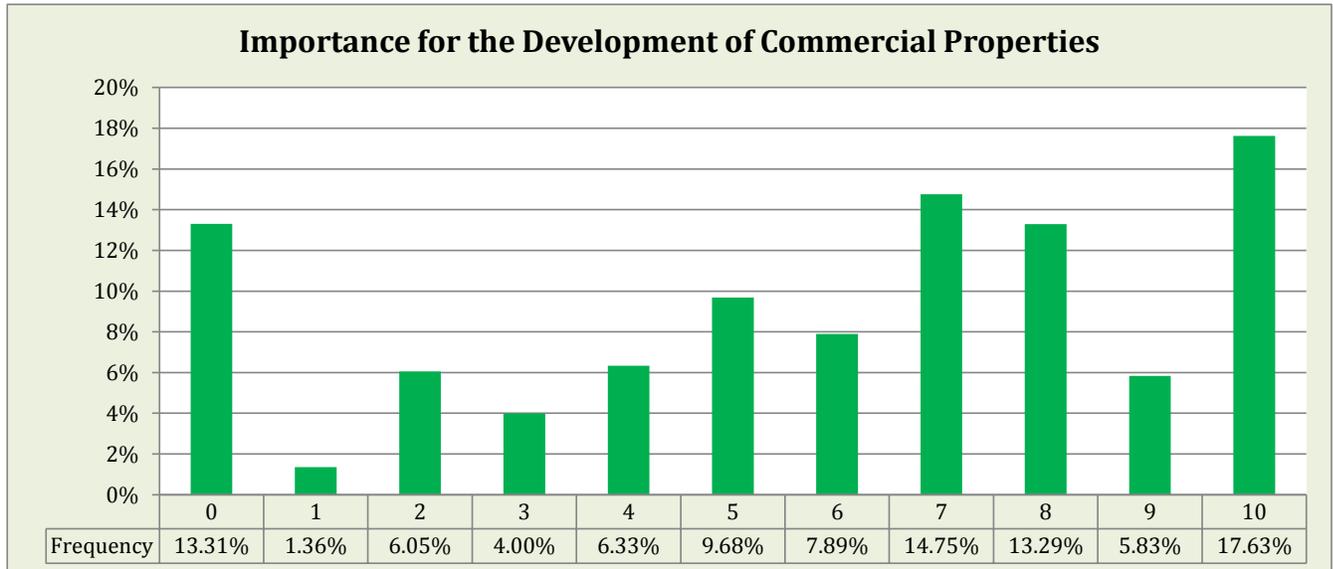
($p = 0.006$, $\eta^2 = 0.021$)

Age	Mean
Female	5.40
Male	6.33

Importance of Developing the Two Commercial Properties

The development of the commercial properties in Maple Valley is of moderate importance to respondents. An average rating of 5.48 was expressed by respondents. As noted in the previous two sections, the variance is very high in this distribution as well represented by the standard deviation value of 3.29. The largest modal class was “10” represented by 17.63% of respondents. More than 13% of respondents reported a rating of “0” for the importance of developing the two commercial properties. The population of Maple Valley is split between the idea of developing the two vacant commercial properties. It is possible that some respondents are giving low ratings because of their lack of knowledge regarding

the use of the property. The distribution and statistics are shown in the chart and table below.



Importance of Developing Commercial Properties	
Statistics	Values
Mean	5.48
Standard Deviation	3.29
Kurtosis	-0.94

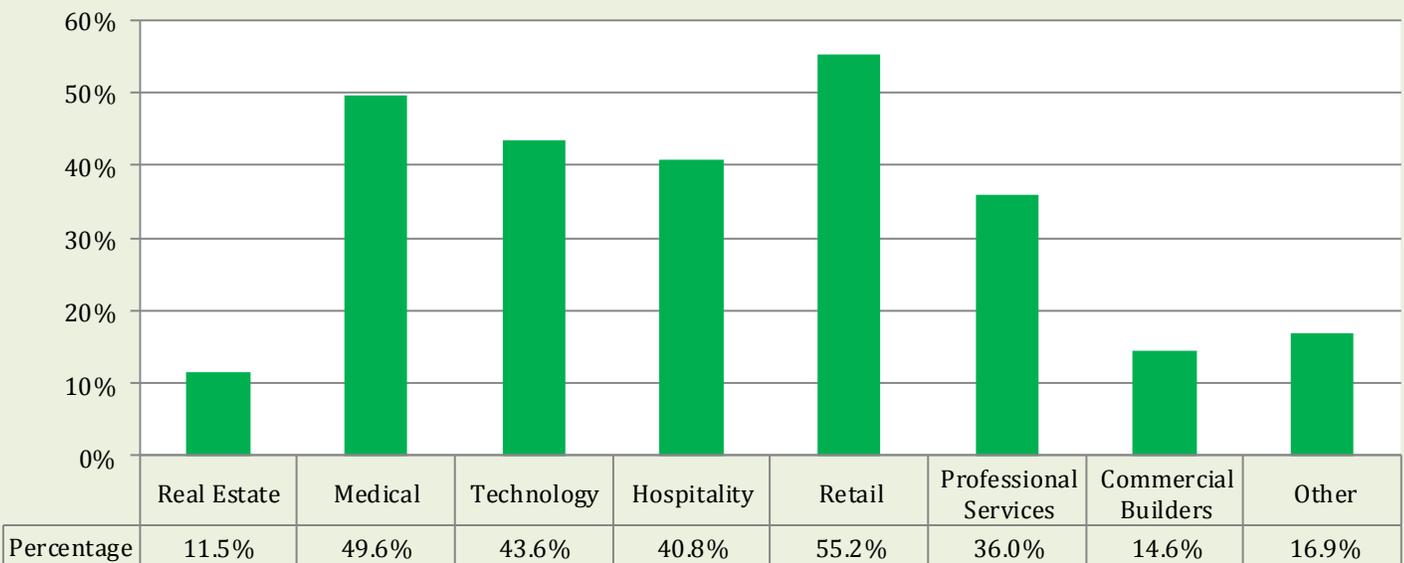
Types of Jobs/Industries for the City

Respondents identified the specific types of jobs they want brought into the City of Maple Valley. Retail, Medical, and Technology jobs were the most desired jobs by respondents represented by 55.2%, 49.6%, and 43.6%, respectively. Hospitality and Professional Services were also desired jobs, as 40.8% and 36.0%, respectively, of respondents showed interest. Some of the responses that fell into the “other” category included:

- Manufacturing
- Restaurant
- Entertainment jobs for high school students
- Waste Management

The chart on the following page displays the percentage of respondents interested in a given industry.

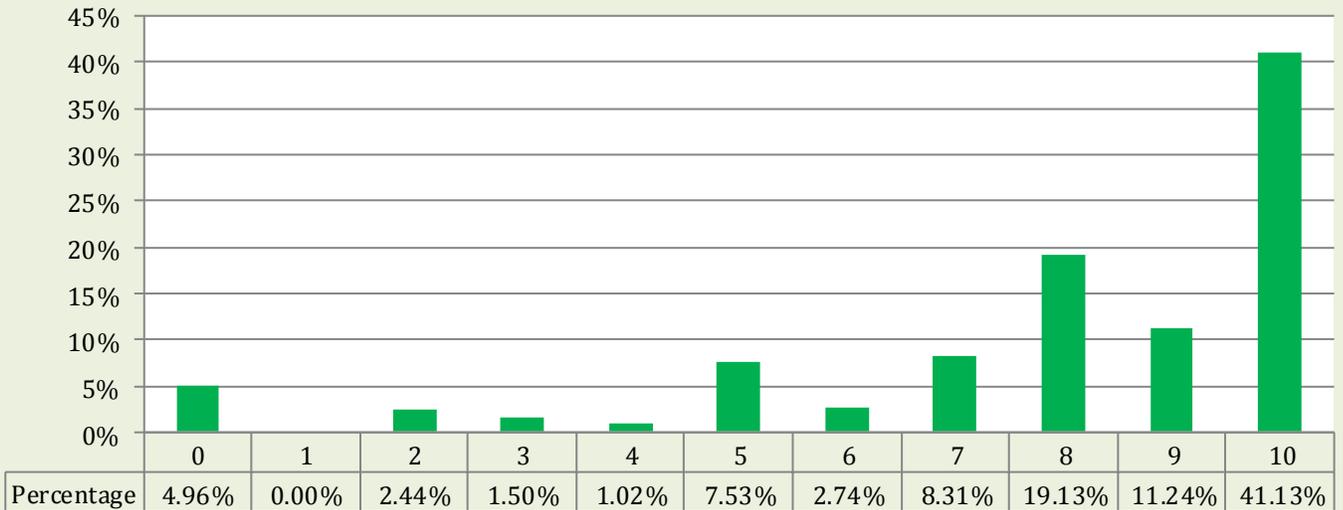
The Types of Jobs/Industries Citizens Want Brought to the City



Tahoma School District Training Program

Next, respondents were asked their interest level in an advanced manufacturing training program through Tahoma High School that would prepare students for a career in advanced manufacturing. Overall, respondents were very interested in this program, as they gave an average rating of 7.91. Additionally, more than 4 out of 10 respondents (41.13%) gave a “10” rating and 71.5% of respondents gave a rating of “8 or higher.” Throughout this research, respondents have been adamant about the City adding programs for youth, and this is another example of how much Maple Valley residents care for the younger generations. The vacant commercial properties are “a great location for training facilities where young students can meet to learn about advanced manufacturing and other technical careers.” The chart on the following page represents the distribution of ratings for respondents’ interest levels in an advanced manufacturing training program through the Tahoma School District.

Interest in Training Program Through the Tahoma School District



Interest in Training Program at Tahoma Schools	
Statistics	Values
Mean	7.91
Standard Deviation	2.69
Kurtosis	1.83

Multivariate Analysis

Respondents ages 25 to 34 were significantly more likely to report a lower interest rating for a new advanced manufacturing training program through the Tahoma School District than any other age group.

(p = 0.004, eta² = 0.043)

Age	Mean
18 to 24	8.64
25 to 34	7.10
35 to 44	8.43
45 to 54	7.50
55 to 64	8.39
65 and Older	7.89

Linear Discriminant Analysis

All of the respondents’ attitudes regarding satisfaction with City of Maple Valley services and activities were moderately positive in both 2010 and 2012. 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 logic 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:

	<u>2010</u>	<u>2012</u>
Eigen value:	.882	.504
Canonical Correlation:	.685	.579

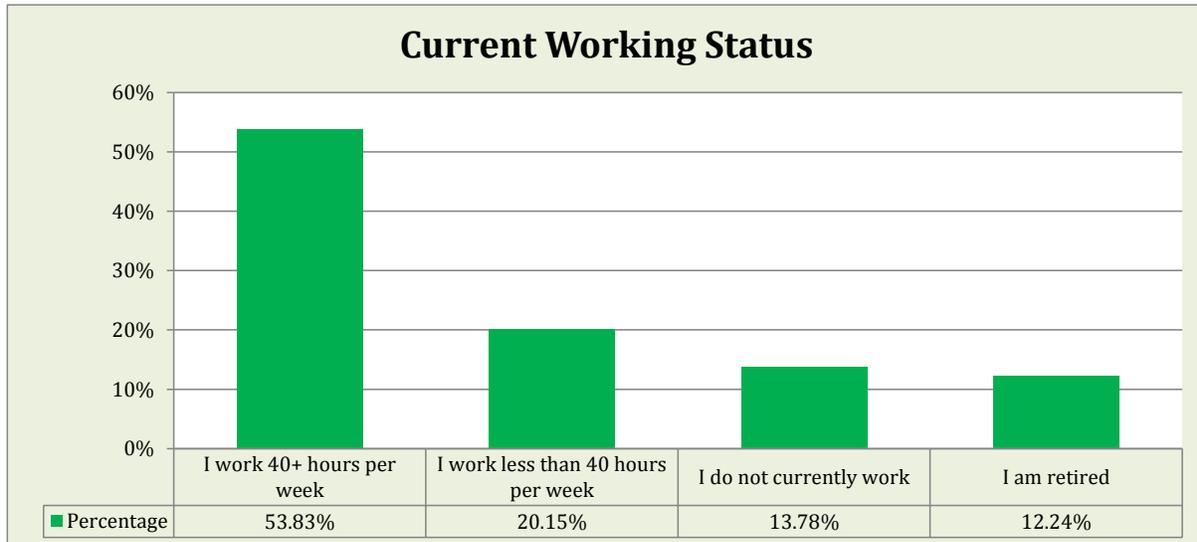
What this means is that 88.2% of the variance in 2010 and 50.4% in 2012 was explained by the Eigen value. Furthermore, the .685 canonical correlation in 2010 and .579 in 2012 show the interrelated set of variables that determine satisfaction with the City of Maple Valley. Values closest to 1.000 indicate 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 were drivers of the overall quality of life residents experience in Maple Valley in 2010. However, in 2012, City Council, the City Manager’s Office, and Community Development are the current drivers of the overall quality of life among residents in Maple Valley.

Discriminant Analysis		
Variable	2012 Function	2010 Function
City Council	0.868	0.357
City Manager’s Office	0.846	0.567
Community Development	0.661	0.252
Hours and Dates of Operation	0.587	0.529
Accessibility to City Staff	0.586	0.705
Parks and Recreation Department	0.537	0.629
Community Events	0.434	0.621
Police Department	0.421	0.395
Public Works Department	0.420	0.317
Obtaining Contact Information for City Staff	0.278	0.558

Current Employment Characteristics

Current Working Status

Respondents were asked to report their current working status. The majority of respondents, 53.73% reported working 40+ hours per week and 20.13% of respondents work less than 40 hours per week. Additionally, 13.89% of respondents are not currently working and 12.23% are retired. The distribution can be seen in the chart below.



Multivariate Analysis

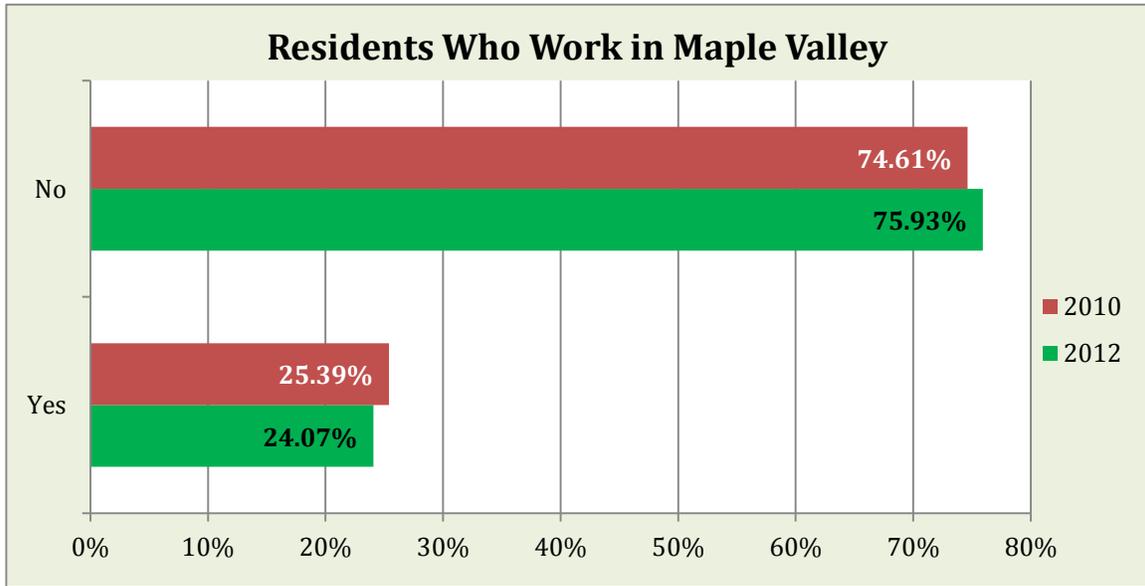
Men were significantly more likely to work 40+ hours per week than women and women were significantly more likely to not work than men.

($p < 0.000$, Cramer's $V = 0.389$)

Gender	Percent Working 40+ hours	Percent Currently Not Working
Male	72.8%	35.6%
Female	7.9%	19.8%

Residents Who Work in Maple Valley

The location of where respondents currently work was also discovered in the research. The large majority of working respondents work outside the City of Maple Valley. This was evident in both the 2010 and 2012 studies. In 2010, 74.61% of respondents worked outside the City and 75.93% in the 2012 research. This is shown in the chart on the following page.



Location of Workplace

Respondents next reported the city in which they work, if they do not currently work in Maple Valley. The majority of respondents in both the 2010 and 2012 research reported working in Seattle, 20.5% and 16.65%, respectively. Additionally, Issaquah and Renton are very common places for respondents to work as 10.2% and 12.8%, respectively, reported working in these two cities. The distribution of locations in which respondents currently work is shown in the table below. Cities that were categorized into the “other” category include:

Location of Workplace		
City	2010 Percentage	2012 Percentage
Auburn	4.7%	10.2%
Bellevue	8.8%	9.6%
Covington	2.1%	1.6%
Issaquah	2.6%	10.2%
Kent	10.8%	9.1%
Redmond	4.1%	3.7%
Renton	12.9%	12.8%
Seattle	20.6%	16.6%
Tukwila	6.7%	2.7%
Other	26.8%	23.5%

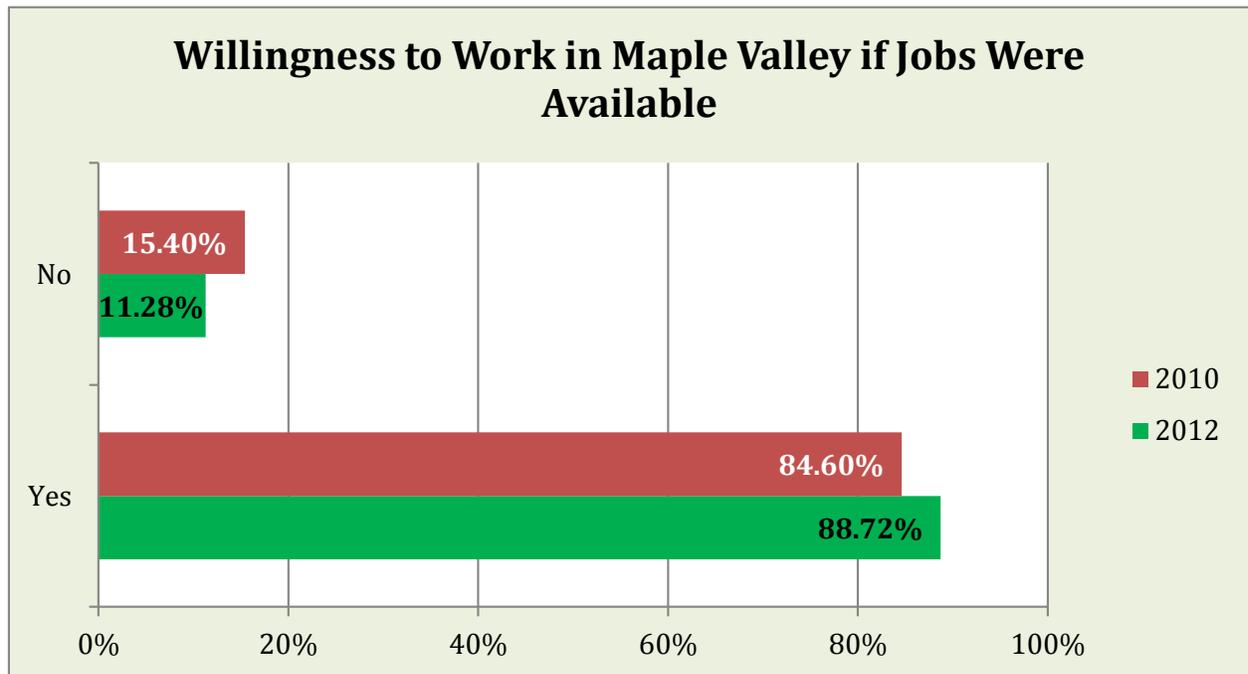
Cities that were categorized into the “other” category include:

- Tacoma
- Snoqualmie
- Mercer Island
- Federal Way

- Everett
- Enumclaw
- Black Diamond

Willingness to Work in Maple Valley if Jobs Were Available

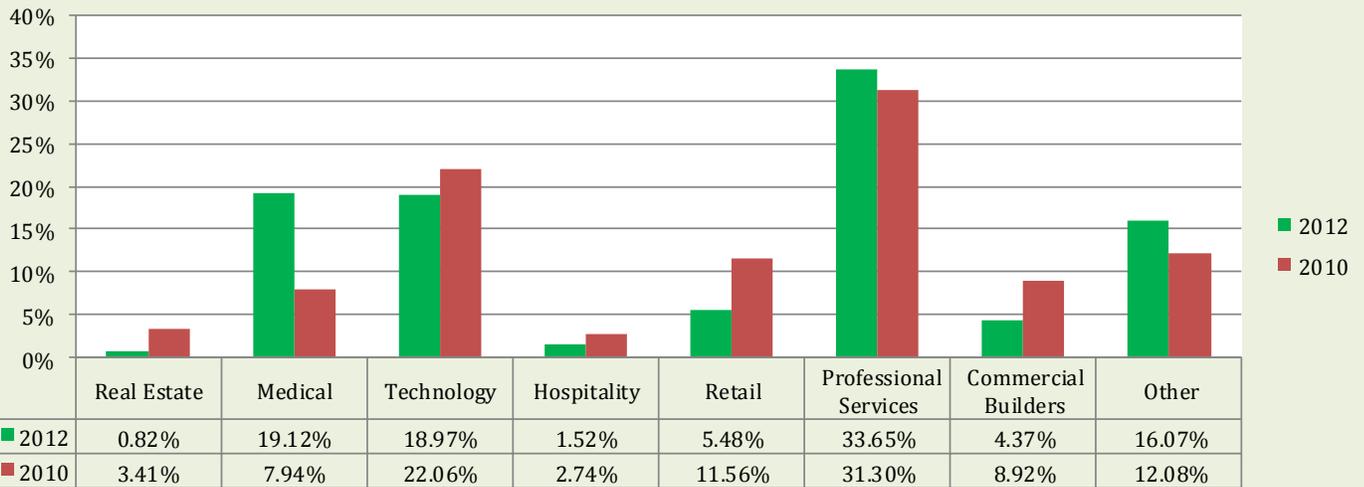
In 2012, more than 88% of respondents described that they would be willing to work in the City of Maple Valley if more jobs in their industry were available. This is an increase of 4.12% from 2010. It is very clear that respondents, given the opportunity, would rather work in their own community than another. The chart below explains this finding.



Industry Currently Working In

In order to identify the industries respondents would like brought to the City, they were asked to describe the current industry they work in. Professional Services accounted for 31.30% of respondents in 2010 and 33.65% in 2012, which was the most frequently worked in industry. Furthermore, jobs in the medical industrial increased from just 7.94% in 2010 to over 19% in 2012, a 141% increase in the two year time period. The chart on the following page explores the percentage of workers in each industry.

Current Industry Citizens Work in



For those respondents who described an “other” industry, the following were their responses:

- Aerospace
- Manufacturing
- Local and Federal Governments
- Logistics
- Construction
- Education
- Law Enforcement
- NPO
- Transportation

Company Currently Working for

Furthermore, respondents were asked to give the name of the company they currently work for. The following are a selection of the companies or organizations respondents reported working for:

- Amazon
- Alaska Airlines
- Bank of America
- Bill and Melinda Gates Foundation
- Boeing
- Children’s Hospital
- City of Renton, Bellevue, Auburn, and Snoqualmie
- Costco
- DSHS
- FedEx
- Graham Trucking
- Group Health
- H&R Block
- Kent School District
- King County
- Microsoft
- REI

- Remax
- Renton School District
- Safeway
- Swedish Medical Center
- T-Mobile

- Tahoma School District
- UPS
- Weyerhaeuser
- Windermere

Higher Fuel Costs, Tolling, and Commuting

Effects of Higher Fuel Prices

With fuel prices rising almost daily, respondents were asked to describe the effects that higher gas prices will have on their driving habits. A large percentage of respondents, 39.60% reported that they will shop closer to the City of Maple Valley. However, 44.78% of respondents reported that they will see no impact from higher gas prices. Other respondents mentioned that they would look for possible employment within the City (8.98%) or use public transportation (5.81%). The table below reveals the data.

Effects of Higher Fuel Costs	
Effect	2012 Percent
Shop closer to the City	39.60%
Use the local parks system	0.83%
Use public transportation	5.81%
Look for possible employment within the City	8.98%
No Impact	44.78%

Effects of Tolling WA-169

In addition to higher fuel prices, respondents were asked to explain the effect a toll on WA-169 would have on them. Nearly 4 out of 10, 38.5%, of respondents reported that a toll would have no effect on them. However, this means that 61.5% of respondents are going to be effected by the toll. More specifically, 25.9% reported that they would move their shopping habits closer to the City, 11.0% would use public transportation, and 24.2% reported that they will be using alternative transportation routes.

Effects of Tolling on WA-169	
Effect	2012 Percent
Shop closer to the City	25.9%
Use the local parks system	8.7%
Use public transportation	11.0%
Look for possible employment within the City	9.9%
No Impact	38.5%
Find an alternative route	24.2%
Just be upset	3.9%
Other	2.1%

Length of Daily Commute

In 2010, respondents commuted an average of 30.16 miles round trip to work and 29.41 miles in 2012. The percent of respondents who travel 21 to 30 miles per day to work increased by 8.3% from 2010 to 2012. On the contrary, respondents who commute 31 to 50 miles to work per day decreased by 5.2% from 2010 to 2012. Overall, it is evident that respondents make long commutes to and from Maple Valley for work.

Length of Daily Commute (<i>in miles</i>)		
Miles	2010	2012
0 to 5	19.6%	18.4%
5 to 10	8.8%	6.0%
11 to 20	15.8%	14.6%
21 to 30	16.7%	25.0%
31 to 50	24.8%	19.6%
51 or More	14.3%	16.4%
Mean	30.16	29.41
Std. Deviation	28.743	23.83
Kurtosis	10.747	7.67

Conclusions

The following is a summary of the most important findings from the survey:

1. Compared to 2010, the overall quality of life experienced by Maple Valley residents has increased from 7.62 to 7.99. When asked to explain their reasoning for giving this rating, respondents reported that “it is a great community with great schools and friendly citizens.” Respondents then reported ways to improve the quality of life for those in the City. The most common response involved the resolution of the current traffic problem that the City is facing. The most important variables that contribute to the quality of life in Maple Valley for 2012 are the City Council, City Manager’s Office, and Community development.
2. Respondents were most satisfied with the Community Events provided by the City of Maple Valley. The average importance rating for this attribute was 8.32. The City Council received the lowest satisfaction rating among respondents in 2012 (5.87), which is similar to the 2010 results (5.32).
3. Respondents reported that more facilities, programs, and events put on by the Parks and Recreation Department for youth would increase their satisfaction with the department. Additionally, respondents reported that more youth fields and activities would increase their usage of the Maple Valley Parks.
4. Respondents reported very low interest in paying for a permit that allows them to use Maple Valley Parks, indicated by the average rating of just 3.48.
5. Satisfaction levels were quite high for the Lake Wilderness Park, as respondents reported an average rating of 7.59. Among all parks, respondents were most satisfied with the cleanliness of the parks and the events, activities, and programs put on by the Parks and Recreation Department. Areas that need improvement include the recreational facilities and cleanliness of restrooms.
6. Music in the Park, Holiday Lights Celebration, and the Fourth of July Fireworks/Picnic were the most frequently attended events among respondents. Furthermore, respondents ages 25 to 34 were significantly more likely to attend a greater number of events than any other age group.
7. Overall, respondents reported having very good experiences with the events, activities, and programs in which they attended, reporting an average rating of 8.14. Men were significantly more likely to report higher ratings for their experiences than were women.

8. Respondents ages 35 to 44 were significantly more willing to support the Summit Park and Ballfields Master Plan through a separate tax than were any other age group. More than 50% of these respondents reported that they were willing to support the Master Plan.
9. The City Council is strongly correlated with the City Manager's Office ($r=.859$) and more importantly, the overall quality of life experienced by residents is strongly correlated with the City Manager's office ($r=0.616$).
10. In 2012, respondents reported that the importance of attracting new businesses and economic growth in the community as being less important than in 2010. This is represented by the 2010 rating of 6.72 and 2012 rating of 6.43. Furthermore, respondents ages 18 to 24 were significantly more likely to report lower importance ratings than any other group.
11. In 2012, respondents were significantly more likely to report a lower level of support for green manufacturing and zoning than were respondents in 2010. Respondents reported a rating of 5.87 in 2012 and 6.23 in 2010.
12. Respondents were very interested in the advanced manufacturing training program that would be implemented through the Tahoma School District. Respondents reported an average interest level of 7.91 out of 10.

Appendix A: 2010 Survey 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]**

Appendix B: 2012 Survey 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. 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? **[RECORD #]**
 - 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.)
 - 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
3. **[IF Q2a<10, ASK]** What could be done to make you give the Parks and Recreation Department a "10" rating in the previous question? **[VERBATIM]**
4. How frequently have you visited and/or used the following parks and recreational facilities in the past 12 months? **[READ; RECORD #]**
 - a. Lake Wilderness Park
 - b. Lake Wilderness Golf Course
 - c. Take-A-Break Park
 - d. Green to Cedar Rivers Trail / Cedar Rivers Trail
 - e. Skate Park
 - f. Other **[SPECIFY]**
5. What recreational programs or facilities would you like to see added to the City of Maple Valley? **[VERBATIM]**
6. Which recreational programs or facilities would you be willing to support through your funding? **[VERBATIM]**

7. On a scale from 0 to 10, where 0 means uninterested and 10 means very interested, how interested are you in having a paid annual park and recreation permit as a mean to help fund the parks? **[RECORD #]**
8. On a scale from 0 to 10, where 0 means very unsatisfied and 10 means very satisfied, how satisfied are you with the features and amenities of Lake Wilderness Park? **[PROMPT; EXAMPLES ARE THE LAKE WILDERNESS TRAILS, LODGE, ETC., RECORD #]**
9. On a scale from 0 to 10, where 0 is very unsatisfied and 10 is very satisfied, how satisfied are you with the following Parks and Recreation Department features in general:
 - a. Cleanliness of parks
 - b. Cleanliness of restrooms
 - c. Recreational facilities
 - d. Events, activities, and programs
10. On average, how many times per week do you exercise? **[PROMPT; THIS INCLUDES WALKING TRAILS, BIKING, AND OTHER OUTDOOR ACTIVITIES, RECORD #]**
11. How many events, activities, and programs have you attended through the Parks and Recreation Department over the past 12 months? **[RECORD#]**
12. **[IF Q11 > 0, ASK]** Which events and/or activities have you participated in within the last two years? **[READ; SELECT ALL THAT APPLY]**
 - a. Music in the Park
 - b. Fourth of July Picnic and Fireworks
 - c. Kids' Festival
 - d. Family Movie Night
 - e. Holiday Lights Celebration
 - f. Adult sports leagues
 - g. Pee Wee Soccer
 - h. T-ball
 - i. Other **[SPECIFY]**
13. On a scale from 0 to 10, where 0 means very poor and 10 means excellent, how would you rate your overall experience at the events, activities, and programs you have attended? **[RECORD #]**
14. Have you ever used the Lake Wilderness Golf Course?
 - A. Yes
 - B. No **[SKIP TO 16]**
15. **[ONLY ASK IF Q14=YES]** On a scale from 0 to 10, where 0 means very poor and 10 means excellent, how would you rate your experience at:

- A. The golf course?
- B. The restaurant?

16. Would you be willing to support the Summit Park and Ballfields Master Plan through a special tax?
- a. Yes
 - b. No
 - c. Refused
 - d. Other **[SPECIFY]**
17. 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?
18. Why did you give that rating? **[VERBATIM]**
19. What do you think the City of Maple Valley can do to improve the quality of life? **[VERBATIM]**
20. How do you feel others outside of the community perceive the City of Maple Valley? **[VERBATIM]**

Community Growth/Relationships

21. 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? **[RECORD #]**
22. What types of economic developments would you like to see in the City of Maple Valley?
- d. Energy efficient technologies (Green, solar, wind, etc.) **[SPECIFY]**
 - e. Professional services (Such as Microsoft, Google, Expedia, etc.) **[SPECIFY]**
 - f. Advanced Manufacturing
 - g. Other **[SPECIFY]**
23. On a scale from 0 to 10, where 0 is do not all support and 10 is strongly support, what is your level of support for the development of green manufacturing and zoning in Maple Valley? **[RECORD #]**
24. On a scale from 0 to 10, where 0 means very unimportant and 10 means very important, how important is it to you that the City develops commercial properties, which will provide well-paying and sustainable jobs, in order to build the local economic base? **[RECORD #]**

25. What types of jobs and/or industries would you like to see brought to the City?

[SELECT ALL THAT APPLY]

- a. Real Estate
- b. Medical
- c. Technology
- d. Hospitality
- e. Retail
- f. Professional Services
- g. Commercial Builders
- h. Other **[SPECIFY]**

26. On a scale from 0 to 10, where 0 means not at all interested and 10 means very interested, how interested are you in having a program through the Tahoma School District that trains students for high tech and advanced manufacturing jobs?

[RECORD #]

Employment/Demographics

27. How would you describe your current working status? **[READ; SELECT ONE]**

- a) I work 40+ hours per week
- b) I work less than 40 hours per week
- c) **I do not currently work [SKIP TO 34]**
- d) **I am retired[SKIP TO 34]**
- e) **Don't know/refused[SKIP TO 34]**

28. Do you currently work in the City of Maple Valley?

- a) Yes
- b) No **[SPECIFY LOCATION]**

29. Would you be willing to work in Maple Valley if more jobs in your industry were available? **[SELECT ONE]**

- d. Yes
- e. No
- f. Don't Know/Refused

30. In what industry do you currently work?

- i. Real Estate
- j. Medical
- k. Technology
- l. Hospitality
- m. Retail
- n. Professional Services
- o. Commercial Builders
- p. Other **[SPECIFY]**

31. Which company do you currently work for? **[SELECT ALL THAT APPLY]**
- a. Boeing
 - b. Amazon
 - c. Microsoft
 - d. Expedia
 - e. PACCAR
 - f. Russell Investments
 - g. Other **[SPECIFY]**
32. What is your position at that company? **[VERBATIM]**
33. How long is your commute round trip from your home to work? **[RECORD # IN MILES]**
34. What would be the impact of higher fuel costs to you? **[READ; SELECT ALL THAT APPLY]**
- 1. Shop closer to the city
 - 2. Use the local parks system
 - 3. Use public transportation
 - 4. Look for possible employment within the city
35. What would be the impact of tolling on highways such as WA-169 to you? **[READ; SELECT ALL THAT APPLY]**
- 1. Shop closer to the city
 - 2. Use the local parks system
 - 3. Use public transportation
 - 4. Look for possible employment within the city

DEMOGRAPHICS

- D1. What type of housing do you live in? **[READ; SELECT ONE]**
- c. Multifamily Housing (condo, apartment, townhouse, mobile home)
 - d. Single Family Housing
- D2. Do you own or rent your home? **[SELECT ONE]**
- d. Own
 - e. Rent
 - f. Don't Know/Refused
- D3. In what year were you born?
[RECORD YEAR]
- D4. What is your ethnicity?
- h. White (Caucasian)
 - i. Black (African American)
 - j. American Indian or Alaskan Native

- k. Asian
- l. Hispanic/Latino
- m. Don't Know/ Refused
- n. Other **[SPECIFY]**