



Washoe County Citizen Survey

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Washoe County Citizen Survey

Table of Contents

Objectives and Methodology	2
Executive Summary	4
Key Findings	4
Significant Differences by Groups	15
By Type (CAB Member or General Citizen)	16
By District	18
By Jurisdiction	19
By Length of Residency	20
By Age Group	21
By Education Level	23
By Children in Household	24
By Race /Ethnicity	25
By Annual Household Income	26
By Gender	27
Detailed Findings	28
Section A – Overall Perception of Washoe County	28
Section B – Budget Priorities for Washoe County	33
Section C – Satisfaction with Washoe County Services	49
Section D – Satisfaction with Unincorporated Washoe County Services	66
Section E – Citizen Contact with Washoe County	74
Section F – Communications	79
Section G – Demographics of Respondents	83

Objectives & Methodology

Objectives

Washoe County government requested a citizen survey to learn more about the issues that are important to citizens and to find out how the County can better serve the people who live in it.

The primary objectives of this citizen survey were to:

- Identify citizen perceptions of the most important issues facing Washoe County,
- Identify whether citizens know what services Washoe County provides and which of those services are top-of-mind,
- Identify citizen satisfaction with Washoe County government in general and with 15 specific County services,
- Identify which County services the citizens think should have the highest priorities when determining funding allocations for Washoe County,
- Identify for those who live in unincorporated Washoe County their level of satisfaction with County services in their neighborhood,
- Determine citizens' primary sources of information about Washoe County government, whether they have ever watched Washoe County's government programming, and whether they have used the Washoe County website in the past two years,
- Determine whether citizens have had any contact with Washoe County employees in the past two years and, if so, the method of contact and whether they perceived the employees as courteous and/or helpful,
- Obtain additional comments that citizens would like Washoe County government to know,
- Determine if there are significant differences in results based on: (1) Whether the respondent was a general citizen or a member of a Citizen Advisory Board (CAB), (2) District, or (3) Jurisdiction (Reno, Sparks, or unincorporated Washoe County),
- Determine if there are significant demographic differences in results based on: (1) Length of residence, (2) Age group, (3) Education level, (4) Children in household, (5) Race/ ethnicity, (6) Income, or (7) Gender.

Methodology

A total of 655 citizens were surveyed for the Washoe County Citizen Survey in 2009. The study consisted of both a telephone survey of general citizens and an online survey of Citizen Advisory Board (CAB) members.

Of the 655 total, 600 were general citizens, age 18 or older, who were registered voters in Washoe County. The sample was drawn from a list of over 129,000 registered voters who had provided telephone numbers to the Washoe County Registrar of Voters office. The sample of 600 general citizens was evenly divided by the five districts with 120 respondents (20%) from each district.

Additionally, the sample of 600 general citizens was randomly distributed as follows:

- Jurisdiction: (1) City of Reno = 60%, (2) City of Sparks = 19%, and (3) Unincorporated Washoe County = 21%
- Age: (1) 18 to 44 = 36%, (2) 45 to 64 = 45%, and (3) 65 or older = 19%
- Race/Ethnicity: (1) White/Caucasian = 78%, (2) Minorities = 22%
- Gender: (1) Males = 51%, (2) Females = 49%.

Note: These percentages exclude non-responses and are generally consistent with the population distribution.

The general citizen sample was interviewed over the telephone. Interviews were conducted from January 8 to January 31, 2009. Interviewing was conducted primarily in the evenings and on weekends to assure representation of working households. The telephone interviews took, on average, 12 minutes each to complete.

Additionally, of the 655, the other 55 respondents were Washoe County Citizen Advisory Board (CAB) members. The CAB members received the same questionnaire, only online. A total of 91 email invitations were sent out to the email addresses provided by Washoe County; 85 were deliverable. CAB members who did not respond to the first invitation were sent a reminder email to encourage participation. The online survey was in the field from January 12 to 26, 2009.

The sample of the 55 CAB members who elected to respond was distributed as follows:

- District: District 1 = 18%, District 2 = 35%, District 3 = 11%, District 4 = 15%, District 5 = 22%
- Jurisdiction: (1) City of Reno = 24%, (2) City of Sparks = 4%, and (3) Unincorporated Washoe County = 73%
- Age: (1) 18 to 44 = 23%, (2) 45 to 64 = 45%, and (3) 65 or older = 32%
- Race/Ethnicity: (1) White/Caucasian = 94%, (2) Minorities = 6%
- Gender: (1) Males = 64%, (2) Females = 36%.

The confidence interval is $\pm 3.8\%$ for the total sample of 655 respondents, $\pm 4.0\%$ for general citizens, and $\pm 7.9\%$ for CAB members; this range of variability is calculated at the standard 95% confidence level. Additionally, this report references certain sub-segments of the sample population for comparison; however, the sample size of the subsets does not carry the same confidence interval as the overall data.

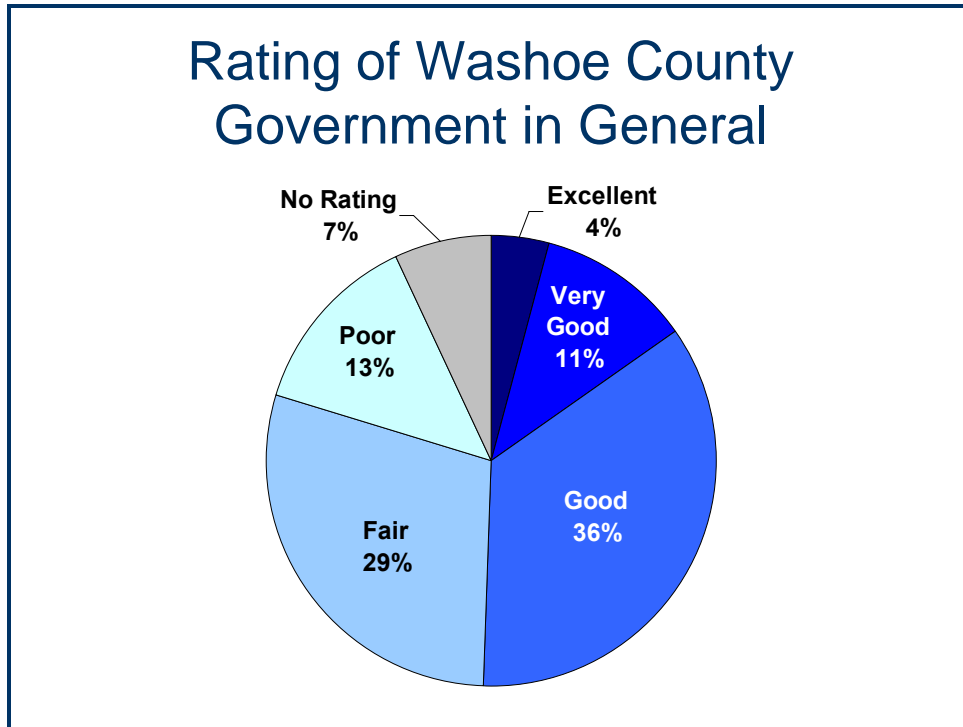
Due to rounding, column totals may not equal 100%. In the Detailed Findings section, only significant differences are mentioned in the text.

Executive Summary

Key Findings

Overall Perception of Washoe County

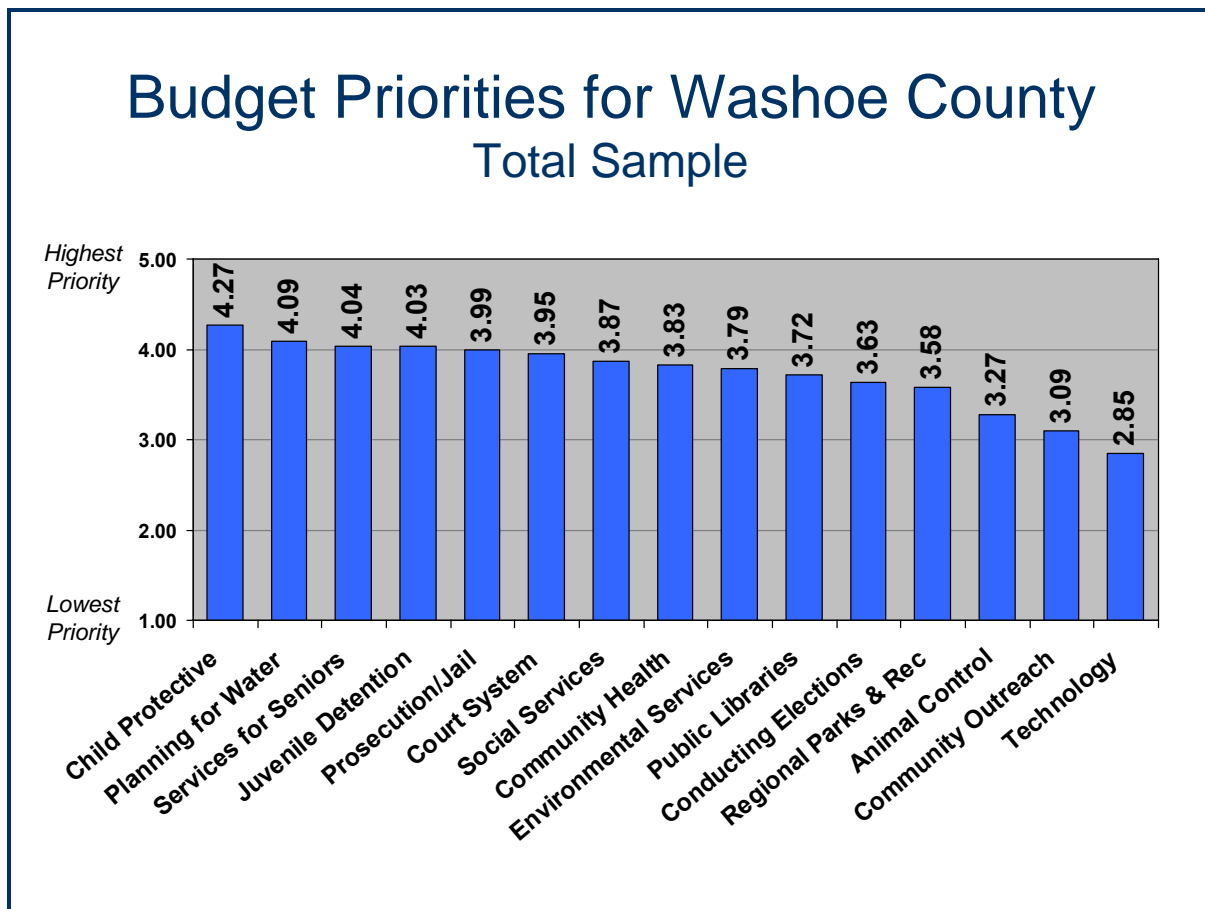
- In terms of the most important issue facing Washoe County, the top five themes mentioned by citizens were the economy/finances in general (18%); the budget including funding and cutbacks, (14%), jobs and unemployment (12%), growth and development issues (11%), and education (9%).
- Half the respondents (50%) indicated that Washoe County government generally does a good or better job overall; 4% said excellent, 11% said very good, and 35% said good. Another 29% indicated that Washoe County government does a fair job and 13% said a poor job, while another 7% did not provide a rating.



- When asked if they could name up to three services that Washoe County provides, over half the respondents (55%) named three services, 15% named two, 8% named one, and 22% did not name any. The most common County services mentioned were related to law enforcement (13%), road services (7%), parks and recreation (6%), fire services (5%), and health services (5%).

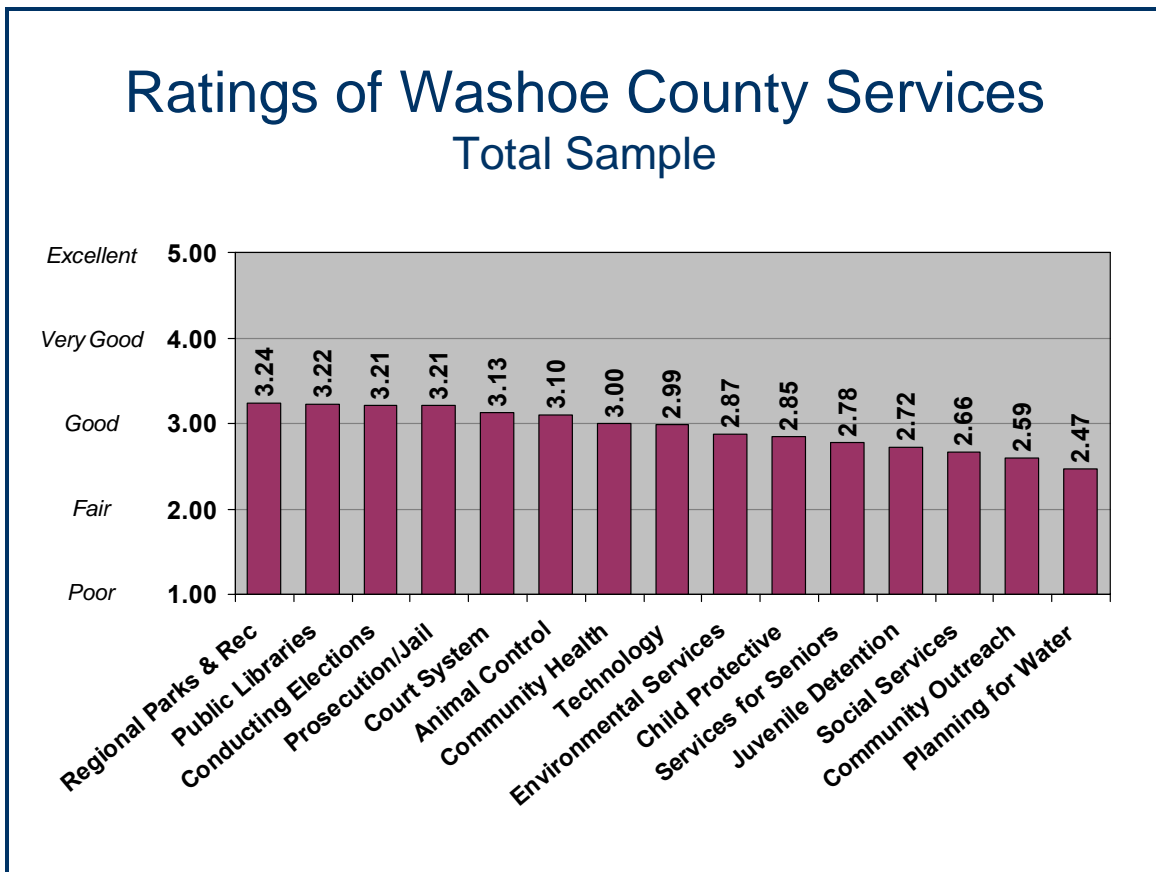
Budget Priorities for Washoe County

- Respondents were asked to indicate how much of a priority 15 different Washoe County services should have when determining funding allocations for Washoe County. These ratings were based on a 5-point scale that ranged from “the highest priority possible” (5) to “not at all a priority” (1).
- Overall, the three highest ranked budget priorities were for child protective services (mean = 4.27); planning for regional water and other natural resources (mean = 4.09); and services for seniors (mean = 4.04).
- Child protective services was the highest ranked budget priority by both CAB members and general citizens, by respondents from four out of the five districts (all except District 3, which ranked services for seniors the highest), and all three jurisdictions (Reno, Sparks, and Unincorporated Washoe County).
- Overall, the three lowest ranked budget priorities of the 15 measured were for animal control services (mean = 3.27); community outreach services (mean = 3.09); and technology (mean = 2.85).
- Technology was the lowest ranked budget priority of the 15 measured by CAB members and general citizens, by all five districts, and by all three jurisdictions.



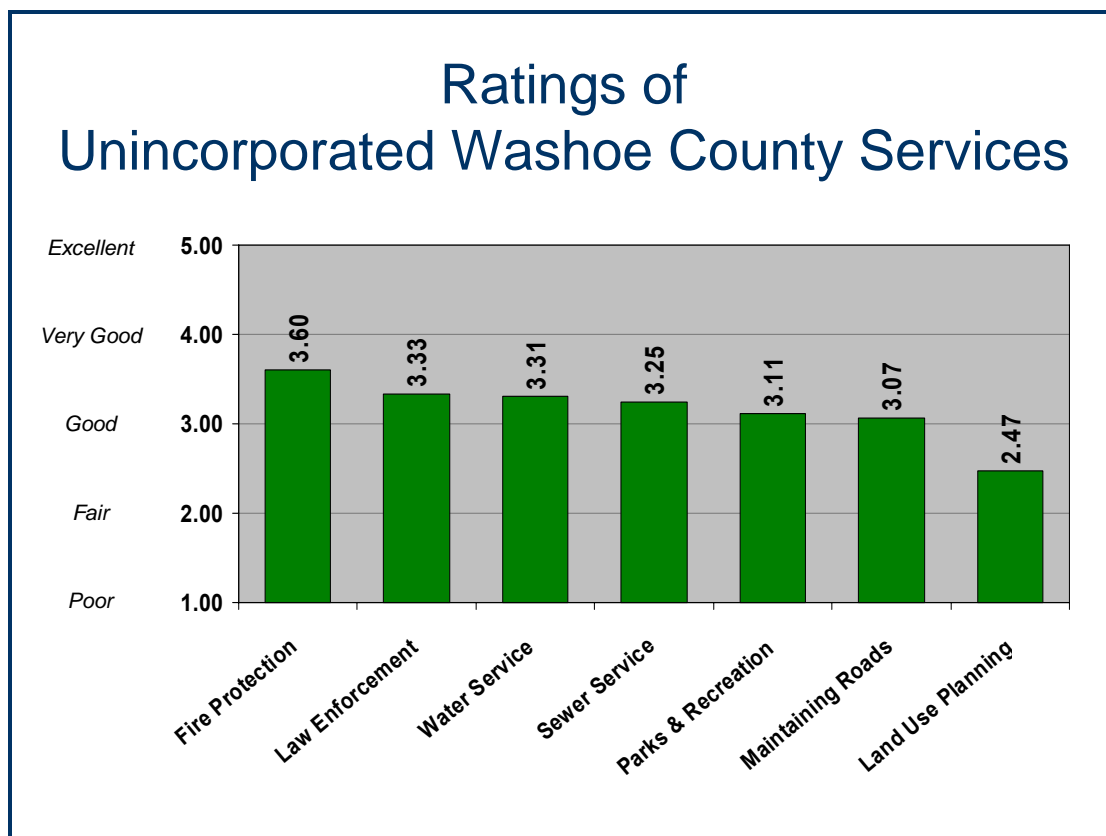
Satisfaction with County Services

- Respondents were also asked to rate these same 15 County government services on a 5-point scale that ranged from “excellent” (5) to “poor” (1).
- Overall, the three highest rated services were regional parks, open space, trails, and recreational programs (mean = 3.24); public libraries (mean = 3.22); and conducting elections (mean = 3.21).
- Regional parks, open space, trails, and recreational programs was the highest ranked Washoe County service by general citizens, Districts 3, 4, and 5, and by respondents from Reno and Sparks. CAB gave the highest service rating to conducting elections, while respondents from Districts 1 and 2, as well as respondents from unincorporated Washoe County gave the highest service rating to criminal prosecution/operating the jail.
- Overall, the three lowest rated services of the 15 measured were social services for the needy (mean = 2.66); community outreach services (mean = 2.59); and planning for regional water and other natural resources (mean = 2.47).
- Planning for regional water and other natural resources was the lowest ranked service by both CAB members and general citizens, by respondents from four out of five districts (all except District 5, which ranked community outreach services the lowest), and by all three jurisdictions (Reno, Sparks, and unincorporated Washoe County).



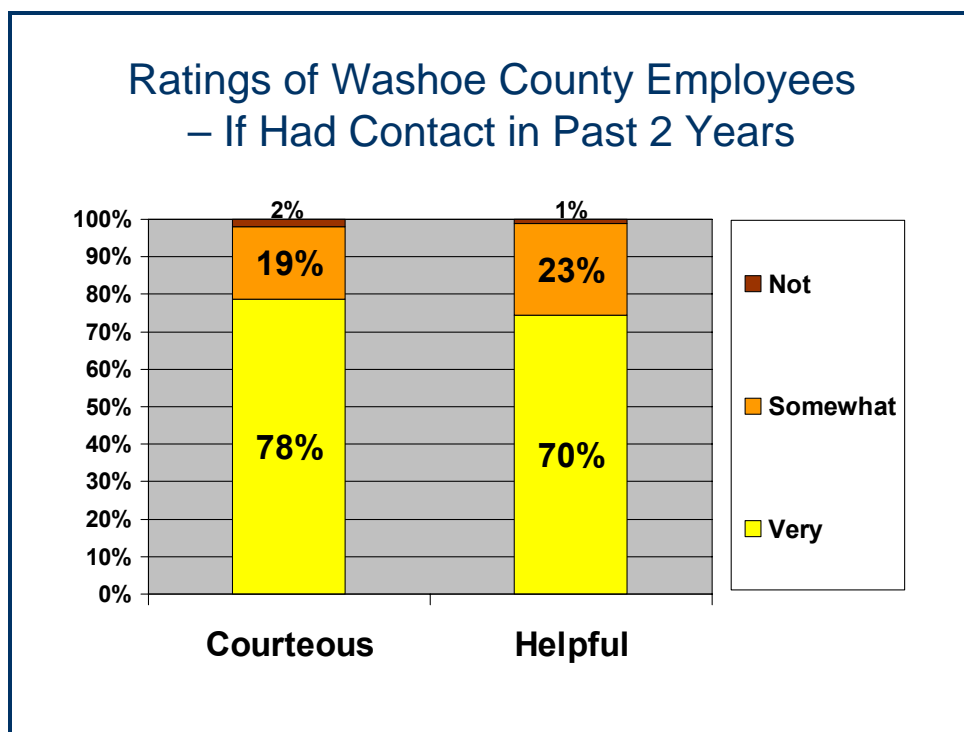
Satisfaction with Unincorporated Washoe County Services

- Respondents who reside in unincorporated Washoe County were asked to rate seven additional government services on a 5-point scale that ranged from “excellent” (5) to “poor” (1).
- Overall, the three highest rated services for unincorporated Washoe County were fire protection (mean = 3.60); law enforcement and crime prevention (mean = 3.33); and sewer service (mean = 3.31).
- Fire protection was the highest rated service by general citizens and all four relevant districts (excluding District 3 which had only one respondent from unincorporated Washoe County). CAB members who reside in unincorporated Washoe County gave the highest service rating of the seven services measured to law enforcement and crime prevention.
- The three lowest rated services for unincorporated Washoe County were operating neighborhood parks and recreational programs (mean = 3.11); maintaining streets and roads including snow removal (mean = 3.07); and providing land use planning, building inspection, zoning, and other development services (mean = 2.47).
- Providing land use planning and other development services was the lowest rated service (of the seven measured) by both CAB members and general citizens and all four relevant districts (again excluding District 3).



Contact with Washoe County

- Nearly half the respondents (45%) had used Washoe County's website to conduct transactions or access information in the past two years.
- About two out of three respondents (64%) had had contact with at least one Washoe County employee in the past two years. Among those who had contact with employees, four out of five (82%) had in-person contact, almost half (46%) had contact over the telephone, about one-quarter (28%) had contact by internet or email, and one in five (21%) had contact by U.S. mail (with multiple methods of contact allowed in the response choices).
- Among the respondents who had contact with Washoe County employees, at least seven out of ten reported that the employees were very courteous (78%) and/or very helpful (70%).



Communications

- Overall, the top three sources of information about how well Washoe County government operates were personal experience (32%), newspapers (25%), and television (21%).
- About two out of five respondents (42%) reported they had watched Washoe County's government programming on Channel 17 or 217 or on Washoe County's website. Among the respondents who had not watched it, the primary reasons were lack of awareness that it existed (37%) and lack of interest (33%).

Summary of Means for Budget Priorities

Budget Priorities – Means (From Highest to Lowest)	Total	Type		District					Jurisdiction		
	All	CAB Members	General Citizens	District 1	District 2	District 3	District 4	District 5	City of Reno	City of Sparks	Uninc. County
Sample size	n=655	n=55	n=600	n=130	n=139	n=126	n=128	n=132	n=374	n=116	n=165
Child Protective Services	4.27	4.13	4.28	4.34	4.31	4.02	4.33	4.32	4.25	4.37	4.23
Planning for Regional Water/ Natural Resources	4.09	4.05	4.10	4.19	4.12	4.08	3.96	4.11	4.19	4.08	3.88
Services for Seniors	4.04	3.69	4.07	3.94	3.96	4.18	4.13	4.02	4.08	4.20	3.83
Juvenile Detention/ Programs for Troubled Youth	4.03	3.81	4.04	3.95	4.02	3.97	4.06	4.12	4.10	4.13	3.79
Criminal Prosecution/ Operating Jail	3.99	4.09	3.98	3.94	4.14	3.69	4.06	4.12	3.94	4.11	4.02
Operating the Court System	3.95	4.00	3.94	3.96	4.06	3.66	3.97	4.08	3.90	4.03	3.99
Social Services for the Needy	3.87	3.67	3.89	3.89	3.85	3.83	3.89	3.88	3.91	3.98	3.70
Community/ Clinical Health Services	3.83	3.61	3.85	3.84	3.88	3.86	3.85	3.71	3.86	3.94	3.68
Environmental Services	3.79	3.64	3.80	3.87	3.74	3.83	3.72	3.79	3.88	3.81	3.56
Public Libraries	3.72	3.67	3.73	3.66	3.62	3.81	3.65	3.88	3.78	3.85	3.49
Conducting Elections	3.63	3.61	3.63	3.69	3.59	3.58	3.55	3.73	3.66	3.61	3.56
Regional Parks/ Recreational Programs	3.58	3.49	3.59	3.63	3.53	3.73	3.42	3.60	3.63	3.66	3.40
Animal Control Services	3.27	3.06	3.29	3.13	3.29	3.38	3.20	3.35	3.35	3.37	3.03
Community Outreach Services	3.09	3.25	3.07	2.95	3.01	3.27	2.98	3.23	3.12	3.12	2.99
Technology/ Website	2.85	2.72	2.86	2.75	2.82	2.78	2.77	3.11	2.81	2.95	2.84

This page shows the mean ratings for citizens' budget priorities for the County, based on a 5-point scale where 5 means the highest priority possible and 1 means not at all a priority. The next page shows the rankings of these same 15 items.

Summary of Rankings for Budget Priorities

Ranking of Budget Priorities	Total	Type		District					Jurisdiction		
	All	CAB Members	General Citizens	District 1	District 2	District 3	District 4	District 5	City of Reno	City of Sparks	Uninc. County
Sample size	n=655	N=55	n=600	n=130	n=139	n=126	n=128	n=132	n=374	n=116	n=165
Child Protective Services	1	1	1	1	1	3	1	1	1	1	1
Planning for Regional Water/ Natural Resources	2	3	2	2	3	2	6	4	2	5	4
Services for Seniors	3	6	3	5	6	1	2	6	4	2	5
Juvenile Detention/ Programs for Troubled Youth	4	5	4	4	5	4	3	2	3	3	6
Criminal Prosecution/ Operating Jail	5	2	5	6	2	10	4	3	5	4	2
Operating the Court System	6	4	6	3	4	11	5	5	7	6	3
Social Services for the Needy	7	8	7	7	8	6	7	7	6	7	7
Community/ Clinical Health Services	8	10	8	9	7	5	8	11	9	8	8
Environmental Services	9	9	9	8	9	7	9	9	8	10	9
Public Libraries	10	7	10	11	10	8	10	8	10	9	11
Conducting Elections	11	11	11	10	11	12	11	10	11	12	10
Regional Parks/ Recreational Programs	12	12	12	12	12	9	12	12	12	11	12
Animal Control Services	13	14	13	13	13	13	13	13	13	13	13
Community Outreach Services	14	13	14	14	14	14	14	14	14	14	14
Technology/ Website	15	15	15	15	15	15	15	15	15	15	15

Summary of Means for County Service Ratings

Service Ratings – Means (From Highest to Lowest)	Total	Type		District					Jurisdiction		
	All	CAB Members	General Citizens	District 1	District 2	District 3	District 4	District 5	City of Reno	City of Sparks	Uninc. County
Sample size	n=655	n=55	n=600	n=130	n=139	n=126	n=128	n=132	n=374	n=116	n=165
Regional Parks, Recreational Programs	3.24	3.47	3.22	3.12	3.28	3.28	3.29	3.23	3.27	3.36	3.08
Public Libraries	3.22	3.58	3.18	3.18	3.25	3.25	3.26	3.15	3.24	3.26	3.13
Conducting Elections	3.21	3.79	3.16	3.24	3.27	3.17	3.24	3.13	3.19	3.30	3.21
Criminal Prosecution/ Operating Jail	3.21	3.64	3.17	3.32	3.32	3.15	3.03	3.20	3.25	3.03	3.22
Operating the Court System	3.13	3.40	3.10	3.22	3.21	3.02	3.04	3.14	3.16	3.09	3.07
Animal Control Services	3.10	3.24	3.09	3.08	3.16	3.08	3.07	3.13	3.17	3.10	2.96
Community/ Clinical Health Services	3.00	3.36	2.97	2.99	3.01	2.87	3.01	3.10	2.97	3.10	2.99
Technology/ Website	2.99	3.35	2.94	3.00	3.00	3.19	2.83	2.94	3.01	2.90	3.01
Environmental Services	2.87	2.88	2.86	2.83	2.89	2.92	2.80	2.89	2.91	2.86	2.76
Child Protective services	2.85	3.23	2.81	2.77	2.90	2.84	2.65	3.06	2.85	2.83	2.86
Services for Seniors	2.78	3.20	2.75	2.73	2.84	2.93	2.57	2.84	2.84	2.68	2.74
Juvenile Detention/ Programs for Troubled Youth	2.72	3.20	2.68	2.77	2.74	2.58	2.66	2.84	2.68	2.77	2.78
Social Services for the Needy	2.66	3.02	2.63	2.62	2.59	2.72	2.50	2.85	2.65	2.59	2.74
Community Outreach Services	2.59	3.37	2.51	2.61	2.50	2.64	2.54	2.66	2.57	2.48	2.70
Planning for Regional Water/ Resources	2.47	2.63	2.46	2.41	2.44	2.49	2.31	2.70	2.48	2.46	2.46

This page shows the mean ratings for County services, based on a 5-point scale where 5 means excellent and 1 means poor. The next page shows the rankings of these same 15 items.

Summary of Rankings of County Service Ratings

Ranking of Service Ratings	Total	Type		District					Jurisdiction		
	All	CAB Members	General Citizens	District 1	District 2	District 3	District 4	District 5	City of Reno	City of Sparks	Uninc. County
Sample size	n=655	N=55	n=600	n=130	n=139	n=126	n=128	n=132	N=374	n=116	n=165
Regional Parks, Recreational Programs	1	4	1	5	2	1	1	1	1	1	4
Public Libraries	2	3	2	4	4	2	2	3	3	3	3
Conducting Elections	3	1	4	2	3	4	3	5	4	2	2
Criminal Prosecution/ Operating Jail	4	2	3	1	1	5	6	2	2	7	1
Operating the Court System	5	5	5	3	5	7	5	4	6	6	5
Animal Control Services	6	9	6	6	6	6	4	6	5	4	8
Community/ Clinical Health Services	7	7	7	8	7	10	7	7	8	5	7
Technology/ Website	8	8	8	7	8	3	8	9	7	8	6
Environmental Services	9	14	9	9	10	9	9	10	9	9	11
Child Protective services	10	10	10	10	9	11	11	8	10	10	9
Services for Seniors	11	11	11	12	11	8	12	13	11	12	12
Juvenile Detention/ Programs for Troubled Youth	12	12	12	11	12	14	10	12	12	11	10
Social Services for the Needy	13	13	13	13	13	12	14	11	13	13	13
Community Outreach Services	14	6	14	14	14	13	13	15	14	14	14
Planning for Regional Water/ Resources	15	15	15	15	15	15	15	14	15	15	15

Gap Analysis for Total Sample

The following chart shows the “gap” or the difference between the budget priority means and the satisfaction rating means for the same services.

CAVEAT: Even though both ratings were on a 5-point scale, the scales had different response choices and meanings. A service that has a relatively high priority (4) and averaged a “good” rating (3) may still be in line with expectations. This analysis is included to show the relative gap between the ratings and does not suggest that any services are over- or under-performing.

Gap Analysis	Budget Priority 5 = Highest	Service Rating 5 = Excellent	Difference in Means
Technology such as electronic services on the County's website	2.85	2.99	0.14
Animal control services	3.27	3.10	-0.17
Regional parks, open space, trails, and recreational programs	3.58	3.24	-0.34
Conducting elections	3.63	3.21	-0.42
Public libraries and library programs	3.72	3.22	-0.50
Community outreach services such as neighborhood meetings	3.09	2.59	-0.50
Criminal prosecution and operating the jail	3.99	3.21	-0.78
Operating the court system	3.95	3.13	-0.82
Community and clinical health services such as immunizations	3.83	3.00	-0.83
Environmental services such as air and water quality	3.79	2.87	-0.92
Social services for the needy	3.87	2.66	-1.21
Services for seniors	4.04	2.78	-1.26
Juvenile detention and programs for troubled youth	4.03	2.72	-1.31
Child protective services	4.27	2.85	-1.42
Planning for regional water needs and other natural resources	4.09	2.47	-1.62

The smallest gaps between budget priorities and service ratings were for technology (+0.14) and animal control (-0.17), while the largest gaps were for child protective services (-1.42) and for planning for regional water needs and other natural resources (-1.62).

Summary of Means for Unincorporated Washoe County Service Ratings

Service Ratings – Means	Total	Type		District					Jurisdiction		
	All	CAB Members	General Citizens	District 1	District 2	District 3	District 4	District 5	City of Reno	City of Sparks	Uninc. County
Sample size	n=165	n=40	n=125	n=23	n=60	n=1*	n=28	n=53	n=0	n=0	n=165
Fire Protection	3.60	3.77	3.53	4.30	3.65	--	2.87	3.53	--	--	3.60
Law Enforcement Crime Prevention	3.33	4.03	3.01	3.35	3.53	--	2.68	3.44	--	--	3.33
Water Service	3.31	3.55	3.21	3.90	3.36	--	2.53	3.22	--	--	3.31
Sewer Service	3.25	3.63	3.10	3.90	3.04	--	2.45	3.27	--	--	3.25
Operating Neighborhood Parks and Rec.	3.11	3.30	3.02	3.05	3.16	--	3.12	3.06	--	--	3.11
Maintaining Streets/Roads	3.07	3.15	3.03	3.65	3.24	--	2.48	2.74	--	--	3.07
Providing Land Use Planning, ... and Other Development	2.47	2.82	2.31	2.57	2.62	--	1.82	2.69	--	--	2.47

Summary of Rankings for Unincorporated Washoe County Service Ratings

Service Ratings – Means	Total	Type		District					Jurisdiction		
	All	CAB Members	General Citizens	District 1	District 2	District 3	District 4	District 5	City of Reno	City of Sparks	Uninc. County
Sample size	n=165	n=40	n=125	n=23	n=60	n=1*	n=28	n=53	n=0	n=0	n=165
Fire Protection	1	2	1	1	1	--	1	1	--	--	1
Law Enforcement Crime Prevention	2	1	6	5	2	--	2	2	--	--	2
Water Service	3	4	2	2	3	--	3	4	--	--	4
Sewer Service	4	3	3	3	6	--	6	3	--	--	3
Operating Neighborhood Parks and Rec.	5	5	5	6	5	--	5	5	--	--	5
Maintaining Streets/Roads	6	6	4	4	4	--	4	6	--	--	6
Providing Land Use Planning, ... and Other Development	7	7	7	7	7	--	7	7	--	--	7

*Note: Means and rankings for District 3 are excluded because there was only one respondent in this category.

Significant Differences By Groups

Significant Differences by Type (CAB Member or General Citizen)

Mean Differences	CAB Member	General Citizen
Sample size	n=55	n=600
Rating of Washoe County government in general	3.16	2.55
Priority for services for seniors	3.69	4.07
Rating for criminal prosecution/operating jail	3.64	3.17
Rating for juvenile detention	3.20	2.68
Rating for social services for the needy	3.02	2.63
Rating for child protective services	3.23	2.81
Rating for community/clinical health services	3.36	2.97
Rating for services for seniors	3.20	2.75
Rating for public libraries and library programs	3.58	3.18
Rating for technology, electronic services/website	3.35	2.94
Rating for conducting elections	3.79	3.16
Rating for community outreach	3.37	2.51

Mean Differences – Unincorporated Washoe County	CAB Member	General Citizen
Sample size	n=40	n=125
Rating for law enforcement	4.03	3.01
Rating for providing land use planning, etc.	2.82	2.31

Notes:

- Only statistically significant differences are shown.
- Scale for priority means, 5 = highest and 1= lowest; for rating means, 5 = excellent and 1 = poor.
- The highlighted box had the highest mean or percentage of the three sub-groups.

(Significant differences by type of respondent are continued on the next page)

Significant Differences by Type (CAB Member or General Citizen) (continued)

Percentage Differences	CAB Member	General Citizen
Sample size	n=55	n=600
Most important County issue is either the budget or growth/development	51%	23%
Most important County issue is either the economy in general or jobs	9%	31%
Used County's website in past 2 years	95%	40%
Had contact with County employees in past 2 yrs	98%	61%
Had contact with employees by telephone	81%	41%
Had contact with employees by internet/email	85%	20%
Had contact with employees by mail	56%	16%
Primary source of information about County is personal experience	72%	29%
Primary source of information about County is either television or newspapers	13%	50%
If didn't watch County programming, main reason was no access to channel/website	61%	21%
If didn't watch County programming, main reason was either unaware it existed or no interest	40%	73%

Notes:

- Only statistically significant differences are shown.
- The highlighted box had the highest mean or percentage of the two sub-groups.

Significant Differences by District

Mean Differences	District 1	District 2	District 3	District 4	District 5
Sample size	n=130	n=139	n=126	n=128	n=132
Priority for criminal prosecution and operating the jail	3.94	4.14	3.69	4.06	4.12
Priority for operating the court system	3.96	4.06	3.66	3.97	4.08
Rating for child protective services	2.77	2.90	2.84	2.65	3.06

Mean Differences – Unincorporated Washoe County	District 1	District 2	District 3	District 4	District 5
Sample size	n=23	n=60	n=1	n=28	n=53
Rating for fire protection	4.30	3.65	--	2.87	3.53
Rating for maintaining streets and roads, incl. snow removal	3.65	3.24	--	2.48	2.74
Rating for providing land use planning, development	2.57	2.62	--	1.82	2.69
Rating for water service	3.90	3.36	--	2.53	3.22
Rating for sewer service	3.90	3.04	--	2.45	3.27

Percentage Differences	District 1	District 2	District 3	District 4	District 5
Sample size	n=130	n=139	n=126	n=128	n=132
Most important County issue is either growth or water	30%	15%	12%	11%	9%
Most important County issue is either jobs or education	10%	20%	25%	18%	34%

Notes:

- Only statistically significant differences are shown.
- Scale for priority means, 5 = highest and 1 = lowest; for rating means, 5 = excellent and 1 = poor.
- The means for unincorporated Washoe County - District 3 were not shown, n=1.
- The highlighted box had the highest mean or percentage of the five sub-groups.

Significant Differences by Jurisdiction

Mean Differences	City of Reno	City of Sparks	Unincorporated Washoe County
Sample size	n=374	n=116	n=165
Priority for juvenile detention	4.10	4.13	3.79
Priority for environmental services	3.88	3.81	3.56
Priority for services for seniors	4.08	4.20	3.83
Priority for public libraries	3.78	3.85	3.49
Priority for animal control services	3.35	3.37	3.03
Priority for planning for water/resources	4.19	4.08	3.88

Percentage Differences	City of Reno	City of Sparks	Unincorporated Washoe County
Sample size	n=374	n=116	n=165
Used County's website in past 2 years	40%	39%	59%
Had contact with County employees in past 2 years	60%	61%	76%
Had contact with employees by telephone	43%	34%	59%
Had contact with employees by internet/email	25%	18%	40%
Primary source of information about County is personal experience	27%	28%	45%
Primary source of information about County is either TV or newspapers	52%	50%	33%

Notes:

- Only statistically significant differences are shown.
- Scale for priority means, 5 = highest and 1= lowest.
- The highlighted box had the highest mean or percentage of the three sub-groups.

Significant Demographic Differences by Length of Residency

Mean Differences	Less than 10 Years	10 to Less than 20 Years	20 or More Years
Sample size	n=166	n=151	n=332
Priority for operating the court system	4.04	3.77	3.98
Rating of operating the court system	3.39	2.97	3.08
Rating of child protective services	3.06	2.77	2.80
Rating of regional parks, open space	3.41	3.28	3.15
Rating of planning for water/resources	2.74	2.50	2.34

Mean Differences – Unincorporated Washoe County	Less than 10 Years	10 to Less than 20 Years	20 or More Years
Sample size	n=34	n=32	n=61
Rating of sewer service	3.72	2.75	3.10

Percentage Differences	Less than 10 Years	10 to Less than 20 Years	20 or More Years
Sample size	n=166	n=151	n=332
Most important issue is jobs	18%	11%	10%
Most important issue is the economy in general	12%	14%	22%
Named 3 different County services (as opposed to don't know/no response)	43%	54%	61%
Had in-person contact with Washoe County employees	74%	80%	86%

Notes:

- Only statistically significant differences are shown.
- The scores exclude respondents who declined to answer the length of residency question.
- Scale for priority means, 5 = highest and 1= lowest; for rating means, 5 = excellent and 1 = poor.
- The highlighted box had the highest mean or percentage of the three sub-groups.

Significant Demographic Differences by Age Group

Mean Differences	Age 18 to 44	Age 45 to 64	Age 65+
Sample size	n=225	n=293	n=130
Rating of Washoe County government	2.68	2.48	2.80
Priority for environmental services	3.98	3.70	3.66
Priority for community/clinical health	4.00	3.74	3.75
Priority for regional parks, open space	3.82	3.49	3.40
Priority for technology such as website	3.05	2.70	2.84
Priority for conducting elections	3.59	3.53	3.91
Priority for community outreach services	3.33	2.94	3.03
Rating of social services for the needy	2.80	2.50	2.82
Rating of child protective services	3.08	2.69	2.82
Rating of services for seniors	2.91	2.67	2.87
Rating of public libraries	3.37	3.13	3.15
Rating of regional parks, open space	3.40	3.19	3.10
Rating of conducting elections	3.39	3.08	3.20

Mean Differences – Unincorporated Washoe County	Age 18 to 44	Age 45 to 64	Age 65+
Sample size	n=30	n=73	n=23
Rating of law enforcement	3.33	3.14	4.00
Rating of providing land use planning	2.87	2.19	2.95
Rating of sewer service	3.42	2.96	4.00

Notes:

- Only statistically significant differences are shown.
- The scores exclude respondents who declined to answer the age group question.
- Scale for priority means, 5 = highest and 1= lowest; for rating means, 5 = excellent and 1 = poor.
- The highlighted box had the highest mean or percentage of the three sub-groups.

(Significant differences by age group are continued on the next page)

Significant Demographic Differences by Age Group (continued)

Percentage Differences	Age 18 to 44	Age 45 to 64	Age 65+
Sample size	n=225	n=293	n=130
Most important issue is growth	6%	14%	13%
Most important issue is education	15%	6%	7%
Named 3 different County services (as opposed to don't know/no response)	42%	59%	69%
Had contact with Washoe County employees in past two years	61%	73%	50%
Primary source of information about Washoe County is personal experience	32%	36%	22%
Primary source of information about Washoe County is newspapers	15%	25%	45%

Notes:

- Only statistically significant differences are shown.
- The scores exclude respondents who declined to answer the age group question.
- Scale for priority means, 5 = highest and 1= lowest; for rating means, 5 = excellent and 1 = poor.
- The highlighted box had the highest mean or percentage of the three sub-groups.

Significant Demographic Differences by Education Level

Mean Differences	≤ High School Graduate	Some College/Tech	College Graduate+
Sample size	n=116	n=235	n=287
Priority for juvenile detention	4.15	4.11	3.91
Priority for social services	4.17	3.83	3.79
Priority for community/clinical health	4.14	3.82	3.70
Priority for services for seniors	4.31	4.08	3.89
Priority for public libraries	3.99	3.61	3.71
Priority for regional parks	3.83	3.43	3.60
Priority for animal control	3.65	3.18	3.18
Priority for technology such as website	3.50	2.83	2.60
Priority for conducting elections	3.89	3.52	3.62
Priority for community outreach	3.42	3.12	2.91
Rating of planning for water/resources	2.79	2.45	2.37

Mean Differences – Unincorporated Washoe County	≤ High School Graduate	Some College/Tech	College Graduate+
Sample size	n=18	n=37	n=70
Rating of law enforcement	3.11	2.92	3.59

Percentage Differences	≤ High School Graduate	Some College/Tech	College Graduate+
Sample size	n=116	n=235	n=287
Most important issue is jobs	20%	15%	7%
Most important issue is growth	4%	9%	16%
Named 3 different County services (as opposed to don't know/no response)	26%	49%	73%
Used County's website in past 2 years	24%	46%	53%
Had contact with County employees	37%	66%	75%
Had contact by internet/email	14%	22%	35%
Primary source of information about County is television	36%	23%	14%

Notes:

- Only statistically significant differences are shown.
- The scores exclude respondents who declined to answer the education question.
- Scale for priority means, 5 = highest and 1= lowest; for rating means, 5 = excellent and 1 = poor.
- The highlighted box had the highest mean or percentage of the three sub-groups.

Significant Demographic Differences by Children in Household

Mean Differences	Have Children (Under Age 18) In Household	Do Not Have Children In Household
Sample size	n=183	n=463
Priority for conducting elections	3.44	3.70
Rating of regional parks	3.40	3.18

Percentage Differences	Have Children (Under Age 18) In Household	Do Not Have Children In Household
Sample size	n=183	n=463
Used County's website in past 2 years	54%	41%

Notes:

- Only statistically significant differences are shown.
- The scores exclude respondents who declined to answer the children in household question.
- Scale for priority means, 5 = highest and 1= lowest; for rating means, 5 = excellent and 1 = poor.
- The highlighted box had the highest mean or percentage of the two sub-groups.

Significant Demographic Differences by Race / Ethnicity

Mean Differences	White/Caucasian	Minority
Sample size	n=496	n=128
Priority for juvenile detention/troubled youth	4.00	4.20
Priority for environmental services	3.74	4.07
Priority for community/clinical health services	3.75	4.20
Priority for services for seniors	3.97	4.36
Priority for public libraries and library programs	3.63	4.10
Priority for regional parks, open space, trails	3.50	3.95
Priority for animal control services	3.20	3.55
Priority for technology such as website	2.68	3.55
Priority for conducting elections	3.55	3.94
Priority for community outreach services	2.99	3.56
Rating of social services for the needy	2.61	2.90
Rating of child protective services	2.81	3.07
Rating of services for seniors	2.71	3.11
Rating of planning for water/natural resources	2.40	2.85

Mean Differences – Unincorporated Washoe County	White/Caucasian	Minority
Sample size	n=105	n=16
Rating of providing land use planning	2.39	3.06

Percentage Differences	White/Caucasian	Minority
Sample size	n=496	n=128
Most important County issue is economy or budget	34%	22%
Most important County issue is either jobs or education	17%	37%
Named 3 different County services	61%	31%
Had contact with County employees	68%	49%
Primary source of information about County is either personal experience or newspapers	62%	38%
Primary source of information about County is either friends/family or television	24%	37%

Notes:

- Only statistically significant differences are shown.
- The scores exclude respondents who declined to answer the race/ethnicity question.
- Scale for priority means, 5 = highest and 1= lowest; for rating means, 5 = excellent and 1 = poor.
- The highlighted box had the highest mean or percentage of the two sub-groups.

Significant Demographic Differences by Annual Household Income

Mean Differences	Up to \$35,000	\$35,000 to < \$75,000	\$75,000 or More
Sample size	n=178	n=208	n=182
Priority for juvenile detention	4.20	2.08	3.86
Priority for social services	4.26	3.86	3.64
Priority for community/clinical health	4.07	3.87	3.59
Priority for services for seniors	4.25	4.13	3.80
Priority for public libraries	3.89	3.74	3.53
Priority for animal control	3.54	3.24	3.05
Priority for technology such as website	3.17	2.72	2.67
Priority for community outreach	3.44	3.00	2.91
Rating of community outreach	2.50	2.48	2.78

Percentage Differences	Up to \$35,000	\$35,000 to < \$75,000	\$75,000 or More
Sample size	n=178	n=208	n=182
Named 3 different County services (as opposed to don't know/no response)	40%	56%	70%
Used County's website in past 2 years	31%	47%	56%
Had contact with County employees	51%	67%	78%
Had contact by internet/email	12%	26%	38%
Primary source of information about County is personal experience	28%	30%	43%
Primary source of information about County is television	29%	23%	11%

Notes:

- Only statistically significant differences are shown.
- The scores exclude respondents who declined to answer the household income question.
- Scale for priority means, 5 = highest and 1= lowest; for rating means, 5 = excellent and 1 = poor.
- The highlighted box had the highest mean or percentage of the three sub-groups.

Significant Differences by Gender

Mean Differences	Male	Female
Sample size	n=339	n=312
Priority for juvenile detention/troubled youth	3.93	4.12
Priority for social services for the needy	3.64	4.10
Priority for child protective services	4.10	4.45
Priority for environmental services	3.63	3.97
Priority for community/clinical health services	3.67	4.00
Priority for services for seniors	3.85	4.24
Priority for public libraries and library programs	3.57	3.89
Priority for animal control services	3.11	3.44
Priority for planning for regional water/resources	3.99	4.21

Notes:

- Only statistically significant differences are shown.
- The scores exclude respondents for whom gender was not known.
- Scale for priority means, 5 = highest and 1= lowest; for rating means, 5 = excellent and 1 = poor.
- The highlighted box had the highest mean or percentage of the two sub-groups.

Overall Perception of Washoe County

Section A: Overall Perception of Washoe County

What is the most important issue facing Washoe County? (Open-ended and coded)

Most Important Issue Facing County	Total	Type		District					Jurisdiction		
	All	CAB Members	General Citizens	District 1	District 2	District 3	District 4	District 5	City of Reno	City of Sparks	Uninc. County
Sample size	n=655	n=55	n=600	n=130	n=139	n=126	n=128	n=132	n=374	n=116	n=165
Economy, Finances in General	18%	9%	18%	17%	22%	13%	22%	14%	18%	25%	12%
Budget, Funding, Cutbacks	14%	29%	13%	15%	14%	13%	16%	13%	14%	14%	15%
Jobs, Unemployment	12%	0%	13%	5%	13%	14%	9%	20%	13%	14%	8%
Growth, Development	11%	22%	10%	19%	13%	10%	6%	6%	13%	3%	12%
Education, Schools	9%	4%	10%	5%	7%	11%	9%	14%	8%	10%	10%
Roads, Traffic, Transportation	5%	0%	6%	5%	4%	4%	9%	4%	4%	7%	6%
Water Issues	4%	0%	5%	11%	2%	2%	5%	3%	6%	3%	2%
Taxes	4%	0%	4%	7%	2%	3%	2%	3%	3%	3%	6%
Housing Issues, Foreclosures	2%	0%	3%	2%	4%	2%	2%	3%	3%	1%	2%
Crime, Safety	2%	2%	2%	0%	4%	2%	4%	1%	1%	3%	2%
Infrastructure	1%	0%	1%	2%	0%	2%	1%	0%	1%	1%	1%
Immigration, Illegal Aliens	1%	0%	1%	1%	1%	1%	1%	1%	1%	1%	1%
Other Topics	7%	5%	7%	8%	4%	10%	7%	5%	7%	8%	5%
Don't Know, No Response	11%	29%	9%	6%	10%	14%	9%	15%	9%	7%	17%

In terms of the most important issue facing Washoe County, the top five themes mentioned were the economy/finances in general (18%), the budget/funding/cutbacks, (14%), jobs/unemployment (12%), growth/development (11%), and education/schools (9%).

CAB members were significantly more likely than general citizens to name the budget and growth/development issues, while general citizens were significantly more likely than CAB members to name the economy in general and jobs/unemployment.

Respondents from District 1 were the most likely to name growth or water issues, while those from District 5 were the most likely to name job or education issues.

Would you say that Washoe County government in general is doing an excellent, very good, good, fair, or poor job?

Rating of County Government	Total	Type		Districts					Jurisdiction		
	All	CAB Members	General Citizens	District 1	District 2	District 3	District 4	District 5	City of Reno	City of Sparks	Uninc. County
Sample size	n=655	n=55	n=600	n=130	n=139	n=126	n=128	n=132	n=374	n=116	n=165
Excellent	4%	13%	3%	0%	4%	6%	2%	7%	3%	3%	5%
Very good	11%	25%	10%	13%	11%	12%	12%	10%	11%	13%	12%
Good	35%	35%	35%	41%	44%	29%	31%	29%	35%	32%	37%
Fair	29%	20%	30%	32%	24%	32%	33%	27%	30%	30%	28%
Poor	13%	7%	14%	10%	10%	12%	15%	19%	12%	16%	13%
Don't Know, No Response	7%	0%	8%	5%	6%	9%	8%	8%	9%	7%	4%
Mean Rating*	2.61	3.16	2.55	2.60	2.73	2.66	2.48	2.55	2.60	2.54	2.67

Mean ratings were based on a scale where 5 = excellent and 1 = poor; they exclude non-responses.

Half the respondents (50%) indicated that Washoe County government is generally doing a good or better job, with 4% saying excellent, 11% very good, and 35% good. Another 29% indicated that Washoe County government is doing a fair job (29%), while 13% said poor, and another 7% did not provide a rating.

CAB members rated Washoe County government significantly higher (73% good or better) than did general citizens (48% good or better).

Can you name up to three services that Washoe County provides?

Number of Services Named	Total	Type		District					Jurisdiction		
	All	CAB Members	General Citizens	District 1	District 2	District 3	District 4	District 5	City of Reno	City of Sparks	Uninc. County
Sample size	n=655	n=55	n=600	n=130	n=139	n=126	n=128	n=132	n=374	n=116	n=165
None	22%	2%	24%	10%	13%	25%	26%	36%	20%	31%	19%
One	8%	0%	9%	8%	6%	10%	9%	8%	9%	9%	6%
Two	15%	2%	16%	12%	15%	16%	15%	17%	17%	16%	10%
Three	55%	96%	51%	69%	65%	49%	51%	40%	55%	44%	64%

Over half the respondents (55%) named three different services that they believe Washoe County government provides; another 15% named two services, 8% named one service, and 22% did not name any. Almost all CAB members (96%) named three services, compared to half (51%) of general citizens. Respondents from District 1 were the most likely to name 3 services; while those from District 5 were the least likely. About two-thirds of respondents from Unincorporated Washoe County (64%) named three services, compared to less than half of those from Sparks (44%).

The survey recorded what citizens reported were services that Washoe County provides. The comments show that the separation between federal, state, county, and city services is unclear to some citizens. For instance, the law enforcement theme includes the “Sheriff’s department,” “police,” “cops,” and even one “highway patrol.” This result indicates that when people think of the County, they think of law enforcement, even if they are unclear about job titles, jurisdictions, and specific responsibilities.

Similarly, some citizens may be uncertain about the difference between a jail and a prison; the WIC program and the Food Bank; animal control and the SPCA; the health department and Medicaid; or where city streets end and county roads begin. Even so, they generally understand that the County has some level of accountability for the legal system, social services, animal services, health services, and roads, to name a few.

The interviewers prefaced the survey by stating: *“I will be asking you a series of questions about Washoe County government. We will not be talking about the school district, the airport authority, the convention authority, the regional transportation commission, or any services provided by the cities of Reno or Sparks. We are only interested in your opinions about the regional government, Washoe County.”*

Even so, 4% of respondents moments later reported that one of the services the County provides is education or schools. Part of the confusion may be that because the school district is named the “Washoe County School District,” it appears to some to be a County service. Additionally, a few respondents mentioned the airport, tourism, RTC, or cities (e.g., “city parks”) in terms of services that the County provides.

For the most part, however, citizens mentioned services that are, by theme, in the County government’s purview. The summary chart is on the next page. The complete list of comments is provided in the separate Comments Report.

Perceived Washoe County Services	Total	Type		District					Jurisdiction		
	All	CAB Members	General Citizens	District 1	District 2	District 3	District 4	District 5	City of Reno	City of Sparks	Uninc. County
Number of Responses (Respondents x 3)	n=1965	n=165	n=1800	n=390	n=417	n=378	n=384	n=396	n=1122	n=348	N=495
Law Enforcement	13%	18%	12%	16%	15%	10%	13%	8%	12%	11%	14%
Road Services, Snow Removal	7%	9%	7%	11%	9%	6%	8%	5%	7%	5%	9%
Parks and Recreation	6%	8%	5%	7%	7%	5%	5%	4%	6%	4%	5%
Fire Services	5%	4%	5%	7%	5%	4%	4%	3%	5%	3%	6%
Health Services	5%	7%	5%	5%	5%	4%	5%	5%	5%	5%	5%
Education, Schools	4%	2%	4%	4%	3%	5%	4%	4%	4%	4%	4%
Social Services	4%	7%	3%	3%	5%	5%	3%	3%	4%	2%	4%
Water Issues, Flood	3%	4%	3%	3%	4%	2%	3%	2%	3%	3%	3%
Library Services	3%	10%	3%	4%	3%	3%	3%	2%	3%	3%	4%
Building, Planning	3%	8%	3%	5%	4%	1%	4%	2%	3%	2%	4%
Transportation, Buses	3%	1%	3%	2%	4%	3%	2%	3%	2%	3%	3%
Legal System (Courts, Jail)	2%	1%	2%	2%	2%	1%	1%	1%	2%	1%	1%
Senior Services	2%	5%	2%	2%	3%	3%	1%	2%	2%	1%	2%
Child-Oriented Services	1%	3%	1%	1%	0%	2%	2%	2%	1%	2%	1%
Animal Services	1%	5%	1%	1%	2%	2%	1%	2%	1%	1%	2%
Assessor, Taxes	1%	0%	1%	2%	1%	1%	1%	1%	1%	1%	0%
Food Services	1%	0%	1%	1%	1%	1%	2%	1%	1%	2%	1%
Garbage, Trash	1%	0%	1%	2%	0%	1%	1%	2%	1%	1%	0%
Other	4%	6%	4%	4%	4%	5%	3%	4%	5%	3%	5%
Don't Know, No Response	32%	2%	35%	20%	22%	37%	36%	46%	31%	42%	27%

Each respondent named up to three services; the chart above shows the percentage of responses for each topic. The most common County services mentioned were related to law enforcement (13%), road services (7%), parks and recreation (6%), fire services (5%), and health services (5%).

Budget Priorities for Washoe County

Section B: Budget Priorities for Washoe County

On a scale of 1 to 5 where 5 means “the highest priority possible” and 1 means “not at all a priority” – how much of a priority should each of the following services have when determining funding allocations for Washoe County?

Budget Priority for: Criminal Prosecution and Operating the Jail

Criminal Prosecution & Operating the Jail	Total	Type		District					Jurisdiction		
	All	CAB Members	General Citizens	District 1	District 2	District 3	District 4	District 5	City of Reno	City of Sparks	Uninc. County
Sample size	n=655	n=55	n=600	n=130	n=139	n=126	n=128	n=132	n=374	n=116	n=165
5 – Highest Priority	38%	40%	38%	35%	45%	30%	37%	41%	36%	40%	39%
4	31%	38%	30%	33%	33%	24%	34%	31%	30%	33%	32%
3	23%	15%	24%	24%	14%	31%	25%	23%	24%	22%	21%
2	4%	5%	4%	4%	6%	6%	1%	2%	5%	1%	4%
1 – Lowest Priority	3%	2%	3%	3%	2%	6%	2%	1%	3%	2%	2%
<i>Don't Know; No Response</i>	2%	0%	2%	2%	0%	3%	2%	2%	2%	3%	1%
Mean Rating*	3.99	4.09	3.98	3.94	4.14	3.69	4.06	4.12	3.94	4.11	4.02

Mean ratings were based on a scale where 5 = highest priority and 1 = lowest priority; they exclude non-responses.

Budget priorities for County services were rated on a 5-point scale that ranged from a high of 5 (indicating “the highest priority possible”) to a low of 1 (indicating “not at all a priority”). Over two-thirds of respondents (69%) rated criminal prosecution and operating the jail as a 4 or 5. By mean, it was the 5th budget priority of the 15 services measured (mean = 3.99).

The budget priority for this attribute was rated significantly higher by citizens from District 2 (mean = 4.14) and District 5 (mean = 4.12) than by those from District 3 (mean = 3.69).

Budget Priority for: Operating the Court System

Operating the Court System	Total	Type		District					Jurisdiction		
	All	CAB Members	General Citizens	District 1	District 2	District 3	District 4	District 5	City of Reno	City of Sparks	Uninc. County
Sample size	n=655	n=55	n=600	n=130	n=139	n=126	n=128	n=132	n=374	N=116	n=165
5 – Highest Priority	34%	31%	34%	32%	39%	28%	32%	38%	34%	36%	32%
4	36%	45%	35%	42%	35%	29%	41%	32%	33%	36%	41%
3	22%	18%	23%	20%	18%	29%	22%	23%	24%	21%	20%
2	4%	4%	4%	5%	4%	6%	3%	2%	4%	3%	5%
1 – Lowest Priority	3%	2%	3%	2%	2%	7%	2%	1%	4%	3%	1%
<i>Don't Know, No Response</i>	2%	0%	2%	0%	1%	2%	0%	4%	2%	2%	1%
Mean Rating*	3.95	4.00	3.94	3.96	4.06	3.66	3.97	4.08	3.90	4.03	3.99

Mean ratings were based on a scale where 5 = highest priority and 1 = lowest priority; they exclude non-responses.

Seven out of ten respondents (70%) rated operating the court system a 4 or 5 budget priority on a 5-point scale. By mean, it was the 6th ranked budget priority of the 15 services measured (mean = 3.95).

The budget priority for operating the court system was rated significantly higher by citizens from District 2 (mean = 4.06) and District 5 (mean = 4.08) than by those from District 3 (mean = 3.66). (A similar difference between districts was also found in the rating for criminal prosecution/ operating the jail.)

Budget Priority for: Juvenile Detention and Programs for Troubled Youth

Juvenile Detention, Troubled Youth	Total	Type		District					Jurisdiction		
	All	CAB Members	General Citizens	District 1	District 2	District 3	District 4	District 5	City of Reno	City of Sparks	Uninc. County
Sample size	n=655	n=55	n=600	n=130	n=139	n=126	n=128	n=132	n=374	n=116	n=165
5 – Highest Priority	39%	27%	40%	30%	42%	38%	39%	45%	43%	42%	29%
4	29%	38%	28%	38%	26%	25%	31%	26%	28%	32%	31%
3	23%	22%	23%	25%	24%	22%	25%	19%	21%	20%	28%
2	5%	9%	5%	4%	7%	6%	3%	5%	4%	3%	8%
1 – Lowest Priority	1%	2%	1%	1%	1%	2%	1%	2%	1%	1%	2%
<i>Don't Know, No Response</i>	3%	2%	3%	3%	0%	6%	1%	3%	3%	2%	2%
Mean Rating*	4.03	3.81	4.04	3.95	4.02	3.97	4.06	4.12	4.10	4.13	3.79

Mean ratings were based on a scale where 5 = highest priority and 1 = lowest priority; they exclude non-responses.

About 68% of respondents rated juvenile detention and programs for troubled youth a 4 or 5 budget priority on a 5-point scale. By mean, it was the 4th highest ranked budget priority of the 15 services measured (mean = 4.03).

The budget priority for operating juvenile detention and programs for troubled youth was rated significantly higher by citizens of Sparks (mean = 4.13) and Reno (mean = 4.10) than by those who live in unincorporated Washoe County (mean = 3.79).

Budget Priority for: Social Services for the Needy

Social Services for the Needy	Total	Type		District					Jurisdiction		
	All	CAB Members	General Citizens	District 1	District 2	District 3	District 4	District 5	City of Reno	City of Sparks	Uninc. County
Sample size	n=655	n=55	n=600	n=130	n=139	n=126	n=128	n=132	n=374	n=116	n=165
5 – Highest Priority	36%	25%	37%	35%	37%	35%	35%	39%	38%	40%	30%
4	26%	33%	26%	30%	22%	29%	29%	22%	28%	25%	24%
3	26%	24%	26%	26%	30%	21%	28%	24%	22%	28%	34%
2	7%	15%	6%	6%	8%	7%	5%	6%	6%	4%	8%
1 – Lowest Priority	3%	2%	4%	2%	2%	6%	2%	5%	4%	2%	3%
<i>Don't Know, No Response</i>	2%	2%	2%	1%	1%	3%	0%	5%	2%	2%	1%
Mean Rating*	3.87	3.67	3.89	3.89	3.85	3.83	3.89	3.88	3.91	3.98	3.70

Mean ratings were based on a scale where 5 = highest priority and 1 = lowest priority; they exclude non-responses.

About six out of ten respondents (62%) rated social services for the needy a 4 or 5 budget priority on a 5-point scale. By mean, it was the 7th ranked budget priority of the 15 services measured (mean = 3.87).

Budget Priority for: Child Protective Services

Child Protective Services	Total	Type		District					Jurisdiction		
	All	CAB Members	General Citizens	District 1	District 2	District 3	District 4	District 5	City of Reno	City of Sparks	Uninc. County
Sample size	n=655	n=55	n=600	n=130	n=139	n=126	n=128	n=132	n=374	n=116	n=165
5 – Highest Priority	54%	47%	55%	51%	53%	48%	55%	64%	54%	60%	51%
4	24%	24%	25%	32%	27%	20%	27%	16%	24%	23%	26%
3	15%	24%	14%	12%	16%	19%	13%	12%	14%	12%	17%
2	3%	5%	3%	2%	2%	5%	2%	3%	3%	2%	4%
1 – Lowest Priority	3%	0%	3%	1%	1%	6%	2%	5%	3%	3%	1%
<i>Don't Know, No Response</i>	2%	0%	2%	3%	1%	3%	0%	1%	2%	0%	1%
Mean Rating*	4.27	4.13	4.28	4.34	4.31	4.02	4.33	4.32	4.25	4.37	4.23

Mean ratings were based on a scale where 5 = highest priority and 1 = lowest priority; they exclude non-responses.

Over three out of four respondents (78%) rated child protective services a 4 or 5 budget priority on a 5-point scale. By mean, it was the 1st or highest ranked budget priority of the 15 services measured (mean = 4.27).

Budget Priority for: Environmental Services such as Air and Water Quality

Environmental Services (Air, Water)	Total	Type		District					Jurisdiction		
	All	CAB Members	General Citizens	District 1	District 2	District 3	District 4	District 5	City of Reno	City of Sparks	Uninc. County
Sample size	n=655	n=55	n=600	n=130	n=139	n=126	n=128	n=132	n=374	n=116	n=165
5 – Highest Priority	35%	24%	36%	36%	37%	33%	33%	36%	38%	35%	28%
4	28%	38%	27%	29%	24%	31%	27%	30%	28%	32%	27%
3	22%	24%	22%	23%	21%	22%	25%	17%	21%	17%	26%
2	8%	7%	8%	6%	9%	6%	9%	11%	8%	9%	8%
1 – Lowest Priority	6%	7%	6%	5%	8%	6%	6%	5%	4%	6%	10%
<i>Don't Know, No Response</i>	1%	0%	1%	1%	0%	2%	0%	1%	1%	0%	0%
Mean Rating*	3.79	3.64	3.80	3.87	3.74	3.83	3.72	3.79	3.88	3.81	3.56

Mean ratings were based on a scale where 5 = highest priority and 1 = lowest priority; they exclude non-responses.

About 63% of respondents rated environmental services such as air and water quality a 4 or 5 budget priority on a 5-point scale. By mean, it was the 9th ranked budget priority of the 15 services measured (mean = 3.79).

The budget priority for environmental services was rated significantly higher by citizens of Reno (mean = 3.88) and Sparks (mean = 3.81) than by those who live in unincorporated Washoe County (mean = 3.56).

Budget Priority for: Community and Clinical Health Services such as Immunizations

Community and Clinical Health Services	Total	Type		District					Jurisdiction		
	All	CAB Members	General Citizens	District 1	District 2	District 3	District 4	District 5	City of Reno	City of Sparks	Uninc. County
Sample size	n=655	n=55	n=600	n=130	n=139	n=126	n=128	n=132	n=374	n=116	n=165
5 – Highest Priority	35%	22%	36%	32%	38%	36%	34%	36%	37%	36%	31%
4	27%	33%	26%	30%	27%	25%	30%	22%	26%	32%	24%
3	24%	33%	24%	28%	22%	25%	26%	22%	24%	24%	26%
2	7%	5%	8%	6%	8%	5%	7%	11%	6%	5%	13%
1 – Lowest Priority	4%	5%	4%	2%	4%	5%	3%	7%	5%	3%	4%
<i>Don't Know, No Response</i>	2%	2%	2%	2%	1%	4%	0%	3%	2%	0%	2%
Mean Rating*	3.83	3.61	3.85	3.84	3.88	3.86	3.85	3.71	3.86	3.94	3.68

Mean ratings were based on a scale where 5 = highest priority and 1 = lowest priority; they exclude non-responses.

About 62% of respondents rated community and clinical health services such as immunizations a 4 or 5 budget priority on a 5-point scale. By mean, it was the 8th ranked budget priority of the 15 services measured (mean = 3.83).

Budget Priority for: Services for Seniors

Services for Seniors	Total	Type		District					Jurisdiction		
	All	CAB Members	General Citizens	District 1	District 2	District 3	District 4	District 5	City of Reno	City of Sparks	Uninc. County
Sample size	n=655	n=55	n=600	n=130	n=139	n=126	n=128	n=132	n=374	n=116	n=165
5 – Highest Priority	40%	31%	41%	32%	37%	48%	39%	45%	43%	44%	30%
4	32%	29%	32%	37%	33%	24%	38%	27%	29%	36%	35%
3	19%	22%	18%	27%	20%	15%	17%	14%	18%	12%	24%
2	5%	9%	5%	3%	7%	5%	2%	8%	5%	3%	7%
1 – Lowest Priority	2%	7%	2%	2%	2%	2%	2%	5%	2%	2%	3%
<i>Don't Know, No Response</i>	2%	2%	2%	0%	1%	6%	2%	3%	2%	3%	2%
Mean Rating*	4.04	3.69	4.07	3.94	3.96	4.18	4.13	4.02	4.08	4.20	3.83

Mean ratings were based on a scale where 5 = highest priority and 1 = lowest priority; they exclude non-responses.

Over seven out of ten respondents (72%) rated services of seniors a 4 or 5 budget priority on a 5-point scale. By mean, it was the 3rd highest ranked budget priority of the 15 services measured (mean = 4.04).

The budget priority for services for seniors was rated significantly higher by general citizens (mean = 4.07) than by CAB members (mean = 3.69).

Additionally, the budget priority for services for seniors was rated significantly higher by citizens of Sparks (mean = 4.20) than by those who live in unincorporated Washoe County (mean = 3.83).

Budget Priority for: Public Libraries and Library Programs

Public Libraries and Library Programs	Total	Type		District					Jurisdiction		
	All	CAB Members	General Citizens	District 1	District 2	District 3	District 4	District 5	City of Reno	City of Sparks	Uninc. County
Sample size	n=655	n=55	n=600	n=130	n=139	n=126	n=128	n=132	n=374	n=116	n=165
5 – Highest Priority	29%	25%	30%	27%	28%	33%	23%	34%	31%	31%	24%
4	29%	33%	28%	28%	29%	26%	29%	30%	29%	31%	27%
3	28%	27%	28%	28%	24%	28%	38%	23%	27%	30%	28%
2	11%	13%	11%	14%	14%	7%	9%	8%	10%	8%	15%
1 – Lowest Priority	2%	2%	3%	2%	4%	3%	1%	2%	2%	0%	5%
<i>Don't Know, No Response</i>	1%	0%	1%	1%	1%	2%	0%	2%	2%	0%	0%
Mean Rating*	3.72	3.67	3.73	3.66	3.62	3.81	3.65	3.88	3.78	3.85	3.49

Mean ratings were based on a scale where 5 = highest priority and 1 = lowest priority; they exclude non-responses.

Over half the respondents (58%) rated public libraries and library programs a 4 or 5 budget priority on a 5-point scale. By mean, it was the 10th ranked budget priority of the 15 services measured (mean = 3.72).

The budget priority for public libraries was rated significantly higher by citizens of Sparks (mean = 3.85) and Reno (mean = 3.78) than by those who live in unincorporated Washoe County (mean = 3.49).

Budget Priority for: Regional Parks, Open Space, Trails, and Recreational Programs

Regional Parks, Open Space, Trails, Rec.	Total	Type		District					Jurisdiction		
	All	CAB Members	General Citizens	District 1	District 2	District 3	District 4	District 5	City of Reno	City of Sparks	Uninc. County
Sample size	n=655	n=55	n=600	n=130	n=139	n=126	n=128	n=132	n=374	n=116	n=165
5 – Highest Priority	31%	33%	31%	32%	27%	32%	43%	20%	29%	38%	30%
4	26%	18%	27%	31%	27%	22%	18%	33%	28%	25%	23%
3	26%	29%	26%	23%	25%	33%	23%	27%	27%	27%	24%
2	12%	13%	12%	12%	15%	8%	12%	12%	11%	9%	16%
1 – Lowest Priority	5%	7%	4%	2%	5%	4%	5%	8%	4%	2%	7%
<i>Don't Know, No Response</i>	1%	0%	1%	1%	0%	2%	0%	1%	1%	0%	0%
Mean Rating*	3.58	3.49	3.59	3.63	3.53	3.73	3.42	3.60	3.63	3.66	3.40

Mean ratings were based on a scale where 5 = highest priority and 1 = lowest priority; they exclude non-responses.

Over half the respondents (57%) rated regional parks, open space, trails, and recreational programs a 4 or 5 budget priority on a 5-point scale. By mean, it was the 12th ranked budget priority of the 15 services measured (mean = 3.58).

Budget Priority for: Animal Control Services

Animal Control Services	Total	Type		District					Jurisdiction		
	All	CAB Members	General Citizens	District 1	District 2	District 3	District 4	District 5	City of Reno	City of Sparks	Uninc. County
Sample size	n=655	n=55	n=600	n=130	n=139	n=126	n=128	n=132	n=374	n=116	n=165
5 – Highest Priority	19%	13%	20%	14%	22%	23%	17%	20%	22%	19%	14%
4	20%	18%	21%	20%	19%	18%	23%	23%	19%	26%	19%
3	33%	35%	33%	37%	30%	36%	30%	34%	35%	34%	29%
2	20%	27%	20%	24%	23%	16%	21%	18%	18%	13%	31%
1 – Lowest Priority	6%	5%	6%	5%	6%	6%	8%	5%	5%	7%	7%
<i>Don't Know, No Response</i>	1%	2%	1%	0%	0%	2%	1%	1%	1%	1%	0%
Mean Rating*	3.27	3.06	3.29	3.13	3.29	3.38	3.20	3.35	3.35	3.37	3.03

Mean ratings were based on a scale where 5 = highest priority and 1 = lowest priority; they exclude non-responses.

Over one-third of the respondents (39%) rated animal control services a 4 or 5 budget priority on a 5-point scale. By mean, it was the 13th ranked budget priority of the 15 services measured (mean = 3.27).

The budget priority for animal control services was rated significantly higher by citizens of Sparks (mean = 3.37) and Reno (mean = 3.35) than by those who live in unincorporated Washoe County (mean = 3.03).

Budget Priority for: Technology such as Electronic Services on the County's Website

Technology (such as County Website)	Total	Type		District					Jurisdiction		
	All	CAB Members	General Citizens	District 1	District 2	District 3	District 4	District 5	City of Reno	City of Sparks	Uninc. County
Sample size	n=655	n=55	n=600	n=130	n=139	n=126	n=128	n=132	n=374	n=116	n=165
5 – Highest Priority	12%	7%	12%	8%	12%	12%	9%	19%	11%	12%	14%
4	14%	16%	14%	13%	14%	13%	16%	14%	13%	18%	13%
3	29%	33%	29%	31%	29%	25%	30%	31%	29%	31%	30%
2	23%	25%	23%	30%	25%	24%	25%	12%	24%	20%	24%
1 – Lowest Priority	15%	16%	14%	11%	14%	17%	16%	15%	14%	14%	16%
<i>Don't Know, No Response</i>	7%	2%	8%	8%	6%	9%	4%	8%	9%	5%	4%
Mean Rating*	2.85	2.72	2.86	2.75	2.82	2.78	2.77	3.11	2.81	2.95	2.84

Mean ratings were based on a scale where 5 = highest priority and 1 = lowest priority; they exclude non-responses.

About one-quarter of the respondents (26%) rated technology such as electronic services on the County's website a 4 or 5 budget priority on a 5-point scale. By mean, it was the 15th ranked budget priority (or the lowest) of the 15 services measured (mean = 2.85).

Budget Priority for: Planning For Regional Water Needs and Other Natural Resources

Planning for Regional Water and Natural Res.	Total	Type		District					Jurisdiction		
	All	CAB Members	General Citizens	District 1	District 2	District 3	District 4	District 5	City of Reno	City of Sparks	Uninc. County
Sample size	n=655	n=55	n=600	n=130	n=139	n=126	n=128	n=132	n=374	n=116	n=165
5 – Highest Priority	47%	42%	48%	51%	51%	44%	42%	47%	52%	43%	40%
4	27%	27%	27%	25%	22%	27%	29%	30%	25%	33%	26%
3	15%	25%	15%	16%	17%	16%	16%	11%	14%	16%	19%
2	6%	5%	6%	5%	4%	8%	8%	7%	6%	4%	8%
1 – Lowest Priority	3%	0%	4%	2%	4%	2%	5%	4%	2%	3%	5%
<i>Don't Know, No Response</i>	1%	0%	1%	1%	1%	3%	0%	2%	2%	0%	1%
Mean Rating*	4.09	4.05	4.10	4.19	4.12	4.08	3.96	4.11	4.19	4.08	3.88

Mean ratings were based on a scale where 5 = highest priority and 1 = lowest priority; they exclude non-responses.

About three out of four respondents (74%) rated planning for regional water needs and other natural resources a 4 or 5 budget priority on a 5-point scale. By mean, it was the 2nd highest ranked budget priority of the 15 services measured (mean = 4.09).

The budget priority for planning for regional water needs and other natural resources was rated significantly higher by citizens of Reno (mean = 4.19) than by those who live in unincorporated Washoe County (mean = 3.88).

Budget Priority for: Conducting Elections

Conducting Elections	Total	Type		District					Jurisdiction		
	All	CAB Members	General Citizens	District 1	District 2	District 3	District 4	District 5	City of Reno	City of Sparks	Uninc. County
Sample size	n=655	n=55	n=600	n=130	n=139	n=126	n=128	n=132	n=374	n=116	n=165
5 – Highest Priority	30%	22%	31%	29%	26%	29%	30%	36%	30%	30%	28%
4	25%	40%	23%	27%	29%	21%	20%	26%	25%	22%	25%
3	26%	16%	27%	30%	26%	27%	29%	20%	27%	26%	26%
2	13%	16%	13%	12%	13%	12%	16%	13%	11%	16%	16%
1 – Lowest Priority	5%	4%	5%	2%	5%	6%	5%	5%	5%	3%	5%
<i>Don't Know, No Response</i>	1%	2%	1%	0%	1%	5%	2%	0%	2%	2%	0%
Mean Rating*	3.63	3.61	3.63	3.69	3.59	3.58	3.55	3.73	3.66	3.61	3.56

Mean ratings were based on a scale where 5 = highest priority and 1 = lowest priority; they exclude non-responses.

Over half the respondents (55%) rated conducting elections a 4 or 5 budget priority on a 5-point scale. By mean, it was the 11th ranked budget priority of the 15 services measured (mean = 3.63).

Budget Priority for: Community Outreach Services Such As Neighborhood Meetings

Community Outreach, Meetings	Total	Type		District					Jurisdiction		
	All	CAB Members	General Citizens	District 1	District 2	District 3	District 4	District 5	City of Reno	City of Sparks	Uninc. County
Sample size	n=655	n=55	n=600	n=130	n=139	n=126	n=128	n=132	n=374	n=116	n=165
5 – Highest Priority	18%	15%	18%	11%	16%	24%	14%	23%	19%	16%	16%
4	16%	27%	15%	15%	15%	13%	17%	19%	14%	19%	18%
3	33%	35%	33%	39%	36%	33%	32%	26%	34%	34%	30%
2	21%	16%	21%	25%	19%	17%	22%	19%	20%	22%	21%
1 – Lowest Priority	11%	7%	11%	8%	13%	9%	13%	12%	10%	8%	15%
<i>Don't Know, No Response</i>	2%	0%	2%	2%	1%	3%	2%	1%	2%	2%	1%
Mean Rating*	3.09	3.25	3.07	2.95	3.01	3.27	2.98	3.23	3.12	3.12	2.99

Mean ratings were based on a scale where 5 = highest priority and 1 = lowest priority; they exclude non-responses.

About one-quarter of the respondents (24%) rated community outreach services such as neighborhood meetings a 4 or 5 budget priority on a 5-point scale. By mean, it was the 14th ranked budget priority of the 15 services measured (mean = 3.09).

Satisfaction with Washoe County Services

Section C: Satisfaction with County Services

Using the same scale of excellent, very good, good, fair, or poor, how would you rate Washoe County government on the following County services:

Rating for: Criminal Prosecution and Operating the Jail

Criminal Prosecution & Operating the Jail	Total	Type		District					Jurisdiction		
	All	CAB Members	General Citizens	District 1	District 2	District 3	District 4	District 5	City of Reno	City of Sparks	Uninc. County
Sample size	n=655	n=55	n=600	n=130	n=139	n=126	n=128	n=132	n=374	n=116	n=165
Excellent	11%	11%	11%	8%	12%	16%	5%	13%	13%	4%	9%
Very Good	21%	44%	19%	25%	24%	19%	17%	19%	20%	20%	24%
Good	37%	22%	39%	41%	36%	27%	42%	40%	36%	41%	38%
Fair	13%	7%	13%	7%	9%	20%	13%	15%	13%	14%	10%
Poor	6%	2%	6%	3%	6%	9%	5%	5%	5%	6%	6%
Don't Know, No Response	13%	15%	13%	17%	14%	10%	17%	8%	12%	16%	13%
Mean Rating*	3.21	3.64	3.17	3.32	3.32	3.15	3.03	3.20	3.25	3.03	3.22

Mean ratings were based on a scale where 5 = excellent and 1 = poor; they exclude non-responses.

County services were rated on a 5-point scale that ranged from a high of 5 (excellent) to a low of 1 (poor).

About 69% of respondents rated criminal prosecution and operating the jail as good or better; 13% did not provide a rating. By mean, it was the 4th highest rated service of the 15 services measured (mean = 3.21).

Criminal prosecution and operating the jail was rated significantly higher by CAB members (mean = 3.64) than by general citizens (mean = 3.17).

Rating for: Operating the Court System

Operating the Court System	Total	Type		District					Jurisdiction		
	All	CAB Members	General Citizens	District 1	District 2	District 3	District 4	District 5	City of Reno	City of Sparks	Uninc. County
Sample size	n=655	n=55	n=600	n=130	n=139	n=126	n=128	n=132	n=374	n=116	n=165
Excellent	9%	9%	9%	5%	12%	10%	4%	12%	10%	5%	8%
Very Good	20%	36%	18%	24%	22%	19%	16%	18%	21%	19%	17%
Good	39%	29%	40%	44%	36%	34%	45%	39%	38%	42%	40%
Fair	16%	5%	17%	11%	14%	22%	13%	17%	16%	13%	16%
Poor	5%	7%	5%	2%	6%	7%	4%	6%	5%	4%	6%
<i>Don't Know, No Response</i>	12%	13%	12%	14%	11%	8%	18%	8%	10%	16%	13%
Mean Rating*	3.13	3.40	3.10	3.22	3.21	3.02	3.04	3.14	3.16	3.09	3.07

Mean ratings were based on a scale where 5 = excellent and 1 = poor; they exclude non-responses.

About 68% of respondents rated operating the court system as good or better; 12% did not provide a rating. By mean, it was the 5th highest rated service of the 15 services measured (mean = 3.13).

Rating for: Juvenile Detention and Programs for Troubled Youth

Juvenile Detention, Troubled Youth	Total	Type		District					Jurisdiction		
	All	CAB Members	General Citizens	District 1	District 2	District 3	District 4	District 5	City of Reno	City of Sparks	Uninc. County
Sample size	n=655	n=55	n=600	n=130	n=139	n=126	n=128	n=132	n=374	n=116	n=165
Excellent	5%	7%	5%	2%	5%	7%	3%	8%	5%	4%	4%
Very Good	10%	18%	9%	11%	9%	10%	9%	10%	10%	10%	9%
Good	33%	35%	33%	37%	30%	22%	37%	41%	30%	42%	36%
Fair	22%	11%	24%	20%	27%	25%	21%	19%	24%	18%	21%
Poor	10%	4%	10%	5%	6%	17%	11%	10%	11%	10%	7%
Don't Know, No Response	20%	25%	19%	25%	22%	18%	19%	13%	20%	15%	23%
Mean Rating*	2.72	3.20	2.68	2.77	2.74	2.58	2.66	2.84	2.68	2.77	2.78

Mean ratings were based on a scale where 5 = excellent and 1 = poor; they exclude non-responses.

About 48% of respondents rated juvenile detention and programs for troubled youth as good or better; 20% did not provide a rating. By mean, it was the 12th highest rated service of the 15 services measured (mean = 2.72).

Juvenile detention and programs for troubled youth was rated significantly higher by CAB members (mean = 3.20) than by general citizens (mean = 2.68).

Rating for: Social Services for the Needy

Social Services for the Needy	Total	Type		District					Jurisdiction		
	All	CAB Members	General Citizens	District 1	District 2	District 3	District 4	District 5	City of Reno	City of Sparks	Uninc. County
Sample size	n=655	n=55	n=600	n=130	n=139	n=126	N=128	n=132	n=374	n=116	n=165
Excellent	6%	7%	6%	1%	6%	10%	4%	10%	6%	5%	7%
Very Good	10%	15%	9%	8%	5%	12%	8%	15%	11%	10%	7%
Good	33%	42%	32%	38%	35%	26%	34%	31%	32%	36%	34%
Fair	23%	16%	24%	24%	24%	24%	23%	23%	25%	18%	24%
Poor	14%	5%	15%	8%	14%	17%	18%	13%	14%	20%	9%
Don't Know, No Response	14%	15%	14%	20%	17%	11%	13%	8%	13%	10%	19%
Mean Rating*	2.66	3.02	2.63	2.62	2.59	2.72	2.50	2.85	2.65	2.59	2.74

Mean ratings were based on a scale where 5 = excellent and 1 = poor; they exclude non-responses.

Nearly half the respondents (49%) rated social services for the needy as good of better; 14% did not provide a rating. By mean, it was the 13th highest rated service of the 15 services measured (mean = 2.66).

Social services for the needy was rated significantly higher by CAB members (mean = 3.02) than by general citizens (mean = 2.63).

Rating for: Child Protective Services

Child Protective Services	Total	Type		District					Jurisdiction		
	All	CAB Members	General Citizens	District 1	District 2	District 3	District 4	District 5	City of Reno	City of Sparks	Uninc. County
Sample size	n=655	n=55	n=600	n=130	n=139	n=126	n=128	n=132	n=374	n=116	n=165
Excellent	7%	5%	7%	2%	7%	8%	5%	11%	5%	9%	8%
Very Good	11%	18%	11%	8%	12%	12%	9%	17%	13%	10%	8%
Good	35%	44%	35%	42%	35%	31%	35%	33%	34%	39%	36%
Fair	22%	11%	23%	19%	19%	24%	27%	22%	22%	20%	23%
Poor	7%	0%	8%	5%	7%	9%	11%	6%	7%	11%	6%
Don't Know, No Response	17%	22%	17%	25%	19%	17%	14%	11%	18%	11%	19%
Mean Rating*	2.85	3.23	2.81	2.77	2.90	2.84	2.65	3.06	2.85	2.83	2.86

Mean ratings were based on a scale where 5 = excellent and 1 = poor; they exclude non-responses.

Over half the respondents (53%) rated child protective services as good or better; 17% did not provide a rating. By mean, it was the 10th highest rated service of the 15 services measured (mean = 2.85).

Child protective services was rated significantly higher by CAB members (mean = 3.23) than by general citizens (mean = 2.81).

Child protective services was rated significantly higher by respondents from District 5 (mean = 3.06) than by those from District 4 (mean = 2.65).

Rating for: Environmental Services such as Air and Water Quality

Environmental Services (Air, Water)	Total	Type		District					Jurisdiction		
	All	CAB Members	General Citizens	District 1	District 2	District 3	District 4	District 5	City of Reno	City of Sparks	Uninc. County
Sample size	n=655	n=55	N=600	n=130	n=139	n=126	n=128	n=132	n=374	n=116	n=165
Excellent	6%	4%	6%	3%	8%	7%	5%	6%	7%	5%	4%
Very Good	15%	22%	14%	16%	12%	17%	13%	17%	16%	14%	13%
Good	42%	38%	43%	42%	46%	39%	43%	41%	42%	45%	41%
Fair	21%	22%	21%	21%	22%	24%	21%	17%	20%	18%	27%
Poor	9%	9%	9%	8%	8%	8%	9%	11%	9%	9%	8%
Don't Know, No Response	7%	5%	7%	9%	4%	5%	9%	7%	6%	9%	7%
Mean Rating*	2.87	2.88	2.86	2.83	2.89	2.92	2.80	2.89	2.91	2.86	2.76

Mean ratings were based on a scale where 5 = excellent and 1 = poor; they exclude non-responses.

Nearly two-thirds (63%) rated environmental services as good or better; 7% did not provide a rating. By mean, it was the 9th highest rated service of the 15 services measured (mean = 2.87).

Rating for: Community and Clinical Health Services such as Immunizations

Community and Clinical Health Services	Total	Type		District					Jurisdiction		
	All	CAB Members	General Citizens	District 1	District 2	District 3	District 4	District 5	City of Reno	City of Sparks	Uninc. County
Sample size	n=655	n=55	n=600	n=130	n=139	n=126	n=128	n=132	n=374	n=116	n=165
Excellent	8%	5%	9%	5%	7%	9%	7%	14%	7%	10%	8%
Very Good	15%	33%	13%	13%	17%	13%	14%	18%	15%	14%	15%
Good	42%	35%	42%	51%	42%	37%	41%	37%	43%	45%	37%
Fair	17%	13%	17%	14%	17%	21%	18%	14%	18%	14%	16%
Poor	7%	0%	8%	5%	6%	10%	5%	11%	7%	6%	8%
Don't Know, No Response	11%	15%	11%	13%	11%	10%	16%	6%	9%	11%	15%
Mean Rating*	3.00	3.36	2.97	2.99	3.01	2.87	3.01	3.10	2.97	3.10	2.99

Mean ratings were based on a scale where 5 = excellent and 1 = poor; they exclude non-responses.

About two-thirds of the respondents (65%) rated community and clinical health services as good or better; 11% did not provide a rating. By mean, it was the 7th highest rated service of the 15 services measured (mean = 3.00).

Community and clinical health services was rated significantly higher by CAB members (mean = 3.36) than by general citizens (mean = 2.97).

Rating for: Services for Seniors

Services for Seniors	Total	Type		District					Jurisdiction		
	All	CAB Members	General Citizens	District 1	District 2	District 3	District 4	District 5	City of Reno	City of Sparks	Uninc. County
Sample size	n=655	n=55	n=600	n=130	n=139	n=126	n=128	n=132	n=374	n=116	n=165
Excellent	7%	11%	6%	4%	6%	10%	2%	10%	7%	4%	7%
Very Good	11%	22%	11%	12%	13%	11%	7%	14%	13%	9%	10%
Good	34%	29%	34%	32%	32%	34%	39%	33%	32%	42%	31%
Fair	24%	16%	25%	25%	24%	24%	25%	22%	24%	22%	25%
Poor	9%	5%	10%	8%	7%	7%	12%	13%	8%	12%	10%
Don't Know, No Response	15%	16%	15%	19%	17%	13%	15%	9%	15%	11%	16%
Mean Rating*	2.78	3.20	2.75	2.73	2.84	2.93	2.57	2.84	2.84	2.68	2.74

Mean ratings were based on a scale where 5 = excellent and 1 = poor; they exclude non-responses.

About half the respondents (52%) rated services for seniors as good or better; 15% did not provide a rating. By mean, it was the 11th highest rated service of the 15 services measured (mean = 2.78).

Services for seniors was rated significantly higher by CAB members (mean = 3.20) than by general citizens (mean = 2.75).

Rating for: Public Libraries and Library Programs

Public Libraries and Library Programs	Total	Type		District					Jurisdiction		
	All	CAB Members	General Citizens	District 1	District 2	District 3	District 4	District 5	City of Reno	City of Sparks	Uninc. County
Sample size	n=655	n=55	n=600	n=130	n=139	n=126	n=128	n=132	n=374	n=116	n=165
Excellent	14%	20%	13%	8%	12%	20%	13%	17%	14%	16%	12%
Very Good	19%	29%	18%	19%	20%	16%	22%	19%	18%	20%	21%
Good	42%	35%	42%	54%	47%	35%	38%	33%	44%	36%	39%
Fair	17%	13%	17%	10%	17%	19%	16%	21%	16%	17%	18%
Poor	5%	0%	5%	5%	1%	6%	4%	8%	4%	5%	7%
<i>Don't Know, No Response</i>	4%	4%	4%	4%	3%	4%	7%	2%	3%	5%	4%
Mean Rating*	3.22	3.58	3.18	3.18	3.25	3.25	3.26	3.15	3.24	3.26	3.13

Mean ratings were based on a scale where 5 = excellent and 1 = poor; they exclude non-responses.

Three out of four respondents (75%) rated public libraries and library programs as good or better; 4% did not provide a rating. By mean, it was the 2nd highest rated service of the 15 services measured (mean = 3.22).

Public libraries was rated significantly higher by CAB members (mean = 3.58) than by general citizens (mean = 3.18).

Rating for: Regional Parks, Open Space, Trails, and Recreational Programs

Regional Parks, Open Space, Trails, Rec.	Total	Type		District					Jurisdiction		
	All	CAB Members	General Citizens	District 1	District 2	District 3	District 4	District 5	City of Reno	City of Sparks	Uninc. County
Sample size	n=655	N=55	n=600	n=130	n=139	n=126	n=128	n=132	n=374	n=116	n=165
Excellent	15%	18%	15%	7%	16%	21%	16%	17%	16%	22%	10%
Very Good	19%	27%	18%	25%	17%	14%	19%	18%	18%	16%	21%
Good	42%	33%	43%	45%	47%	40%	38%	39%	44%	40%	38%
Fair	16%	18%	16%	16%	14%	17%	16%	17%	15%	14%	21%
Poor	5%	0%	6%	5%	4%	6%	5%	6%	5%	5%	7%
Don't Know, No Response	3%	4%	3%	2%	2%	2%	7%	3%	2%	4%	4%
Mean Rating*	3.24	3.47	3.22	3.12	3.28	3.28	3.29	3.23	3.27	3.36	3.08

Mean ratings were based on a scale where 5 = excellent and 1 = poor; they exclude non-responses.

Three out of four respondents (76%) rated regional parks, open space, trails, and recreational programs as good or better; 3% did not provide a rating. By mean, it was the 1st or highest rated service of the 15 services measured (mean = 3.24).

Rating for: Animal Control Services

Animal Control Services	Total	Type		District					Jurisdiction		
	All	CAB Members	General Citizens	District 1	District 2	District 3	District 4	District 5	City of Reno	City of Sparks	Uninc. County
Sample size	n=655	n=55	n=600	n=130	n=139	n=126	n=128	n=132	n=374	n=116	n=165
Excellent	10%	7%	10%	8%	9%	10%	8%	13%	10%	10%	8%
Very Good	16%	29%	14%	15%	14%	16%	17%	16%	17%	16%	12%
Good	45%	36%	46%	45%	50%	47%	45%	40%	45%	44%	48%
Fair	17%	18%	17%	14%	17%	21%	14%	19%	17%	16%	18%
Poor	4%	2%	4%	5%	1%	4%	6%	5%	3%	5%	7%
Don't Know, No Response	8%	7%	8%	14%	9%	2%	9%	7%	8%	9%	8%
Mean Rating*	3.10	3.24	3.09	3.08	3.16	3.08	3.07	3.13	3.17	3.10	2.96

Mean ratings were based on a scale where 5 = excellent and 1 = poor; they exclude non-responses.

About seven out of ten respondents (71%) rated animal control services as good or better; 8% did not provide a rating. By mean, it was the 6th highest rated service of the 15 services measured (mean = 3.10).

Rating for: Technology such as Electronic Services on the County's Website

Technology (such as County Website)	Total	Type		District					Jurisdiction		
	All	CAB Members	General Citizens	District 1	District 2	District 3	District 4	District 5	City of Reno	City of Sparks	Uninc. County
Sample size	n=655	n=55	n=600	n=130	n=139	n=126	n=128	n=132	n=374	n=116	n=165
Excellent	7%	15%	6%	5%	6%	10%	4%	7%	6%	5%	8%
Very Good	10%	25%	9%	9%	10%	10%	9%	11%	9%	9%	13%
Good	34%	31%	34%	32%	35%	36%	37%	30%	32%	39%	36%
Fair	18%	22%	17%	11%	20%	14%	20%	22%	16%	18%	22%
Poor	3%	0%	4%	5%	1%	2%	5%	4%	3%	4%	3%
Don't Know, No Response	29%	7%	31%	38%	27%	28%	25%	26%	34%	25%	18%
Mean Rating*	2.99	3.35	2.94	3.00	3.00	3.19	2.83	2.94	3.01	2.90	3.01

Mean ratings were based on a scale where 5 = excellent and 1 = poor; they exclude non-responses.

Half the respondents (51%) rated technology such as electronic services on the County's website as good or better; 29% did not provide a rating. By mean, it was the 8th highest rated service of the 15 services measured (mean = 2.99).

Technology was rated significantly higher by CAB members (mean = 3.35) than by general citizens (mean = 2.94).

Rating for: Planning For Regional Water Needs and Other Natural Resources

Planning for Regional Water and Natural Res.	Total	Type		District					Jurisdiction		
	All	CAB Members	General Citizens	District 1	District 2	District 3	District 4	District 5	City of Reno	City of Sparks	Uninc. County
Sample size	n=655	n=55	n=600	n=130	n=139	n=126	n=128	n=132	n=374	n=116	n=165
Excellent	5%	7%	5%	2%	6%	6%	4%	5%	5%	5%	5%
Very Good	10%	18%	9%	12%	6%	7%	8%	17%	11%	9%	10%
Good	30%	27%	30%	26%	28%	33%	27%	37%	30%	32%	29%
Fair	25%	16%	25%	28%	32%	22%	27%	12%	23%	26%	27%
Poor	22%	25%	21%	21%	19%	21%	26%	21%	22%	22%	21%
Don't Know, No Response	9%	5%	9%	10%	7%	12%	9%	8%	10%	7%	8%
Mean Rating*	2.47	2.63	2.46	2.41	2.44	2.49	2.31	2.70	2.48	2.46	2.46

Mean ratings were based on a scale where 5 = excellent and 1 = poor; they exclude non-responses.

Over two out of five respondents (45%) rated planning for regional water needs and other natural resources as good or better; 9% did not provide a rating. By mean, it was the 15th or lowest rated service of the 15 services measured (mean = 2.85).

Rating for: Conducting Elections

Conducting Elections	Total	Type		District					Jurisdiction		
	All	CAB Members	General Citizens	District 1	District 2	District 3	District 4	District 5	City of Reno	City of Sparks	Uninc. County
Sample size	n=655	n=55	n=600	n=130	n=139	n=126	n=128	n=132	n=374	n=116	n=165
Excellent	13%	24%	12%	8%	15%	12%	13%	14%	11%	18%	12%
Very Good	20%	35%	19%	28%	19%	17%	20%	16%	21%	16%	21%
Good	44%	31%	45%	46%	43%	48%	41%	42%	46%	41%	42%
Fair	15%	4%	16%	11%	17%	15%	13%	17%	14%	14%	16%
Poor	5%	2%	5%	5%	3%	5%	5%	8%	5%	5%	5%
Don't Know, No Response	4%	5%	4%	3%	3%	3%	7%	4%	3%	6%	4%
Mean Rating*	3.21	3.79	3.16	3.24	3.27	3.17	3.24	3.13	3.19	3.30	3.21

Mean ratings were based on a scale where 5 = excellent and 1 = poor; they exclude non-responses.

Three out of four respondents (76%) rated conducting elections as good or better; 4% did not provide a rating. By mean, it was the 3rd highest rated service of the 15 services measured (mean = 3.21).

Conducting elections was rated significantly higher by CAB members (mean = 3.79) than by general citizens (mean = 3.16).

Rating for: Community Outreach Services Such As Neighborhood Meetings

Community Outreach, Meetings	Total	Type		District					Jurisdiction		
	All	CAB Members	General Citizens	District 1	District 2	District 3	District 4	District 5	City of Reno	City of Sparks	Uninc. County
Sample size	n=655	n=55	n=600	n=130	n=139	n=126	n=128	n=132	n=374	n=116	n=165
Excellent	4%	11%	3%	3%	3%	6%	2%	5%	4%	3%	4%
Very Good	9%	35%	6%	8%	7%	6%	8%	14%	7%	8%	13%
Good	32%	27%	33%	29%	32%	38%	30%	32%	34%	31%	29%
Fair	24%	18%	24%	25%	24%	25%	25%	18%	23%	23%	24%
Poor	13%	2%	14%	8%	14%	13%	12%	18%	13%	16%	11%
Don't Know, No Response	19%	7%	20%	26%	19%	13%	23%	12%	18%	20%	18%
Mean Rating*	2.59	3.37	2.51	2.61	2.50	2.64	2.54	2.66	2.57	2.48	2.70

Mean ratings were based on a scale where 5 = excellent and 1 = poor; they exclude non-responses.

Over two out of five respondents (45%) rated community outreach services such as neighborhood meetings as good or better; 19% did not provide a rating. By mean, it was the 14th highest rated service of the 15 services measured (mean = 2.59).

Community outreach was rated significantly higher by CAB members (mean = 3.37) than by general citizens (mean = 2.51).

Calculated Composite Score of 15 Ratings

Some of the comments about the services the County supposedly provides (e.g., schools, hospitals, public pools, etc.) indicated that some citizens are unclear about which services are under Washoe County government's jurisdiction and which are not.

This perception probably affected how some respondents, at the beginning of the survey, rated Washoe County government's performance in terms of doing an excellent, very good, good, fair, or poor job,. The results of that initial rating question do reflect the citizenry's top-of-the-mind thoughts about Washoe County – a “man on the street” perception of the County -- even if some of that perception may be misplaced.

In order to get a more focused assessment of how citizens perceive how well the County performs on services that are truly within the County's true jurisdiction, **a composite score was created based on the mean ratings of all 15 County services measured.**

For instance, if a respondent rated all the services as excellent (and six respondents did), the composite score would be a 5. If a respondent rated all the services as poor (and two did), the composite score would be a 1.

Rating of County Government	Total	Type		Districts					Jurisdiction		
	All	CAB Members	General Citizens	District 1	District 2	District 3	District 4	District 5	City of Reno	City of Sparks	Uninc. County
Sample size	n=655	n=55	n=600	N=130	n=139	n=126	n=128	n=132	n=374	n=116	n=165
Mean Rating of Initial Perception	2.61	3.16	2.55	2.60	2.73	2.66	2.48	2.55	2.60	2.54	2.67
Mean Rating of Composite Score	2.95	3.31	2.92	2.95	2.97	2.95	2.87	3.00	2.97	2.93	2.93
Difference	0.34	0.15	0.37	0.35	0.24	0.29	0.39	0.45	0.37	0.39	0.26

In summary, the mean composite rating of the 15 services was 2.95, or 0.34 points higher than the initial rating of 2.61. Additionally, the composite rating was higher than the initial score across both types of respondents (CAB members and general citizens), all five districts, and all three jurisdiction areas.

Although the composite score does not represent all County services and functions, it may be a more accurate representation of citizens' perceptions of actual County performance in terms of services that are within the County government's jurisdiction.

Satisfaction with Unincorporated Washoe County Services

Section D: Satisfaction with Unincorporated Washoe County Services

Using the same scale of excellent, very good, good, fair, or poor, how would you, as a resident of Unincorporated Washoe County, rate the following services in your neighborhood:

Rating for: Law Enforcement and Crime Prevention

Law Enforcement and Crime Prevention	Total	Type		District					Jurisdiction		
	All	CAB Members	General Citizens	District 1	District 2	District 3	District 4	District 5	City of Reno	City of Sparks	Uninc. County
Sample size	n=165	n=40	n=125	n=23	n=60	n=1	n=28	n=53	n=0	n=0	n=165
Excellent	15%	40%	7%	43%	12%	0%	4%	13%	--	--	15%
Very Good	19%	35%	14%	4%	32%	0%	14%	15%	--	--	19%
Good	25%	15%	29%	17%	28%	100%	21%	26%	--	--	25%
Fair	12%	8%	14%	13%	8%	0%	32%	6%	--	--	12%
Poor	6%	3%	7%	22%	2%	0%	7%	4%	--	--	6%
Don't Know, No Response	22%	0%	29%	0%	18%	0%	21%	36%	--	--	22%
Mean Rating*	3.33	4.03	3.01	3.35	3.53	--	2.68	3.44	--	--	3.33

Mean ratings were based on a scale where 5 = excellent and 1 = poor; they exclude non-responses.

Three out of five unincorporated Washoe County respondents (60%) rated law enforcement as good or better; 22% did not provide a rating. By mean, it was the 2nd highest rated service of the seven unincorporated Washoe County services measured (mean = 3.33).

Law enforcement and crime prevention was rated significantly higher by CAB members (mean = 4.03) than by general citizens (mean = 3.01) who reside in unincorporated Washoe County.

Rating for: Fire Protection

Fire Protection	Total	Type		District					Jurisdiction		
	All	CAB Members	General Citizens	District 1	District 2	District 3	District 4	District 5	City of Reno	City of Sparks	Uninc. County
Sample size	n=165	n=40	n=125	n=23	n=60	n=1	n=28	n=53	n=0	n=0	n=165
Excellent	21%	38%	16%	61%	17%	0%	11%	15%	--	--	21%
Very Good	20%	23%	19%	9%	33%	100%	14%	11%	--	--	20%
Good	24%	15%	26%	30%	23%	0%	18%	25%	--	--	24%
Fair	13%	23%	10%	0%	12%	0%	32%	9%	--	--	13%
Poor	1%	0%	2%	0%	0%	0%	7%	0%	--	--	1%
Don't Know, No Response	21%	3%	27%	0%	15%	0%	18%	40%	--	--	21%
Mean Rating*	3.60	3.77	3.53	4.30	3.65	--	2.87	3.53	--	--	3.60

Mean ratings were based on a scale where 5 = excellent and 1 = poor; they exclude non-responses.

Two out of three unincorporated Washoe County respondents (65%) rated fire protection as good or better; 21% did not provide a rating. By mean, it was the 1st or highest rated service of the seven unincorporated Washoe County services measured (mean = 3.60).

Fire protection was rated significantly higher by respondents from District 1 (mean = 4.30) than by those from District 4 (mean = 2.87) who reside in unincorporated Washoe County.

Rating for: Maintaining Streets and Roads including Snow Removal

Maintaining Streets & Roads, Snow Removal	Total	Type		District					Jurisdiction		
	All	CAB Members	General Citizens	District 1	District 2	District 3	District 4	District 5	City of Reno	City of Sparks	Uninc. County
Sample size	n=165	n=40	n=125	n=23	n=60	n=1	n=28	n=53	n=0	n=0	n=165
Excellent	12%	15%	11%	35%	8%	100%	7%	8%	--	--	12%
Very Good	19%	33%	14%	22%	27%	0%	14%	11%	--	--	19%
Good	22%	20%	22%	22%	30%	0%	14%	17%	--	--	22%
Fair	12%	18%	10%	17%	10%	0%	11%	13%	--	--	12%
Poor	13%	15%	12%	4%	7%	0%	29%	15%	--	--	13%
Don't Know, No Response	22%	0%	30%	0%	18%	0%	25%	36%	--	--	22%
Mean Rating*	3.07	3.15	3.03	3.65	3.24	--	2.48	2.74	--	--	3.07

Mean ratings were based on a scale where 5 = excellent and 1 = poor; they exclude non-responses.

About half the unincorporated Washoe County respondents (53%) rated maintaining streets and roads including snow removal as good or better; 22% did not provide a rating. By mean, it was the 6th highest rated service of the seven unincorporated Washoe County services measured (mean = 3.07).

Maintaining streets and roads was rated significantly higher by respondents from District 1 (mean = 3.65) than by those from District 4 (mean = 2.48) who reside in unincorporated Washoe County.

Rating for: Operating Neighborhood Parks and Recreational Programs

Operating Neighborhood Parks & Recreation	Total	Type		District					Jurisdiction		
	All	CAB Members	General Citizens	District 1	District 2	District 3	District 4	District 5	City of Reno	City of Sparks	Uninc. County
Sample size	n=165	n=40	n=125	n=23	n=60	n=1	n=28	n=53	n=0	n=0	n=165
Excellent	8%	15%	6%	17%	8%	0%	4%	8%	--	--	8%
Very Good	16%	23%	14%	4%	15%	0%	25%	17%	--	--	16%
Good	30%	35%	29%	39%	42%	100%	14%	21%	--	--	30%
Fair	9%	15%	7%	9%	15%	0%	11%	2%	--	--	9%
Poor	8%	5%	9%	13%	2%	0%	7%	13%	--	--	8%
Don't Know, No Response	28%	8%	35%	17%	18%	0%	39%	40%	--	--	28%
Mean Rating*	3.11	3.30	3.02	3.05	3.16	--	3.12	3.06	--	--	3.11

Mean ratings were based on a scale where 5 = excellent and 1 = poor; they exclude non-responses.

Over half the unincorporated Washoe County respondents (55%) rated operating neighborhood parks and recreation programs as good or better; 28% did not provide a rating. By mean, it was the 5th highest rated service of the seven unincorporated Washoe County services measured (mean = 3.11).

Rating for: Providing Land Use Planning, Building Inspection, Zoning, and other Development Services

Providing Land Use Planning, Development	Total	Type		District					Jurisdiction		
	All	CAB Members	General Citizens	District 1	District 2	District 3	District 4	District 5	City of Reno	City of Sparks	Uninc. County
Sample size	n=165	n=40	n=125	n=23	n=60	n=1	n=28	n=53	n=0	n=0	n=165
Excellent	4%	8%	2%	4%	3%	0%	0%	6%	--	--	4%
Very Good	8%	23%	4%	13%	12%	0%	4%	6%	--	--	8%
Good	28%	33%	26%	39%	30%	0%	18%	26%	--	--	28%
Fair	14%	15%	14%	9%	18%	0%	18%	9%	--	--	14%
Poor	21%	20%	21%	26%	15%	100%	39%	13%	--	--	21%
Don't Know, No Response	25%	3%	33%	9%	22%	0%	21%	40%	--	--	25%
Mean Rating*	2.47	2.82	2.31	2.57	2.62	--	1.82	2.69	--	--	2.47

Mean ratings were based on a scale where 5 = excellent and 1 = poor; they exclude non-responses.

Two out of five unincorporated Washoe County respondents (40%) rated providing land use planning, building inspection, zoning, and other development services as good or better; 25% did not provide a rating. By mean, it was the 7th or lowest rated service of the seven unincorporated Washoe County services measured (mean = 2.47).

Providing land use planning, building inspection, zoning, and other development services was rated significantly higher by CAB members (mean = 2.82) than by general citizens (mean = 2.31) who reside in unincorporated Washoe County.

Additionally, this attribute was rated significantly higher by respondents from District 2 (mean=2.62) and District 5 (mean = 2.69) than by those from District 4 (mean = 1.82) who reside in unincorporated Washoe County.

Rating for: Water Service

Water Service	Total	Type		District					Jurisdiction		
	All	CAB Members	General Citizens	District 1	District 2	District 3	District 4	District 5	City of Reno	City of Sparks	Uninc. County
Sample size	n=165	n=40	n=125	n=23	n=60	n=1	n=28	n=53	n=0	n=0	n=165
Excellent	15%	23%	12%	39%	10%	0%	4%	15%	--	--	15%
Very Good	10%	18%	7%	9%	15%	0%	7%	6%	--	--	10%
Good	25%	18%	27%	39%	25%	0%	14%	25%	--	--	25%
Fair	8%	8%	9%	4%	7%	0%	18%	8%	--	--	8%
Poor	5%	8%	5%	0%	3%	0%	11%	8%	--	--	5%
Don't Know, No Response	37%	28%	40%	9%	40%	100%	46%	40%	--	--	37%
Mean Rating*	3.31	3.55	3.21	3.90	3.36	--	2.53	3.22	--	--	3.31

Mean ratings were based on a scale where 5 = excellent and 1 = poor; they exclude non-responses.

About half the unincorporated Washoe County respondents (49%) rated water service as good or better; 37% did not provide a rating. By mean, it was the 3rd highest rated service of the seven unincorporated Washoe County services measured (mean = 3.31).

Water service was rated significantly higher by respondents from District 1 (mean = 3.90) than by those from District 4 (mean = 2.53) who reside in unincorporated Washoe County.

Rating for: Sewer Service

Sewer Service	Total	Type		District					Jurisdiction		
	All	CAB Members	General Citizens	District 1	District 2	District 3	District 4	District 5	City of Reno	City of Sparks	Uninc. County
Sample size	n=165	n=40	n=125	n=23	n=60	n=1	n=28	n=53	n=0	n=0	n=165
Excellent	10%	25%	6%	35%	5%	0%	0%	11%	--	--	10%
Very Good	7%	10%	6%	9%	7%	0%	4%	9%	--	--	7%
Good	23%	13%	26%	43%	18%	0%	18%	23%	--	--	23%
Fair	7%	3%	8%	0%	5%	0%	11%	9%	--	--	7%
Poor	4%	10%	2%	0%	5%	0%	7%	4%	--	--	4%
Don't Know, No Response	48%	40%	51%	13%	60%	100%	61%	43%	--	--	48%
Mean Rating*	3.25	3.63	3.10	3.90	3.04	--	2.45	3.27	--	--	3.25

Mean ratings were based on a scale where 5 = excellent and 1 = poor; they exclude non-responses.

Two out of five unincorporated Washoe County respondents (41%) rated sewer service as good or better; 48% did not provide a rating. By mean, it was the 4th highest rated service of the seven unincorporated Washoe County services measured (mean = 3.25).

Sewer service was rated significantly higher by respondents from District 1 (mean = 3.90) than by those from District 4 (mean = 2.45) who reside in unincorporated Washoe County.

Citizen Contact with Washoe County

Section E: Citizen Contact with Washoe County

In the past two years, have you used Washoe County's website to conduct transactions or access information?

In Past 2 Years, Used County's Website	Total	Type		District					Jurisdiction		
	All	CAB Members	General Citizens	District 1	District 2	District 3	District 4	District 5	City of Reno	City of Sparks	Uninc. County
Sample size	n=655	n=55	n=600	n=130	n=139	n=126	n=128	n=132	n=374	n=116	n=165
Yes	45%	95%	40%	45%	53%	40%	48%	39%	40%	39%	59%
No	55%	5%	59%	54%	47%	60%	51%	61%	59%	60%	40%
<i>Don't Know, No Response</i>	1%	0%	1%	2%	1%	0%	1%	0%	1%	1%	1%

Nearly half the respondents (45%) had used Washoe County's website to conduct transactions or access information in the past two years.

Nearly all CAB members (95%) had used Washoe County's website, compared to just 40% of general citizens.

Respondents from unincorporated Washoe County were significantly more likely to have used the website (59%) than were those from either Reno (40%) or Sparks (39%).

In the past two years, have you had any contact with any Washoe County employees?

In Past 2 Years, Had Contact with County Employees	Total	Type		District					Jurisdiction		
	All	CAB Members	General Citizens	District 1	District 2	District 3	District 4	District 5	City of Reno	City of Sparks	Uninc. County
Sample size	n=655	n=55	n=600	N=130	n=139	n=126	n=128	n=132	n=374	n=116	n=165
Yes	64%	98%	61%	72%	68%	55%	68%	58%	60%	61%	76%
No	34%	2%	37%	28%	29%	43%	30%	40%	38%	36%	24%
<i>Don't Know, No Response</i>	2%	0%	2%	1%	2%	2%	2%	2%	2%	3%	0%

About two out of three respondents (64%) had had contact with at least one Washoe County employee in the past two years.

Nearly all CAB members (98%) reported having contact with Washoe County employees compared to 61% of general citizens.

Respondents from unincorporated Washoe County were significantly more likely to have had contact with Washoe County employees (76%) than were those from either Reno (60%) or Sparks (61%).

(If “yes” had contact with employees) Did you have contact with Washoe County employees by telephone, mail, in person, or internet/email? (Multiple responses allowed)

Method of Contact (Multiple responses allowed)	Total	Type		District					Jurisdiction		
	All	CAB Members	General Citizens	District 1	District 2	District 3	District 4	District 5	City of Reno	City of Sparks	Uninc. County
Sample size	n=421	n=54	n=367	n=93	n=95	N=69	n=87	n=77	n=224	n=71	n=126
In Person	82%	89%	81%	83%	81%	88%	80%	77%	83%	85%	79%
Telephone	46%	81%	41%	43%	60%	36%	43%	47%	43%	34%	59%
Internet/Email	28%	85%	20%	27%	35%	26%	22%	30%	25%	18%	40%
Mail	21%	56%	16%	23%	21%	22%	18%	22%	21%	14%	25%
Had Contact; No Response	<1%	0%	<1%	0%	0%	0%	0%	1%	0%	0%	<1%

Among the respondents who had contact with Washoe County employees, about four out of five (82%) had contact with employees in person. Additionally, nearly half (46%) had contact with employees over the telephone. More respondents had contact with employees by internet or email (28%) than did by U.S. mail (21%).

Among those who had contact with Washoe County employees, CAB members were more likely than general citizens to have had contact by telephone, internet/email, and mail.

Among those who had contact with Washoe County employees, respondents from unincorporated Washoe County were significantly more likely than those from Reno or Sparks to have had contact by telephone or internet/email.

(If “yes” had contact with employees) Overall, were the Washoe County employee(s) with whom you have had contact very courteous, somewhat courteous, or not courteous?

Courtesies of Employees	Total	Type		District					Jurisdiction		
	All	CAB Members	General Citizens	District 1	District 2	District 3	District 4	District 5	City of Reno	City of Sparks	Uninc. County
Sample size	n=421	n=54	n=367	n=93	n=95	n=69	n=87	n=77	n=224	n=71	n=126
Very Courteous	78%	87%	76%	83%	78%	74%	75%	78%	78%	75%	79%
Somewhat Courteous	19%	11%	20%	14%	21%	22%	22%	18%	20%	23%	16%
Not Courteous	2%	2%	2%	2%	1%	1%	2%	4%	2%	1%	3%
Had Contract; No Response	1%	0%	1%	1%	0%	3%	1%	0%	0%	1%	2%

Among the respondents who had contact with Washoe County employees, over three out of four (78%) reported that the employees were very courteous, 19% said they were somewhat courteous, and 2% described them as not courteous.

(If “yes” had contact with employees) Overall, were the Washoe County employee(s) with whom you have had contact very helpful, somewhat helpful, or not helpful?

Helpfulness of Employees	Total	Type		District					Jurisdiction		
	All	CAB Members	General Citizens	District 1	District 2	District 3	District 4	District 5	City of Reno	City of Sparks	Uninc. County
Sample size	n=421	n=54	n=367	n=93	n=95	n=69	n=87	n=77	n=224	n=71	n=126
Very Helpful	70%	80%	68%	76%	71%	70%	63%	68%	73%	63%	67%
Somewhat Helpful	23%	19%	24%	20%	24%	22%	25%	25%	20%	25%	28%
Not Helpful	6%	2%	6%	1%	5%	7%	8%	8%	6%	7%	5%
Had Contract; No Response	1%	0%	2%	2%	0%	1%	3%	0%	1%	4%	1%

Among the respondents who had contact with Washoe County employees, seven out of ten (70%) indicated that the employees were very helpful, 23% said they were somewhat helpful, and 6% indicated they were not helpful.

Communications

Section F: Communications

Where do you get most of your information that has helped you form your opinions about how well Washoe County government operates?

Primary Source of Information about County	Total	Type		District					Jurisdiction		
	All	CAB Members	General Citizens	District 1	District 2	District 3	District 4	District 5	City of Reno	City of Sparks	Uninc. County
Sample size	n=655	n=55	n=600	n=130	n=139	n=126	n=128	n=132	n=374	n=116	n=165
Personal Experience	32%	71%	29%	32%	33%	29%	37%	30%	27%	28%	45%
Newspapers	25%	13%	27%	38%	26%	25%	20%	19%	31%	21%	16%
Television	21%	0%	23%	12%	24%	24%	26%	20%	21%	29%	17%
Internet Other than County Website	6%	2%	6%	6%	5%	6%	5%	7%	6%	7%	4%
Family or Friends	5%	0%	6%	5%	5%	5%	4%	8%	6%	5%	4%
County Website	3%	7%	2%	2%	4%	1%	3%	4%	1%	3%	5%
Radio	1%	0%	2%	2%	1%	2%	0%	2%	2%	1%	1%
Co-workers	1%	2%	1%	1%	0%	2%	2%	2%	1%	1%	2%
County TV Station 17/217	1%	5%	0%	2%	0%	1%	0%	1%	1%	0%	1%
Other	3%	0%	3%	2%	0%	4%	2%	5%	2%	3%	3%
Don't Know, No Response	2%	0%	2%	1%	1%	2%	2%	3%	2%	2%	1%

Overall, the top three sources of information about how well Washoe County government operates were personal experience (32%), newspapers (25%), and television (21%).

About 71% of CAB members reported that they get most of their information about Washoe County from personal experience, compared to 29% of general citizens. Half of general citizens (50%) receive information about Washoe County primarily from either newspapers or television.

About 45% of respondents from unincorporated Washoe County reported that they get most of their information about Washoe County from personal experience, compared to 27% of those Reno and 28% of those from Sparks. About half of citizens from Reno and Sparks receive information about Washoe County primarily from either newspapers or television.

Have you ever watched Washoe County’s government programming on Channel 17 or 217, or Washoe County’s website?

Ever Watched Washoe County Programming	Total	Type		District					Jurisdiction		
	All	CAB Members	General Citizens	District 1	District 2	District 3	District 4	District 5	City of Reno	City of Sparks	Uninc. County
Sample size	n=655	n=55	n=600	n=130	n=139	n=126	n=128	n=132	n=374	n=116	n=165
Yes	42%	47%	41%	38%	46%	46%	37%	40%	43%	36%	42%
No	58%	51%	58%	60%	54%	53%	63%	58%	56%	63%	57%
<i>Don't Know, No Response</i>	1%	2%	1%	2%	0%	1%	1%	2%	1%	1%	1%

About two out of five respondents (42%) indicated that they had watched Washoe County’s government programming.

(If “no” to watching government programming) **Is the main reason that you have not watched Washoe County programming primarily because you were unaware it existed, you have no interest in it, or you do not have access to the channel or website?**

Main Reason Not Watched County Programming	Total	Type		District					Jurisdiction		
	All	CAB Members	General Citizens	District 1	District 2	District 3	District 4	District 5	City of Reno	City of Sparks	Uninc. County
Sample size	n=377	n=28	n=349	n=78	n=75	n=67	n=80	n=77	n=210	n=73	n=94
Unaware It Existed	37%	29%	38%	37%	45%	33%	38%	32%	38%	36%	37%
No Interest in It	33%	11%	35%	36%	28%	34%	35%	31%	34%	38%	26%
No Access to Channel or Website	24%	61%	21%	22%	24%	28%	19%	29%	23%	18%	32%
No Time (Volunteered)	3%	0%	4%	4%	3%	3%	4%	4%	3%	4%	4%
Other Reason (Volunteered)	1%	0%	1%	1%	0%	0%	3%	1%	1%	3%	0%
<i>Don't Know, No Response</i>	1%	0%	1%	0%	0%	1%	3%	3%	1%	1%	1%

Among the respondents who had not watched Washoe County’s government programming, the primary reasons for not watching were being unaware it existed (37%), having no interest in it (33%), and not having access (24%).

Among CAB members who have not watched Washoe County’s government programming, the main reason is lack of access (61%), while among general citizens, the main reasons are lack of awareness (38%) and lack of interest (35%).

Do you have any additional comments you would like Washoe County government to know? (Open-ended and coded)

Most Important Issue Facing County	Total	Type		District					Jurisdiction		
	All	CAB Members	General Citizens	District 1	District 2	District 3	District 4	District 5	City of Reno	City of Sparks	Uninc. County
Sample size	n=655	n=55	n=600	n=130	n=139	n=126	n=128	n=132	n=374	n=116	n=165
Planning, Growth, Water	6%	15%	5%	8%	7%	6%	5%	4%	7%	3%	6%
Good Job; Keep Up Good Work	5%	7%	5%	5%	9%	2%	2%	5%	6%	3%	2%
Budget, Finance Issues	5%	7%	4%	6%	4%	1%	8%	5%	3%	8%	5%
Legal System; Law Enforcement	3%	2%	3%	1%	1%	6%	5%	3%	3%	4%	2%
Social Services	2%	0%	3%	2%	1%	6%	1%	3%	3%	1%	2%
Roads, Traffic, Transportation	2%	5%	2%	3%	4%	2%	1%	2%	2%	0%	4%
Communication, Website, Channel	2%	4%	2%	2%	1%	6%	1%	2%	3%	0%	2%
Education Issues	2%	0%	2%	0%	3%	2%	2%	4%	2%	2%	2%
Relationship with Other Gov't Entities	2%	5%	2%	2%	4%	0%	3%	1%	1%	2%	4%
Parks and Recreation Issues	2%	0%	2%	2%	1%	4%	2%	0%	2%	2%	2%
Taxes, Rates, Wasted Money	1%	0%	2%	2%	1%	0%	2%	2%	1%	1%	2%
Job Issues	1%	0%	1%	0%	2%	0%	1%	2%	1%	2%	0%
Go Green, Energy Conservation	1%	2%	1%	1%	0%	2%	0%	1%	1%	0%	1%
Unclear What County Does	1%	0%	1%	1%	1%	1%	1%	0%	1%	1%	0%
Listen to the People	1%	0%	1%	0%	0%	1%	1%	2%	1%	0%	1%
Other	6%	9%	6%	5%	4%	6%	9%	8%	6%	7%	6%
Don't Know, No Response	59%	44%	60%	61%	58%	58%	59%	58%	58%	65%	56%

About two out of five respondents (41%) had additional comments. The three main topics of those comments were related to planning/growth/water (6%), keep up the good work (5%), and budget/finance issues (5%).

Demographics of Respondents

Section G: Demographics of Respondents

How long have you lived in Washoe County?

Length of Residence in County	Total	Type		District					Jurisdiction		
	All	CAB Members	General Citizens	District 1	District 2	District 3	District 4	District 5	City of Reno	City of Sparks	Uninc. County
Sample size	n=655	n=55	n=600	n=130	n=139	n=126	n=128	n=132	n=374	n=116	n=165
Less than 1 Year	2%	0%	2%	2%	1%	2%	2%	2%	3%	2%	0%
1 but Under 5 Years	10%	13%	10%	12%	10%	10%	9%	8%	10%	9%	12%
5 but Under 10 Years	13%	15%	13%	13%	12%	14%	9%	19%	14%	9%	14%
10 but Under 20 Years	23%	29%	23%	17%	25%	27%	20%	26%	23%	20%	25%
20 Years or More	51%	44%	51%	55%	50%	47%	59%	44%	49%	59%	48%
No Response	1%	0%	1%	1%	1%	0%	2%	1%	1%	2%	1%

Into which of the following groups does your age fall?

Age Group	Total	Type		District					Jurisdiction		
	All	CAB Members	General Citizens	District 1	District 2	District 3	District 4	District 5	City of Reno	City of Sparks	Uninc. County
Sample size	n=655	n=55	n=600	n=130	n=139	n=126	n=128	n=132	n=374	n=116	n=165
Under 25	9%	0%	10%	8%	7%	11%	8%	13%	9%	11%	8%
25 to 34	9%	5%	9%	8%	12%	10%	5%	10%	11%	7%	6%
35 to 44	16%	16%	16%	11%	14%	19%	16%	20%	16%	18%	16%
45 to 54	19%	22%	19%	18%	14%	17%	27%	19%	16%	23%	22%
55 to 64	26%	22%	26%	31%	29%	19%	30%	20%	24%	27%	29%
65 to 74	13%	27%	12%	15%	19%	13%	6%	14%	14%	7%	16%
75 or Over	6%	4%	7%	10%	4%	10%	5%	3%	9%	5%	1%
No Response	1%	4%	1%	0%	1%	1%	2%	1%	1%	2%	2%

Which of the following education levels have you had the opportunity to attain?

Education Level	Total	Type		District					Jurisdiction		
	All	CAB Members	General Citizens	District 1	District 2	District 3	District 4	District 5	City of Reno	City of Sparks	Uninc. County
Sample size	n=655	n=55	n=600	n=130	n=139	n=126	n=128	n=132	n=374	n=116	n=165
Some High School	3%	0%	4%	1%	2%	4%	1%	8%	3%	4%	3%
High School Graduate	15%	5%	15%	2%	12%	18%	19%	22%	13%	22%	14%
Some College/ Technical	36%	15%	38%	25%	34%	42%	34%	44%	38%	34%	32%
College Graduate	26%	45%	24%	35%	32%	20%	29%	13%	25%	23%	28%
Post Graduate Studies	18%	33%	17%	35%	19%	13%	15%	8%	19%	13%	19%
No Response	3%	2%	3%	1%	1%	3%	2%	5%	2%	3%	4%

Are there any children under the age of 18 living in your household?

Children in Household	Total	Type		District					Jurisdiction		
	All	CAB Members	General Citizens	District 1	District 2	District 3	District 4	District 5	City of Reno	City of Sparks	Uninc. County
Sample size	n=655	n=55	n=600	n=130	n=139	n=126	n=128	n=132	n=374	n=116	n=165
Yes	28%	24%	28%	22%	30%	22%	33%	32%	25%	34%	29%
No	71%	71%	71%	78%	68%	77%	65%	67%	74%	64%	68%
No Response	1%	5%	1%	0%	2%	1%	2%	2%	1%	2%	3%

Most people think of themselves as belonging to a particular ethnic or racial group. Which of the following groups are you a member of?

Race / Ethnic Group	Total	Type		District					Jurisdiction		
	All	CAB Members	General Citizens	District 1	District 2	District 3	District 4	District 5	City of Reno	City of Sparks	Uninc. County
Sample size	n=655	n=55	n=600	n=130	n=139	n=126	n=128	n=132	n=374	n=116	n=165
White	76%	87%	75%	87%	84%	67%	80%	61%	78%	69%	75%
Black, African American	3%	0%	3%	1%	2%	8%	2%	2%	4%	3%	1%
Hispanic, Latino	11%	5%	12%	5%	7%	11%	8%	26%	8%	18%	15%
Asian, Pacific Islander	3%	0%	3%	3%	2%	6%	1%	3%	4%	1%	2%
American Indian, Alaska Native	1%	0%	2%	0%	1%	1%	3%	2%	1%	3%	1%
Some other race (specify)	1%	0%	1%	0%	1%	0%	2%	2%	1%	2%	1%
No Response	5%	7%	5%	5%	3%	7%	5%	5%	4%	4%	6%

Into which of the following categories does your 2008 total annual household income before taxes fall?

Annual Household Income	Total	Type		District					Jurisdiction		
	All	CAB Members	General Citizens	District 1	District 2	District 3	District 4	District 5	City of Reno	City of Sparks	Uninc. County
Sample size	n=655	n=55	n=600	n=130	n=139	n=126	n=128	n=132	n=374	n=116	n=165
Under \$15,000	9%	0%	9%	4%	9%	15%	4%	11%	10%	7%	6%
\$15,000 but Under \$25,000	7%	2%	7%	5%	4%	11%	6%	6%	8%	9%	1%
\$25,000 but Under \$35,000	12%	2%	13%	8%	11%	13%	13%	14%	12%	15%	11%
\$35,000 but Under \$50,000	15%	15%	15%	8%	15%	17%	13%	21%	15%	14%	15%
\$50,000 but Under \$75,000	17%	20%	17%	15%	16%	13%	21%	19%	18%	22%	12%
\$75,000 but Under \$100,000	11%	13%	10%	13%	10%	10%	9%	11%	11%	6%	12%
\$100,000 but Under \$150,000	10%	27%	9%	16%	12%	2%	13%	7%	8%	11%	15%
\$150,000 or More	7%	9%	7%	15%	7%	4%	9%	0%	5%	7%	12%
No Response	13%	13%	13%	15%	16%	14%	11%	11%	13%	9%	16%

Gender (On the general citizen telephone survey, gender was recorded by interviewer, not asked)

Gender	Total	Type		District					Jurisdiction		
	All	CAB Members	General Citizens	District 1	District 2	District 3	District 4	District 5	City of Reno	City of Sparks	Uninc. County
Sample size	n=655	n=55	n=600	n=130	n=139	n=126	n=128	n=132	n=374	n=116	n=165
Male	52%	64%	51%	52%	48%	53%	52%	54%	49%	50%	58%
Female	48%	36%	49%	48%	50%	46%	48%	46%	50%	49%	41%
No Response	1%	0%	1%	0%	1%	1%	1%	0%	1%	1%	1%