

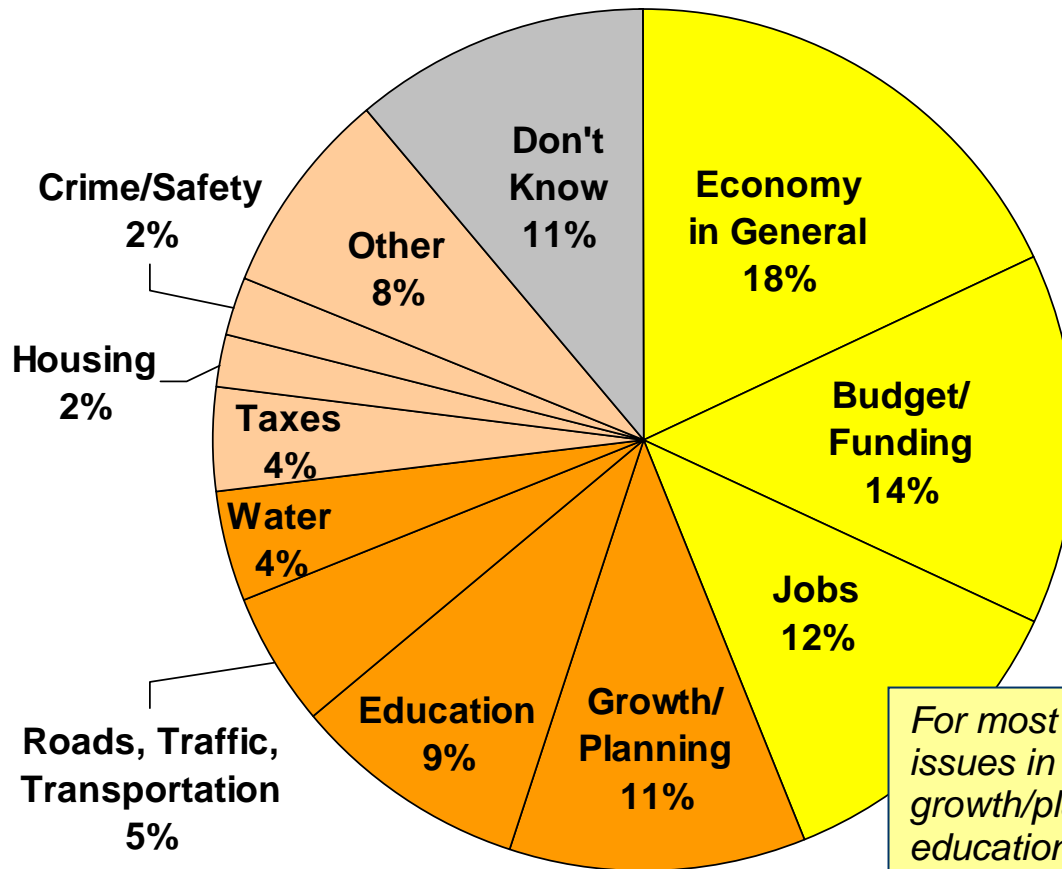
Washoe County Citizen Survey 2009



2009 Methodology

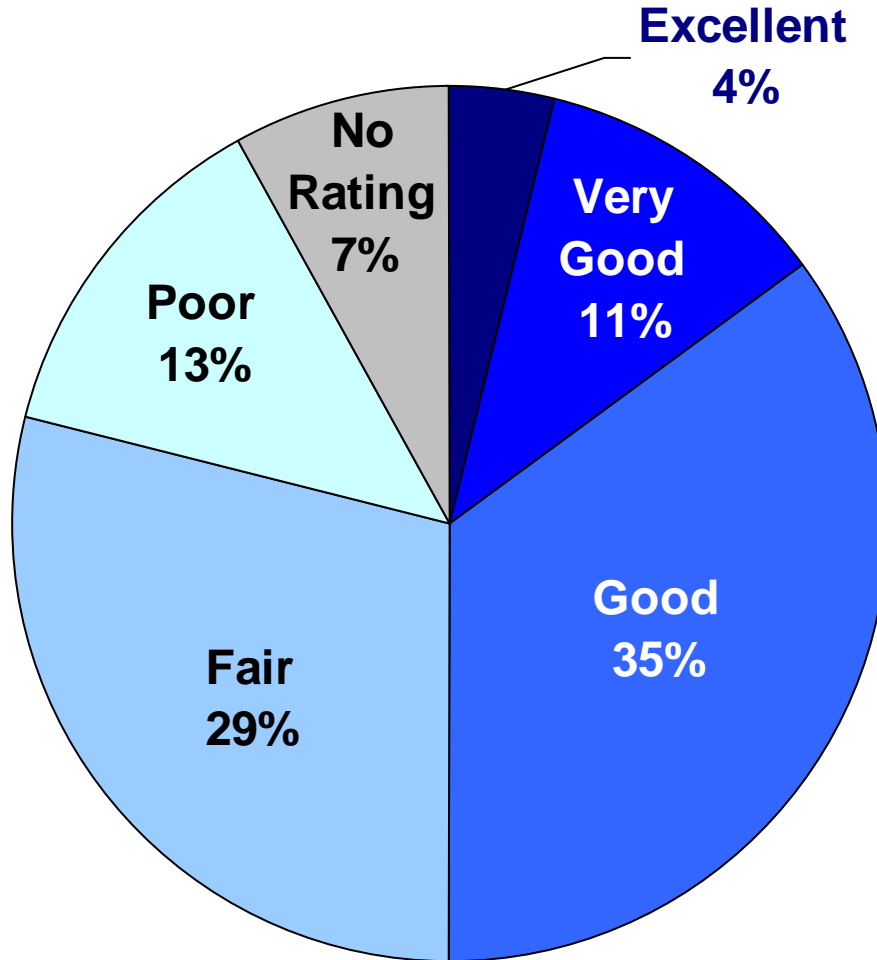
- **600 General Citizens:**
 - Methodology: Telephone survey
 - Interview Length: About 12 minutes each
 - Source: Voter registration database to capture district and jurisdiction
 - Respondents: 120 per each of the 5 Districts and demographically proportionate (e.g., 51% male, 49% female)
 - Dates: In the field January 8-31, 2009
 - Confidence Interval: $\pm 4.0\%$
- **Plus 55 Citizen Advisory Board (CAB) Members:**
 - Methodology: Online survey, emailed invitations to link
 - Questionnaire: Same as general citizen
 - Dates: In the field January 12-26, 2009
 - Confidence Interval: $\pm 7.9\%$

Most Important Issue Facing Washoe County in 2009



For most of this decade, the dominant issues in Washoe County have been growth/planning, water resources, education, and traffic/transportation (in some order), but this year, with the recession, the top three issues were the economy, budget/funding, and jobs.

Rating of Washoe County Government in General



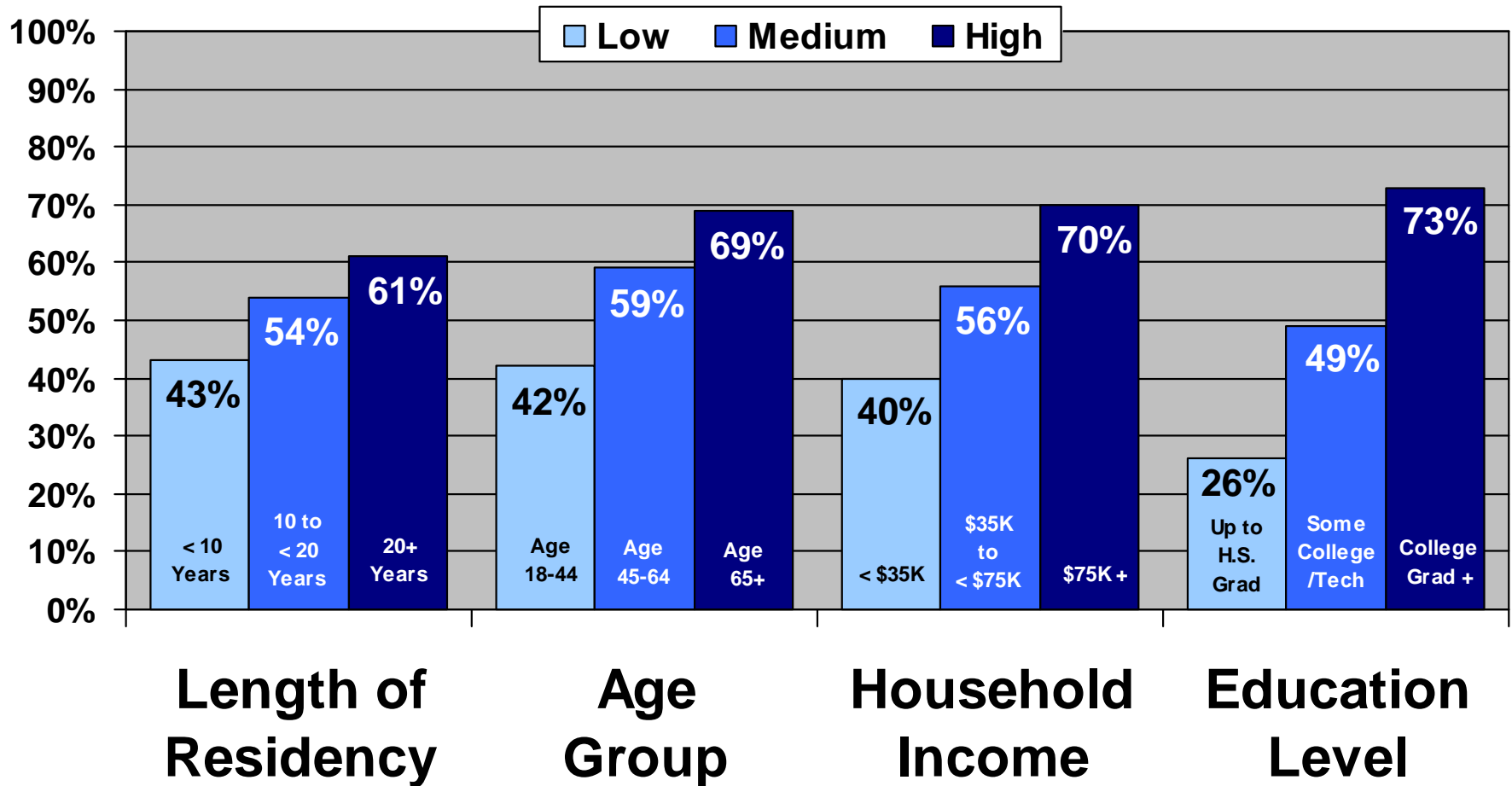
73% of CAB members rated Washoe County government as good or better.

Can You Name up to Three Services that Washoe County Provides?

Number of Services Named	Type		Jurisdiction		
	CAB Members	General Citizens	City of Reno	City of Sparks	Uninc. County
None	2%	24%	20%	31%	19%
One	0%	9%	9%	9%	6%
Two	2%	16%	17%	16%	10%
Three	96%	51%	55%	44%	64%

The survey recorded what citizens reported were services that Washoe County provides. The comments showed that the separation between federal, state, county, and city services is unclear to some citizens.

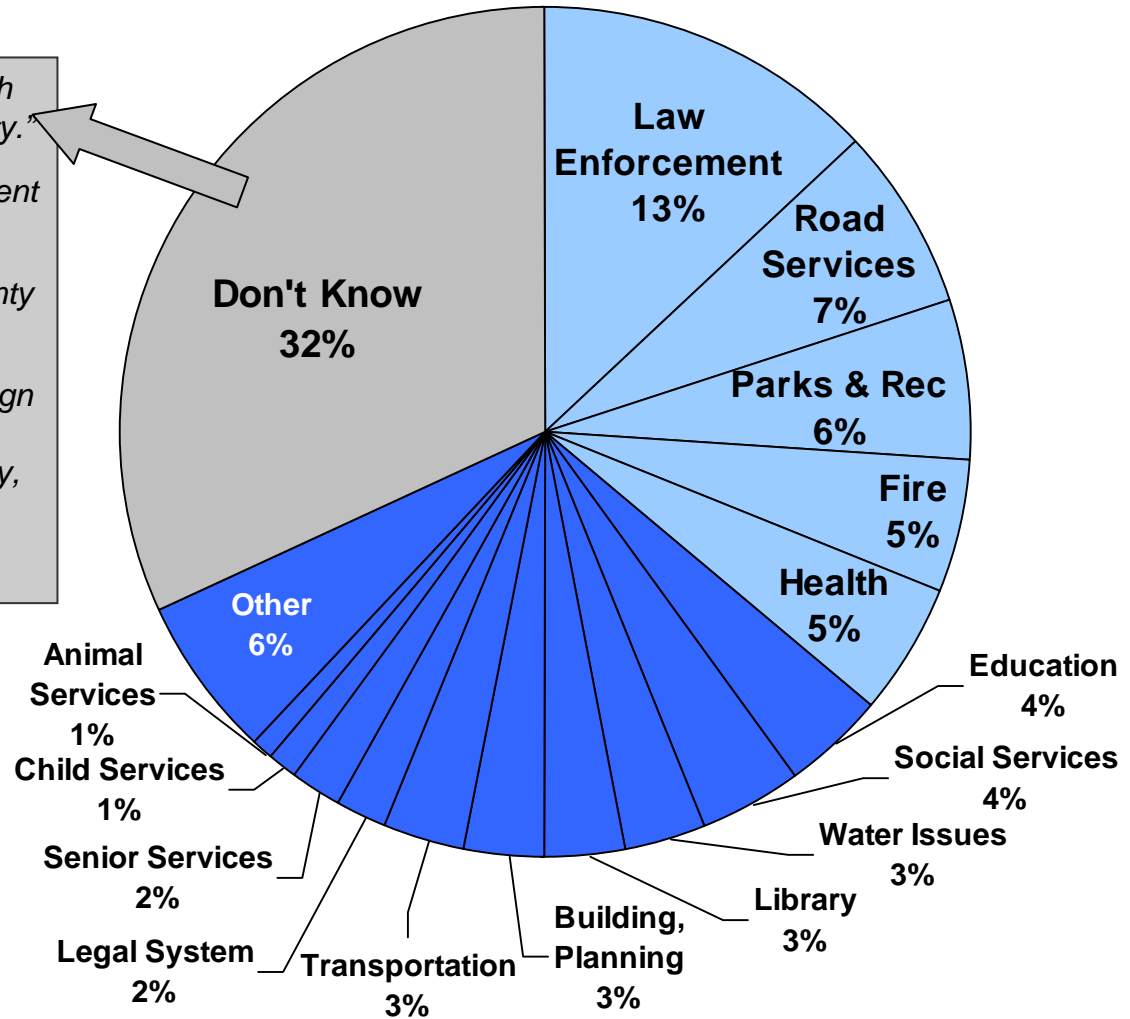
Sample of Demographic Differences: Able to Name Three County Services



Services that Washoe County Government Provides

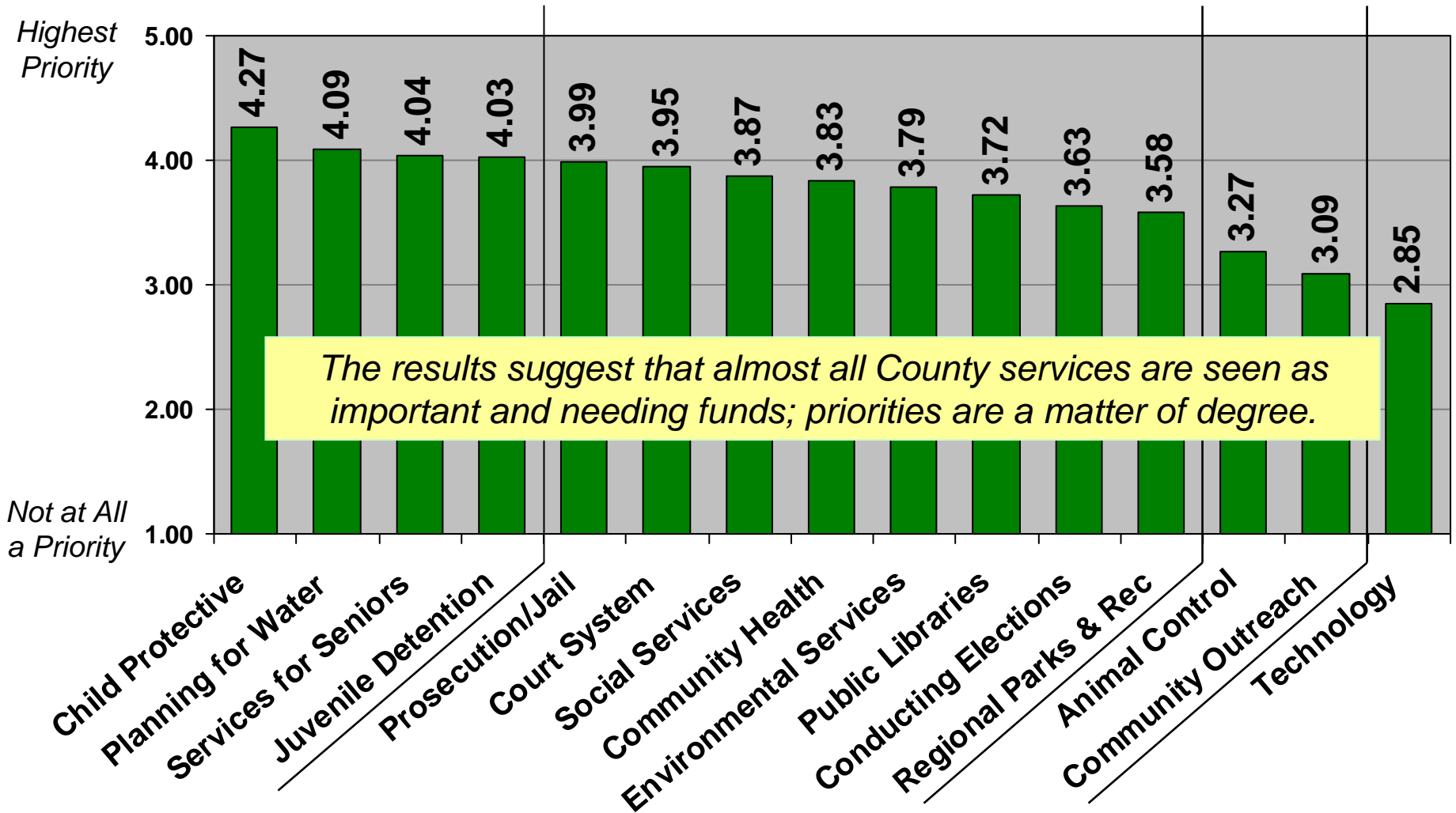
(Based on Services Named)

- "I don't have much involvement with the County because I live in the City."
- "I was unaware we had a government for Washoe County."
- "It's a mystery to me what the County does as opposed to the City."
- "It might be good to have a campaign [about services] that the County oversees. Going through the survey, I knew all the options, but I had no idea the County oversees them."



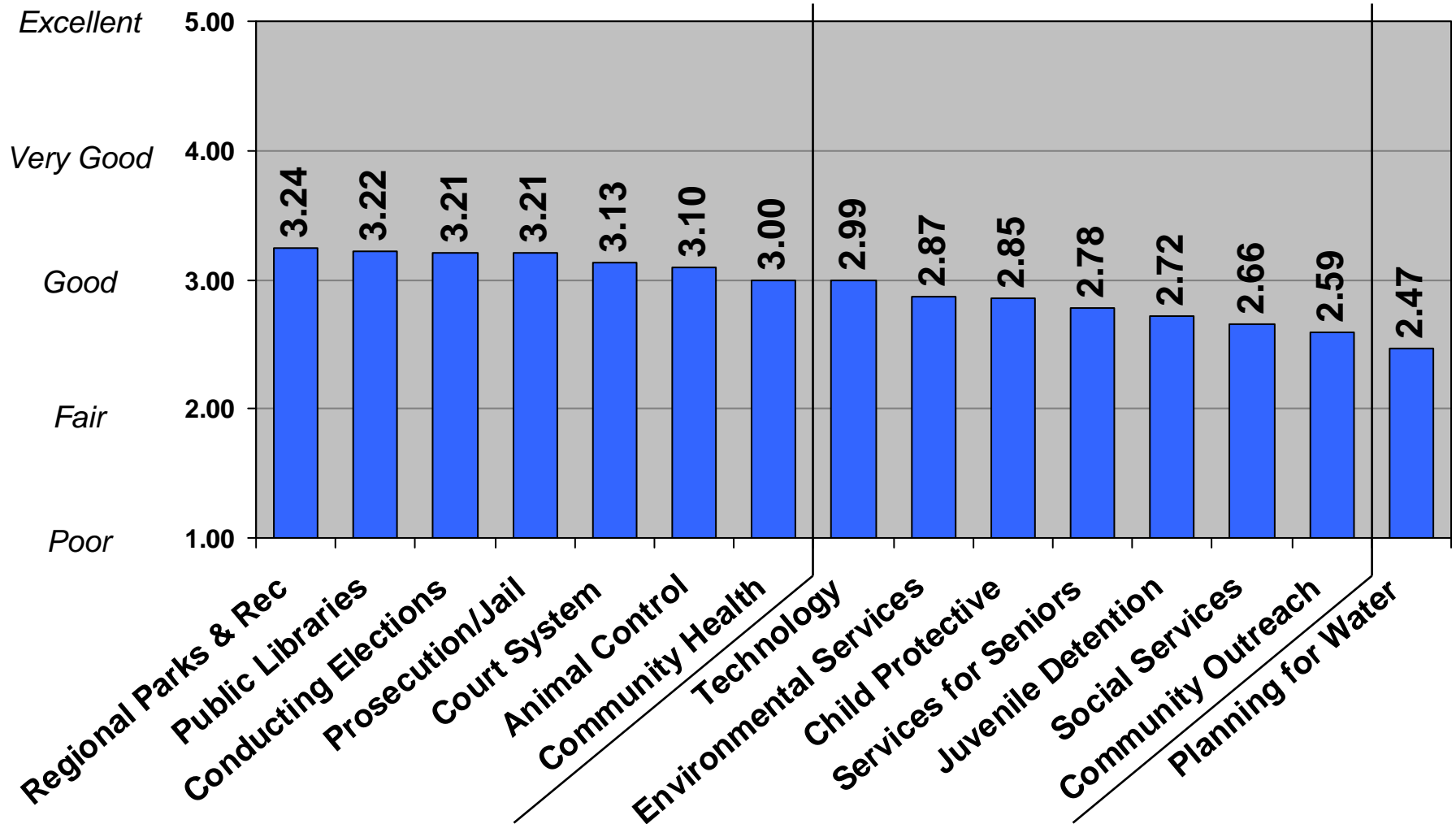
Budget Priorities for Washoe County

Total Sample



Ratings of Washoe County Services

Total Sample



Comparison of Top 3 and Bottom 3 Budget Priorities and Service Ratings

BUDGET PRIORITIES

Top 3:

- Child Protective Services
- Planning for Water
- Services for Seniors

Bottom 3:

- Animal Control
- Community Outreach
- Technology

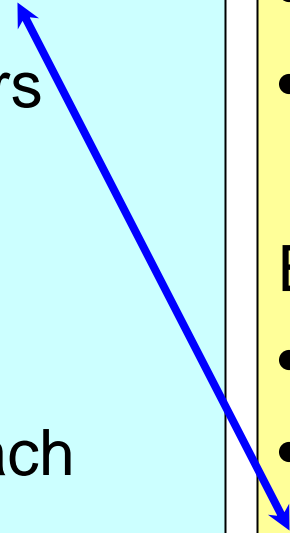
RATINGS OF SERVICES

Top 3:

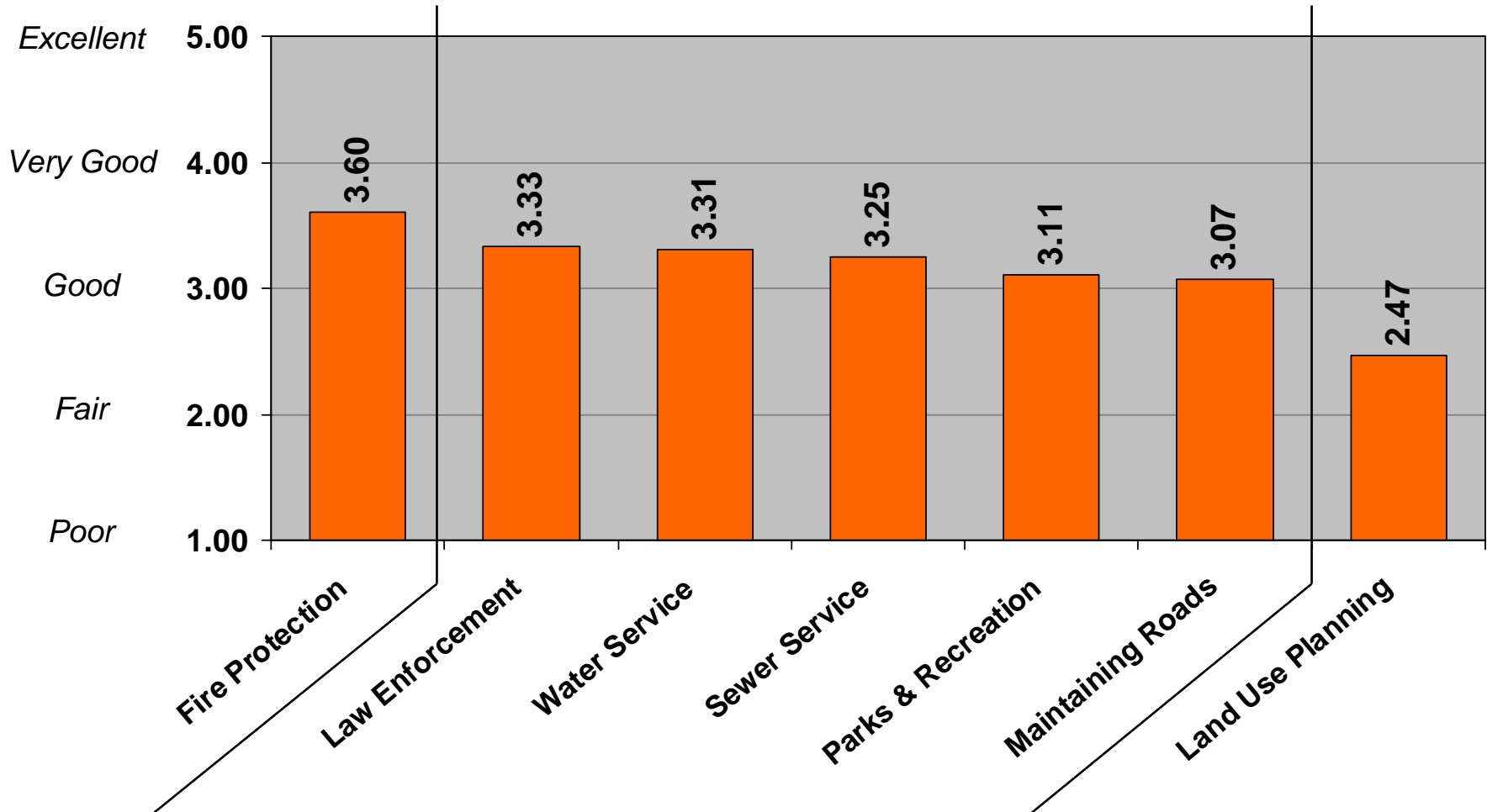
- Regional Parks & Rec.
- Public Libraries
- Conducting Elections

Bottom 3:

- Social Services
- Community Outreach
- Planning for Water



Ratings of Services for Unincorporated Washoe County



Planning is a Key Issue

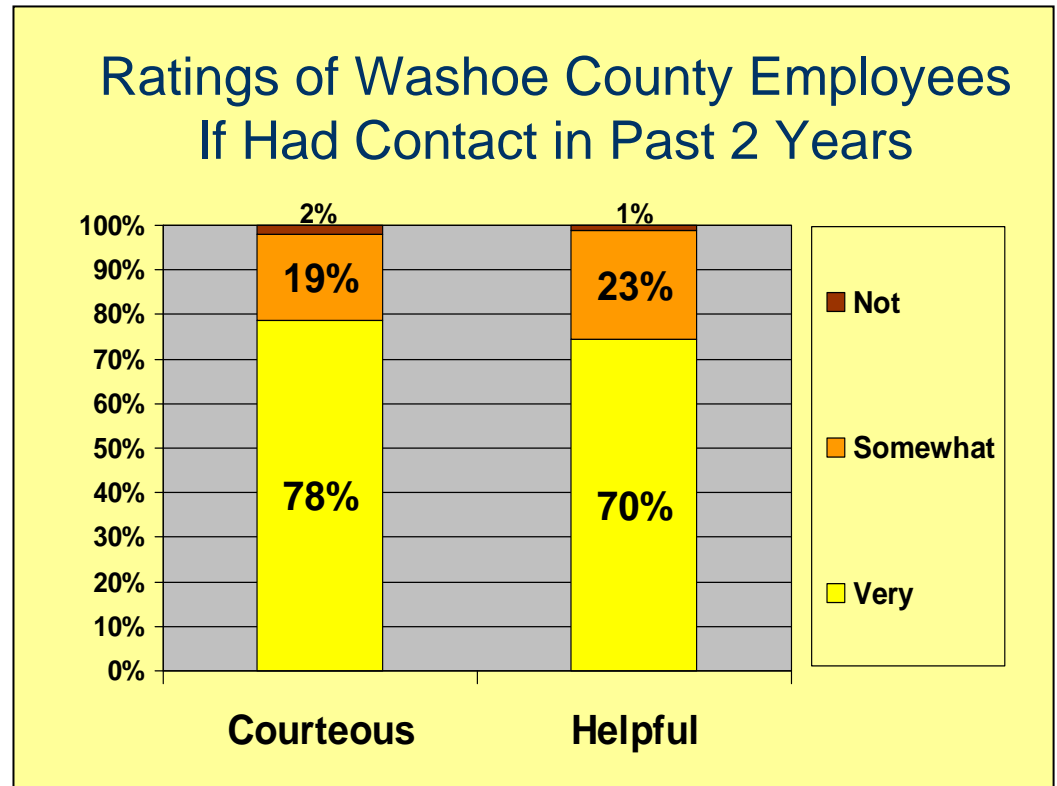
- “Planning for Water” was the lowest rated County service of the 15 services rated – for general citizens and CAB members alike.
- “Planning for Land Use” was the lowest rated Unincorporated Washoe County service.

- When respondents were asked if they had other comments for Washoe County government, planning was the #1 theme:
 - *“Planning area needs an overhaul.”*
 - *“Stop building and assess our resources.”*
 - *“Pay better attention to the region’s water supply.”*
 - *“Focus more on controlling urban sprawl.”*
 - *“Need better planning.”*

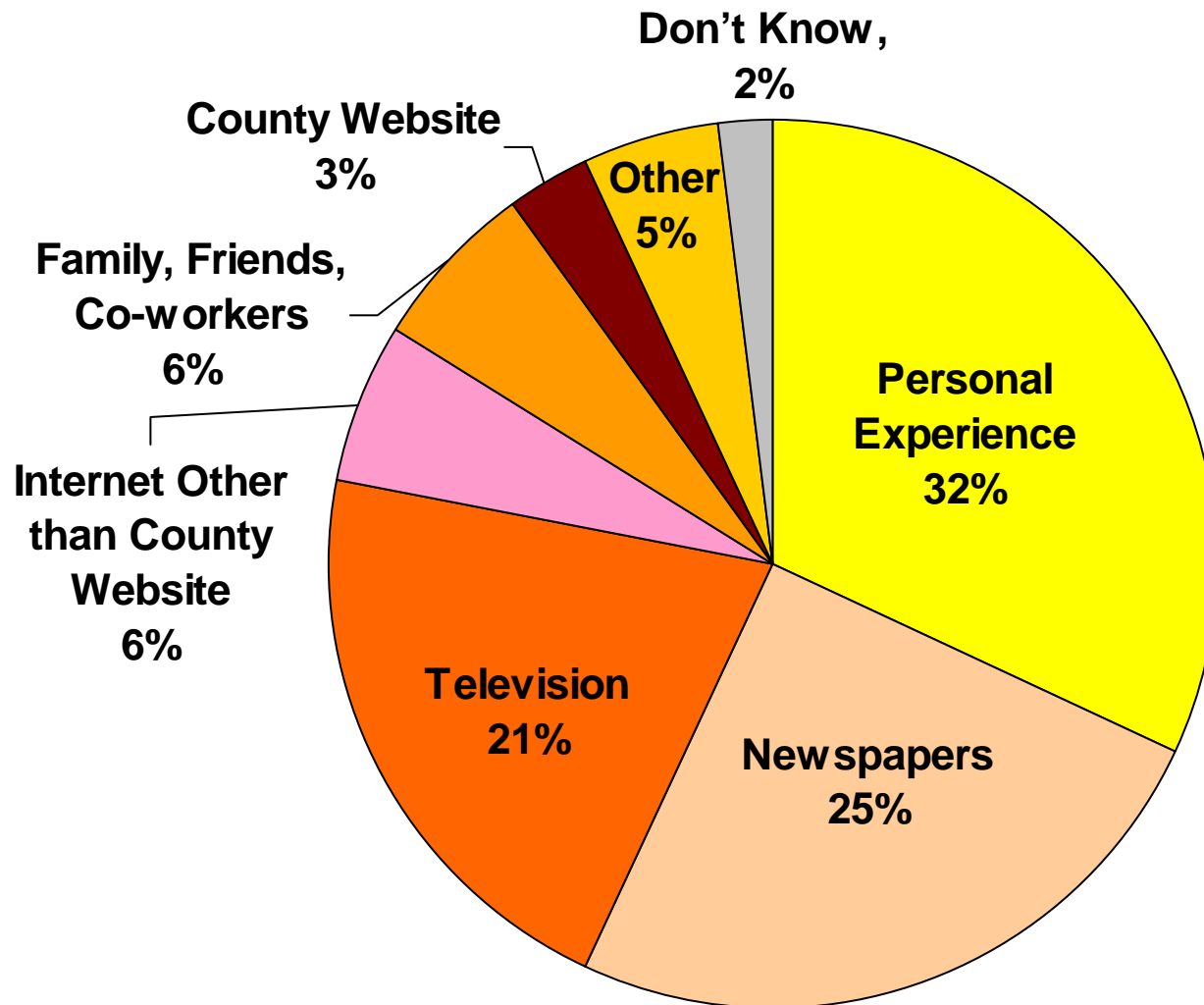
***Planning is not “top-of-mind” for what the County does;
It is more top-of-mind for what citizens want the County to do.***

Had Contact with Washoe County Employees

- Two out of three respondents (64%) had contact with at least one Washoe County employee in the past two years.
- Methods of contact:
 - 82% in person
 - 46% telephone
 - 28% internet/email
 - 21% U.S. mail



Primary Source of Information about How Well Washoe County Government Operates



- 42% of all respondents had watched Washoe County government programming on TV or website (ever)

- 45% had accessed County's website in past 2 years

Sample of Key Difference by District

Percentage Differences	District 1	District 2	District 3	District 4	District 5
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%

Examples of Additional Comments

“Pay better attention to the region’s water supply.”

“Get as ‘green’ as possible.”

“Need to be thrifty for the next few years.”

“Keep up on the crime.”

“Listen to the people more.”

“Work on the roads.”

“Help the needy, not the greedy.”

“Spend my hard earned tax money as frugally as I do.”

“More consolidation of services with city funding.”

“Stay making it easy to access online.”

“Keep working on bringing in jobs.”

“Improve the parks.”

“Keep up the good work!”

Washoe County Citizen Survey 2009

