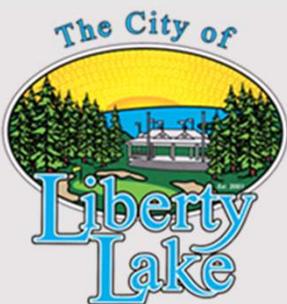




CITY OF LIBERTY LAKE

2025

COMMUNITY SATISFACTION SURVEY



May 6, 2025



EXECUTIVE SUMMARY

Purpose

The 2025 Community Satisfaction Survey was designed to measure resident sentiment across a range of priorities and results expressed in the 2024-2028 Strategic Plan, which is available to view and download on the city's website at <https://www.libertylakewa.gov/496/Strategic-Plan>. Additional surveys are planned each January so that city leaders can evaluate changing sentiments over time and use the results to improve the quality of core services, better align the city budget with its strategic priorities, and help the community realize the key results in the strategic plan.

Methodology

With continuous improvement in mind, the City staff and Community Engagement Commission made minor revisions to the survey form and methodology in 2025, designed to boost the response rate. 3,234 randomly selected households in Liberty Lake received a mailed invitation to participate in the survey. Participants were only permitted to complete the survey electronically, through the city's online engagement platform. Survey participants were encouraged to visit City Hall or the Liberty Lake Municipal Library if they encountered difficulties accessing or completing the survey.

Response

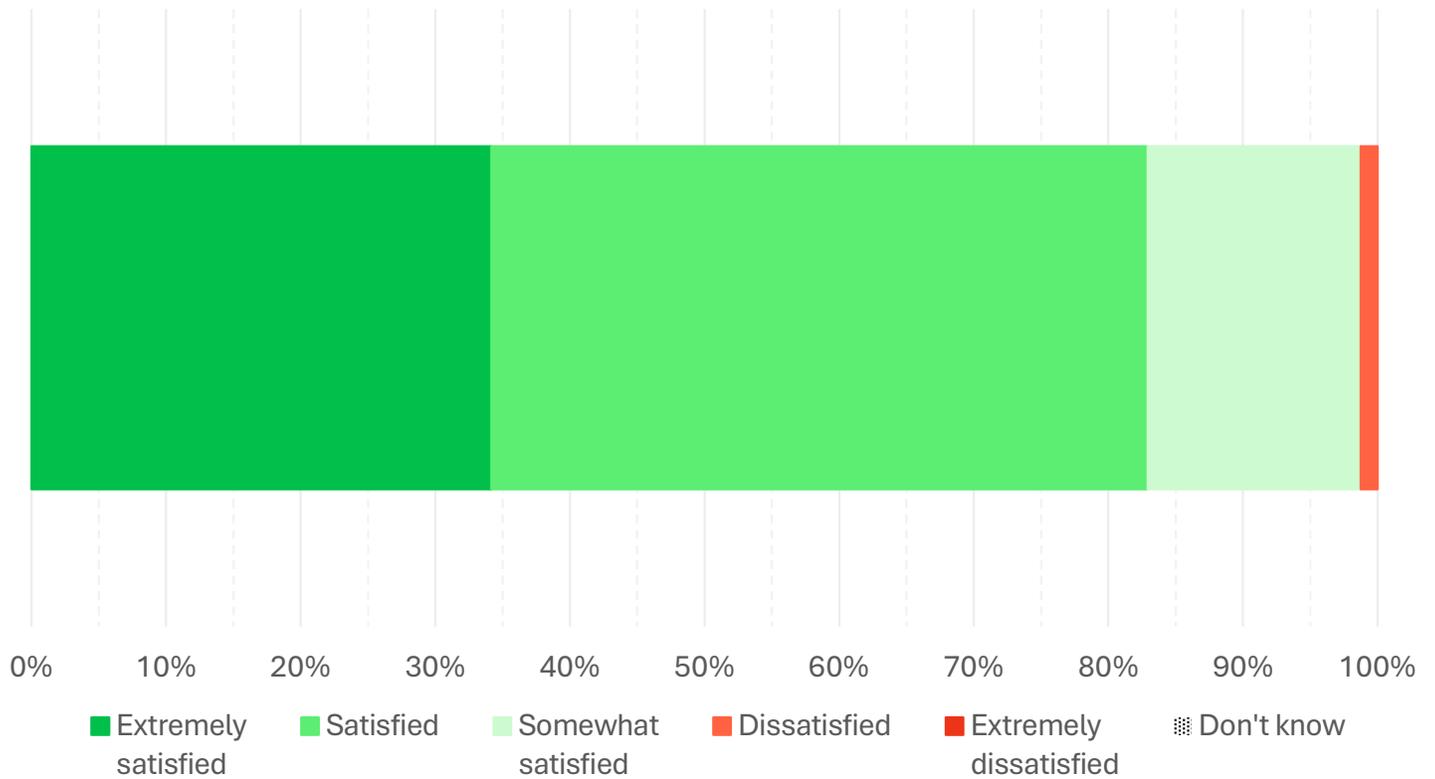
226 households completed the survey between January 2025 and March 2025. While the response rate fell short of the number necessary to achieve statistical significance, it represents a 30% improvement over 2024. Even still, Liberty Lake residents have provided city leaders with valid and meaningful data that can support and inform decision-making. Beginning with the 2025 survey results, the city can now evaluate and respond to changing community sentiment over time. Moving forward, multi-year results will be published in a companion report each June.

Findings

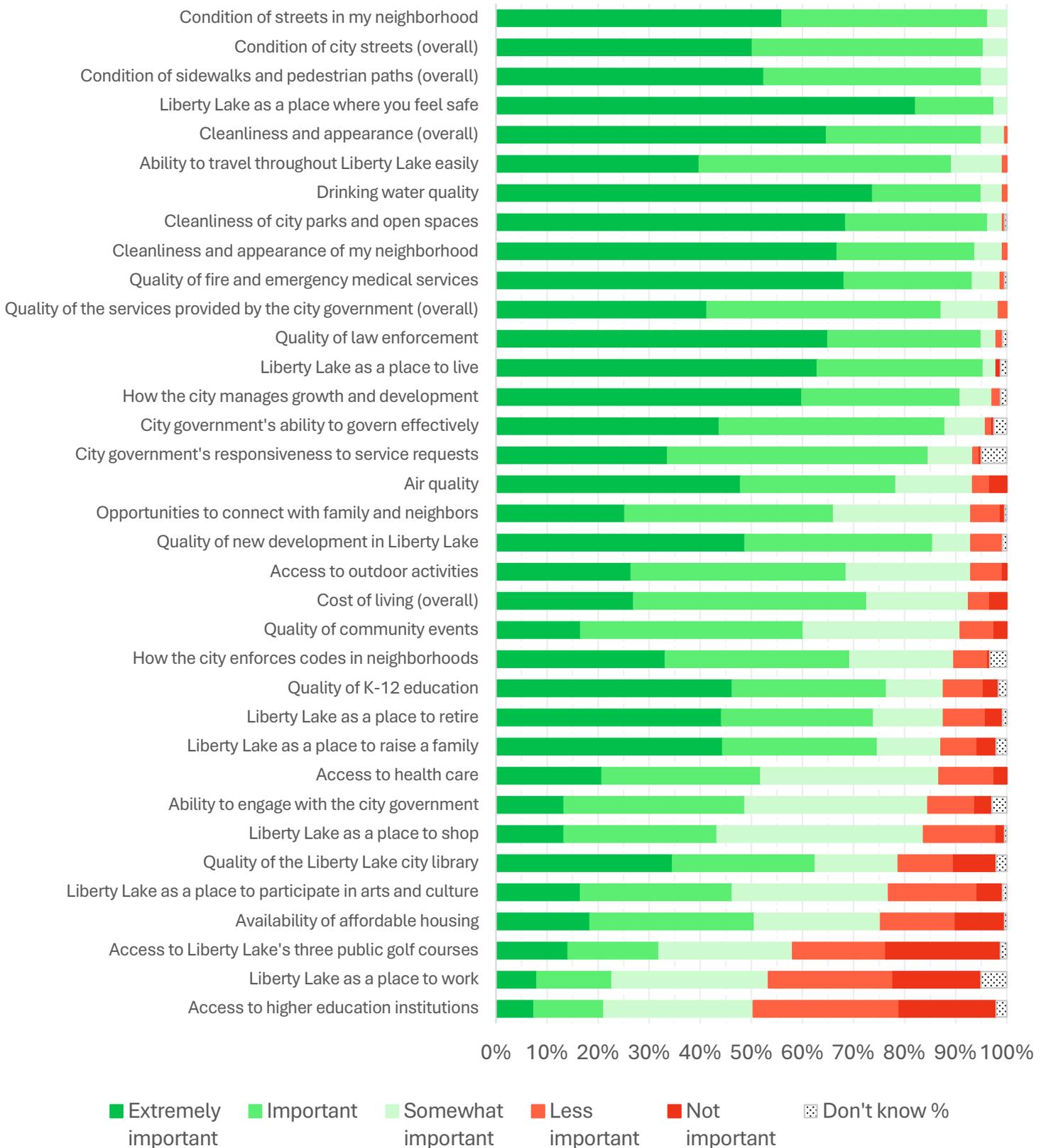
Survey findings measure the city's performance against several key results named in the strategic plan. The following eight questions provide quantitative insights into six of the 13 named key results.

1. Overall, how satisfied do you feel about your quality of life in Liberty Lake?
 - 98.8% feel at least Somewhat Satisfied.
6. Overall, how safe do you feel in Liberty Lake?
 - 97.4% feel at least Somewhat Safe.
10. Overall, how prepared do you feel the city government is to respond to emergencies/natural disasters in Liberty Lake?
 - 67.7% feel the city is at least Somewhat Prepared.
13. Overall, how satisfied do you feel about your economic opportunities in Liberty Lake?
 - 74.3% feel at least Somewhat Satisfied.
14. Overall, how optimistic do you feel about your economic opportunities in the next 12 months?
 - 66.1% feel at least Somewhat Optimistic.
19. Overall, do you trust the Liberty Lake city government's ability to lead the city in the right direction?
 - 43.1% answered Yes.
21. Overall, how would you rate the quality of the following core city services?
 - At least Ordinary: Parks Maintenance 94.6%; Community Events 93.2%; Street Maintenance 86.6%.
23. Overall, how would you rate the quality of the following services provided by partners?
 - At least Ordinary: Drinking Water 95.1%; Garbage/Recycling 92.0%; Street lighting 90.2%.

1. Overall, how satisfied do you feel about your quality of life in Liberty Lake? (Choose one.)



2. How important is each of the following in determining your answer to Question 1?



3. What one thing has the greatest positive impact on your quality of life in Liberty Lake?

Theme	Percentage
Safety	33.3%
Outdoor amenities	16.5%
Cleanliness	10.4%
Proximity to retail / services	8.6%
My neighborhood	3.9%
Sense of community	3.9%
Friendly people	3.2%
Schools	2.5%
Law enforcement	2.2%

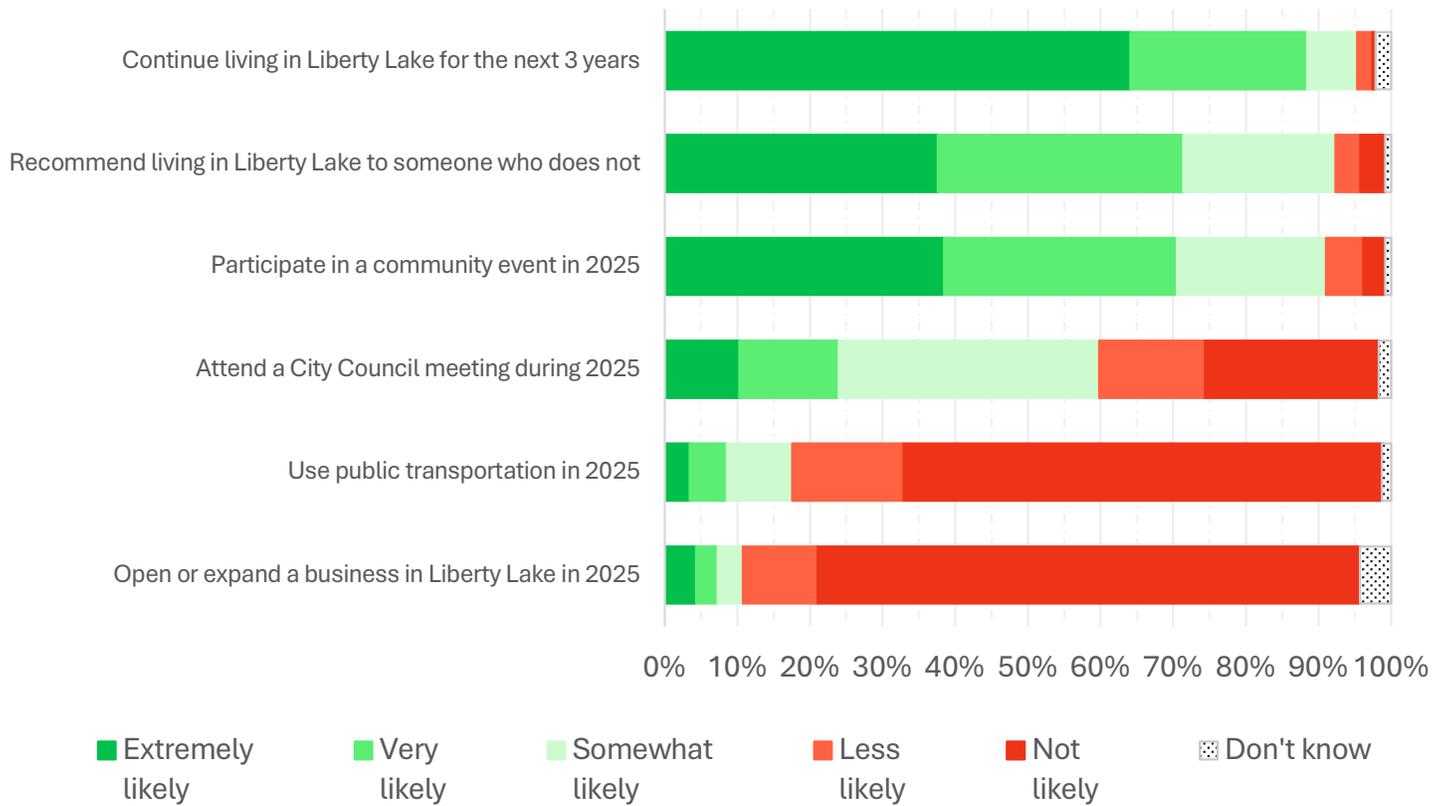
Questions 3 and 4 were presented as open-ended questions, designed to prompt respondents to provide free-form, unrestricted responses. These questions help provide qualitative insights into the answers provided in Questions 1 and 2.

Since responses were unrestricted, some subjective analysis was required to categorize the responses into themes, which are reported here. Even so, we believe these results accurately capture the intent of each response. Themes representing less than 2% of the total number of responses are not reported.

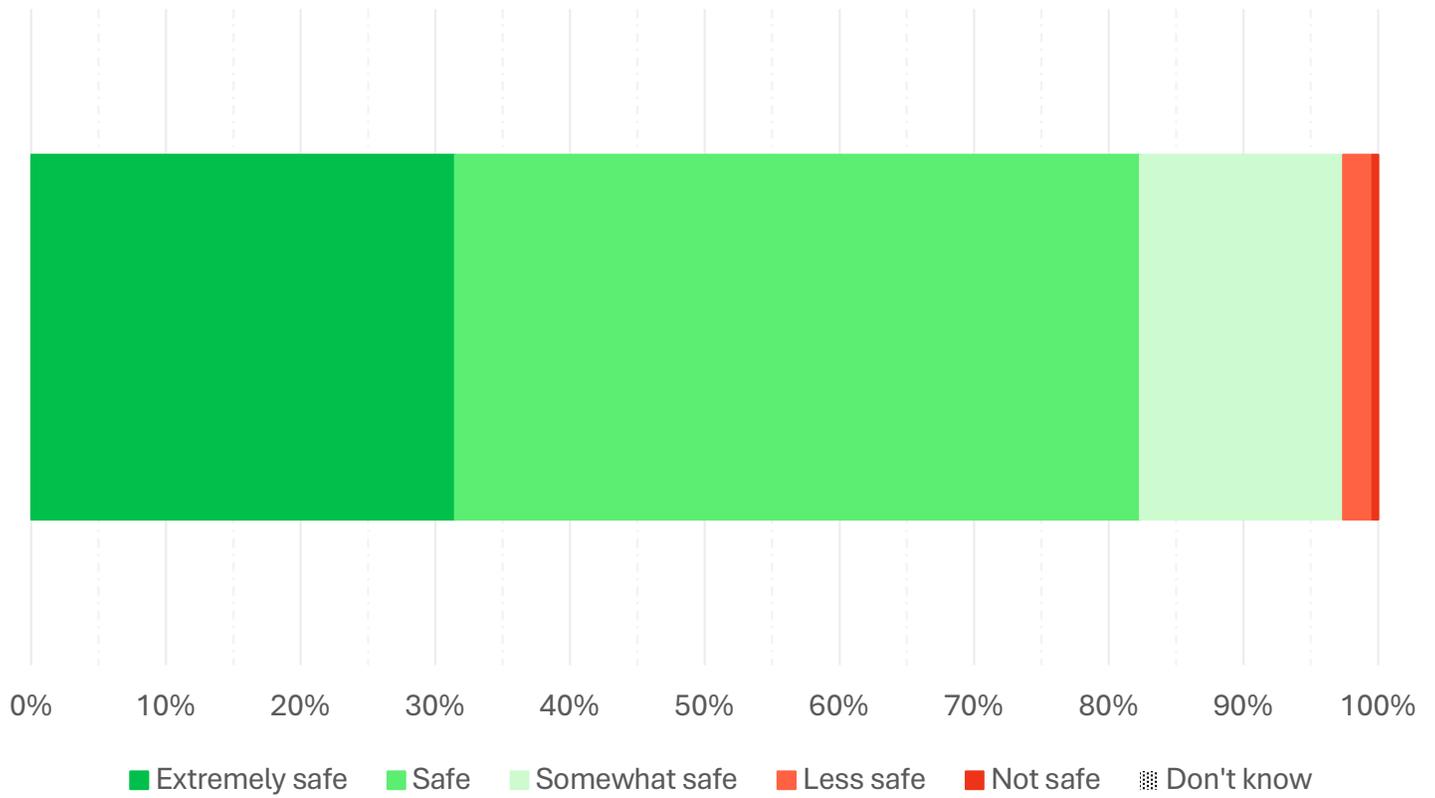
4. What one thing has the greatest negative impact on your quality of life in Liberty Lake?

Theme	Percentage
Increasing crime	11.8%
Growth	11.8%
Traffic	11.3%
City Council	8.8%
Lack of shopping / services	5.0%
Lack of amenities	4.2%
Presence of homeless people	3.4%
Housing affordability	2.9%
Unfriendly people	2.9%
Utility prices	2.5%
Infrastructure condition	2.1%
Property tax	2.1%

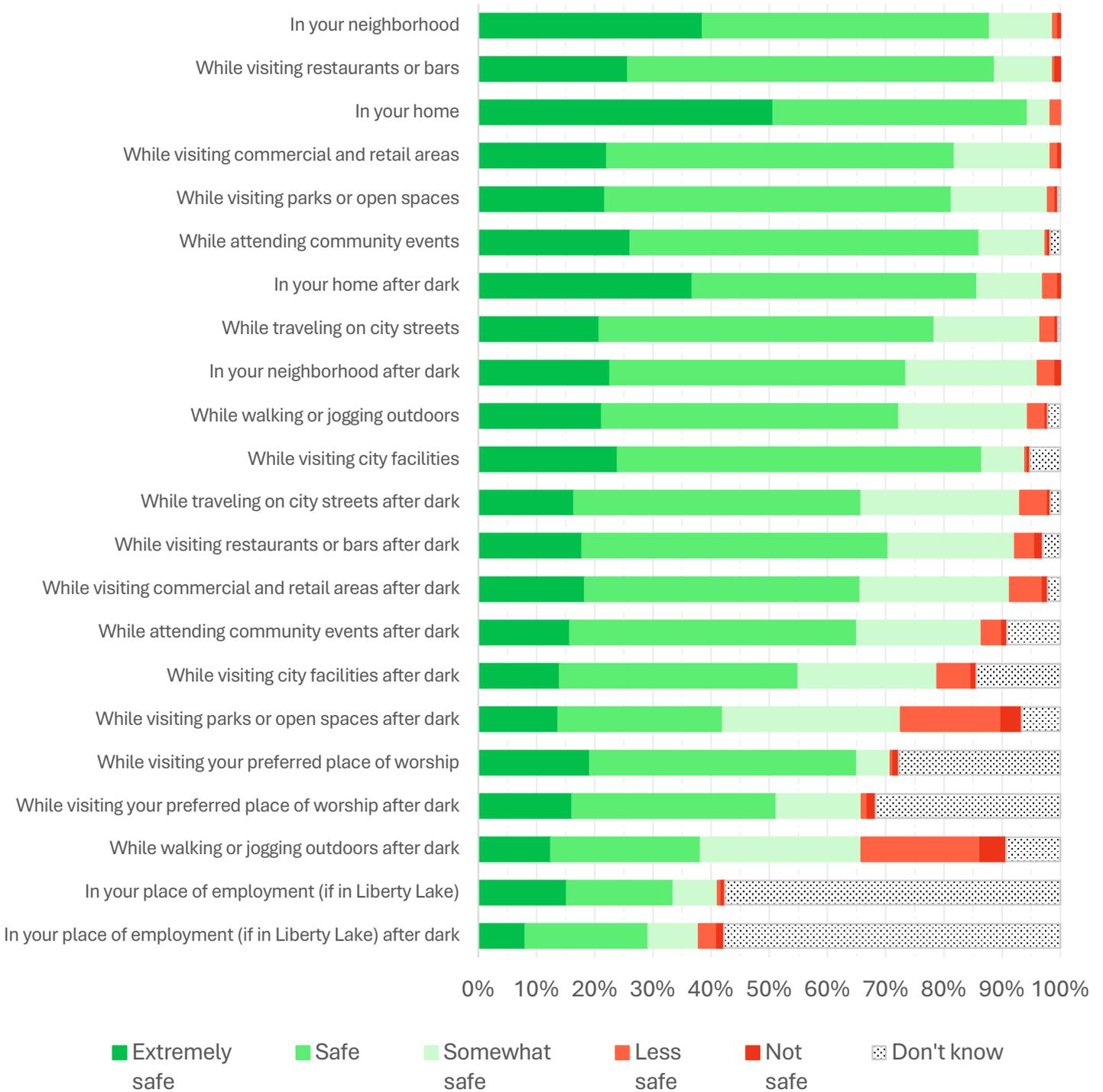
5. How likely are you to do each of the following things?



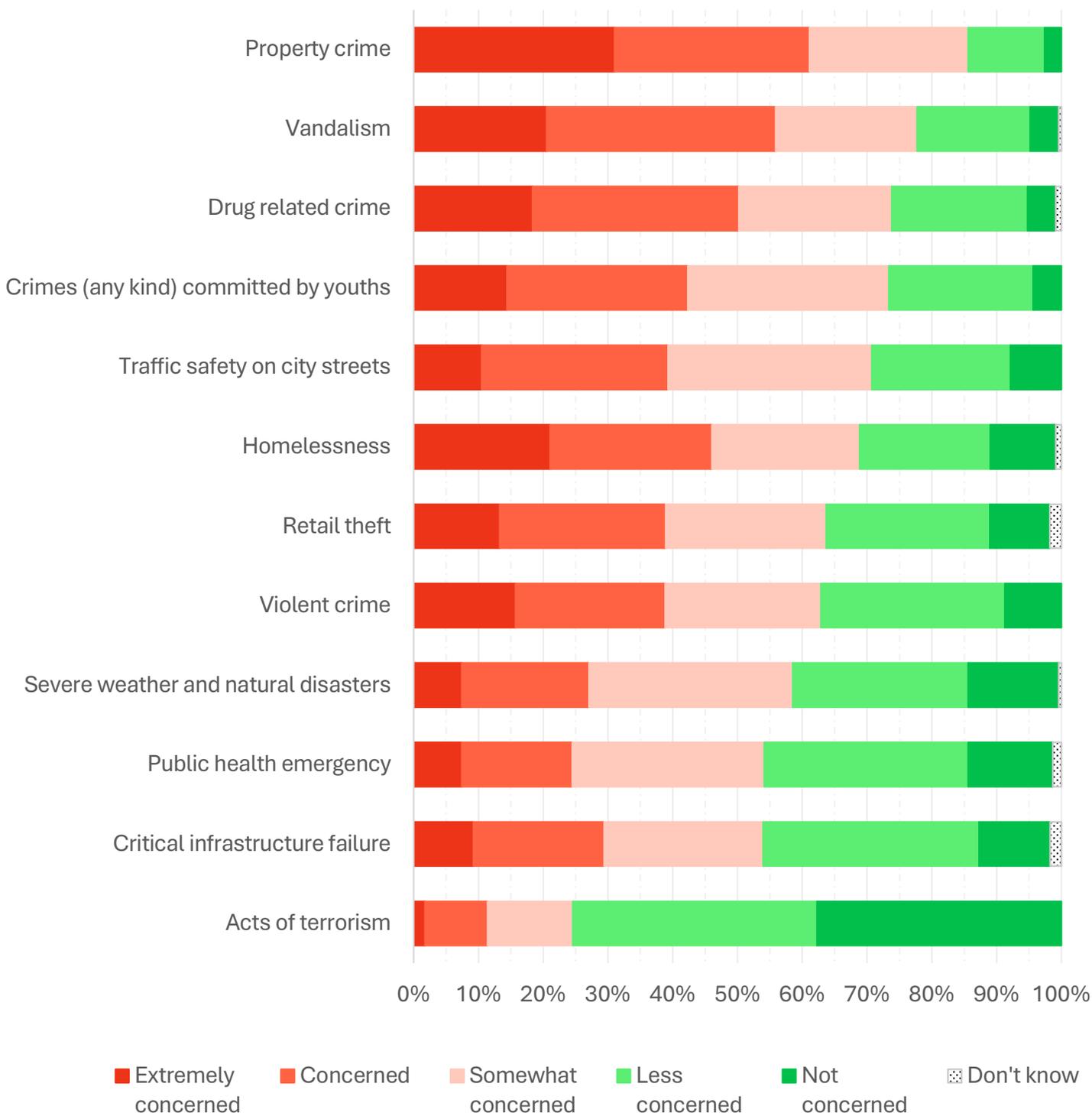
6. Overall, how safe do you feel in Liberty Lake?



7. How safe do you feel in the following places in Liberty Lake?



8. Describe your level of concern with the following things in Liberty Lake:



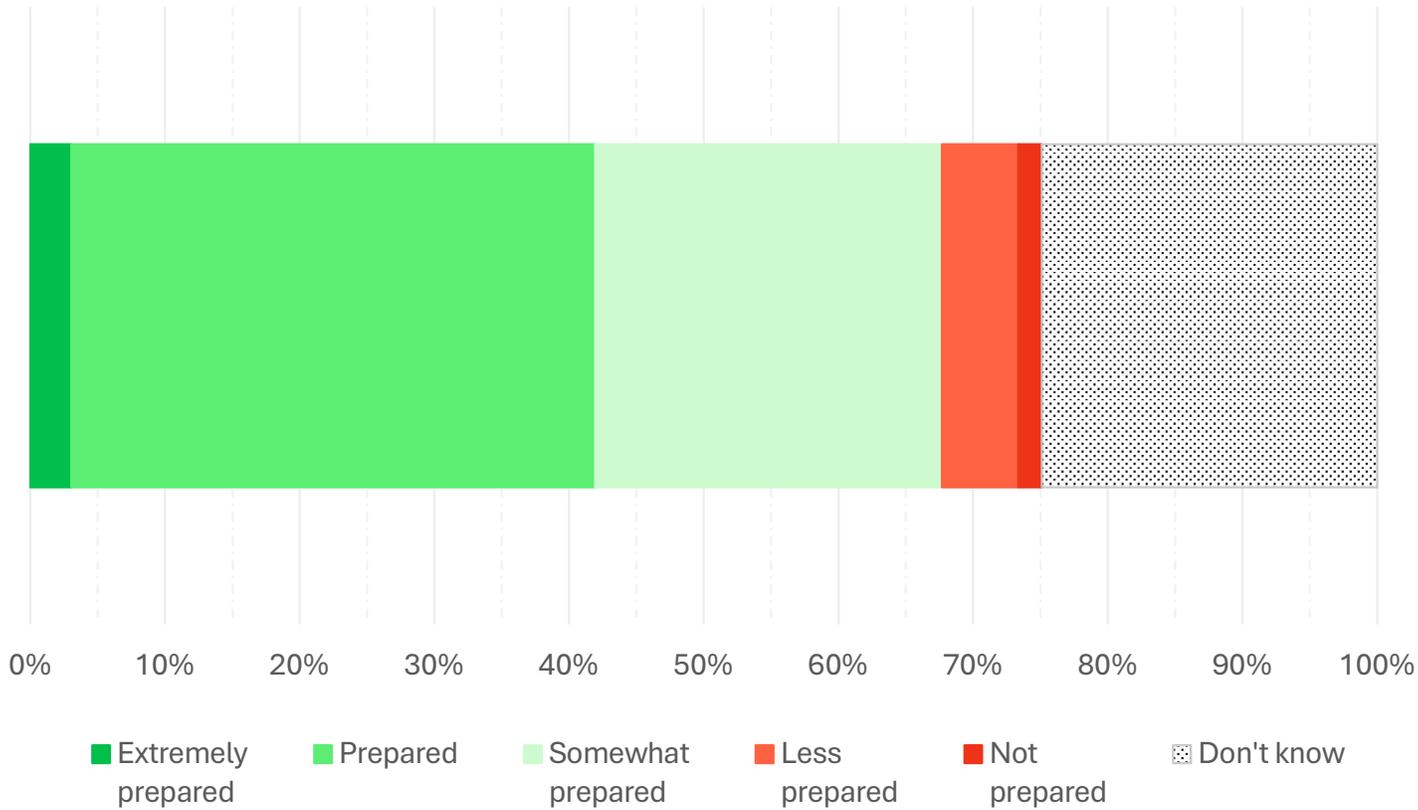
9. What one thing should city leaders focus on over the next 12 months to help you feel safer in Liberty Lake?

Theme	Percentage
Increasing police presence	30.4%
Reducing homeless population	15.5%
Crime reduction	13.0%
Enforcing traffic laws	7.7%
Removing politics from City Council	5.3%
Improving infrastructure condition	4.8%
Increasing street lighting	3.9%
Emergency preparedness	3.4%
Police training	2.9%
Improve security in parks and neighborhoods	2.4%

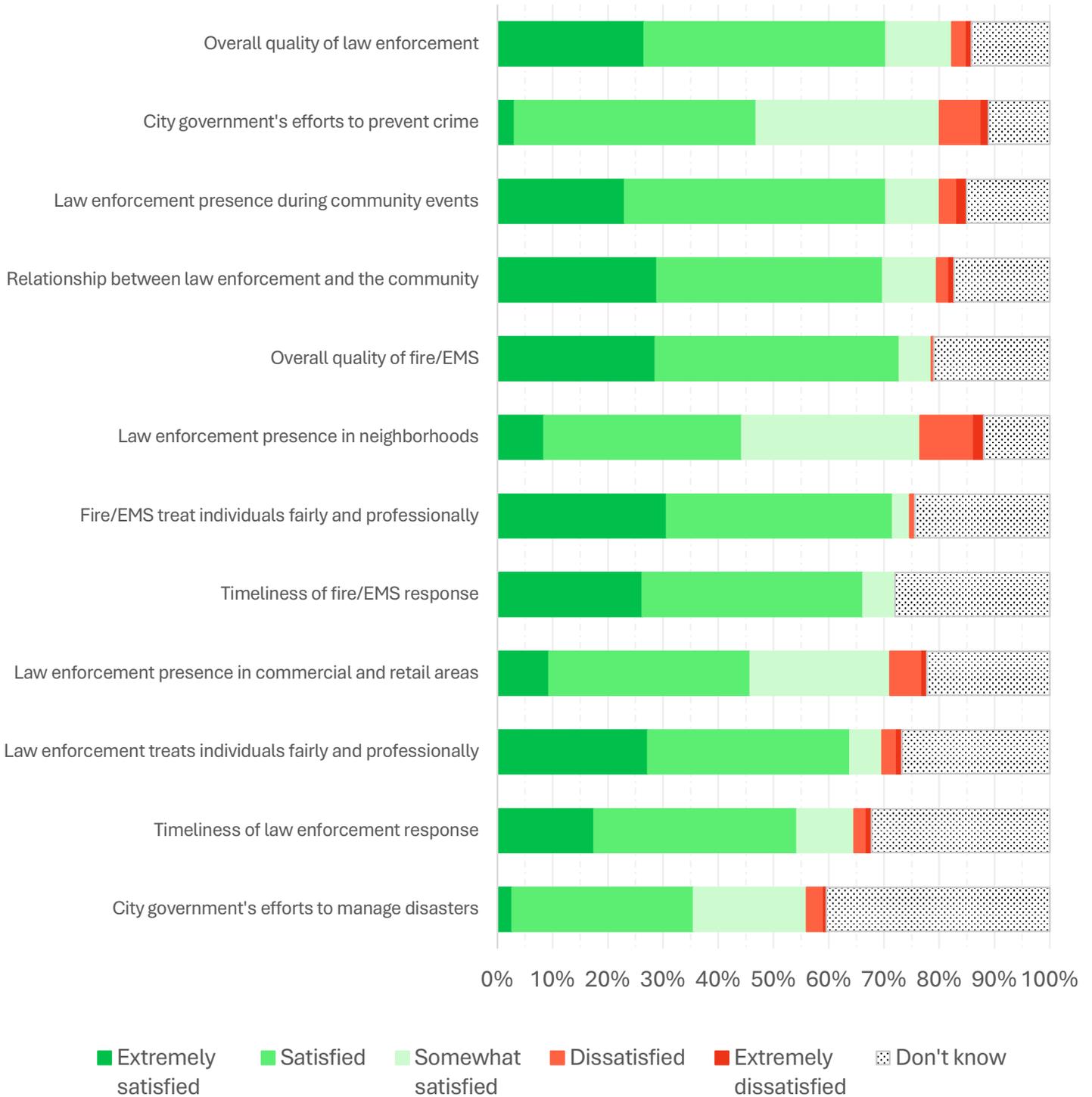
Question 9 was presented as an open-ended question, designed to prompt respondents to provide free-form, unrestricted responses. This question helps provide qualitative insights to the answers provided in Questions 6, 7, and 8.

Since responses were unrestricted, some subjective analysis was required to categorize the responses into themes, which are reported here. Even so, we believe these results accurately capture the intent of each response. Themes representing less than 2% of the total number of responses are not reported.

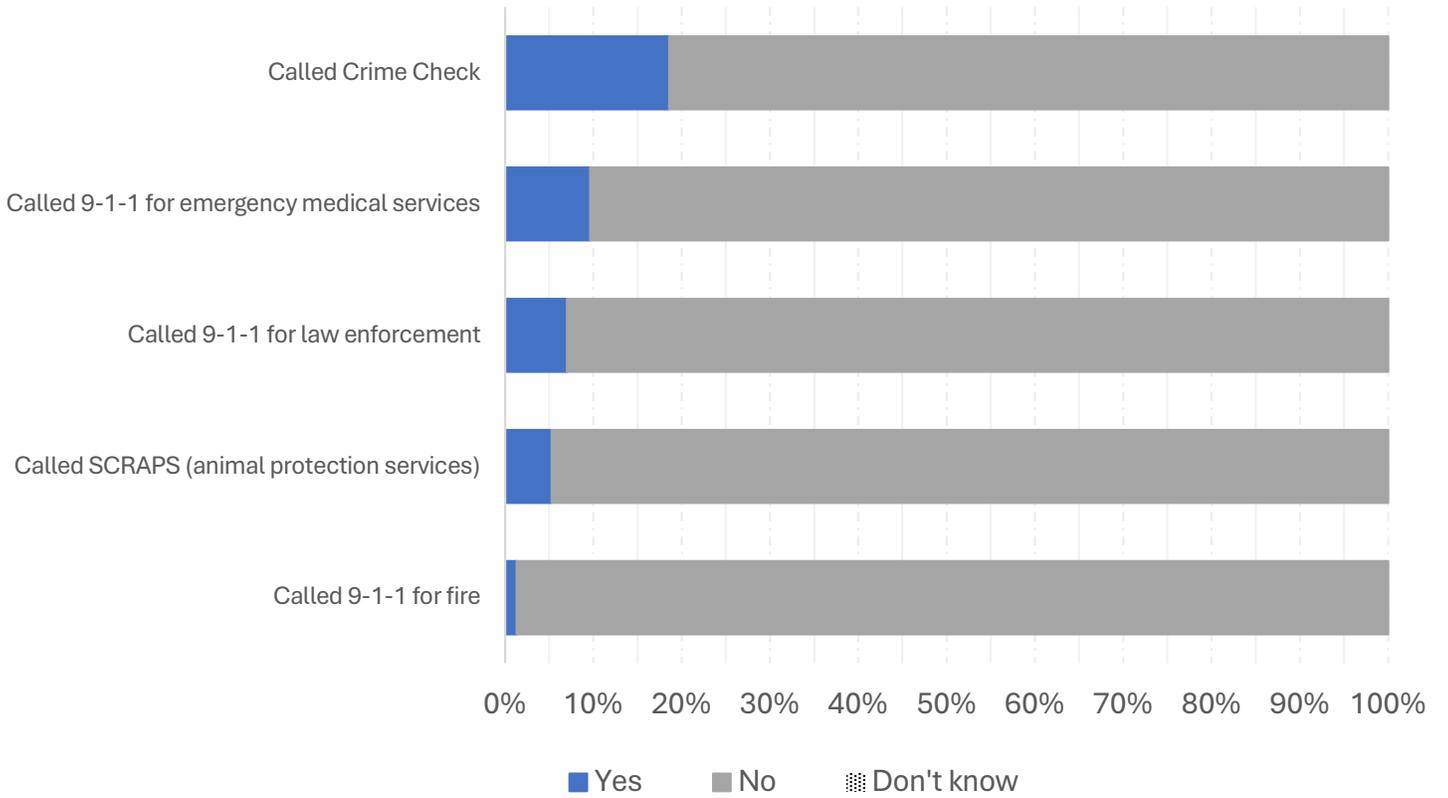
10. Overall, how prepared do you feel the city government is to respond to emergencies and natural disasters in Liberty Lake?



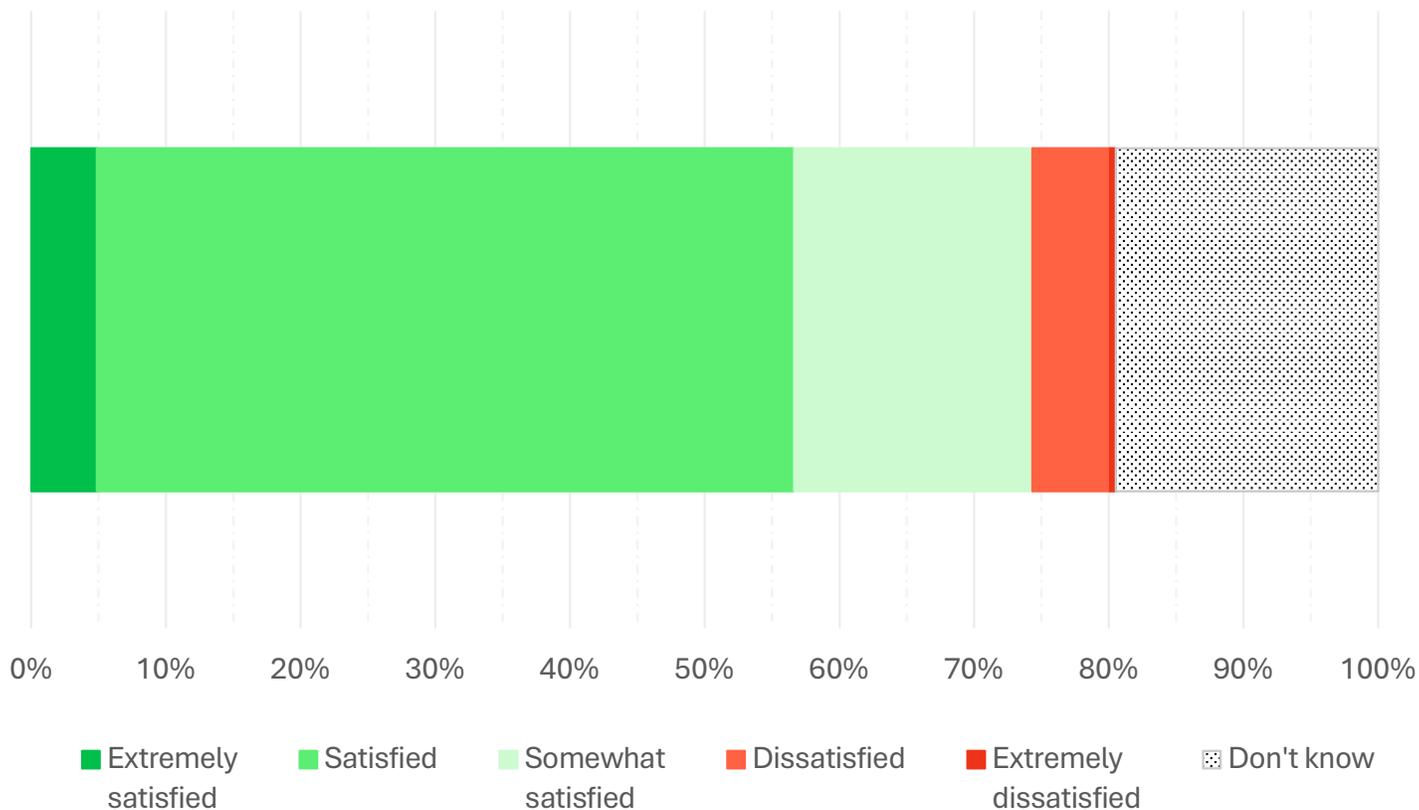
11. Describe your level of satisfaction with the following elements of public safety in Liberty Lake:



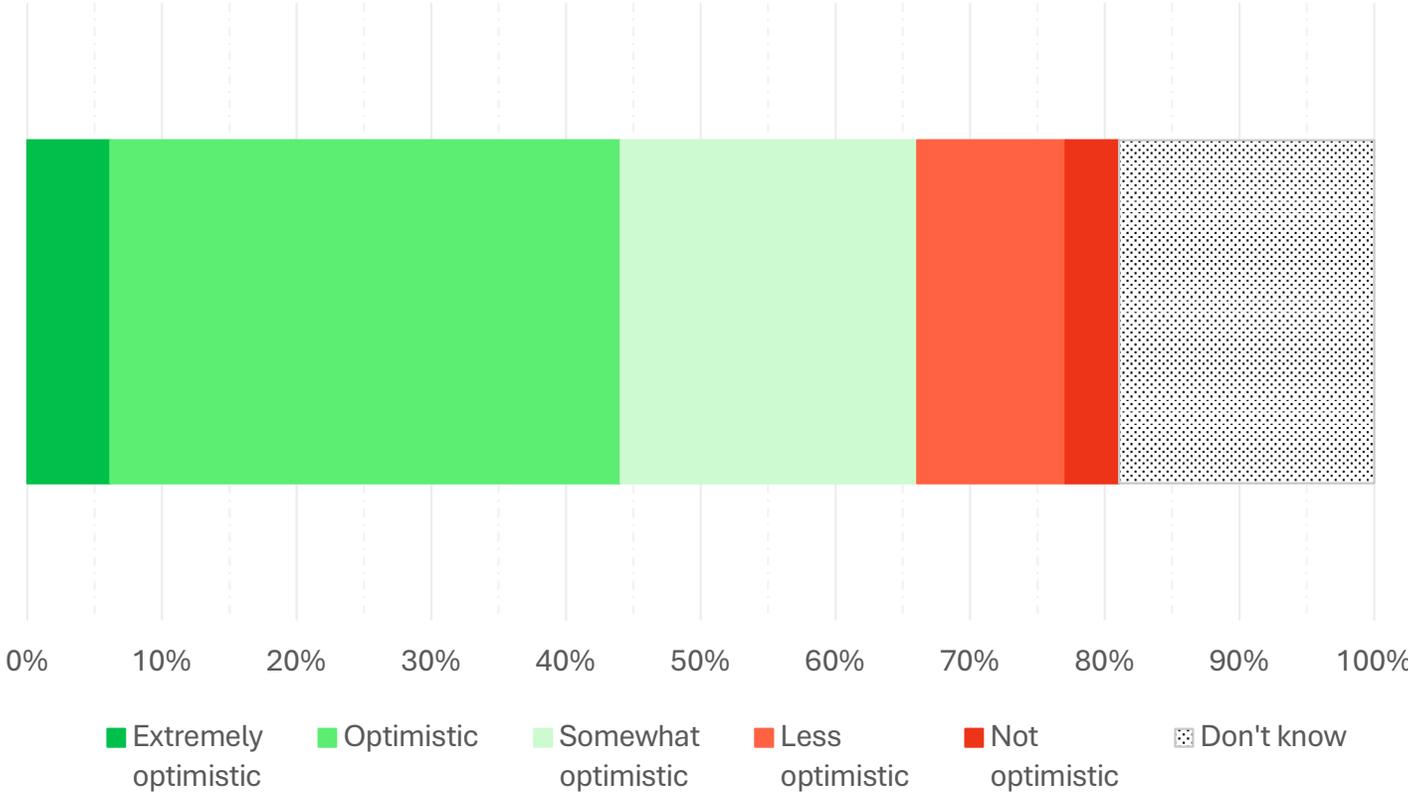
12. Have you, or anyone in your household, done any of the following in the past 12 months?



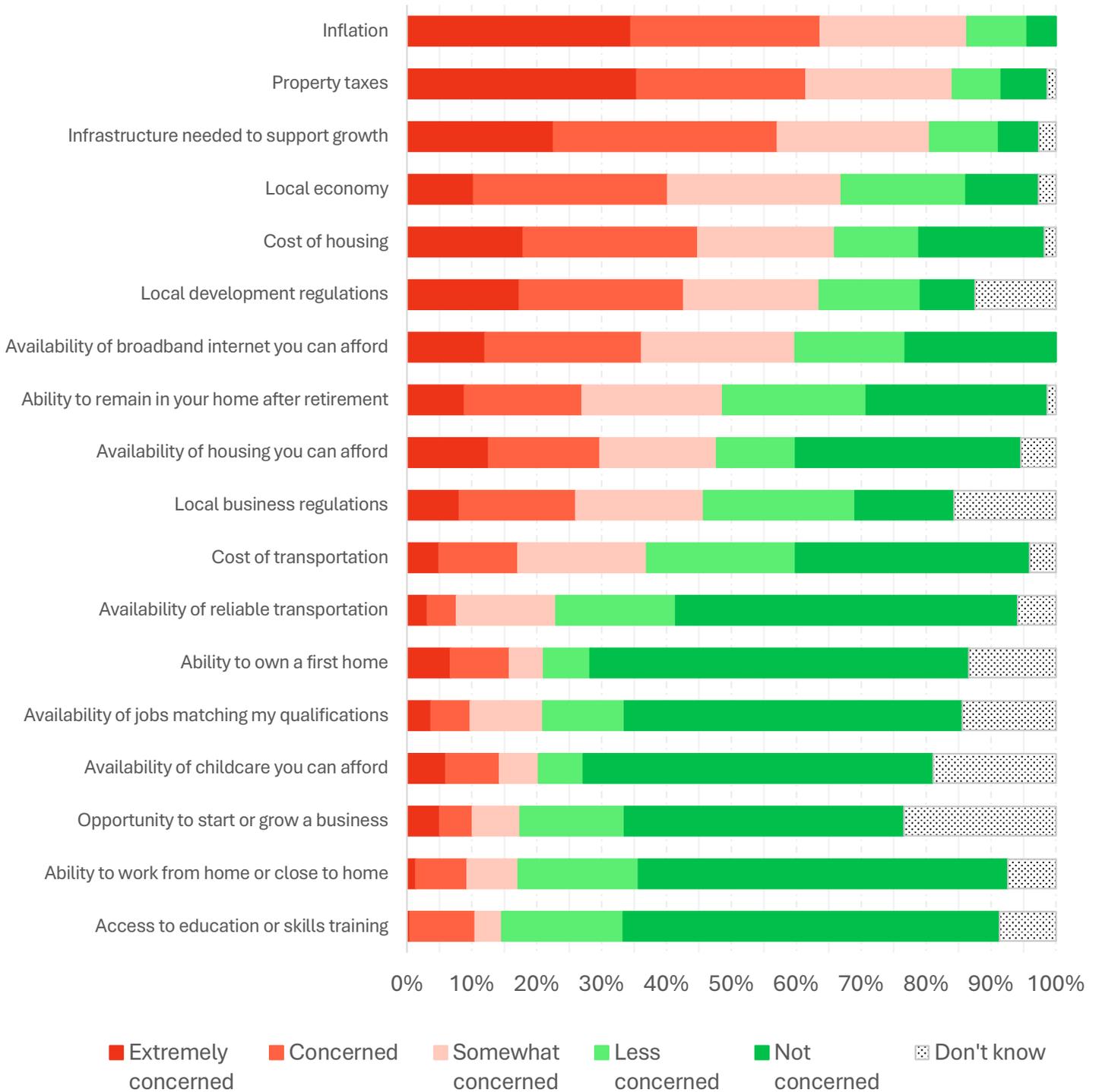
13. Overall, how satisfied do you feel about your economic opportunities in Liberty Lake?



14. Overall, how optimistic do you feel about your economic opportunities in the next 12 months?



15. Describe your level of concern with the following things in Liberty Lake:



16. What one thing has the greatest positive impact on your economic opportunities in Liberty Lake?

Theme	Percentage
Access to shopping / services	14.8%
Economic stability	12.3%
Access to I-90 / Idaho	9.8%
Home / Property values	9.0%
Business growth	9.0%
Overall growth	8.2%
Employment opportunities	5.7%
Safety	4.1%
Outdoor amenities	3.3%
Well maintained infrastructure	3.3%
Small community feel	3.3%
Availability of childcare	2.5%
Affordability of goods / services	2.5%
Potential for new retail	2.5%

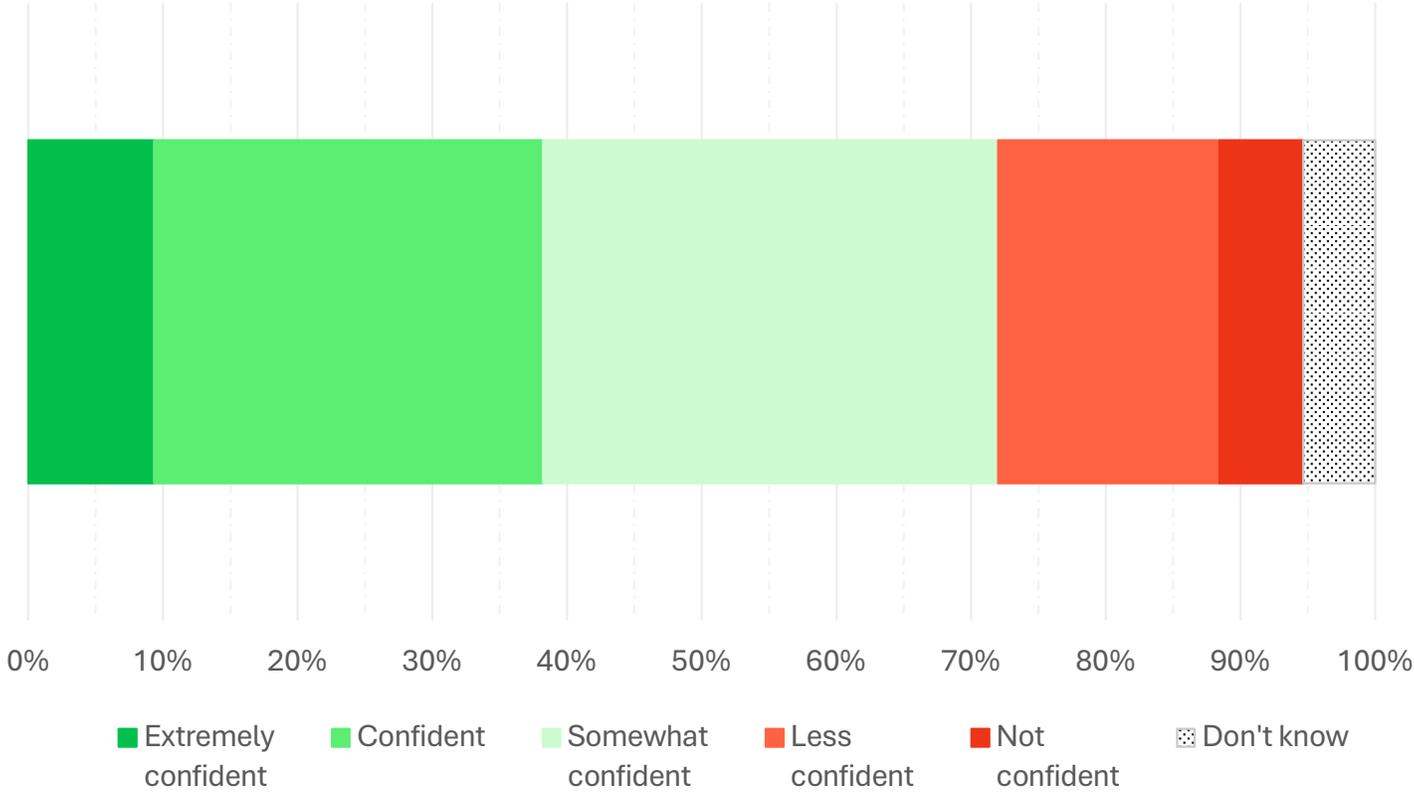
Questions 16 and 17 were presented as open-ended questions, designed to prompt respondents to provide free-form, unrestricted responses. These questions help provide qualitative insights to the answers provided in Questions 13, 14, and 15.

Since responses were unrestricted, some subjective analysis was required to categorize the responses into themes, which are reported here. Even so, we believe these results accurately capture the intent of each response. Themes representing less than 1% of the total number of responses are not reported.

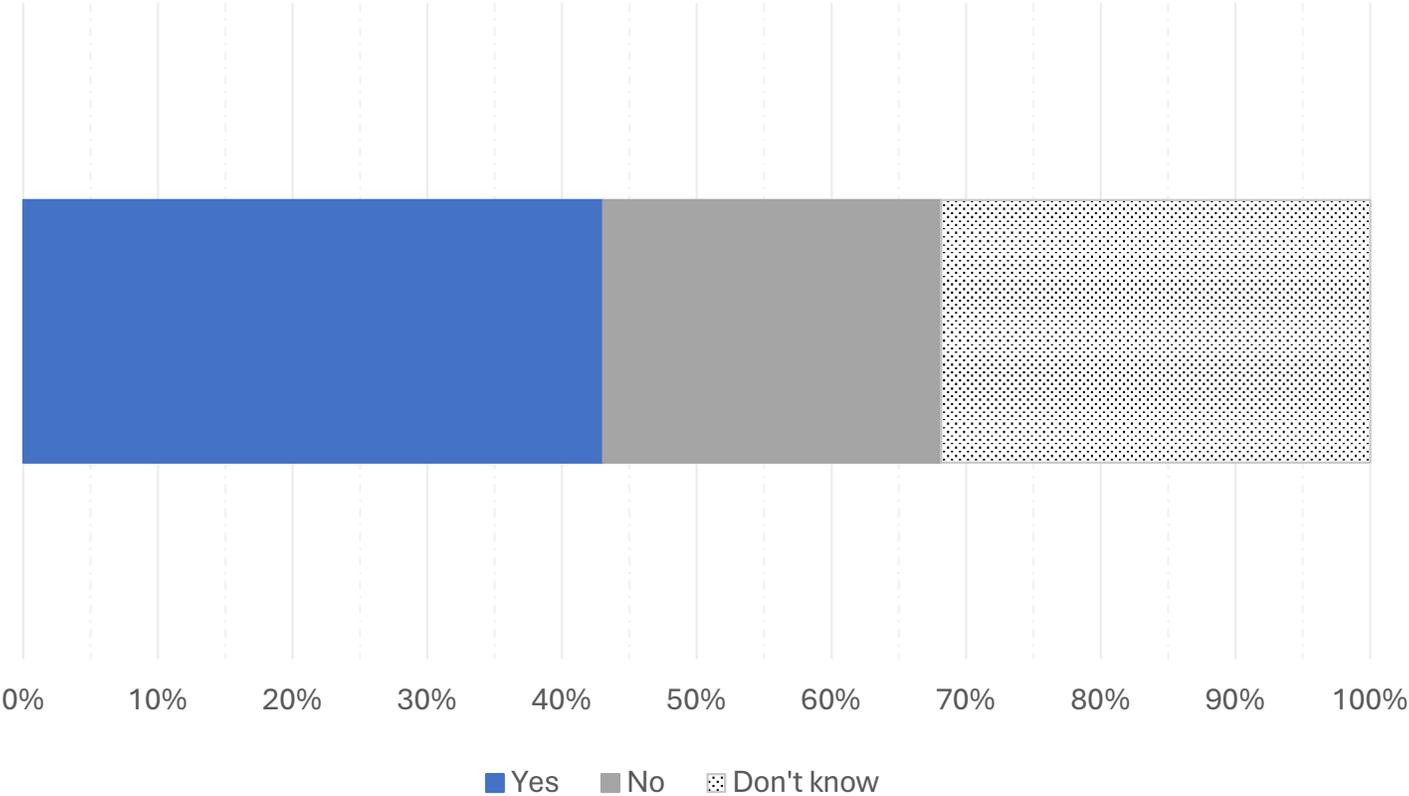
17. What one thing has the greatest negative impact on your economic opportunities in Liberty Lake?

Theme	Percentage
Inflation / cost of living	21.9%
Housing affordability	19.7%
Over regulation	8.8%
Lack of shopping / services	8.0%
Cost of running a business	7.3%
Taxes	7.3%
City Council	5.8%
Growth	4.4%
Traffic	3.6%
Lack of employment opportunities	2.9%
Crime	2.2%
State legislature / other governments	2.2%

18. Regardless of your opinion regarding any individual, how confident are you in the Liberty Lake city government, as an organization, to act in the best interest of the people of Liberty Lake?



19. Overall, do you trust the Liberty Lake city government's ability to lead the city in the right direction?



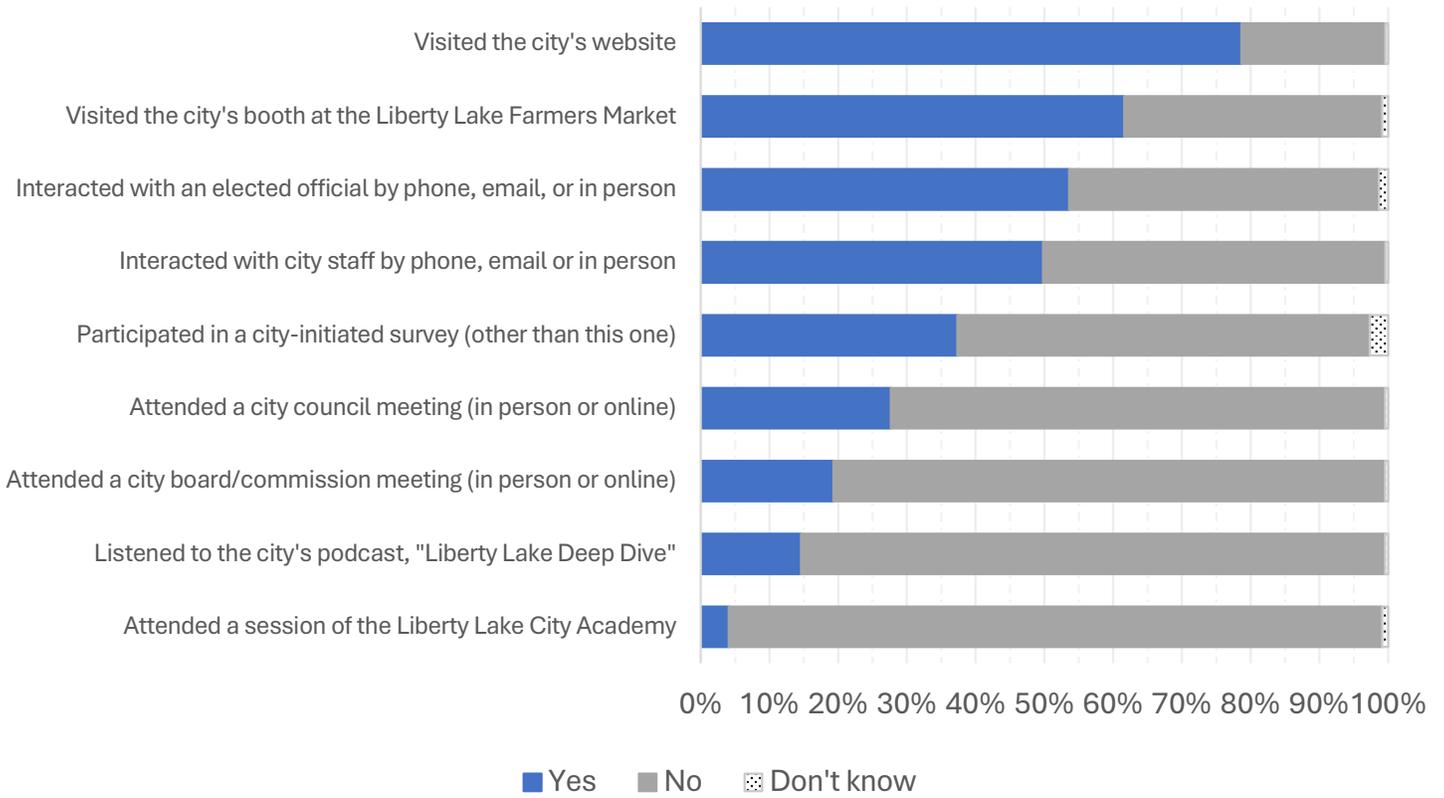
19. If “YES,” Why?

Theme	Percentage
Elected officials have track record of making good decisions	31.7%
Elected officials are engaged and transparent	18.3%
Elected officials seem community focused	12.2%
Professional and capable city staff	7.3%
Faith in an individual elected official	6.1%
Conservative council majority	4.9%
Elected officials seem fair and reasonable	4.9%
Fiscal responsibility	4.9%
City is growing at right pace	2.4%
City seeks community input	2.4%
Faith in the system	2.4%

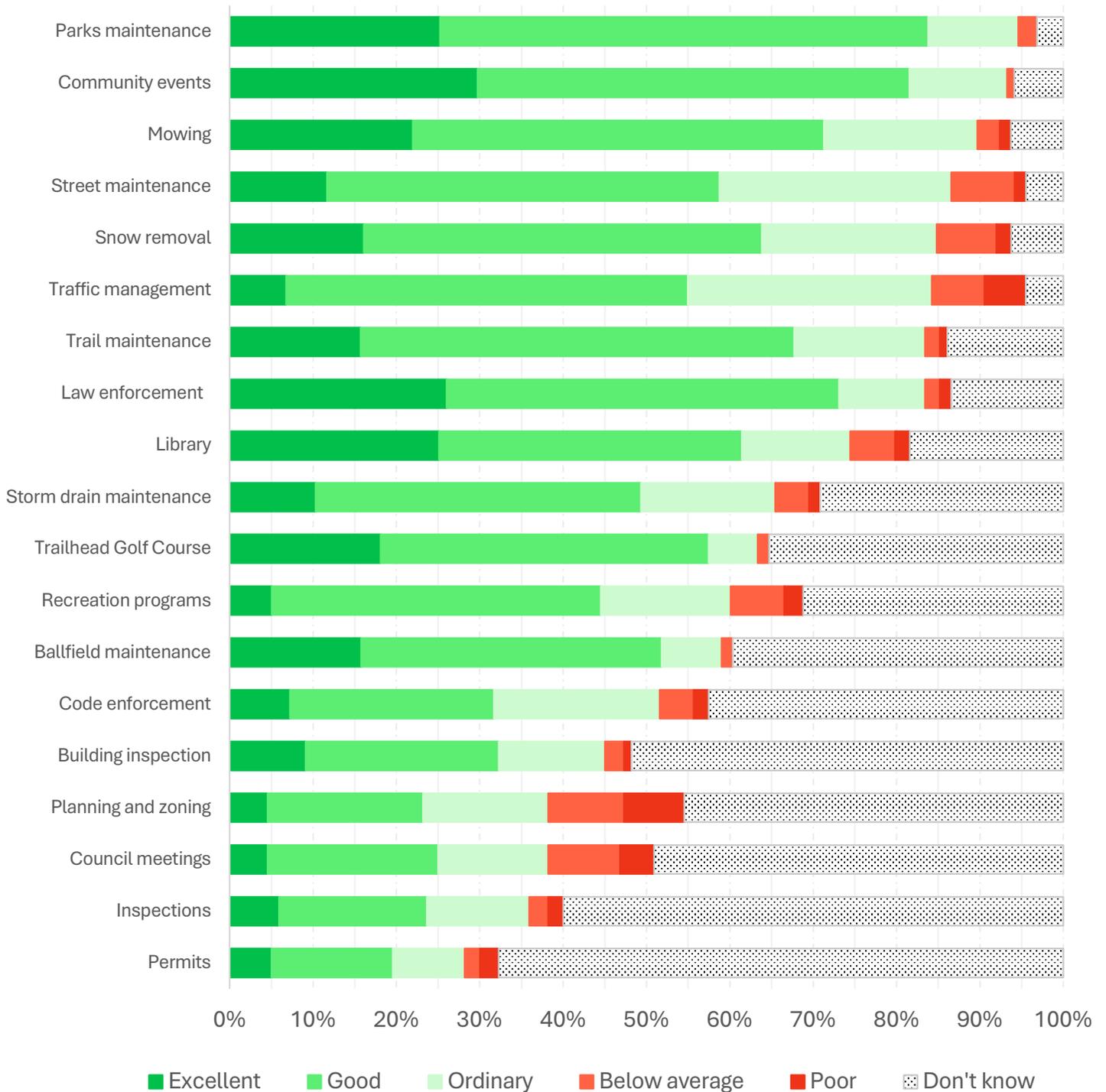
19. If “NO,” Why?

Theme	Percentage
Elected officials put self interest over community	20.0%
Mismanaged growth	18.7%
Elected officials are too partisan	17.3%
Library interference by elected officials	10.7%
Elected officials do not listen to residents	10.7%
Lack of transparency	5.3%
Elected official infighting	4.0%
Wasteful spending	2.7%

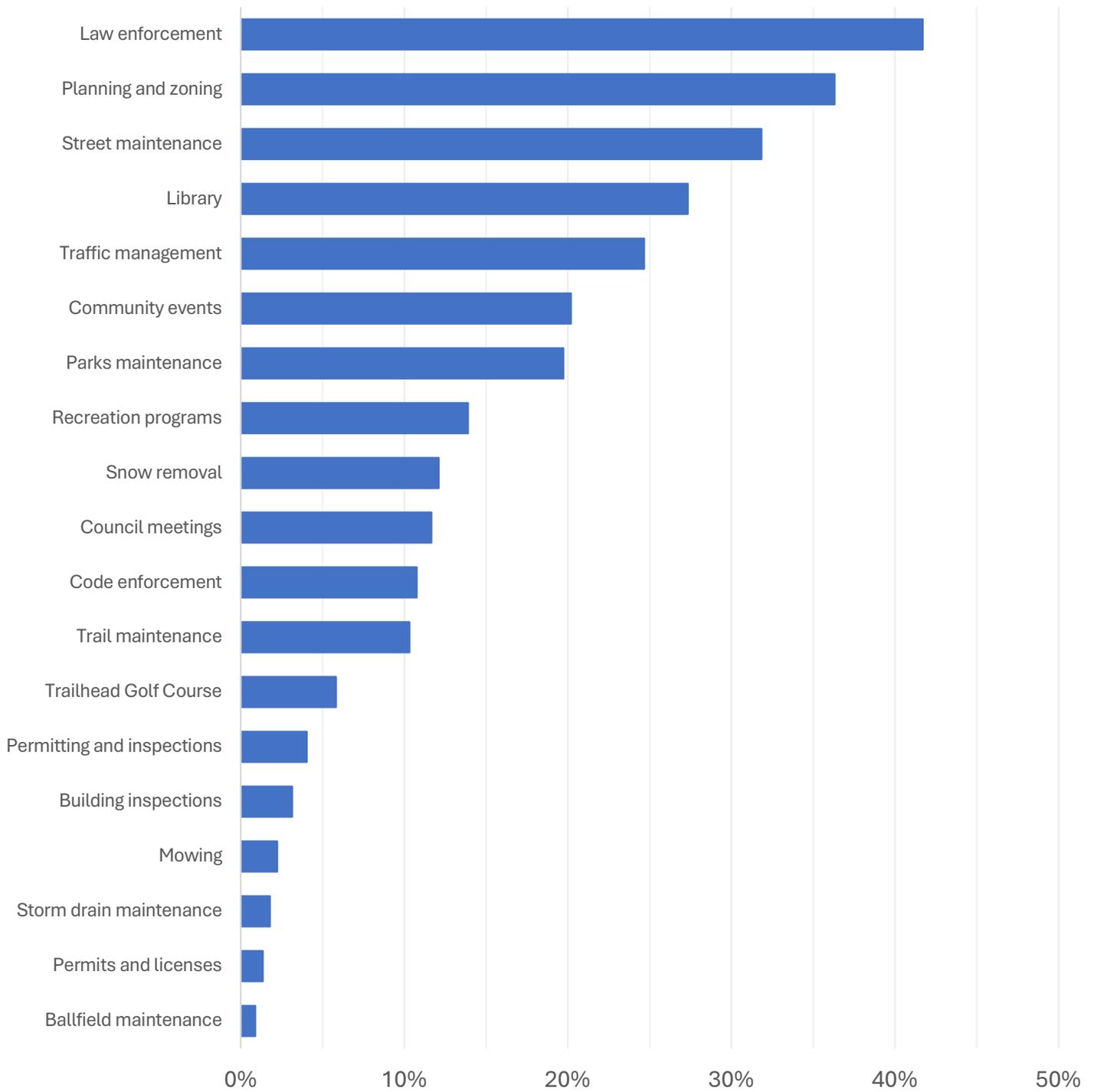
20. Have you, or anyone in household, done any of the following in the past 12 months?



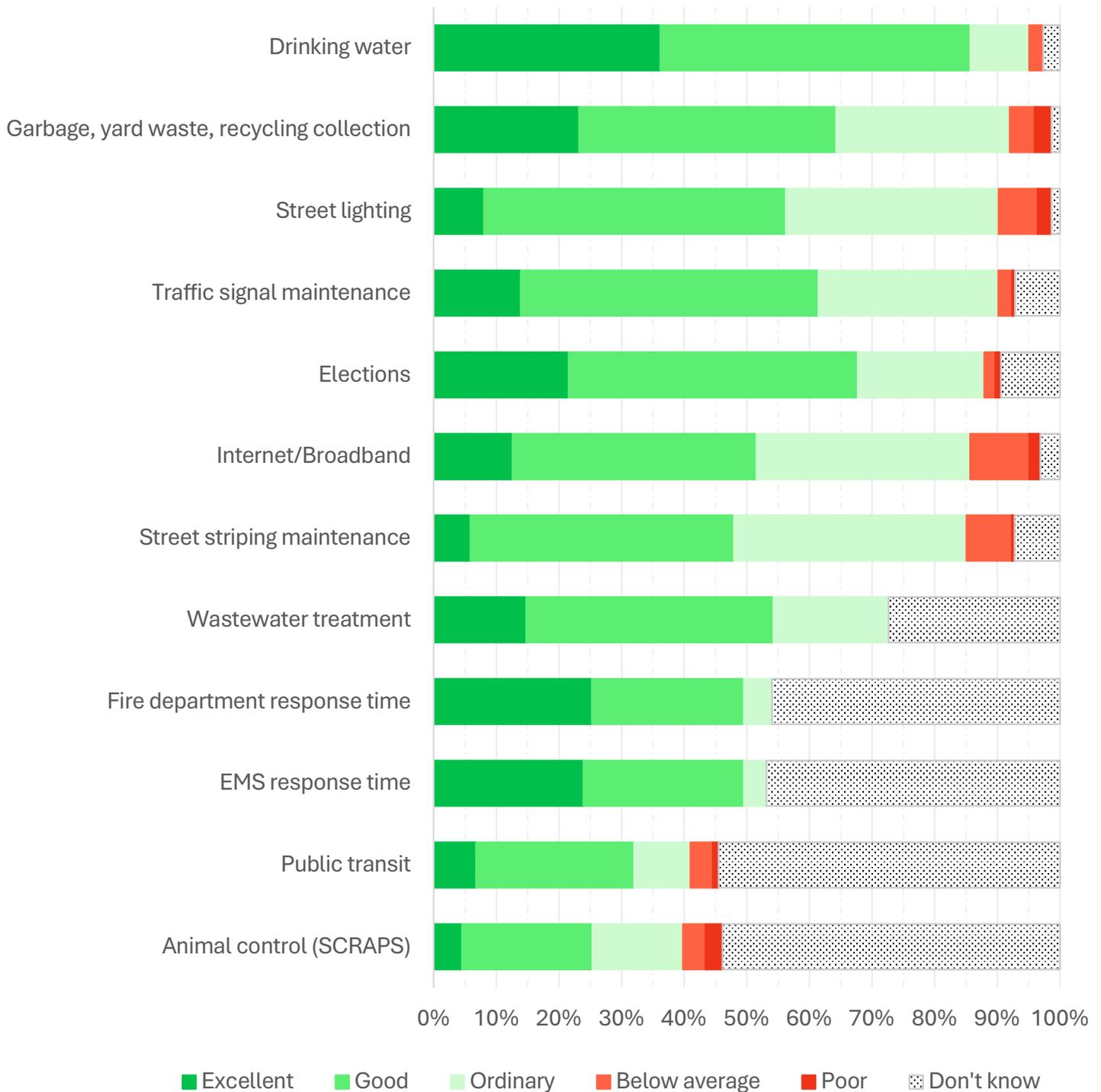
21. Overall, how would you rate the quality of the following core city services?



22. Which THREE items from the list in Question 21 do you think should receive the most attention from city leaders over the next 12 months?

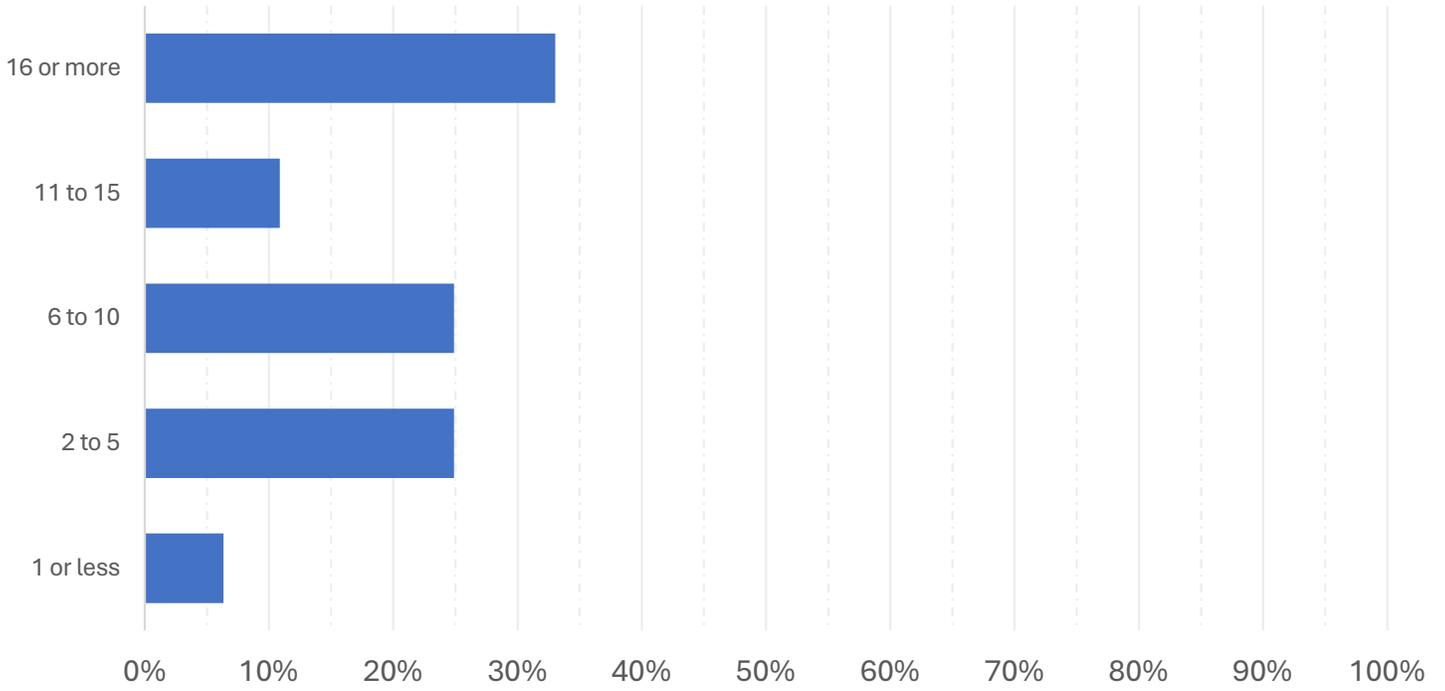


23. Overall, how would you rate the quality of the following services provided by other agencies?

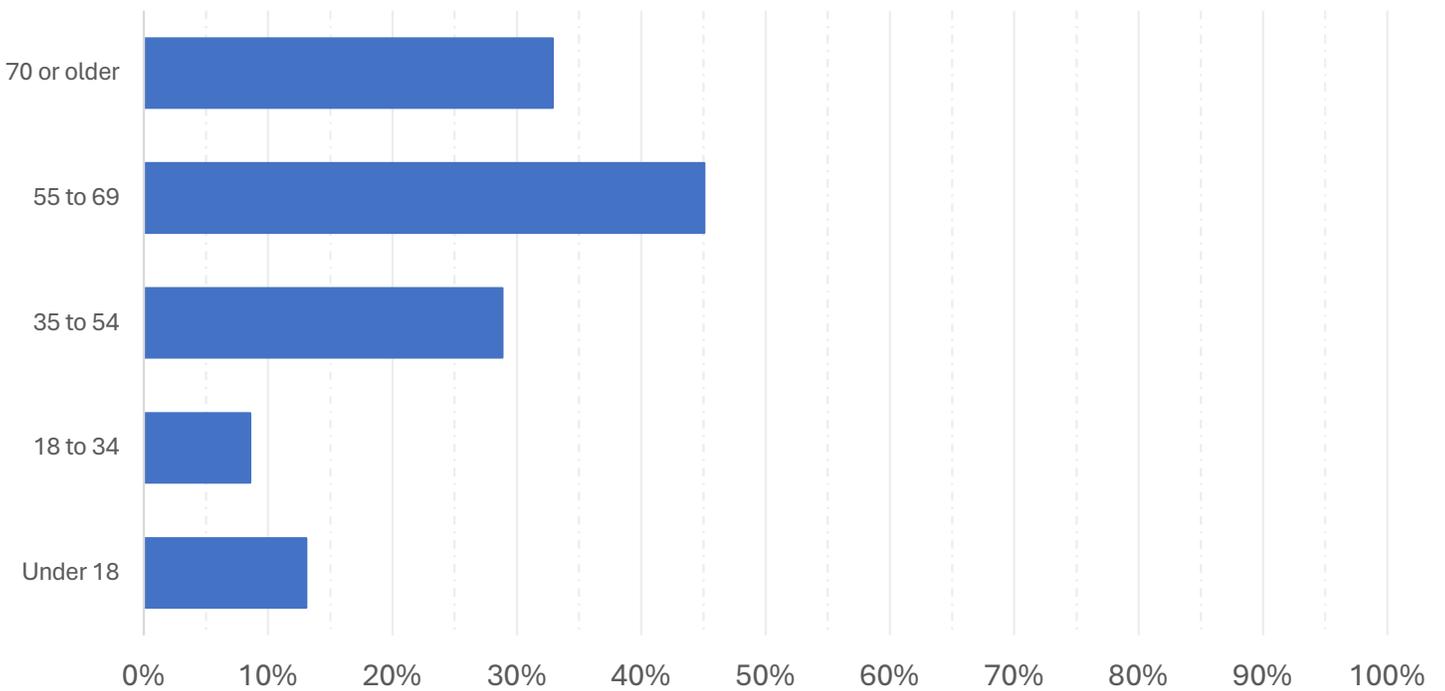


The services represented in Question 23 are provided by agencies other than the City of Liberty Lake. Some are provided by other government agencies, some by private sector corporations.

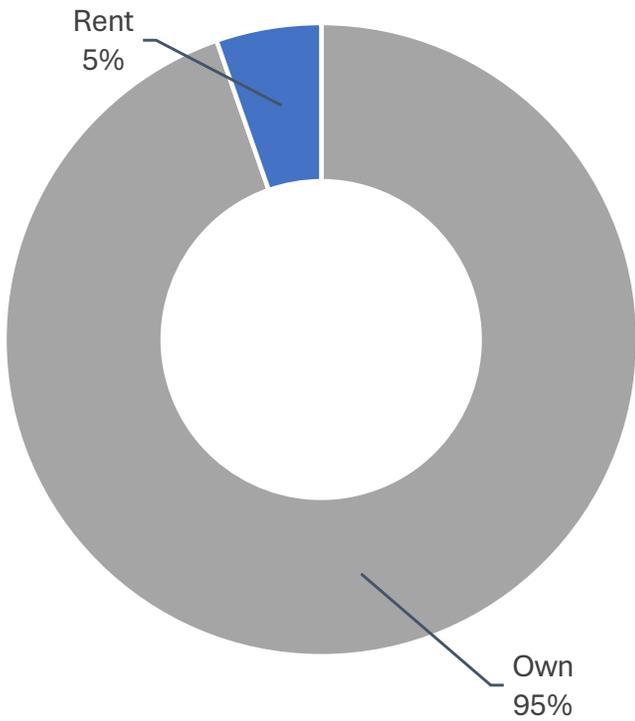
24. How many years have you lived in Liberty Lake?



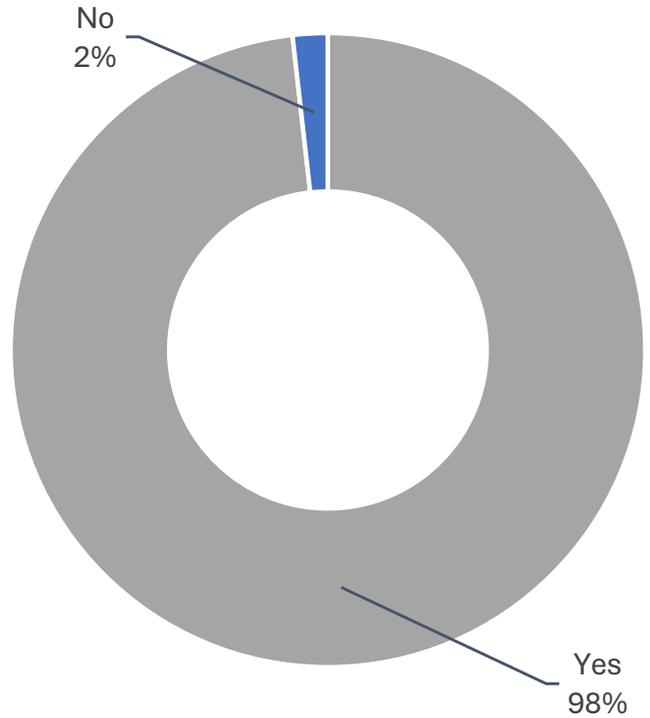
26. Which of the following age brackets are represented in the household? (Check all that apply.)



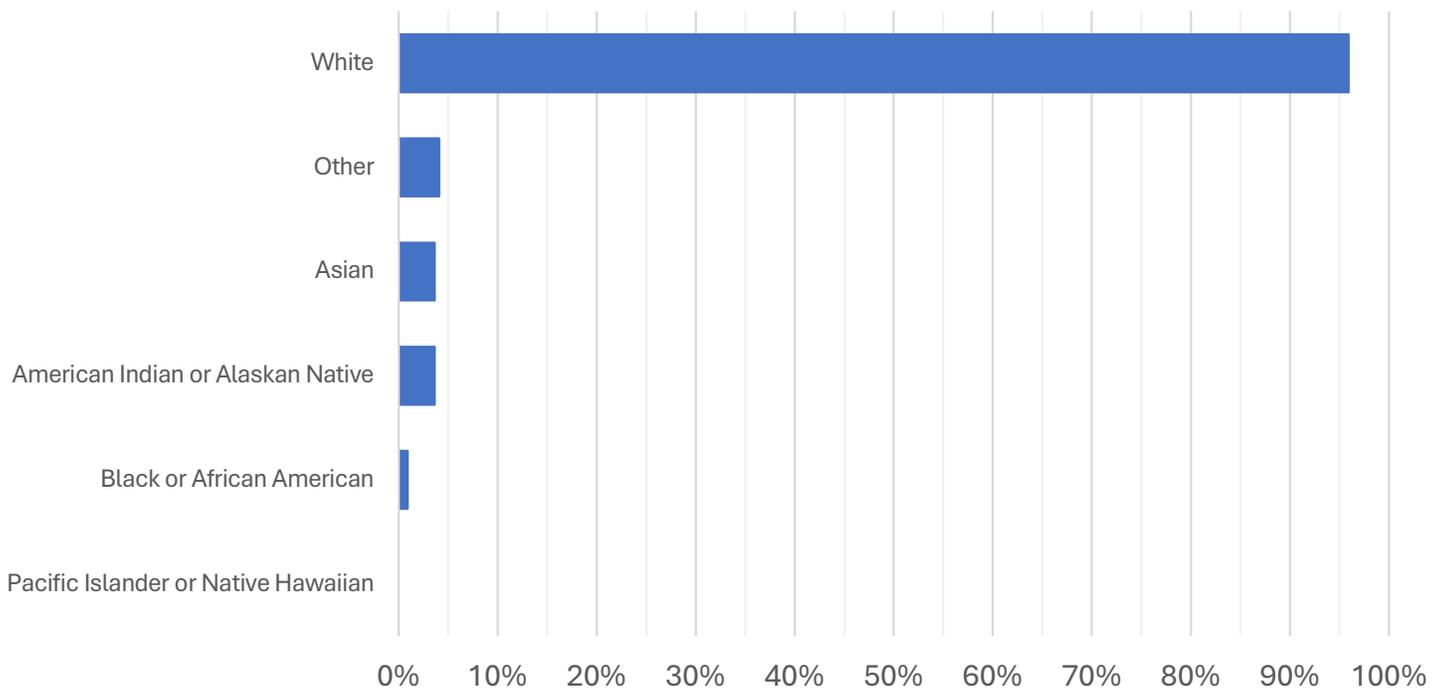
25. Do you own or rent the dwelling in which you live?



28. Is English your native language?



27. Which of the following races are represented in the household? (Check all that apply.)





ENGAGEMENT OPPORTUNITIES

Comprehensive Plan

The city will be updating its comprehensive plan during 2025 and 2026. To ensure the plan reflects the community's future needs, the city is planning multiple opportunities for individuals to provide input on topics such as climate resiliency, housing, economic development, parks and open spaces, etc. More details about the comprehensive plan update may be found on the city's website at <https://www.libertylakewa.gov/779/Comprehensive-Plan-2026-2046>.

2026 Budget Development

Development of the city's 2026 budget will begin in August 2025. Through the budget development process, city leaders will make decisions to set tax rates, fund programs and projects, and establish service levels for 2026. Results from the 2025 Community Satisfaction Survey will help inform and support budget decisions. Beyond this survey, public input throughout the budget process is welcome and encouraged. Keep up with each step by visiting our 2026 budget page at <https://libertylake-wa.civilspace.io/en>.

2026 Community Satisfaction Survey

The 2026 Community Satisfaction Survey will be launched in January 2026. Like the 2025 survey, it will help us align city services, investments, and policies with resident preferences and priorities and evaluate how effectively we deliver the key results outlined in the 2024-2028 Strategic Plan. Community input is crucial, so please help us improve the overall response rate by completing a survey if your household is selected to participate. Look for more information from the city in early 2026.

City Council

The Liberty Lake City Council is the legislative branch of the city's government. It consists of seven at-large seats, which are elected by voters residing inside the Liberty Lake city limits to serve staggered four-year terms. As the legislative body, the City Council establishes local laws and policies and exercises general oversight and control of the city's finances through the budget process. The City Council conducts regular meetings on the 1st and 3rd Tuesdays of each month, beginning at 6:00 PM.

Boards and Commissions

Boards and commissions play an important role in carrying out the responsibilities of the city government in Liberty Lake. Board and commission members are citizen volunteers who are appointed by the mayor and confirmed by the City Council to a term defined by each body's rules of procedure. Serving on a board or commission is an excellent way for civic-minded residents to make significant and lasting contributions to the community.

Meeting agendas and minutes for City Council and each Board and Commission may be found on the city's website at <https://www.libertylakewa.gov/AgendaCenter>. Recordings of all meetings may be found on our YouTube channel at <http://www.youtube.com/@cityoflibertylakewa6272>.

Other Opportunities

- Liberty Lake Farmers Market – City representatives are available to answer questions each Saturday from May to October.
- Liberty Lake Deep Dive Podcast – <https://www.libertylakewa.gov/704/City-Podcast---The-Liberty-Lake-Deep-Div>.
- City Academy – City services are highlighted during this 8-week series available each spring.

Style Guide

Question – Aptos Display 16

Legend – Aptos Display 11

HAxis – Aptos Display 11

VAxis – Aptos Display 9



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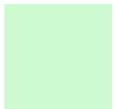
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