



THE NCSTM
The National Citizen SurveyTM

Wilsonville, OR

Trends over Time

2018



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Summary

The National Citizen Survey™ (The NCS™) is a collaborative effort between National Research Center, Inc. (NRC) and the International City/County Management Association (ICMA). The survey and its administration are standardized to assure high quality research methods and directly comparable results across The NCS communities. The NCS captures residents' opinions within the three pillars of a community (Community Characteristics, Governance and Participation) across eight central facets of community (Safety, Mobility, Natural Environment, Built Environment, Economy, Recreation and Wellness, Education and Enrichment and Community Engagement). This report discusses trends over time, comparing the 2018 ratings for the City of Wilsonville to its previous survey results in 2012, 2014 and 2016. Additional reports and technical appendices are available under separate cover.

Trend data for Wilsonville represent important comparison data and should be examined for improvements or declines. Deviations from stable trends over time, especially, represent opportunities for understanding how local policies, programs or public information may have affected residents' opinions.

Meaningful differences between survey years have been noted within the following tables as being “higher” or “lower” if the differences are greater than six percentage points between the 2016 and 2018 surveys, otherwise the comparisons between 2016 and 2018 are noted as being “similar.” Additionally, benchmark comparisons for all survey years are presented for reference. Changes in the benchmark comparison over time can be impacted by various trends, including varying survey cycles for the individual communities that comprise the benchmarks, regional and national economic or other events, as well as emerging survey methodologies.

Overall, ratings in Wilsonville for 2018 generally remained stable. Of the 127 items for which comparisons were available, 99 items were rated similarly in 2016 and 2018; seven items showed a decrease in ratings and 21 showed an increase in ratings. Notable trends over time included the following:

- While the majority of ratings of Community Characteristics remained stable from 2016 to 2018, a couple of aspects were trending down and several were trending up in 2018. Wilsonville residents gave lower ratings to travel by bicycle and to Wilsonville's vibrant downtown/commercial area in the most recent survey. However, residents gave more positive ratings to 12 aspects of the community spanning multiple facets such as Economy, Built Environment and Recreation and Wellness, among others. The largest gains from 2016 to 2018 were for affordable quality housing and housing options.
- Aspects of Governance demonstrated more stability over time. Only one rating within this pillar decreased; ratings for street repair were lower in 2018 than in 2016. Survey respondents had more positive perceptions on the most recent survey of the overall direction the City is taking, value of services for taxes paid, the job Wilsonville does at being honest and at treating all residents fairly. Each of these ratings rebounded to levels seen in 2014. Ratings also increased in 2018 for natural areas preservation, storm drainage, recreation centers and recreation programs to levels seen in 2014.
- Almost all reported rates within the pillar of Participation remained stable in 2018 compared to 2016. However, fewer Wilsonville residents reported that they had used Wilsonville recreation centers, volunteered, participated in a club or had done a favor for a neighbor in the last 12 months. Conversely, more respondents reported that they had stocked supplies for an emergency in 2018 compared to 2016.

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Table 1: Community Characteristics General

	Percent rating positively (e.g., excellent/good)				2018 rating compared to 2016	Comparison to benchmark			
	2012	2014	2016	2018		2012	2014	2016	2018
Overall quality of life	92%	91%	89%	94%	Similar	Much higher	Similar	Similar	Similar
Overall image	87%	87%	84%	88%	Similar	Much higher	Higher	Higher	Higher
Place to live	94%	94%	93%	95%	Similar	Much higher	Similar	Similar	Similar
Neighborhood	89%	91%	89%	93%	Similar	Much higher	Similar	Similar	Similar
Place to raise children	93%	93%	92%	97%	Similar	Much higher	Higher	Higher	Higher
Place to retire	77%	76%	76%	73%	Similar	Much higher	Similar	Similar	Similar
Overall appearance	91%	92%	93%	92%	Similar	Much higher	Higher	Higher	Higher

Table 2: Community Characteristics by Facet

		Percent rating positively (e.g., excellent/good, very/somewhat safe)				2018 rating compared to 2016	Comparison to benchmark			
		2012	2014	2016	2018		2012	2014	2016	2018
Safety	Overall feeling of safety	NA	93%	93%	91%	Similar	NA	Higher	Higher	Similar
	Safe in neighborhood	98%	98%	97%	97%	Similar	Much higher	Similar	Similar	Similar
	Safe commercial areas	96%	96%	93%	96%	Similar	Much higher	Similar	Similar	Similar
	Overall ease of travel	NA	86%	71%	68%	Similar	NA	Similar	Similar	Similar
	Paths and walking trails	78%	83%	85%	83%	Similar	Much higher	Higher	Higher	Higher
	Ease of walking	80%	81%	83%	82%	Similar	Much higher	Higher	Higher	Higher
	Travel by bicycle	69%	75%	73%	67%	Lower	Much higher	Higher	Higher	Higher
Mobility	Travel by public transportation	NA	75%	63%	67%	Similar	NA	Higher	Higher	Much higher
	Travel by car	65%	74%	56%	57%	Similar	Much higher	Similar	Similar	Similar
	Traffic flow	48%	66%	43%	38%	Similar	Similar	Similar	Similar	Similar
	Overall natural environment	85%	93%	91%	93%	Similar	Much higher	Higher	Higher	Higher
Natural Environment	Cleanliness	94%	95%	93%	92%	Similar	Much higher	Higher	Higher	Higher
	Overall built environment	NA	81%	76%	77%	Similar	NA	Higher	Higher	Higher
Built Environment	New development in Wilsonville	78%	69%	57%	65%	Higher	Much higher	Similar	Similar	Similar
	Affordable quality housing	46%	47%	22%	38%	Higher	Much higher	Similar	Lower	Similar

The National Citizen Survey™

		Percent rating positively (e.g., excellent/good, very/somewhat safe)				2018 rating compared to 2016	Comparison to benchmark			
		2012	2014	2016	2018		2012	2014	2016	2018
	Housing options	66%	64%	51%	62%	Higher	Much higher	Similar	Similar	Similar
	Public places	NA	84%	82%	80%	Similar	NA	Higher	Higher	Similar
Economy	Overall economic health	NA	75%	76%	81%	Similar	NA	Higher	Similar	Higher
	Vibrant downtown/commercial area	NA	62%	55%	47%	Lower	NA	Higher	Similar	Similar
	Business and services	77%	74%	64%	70%	Higher	Much higher	Similar	Similar	Similar
	Cost of living	NA	43%	32%	35%	Similar	NA	Similar	Similar	Similar
	Shopping opportunities	63%	54%	53%	50%	Similar	Much higher	Similar	Similar	Similar
	Employment opportunities	43%	51%	44%	53%	Higher	Much higher	Higher	Similar	Higher
	Place to visit	NA	63%	60%	55%	Similar	NA	Similar	Similar	Similar
	Place to work	75%	79%	78%	76%	Similar	Much higher	Higher	Higher	Higher
	Health and wellness	NA	76%	64%	72%	Higher	NA	Similar	Similar	Similar
	Food	67%	67%	64%	67%	Similar	Higher	Similar	Similar	Similar
Recreation and Wellness	Recreational opportunities	63%	73%	65%	72%	Higher	Similar	Similar	Similar	Similar
	Fitness opportunities	NA	81%	66%	75%	Higher	NA	Similar	Similar	Similar
Education and Enrichment	Education and enrichment opportunities	NA	72%	75%	71%	Similar	NA	Similar	Similar	Similar
	Religious or spiritual events and activities	72%	75%	73%	73%	Similar	Lower	Similar	Similar	Similar
	Cultural/arts/music activities	50%	60%	57%	56%	Similar	Similar	Similar	Similar	Similar
	Adult education	NA	66%	51%	59%	Higher	NA	Similar	Similar	Similar
	K-12 education	89%	87%	86%	93%	Higher	Much higher	Higher	Higher	Higher
	Child care/preschool	47%	59%	49%	57%	Higher	Higher	Similar	Similar	Similar
	Social events and activities	63%	71%	65%	65%	Similar	Similar	Similar	Similar	Similar
Community Engagement	Neighborhoodliness	NA	76%	68%	71%	Similar	NA	Similar	Similar	Similar
	Openness and acceptance	72%	68%	63%	59%	Similar	Much higher	Similar	Similar	Similar
	Opportunities to participate in community matters	69%	77%	67%	75%	Higher	Much higher	Similar	Similar	Similar
	Opportunities to volunteer	75%	76%	74%	73%	Similar	Similar	Similar	Similar	Similar

The National Citizen Survey™

Table 3: Governance General

	Percent rating positively (e.g., excellent/good)				2018 rating compared to 2016	Comparison to benchmark			
	2012	2014	2016	2018		2012	2014	2016	2018
Services provided by Wilsonville	85%	86%	81%	85%	Similar	Much higher	Similar	Similar	Similar
Customer service	84%	82%	81%	82%	Similar	Much higher	Similar	Similar	Similar
Value of services for taxes paid	60%	69%	57%	67%	Higher	Much higher	Similar	Similar	Similar
Overall direction	65%	68%	60%	68%	Higher	Much higher	Similar	Similar	Similar
Welcoming citizen involvement	62%	68%	66%	68%	Similar	Much higher	Higher	Higher	Higher
Confidence in City government	NA	70%	61%	64%	Similar	NA	Higher	Similar	Similar
Acting in the best interest of Wilsonville	NA	69%	63%	65%	Similar	NA	Similar	Similar	Similar
Being honest	NA	73%	63%	72%	Higher	NA	Higher	Similar	Higher
Treating all residents fairly	NA	71%	64%	70%	Higher	NA	Higher	Similar	Higher
Services provided by the Federal Government	38%	43%	37%	35%	Similar	Similar	Similar	Similar	Similar

Table 4: Governance by Facet

		Percent rating positively (e.g., excellent/good)				2018 rating compared to 2016	Comparison to benchmark				
		2012	2014	2016	2018		2012	2014	2016	2018	
Safety	Police	83%	82%	81%	81%	Similar	Higher	Similar	Similar	Similar	
	Fire	94%	94%	94%	94%	Similar	Higher	Similar	Similar	Similar	
	Ambulance/EMS	88%	93%	92%	91%	Similar	Similar	Similar	Similar	Similar	
	Crime prevention	77%	78%	79%	78%	Similar	Much higher	Similar	Similar	Similar	
	Fire prevention	81%	86%	84%	83%	Similar	Higher	Similar	Similar	Similar	
	Animal control	NA	75%	76%	76%	Similar	NA	Similar	Similar	Similar	
	Emergency preparedness	59%	52%	55%	56%	Similar	Similar	Similar	Similar	Similar	
	Traffic enforcement	66%	71%	62%	58%	Similar	Similar	Similar	Similar	Similar	
	Street repair	60%	75%	71%	63%	Lower	Much higher	Much higher	Higher	Higher	
	Street cleaning	78%	87%	85%	83%	Similar	Much higher	Higher	Higher	Higher	
Mobility	Street lighting	83%	87%	82%	86%	Similar	Much higher	Much higher	Higher	Higher	
	Sidewalk maintenance	74%	83%	77%	79%	Similar	Much higher	Much higher	Higher	Higher	
	Traffic signal timing	51%	64%	61%	60%	Similar	Similar	Similar	Similar	Similar	
	Bus or transit services	85%	83%	79%	83%	Similar	Much higher	Much higher	Higher	Much higher	
	Natural Environment	Garbage collection	89%	88%	86%	91%	Similar	Much higher	Similar	Similar	Similar

The National Citizen Survey™

		Percent rating positively (e.g., excellent/good)				2018 rating compared to 2016	Comparison to benchmark			
		2012	2014	2016	2018		2012	2014	2016	2018
	Recycling	86%	86%	83%	83%	Similar	Much higher	Similar	Similar	Similar
	Yard waste pick-up	85%	86%	88%	87%	Similar	Much higher	Similar	Higher	Similar
	Drinking water	74%	82%	81%	80%	Similar	Much higher	Higher	Similar	Similar
	Natural areas preservation	80%	80%	71%	78%	Higher	Much higher	Higher	Similar	Higher
	Open space	NA	79%	74%	80%	Similar	NA	Similar	Similar	Higher
Built Environment	Storm drainage	77%	82%	76%	83%	Higher	Much higher	Higher	Similar	Higher
	Sewer services	77%	89%	87%	89%	Similar	Higher	Similar	Similar	Similar
	Power utility	84%	88%	86%	88%	Similar	Much higher	Similar	Similar	Similar
	Utility billing	NA	76%	77%	74%	Similar	NA	Similar	Similar	Similar
	Land use, planning and zoning	57%	54%	55%	57%	Similar	Much higher	Similar	Similar	Similar
	Code enforcement	71%	73%	66%	71%	Similar	Much higher	Higher	Higher	Higher
	Cable television	NA	60%	58%	54%	Similar	NA	Similar	Similar	Similar
Economy	Economic development	NA	66%	62%	66%	Similar	NA	Higher	Similar	Similar
Recreation and Wellness	City parks	95%	94%	92%	94%	Similar	Much higher	Higher	Higher	Higher
	Recreation programs	79%	80%	71%	81%	Higher	Much higher	Similar	Similar	Similar
	Recreation centers	73%	75%	64%	75%	Higher	Higher	Similar	Similar	Similar
	Special events	NA	81%	73%	73%	Similar	NA	Similar	Similar	Similar
Education and Enrichment	Public libraries	95%	94%	95%	96%	Similar	Much higher	Higher	Higher	Higher
Community Engagement	Public information	83%	80%	79%	83%	Similar	Much higher	Similar	Similar	Higher

Table 5: Participation General

	Percent rating positively (e.g., always/sometimes, more than once a month, yes)				2018 rating compared to 2016	Comparison to benchmark			
	2012	2014	2016	2018		2012	2014	2016	2018
Sense of community	77%	72%	72%	74%	Similar	Much higher	Similar	Similar	Similar
Recommend Wilsonville	93%	93%	89%	92%	Similar	Much higher	Similar	Similar	Similar

The National Citizen Survey™

	Percent rating positively (e.g., always/sometimes, more than once a month, yes)				2018 rating compared to 2016	Comparison to benchmark			
	2012	2014	2016	2018		2012	2014	2016	2018
Remain in Wilsonville	85%	88%	80%	85%	Similar	Higher	Similar	Similar	Similar
Contacted Wilsonville employees	38%	35%	39%	36%	Similar	Much lower	Lower	Similar	Similar

Table 6: Participation by Facet

		Percent rating positively (e.g., always/sometimes, more than once a month, yes)				2018 rating compared to 2016	Comparison to benchmark			
		2012	2014	2016	2018		2012	2014	2016	2018
Safety	Stocked supplies for an emergency	NA	34%	39%	45%	Higher	NA	Similar	Similar	Similar
	Did NOT report a crime	NA	81%	82%	86%	Similar	NA	Similar	Similar	Similar
	Was NOT the victim of a crime	92%	91%	90%	92%	Similar	Much higher	Similar	Similar	Similar
Mobility	Used public transportation instead of driving	NA	35%	28%	27%	Similar	NA	Similar	Similar	Similar
	Carpooled instead of driving alone	NA	42%	37%	41%	Similar	NA	Similar	Similar	Similar
	Walked or biked instead of driving	NA	77%	70%	65%	Similar	NA	Higher	Higher	Similar
Natural Environment	Conserved water	NA	88%	81%	78%	Similar	NA	Similar	Similar	Similar
	Made home more energy efficient	NA	74%	70%	68%	Similar	NA	Similar	Similar	Similar
	Recycled at home	94%	97%	96%	98%	Similar	Much higher	Higher	Higher	Higher
Built Environment	Did NOT observe a code violation	NA	74%	72%	73%	Similar	NA	Higher	Higher	Higher
	NOT under housing cost stress	65%	66%	56%	59%	Similar	Similar	Similar	Lower	Similar
Economy	Purchased goods or services in Wilsonville	NA	100%	100%	99%	Similar	NA	Similar	Similar	Similar
	Economy will have positive impact on income	24%	29%	29%	35%	Similar	Much higher	Similar	Similar	Similar
	Work in Wilsonville	NA	30%	32%	34%	Similar	NA	Lower	Lower	Similar
Recreation and Wellness	Used Wilsonville recreation centers	51%	63%	55%	49%	Lower	Much lower	Similar	Similar	Similar
	Visited a City park	92%	91%	89%	93%	Similar	Much higher	Similar	Similar	Higher
	Ate 5 portions of fruits and vegetables	NA	88%	91%	87%	Similar	NA	Similar	Similar	Similar
	Participated in moderate or vigorous physical activity	NA	90%	90%	89%	Similar	NA	Similar	Similar	Similar
	In very good to excellent health	NA	69%	67%	68%	Similar	NA	Similar	Similar	Similar
Education and Enrichment	Used Wilsonville public libraries	84%	80%	77%	74%	Similar	Much higher	Higher	Higher	Higher

The National Citizen Survey™

		Percent rating positively (e.g., always/sometimes, more than once a month, yes)				2018 rating compared to 2016	Comparison to benchmark			
		2012	2014	2016	2018		2012	2014	2016	2018
Community Engagement	Participated in religious or spiritual activities	38%	31%	29%	27%	Similar	Much lower	Much lower	Lower	Lower
	Attended a City-sponsored event	NA	52%	53%	56%	Similar	NA	Similar	Similar	Similar
	Campaigned for an issue, cause or candidate	NA	16%	18%	20%	Similar	NA	Similar	Similar	Similar
	Contacted Wilsonville elected officials	NA	9%	15%	11%	Similar	NA	Similar	Similar	Similar
	Volunteered	38%	34%	40%	29%	Lower	Much lower	Similar	Similar	Lower
	Participated in a club	24%	20%	24%	18%	Lower	Much lower	Lower	Similar	Similar
	Talked to or visited with neighbors	NA	88%	91%	92%	Similar	NA	Similar	Similar	Similar
	Done a favor for a neighbor	NA	77%	79%	72%	Lower	NA	Similar	Similar	Similar
	Attended a local public meeting	22%	20%	24%	23%	Similar	Much lower	Similar	Similar	Similar
	Watched a local public meeting	25%	22%	15%	12%	Similar	Much lower	Lower	Lower	Lower
	Read or watched local news	NA	85%	81%	80%	Similar	NA	Similar	Similar	Similar
	Voted in local elections	77%	82%	88%	89%	Similar	Higher	Similar	Similar	Similar