



THE NCSTM
The National Citizen SurveyTM

Wilsonville, OR

2018 Key Findings

The NCS is presented by NRC in collaboration with ICMA



The NCS tracks residents' opinions on:

- **Community Livability**
 - Community Characteristics
 - Governance
 - Participation



Facets of Community Livability

Safety

Mobility

Economy

Recreation
and Wellness

Quality of
Community
Overall

Natural
Environment

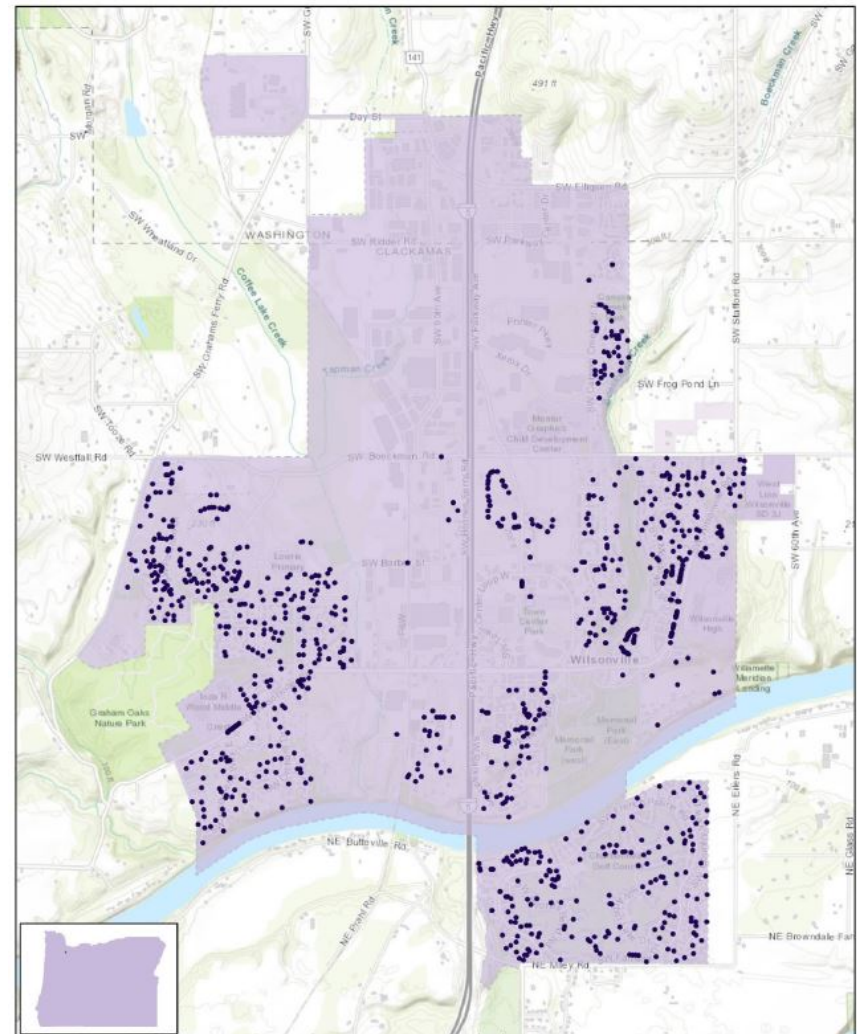
Built
Environment

Education
and
Enrichment

Community
Engagement

The National Citizen Survey

- Wilsonville's fourth time participating in NCS
 - 2012, 2014, 2016, 2018
- By mail: scientific sample of 1,600 households
 - 392 returned surveys (26% response rate)
- Online: 176 people opted in
- Total: 568 respondents
 - $\pm 4\%$ margin of error



Spoiler: Wilsonville Rocks!

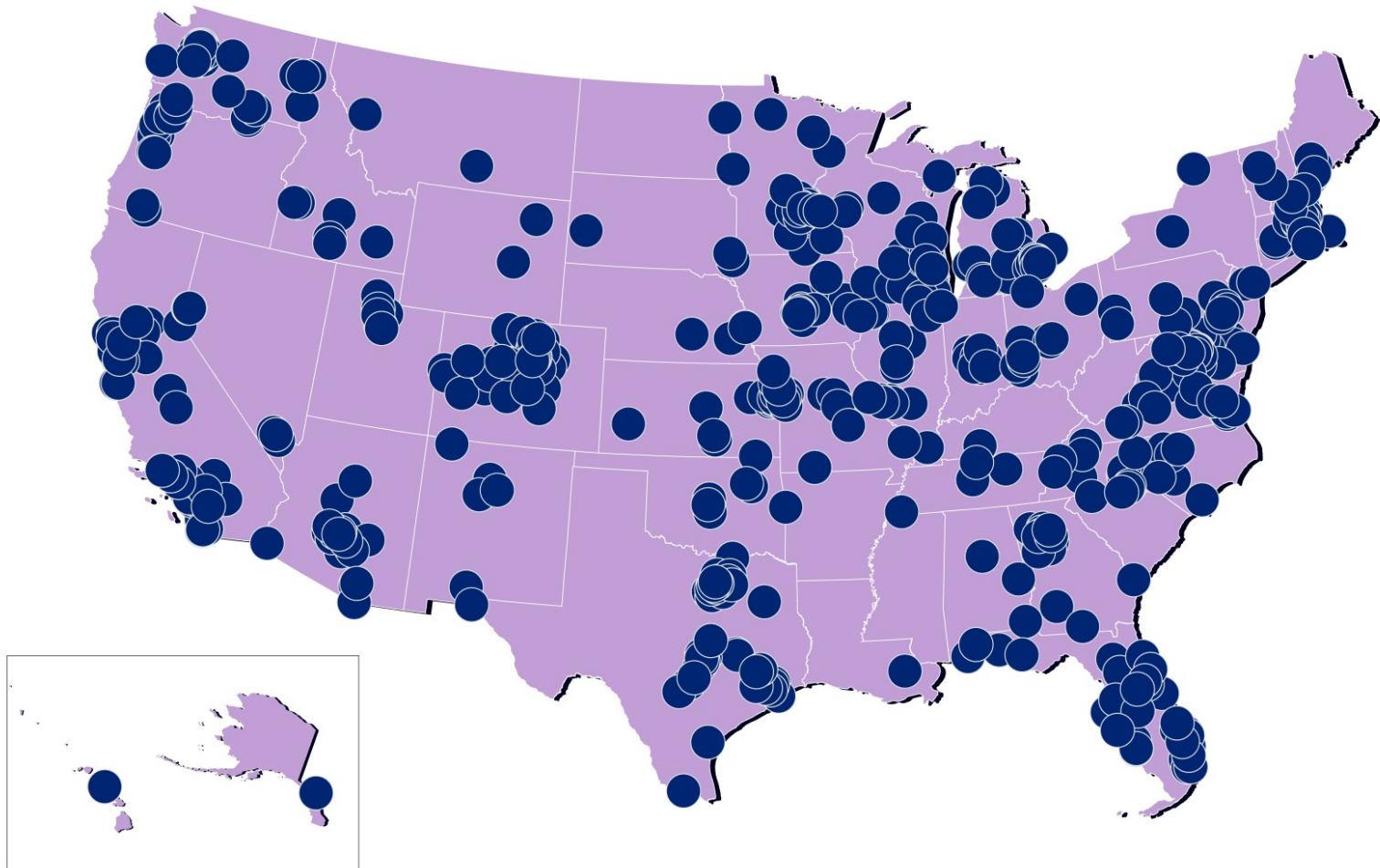
- Quality of life
 - 94% positive
- Services provided by City:
 - 85% positive
- Intend to remain in Wilsonville:
 - 85% positive



Positive rating = a response of 'excellent' or 'good'
= a response of 'very likely' or 'somewhat likely'

**What do we learn by
participating
In the NCS?**

National Benchmark Comparisons



2018 National Benchmark Comparisons

33

received
higher
ratings

91

received **similar**
ratings

3

received
lower
ratings

Ratings Above National Benchmark

Community Characteristics

- Ease of bike travel
- Ease of travel by public transportation
- Quality of natural environment
- Cleanliness
- Overall built environment
- Overall economic health
- Employment opportunities
- Place to work
- Child care/preschool

Governance

- Welcoming citizen involvement
- Being honest
- Treating all residents fairly
- Preservation of natural areas
- Code enforcement
- Public information services

Participation

- Recycled at home
- Did NOT observe a code violation
- Used Wilsonville Library



Trends Over Time

How Wilsonville's ratings in 2018 compare with 2016 ratings

21

received
higher
ratings

99

received **similar**
ratings

7

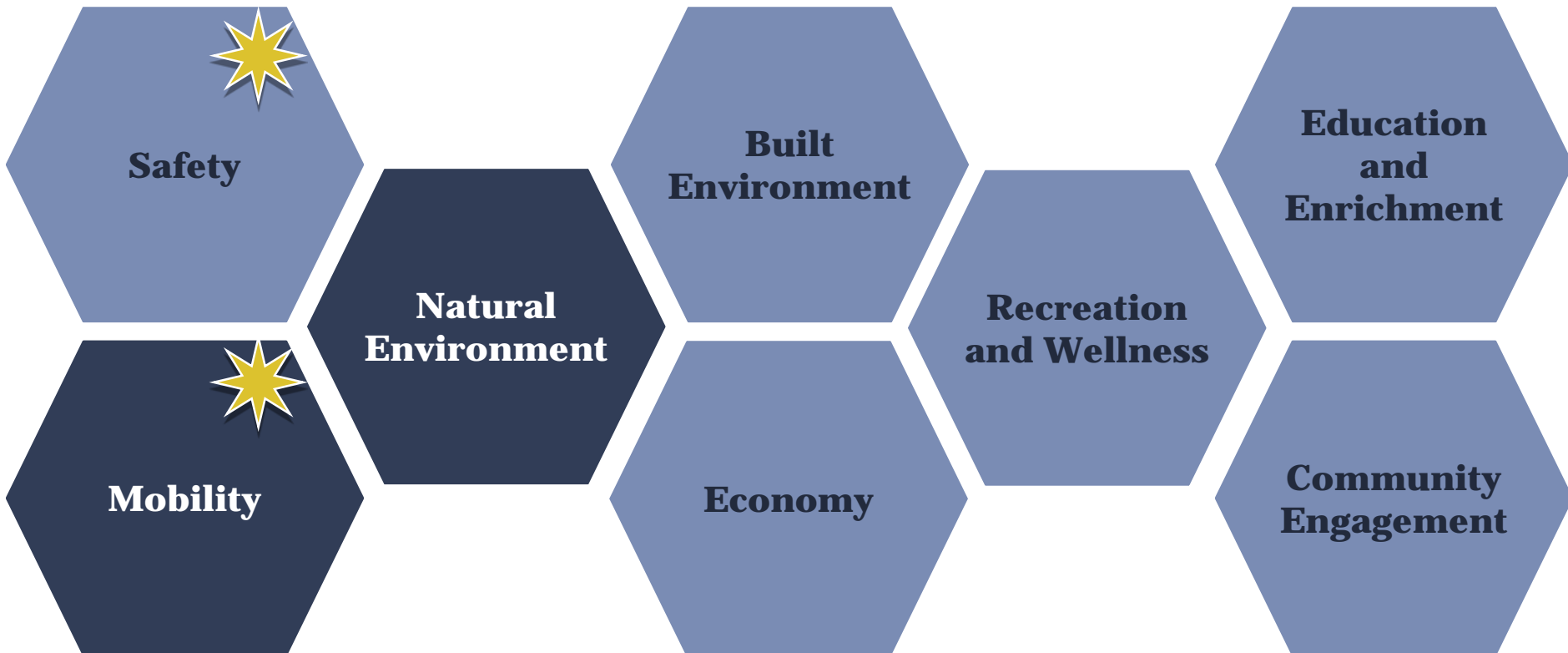
received
lower
ratings

Key Focus Areas

Legend

- Higher than national benchmark
- Similar to national benchmark
- Lower than national benchmark

★ Most important



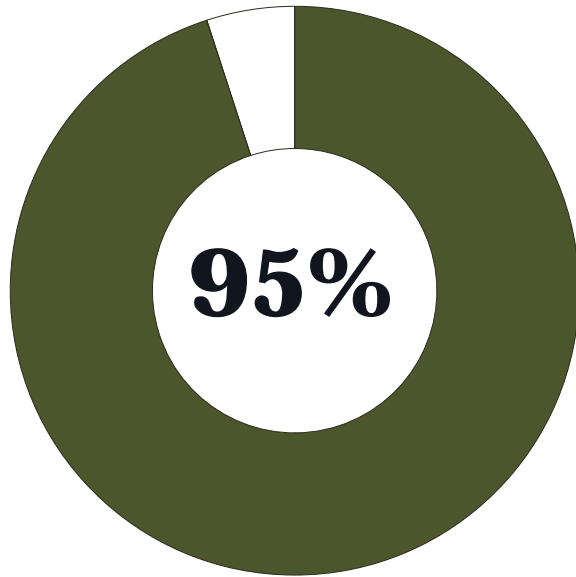


Key
Finding
#1

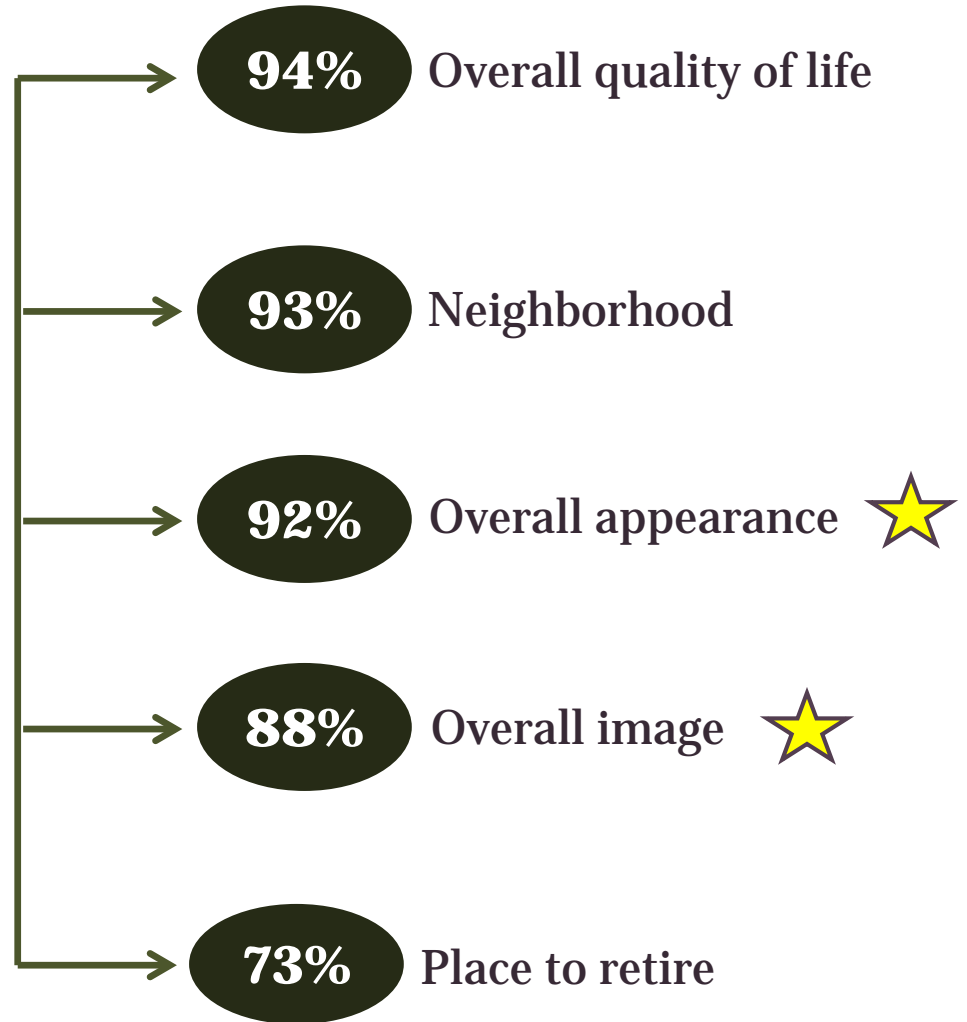
**Wilsonville is a good
place to live, and an
excellent place to
raise children.**

Wilsonville as a Place to Live

“Excellent” or
“Good” Place to Live



★ Higher than national benchmark
Percent excellent or good



A Great Place to Raise Children

Wilsonville as a place to
raise children

97%[★]

Percent rating “excellent” or “good”



93%[★]

Percent rating “excellent” or “good”

K-12 education

★ Higher than national benchmark

Core City Services Rate High



Transit Services
83%



Public Library
96%



City Parks
94%



K-12 Schools
93%



Customer Service
82%



Higher than
national benchmark



Key
Finding
#2

**Traffic congestion
and roadways are a
priority issue for
residents.**

Traffic Congestion and Roadways

What do you think is the biggest priority facing the City of Wilsonville over the next five years?

41%

Traffic, roads and transportation



Open-ended responses:

- “(How are you) managing traffic commensurate with growth of the Frog Pond development?”
- “It is virtually impossible to get from one side of freeway to other after 3 pm!”

Mobility Ratings

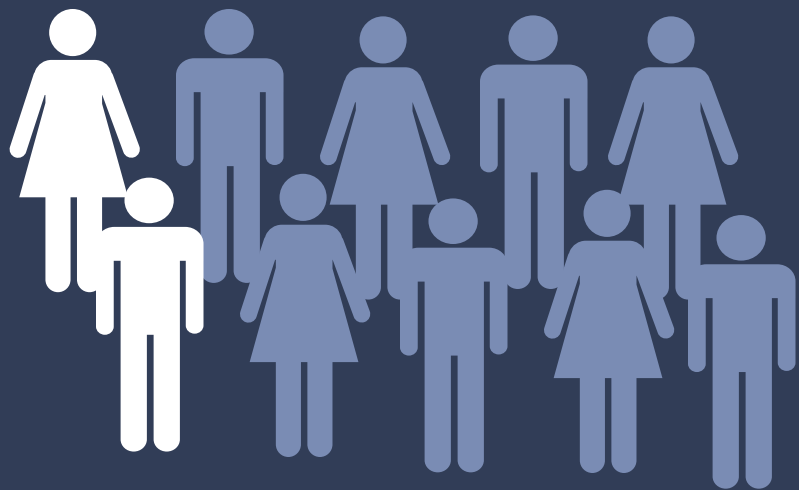
| | | |
|---|----------------------|-----|
| ★ | Street lighting | 86% |
| ★ | Street cleaning | 83% |
| ★ | Sidewalk maintenance | 79% |
| ★ | Street repair | 68% |
| | Traffic enforcement | 58% |
| | Travel by car | 57% |
| | Traffic flow | 38% |

Overall ease
of travel



Percent excellent or good

★ Higher than national benchmark



excellent or good

8 in 10

Paths and walking trails ★

Ease of walking ★

Bus or transit services ★

3 in 5

Walked or biked
instead of driving



Higher than benchmarks



Key
Finding
#3

**Residents support
more opportunities
for healthy living in
Wilsonville.**

Recreation and Fitness Opportunities



Percent rating positively



Higher than national benchmark

94% City Parks ★

93% Visited a City park ★

81% Recreation programs

80% Open space ★

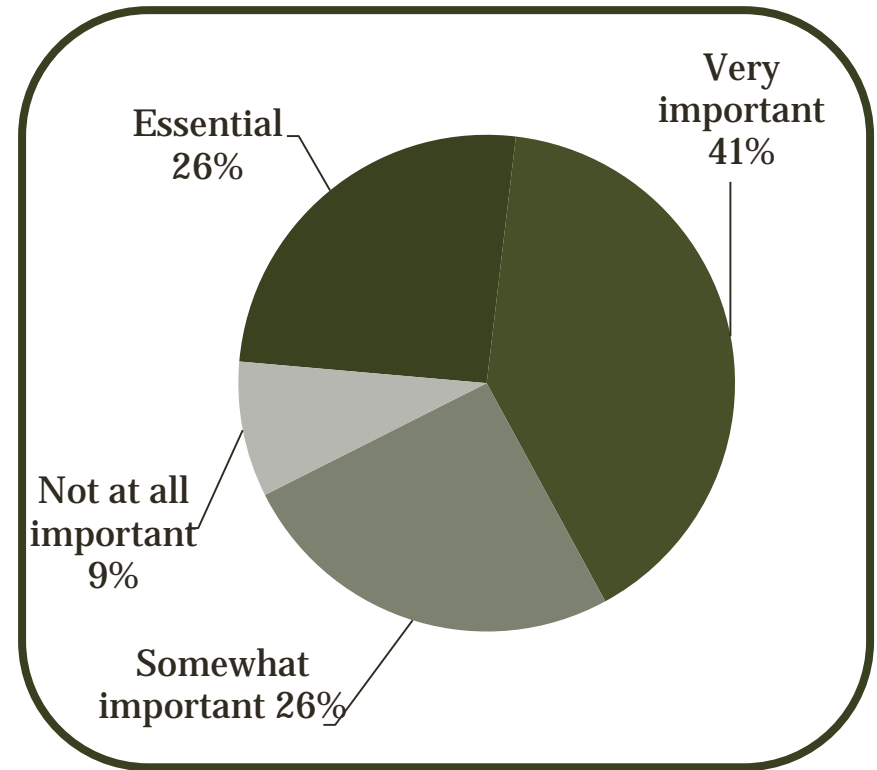
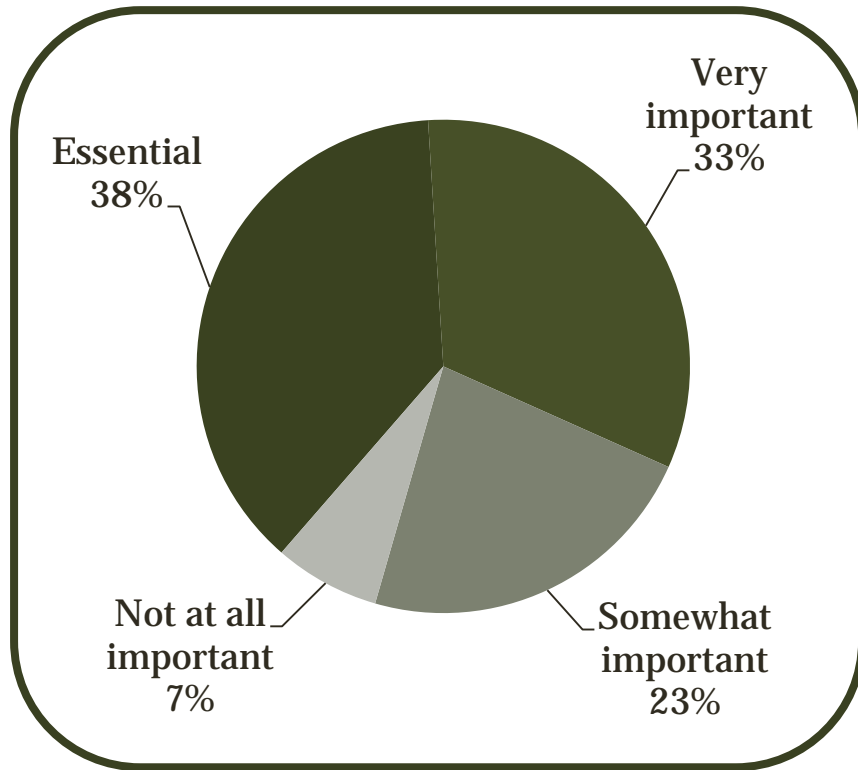
78% Natural areas preservation ★

75% Recreation centers

Promoting Healthy Living Choices

Improve sidewalks and bike lanes in town for safer travel by walking or biking

Increase accessibility of parks and outdoor recreation spaces



Promoting Healthy Living Choices

Higher Priority

Improve sidewalks and bike lanes in town for safer travel by walking or biking

70%

Increase accessibility of parks and outdoor recreation spaces

67%

Lower Priority

Increase recreational opportunities and programs

61%

Increase opportunities to learn about health and wellness opportunities

40%

Percent essential or very important



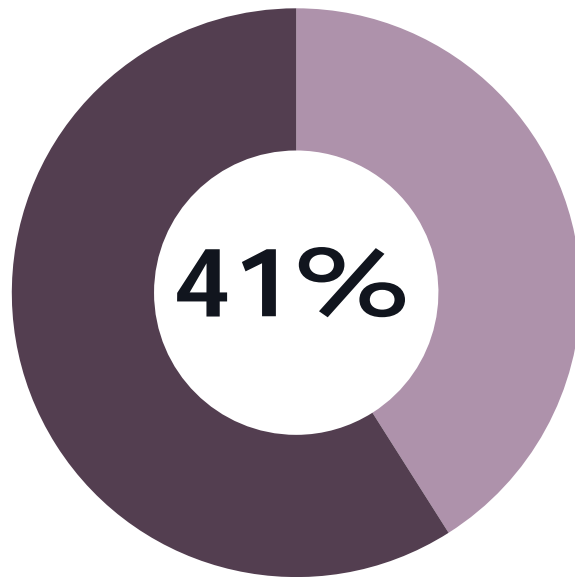


Special Topics

Top Priorities

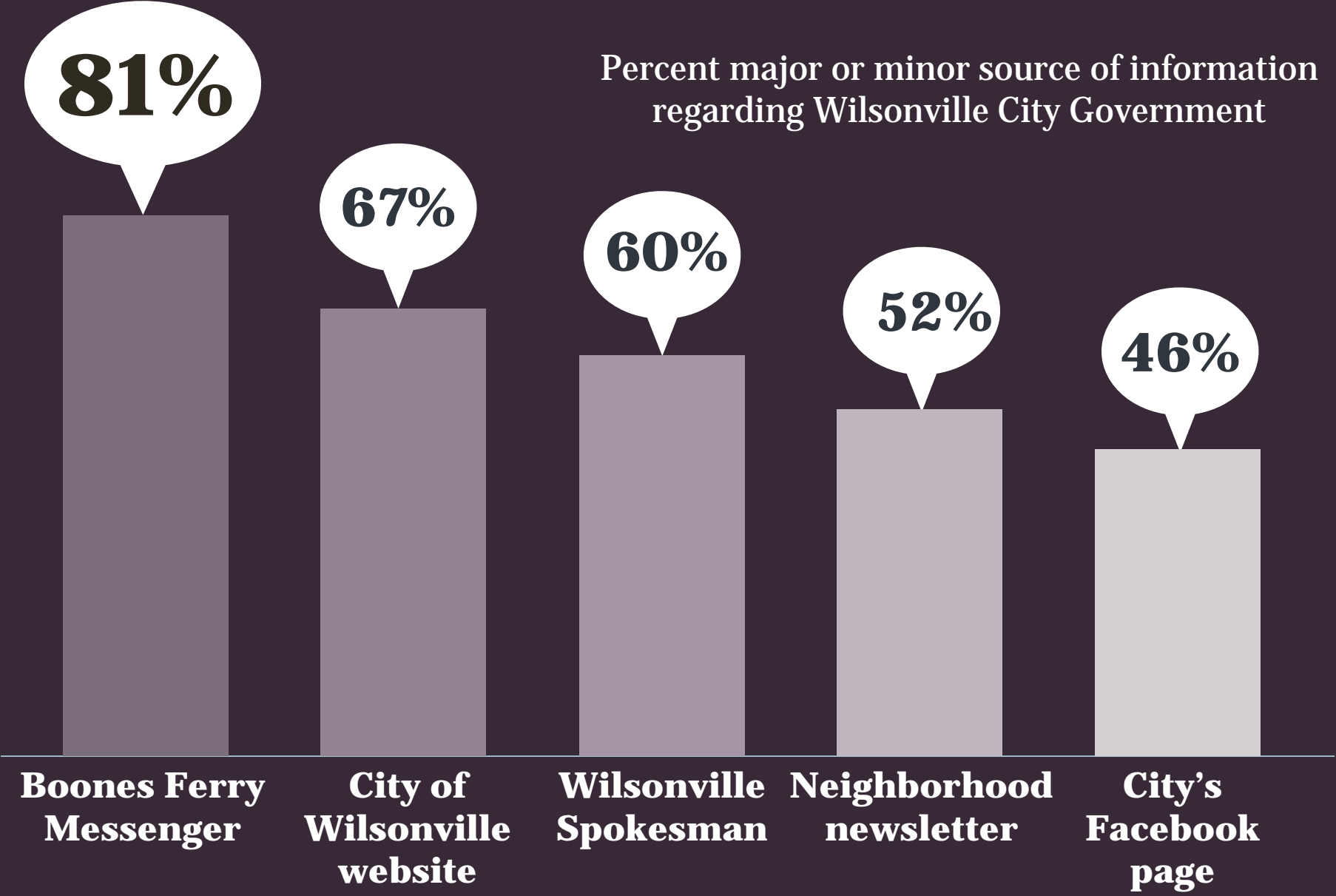
What do you think is the biggest priority facing the City of Wilsonville over the next five years?

Traffic, roads, and transportation



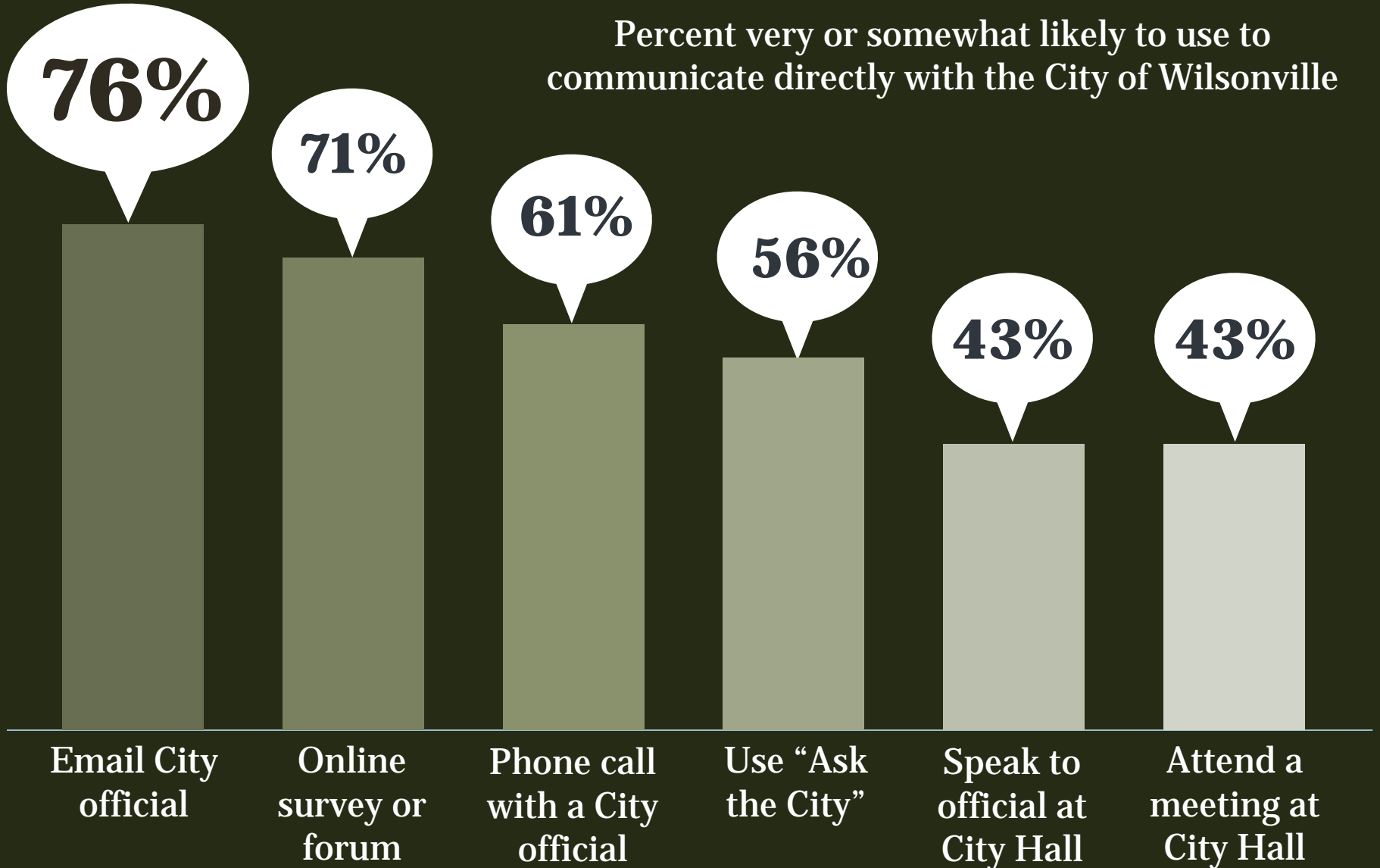
Sources of Information

Percent major or minor source of information regarding Wilsonville City Government



Methods of Communication

Percent very or somewhat likely to use to communicate directly with the City of Wilsonville



Conclusions

Wilsonville is considered a good place to live, and a particularly good place to raise children.

Traffic congestion and roadways are a priority issue for residents, but options for alternative modes of transportation are applauded.

Residents support increasing opportunities for healthy living in Wilsonville.



WILSONVILLE
OREGON

Moving Forward

- Smell the Roses!
 - We live/work in a great place
- Review, analyze data and take action
 - How to increase volunteerism, emergency preparedness?
 - How can survey results inform Council goal-setting?
- Continue to listen, learn
 - Gauge resident satisfaction every two years



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Questions?

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