

THE NCSTM
The National Citizen SurveyTM

Wilsonville, OR
Community Livability Report

2018



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About

The National Citizen Survey™ (The NCS) report is about the “livability” of Wilsonville. The phrase “livable community” is used here to evoke a place that is not simply habitable, but that is desirable. It is not only where people do live, but where they want to live.

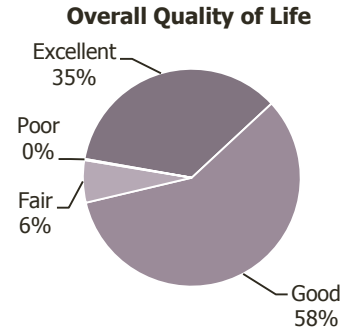
Great communities are partnerships of the government, private sector, community-based organizations and residents, all geographically connected. The NCS captures residents’ opinions within the three pillars of a community (Community Characteristics, Governance and Participation) across eight central facets of community (Safety, Mobility, Natural Environment, Built Environment, Economy, Recreation and Wellness, Education and Enrichment and Community Engagement).

The Community Livability Report provides the opinions of a representative sample of 568 residents of the City of Wilsonville. The margin of error around any reported percentage is 4% for all respondents. The full description of methods used to garner these opinions can be found in the *Technical Appendices* provided under separate cover.



Quality of Life in Wilsonville

Nearly all residents rated the quality of life in Wilsonville as excellent or good. The overall quality of life rating was similar compared to benchmark (see Appendix B of the Technical Appendices provided under separate cover).



Shown below are the eight facets of community. The color of each community facet summarizes how residents rated it across the three sections of the survey that represent the pillars of a community – Community Characteristics, Governance and Participation. When most ratings across the three pillars were higher than the benchmark, the color for that facet is the darkest shade; when most ratings were lower than the benchmark, the color is the lightest shade. A mix of ratings (higher and lower than the benchmark) results in a color between the extremes.

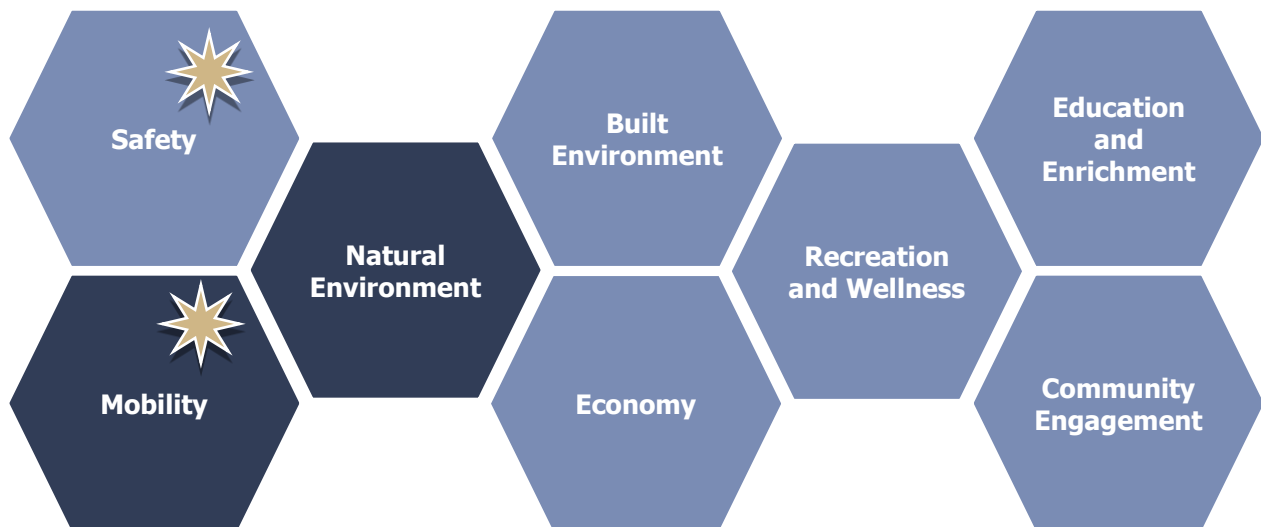
In addition to a summary of ratings, the image below includes one or more stars to indicate which community facets were the most important focus areas for the community. Residents identified Safety and Mobility as priorities for the Wilsonville community in the coming two years. While most of the facets generally received ratings similar to the benchmark comparisons, the areas of Mobility and Natural Environment had many ratings higher than the benchmark comparisons.

This overview of the key aspects of community quality provides a quick summary of where residents see exceptionally strong performance and where performance offers the greatest opportunity for improvement. Linking quality to importance offers community members and leaders a view into the characteristics of the community that matter most and that seem to be working best. Details that support these findings are contained in the remainder of this Livability Report, starting with the ratings for Community Characteristics, Governance and Participation and ending with results for Wilsonville’s unique questions.

Legend

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

- * Most important



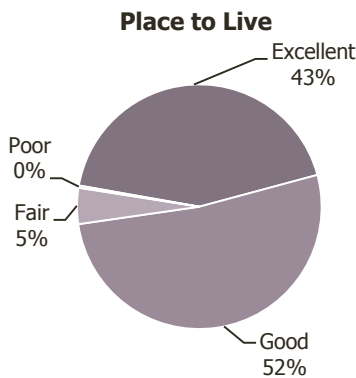
Community Characteristics

What makes a community livable, attractive and a place where people want to be?

Overall quality of community life represents the natural ambience, services and amenities that make for an attractive community. How residents rate their overall quality of life is an indicator of the overall health of a community. In the case of Wilsonville, 95% rated the City as an excellent or good place to live, while 93% felt their neighborhood was an excellent or good place to live. These ratings of Wilsonville and the neighborhood as a place to live were similar to ratings in other communities across the nation.

In addition to rating Wilsonville as a place to live, respondents rated several aspects of community quality. Nearly all respondents (97%) gave positive ratings to Wilsonville as a place to raise children, a rating that was above the benchmark comparison. About 9 in 10 provided high marks to the overall image and overall appearance of Wilsonville, evaluations that were also above the benchmark comparisons. About 8 in 10 considered Wilsonville an excellent or good place to retire, a rating that was similar to the national benchmark.

Delving deeper into Community Characteristics, survey respondents rated over 40 features of the community within the eight facets of Community Livability. All ratings were similar to or higher than benchmark comparisons. One item of particular note is the rating of K-12 education, which was rated as excellent or good by 93% of respondents, higher than the national benchmark. This is likely one of the reasons for the high ratings given to Wilsonville as a place to raise children. More than 90% of respondents considered the aspects of Safety positively, ratings that were similar to the benchmark ratings.



The economic vitality of Wilsonville was viewed positively, with about 8 in 10 respondents judging the overall economic health as excellent or good, higher than the benchmark. Three-quarters of respondents rated Wilsonville as a place to work as excellent or good, also higher than the benchmark. About half considered the employment opportunities in Wilsonville as excellent or good, but this was higher than the national benchmark, and represented an increase from 2018 (see the *Trends over Time* report under separate cover for more information).

Wilsonville residents considered Mobility an important focus area. Ratings of the transportation system were positive, particularly for alternate modes. Overall ease of travel and ease of travel by car were deemed excellent or good by about 7 in 10 and 6 in 10 residents, respectively, ratings that were similar to the benchmark comparisons. Traffic flow was regarded positively by less than half of respondents (38%), but this was similar to what has been observed in communities across the nation. However, 8 in 10 respondents felt the paths & walking trails and ease of walking in Wilsonville were excellent or good, higher than the benchmarks. About two-thirds viewed travel by bicycle or travel by public transportation positively, ratings that were also above the benchmarks.

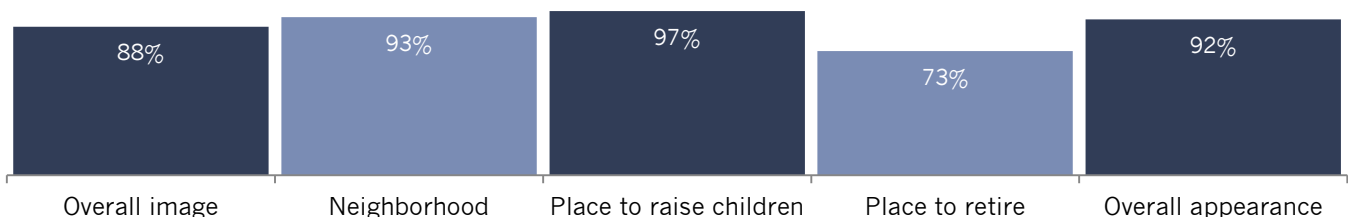
Wilsonville residents considered Mobility an important focus area. Ratings of the transportation system were positive,

There were Community Characteristics items that had decreased from 2014 to 2016, but rebounded in 2018 back to previous levels. These included quality of new development, availability of affordably quality housing, variety of housing options, items related to recreation and wellness and opportunities to participate in community matters.

Percent rating positively (e.g., excellent/good)

Comparison to national benchmark

■ Higher ■ Similar ■ Lower



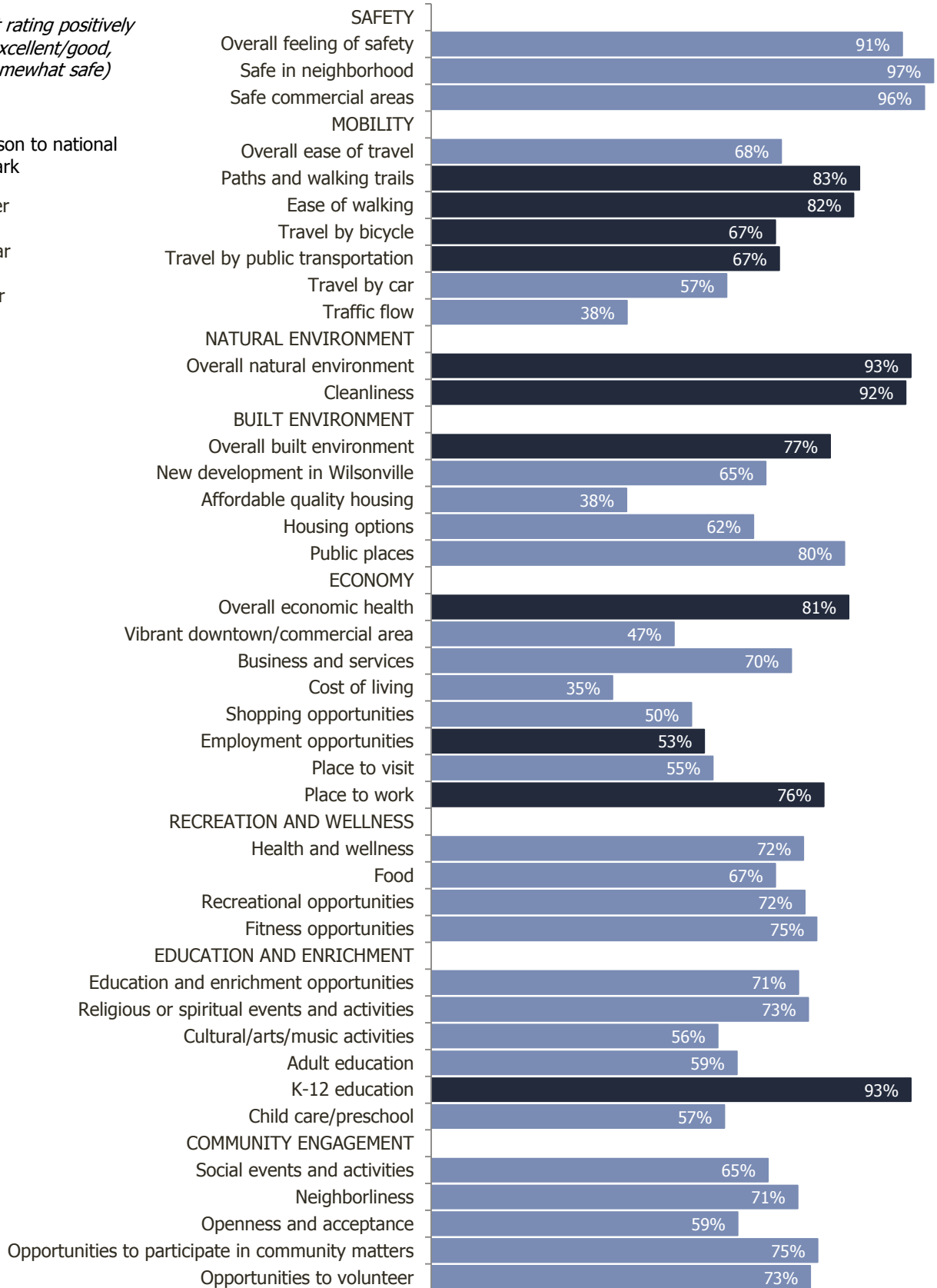
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Figure 1: Aspects of Community Characteristics

*Percent rating positively
(e.g., excellent/good,
very/somewhat safe)*

Comparison to national
benchmark

- Higher
- Similar
- Lower



Governance

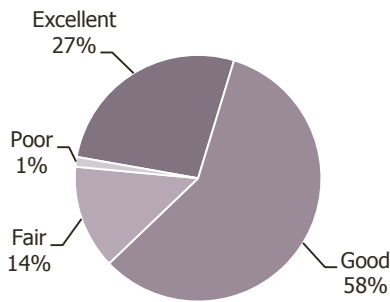
How well does the government of Wilsonville meet the needs and expectations of its residents?

The overall quality of the services provided by Wilsonville as well as the manner in which these services are provided is a key component of how residents rate their quality of life. The overall quality of services provided by the City of Wilsonville was rated as excellent or good by 85% of respondents, a rating that was similar to the national benchmark. This was a much higher rating that what respondents gave to the services provided by the Federal Government, although that rating, too, was similar to the benchmark.

Survey respondents also rated various aspects of Wilsonville’s leadership and governance. Most of these aspects were rated positively by about two-thirds of respondents, and all ratings were similar to or above the benchmark comparisons. In particular, ratings above the benchmark included welcoming citizen involvement, being honest and treating all residents fairly. The customer service provided by City of Wilson employees was considered excellent or good by 8 in 10 respondents, similar to the national benchmark.

Respondents evaluated over 30 individual services and amenities available in Wilsonville. Again, all these ratings were similar to or higher than the national benchmark comparisons. Public information services provided by the City of Wilsonville was rated positively by about 8 in 10 respondents and was higher than the national benchmark comparison. Most of the services related to Mobility, such as street repair and street cleaning, were higher than the benchmark ratings. In fact, the rating for street repair remained higher than the benchmark in spite of declining from 2016 to 2018.

Overall Quality of City Services



City parks, public libraries and fire services were rated especially favorably, but over 9 in 10 respondents, and parks and libraries were above the benchmark ratings.

While most public safety ratings were viewed approvingly by three-quarter of respondents or more, fewer than 6 in 10 gave positive ratings to emergency preparedness. This rating was similar to the benchmark, indicating that lower ratings for this aspect of Safety is pretty typical.

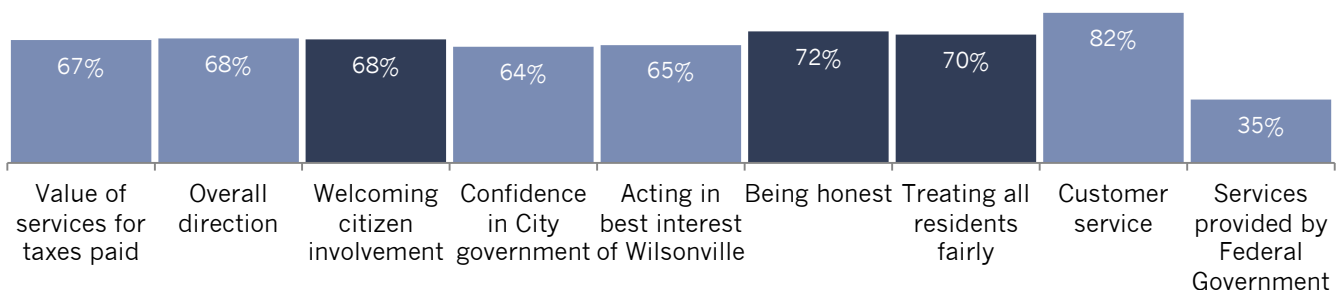
Within the Natural Environment facet, services provided by the City of Wilsonville were graded as excellent or good by 78% to 91% of respondents, with waste management services rated positively by about 9 in 10 respondents. Drinking water was rated positively by 8 in 10 respondents. Natural areas preservation and open space were also

deemed excellent or good by about 8 in 10 respondents, and these ratings were higher than the national benchmarks.

Percent rating positively (e.g., excellent/good)

Comparison to national benchmark

■ Higher ■ Similar ■ Lower



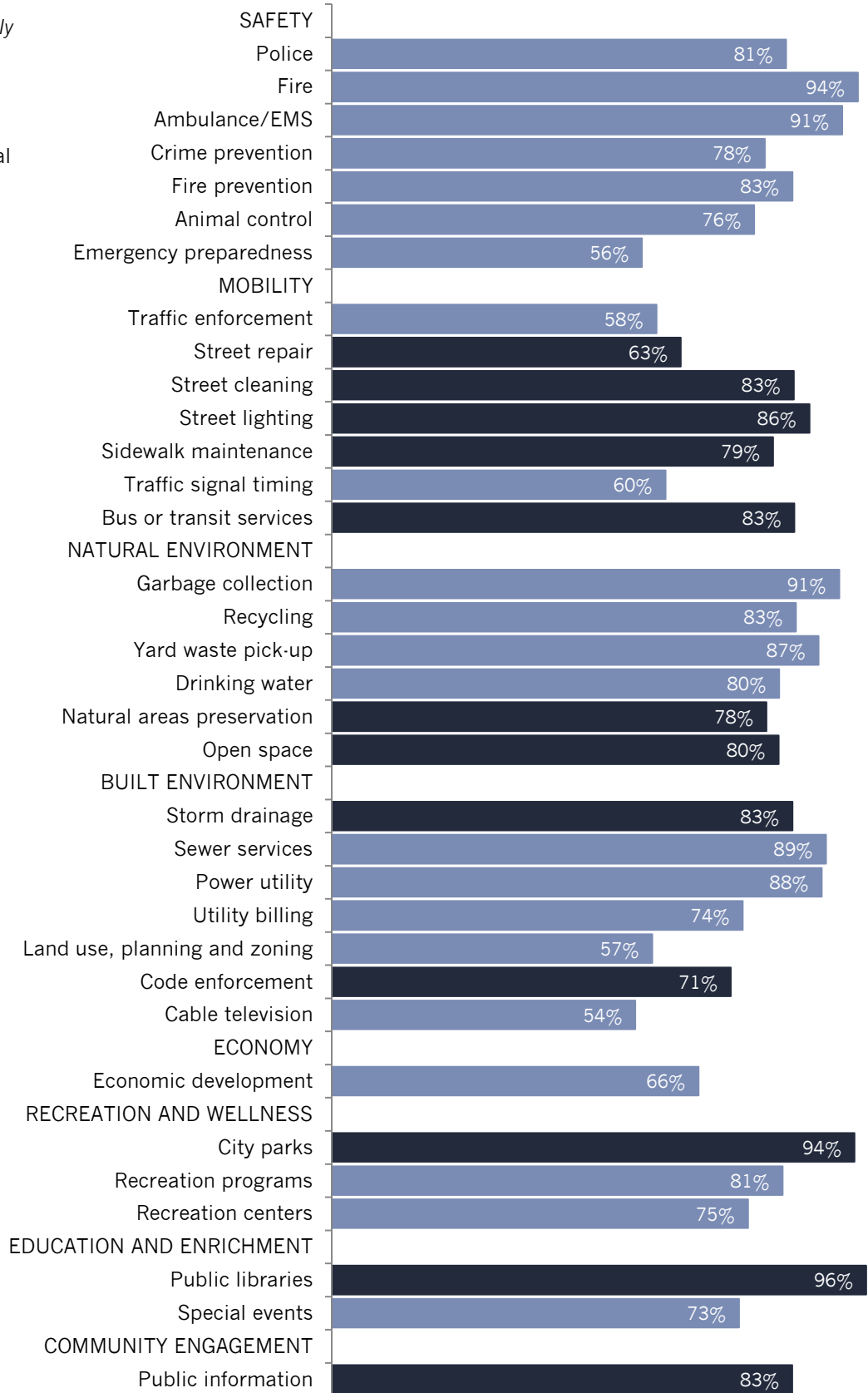
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Figure 2: Aspects of Governance

Percent rating positively
(e.g., excellent/good)

Comparison to national
benchmark

- Higher
- Similar
- Lower



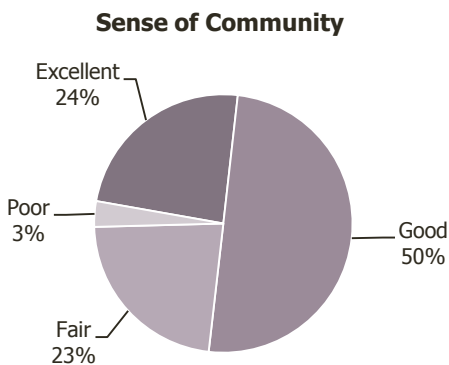
Participation

Are the residents of Wilsonville connected to the community and each other?

An engaged community harnesses its most valuable resource, its residents. The connections and trust among residents, government, businesses and other organizations help to create a sense of community, a shared sense of membership, belonging and history. The sense of community in Wilsonville was rated as excellent or good by about three-quarters of respondents. Whether residents intend to remain in the community in which they reside, and whether they would recommend their community to another are indicators of quality of community. In Wilsonville, 85% of residents reported they were very or somewhat likely to remain in the community and 92% would recommend living in Wilsonville to someone who asks, rates that were similar to the benchmark comparisons.

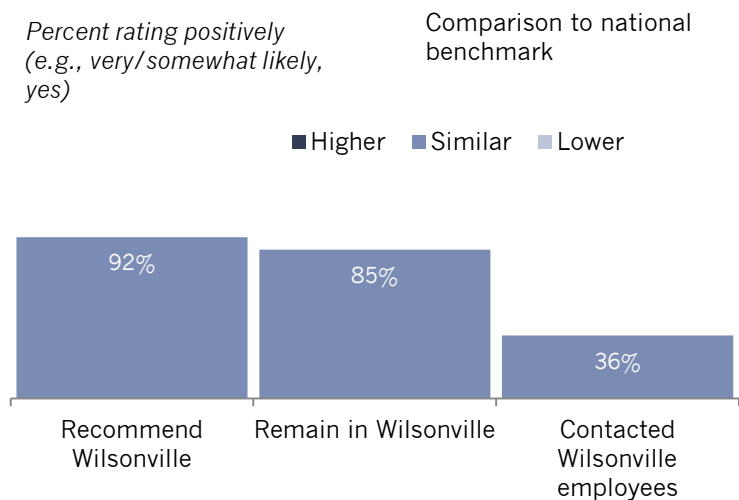
The survey included over 30 activities and behaviors for which respondents indicated how often they participated in or performed each, if at all. While respondents had not been too keen on the job the City does in emergency preparedness, a greater proportion of residents in 2018 had stocked supplies for an emergency (45%) than had in 2016 (39%).

Nearly all (98%) respondents reported recycling at home at least “sometimes,” an amount greater than the national benchmark comparison. As noted earlier, City parks and public libraries were held in high esteem by respondents, and a large proportion used these facilities; three-quarters had visited a Wilsonville public library in the past year, and 93% had visited a City park. These rates were higher than those observed in other communities, on average.



About 3 in 10 respondents reported having volunteered in the last year, and about 3 in 10 had participated in religious or spiritual activities. This was lower than the national benchmarks. Volunteerism rates had declined from 2016.

About two-thirds of respondents reported they walked or biked instead of driving at least sometimes, while about one-quarter of respondents had used public transportation instead of driving at least sometimes. Public transportation and community pedestrian and bicyclist facilities had been rated quite positive by respondents. The reported rates of using these amenities was similar in Wilsonville to the national benchmarks.



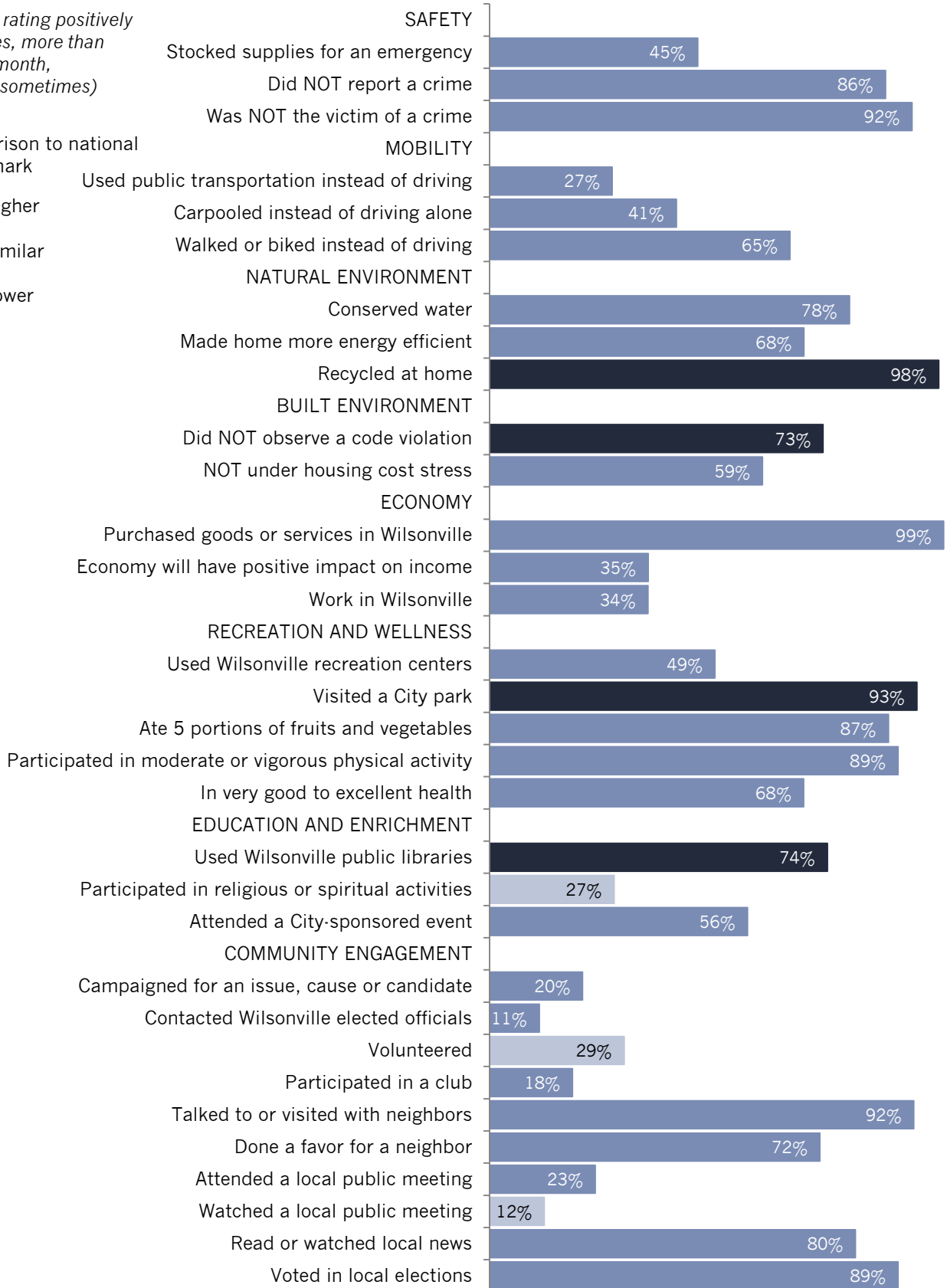
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Figure 3: Aspects of Participation

Percent rating positively
(e.g., yes, more than
once a month,
always/sometimes)

Comparison to national
benchmark

- Higher
- Similar
- Lower



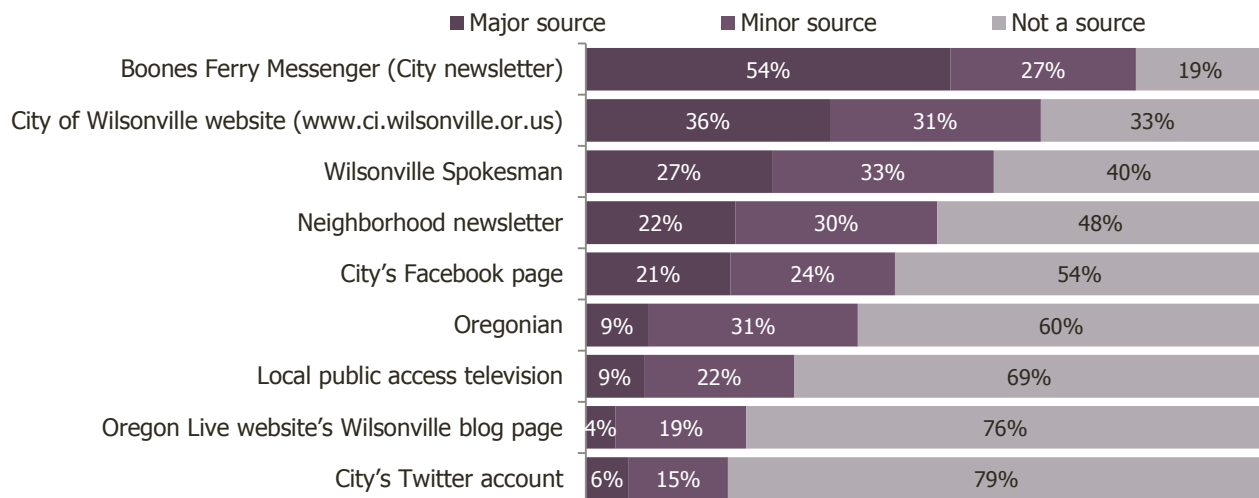
Special Topics

The City of Wilsonville included several questions of special interest on The NCS, covering topics about public information, the role of the City of Wilsonville in facilitating healthy living choices, and resident priorities for the future of Wilsonville.

The most common sources of information for residents about Wilsonville City Government included the City newsletter Boones Ferry Messenger, followed by the City of Wilsonville website. The Wilsonville Spokesman and neighborhood newsletters were also a minor or major source of information for a majority of respondents.

Figure 4: Sources of Information

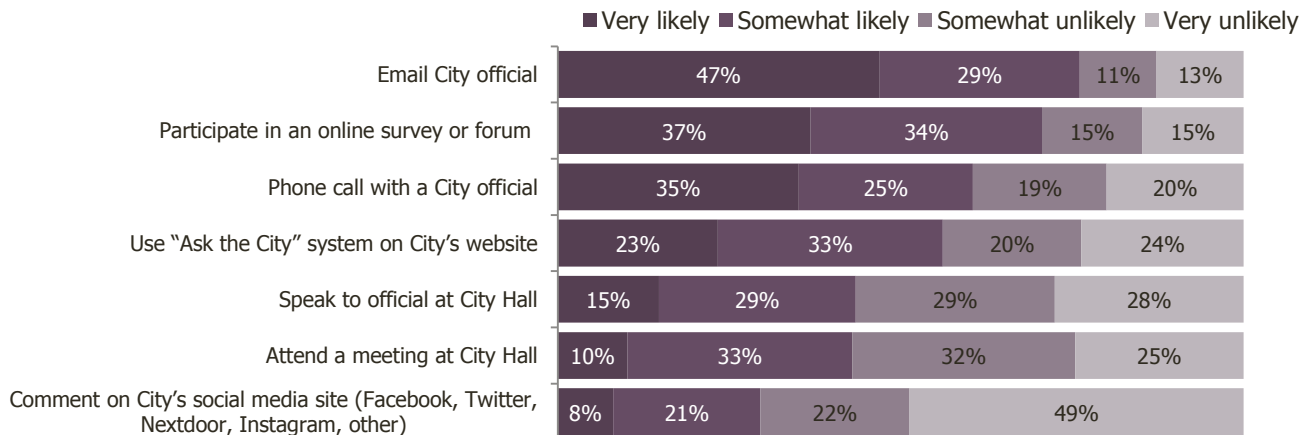
Please indicate whether each of the following is a major source, minor source, or not a source of information regarding Wilsonville City Government:



When asked what methods they would most likely use to communicate directly with the City of Wilsonville, the most common methods cited were email or participating in an online survey or forum, with 70% or more being at least somewhat likely to do each. About 6 in 10 would make a phone call, and 56% would use the “Ask the City” system on the City’s web site. Social media was at least somewhat likely to be used by about 3 in 10 respondents.

Figure 5: Methods of Communication

How likely would you be, if at all, to use each of the following methods when communicating directly with the City of Wilsonville to ask a question or share information?

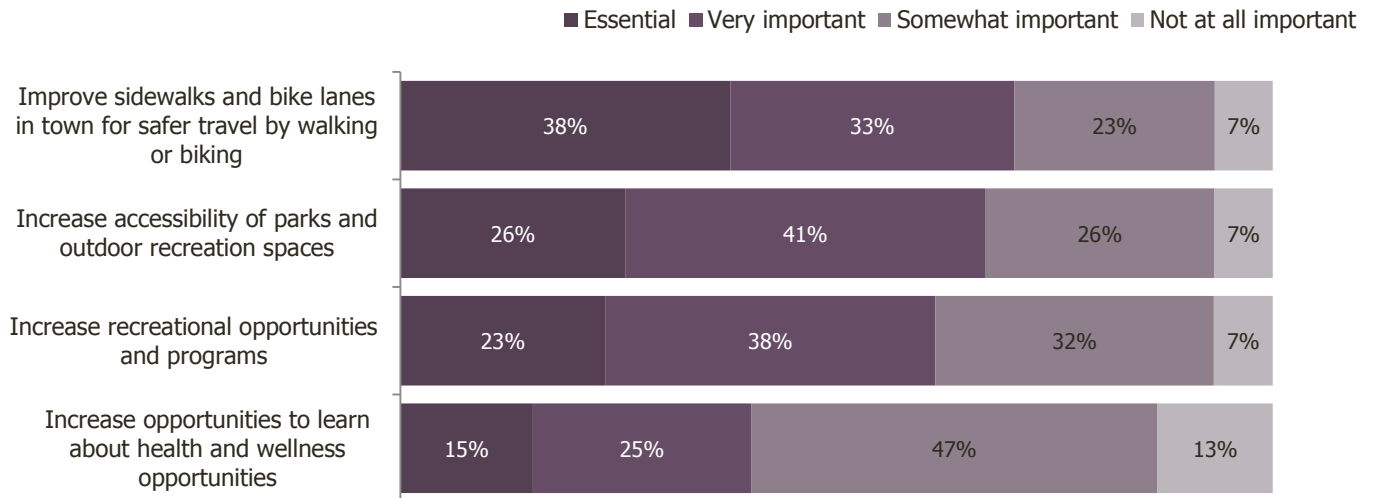


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Those completing the survey were asked how important they felt it was for the City to focus efforts on four activities to promote healthy living choices. About 7 in 10 thought it was essential or very important for the City to improve sidewalks and bike lanes to make active transportation options safer, and two-thirds of respondents felt it was essential or very important to increase the accessibility of parks and outdoor recreation spaces. About 6 in 10 were in favor of increasing recreational opportunities and programs. About 4 in 10 thought it was essential or very important to increase the opportunities learn about health and wellness opportunities.

Figure 6: Healthy Choices

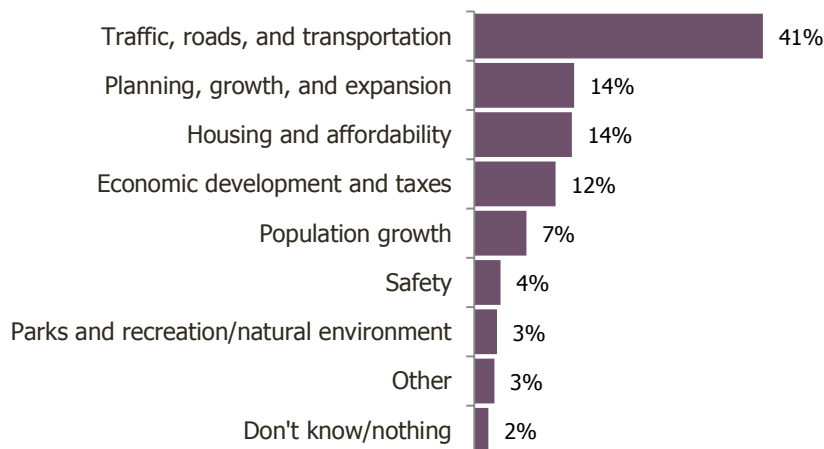
How important to you, if at all, is it that the City focus efforts on each of the following to promote healthy living choices?



The survey provided an opportunity for respondents to answer, in their own words, what they thought was the biggest issue facing the City of Wilsonville over the next five years. The answers provided were classified into broad categories and are summarized in Figure 7 below. The verbatim responses can be found in the report *Open-ended Responses* under separate cover. By far the most frequently cited issue was traffic, roads and transportation, a topic mentioned by 41% of those answering the question. The next most frequently mentioned priorities were housing and affordability, economic development and taxes, and population growth.

Figure 7: Top Priorities

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



Conclusions

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

About 9 in 10 respondents rated the City as an excellent or good place to live and felt their neighborhood was an excellent or good place to live. These ratings of Wilsonville and the neighborhood as a place to live were similar to ratings in other communities across the nation. When asked how likely they would be to recommend living in Wilsonville to someone who asks, 9 in 10 said they would be somewhat or very likely to do so.

Nearly all respondents gave positive ratings to Wilsonville as a place to raise children, a rating that was above the benchmark comparison. High marks were given to K-12 education in the community, considered excellent or good by 93% of respondents, higher than the national benchmark.

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

The survey provided an opportunity for respondents to answer, in their own words, what they thought was the biggest issue facing the City of Wilsonville over the next five years. By far the most frequently cited issue was traffic, roads and transportation, a topic mentioned by 41% of those answering the question. Mobility was also rated as one of the two most important facets for the Wilsonville community to focus on in the next two years.

However, most of the items related to mobility and transportation evaluated by respondents were rated positively and were similar or higher than national benchmark comparisons. Overall ease of travel was rated as excellent or good by about 7 in 10 respondents, and ease of travel by car was considered good or excellent by 6 in 10 respondents, ratings that were similar to the national benchmarks. Traffic flow, however, was considered less positively, a majority giving ratings of only fair or poor, but this rating was similar to the national benchmark.

Of note were the high ratings given to ease of walking and to the paths and trails in Wilsonville. These were each rated as good or excellent by 8 in 10 respondents, higher than the benchmark comparisons. Two-thirds of respondents viewed travel by bicycle or travel by public transportation positively, ratings that were also above the benchmarks.

Residents support increasing opportunities for healthy living in Wilsonville.

Survey participants were asked how important they felt it was that the City focus efforts to promote healthy living choices. About two-thirds of respondents considered it essential or very important for the City to improve sidewalks and bike lanes to make travel by walking or biking safe, and to increase accessibility of parks and outdoor recreation spaces.

As noted earlier, the existing situation for walking and biking was viewed positively, but residents indicated support for encouraging these active forms of transportation.

Opportunities for recreation and fitness were viewed positively by about three-quarters of respondents, and City parks were rated excellent or good by 94% of respondents, but again, residents indicated support for encouraging access to these amenities and opportunities.