

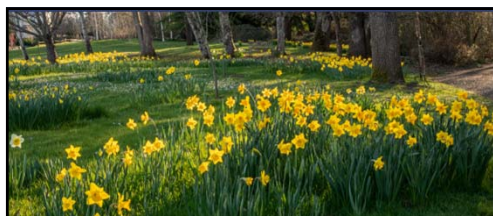


2024 Community Survey

RESULTS AND KEY TAKEAWAYS

AUGUST 5, 2024

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About the Survey

 National
Research
Center

 Polco



Collaboration

with Polco and the
National Research Center
(since 2012)



Direct Feedback

from community
informs strategic
planning, budget
and land use decisions



Data Gathered Every 2 Years

Tracks trends over time,
identifies opportunities to
improve performance

Data Comparison

Measure Wilsonville's
performance against
benchmark results
from 500+ U.S. communities
Where NCS Surveys are
administered



Visit www.polco.us to learn more

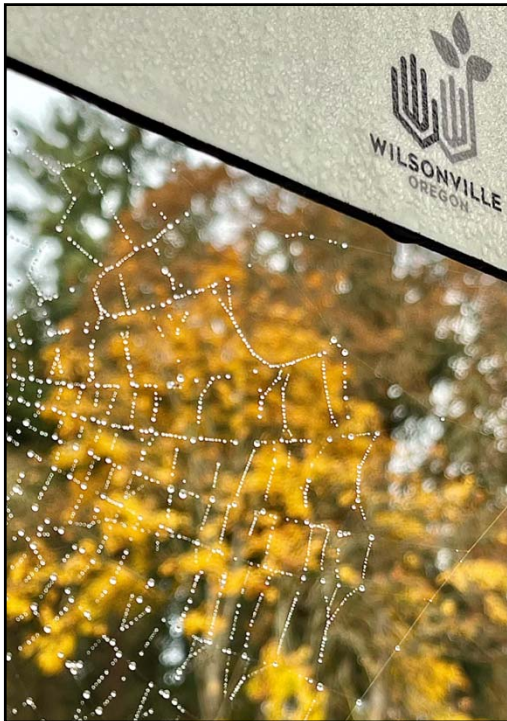
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Survey Methodology

- Survey conducted March 8-April 19, 2024
- Addresses Randomly Selected
 - 3,000 received survey by mail (422 surveys returned)
- Data is weighted to reflect community at large
 - Some groups (white, high-earners, homeowners & women) are over-represented in the data set.
 - Increasing the weight of data from under-represented populations while decreasing the weight of data from over-represented groups, provides summary data that more accurately reflects the community's make-up.

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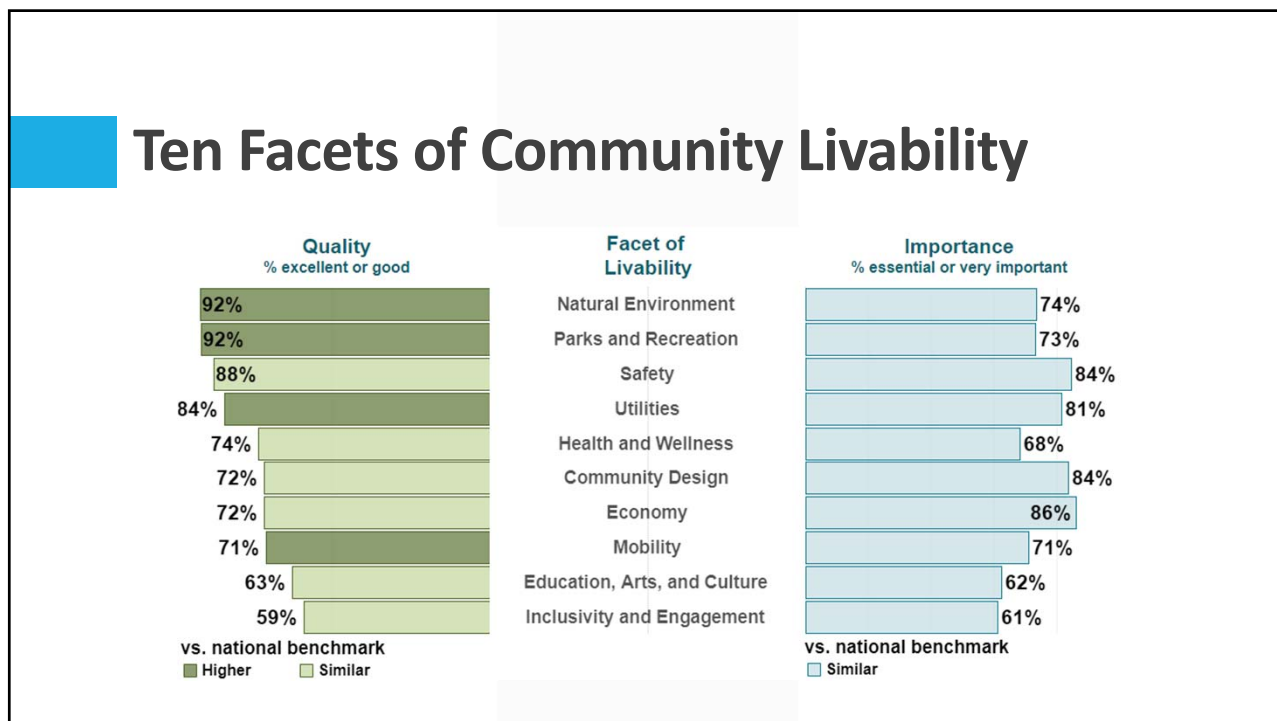
Data Presentation

- % score = percentage of respondents who provided a positive response to a question:
 - quality of program/service = 'excellent' or 'good'
 - Importance of a program = 'essential' or 'very important'
- Level of Confidence = 95% (+/- 5% MOE)
 - Any answer within 10% of a benchmark is 'similar'

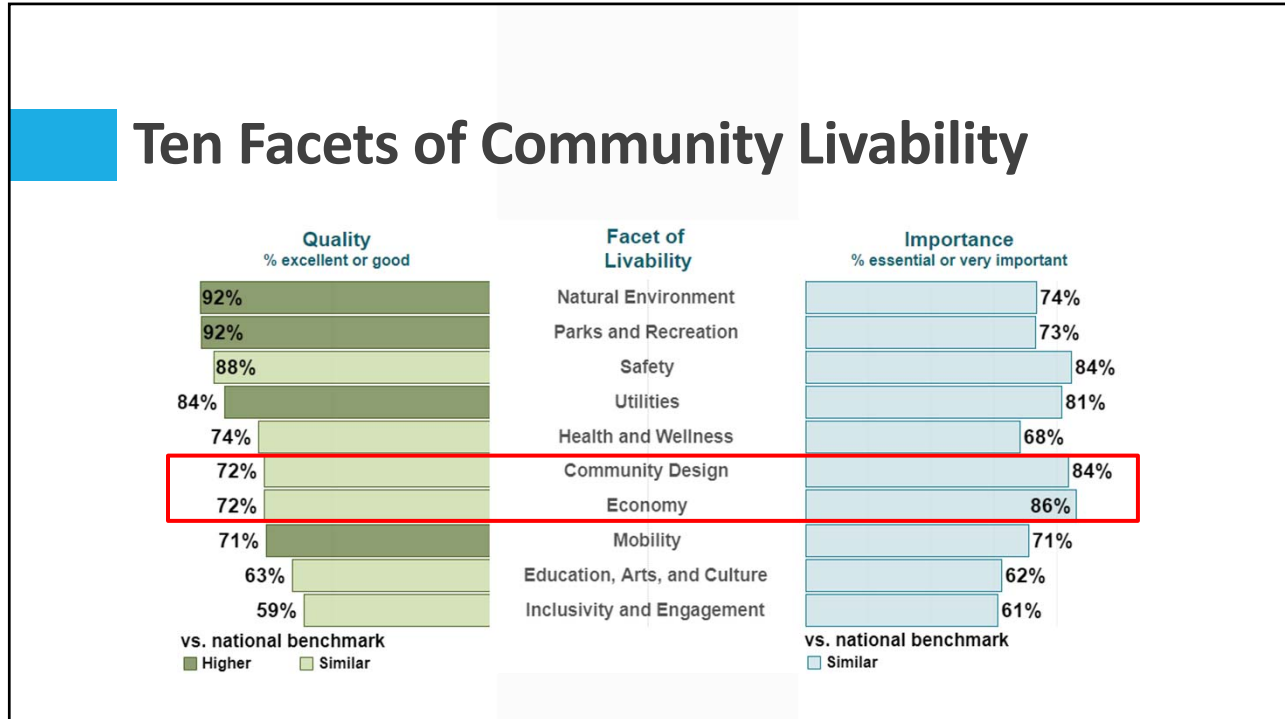
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Wilsonville vs. National Benchmarks

- The survey asked residents to make 123 evaluative ratings.
- Most results (92) were within 10% of national benchmarks.

29
received more positive ratings

2
received more negative ratings

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Comparisons to 2022 Survey Results

- Where increases/decreases were statistically significant:



22
ratings were
more positive
In 2024



10
ratings were
more negative
In 2024



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Significant Changes Since 2022

Highest Increases in ratings	2022	2024	% Increase
Wilsonville community valuing/respecting residents from diverse backgrounds	61%	78%	17%
Emergency preparedness	62%	78%	16%
Variety of housing options	40%	52%	12%
Openness and acceptance of the community toward people of diverse backgrounds	57%	69%	12%
Attracting people from diverse backgrounds	50%	62%	12%

Highest decreases in ratings	2022	2024	% Decrease
Snow removal	73%	54%	19%
Power utility	93%	80%	13%
Sidewalk maintenance	78%	66%	11%
Utility billing	79%	68%	11%

% = respondents who rated quality of program/service as 'excellent' or 'good'

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Council Goals & Actions are Affecting Change

- **DEI Committee Established (2021)**
'Respecting/Valuing Residents from Diverse Backgrounds' up 17%
- **Wilsonville Ready Campaign (2022)**
'Emergency Preparedness' up 16%
- **Affordable Housing Programs/Policies**
'Variety of Housing Options' up 12%
- **Establishment of Overnight Camping Regs.**
'Takes Care of Most Vulnerable Residents' up 6%



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Key Findings



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SMART Transit Continues to Deliver

Key Finding #1

- Bus or Transit Services 81%
- Ease of Travel by Public Transit 71%

In both categories, Wilsonville scored much higher than benchmark; **among top 10** of communities surveyed.

% = those who responded 'excellent' or 'good'

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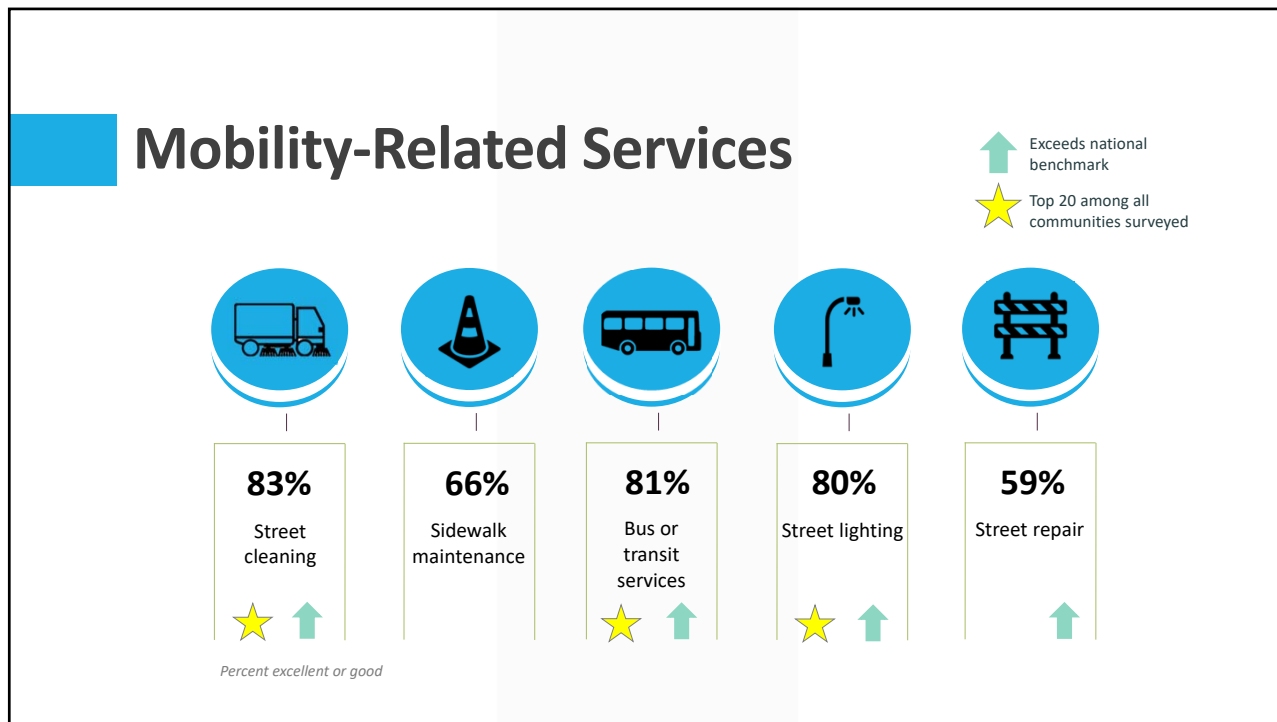
High Marks for All Modes of Mobility

- Ease of Public Parking 82% ↑
- Ease of Travel by Car 77%
(= highest % ever)
- Ease of Walking 75%
- Ease of Bicycle Travel 72% ↑
- Ease of Travel by Public Transportation 71% ↑

↑ Exceeds national benchmark




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Overall Health & Wellness High

Key Finding #3

- City Parks 91% ↑
- Overall Health 76%
- Cleanliness 88% ↑
- Quality of Natural Environment 92% ↑

↑ Exceeds national benchmarks


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Many Feeling the Economic Pinch

Key Finding #4

		<u>percentile</u>
City's overall economic health	72%	60 th
Affordable high-speed internet access	67%	91 st
Availability of affordable quality food	54%	41 st
Availability of affordable quality health care	53%	40 th
Availability of affordable quality preschool/childcare	37%	34 th
Availability of affordable quality mental health care	33%	30 th
Local cost of Living	32%	32 nd
Availability of affordable quality housing	26%	44 th

1 in 4 residents expressed optimism about economic impact over next 6 months (just 1 in 6 expressed optimism in 2022)



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Key Finding #5

A City of Great Services



Library Services



Drinking Water



Parks



Fire Services



Recycling/Yard Waste



Utility Infrastructure

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Key Finding #5

A City of Great Services



Library Services ★



Drinking Water ★



Parks ★



Fire Services



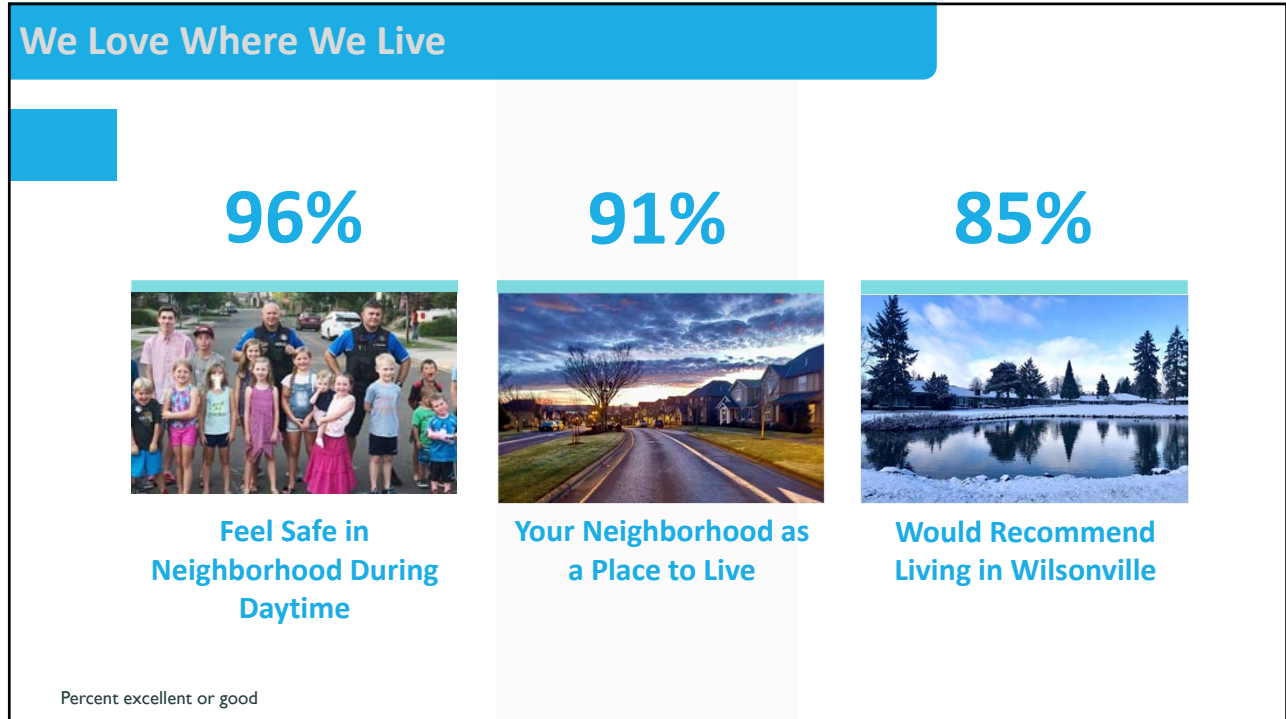
Recycling/Yard Waste ★



Utility Infrastructure ★

★ Exceeds national benchmark

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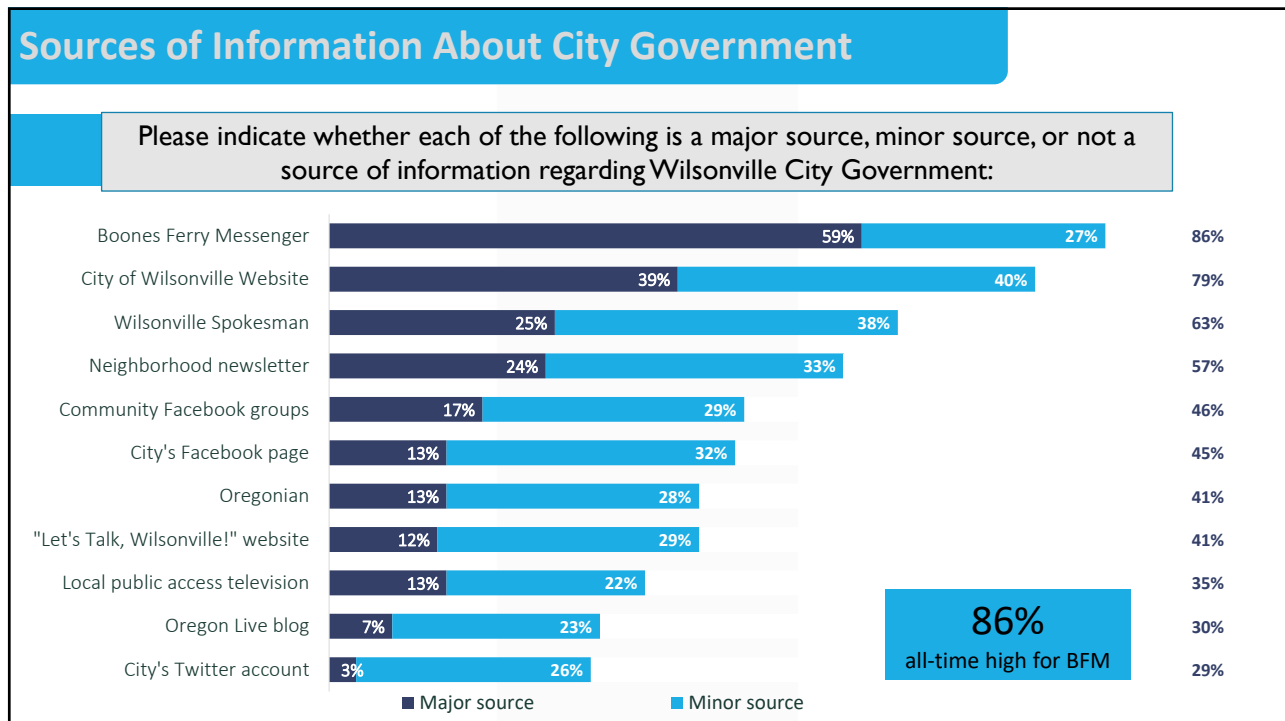


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Additional Questions



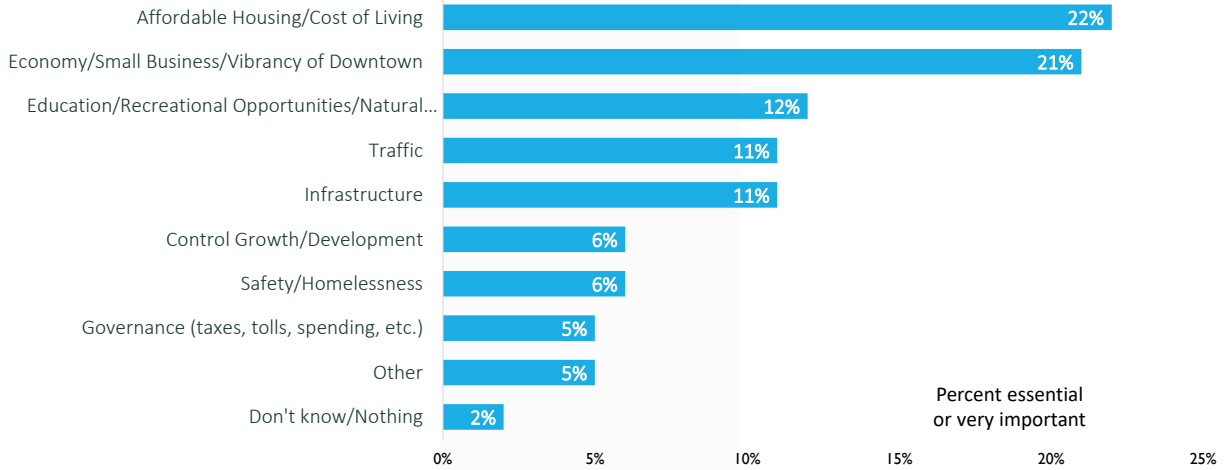
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City Priorities Over the Next Five Years

What do you think are the biggest priorities facing the City of Wilsonville over the next five years?



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Open-Ended Responses



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Priorities: Open-Ended Responses



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Open-Ended Responses

Cost of Living / Affordable Housing	Vibrancy of Downtown
<p>“Every house being built is now unreachable for the everyday person (as in close to a million dollars).”</p>	<p>“The empty buildings are not only an eyesore, but means we lack good options for shopping, eating, childcare.”</p>
<p>“I am an engineer with a great salary and can barely afford my rent; I simply can't buy a house in Wilsonville.”</p>	<p>“Redevelopment of Town Center into a more cohesive, residential/commercial use area with a vibrant downtown feel.”</p>
<p>“They do not make smaller homes any more. What happened to two bedroom houses? I need to be able to buy a house in the \$200-250k range. Impossible nowadays!”</p>	<p>“Planning for a real "downtown" area, with more recreational opportunities (public pool, recreation center) and good use of the old Fry's and Regal Theater land.”</p>

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Open-Ended Responses (cont.)

Recreation/Natural Environment	Traffic
“We desperately need somewhere for kids and adults to expend energy!”	“Addressing the Boone Bridge to make it safe in the case of an earthquake and improve the huge bottleneck of traffic we see on I5 on a daily basis .”
“Making the Willamette River more accessible and enhancing tourist opportunities.”	“Make sure trees and bushes do not obscure oncoming traffic at street corners, public parking lots (grocery stores, etc.) and driveways.”
“I would really love to see the city of Wilsonville add some single track mountain biking trails throughout the west side of town.”	“The Stafford/65th/Elligsen was bad and is worse now with the Boeckman closure.”

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Summary of Findings

HIGHLIGHTS

- The Council’s directives and policies correlate to increased awareness and/or confidence.
- Investment in SMART, mobility has generated high satisfaction among residents.
- Most core City services/amenities rate higher than the national benchmark.
- Trust in local governance is high



CHALLENGES

- The City lacks a vibrant downtown, and is in need of more quality retail/restaurants, etc.
- While there is more optimism about the economy, many residents continue to feel the pinch

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Wilsonville Provides a High Quality of Life

- Overall feeling of safety 88%
- Wilsonville as a place to live 87%
- Overall quality of life 86%
- Recommend living here 85%
- As a place to raise kids 85%
- Overall image/reputation 81%

% = percent who answered positively.

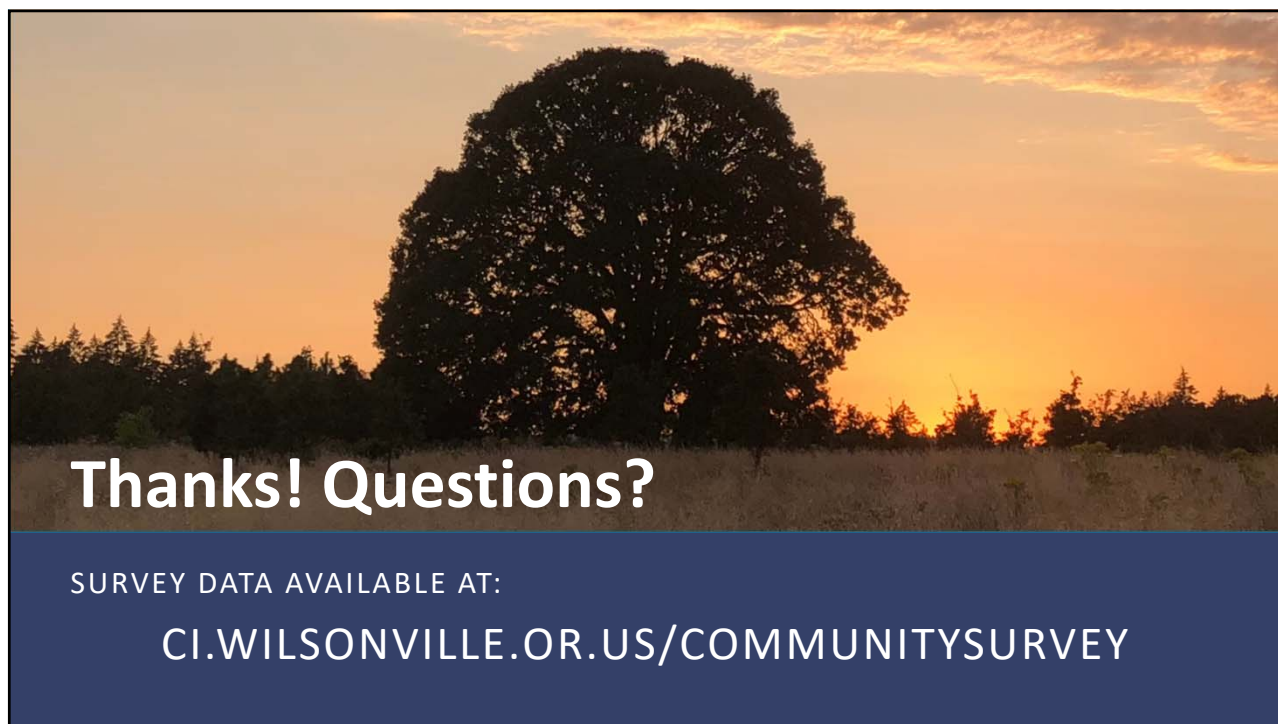


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THANKS TO PARTICIPANTS IN THE
"BEST OF WILSONVILLE" PHOTO CONTEST
FOR THEIR AMAZING IMAGES

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Thanks! Questions?

SURVEY DATA AVAILABLE AT:

[CI.WILSONVILLE.OR.US/COMMUNITYSURVEY](https://ci.wilsonville.or.us/communitysurvey)