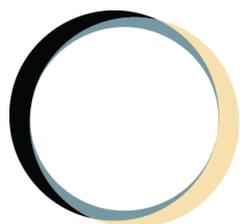


THE NCSTM
The National Citizen SurveyTM

Wilsonville, OR
Community Livability Report

FINAL
2016



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The National Citizen Survey™
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The NCS™ is presented by NRC in collaboration with ICMA.

NRC is a charter member of the AAPOR Transparency Initiative, providing clear disclosure of our sound and ethical survey research practices.

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).

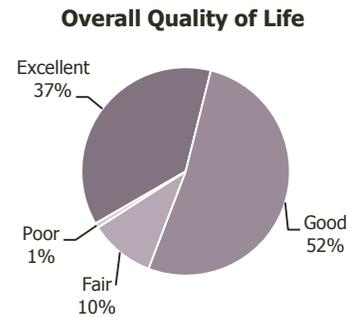
The Community Livability Report provides the opinions of a representative sample of 536 residents of the City of Wilsonville. The margin of error around any reported percentage is 4% for the entire sample. The full description of methods used to garner these opinions can be found in the *Technical Appendices* provided under separate cover.



Quality of Life in Wilsonville

Most residents rated the quality of life in Wilsonville as excellent or good. This rating was similar to the national benchmark comparison (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.



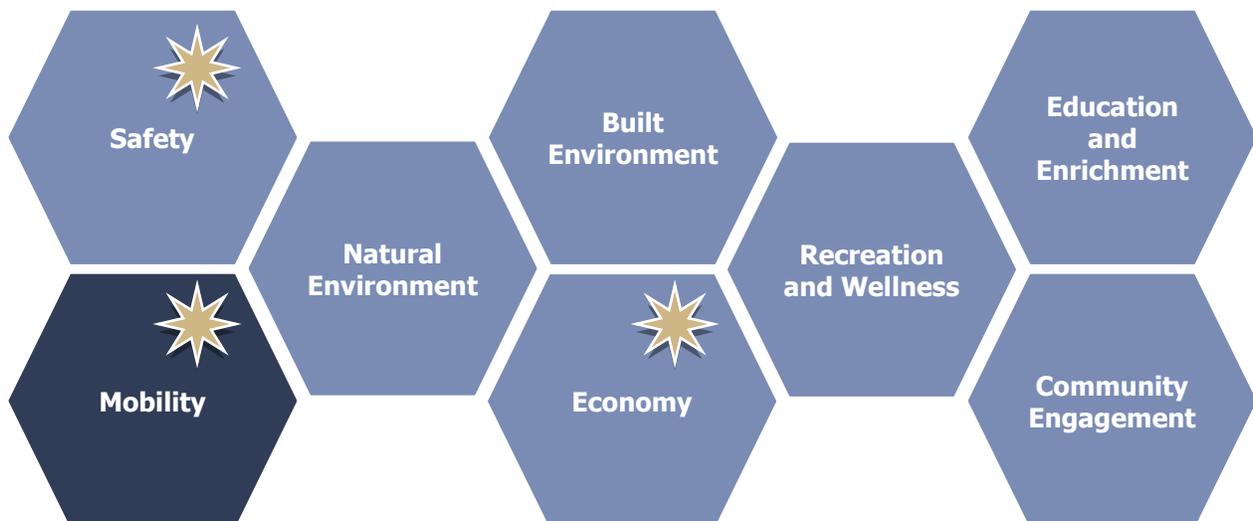
In addition to a summary of ratings, the image below includes one or more stars to indicate which community facets were the most important focus areas for the community. Residents identified Safety, Mobility and Economy as priorities for the Wilsonville community in the coming two years. It is noteworthy that Wilsonville residents gave strong ratings to Mobility. Ratings for all other facets were positive and similar to other communities. 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, 93% rated the City as an excellent or good place to live. Respondents' ratings of Wilsonville as a place to live were similar to ratings in other communities across the nation.

In addition to rating the City as a place to live, respondents rated several aspects of community quality including Wilsonville as a place to raise children and to retire, their neighborhood as a place to live, the overall image or reputation of Wilsonville and its overall appearance. About 9 in 10 respondents gave positive ratings to Wilsonville as a place to raise children and to the overall appearance of the City. These ratings were higher than the national benchmark, along with the rating for Wilsonville's overall image (84% excellent or good).

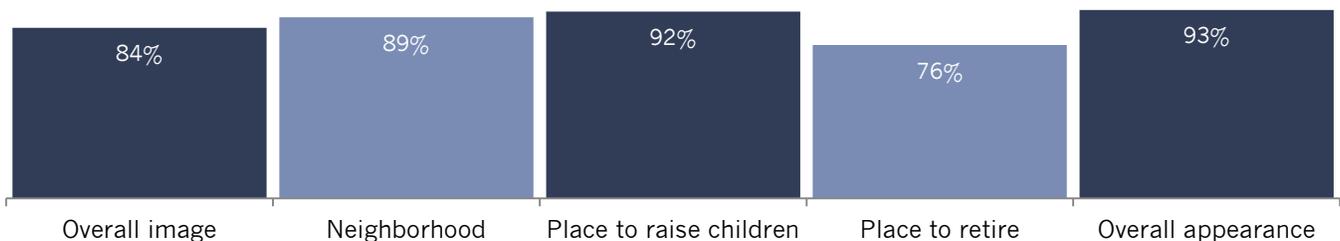
Delving deeper into Community Characteristics, survey respondents rated over 40 features of the community within the eight facets of Community Livability. Almost all aspects of Community Characteristics were rated positively by a majority of respondents and were similar to or higher than the national benchmarks. About 9 in 10 or more residents were pleased with all aspects of Safety and Natural Environment, with a number of ratings higher than the national benchmarks: overall feeling of safety, overall natural environment and cleanliness. Many aspects of Mobility also had higher ratings than in comparison communities, including the availability of paths and walking trails, ease of walking, travel by bicycle and travel by public transportation; however, ratings for travel by car and public transportation decreased from 2014 to 2016 (see *Trends over Time* report provided under separate cover). Ratings for Built Environment varied, with at least three-quarters of residents positively rating the overall built environment and public places higher than the national benchmark, but only 22% of residents rating the availability of affordable quality housing as excellent or good. This rating was lower than the national comparison and decreased over time from 2014 to 2016. Within the facet of Economy, about three-quarters of residents rated Wilsonville as an excellent or good place to work, a rating higher than those seen around the country. Ratings for Recreation and Wellness, Education and Enrichment and Community Engagement tended to be similar to benchmark comparisons and positively rated by at least half of survey respondents.



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

Comparison to national benchmark

■ Higher ■ Similar ■ Lower



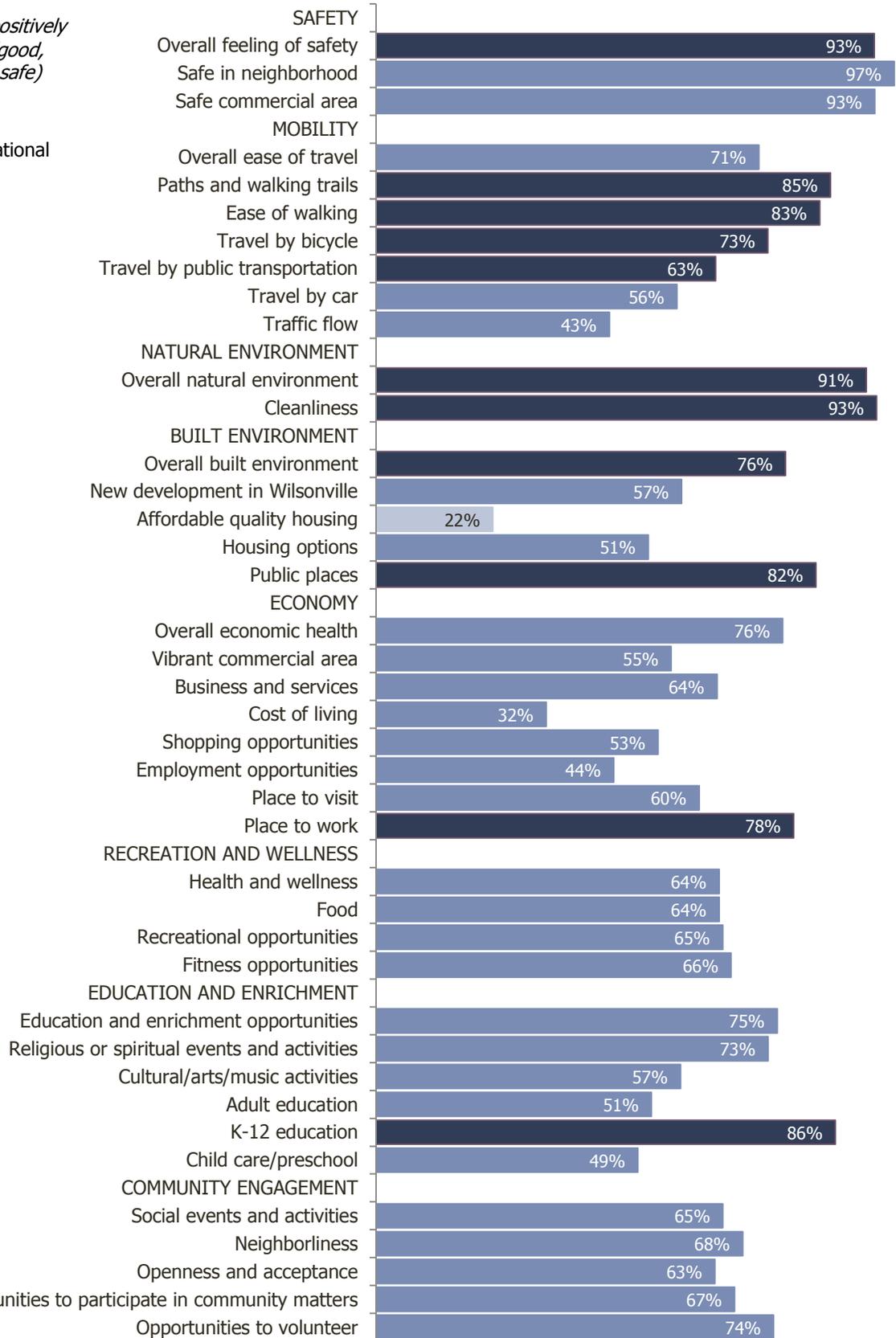
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Figure 1: Aspects of Community Characteristics

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

Comparison to national
benchmark

- Higher
- Similar
- Lower



Governance

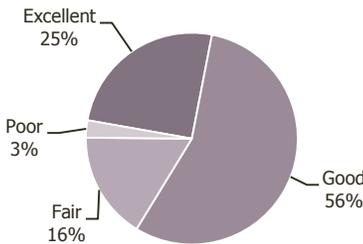
How well does the government of Wilsonville meet the needs and expectations of its residents?

The overall quality of the services provided by Wilsonville as well as the manner in which these services are provided are a key component of how residents rate their quality of life. About 4 in 5 respondents gave excellent or good ratings to the overall quality of services provided by Wilsonville, while about 2 in 5 gave positive ratings to the services provided by the Federal Government; ratings for both were similar to the national benchmarks.

Survey respondents also rated various aspects of Wilsonville’s leadership and governance. About 6 in 10 respondents or more gave excellent or good ratings to the overall direction of the government, the City welcoming citizen involvement, confidence in Wilsonville government, acting in the best interest of the community and treating all residents fairly and 8 in 10 thought highly of the customer service provided by City employees. These ratings were all similar to the national benchmark comparison. Evaluations for the overall direction, confidence in City government, value of services for taxes paid and being honest declined from 2014 to 2016.

Respondents evaluated over 30 individual services and amenities available in Wilsonville. A majority of respondents gave positive ratings to all aspects of Governance. Aspects and services positively rated by about 8 in 10 or more residents included fire, ambulance/EMS, fire prevention, street cleaning, street lighting, garbage collection, recycling, yard waste pick-up, drinking water, sewer services, power utility, City parks and public libraries. Items within the aspect of Mobility were scored particularly positively: about 7 in 10 or more rated street repair, street cleaning, street lighting, sidewalk maintenance and bus or transit services as excellent or good; all of these ratings were higher than those seen in comparison communities. Ratings for emergency preparedness, land use planning, and zoning and cable television were the lowest; however, even these were rated positively by at least half of respondents and were similar to other communities. Marks for traffic enforcement, natural areas preservation, recreation programs and centers and special events were lower in 2016 than in 2014.

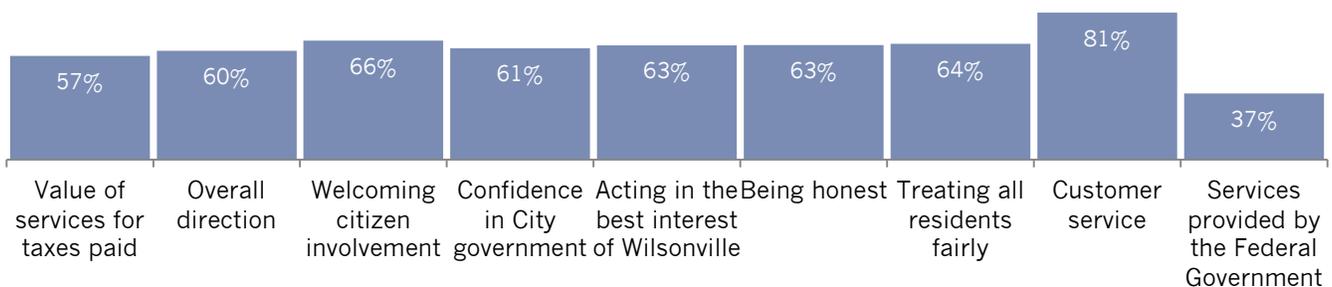
Overall Quality of City Services



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

Comparison to national benchmark

■ Higher ■ Similar ■ Lower



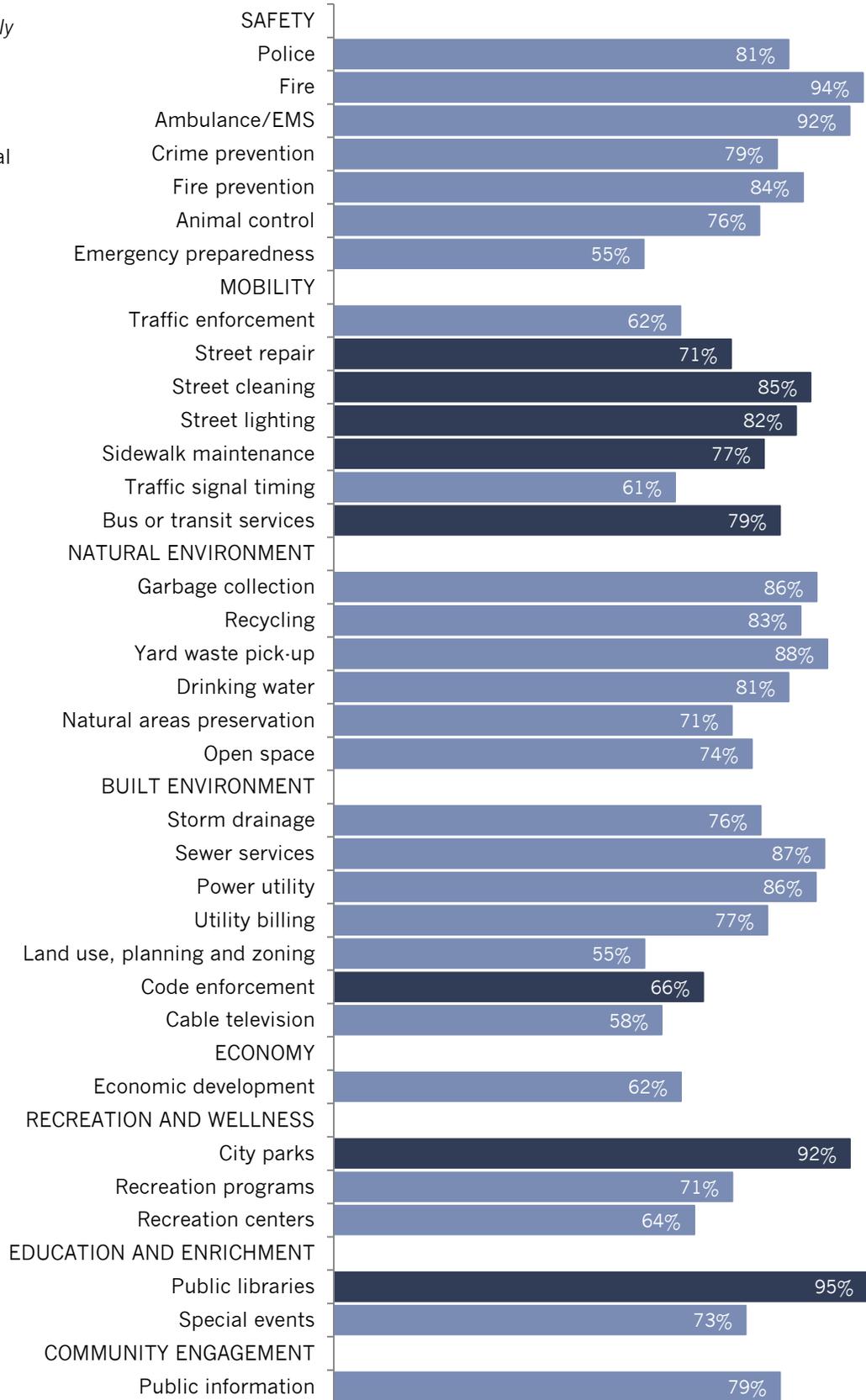
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Figure 2: Aspects of Governance

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

Comparison to national
benchmark

- Higher
- Similar
- Lower



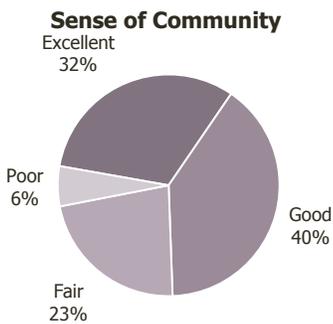
Participation

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. About 7 in 10 respondents gave excellent or good ratings to the sense of community in Wilsonville. At least 4 in 5 respondents were likely to recommend living in Wilsonville and planned to remain in Wilsonville for the next five years, rates were similar to those across the nation. Fewer residents indicated that they planned to remain in Wilsonville in 2016 compared to 2014.

The survey included over 30 activities and behaviors for which respondents indicated how often they participated in or performed each, if at all. Rates of Participation for Safety, Economy, Recreation and Wellness and Community Engagement tended to be similar to those seen across the nation. Within these facets, at least 9 in 10 or more reported that they were not the victim of a crime, had purchased goods or services in the City, ate five portions of fruits and vegetables, participated in moderate or vigorous physical activity and talked to or visited with their neighbors. Within Mobility, about 7 in 10 respondents indicated that they had walked or biked instead of driving, a rate higher than the national comparison. Almost all residents reported that they had recycled at home, which was also a level higher than those reported across the nation. Rates varied within Built Environment: more than 7 in 10 indicated they did NOT observe a code violation (higher than the national benchmark), while

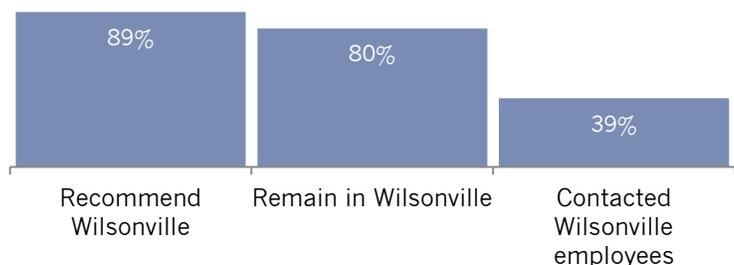
only roughly half were NOT under housing cost stress (lower than the national benchmark); more residents reported they were under housing cost stress in 2016 compared to 2014. Ratings within Education and Enrichment also tended to vary. Around three-quarters of respondents had used Wilsonville public libraries, a level higher than those seen around the nation, while only about 3 in 10 residents participated in religious or spiritual activities, a rate lower than residents in comparison communities.



Percent rating positively
(e.g., very/somewhat likely,
yes)

Comparison to national
benchmark

■ Higher ■ Similar ■ Lower



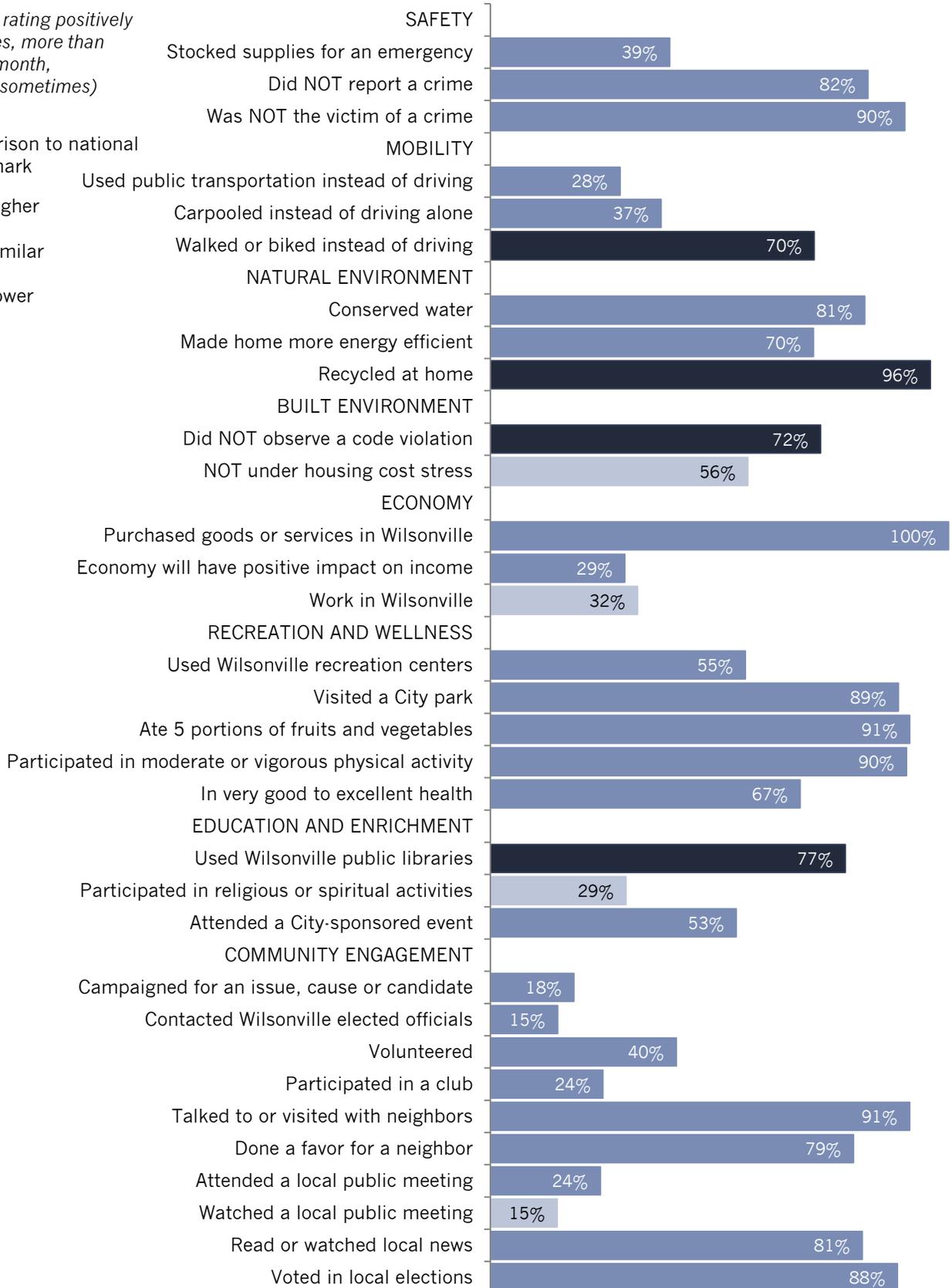
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Figure 3: Aspects of Participation

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

Comparison to national
benchmark

- Higher
- Similar
- Lower

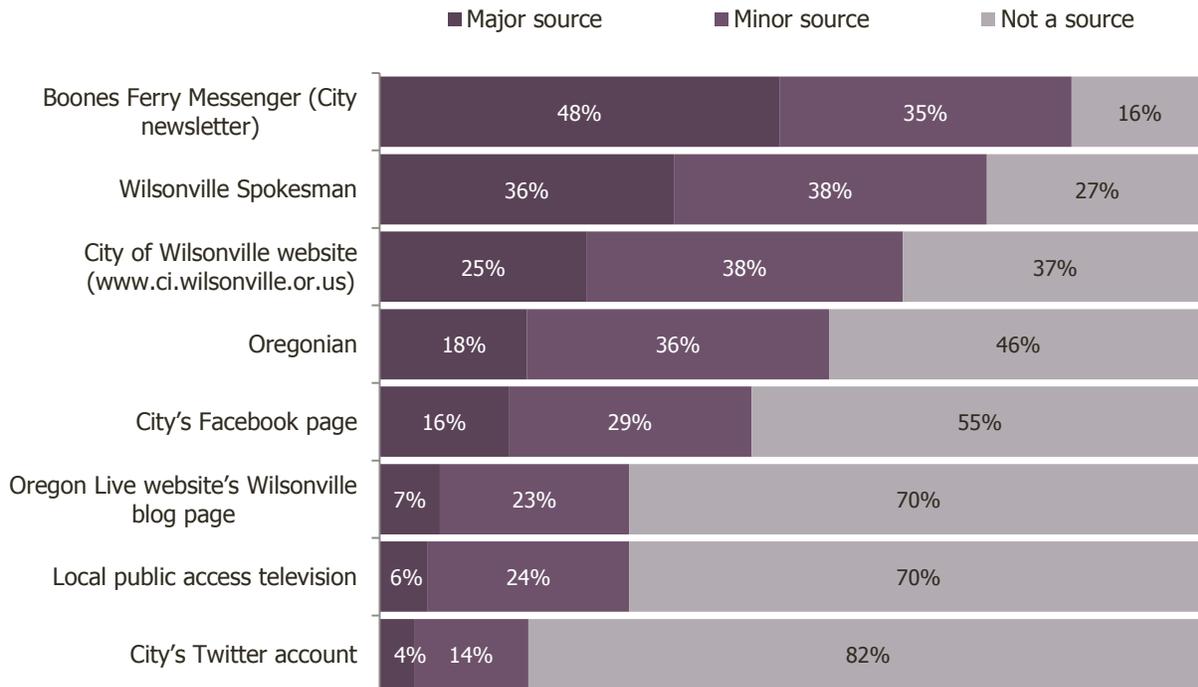


Special Topics

The City of Wilsonville included four questions of special interest on The NCS. The first question asked residents about possible sources of information on City government in Wilsonville. More than 8 in 10 residents considered the Boones Ferry Messenger a major or minor source of information. Around 7 in 10 participants indicated the Wilsonville Spokesman was a major or minor source, while about 6 in 10 used the City of Wilsonville website as a major or minor source of information. Fewer than 2 in 10 had used the City’s Twitter account as a source of information.

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:

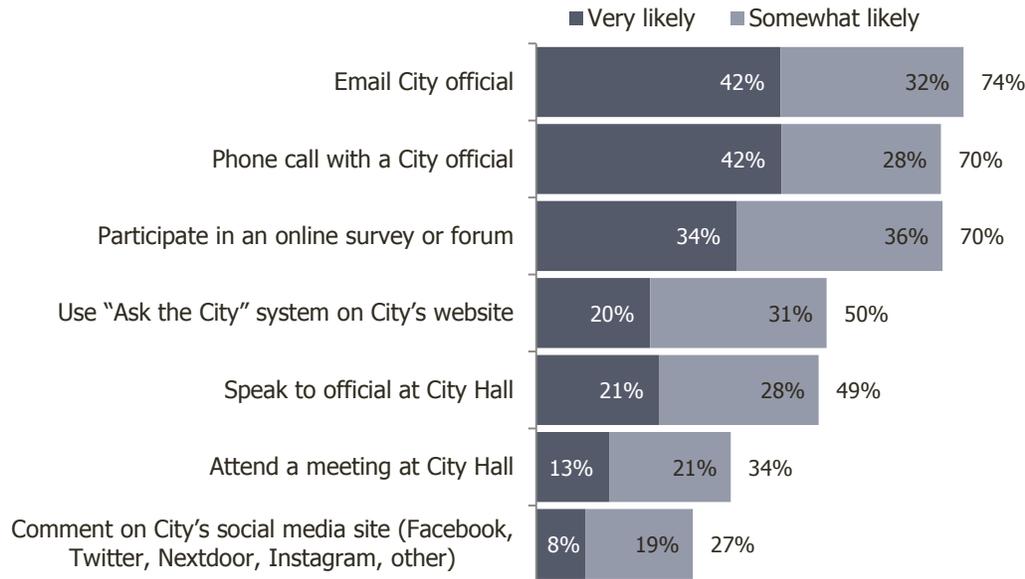


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Wilsonville’s second question asked residents about their likelihood of interacting directly with the City to ask a question or share information via different methods of communication. Nearly three-quarters of residents stated they were very or somewhat likely to email a City official and about 7 in 10 respondents would be likely to have a phone call with a City official or participate in an online survey or forum. Participants reported they were less likely to attend meetings at City Hall or comment on the City’s social media sites.

Figure 5: Methods of Communication

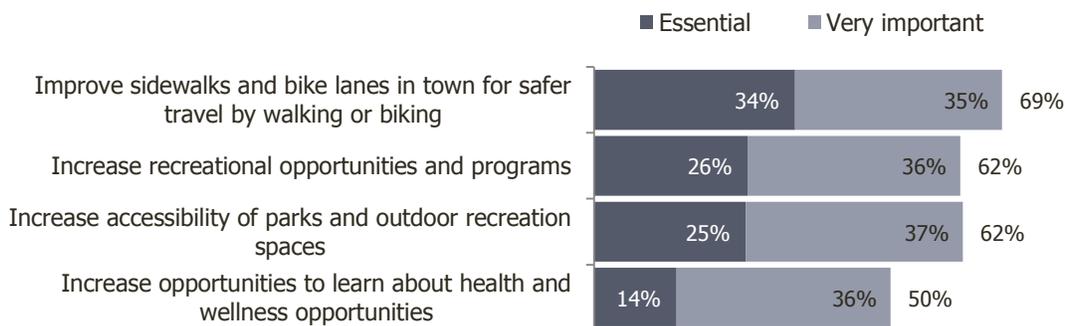
How likely would you be, if at all, to use each of the following methods when communicating directly with the City of Wilsonville to ask a question or share information?



The third question asked residents to indicate the importance of the City focusing on particular projects to promote healthy living choices. Nearly 7 in 10 residents reported that improving sidewalks and bike lanes in town for safer travel by walking or biking was essential or very important. About 6 in 10 respondents highlighted the importance of increasing recreational opportunities and programs, as well as the accessibility of parks and outdoor recreation spaces.

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?

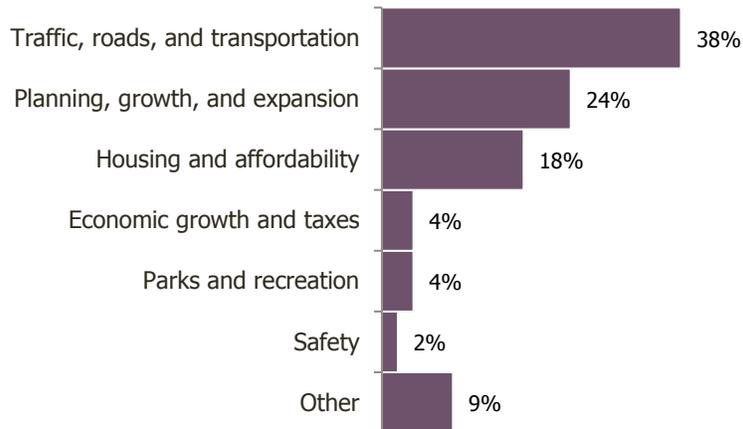


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The final custom question allowed residents identify in their own words the top priority for the City of Wilsonville in the next five years. Nearly 4 in 10 respondents indicated that issues related to traffic, roads and transportation should be the top priorities for the City of Wilsonville in the next five years. About a quarter of residents thought City planning, growth and expansion should be a priority, while just under 2 in 10 listed issues related to housing and affordability. (For the full verbatim responses, see the *Open End Report* under separate cover.)

Figure 7: Top Priorities

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



Conclusions

Wilsonville continues to be a great place to live.

Almost all residents rated their overall quality of life and Wilsonville as a place to live as excellent or good and nearly 9 in 10 residents would be very or somewhat likely to recommend Wilsonville as a place to live to someone who asks. Wilsonville as a place to raise children, neighborhoods and the City's overall image and appearance received high ratings from at least 4 in 5 residents. These ratings and other aspects that contribute to community livability were rated positively and were similar or higher when compared to other communities across the nation. Around 8 in 10 respondents would be very or somewhat likely to remain in Wilsonville, a rate that has decreased from 2014 to 2016.

Mobility is a positive feature and community priority in the coming years.

Residents indicated that Mobility is an important facet for Wilsonville to focus on in the coming years. About 8 in 10 or more residents positively rated the availability of paths and walking trails, ease of walking, bus or transit services, street cleaning and street lighting in Wilsonville as excellent or good. Around 7 in 10 residents also positively rated travel by bicycle, street repair and sidewalk maintenance. All of these ratings were higher than the national comparisons. However, ratings for travel by car and traffic flow decreased from 2014 to 2016. In a special interest question, over two-thirds indicated that improving sidewalks and bike lanes would be essential or very important for the City to focus on to promote healthy living choices. Additionally, when asked to write in their thoughts about Wilsonville's biggest priority in the next five years, around 4 in 10 participants responded that traffic, roads and transportation was the top priority for the City.

Safety and Economy are main focus areas for Wilsonville.

Wilsonville residents identified Safety as one of the most important focus areas for the community. Almost all residents said they felt safe in their neighborhoods and 9 in 10 highly rated their overall feeling of safety in Wilsonville, which was higher than residents in communities across the nation. Safety services such as police, fire, ambulance/EMS and fire prevention were all rated highly by at least 8 in 10 residents. Additionally, 9 in 10 participants reported they had not been the victim of a crime in the 12 months prior to the survey. None of the ratings for Safety decreased from 2014 to 2016.

Ratings within the facet of Economy also tended to be positive. At least 7 in 10 residents gave excellent or good ratings to Wilsonville's overall economic health and Wilsonville as a place to work (a rating that was higher than comparison communities). The overall quality of businesses and services in Wilsonville, the City as a place to visit, the vibrancy of the commercial area, shopping opportunities and economic development were also rated positively by at least half of respondents. On the other hand, only one-third of residents awarded high marks to the cost of living in the city, a rating that decreased from 2014 to 2016, and a similar proportion indicated that they worked within the Wilsonville, and this was a level lower than levels reported elsewhere.