

THE NCS™

The National Community Survey™

Wilsonville, OR

*Community Livability Report
2020*



POWERED BY POLCO

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The National Community 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 NCS™

The National Community 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 considering ten central facets of a community:

- Economy
- Mobility
- Community Design
- Utilities
- Safety
- Natural Environment
- Parks and Recreation
- Health and Wellness
- Education, Arts and Culture
- Inclusivity & Engagement



The Community Livability Report provides the opinions of a representative sample of 630 residents of the City of Wilsonville. The margin of error around any reported percentage is 4% for all respondents and the response rate for the 2020 survey was 29%. The full description of methods used to garner these opinions can be found in the *Technical Appendices* provided under separate cover.

Overview of Results

There have been improvements in Mobility and it remains a priority for residents.

About three-quarters of residents gave high marks to the overall quality of the transportation system in Wilsonville; this rating improved from 2018 to 2020. Respondents' assessments of alternate modes of transportation (ease of travel by public transportation, by bicycle, and by walking) were exceptional and above the national benchmarks. More community members reported walking or biking instead of driving in Wilsonville than in comparison communities across the country, with two-thirds indicating they had done so in the last 12 months. Evaluations of ease of public parking, bus or transit services, street repair, street cleaning, and street lighting were also higher than the national averages. From 2018 to 2020, reviews for traffic flow on major streets, ease of travel by car and by bicycle, and traffic enforcement improved. When residents were asked about the biggest priority facing Wilsonville over the next five years, priorities related to traffic, roads, parking, and transportation topped the list, with one-third of respondents writing about these priorities.

Community members are pleased with Community Design, but housing and expansion could be areas of concern.

Similar to comparison communities in the United States, at least two-thirds of residents gave high marks to the overall design or layout of Wilsonville's residential and commercial areas, the overall appearance of Wilsonville, well-designed neighborhoods, and public places where people want to spend time. About 9 in 10 survey participants positively reviewed their neighborhood as a place to live, which was higher than the national benchmark.

However, from 2018 to 2020, fewer respondents assigned positive marks to the overall appearance of Wilsonville, public places where people want to spend time, and code enforcement. Additionally, when residents were asked about the biggest priority facing the community in the coming years, 16% wrote about topics related to housing availability and affordability, while 13% wrote about topics related to planning, growth, and expansion.

Survey participants value the Economy in Wilsonville.

About 8 in 10 community members favorably rated the overall economic health of Wilsonville, the overall quality of business and service establishments in the city, and Wilsonville as a place to work; these ratings were outstanding and higher than observed in national comparison communities. Assessments of the overall quality of business and service establishments improved from 2018 to 2020.

Compared to national averages, fewer Wilsonville residents believed the economy would have a positive impact on their income (declined from 2018 to 2020). Additionally, more residents in Wilsonville experienced housing cost stress than residents in comparison communities (increased from 2018 to 2020). About 10% of respondents wrote about topics related to the economy, downtown, businesses, and jobs when asked about the biggest priority for the city's future.

Facets of Livability

Ratings of importance were compared to ratings of quality to help guide City staff and officials with decisions on future resource allocation and strategic planning areas. When competition for limited resources demands that efficiencies or cutbacks be instituted, it is wise not only to know what facets are deemed most important to residents' quality of life, but which among the most important are perceived to be of relatively lower quality in your community. It is these facets of community livability – more important facets perceived as being of lower quality – to which attention needs to be paid first.

To identify the facets perceived by residents to have relatively lower quality at the same time as relatively higher importance, the national benchmark comparisons for quality and importance ratings were compared for each. Residents did not perceive any facets as lower quality and higher importance; all facets were of similar or higher quality and similar or lower importance compared to the national benchmarks.

		QUALITY		
		LOWER	SIMILAR	HIGHER
IMPORTANCE	HIGHER			
	SIMILAR		<ul style="list-style-type: none"> • Mobility • Community Design • Utilities • Safety • Parks and Recreation • Health and Wellness 	<ul style="list-style-type: none"> • Economy • Natural Environment
	LOWER		<ul style="list-style-type: none"> • Education, Arts, and Culture 	<ul style="list-style-type: none"> • Inclusivity and Engagement

FIGURE 1: QUALITY OF FACETS OF LIVABILITY- SUMMARY

Percent excellent or good	Comparison to benchmark	Change 2018 to 2020	2020 rating
Overall economic health of Wilsonville	↑	↔	85%
Overall quality of the transportation system in Wilsonville	↔	↑	77%
Overall design or layout of Wilsonville's residential and commercial areas	↔	↔	72%
Overall quality of the utility infrastructure in Wilsonville	↔	*	89%
Overall feeling of safety in Wilsonville	↔	↔	89%
Overall quality of natural environment in Wilsonville	↑	↔	91%
Overall quality of parks and recreation opportunities	↔	*	90%
Overall health and wellness opportunities in Wilsonville	↔	↔	78%
Overall opportunities for education, culture, and the arts	↔	↔	67%
Residents' connection and engagement with their community	↑	*	69%

FIGURE 2: IMPORTANCE OF FACETS OF LIVABILITY- SUMMARY

Percent essential or very important	Comparison to benchmark	Change 2018 to 2020	2020 rating
Overall economic health of Wilsonville	↔	↑	91%
Overall quality of the transportation system in Wilsonville	↔	↓	77%
Overall design or layout of Wilsonville's residential and commercial areas	↔	↔	82%
Overall quality of the utility infrastructure in Wilsonville	↔	*	84%
Overall feeling of safety in Wilsonville	↔	↔	89%
Overall quality of natural environment in Wilsonville	↔	↔	80%
Overall quality of parks and recreation opportunities	↔	*	80%
Overall health and wellness opportunities in Wilsonville	↔	↑	71%
Overall opportunities for education, culture, and the arts	↓	↔	65%
Residents' connection and engagement with their community	↓	↓	70%

Legend

↑↑ Much higher ↑ Higher ↔ Similar ↓ Lower ↓↓ Much lower * Not available

Quality of Life

Measuring community livability starts with assessing the quality of life of those who live there, and ensuring that the community is attractive, accessible, and welcoming to all.

OVERALL QUALITY OF LIFE

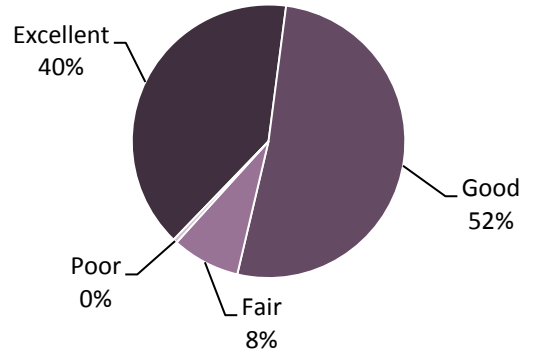


FIGURE 3: QUALITY OF LIFE IN WILSONVILLE

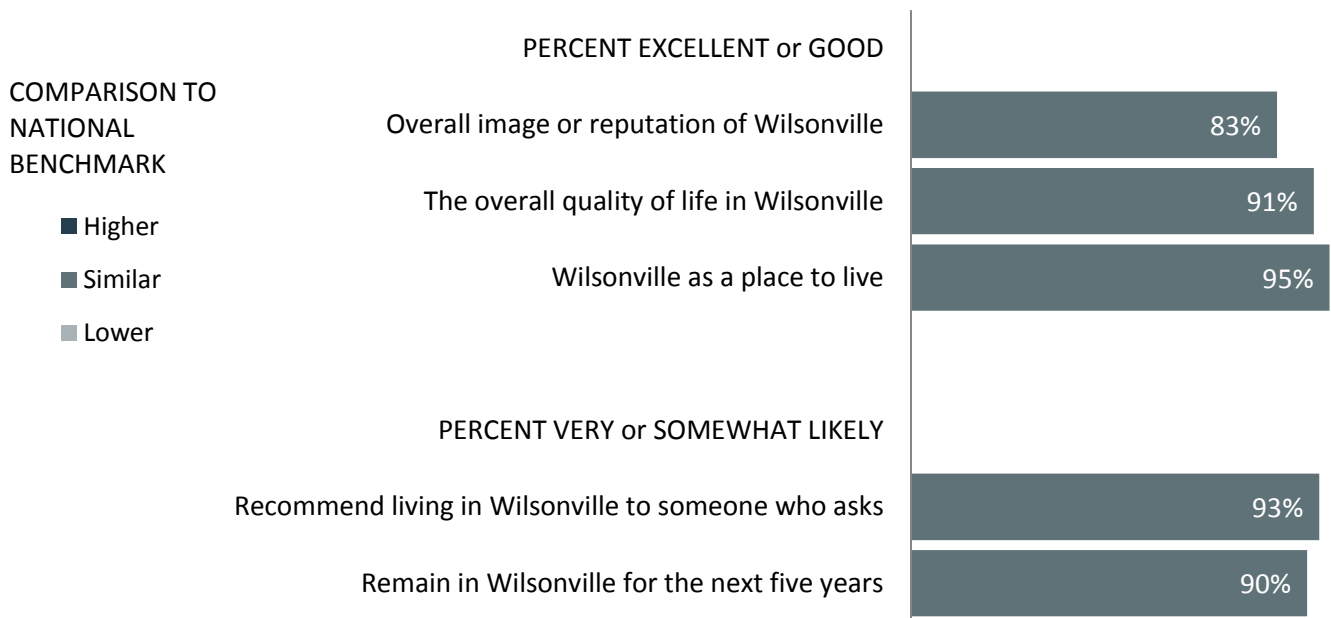


FIGURE 4: QUALITY OF LIFE IN WILSONVILLE - SUMMARY

Percent excellent or good	Comparison to benchmark	Change 2018 to 2020	2020 rating
Overall image or reputation of Wilsonville	↔	↔	83%
The overall quality of life in Wilsonville	↔	↔	91%
Wilsonville as a place to live	↔	↔	95%

FIGURE 5: RECOMMEND WILSONVILLE - SUMMARY

Percent very or somewhat likely	Comparison to benchmark	Change 2018 to 2020	2020 rating
Recommend living in Wilsonville to someone who asks	↔	↔	93%
Remain in Wilsonville for the next five years	↔	↔	90%

Legend

↑↑ Much higher ↑ Higher ↔ Similar ↓ Lower ↓↓ Much lower * Not available

Governance

Strong local governments produce results that meet the needs of residents while making the best use of available resources, and are responsive to the present and future needs of the community as a whole.

OVERALL CONFIDENCE IN GOVERNMENT

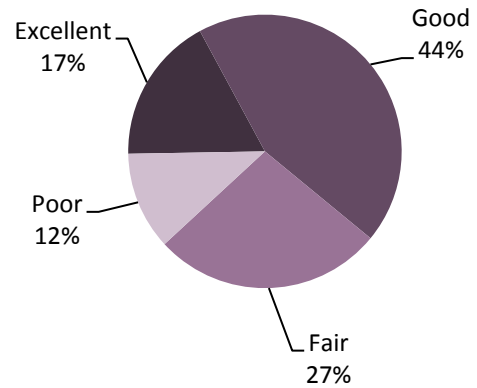


FIGURE 6: GOVERNMENT PERFORMANCE AND SERVICES

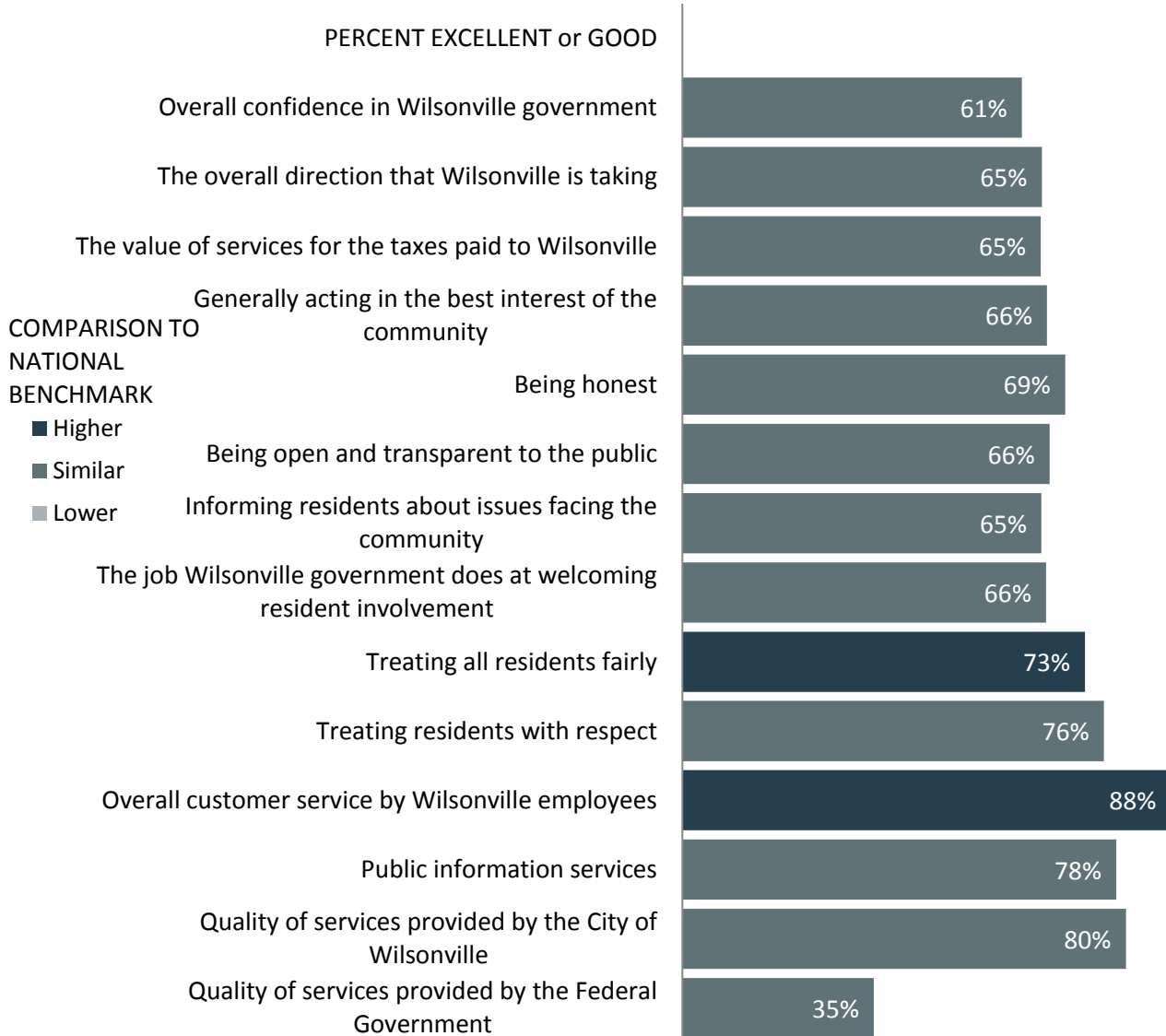


FIGURE 7: GOVERNMENT PERFORMANCE AND SERVICES - SUMMARY

Percent excellent or good	Comparison to benchmark	Change 2018 to 2020	2020 rating
Overall confidence in Wilsonville government	↔	↔	61%
The overall direction that Wilsonville is taking	↔	↔	65%
The value of services for the taxes paid to Wilsonville	↔	↔	65%
Generally acting in the best interest of the community	↔	↔	66%
Being honest	↔	↔	69%
Being open and transparent to the public	↔	*	66%
Informing residents about issues facing the community	↔	*	65%
The job Wilsonville government does at welcoming resident involvement	↔	↔	66%
Treating all residents fairly	↑	↔	73%
Treating residents with respect	↔	*	76%
Overall customer service by Wilsonville employees	↑	↔	88%
Public information services	↔	↔	78%
Quality of services provided by the City of Wilsonville	↔	↔	80%
Quality of services provided by the Federal Government	↔	↔	35%

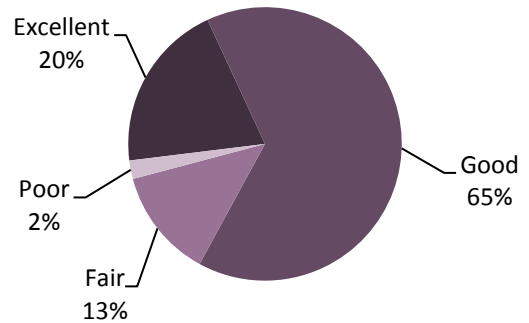
Legend

↑↑ Much higher ↑ Higher ↔ Similar ↓ Lower ↓↓ Much lower * Not available

Economy

Local governments work together with private and nonprofit businesses, and with the community at large, to foster sustainable growth, create jobs, and promote a thriving local economy.

OVERALL ECONOMIC HEALTH



What impact, if any, do you think the economy will have on your family income in the next 6 months?

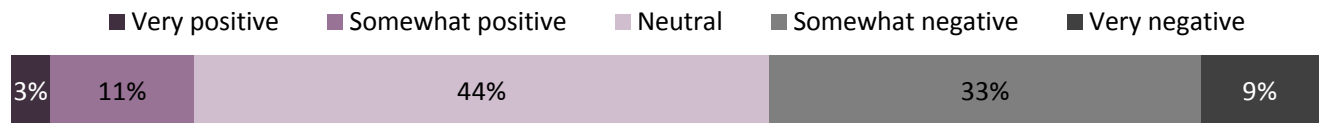


FIGURE 8: ECONOMIC HEALTH

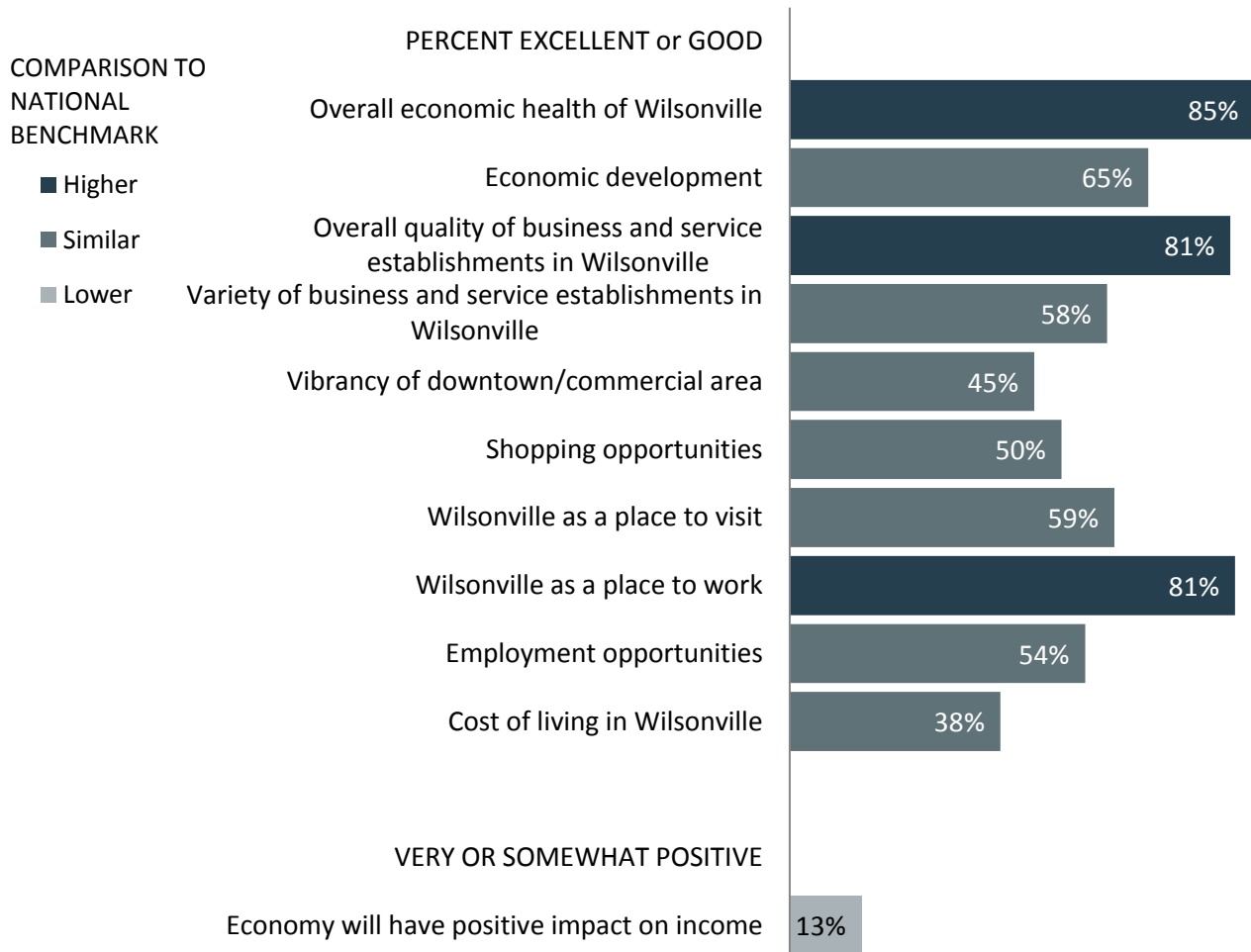


FIGURE 9: ECONOMIC HEALTH - SUMMARY

Percent excellent or good	Comparison to benchmark	Change 2018 to 2020	2020 rating
Overall economic health of Wilsonville	↑	↔	85%
Economic development	↔	↔	65%
Overall quality of business and service establishments in Wilsonville	↑	↑	81%
Variety of business and service establishments in Wilsonville	↔	*	58%
Vibrancy of downtown/commercial area	↔	↔	45%
Shopping opportunities	↔	↔	50%
Wilsonville as a place to visit	↔	↔	59%
Wilsonville as a place to work	↑	↔	81%
Employment opportunities	↔	↔	54%
Cost of living in Wilsonville	↔	↔	38%

FIGURE 10: ECONOMIC IMPACT - SUMMARY

Percent very or somewhat positive	Comparison to benchmark	Change 2018 to 2020	2020 rating
Economy will have positive impact on income	↓	↓	13%

FIGURE 11: HOUSING COST - SUMMARY

Percent for whom housing costs are NOT 30% or more of household income	Comparison to benchmark	Change 2018 to 2020	2020 rating
NOT experiencing housing costs stress	↓	↓	50%

Legend

↑↑ Much higher ↑ Higher ↔ Similar ↓ Lower ↓↓ Much lower * Not available

Mobility

The ease with which residents can move about their communities, whether for commuting, leisure, or recreation, plays a major role in the quality of life for all who live, work and play in the community.

THE OVERALL QUALITY OF THE TRANSPORTATION SYSTEM

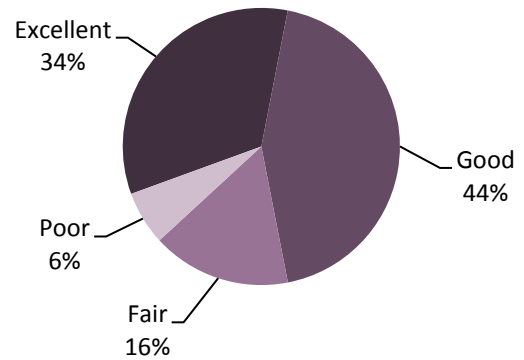


FIGURE 12: MOBILITY IN WILSONVILLE

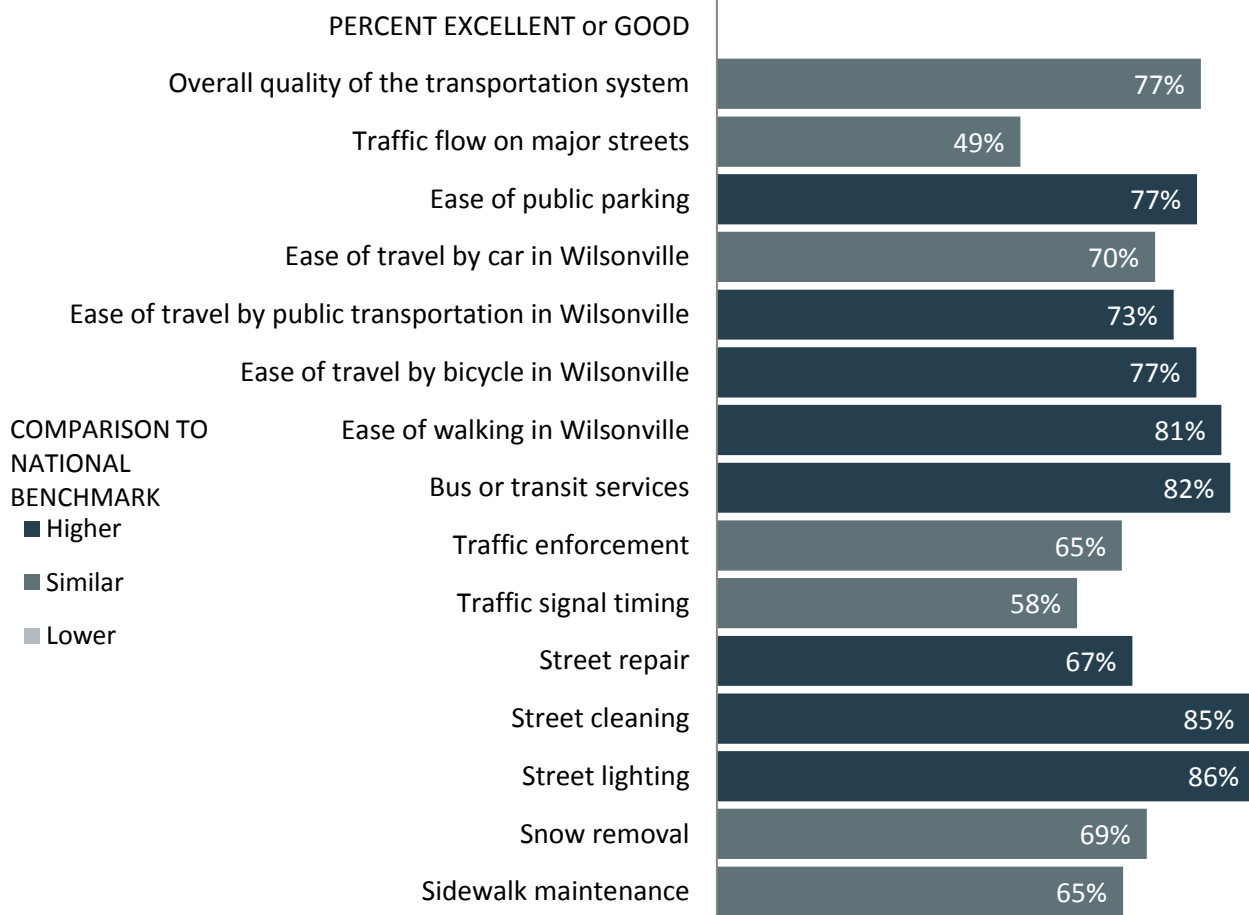


FIGURE 13: USE OF ALTERNATIVE TRANSPORTATION MODES

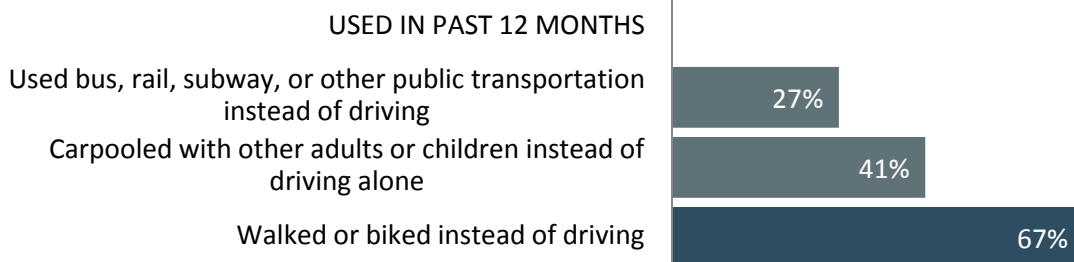


FIGURE 14: MOBILITY IN WILSONVILLE - SUMMARY

Percent excellent or good	Comparison to benchmark	Change 2018 to 2020	2020 rating
Overall quality of the transportation system in Wilsonville	↔	↑	77%
Traffic flow on major streets	↔	↑	49%
Ease of travel by car in Wilsonville	↔	↑	70%
Ease of travel by public transportation in Wilsonville	↑↑	↔	73%
Ease of travel by bicycle in Wilsonville	↑	↑	77%
Ease of walking in Wilsonville	↑	↔	81%
Ease of public parking	↑	*	77%
Bus or transit services	↑↑	↔	82%
Traffic enforcement	↔	↑	65%
Traffic signal timing	↔	↔	58%
Street repair	↑	↔	67%
Street cleaning	↑	↔	85%
Street lighting	↑	↔	86%
Snow removal	↔	*	69%
Sidewalk maintenance	↔	↓	65%

FIGURE 15: USE OF ALTERNATIVE TRANSPORTATION MODES - SUMMARY

Percent who did this in past 12 months	Comparison to benchmark	Change 2018 to 2020	2020 rating
Used bus, rail, subway, or other public transportation instead of driving	↔	↔	27%
Carpooled with other adults or children instead of driving alone	↔	↔	41%
Walked or biked instead of driving	↑	↔	67%

Legend

↑↑ Much higher ↑ Higher ↔ Similar ↓ Lower ↓↓ Much lower * Not available

Community Design

A well-designed community enhances the quality of life for its residents by encouraging smart land use and zoning, ensuring that affordable housing is accessible to all, and providing access to parks and other green spaces.

THE OVERALL DESIGN OR LAYOUT OF RESIDENTIAL AND COMMERCIAL AREAS

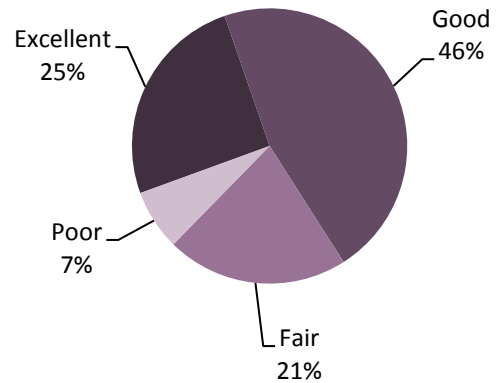


FIGURE 16: COMMUNITY DESIGN

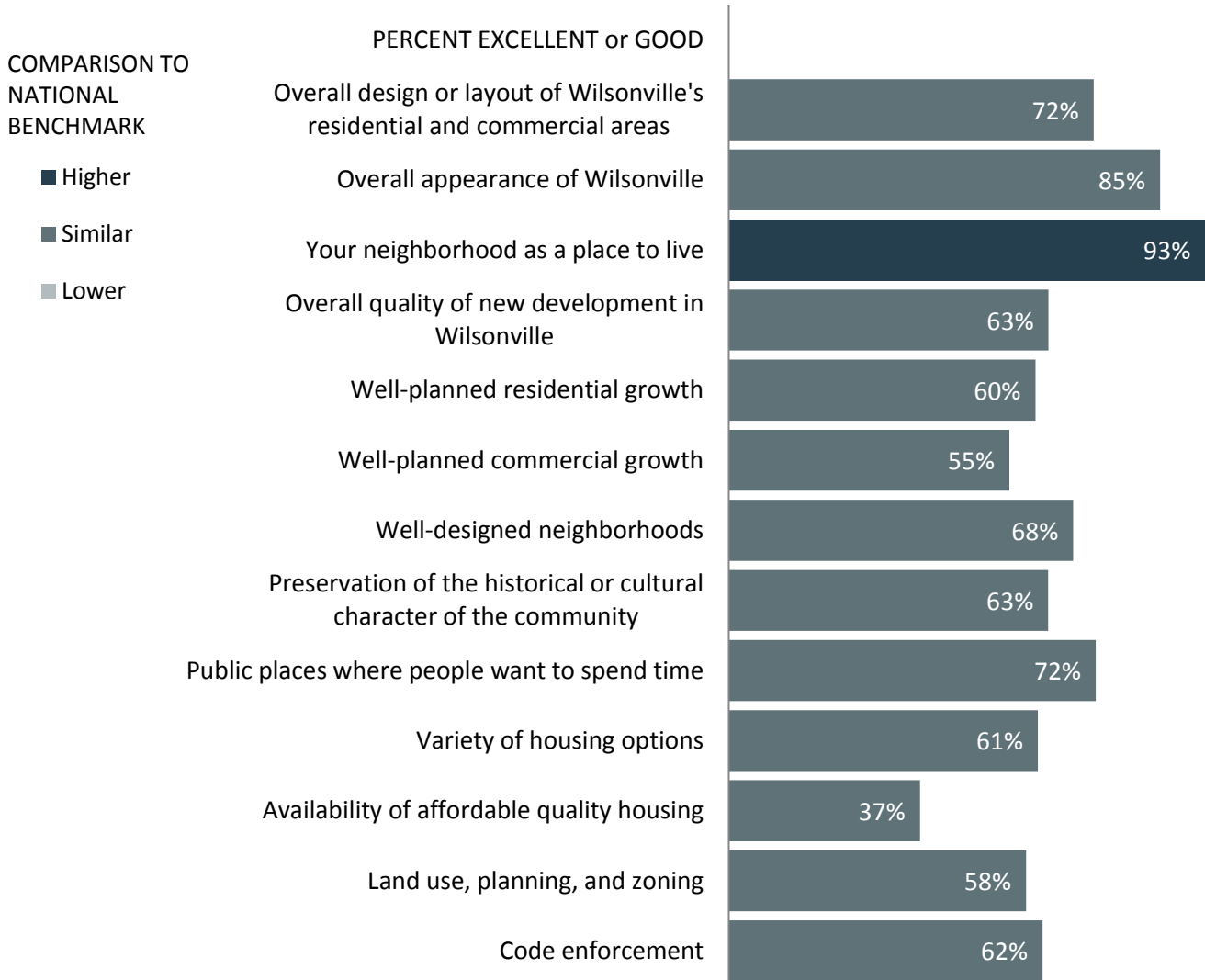


FIGURE 17: COMMUNITY DESIGN - SUMMARY

Percent excellent or good	Comparison to benchmark	Change 2018 to 2020	2020 rating
Overall design or layout of Wilsonville's residential and commercial areas	↔	↔	72%
Overall appearance of Wilsonville	↔	↓	85%
Your neighborhood as a place to live	↑	↔	93%
Overall quality of new development in Wilsonville	↔	↔	63%
Well-planned residential growth	↔	*	60%
Well-planned commercial growth	↔	*	55%
Well-designed neighborhoods	↔	*	68%
Preservation of the historical or cultural character of the community	↔	*	63%
Public places where people want to spend time	↔	↓	72%
Variety of housing options	↔	↔	61%
Availability of affordable quality housing	↔	↔	37%
Land use, planning, and zoning	↔	↔	58%
Code enforcement	↔	↓	62%

Legend

↑↑ Much higher ↑ Higher ↔ Similar ↓ Lower ↓↓ Much lower * Not available

Utilities

Services such as water, gas, electricity, and internet access play a vital role in ensuring the physical and economic health and well-being of the communities they serve.

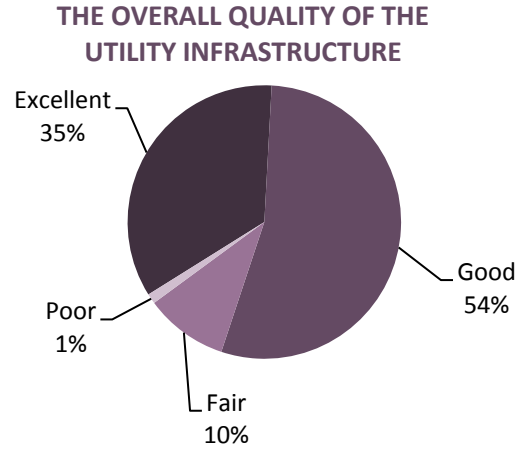


FIGURE 18: UTILITES

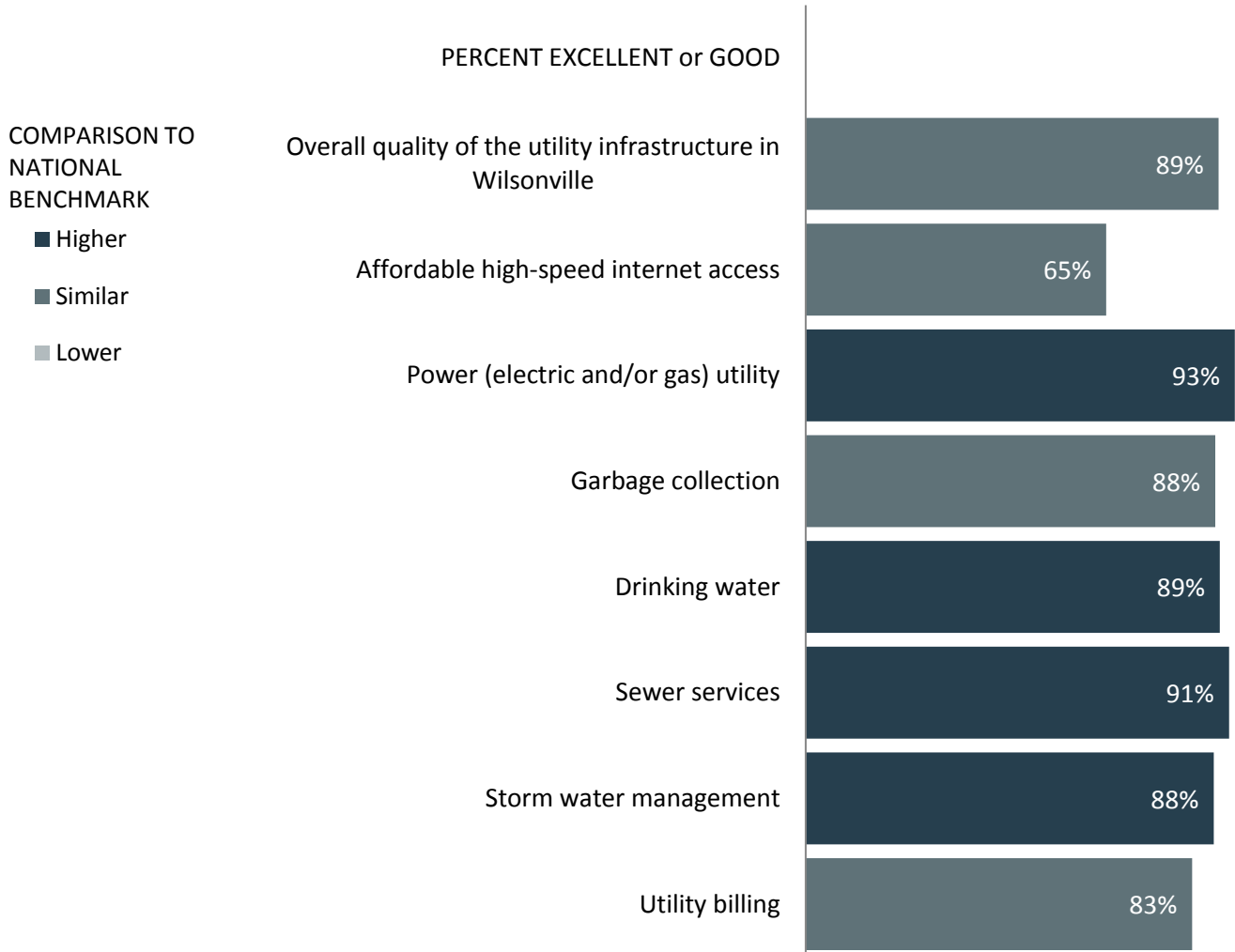


FIGURE 19: UTILITES - SUMMARY

Percent excellent or good	Comparison to benchmark	Change 2018 to 2020	2020 rating
Overall quality of the utility infrastructure in Wilsonville	↔	*	89%
Affordable high-speed internet access	↔	*	65%
Power (electric and/or gas) utility	↑	↔	93%
Garbage collection	↔	↔	88%
Drinking water	↑	↑	89%
Sewer services	↑	↔	91%
Storm water management	↑	↔	88%
Utility billing	↔	↑	83%

Legend

↑↑ Much higher ↑ Higher ↔ Similar ↓ Lower ↓↓ Much lower * Not available

Safety

Public safety is often the most important task facing local governments. All residents should feel safe and secure in their neighborhoods and in the greater community, and providing robust Safety-related services is essential to residents' quality of life.

OVERALL FEELING OF SAFETY

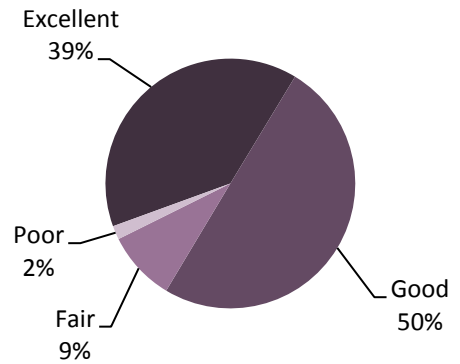


FIGURE 20: SAFETY IN WILSONVILLE

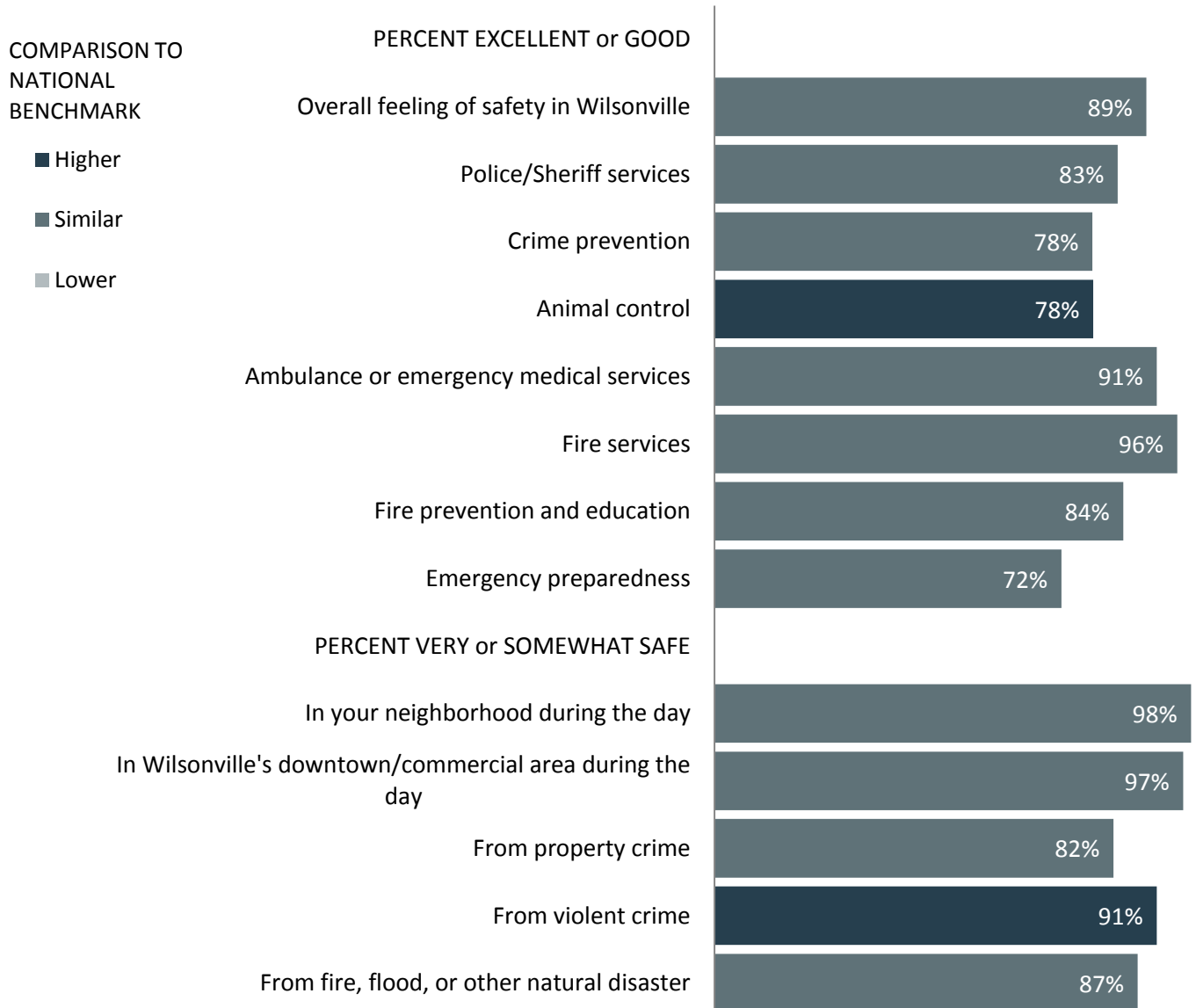


FIGURE 21: SAFETY-RELATED SERVICES - SUMMARY

Percent excellent or good	Comparison to benchmark	Change 2018 to 2020	2020 rating
Overall feeling of safety in Wilsonville	↔	↔	89%
Police/Sheriff services	↔	↔	83%
Crime prevention	↔	↔	78%
Animal control	↑	↔	78%
Ambulance or emergency medical services	↔	↔	91%
Fire services	↔	↔	96%
Fire prevention and education	↔	↔	84%
Emergency preparedness	↔	↑	72%

FIGURE 22: FEELINGS OF SAFETY- SUMMARY

Percent who feel very or somewhat safe	Comparison to benchmark	Change 2018 to 2020	2020 rating
In your neighborhood during the day	↔	↔	98%
In Wilsonville's downtown/commercial area during the day	↔	↔	97%
From property crime	↔	*	82%
From violent crime	↑	*	91%
From fire, flood, or other natural disaster	↔	*	87%

Legend

↑↑ Much higher ↑ Higher ↔ Similar ↓ Lower ↓↓ Much lower * Not available

Natural Environment

The natural environment plays a vital role in the health and well-being of residents. The natural spaces in which residents live and experience their communities has a direct and profound effect on quality of life.

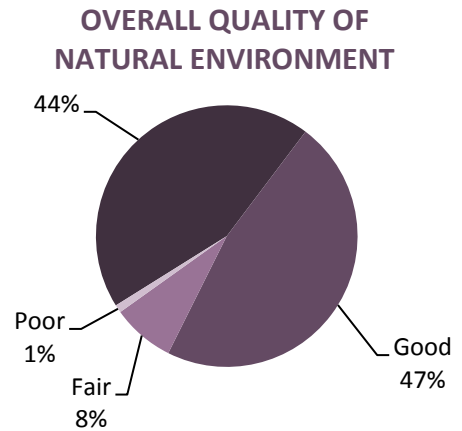


FIGURE 23: NATURAL ENVIRONMENT

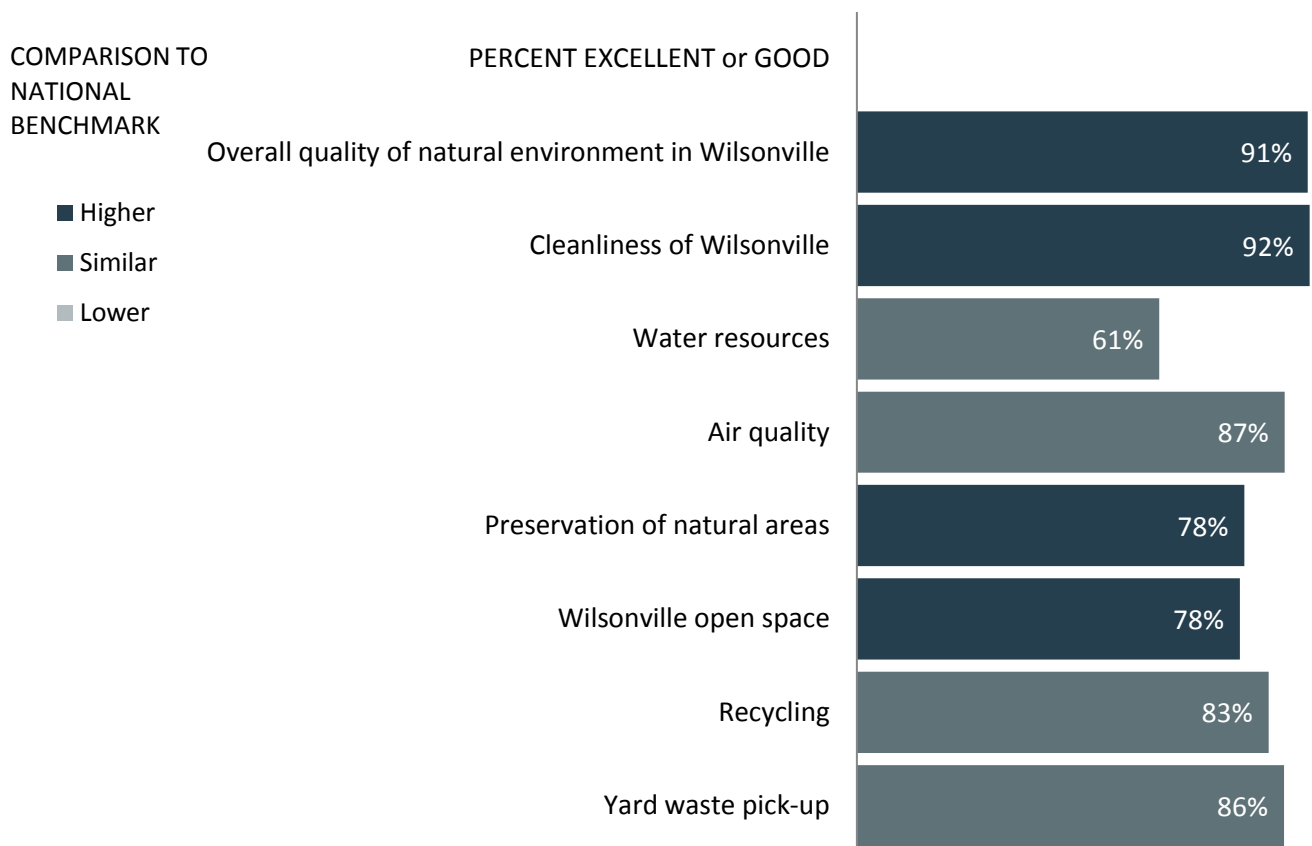


FIGURE 24: NATURAL ENVIRONMENT - SUMMARY

Percent excellent or good	Comparison to benchmark	Change 2018 to 2020	2020 rating
Overall quality of natural environment in Wilsonville	↑	↔	91%
Cleanliness of Wilsonville	↑	↔	92%
Water resources	↔	*	61%
Air quality	↔	*	87%
Preservation of natural areas	↑	↔	78%
Wilsonville open space	↑	↔	78%
Recycling	↔	↔	83%
Yard waste pick-up	↔	↔	86%

Legend

↑↑ Much higher ↑ Higher ↔ Similar ↓ Lower ↓↓ Much lower * Not available

Parks and Recreation

"There are no communities that pride themselves on their quality of life, promote themselves as a desirable location for businesses to relocate, or maintain that they are environmental stewards of their natural resources, without such communities having a robust, active system of parks and recreation programs for public use and enjoyment." - National Recreation and Park Association

THE OVERALL QUALITY OF THE PARKS AND RECREATION OPPORTUNITIES

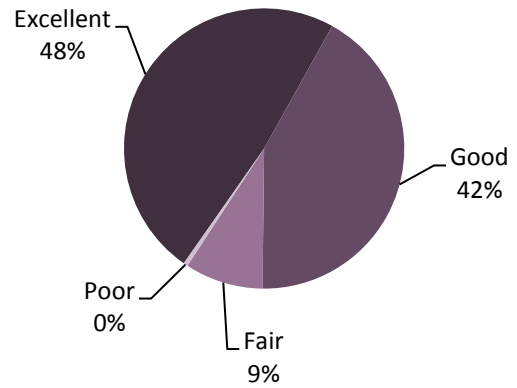


FIGURE 25: PARKS AND RECREATION



FIGURE 26: PARKS AND RECREATION - SUMMARY

Percent excellent or good	Comparison to benchmark	Change 2018 to 2020	2020 rating
Overall quality of parks and recreation opportunities	↔	*	90%
Availability of paths and walking trails	↑	↔	87%
City parks	↑	↔	94%
Recreational opportunities	↔	↔	71%
Recreation programs or classes	↔	↔	80%
Recreation centers or facilities	↔	↔	69%
Fitness opportunities	↔	↔	80%

Legend

↑↑ Much higher

↑ Higher

↔ Similar

↓ Lower

↓↓ Much lower

* Not available

Health and Wellness

The characteristics of and amenities available in the communities in which people live has a direct impact on the health and wellness of residents, and thus, on their quality of life overall.

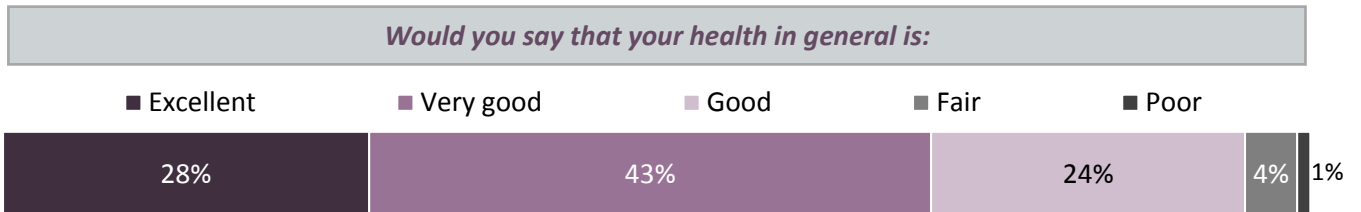
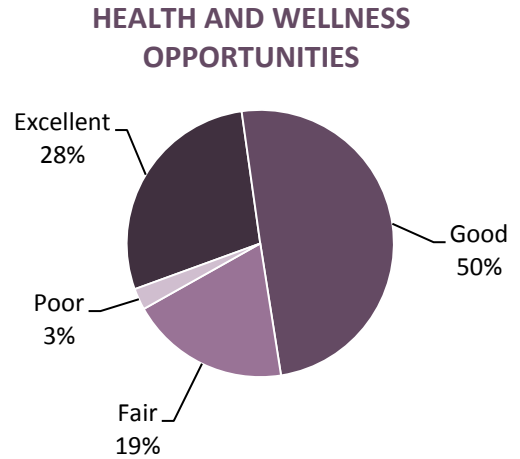


FIGURE 27: HEALTH AND WELLNESS



FIGURE 28: HEALTH AND WELLNESS - SUMMARY

Percent excellent or good	Comparison to benchmark	Change 2018 to 2020	2020 rating
Overall health and wellness opportunities in Wilsonville	↔	↔	78%
Health services	↔	*	69%
Availability of affordable quality health care	↔	*	61%
Availability of preventive health services	↔	*	61%
Availability of affordable quality mental health care	↔	*	41%
Availability of affordable quality food	↔	↔	70%
In very good to excellent health	↔	↔	71%

Legend

↑↑ Much higher

↑ Higher

↔ Similar

↓ Lower

↓↓ Much lower

* Not available

Education, Arts, and Culture

Participation in the arts, in educational opportunities, and in cultural activities is linked to increased civic engagement, greater social tolerance, and enhanced enjoyment of the local community.

OVERALL OPPORTUNITIES FOR EDUCATION, CULTURE, AND THE ARTS

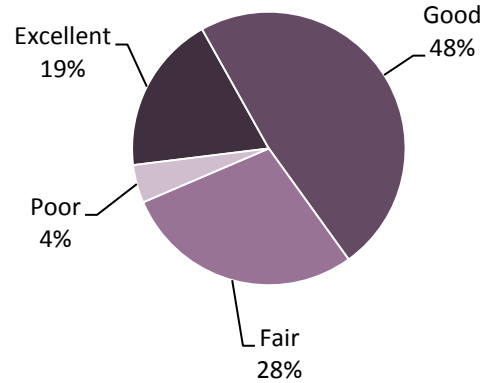


FIGURE 29: EDUCATION, ARTS AND CULTURE

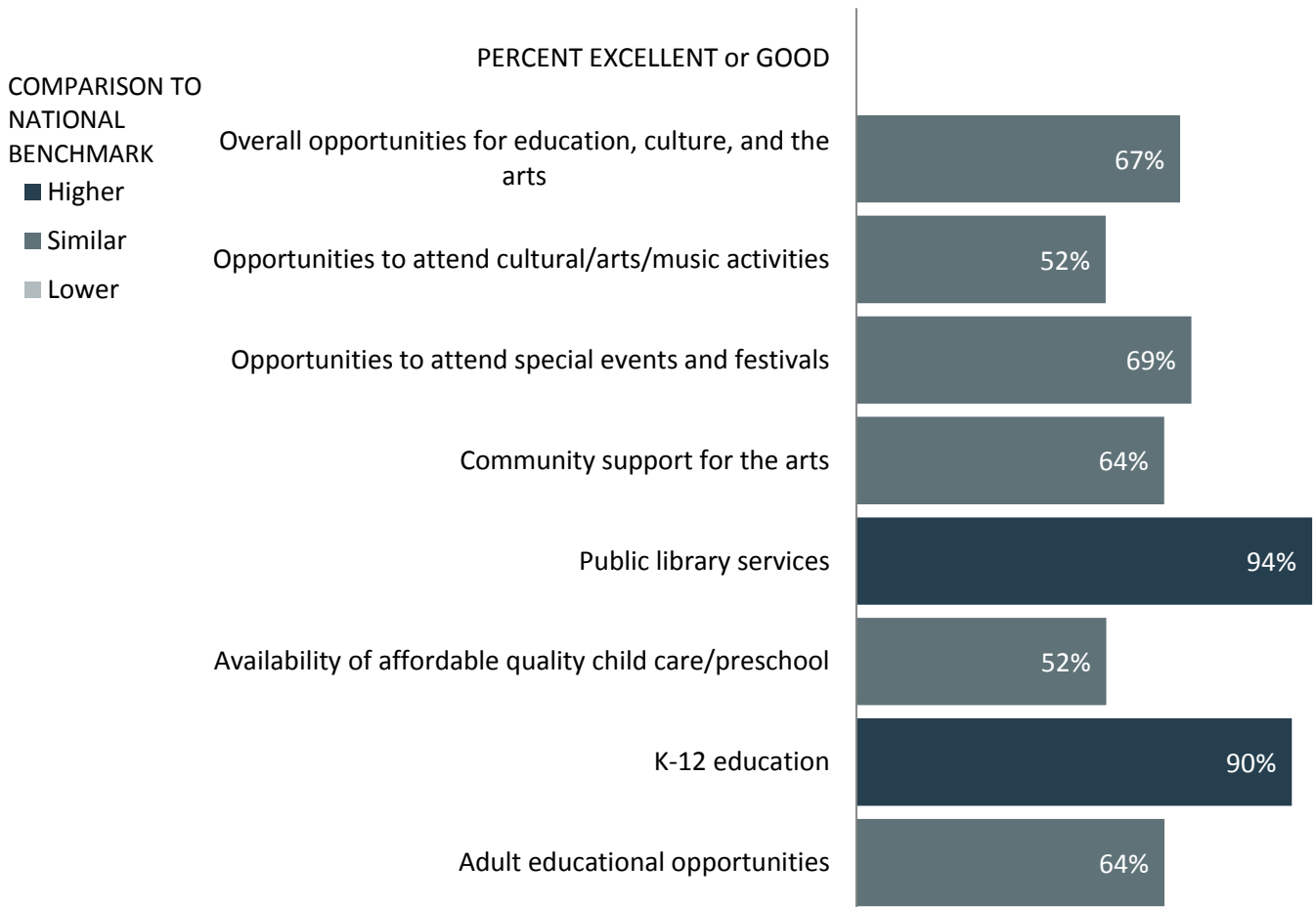


FIGURE 30: EDUCATION, ARTS AND CULTURE - SUMMARY

Percent excellent or good	Comparison to benchmark	Change 2018 to 2020	2020 rating
Overall opportunities for education, culture, and the arts	↔	↔	67%
Opportunities to attend cultural/arts/music activities	↔	↔	52%
Opportunities to attend special events and festivals	↔	↔	69%
Community support for the arts	↔	*	64%
Public library services	↑	↔	94%
Availability of affordable quality child care/preschool	↔	↔	52%
K-12 education	↑	↔	90%
Adult educational opportunities	↔	↔	64%

Legend

↑↑ Much higher ↑ Higher ↔ Similar ↓ Lower ↓↓ Much lower * Not available

Inclusivity and Engagement

Inclusivity refers to a cultural and environmental feeling of belonging; residents who feel invited to participate within their communities feel more included, involved, and engaged than those who do not.

RESIDENTS' CONNECTION AND ENGAGEMENT WITH THEIR COMMUNITY

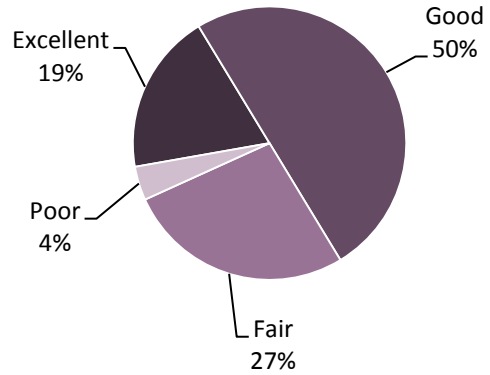


FIGURE 31: INCLUSIVITY & ENGAGEMENT

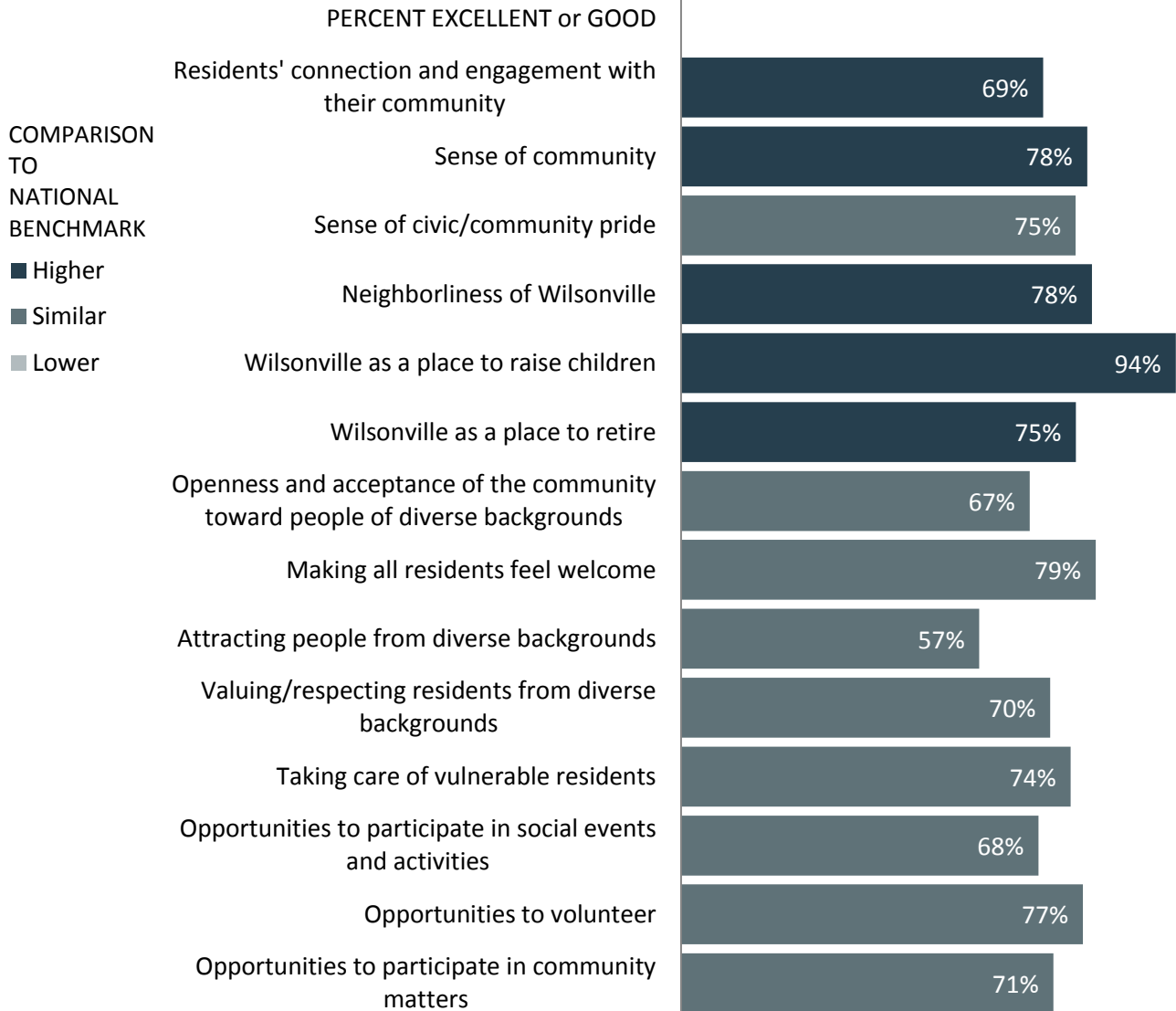


FIGURE 32: INCLUSIVITY & ENGAGEMENT - SUMMARY

Percent excellent or good	Comparison to benchmark	Change 2018 to 2020	2020 rating
Residents' connection and engagement with their community	↑	*	69%
Sense of community	↑	↔	78%
Sense of civic/community pride	↔	*	75%
Neighborliness of Wilsonville	↑	↑	78%
Wilsonville as a place to raise children	↑	↔	94%
Wilsonville as a place to retire	↑	↔	75%
Openness and acceptance of the community toward people of diverse backgrounds	↔	↑	67%
Making all residents feel welcome	↔	*	79%
Attracting people from diverse backgrounds	↔	*	57%
Valuing/respecting residents from diverse backgrounds	↔	*	70%
Taking care of vulnerable residents	↔	*	74%
Opportunities to participate in social events and activities	↔	↔	68%
Opportunities to volunteer	↔	↔	77%
Opportunities to participate in community matters	↔	↔	71%

Legend

↑↑ Much higher ↑ Higher ↔ Similar ↓ Lower ↓↓ Much lower * Not available

FIGURE 33: RESIDENTS' PARTICIPATION LEVELS

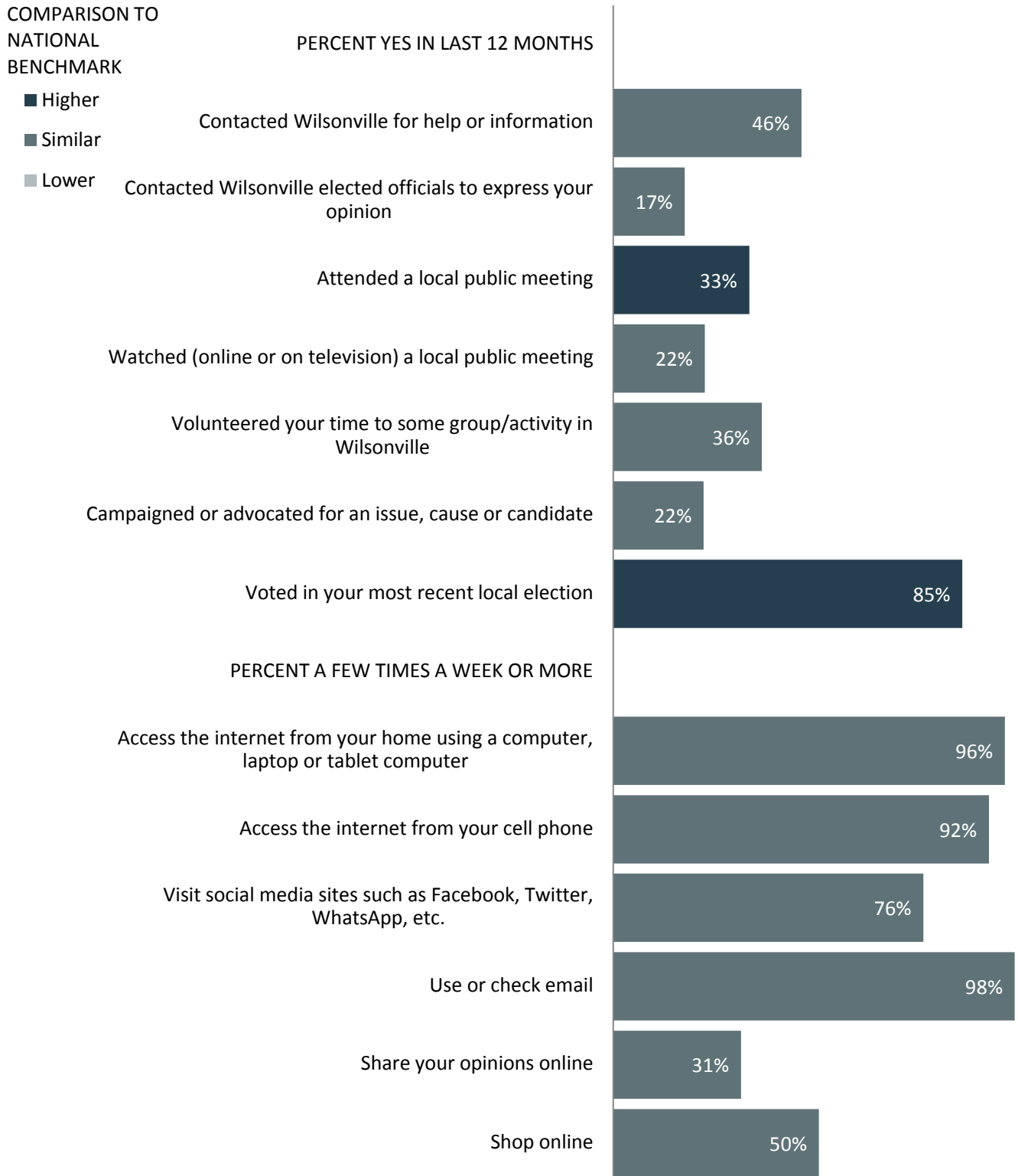


FIGURE 34: RESIDENTS’ PARTICIPATION IN LAST 12 MONTHS- SUMMARY

Percent who had done each in last 12 months	Comparison to benchmark	Change 2018 to 2020	2020 rating
Contacted Wilsonville for help or information	↔	↑	46%
Contacted Wilsonville elected officials to express your opinion	↔	↑	17%
Attended a local public meeting	↑	↑	33%
Watched (online or on television) a local public meeting	↔	↑	22%
Volunteered your time to some group/activity in Wilsonville	↔	↑	36%
Campaigned or advocated for an issue, cause or candidate	↔	↔	22%
Voted in your most recent local election	↑	*	85%

FIGURE 35: RESIDENTS’ GENERAL USE OF TECHNOLOGY- SUMMARY

Percent who report doing each at least a few times a week	Comparison to benchmark	Change 2018 to 2020	2020 rating
Access the internet from your home using a computer, laptop or tablet computer	↔	*	96%
Access the internet from your cell phone	↔	*	92%
Visit social media sites such as Facebook, Twitter, WhatsApp, etc.	↔	*	76%
Use or check email	↔	*	98%
Share your opinions online	↔	*	31%
Shop online	↔	*	50%

Legend

↑↑ Much higher ↑ Higher ↔ Similar ↓ Lower ↓↓ Much lower * Not available

Special Topics

FIGURE 36: SOURCES OF CITY INFORMATION

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

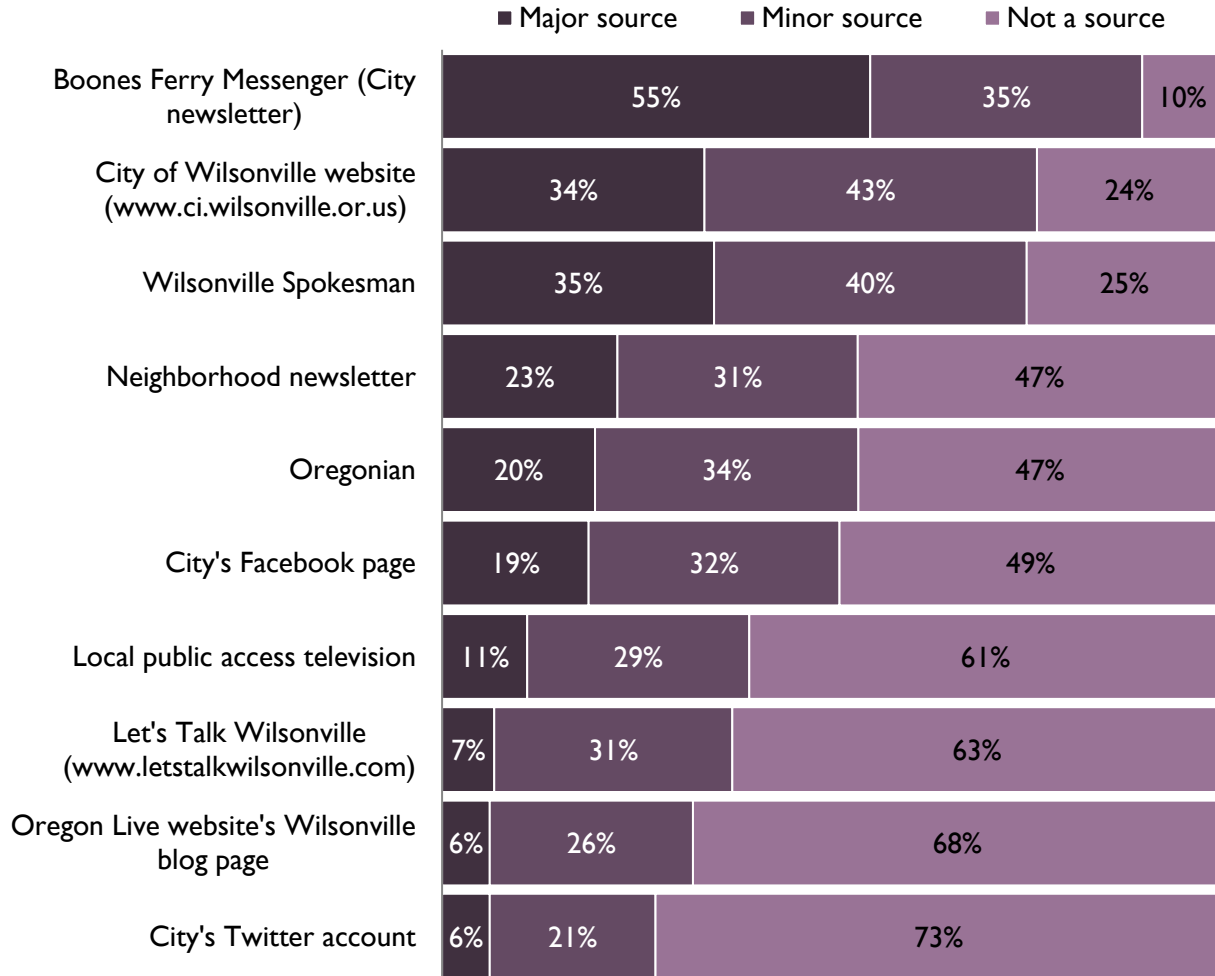


FIGURE 37: LIKELIHOOD OF COMMUNICATION METHODS WITH THE CITY OF WILSONVILLE

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?

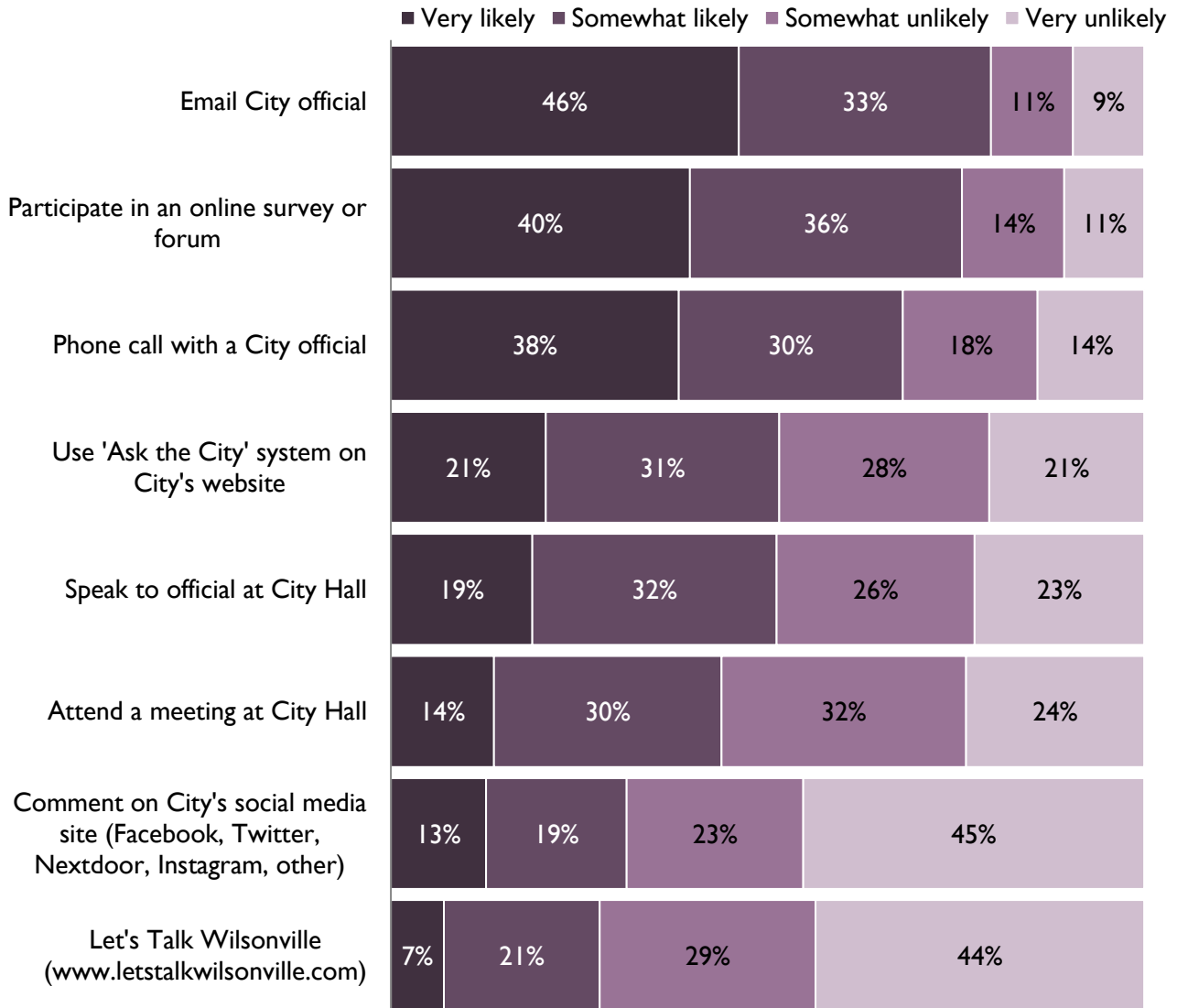


FIGURE 38: OPINION OF WILSONVILLE

During the last 12 months, would you say your opinion of Wilsonville has:

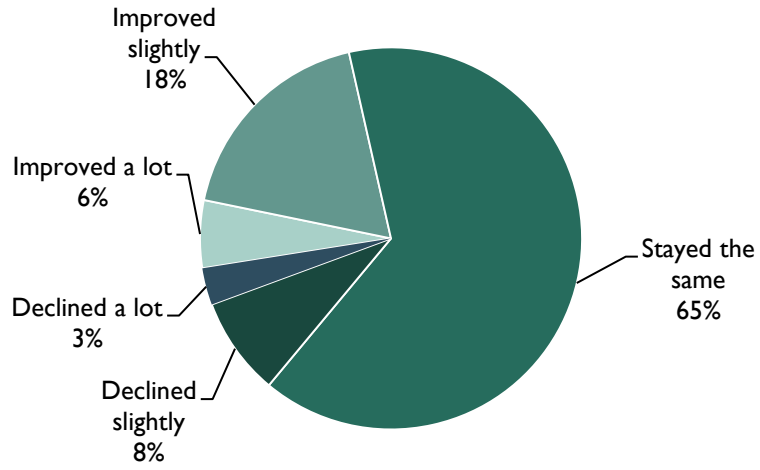


FIGURE 39: BIGGEST PRIORITIES FACING WILSONVILLE

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

