



**THE NCS**<sup>TM</sup>  
The National Citizen Survey<sup>TM</sup>

# 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



# Spoiler: Wilsonville Rocks!

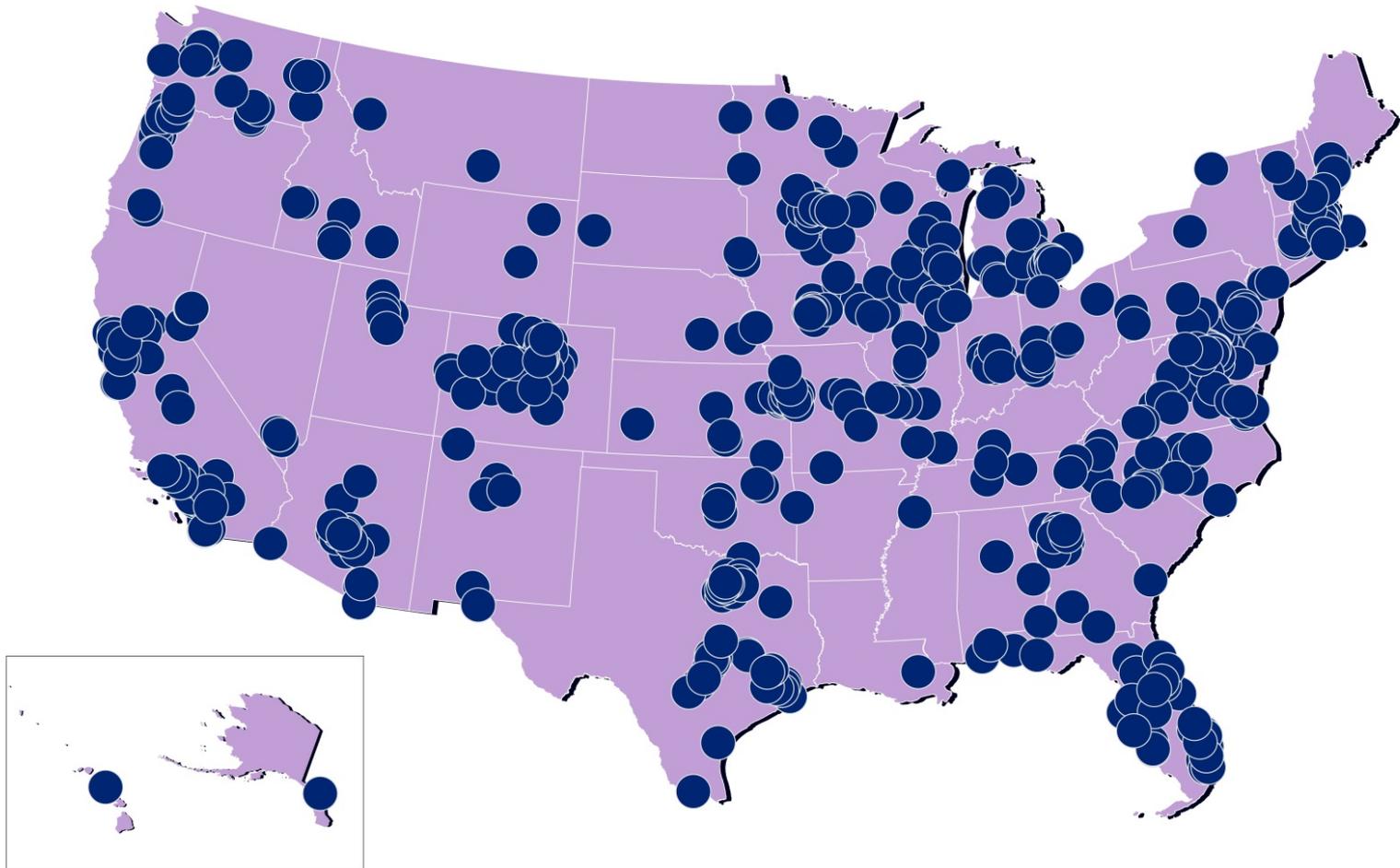
- Quality of life
  - 94% positive
- Services provided by City:
  - 85% positive
- Intend to remain in Wilsonville:
  - 85% positive



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**

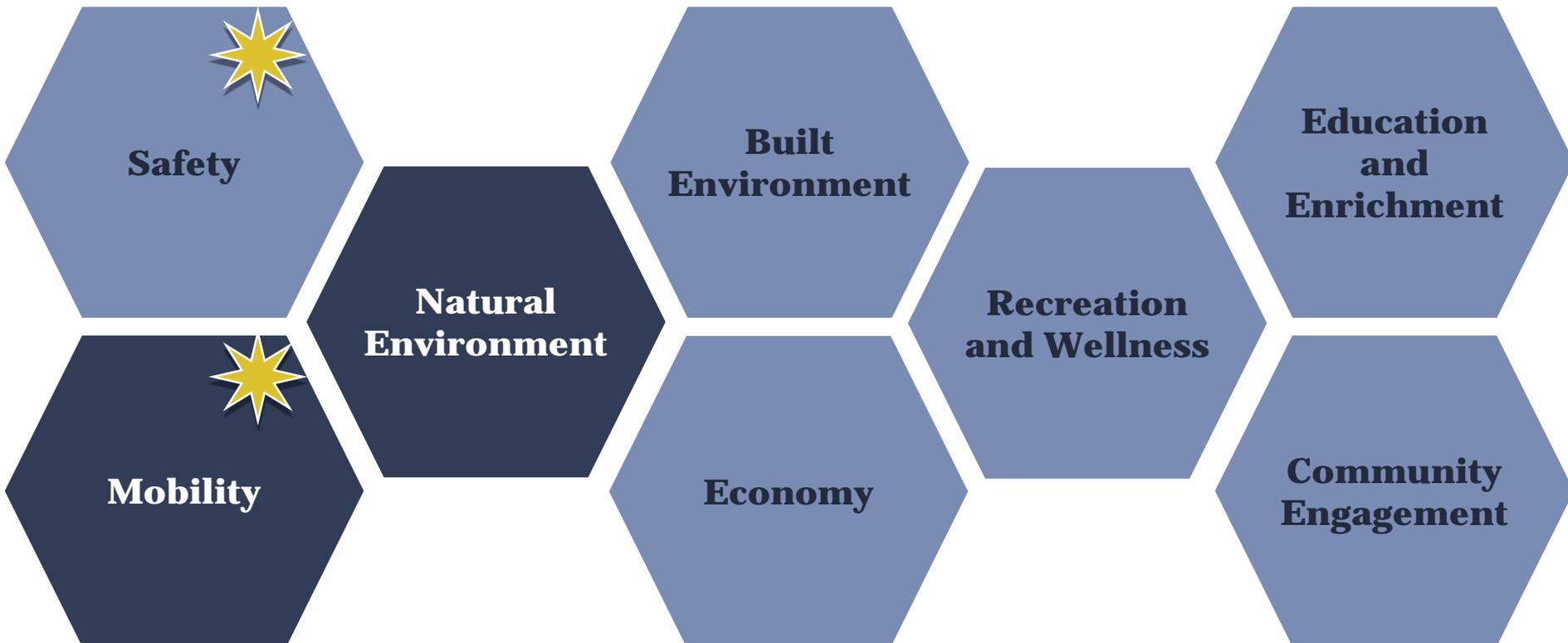
received  
**lower**  
ratings

# Key Focus Areas

## Legend

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

★ Most important



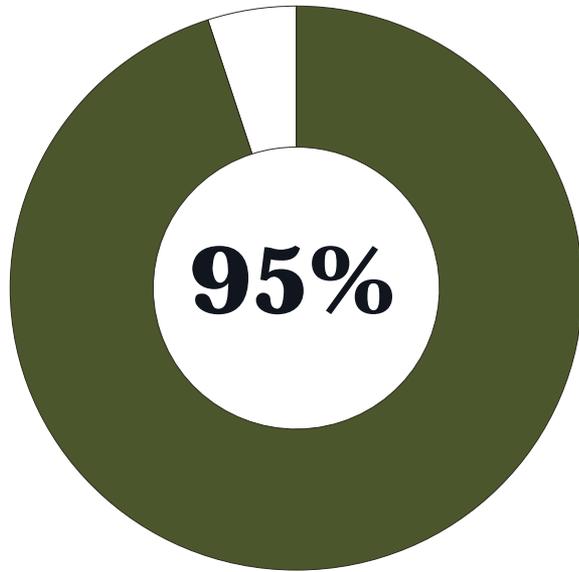


Key  
Finding  
#1

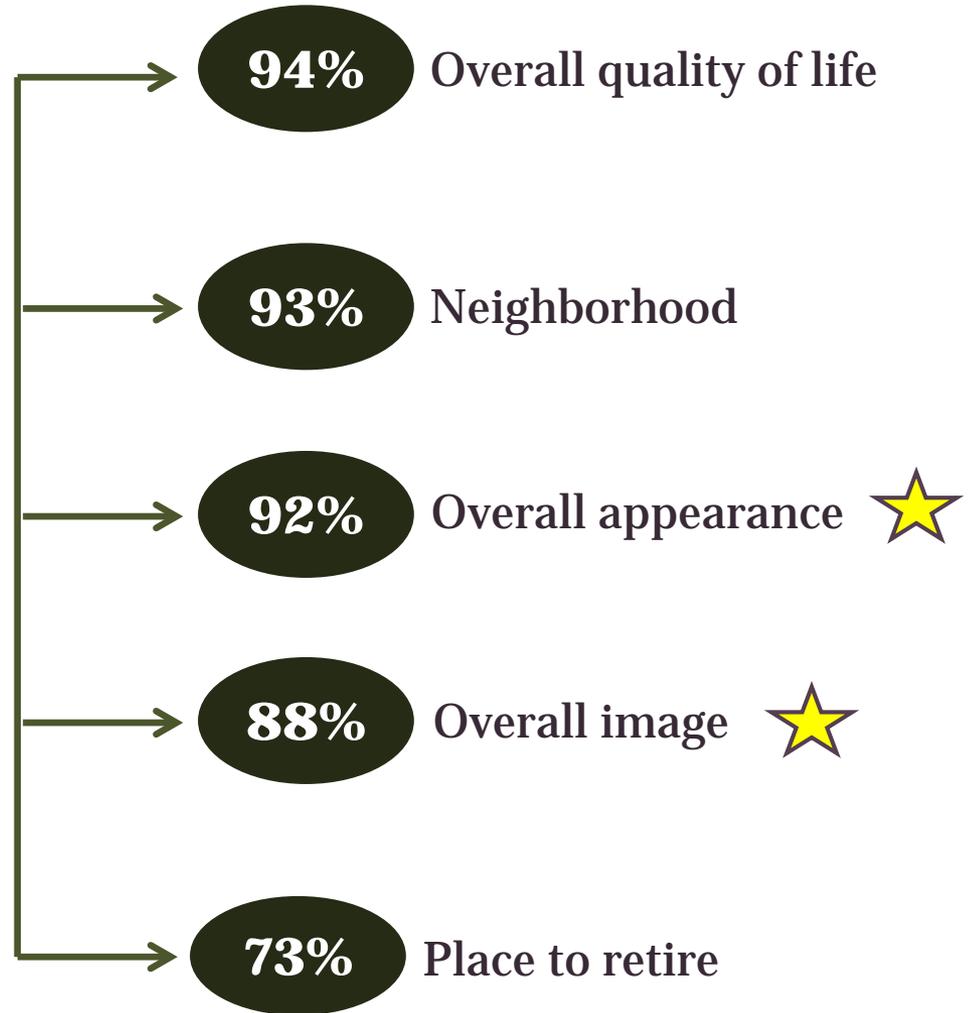
**Wilsonville is a good  
place to live, and an  
excellent place to  
raise children.**

# 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%<sup>★</sup>

Percent rating “excellent” or “good”



93%<sup>★</sup>

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

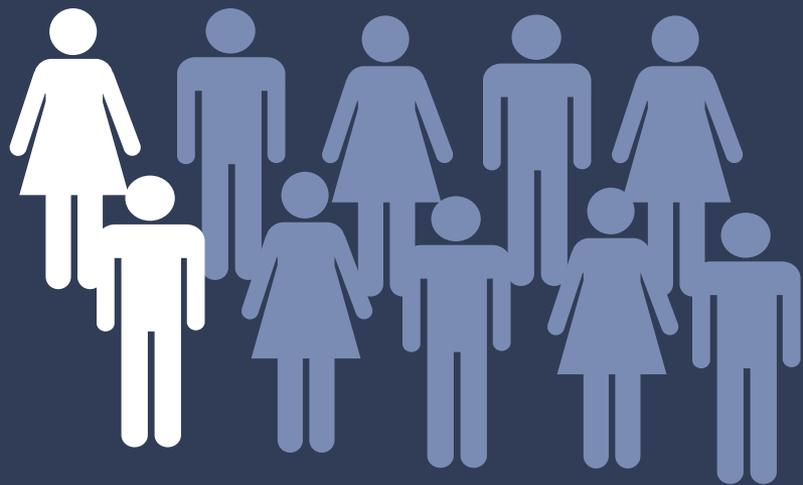
★	Street lighting	86%
★	Street cleaning	83%
★	Sidewalk maintenance	79%
★	Street repair	68%
	Traffic enforcement	58%
	Travel by car	57%
	Traffic flow	38%

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 ★

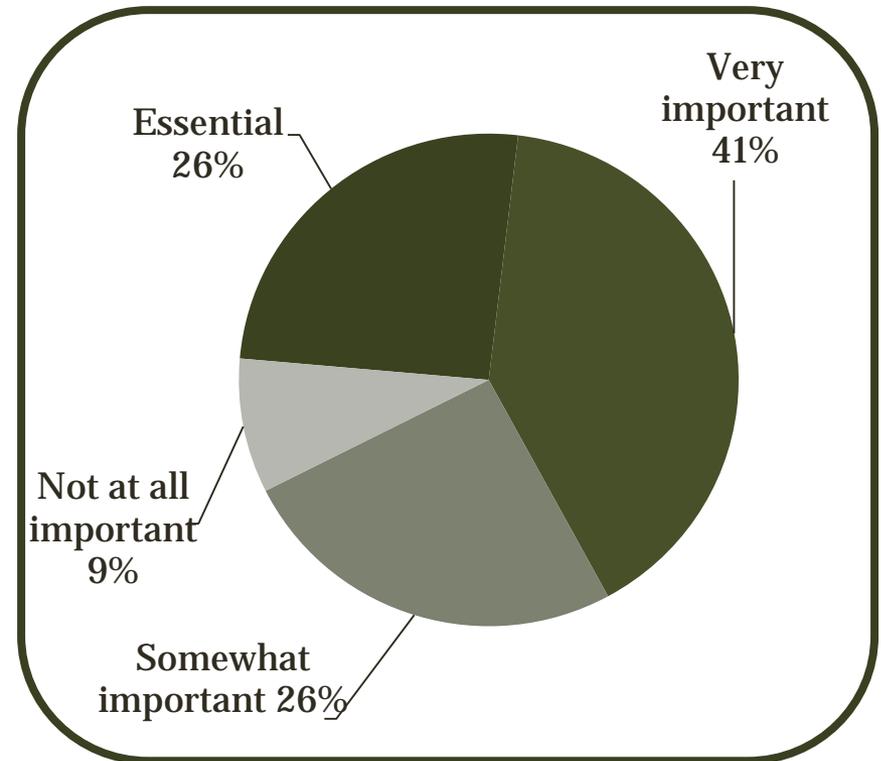
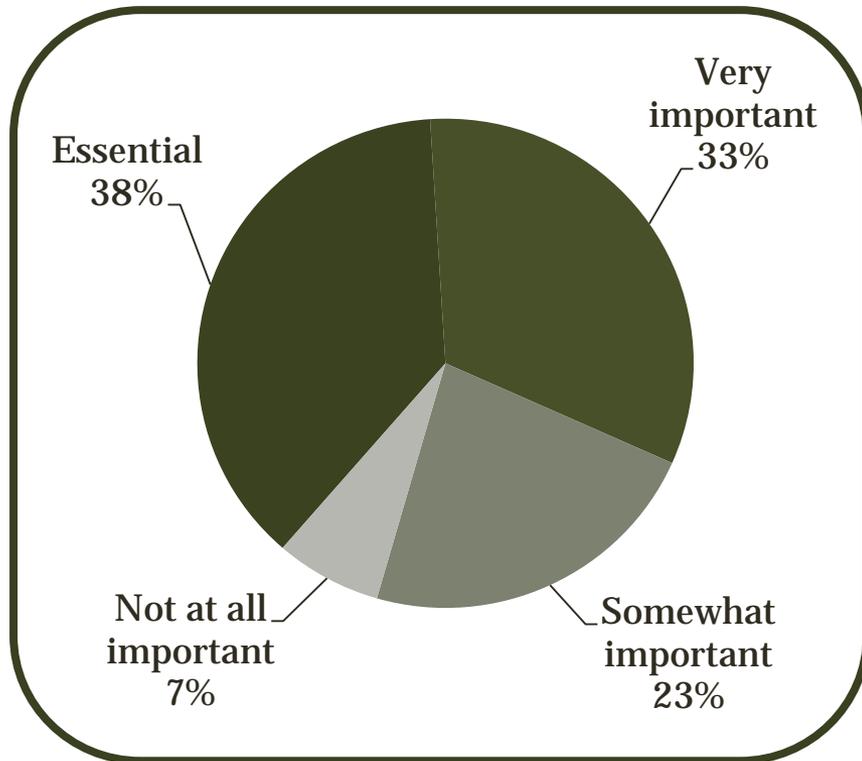
78% Natural areas preservation ★

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



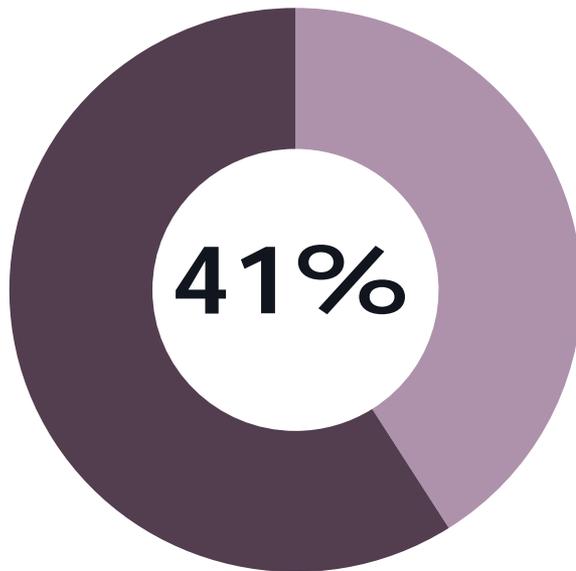


# **Special Topics**

# Top Priorities

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

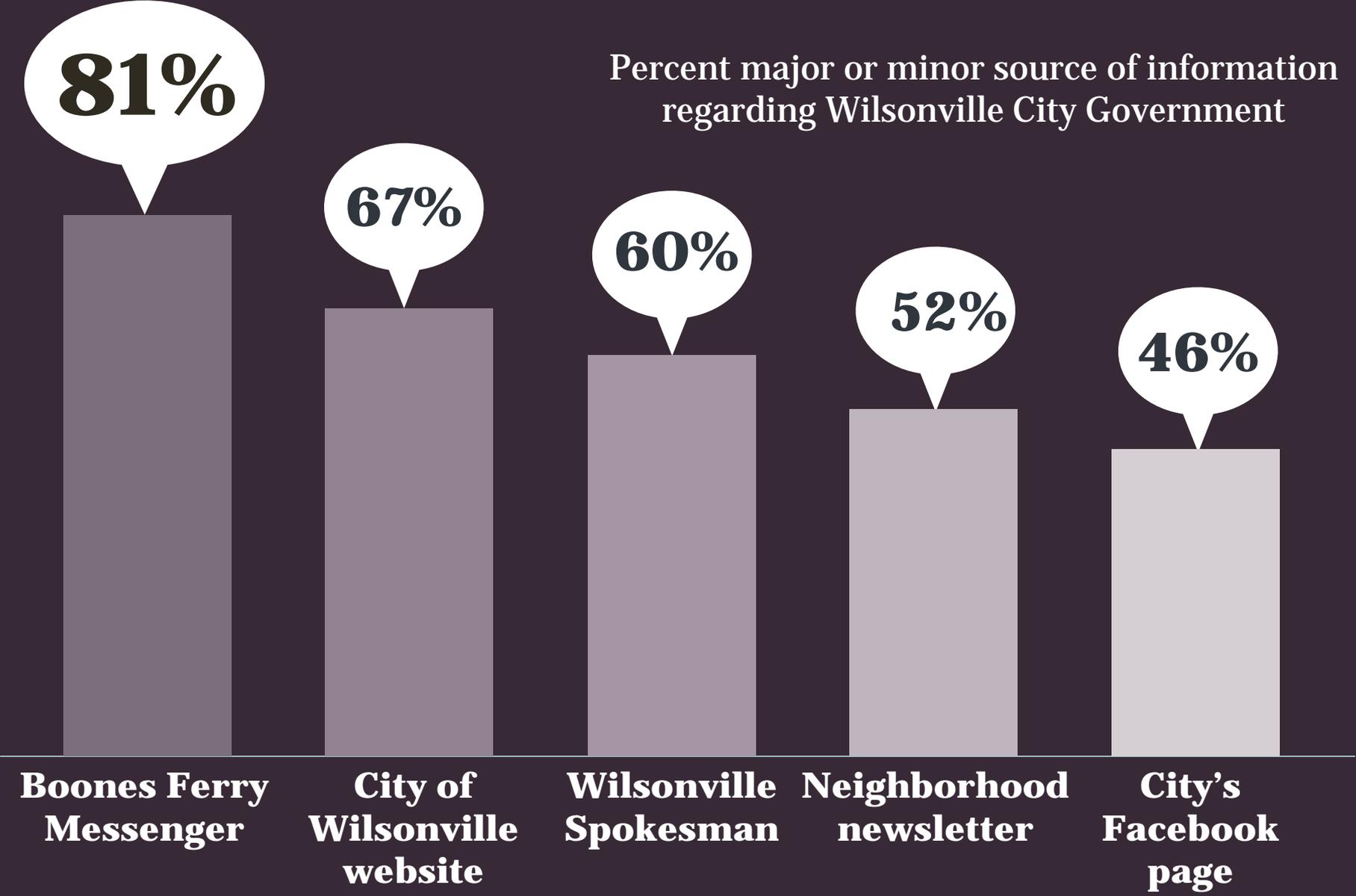
**Traffic, roads, and transportation**



- 14% Planning, growth, and expansion
- 14% Housing and affordability
- 12% Economic development and taxes
- 7% Population growth
- 4% Safety

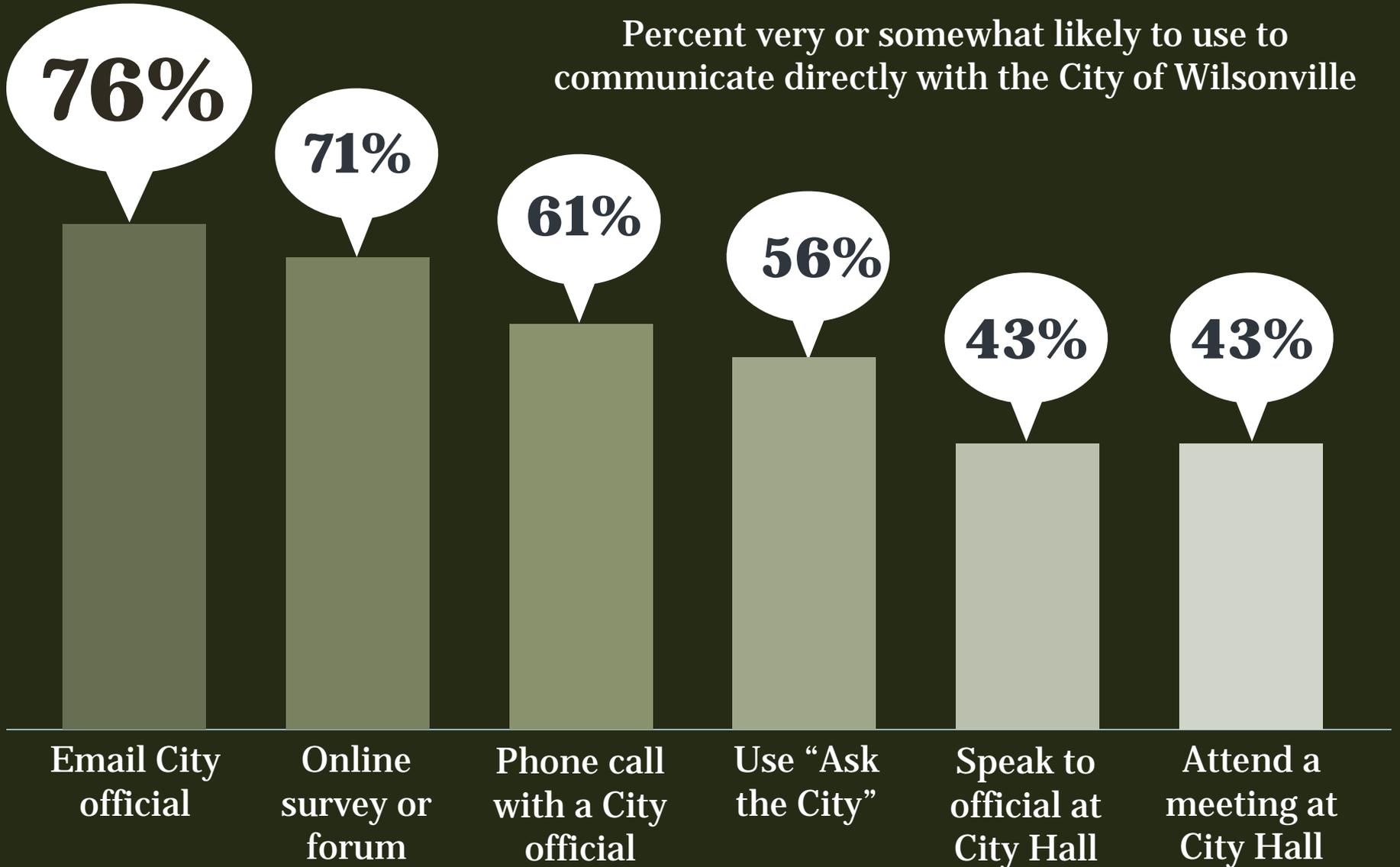
# Sources of Information

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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