

The National Citizen Survey™

Wilsonville, OR

Community Livability Report

2014

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The National Citizen Survey™
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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.

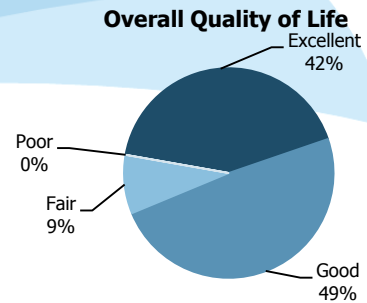
Great communities are partnerships of the government, private sector, community-based organizations and residents, all geographically connected. The NCS captures residents’ opinions within the three pillars of a community (Community Characteristics, Governance and Participation) across eight central 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 351 residents of the City of Wilsonville. The margin of error around any reported percentage is 5% 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

Almost all residents rated the quality of life in Wilsonville as excellent or good. This 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.

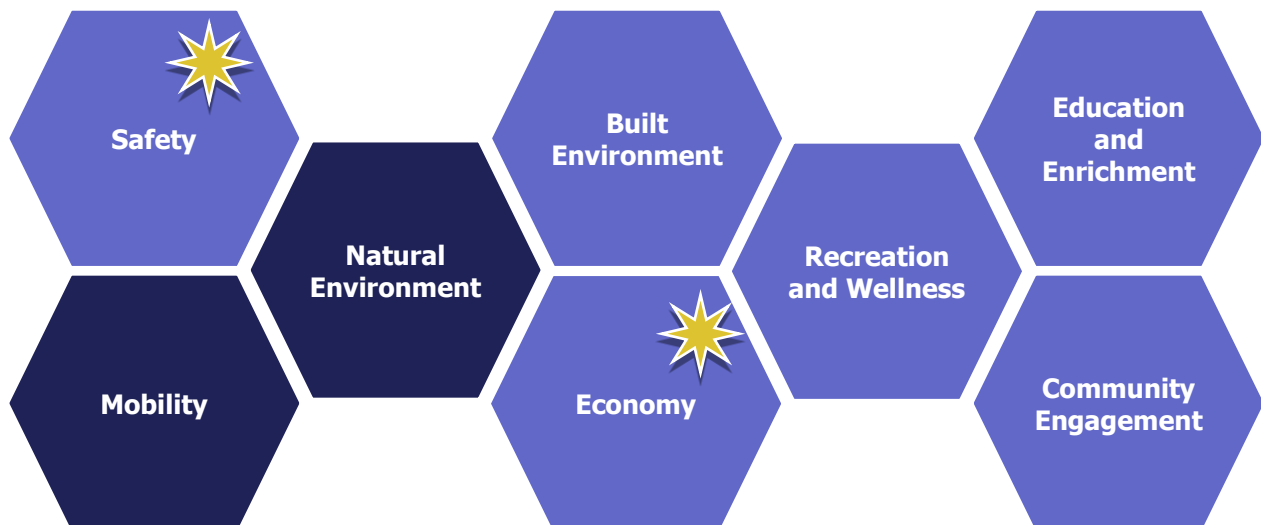
In addition to a summary of ratings, the image below includes one or more stars to indicate which community facets were the most important focus areas for the community. Residents identified Safety and Economy as priorities for the Wilsonville community in the coming two years. Ratings for Safety and Economy along with Built Environment, Recreation and Wellness, Education and Enrichment and Community Engagement were positive and similar to other communities. It is noteworthy that ratings were above the benchmark for Mobility and Natural Environment. 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, 94% 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. Almost all residents gave excellent or good ratings to Wilsonville as a place to raise children, the overall appearance and their neighborhoods. All of these ratings were at least similar to the benchmark. Ratings for Wilsonville's overall image or reputation, Wilsonville as a place to raise children and overall appearance were higher than in comparison communities.

Delving deeper into Community Characteristics, survey respondents rated over 40 features of the community within the eight facets of Community Livability. Most aspects were rated similar to the national benchmark, 14 were higher and none were lower than the benchmark. Across all facets, ratings tended to be positive. At least 4 in 5 respondents gave excellent or good ratings to all aspects of Safety and Natural Environment. Within Economy, aspects higher than the national benchmark were: overall economic health of Wilsonville, vibrant commercial areas, employment opportunities and Wilsonville as a place to work. Other features of the community that received ratings higher other communities in the nation were the overall feeling of safety in Wilsonville, paths and walking trails, ease of walking, travel by bicycle, travel by public transportation, overall natural environment, cleanliness of Wilsonville, overall built environment, public places and K-12 education.



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

Comparison to national benchmark

■ Higher ■ Similar ■ Lower

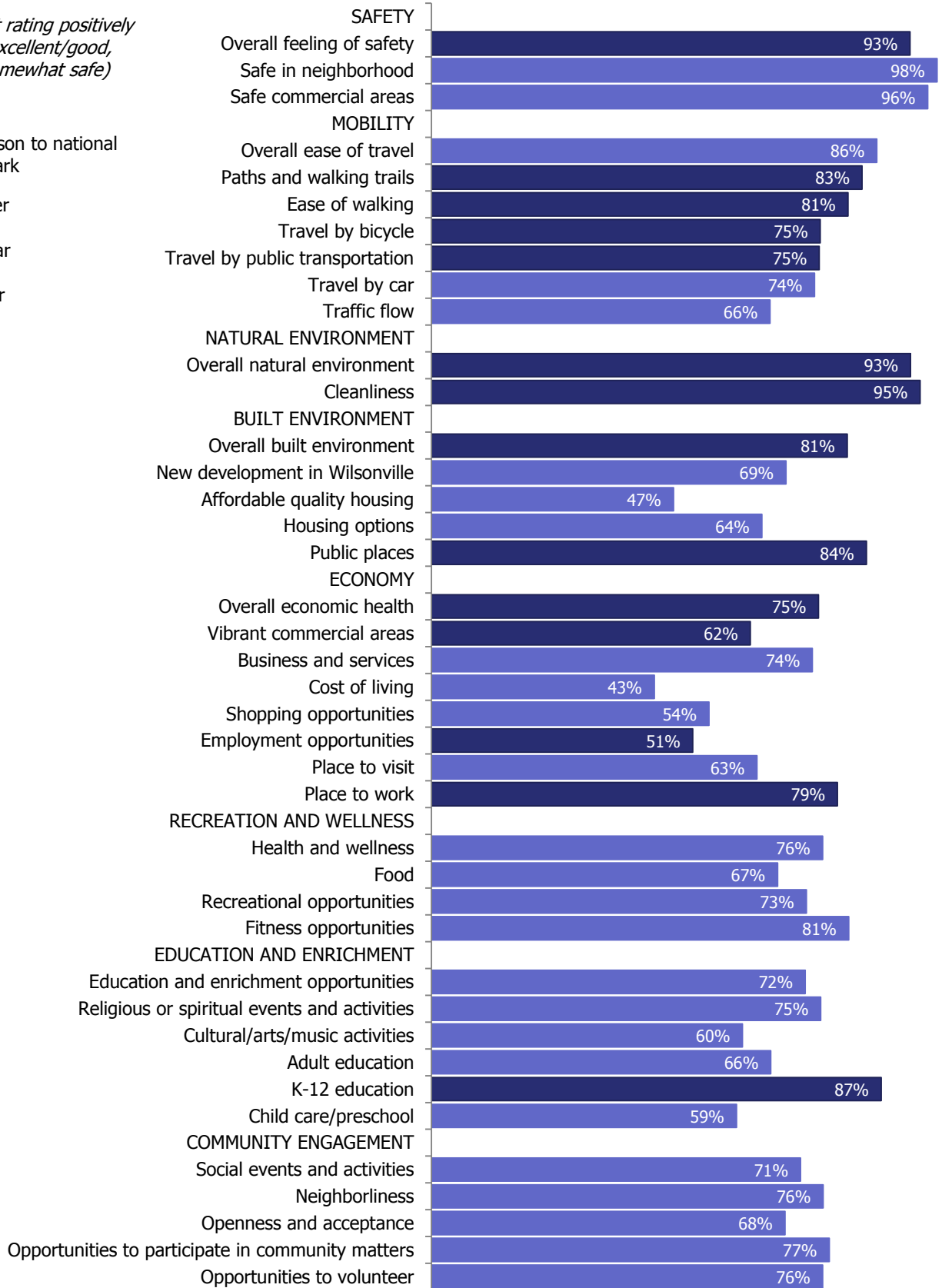


Figure 1: Aspects of Community Characteristics

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

Comparison to national
benchmark

- Higher
- Similar
- Lower



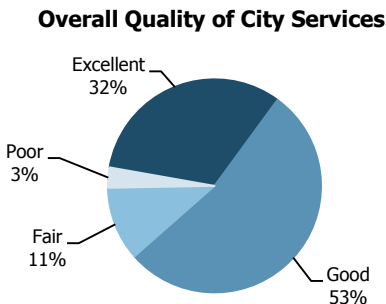
Governance

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 86% of respondents gave excellent or good ratings to the overall quality of City services; only about half as many (43%) gave excellent or good ratings to the services provided by the Federal Government. Both of these ratings were similar to ratings in comparison communities.

Survey respondents also rated various aspects of Wilsonville’s leadership and governance. About 7 in 10 respondents gave positive ratings to the value of services for taxes paid, the overall direction of Wilsonville, welcoming citizen involvement, confidence in City government, acting in the best interest of Wilsonville, being honest and treating all residents fairly. About 4 in 5 respondents gave excellent or good ratings to the overall customer service provided by City employees. All ratings were at least similar to the benchmark and ratings for welcoming citizen involvement, confidence in City government, being honest and treating all residents fairly were higher than in other jurisdictions across the nation. Additionally, ratings for the value of services for taxes paid and welcoming citizen involvement increased from 2012 to 2104 (see *the Trends over Time* report, under separate cover).

Respondents evaluated over 30 individual services and amenities available in Wilsonville. Most ratings were similar to the national benchmark, however 12 were higher and none were lower. All aspects of Governance received ratings of excellent or good by a majority of respondents. Ratings for street repair, street cleaning, sidewalk maintenance, traffic signal timing, drinking water and sewer services all increased from 2012 to 2014. Ratings that were higher than the national benchmark included: street repair, street cleaning, street lighting, sidewalk maintenance, bus or transit services, drinking water, natural areas preservation, storm drainage, code enforcement, City parks and public libraries.



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

Comparison to national benchmark

■ Higher ■ Similar ■ Lower

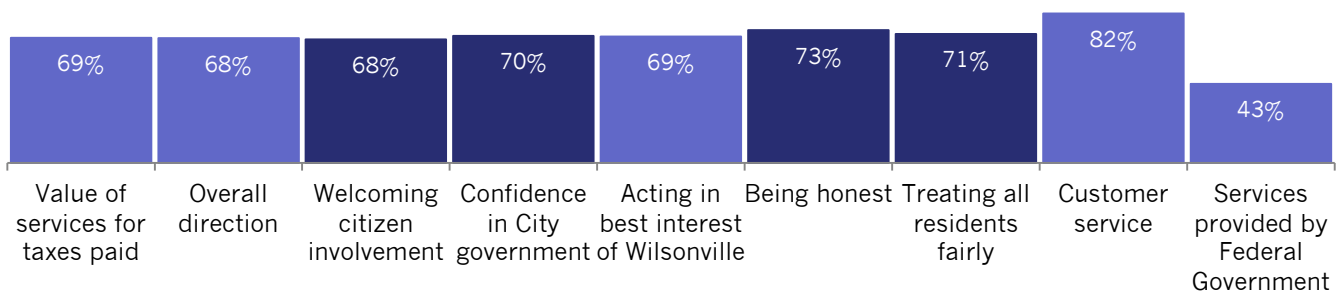
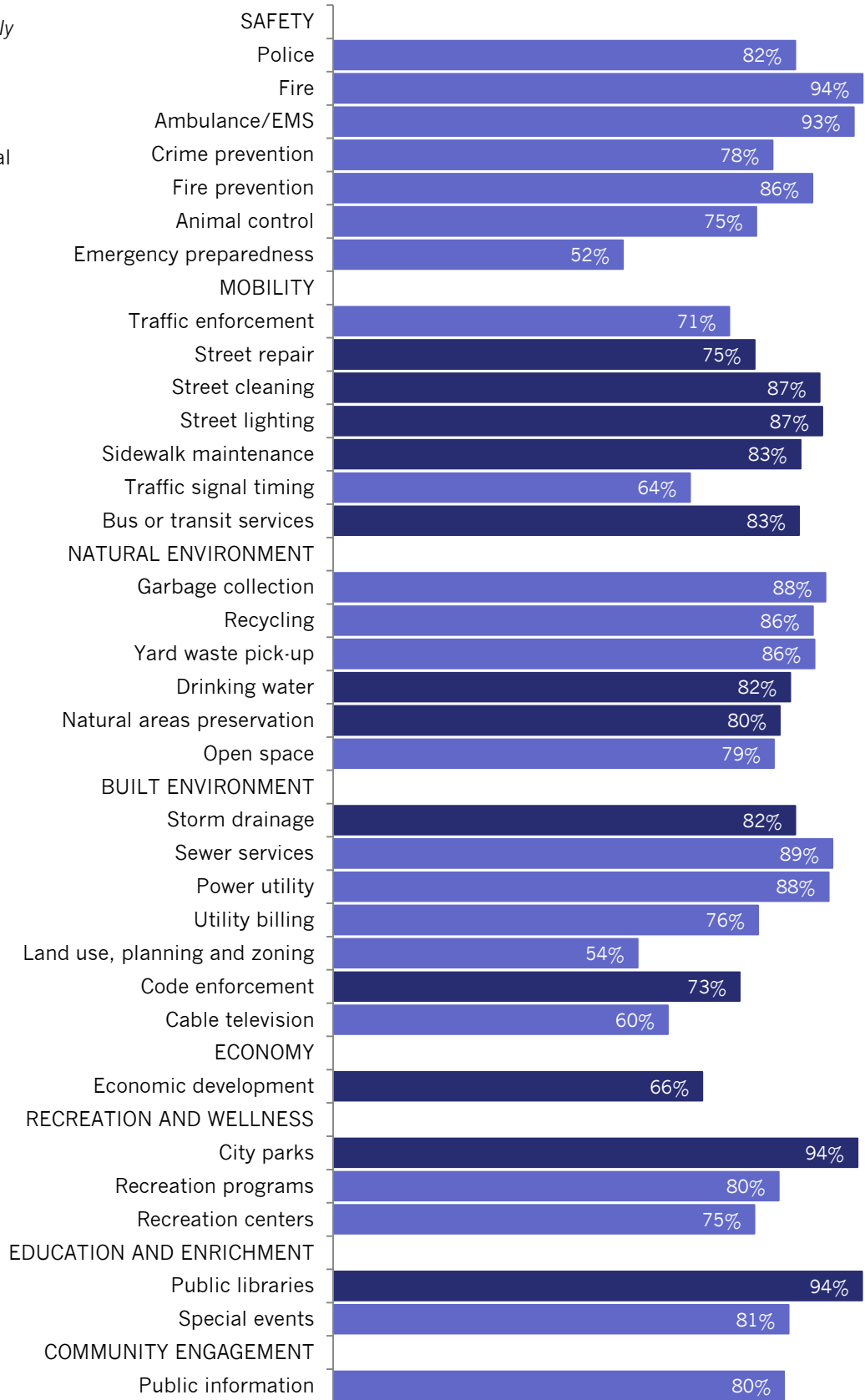


Figure 2: Aspects of Governance

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

Comparison to national
benchmark

- Higher
- Similar
- Lower

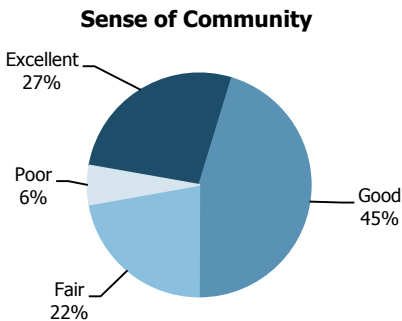


Participation

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. This rating was similar to the national benchmark and remained stable from 2012 to 2014. At least 4 in 5 respondents indicated that they were likely to recommend living in Wilsonville and remain in Wilsonville.

The survey included over 30 activities and behaviors for which respondents indicated how often they participated in or performed each, if at all. Most rates of participation were similar to those in other communities across the nation. Fewer Wilsonville residents reported working in Wilsonville, participating in religious or spiritual activities, participating in a club or watching a local public meeting. More Wilsonville residents reported that they walked or biked instead of driving, recycled at home, used Wilsonville’s public libraries and did NOT observe a code violation. Most aspects of Participation remained stable from 2012 to 2014. At least 9 in 10 respondents reported that they had recycled at home, purchased goods or services in Wilsonville, visited a City park and participated in physical activity.



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

Comparison to national benchmark

■ Higher ■ Similar ■ Lower

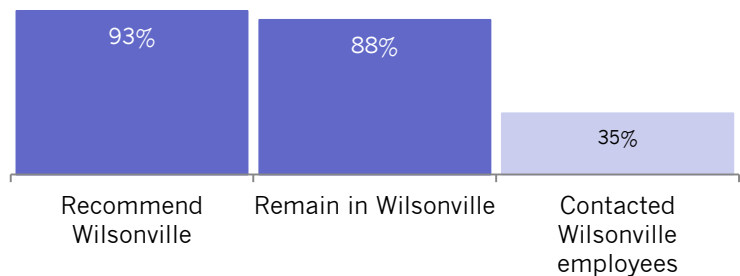
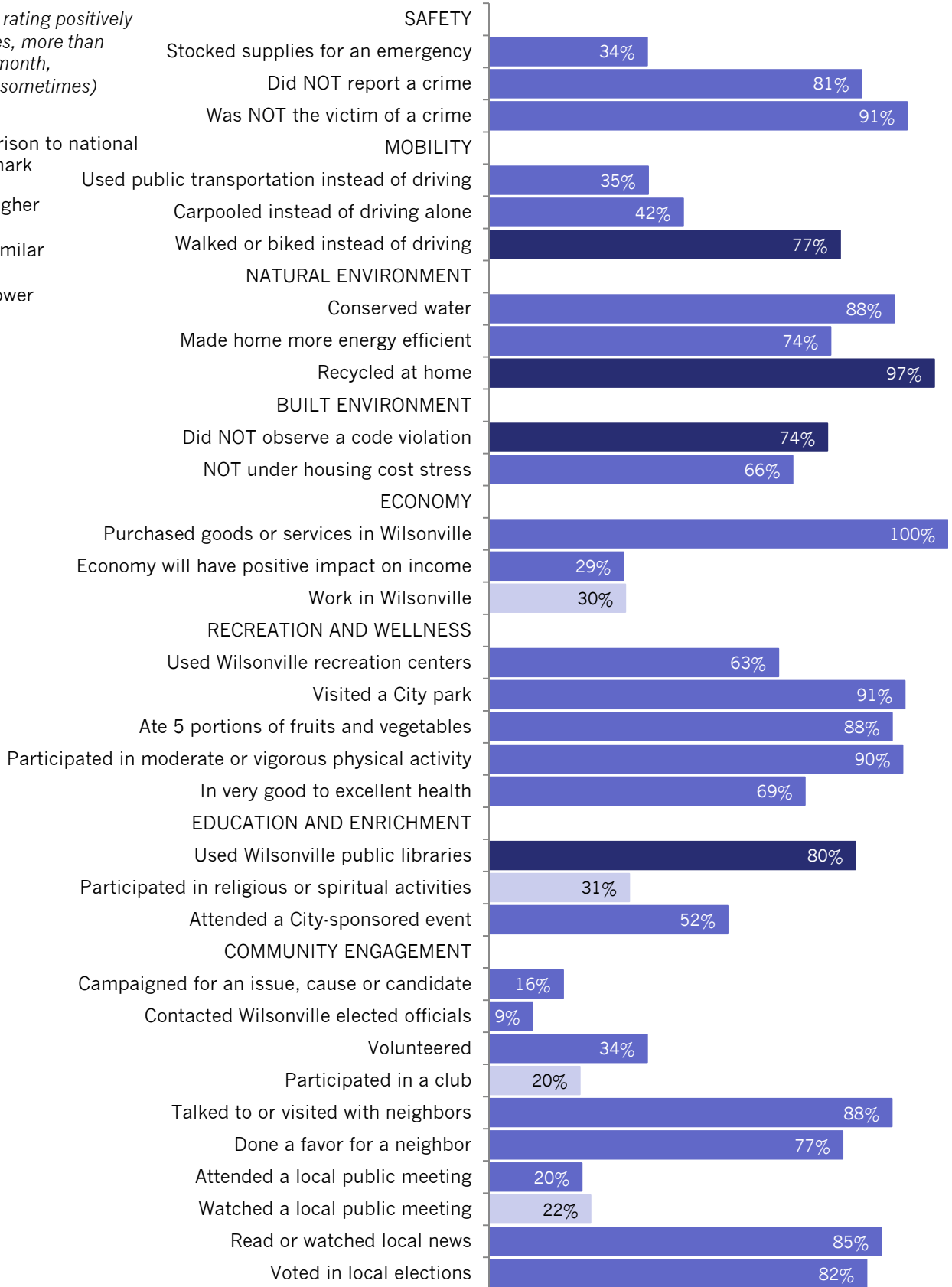


Figure 3: Aspects of Participation

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

Comparison to national
benchmark

- Higher
- Similar
- Lower

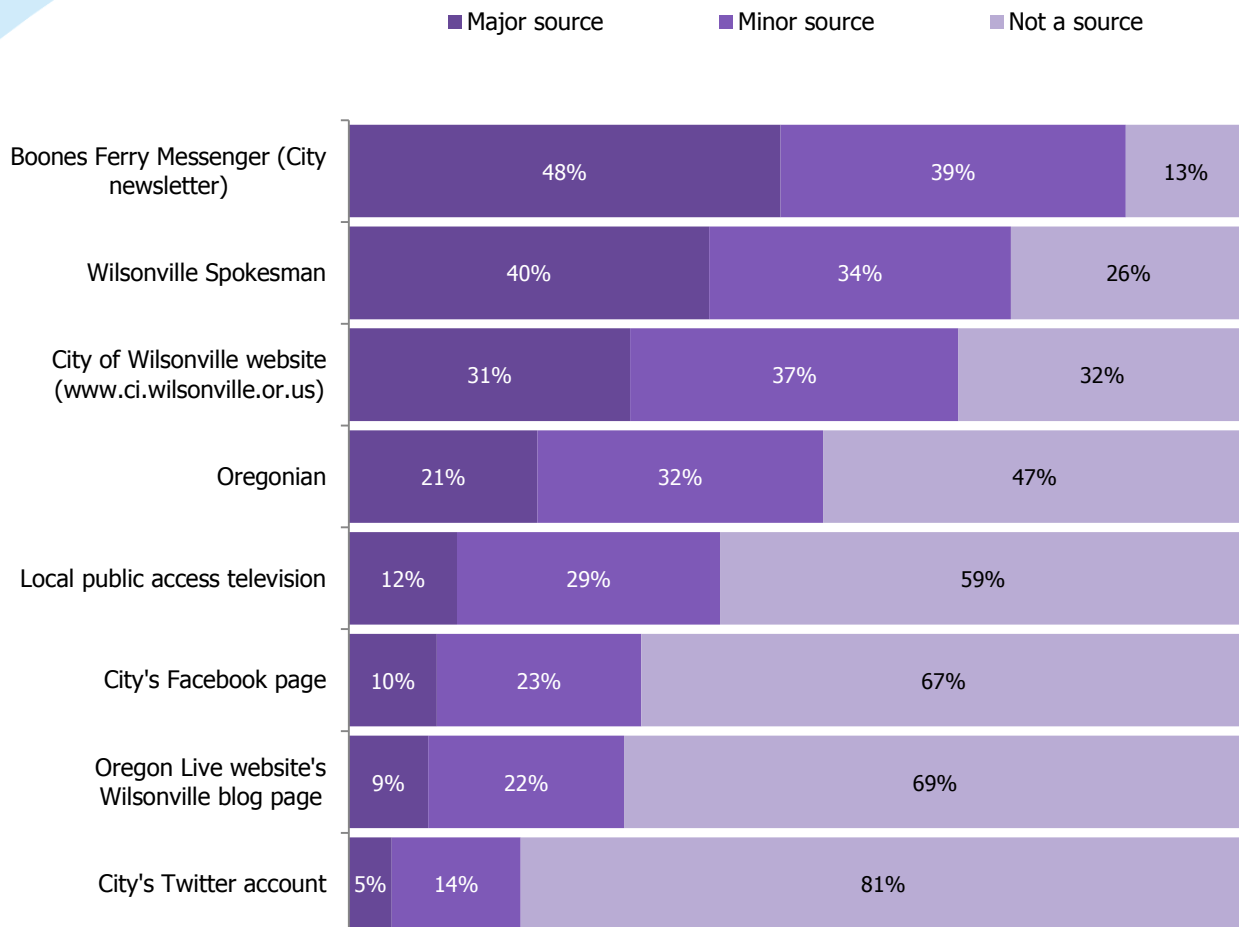


Special Topics

The City of Wilsonville included two questions of special interest on The NCS. The first question asked residents about different sources of information about Wilsonville City Government. The City newsletter (Boones Ferry Messenger) was viewed as an information source by the greatest number of respondents. A majority of respondents also indicated that the Wilsonville Spokesman, the City website and the Oregonian were a major or minor source of information regarding Wilsonville City Government. The least popular information sources were the City’s Twitter account, Oregon Live website’s Wilsonville blog page and the City’s Facebook page.

Figure 4: Information Sources

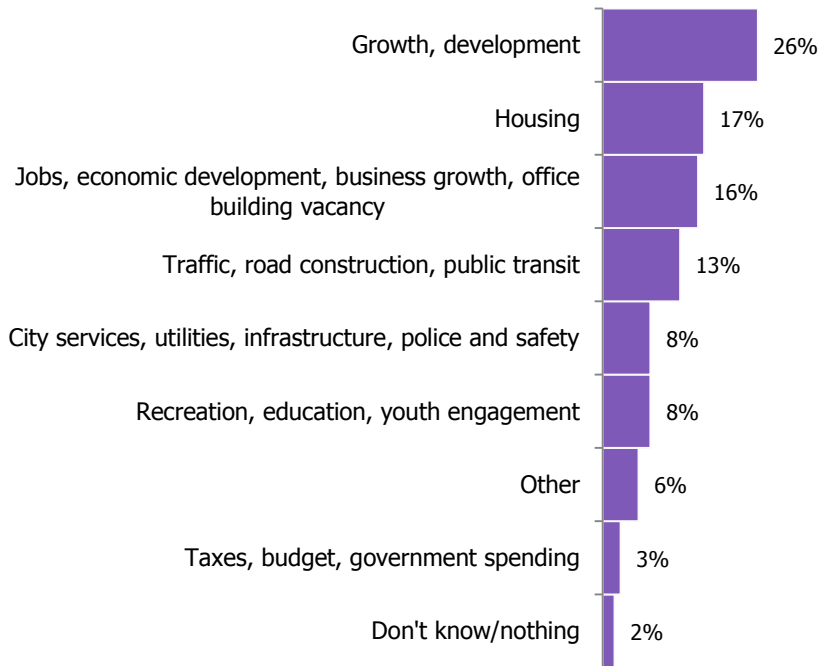
Please indicate whether each of the following is a major source, minor source, or not a source of information regarding Wilsonville City Government.



The second question was an open ended question and the respondents were asked to record their opinions about City of Wilsonville priorities in their own words (for the full verbatim responses, see the *Open End Report* under separate cover). The most commonly cited themes included growth and development, housing issues and jobs and economic development.

Figure 5: City Priorities

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



Conclusions

Wilsonville residents continue to enjoy an exceptional quality of life.

Most residents rate their overall quality of life as excellent or good and at least 9 in 10 would be likely to recommend Wilsonville as a place to live to someone who asks. Almost all gave excellent or good ratings to the City as a place to live. Wilsonville's overall appearance and overall image, neighborhoods as a place to live and to raise children received high ratings by at least 4 in 5 residents. Most of the aspects that aid in community livability were rated positively and remained stable or increased from 2012 to 2014.

Residents feel safe in Wilsonville.

Safety was an important feature of the community for residents and most residents want the City to continue to provide excellent safety services and amenities. Almost all respondents feel safe overall, in their neighborhoods and in shopping areas. Residents rated safety services highly and most participants were not a victim of a crime or did not report a crime. Ratings for all aspects of Safety remained stable from 2012 to 2014.

The Economy is important to the community.

Residents believed that the economy is an important community feature to focus on over the next two years. Several aspects of Economy were higher than the national benchmarks, including: Wilsonville as a place to work, employment opportunities, vibrant commercial areas, overall economic health and economic development services. Ratings for Economy were positive and tended to remain stable from 2012 to 2014. Ratings for employment opportunities increased from 2012 to 2014; however ratings for shopping opportunities decreased.