

THE NCS™
The National Citizen Survey™

Wilsonville, OR

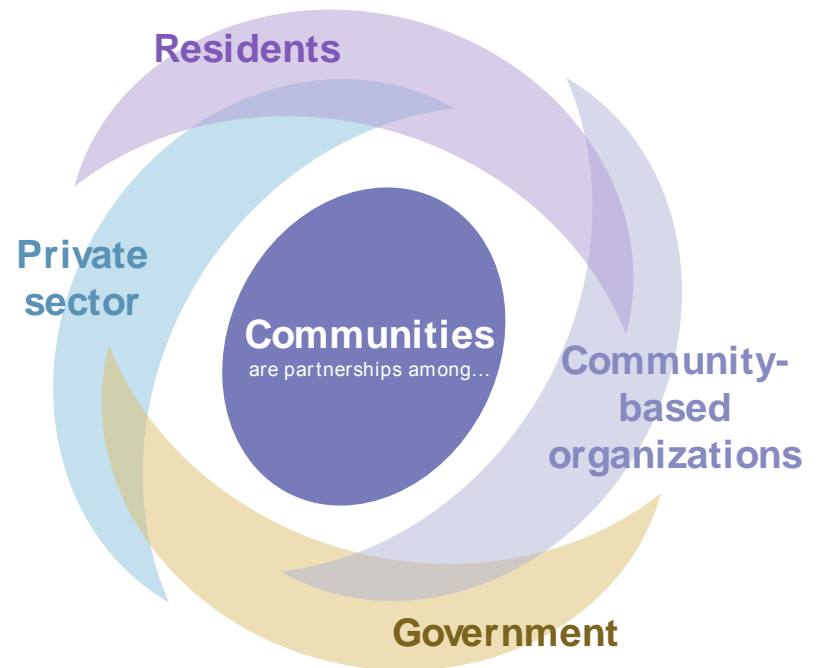
Key Findings
October 2014



NRC
National Research Center Inc

About The NCS

- **Community Livability**
 - Community Characteristics
 - Governance
 - Participation



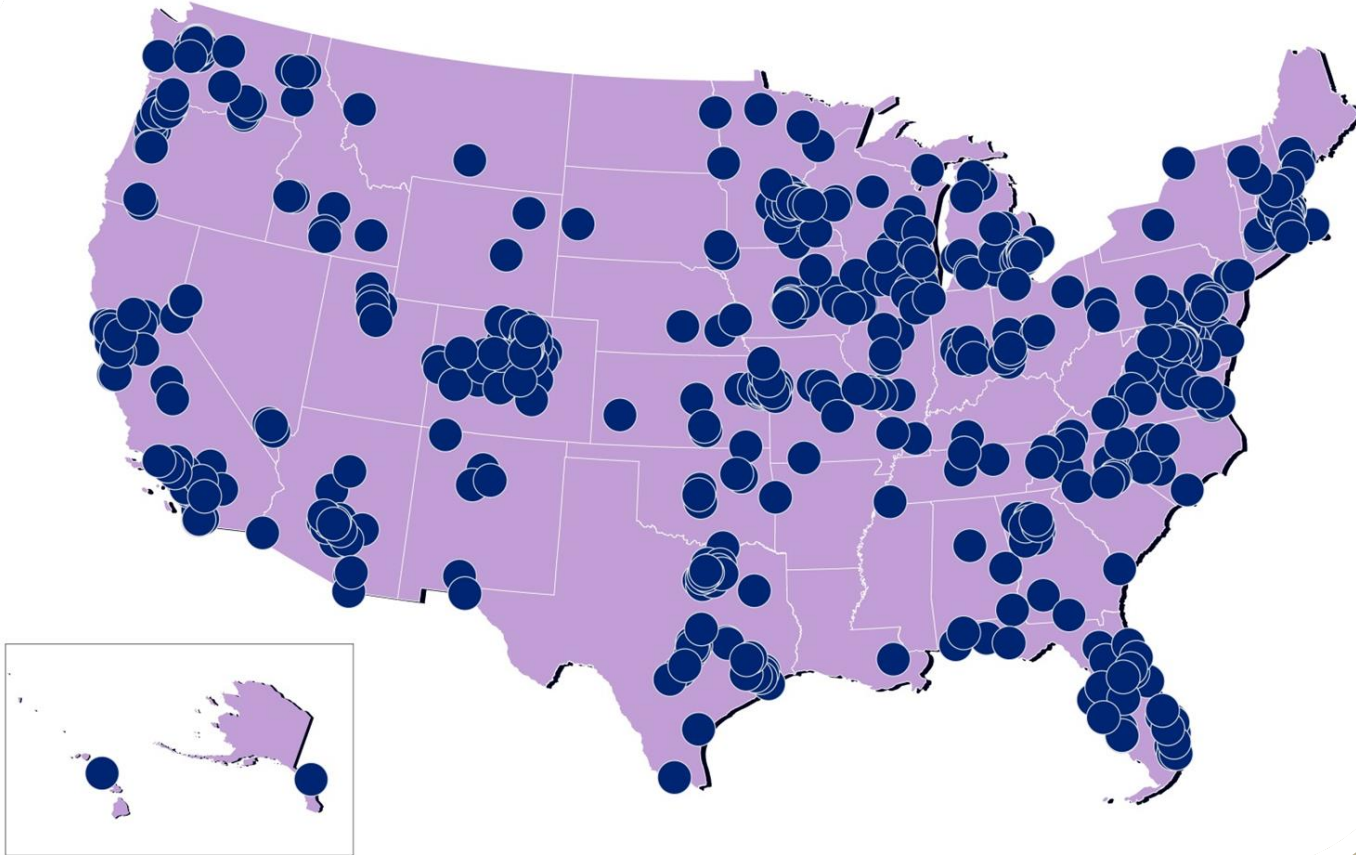
Facets of Community Livability



The NCS & Wilsonville

- Participant in The NCS since 2012
- Random sample of 1,200 households
 - 351 returned surveys; 31% response rate
 - $\pm 5\%$ margin of error

National Benchmark Comparisons



2014 National Benchmark Comparisons

37

received **higher** ratings

84

received **similar** ratings

5

received **lower** ratings


Key Focus Areas

Legend

 Higher than national benchmark

 Similar to national benchmark

 Lower than national benchmark

 Most important

Safety



Built Environment

Natural Environment

Recreation and Wellness

Education and Enrichment

Mobility

Economy



Community Engagement

Key
Finding
#1

**Residents continue
to enjoy
exceptional quality
of life**

2014 Ratings Compared to 2012

19

received
higher
ratings

61

received **similar**
ratings

4

received
lower
ratings

High Quality of Life

9 in 10

"excellent" or "good"

Overall quality of life

Place to live

Place to raise kids

Neighborhoods

Appearance



Parks & Recreation

Strong **Majority** “excellent” or “good”

City parks

Recreation programs

Recreation centers

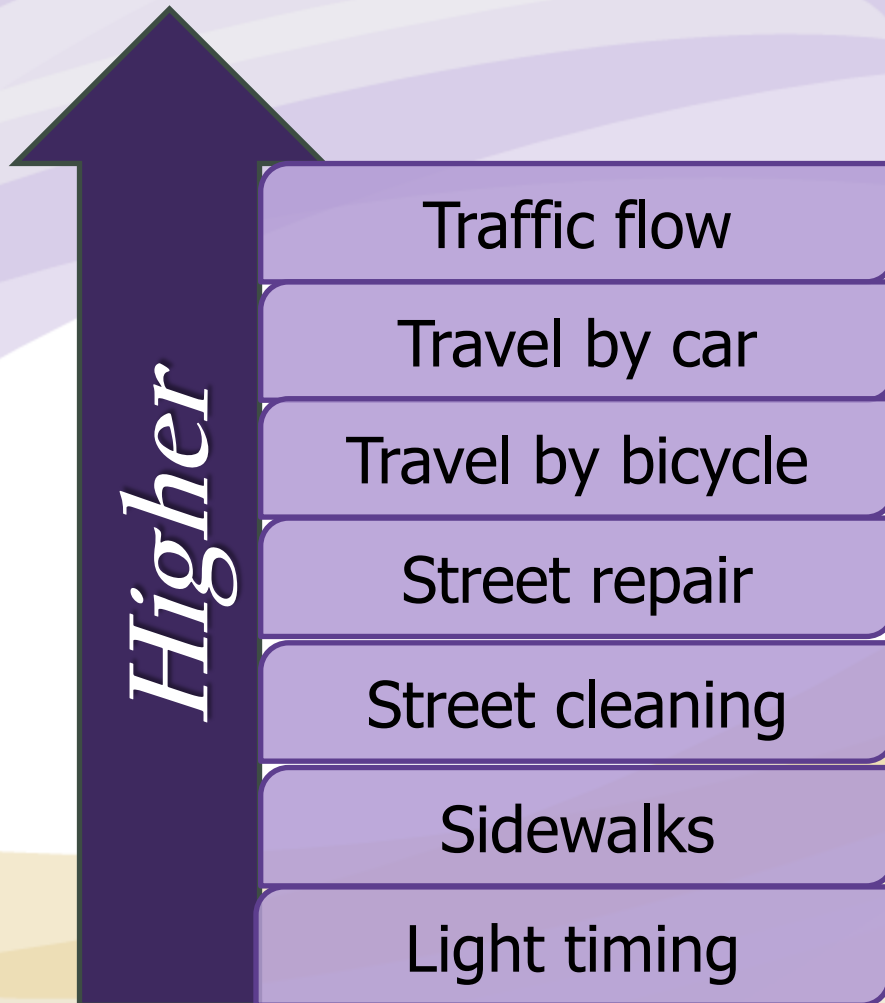
Recreation opportunities

Comparison to national benchmark:

■ Higher ■ Similar ■ Lower



Improved Mobility



Key
Finding
#2

Residents feel safe

Safety is Important



Feelings of Safety

At least **9 in 10** felt safe:

- Overall
- in **neighborhoods**
- in Wilsonville's **commercial areas**



Safety Services

At least 4 in 5:

Fire services

Ambulance/EMS

Police services

Fire prevention

Comparison to national benchmark:

■ Higher ■ Similar ■ Lower

"excellent" or "good"

Key
Finding
#3

Economy is important focus area



Economy

Characteristics of Economy

Place to work

Overall economic health

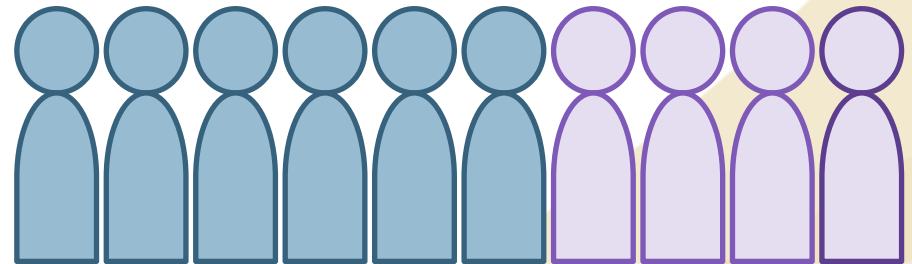
Quality of businesses

Economic development

Vibrant commercial areas

Place to visit

Excellent or good



Comparison to national benchmark:

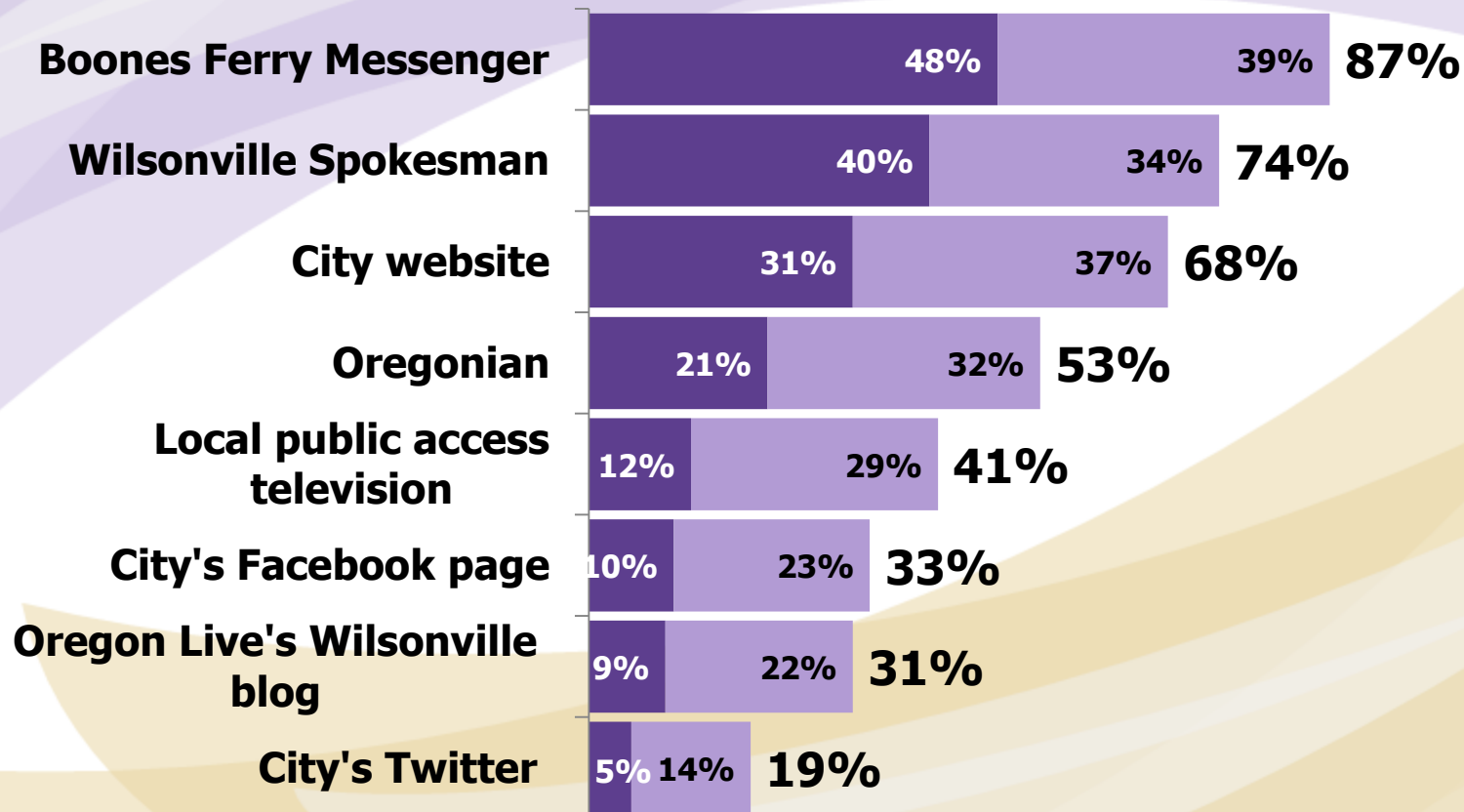
■ Higher ■ Similar ■ Lower

The background features several overlapping, wavy bands of color. The upper portion is dominated by shades of purple, ranging from light lavender to a deeper, muted purple. The lower portion features wavy bands of gold and yellow, also in varying shades. The overall effect is a dynamic, flowing pattern.

Special Topics

Information Sources

■ Major source ■ Minor source



Community Priorities

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

Growth

"Keeping up with rapid growth"

"Urban sprawl"

Housing

"Affordable housing"

"Limiting apartment building"

Economy

"Bring more businesses to Wilsonville"

"Jobs!"

Conclusions

- Exceptional quality of life
- Many services trending up
- Economy and Safety key focus areas
- Growth remains top priority

THE NCS™
The National Citizen Survey™

Questions?

THE NCS™

The National Citizen Survey™

Thank you!

National Research Center, Inc.

2955 Valmont Road Suite 300

Boulder, CO 80301

303-444-7863 • nrc@n-r-c.com

www.n-r-c.com



NRC

National Research Center Inc