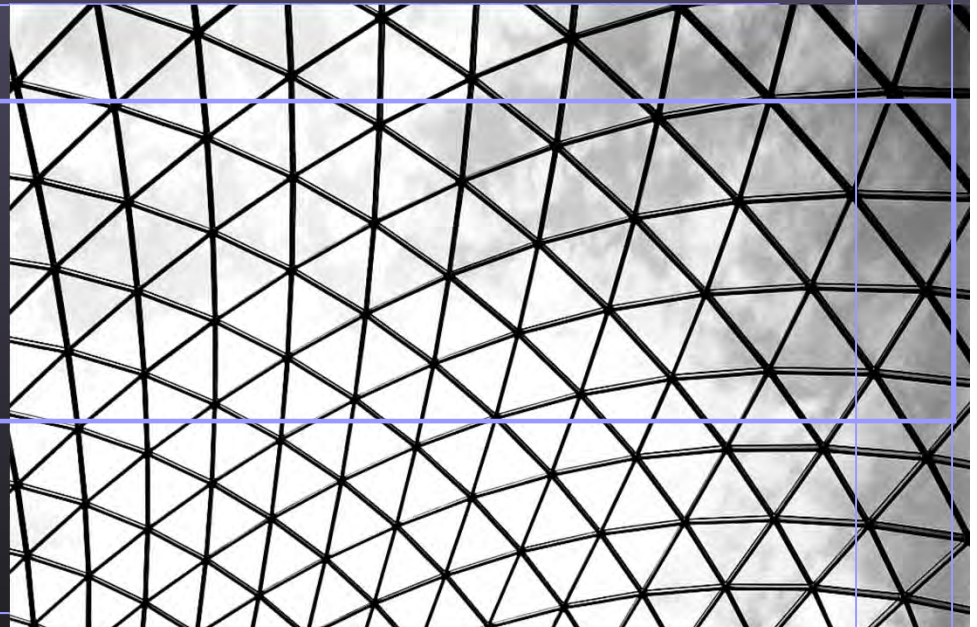




The National Citizen Survey™

City of Wilsonville, Oregon

Summary of Findings
July 2, 2012

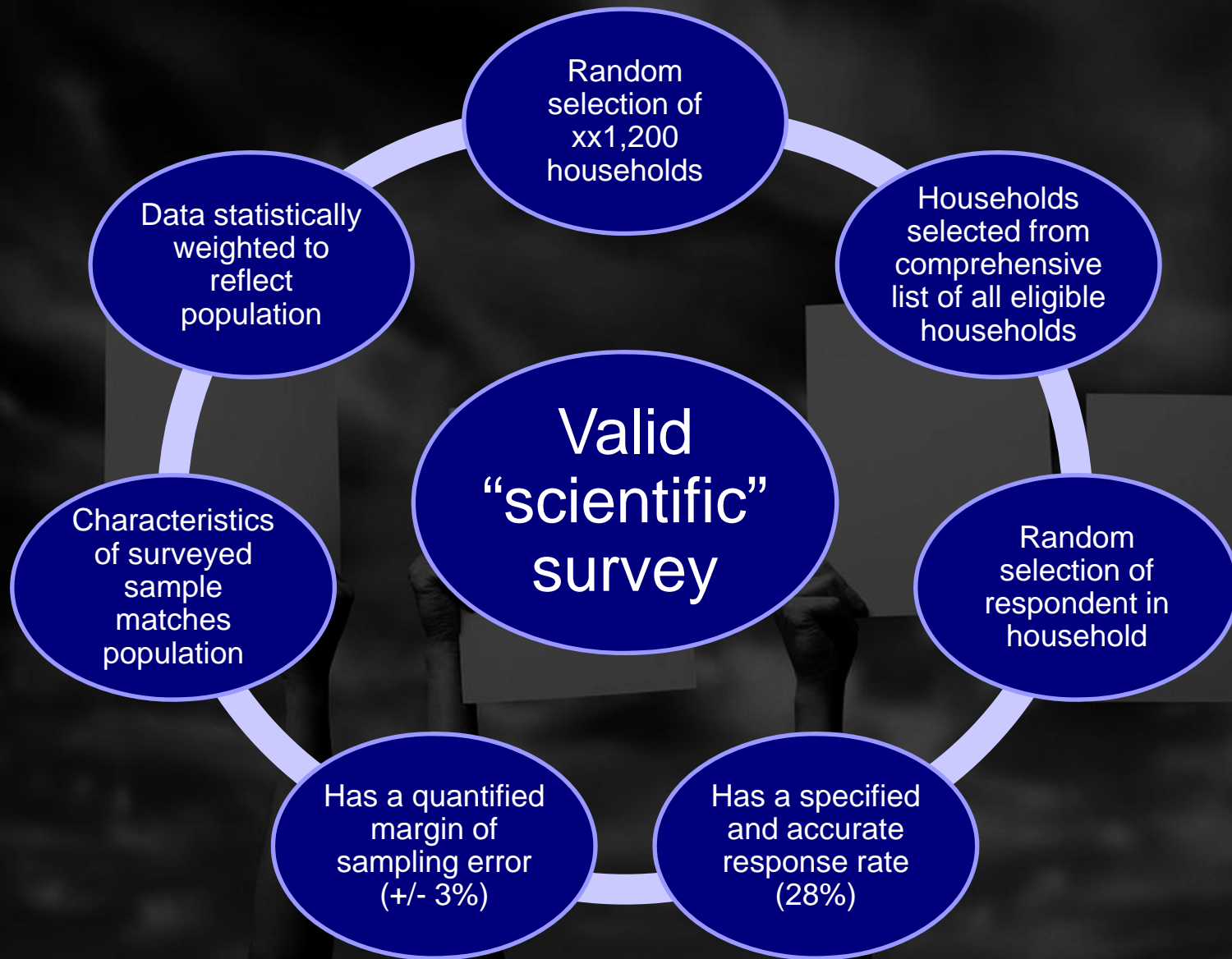


The National Citizen Survey™ (The NCS)

The National Citizen Survey™



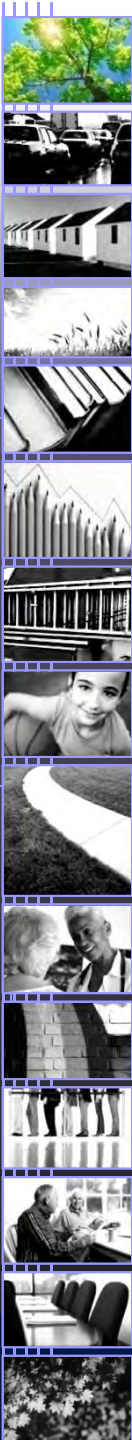
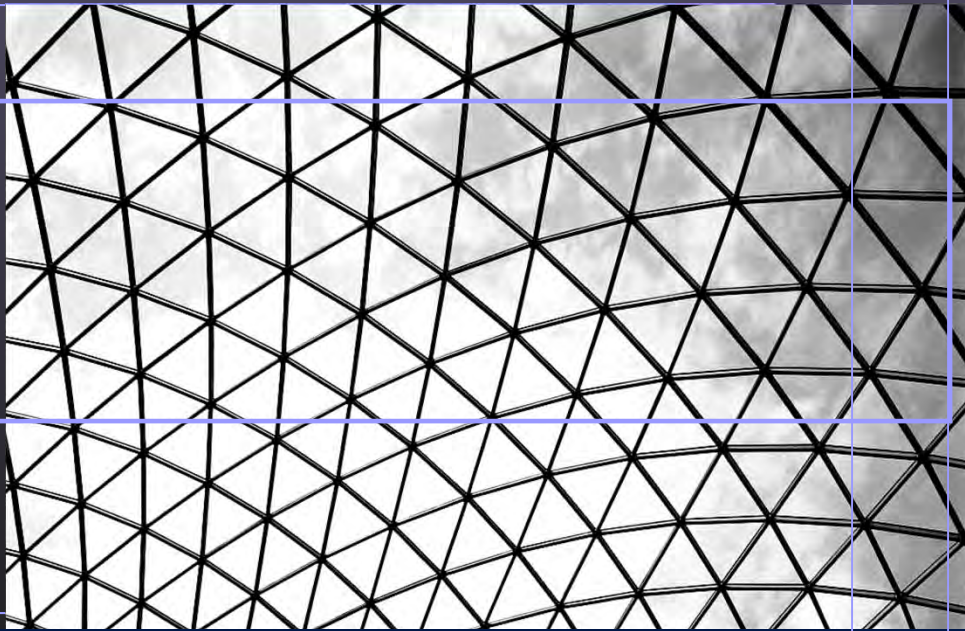
Scientific Survey Administration





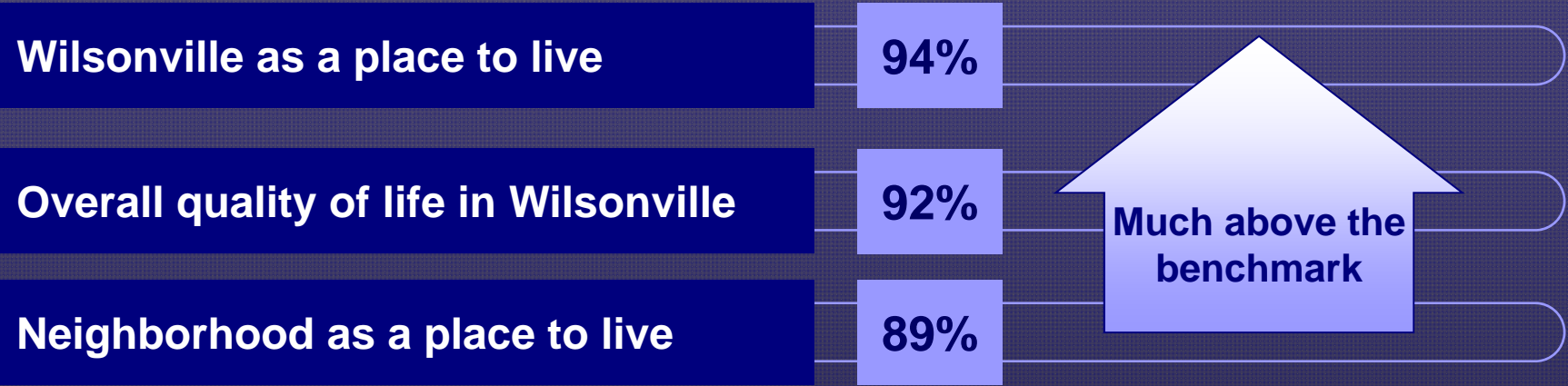
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Community Ratings



Overall Quality of Community

National Benchmark



Percent "excellent" or "good"

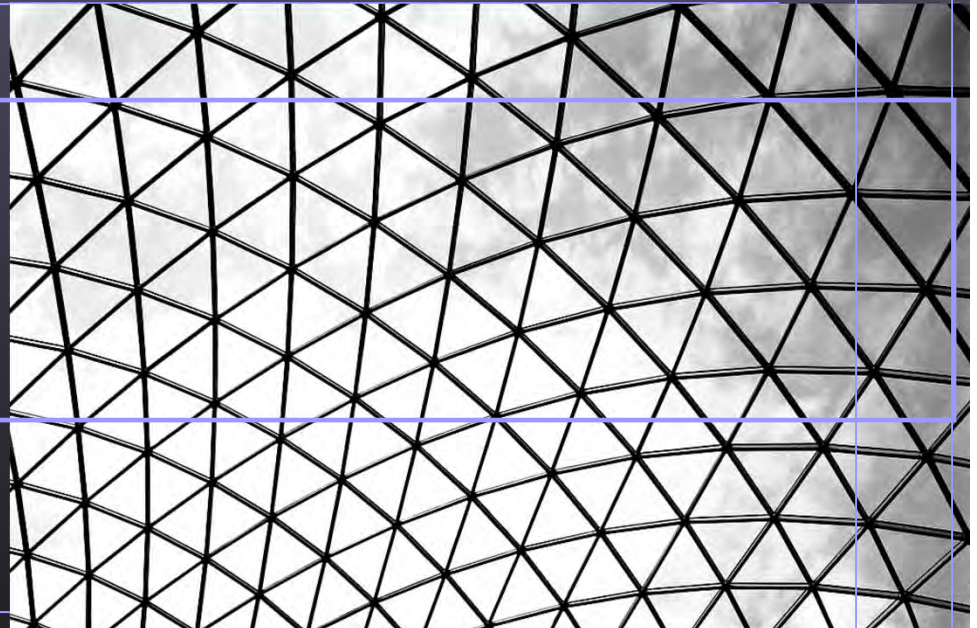


↔ = national benchmark comparison



The National Citizen Survey™

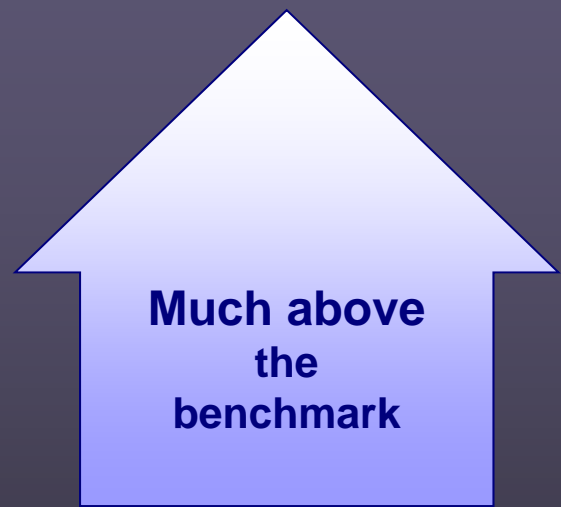
Community Design



Transportation

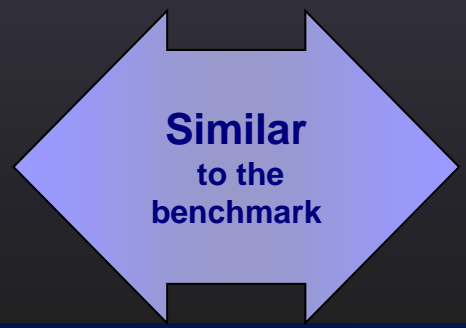


Ease of walking	81%
Availability of paths and walking trails	78%
Ease of bus travel	77%
Ease of bicycle travel	70%
Ease of car travel	65%



Percent "excellent" or "good"

Traffic flow	48%
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Transportation Services

Bus or transit services (SMART) 85%

Street lighting 84%

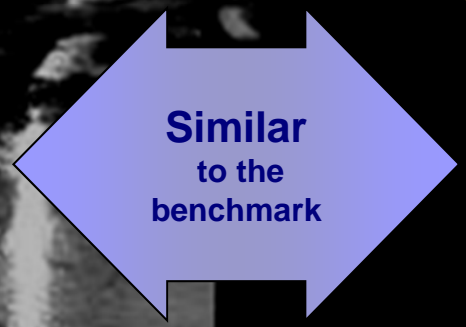
Street cleaning 79%

Sidewalk maintenance 74%

Street repair 60%



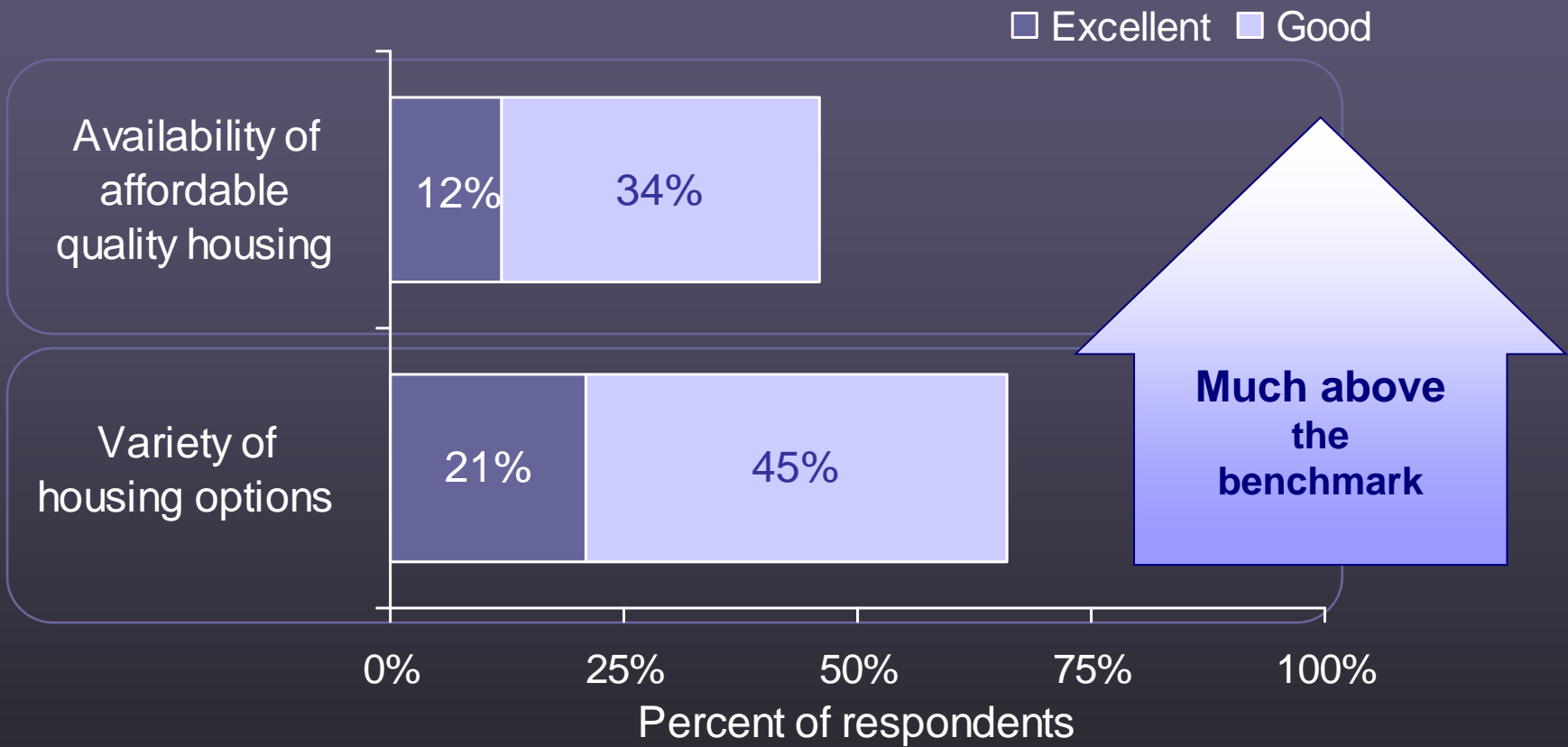
Traffic signal timing 52%



Percent "excellent" or "good"



Ratings of Housing



Land Use, Planning and Zoning

Much above the benchmark

90%

Overall appearance of Wilsonville

78%

Much above the benchmark

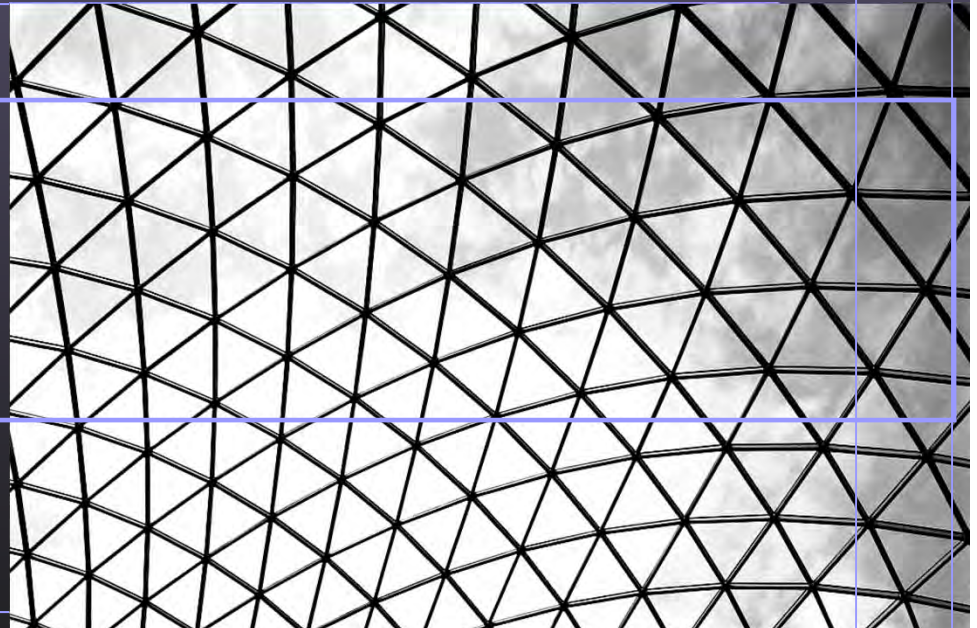
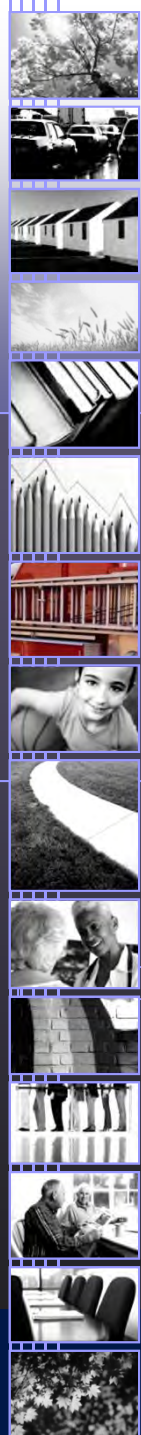
Overall quality of new development in Wilsonville

Percent "excellent" or "good"

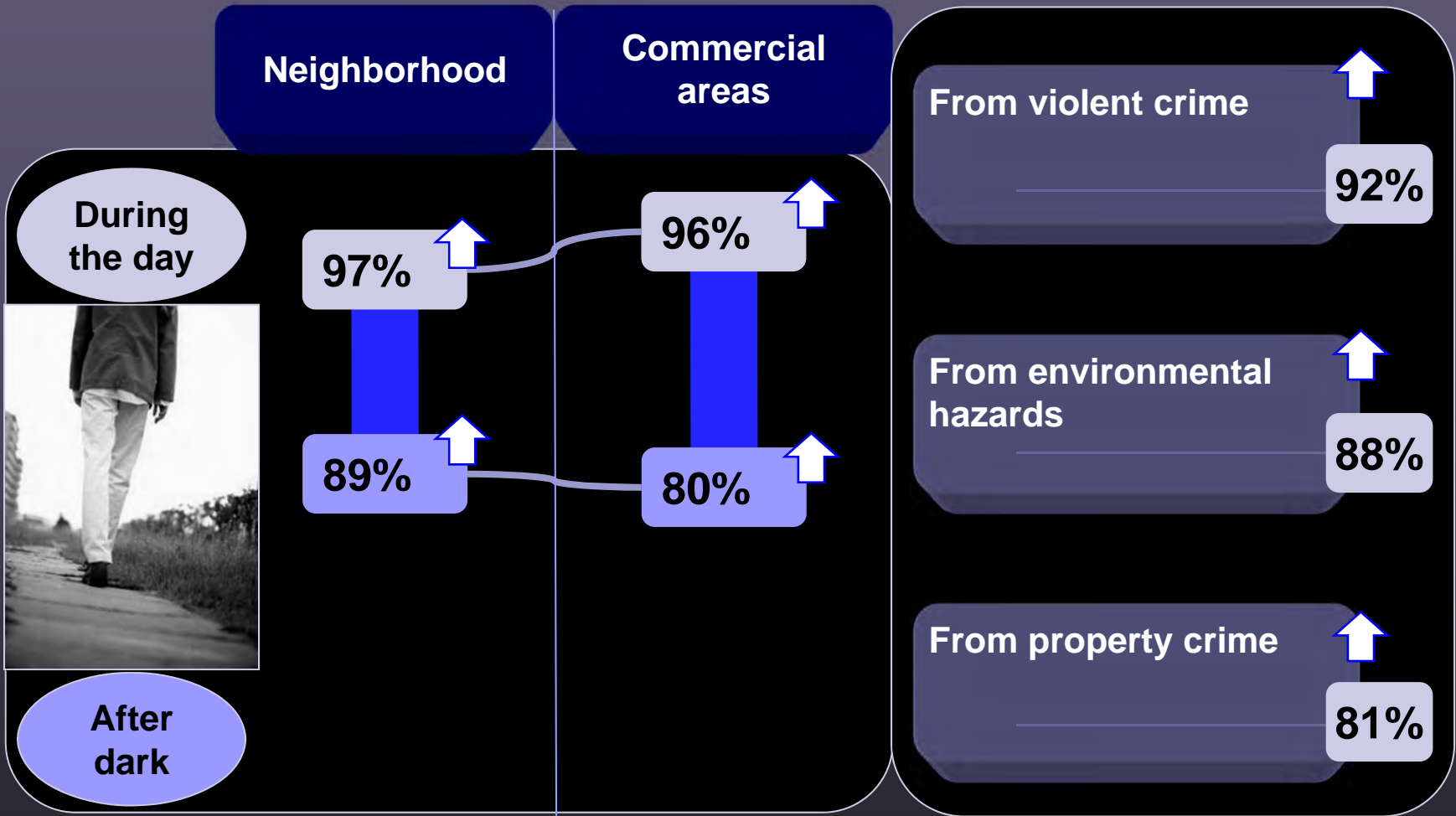


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Public Safety



Public Safety



Felt "very" or "somewhat" safe

Safety Services

National Benchmark

Fire services	94%	↑ above
Ambulance/EMS	88%	↔ similar
Police services	84%	↑ above
Fire prevention and education	81%	↑ above
Crime prevention	77%	↑ above
Municipal courts	71%	↑ above
Traffic enforcement	65%	↔ similar
Emergency preparedness	59%	↔ similar

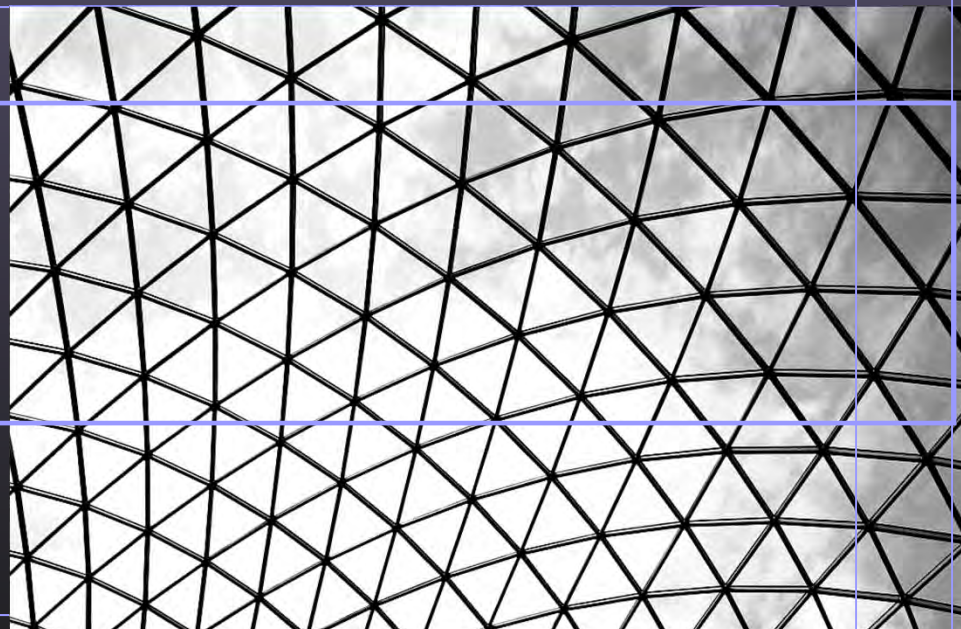
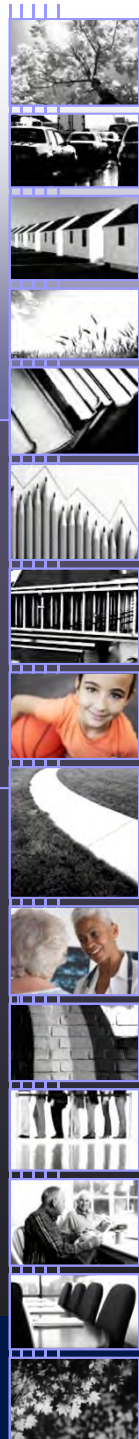
Percent "excellent" or "good"





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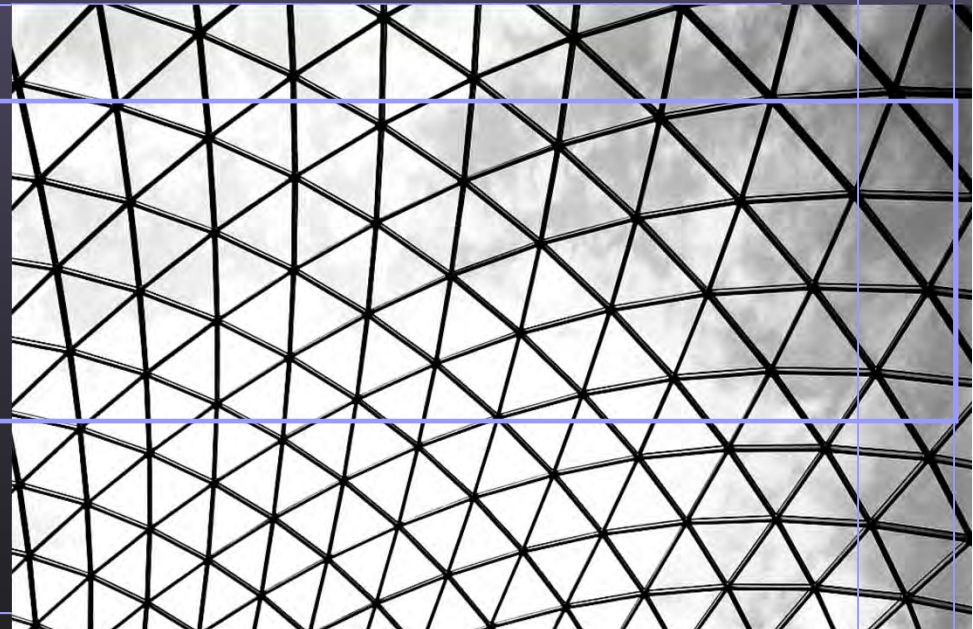
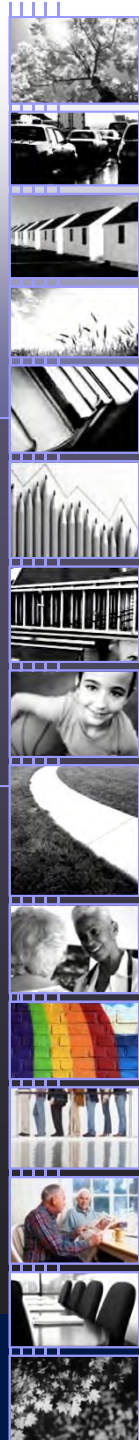
Recreation and Wellness





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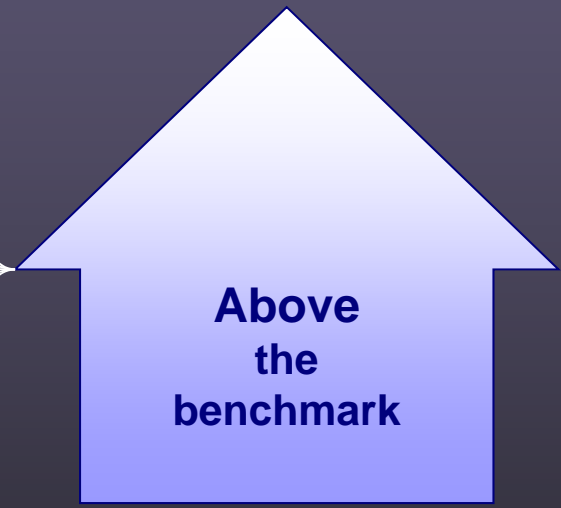
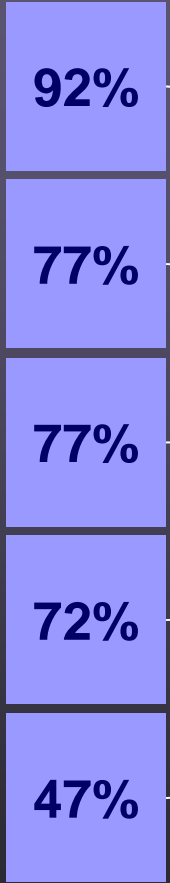
Community and Civic Engagement



Community Inclusiveness



Wilsonville as a place to raise children
Wilsonville as a place to retire
Sense of community
Openness and acceptance of the community toward people of diverse backgrounds
Availability of affordable quality child care



Percent "excellent" or "good"

Civic Activity

75%

Similar to the benchmark

Opportunities to volunteer

Above the benchmark

69%

Opportunities to participate in community matters

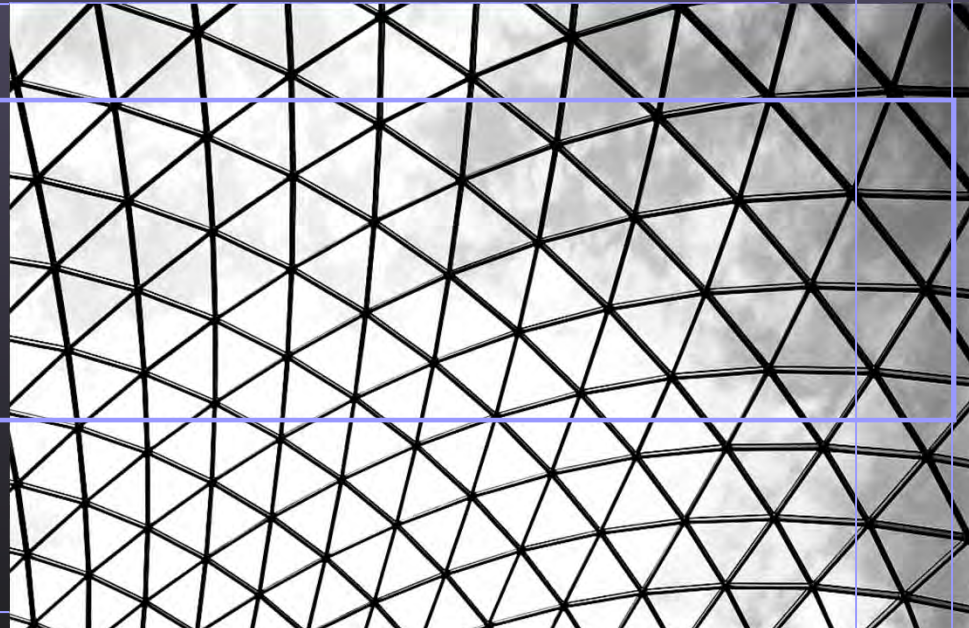
Percent "excellent" or "good"





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City of Wilsonville Government



Public Trust

National Benchmark

Overall image or reputation of Wilsonville

87%

Overall direction that Wilsonville is taking

65%

Job Wilsonville government does at welcoming citizen involvement

61%

Value of services for the taxes paid to Wilsonville

60%

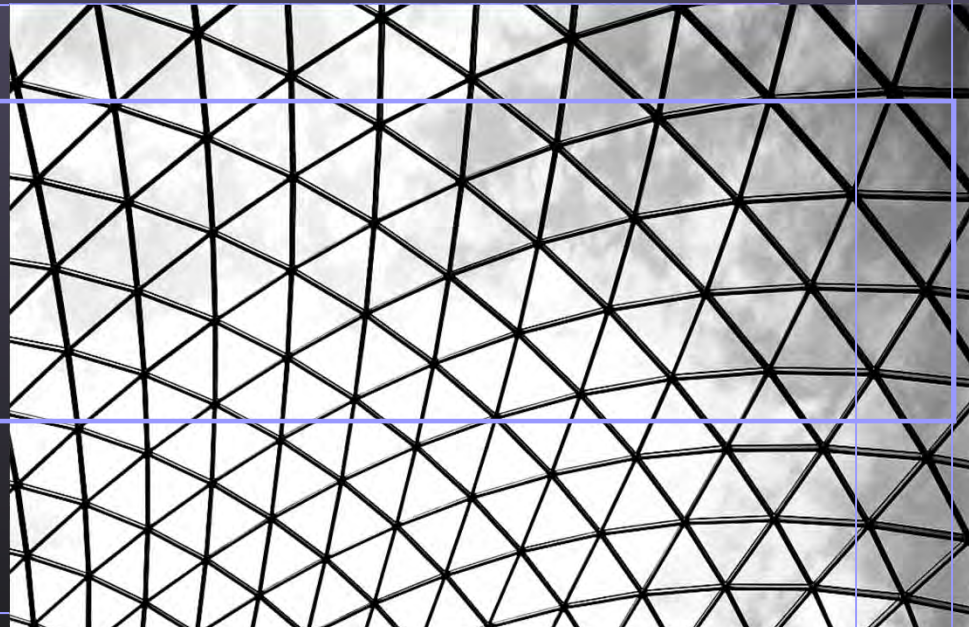
Much above the benchmark

Percent “excellent” or “good”

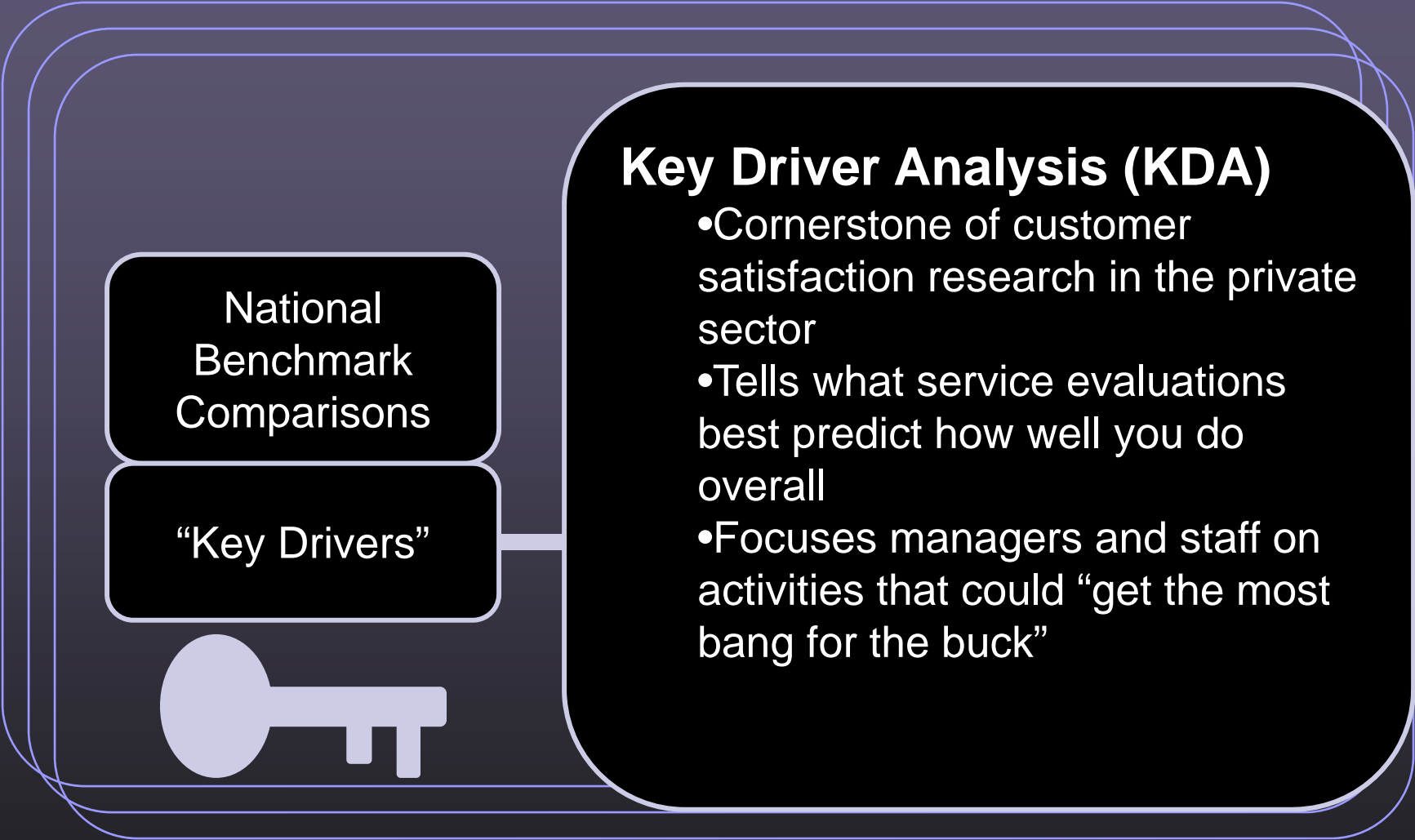


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From Data to Action



Resident priorities



Wilsonville Action Chart™

Overall Quality of City of Wilsonville Services

Community Design

Sidewalk maintenance

Street repair

Street lighting

Street cleaning

Traffic signal timing

Recreation and Wellness

City parks

Library

Public Safety

Traffic enforcement

Police services

Environmental Sustainability

Drinking water

Recycling

Garbage collection

Sewer services

Power utility

Storm drainage

Preservation of natural areas

Legend

Above Benchmark

Similar to Benchmark

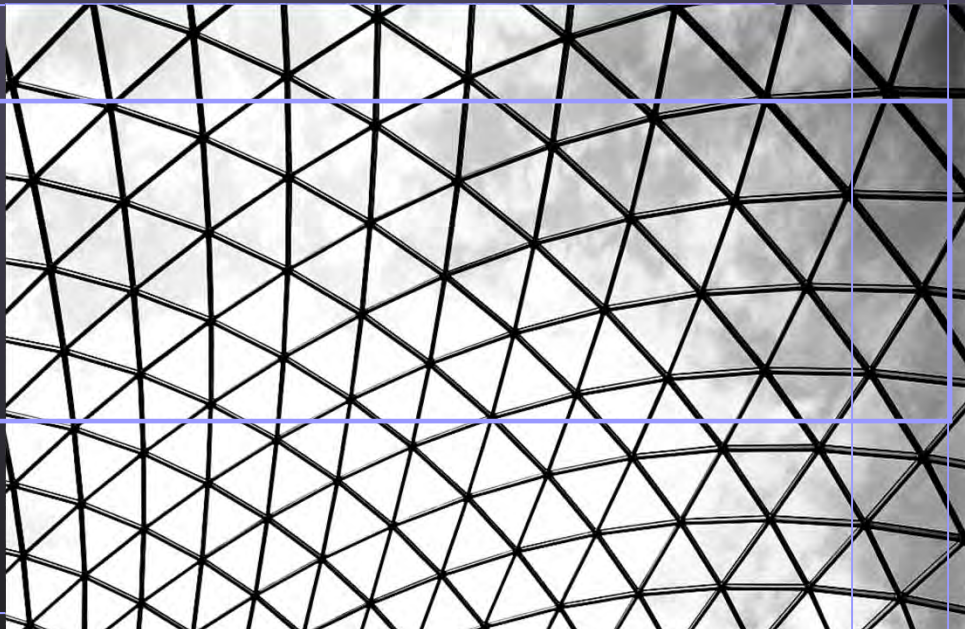
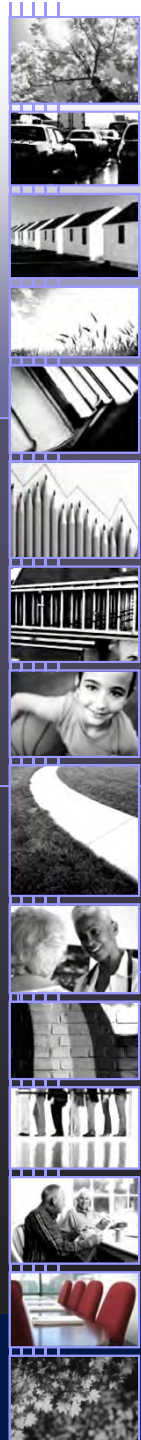
Below Benchmark

Key Driver



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Custom Questions



Custom Question 1

To what extent do you support or oppose the City of Wilsonville taking the following actions regarding economic development in Wilsonville?

Strongly or Somewhat Support

Actively recruit businesses to locate here

92%

Market the City to attract new businesses

90%

Streamline the development permitting process

82%

Provide financial incentives to help expand existing businesses

76%

Adopt policies to encourage more affordable housing

75%

Provide financial incentives to attract new businesses

69%

Custom Question 2

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

Major or Minor Source

Boones Ferry Messenger (City Newsletter)

89%

Wilsonville Spokesman

77%

City of Wilsonville Web site (www.ci.wilsonville.or.us)

69%

Oregonian

65%

Local public access television

47%

Oregon Live Web site's Wilsonville blog page

41%

City's Facebook page

39%

Custom Question 4



Please indicate how important, if at all, it is to you to have the following features in a community center/indoor aquatics center:

Essential or Very Important

Indoor swimming pool lessons or water exercise classes

69%

Indoor leisure pool (pool with water play features)

56%

Indoor sports courts (e.g., basketball, racquetball, etc.)

50%

Community meeting rooms


37%

Performing arts center

35%

In Their Own Words

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

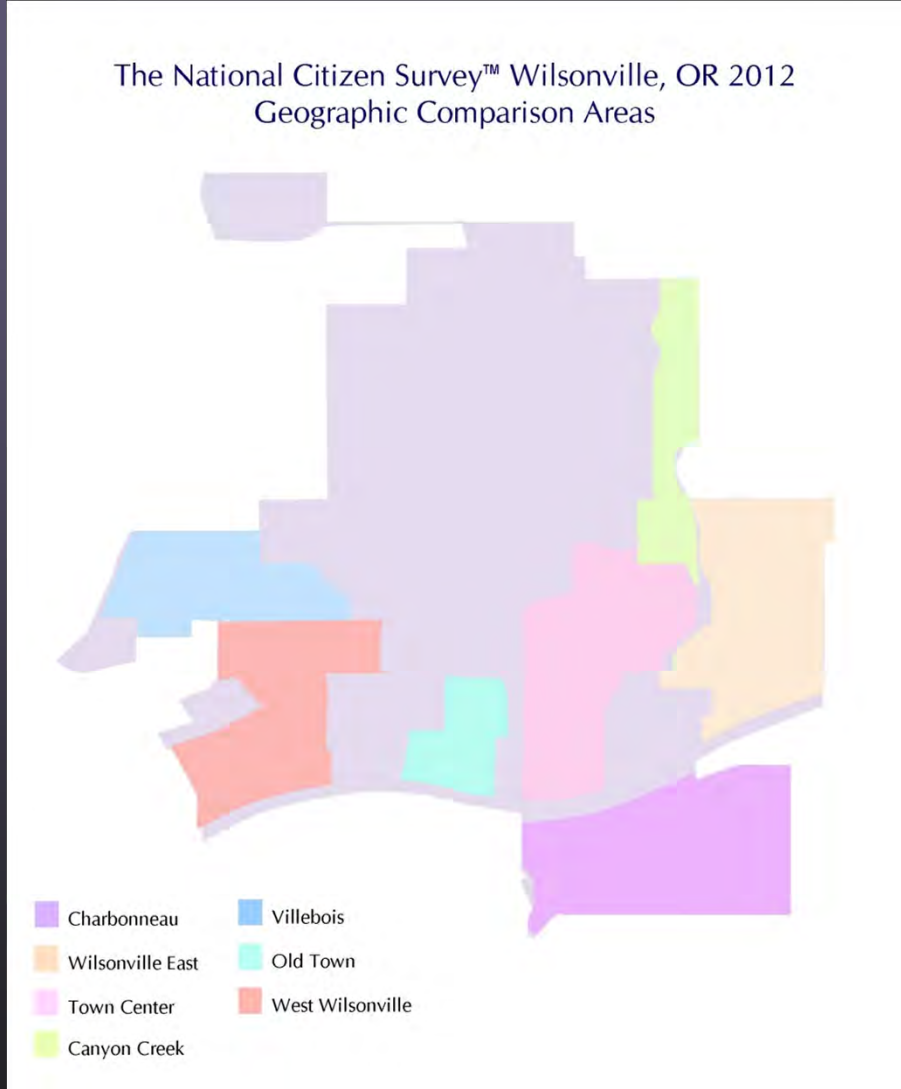


Balancing growth with aesthetics and quality of life, keeping a small-town feel.

Effectively managing the flow of traffic (vehicle) with all the new construction coming..

Bringing businesses to Wilsonville, filling all of the empty retail, office and industrial buildings before building more! Be business friendly, bring in jobs that pay a "Wilsonville wage."

Geographic Subgroup Comparisons



Conclusions



Highlights

Quality of life	Transportation	Public safety	Land use
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Opportunities

Civic engagement	XX	XX
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Thank you!

National Research
Center, Inc.

303-444-7863

www.n-r-c.com

