

The National Citizen Survey™

Wilsonville, OR

Trends over Time

2014

Summary

The National Citizen Survey™ (The NCS™) is a collaborative effort between National Research Center, Inc. (NRC) and the International City/County Management Association (ICMA). The survey and its administration are standardized to assure high quality research methods and directly comparable results across The NCS communities. 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). This report discusses trends over time, comparing the 2014 ratings for the City of Wilsonville to its previous survey results in 2012. Additional reports and technical appendices are available under separate cover.

Trend data for Wilsonville represent important comparison data and should be examined for improvements or declines. Deviations from stable trends over time, especially, represent opportunities for understanding how local policies, programs or public information may have affected residents' opinions.

Meaningful differences between survey years have been noted within the following tables as being “higher” or “lower” if the differences are greater than six percentage points between the 2012 and 2014 surveys, otherwise the comparison between 2012 and 2014 are noted as being “similar.” Additionally, benchmark comparisons for all survey years are presented for reference. Changes in the benchmark comparison over time can be impacted by various trends, including varying survey cycles for the individual communities that comprise the benchmarks, regional and national economic or other events, as well as emerging survey methodologies.

Overall, ratings in Wilsonville for 2014 generally remained stable. Of the 84 items for which comparisons were available, 61 items were rated similarly in 2012 and 2014; four items showed a decrease in ratings and 19 showed an increase in ratings. Notable trends over time included the following:

- Several of the ratings that increased from 2012 to 2014 were in the facet of Mobility. Ratings increased for traffic flow, travel by car, travel by bicycle, street repair, street cleaning, sidewalk maintenance and traffic signal timing. No Mobility ratings decreased from 2012 to 2014.
- While ratings decreased for shopping opportunities, ratings increased for employment opportunities in Wilsonville from 2012 to 2014.
- Within the pillar of Governance, several services received higher ratings in 2014 compared to 2012. In addition to the Mobility items, ratings increased for drinking water, sewer services, value of services for taxes paid and the job Wilsonville does at welcoming citizen involvement.
- When looking at the pillar of Participation, more residents in 2014 reported having used Wilsonville recreation centers, and fewer residents reported that they participated in religious or spiritual events or activities in 2014 compared to 2012.

Table 1: Community Characteristics General

	Percent rating positively (e.g., excellent/good)		2014 rating compared to 2012	Comparison to benchmark	
	2012	2014		2012	2014
Overall quality of life	92%	91%	Similar	Much higher	Similar
Overall image	87%	87%	Similar	Much higher	Higher
Place to live	94%	94%	Similar	Much higher	Similar
Neighborhood	89%	91%	Similar	Much higher	Similar
Place to raise children	93%	93%	Similar	Much higher	Higher
Place to retire	77%	76%	Similar	Much higher	Similar
Overall appearance	91%	92%	Similar	Much higher	Higher

Table 2: Community Characteristics by Facet

		Percent rating positively (e.g., excellent/good, very/somewhat safe)		2014 rating compared to 2012	Comparison to benchmark	
		2012	2014		2012	2014
Safety	Overall feeling of safety	NA	93%	NA	NA	Higher
	Safe in neighborhood	98%	98%	Similar	Much higher	Similar
	Safe commercial area	96%	96%	Similar	Much higher	Similar
	Overall ease of travel	NA	86%	NA	NA	Similar
Mobility	Paths and walking trails	78%	83%	Similar	Much higher	Higher
	Ease of walking	80%	81%	Similar	Much higher	Higher
	Travel by bicycle	69%	75%	Higher	Much higher	Higher
	Travel by public transportation	NA	75%	NA	NA	Higher
	Travel by car	65%	74%	Higher	Much higher	Similar
	Traffic flow	48%	66%	Higher	Similar	Similar
	Overall natural environment	85%	93%	Higher	Much higher	Higher
Natural Environment	Cleanliness	94%	95%	Similar	Much higher	Higher
	Overall built environment	NA	81%	NA	NA	Higher
Built Environment	New development in Wilsonville	78%	69%	Lower	Much higher	Similar
	Affordable quality housing	46%	47%	Similar	Much higher	Similar
	Housing options	66%	64%	Similar	Much higher	Similar
	Public places	NA	84%	NA	NA	Higher
	Overall economic health	NA	75%	NA	NA	Higher
	Vibrant commercial areas	NA	62%	NA	NA	Higher
	Business and services	77%	74%	Similar	Much higher	Similar
	Cost of living	NA	43%	NA	NA	Similar
	Shopping opportunities	63%	54%	Lower	Much higher	Similar
	Employment opportunities	43%	51%	Higher	Much higher	Higher
Economy	Place to visit	NA	63%	NA	NA	Similar
	Place to work	75%	79%	Similar	Much higher	Higher
	Health and wellness	NA	76%	NA	NA	Similar
Recreation and Wellness	Food	67%	67%	Similar	Higher	Similar
	Recreational opportunities	63%	73%	Higher	Similar	Similar
	Fitness opportunities	NA	81%	NA	NA	Similar

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		Percent rating positively (e.g., excellent/good, very/somewhat safe)		2014 rating compared to 2012	Comparison to benchmark	
		2012	2014		2012	2014
Education and Enrichment	Religious or spiritual events and activities	72%	75%	Similar	Lower	Similar
	Cultural/arts/music activities	50%	60%	Higher	Similar	Similar
	Adult education	NA	66%	NA	NA	Similar
	K-12 education	89%	87%	Similar	Much higher	Higher
	Child care/preschool	47%	59%	Higher	Higher	Similar
Community Engagement	Social events and activities	63%	71%	Higher	Similar	Similar
	Neighborhoodliness	NA	76%	NA	NA	Similar
	Openness and acceptance	72%	68%	Similar	Much higher	Similar
	Opportunities to participate in community matters	69%	77%	Higher	Much higher	Similar
	Opportunities to volunteer	75%	76%	Similar	Similar	Similar

Table 3: Governance General

	Percent rating positively (e.g., excellent/good)		2014 rating compared to 2012	Comparison to benchmark	
	2012	2014		2012	2014
Services provided by Wilsonville	85%	86%	Similar	Much higher	Similar
Customer service	84%	82%	Similar	Much higher	Similar
Value of services for taxes paid	60%	69%	Higher	Much higher	Similar
Overall direction	65%	68%	Similar	Much higher	Similar
Welcoming citizen involvement	62%	68%	Higher	Much higher	Higher
Confidence in City government	NA	70%	NA	NA	Higher
Acting in the best interest of Wilsonville	NA	69%	NA	NA	Similar
Being honest	NA	73%	NA	NA	Higher
Treating all residents fairly	NA	71%	NA	NA	Higher
Services provided by the Federal Government	38%	43%	Similar	Similar	Similar

Table 4: Governance by Facet

		Percent rating positively (e.g., excellent/good)		2014 rating compared to 2012	Comparison to benchmark	
		2012	2014		2012	2014
Safety	Police	83%	82%	Similar	Higher	Similar
	Fire	94%	94%	Similar	Higher	Similar
	Ambulance/EMS	88%	93%	Similar	Similar	Similar
	Crime prevention	77%	78%	Similar	Much higher	Similar
	Fire prevention	81%	86%	Similar	Higher	Similar
	Animal control	NA	75%	NA	NA	Similar
	Emergency preparedness	59%	52%	Lower	Similar	Similar
	Traffic enforcement	66%	71%	Similar	Similar	Similar
	Street repair	60%	75%	Higher	Much higher	Much higher
	Street cleaning	78%	87%	Higher	Much higher	Higher
Mobility	Street lighting	83%	87%	Similar	Much higher	Much higher
	Sidewalk maintenance	74%	83%	Higher	Much higher	Much higher
	Traffic signal timing	51%	64%	Higher	Similar	Similar
	Bus or transit services	85%	83%	Similar	Much higher	Much higher

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		Percent rating positively (e.g., excellent/good)		2014 rating compared to 2012	Comparison to benchmark	
		2012	2014		2012	2014
Natural Environment	Garbage collection	89%	88%	Similar	Much higher	Similar
	Recycling	86%	86%	Similar	Much higher	Similar
	Yard waste pick-up	85%	86%	Similar	Much higher	Similar
	Drinking water	74%	82%	Higher	Much higher	Higher
	Natural areas preservation	80%	80%	Similar	Much higher	Higher
	Open space	NA	79%	NA	NA	Similar
Built Environment	Storm drainage	77%	82%	Similar	Much higher	Higher
	Sewer services	77%	89%	Higher	Higher	Similar
	Power utility	84%	88%	Similar	Much higher	Similar
	Utility billing	NA	76%	NA	NA	Similar
	Land use, planning and zoning	57%	54%	Similar	Much higher	Similar
	Code enforcement	71%	73%	Similar	Much higher	Higher
Economy	Cable television	NA	60%	NA	NA	Similar
	Economic development	NA	66%	NA	NA	Higher
Recreation and Wellness	City parks	95%	94%	Similar	Much higher	Higher
	Recreation programs	79%	80%	Similar	Much higher	Similar
	Recreation centers	73%	75%	Similar	Higher	Similar
Education and Enrichment	Special events	NA	81%	NA	NA	Similar
	Public libraries	95%	94%	Similar	Much higher	Higher
Community Engagement	Public information	83%	80%	Similar	Much higher	Similar

Table 5: Participation General

	Percent rating positively (e.g., always/sometimes, more than once a month, yes)		2014 rating compared to 2012	Comparison to benchmark	
	2012	2014		2012	2014
Sense of community	77%	72%	Similar	Much higher	Similar
Recommend Wilsonville	94%	93%	Similar	Much higher	Similar
Remain in Wilsonville	86%	88%	Similar	Higher	Similar
Contacted Wilsonville employees	38%	35%	Similar	Much lower	Lower

Table 6: Participation by Facet

		Percent rating positively (e.g., always/sometimes, more than once a month, yes)		2014 rating compared to 2012	Comparison to benchmark	
		2012	2014		2012	2014
Safety	Stocked supplies for an emergency	NA	34%	NA	NA	Similar
	Did NOT report a crime	NA	81%	NA	NA	Similar
	Was NOT the victim of a crime	92%	91%	Similar	Much higher	Similar
Mobility	Used public transportation instead of driving	NA	35%	NA	NA	Similar

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		Percent rating positively (e.g., always/sometimes, more than once a month, yes)		2014 rating compared to 2012	Comparison to benchmark	
		2012	2014		2012	2014
	Carpooled instead of driving alone	NA	42%	NA	NA	Similar
	Walked or biked instead of driving	NA	77%	NA	NA	Higher
Natural Environment	Conserved water	NA	88%	NA	NA	Similar
	Made home more energy efficient	NA	74%	NA	NA	Similar
	Recycled at home	94%	97%	Similar	Much higher	Higher
Built Environment	Did NOT observe a code violation	NA	74%	NA	NA	Higher
	NOT under housing cost stress	65%	66%	Similar	Similar	Similar
Economy	Purchased goods or services in Wilsonville	NA	100%	NA	NA	Similar
	Economy will have positive impact on income	24%	29%	Similar	Much higher	Similar
	Work in Wilsonville	NA	30%	NA	NA	Lower
Recreation and Wellness	Used Wilsonville recreation centers	51%	63%	Higher	Much lower	Similar
	Visited a City park	92%	91%	Similar	Much higher	Similar
	Ate 5 portions of fruits and vegetables	NA	88%	NA	NA	Similar
	Participated in moderate or vigorous physical activity	NA	90%	NA	NA	Similar
	In very good to excellent health	NA	69%	NA	NA	Similar
Education and Enrichment	Used Wilsonville public libraries	84%	80%	Similar	Much higher	Higher
	Participated in religious or spiritual activities	38%	31%	Lower	Much lower	Much lower
	Attended a City-sponsored event	NA	52%	NA	NA	Similar
Community Engagement	Campaigned for an issue, cause or candidate	NA	16%	NA	NA	Similar
	Contacted Wilsonville elected officials	NA	9%	NA	NA	Similar
	Volunteered	38%	34%	Similar	Much lower	Similar
	Participated in a club	24%	20%	Similar	Much lower	Lower
	Talked to or visited with neighbors	NA	88%	NA	NA	Similar
	Done a favor for a neighbor	NA	77%	NA	NA	Similar
	Attended a local public meeting	22%	20%	Similar	Much lower	Similar
	Watched a local public meeting	25%	22%	Similar	Much lower	Lower
	Read or watched local news	NA	85%	NA	NA	Similar
	Voted in local elections	77%	82%	Similar	Higher	Similar