About The NCS

- Community Livability
  - Community Characteristics
- Governance
- Participation

Communities are partnerships among...

- Residents
- Government
- Community-based organizations
- Private sector
Facets of Community Livability

- Safety
- Mobility
- Natural Environment
- Built Environment
- Economy
- Education and Enrichment
- Recreation and Wellness
- Community Engagement
- Quality of Community Overall
The NCS & Wilsonville

- Participant in The NCS since 2012
- Scientific sample of 1,500 households
  - 385 returned surveys; 27% response rate
    - Additional 151 opt-in survey responses for a total of 536 respondents
- ±4% margin of error

Open-ended question

Online option
National Benchmark Comparisons
2016 National Benchmark Comparisons

26 received higher ratings

96 received similar ratings

5 received lower ratings
2016 Ratings Compared to 2014

- 0 received higher ratings
- 98 received similar ratings
- 29 received lower ratings
Key Focus Areas

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

- Most important

- Safety
- Natural Environment
- Mobility
- Built Environment
- Recreation and Wellness
- Education and Enrichment
- Economy
- Community Engagement
Wilsonville continues to be a great place to live
Quality of Life

Percent excellent or good

- 2012: 92%
- 2014: 91%
- 2016: 89%
Other Quality of Life Factors

- Wilsonville as a place to live
- Place to raise children
- Overall appearance

9/10

Excellent or good!

Higher than benchmark
Resident Loyalty

Nearly 9 in 10 would recommend living in Wilsonville and 8 in 10 plan on remaining in the City

Percent very or somewhat likely
Mobility is a positive feature and a priority in coming years.
Mobility

- **Paths and walking trails**: 85%
- **Ease of walking**: 83%
- **Travel by bicycle**: 73%
- **Travel by public transportation**: 63%

Higher than benchmark

Trended downwards between 2014/2016
Mobility as a priority

How important to you, if at all, is it that the City focus efforts on each of the following to promote healthy living choices?

69%

Percent essential or very important

Improve sidewalks and bike lanes for safer travel

What do you think is the biggest priority facing the City of Wilsonville over the next 5 years?

38%

Traffic, roads and transportation
Safety and Economy are main focus areas
Safety Overall

Overall feeling of safety

Safe in neighborhood

Safe commercial area

Higher than benchmark

9 in 10
Percent excellent or good
Safety Services

- Fire services: 94%
- Fire prevention: 84%
- Ambulance/EMS: 92%
- Police: 81%
Cost of Living

Legend
- Similar to national benchmark
- Lower than national benchmark

Cost of living (Percent excellent or good)

Work in Wilsonville (Percent yes)

Trended down between 2014 and 2016
Special Topics
Sources of Information

- Boones Ferry Messenger: 83%
- Wilsonville Spokesman: 74%
- Wilsonville website: 63%
- Oregonian: 54%

Percent major or minor source
Methods of Communication

<table>
<thead>
<tr>
<th>Method</th>
<th>Very likely</th>
<th>Somewhat likely</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Email City official</td>
<td>42%</td>
<td>32%</td>
<td>74%</td>
</tr>
<tr>
<td>Phone call with a City official</td>
<td>42%</td>
<td>28%</td>
<td>70%</td>
</tr>
<tr>
<td>Participate in an online survey or forum</td>
<td>34%</td>
<td>36%</td>
<td>70%</td>
</tr>
<tr>
<td>Use &quot;Ask the City&quot; system on City’s website</td>
<td>20%</td>
<td>31%</td>
<td>50%</td>
</tr>
<tr>
<td>Speak to official at City Hall</td>
<td>21%</td>
<td>28%</td>
<td>49%</td>
</tr>
<tr>
<td>Attend a meeting at City Hall</td>
<td>13%</td>
<td>21%</td>
<td>34%</td>
</tr>
<tr>
<td>Comment on City’s social media site (Facebook, Twitter, Nextdoor, Instagram, other)</td>
<td>8%</td>
<td>19%</td>
<td>27%</td>
</tr>
</tbody>
</table>
Healthy Living Choices

- Improve sidewalks and bike lanes in town for safer travel by walking or biking: 69%
- Increase recreational opportunities and programs: 62%
- Increase accessibility of parks and outdoor recreation spaces: 62%
- Increase opportunities to learn about health and wellness opportunities: 50%

How important to you, if at all, is it that the City focus efforts on each of the following to promote healthy living choices?
Top Priorities

Traffic, roads and transportation:
- “Address traffic”
- “Bike safety”

Planning, growth and expansion:
- “Control growth”
- “Don’t lose that small community feeling”

Housing and affordability:
- “Housing!”
- “Housing – too expensive to purchase a home here”
Conclusions

- Wilsonville residents continue to enjoy a high quality of life
- Mobility is a positive feature of Wilsonville and is a community priority
- Safety and Economy were identified as main focus areas for Wilsonville
Moving Forward

The NCS

Citizen-centric Decision making

Data-driven Decision making

Envision, Engage, Educate, Earmark, Enact, Evaluate
Questions?
Thank you!

Ashly Perez de Tejada
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