The NCS is presented by NRC in collaboration with ICMA
The NCS tracks residents’ opinions on:

- Community Livability
  - Community Characteristics
  - Governance
  - Participation
Facets of Community Livability

- Safety
- Mobility
- Natural Environment
- Built Environment
- Economy
- Education and Enrichment
- Recreation and Wellness
- Community Engagement

Quality of Community Overall
The National Citizen Survey

- Wilsonville’s fourth time participating in NCS
  - 2012, 2014, 2016, 2018
- By mail: scientific sample of 1,600 households
  - 392 returned surveys (26% response rate)
- Online: 176 people opted in
- Total: 568 respondents
  - ±4% margin of error
Spoiler: Wilsonville Rocks!

- Quality of life
  - 94% positive
- Services provided by City:
  - 85% positive
- Intend to remain in Wilsonville:
  - 85% positive

Positive rating = a response of ‘excellent’ or ‘good’
= a response of ‘very likely’ or ‘somewhat likely’
What do we learn by participating in the NCS?
National Benchmark Comparisons
2018 National Benchmark Comparisons

- 91 received similar ratings
- 33 received higher ratings
- 3 received lower ratings
Ratings Above National Benchmark

Community Characteristics
- Ease of bike travel
- Ease or travel by public transportation
- Quality of natural environment
- Cleanliness
- Overall built environment
- Overall economic health
- Employment opportunities
- Place to work
- Child care/preschool

Governance
- Welcoming citizen involvement
- Being honest
- Treating all residents fairly
- Preservation of natural areas
- Code enforcement
- Public information services

Participation
- Recycled at home
- Did NOT observe a code violation
- Used Wilsonville Library
Trends Over Time

How Wilsonville’s ratings in 2018 compare with 2016 ratings

21 received higher ratings
99 received similar ratings
7 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 is a good place to live, and an excellent place to raise children.
Wilsonville as a Place to Live

“Excellent” or “Good” Place to Live

95%

Higher than national benchmark
Percent excellent or good

94% Overall quality of life
93% Neighborhood
92% Overall appearance
88% Overall image
73% Place to retire
A Great Place to Raise Children

Wilsonville as a place to raise children

97%

Percent rating “excellent” or “good”

93%

Percent rating “excellent” or “good”

K-12 education

Higher than national benchmark
Core City Services Rate High

Transit Services 83%
Public Library 96%
City Parks 94%
K-12 Schools 93%
Customer Service 82%

Higher than national benchmark
Traffic congestion and roadways are a priority issue for residents.
What do you think is the biggest priority facing the City of Wilsonville over the next five years?

41% Traffic, roads and transportation

Open-ended responses:

- “(How are you) managing traffic commensurate with growth of the Frog Pond development?”
- “It is virtually impossible to get from one side of freeway to other after 3 pm!”
## Mobility Ratings

<table>
<thead>
<tr>
<th>Service</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>Street lighting</td>
<td>86%</td>
</tr>
<tr>
<td>Street cleaning</td>
<td>83%</td>
</tr>
<tr>
<td>Sidewalk maintenance</td>
<td>79%</td>
</tr>
<tr>
<td>Street repair</td>
<td>68%</td>
</tr>
<tr>
<td>Traffic enforcement</td>
<td>58%</td>
</tr>
<tr>
<td>Travel by car</td>
<td>57%</td>
</tr>
<tr>
<td>Traffic flow</td>
<td>38%</td>
</tr>
</tbody>
</table>

### Overall ease of travel

68%

Percent excellent or good

Higher than national benchmark
8 in 10
Paths and walking trails
Ease of walking
Bus or transit services

3 in 5
Walked or biked instead of driving

excellent or good

Higher than benchmarks
Residents support more opportunities for healthy living in Wilsonville.
Recreation and Fitness Opportunities

- 94% City Parks
- 93% Visited a City park
- 81% Recreation programs
- 80% Open space
- 78% Natural areas preservation
- 75% Recreation centers

Percent rating positively

Higher than national benchmark
Promoting Healthy Living Choices

Improve sidewalks and bike lanes in town for safer travel by walking or biking

Increase accessibility of parks and outdoor recreation spaces

Essential 38%

Very important 33%

Somewhat important 23%

Not at all important 7%

Essential 26%

Very important 41%

Not at all important 9%

Somewhat important 26%
Promoting Healthy Living Choices

**Higher Priority**
- Improve sidewalks and bike lanes in town for safer travel by walking or biking
  - 70%
- Increase accessibility of parks and outdoor recreation spaces
  - 67%

**Lower Priority**
- Increase recreational opportunities and programs
  - 61%
- Increase opportunities to learn about health and wellness opportunities
  - 40%

Percent essential or very important
Special Topics
What do you think is the biggest priority facing the City of Wilsonville over the next five years?

Traffic, roads, and transportation: 41%

- Planning, growth, and expansion: 14%
- Housing and affordability: 14%
- Economic development and taxes: 12%
- Population growth: 7%
- Safety: 4%
Sources of Information

Percent major or minor source of information regarding Wilsonville City Government

- Boones Ferry Messenger: 81%
- City of Wilsonville website: 67%
- Wilsonville Spokesman: 60%
- Neighborhood newsletter: 52%
- City’s Facebook page: 46%
Methods of Communication

Percent very or somewhat likely to use to communicate directly with the City of Wilsonville

- Email City official: 76%
- Online survey or forum: 71%
- Phone call with a City official: 61%
- Use “Ask the City”: 56%
- Speak to official at City Hall: 43%
- Attend a meeting at City Hall: 43%
Conclusions

Wilsonville is considered a good place to live, and a particularly good place to raise children.

Traffic congestion and roadways are a priority issue for residents, but options for alternative modes of transportation are applauded.

Residents support increasing opportunities for healthy living in Wilsonville.
Moving Forward

- Smell the Roses!
  - We live/work in a great place
- Review, analyze data and take action
  - How to increase volunteerism, emergency preparedness?
  - How can survey results inform Council goal-setting?
- Continue to listen, learn
  - Gauge resident satisfaction every two years