

**THE NCS**<sup>TM</sup>  
The National Citizen Survey<sup>TM</sup>

# Wilsonville, OR

## Key Findings 2016

The NCS is presented by NRC in collaboration with ICMA



**ICMA**

*Leaders at the Core of Better Communities*

# About The NCS

- Community Livability
  - Community Characteristics
  - Governance
  - Participation



# Facets of Community Livability

Safety

Mobility

Economy

Recreation  
and Wellness

Quality of  
Community  
Overall

Natural  
Environment

Built  
Environment

Education  
and  
Enrichment

Community  
Engagement

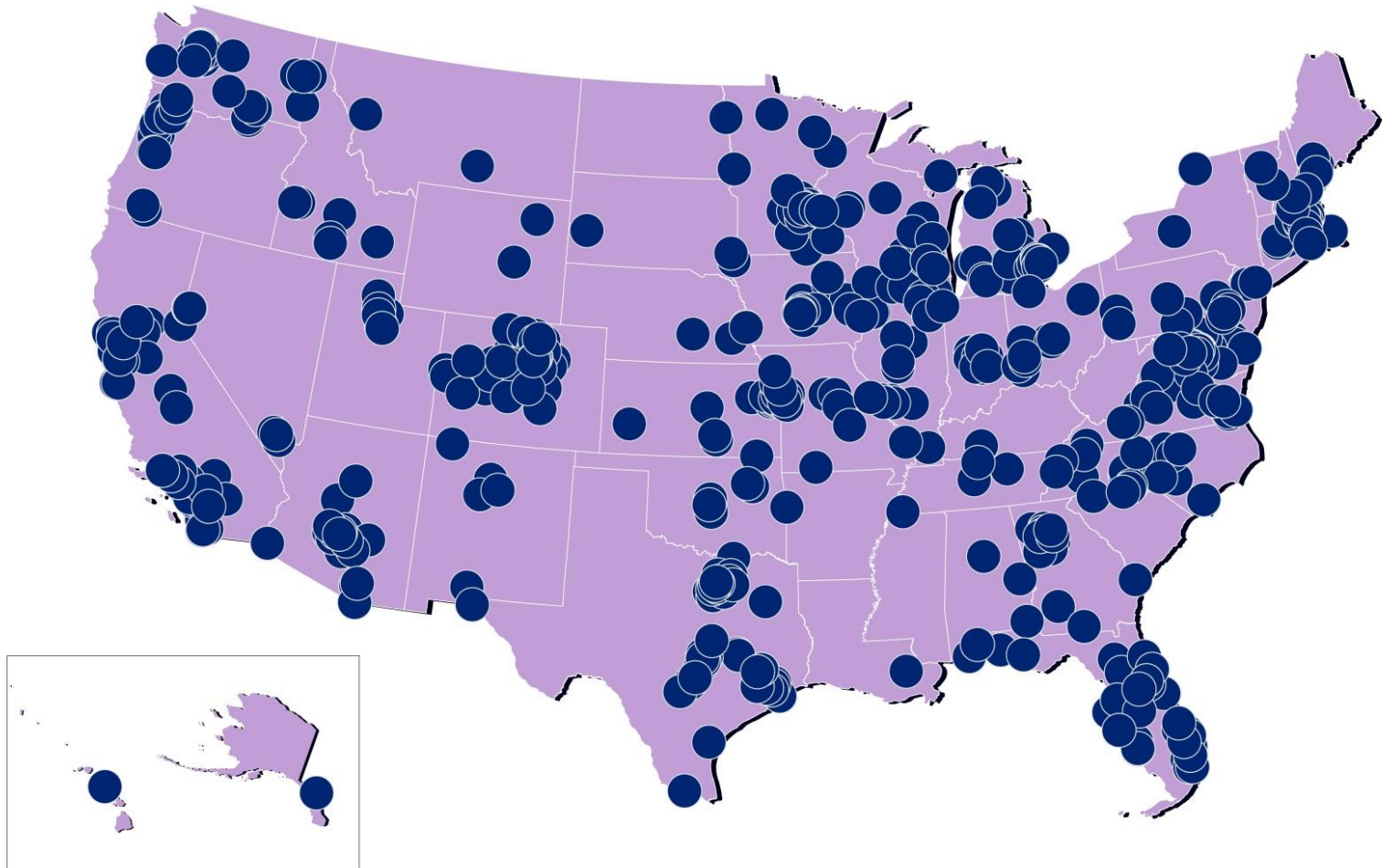
# The NCS & Wilsonville

- Participant in The NCS since 2012
  - 2012, 2014, 2016
- Scientific sample of 1,500 households
  - 385 returned surveys; 27% response rate
    - Additional 151 opt-in survey responses for a total of 536 respondents
  - $\pm 4\%$  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**

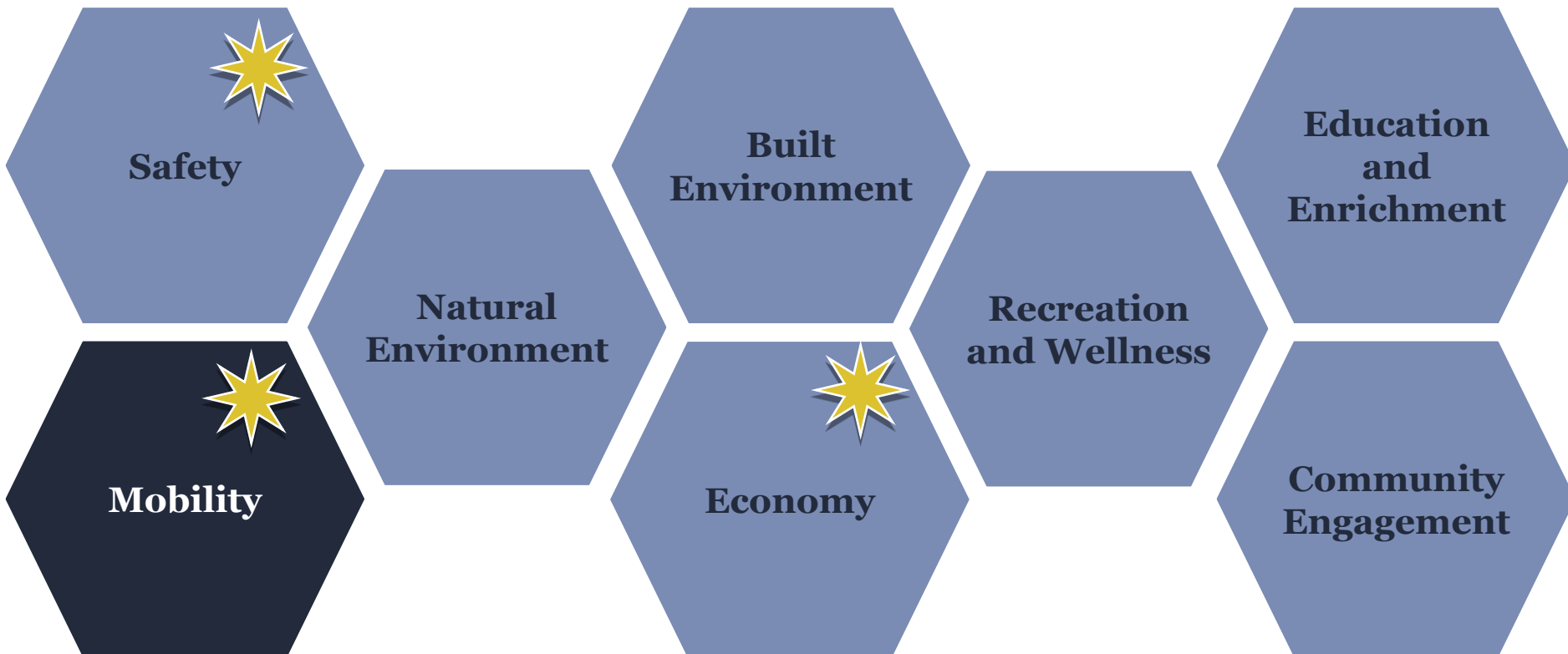
received  
**lower**  
ratings

# Key Focus Areas

## Legend

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

\* Most important

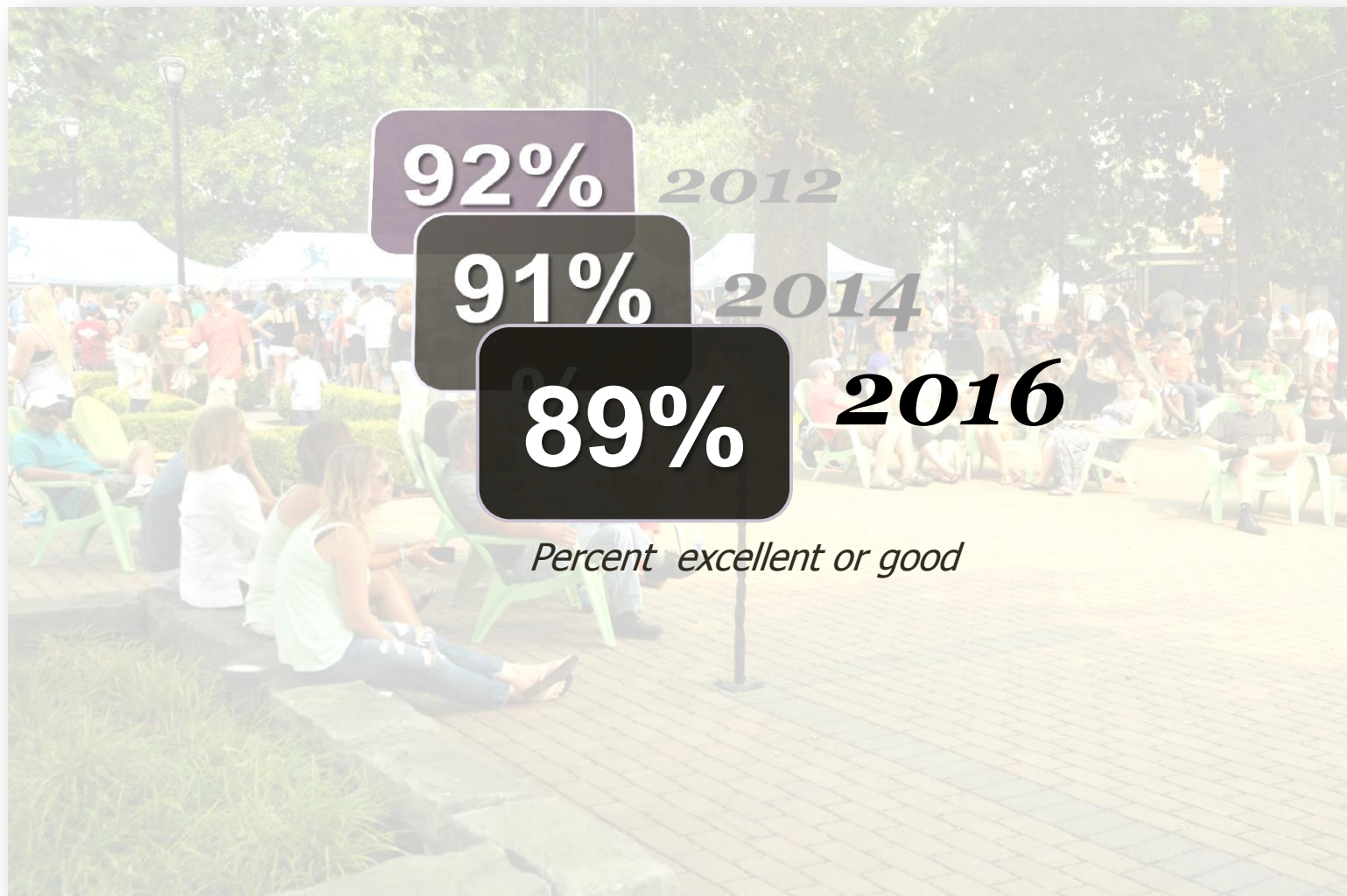




Key  
Finding  
#1

**Wilsonville  
continues to be a  
great place to live**

# Quality of Life



# Other Quality of Life Factors

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



★ Higher than benchmark

# Resident Loyalty

Courtesy of M.O. Stevens



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

Percent very or somewhat likely

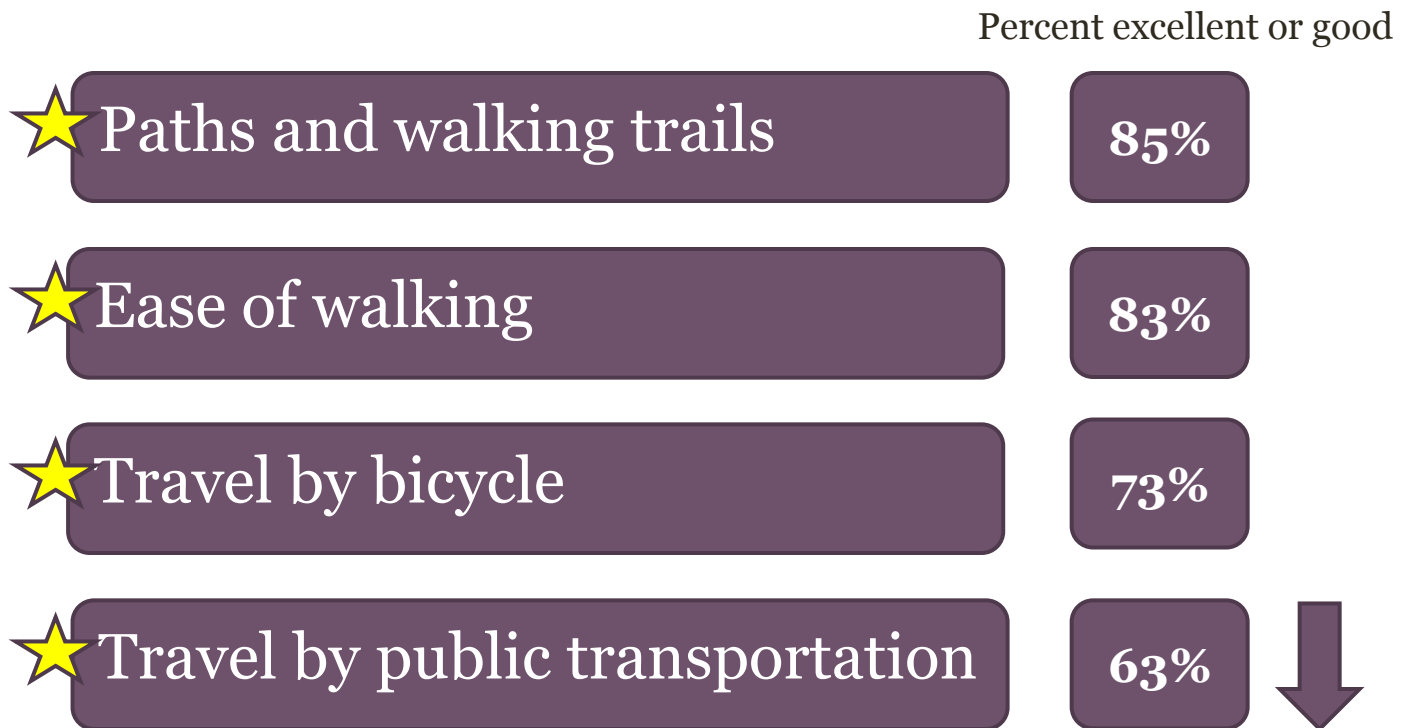
Key  
Finding  
#2

**Mobility is a  
positive feature  
and a priority in  
coming years**



 **Top importance**

# Mobility



Higher than benchmark



Trended downwards between 2014/2016



# Mobility as a priority



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

**38%**

Traffic, roads and transportation

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%**

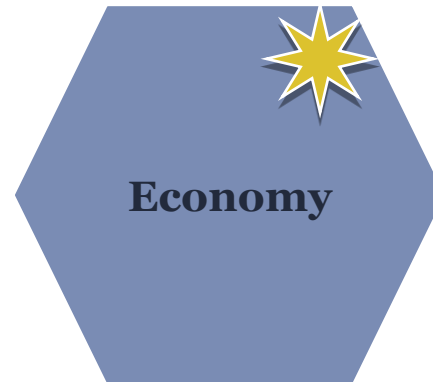
Percent essential or very important

Improve sidewalks and bike lanes for safer travel



Key  
Finding  
#3

# Safety and Economy are main focus areas





# Safety Overall



Overall feeling of safety



Safe in neighborhood



Safe commercial area

**9 in 10**

*Percent excellent or good*



Higher than benchmark

# Safety Services

Fire services

94%

Ambulance/  
EMS

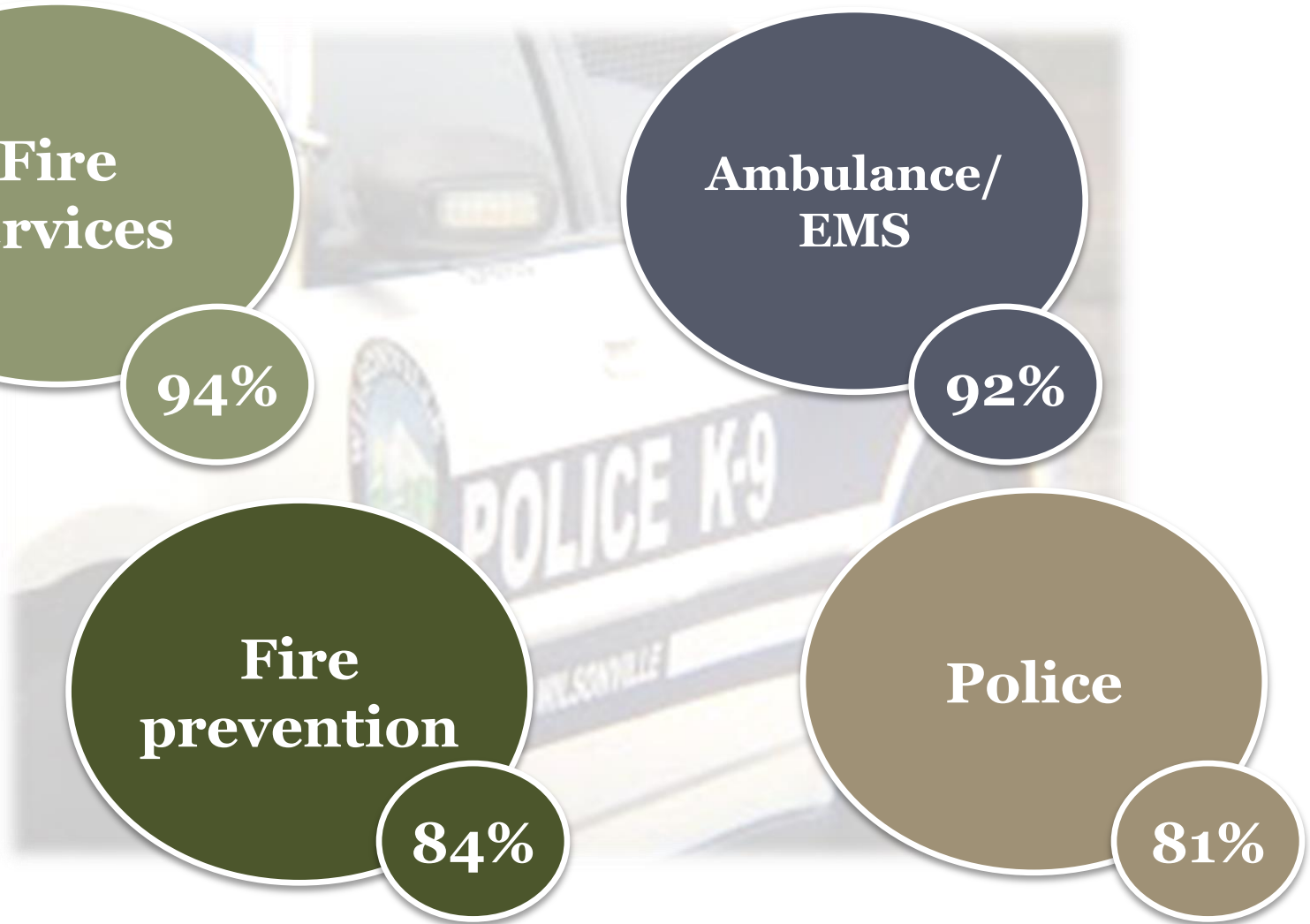
92%

Fire prevention

84%

Police

81%



# Economy

Place to work



★  
78%

Overall economic health



76%

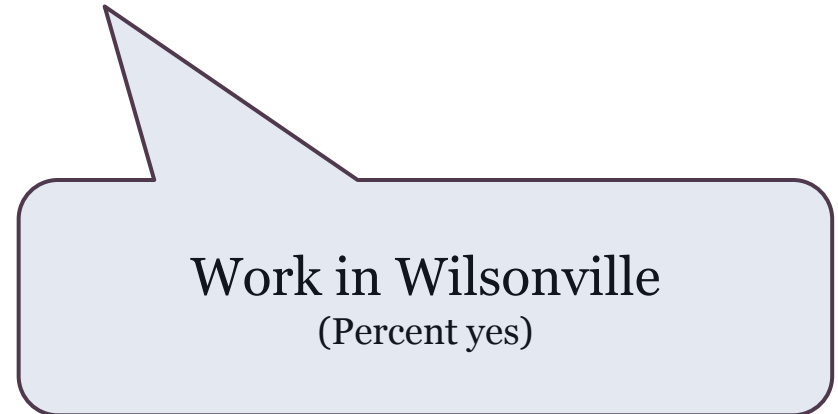
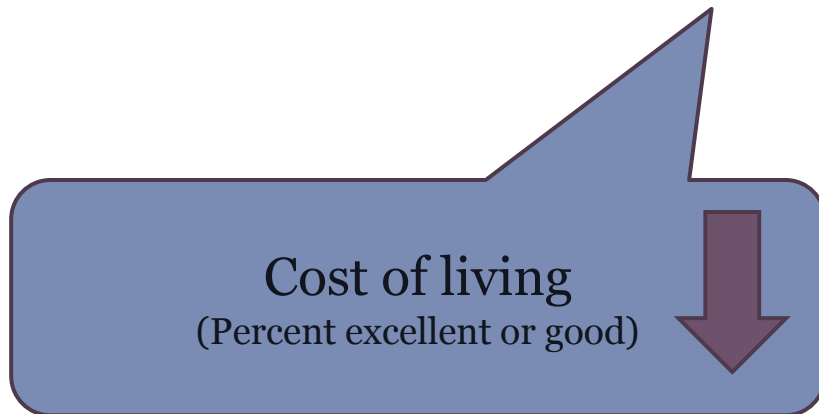
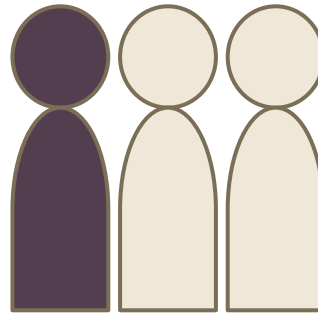
Percent excellent or good

★ Higher than benchmark

# Cost of Living

## Legend

- Similar to national benchmark
- Lower than national benchmark



Trended down between 2014 and 2016

# **Special Topics**

# Sources of Information

Boones Ferry Messenger **83%**

Wilsonville Spokesman **74%**

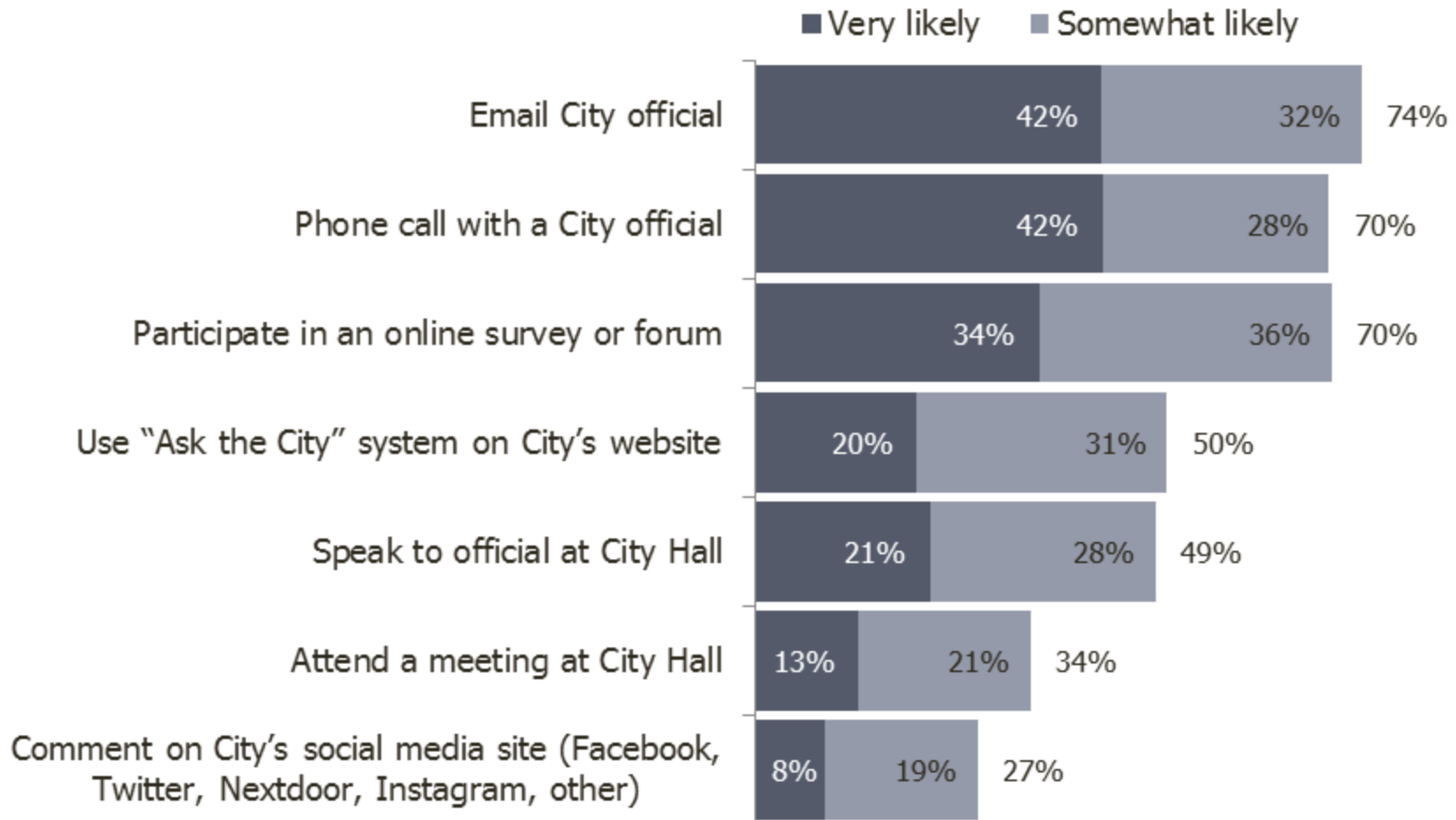
Wilsonville website **63%**

Oregonian **54%**

Percent major or minor source



# Methods of Communication



# 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?

Percent essential or very important



# 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

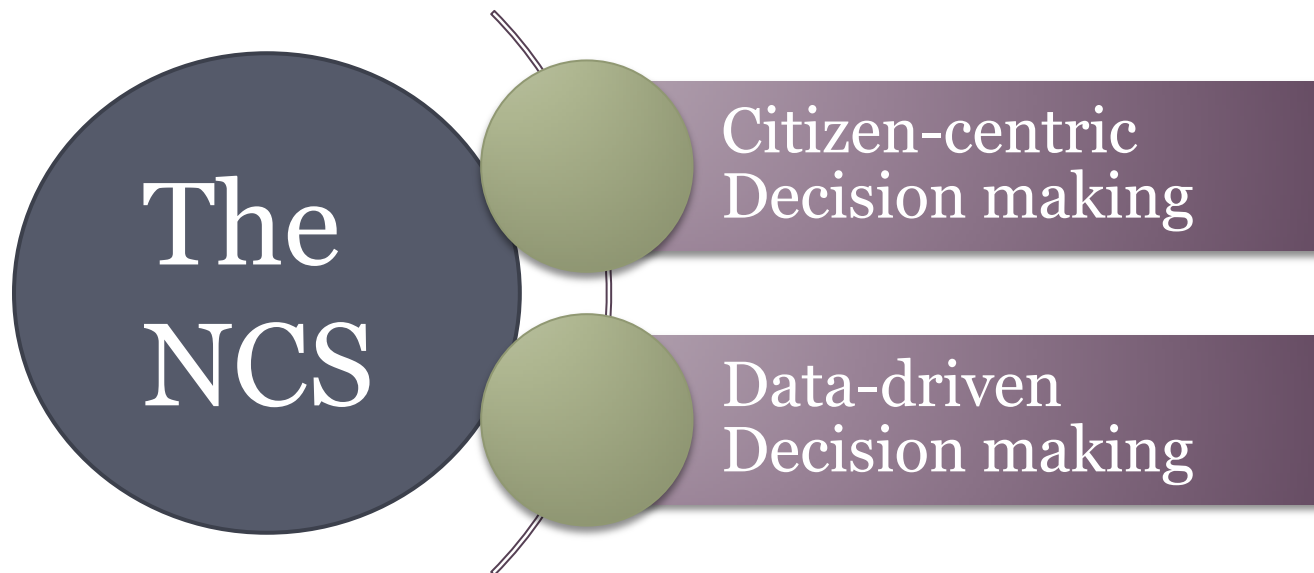
“Housing!”

“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



Envision, Engage, Educate, Earmark, Enact, Evaluate

**Questions?**

**THE NCS**<sup>TM</sup>  
The National Citizen Survey<sup>TM</sup>

**Thank you!**

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