AGENDA

WILSONVILLE CITY COUNCIL MEETING
JULY 2, 2012
6:30 P.M.

CITY HALL
29799 SW TOWN CENTER LOOP
WILSONVILLE, OREGON

Mayor Tim Knapp

Council President Celia Núñez   Councilor Scott Starr

Councilor Richard Goddard

CITY COUNCIL MISSION STATEMENT
To protect and enhance Wilsonville's livability by providing quality service to ensure a safe, attractive, economically vital community while preserving our natural environment and heritage.

Executive Session is held in the Willamette River Room, City Hall, 2nd Floor

5:00 P.M.   **EXECUTIVE SESSION**   [45 min.]
     A.   Pursuant to ORS 192.660(2)(e) Real Property Transactions
          ORS 192.660(2)(h) Litigation
          ORS 192.660(2)(i) Performance Evaluation of City Manager

5:45 P.M.   **COUNCILORS' CONCERNS**   [5 min.]

5:50 P.M.   **PRE-COUNCIL WORK SESSION**

     A.   City Council Vacancy Approach   [13 min.]
     B.   DRB Appointment   [15 min.]
     C.   Update on ODOT's Statewide Transportation Strategy   [5 min.]
          and Metro's Climate Smart Communities (Neamtzu)
     D.   City Manager Recap   [2 min.]

6:25 P.M.   **ADJOURN**

CITY COUNCIL MEETING
The following is a summary of the legislative and other matters to come before the Wilsonville City Council a regular session to be held Monday, July 2, 2012 at City Hall. Legislative matters must have been filed in the office of the City Recorder by 10 a.m. on June 19, 2012. Remonstrances and other documents pertaining to any matters listed in said summary filed at or prior to the time of the meeting may be considered therewith except where a time limit for filing has been fixed.

6:30 P.M.   **CALL TO ORDER**

A.   Roll Call
B.   Pledge of Allegiance
C.   Motion to approve the following order of the agenda and to remove items from the consent agenda.

6:35 P.M.   MAYOR'S BUSINESS
A.   Appointment to DRB Panel-B to fill the unexpired term of Jim Sandlin
B.   Upcoming Meetings

6:40 P.M.   COMMUNICATIONS
A.   Community Survey Results, Damema Mann, Senior Project Manager, The National Citizen Survey, National Research Center, Inc. (staff – Cosgrove)

8:00 P.M.   CITIZEN INPUT & COMMUNITY ANNOUNCEMENTS
This is an opportunity for visitors to address the City Council on items *not* on the agenda. It is also the time to address items that are on the agenda but not scheduled for a public hearing. Staff and the City Council will make every effort to respond to questions raised during citizens input before tonight's meeting ends or as quickly as possible thereafter. Please limit your comments to three minutes.

8:10 P.M.   COUNCILOR COMMENTS, LIAISON REPORTS & MEETING ANNOUNCEMENTS
A.   Council President Núñez – Chamber Leadership and Library Board liaison
B.   Councilor Goddard – Library, Chamber Board, and Clackamas County Business Alliance liaison
C.   Councilor Starr –Development Review Boards and Wilsonville Community Seniors Inc. liaison

8:20 P.M.   CONSENT AGENDA
A.   Minutes of the June 4, 2012 and June 18, 2012 Council Meetings. (staff – King)

8:20 P.M.   CITY MANAGER'S BUSINESS
A.   Meeting Recap

8:25 P.M.   LEGAL BUSINESS

8:30 P.M.   ADJOURN

Time frames for agenda items are not time certain (i.e. Agenda items may be considered earlier than indicated. The Mayor will call for a majority vote of the Council before allotting more time than indicated for an agenda item.) Assistive Listening Devices (ALD) are available for persons with impaired hearing and can be scheduled for this meeting if required at least 48 hours prior to the meeting. The city will also endeavor to provide the following services, without cost, if requested at least 48 hours prior to the meeting:-Qualified sign language interpreters for persons with speech or hearing impairments. Qualified bilingual interpreters. To obtain services, please contact the City Recorder, (503)570-1506 or king@ci.wilsonville.or.us

Section 27.   **OATH OF OFFICE.** Before commencing the duties of elective office, each officer shall take an oath or shall affirm faithful performance of the duties of the office and support for the constitutions and laws of the United States and the State of Oregon.

Section 28.   **NOMINATIONS.** A qualified elector who shall have resided in the city during the 12 months immediately preceding the election may be nominated for an elective city position. Nomination shall be by petition specifying the position sought in a form prescribed by the Council. Such petition shall be signed by not fewer than 20 electors. Nomination petitions shall be in the form and filed in the manner and within the time prescribed by ordinance and state law. The City Recorder shall make a record of the exact time at which each petition is filed and shall take and preserve the name and address of the person by whom it is filed.

CHAPTER VII
VACANCIES IN OFFICE

Section 29.   **VACANCY.** An office shall be deemed vacant upon the incumbent's death, adjudicated incompetence, conviction of a felony, resignation or recall or upon the incumbent's ceasing to possess the qualifications necessary for the office; or upon the failure of the person elected or appointed to an office to qualify therefor within ten days after the time for the term of office to commence; and in the case of Mayor or Councilor, upon the absence from meetings from the Council for 60 days or absence from the city for 30 days without consent of the Council; and upon a declaration by the Council of the vacancy.

Section 30.   **FILLING OF VACANCIES.** Vacancies in elective offices of the city shall be filled by appointment by a majority of the incumbent membership of the Council. The appointee's terms of office shall begin immediately upon appointment and shall continue until the first day of January following the next biennial election; and if the term of office does not then expire, the remainder thereof shall be filled by election at such biennial election. During the temporary disability of any officer or during the absence temporarily from the city for any cause, the office may be filled pro tem, in the manner provided for filing vacancies in office permanently.

City of
WILSONVILLE
in OREGON

CITY COUNCIL MEETING
STAFF REPORT

Meeting Date: July 2, 2012	Subject: Oregon Statewide Transportation Strategy (STS) and Metro's Climate Smart Communities Scenarios Project Staff Member: Chris Neamtzu, Planning Director Department: Community Development

Action Required	Advisory Board/Commission Recommendation
☐ Motion ☐ Public Hearing Date: ☐ Ordinance 1st Reading Date: ☐ Ordinance 2nd Reading Date: ☐ Resolution ☒ Information or Direction ☐ Information Only , ☐ Council Direction ☐ Consent Agenda	☐ Approval ☐ Denial ☐ None Forwarded ☒ Not Applicable
	Comments:

Staff Recommendation:
Review the materials and provide staff with input regarding the upcoming opportunities for comment on both the Statewide Transportation Strategy (STS) and the Climate Smart Communities project. Due to the July 20th deadline for comment on the draft STS, Staff recommends that the Council consider providing testimony that encourages policies that site residential living opportunities near jobs, promote multi-modal systems and connectivity, increase transit and job connections, as well as overall increased use of transit as important ways to further reduce GHG at the local level.

Recommended Language for Motion: N/A

PROJECT / ISSUE RELATES TO: *[Identify which goal(s), master plans(s) issue relates to.]*		
☐Council Goals/Priorities	☐Adopted Master Plan(s)	☒Not Applicable

ISSUE BEFORE COUNCIL:
The State of Oregon and Metro are engaged in two separate but inter-related multi-year projects related to long term reductions in greenhouse gas emissions. Staff brings these issues forward as informational items for the Council's consideration. Comments are to be provided to ODOT on the STS draft by July 20, 2012, which is why this item is before the City Council at this time. Metro's Climate Smart Communities work will continue throughout the year, offering more opportunities for additional discussion. More detailed presentations from real subject matter experts are warranted on both of these important topics over the next several months.

EXECUTIVE SUMMARY:
Sustainable Transportation Strategy

In 2007, the Oregon Legislature established statewide greenhouse gas (GHG) emissions reduction goals. The goals apply to all emission sectors, including energy production, buildings, solid waste and transportation, and direct Oregon to:

- Stop increases in GHG emissions by 2010;

- Reduce GHG emissions to 10 percent below 1990 levels by 2020; and

- Reduce GHG emissions to at least 75 percent below 1990 levels by 2050.

The State is engaged in the Oregon Statewide Transportation Strategy (STS) – a 2050 vision for greenhouse gas emissions reduction. The STS is part of the larger effort known as the Oregon Sustainable Transportation Initiative (OSTI), resulting from two bills passed by the Oregon Legislature to help the state meet its 2050 goal of reducing transportation-related greenhouse gas emissions.

The STS is intended to identify the most effective GHG emission reduction strategies in transportation systems, vehicle and fuel technologies and urban land use patterns in three key travel markets: ground passenger and commercial services, freight and air passenger. These strategies will serve as the best tools available to help meet the state's goals while supporting other community goals. For detailed information, please refer to the attached executive summary.

The deadline for the first round of public input on the STS draft is July 20. ODOT is interested in input so that concerns can be presented to the Oregon Transportation Commission (OTC) as part of final approval of the STS in October, 2012.

Staff recommends that the Council consider providing testimony that encourages policies that site residential living opportunities near jobs, increase transit and job connections, promote multi-modal systems and connectivity as well as overall increased use of transit as important ways to further reduce GHG at the local level.

Metro's Climate Smart Communities

In 2009, the Legislature passed House Bill 2001, directing Metro to "develop two or more alternative land use and transportation scenarios" by January 2012 that are designed to reduce GHG emissions from light-duty vehicles. The legislation also mandates:

(1)   Adoption of a preferred scenario after public review and consultation with local governments; and

(2)   Local government implementation through comprehensive plans and land use regulations that are consistent with the adopted regional scenario.

In 2010, the Legislature approved Senate Bill 1059, providing further direction to GHG scenario planning in the Metro region and the other five metropolitan areas in Oregon. Aimed at reducing GHG emissions from transportation, the legislation mandates several state agencies to work with stakeholders to develop a statewide transportation GHG emission reduction strategy, metropolitan-level GHG emission-reduction targets for cars and light trucks, guidelines for scenario planning, and a toolkit of actions to reduce GHG emissions. While State agencies are looking at the entire transportation sector, Metro—and the other MPOs identified in HB 2001 and SB 1059—are only required to address roadway GHG emissions from light-duty vehicles.

In simplistic terms, the process will follow the below steps.

Phase 1 focused on understanding available choices by testing a variety of possible actions to reduce emissions from cars and small trucks. In Phase 2 (this year), the project will focus on working with local governments and community stakeholders to shape scenario options to be evaluated in more detailed in 2013. Phase 2 includes:

• Working with local partners to confirm community ambitions and develop case

studies, review Phase 1 sensitivity analysis and the draft Statewide Transportation Strategy to identify most effective strategies, and frame a range of scenario options that support community and regional ambitions;

- Working with local partners and other stakeholders to refine the scenario evaluation framework and criteria to create a score card; and

- Facilitating a regional discussion with local government, business and community leaders to review the scenario options and assumptions to be tested in 2013.

In December, MPAC, JPACT and Council will be asked to provide direction to staff on the scenario options to be evaluated.

EXPECTED RESULTS: *[What will be achieved?]*

TIMELINE: *[Explain the timing of outreach and with whom, when project is expected to be completed.]*

CURRENT YEAR BUDGET IMPACTS:
Significant amounts of staff time will be needed to track, participate and comply with the requirements that come out of these efforts.

FINANCIAL REVIEW / COMMENTS: *[Item must be sent to Finance for review.]*
Reviewed by: _____   Date: _____

LEGAL REVIEW / COMMENT: *[Item must be sent to City Attorney for review.]*
Reviewed by: _____   Date: _____

COMMUNITY INVOLVEMENT PROCESS: *[What public outreach was done, work sessions, public hearings, neighborhood meetings, open houses? Summarize public feedback.]*

POTENTIAL IMPACTS or BENEFIT TO THE COMMUNITY (businesses, neighborhoods, protected and other groups): *[How will this impact these groups?]*

ALTERNATIVES: *[What alternatives/options were considered? Why not selected?]*

CITY MANAGER COMMENT:

ATTACHMENTS
A.   June 18, 2012 TPAC/MTAC Joint Meeting Packet which includes:
   a. Staff Report from Kim Ellis, Principal Transportation Planner with Metro titled "Climate Smart Communities – Proposed Framework and Approach for Defining Scenario Options Draft"
   b. Oregon Statewide Transportation Strategy Executive Summary

Metro | *Agenda*

Special Meeting:	Transportation Policy Alternatives Committee (TPAC)
	Metro Technical Advisory Committee (MTAC)
Date:	Monday, June 18, 2012
Time:	1 – 3 p.m.
Place:	Metro, Council Chambers

1:00 PM **1.** <u>**WELCOME AND INTRODUCTIONS**</u> **Robin McArthur, Chair**

 2. <u>**DISCUSSION ITEMS**</u>

1:05 PM **2.1** * Climate Smart Communities – Scenarios Project Update – <u>DISCUSSION</u> **Kim Ellis**

 • *Purpose*: Provide project update and kick-off discussion on framing scenario options

 • *Outcome*: Discussion and input on how to frame scenario options

1:45 PM **2.2** * Oregon Statewide Transportation Strategy –<u>DISCUSSION</u> **Barbara Fraser, ODOT**
Brian Gregor, ODOT
Mike Hoglund

 • *Purpose:* Present draft STS recommendations and next steps

 • *Outcome:* Discussion and input on recommendations and implications for Climate Smart Communities scenario options

3:00 PM **3.** <u>**ADJOURN**</u> **Robin McArthur, Chair**

*   Material available electronically.
#   Material will be distributed at the meeting.

For agenda and schedule information, call Kelsey Newell at 503-797-1916, e-mail: kelsey.newell@oregonmetro.gov.
To check on closure or cancellations during inclement weather please call 503-797-1700.

Metro | *Memo*

Date:	May 25, 2012
To:	TPAC, MTAC and interested parties
From:	Kim Ellis, Principal Transportation Planner
Re:	Climate Smart Communities – Proposed Framework and Approach for Defining Scenario Options

Action requested

Input on the proposed framework and approach for defining scenario options and assumptions during Phase 2.

This will be discussed at the joint MTAC/TPAC meeting on June 18, MTAC on June 20 and TPAC on June 29.

Purpose

This memo summarizes suggestions and concerns raised by local partners and describes a proposed framework and process for developing scenario assumptions with local partners using Envision Tomorrow and through other stakeholder engagement activities.

Background

The Climate Smart Communities project is a multi-year, collaborative effort to help communities in the Portland metropolitan region achieve the things they want – clean air, healthy communities and jobs close to home – while at the same time attaining state, regional and, in some communities, local greenhouse gas reduction goals. Phase 1 focused on understanding available choices by testing a variety of possible actions to reduce emissions from cars and small trucks. In Phase 2 (this year), the project will focus on working with local governments and community stakeholders to shape scenarios options to be evaluated in more detailed in 2013.

Phase 2 includes:
* working with local partners to confirm community ambitions and develop case studies, review Phase 1 sensitivity analysis and the draft Statewide Transportation Strategy to identify most effective strategies, and frame a range of scenario options that support community and regional ambitions

* working with local partners and other stakeholders to refine the scenarios evaluation framework and criteria to create a score card

* facilitating a regional discussion with local government, business and community leaders to review the scenario options and assumptions to be tested in 2013.

In December, MPAC, JPACT and Council will be asked to provide direction to staff on the scenario options to be evaluated.

Local partner suggestions and concerns raised to date

A number of comments and concerns have been raised during project discussions with Metro Policy Advisory Committee, the Joint Policy Advisory Committee on Transportation, City Councils and briefings of other elected officials and local agency staff. Suggestions and concerns raised include:

* The focus on greenhouse gas emissions from light-duty vehicles in state legislation is too narrow, and the process has been overly focused on meeting the state target. It is important to make a good-faith effort to meet the target, but also recognize that other sectors may provide

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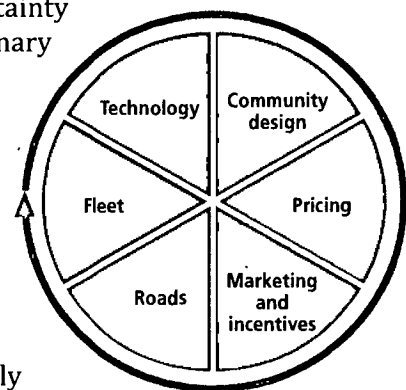
significant reductions. In the end, local and regional policymakers should agree collectively on what is best for each community and the region, not just focus on meeting the target for light-duty vehicles.

- More clarity is needed on what the scenarios options and the preferred scenario could be. It is important to provide more concrete examples of things that are already going on in communities in the region – e.g., integrating and coordinating investments to advance/leverage existing efforts to achieve each community's vision.

- There is uncertainty about what the project will recommend in the end and providing more concrete examples of how things will be implemented will be helpful. Some have wrongly translated a "preferred scenario" to mean a one-size fits all, top down strategy that is disconnected from what communities want for their future. The preferred scenario (at end of process) should be a compilation of local ambitions and a toolbox with a menu of choices for each community that fit together to shape the region's strategy.

- Local partners need to be part of defining the options and the assumptions used in the analysis. The assumptions should be tailored for each community and reflect local ambitions.

- The Phase 2 scenario options should be more fiscally pragmatic than what was assumed in Phase 1, particularly for TriMet transit service; the South Metro Area Regional Transit (SMART) district has not experienced service declines. There is concern about being able to fund the investments that may be needed, and the challenge of building support for sustainable financing solutions.

- Work to date is too focused on the urban core and strategies that will work in these areas; more work is needed to address the unincorporated areas of the region. The counties should play a coordinating role to ensure the needs and ambitions of these areas are included in the process.

- Project engagement needs to be a dialogue and ongoing, with more discussion with Mayors and City Councils beyond sharing the Phase 1 findings.

- Staff and resource capacity is an issue for every agency, not just Metro – this project takes away from other priorities and every agency does not have the staff and/or time to participate. Local government work sessions to define community ambitions should include interested elected officials and be organized around subareas if resources are insufficient to convene them individually.

To jumpstart the policy conversation and begin to provide more certainty without driving to pre-determined outcomes, staff drafted a preliminary framework and approach for defining the scenario options. The proposed framework and scenarios are intended to create policy bookends for developing a preferred scenario – and position community plans and ambitions as the foundation.

Framing scenario options – a proposed framework
The purpose of the scenarios is to provide distinct options about the region's future to clearly articulate local, regional and state choices and tradeoffs based on more detailed evaluation of those options in 2013. The framework is intentionally simplistic to be easily communicated and provide flexibility and range of assumptions for defining a preferred scenario in 2013-14. The scenarios will include refined assumptions for each of the policy areas tested in Phase 1.

Policy areas tested in Phase 1

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Figure 1 illustrates a proposed framework that structures the scenario options so that local community goals and investments are at the forefront and to better communicate that the region's preferred scenario will represent a compilation of local ambitions that have been tailored in each community, and be complemented by state and federal policies being considered in the Statewide Transportation Strategy.

The proposed framework structures the scenario options to demonstrate what communities and the region can do to build each community's vision with existing plans, investment tools and resources (Scenario A) and what could be done with additional investments and tools (Scenario C). Scenarios B and D show how state and federal policies being considered in the Statewide Transportation Strategy can complement local and regional policies to build great communities and meet the state target.

This framework is consistent with state direction but allows the project to do so with a focus on building ownership and support for the investment tools and resources needed achieve community visions, while at the same time reducing greenhouse gas emissions. In the end, the preferred scenario will reflect community ambitions and may include parts of each of the four scenarios tested.

Figure 1. Framing the Scenarios – A Starting Point for Discussion
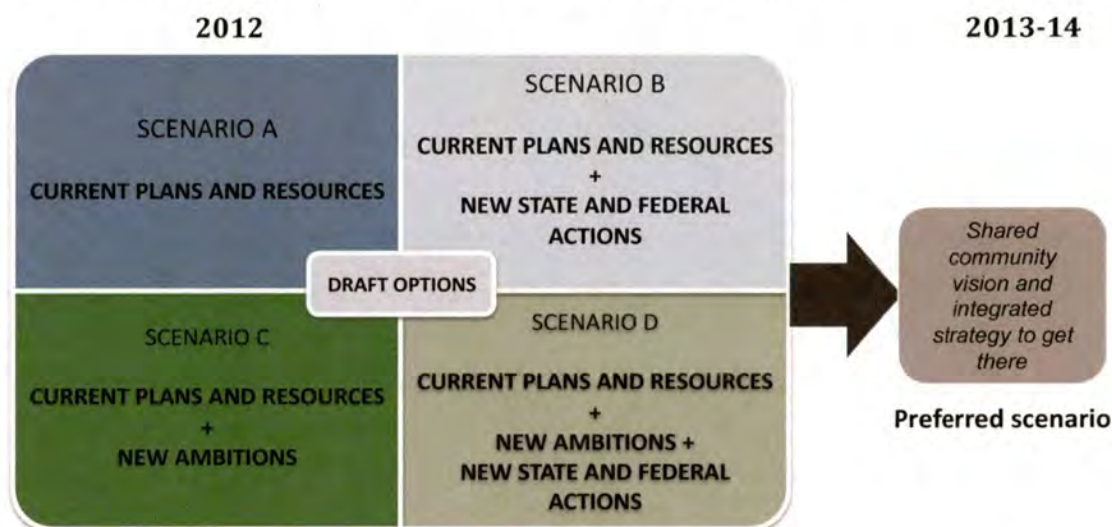
Defining assumptions for scenario options – the proposed approach

DEFINING ASSUMPTIONS FOR THE COMMUNITY DESIGN POLICY AREA

The compilation of community plans and ambitions will be defined by local government staff and elected officials through the Southwest Corridor work[1] that has already been completed and the local partner work sessions and community case studies described below using Envision Tomorrow.

Local partner work sessions to confirm community ambitions and goals
Local partner work sessions are planned to confirm community ambitions that can be translated into assumptions for the scenarios to be evaluated in 2013. Participants are recommended to

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[1] Local Southwest Corridor Plan partners include Portland, Sherwood, Tigard, Tualatin, Beaverton, Durham, King City and Lake Oswego.

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include: Metro staff, community planning director, community development director, work group member, and senior staff. Participants may engage their respective City Councils, Planning Commissions, County Boards, as desired, for additional input. These work sessions provide an informal setting for local partners to test different desired land use changes to tailor scenario assumptions for their community. This will ensure the scenarios reflect new ambitions that have been adopted since 2010 or that are being contemplated through periodic review and other local or regional planning efforts. In some communities the "Reference Case" assumed in Phase 1 may adequately reflect those ambitions, and no additional work is needed.

The work sessions will be held with interested local jurisdictions not covered by the Southwest Corridor project outreach. Pending case study locations and interest, this could include Gresham, Hillsboro, Beaverton, Portland, Gladstone, Fairview, Wood Village, Troutdale, Cornelius, Forest Grove, Happy Valley, Damascus, Milwaukie, Oregon City, Maywood Park, Rivergrove, Johnson City, West Linn, Wilsonville and unincorporated areas in Clackamas and Washington counties.

Community case studies to illustrate community ambitions, goals and the strategies needed to achieve them
Five case study locations are proposed to include an employment area, a regional center, a town center and a corridor. Opportunities to convene two or more jurisdictions together will be sought to discuss connecting focus areas, shared ambitions and investment needs. The Southwest Corridor project will develop an integrated investment strategy for each of the project's focus areas that will inform additional community case studies for this part of the region. More information will be provided as the details are finalized.

Envision Tomorrow training opportunities for Metro staff and local government partners
Between mid-2011 and April 2012, Metro staff worked with Fregonese and Associates to incorporate 2010 and 2035 Reference Case land use data into the Envision Tomorrow software. Envision Tomorrow will be used in Phase 2 to work with local government staff and policymakers to confirm community land use ambitions and develop case studies. Envision Tomorrow will continue to be used in Phase 3 to support analysis and refinement of the scenario options developed in Phase 2. The Southwest Corridor effort also plans to use Envision Tomorrow for the focus areas work sessions the project will convene in 2012. *Other regional tools and models will be used in the scenarios evaluation in 2013, including the travel demand model, MetroScope and Metropolitan GreenSTEP.*

In advance of the local partner work sessions, TPAC, MTAC, JPACT, MPAC, the Metro Council and others have been invited to attend a 90-minute broad-level overview of Envision Tomorrow, *on June 12, from 11:30 - noon at Metro in the Council Chamber.* The presentation and overview will include a live demonstration of the tool to build awareness and understanding of the potential application of this tool in the Climate Smart Communities effort, Southwest Corridor effort as well as local planning efforts now and in the future.

Metro and local government staff trainings will be held in June to build Metro's internal capacity for conducting the local partner work sessions and providing technical support to local partners in the future. To date, the following local jurisdictions have indicated a desire to have one or two staff from their agency participate in the user group training:

- City of Gresham
- City of Hillsboro
- City of Beaverton
- City of Portland
- City of West Linn

- City of Oregon City
- Washington County
- Clackamas County
- TriMet

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Limited space is available. Please contact Molly Vogt, Metro's Client Services Supervisor, as soon as possible if you would like staff from your jurisdiction to participate in the user group "hands-on" training by sending email to molly.vogt@oregonmetro.gov.

Other engagement activities and opportunities to provide input on the scenario options
Engagement in 2012 will be focused on local jurisdiction staff and elected officials, targeted community and business leaders (especially from the public health, equity/environmental justice, environmental, and business/economy sectors), and mayors and city councils. The primary goals of engagement are to (1) understand local community aspirations, (2) develop a shared understanding of the local and regional benefits possible through working together, (3) develop clear criteria for measuring the benefits and impacts of policy choices, and (4) build local ownership of and support for the project.

More extensive public engagement will not commence until Phase 3 in 2013-14 when there will be more opportunity for discussions on specific options and tradeoffs; however the public will continue to be informed about the project and issues this year through the project website, a series of newsfeeds and an online opinion tool in the fall.

In addition to the local engagement activities described in the previous section, staff will use the following approach to foster collaboration between local community leaders and elected officials, MPAC, JPACT and the Metro Council, incorporate feedback and new community aspirations, build community ownership and, ultimately, support for the narrowing process this fall:

- **Metro advisory committees** discuss project information and provide direction on assumptions related to the regional transit service; road management and capacity; marketing and incentives; and draft Oregon Statewide Transportation Strategy recommendations for pricing, fleet and technology policy areas. *(Ongoing)*

- **Scorecard workshops** (three workshops, focusing on public health, equity/environmental justice, and environment and three focus groups of businesses and developers) to provide input on how the scenarios should be evaluated in Phase 3. *(June-July)*

- **Coordination with the Southwest Corridor Project**, sharing information and building on focus area workshops with stakeholders in project jurisdictions (e.g., Tigard, Tualatin, Portland, Sherwood, Beaverton, Durham, King City and Lake Oswego). *(Ongoing)*

- **Briefings with Local Elected Officials and Planning Directors** to share and discuss project information and facilitate an ongoing dialogue with local and community partners on the scenario options and assumptions to be tested to ensure they reflect community ambition. *(Ongoing)*

- **Seminar series** to highlight successful strategies and build understanding of specific topic areas in coordination with other Metro programs and speakers' series. *(Ongoing)*

- **On-line engagement** to gather input on the range of scenario options and evaluation criteria being considered. *(October)*

- **Summit** in October/November to share and discuss case studies, additional analysis findings, evaluation criteria and scenario options to be tested in Phase 3. *(Proposed summit participants include Metro Council, JPACT, MPAC, scorecard workshop participants, local elected officials and other key business and community leaders)*

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Technical work group role

A work group of members of the Transportation Policy Alternatives Committee and the Metro Technical Advisory Committee was created in 2011 to provide technical support to the Climate Smart Communities Scenarios process. The active participation and input provide by work group members provided a strong foundation for successful completion of Phase 1.

Metro staff will continue to convene the technical work group – made up of staff from local jurisdiction planning departments and community organizations – to conduct the technical work in Phase 2 and review products and materials in advance of Metro technical and policy advisory committee discussions.

Key work group tasks for Phase 2 include:

- Help review Phase 1 sensitivity testing and district results. *(April - July 2012)*
- Help frame scenario options, including regional and state policy options. *(April - July 2012)*
- Help define the Scenarios Score Card and the measures and methods used to evaluate the scenarios. *(June - September 2012)*
- Help coordinate development of community case studies and identification of focus areas. *(June - September 2012)*
- Review products and materials in advance of Metro technical and policy advisory committee discussions. *(On-going)*
- Serve as liaison, sharing project information with local government leaders and staff of their respective jurisdiction, Metro technical and policy advisory committees and planning efforts underway in the region (e.g., Southwest Corridor, local comprehensive plan updates, state and regional planning grants, etc.). *(On-going)*

TPAC/MTAC Climate Smart Communities Scenarios Technical Work Group *(as of May 25, 2012)*

	Name	Affiliation	Membership
1.	Tom Armstrong	City of Portland	MTAC alternate
2.	Andy Back	Washington County	TPAC alternate & MTAC alternate
3.	Chuck Beasley	Multnomah County	MTAC member
4.	Lynda David	Regional Transportation Council	TPAC member
5.	Jennifer Donnelly	DLCD	MTAC member
6.	Denny Egner	City of Lake Oswego	MTAC member
7.	Karen Buehrig	Clackamas County	TPAC member
8.	Chris Beanes	TPAC community member	TPAC member
9.	Jon Holan	City of Forest Grove	MTAC alternate
10.	Katherine Kelly/Jonathan Harker	City of Gresham	TPAC member/MTAC member
11.	Nancy Kraushaar	City of Oregon City	TPAC member
	Kenny Asher	City of Milwaukie	TPAC alternate
12.	Alan Lehto	TriMet	TPAC/MTAC member
	Eric Hesse/Jessica Tump		TPAC/MTAC alternates
13.	Mary Kyle McCurdy	MTAC citizen/community group	MTAC member
14.	Ben Bryant	City of Tualatin	Local government staff
15.	Tyler Ryerson	City of Beaverton	MTAC alternate
16.	Margaret Middleton	City of Beaverton	TPAC member
17.	Lainie Smith	ODOT	TPAC alternate and MTAC member
18.	Dan Rutzick/Peter Brandom	City of Hillsboro	Local government staff
19.	·Mara Gross	Coalition for a Livable Future	Community member

For more information or to be added to the Climate Smart Communities scenarios project interested parties list, contact Kim Ellis at kim.ellis@oregonmetro.gov.

Metro | *Memo*

Date: May 25, 2012 – Updated June 13, 2012

To: JPACT and interested parties

From: Kim Ellis, Principal Transportation Planner

Re: Upcoming Briefings and Public Comment Period on Draft Oregon Statewide Transportation Strategy

Oregon Statewide Transportation Strategy
The Oregon Statewide Transportation Strategy (STS) is part of a larger effort known as the Oregon Sustainable Transportation Initiative (OSTI), resulting from two bills passed by the Oregon Legislature, to help the state meet its 2050 goal of reducing transportation-related greenhouse gas (GHG) emissions. The STS is intended to identify the most effective GHG emissions reduction strategies in transportation systems, vehicle and fuel technologies, and urban land use patterns in three key travel markets: ground passenger and commercial services, freight, and air passenger. These strategies will serve as the best tools available to help meet the state's goals while supporting other community goals such as clean air, safe and healthy neighborhoods, economic vitality and jobs close to home.

The STS was developed over 18 months through extensive research and analysis as well as policy direction and technical input from state agencies, local governments, industry representatives, metropolitan planning organizations, and others. Metro Councilors Collette and Burkholder have each served on the Policy Advisory Committee. The STS is not regulatory and does not assign responsibility for implementation, but rather points to promising approaches to be further considered by policymakers at the state, regional, and local levels.

Oregon Statewide Transportation Strategy Comment Period from May 16 to July 20, 2012
The Oregon Transportation Commission (OTC) released the draft strategy at their May meeting, formally initiating a public comment period from May 16 to July 20, 2012.

Materials are posted on ODOT's website: http://www.oregon.gov/ODOT/TD/OSTI/STS.shtml

Oregon Department of Transportation (ODOT) staff will present the draft STS to Metro's technical and policy advisory committees for discussion and input during the comment period. ODOT staff want to hear your ideas, questions and concerns so they can be considered prior to OTC approval of the STS in October.

The following meeting dates, times and locations have been scheduled.

- Monday, June 18 from 1-3 p.m. at Metro in the Council chamber – **Special Joint TPAC and MTAC Meeting**

- Wednesday, June 27 from 5-7 p.m. at Metro in the Council chamber – **regular MPAC meeting**

- Thursday, ~~July 12~~ June 14 from 7:30-9 a.m. at Metro in the Council chamber – **regular JPACT meeting**

Metro staff will also present new information from the Climate Smart Communities project at these meetings to facilitate a discussion on implications of the draft STS for the region's Climate Smart Communities effort. The discussions will be an opportunity to talk about how the STS can support local community visions and help meet the region's GHG emissions reduction target.

Draft Oregon Statewide Transportation Strategy

A 2050 Vision for Greenhouse Gas Emissions Reduction

Executive Summary

Oregon Sustainable Transportation Initiative (OSTI)

May 2012

Oregon Department of Transportation

Dedicated to the legacy of Gail Achterman's leadership for Oregon's natural resources and sustainable transportation.

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www.oregon.gov/ODOT/TD/OSTI/STS.shtml

**Oregon
Department
of Transportation**

The Oregon Department of Transportation
Transportation Planning Unit
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The Statewide Transportation Strategy

The Statewide Transportation Strategy (STS) for greenhouse gas (GHG) emissions reduction looks out to the year 2050 and explores how transportation and land use choices made over the coming decades might affect Oregon's long-term future. It is part of a larger effort known as the Oregon Sustainable Transportation Initiative[1] (OSTI), an integrated statewide effort to reduce GHG emissions from Oregon's transportation sector.

OSTI is the result of two bills passed by the Oregon Legislature, House Bill 2001[2] (2009) and Senate Bill 1059[3] (2010), which were crafted to help the state meet its 2050 goal of reducing transportation-related GHG emissions.[4] OSTI takes into consideration how the energy landscape is changing, as well as the need to sustain a strong economy while creating healthier, more livable communities and greater economic opportunity.

The STS addresses the following key question:

> What actions and strategies will be effective in reducing transportation-related GHG emissions in Oregon while supporting other societal goals such as livable communities, economic vitality, and public health?

The STS is the product of an effort involving extensive research and analysis as well as policy direction and technical input from state agencies, local governments, industry representatives, metropolitan planning organizations (MPOs), and others. It is intended to identify the most effective GHG emissions reduction strategies in transportation systems, vehicle and fuel technologies, and urban land use patterns, which will serve as the best tools available to help meet the state's goals.

The STS is neither directive nor regulatory, but rather points to promising approaches that should be further considered by policymakers at the state, regional, and local levels. It constitutes a framework for future work to reduce transportation-related GHG emissions in three key travel markets: Ground Passenger and Commercial Services, Freight, and Air Passenger.

The movement of people and goods produces emissions that account for a significant portion of all GHGs produced by Oregonians, so reducing emissions from transportation can make a sizeable contribution to overall GHG reduction goals. While the focus of OSTI
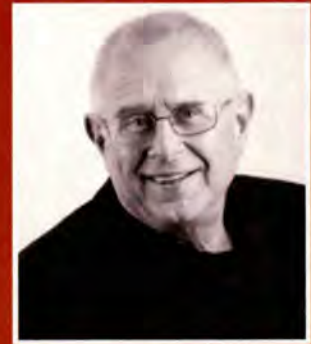
STS Policy Committee Chair Ken Williamson

"We are not talking about getting people out of their cars. This is about a clear economic opportunity – creating industry, creating jobs. Leadership will be essential."

— Ken Williamson, Oregon Environmental Quality Commission, Oregon State University

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[1] OSTI; http://www.oregon.gov/ODOT/TD/OSTI/General.shtml

[2] Section 37 to 39, Chapter 865, Oregon Laws 2009; http://www.leg.state.or.us/09orlaws/sess0800.dir/0865.htm

[3] Chapter 85, Oregon Laws 2010 Special Session; http://www.leg.state.or.us/10ssorlaws/0085.htm

[4] ORS 468A.205; http://www.leg.state.or.us/ors/468a.html

is on transportation, the Oregon Global Warming Commission and others are addressing GHG from other sources, such as electrical power generation, to help Oregon meet the state's ambitious goal of reducing GHG emissions to 75 percent below 1990 levels by 2050.[5] Achieving this statewide goal will require planning, innovation, and coordination among many sectors and communities across the state.

The findings and recommendations documented in the STS is the first phase in a multi-year process. Following the adoption of the STS by the Oregon Transportation Commission (OTC), the next phase will be the collaborative development of an implementation plan. The third and final phase will consist of monitoring and adjusting the strategy over time.

The Cost of Inaction

Undertaking the recommendations in the STS will not be easy. They will require assuming new responsibilities, such as committing to providing more pedestrian, bicycle, and public transportation options in urban areas, and potentially reallocating and securing additional funds. However, the alternative is likely to be even more costly. On the current path, the results of the STS analysis suggest there will be a multitude of new costs and challenges. One way or another, projected increases in population and travel demand, funding constraints, and the need to repair or replace aging infrastructure will require some significant changes to Oregon's transportation system in the decades ahead. Inaction is neither cheap nor desirable.

What Will It Take to Change Course?

Long-term projections of the "business as usual" approach to transportation show that without decisive and timely action, GHG emission levels will rise steadily into the future. Further progress will result from existing policies, but much additional work is needed to put Oregon on track to meet emissions reduction goals and mitigate future impacts of climate change.

Why Do Greenhouse Gas Emissions Matter?

GHG emissions result in part from the combustion of fossil fuels like oil, coal and natural gas. These gases trap extra heat in the atmosphere. According to scientists, this leads to increases in average global temperatures, extreme weather events, and other changes in the global climate, commonly referred to as climate change. Global climate changes can lead to extended warm spells and drought, as well as more frequent flooding. These changes have consequences for Oregon agriculture, hydropower, public health, watershed and forest health, and infrastructure vulnerability.

Scientists can't say exactly how intense these effects will be, how rapidly they will emerge or what exactly their geographic distribution will be, but there is broad agreement that GHG emissions must be reduced, and societies must prepare to react to some of these effects even if timely reductions are achieved.

If the climate change trend continues, Oregon could experience a range of negative impacts, including:

- Higher sea levels and stronger storm surges that could threaten coastal areas with greater risk of floods and damage to buildings, roads, bridges, and other infrastructure.

- Changes in precipitation patterns such as more severe rain and snowstorms, less and more rapidly melting snowpack, which could threaten supplies of water for drinking, recreation, irrigation, and fisheries.

- Diminished water supply and agricultural productivity that could affect Oregon's crops and livestock.

- Adverse health impacts including increases in heat-related illnesses, chronic disease and fatalities due to more heat waves.

- Suffering ecosystems, including forests, grasslands and watersheds, where native species will suffer as temperatures rise.

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[5] ORS 468A.205; http://www.leg.state.or.us/ors/468a.html

Achieving the state's goals will require a multi-faceted approach and significant cooperation between state agencies, regional planning entities, local governments, the private sector, and the public. While Oregon is prepared to be in the forefront in addressing climate change, it cannot face this challenge alone. Limiting the impacts of climate change must ultimately be a global effort, requiring actions from other states, the federal government, other countries, and private industry.

What's In It for Oregon?

The benefits of reducing GHG emissions from transportation extend beyond arresting the impacts of climate change. Many actions that can be taken to reduce GHG emissions may also help create new jobs while positioning Oregon to compete in a changing global economy. Over the next forty years – the planning horizon of the STS – Oregon will face a number of challenges that will require creative solutions. Factors such as population growth, a changing economy, and aging transportation infrastructure will all require attention whether or not there is comprehensive action on climate change.

As the STS demonstrates, the same actions that are employed to reduce GHG emissions also will:

- Reduce delay and inefficiency on Oregon's roadways;
- Support clean air and protect natural resources;
- Improve public health;
- Accommodate new state residents;
- Provide for the efficient movement of goods and services;
- Reduce Oregon's dependency on foreign energy sources; and
- Reduce the percentage of income the average Oregon household spends on transportation.

The 2050 Vision

In setting the context for a statewide transportation strategy to address transportation-related GHG emissions reduction, it is necessary to envision a future Oregon that accommodates an expanding population and maximizes the potential for a thriving economy, while maintaining Oregon's quality of life and natural beauty. Planning for a cleaner and more sustainable transportation and land use system also supports a multitude of societal benefits including: more efficient transportation systems that help people and goods travel more quickly and easily; reduced transportation costs for individuals and businesses; and increased travel choices such as bicycling, walking, and public transportation.

The Statewide Transportation Strategy envisions a future Oregon that features:

- **Walkable mixed-use communities**, where a large share of residents live within walking distance of jobs, stores, services, entertainment, and transit stops. Communities across the state are recognized for vibrancy, livability, and safety.

- **Improved public transportation service, bicycling and walking** throughout the state, provide all Oregonians with better access to a range of transportation options. Communities feature well-lit walking paths, bicycle facilities, and more frequent transit service, encouraging physical activity and overall improvements in public health.

- **Fuel-efficient/alternative energy vehicles**, created through great strides in technology, allow widespread adoption of cleaner and more efficient passenger vehicles. Heavy-duty freight vehicles run on liquefied natural gas, and commercial aircraft run largely on biofuels. These changes improve air quality dramatically while reducing dependency on foreign oil.

- **Enhanced information technology** allows Oregonians to easily plan and update their travel routes using multiple modes as needed such as transit, bicycling and walking. Improved communication systems enable individuals and organizations to meet and collaborate virtually, while reducing the need for physical travel. Collision avoidance systems in cars and trucks greatly reduce the number and severity of crashes, and eliminate hundreds of hours of roadway delays each year.

- **More efficient movement of goods** results from reduced congestion on Oregon roadways, shifts to more efficient modes such as rail and water, and lower emissions from new technologies in freight-hauling vehicles.

Benefits of the 2050 Vision

The potential benefits of achieving the Statewide Transportation Strategy 2050 Vision extend far beyond the critical goal of limiting the adverse effects of climate change. In fact, bringing about these advancements could result in a broad array of positive impacts to society when compared to business as usual. The 2050 Vision offers the following potential benefits for Oregonians:

- **Household savings** resulting from fewer vehicle miles traveled, lower household vehicle ownership rates, and improved access to public transportation, bicycling and walking. Savings allow households to spend a lower percentage of their incomes on transportation. Related benefits of more compact development include reduced per capita costs associated with providing electricity, water and other utilities, and lower health care costs as a result of improved public health.

- **A stronger economy** with a shift to more diverse fuel sources, reduced congestion, and improved travel reliability. Employers, employees, and shippers experience cost savings, time savings, and greater travel predictability. Substantial reductions in the amount of fossil fuels consumed per capita result in household cost savings and more investment in the state economy.

- **Safer roads**, through bicycle and pedestrian improvements designed to maximize visibility to motorists. On Oregon's roadways, lower rates of vehicle travel and new intelligent transportation systems significantly reduce crash rates.

- **A healthier public**, as mixed-use communities with transit and more transportation options, lead to more active and healthy communities, lower obesity rates, and lower incidences of asthma and other related diseases.

- **Energy savings** from improved vehicle efficiency, new alternative fuels, and lower vehicle usage.

- **Cleaner air and water** as heavy trucks, aircraft and private vehicles increasingly run on cleaner and more efficient energy, resulting in cleaner air and fewer environmental impacts from the extraction, refining, and transportation of fossil fuels.

Viewed from 2012, the 2050 Vision for transportation may seem ambitious. Indeed, many of its components will require significant advancements in technology and infrastructure. Yet each of the elements in the STS was selected for plausibility based on existing research, development, and practice. In fact, much of the groundwork for the 2050 Vision has already been laid through advances in alternative fuels and electric vehicles, intelligent transportation systems (ITS) applications to passenger and freight travel, modernization of the nation's air traffic control system, and significant improvements in freight vehicle fuel economy.

Fully realizing the benefits of some of these advancements will require investment and innovation by the federal government and private industry. Developing new and ongoing funding sources for infrastructure will remain difficult, as unforeseen circumstances and other societal priorities continue to compete for attention and dollars. Overcoming these obstacles will require a range of actions at state, regional, and local levels, as well as cooperation from public and private entities beyond Oregon's borders. The challenges will be great, but the opportunities are greater. Achieving the 2050 Vision will help continue Oregon's legacy of leadership and yield far-reaching benefits for generations to come.

"We know that as walking goes up, crime goes down."

— Ken Williamson, Oregon Environmental Quality Commission, Oregon State University, STS Policy Committee Chair

Recommendations

The STS explores all aspects of the transportation system including the movement of both people and goods. The transportation sector consists of a diverse variety of modes and markets that for the purposes of the STS analysis were divided into three distinct travel markets: Ground Passenger and Commercial Services, Freight, and Air Passenger.

Although some actions (e.g., advancements in fuel technologies and deployment of intelligent transportation systems technologies) may affect multiple markets, by and large these three travel markets are subject to unique GHG emissions reduction strategies. Therefore, recommendations are presented separately for each travel market.

Ground Passenger and Commercial Services Travel Market Recommendations

Within the transportation sector, currently the largest share of GHG emissions (more than 50 percent) is generated from the Ground Passenger and Commercial Services travel market.[6] This travel market facilitates the movement of people for work, recreation, and personal business and includes all ground passenger travel on roads and rail, as well as ground commercial deliveries and service trips. It includes passenger cars and light trucks (pick-up trucks, SUVs, delivery vehicles, etc.) as well as public transportation vehicles (e.g., bus and train), motorcycles, pedestrians, and bicycles.

In exploring ways to reduce GHG emissions for the Ground Passenger and Commercial Services travel market, efforts were made to look at strategies that:

- Improve fuel economy and shift to lower-carbon fuels;
- Result in lower overall emissions;
- Help reduce delay;
- Provide travelers with transportation choices other than driving alone in a car; and
- Facilitate access to jobs and services closer to home.

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[6] Based on GHG inventory methods explained further in Appendix A

Recommendation G1 – Transition to lower emission vehicles, such as plug-in hybrids and electric cars, and encourage the purchase of newer technology vehicles that are more fuel-efficient or are not dependent on higher emission fuels.

Recommendation G2 – Support development of cleaner fuels.

Recommendation G3 – Promote compact, mixed-use development to reduce travel distances, facilitate use of zero- or low-energy modes (e.g., bicycling and walking) and transit, and enhance transportation options.

Recommendation G4 – Encourage communities to accommodate most expected population growth within existing Urban Growth Boundaries (UGB) through infill and redevelopment.

Recommendation G5 – Enhance fuel efficiency by fully optimizing the transportation system through operations and Intelligent Transportation Systems (ITS) deployment.

Recommendation G6 – Promote Pay-As-You-Drive Insurance (PAYD) programs that allow drivers to pay per-mile premiums, encouraging less driving through insurance savings.

Recommendation G7 – Move to a more sustainable funding source that covers the revenue needed to maintain and operate the transportation system.

Recommendation G8 – Encourage local trips, totaling six miles or less per round-trip, to shift from single-occupant vehicle (SOV) to bicycling, walking, or other zero-emission modes.

Recommendation G9 – Promote investment in public transportation infrastructure and operations to provide more transportation options and help reduce single-occupancy vehicle travel.

Recommendation G10 – Design road expansions to be consistent with the objectives for reducing future GHG emissions by light duty vehicles.

Recommendation G11 – Reduce the number of single-occupant vehicles on roadways by promoting and encouraging participation in carpool/vanpool (Rideshare) programs.

Recommendation G12 – Reduce the need for households to own multiple vehicles and reduce household vehicle miles traveled by

"It seems exotic but it's just applying common sense in a really thorough way – looking at all costs and benefits, not only the near-term economic ones."

— Angus Duncan, Chair of the Oregon Global Warming Commission

enhancing the availability of carsharing (short-term self-service vehicle rental and/or peer-to-peer) programs.

Recommendation G13 – Develop and improve information and support programs that make it easier for people to choose transportation options.

Recommendation G14 – Promote better management and use of parking in urban areas to support compact, mixed-use development and use of other modes, including transit, walking and bicycling.

Freight Travel Market Recommendations

Freight transportation represents the second largest source of transportation-related GHG emissions at about 30 percent of all transportation emissions.[7] The Freight travel market analysis considers the GHG emissions of all modes of transportation used to move commodities and finished products for consumption in Oregon, including heavy-duty trucks, trains, ships and barges, cargo aircraft, and pipelines. Freight transportation in this context involves larger, heavier vehicles that usually travel longer distances to serve both regional and national markets.

Of real concern is the finding that vehicle miles traveled (VMT) and GHG emissions in the Freight travel market have been growing faster than in the Ground Passenger and Commercial Services travel market. If steps are not taken to reduce the emissions from this sector of the economy, the freight market share of transportation GHG emissions could represent the majority of all transportation emissions in the future.

As in the Ground Passenger and Commercial Services travel market, strategies were evaluated to reduce Freight travel market GHG emissions in a way that would also produce other benefits, such as reducing fuel costs and encouraging the proliferation of technology to improve freight movement efficiency. Key strategy focus areas include improving the operating efficiency of the freight system, shifting commodity shipments to less carbon-intensive modes, implementing vehicle and fuel technology improvements, and enacting pricing strategies designed to support these other strategies. More than 80 percent of all Freight travel market GHG emissions are produced outside of the state as goods and commodities make their way to Oregon homes and businesses. While outside the scope of the STS, to be successful in GHG reduction, Oregon's consumption of goods and materials should be addressed. Strategies will be needed at multi-state, national, or even international levels.

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[7] Based on GHG inventory methods explained further in Appendix A

Recommendation F1 – For the commodities and goods where low-carbon modes are a viable option, encourage a greater proportion of goods to be shipped by rail, water, and pipeline modes.

Recommendation F2 – Encourage a diverse economy with growth in high-value density industries such as electronics, precision manufacturing, and aerospace.

Recommendation F3 – Encourage and incentivize more efficient use of industrial land through closer proximity of shippers and receivers, consolidated distribution centers, and better access to low-carbon freight modes.

Recommendation F4 – Regulate operation of freight vehicles at speeds that optimize GHG emissions reductions and provide incentives for technology improvements that provide drivers and operators with real-time information on fuel consumption and operating costs.

Recommendation F5 – Support industry transition to more efficient engine technologies, vehicle designs, and rail car/truck trailer designs.

Recommendation F6 – Reduce the carbon intensity of freight fuel.

Recommendation F7 – Implement idle reduction technologies at ports, freight terminals, and truck stops.

Recommendation F8 – Impose a fee on carbon and other environmental costs to account for the full costs of freight travel and to encourage the adoption of more carbon-efficient technologies and less impactful freight modes and shipping patterns.

"In a trade dependent state like ours, this strategy focuses on dramatically reducing greenhouse gases while efficiently moving the state's goods and people."

— Marla Harrison, Port of Portland

Air Passenger Travel Market Recommendations

The Air Passenger travel market generates an estimated eight percent of the total GHG emissions in the transportation sector.[8] GHG emissions in this travel market are emitted by aircraft on the ground and during flight, from ground support equipment at airports such as luggage carts and gate equipment, and from all vehicles accessing the airport including private vehicles, taxis, shuttles, transit vehicles, and trucks. Air passenger travel moves at much faster speeds and typically over much longer distances than ground passenger travel. In addition, unique fuels are required to propel aircraft.

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[8] Based on GHG inventory methods explained further in Appendix A

In exploring ways to reduce GHG emissions for air passenger travel, strategies were investigated that:

- Reduce overall demand for air passenger trips through improving alternative modes or eliminating entirely the need for some trips through advanced telecommunications;

- Reduce air passenger demand by assigning a fee that manages demand and/or encourages mode shift;

- Improve the efficiency of public transportation and nonmotorized access to the airport;

- Improve the efficiency of all vehicles and equipment operating on airport property;

- Reduce delays and improve overall efficiency of the air transportation system; and

- Reduce the carbon intensity of air passenger travel through improved aircraft and engine technologies and use of low-carbon aviation fuels.

Recommendation A1 – Support sponsored research and partnerships with aircraft and engine manufacturers to help meet NASA's Environmentally Responsible Aviation (ERA) and Ultra Efficient Engine Technology (UEET) program goals.

Recommendation A2 – Reduce the carbon intensity of aviation fuels.

Recommendation A3 – Accelerate and complete implementation of the FAA "Next Generation" Air Transportation System.

Recommendation A4 – Institute a carbon fee for all commercial air passenger services, with scheduled fee increases over the long-term.

Recommendation A5 – Broadly support and deploy technologies for virtual meetings and other communication technologies to decrease business air travel demand.

Recommendation A6 – Increase efficiency in all airport terminal access activities, including shift to low- and zero-emission vehicles and modes for passengers, employees, and vendors.

Recommendation A7 – Deploy efficient operations and maintenance practices and use low- or zero-emission equipment for all airport ground service operations.

Recommendation A8 – Set aviation fuel charges at a level sufficient to pay for non-climate change related externalities associated with fuel consumption. Non-climate change related externalities include energy security, air pollution, and surface environmental impacts.

Recommendation A9 – Prioritize passenger rail improvements in the Eugene to Vancouver, BC corridor, ensuring service that is performance- and cost-competitive with air travel.

Recommendation A10 – Increase passenger fees for air travel with both an origin and destination in the Eugene to Vancouver, BC corridor to encourage mode shift to passenger rail or other lower-carbon modes such as express intercity bus.

The STS: A Path to Oregon's Future

Climate change is a global issue and cannot be addressed by Oregon alone. Still, Oregon's Statewide Transportation Strategy is a critical element in moving Oregon forward on path to a more sustainable future. Many existing and ongoing efforts have helped to inform and compliment the STS, including the Governor's Advisory Group on Global Warming (2004), the Governor's Climate Change Integration Group (2008), the Oregon Global Warming Commission's "Roadmap to 2020" (2010), and the Governor's 10-Year Energy Plan (2012). This document is intended to compliment these efforts.

Within ODOT's planning structure, the STS supports the Oregon Transportation Plan (OTP) and its goal to provide a safe, efficient and sustainable transportation system that enhances Oregon's quality of life and economic vitality. Many of the recommendations in the STS align with other broad policies in the OTP as well as policies identified in other plans, such as the Oregon Freight Plan.

Challenges

Each recommendation presented in the STS has its own opportunities and challenges. The cost, level of effort, and type of actions needed will vary by recommendation and element. Some of the potential challenges are discussed below.

Financing/Funding Sources: There is a need for new and/or more flexible revenue streams in order to build, operate and maintain the transportation infrastructure that is consistent with the 2050 Vision.

"We need to reach for the economic opportunities that will come from improved technologies, products associated with a low carbon economy. This will create new economic sectors."

— Rex Burkholder, Metro

Adoption Rate of Technology: The development and adoption of new technology – for cleaner fuels, more efficient vehicles, intelligent transportation systems, etc. – may require research and development costs, incentives to encourage their use, and significant investment to build and operate appropriate infrastructure. Some actions may have slow implementation and start-up periods.

Land Use: Oregon faces the challenges of accommodating increases in population and supporting economic growth. New development that supports land uses to accommodate more infill and redevelopment, discourages sprawl and preserves industrial lands in areas with access to transportation options will be important. Some of these actions may require consideration of policy and code changes to allow jurisdictions flexibility in changing land uses and providing appropriate infrastructure.

Public Acceptance and Participation: Some of the recommendations may be controversial, especially in the short-term, making it challenging to find public support and acceptance. For example, users may find it difficult to accept the concept of paying the full cost of transportation through user fees or have privacy concerns.

Support of Decision-Makers: Lack of incentives, and the need for regulatory changes and new funding mechanisms to implement some of the STS actions will require legislative action to create regulatory context, establish incentive programs, encourage program exploration and participation, or change standards and policies. Federal legislative action may be essential to implement certain strategies, particularly those targeting the freight and aviation sectors.

Multi-Jurisdiction Coordination and Collaboration: The mix of public and private ownership and multiple jurisdictions responsible for the transportation system makes it a challenge to find shared goals. Transportation-related GHG emissions reduction will require close collaboration between jurisdictions across the national, state, and local levels. It will be necessary to balance these relationships so that Oregon is not at an economic disadvantage, and to find synergies and collaborations that enable progress on recommendations for the greater good.

The process of further defining the STS recommendations and addressing these and other challenges must be inclusive and engage stakeholders from diverse backgrounds to allow a variety of perspectives to be shared and considered. Members of the committees, agencies and other participants in the state's efforts to plan for reductions in transportation-related GHG emissions recognize that there are many unknowns and that there will be a need to monitor and adapt as the work moves forward. This work will require strong partnerships and close collaboration with local, regional, state and federal partners as well as with individuals and businesses. Key to achieving the goals is an agile and iterative process to respond to and take advantage of what is learned along the way.

"Towns of all sizes can reap the benefits of many of these strategies."

— Chris Hagerbaumer, Oregon Environmental Council

Next Steps

Development of the STS is the first major step in a multi-year planning and implementation process to reduce transportation-related GHG emissions from the transportation sector. Following the adoption of the STS by the OTC, work will begin to develop an implementation plan. During this collaborative process, many of the recommendations will be analyzed in greater detail to understand potential economic impacts and opportunities. Also through development of the implementation plan, the roles and responsibilities of the federal, state, regional, local, and private sectors will be identified. Lastly, the STS will be monitored and adjusted over time, as needed.

The three phases of the STS are summarized below and illustrated in the graphic on the following page:

Phase I: This phase includes development of the STS document, including establishing a vision, identifying the recommendations for helping to reduce emissions, and conducting public outreach. Phase I began in fall 2010 and will be completed when the OTC adopts the final STS, scheduled to occur in fall 2012.

Phase II: The implementation phase will involve defining specific implementation actions, roles, and responsibilities. This phase also includes a more detailed assessment and analysis of potential economic impacts and opportunities. Phase II is anticipated to start in fall 2012 and continue for approximately one year.

Phase III: The monitoring and adjustment phase includes tracking of performance measures over time and the periodic assessment and modification of the STS and timelines as elements of the STS are implemented. Phase III is anticipated to begin in fall 2013 and will be an ongoing process.

Phase I: Statewide Transportation Strategy	Phase II: Implementation	Phase III: Monitor and Adjust

Clarify:
•**The Problem**
What it takes to reduce GHG
 	
Establish:
•**Future Vision** (2050)
of reduced GHG
•**Broad Recommendations**
for achieving the vision
	In near-term, identify:
	• Legislative concepts
	• Ways to work with federal partners
	  and other partnership opportunities
	• Necessary policy changes
	• Necessary incentive programs
	
	In mid-term, develop Implementation Plan:
	• More detailed economic assessment of individual STS actions
	• Specific implementation actions, timelines and responsibilities
	• Performance measures
	
	Long-term (ongoing):
	• Execute implementation plan
	• Develop and/or amend long-range transportation policies
		• Regularly assess
		  progress using
		  performance
		  measures
		• Make any necessary
		  changes to timelines
		• Adjust strategy as
		  needed

October 2010–October 2012 | **October 2012–October 2013** | **October 2013–Ongoing**

STS Drafted April 2012 | OTC Review/ Outreach Starts May 2012 | STS Public Outreach Complete July 2012 | OTC Adoption of STS October 2012 | STS Implementation Plan Complete October 2013 | Ongoing

Fall 2010 | May | Jul | Sep | Nov | Jan 2013 | Mar | May | Jul | Sep | Nov

Apr 2012 | Jun | Aug | Oct | Dec 2012 | Feb | Apr | Jun | Aug | Oct | Dec 2013

www.pedbikeimages.org /Laura Sandt

A special thank you to the following committee members for their contributions during the development of the STS. We also wish to thank the citizens of Oregon, including policy board members and their staff who provided valuable comments and assistance on the STS.

STS Policy Committee Members

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John Ledger Associated Oregon Industries

John Oberst City of Monmouth

Bob Russell Oregon Trucking Association

John VanLandingham Land Conservation and Development Commission

John Vial Jackson County

Oregon Transportation Commission

***Chair:* Pat Egan**

David Lohman

Mary Olson

Mark Frohnmayer

Tammy Baney

"I am really looking forward to Phase 2, to doing something on the ground."

— Mark Capell, Bend City Councilor

For the most current information go to:
www.oregon.gov/ODOT/TD/OSTI/STS.shtml

To Comment on the Draft Statewide Transportation Strategy

Comments may be provided electronically at:
www.oregon.gov/ODOT/TD/OSTI/STS.shtml

Written comments may be submitted to:
The Oregon Department of Transportation

Transportation Planning Unit

555 13th Street NE, Suite 2

Salem, Oregon 97301

Written comments on the Draft STS must be received by Friday, July 20, 2012.

Draft Oregon Statewide Transportation Strategy

www.oregon.gov/ODOT/TD/OSTI/STS.shtml
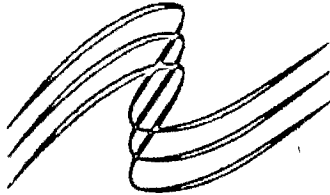
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of Transportation
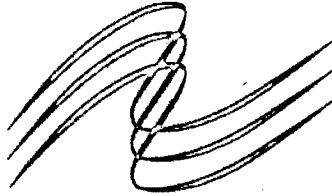
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Greenhouse Gas Emissions Reduction

Oregon Sustainable Transportation Initiative (OSTI)

Technical Appendices

May 2012

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of Transportation

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Oregon's Statewide Transportation Strategy

Statewide Transportation Strategy—Summary:

The Statewide Transportation Strategy (STS) will set a long-term vision, looking out towards 2050, for helping to meet the state's goals for reductions in greenhouse gas emissions (GHG). The STS has been developed with the aid of two stakeholder committees, one focused on policy and the other on technical issues. Policy and technical level discussions were informed in part with input from GreenSTEP, a modeling tool developed by ODOT and designed to assess the effects of policies and other factors on transportation sector GHG emissions. A range of issues such as parking pricing, road capacity and operations management, land use policies, transit and emerging technologies have been considered.

The STS is not a regulatory document, and does not assign responsibilities. Instead it identifies potential approaches for substantially reducing GHG while fostering other societal goals for Oregon.

The stakeholder committees working on the STS have developed alternative scenarios for GHG reductions across the state. These have been evaluated based on criteria that include: Travel and System Performance, Energy Consumption and GHG Emissions, Economic Impact; Land Use and Natural Resource Impacts, Public Health Impact, Infrastructure and Implementation Costs, and Potential Implementation Risks. The end of Phase I will result in the adoption of a vision and recommendations for general courses of action to help Oregon achieve that vision. Phase II will see the development of an Implementation Plan with near-, mid- and long-term specific actions.

The STS is one part of the broader Oregon Sustainable Transportation Initiative (OSTI)— an integrated statewide effort to reduce our greenhouse gas emissions from transportation and foster energy independence and greater transportation choices for Oregonians.

Photo courtesy the Oregon Department of Transportation

Inputs and Outcomes of Phase I of the STS:

The result of Phase I of the STS will be a broad vision for Oregon's transportation and land use sectors out to the year 2050. It will be a description of what our future could look like and the benefits of getting there. The findings suggest that the same actions we can employ to reduce greenhouse gas emissions also allow us to:

- reduce traffic delay
- maintain a healthy environment
- improve public health
- accommodate movement of goods
- accommodate new residents
- reduce dependency on foreign energy; and
- save Oregonians money.

Photo courtesy the Oregon Department of Transportation

The process of developing the vision has been a statewide scenario planning process for the entire state. The STS has considered approaches necessary to reduce greenhouse gas emissions from three travel markets: ground passenger and commercial services, freight movement, and air passenger travel. Individual scenarios tested how different policies and assumptions would impact outcomes.

During the development of Phase I, the committees, staff and consultants established assumptions, tested potential outcomes of various strategy input factors, and established evaluation criteria.

Strategy Input Factors

A modeling tool (GreenSTEP) developed by ODOT was used to assess the effects of a variety of policies and other factors on transportation sector GHG emissions. The categories of factors that were tested include: Urban Design, Pricing, Marketing, Roads, Vehicle/Fleet, and Technology.

Photo courtesy Garfield Clean Energy

Evaluation Criteria

The STS Policy Committee used the evaluation criteria below to evaluate the various scenarios and their effectiveness:

- Travel and System Performance
- Energy Consumption and GHG Emissions
- Economic Impact
- Land Use and Natural Resource Impacts
- Public Health Impact
- Infrastructure and Implementation Costs
- Potential Implementation Risks

Recommendations from Phase I

Through the exploration and evaluation process conducted by the STS Policy Committee, a number of recommendations emerged based on areas that showed promise within each of the travel markets.

Ground Passenger and Comercial

- Increase vehicle efficiency
- Make fuels cleaner
- Encourage Eco-Driving
- Increased mixed-use development
- Encourage Car-Sharing
- Encourage availability of Pay-As-You-Drive Insurance
- Promote growth of transit services

Freight

- Encourage more efficient freight vehicles
- Encourage efficient industrial land use
- Encourage efficient mode choices
- Promote idle reduction technology

Air Passenger

- Reduce carbon intensity of aviation fuel
- Optimize airline operations and fleet management
- Accelerate implementation of FAA "Next Generation"

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Findings of Phase I

Based on the exploration and analysis conducted in Phase I, some key findings emerged:

- Technology is a significant strategy for all travel markets
- There is no silver bullet, multiple types of efforts will be needed
- There are low-cost short-term strategies we can start soon
- Some strategies are complicated and need further analysis
- We must all work together
- Partnerships and collaboration are key to success

Phase I:
Statewide
Transportation Strategy

Clarify:
•**The Problem**
What it takes to reduce GHG

Establish:
•**Future Vision (2050)**
of reduced GHG
•**Broad Recommendations**
for achieving the vision

Phase II: Implementation

In near-term, identify:
- Legislative concepts
- Ways to work with federal partners and other partnership opportunities
- Necessary policy changes
- Necessary incentive programs

In mid-term, develop Implementation Plan:
- More detailed economic assessment of individual STS actions
- Specific implementation actions, timelines and responsibilities
- Performance measures

Long-term (ongoing):
- Execute Implementation plan
- Develop and/or amend long-range transportation policies00

Phase III:
Monitor
and Adjust

- Regularly assess progress using performance measures
- Make any necessary changes to timelines
- Adjust strategy as needed

October 2010–October 2012   October 2012–October 2013   October 2013–Ongoing

STS Drafted April 2012 | OTC Review/ Outreach Starts May 2012 | STS Public Outreach Complete July 2012 | OTC Adoption of STS October 2012 | STS Implementation Plan Complete October 2013 | Ongoing

Mar 2012   May   Jul   Sep   Nov   Jan 2013   Mar   May   Jul   Sep   Nov
   Apr   Jun   Aug   Oct   Dec 2012   Feb   Apr   Jun   Aug   Oct   Dec 2013

Next Steps

Phase II: FY-2012

- Develop An Implementation Plan
- Economic assessment of the STS actions
- Identification of performance measures, policy changes, programs, timelines, and responsibilities and partnership opportunities
- Begin implementing near-term actions

Photo courtesy TriMet

Phase III: FY-2013 – on-going

- Implement mid- and long-term actions
- Assessment and adjustment of timeline & elements
- Monitor and adjust as needed

March 2012

Metro | *Memo*

Date: June 21, 2012

To: TPAC members and interested parties

From: Nuin-Tara Key, Senior Regional Planner
            Kim Ellis, Principal Transportation Planner

Re: Climate Smart Communities: Phase 1 Metropolitan GreenSTEP scenarios
            sensitivity analysis

ACTION REQUESTED

This information provides additional background information to supplement the Phase 1
Findings report. As part of TPAC's discussion, staff will be requesting your input and
recommendations on:

- What questions do these findings raise?
- How does this information influence your thoughts about potential scenario options
  and implementation of strategies in your community, the region and the state?
- How should this information be shared with the region's policymakers?

PURPOSE

To better understand the effectiveness of the individual strategies that make up the six
policy areas within Metropolitan GreenSTEP, Metro staff conducted sensitivity analysis of
individual strategies developed during Phase 1 of the Climate Smart Communities
Scenarios Project. This memo summarizes the results of the sensitivity analysis.

BACKGROUND

Phase 1 of the Scenarios Project focused on understanding the region's land use and
transportation choices by conducting a review of published research and testing 144
regional scenarios. Phase 1 was designed to accomplish two things: 1) to understand the
GHG emissions reduction potential of current plans and policies and 2) to understand the
combinations of plausible land use and transportation strategies that reduce GHG
emissions from light duty vehicles to 1.2 MT CO2e per capita by 2035.

The Phase 1 Metropolitan GreenSTEP scenarios tested combinations of six different policy
areas, each representing a number of individual strategies. Each of the six policy areas
were tested at either two or three levels of implementation, or ambition, as shown in **Table
1.**[1]

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[1] More information on the Phase 1 Scenarios can be found through the project website at
http://www.oregonmetro.gov/climatescenarios.

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Table 1: Phase 1 Scenarios input assumptions

Strategy	Reference case 2010 Base Year Reflects existing conditions	2035 Level 1 Reflects current plans and policies	2035 Level 2 Reflects more ambitious policy changes	2035 Level 3 Reflects even more ambitious policy changes
Community design				
Households living in mixed-use areas and complete neighborhoods (percent)	GreenSTEP calculates			
Urban growth boundary expansion (acres)	2010 UGB	7,680 acres	7,680 acres	No expansion
Bicycle mode share[1] (percent)	2%	2%	12.5%	30%
Transit service level	2010 service level	2035 RTP service level	2.5 times RTP service level	4 times RTP service level
Workers/non-work trips paying for parking (percent)	13% / 8%	13% / 8%	30% / 30%	30% / 30%
Average daily parking fee ($2005)	$5.00	$5.00	$5.00	$7.25
Pricing				
Pay-as-you-drive insurance (percent of households participating and cost)	0%	0%	100% at $0.06/mile	No change from Level 2
Gas tax (cost per gallon $2005)	$0.42	$0.48	$0.18	No change from Level 2
Road use fee (cost per mile $2005)	$0	$0	$0.03	No change from Level 2
Carbon emissions fee (cost per ton)	$0	$0	$0	$50
Marketing and incentives				
Households participating in eco-driving	0%	0%	40%	No Level 3
Households participating in individualized marketing programs (percent)	9%	9%	65%	No Level 3
Workers participating in employer-based commuter programs (percent)	20%	20%	40%	No Level 3
Car-sharing in high density areas (target participation rate)	Participation rate of 1 member/100 people	Participation rate of 1 member/100 people	Double participation to 2 members/100 people	No Level 3
Car-sharing in medium density areas (target participation rate)	Participation rate of 1 member/200 people	Participation rate of 1 member/200 people	Double participation to 2 members/200 people	No Level 3
Roads				
Freeway and arterial expansion	2010 system	2035 financially constrained system	No expansion	No Level 3
Delay reduced by traffic management strategies (percent)	10%	10%	35%	No Level 3
Fleet				
Fleet mix (proportion of autos to light trucks and SUVs)	auto: 57% light truck/SUV: 43%	auto: 56% light truck/SUV: 44%	auto: 71% light truck/SUV: 29%	No Level 3
Fleet turnover rate (age)	10 years	10 years	8 years	No Level 3
Technology				
Fuel economy (miles per gallon)	auto: 29.2 mpg light truck/SUV: 20.9 mpg	auto: 59.7 mpg light truck/SUV: 41 mpg	auto: 68.5 mpg light truck/SUV: 47.7 mpg	No Level 3
Carbon intensity of fuels	90 g CO_2e/megajoule	81 g CO_2e/megajoule	72 g CO_2e/megajoule	No Level 3
Light-duty vehicles that are electric or plug-in electric vehicles (percent)	auto: 0% light truck/SUV: 0%	auto: 4% light truck/SUV: 1%	auto: 8% light truck/SUV: 2%	No Level 3

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Table 2 demonstrates the effect of applying each policy area at each level of implementation beyond the Reference Case (Level 1).

The estimated percent reduction represents the average reduction in per capita roadway GHG emissions for each policy area, while considering all possible combinations of policy areas. While this analysis demonstrates the relative effectiveness of each policy area, it does not address the extent to which each of the individual strategy options within each policy area is contributing to the percent reductions. In other words, the scale of the analysis does not facilitate an understanding of the primary drivers within each policy area.

Table 2.

Comparison of Phase 1 policy areas
Estimated reductions in roadway GHG emissions
from current plans and policies

Policy area	Level	Estimated percent reduction from 1.8 MTCO$_2$e*
Community design	2	18%
Community design	3	36%
Pricing	2	13%
Pricing	3	14%
Marketing and incentives	2	4%
Roads	2	2%
Fleet	2	11%
Technology	2	14%

*MT CO$_2$e percent change from 2035 Reference Case (current plans and policies)

To address this information gap and to help refine the scope and range of options to be considered in Phase 2, Metro staff completed sensitivity analysis for all policy strategies. These additional sensitivity runs provide estimates on the relative effectiveness of each strategy within a policy area.

Community Design
The Phase 1 community design strategy inputs demonstrated the greatest reduction in greenhouse gas emissions. These strategy options also represent some of the most investment intensive strategies for local and regional policymakers. To facilitate a regional conversation about implementation, while also considering relative cost effectiveness, it is

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important to prioritize these strategy options in terms of their individual effectiveness on regional greenhouse gas emissions reductions.

Pricing

The combination of pricing strategies tested in the Phase 1 scenarios are attributed with the second largest emission reduction potential. These strategy options reflect a policy area that Metro and the region have not examined in great detail and more work is needed to understand their effectiveness and the potential benefits and impacts they bring, including effects on households of modest means and businesses. In addition, these strategies may provide an opportunity to explore potential revenue generation options. Given these considerations pricing strategies represent a priority area to focus attention.

Marketing and incentives

Relative to the other policy areas tested during Phase 1, the Marketing and Incentive policy area had the second smallest effect on reducing regional greenhouse gas emissions. Marketing and Incentive policy options still play a critical role in managing the region's transportation system.

Roads

Relative to the other policy areas tested during Phase 1, the Roads policy area in Metropolitan GreenSTEP had the smallest effect on reducing regional greenhouse gas emissions. Similar to marketing and incentive programs, roadway expansion and connectivity, as well as demand management programs, are all critical to managing the region's transportation system.

Fleet

The two policy options within the Fleet policy area are fleet mix and age. The analysis from both the Statewide and Metropolitan GreenSTEP scenarios demonstrate that transitioning to a greater proportion of light autos over trucks and increasing the fleet turnover rate both have a positive effect on reducing roadway emissions. However, these policy options are less directly within the sphere of control of Metro and local governments. While marketing and education campaigns can help to inform public opinion around these issues, and Metro and local governments can work to transition their own fleet over, it is ultimately a private consumer choice that will drive changes to these strategies.

Technology

The technology options tested in the Phase 1 scenarios represent the third greatest reduction potential of all policy areas. These policy strategies, similar to pricing, reflect a relatively new area for Metro and local governments. While efforts to influence light vehicle technology shifts will take international, federal, state and local actions, there are a number of activities Metro and local governments can take to influence changes in these areas (e.g. supporting a local EV charging network that connects to the West Coast Green Highway network, advocating for Federal CAFÉ standards and implementation of Oregon's

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Low Carbon Fuel Standard). Also, given potential shifts in fuel economy and technology may help the region meet its greenhouse gas reduction target.

ANALYSIS RESULTS

All sensitivity runs evaluate the strategy inputs developed during Phase 1 of the Scenarios Project; *no policy strategy inputs were changed for this analysis*. The analysis results represent the effects of individual strategies in isolation and do not capture any variations that may occur from synergies between multiple policies.

All results represent the estimated reduction in roadway GHG emissions compared to the Reference Case (Level 1). The sensitivity analysis results are grouped into two categories based on the overall effectiveness of the policy areas; the first category includes Community Design, Pricing and Technology and the second category includes Marketing and incentives, Roads and Fleet.

The following points should be noted when reviewing the sensitivity analysis results:

- A small reduction in annual per capita emissions should not be interpreted as ineffective; marginal per capita reductions resulting from the polices discussed below can result in significant absolute GHG reductions. For example, if the region's population is roughly 2 million in 2035, a per capita reduction of .01 MT CO_2e is the equivalent of an absolute reduction of 100,000 MT CO_2e.
- The results below are only presented through a climate lens. For example, if two policies result in the same GHG emissions reduction potential, it does not mean they have equivalent effects through other perspectives (e.g. through an equity or fiscal lens). For example, modeled results for Level 3 bike mode share may have the same GHG emissions reduction potential as a no UGB expansion policy, however these policies have significantly different economic, fiscal and equity implications. The following analysis does not address these additional dimensions; however, the economic, fiscal, environmental and equity implications will be evaluated as part of the Phase 3 analysis.

COMMUNITY DESIGN

Except for "households in mixed-use areas and complete neighborhoods", all of the policy strategies within Community Design were tested.[2] The modeled Base Case (2010) regional estimate for households in mixed use areas and complete communities is roughly 26 percent. The 2035 model estimates for the Reference case is roughly 36 percent. All additional future year scenarios range from roughly 36 – 37 percent.

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[2] Because there is not a regionally endorsed approach for estimating the percent of population living in complete communities, the proportion of households living in mixed-use areas was estimated using Metropolitan GreenSTEP's internal land use characteristics model. The internal land use characteristics model uses population density to estimate the probability a household lives in a complete neighborhood or mixed-use area.

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Urban growth boundary: because there is no change between Levels 1 and 2 only one sensitivity run was needed.
- Isolating Level 3, which represents a no expansion policy, results in a reduction of roughly two percentage points from the reference case.
- Per capita roadway emissions reduced from 1.8MT CO_2e to 1.77MT CO_2e.

Bike mode share: to isolate the difference between levels 2 and 3, two scenarios were run.

Level 2
- Isolating Level 2, which represents an increase in regional bike mode share from 2 percent to 12.5 percent, results in a reduction of roughly one percentage point from the reference case.
- With a Level 2 bike mode share modeled per capita roadway emissions decrease from 1.8 MT CO_2e to 1.78 MT CO_2e.
- *Bike mode share at Level 2 results in an almost comparable GHG reduction to a no UGB expansion policy.*

Level 3
- Isolating Level 3, which represents an increase in regional bike mode share from 2 percent to 30 percent, results in a reduction of roughly three percentage points from the reference case.
- With a Level 3 bike mode share, modeled per capita roadway emissions decrease from 1.8 MT CO_2e to 1.75 MT CO_2e.
- *Bike mode share at Level 3 results in an almost comparable GHG reduction to a no UGB expansion policy.*

Transit: six model runs were completed to isolate each of the transit model inputs. The inputs include the level of transit service as well as the percent of electricity-powered service.

Changes in transit fleet electrification do not affect light vehicle roadway GHG emissions. While, a change in electrification is assumed to affect transit emissions, this level of analysis was not included in the sensitivity analysis.

The following results reflect the changes in roadway GHG emissions resulting from changes in transit service levels.

Level 2
- Increasing transit service to two and half (2.5) times the 2035 RTP service level results in significant per capita GHG emissions reductions; an estimated 20 percentage point reduction from the reference case.
- With a Level 2 transit service level, modeled per capita roadway emissions decrease from 1.8 MT CO_2e to 1.49 MT CO_2e.

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- *Transit Level 2 reductions are slightly greater than the reductions resulting from the assumed reductions from the State's recommended Technology and Fleet improvements, 1.49 and 1.5 respectively.*

Level 3
- Increasing transit service to four (4) times the 2035 RTP service level results in significant per capita GHG emissions reductions; an estimated 38 percentage point reduction from the reference case.
- With a Level 3 transit service level, modeled per capita roadway emissions decrease from 1.8 MT CO_2e to 1.21 MT CO_2e.
- *Transit Level 3 reductions yield the greatest reduction of any single strategy tested during Phase 1. Implementing this policy strategy alone would almost meet the region's GHG emissions target.*

Parking: To isolate the parking pricing factors three additional sensitivity runs were completed. The percent of trips—work and non-work—paying for parking (i.e. coverage) and the average daily parking fee were each isolated.
- Maintaining the 2035 RTP parking coverage assumptions (Level 1), but increasing the daily parking fee to Level 3, results in a roughly two percentage point reduction in roadway GHG emissions. Just increasing the daily parking fee to Level 3 results in a reduction of per capita GHG emissions from 1.8 MT CO_2e to 1.76 MT CO_2e; this is roughly equivalent to the reductions seen from a 12 percent regional bike mode share.
- Increasing the parking coverage area (Levels 2 and 3) but maintaining the Level 1 daily parking fee results in a roughly five percentage point reduction from the Reference Case, resulting in a per capita equivalent of 1.71 MT CO_2e.
- *Greater reductions are seen from increasing parking coverage than parking fees.*
- Combining an increase in both parking fees and parking management coverage results in greater reductions than from each parking policy individually; testing both policy strategies at Level 3 results in a roughly nine percentage point reduction, resulting in a per capita emissions rate of 1.66 MT CO_2e.
- *Parking pricing level 3 inputs yield a greater reduction than a 30 percent regional bike mode split or the no UGB expansion model runs. However, it is less than half the reduction seen from Transit Level 2.*

PRICING
Pay-as-you-drive insurance: Because there was no change from Level 2 to Level 3 only one additional model run was needed for pay-as-you-drive-insurance.
- Levels 2 and 3 reflect a 100 percent transition to pay-as-you-drive insurance, which results in a roughly seven percentage point change from the reference case.
- In per capita terms, this reduction is an estimated 1.68 MT CO_2e per capita.
- *Level 3 pay-as-you-drive insurance has slightly less of a GHG reduction effect than does parking pricing Level 3 (increased coverage and daily fee).*

Fuel costs: While fuel cost estimates were defined by using the State's assumptions from the first round of STS Scenarios (no regional changes) an additional sensitivity test was run

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to isolate the affects of a fuel price increase. Fuel price changes were treated as a background condition that is not controlled by the region or the state.

- Two fuel price alternatives were embedded into the Phase 1 Scenarios. The Level 1 assumptions, which test a lower fuel cost scenario with current gas tax levels, was tested against a scenario that increases the fuel costs but maintains current gas tax levels. This increase in fuel costs results in a roughly six percentage point decrease in roadway GHG emissions.
- Increasing fuel costs to Level 2 is a per capita equivalent of 1.7 MT CO_2e .
- *Increasing 2035 fuel costs to $6.14 a gallon, up from an estimated $4.12 (in 2005 dollars) has a greater influence on roadway GHG emissions than Level 3 bike mode split or Level 3 UGB expansion; but less of an influence than the Level 3 parking pricing inputs.*

Road use fees: Two sensitivity runs were needed to isolate the effects of a road use fee: the road use fee was tested with both the "low" and "high" embedded fuel cost assumptions.

- Applying a road use fee (Level 2) with the low fuel cost assumption results in a roughly six percentage point reduction from the Reference Case.
- *Transitioning from a gas tax to a road use fee—with the low fuel cost background condition—has the equivalent effect of reducing per capita roadway GHG emissions to 1.70 MT CO_2e; just slightly less of a reduction than the Level 2 pay-as-you-drive insurance.*
- Applying a road use fee (Level 2) with the high fuel cost assumption results in a roughly nine percentage point reduction from the Reference Case.
- Transitioning from a gas tax to a road use fee—with the high fuel cost background condition—has the equivalent effect of reducing per capita roadway GHG emissions to 1.66 MT CO_2e; approximately the same affect as Level 3 parking pricing inputs.

Carbon fee: Two sensitivity runs were needed to isolate the effects of applying a carbon emissions fee: the carbon fee was tested with both the "low" and "high" embedded fuel cost assumptions.

- Applying a carbon fee (Level 3) with the low fuel cost assumption resulted in a one percentage point reduction from the Reference Case.
- *Applying the Level 3 input for a carbon emissions fee—with the low fuel cost background condition—has the equivalent effect of reducing per capita roadway GHG emissions to 1.78 MT CO_2e.*
- Applying a carbon fee (Level 3) with the high fuel cost assumption results in a reduction of just over nine percentage points from the Reference Case.
- Applying a carbon fee—with the high fuel cost background condition—has the equivalent effect of reducing per capita roadway GHG emissions to 1.65 MT CO_2e; approximately the same affect as Level 3 parking pricing inputs.

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TECHNOLOGY

Fuel economy: One sensitivity run was needed to isolate the effects of increased fuel economy for light autos and trucks.
- Increasing the fuel efficiency of both light trucks and autos to Level 2 input values results in a roughly six percentage point reduction in roadway emissions from the Reference Case.
- *Level 2 inputs for fuel efficiency yield a per capita roadway emissions equivalent of 1.71 MT CO_2e; this is approximately the equivalent of the Level 2 road use fee.*

Carbon intensity of fuels: One sensitivity run was needed to isolate the effects of a lower carbon content in fuel.
- Decreasing the carbon content of fuel to the prescribed Level 2 input value results in a roughly twelve percentage point reduction in roadway emissions from the Reference Case.
- *Level 2 inputs for fuel efficiency yield a per capita roadway emissions equivalent of 1.61 MT CO_2e; this is reduction greater than the road use fee, Level 2 pay-as-you-drive insurance, and the Level 3 parking pricing factors. After the Levels 2 and 3 transit inputs, the modeled reduction in the carbon content of fuels has the third greatest affect on roadway GHG emissions.*

Electric vehicle (EV) and plug-in hybrid electric vehicle (PHEV) market share: Three sensitivity runs were needed to isolate the effects of the modeled increases in efficiency and market share of EV and PHEV vehicles.
- Increasing the *fuel efficiency* of EV's to Level 2, but maintaining the Level 1 market share of four percent results in a less than 1 percentage point reduction in roadway GHG emissions.
- Per capita roadway emissions reduced from 1.8MT CO_2e to 1.788 MT CO_2e; this is roughly half the influence of increasing the regional bike mode share to Level 2 (12.5 percent).
- Increasing the *market share* of EV's to eight percent (Level 2), but maintaining the level 1 fuel efficiency results in a roughly one percentage point reduction in roadway GHG emissions.
- Per capita roadway emissions reduced from 1.8MT CO_2e to 1.784 MT CO_2e; this is almost half the influence of increasing the regional bike mode share to Level 2 (12.5 percent).
- Increasing *both the efficiency and market share* of EVs to the Level 2 assumptions, results in a slightly greater than one percentage point reduction in roadway GHG emissions.
- Per capita roadway emissions reduced from 1.8MT CO_2e to 1.783 MT CO_2e; similar to the other EV sensitivity runs, this is almost half the influence of increasing the regional bike mode share to Level 2 (12.5 percent).

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Figure 1 provides the relative GHG emissions reduction potential for three policy areas (Community Design, Pricing and Technology). The modeled Reference Case—existing plans and policies—is estimated to reduce annual per capita GHG emissions to 1.8 MT CO_2e (bolded line). This is a reduction from an estimated 2005 per capita emission rate of 4 MT CO_2e. However, to meet the region's 20 percent reduction target the annual per capita emissions rate needs to get down to 1.2 MT CO_2e (dotted line). While no single policy input tested in the Phase 1 Scenarios meets the reduction target on its own, the Level 3 transit input almost provides enough reduction potential to meet the region's target; the Level 2 transit input also provides significant emissions reductions potentials.

Figure 1: Sensitivity analysis results for Community Design, Pricing and Technology, annual per capita roadway emissions

Annual per capita roadway emission (MT CO_2e), percentage point reduction from Reference Case

Note: Values above represent the percentage point reduction from the Reference Case.

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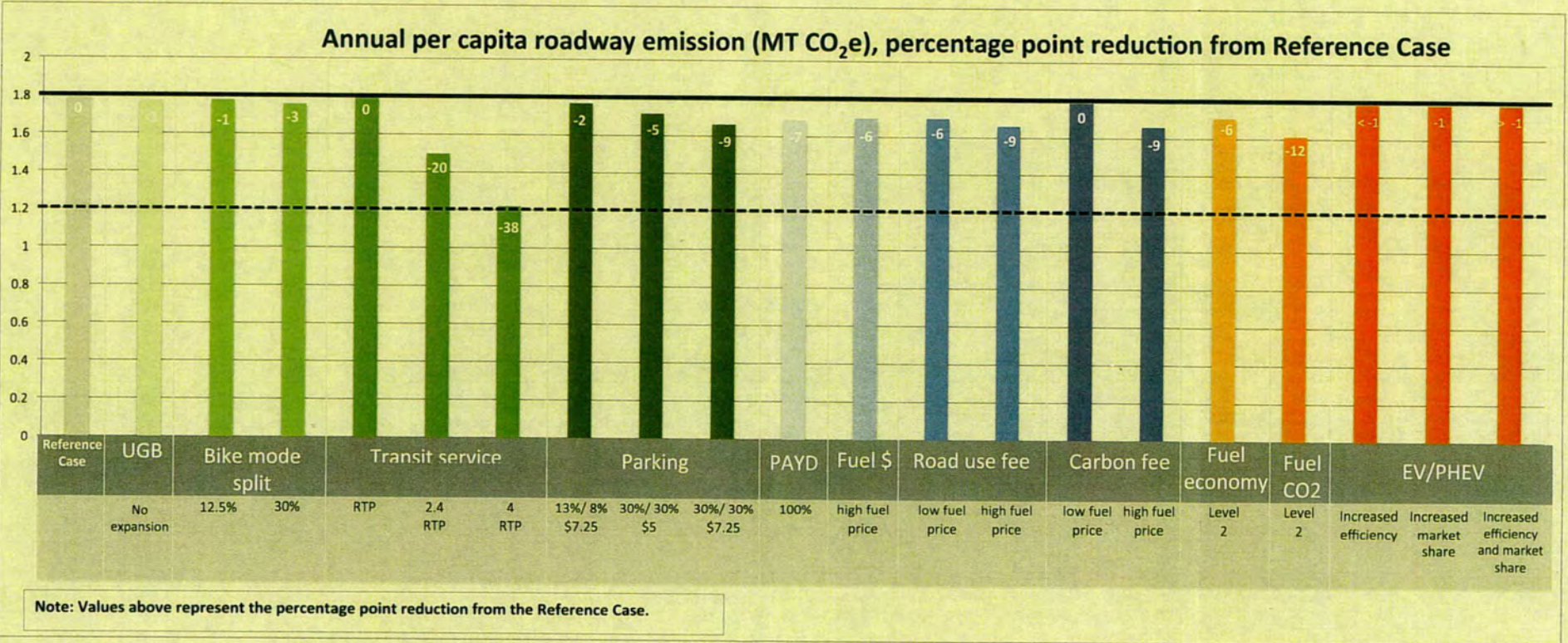
MARKETING AND INCENTIVES

All of the policy strategies within Marketing and Incentives were tested. These include three categories of policies: (1) eco-driving practices (use of low-rolling resistance tires, eco-driving behavior change, and vehicle use optimization); (2) travel demand management programs (individualized marketing programs and employer-based commute programs); and (3) participation in market-based car-sharing programs (in medium and high-density areas)

Eco-driving: to isolate all eco-driving program areas four model runs were completed.
<u>Low-rolling resistance tires</u>
- Isolating the use of low-rolling resistance tires at level 2, which reflects a participation rate of 40 percent, results in a reduction in roadway greenhouse gas emissions of roughly one percentage point from the reference case.
- Per capita roadway emissions reduced from 1.8MT CO_2e to 1.78 MT CO_2e.

<u>Eco-driving behaviors</u>
- Isolating the effect of an increased participation rate of motorist implementing eco-driving behaviors results in a reduction in emissions of roughly two percentage points from the reference case. Level 2 reflects a 40 percent participation rate for households that reduce fuel consumption by avoiding rapid starts and stops, matching driving speeds to synchronized traffic signals and avoiding idling.
- Per capita roadway emissions reduced from 1.8 MT CO_2e to 1.77 MT CO_2e.

<u>Low-rolling resistance tires and eco-driving combined</u>
- An additional sensitivity run was completed to test the effect of both low-rolling resistance tires and eco-driving behaviors combined. Increasing participation in both of these activities to 40 percent (level 2) results in a reduction in emissions by slightly more than two percentage points from the reference case.
- Per capita roadway emissions reduced from 1.8 MT CO_2e to 1.76 MT CO_2e.
- *Level 2 eco-driving participation rates result in an almost comparable GHG reduction to a no UGB expansion policy.*

<u>Vehicle optimizations</u>
- Isolating vehicle optimization at level 2 (40 percent participation rate), which represents an increase in the proportion of households that optimize their use of vehicles by putting the most miles of travel on the vehicle that gets the highest fuel economy, results in a roughly three percentage point reduction from the reference case.
- Per capita roadway emissions reduced from 1.8 MT CO_2e to 1.75 MT CO_2e.

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Travel demand management: three scenarios were run to isolate the difference between the individualized marketing (IM) and employer-based commute programs.

<u>Individualized marketing</u>
- Isolating Level 2, which represents an increase in the percent of households participating in an IM program to 65 percent, results in a reduction of roughly three percentage points from the reference case.
- Per capita roadway emissions decrease from 1.8 MT CO_2e to 1.756 MT CO_2e.

<u>Employer-based commute programs</u>
- Isolating Level 2, which represents an increase in the percent of employees participating in an Employee Commute Options (ECO) program to 40 percent, results in a reduction of roughly one percentage point from the reference case.
- Per capita roadway emissions reduced from 1.8 MT CO2e to 1.785 MT CO2e.

<u>Individualized marketing and employer-based commute programs combined</u>
- Isolating both IM and ECO programs at Level 2 results in a reduction of roughly three percentage point from the reference case.
- With a Level 2 bike mode share modeled per capita roadway emissions decrease from 1.8 MT CO_2e to 1.753 MT CO_2e.
- *Combining IM and ECO programs results in a slightly greater reduction than IM programs alone.*

Car-sharing: to isolate the difference between increased participation in car-sharing in medium and high-density areas, three scenarios were run.

<u>High-density areas</u>
- Isolating Level 2, which represents an increase in participation in car-sharing programs from 1 to 2 people per every one hundred in high-density areas, results in a reduction of slightly less than one percentage point from the reference case.
- Per capita roadway emissions decrease from 1.8 MT CO_2e to 1.78 MT CO_2e.

<u>Medium-density areas</u>
- Isolating Level 2, which represents an increase in participation in car-sharing programs from 1 to 2 people per every one hundred in medium-density areas, results in a reduction of slightly less than one percentage point from the reference case.
- Per capita roadway emissions decrease from 1.8 MT CO_2e to 1.78 MT CO_2e.

<u>High and medium density areas combined</u>
- Isolating both high and medium-density participation rates, results in a reduction of slightly less than one percentage point from the reference case.
- Per capita roadway emissions decrease from 1.8 MT CO_2e to 1.78 MT CO_2e.
- *Participation in car-share programs alone does not have a significant emissions reduction effect at a regional scale. However, it should be noted that this market-based*

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strategy may have more significant affects when combined with the community design policy strategies.

ROADS

All of the policy strategies within Roads were tested. These include two categories of policies: (1) freeway and arterial expansion; (2) delay reduction from traffic management strategies

Roadway expansion: to isolate all roadway expansion policies, three model runs were completed. Level 2 for both the freeway and arterial expansion tested the effects of a no-expansion policy, in affect this tests the implications of not implementing the regionally adopted 2035 financially constrained system.

<u>Freeway expansion</u>
- Isolating level 2, which reflects a no-expansion policy, results in an *increase* in emissions by roughly one percentage point from the reference case.
- Per capita roadway emissions increased from 1.8MT CO_2e to 1.802 MT CO_2e.

<u>Arterial expansion</u>
- Isolating level 2, which reflects a no-expansion policy, results in an *increase* in emissions by roughly one percentage point from the reference case.
- Per capita roadway emissions increased from 1.8MT CO_2e to 1.812 MT CO_2e.

<u>Freeway and arterial expansion</u>
- Isolating both freeway and arterial expansion at level 2, which reflects a no-expansion policy, results in an *increase* in emissions by just over one percentage point from the reference case.
- Per capita roadway emissions increased from 1.8MT CO_2e to 1.826 MT CO_2e.
- *The increase in emissions seen from Level 2 may be attributable to the increases in congestion associated with a no-expansion policy. However, two considerations should be made; first, Metropolitan GreenSTEP does not model "mode shift" as a result on congestion, therefore it is possible these results do not capture the potential effects of this behavior change. Second, "expansion" not only includes system expansion but also connectivity and network improvement projects. Because these different roadway expansion project types are combined into a single input (roadway lane miles), Metropolitan GreenSTEP is not sensitive to the potential differences between expansion and connectivity projects.*

<u>Delay reduction</u>
- Isolating level 2, which reflects an increase in delay reduction by 35% due to traffic management strategies, results in a decrease in emissions by roughly four percentage points from the reference case.
- Per capita roadway emissions reduced from 1.8MT CO_2e to 1.74 MT CO_2e.

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FLEET

Fleet policy assumptions include fleet mix (proportion of light trucks to light autos) and fleet turnover rate (the rate at which new vehicles replace existing vehicles).

Fleet mix: two sensitivity runs were needed to isolate the effects of reducing the proportion of light trucks as a share of the total light duty fleet.

- Decreasing the share of light trucks as a portion of the *commercial service fleet*, from 45 percent to 30 percent, results in a roughly one percentage point reduction in roadway emissions from the Reference Case.[3]
- Per capita roadway emissions reduced from 1.8MT CO_2e to 1.78 MT CO_2e.
- Decreasing the share of light trucks as a portion of the *total fleet*, from 43 percent to 29 percent, results in a roughly six percentage point reduction in roadway emissions from the Reference Case.
- Per capita roadway emissions reduced from 1.8 MT CO_2e to 1.7 MT CO_2e, a reduction comparable to implementing the level 2 road use fee.

Fleet turnover rate: One sensitivity run was needed to isolate the effect of increasing the rate at which new vehicles replace older vehicles.

- Level 2, which increases the average replacement rate for light vehicles from 10 year to 8 years, results in a roughly eight percentage point reduction in roadway emissions from the reference case.
- Per capita roadway emissions reduced from 1.8 MT CO_2e to 1.67 MT CO_2e, a reduction comparable to Level 2 pay-as-you-drive insurance.

---

[3] Commercial Service vehicles are light duty trucks and autos that are owned and operated by businesses within the Metro region. Commercial service vehicles were split out s as a separate market component from household vehicle travel. This enables different vehicle characteristics to be applies to commercial service vehicles. For example, many commercial service vehicles are good candidates for powering by compressed natural gas (CNG) or electricity because they are operated as fleets that can have the support for these power sources and because they have relatively short travel ranges.

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Figure 2 provides the relative GHG emissions reduction potential for three policy areas (Marketing and Incentives, Roads and Fleet). The modeled Reference Case—existing plans and policies—is estimated to reduce annual per capita GHG emissions to 1.8 MT CO_2e (bolded line). This is a reduction from an estimated 2005 per capita emission rate of 4 MT CO_2e. However, to meet the region's 20 percent reduction target the annual per capita emissions rate needs to get down to 1.2 MT CO_2e (dotted line). No single policy input tested in the Phase 1 Scenarios meets the reduction target on its own.

Figure 2: Sensitivity analysis results for Marketing and Incentives, Roads and Fleet, annual per capita roadway emissions

Annual per capita roadway emission (MT CO_2e), percentage point deduction from Reference Case

Reference Case	Eco-driving				Marketing programs			Car-sharing			Roads			Delay	Fleet Turnover	Fleet mix	
	Low-rolling tires	Motorist behavior	low-rolling tires and motorist	Vehicle optimization	IM participation 65%	ECO participation 40%	IM 65% & ECO 40%	High density 2/100	Medium density 2/100	High & medium density 2/100	No arterial expansion	No freeway expansion	No arterial or freeway expansion	35% delay reduction	8 year replacement rate	Commercial service fleet: 30% light truck	Household fleet: 29% light truck

Note: Values above represent the percentage point reduction from the Reference Case.

Movies in the Park

All movies are FREE and will be shown on an inflatable BIG SCREEN at the River Shelter in Memorial Park.

Be sure to bring a blanket to sit on.

Popcorn, candy, drinks & other eats available for purchase.
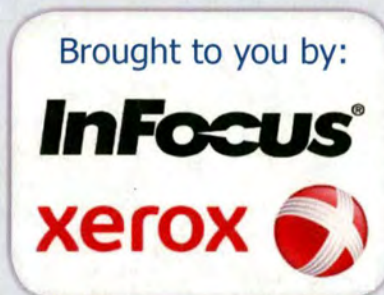
July 20th

July 27th

Fridays - This Summer!

Lawn Opens at 8:15 PM

Movies Starts at Dusk

Brought to you by:

InFocus

xerox

August 3rd

August 24th

6

MEDIA RELEASE

For Release on Monday, July 2, 2012

June 27, 2012

CONTACT: **Bryan Cosgrove**, City Manager, City of Wilsonville
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Community Survey Finds Wilsonville Residents Highly Rate City Services and Civic Engagement; Results to be Presented Publicly on July 2

WILSONVILLE, OR — A recently completed National Citizen Survey™ (NCS) of Wilsonville residents finds that they are generally very pleased with the quality of public services provided by the City and the level of civic engagement by local government. Compared to national "benchmarks" of average responses to identical questions asked across the U.S., Wilsonville has some of the highest ratings ever reported on the NCS. The Survey was commissioned by the City in order to provide community leaders with statistically valid information on residents' thoughts about and attitudes towards municipal government.

Damema Mann, Senior Project Manager of the NCS at the National Research Center in Denver, CO, said, "Wilsonville's community survey results are stellar across the board. Compared to surveys of over 500 jurisdictions across the U.S., Wilsonville has some of the best results that we've ever seen. According to residents, the City is doing an overall excellent or good job in nearly every category surveyed."

Specific examples where respondents to the Wilsonville survey rated the City as either "excellent" or "good" producing survey results that are "much above the national benchmark" include:

- 94 percent of respondents rate Wilsonville as an excellent/good place to live
- 94 percent of respondents rate city parks as excellent/good
- 92 percent of respondents rate overall quality of life in Wilsonville as excellent/good
- 90 percent of respondents rate the overall visual appearance of Wilsonville as excellent/good
- 85 percent of respondents rate SMART bus/transit services as excellent/good

- 84 percent or more of respondents rate knowledge, courtesy, responsiveness and overall impression of City of Wilsonville employees as excellent/good

- 80 percent of respondents rate the preservation of natural areas such as open space, farmlands and greenbelts as excellent/good

- 77 percent of respondents rate the overall quality of businesses and service establishments as excellent/good

- 74 percent of respondents rate Wilsonville as an excellent/good place to work

- 69 percent of respondents rate Wilsonville's opportunities to participate in community matters as excellent/good

- 65 percent of respondents rate the overall direction that Wilsonville is taking as excellent/good

- 61 percent of respondents rate the job Wilsonville government does at welcoming citizen involvement as excellent/good

- 60 percent of respondents rate the value of services for the taxes paid to Wilsonville as excellent/good

Additionally, the City asked a number of custom questions of residents, which found that:

- 90 percent or more of respondents strongly or somewhat support efforts to actively recruit businesses to locate here or market the City to attract new businesses

- 89 percent of respondents rate the Boones Ferry Messenger (City Newsletter) as a major source of information regarding Wilsonville City Government.

Residents indicated that the biggest priority facing the City of Wilsonville over the next five years include:

- 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 to fill vacant retail, office and industrial buildings before building more! Be business friendly, bring in jobs that pay a "Wilsonville wage."

Mann suggests that the City continue to look at improved opportunities for civic engagement.

Mann will present a summary of the results of the Wilsonville Community Survey at Wilsonville City Council meeting on Monday, July 2, 6:30 pm, at City Hall, 29799 SW Town Center Loop East, Wilsonville.

City Manager Bryan Cosgrove said that, "The survey results show that residents are overall very pleased with the quality of the City's public services. While we still have room for improvement, residents substantially feel that the City's community leadership over time has collectively done a commendable job of guiding Wilsonville's development and providing key services to the public.

BACKGROUND INFORMATION ON THE COMMUNITY SURVEY

The National Citizen Survey™ (NCS) is a collaborative effort between National Research Center, Inc. (NRC) and the International City/County Management Association (ICMA). The NCS was developed by NRC to provide a statistically valid survey of resident opinions about community and services provided by local government. The NCS focuses on a series of community characteristics and local government services, as well as issues of public trust. Resident behaviors related to civic engagement in the community also were measured in the survey.

The survey and its administration are standardized to assure high quality research methods and directly comparable results across The National Citizen Survey™ jurisdictions. Participating households are selected at random and the household member who responds is selected without bias. Multiple mailings give each household more than one chance to participate with self-addressed and postage-paid envelopes. Results are statistically weighted to reflect the proper demographic composition of the entire community. A total of 794 completed surveys were obtained, providing an overall response rate of 28%. Typically, response rates obtained on citizen surveys range from 25% to 40%. The margin of error for survey results is plus or minus three percentage points.

The City of Wilsonville chose to have comparisons made to the entire database. A benchmark comparison (the average rating from all the comparison jurisdictions where a similar question was asked) has been provided when a similar question on the City of Wilsonville survey was included in NRC's database and there were at least five jurisdictions in which the question was asked. For most questions compared to the entire dataset, there were more than 100 jurisdictions included in the benchmark comparison

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The National Citizen Survey™

CITY OF WILSONVILLE, OR
2012

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SURVEY BACKGROUND
ABOUT THE NATIONAL CITIZEN SURVEY™

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 NCS was developed by NRC to provide a statistically valid survey of resident opinions about community and services provided by local government. The survey results may be used by staff, elected officials and other stakeholders for community planning and resource allocation, program improvement and policy making.

FIGURE 1: THE NATIONAL CITIZEN SURVEY™ METHODS AND GOALS

Survey Objectives

- Identify community strengths and weaknesses
- Identify service strengths and weaknesses

Assessment Methods

- Multi-contact mailed survey
- Representative sample of 3,000 households
- 794 surveys returned; 28% response rate
- 3% margin of error
- Data statistically weighted to reflect population

Assessment Goals

Immediate
- Provide useful information for:
  - Planning
  - Resource allocation
  - Performance measurement
  - Program and policy evaluation

Long-term
- Improved services
- More civic engagement
- Better community quality of life
- Stronger public trust

The NCS focuses on a series of community characteristics and local government services, as well as issues of public trust. Resident behaviors related to civic engagement in the community also were measured in the survey.

FIGURE 2: THE NATIONAL CITIZEN SURVEY™ FOCUS AREAS

COMMUNITY QUALITY

Quality of life
Quality of neighborhood
Place to live

ENVIRONMENTAL SUSTAINABILITY

Cleanliness
Air quality
Preservation of natural areas
Garbage and recycling services

COMMUNITY INCLUSIVENESS

Sense of community
Racial and cultural acceptance
Senior, youth and low-income services

COMMUNITY DESIGN

Transportation
Ease of travel, transit services, street maintenance

Housing
Housing options, cost, affordability

Land Use and Zoning
New development, growth, code enforcement

Economic Sustainability
Employment, shopping and retail, City as a place to work

RECREATION AND WELLNESS

Parks and Recreation
Recreation opportunities, use of parks and facilities, programs and classes

Culture, Arts and Education
Cultural and educational opportunities, libraries, schools

Health and Wellness
Availability of food, health services, social services

CIVIC ENGAGEMENT

Civic Activity
Volunteerism
Civic attentiveness
Voting behavior

Social Engagement
Neighborliness, social and religious events

Information and Awareness
Public information, publications, Web site

PUBLIC SAFETY

Safety in neighborhood and downtown
Crime victimization
Police, fire, EMS services
Emergency preparedness

PUBLIC TRUST

Cooperation in community
Value of services
Direction of community
Citizen involvement
Employees

The survey and its administration are standardized to assure high quality research methods and directly comparable results across The National Citizen Survey™ jurisdictions. Participating households are selected at random and the household member who responds is selected without bias. Multiple mailings give each household more than one chance to participate with self-addressed and postage-paid envelopes. Results are statistically weighted to reflect the proper demographic composition of the entire community. A total of 794 completed surveys were obtained, providing an overall response rate of 28%. Typically, response rates obtained on citizen surveys range from 25% to 40%.

The National Citizen Survey™ customized for the City of Wilsonville was developed in close cooperation with local jurisdiction staff. Wilsonville staff selected items from a menu of questions about services and community issues and provided the appropriate letterhead and signatures for mailings. City of Wilsonville staff also augmented The National Citizen Survey™ basic service through a variety of options including geographic subgroup comparisons and several custom questions.

UNDERSTANDING THE RESULTS

As shown in Figure 2, this report is based around respondents' opinions about eight larger categories: community quality, community design, public safety, environmental sustainability, recreation and wellness, community inclusiveness, civic engagement and public trust. Each report section begins with residents' ratings of community characteristics and is followed by residents' ratings of service quality. For all evaluative questions, the percent of residents rating the service or community feature as "excellent" or "good" is presented. To see the full set of responses for each question on the survey, please see Appendix A: Complete Survey Frequencies.

Margin of Error

The margin of error around results for the City of Wilsonville Survey (794 completed surveys) is plus or minus three percentage points. This is a measure of the precision of your results; a larger number of completed surveys gives a smaller (more precise) margin of error, while a smaller number of surveys yields a larger margin of error. With your margin of error, you may conclude that when 60% of survey respondents report that a particular service is "excellent" or "good," somewhere between 57-63% of all residents are likely to feel that way.

Comparing Survey Results

Certain kinds of services tend to be thought better of by residents in many communities across the country. For example, public safety services tend to be received better than transportation services by residents of most American communities. Where possible, the better comparison is not from one service to another in the City of Wilsonville, but from City of Wilsonville services to services like them provided by other jurisdictions.

Benchmark Comparisons

NRC's database of comparative resident opinion is comprised of resident perspectives gathered in citizen surveys from approximately 500 jurisdictions whose residents evaluated local government services and gave their opinion about the quality of community life. The comparison evaluations are from the most recent survey completed in each jurisdiction; most communities conduct surveys every year or in alternating years. NRC adds the latest results quickly upon survey completion, keeping the benchmark data fresh and relevant.

The City of Wilsonville chose to have comparisons made to the entire database. A benchmark comparison (the average rating from all the comparison jurisdictions where a similar question was asked) has been provided when a similar question on the City of Wilsonville survey was included in NRC's database and there were at least five jurisdictions in which the question was asked. For most questions compared to the entire dataset, there were more than 100 jurisdictions included in the benchmark comparison.

Where comparisons for quality ratings were available, the City of Wilsonville results were generally noted as being "above" the benchmark, "below" the benchmark or "similar" to the benchmark. For some questions – those related to resident behavior, circumstance or to a local problem – the comparison to the benchmark is designated as "more," "similar" or "less" (for example, the percent of crime victims, residents visiting a park or residents identifying code enforcement as a problem.) In instances where ratings are considerably higher or lower than the benchmark, these ratings have been further demarcated by the attribute of "much," (for example, "much less" or "much above"). These labels come from a statistical comparison of the City of Wilsonville's rating to the benchmark.

The National Citizen Survey,™ by National Research Center Inc.

"Don't Know" Responses and Rounding

On many of the questions in the survey respondents may answer "don't know." The proportion of respondents giving this reply is shown in the full set of responses included in Appendix A. However, these responses have been removed from the analyses presented in the body of the report. In other words, the tables and graphs display the responses from respondents who had an opinion about a specific item.

For some questions, respondents were permitted to select more than one answer. When the total exceeds 100% in a table for a multiple response question, it is because some respondents did select more than one response. When a table for a question that only permitted a single response does not total to exactly 100%, it is due to the customary practice of percentages being rounded to the nearest whole number.

For more information on understanding The NCS report, please see Appendix B: Survey Methodology.

EXECUTIVE SUMMARY

This report of the City of Wilsonville survey provides the opinions of a representative sample of residents about community quality of life, service delivery, civic participation and unique issues of local interest. A periodic sounding of resident opinion offers staff, elected officials and other stakeholders an opportunity to identify challenges and to plan for and evaluate improvements and to sustain services and amenities for long-term success.

Almost all residents experienced a good quality of life in the City of Wilsonville and believed the City was a good place to live. The overall quality of life in the City of Wilsonville was rated as "excellent" or "good" by 92% of respondents. A majority reported they plan on staying in the City of Wilsonville for the next five years.

A variety of characteristics of the community was evaluated by those participating in the study. The three characteristics receiving the most favorable ratings were the cleanliness of Wilsonville, the overall appearance of Wilsonville and the overall image or reputation of Wilsonville. The three characteristics receiving the least positive ratings were the availability of affordable quality child care, the availability of affordable quality housing and employment opportunities.

Ratings of community characteristics were compared to the benchmark database. Of the 26 characteristics for which comparisons were available, 20 were above the national benchmark comparison, five were similar to the national benchmark comparison and one was below.

Residents in the City of Wilsonville were somewhat civically engaged. While only 22% had attended a meeting of local elected public officials or other local public meeting in the previous 12 months, 92% had provided help to a friend or neighbor. Less than half had volunteered their time to some group or activity in the City of Wilsonville, which was lower than the benchmark.

In general, survey respondents demonstrated strong trust in local government. A majority rated the overall direction being taken by the City of Wilsonville as "good" or "excellent." This was much higher than the benchmark. Those residents who had interacted with an employee of the City of Wilsonville in the previous 12 months gave high marks to those employees. Nearly all rated their overall impression of employees as "excellent" or "good."

On average, residents gave favorable ratings to a majority of local government services. City services rated were able to be compared to the benchmark database. Of the 32 services for which comparisons were available, 28 were above the benchmark comparison and four were similar to the benchmark comparison.

Respondents were asked to rate how frequently they participated in various activities in Wilsonville. The most popular activities included recycling and visiting a neighborhood park or City park; while the least popular activities were participating in a club and attending a meeting of local elected officials. Generally, participation rates in the various activities in the community were lower than other communities.

A Key Driver Analysis was conducted for the City of Wilsonville which examined the relationships between ratings of each service and ratings of the City of Wilsonville's services overall. Those key driver services that correlated most strongly with residents' perceptions about overall City service quality have been identified. By targeting improvements in key services, the City of Wilsonville can focus on the services that have the greatest likelihood of influencing residents' opinions about overall service quality. Services found to be influential in ratings of overall service quality from the Key Driver Analysis were:

- City parks
- Police services
- Preservation of natural areas
- Public library services

For all key driver services, the City of Wilsonville was above the benchmark and should continue to ensure high quality performance.

COMMUNITY RATINGS
OVERALL COMMUNITY QUALITY

Overall quality of community life may be the single best indicator of success in providing the natural ambience, services and amenities that make for an attractive community. The National Citizen Survey™ contained many questions related to quality of community life in the City of Wilsonville – not only direct questions about quality of life overall and in neighborhoods, but questions to measure residents' commitment to the City of Wilsonville. Residents were asked whether they planned to move soon or if they would recommend the City of Wilsonville to others. Intentions to stay and willingness to make recommendations provide evidence that the City of Wilsonville offers services and amenities that work.

Almost all of the City of Wilsonville's residents gave high ratings to their neighborhoods and the community as a place to live. Further, most reported they would recommend the community to others and plan to stay for the next five years.

FIGURE 3: RATINGS OF OVERALL COMMUNITY QUALITY
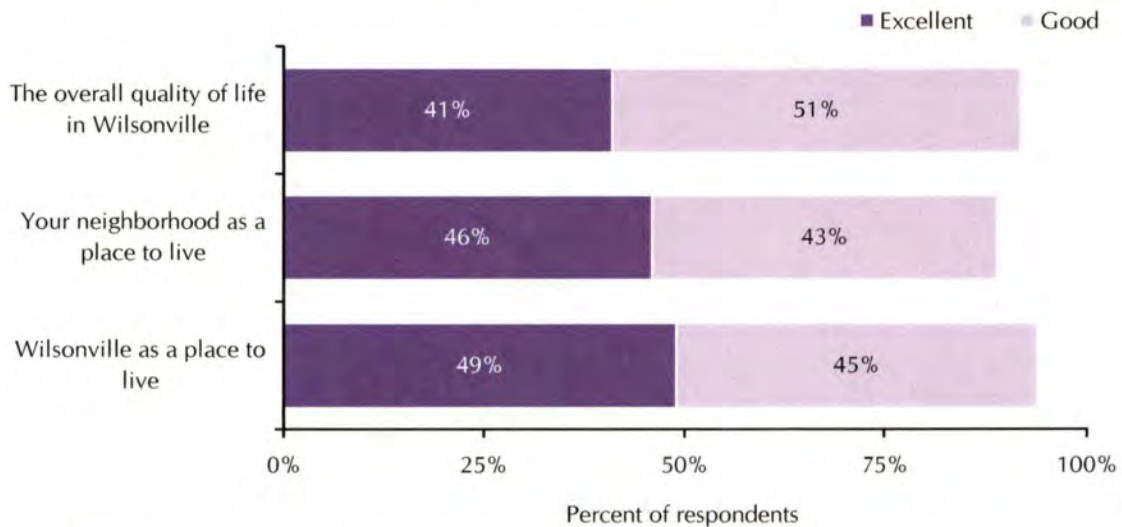
FIGURE 4: LIKELIHOOD OF REMAINING IN COMMUNITY AND RECOMMENDING COMMUNITY
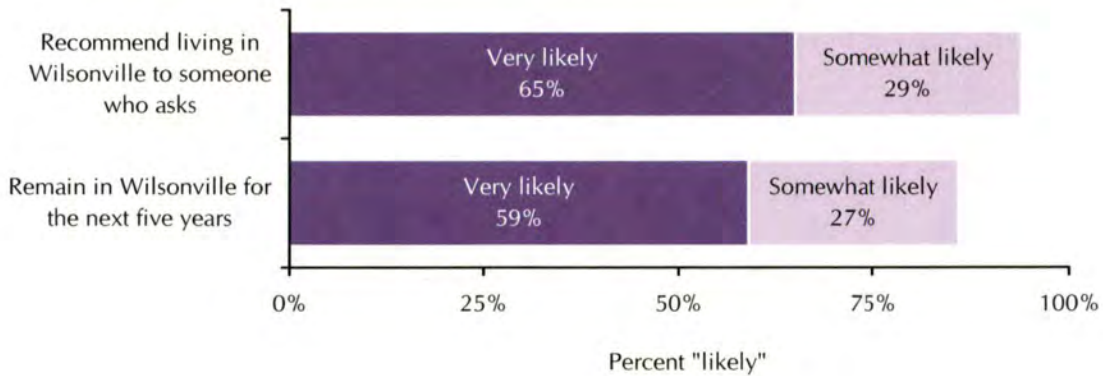
FIGURE 5: OVERALL COMMUNITY QUALITY BENCHMARKS

	Comparison to benchmark
Overall quality of life in Wilsonville	Much above
Your neighborhood as place to live	Much above
Wilsonville as a place to live	Much above
Recommend living in Wilsonville to someone who asks	Much above
Remain in Wilsonville for the next five years	Above

COMMUNITY DESIGN

Transportation

The ability to move easily throughout a community can greatly affect the quality of life of residents by diminishing time wasted in traffic congestion and by providing opportunities to travel quickly and safely by modes other than the automobile. High quality options for resident mobility not only require local government to remove barriers to flow but they require government programs and policies that create quality opportunities for all modes of travel.

Residents responding to the survey were given a list of six aspects of mobility to rate on a scale of "excellent," "good," "fair" and "poor." Ease of walking in Wilsonville was given the most positive rating, followed by ease of bus travel.

FIGURE 6: RATINGS OF TRANSPORTATION IN COMMUNITY
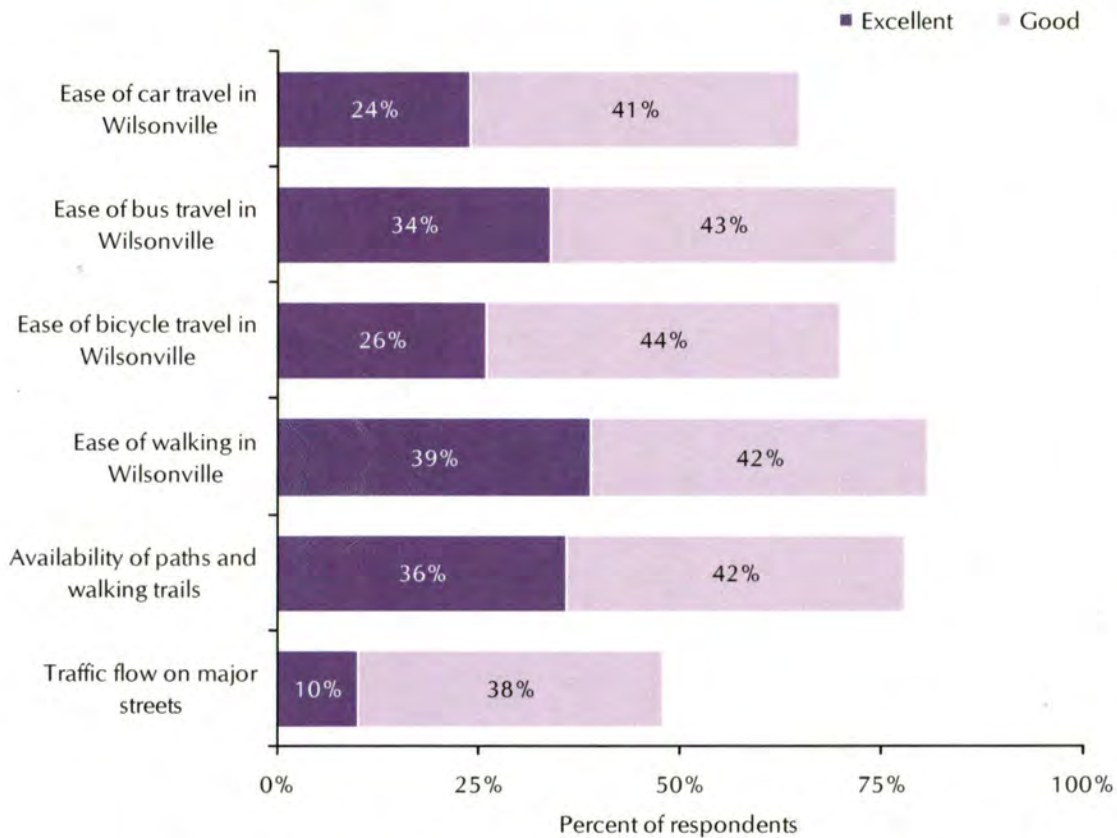
FIGURE 7: COMMUNITY TRANSPORTATION BENCHMARKS

	Comparison to benchmark
Ease of car travel in Wilsonville	Much above
Ease of bus travel in Wilsonville	Much above
Ease of bicycle travel in Wilsonville	Much above
Ease of walking in Wilsonville	Much above
Availability of paths and walking trails	Much above
Traffic flow on major streets	Similar

Six transportation services were rated in Wilsonville. When compared to most communities across America, ratings tended to be favorable. Five were much above the benchmark, none were below the benchmark and one was similar to the benchmark.

FIGURE 8: RATINGS OF TRANSPORTATION AND PARKING SERVICES
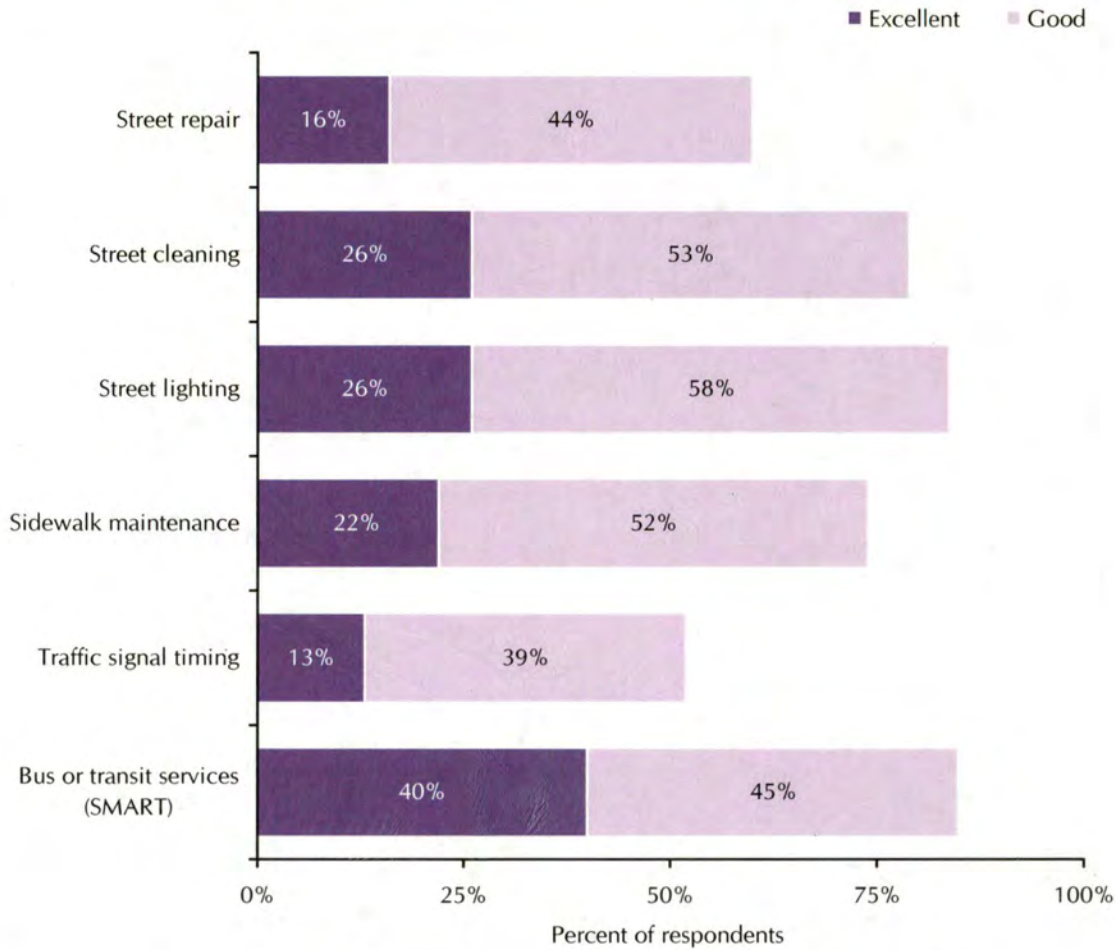
FIGURE 9: TRANSPORTATION AND PARKING SERVICES BENCHMARKS

	Comparison to benchmark
Street repair	Much above
Street cleaning	Much above
Street lighting	Much above
Sidewalk maintenance	Much above
Traffic signal timing	Similar
Bus or transit services	Much above

By measuring choice of travel mode over time, communities can monitor their success in providing attractive alternatives to the traditional mode of travel, the single-occupied automobile. When asked how they typically traveled to work, single-occupancy (SOV) travel was the overwhelming mode of use. However, 6% of work commute trips were made by transit, 1% by bicycle and 3% by foot.

FIGURE 10: FREQUENCY OF BUS USE IN LAST 12 MONTHS
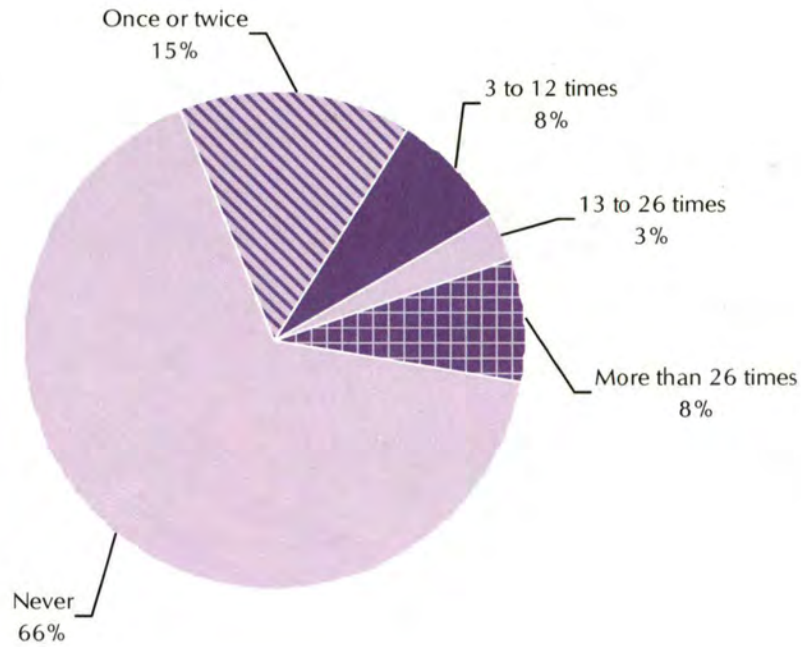
FIGURE 11: FREQUENCY OF BUS USE BENCHMARKS

	Comparison to benchmark
Ridden a local bus within Wilsonville	Much more

FIGURE 12: MODE OF TRAVEL USED FOR WORK COMMUTE

Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) by myself — 71%

Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) with other children or adults — 10%

Bus, rail, subway or other public transportation — 6%

Walk — 3%

Bicycle — 1%

Work at home — 8%

Other — 0%

Percent of days per week mode used
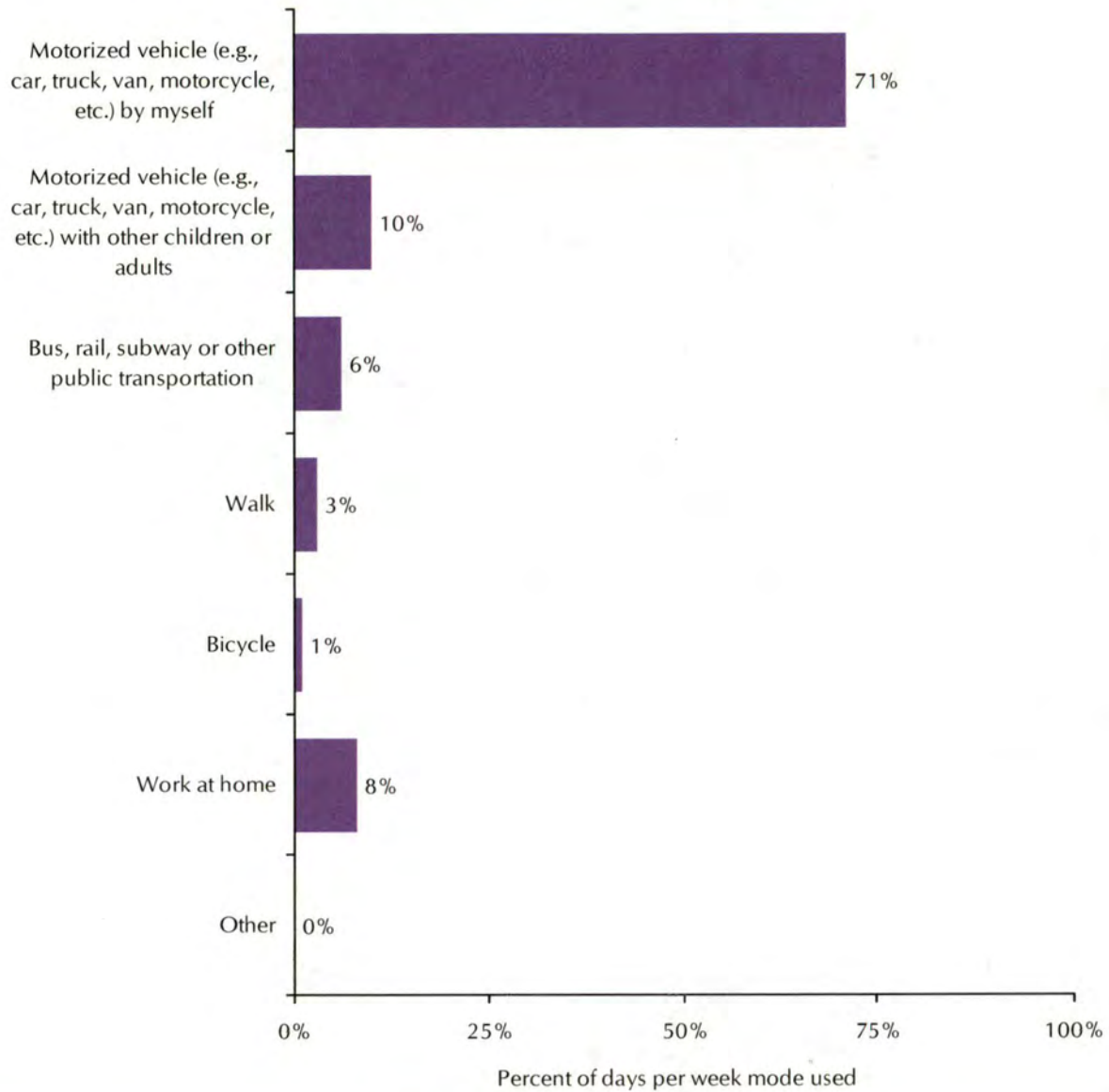
FIGURE 13: DRIVE ALONE BENCHMARKS

	Comparison to benchmark
Average percent of work commute trips made by driving alone	Less

The National Citizen Survey™

Housing

Housing variety and affordability are not luxuries for any community. When there are too few options for housing style and affordability, the characteristics of a community tilt toward a single group, often of well-off residents. While this may seem attractive to a community, the absence of affordable townhomes, condominiums, mobile homes, single family detached homes and apartments means that in addition to losing the vibrancy of diverse thoughts and lifestyles, the community loses the service workers that sustain all communities – police officers, school teachers, house painters and electricians. These workers must live elsewhere and commute in at great personal cost and to the detriment of traffic flow and air quality. Furthermore lower income residents pay so much of their income to rent or mortgage that little remains to bolster their own quality of life or local business.

The survey of the City of Wilsonville residents asked respondents to reflect on the availability of affordable housing as well as the variety of housing options. The availability of affordable housing was rated as "excellent" or "good" by 46% of respondents, while the variety of housing options was rated as "excellent" or "good" by 76% of respondents. The rating of perceived affordable housing availability was much better in the City of Wilsonville than the ratings, on average, in comparison jurisdictions.

FIGURE 14: RATINGS OF HOUSING IN COMMUNITY
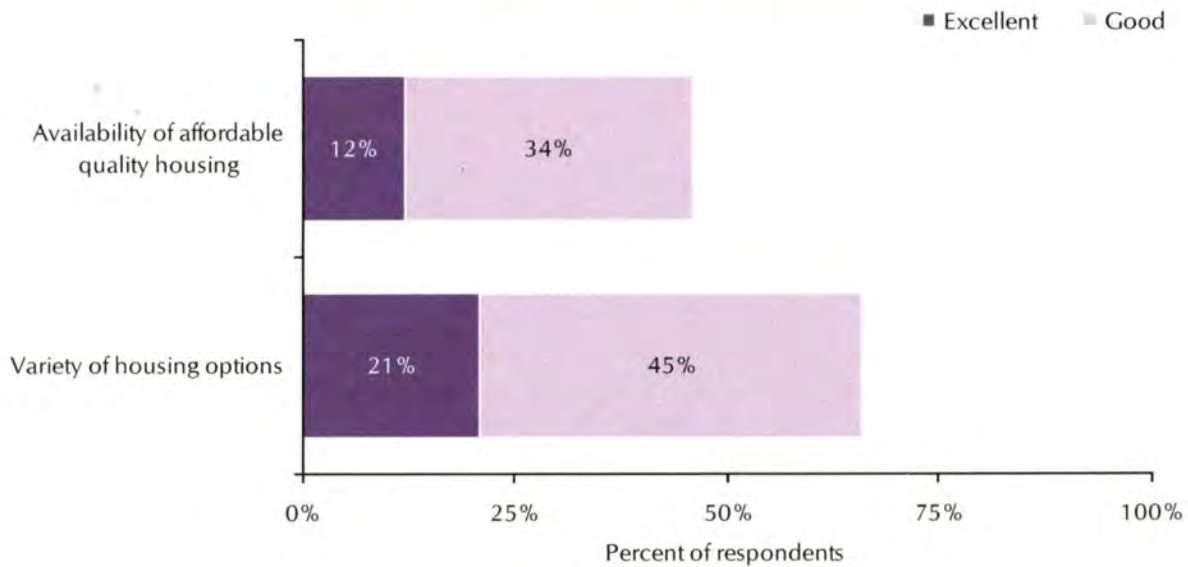
FIGURE 15: HOUSING CHARACTERISTICS BENCHMARKS

	Comparison to benchmark
Availability of affordable quality housing	Much above
Variety of housing options	Much above

To augment the perceptions of affordable housing in Wilsonville, the cost of housing as reported in the survey was compared to residents' reported monthly income to create a rough estimate of the proportion of residents of the City of Wilsonville experiencing housing cost stress. About 35% of survey participants were found to pay housing costs of more than 30% of their monthly household income.

FIGURE 16: PROPORTION OF RESPONDENTS WHOSE HOUSING COSTS ARE "AFFORDABLE"

Housing costs LESS than 30% of income 65%

Housing costs 30% or MORE of income 35%
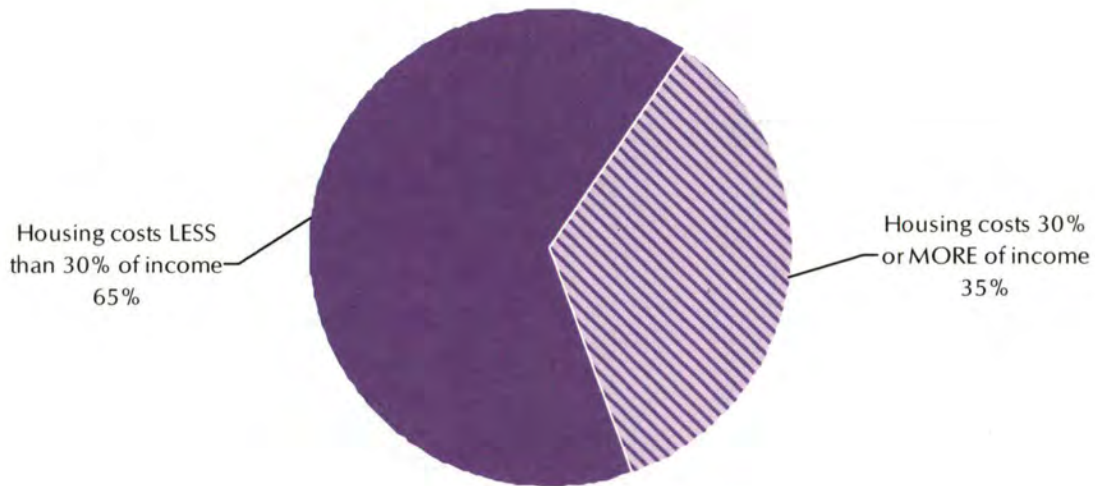
FIGURE 17: HOUSING COSTS BENCHMARKS

	Comparison to benchmark
Experiencing housing costs stress (housing costs 30% or MORE of income)	Similar

Land Use and Zoning

Community development contributes to a feeling among residents and even visitors of the attention given to the speed of growth, the location of residences and businesses, the kind of housing that is appropriate for the community and the ease of access to commerce, green space and residences. Even the community's overall appearance often is attributed to the planning and enforcement functions of the local jurisdiction. Residents will appreciate an attractive, well-planned community. The NCS questionnaire asked residents to evaluate the quality of new development, the appearance of the City of Wilsonville and the speed of population growth. Problems with the appearance of property were rated, and the quality of land use planning, zoning and code enforcement services were evaluated.

The overall quality of new development in the City of Wilsonville was rated as "excellent" by 31% of respondents and as "good" by an additional 47%. The overall appearance of Wilsonville was rated as "excellent" or "good" by 90% of respondents and was much higher than the benchmark. When rating to what extent run down buildings, weed lots or junk vehicles were a problem in the City of Wilsonville, 1% thought they were a "major" problem. The services of land use, planning and zoning and code enforcement were much above the benchmark.

FIGURE 18: RATINGS OF THE COMMUNITY'S "BUILT ENVIRONMENT"
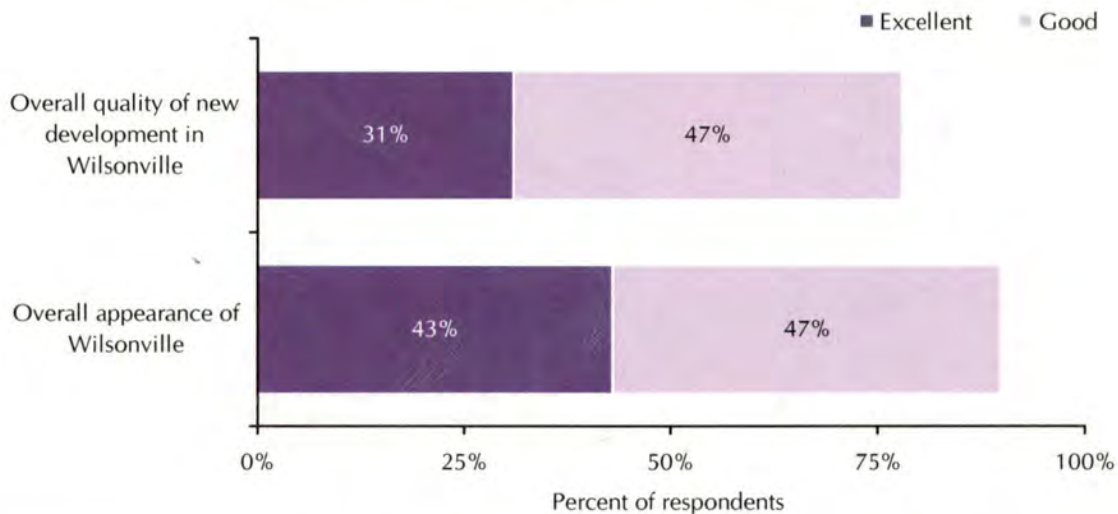
FIGURE 19: BUILT ENVIRONMENT BENCHMARKS

	Comparison to benchmark
Quality of new development in Wilsonville	Much above
Overall appearance of Wilsonville	Much above

FIGURE 20: RATINGS OF POPULATION GROWTH

Somewhat too fast
28%

Much too fast
10%

Much too slow
1%

Somewhat too
slow
3%

Right amount
58%
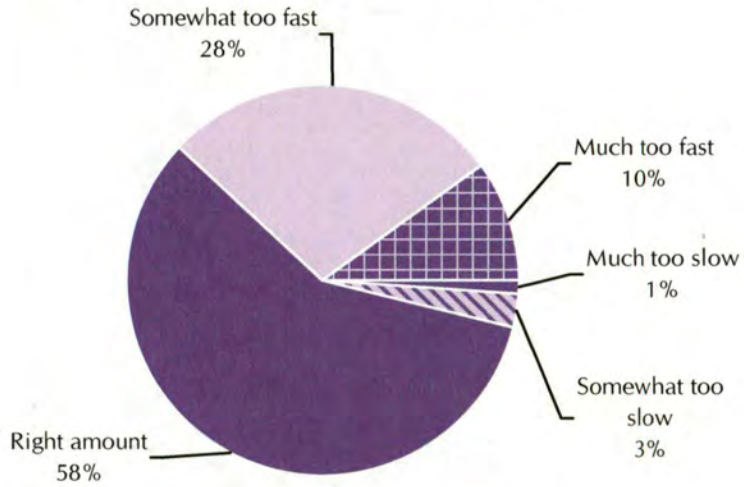
FIGURE 21: POPULATION GROWTH BENCHMARKS

	Comparison to benchmark
Population growth seen as too fast	Less

FIGURE 22: RATINGS OF NUISANCE PROBLEMS

Moderate problem
9%

Major problem
1%

Not a problem
44%
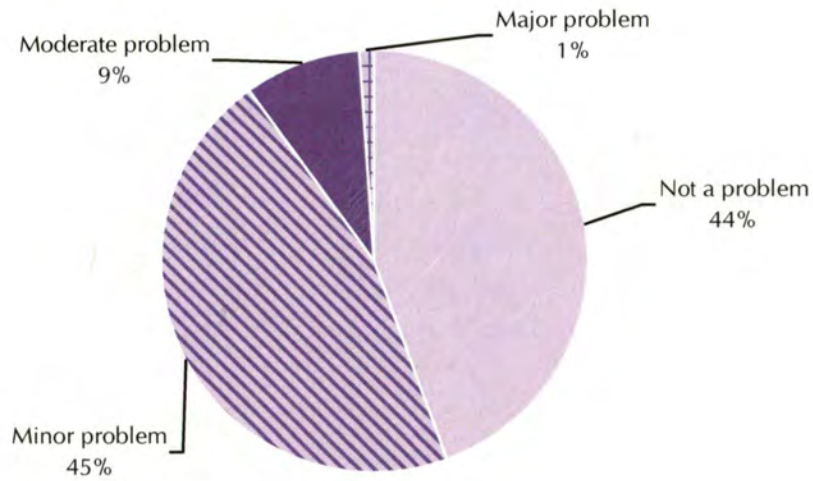
Minor problem
45%

FIGURE 23: NUISANCE PROBLEMS BENCHMARKS

	Comparison to benchmark
Run down buildings, weed lots and junk vehicles seen as a "major" problem	Much less

FIGURE 24: RATINGS OF PLANNING AND COMMUNITY CODE ENFORCEMENT SERVICES
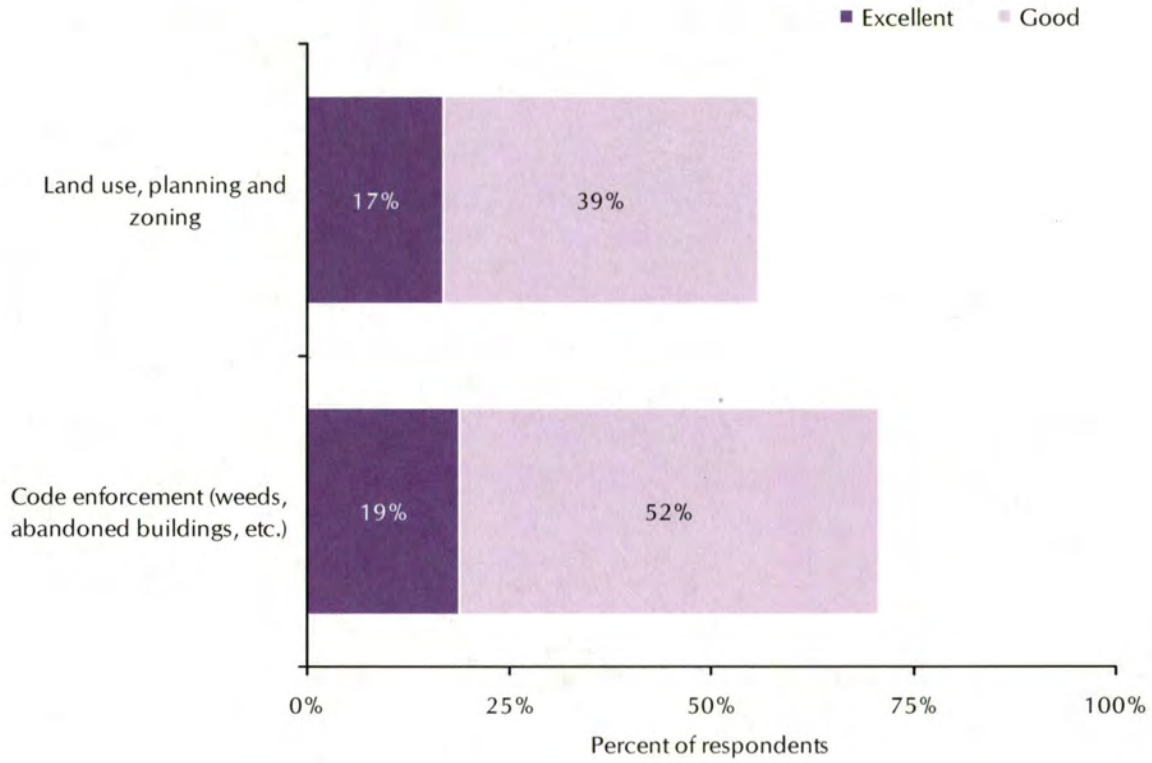
FIGURE 25: PLANNING AND COMMUNITY CODE ENFORCEMENT SERVICES BENCHMARKS

	Comparison to benchmark
Land use, planning and zoning	Much above
Code enforcement (weeds, abandoned buildings, etc.)	Much above

ECONOMIC SUSTAINABILITY

The United States has been in recession since late 2007 with an accelerated downturn occurring in the fourth quarter of 2008. Officially we emerged from recession in the third quarter of 2009, but high unemployment lingers, keeping a lid on a strong recovery. Many readers worry that the ill health of the economy will color how residents perceive their environment and the services that local government delivers. NRC researchers have found that the economic downturn has chastened Americans' view of their own economic futures but has not colored their perspectives about community services or quality of life.

Survey respondents were asked to rate a number of community features related to economic opportunity and growth. The most positively rated features were the overall quality of business and service establishments and Wilsonville as a place to work. Employment opportunities received the lowest ratings, but was much above the benchmark comparison.

FIGURE 26: RATINGS OF ECONOMIC SUSTAINABILITY AND OPPORTUNITIES
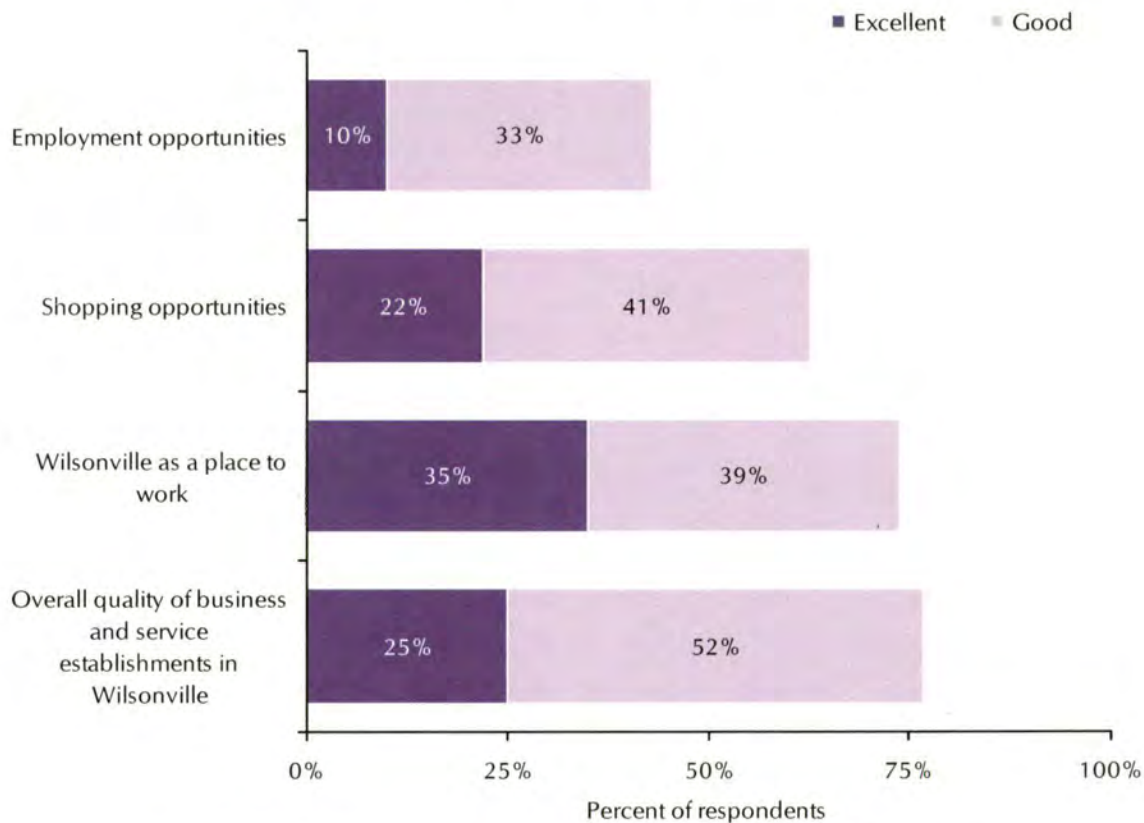
FIGURE 27: ECONOMIC SUSTAINABILITY AND OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Employment opportunities	Much above
Shopping opportunities	Much above
Wilsonville as a place to work	Much above
Overall quality of business and service establishments in Wilsonville	Much above

Residents were asked to evaluate the speed of jobs growth and retail growth on a scale from "much too slow" to "much too fast." When asked about the rate of jobs growth in Wilsonville, 65% responded that it was "too slow," while 17% reported retail growth as "too slow." Far fewer residents in Wilsonville compared to other jurisdictions believed that retail growth was too slow and far fewer residents believed that jobs growth was too slow.

FIGURE 28: RATINGS OF RETAIL AND JOBS GROWTH

Retail Growth

- Somewhat too fast 13%
- Much too fast 8%
- Much too slow 2%
- Somewhat too slow 15%
- Right amount 62%

Jobs Growth

- Right amount 32%
- Somewhat too fast 2%
- Much too fast 1%
- Much too slow 17%
- Somewhat too slow 48%
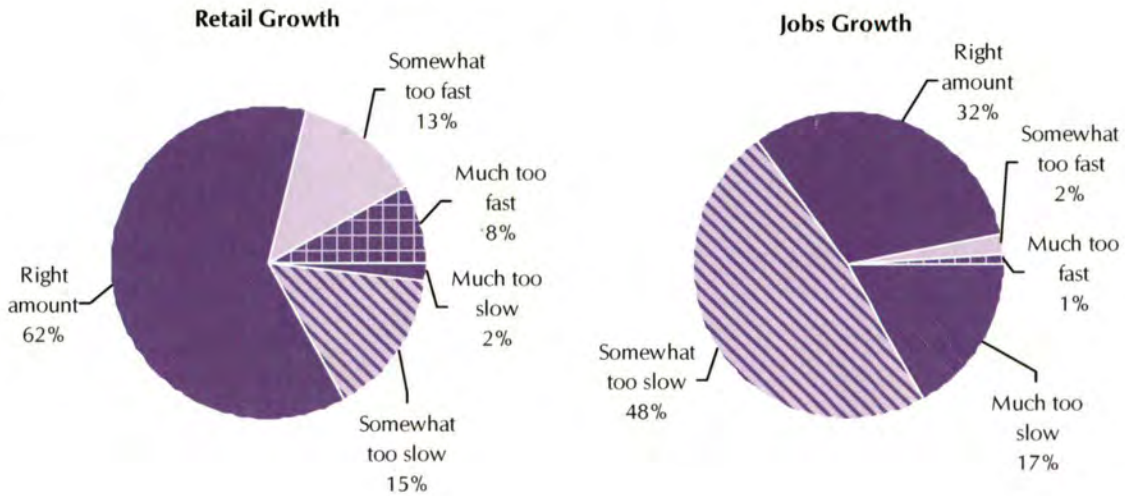
FIGURE 29: RETAIL AND JOBS GROWTH BENCHMARKS

	Comparison to benchmark
Retail growth seen as too slow	Much less
Jobs growth seen as too slow	Much less

Residents were asked to reflect on their economic prospects in the near term. About one-quarter of the City of Wilsonville residents expected that the coming six months would have a "somewhat" or "very" positive impact on their family, while 28% felt that the economic future would be "somewhat" or "very" negative. The percent of residents with an optimistic outlook on their household income was more than in comparison jurisdictions.

FIGURE 30: RATINGS OF PERSONAL ECONOMIC FUTURE

Somewhat negative
23%

Very negative
5%

Very positive
4%

Somewhat positive
20%

Neutral
48%

What impact, if any, do you think the economy will have on your family income in the next 6 months?
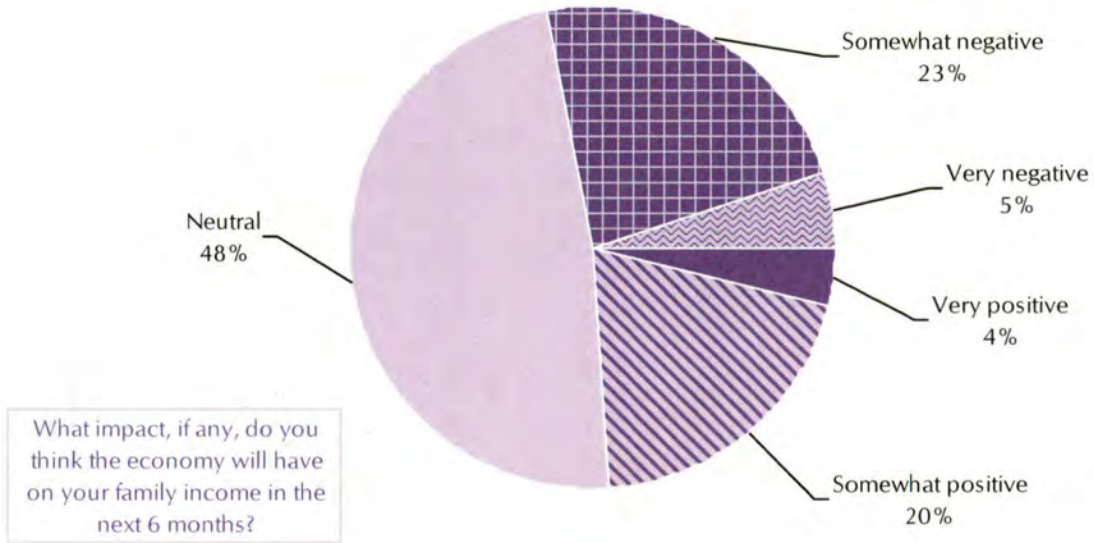
FIGURE 31: PERSONAL ECONOMIC FUTURE BENCHMARKS

	Comparison to benchmark
Positive impact of economy on household income	Much above

PUBLIC SAFETY

Safety from violent or property crimes creates the cornerstone of an attractive community. No one wants to live in fear of crime, fire or natural hazards, and communities in which residents feel protected or unthreatened are communities that are more likely to show growth in population, commerce and property value.

Residents were asked to rate their feelings of safety from violent crimes, property crimes, fire and environmental dangers and to evaluate the local agencies whose main charge is to provide protection from these dangers. Almost all gave positive ratings of safety in the City of Wilsonville. More than 90% of those completing the questionnaire said they felt "very" or "somewhat" safe from violent crimes and 88% felt "very" or "somewhat" safe from environmental hazards. Daytime sense of safety was better than nighttime safety and neighborhoods felt safer than downtown.

FIGURE 32: RATINGS OF COMMUNITY AND PERSONAL PUBLIC SAFETY

■ Very safe   ■ Somewhat safe

	Very safe	Somewhat safe
In your neighborhood during the day	83%	14%
In your neighborhood after dark	49%	40%
In Wilsonville's commercial areas during the day	73%	23%
In Wilsonville's commercial areas after dark	34%	46%
Violent crime (e.g., rape, assault, robbery)	60%	32%
Property crimes (e.g., burglary, theft)	35%	46%
Environmental hazards, including toxic waste	56%	32%

Percent of respondents

FIGURE 33: COMMUNITY AND PERSONAL PUBLIC SAFETY BENCHMARKS

	Comparison to benchmark
In your neighborhood during the day	Much above
In your neighborhood after dark	Much above
In Wilsonville's commercial areas during the day	Much above
In Wilsonville's commercial areas after dark	Much above
Violent crime (e.g., rape, assault, robbery)	Much above
Property crimes (e.g., burglary, theft)	Much above
Environmental hazards, including toxic waste	Much above

As assessed by the survey, 8% of respondents reported that someone in the household had been the victim of one or more crimes in the past year. Of those who had been the victim of a crime, 82% had reported it to police. Compared to other jurisdictions many less Wilsonville residents had been victims of crime in the 12 months preceding the survey and more Wilsonville residents had reported their most recent crime victimization to the police.

FIGURE 34: CRIME VICTIMIZATION AND REPORTING

During the past 12 months, were you or anyone in your household the victim of any crime?

No 92%

Yes 8%

No 18%

Yes 82%

If yes, was this crime (these crimes) reported to the police?
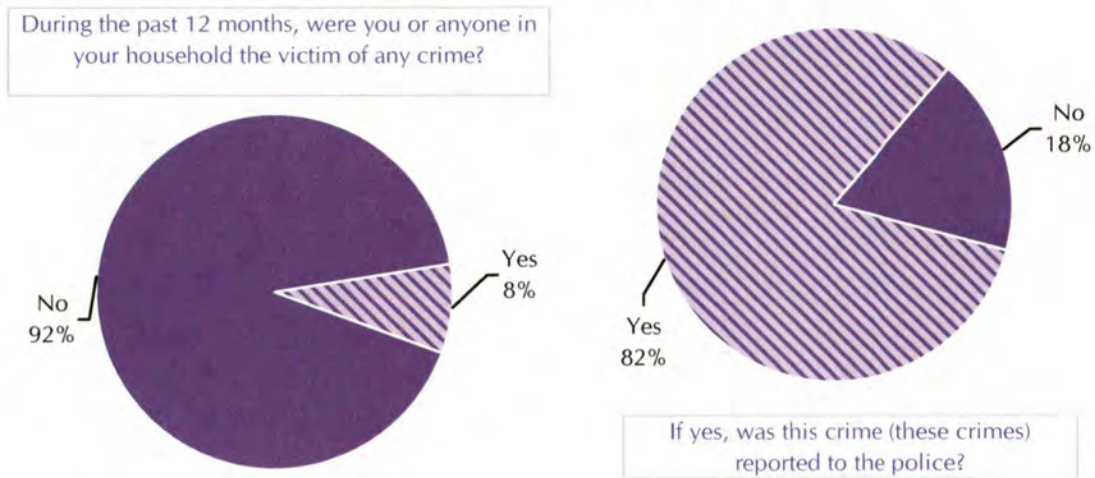
FIGURE 35: CRIME VICTIMIZATION AND REPORTING BENCHMARKS

	Comparison to benchmark
Victim of crime	Much less
Reported crimes	More

Residents rated eight City public safety services; of these, five were rated above the benchmark comparison, three were rated similar to the benchmark comparison and none were rated below the benchmark comparison. Fire services and ambulance or emergency medical services received the highest ratings, while emergency preparedness and traffic enforcement received the lowest ratings.

FIGURE 36: RATINGS OF PUBLIC SAFETY SERVICES

■ Excellent   ■ Good

Police services — 32% / 52%

Fire services — 47% / 47%

Ambulance or emergency medical services — 42% / 46%

Crime prevention — 23% / 54%

Fire prevention and education — 27% / 54%

Traffic enforcement — 17% / 48%

Municipal courts — 18% / 53%

Emergency preparedness — 17% / 42%

0%   25%   50%   75%   100%

Percent of respondents
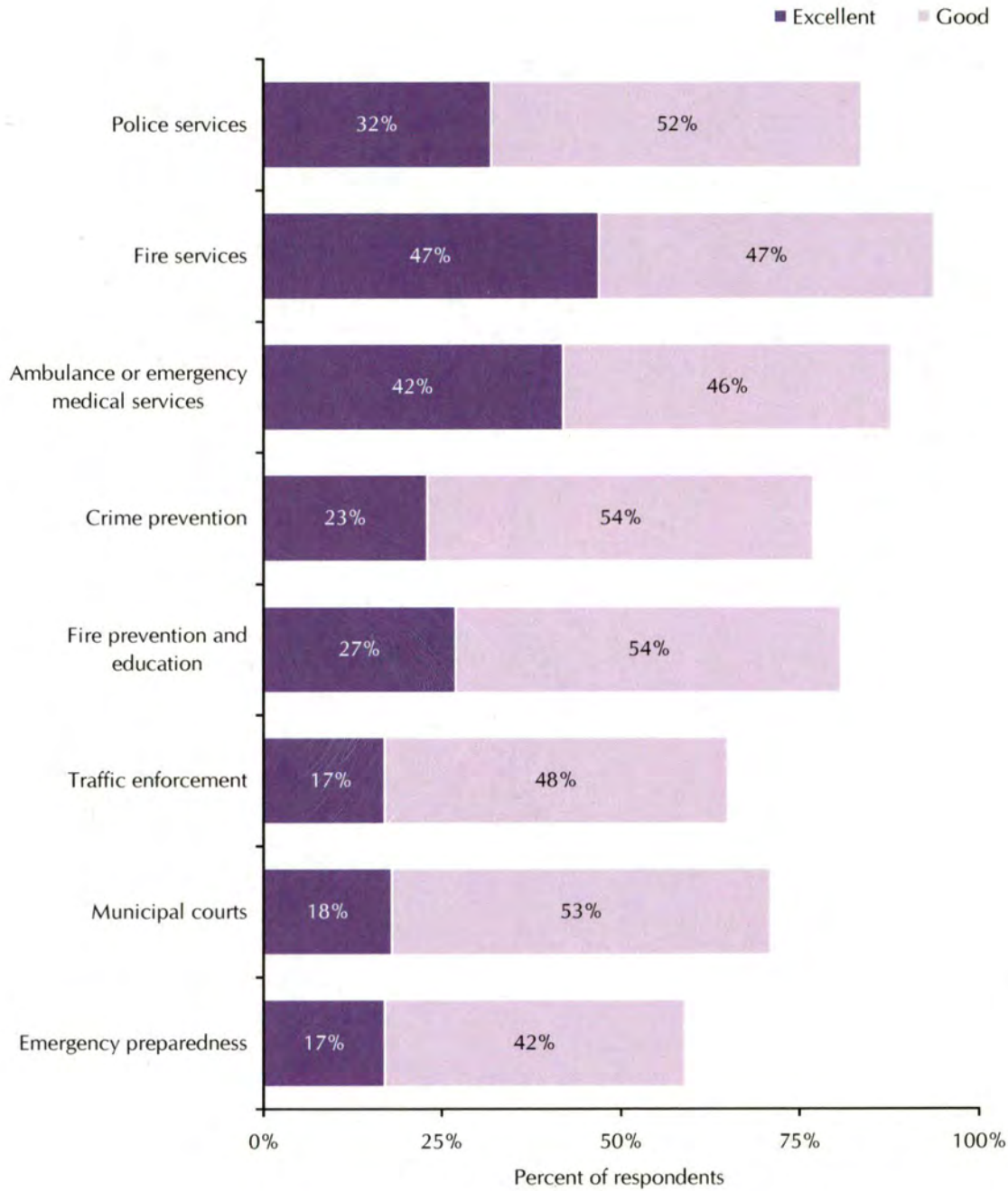
FIGURE 37: PUBLIC SAFETY SERVICES BENCHMARKS

	Comparison to benchmark
Police services	Above
Fire services	Above
Ambulance or emergency medical services	Similar
Crime prevention	Much above
Fire prevention and education	Above
Traffic enforcement	Similar
Courts	Much above
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	Similar

FIGURE 38: CONTACT WITH POLICE DEPARTMENT

Have you had any in-person or phone contact with an employee of the City of Wilsonville Police Department within the last 12 months?

Yes
25%

No
75%

Fair
18%

Good
35%

Poor
11%

Excellent
37%

What was your overall impression of your most recent contact with the City of Wilsonville Police Department?
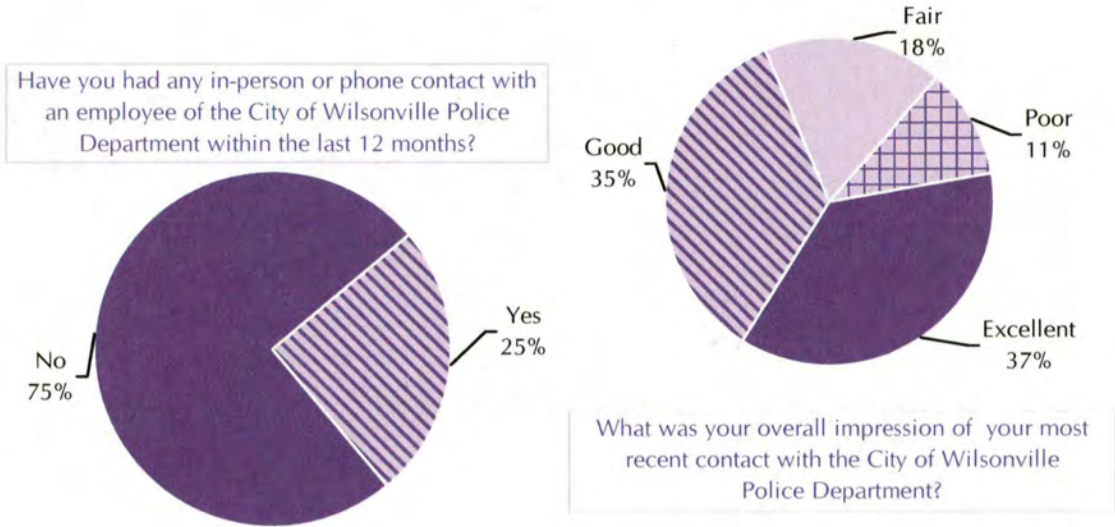
FIGURE 39: CONTACT WITH POLICE DEPARTMENT BENCHMARKS

	Comparison to benchmark
Had contact with the City of Wilsonville Police Department	Much less
Overall impression of most recent contact with the City of Wilsonville Police Department	Similar

ENVIRONMENTAL SUSTAINABILITY

Residents value the aesthetic qualities of their hometowns and appreciate features such as overall cleanliness and landscaping. In addition, the appearance and smell or taste of the air and water do not go unnoticed. These days, increasing attention is paid to proper treatment of the environment. At the same time that they are attending to community appearance and cleanliness, cities, counties, states and the nation are going "Green". These strengthening environmental concerns extend to trash haul, recycling, sewer services, the delivery of power and water and preservation of open spaces. Treatment of the environment affects air and water quality and, generally, how habitable and inviting a place appears.

Residents of the City of Wilsonville were asked to evaluate their local environment and the services provided to ensure its quality. The overall quality of the natural environment was rated as "excellent" or "good" by 85% of survey respondents. The cleanliness of Wilsonville received the highest rating, and it was much above the benchmark.

FIGURE 40: RATINGS OF THE COMMUNITY'S NATURAL ENVIRONMENT
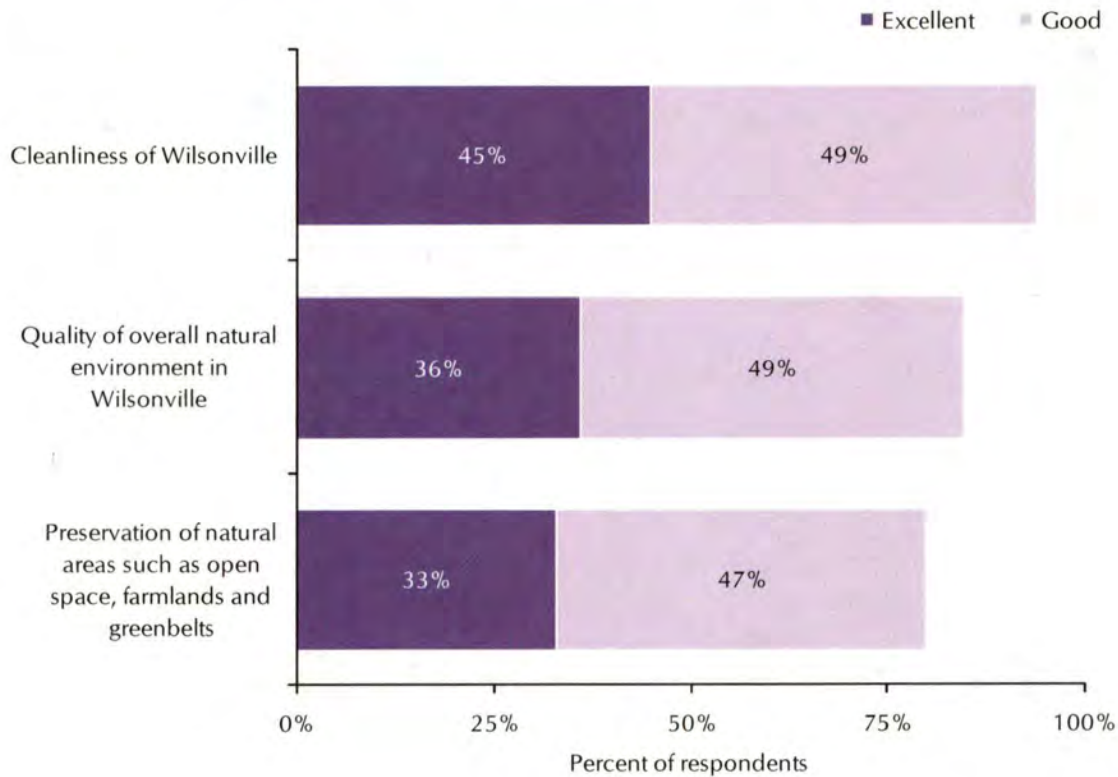
FIGURE 41: COMMUNITY ENVIRONMENT BENCHMARKS

	Comparison to benchmark
Cleanliness of Wilsonville	Much above
Quality of overall natural environment in Wilsonville	Much above
Preservation of natural areas such as open space, farmlands and greenbelts	Much above

Resident recycling was greater than recycling reported in comparison communities.

FIGURE 42: FREQUENCY OF RECYCLING IN LAST 12 MONTHS

More than 26 times
67%

Never
6%

Once or twice
3%

3 to 12 times
11%

13 to 26 times
13%
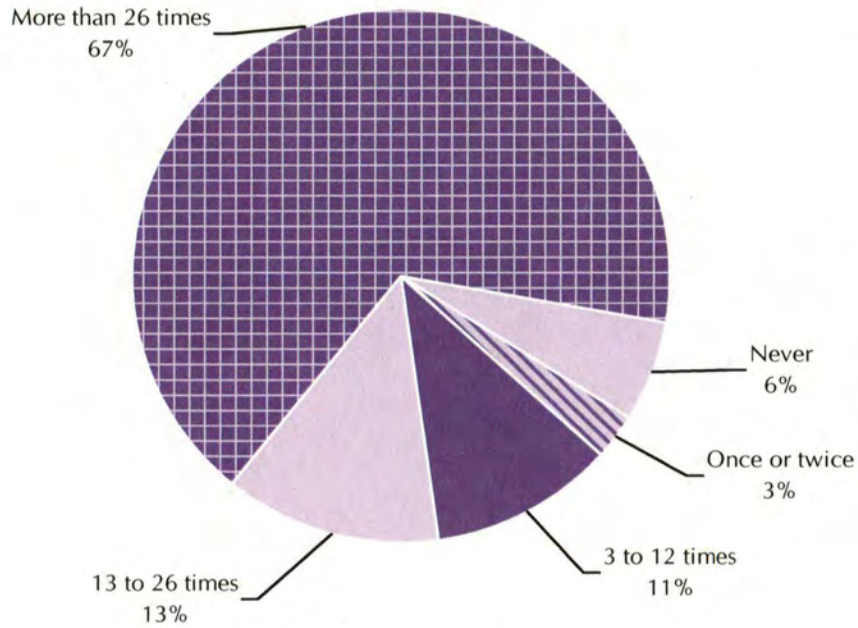
FIGURE 43: FREQUENCY OF RECYCLING BENCHMARKS

	Comparison to benchmark
Recycled used paper, cans or bottles from your home	Much more

Of the seven utility services rated by those completing the questionnaire, all were higher than the benchmark comparison.

FIGURE 44: RATINGS OF UTILITY SERVICES

Figure 44: Ratings of Utility Services

Legend: ■ Excellent ■ Good

Service	Excellent	Good
Power (electric and/or gas) utility	33%	51%
Sewer services	26%	51%
Drinking water	29%	45%
Storm drainage	23%	54%
Yard waste pick-up	39%	47%
Recycling	37%	49%
Garbage collection	37%	52%

Percent of respondents
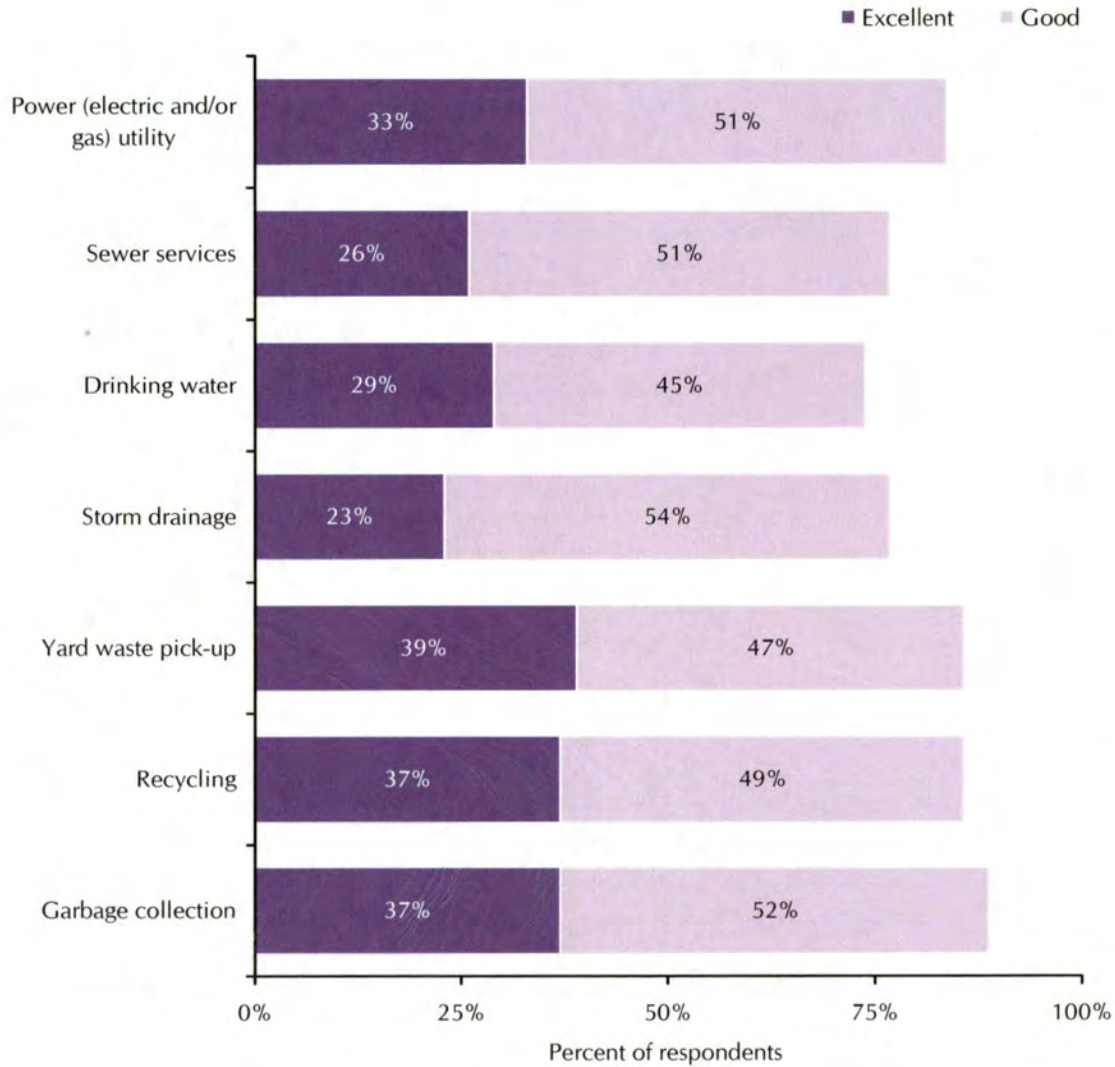
FIGURE 45: UTILITY SERVICES BENCHMARKS

	Comparison to benchmark
Power (electric and/or gas) utility	Much above
Sewer services	Above
Drinking water	Much above
Storm drainage	Much above
Yard waste pick-up	Much above
Recycling	Much above
Garbage collection	Much above

RECREATION AND WELLNESS

Parks and Recreation

Quality parks and recreation opportunities help to define a community as more than the grind of its business, traffic and hard work. Leisure activities vastly can improve the quality of life of residents, serving both to entertain and mobilize good health. The survey contained questions seeking residents' perspectives about opportunities and services related to the community's parks and recreation services.

Recreation opportunities in the City of Wilsonville were rated positively as were services related to parks and recreation. City parks, recreation programs, and recreation centers were all rated higher than the benchmark. Recreation opportunities received the lowest rating and was similar to the national benchmark.

Resident use of Wilsonville parks and recreation facilities tells its own story about the attractiveness and accessibility of those services. The percent of residents that used Wilsonville recreation centers was smaller than the percent of users in comparison jurisdictions. Similarly, recreation program use in Wilsonville was lower than use in comparison jurisdictions.

FIGURE 46: RATINGS OF COMMUNITY RECREATIONAL OPPORTUNITIES
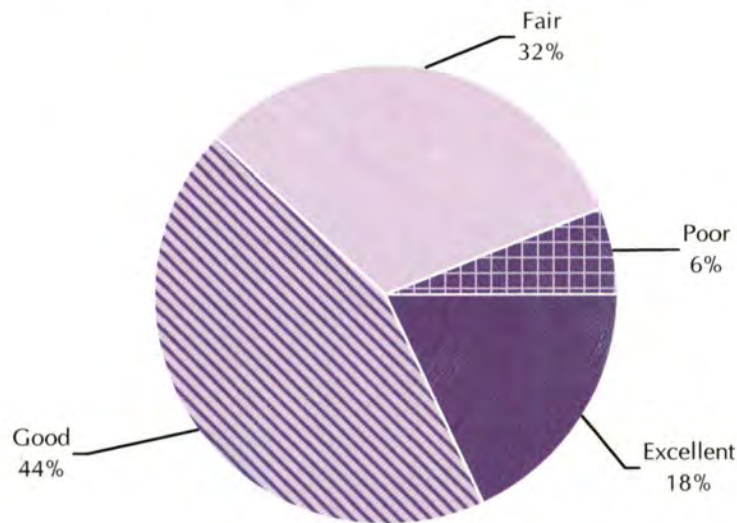
FIGURE 47: COMMUNITY RECREATIONAL OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Recreation opportunities	Similar

FIGURE 48: PARTICIPATION IN PARKS AND RECREATION OPPORTUNITIES

Used Wilsonville recreation centers — 51%

Participated in a recreation program or activity — 44%

Visited a neighborhood park or City park — 92%

Percent of respondents who did each at least once in last 12 months
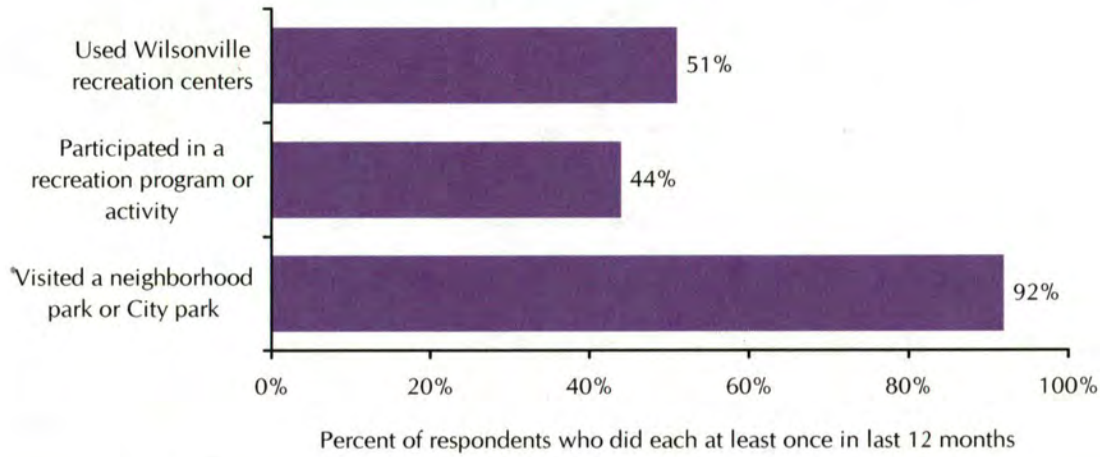
FIGURE 49: PARTICIPATION IN PARKS AND RECREATION OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Used Wilsonville recreation centers	Much less
Participated in a recreation program or activity	Less
Visited a neighborhood park or City park	Much more

FIGURE 50: RATINGS OF PARKS AND RECREATION SERVICES

■ Excellent ▪ Good

City parks — 58% / 36%

Recreation programs or classes — 28% / 51%

Recreation centers or facilities — 24% / 49%

Percent of respondents
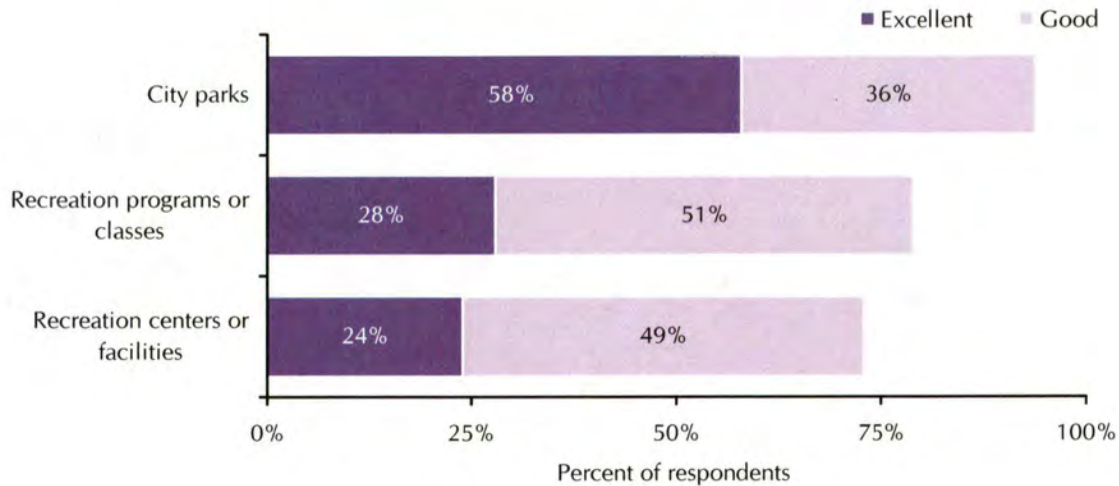
FIGURE 51: PARKS AND RECREATION SERVICES BENCHMARKS

	Comparison to benchmark
City parks	Much above
Recreation programs or classes	Much above
Recreation centers or facilities	Above

Culture, Arts and Education

A full service community does not address only the life and safety of its residents. Like individuals who simply go to the office and return home, a community that pays attention only to the life sustaining basics becomes insular, dreary and uninspiring. In the case of communities without thriving culture, arts and education opportunities, the magnet that attracts those who might consider relocating there is vastly weakened. Cultural, artistic, social and educational services elevate the opportunities for personal growth among residents. In the survey, residents were asked about the quality of opportunities to participate in cultural and educational activities.

Opportunities to attend cultural activities were rated as "excellent" or "good" by about half of the respondents.

About 84% of Wilsonville residents used the City library at least once in the 12 months preceding the survey. This participation rate for library use was much higher than that of comparison jurisdictions.

FIGURE 52: RATINGS OF CULTURAL OPPORTUNITIES
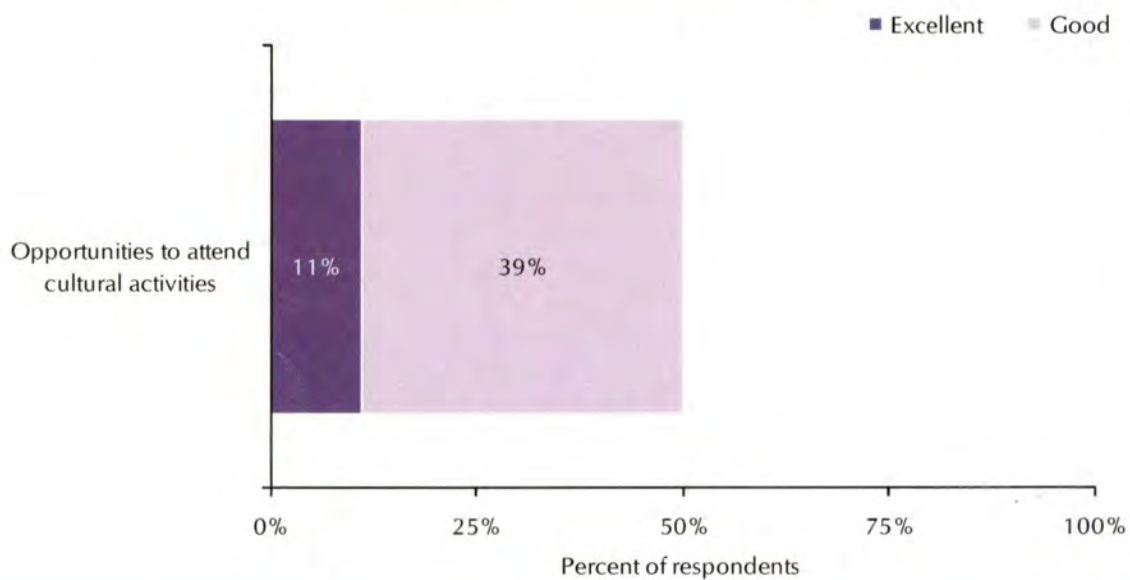
FIGURE 53: CULTURAL OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Opportunities to attend cultural activities	Similar

FIGURE 54: PARTICIPATION IN CULTURAL AND EDUCATIONAL OPPORTUNITIES

Percent of respondents who did each at least once in last 12 months
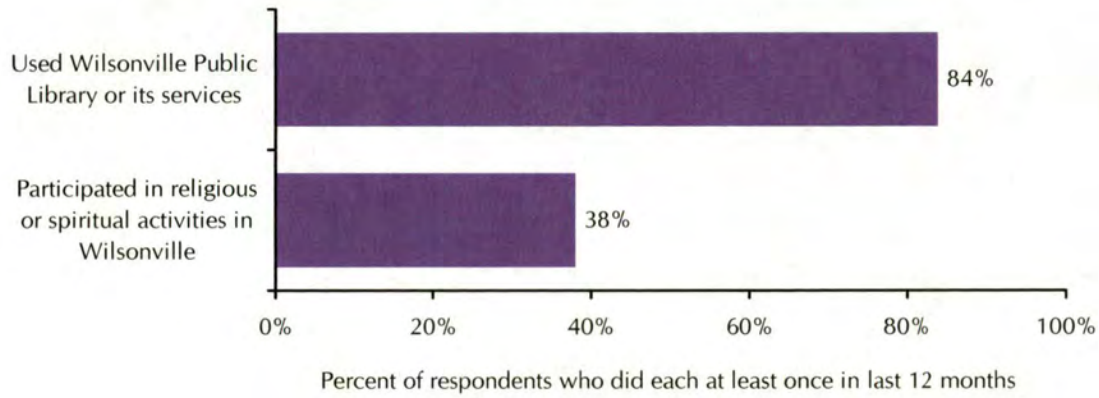
FIGURE 55: PARTICIPATION IN CULTURAL AND EDUCATIONAL OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Used Wilsonville Public Library or its services	Much more
Participated in religious or spiritual activities in Wilsonville	Much less

FIGURE 56: PERCEPTION OF CULTURAL AND EDUCATIONAL SERVICES

Percent of respondents
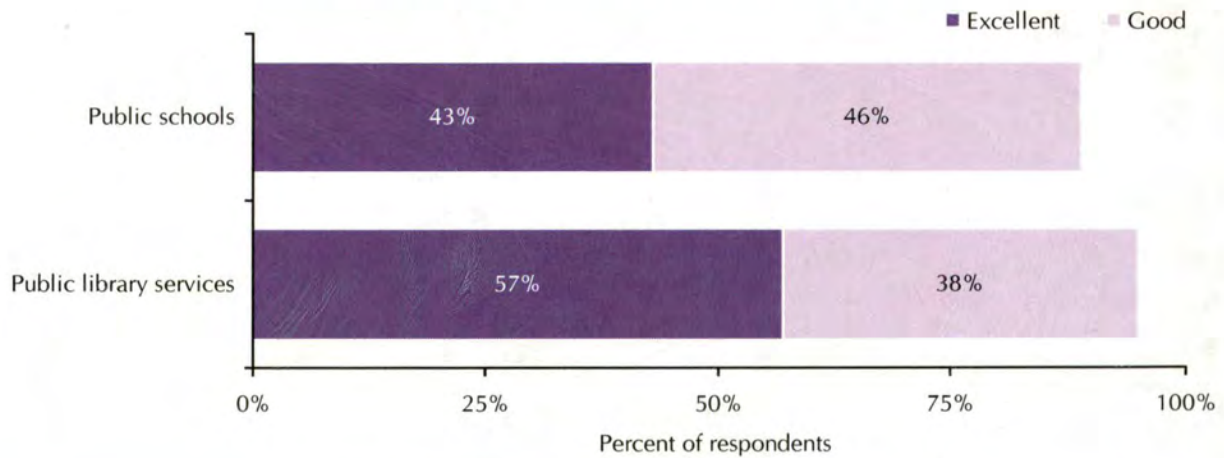
FIGURE 57: CULTURAL AND EDUCATIONAL SERVICES BENCHMARKS

	Comparison to benchmark
Public schools	Much above
Public library services	Much above

Health and Wellness

Healthy residents have the wherewithal to contribute to the economy as volunteers or employees and they do not present a burden in cost and time to others. Although residents bear the primary responsibility for their good health, local government provides services that can foster that well being and that provide care when residents are ill.

Residents of the City of Wilsonville were asked to rate the community's health services as well as the availability of high quality affordable food. The availability of affordable quality food was rated positively for the City of Wilsonville. Among Wilsonville residents, 21% rated the availability of affordable quality food as "excellent" while 46% rated it as "good."

FIGURE 58: RATINGS OF COMMUNITY HEALTH AND WELLNESS ACCESS AND OPPORTUNITIES
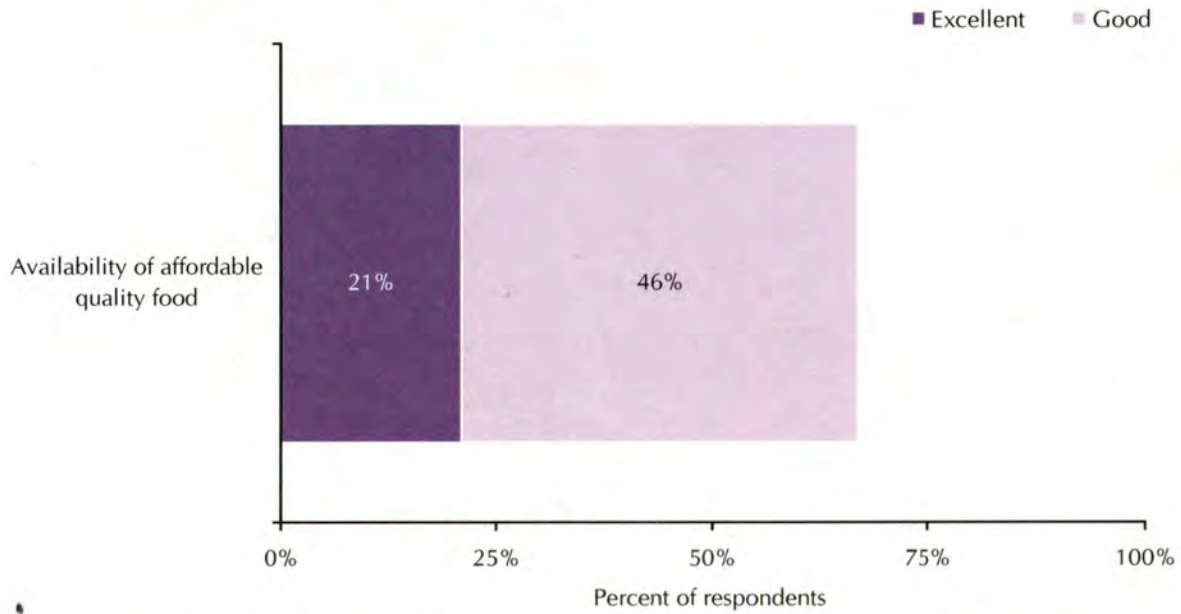
FIGURE 59: COMMUNITY HEALTH AND WELLNESS ACCESS AND OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Availability of affordable quality food	Above

COMMUNITY INCLUSIVENESS

Diverse communities that include among their residents a mix of races, ages, wealth, ideas and beliefs have the raw material for the most vibrant and creative society. However, the presence of these features alone does not ensure a high quality or desirable space. Surveyed residents were asked about the success of the mix: the sense of community, the openness of residents to people of diverse backgrounds and the attractiveness of the City of Wilsonville as a place to raise children or to retire. They were also questioned about the quality of services delivered to various population subgroups, including older adults and youth. A community that succeeds in creating an inclusive environment for a variety of residents is a community that offers more to many.

Almost all residents rated the City of Wilsonville as an "excellent" or "good" place to raise kids and a high percentage rated it as an excellent or good place to retire. Most residents felt that the local sense of community was "excellent" or "good." A majority of survey respondents felt the City of Wilsonville was open and accepting towards people of diverse backgrounds. The availability of affordable quality child care was rated the lowest by residents but was higher than the benchmark.

FIGURE 60: RATINGS OF COMMUNITY QUALITY AND INCLUSIVENESS
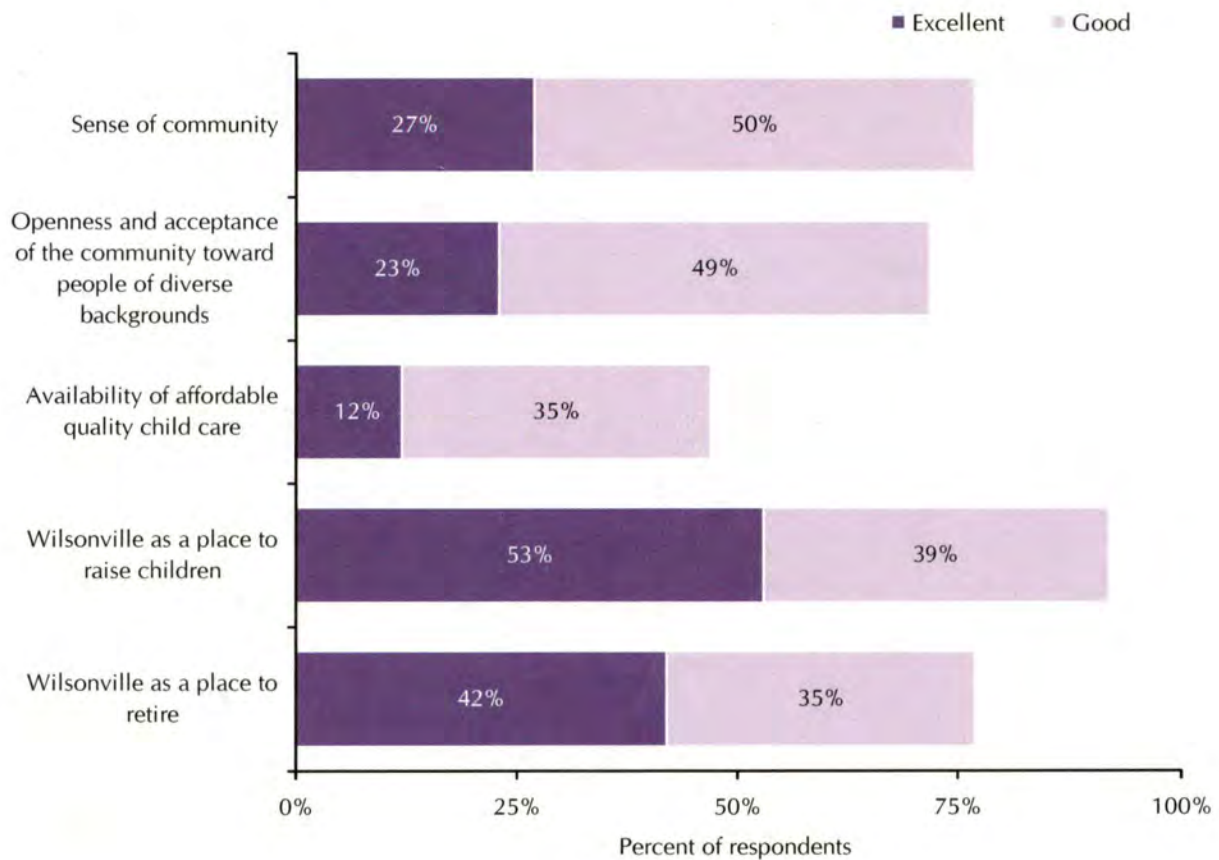
FIGURE 61: COMMUNITY QUALITY AND INCLUSIVENESS BENCHMARKS

	Comparison to benchmark
Sense of community	Much above
Openness and acceptance of the community toward people of diverse backgrounds	Much above
Availability of affordable quality child care	Above
Wilsonville as a place to raise kids	Much above
Wilsonville as a place to retire	Much above

Services to more vulnerable populations ranged from 70% to 86% with ratings of "excellent" or "good." Services to seniors and services to youth were both much above the benchmark comparisons.

FIGURE 62: RATINGS OF QUALITY OF SERVICES PROVIDED FOR POPULATION SUBGROUPS
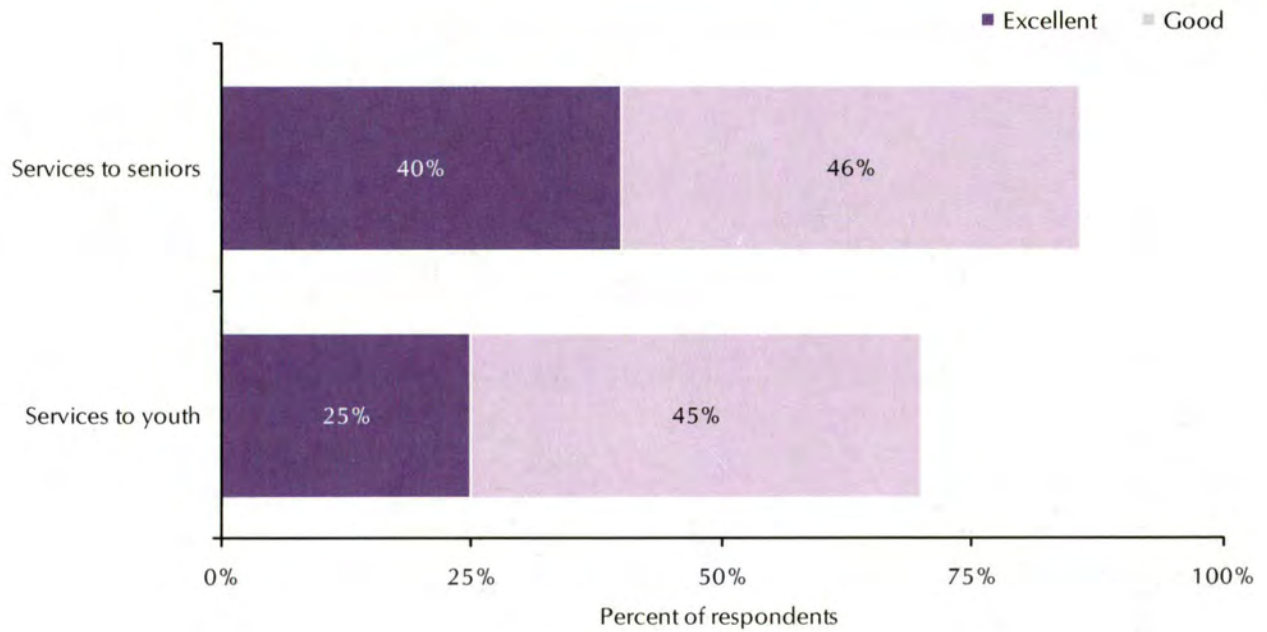
FIGURE 63: SERVICES PROVIDED FOR POPULATION SUBGROUPS BENCHMARKS

	Comparison to benchmark
Services to seniors	Much above
Services to youth	Much above

CIVIC ENGAGEMENT

Community leaders cannot run a jurisdiction alone and a jurisdiction cannot run effectively if residents remain strangers with little to connect them. Elected officials and staff require the assistance of local residents whether that assistance comes in tacit approval or eager help; and commonality of purpose among the electorate facilitates policies and programs that appeal to most and causes discord among few. Furthermore, when neighbors help neighbors, the cost to the community to provide services to residents in need declines. When residents are civically engaged, they have taken the opportunity to participate in making the community more livable for all. The extent to which local government provides opportunities to become informed and engaged and the extent to which residents take those opportunities is an indicator of the connection between government and populace. By understanding your residents' level of connection to, knowledge of and participation in local government, the City can find better opportunities to communicate and educate citizens about its mission, services, accomplishments and plans. Communities with strong civic engagement may be more likely to see the benefits of programs intended to improve the quality of life of all residents and therefore would be more likely to support those new policies or programs.

Civic Activity

Respondents were asked about the perceived community volunteering opportunities and their participation as citizens of the City of Wilsonville. Survey participants rated the volunteer opportunities in the City of Wilsonville somewhat favorably. Opportunities to attend or participate in community matters were rated similarly.

Ratings of civic engagement opportunities were below ratings from comparison jurisdictions where these questions were asked. The rating for opportunities to participate in community matters was much above the benchmark while the rating for opportunities to volunteer was similar to the benchmark.

FIGURE 64: RATINGS OF CIVIC ENGAGEMENT OPPORTUNITIES
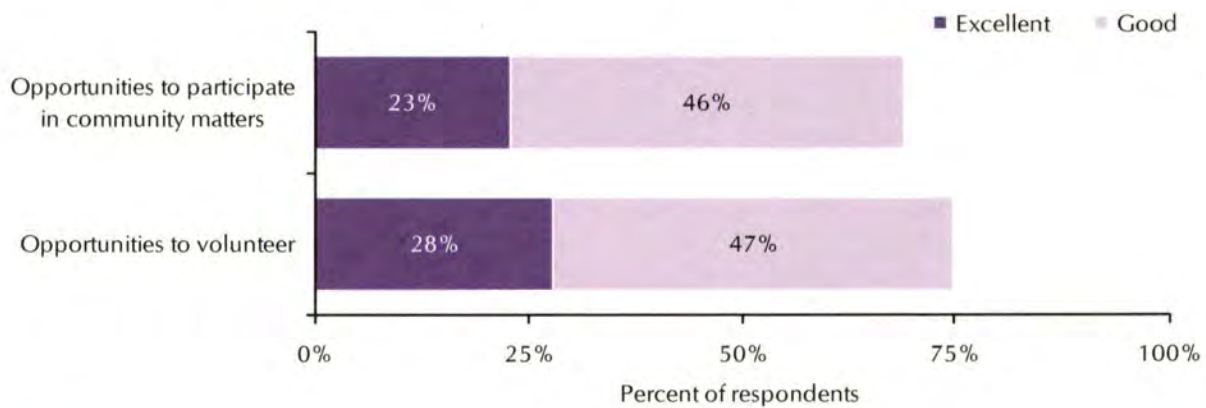
FIGURE 65: CIVIC ENGAGEMENT OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Opportunities to participate in community matters	Much above
Opportunities to volunteer	Similar

Most of the participants in this survey had not attended a public meeting, volunteered time to a group or participated in a club in the 12 months prior to the survey, but the vast majority had helped a friend. The participation rates of these civic behaviors were compared to the rates in other jurisdictions. Providing help to a friend or neighbor showed similar rates of involvement. Attendance of public meetings, watching a meeting of a local elected official, volunteering time to a group and participating in a club all showed lower rates of community engagement.

FIGURE 66: PARTICIPATION IN CIVIC ENGAGEMENT OPPORTUNITIES

Percent of respondents who did each at least once in last 12 months
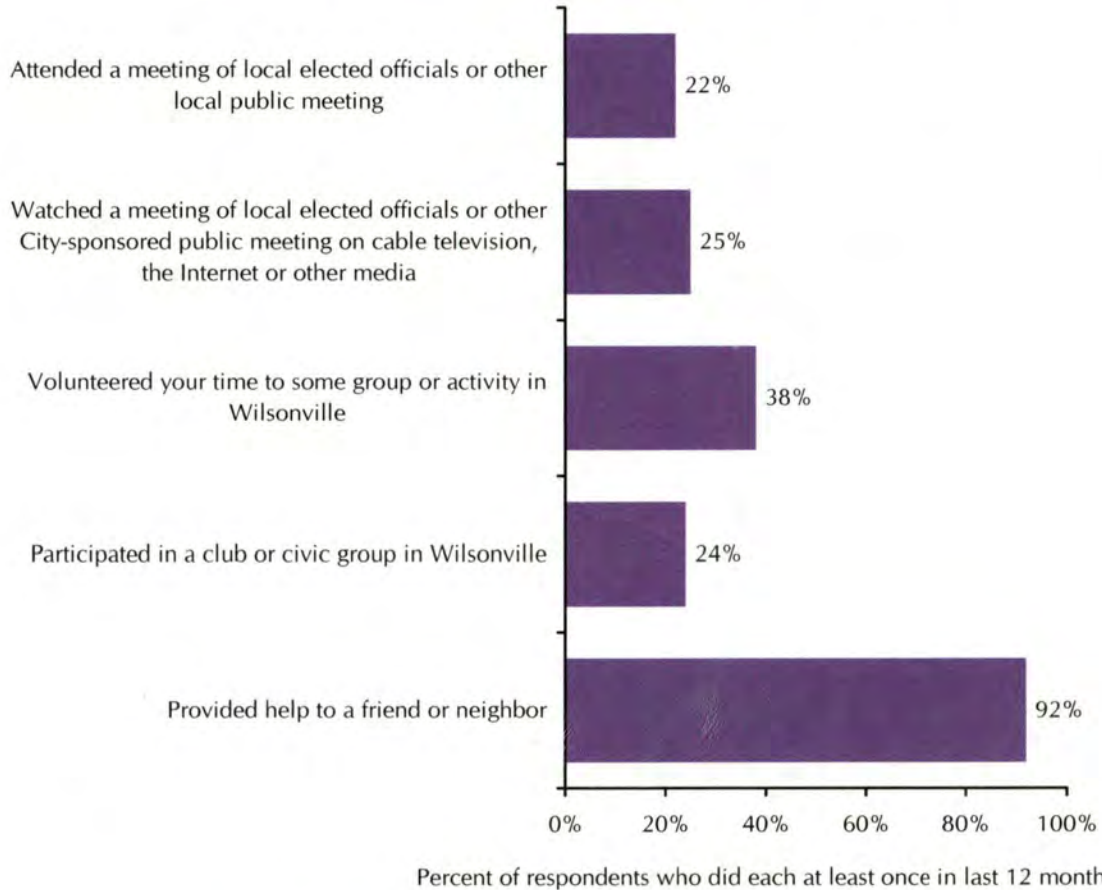
FIGURE 67: PARTICIPATION IN CIVIC ENGAGEMENT OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Attended a meeting of local elected officials or other local public meeting	Much less
Watched a meeting of local elected officials or other public meeting on cable television, the Internet or other media	Much less
Volunteered your time to some group or activity in Wilsonville	Much less
Participated in a club or civic group in Wilsonville	Much less
Provided help to a friend or neighbor	Similar

City of Wilsonville residents showed the largest amount of civic engagement in the area of electoral participation. Eighty-seven percent reported they were registered to vote and 77% indicated they had voted in the last general election. This rate of self-reported voting was higher than that of comparison communities.

FIGURE 68: REPORTED VOTING BEHAVIOR

Are you registered to vote in your jurisdiction?

Yes 87%

Ineligible to vote 2%

No 11%

Yes 77%

Ineligible to vote 3%

No 20%

Do you remember voting in the last general election?
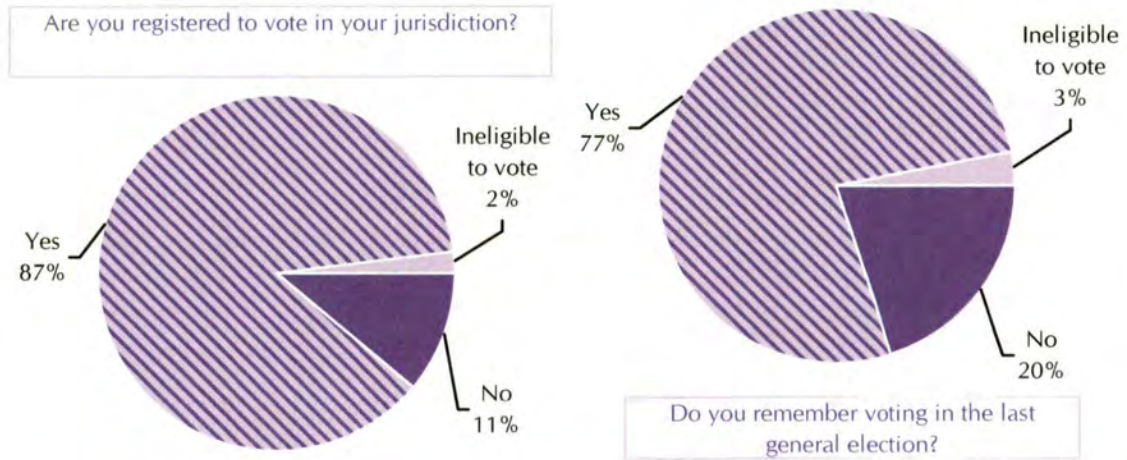
FIGURE 69: VOTING BEHAVIOR BENCHMARKS

	Comparison to benchmark
Registered to vote	More
Voted in last general election	More

Information and Awareness

Those completing the survey were asked about their use and perceptions of various information sources and local government media services. When asked whether they had visited the City of Wilsonville Web site in the previous 12 months, about half reported they had done so at least once. Public information services were rated very favorably compared to benchmark data.

FIGURE 70: USE OF INFORMATION SOURCES

Percent of respondents who did each at least once in last 12 months
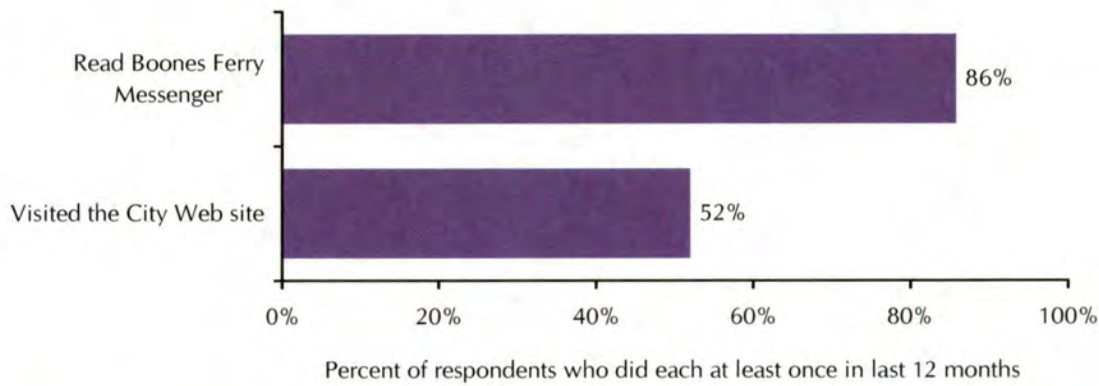
FIGURE 71: USE OF INFORMATION SOURCES BENCHMARKS

	Comparison to benchmark
Read *Boones Ferry Messenger*	Much more
Visited the City of Wilsonville Web site	Much less

FIGURE 72: RATINGS OF LOCAL GOVERNMENT MEDIA SERVICES AND INFORMATION DISSEMINATION

Percent of respondents
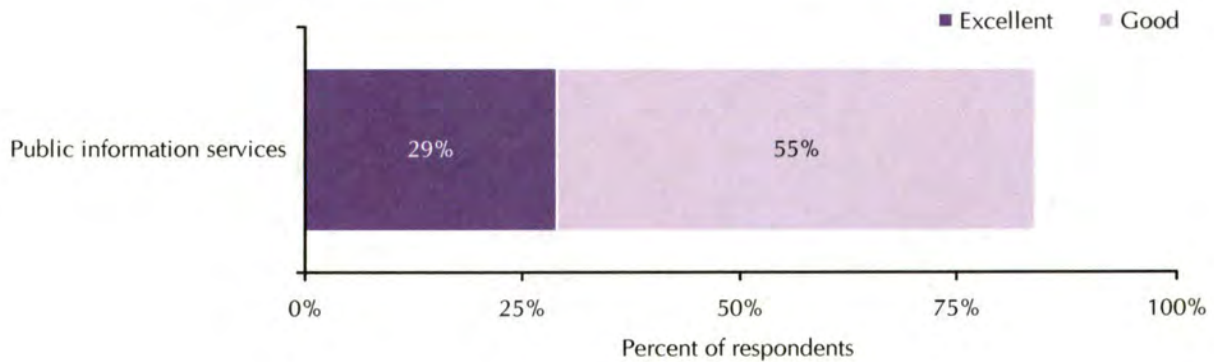
FIGURE 73: LOCAL GOVERNMENT MEDIA SERVICES AND INFORMATION DISSEMINATION BENCHMARKS

	Comparison to benchmark
Public information services	Much above

Social Engagement

Opportunities to participate in social events and activities were rated as "excellent" or "good" by 63% of respondents, while even more rated opportunities to participate in religious or spiritual events and activities as "excellent" or "good."

FIGURE 74: RATINGS OF SOCIAL ENGAGEMENT OPPORTUNITIES
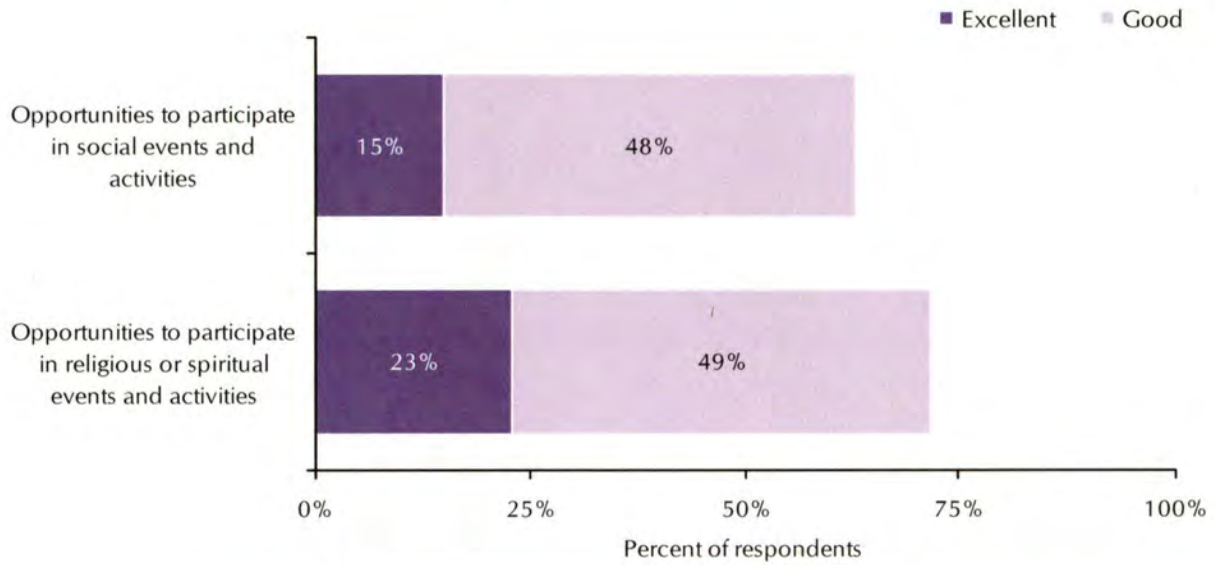
FIGURE 75: SOCIAL ENGAGEMENT OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Opportunities to participate in social events and activities	Similar
Opportunities to participate in religious or spiritual events and activities	Below

Residents in Wilsonville reported a fair amount of neighborliness. About 50% indicated talking or visiting with their neighbors at least several times a week. This amount of contact with neighbors was about the same as the amount of contact reported in other communities.

FIGURE 76: CONTACT WITH IMMEDIATE NEIGHBORS

About how often, if at all, do you talk to or visit with your immediate neighbors?

Less than several times a month 26%

Just about everyday 22%

Several times a month 23%

Several times a week 29%
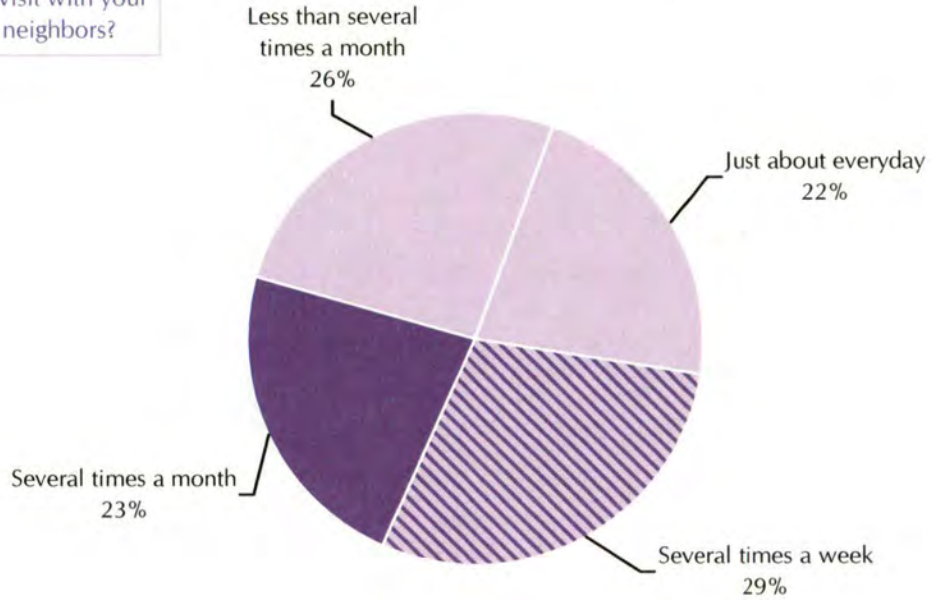
FIGURE 77: CONTACT WITH IMMEDIATE NEIGHBORS BENCHMARKS

	Comparison to benchmark
Has contact with neighbors at least several times per week	Similar

PUBLIC TRUST

When local government leaders are trusted, an environment of cooperation is more likely to surround all decisions they make. Cooperation leads to easier communication between leaders and residents and increases the likelihood that high value policies and programs will be implemented to improve the quality of life of the entire community. Trust can be measured in residents' opinions about the overall direction the City of Wilsonville is taking, their perspectives about the service value their taxes purchase and the openness of government to citizen participation. In addition, resident opinion about services provided by the City of Wilsonville could be compared to their opinion about services provided by the state and federal governments. If residents find nothing to admire in the services delivered by any level of government, their opinions about the City of Wilsonville may be colored by their dislike of what all levels of government provide.

A majority of respondents felt that the value of services for taxes paid was "excellent" or "good." When asked to rate the job the City of Wilsonville does at welcoming citizen involvement, 61% rated it as "excellent" or "good." Of these four ratings, all were much above the benchmark.

FIGURE 78: PUBLIC TRUST RATINGS
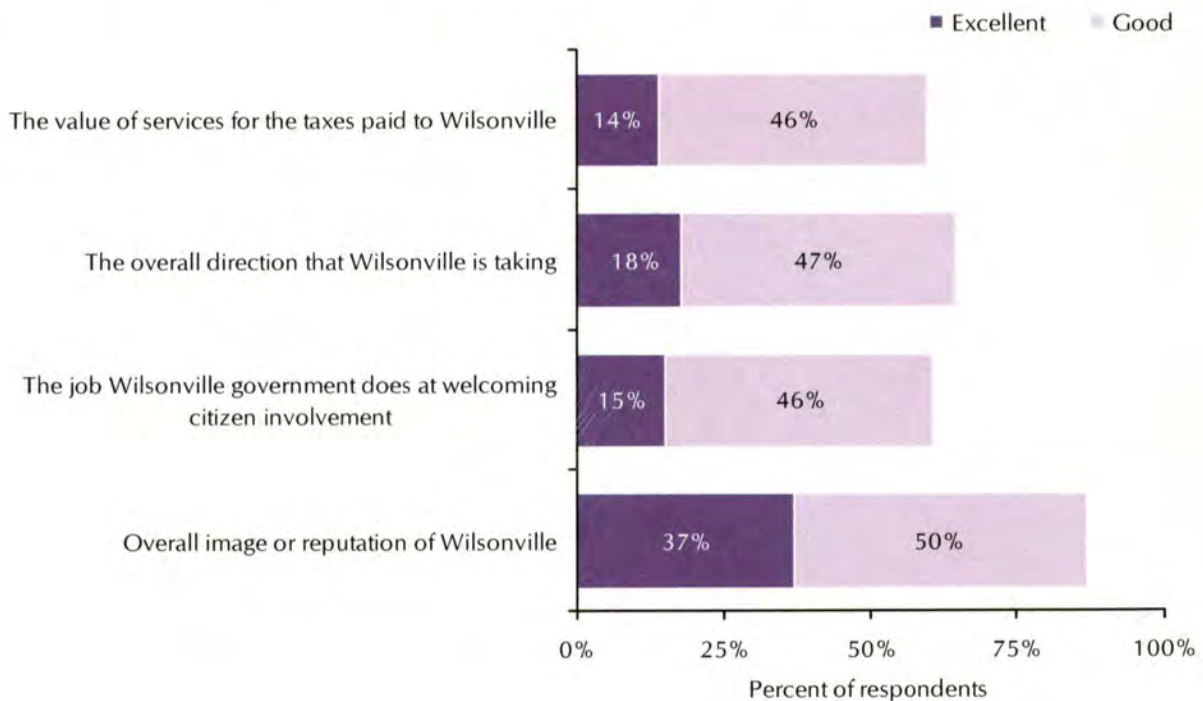
FIGURE 79: PUBLIC TRUST BENCHMARKS

	Comparison to benchmark
Value of services for the taxes paid to Wilsonville	Much above
The overall direction that Wilsonville is taking	Much above
Job Wilsonville government does at welcoming citizen involvement	Much above
Overall image or reputation of Wilsonville	Much above

On average, residents of the City of Wilsonville gave the highest evaluations to their own local government and the lowest average rating to the Federal Government. The overall quality of services delivered by the City of Wilsonville was rated as "excellent" or "good" by 84% of survey participants. The City of Wilsonville's rating was much above the benchmark when compared to other communities in the nation.

FIGURE 80: RATINGS OF SERVICES PROVIDED BY LOCAL, STATE AND FEDERAL GOVERNMENTS
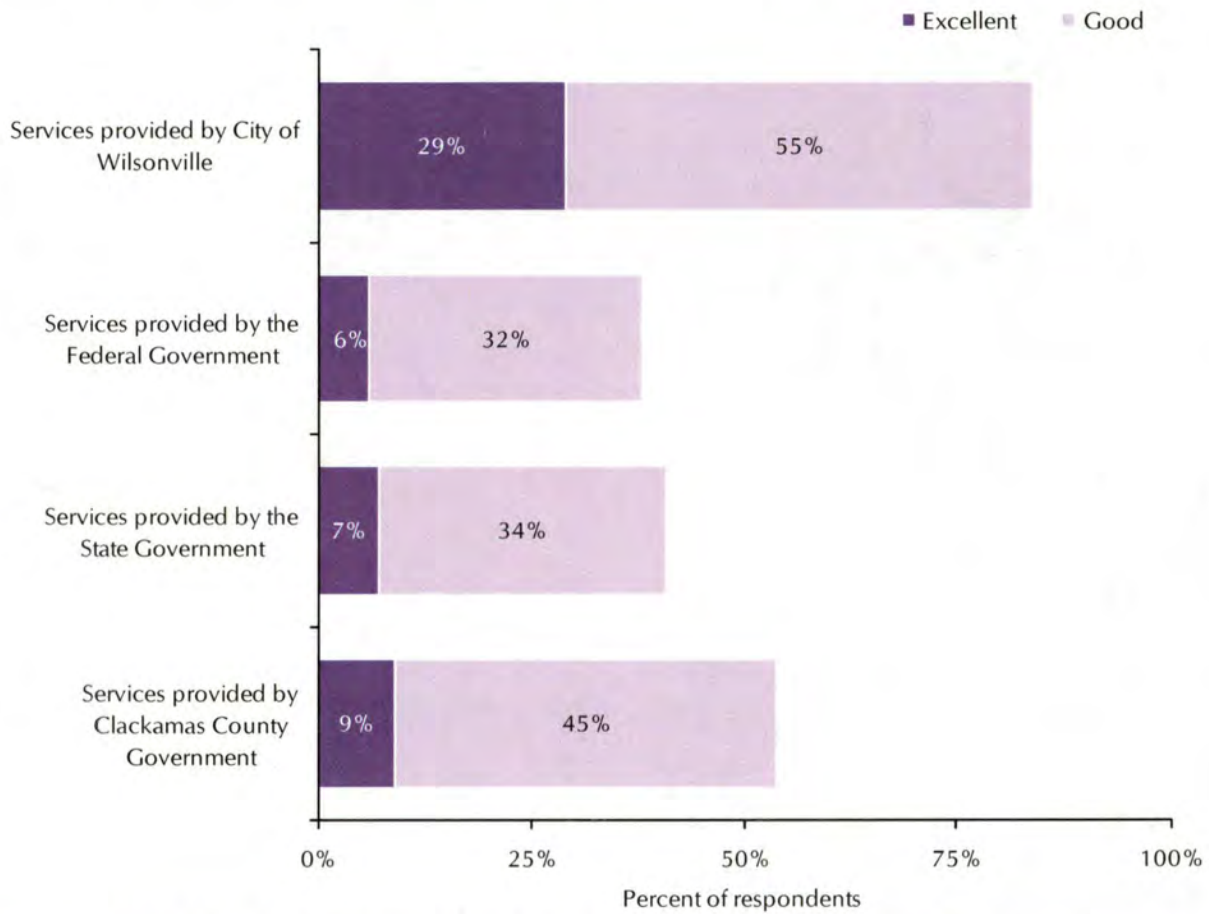
FIGURE 81: SERVICES PROVIDED BY LOCAL, STATE AND FEDERAL GOVERNMENTS BENCHMARKS

	Comparison to benchmark
Services provided by the City of Wilsonville	Much above
Services provided by the Federal Government	Similar
Services provided by the State Government	Similar
Services provided by Clackamas County Government	Above

City of Wilsonville Employees

The employees of the City of Wilsonville who interact with the public create the first impression that most residents have of the City of Wilsonville. Front line staff who provide information, assist with bill paying, collect trash, create service schedules, fight fires and crime and even give traffic tickets are the collective face of the City of Wilsonville. As such, it is important to know about residents' experience talking with that "face." When employees appear to be knowledgeable, responsive and courteous, residents are more likely to feel that any needs or problems may be solved through positive and productive interactions with the City of Wilsonville staff.

Those completing the survey were asked if they had been in contact with a City employee either in-person, over the phone or via email in the last 12 months; the 38% who reported that they had been in contact (a percent that is much lower than the benchmark comparison) were then asked to indicate overall how satisfied they were with the employee in their most recent contact. City employees were rated highly; 84% of respondents rated their overall impression as "excellent" or "good."

FIGURE 82: PROPORTION OF RESPONDENTS WHO HAD CONTACT WITH CITY EMPLOYEES IN PREVIOUS 12 MONTHS

Have you had any in-person, phone or email contact with an employee of Wilsonville within the last 12 months?

Yes 38%

No 62%
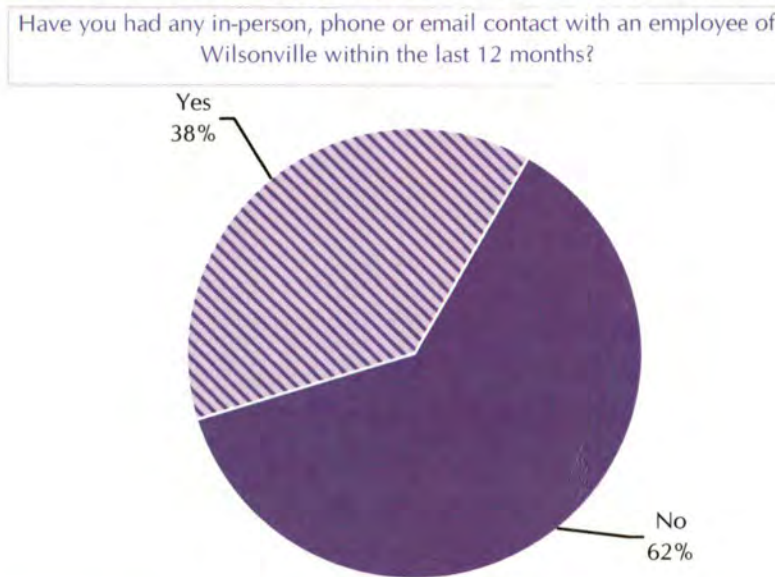
FIGURE 83: CONTACT WITH CITY EMPLOYEES BENCHMARKS

	Comparison to benchmark
Had contact with City employee(s) in last 12 months	Much less

FIGURE 84: RATINGS OF CITY EMPLOYEES (AMONG THOSE WHO HAD CONTACT)

■ Excellent   ■ Good

Knowledge	50%	41%
Responsiveness	52%	34%
Courtesy	57%	32%
Overall impression	51%	33%

Percent of respondents who had contact with an employee in previous 12 months
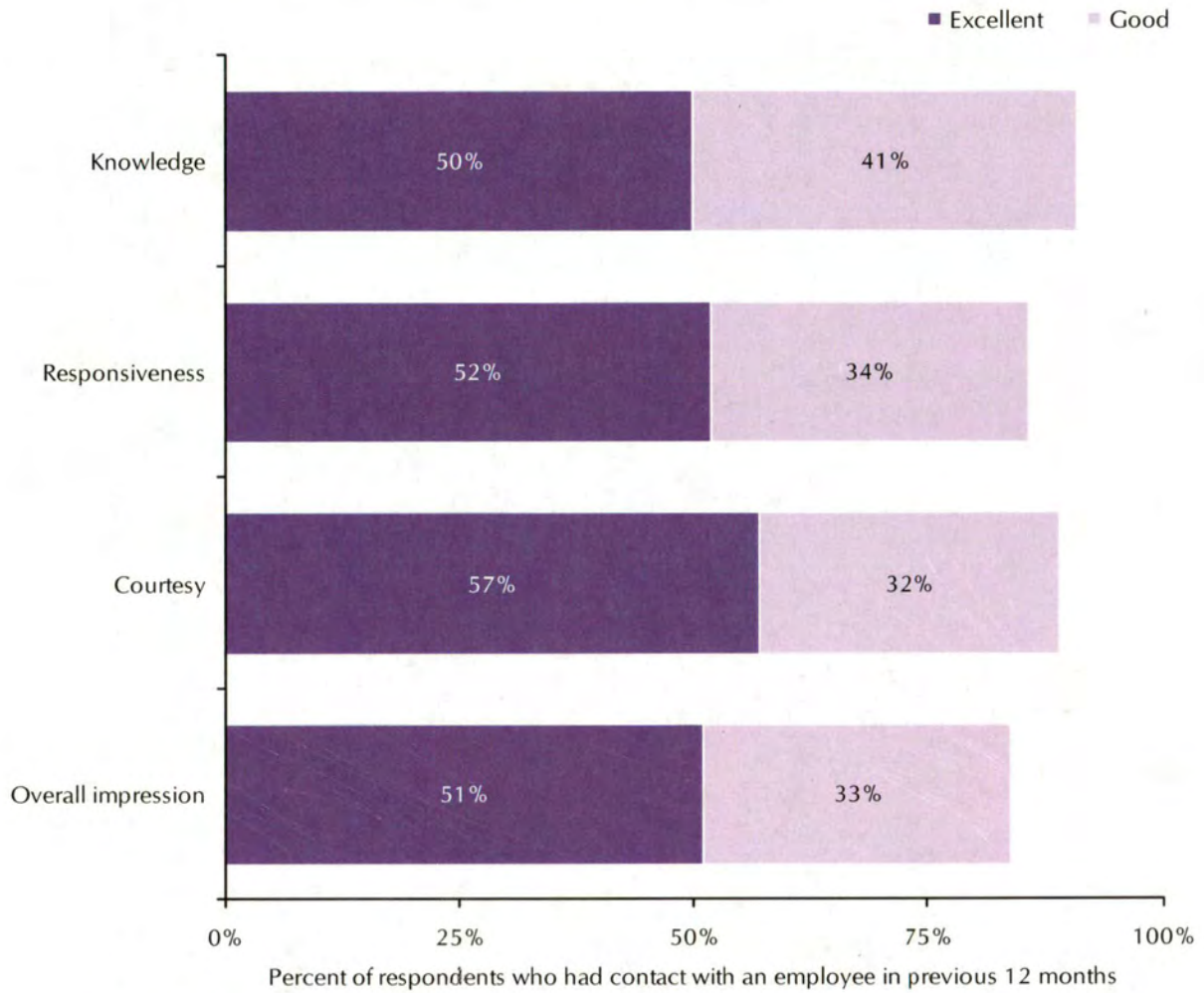
FIGURE 85: RATINGS OF CITY EMPLOYEES (AMONG THOSE WHO HAD CONTACT) BENCHMARKS

	Comparison to benchmark
Knowledge	Much above
Responsiveness	Much above
Courteousness	Much above
Overall impression	Much above

FROM DATA TO ACTION

RESIDENT PRIORITIES

Knowing where to focus limited resources to improve residents' opinions of local government requires information that targets the services that are most important to residents. However, when residents are asked what services are most important, they rarely stray beyond core services – those directed to save lives and improve safety.

In market research, identifying the most important characteristics of a transaction or product is called Key Driver Analysis (KDA). The key drivers that are identified from that analysis do not come from asking customers to self-report which service or product characteristic most influenced their decision to buy or return, but rather from statistical analyses of the predictors of their behavior. When customers are asked to name the most important characteristics of a good or service, responses often are expected or misleading – just as they can be in the context of a citizen survey. For example, air travelers often claim that safety is the primary consideration in their choice of an airline, yet key driver analysis reveals that frequent flier perks or in-flight entertainment predicts their buying decisions.

In local government core services – like fire protection – invariably land at the top of the list created when residents are asked about the most important local government services. And core services are important. But by using KDA, our approach digs deeper to identify the less obvious, but more influential services that are most related to residents' ratings of overall quality of local government services. Because services focused directly on life and safety remain essential to quality government, it is suggested that core services should remain the focus of continuous monitoring and improvement where necessary – but monitoring core services or asking residents to identify important services is not enough.

A KDA was conducted for the City of Wilsonville by examining the relationships between ratings of each service and ratings of the City of Wilsonville's overall services. Those Key Driver services that correlated most highly with residents' perceptions about overall City service quality have been identified. By targeting improvements in key services, the City of Wilsonville can focus on the services that have the greatest likelihood of influencing residents' opinions about overall service quality. Because a strong correlation is not the same as a cause, there is no guarantee that improving ratings on key drivers necessarily will improve ratings. What is certain from these analyses is that key drivers are good predictors of overall resident opinion and that the key drivers presented may be useful focus areas to consider for enhancement of overall service ratings.

Services found to be most strongly correlated with ratings of overall service quality from the Wilsonville Key Driver Analysis were:

- City parks
- Police services
- Preservation of natural areas
- Public library services

CITY OF WILSONVILLE ACTION CHART™

The 2012 City of Wilsonville Action Chart™ on the following page combines two dimensions of performance:

- Comparison to resident evaluations from other communities. When a comparison is available, the background color of each service box indicates whether the service is above the national benchmark (green), similar to the benchmark (yellow) or below the benchmark (red).
- Identification of key services. A black key icon (●━) next to a service box indicates it as a key driver for the City.

Sixteen services were included in the KDA for the City of Wilsonville. Of these, 14 were above the benchmark and two were similar to the benchmark.

Considering all performance data included in the Action Chart, a jurisdiction typically will want to consider improvements to any key driver services that are not at least similar to the benchmark. In the case of Wilsonville, no key drivers were below the benchmark. More detail about interpreting results can be found in the next section.

Services with a high percent of respondents answering "don't know" were excluded from the analysis and were considered services that would be less influential. See Appendix A: Complete Survey Frequencies, Frequencies Including "Don't Know" Responses for the percent "don't know" for each service.

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FIGURE 86: CITY OF WILSONVILLE ACTION CHART

Overall Quality of City of Wilsonville Services

Community Design

Sidewalk maintenance

Street lighting

Traffic signal timing

Street repair

Street cleaning

Recreation and Wellness

City parks

Library

Public Safety

Traffic enforcement

Police services

Environmental Sustainability

Drinking water

Garbage collection

Power utility

Preservation of natural areas

Recycling

Sewer services

Storm drainage

Legend

| Above Benchmark | Similar to Benchmark | Below Benchmark |

Key Driver

Using Your Action Chart™

The key drivers derived for the City of Wilsonville provide a list of those services that are uniquely related to overall service quality. Those key drivers are marked with the symbol of a key in the action chart. Because key driver results are based on a relatively small number of responses, the relationships or correlations that define the key drivers are subject to more variability than is seen when key drivers are derived from a large national dataset of resident responses. To benefit the City of Wilsonville, NRC lists the key drivers derived from tens of thousands of resident responses from across the country. This national list is updated periodically so that you can compare your key drivers to the key drivers from the entire NRC dataset. Where your locally derived key drivers overlap national key drivers, it makes sense to focus even more strongly on your keys. Similarly, when your local key drivers overlap your core services, there is stronger argument to make for attending to your key drivers that overlap with core services.

As staff review key drivers, not all drivers may resonate as likely links to residents' perspectives about overall service quality. For example, in Wilsonville, planning and zoning and police services may be obvious links to overall service delivery (and each is a key driver from our national database), since it could be easy for staff to see how residents' view of overall service delivery could be colored by how well they perceive police and land use planning to be delivered. But animal control could be a surprise. Before rejecting a key driver that does not pass the first test of conventional wisdom, consider whether residents' opinions about overall service quality could reasonably be influenced by this unexpected driver. For example, in the case of animal control, was there a visible case of violation prior to the survey data collection? Do Wilsonville residents have different expectations for animal control than what current policy provides? Are the rare instances of violation serious enough to cause a word of mouth campaign about service delivery?

If, after deeper review, the "suspect" driver still does not square with your understanding of the services that could influence residents' perspectives about overall service quality (and if that driver is not a core service or a key driver from NRC's national research), put action in that area on hold and wait to see if it appears as a key driver the next time the survey is conducted.

In the following table, we have listed your key drivers, core services and the national key drivers and we have indicated (in bold typeface and with the symbol "•"), the City of Wilsonville key drivers that overlap core services or the nationally derived keys. In general, key drivers below the benchmark may be targeted for improvement. Additionally, we have indicated (with the symbol "○") those services that neither are local nor national key drivers nor are they core services. It is these services that could be considered first for resource reductions.

FIGURE 87: KEY DRIVERS COMPARED

Service	City of Wilsonville Key Driver	National Key Driver	Core Service
• **Police services**	✓	✓	✓
Traffic enforcement			
° Street repair			✓
Street cleaning			
Street lighting			
Sidewalk maintenance			
Traffic signal timing			
° Garbage collection			✓
Recycling			
° Storm drainage			✓
° Drinking water			✓
° Sewer services			✓
° Power (electric and/or gas) utility			✓
City parks	✓		
Public library	✓		
Preservation of natural areas	✓		

• Key driver overlaps with national and or core services
° Service may be targeted for reductions it is not a key driver or core service

The National Citizen Survey™

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 support	Somewhat support	Somewhat oppose	Strongly oppose	Total
Actively recruit businesses to locate here	54%	38%	6%	2%	100%
Market the City to attract new businesses	52%	38%	7%	3%	100%
Provide financial incentives to attract new businesses	26%	43%	21%	10%	100%
Provide financial incentives to help expand existing businesses	33%	43%	16%	8%	100%
Adopt policies to encourage more affordable housing	40%	35%	16%	8%	100%
Streamline the development permitting process	35%	47%	13%	5%	100%

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 source	Minor source	Not a source	Total
Boones Ferry Messenger (City newsletter)	54%	35%	11%	100%
Wilsonville Spokesman	43%	34%	24%	100%
Oregonian	25%	40%	35%	100%
Local public access television	18%	29%	53%	100%
City of Wilsonville Web site (www.ci.wilsonville.or.us)	36%	33%	31%	100%
City's Facebook page	14%	25%	61%	100%
Oregon Live Web site's Wilsonville blog page	11%	30%	59%	100%

Custom Question 3	
Although no decision has been made, the City of Wilsonville is considering constructing a community center/indoor aquatics center. Constructing a community center/aquatics center would require a voter approved General Obligation bond (property tax measure). Please indicate how much you would be willing to spend in additional property tax, if any, per year to fund a community center/indoor aquatics center:	Percent of respondents
$30 per year	36%
$40 per year	10%
$50 per year	11%
$60 per year	11%
$0, I would not be willing to fund	32%
Total	100%

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	Very important	Somewhat important	Not at all important	Total
Indoor sports courts (e.g., basketball, racquetball, etc.)	24%	26%	28%	22%	100%
Performing arts center	11%	24%	37%	28%	100%
Indoor leisure pool (pool with water play features)	32%	24%	23%	21%	100%
Indoor swimming pool lessons or water exercise classes	43%	26%	16%	14%	100%
Community meeting rooms	13%	24%	39%	25%	100%

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APPENDIX A: COMPLETE SURVEY FREQUENCIES

FREQUENCIES EXCLUDING "DON'T KNOW" RESPONSES

Question 1: Quality of Life					
Please rate each of the following aspects of quality of life in Wilsonville:	Excellent	Good	Fair	Poor	Total
Wilsonville as a place to live	49%	45%	5%	1%	100%
Your neighborhood as a place to live	46%	43%	10%	1%	100%
Wilsonville as a place to raise children	53%	39%	6%	1%	100%
Wilsonville as a place to work	35%	39%	19%	6%	100%
Wilsonville as a place to retire	42%	35%	18%	5%	100%
The overall quality of life in Wilsonville	41%	51%	7%	1%	100%

Question 2: Community Characteristics					
Please rate each of the following characteristics as they relate to Wilsonville as a whole:	Excellent	Good	Fair	Poor	Total
Sense of community	27%	50%	20%	3%	100%
Openness and acceptance of the community toward people of diverse backgrounds	23%	49%	23%	5%	100%
Overall appearance of Wilsonville	43%	47%	9%	0%	100%
Cleanliness of Wilsonville	45%	49%	5%	0%	100%
Overall quality of new development in Wilsonville	31%	47%	16%	5%	100%
Variety of housing options	21%	45%	24%	9%	100%
Overall quality of business and service establishments in Wilsonville	25%	52%	21%	3%	100%
Shopping opportunities	22%	41%	30%	7%	100%
Opportunities to attend cultural activities	11%	39%	36%	13%	100%
Recreational opportunities	18%	44%	32%	6%	100%
Employment opportunities	10%	33%	37%	20%	100%
Opportunities to participate in social events and activities	15%	48%	30%	7%	100%
Opportunities to participate in religious or spiritual events and activities	23%	49%	24%	4%	100%
Opportunities to volunteer	28%	47%	20%	5%	100%
Opportunities to participate in community matters	23%	46%	25%	6%	100%
Ease of car travel in Wilsonville	24%	41%	24%	11%	100%
Ease of bus travel in Wilsonville	34%	43%	18%	5%	100%
Ease of bicycle travel in Wilsonville	26%	44%	24%	7%	100%
Ease of walking in Wilsonville	39%	42%	16%	4%	100%
Availability of paths and walking trails	36%	42%	18%	4%	100%
Traffic flow on major streets	10%	38%	34%	19%	100%
Availability of affordable quality housing	12%	34%	37%	17%	100%

Question 2: Community Characteristics					
Please rate each of the following characteristics as they relate to Wilsonville as a whole:	Excellent	Good	Fair	Poor	Total
Availability of affordable quality child care	12%	35%	37%	16%	100%
Availability of affordable quality food	21%	46%	26%	6%	100%
Quality of overall natural environment in Wilsonville	36%	49%	14%	1%	100%
Overall image or reputation of Wilsonville	37%	50%	11%	2%	100%

Question 3: Growth						
Please rate the speed of growth in the following categories in Wilsonville over the past 2 years:	Much too slow	Somewhat too slow	Right amount	Somewhat too fast	Much too fast	Total
Population growth	1%	3%	58%	28%	10%	100%
Retail growth (stores, restaurants, etc.)	2%	15%	62%	13%	8%	100%
Jobs growth	17%	48%	32%	2%	1%	100%
Housing growth	3%	16%	51%	18%	12%	100%

Question 4: Code Enforcement	
To what degree, if at all, are run down buildings, weed lots or junk vehicles a problem in Wilsonville?	Percent of respondents
Not a problem	44%
Minor problem	45%
Moderate problem	9%
Major problem	1%
Total	100%

Question 5: Community Safety						
Please rate how safe or unsafe you feel from the following in Wilsonville:	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Total
Violent crime (e.g., rape, assault, robbery)	60%	32%	6%	2%	0%	100%
Property crimes (e.g., burglary, theft)	35%	46%	12%	7%	1%	100%
Environmental hazards, including toxic waste	56%	32%	8%	3%	0%	100%

Question 6: Personal Safety						
Please rate how safe or unsafe you feel:	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Total
In your neighborhood during the day	83%	14%	2%	1%	0%	100%
In your neighborhood after dark	49%	40%	7%	3%	1%	100%
In Wilsonville's commercial areas during the day	73%	23%	3%	0%	0%	100%
In Wilsonville's commercial areas after dark	34%	46%	13%	5%	1%	100%

Question 7: Contact with Police Department			
Have you had any in-person or phone contact with an employee of the City of Wilsonville Police Department within the last 12 months?	No	Yes	Total
Have you had any in-person or phone contact with an employee of the City of Wilsonville Police Department within the last 12 months?	75%	25%	100%

Question 8: Ratings of Contact with Police Department					
What was your overall impression of your most recent contact with the City of Wilsonville Police Department?	Excellent	Good	Fair	Poor	Total
What was your overall impression of your most recent contact with the City of Wilsonville Police Department?	37%	35%	18%	11%	100%

Question 9: Crime Victim	
During the past 12 months, were you or anyone in your household the victim of any crime?	Percent of respondents
No	92%
Yes	8%
Total	100%

Question 10: Crime Reporting	
If yes, was this crime (these crimes) reported to the police?	Percent of respondents
No	18%
Yes	82%
Total	100%

Question 11: Resident Behaviors						
In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Wilsonville?	Never	Once or twice	3 to 12 times	13 to 26 times	More than 26 times	Total
Used Wilsonville Public Library or its services	16%	20%	29%	17%	19%	100%
Used Wilsonville recreation centers	49%	22%	17%	6%	6%	100%
Participated in a recreation program or activity	56%	23%	14%	3%	4%	100%
Visited a neighborhood park or City park	8%	16%	32%	22%	22%	100%
Ridden a local bus within Wilsonville	66%	15%	8%	3%	8%	100%
Attended a meeting of local elected officials or other local public meeting	78%	15%	5%	2%	0%	100%
Watched a meeting of local elected officials or other City-sponsored public meeting on cable television, the Internet or other media	75%	16%	7%	2%	1%	100%
Read Boones Ferry Messenger	14%	21%	45%	11%	8%	100%
Visited the City of Wilsonville Web site (at www.ci.wilsonville.or.us)	48%	27%	17%	4%	4%	100%
Recycled used paper, cans or bottles from your home	6%	3%	11%	13%	67%	100%
Volunteered your time to some group or activity in Wilsonville	62%	15%	10%	6%	7%	100%
Participated in religious or spiritual activities in Wilsonville	62%	8%	9%	6%	15%	100%
Participated in a club or civic group in Wilsonville	76%	12%	6%	3%	3%	100%
Provided help to a friend or neighbor	8%	23%	41%	15%	13%	100%

Question 12: Neighborliness	
About how often, if at all, do you talk to or visit with your immediate neighbors (people who live in the 10 or 20 households that are closest to you)?	Percent of respondents
Just about everyday	22%
Several times a week	29%
Several times a month	23%
Less than several times a month	26%
Total	100%

Question 13: Service Quality					
Please rate the quality of each of the following services in Wilsonville:	Excellent	Good	Fair	Poor	Total
Police services	32%	52%	13%	3%	100%
Fire services	47%	47%	6%	0%	100%
Ambulance or emergency medical services	42%	46%	10%	1%	100%
Crime prevention	23%	54%	19%	4%	100%
Fire prevention and education	27%	54%	17%	1%	100%
Municipal courts	18%	53%	22%	7%	100%
Traffic enforcement	17%	48%	25%	9%	100%
Street repair	16%	44%	32%	8%	100%
Street cleaning	26%	53%	19%	3%	100%
Street lighting	26%	58%	15%	1%	100%
Sidewalk maintenance	22%	52%	23%	3%	100%
Traffic signal timing	13%	39%	33%	15%	100%
Bus or transit services (SMART)	40%	45%	11%	4%	100%
Garbage collection	37%	52%	10%	1%	100%
Recycling	37%	49%	11%	2%	100%
Yard waste pick-up	39%	47%	11%	3%	100%
Storm drainage	23%	54%	21%	3%	100%
Drinking water	29%	45%	18%	8%	100%
Sewer services	26%	51%	19%	4%	100%
Power (electric and/or gas) utility	33%	51%	14%	1%	100%
City parks	58%	36%	5%	0%	100%
Recreation programs or classes	28%	51%	18%	3%	100%
Recreation centers or facilities	24%	49%	21%	5%	100%
Land use, planning and zoning	17%	39%	28%	15%	100%
Code enforcement (weeds, abandoned buildings, etc.)	19%	52%	23%	5%	100%
Services to seniors	40%	46%	13%	1%	100%
Services to youth	25%	45%	23%	7%	100%
Public library services	57%	38%	5%	0%	100%
Public information services	29%	55%	15%	2%	100%
Public schools	43%	46%	9%	2%	100%
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	17%	42%	29%	12%	100%
Preservation of natural areas such as open space, farmlands and greenbelts	33%	47%	16%	4%	100%
Building permit services	22%	38%	28%	12%	100%

Question 14: Government Services Overall					
Overall, how would you rate the quality of the services provided by each of the following?	Excellent	Good	Fair	Poor	Total
The City of Wilsonville	29%	55%	14%	2%	100%
The Federal Government	6%	32%	39%	22%	100%
The State Government	7%	34%	43%	17%	100%
Clackamas County Government	9%	45%	39%	7%	100%
Washington County Government	7%	47%	36%	9%	100%

Question 15: Recommendation and Longevity					
Please indicate how likely or unlikely you are to do each of the following:	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Total
Recommend living in Wilsonville to someone who asks	65%	29%	3%	4%	100%
Remain in Wilsonville for the next five years	59%	27%	7%	7%	100%

Question 16: Impact of the Economy	
What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:	Percent of respondents
Very positive	4%
Somewhat positive	20%
Neutral	48%
Somewhat negative	23%
Very negative	5%
Total	100%

Question 17: Contact with City Employees	
Have you had any in-person, phone or email with an employee of the City of Wilsonville within the last 12 months (including police, receptionists, planners or any others)?	Percent of respondents
No	62%
Yes	38%
Total	100%

Question 18: City Employees					
What was your impression of the employee(s) of the City of Wilsonville in your most recent contact?	Excellent	Good	Fair	Poor	Total
Knowledge	50%	41%	8%	2%	100%
Responsiveness	52%	34%	9%	5%	100%
Courtesy	57%	32%	6%	5%	100%
Overall impression	51%	33%	11%	5%	100%

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Question 19: Government Performance					
Please rate the following categories of Wilsonville government performance:	Excellent	Good	Fair	Poor	Total
The value of services for the taxes paid to Wilsonville	14%	46%	31%	9%	100%
The overall direction that Wilsonville is taking	18%	47%	26%	8%	100%
The job Wilsonville government does at welcoming citizen involvement	15%	46%	27%	11%	100%

Question 20a: 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 support	Somewhat support	Somewhat oppose	Strongly oppose	Total
Actively recruit businesses to locate here	54%	38%	6%	2%	100%
Market the City to attract new businesses	52%	38%	7%	3%	100%
Provide financial incentives to attract new businesses	26%	43%	21%	10%	100%
Provide financial incentives to help expand existing businesses	33%	43%	16%	8%	100%
Adopt policies to encourage more affordable housing	40%	35%	16%	8%	100%
Streamline the development permitting process	35%	47%	13%	5%	100%

Question 20b: 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 source	Minor source	Not a source	Total
Boones Ferry Messenger (City newsletter)	54%	35%	11%	100%
Wilsonville Spokesman	43%	34%	24%	100%
Oregonian	25%	40%	35%	100%
Local public access television	18%	29%	53%	100%
City of Wilsonville Web site (www.ci.wilsonville.or.us)	36%	33%	31%	100%
City's Facebook page	14%	25%	61%	100%
Oregon Live Web site's Wilsonville blog page	11%	30%	59%	100%

Question 20c: Custom Question 3	
Although no decision has been made, the City of Wilsonville is considering constructing a community center/indoor aquatics center. Constructing a community center/aquatics center would require a voter approved General Obligation bond (property tax measure). Please indicate how much you would be willing to spend in additional property tax, if any, per year to fund a community center/indoor aquatics center:	Percent of respondents
$30 per year	36%
$40 per year	10%
$50 per year	11%
$60 per year	11%
$0, I would not be willing to fund	32%
Total	100%

Question 20d: 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	Very important	Somewhat important	Not at all important	Total
Indoor sports courts (e.g., basketball, racquetball, etc.)	24%	26%	28%	22%	100%
Performing arts center	11%	24%	37%	28%	100%
Indoor leisure pool (pool with water play features)	32%	24%	23%	21%	100%
Indoor swimming pool lessons or water exercise classes	43%	26%	16%	14%	100%
Community meeting rooms	13%	24%	39%	25%	100%

Question D1: Employment Status	
Are you currently employed for pay?	Percent of respondents
No	31%
Yes, full-time	58%
Yes, part-time	11%
Total	100%

Question D2: Mode of Transportation Used for Commute	
During a typical week, how many days do you commute to work (for the longest distance of your commute) in each of the ways listed below?	Percent of days mode used
Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) by myself	71%
Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) with other children or adults	10%
Bus, rail, subway or other public transportation	6%
Walk	3%
Bicycle	1%
Work at home	8%
Other	0%

Question D3: Length of Residency	
How many years have you lived in Wilsonville?	Percent of respondents
Less than 2 years	25%
2 to 5 years	26%
6 to 10 years	20%
11 to 20 years	18%
More than 20 years	10%
Total	100%

Question D4: Housing Unit Type	
Which best describes the building you live in?	Percent of respondents
One family house detached from any other houses	40%
House attached to one or more houses (e.g., a duplex or townhome)	8%
Building with two or more apartments or condominiums	49%
Mobile home	2%
Other	2%
Total	100%

Question D5: Housing Tenure (Rent/Own)	
Is this house, apartment or mobile home...	Percent of respondents
Rented for cash or occupied without cash payment	53%
Owned by you or someone in this house with a mortgage or free and clear	47%
Total	100%

Question D6: Monthly Housing Cost	
About how much is the monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners" association (HOA) fees)?	Percent of respondents
Less than $300 per month	2%
$300 to $599 per month	7%
$600 to $999 per month	35%
$1,000 to $1,499 per month	27%
$1,500 to $2,499 per month	20%
$2,500 or more per month	9%
Total	100%

Question D7: Presence of Children in Household	
Do any children 17 or under live in your household?	Percent of respondents
No	66%
Yes	34%
Total	100%

Question D8: Presence of Older Adults in Household	
Are you or any other members of your household aged 65 or older?	Percent of respondents
No	76%
Yes	24%
Total	100%

Question D9: Household Income	
How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)	Percent of respondents
Less than $24,999	14%
$25,000 to $49,999	26%
$50,000 to $99,999	33%
$100,000 to $149,000	18%
$150,000 or more	9%
Total	100%

Question D10: Ethnicity	
Are you Spanish, Hispanic or Latino?	Percent of respondents
No, not Spanish, Hispanic or Latino	93%
Yes, I consider myself to be Spanish, Hispanic or Latino	7%
Total	100%

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| Question D11: Race ||
What is your race? (Mark one or more races to indicate what race(s) you consider yourself to be.)	Percent of respondents
American Indian or Alaskan Native	4%
Asian, Asian Indian or Pacific Islander	4%
Black or African American	1%
White	90%
Other	4%

Total may exceed 100% as respondents could select more than one option

| Question D12: Age ||
In which category is your age?	Percent of respondents
18 to 24 years	6%
25 to 34 years	26%
35 to 44 years	16%
45 to 54 years	19%
55 to 64 years	12%
65 to 74 years	11%
75 years or older	11%
Total	100%

| Question D13: Gender ||
What is your sex?	Percent of respondents
Female	56%
Male	44%
Total	100%

| Question D14: Registered to Vote ||
Are you registered to vote in your jurisdiction?	Percent of respondents
No	11%
Yes	87%
Ineligible to vote	2%
Total	100%

| Question D15: Voted in Last General Election ||
Many people don't have time to vote in elections. Did you vote in the last general election?	Percent of respondents
No	20%
Yes	77%
Ineligible to vote	3%
Total	100%

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Question D16: Has Cell Phone	
Do you have a cell phone?	Percent of respondents
No	6%
Yes	94%
Total	100%

Question D17: Has Land Line	
Do you have a land line at home?	Percent of respondents
No	47%
Yes	53%
Total	100%

Question D18: Primary Phone	
If you have both a cell phone and a land line, which do you consider your primary telephone number?	Percent of respondents
Cell	26%
Land line	56%
Both	18%
Total	100%

FREQUENCIES INCLUDING "DON'T KNOW" RESPONSES

These tables contain the percentage of respondents for each response category as well as the "n" or total number of respondents for each category, next to the percentage.

Question 1: Quality of Life											
Please rate each of the following aspects of quality of life in Wilsonville:	Excellent		Good		Fair		Poor		Don't know		Total	
Wilsonville as a place to live	49%	386	45%	355	5%	40	1%	4	0%	1	100%	786
Your neighborhood as a place to live	46%	362	43%	336	10%	76	1%	8	0%	1	100%	782
Wilsonville as a place to raise children	44%	337	32%	249	5%	38	1%	7	18%	140	100%	770
Wilsonville as a place to work	22%	171	25%	192	12%	93	4%	31	36%	276	100%	762
Wilsonville as a place to retire	29%	227	24%	187	12%	95	4%	29	31%	241	100%	778
The overall quality of life in Wilsonville	41%	324	51%	396	7%	56	1%	4	0%	2	100%	782

Question 2: Community Characteristics											
Please rate each of the following characteristics as they relate to Wilsonville as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
Sense of community	25%	193	48%	364	19%	149	3%	21	5%	36	100%	763
Openness and acceptance of the community toward people of diverse backgrounds	18%	142	40%	307	18%	142	4%	34	19%	147	100%	773
Overall appearance of Wilsonville	43%	338	47%	369	9%	70	0%	3	0%	1	100%	782
Cleanliness of Wilsonville	45%	349	49%	382	5%	43	0%	3	0%	2	100%	780
Overall quality of new development in Wilsonville	30%	231	44%	344	16%	121	5%	40	5%	41	100%	776
Variety of housing options	20%	154	42%	325	23%	174	9%	68	6%	44	100%	764
Overall quality of business and service establishments in Wilsonville	25%	192	51%	400	20%	160	3%	20	2%	12	100%	784
Shopping opportunities	22%	174	41%	319	30%	232	7%	55	0%	2	100%	782
Opportunities to attend cultural activities	9%	72	33%	253	30%	234	11%	86	17%	131	100%	776
Recreational opportunities	17%	133	42%	322	30%	230	5%	41	6%	49	100%	776
Employment opportunities	7%	54	22%	172	25%	193	14%	106	32%	244	100%	768
Opportunities to participate in social events and activities	14%	105	42%	329	26%	204	6%	47	12%	91	100%	776

Question 2: Community Characteristics												
Please rate each of the following characteristics as they relate to Wilsonville as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
Opportunities to participate in religious or spiritual events and activities	16%	125	35%	274	17%	133	3%	22	28%	220	100%	775
Opportunities to volunteer	20%	154	34%	264	15%	112	4%	29	27%	212	100%	771
Opportunities to participate in community matters	17%	132	36%	273	19%	144	5%	38	23%	177	100%	765
Ease of car travel in Wilsonville	24%	186	40%	311	24%	185	11%	82	2%	12	100%	776
Ease of bus travel in Wilsonville	23%	182	29%	228	12%	96	4%	28	31%	241	100%	776
Ease of bicycle travel in Wilsonville	19%	146	32%	248	18%	138	5%	37	26%	197	100%	766
Ease of walking in Wilsonville	37%	289	40%	310	15%	118	4%	28	5%	36	100%	781
Availability of paths and walking trails	34%	263	39%	306	17%	129	4%	28	7%	52	100%	779
Traffic flow on major streets	10%	75	37%	285	33%	252	18%	140	2%	19	100%	771
Availability of affordable quality housing	10%	79	29%	228	32%	246	15%	116	14%	107	100%	776
Availability of affordable quality child care	8%	62	24%	185	25%	195	11%	87	32%	244	100%	774
Availability of affordable quality food	20%	158	46%	354	26%	202	6%	49	1%	10	100%	774
Quality of overall natural environment in Wilsonville	36%	278	49%	378	14%	108	1%	5	1%	8	100%	777
Overall image or reputation of Wilsonville	36%	280	48%	378	11%	84	2%	16	3%	26	100%	785

Question 3: Growth												
Please rate the speed of growth in the following categories in Wilsonville over the past 2 years:	Much too slow		Somewhat too slow		Right amount		Somewhat too fast		Much too fast		Don't know		Total	
Population growth	1%	5	3%	20	45%	352	22%	173	8%	60	21%	166	100%	777
Retail growth (stores, restaurants, etc.)	2%	16	14%	106	57%	443	12%	94	7%	55	8%	60	100%	774
Jobs growth	9%	69	26%	199	17%	133	1%	10	0%	3	46%	354	100%	769
Housing growth	2%	18	12%	92	39%	300	13%	103	9%	72	24%	188	100%	773

Question 4: Code Enforcement		
To what degree, if at all, are run down buildings, weed lots or junk vehicles a problem in Wilsonville?	Percent of respondents	Count
Not a problem	40%	310
Minor problem	41%	314
Moderate problem	8%	65
Major problem	1%	9
Don't know	9%	73
Total	100%	770

Question 5: Community Safety													
Please rate how safe or unsafe you feel from the following in Wilsonville:	Very safe		Somewhat safe		Neither safe nor unsafe		Somewhat unsafe		Very unsafe		Don't know		Total	
Violent crime (e.g., rape, assault, robbery)	58%	452	31%	244	6%	48	1%	12	0%	2	3%	21	100%	778
Property crimes (e.g., burglary, theft)	34%	262	44%	345	11%	89	7%	52	1%	10	2%	18	100%	777
Environmental hazards, including toxic waste	51%	393	29%	226	8%	58	2%	19	0%	3	10%	76	100%	775

Question 6: Personal Safety													
Please rate how safe or unsafe you feel:	Very safe		Somewhat safe		Neither safe nor unsafe		Somewhat unsafe		Very unsafe		Don't know		Total	
In your neighborhood during the day	83%	649	14%	111	2%	12	1%	6	0%	1	0%	2	100%	782
In your neighborhood after dark	49%	380	39%	308	7%	57	3%	23	1%	5	1%	8	100%	781
In Wilsonville's commercial areas during the day	71%	555	22%	174	3%	25	0%	2	0%	1	3%	20	100%	777
In Wilsonville's commercial areas after dark	31%	240	42%	327	12%	95	4%	35	1%	7	10%	75	100%	779

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Question 7: Contact with Police Department									
Have you had any in-person or phone contact with an employee of the City of Wilsonville Police Department within the last 12 months?		No		Yes		Don't know		Total	
Have you had any in-person or phone contact with an employee of the City of Wilsonville Police Department within the last 12 months?		74%	573	25%	193	1%	7	100%	772

Question 8: Ratings of Contact with Police Department											
What was your overall impression of your most recent contact with the City of Wilsonville Police Department?	Excellent		Good		Fair		Poor		Don't know		Total
What was your overall impression of your most recent contact with the City of Wilsonville Police Department?	37%	69	34%	65	17%	33	11%	20	1%	1	100%	189

Question 9: Crime Victim		
During the past 12 months, were you or anyone in your household the victim of any crime?	Percent of respondents	Count
No	92%	709
Yes	8%	58
Don't know	0%	1
Total	100%	768

Question 10: Crime Reporting		
If yes, was this crime (these crimes) reported to the police?	Percent of respondents	Count
No	18%	10
Yes	82%	48
Don't know	0%	0
Total	100%	58

Question 11: Resident Behaviors											
In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Wilsonville?	Never		Once or twice		3 to 12 times		13 to 26 times		More than 26 times		Total	
Used Wilsonville Public Library or its services	16%	121	20%	159	29%	224	17%	130	19%	145	100%	779
Used Wilsonville recreation centers	49%	374	22%	167	17%	133	6%	47	6%	48	100%	769
Participated in a recreation program or activity	56%	435	23%	175	14%	109	3%	26	4%	28	100%	773
Visited a neighborhood park or City park	8%	64	16%	126	32%	247	22%	167	22%	166	100%	770
Ridden a local bus within Wilsonville	66%	514	15%	113	8%	61	3%	23	8%	65	100%	775
Attended a meeting of local elected officials or other local public meeting	78%	610	15%	115	5%	41	2%	12	0%	2	100%	780
Watched a meeting of local elected officials or other City-sponsored public meeting on cable television, the Internet or other media	75%	582	16%	125	7%	54	2%	13	1%	6	100%	780
Read Boones Ferry Messenger	14%	108	21%	163	45%	347	11%	86	8%	61	100%	765
Visited the City of Wilsonville Web site (at www.ci.wilsonville.or.us)	48%	371	27%	206	17%	133	4%	34	4%	32	100%	775
Recycled used paper, cans or bottles from your home	6%	44	3%	26	11%	81	13%	100	67%	515	100%	766
Volunteered your time to some group or activity in Wilsonville	62%	472	15%	110	10%	77	6%	44	7%	57	100%	760
Participated in religious or spiritual activities in Wilsonville	62%	481	8%	64	9%	69	6%	43	15%	117	100%	775
Participated in a club or civic group in Wilsonville	76%	582	12%	91	6%	46	3%	23	3%	26	100%	768
Provided help to a friend or neighbor	8%	62	23%	177	41%	318	15%	119	13%	100	100%	777

Question 12: Neighborliness		
About how often, if at all, do you talk to or visit with your immediate neighbors (people who live in the 10 or 20 households that are closest to you)?	Percent of respondents	Count
Just about everyday	22%	170
Several times a week	29%	223
Several times a month	23%	180
Less than several times a month	26%	201
Total	100%	774

Question 13: Service Quality											
Please rate the quality of each of the following services in Wilsonville:	Excellent		Good		Fair		Poor		Don't know		Total	
Police services	23%	179	38%	292	10%	74	3%	20	26%	201	100%	765
Fire services	30%	227	30%	228	4%	28	0%	0	37%	284	100%	767
Ambulance or emergency medical services	23%	179	26%	200	6%	44	1%	6	44%	339	100%	768
Crime prevention	15%	117	36%	273	12%	94	3%	20	34%	258	100%	763
Fire prevention and education	14%	107	28%	216	9%	70	1%	5	47%	360	100%	759
Municipal courts	5%	40	16%	119	7%	49	2%	15	71%	533	100%	756
Traffic enforcement	13%	99	36%	274	19%	142	7%	52	25%	192	100%	759
Street repair	15%	114	40%	303	29%	220	7%	57	9%	69	100%	763
Street cleaning	25%	191	50%	389	18%	140	2%	19	4%	31	100%	770
Street lighting	25%	192	56%	430	15%	115	1%	10	3%	22	100%	769
Sidewalk maintenance	20%	157	49%	378	21%	164	3%	23	6%	45	100%	766
Traffic signal timing	12%	92	37%	283	32%	245	15%	113	4%	32	100%	765
Bus or transit services (SMART)	26%	198	29%	219	7%	56	2%	19	36%	274	100%	766
Garbage collection	34%	262	47%	366	9%	70	1%	7	9%	65	100%	770
Recycling	35%	267	46%	355	11%	81	2%	18	7%	50	100%	772
Yard waste pick-up	26%	203	31%	242	8%	58	2%	18	32%	248	100%	769
Storm drainage	19%	142	44%	340	17%	129	2%	17	18%	135	100%	764
Drinking water	28%	218	43%	332	17%	131	8%	61	4%	28	100%	770

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Question 13: Service Quality											
Please rate the quality of each of the following services in Wilsonville:	Excellent		Good		Fair		Poor		Don't know		Total	
Sewer services	22%	170	44%	335	16%	122	3%	26	15%	114	100%	768
Power (electric and/or gas) utility	32%	244	49%	373	14%	105	1%	8	5%	37	100%	767
City parks	56%	430	35%	267	5%	36	0%	4	4%	34	100%	770
Recreation programs or classes	16%	124	30%	228	10%	78	2%	14	42%	319	100%	763
Recreation centers or facilities	16%	120	31%	241	14%	106	3%	26	36%	273	100%	765
Land use, planning and zoning	11%	87	26%	199	19%	143	10%	75	34%	258	100%	762
Code enforcement (weeds, abandoned buildings, etc.)	12%	91	32%	242	14%	109	3%	25	39%	294	100%	760
Services to seniors	20%	154	23%	178	7%	52	1%	6	49%	377	100%	766
Services to youth	12%	95	23%	171	12%	90	4%	28	49%	376	100%	759
Public library services	51%	389	34%	260	4%	34	0%	0	11%	84	100%	766
Public information services	20%	148	37%	284	10%	76	1%	10	32%	241	100%	759
Public schools	27%	204	28%	217	6%	43	1%	8	38%	291	100%	762
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	7%	53	17%	129	12%	90	5%	36	59%	451	100%	760
Preservation of natural areas such as open space, farmlands and greenbelts	27%	208	38%	293	13%	101	3%	26	18%	135	100%	762
Building permit services	6%	44	10%	75	7%	56	3%	24	74%	560	100%	759

Question 14: Government Services Overall											
Overall, how would you rate the quality of the services provided by each of the following?	Excellent		Good		Fair		Poor		Don't know		Total	
The City of Wilsonville	27%	205	51%	385	12%	94	1%	11	9%	67	100%	761
The Federal Government	5%	36	24%	179	30%	223	17%	127	25%	191	100%	757
The State Government	5%	39	27%	203	33%	252	13%	98	22%	168	100%	759
Clackamas County Government	7%	51	33%	253	29%	218	5%	38	26%	198	100%	758
Washington County Government	3%	25	21%	157	16%	119	4%	31	56%	416	100%	747

Question 15: Recommendation and Longevity											
Please indicate how likely or unlikely you are to do each of the following:	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know		Total	
Recommend living in Wilsonville to someone who asks	64%	490	28%	218	3%	23	4%	28	1%	11	100%	770
Remain in Wilsonville for the next five years	56%	433	25%	195	7%	55	7%	53	4%	32	100%	768

Question 16: Impact of the Economy		
What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:	Percent of respondents	Count
Very positive	4%	32
Somewhat positive	20%	154
Neutral	48%	372
Somewhat negative	23%	174
Very negative	5%	35
Total	100%	767

Question 17: Contact with City Employees		
Have you had any in-person, phone or email with an employee of the City of Wilsonville within the last 12 months (including police, receptionists, planners or any others)?	Percent of respondents	Count
No	62%	475
Yes	38%	289
Total	100%	764

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Question 18: City Employees											
What was your impression of the employee(s) of the City of Wilsonville in your most recent contact?	Excellent		Good		Fair		Poor		Don't know		Total	
Knowledge	48%	139	39%	113	8%	22	2%	5	3%	9	100%	288
Responsiveness	51%	146	34%	97	9%	25	5%	15	1%	4	100%	288
Courtesy	56%	162	31%	90	6%	18	5%	14	1%	4	100%	288
Overall impression	51%	146	33%	94	11%	31	5%	13	1%	3	100%	287

Question 19: Government Performance											
Please rate the following categories of Wilsonville government performance:	Excellent		Good		Fair		Poor		Don't know		Total	
The value of services for the taxes paid to Wilsonville	11%	81	35%	267	23%	178	7%	55	25%	189	100%	770
The overall direction that Wilsonville is taking	16%	122	41%	314	23%	175	7%	55	14%	107	100%	774
The job Wilsonville government does at welcoming citizen involvement	10%	79	31%	237	18%	138	8%	58	34%	259	100%	772

Question 20a: 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 support		Somewhat support		Somewhat oppose		Strongly oppose		Total	
Actively recruit businesses to locate here	54%	411	38%	291	6%	49	2%	16	100%	767
Market the City to attract new businesses	52%	397	38%	295	7%	52	3%	23	100%	766
Provide financial incentives to attract new businesses	26%	200	43%	327	21%	158	10%	76	100%	762
Provide financial incentives to help expand existing businesses	33%	244	43%	325	16%	121	8%	61	100%	751
Adopt policies to encourage more affordable housing	40%	300	35%	265	16%	124	8%	64	100%	752
Streamline the development permitting process	35%	252	47%	344	13%	97	5%	34	100%	726

Question 20b: 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 source		Minor source		Not a source		Total
Boones Ferry Messenger (City newsletter)	54%	406	35%	265	11%	84	100%	755
Wilsonville Spokesman	43%	317	34%	251	24%	176	100%	743
Oregonian	25%	183	40%	301	35%	261	100%	744
Local public access television	18%	130	29%	210	53%	381	100%	722
City of Wilsonville Web site (www.ci.wilsonville.or.us)	36%	263	33%	237	31%	223	100%	723
City's Facebook page	14%	98	25%	176	61%	436	100%	710
Oregon Live Web site's Wilsonville blog page	11%	76	30%	210	59%	418	100%	704

Question 20c: Custom Question 3		
Although no decision has been made, the City of Wilsonville is considering constructing a community center/indoor aquatics center. Constructing a community center/aquatics center would require a voter approved General Obligation bond (property tax measure). Please indicate how much you would be willing to spend in additional property tax, if any, per year to fund a community center/indoor aquatics center:	Percent of respondents	Count
$30 per year	36%	266
$40 per year	10%	72
$50 per year	11%	85
$60 per year	11%	84
$0, I would not be willing to fund	32%	236
Total	100%	743

Question 20d: 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		Very important		Somewhat important		Not at all important		Total
Indoor sports courts (e.g., basketball, racquetball, etc.)	24%	182	26%	196	28%	215	22%	166	100%	758
Performing arts center	11%	83	24%	181	37%	281	28%	216	100%	760
Indoor leisure pool (pool with water play features)	32%	242	24%	180	23%	173	21%	156	100%	751
Indoor swimming pool lessons or water exercise classes	43%	332	26%	199	16%	125	14%	109	100%	765
Community meeting rooms	13%	96	24%	184	39%	294	25%	188	100%	762

Question D1: Employment Status		
Are you currently employed for pay?	Percent of respondents	Count
No	31%	242
Yes, full-time	58%	448
Yes, part-time	11%	86
Total	100%	775

Question D2: Mode of Transportation Used for Commute	
During a typical week, how many days do you commute to work (for the longest distance of your commute) in each of the ways listed below?	Percent of days mode used
Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) by myself	71%
Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) with other children or adults	10%
Bus, rail, subway or other public transportation	6%
Walk	3%
Bicycle	1%
Work at home	8%
Other	0%

The National Citizen Survey™

Question D3: Length of Residency		
How many years have you lived in Wilsonville?	Percent of respondents	Count
Less than 2 years	25%	197
2 to 5 years	26%	206
6 to 10 years	20%	159
11 to 20 years	18%	143
More than 20 years	10%	83
Total	100%	788

Question D4: Housing Unit Type		
Which best describes the building you live in?	Percent of respondents	Count
One family house detached from any other houses	40%	314
House attached to one or more houses (e.g., a duplex or townhome)	8%	59
Building with two or more apartments or condominiums	49%	387
Mobile home	2%	13
Other	2%	12
Total	100%	786

Question D5: Housing Tenure (Rent/Own)		
Is this house, apartment or mobile home...	Percent of respondents	Count
Rented for cash or occupied without cash payment	53%	398
Owned by you or someone in this house with a mortgage or free and clear	47%	354
Total	100%	752

The National Citizen Survey™

Question D6: Monthly Housing Cost		
About how much is the monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners" association (HOA) fees)?	Percent of respondents	Count
Less than $300 per month	2%	14
$300 to $599 per month	7%	51
$600 to $999 per month	35%	269
$1,000 to $1,499 per month	27%	207
$1,500 to $2,499 per month	20%	153
$2,500 or more per month	9%	72
Total	100%	765

Question D7: Presence of Children in Household		
Do any children 17 or under live in your household?	Percent of respondents	Count
No	66%	512
Yes	34%	261
Total	100%	773

Question D8: Presence of Older Adults in Household		
Are you or any other members of your household aged 65 or older?	Percent of respondents	Count
No	76%	597
Yes	24%	186
Total	100%	782

Question D9: Household Income		
How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)	Percent of respondents	Count
Less than $24,999	14%	106
$25,000 to $49,999	26%	194
$50,000 to $99,999	33%	242
$100,000 to $149,000	18%	137
$150,000 or more	9%	65
Total	100%	743

Question D10: Ethnicity		
Are you Spanish, Hispanic or Latino?	Percent of respondents	Count
No, not Spanish, Hispanic or Latino	93%	713
Yes, I consider myself to be Spanish, Hispanic or Latino	7%	56
Total	100%	769

Question D11: Race		
What is your race? (Mark one or more races to indicate what race(s) you consider yourself to be.)	Percent of respondents	Count
American Indian or Alaskan Native	4%	33
Asian, Asian Indian or Pacific Islander	4%	32
Black or African American	1%	9
White	90%	692
Other	4%	28
Total may exceed 100% as respondents could select more than one option		

The National Citizen Survey™

Question D12: Age		
In which category is your age?	Percent of respondents	Count
18 to 24 years	6%	44
25 to 34 years	26%	203
35 to 44 years	16%	122
45 to 54 years	19%	145
55 to 64 years	12%	96
65 to 74 years	11%	81
75 years or older	11%	84
Total	100%	775

Question D13: Gender		
What is your sex?	Percent of respondents	Count
Female	56%	431
Male	44%	339
Total	100%	770

Question D14: Registered to Vote		
Are you registered to vote in your jurisdiction?	Percent of respondents	Count
No	10%	81
Yes	83%	656
Ineligible to vote	2%	18
Don't know	4%	32
Total	100%	787

Question D15: Voted in Last General Election		
Many people don't have time to vote in elections. Did you vote in the last general election?	Percent of respondents	Count
No	19%	153
Yes	75%	590
Ineligible to vote	3%	24
Don't know	2%	19
Total	100%	785

Question D16: Has Cell Phone		
Do you have a cell phone?	Percent of respondents	Count
No	6%	48
Yes	94%	738
Total	100%	786

Question D17: Has Land Line		
Do you have a land line at home?	Percent of respondents	Count
No	47%	373
Yes	53%	414
Total	100%	787

Question D18: Primary Phone		
If you have both a cell phone and a land line, which do you consider your primary telephone number?	Percent of respondents	Count
Cell	26%	97
Land line	56%	206
Both	18%	65
Total	100%	367

APPENDIX B: SURVEY METHODOLOGY

The National Citizen Survey™ (The NCS™) was developed to provide local jurisdictions an accurate, affordable and easy way to assess and interpret resident opinion about important community issues. While standardization of question wording and survey methods provide the rigor to assure valid results, each jurisdiction has enough flexibility to construct a customized version of The NCS™ that asks residents about key local services and important local issues.

Results offer insight into residents' perspectives about local government performance and as such provide important benchmarks for jurisdictions working on performance measurement. The NCS™ is designed to help with budget, land use and strategic planning as well as to communicate with local residents. The NCS™ permits questions to test support for local policies and answers to its questions also speak to community trust and involvement in community-building activities as well as to resident demographic characteristics.

SURVEY VALIDITY

The question of survey validity has two parts: 1) how can a jurisdiction be confident that the results from those who completed the questionnaire are representative of the results that would have been obtained had the survey been administered to the entire population? and 2) how closely do the perspectives recorded on the survey reflect what residents really believe or do?

To answer the first question, the best survey research practices were used for the resources spent to ensure that the results from the survey respondents reflect the opinions of residents in the entire jurisdiction. These practices include:

- Using a mail-out/mail-back methodology, which typically gets a higher response rate than phone for the same dollars spent. A higher response rate lessens the worry that those who did not respond are different than those who did respond.
- Selecting households at random within the jurisdiction to receive the survey. A random selection ensures that the households selected to receive the survey are similar to the entire population. A non-random sample may only include households from one geographic area, or from households of only one type.
- Over-sampling multi-family housing units to improve response from hard-to-reach, lower income, or younger apartment dwellers.
- Selecting the respondent within the household using an unbiased sampling procedure; in this case, the "birthday method." The cover letter included an instruction requesting that the respondent in the household be the adult (18 years old or older) who most recently had a birthday, irrespective of year of birth.
- Contacting potential respondents three times to encourage response from people who may have different opinions or habits than those who would respond with only a single prompt.
- Soliciting response on jurisdiction letterhead signed by the highest ranking elected official or staff member, thus appealing to the recipients' sense of civic responsibility.
- Providing a self-addressed, postage-paid return envelope.
- Offering the survey in Spanish when appropriate and requested by City officials.
- Using the most recent available information about the characteristics of jurisdiction residents to weight the data to reflect the demographics of the population.

The answer to the second question about how closely the perspectives recorded on the survey reflect what residents really believe or do is more complex. Resident responses to surveys are influenced by a variety of factors. For questions about service quality, residents' expectations for

The National Citizen Survey™

service quality play a role as well as the "objective" quality of the service provided, the way the resident perceives the entire community (that is, the context in which the service is provided), the scale on which the resident is asked to record his or her opinion and, of course, the opinion, itself, that a resident holds about the service. Similarly a resident's report of certain behaviors is colored by what he or she believes is the socially desirable response (e.g., reporting tolerant behaviors toward "oppressed groups," likelihood of voting a tax increase for services to poor people, use of alternative modes of travel to work besides the single occupancy vehicle), his or her memory of the actual behavior (if it is not a question speculating about future actions, like a vote), his or her confidence that he or she can be honest without suffering any negative consequences (thus the need for anonymity) as well as the actual behavior itself.

How closely survey results come to recording the way a person really feels or behaves often is measured by the coincidence of reported behavior with observed current behavior (e.g., driving habits), reported intentions to behave with observed future behavior (e.g., voting choices) or reported opinions about current community quality with objective characteristics of the community (e.g., feelings of safety correlated with rates of crime). There is a body of scientific literature that has investigated the relationship between reported behaviors and actual behaviors. Well-conducted surveys, by and large, do capture true respondent behaviors or intentions to act with great accuracy. Predictions of voting outcomes tend to be quite accurate using survey research, as do reported behaviors that are not about highly sensitive issues (e.g., family abuse or other illegal or morally sanctioned activities). For self-reports about highly sensitive issues, statistical adjustments can be made to correct for the respondents' tendency to report what they think the "correct" response should be.

Research on the correlation of resident opinion about service quality and "objective" ratings of service quality tend to be ambiguous, some showing stronger relationships than others. NRC's own research has demonstrated that residents who report the lowest ratings of street repair live in communities with objectively worse street conditions than those who report high ratings of street repair (based on road quality, delay in street repair, number of road repair employees). Similarly, the lowest rated fire services appear to be "objectively" worse than the highest rated fire services (expenditures per capita, response time, "professional" status of firefighters, breadth of services and training provided). Whether or not some research confirms the relationship between what residents think about a community and what can be seen "objectively" in a community, NRC has argued that resident opinion is a perspective that cannot be ignored by government administrators. NRC principals have written, "If you collect trash three times a day but residents think that your trash haul is lousy, you still have a problem."

SURVEY SAMPLING

"Sampling" refers to the method by which survey recipients were chosen. All households within the City of Wilsonville were eligible to participate in the survey; 3,000 were selected to receive the survey. These 3,000 households were randomly selected from a comprehensive list of all housing units within the City of Wilsonville boundaries. The basis of the list of all housing units was a United States Postal Service listing of housing units within zip codes. Since some of the zip codes that serve the City of Wilsonville households may also serve addresses that lie outside of the jurisdiction, the exact geographic location of each housing unit was compared to jurisdiction boundaries, using the most current municipal boundary file (updated on a quarterly basis), and addresses located outside of the City of Wilsonville boundaries were removed from consideration.

To choose the 3,000 survey recipients, a systematic sampling method was applied to the list of households known to be within the City of Wilsonville. Systematic sampling is a procedure whereby a complete list of all possible items is culled, selecting every Nth one until the appropriate amount of items is selected. Multi-family housing units were over sampled as residents of this type of housing typically respond at lower rates to surveys than do those in single-family housing units.

FIGURE 88: LOCATION OF SURVEY RECIPIENTS

The National Citizen Survey™
Wilsonville, OR 2012

● Survey Recipient

An individual within each household was selected using the birthday method. The birthday method selects a person within the household by asking the "person whose birthday has most recently passed" to complete the questionnaire. The underlying assumption in this method is that day of birth has no relationship to the way people respond to surveys. This instruction was contained in the cover letter accompanying the questionnaire.

In response to the growing number of the cell-phone population (so-called "cord cutters"), which includes a large proportion of young adults, questions about cell phones and land lines are included on The NCS™ questionnaire. As of the middle of 2010 (the most recent estimates available as of the end of 2010), 26.6% of U.S. households had a cell phone but no landline.[1] Among younger adults (age 18-34), 53.7% of households were "cell-only." Based on survey results, Wilsonville has a "cord cutter" population greater than the nationwide 2010 estimates

FIGURE 89: PREVALENCE OF CELL-PHONE ONLY RESPONDENTS IN WILSONVILLE

Percent of respondents reporting having a "cell phone" only
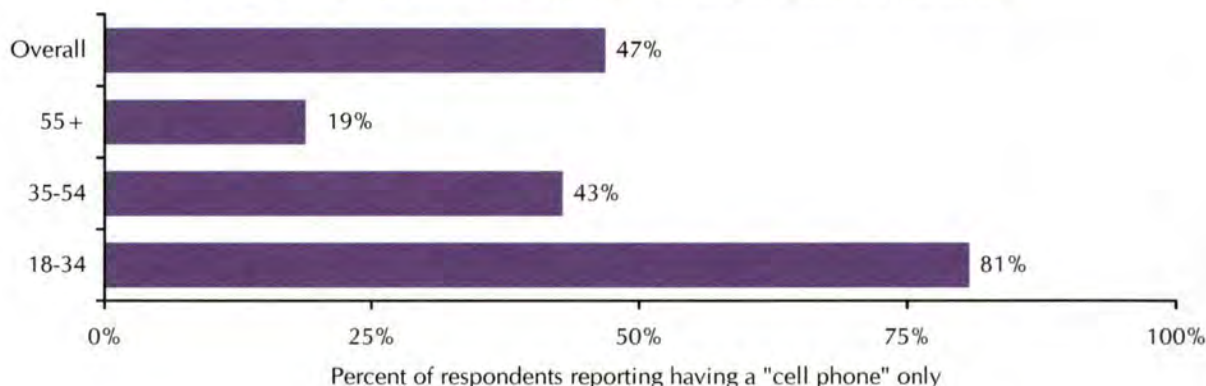
SURVEY ADMINISTRATION

Selected households received three mailings, one week apart, beginning April 13, 2012. The first mailing was a prenotification postcard announcing the upcoming survey. The next mailing contained a letter from the Mayor inviting the household to participate, a questionnaire and a postage-paid return envelope. The final mailing contained a reminder letter, another survey and a postage-paid return envelope. The second cover letter asked those who had not completed the survey to do so and those who have already done so to refrain from turning in another survey. Completed surveys were collected over the following six weeks.

SURVEY RESPONSE RATE AND CONFIDENCE INTERVALS

It is customary to describe the precision of estimates made from surveys by a "level of confidence" and accompanying "confidence interval" (or margin of error). A traditional level of confidence, and the one used here, is 95%. The 95% confidence interval can be any size and quantifies the sampling error or imprecision of the survey results because some residents' opinions are relied on to estimate all residents' opinions. The confidence interval for the City of Wilsonville survey is no greater than plus or minus three percentage points around any given percent reported for the entire sample (794 completed surveys).

A 95% confidence interval indicates that for every 100 random samples of this many residents, 95 of the confidence intervals created will include the "true" population response. This theory is applied in practice to mean that the "true" perspective of the target population lies within the confidence interval created for a single survey. For example, if 75% of residents rate a service as "excellent" or "good," then the 4% margin of error (for the 95% confidence interval) indicates that the range of likely responses for the entire jurisdiction is between 71% and 79%. This source of error is called sampling error. In addition to sampling error, other sources of error may affect any

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[1] http://www.cdc.gov/nchs/data/nhis/earlyrelease/wireless201012.pdf

survey, including the non-response of residents with opinions different from survey responders. Though standardized on The NCS, on other surveys, differences in question wording, order, translation and data entry, as examples, can lead to somewhat varying results.

For subgroups of responses, the margin of error increases because the sample size for the subgroup is smaller. For subgroups of approximately 100 respondents, the margin of error is plus or minus 10 percentage points

SURVEY PROCESSING (DATA ENTRY)

Completed surveys received by NRC were assigned a unique identification number. Additionally, each survey was reviewed and "cleaned" as necessary. For example, a question may have asked a respondent to pick two items out of a list of five, but the respondent checked three; NRC staff would choose randomly two of the three selected items to be coded in the dataset.

Once all surveys were assigned a unique identification number, they were entered into an electronic dataset. This dataset was subject to a data entry protocol of "key and verify," in which survey data were entered twice into an electronic dataset and then compared. Discrepancies were evaluated against the original survey form and corrected. Range checks as well as other forms of quality control were also performed.

The National Citizen Survey" by National Research Center Inc.

SURVEY DATA WEIGHTING

The demographic characteristics of the survey sample were compared to those found in the 2010 Census estimates and other population norms for adults in the City of Wilsonville. Sample results were weighted using the population norms to reflect the appropriate percent of those residents. Other discrepancies between the whole population and the sample were also aided by the weighting due to the intercorrelation of many socioeconomic characteristics.

The variables used for weighting were housing tenure, housing unit type, ethnicity and race, and sex and age. This decision was based on:

- The disparity between the survey respondent characteristics and the population norms for these variables
- The saliency of these variables in detecting differences of opinion among subgroups
- The importance to the community of correct ethnic representation

The primary objective of weighting survey data is to make the survey sample reflective of the larger population of the community. This is done by: 1) reviewing the sample demographics and comparing them to the population norms from the most recent Census or other sources and 2) comparing the responses to different questions for demographic subgroups. The demographic characteristics that are least similar to the Census and yield the most different results are the best candidates for data weighting. A third criterion sometimes used is the importance that the community places on a specific variable. For example, if a jurisdiction feels that accurate race representation is key to staff and public acceptance of the study results, additional consideration will be given in the weighting process to adjusting the race variable.

A special software program using mathematical algorithms is used to calculate the appropriate weights. Data weighting can adjust up to 5 demographic variables. Several different weighting "schemes" may be tested to ensure the best fit for the data.

The process actually begins at the point of sampling. Knowing that residents in single family dwellings are more likely to respond to a mail survey, NRC oversamples residents of multi-family dwellings to ensure their proper representation in the sample data. Rather than giving all residents an equal chance of receiving the survey, this is systematic, stratified sampling, which gives each resident of the jurisdiction a known chance of receiving the survey (and apartment dwellers, for example, a greater chance than single family home dwellers). As a consequence, results must be weighted to recapture the proper representation of apartment dwellers.

The results of the weighting scheme are presented in the table on the following page.

The National Citizen Survey™ by National Research Center Inc.

Wilsonville, OR 2012 Citizen Survey Weighting Table			
Characteristic	Population Norm	Unweighted Data	Weighted Data
Housing			
Rent home	54%	46%	53%
Own home	46%	54%	47%
Detached unit	42%	39%	42%
Attached unit	58%	61%	58%
Race and Ethnicity			
White	87%	91%	87%
Not white	13%	9%	13%
Not Hispanic	91%	96%	93%
Hispanic	9%	4%	7%
White alone, not Hispanic	83%	89%	83%
Hispanic and/or other race	17%	11%	17%
Sex and Age			
Female	55%	58%	56%
Male	45%	42%	44%
18-34 years of age	34%	16%	32%
35-54 years of age	36%	31%	34%
55+ years of age	30%	53%	34%
Females 18-34	18%	10%	17%
Females 35-54	20%	17%	19%
Females 55+	17%	31%	19%
Males 18-34	16%	6%	15%
Males 35-54	16%	14%	15%
Males 55+	13%	21%	14%

SURVEY DATA ANALYSIS AND REPORTING

The survey dataset was analyzed using the Statistical Package for the Social Sciences (SPSS). Frequency distributions were presented in the body of the report.

Use of the "Excellent, Good, Fair, Poor" Response Scale

The scale on which respondents are asked to record their opinions about service and community quality is "excellent," "good," "fair" or "poor" (EGFP). This scale has important advantages over other scale possibilities (very good to very bad; very satisfied to very dissatisfied; strongly agree to strongly disagree, as examples). EGFP is used by the plurality of jurisdictions conducting citizen surveys across the U.S. The advantage of familiarity was one that NRC did not want to dismiss when crafting The National Citizen Survey™ questionnaire, because elected officials, staff and residents already are acquainted with opinion surveys measured this way. EGFP also has the advantage of offering three positive options, rather than only two, over which a resident can offer an opinion. While symmetrical scales often are the right choice in other measurement tasks, NRC has found that ratings of almost every local government service in almost every jurisdiction tend, on average, to be positive (that is, above the scale midpoint). Therefore, to permit finer distinctions among positively rated services, EGFP offers three options across which to spread those ratings. EGFP is more neutral because it requires no positive statement of service quality to judge (as agree-disagree scales require) and, finally, EGFP intends to measure absolute quality of service delivery or community quality (unlike satisfaction scales which ignore residents' perceptions of quality in favor of their report on the acceptability of the level of service offered).

"Don't Know" Responses

On many of the questions in the survey respondents may answer "don't know." The proportion of respondents giving this reply is shown in the full set of responses included in Appendix A. However, these responses have been removed from the analyses presented in the body of the report. In other words, the tables and graphs display the responses from respondents who had an opinion about a specific item.

Benchmark Comparisons

NRC has been leading the strategic use of surveys for local governments since 1991, when the principals of the company wrote the first edition of what became the classic text on citizen surveying. In *Citizen Surveys: how to do them, how to use them, what they mean*, published by ICMA, not only were the principles for quality survey methods articulated, but both the idea of benchmark data for citizen opinion and the method for gathering benchmark data were pioneered. The argument for benchmarks was called "In Search of Standards." "What has been missing from a local government's analysis of its survey results is the context that school administrators can supply when they tell parents how an 80 percent score on the social studies test compares to test results from other school systems..."

NRC's database of comparative resident opinion is comprised of resident perspectives gathered in citizen surveys from approximately 500 jurisdictions whose residents evaluated local government services. Conducted with typically no fewer than 400 residents in each jurisdiction, opinions are intended to represent over 30 million Americans. NRC has innovated a method for quantitatively integrating the results of surveys that are conducted by NRC with those that others have conducted. The integration methods have been thoroughly described not only in the Citizen Surveys book, but also in *Public Administration Review, Journal of Policy Analysis* and *Management*. Scholars who specialize in the analysis of citizen surveys regularly have relied on this work (e.g., Kelly, J. &

Swindell, D. (2002). Service quality variation across urban space: First steps towards a model of citizen satisfaction. *Journal of Urban Affairs*, 24, 271-288.; Van Ryzin, G., Muzzio, D., Immerwahr, S., Gulick, L. & Martinez, E. (2004). Drivers and consequences of citizen satisfaction: An application of the American Customer Satisfaction Index Model to New York City, *Public Administration Review*, 64, 331- 341). The method described in those publications is refined regularly and statistically tested on a growing number of citizen surveys in NRC's proprietary databases. NRC's work on calculating national benchmarks for resident opinions about service delivery and quality of life won the Samuel C. May award for research excellence from the Western Governmental Research Association.

The comparison evaluations are from the most recent survey completed in each jurisdiction; most communities conduct surveys every year or in alternating years. NRC adds the latest results quickly upon survey completion, keeping the benchmark data fresh and relevant.

The Role of Comparisons

Benchmark comparisons are used for performance measurement. Jurisdictions use the comparative information to help interpret their own citizen survey results, to create or revise community plans, to evaluate the success of policy or budget decisions and to measure local government performance. Taking the pulse of the community has little meaning without knowing what pulse rate is too high and what is too low. When surveys of service satisfaction turn up "good" citizen evaluations, jurisdictions need to know how others rate their services to understand if "good" is good enough. Furthermore, in the absence of national or peer community comparisons, a jurisdiction is left with comparing its fire protection rating to its street maintenance rating. That comparison is unfair. Streets always lose to fire. More important and harder questions need to be asked; for example, how do residents' ratings of fire service compare to opinions about fire service in other communities?

A police department that provides the fastest and most efficient service – one that closes most of its cases, solves most of its crimes and keeps the crime rate low – still has a problem to fix if the residents in the community it intends to protect believe services are not very good compared to ratings given by residents to their own objectively "worse" departments. The benchmark data can help that police department – or any department – to understand how well citizens think it is doing. Without the comparative data, it would be like bowling in a tournament without knowing what the other teams are scoring. NRC recommends that citizen opinion be used in conjunction with other sources of data about budget, personnel and politics to help managers know how to respond to comparative results.

Jurisdictions in the benchmark database are distributed geographically across the country and range from small to large in population size. Most commonly, comparisons are made to the entire database. Comparisons may also be made to subsets of jurisdictions (for example, within a given region or population category). Despite the differences in jurisdiction characteristics, all are in the business of providing local government services to residents. Though individual jurisdiction circumstances, resources and practices vary, the objective in every community is to provide services that are so timely, tailored and effective that residents conclude the services are of the highest quality. High ratings in any jurisdiction, like SAT scores in any teen household, bring pride and a sense of accomplishment.

Comparison of Wilsonville to the Benchmark Database

The City of Wilsonville chose to have comparisons made to the entire database. A benchmark comparison (the average rating from all the comparison jurisdictions where a similar question was

asked) has been provided when a similar question on the City of Wilsonville Survey was included in NRC's database and there were at least five jurisdictions in which the question was asked. For most questions compared to the entire dataset, there were more than 100 jurisdictions included in the benchmark comparison.

Where comparisons for quality ratings were available, the City of Wilsonville's results were generally noted as being "above" the benchmark, "below" the benchmark or "similar" to the benchmark. For some questions – those related to resident behavior, circumstance or to a local problem – the comparison to the benchmark is designated as "more," "similar" or "less" (for example, the percent of crime victims, residents visiting a park or residents identifying code enforcement as a problem.) In instances where ratings are considerably higher or lower than the benchmark, these ratings have been further demarcated by the attribute of "much," (for example, "much less" or "much above"). These labels come from a statistical comparison of the City of Wilsonville's rating to the benchmark where a rating is considered "similar" if it is within the margin of error; "above," "below," "more" or "less" if the difference between your jurisdiction's rating and the benchmark is greater the margin of error; and "much above," "much below," "much more" or "much less" if the difference between your jurisdiction's rating and the benchmark is more than twice the margin of error.

APPENDIX C: SURVEY MATERIALS

The following pages contain copies of the survey materials sent to randomly selected households within the City of Wilsonville.

The National Citizen Survey™ by National Research Center, Inc.

Dear Wilsonville Resident,

Your household has been selected at random to participate in an anonymous citizen survey about the City of Wilsonville. You will receive a copy of the survey next week in the mail with instructions for completing and returning it. Thank you in advance for helping us with this important project!

Sincerely,

Tim Knapp
Mayor

City of
WILSONVILLE
in OREGON

29799 SW Town Center Loop E
Wilsonville, Oregon 97070

City of
WILSONVILLE
in OREGON

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in OREGON

29799 SW Town Center Loop E
Wilsonville, Oregon 97070

City of
WILSONVILLE
in OREGON

29799 SW Town Center Loop E
Wilsonville, Oregon 97070

April 2012

Dear City of Wilsonville Resident:

The City of Wilsonville wants to know what you think about our community and municipal government. You have been randomly selected to participate in Wilsonville's 2012 Citizen Survey.

Please take a few minutes to fill out the enclosed Citizen Survey. Your feedback will help the City set benchmarks for tracking the quality of services provided to residents. Your answers will help the City Council make decisions that affect our community. You should find the questions interesting and we will definitely find your answers useful. Please participate!

To get a representative sample of Wilsonville residents, the adult (anyone 18 years or older) in your household who most recently had a birthday should complete this survey. Year of birth of the adult does not matter.

Please have the appropriate member of the household spend a few minutes to answer all the questions and return the survey in the enclosed postage-paid envelope. **Your responses will remain completely anonymous.**

Your participation in this survey is very important – especially since your household is one of only a small number of households being surveyed. If you have any questions about the Citizen Survey please call Dan Knoll, Communications Director at (503) 570-1502.

Please help us shape the future of Wilsonville. Thank you for your time and participation.

Sincerely,

Tim Knapp
Mayor

"Serving The Community With Pride"

City of
WILSONVILLE
in OREGON

29799 SW Town Center Loop E
Wilsonville, Oregon 97070
(503) 682-1011
(503) 682-1015 Fax Administration
(503) 682-7025 Fax Community Development

April 2012

Dear City of Wilsonville Resident:

About one week ago, you should have received a copy of the enclosed survey. **If you completed it and sent it back, we thank you for your time and ask you to recycle this survey. Please do not respond twice.** If you have not had a chance to complete the survey, we would appreciate your response. The City of Wilsonville wants to know what you think about our community and municipal government. You have been randomly selected to participate in the City of Wilsonville's Citizen Survey.

Please take a few minutes to fill out the enclosed Citizen Survey. Your feedback will help the City set benchmarks for tracking the quality of services provided to residents. Your answers will help the City Council make decisions that affect our community. You should find the questions interesting and we will definitely find your answers useful. Please participate!

To get a representative sample of Wilsonville residents, the adult (anyone 18 years or older) in your household who most recently had a birthday should complete this survey. Year of birth of the adult does not matter.

Please have the appropriate member of the household spend a few minutes to answer all the questions and return the survey in the enclosed postage-paid envelope. **Your responses will remain completely anonymous.**

Your participation in this survey is very important – especially since your household is one of only a small number of households being surveyed. If you have any questions about the Citizen Survey please call Dan Knoll, Communications Director at (503) 570-1502.

Please help us shape the future of Wilsonville. Thank you for your time and participation.

Sincerely,

Tim Knapp
Mayor

The City of Wilsonville 2012 Citizen Survey

Please complete this questionnaire if you are the adult (age 18 or older) in the household who most recently had a birthday. The adult's year of birth does not matter. Please select the response (by circling the number or checking the box) that most closely represents your opinion for each question. Your responses are anonymous and will be reported in group form only.

1. **Please rate each of the following aspects of quality of life in Wilsonville:**

	Excellent	Good	Fair	Poor	Don't know
Wilsonville as a place to live	1	2	3	4	5
Your neighborhood as a place to live	1	2	3	4	5
Wilsonville as a place to raise children	1	2	3	4	5
Wilsonville as a place to work	1	2	3	4	5
Wilsonville as a place to retire	1	2	3	4	5
The overall quality of life in Wilsonville	1	2	3	4	5

2. **Please rate each of the following characteristics as they relate to Wilsonville as a whole:**

	Excellent	Good	Fair	Poor	Don't know
Sense of community	1	2	3	4	5
Openness and acceptance of the community toward people of diverse backgrounds	1	2	3	4	5
Overall appearance of Wilsonville	1	2	3	4	5
Cleanliness of Wilsonville	1	2	3	4	5
Overall quality of new development in Wilsonville	1	2	3	4	5
Variety of housing options	1	2	3	4	5
Overall quality of business and service establishments in Wilsonville	1	2	3	4	5
Shopping opportunities	1	2	3	4	5
Opportunities to attend cultural activities	1	2	3	4	5
Recreational opportunities	1	2	3	4	5
Employment opportunities	1	2	3	4	5
Opportunities to participate in social events and activities	1	2	3	4	5
Opportunities to participate in religious or spiritual events and activities	1	2	3	4	5
Opportunities to volunteer	1	2	3	4	5
Opportunities to participate in community matters	1	2	3	4	5
Ease of car travel in Wilsonville	1	2	3	4	5
Ease of bus travel in Wilsonville	1	2	3	4	5
Ease of bicycle travel in Wilsonville	1	2	3	4	5
Ease of walking in Wilsonville	1	2	3	4	5
Availability of paths and walking trails	1	2	3	4	5
Traffic flow on major streets	1	2	3	4	5
Availability of affordable quality housing	1	2	3	4	5
Availability of affordable quality health care	1	2	3	4	5
Availability of affordable quality food	1	2	3	4	5
Quality of overall natural environment in Wilsonville	1	2	3	4	5
Overall image or reputation of Wilsonville	1	2	3	4	5

3. **Please rate the speed of growth in the following categories in Wilsonville over the past 2 years:**

	Much too slow	Somewhat too slow	Right amount	Somewhat too fast	Much too fast	Don't know
Population growth	1	2	3	4	5	6
Retail growth (stores, restaurants, etc.)	1	2	3	4	5	6
Jobs growth	1	2	3	4	5	6
Housing growth	1	2	3	4	5	6

4. To what degree, if at all, are run down buildings, weed lots or junk vehicles a problem in Wilsonville?

O Not a problem   O Minor problem   O Moderate problem   O Major problem   O Don't know

5. Please rate how safe or unsafe you feel from the following in Wilsonville:

	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Don't know
Violent crime (e.g., rape, assault, robbery)	1	2	3	4	5	6
Property crimes (e.g., burglary, theft)	1	2	3	4	5	6
Environmental hazards, including toxic waste	1	2	3	4	5	6

6. Please rate how safe or unsafe you feel:

	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Don't know
In your neighborhood during the day	1	2	3	4	5	6
In your neighborhood after dark	1	2	3	4	5	6
In Wilsonville's commercials areas during the day	1	2	3	4	5	6
In Wilsonville's commercial areas after dark	1	2	3	4	5	6

7. Have you had any in-person or phone contact with an employee of the City of Wilsonville <u>Police Department</u> within the last 12 months?

O No ➜ Go to Question 9   O Yes ➜ Go to Question 8   O Don't know ➜ Go to Question 9

8. What was your overall impression of your most recent contact with the City of Wilsonville <u>Police Department</u>?

O Excellent   O Good   O Fair   O Poor   O Don't know

9. During the past 12 months, were you or anyone in your household the victim of any crime?

O No ➜ Go to Question 11   O Yes ➜ Go to Question 10   O Don't know ➜ Go to Question 11

10. If yes, was this crime (these crimes) reported to the police?

O No   O Yes   O Don't know

11. In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Wilsonville?

	Never	Once or twice	3 to 12 times	13 to 26 times	More than 26 times
Used Wilsonville Public Library or its services	1	2	3	4	5
Used Wilsonville recreation centers	1	2	3	4	5
Participated in a recreation program or activity	1	2	3	4	5
Visited a neighborhood park or City park	1	2	3	4	5
Ridden a local bus within Wilsonville	1	2	3	4	5
Attended a meeting of local elected officials or other local public meeting	1	2	3	4	5
Watched a meeting of local elected officials or other City-sponsored public meeting on cable television, the Internet or other media	1	2	3	4	5
Read *Boones Ferry Messenger*	1	2	3	4	5
Visited the City of Wilsonville Web site (at www.ci.wilsonville.or.us)	1	2	3	4	5
Recycled used paper, cans or bottles from your home	1	2	3	4	5
Volunteered your time to some group or activity in Wilsonville	1	2	3	4	5
Participated in religious or spiritual activities in Wilsonville	1	2	3	4	5
Participated in a club or civic group in Wilsonville	1	2	3	4	5
Provided help to a friend or neighbor	1	2	3	4	5

12. About how often, if at all, do you talk to or visit with your immediate neighbors (people who live in the 10 or 20 households that are closest to you)?

O Just about every day
O Several times a week
O Several times a month
O Less than several times a month

13. Please rate the quality of each of the following services in Wilsonville:

	Excellent	Good	Fair	Poor	Don't know
Police services	1	2	3	4	5
Fire services	1	2	3	4	5
Ambulance or emergency medical services	1	2	3	4	5
Crime prevention	1	2	3	4	5
Fire prevention and education	1	2	3	4	5
Municipal courts	1	2	3	4	5
Traffic enforcement	1	2	3	4	5
Street repair	1	2	3	4	5
Street cleaning	1	2	3	4	5
Street lighting	1	2	3	4	5
Sidewalk maintenance	1	2	3	4	5
Traffic signal timing	1	2	3	4	5
Bus or transit services (SMART)	1	2	3	4	5
Garbage collection	1	2	3	4	5
Recycling	1	2	3	4	5
Yard waste pick-up	1	2	3	4	5
Storm drainage	1	2	3	4	5
Drinking water	1	2	3	4	5
Sewer services	1	2	3	4	5
Power (electric and/or gas) utility	1	2	3	4	5
City parks	1	2	3	4	5
Recreation programs or classes	1	2	3	4	5
Recreation centers or facilities	1	2	3	4	5
Land use, planning and zoning	1	2	3	4	5
Code enforcement (weeds, abandoned buildings, etc.)	1	2	3	4	5
Services to seniors	1	2	3	4	5
Services to youth	1	2	3	4	5
Public library services	1	2	3	4	5
Public information services	1	2	3	4	5
Public schools	1	2	3	4	5
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	1	2	3	4	5
Preservation of natural areas such as open space, farmlands and greenbelts	1	2	3	4	5
Building permit services	1	2	3	4	5

14. Overall, how would you rate the quality of the services provided by each of the following?

	Excellent	Good	Fair	Poor	Don't know
The City of Wilsonville	1	2	3	4	5
The Federal Government	1	2	3	4	5
The State Government	1	2	3	4	5
Clackamas County Government	1	2	3	4	5
Washington County Government	1	2	3	4	5

15. Please indicate how likely or unlikely you are to do each of the following:

	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Don't know
Recommend living in Wilsonville to someone who asks	1	2	3	4	5
Remain in Wilsonville for the next five years	1	2	3	4	5

16. What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:

O Very positive   O Somewhat positive   O Neutral   O Somewhat negative   O Very negative

17. Have you had any in-person, phone or email contact with an employee of the City of Wilsonville within the last 12 months (including police, receptionists, planners or any others)?

O No → Go to Question 19   O Yes → Go to Question 18

18. What was your impression of the employee(s) of the City of Wilsonville in your most recent contact? (Rate each characteristic below.)

	Excellent	Good	Fair	Poor	Don't know
Knowledge	1	2	3	4	5
Responsiveness	1	2	3	4	5
Courtesy	1	2	3	4	5
Overall impression	1	2	3	4	5

19. Please rate the following categories of Wilsonville government performance:

	Excellent	Good	Fair	Poor	Don't know
The value of services for the taxes paid to Wilsonville	1	2	3	4	5
The overall direction that Wilsonville is taking	1	2	3	4	5
The job Wilsonville government does at welcoming citizen involvement	1	2	3	4	5

20. Please check the response that comes closest to your opinion for each of the following questions:

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

	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose
Actively recruit businesses to locate here	1	2	3	4
Market the City to attract new businesses	1	2	3	4
Provide financial incentives to attract new businesses	1	2	3	4
Provide financial incentives to help expand existing businesses	1	2	3	4
Adopt policies to encourage more affordable housing	1	2	3	4
Streamline the development permitting process	1	2	3	4

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

	Major source	Minor source	Not a source
Boones Ferry Messenger (City newsletter)	1	2	3
Wilsonville Spokesman	1	2	3
Oregonian	1	2	3
Local public access television	1	2	3
City of Wilsonville Web site (www.ci.wilsonville.or.us)	1	2	3
City's Facebook page	1	2	3
Oregon Live Web site's Wilsonville blog page	1	2	3

c. Although no decision has been made, the City of Wilsonville is considering constructing a community center/indoor aquatics center. Constructing a community center/aquatics center would require a voter approved General Obligation bond (property tax measure). Please indicate how much you would be willing to spend in additional property tax, if any, per year to fund a community center/indoor aquatics center:
  ○ $30 per year   ○ $40 per year   ○ $50 per year   ○ $60 per year   ○$0, I would not be willing to fund

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

	Essential	Very important	Somewhat important	Not at all important
Indoor sports courts (e.g., basketball, racquetball, etc.)	1	2	3	4
Performing arts center	1	2	3	4
Indoor leisure pool (pool with water play features)	1	2	3	4
Indoor swimming pool lessons or water exercise classes	1	2	3	4
Community meeting rooms	1	2	3	4

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

_____

_____

The City of Wilsonville 2012 Citizen Survey

Our last questions are about you and your household. Again, all of your responses to this survey are completely anonymous and will be reported in group form only.

D1. Are you currently employed for pay?
- O No → Go to Question D3
- O Yes, full time → Go to Question D2
- O Yes, part time → Go to Question D2

D2. During a typical week, how many days do you commute to work (for the longest distance of your commute) in each of the ways listed below? (Enter the total number of days, using whole numbers.)

Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) by myself .... _____ days

Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) with other children or adults .... _____ days

Bus, rail, subway or other public transportation .... _____ days

Walk .... _____ days

Bicycle .... _____ days

Work at home .... _____ days

Other .... _____ days

D3. How many years have you lived in Wilsonville?
- O Less than 2 years
- O 2-5 years
- O 6-10 years
- O 11-20 years
- O More than 20 years

D4. Which best describes the building you live in?
- O One family house detached from any other houses
- O House attached to one or more houses (e.g., a duplex or townhome)
- O Building with two or more apartments or condominiums
- O Mobile home
- O Other

D5. Is this house, apartment or mobile home...
- O Rented for cash or occupied without cash payment?
- O Owned by you or someone in this house with a mortgage or free and clear?

D6. About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?
- O Less than $300 per month
- O $300 to $599 per month
- O $600 to $999 per month
- O $1,000 to $1,499 per month
- O $1,500 to $2,499 per month
- O $2,500 or more per month

D7. Do any children 17 or under live in your household?
- O No
- O Yes

D8. Are you or any other members of your household aged 65 or older?
- O No
- O Yes

D9. How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)
- O Less than $24,999
- O $25,000 to $49,999
- O $50,000 to $99,999
- O $100,000 to $149,999
- O $150,000 or more

Please respond to both questions D10 and D11:

D10. Are you Spanish, Hispanic or Latino?
- O No, not Spanish, Hispanic or Latino
- O Yes, I consider myself to be Spanish, Hispanic or Latino

D11. What is your race? (Mark one or more races to indicate what race you consider yourself to be.)
- O American Indian or Alaskan Native
- O Asian, Asian Indian or Pacific Islander
- O Black or African American
- O White
- O Other

D12. In which category is your age?
- O 18-24 years
- O 25-34 years
- O 35-44 years
- O 45-54 years
- O 55-64 years
- O 65-74 years
- O 75 years or older

D13. What is your sex?
- O Female
- O Male

D14. Are you registered to vote in your jurisdiction?
- O No
- O Yes
- O Ineligible to vote
- O Don't know

D15. Many people don't have time to vote in elections. Did you vote in the last general election?
- O No
- O Yes
- O Ineligible to vote
- O Don't know

D16. Do you have a cell phone?
- O No
- O Yes

D17. Do you have a land line at home?
- O No
- O Yes

D18. If you have both a cell phone and a land line, which do you consider your primary telephone number?
- O Cell
- O Land line
- O Both

Thank you for completing this survey. Please return the completed survey in the postage-paid envelope to: National Research Center, Inc., PO Box 549, Belle Mead, NJ 08502

City of
WILSONVILLE
in OREGON

29799 SW Town Center Loop E
Wilsonville, Oregon 97070

The National Citizen Survey™

CITY OF WILSONVILLE, OR
2012

Benchmark Report

CONTENTS

UNDERSTANDING THE BENCHMARK COMPARISONS

COMPARISON DATA

NRC's database of comparative resident opinion is comprised of resident perspectives gathered in citizen surveys from approximately 500 jurisdictions whose residents evaluated local government services and gave their opinion about the quality of community life. The comparison evaluations are from the most recent survey completed in each jurisdiction; most communities conduct surveys every year or in alternating years. NRC adds the latest results quickly upon survey completion, keeping the benchmark data fresh and relevant.

The jurisdictions in the database represent a wide geographic and population range as shown in the table below.

Jurisdiction Characteristic	Percent of Jurisdictions
Region	
West Coast[1]	17%
West[2]	20%
North Central West[3]	11%
North Central East[4]	13%
South Central[5]	7%
South[6]	26%
Northeast West[7]	2%
Northeast East[8]	4%
Population	
Less than 40,000	46%
40,000 to 74,999	19%
75,000 to 149,000	17%
150,000 or more	18%

---

[1] Alaska, Washington, Oregon, California, Hawaii
[2] Montana, Idaho, Wyoming, Colorado, Utah, Nevada, Arizona, New Mexico
[3] North Dakota, South Dakota, Nebraska, Kansas, Iowa, Missouri, Minnesota
[4] Illinois, Indiana, Ohio, Michigan, Wisconsin
[5] Oklahoma, Texas, Louisiana, Arkansas
[6] West Virginia, Virginia, Kentucky, Tennessee, Mississippi, Alabama, Georgia, Florida, South Carolina, North Carolina, Maryland, Delaware, Washington DC
[7] New York, Pennsylvania, New Jersey
[8] Connecticut, Rhode Island, Massachusetts, New Hampshire, Vermont, Maine

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PUTTING EVALUATIONS ONTO THE 100-POINT SCALE

Although responses to many of the evaluative questions were made on a four point scale with 1 representing the best rating and 4 the worst, the benchmarks are reported on a common scale where 0 is the worst possible rating and 100 is the best possible rating. The 95 percent confidence interval around an average score on the 100-point scale is no greater than plus or minus two points based on all respondents.

The 100-point scale is not a percent. It is a conversion of responses to an average rating. Each response option is assigned a value that is used in calculating the average score. For example, "excellent" = 100, "good" = 67, "fair" = 33 and "poor" = 0. If everyone reported "excellent," then the average rating would be 100 on the 100-point scale. Likewise, if all respondents gave a "poor", the result would be 0 on the 100-point scale. If half the respondents gave a score of "excellent" and half gave a score of "poor," the average would be in the middle of the scale (like the center post of a teeter totter) between "fair" and "good." An example of how to convert survey frequencies into an average rating appears below.

Example of Converting Responses to the 100-point Scale

						How do you rate the community as a place to live?				
Response option	Total with "don't know"	Step 1: Remove the percent of "don't know" responses	Total without "don't know"	Step 2: Assign scale values	Step 3: Multiply the percent by the scale value	Step 4: Sum to calculate the average rating
Excellent	36%	= 36 ÷ (100-5) =	38%	100	= 38% x 100 =	38
Good	42%	= 42 ÷ (100-5) =	44%	67	= 44% x 67 =	30
Fair	12%	= 12 ÷ (100-5) =	13%	33	= 13% x 33 =	4
Poor	5%	= 5 ÷ (100-5) =	5%	0	= 5% x 0 =	0
Don't know	5%	.	—			
Total	100%		100%			72

How do you rate the community as a place to live?

5%	13%	44%	38%
0	33	67	100
Poor	Fair	Good /72\	Excellent

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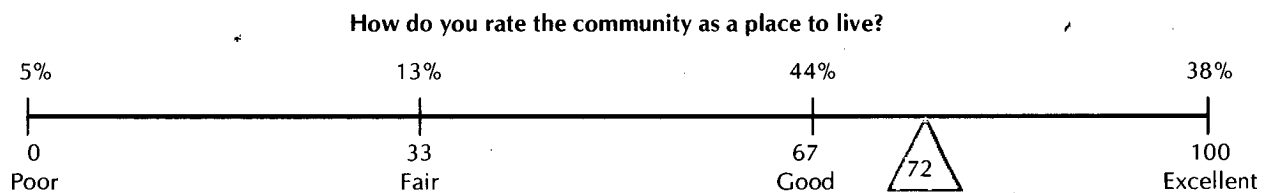
INTERPRETING THE RESULTS

Average ratings are compared when similar questions are included in NRC's database, and there are at least five jurisdictions in which the question was asked. Where comparisons are available, three numbers are provided in the table. The first column is your jurisdiction's rating on the 100-point scale. The second column is the rank assigned to your jurisdiction's rating among jurisdictions where a similar question was asked. The third column is the number of jurisdictions that asked a similar question. The final column shows the comparison of your jurisdiction's average rating to the benchmark.

Where comparisons for quality ratings were available, the City of Wilsonville's results were generally noted as being "above" the benchmark, "below" the benchmark or "similar" to the benchmark. For some questions – those related to resident behavior, circumstance or to a local problem – the comparison to the benchmark is designated as "more," "similar" or "less" (for example, the percent of crime victims, residents visiting a park or residents identifying code enforcement as a problem.) In instances where ratings are considerably higher or lower than the benchmark, these ratings have been further demarcated by the attribute of "much," (for example, "much less" or "much above"). These labels come from a statistical comparison of the City of Wilsonville's rating to the benchmark where a rating is considered "similar" if it is within the margin of error; "above," "below," "more" or "less" if the difference between your jurisdiction's rating and the benchmark is greater the margin of error; and "much above," "much below," "much more" or "much less" if the difference between your jurisdiction's rating and the benchmark is more than twice the margin of error.

This report contains benchmarks at the national level.

NATIONAL BENCHMARK COMPARISONS

Overall Community Quality Benchmarks				
	Wilsonville average rating	Rank	Number of Jurisdictions for Comparison	Comparison to benchmark
Overall quality of life in Wilsonville	78	62	421	Much above
Your neighborhood as place to live	78	48	282	Much above
Wilsonville as a place to live	81	69	354	Much above
Recommend living in Wilsonville to someone who asks	85	42	194	Much above
Remain in Wilsonville for the next five years	79	82	193	Above

Community Transportation Benchmarks				
	Wilsonville average rating	Rank	Number of Jurisdictions for Comparison	Comparison to benchmark
Ease of car travel in Wilsonville	60	88	278	Much above
Ease of bus travel in Wilsonville	68	4	197	Much above
Ease of bicycle travel in Wilsonville	63	40	272	Much above
Ease of walking in Wilsonville	72	33	273	Much above
Availability of paths and walking trails	70	31	193	Much above
Traffic flow on major streets	46	124	261	Similar

Frequency of Bus Use Benchmarks				
	Wilsonville average rating	Rank	Number of Jurisdictions for Comparison	Comparison to benchmark
Ridden a local bus within Wilsonville	34	39	170	Much more

Drive Alone Benchmarks				
	Wilsonville average rating	Rank	Number of Jurisdictions for Comparison	Comparison to benchmark
Average percent of work commute trips made by driving alone	71	133	183	Less

Transportation and Parking Services Benchmarks				
	Wilsonville average rating	Rank	Number of Jurisdictions for Comparison	Comparison to benchmark
Street repair	56	81	406	Much above
Street cleaning	67	33	284	Much above
Street lighting	69	10	312	Much above
Sidewalk maintenance	64	20	270	Much above
Traffic signal timing	49	88	221	Similar
Bus or transit services	74	4	211	Much above

Housing Characteristics Benchmarks				
	Wilsonville average rating	Rank	Number of Jurisdictions for Comparison	Comparison to benchmark
Availability of affordable quality housing	47	105	291	Much above
Variety of housing options	59	47	187	Much above

Housing Costs Benchmarks				
	Wilsonville average rating	Rank	Number of Jurisdictions for Comparison	Comparison to benchmark
Experiencing housing costs stress (housing costs 30% or MORE of income)	35	100	186	Similar

Built Environment Benchmarks				
	Wilsonville average rating	Rank	Number of Jurisdictions for Comparison	Comparison to benchmark
Quality of new development in Wilsonville	68	20	257	Much above
Overall appearance of Wilsonville	78	20	327	Much above

Population Growth Benchmarks				
	Wilsonville average rating	Rank	Number of Jurisdictions for Comparison	Comparison to benchmark
Population growth seen as too fast	38	127	238	Less

Nuisance Problems Benchmarks				
	Wilsonville average rating	Rank	Number of Jurisdictions for Comparison	Comparison to benchmark
Run down buildings, weed lots and junk vehicles seen as a "major" problem	1	230	239	Much less

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Planning and Community Code Enforcement Services Benchmarks				
	Wilsonville average rating	Rank	Number of Jurisdictions for Comparison	Comparison to benchmark
Land use, planning and zoning	53	53	286	Much above
Code enforcement (weeds, abandoned buildings, etc.)	62	18	349	Much above

Economic Sustainability and Opportunities Benchmarks				
	Wilsonville average rating	Rank	Number of Jurisdictions for Comparison	Comparison to benchmark
Employment opportunities	44	69	286	Much above
Shopping opportunities	60	71	275	Much above
Wilsonville as a place to work	68	47	313	Much above
Overall quality of business and service establishments in Wilsonville	66	28	182	Much above

Job and Retail Growth Benchmarks				
	Wilsonville average rating	Rank	Number of Jurisdictions for Comparison	Comparison to benchmark
Retail growth seen as too slow	17	220	238	Much less
Jobs growth seen as too slow	65	195	240	Much less

Personal Economic Future Benchmarks				
	Wilsonville average rating	Rank	Number of Jurisdictions for Comparison	Comparison to benchmark
Positive impact of economy on household income	24	35	232	Much above

Community and Personal Public Safety Benchmarks				
	Wilsonville average rating	Rank	Number of Jurisdictions for Comparison	Comparison to benchmark
In your neighborhood during the day	95	34	322	Much above
In your neighborhood after dark	83	42	314	Much above
In Wilsonville's commercial areas during the day	92	52	274	Much above
In Wilsonville's commercial areas after dark	77	55	285	Much above
Violent crime (e.g., rape, assault, robbery)	87	29	276	Much above
Property crimes (e.g., burglary, theft)	76	30	276	Much above
Environmental hazards, including toxic waste	85	28	190	Much above

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Crime Victimization and Reporting Benchmarks				
	Wilsonville average rating	**Rank**	**Number of Jurisdictions for Comparison**	**Comparison to benchmark**
Victim of crime	8	206	245	Much less
Reported crimes	82	96	243	More

Public Safety Services Benchmarks				
	Wilsonville average rating	**Rank**	**Number of Jurisdictions for Comparison**	**Comparison to benchmark**
Police services	71	132	402	Above
Fire services	80	87	330	Above
Ambulance or emergency medical services	76	146	326	Similar
Crime prevention	66	87	331	Much above
Fire prevention and education	69	87	268	Above
Traffic enforcement	58	155	348	Similar
Courts	61	47	180	Much above
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	55	122	214	Similar

Contact with Police and Fire Departments Benchmarks				
	Wilsonville average rating	**Rank**	**Number of Jurisdictions for Comparison**	**Comparison to benchmark**
Had contact with the City of Wilsonville Police Department	25	89	93	Much less
Overall impression of most recent contact with the City of Wilsonville Police Department	66	58	101	Similar

Community Environment Benchmarks				
	Wilsonville average rating	**Rank**	**Number of Jurisdictions for Comparison**	**Comparison to benchmark**
Cleanliness of Wilsonville	80	15	196	Much above
Quality of overall natural environment in Wilsonville	74	33	197	Much above
Preservation of natural areas such as open space, farmlands and greenbelts	70	14	197	Much above

Frequency of Recycling Benchmarks				
	Wilsonville average rating	**Rank**	**Number of Jurisdictions for Comparison**	**Comparison to benchmark**
Recycled used paper, cans or bottles from your home	94	34	226	Much more

Utility Services Benchmarks				
	Wilsonville average rating	Rank	Number of Jurisdictions for Comparison	Comparison to benchmark
Power (electric and/or gas) utility	72	8	106	Much above
Sewer services	66	78	282	Above
Drinking water	65	86	290	Much above
Storm drainage	66	31	340	Much above
Yard waste pick-up	74	33	242	Much above
Recycling	74	77	323	Much above
Garbage collection	75	77	347	Much above

Community Recreational Opportunities Benchmarks				
	Wilsonville average rating	Rank	Number of Jurisdictions for Comparison	Comparison to benchmark
Recreation opportunities	58	138	285	Similar

Participation in Parks and Recreation Opportunities Benchmarks				
	Wilsonville average rating	Rank	Number of Jurisdictions for Comparison	Comparison to benchmark
Used Wilsonville recreation centers	51	137	197	Much less
Participated in a recreation program or activity	44	153	229	Less
Visited a neighborhood park or City park	92	42	237	Much more

Parks and Recreation Services Benchmarks				
	Wilsonville average rating	Rank	Number of Jurisdictions for Comparison	Comparison to benchmark
City parks	84	9	306	Much above
Recreation programs or classes	68	95	314	Much above
Recreation centers or facilities	64	111	255	Above

Cultural and Educational Opportunities Benchmarks				
	Wilsonville average rating	Rank	Number of Jurisdictions for Comparison	Comparison to benchmark
Opportunities to attend cultural activities	49	144	289	Similar

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Participation in Cultural and Educational Opportunities Benchmarks				
	Wilsonville average rating	Rank	Number of Jurisdictions for Comparison	Comparison to benchmark
Used Wilsonville Public Library or its services	84	13	208	Much more
Participated in religious or spiritual activities in Wilsonville	38	115	135	Much less

Cultural and Educational Services Benchmarks				
	Wilsonville average rating	Rank	Number of Jurisdictions for Comparison	Comparison to benchmark
Public schools	77	34	244	Much above
Public library services	84	15	314	Much above

Community Health and Wellness Access and Opportunities Benchmarks				
	Wilsonville average rating	Rank	Number of Jurisdictions for Comparison	Comparison to benchmark
Availability of affordable quality food	60	62	177	Above

Community Quality and Inclusiveness Benchmarks				
	Wilsonville average rating	Rank	Number of Jurisdictions for Comparison	Comparison to benchmark
Sense of community	67	50	290	Much above
Openness and acceptance of the community toward people of diverse backgrounds	63	56	258	Much above
Availability of affordable quality child care	47	81	226	Above
Wilsonville as a place to raise kids	82	48	351	Much above
Wilsonville as a place to retire	71	43	336	Much above

Services Provided for Population Subgroups Benchmarks				
	Wilsonville average rating	Rank	Number of Jurisdictions for Comparison	Comparison to benchmark
Services to seniors	74	9	286	Much above
Services to youth	62	66	264	Much above

Civic Engagement Opportunities Benchmarks				
	Wilsonville average rating	Rank	Number of Jurisdictions for Comparison	Comparison to benchmark
Opportunities to participate in community matters	62	59	188	Much above
Opportunities to volunteer	66	85	187	Similar

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Participation in Civic Engagement Opportunities Benchmarks				
	Wilsonville average rating	Rank	Number of Jurisdictions for Comparison	Comparison to benchmark
Attended a meeting of local elected officials or other local public meeting	22	173	239	Much less
Watched a meeting of local elected officials or other public meeting on cable television, the Internet or other media	25	165	189	Much less
Volunteered your time to some group or activity in Wilsonville	38	159	238	Much less
Participated in a club or civic group in Wilsonville	24	110	159	Much less
Provided help to a friend or neighbor	92	126	156	Similar

Voter Behavior Benchmarks				
	Wilsonville average rating	Rank	Number of Jurisdictions for Comparison	Comparison to benchmark
Registered to vote	87	87	242	More
Voted in last general election	77	91	241	More

Use of Information Sources Benchmarks				
	Wilsonville average rating	Rank	Number of Jurisdictions for Comparison	Comparison to benchmark
Read Wilsonville Newsletter	86	74	173	Much more
Visited the City of Wilsonville Web site	52	145	181	Much less

Local Government Media Services and Information Dissemination Benchmarks				
	Wilsonville average rating	Rank	Number of Jurisdictions for Comparison	Comparison to benchmark
Public information services	70	16	270	Much above

Social Engagement Opportunities Benchmarks				
	Wilsonville average rating	Rank	Number of Jurisdictions for Comparison	Comparison to benchmark
Opportunities to participate in social events and activities	57	88	185	Similar
Opportunities to participate in religious or spiritual events and activities	64	104	147	Below

Contact with Immediate Neighbors Benchmarks				
	Wilsonville average rating	Rank	Number of Jurisdictions for Comparison	Comparison to benchmark
Has contact with neighbors at least several times per week	51	68	175	Similar

Public Trust Benchmarks				
	Wilsonville average rating	Rank	Number of Jurisdictions for Comparison	Comparison to benchmark
Value of services for the taxes paid to Wilsonville	55	104	372	Much above
The overall direction that Wilsonville is taking	58	61	308	Much above
Job Wilsonville government does at welcoming citizen involvement	55	61	311	Much above
Overall image or reputation of Wilsonville	74	54	304	Much above

Services Provided by Local, State and Federal Governments Benchmarks				
	Wilsonville average rating	Rank	Number of Jurisdictions for Comparison	Comparison to benchmark
Services provided by the City of Wilsonville	71	49	402	Much above
Services provided by the Federal Government	41	138	246	Similar
Services provided by the State Government	44	109	248	Similar
Services provided by Clackamas County Government	52	55	163	Above

Contact with City Employees Benchmarks				
	Wilsonville average rating	Rank	Number of Jurisdictions for Comparison	Comparison to benchmark
Had contact with City employee(s) in last 12 months	38	254	277	Much less

Perceptions of City Employees (Among Those Who Had Contact) Benchmarks				
	Wilsonville average rating	Rank	Number of Jurisdictions for Comparison	Comparison to benchmark
Knowledge	80	18	315	Much above
Responsiveness	77	26	310	Much above
Courteousness	80	25	260	Much above
Overall impression	77	32	359	Much above

The National Citizen Survey™ by National Research Center, Inc.

Jurisdictions Included in National Benchmark Comparisons

Valdez, AK	3,976	Palm Springs, CA	44,552
Auburn, AL	53,380	Palo Alto, CA	64,403
Gulf Shores, AL	9,741	Richmond, CA	103,701
Tuskegee, AL	9,865	San Diego, CA	1,307,402
Vestavia Hills, AL	34,033	San Francisco, CA	805,235
Fayetteville, AR	73,580	San Jose, CA	945,942
Little Rock, AR	193,524	San Luis Obispo County, CA	269,637
Casa Grande, AZ	48,571	San Mateo, CA	97,207
Chandler, AZ	236,123	San Rafael, CA	57,713
Cococino County, AZ	134,421	Santa Monica, CA	89,736
Dewey-Humboldt, AZ	3,894	Seaside, CA	33,025
Flagstaff, AZ	65,870	South Lake Tahoe, CA	21,403
Florence, AZ	25,536	Stockton, CA	291,707
Gilbert, AZ	208,453	Sunnyvale, CA	140,081
Goodyear, AZ	65,275	Temecula, CA	100,097
Green Valley, AZ	21,391	Thousand Oaks, CA	126,683
Kingman, AZ	28,068	Visalia, CA	124,442
Marana, AZ	34,961	Walnut Creek, CA	64,173
Maricopa County, AZ	3,817,117	Adams County, CO	441,603
Mesa, AZ	439,041	Arapahoe County, CO	572,003
Peoria, AZ	154,065	Archuleta County, CO	12,084
Phoenix, AZ	1,445,632	Arvada, CO	106,433
Pinal County, AZ	375,770	Aspen, CO	6,658
Prescott Valley, AZ	38,822	Aurora, CO	325,078
Queen Creek, AZ	26,361	Boulder, CO	97,385
Scottsdale, AZ	217,385	Boulder County, CO	294,567
Sedona, AZ	10,031	Broomfield, CO	55,889
Surprise, AZ	117,517	Centennial, CO	100,377
Tempe, AZ	161,719	Clear Creek County, CO	9,088
Yuma, AZ	93,064	Colorado Springs, CO	416,427
Yuma County, AZ	195,751	Commerce City, CO	45,913
Apple Valley, CA	69,135	Craig, CO	9,464
Benicia, CA	26,997	Crested Butte, CO	1,487
Brea, CA	39,282	Denver, CO	600,158
Brisbane, CA	4,282	Douglas County, CO	285,465
Burlingame, CA	28,806	Eagle County, CO	52,197
Concord, CA	122,067	Edgewater, CO	5,170
Coronado, CA	18,912	El Paso County, CO	622,263
Cupertino, CA	58,302	Englewood, CO	30,255
Davis, CA	65,622	Estes Park, CO	5,858
Dublin, CA	46,036	Fort Collins, CO	143,986
El Cerrito, CA	23,549	Frisco, CO	2,683
Elk Grove, CA	153,015	Fruita, CO	12,646
Galt, CA	23,647	Georgetown, CO	1,034
Laguna Beach, CA	22,723	Gilpin County, CO	5,441
Livermore, CA	80,968	Golden, CO	18,867
Lodi, CA	62,134	Grand County, CO	14,843
Long Beach, CA	462,257	Greeley, CO	92,889
Menlo Park, CA	32,026	Gunnison County, CO	15,324
Mission Viejo, CA	93,305	Highlands Ranch, CO	96,713
Newport Beach, CA	85,186	Hudson, CO	2,356

Jackson County, CO	1,394
Jefferson County, CO	534,543
Lafayette, CO	24,453
Lakewood, CO	142,980
Larimer County, CO	299,630
Lone Tree, CO	10,218
Longmont, CO	86,270
Louisville, CO	18,376
Loveland, CO	66,859
Mesa County, CO	146,723
Montrose, CO	19,132
Northglenn, CO	35,789
Park County, CO	16,206
Parker, CO	45,297
Pueblo, CO	106,595
Salida, CO	5,236
Teller County, CO	23,350
Thornton, CO	118,772
Westminster, CO	106,114
Wheat Ridge, CO	30,166
Windsor, CO	18,644
Coventry, CT	2,990
Hartford, CT	124,775
Dover, DE	36,047
Rehoboth Beach, DE	1,327
Brevard County, FL	543,376
Cape Coral, FL	154,305
Charlotte County, FL	159,978
Clearwater, FL	107,685
Collier County, FL	321,520
Cooper City, FL	28,547
Dania Beach, FL	28,448
Daytona Beach, FL	61,005
Delray Beach, FL	60,522
Destin, FL	12,305
Escambia County, FL	297,619
Gainesville, FL	124,354
Hillsborough County, FL	1,229,226
Jupiter, FL	55,156
Lee County, FL	618,754
Martin County, FL	146,318
Miami Beach, FL	87,779
North Palm Beach, FL	12,015
Oakland Park, FL	41,363
Ocala, FL	56,315
Oviedo, FL	33,342
Palm Bay, FL	103,190
Palm Beach County, FL	1,320,134
Palm Coast, FL	75,180
Panama City, FL	36,484
Pasco County, FL	464,697
Pinellas County, FL	916,542
Port Orange, FL	56,048

Port St. Lucie, FL	164,603
Sanford, FL	53,570
Sarasota, FL	51,917
St. Cloud, FL	35,183
Titusville, FL	43,761
Winter Garden, FL	34,568
Albany, GA	77,434
Alpharetta, GA	57,551
Cartersville, GA	19,731
Conyers, GA	15,195
Decatur, GA	19,335
McDonough, GA	22,084
Milton, GA	32,661
Peachtree City, GA	34,364
Roswell, GA	88,346
Sandy Springs, GA	93,853
Savannah, GA	136,286
Smyrna, GA	51,271
Snellville, GA	18,242
Suwanee, GA	15,355
Valdosta, GA	54,518
Honolulu, HI	953,207
Ames, IA	58,965
Ankeny, IA	45,582
Bettendorf, IA	33,217
Cedar Falls, IA	39,260
Cedar Rapids, IA	126,326
Clive, IA	15,447
Des Moines, IA	203,433
Indianola, IA	14,782
Muscatine, IA	22,886
Urbandale, IA	39,463
West Des Moines, IA	56,609
Boise, ID	205,671
Jerome, ID	10,890
Meridian, ID	75,092
Moscow, ID	23,800
Pocatello, ID	54,255
Post Falls, ID	27,574
Twin Falls, ID	44,125
Batavia, IL	26,045
Bloomington, IL	76,610
Centralia, IL	13,032
Collinsville, IL	25,579
Crystal Lake, IL	40,743
DeKalb, IL	43,862
Elmhurst, IL	44,121
Evanston, IL	74,486
Freeport, IL	25,638
Highland Park, IL	29,763
Lincolnwood, IL	12,590
Lyons, IL	10,729
Naperville, IL	141,853

Normal, IL	52,497
Oak Park, IL	51,878
O'Fallon, IL	28,281
Orland Park, IL	56,767
Palatine, IL	68,557
Park Ridge, IL	37,480
Peoria County, IL	186,494
Riverside, IL	8,875
Sherman, IL	4,148
Shorewood, IL	15,615
Skokie, IL	64,784
Sugar Grove, IL	8,997
Wilmington, IL	5,724
Brownsburg, IN	21,285
Fishers, IN	76,794
Munster, IN	23,603
Noblesville, IN	51,969
Abilene, KS	6,844
Arkansas City, KS	12,415
Fairway, KS	3,882
Garden City, KS	26,658
Gardner, KS	19,123
Johnson County, KS	544,179
Lawrence, KS	87,643
Mission, KS	9,323
Olathe, KS	125,872
Roeland Park, KS	6,731
Wichita, KS	382,368
Bowling Green, KY	58,067
New Orleans, LA	343,829
Andover, MA	8,762
Barnstable, MA	45,193
Burlington, MA	24,498
Cambridge, MA	105,162
Needham, MA	28,886
Annapolis, MD	38,394
Baltimore, MD	620,961
Baltimore County, MD	805,029
Dorchester County, MD	32,618
Gaithersburg, MD	59,933
La Plata, MD	8,753
Montgomery County, MD	971,777
Prince George's County, MD	863,420
Rockville, MD	61,209
Takoma Park, MD	16,715
Saco, ME	18,482
Scarborough, ME	4,403
South Portland, ME	25,002
Ann Arbor, MI	113,934
Battle Creek, MI	52,347
Escanaba, MI	12,616
Farmington Hills, MI	79,740
Flushing, MI	8,389

Gladstone, MI	4,973
Howell, MI	9,489
Jackson County, MI	160,248
Kalamazoo, MI	74,262
Kalamazoo County, MI	250,331
Midland, MI	41,863
Novi, MI	55,224
Petoskey, MI	5,670
Port Huron, MI	30,184
Rochester, MI	12,711
South Haven, MI	4,403
Albert Lea, MN	18,016
Beltrami County, MN	44,442
Carver County, MN	91,042
Chanhassen, MN	22,952
Dakota County, MN	398,552
Duluth, MN	86,265
Fridley, MN	27,208
Hutchinson, MN	14,178
Maple Grove, MN	61,567
Mayer, MN	1,749
Minneapolis, MN	382,578
Olmsted County, MN	144,248
Scott County, MN	129,928
Shorewood, MN	7,307
St. Louis County, MN	200,226
Washington County, MN	238,136
Woodbury, MN	61,961
Blue Springs, MO	52,575
Branson, MO	10,520
Cape Girardeau, MO	37,941
Clay County, MO	221,939
Clayton, MO	15,939
Ellisville, MO	9,133
Harrisonville, MO	10,019
Jefferson City, MO	43,079
Lee's Summit, MO	91,364
Maryland Heights, MO	27,472
Platte City, MO	4,691
Raymore, MO	19,206
Richmond Heights, MO	8,603
Riverside, MO	2,937
Rolla, MO	19,559
Wentzville, MO	29,070
Billings, MT	104,170
Bozeman, MT	37,280
Missoula, MT	66,788
Asheville, NC	83,393
Cabarrus County, NC	178,011
Cary, NC	135,234
Charlotte, NC	731,424
Davidson, NC	10,944
High Point, NC	104,371

Hillsborough, NC 6,087
Indian Trail, NC 33,518
Mecklenburg County, NC 919,628
Mooresville, NC 32,711
Wake Forest, NC 30,117
Wilmington, NC 106,476
Winston-Salem, NC 229,617
Wahpeton, ND 7,766
Grand Island, NE 48,520
La Vista, NE 15,758
Papillion, NE 18,894
Dover, NH 29,987
Lebanon, NH 13,151
Summit, NJ 21,457
Albuquerque, NM 545,852
Farmington, NM 45,877
Los Alamos County, NM 17,950
Rio Rancho, NM 87,521
San Juan County, NM 130,044
Carson City, NV 55,274
Henderson, NV 257,729
North Las Vegas, NV 216,961
Reno, NV 225,221
Sparks, NV 90,264
Washoe County, NV 421,407
Geneva, NY 13,261
New York City, NY 8,175,133
Ogdensburg, NY 11,128
Blue Ash, OH 12,114
Delaware, OH 34,753
Dublin, OH 41,751
Hamilton, OH 62,477
Hudson, OH 22,262
Kettering, OH 56,163
Orange Village, OH 3,323
Piqua, OH 20,522
Springboro, OH 17,409
Sylvania Township, OH 18,965
Upper Arlington, OH 33,771
Broken Arrow, OK 98,850
Edmond, OK 81,405
Norman, OK 110,925
Oklahoma City, OK 579,999
Stillwater, OK 45,688
Tulsa, OK 391,906
Albany, OR 50,158
Ashland, OR 20,078
Bend, OR 76,639
Corvallis, OR 54,462
Forest Grove, OR 21,083
Hermiston, OR 16,745
Jackson County, OR 203,206
Keizer, OR 36,478

Lane County, OR 351,715
McMinnville, OR 32,187
Medford, OR 74,907
Portland, OR 583,776
Springfield, OR 59,403
Tualatin, OR 26,054
Chambersburg, PA 20,268
Cumberland County, PA 235,406
Kutztown Borough, PA 5,012
State College, PA 42,034
East Providence, RI 47,037
Greer, SC 25,515
Rock Hill, SC 66,154
Rapid City, SD 67,956
Sioux Falls, SD 153,888
Cookeville, TN 30,435
Johnson City, TN 63,152
Morristown, TN 29,137
Nashville, TN 601,222
White House, TN 10,255
Arlington, TX 365,438
Austin, TX 790,390
Benbrook, TX 21,234
Bryan, TX 76,201
Colleyville, TX 22,807
Corpus Christi, TX 305,215
Dallas, TX 1,197,816
Denton, TX 113,383
Duncanville, TX 38,524
El Paso, TX 649,121
Flower Mound, TX 64,669
Fort Worth, TX 741,206
Georgetown, TX 47,400
Houston, TX 2,099,451
Hurst, TX 37,337
Hutto, TX 14,698
La Porte, TX 33,800
League City, TX 83,560
McAllen, TX 129,877
McKinney, TX 131,117
Plano, TX 259,841
Round Rock, TX 99,887
Rowlett, TX 56,199
San Marcos, TX 44,894
Southlake, TX 26,575
Temple, TX 66,102
Tomball, TX 10,753
Watauga, TX 23,497
Westlake, TX 992
Park City, UT 7,558
Provo, UT 112,488
Riverdale, UT 8,426
Salt Lake City, UT 186,440

Sandy, UT	87,461
Saratoga Springs, UT	17,781
Springville, UT	29,466
Washington City, UT	18,761
Albemarle County, VA	98,970
Arlington County, VA	207,627
Ashland, VA	7,225
Botetourt County, VA	33,148
Chesapeake, VA	222,209
Chesterfield County, VA	316,236
Fredericksburg, VA	24,286
Hampton, VA	137,436
Hanover County, VA	99,863
Herndon, VA	23,292
James City County, VA	67,009
Lexington, VA	7,042
Lynchburg, VA	75,568
Montgomery County, VA	94,392
Newport News, VA	180,719
Purcellville, VA	7,727
Radford, VA	16,408
Roanoke, VA	97,032
Spotsylvania County, VA	122,397
Virginia Beach, VA	437,994
Williamsburg, VA	14,068
York County, VA	65,464
Montpelier, VT	7,855
Airway Heights, WA	6,114
Auburn, WA	70,180
Bellevue, WA	122,363

Clark County, WA	425,363
Federal Way, WA	89,306
Gig Harbor, WA	7,126
Hoquiam, WA	8,726
Kirkland, WA	48,787
Lynnwood, WA	35,836
Maple Valley, WA	22,684
Mountlake Terrace, WA	19,909
Pasco, WA	59,781
Redmond, WA	54,144
Renton, WA	90,927
SeaTac, WA	26,909
Snoqualmie, WA	10,670
Spokane Valley, WA	89,755
Tacoma, WA	198,397
Vancouver, WA	161,791
West Richland, WA	11,811
Woodland, WA	5,509
Columbus, WI	4,991
De Pere, WI	23,800
Eau Claire, WI	65,883
Madison, WI	233,209
Merrill, WI	9,661
Oshkosh, WI	66,083
Racine, WI	78,860
Wind Point, WI	1,723
Casper, WY	55,316
Cheyenne, WY	59,466
Gillette, WY	29,087

The National Citizen Survey™

CITY OF WILSONVILLE, OR
2012

Report of Geographic Subgroup Comparisons

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CONTENTS

The National Citizen Survey™

SURVEY BACKGROUND

ABOUT THE NATIONAL CITIZEN SURVEY™

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 survey methods and comparable results across The National Citizen Survey™ jurisdictions. Participating households are selected at random and the household member who responds is selected without bias. Multiple mailings give each household more than one chance to participate with self-addressed and postage paid envelopes. Results are statistically weighted to reflect the proper demographic composition of the entire community.

The National Citizen Survey™ customized for this jurisdiction was developed in close cooperation with local jurisdiction staff. The City of Wilsonville staff selected items from a menu of questions about services and community problems; they defined the jurisdiction boundaries NRC used for sampling; and they provided the appropriate letterhead and signatures for mailings. City of Wilsonville staff also determined local interest in a variety of add-on options to The National Citizen Survey™ Basic Service.

UNDERSTANDING THE RESULTS

"DON'T KNOW" RESPONSES

On many of the questions in the survey respondents may answer "don't know." The proportion of respondents giving this reply is shown in the full set of responses included in Appendix A. However, these responses have been removed from the analyses presented in the body of the report. In other words, the tables and graphs display the responses from respondents who had an opinion about a specific item.

UNDERSTANDING THE TABLES

In this report, comparisons between geographic subgroups are shown. For most of the questions, we have shown only one number for each question. We have summarized responses to show only the proportion of respondents giving a certain answer; for example, the percent of respondents who rated the quality of life as "excellent" or "good", or the percent of respondents who felt the rate of growth was "about right."

ANOVA and chi-square tests of significance were applied to these comparisons of survey questions by geographic subgroups. A "p-value" of 0.05 or less indicates that there is less than a 5% probability that differences observed between subgroups are due to chance; or in other words, a greater than 95% probability that the differences observed are "real." Where differences were statistically significant, they are marked in grey.

The 95 percent confidence level for this survey is generally no greater than plus or minus three percentage points around any given percent reported for the entire sample (794 completed surveys). For each neighborhood (Villebois and Old Town, West Wilsonville, Town Center, Charbonneau, Wilsonville East, or Canyon Creek) the margin of error rises to approximately + or - 12% since sample sizes were approximately 77 for Villebois and Old Town, 147 for West Wilsonville, 186 for Town Center, 131 for Wilsonville East, and 70 for Canyon Creek.

The National Citizen Survey™ Wilsonville, OR 2012
Geographic Comparison Areas

Legend:
- Charbonneau
- Wilsonville East
- Town Center
- Canyon Creek
- Villebois
- Old Town
- West Wilsonville
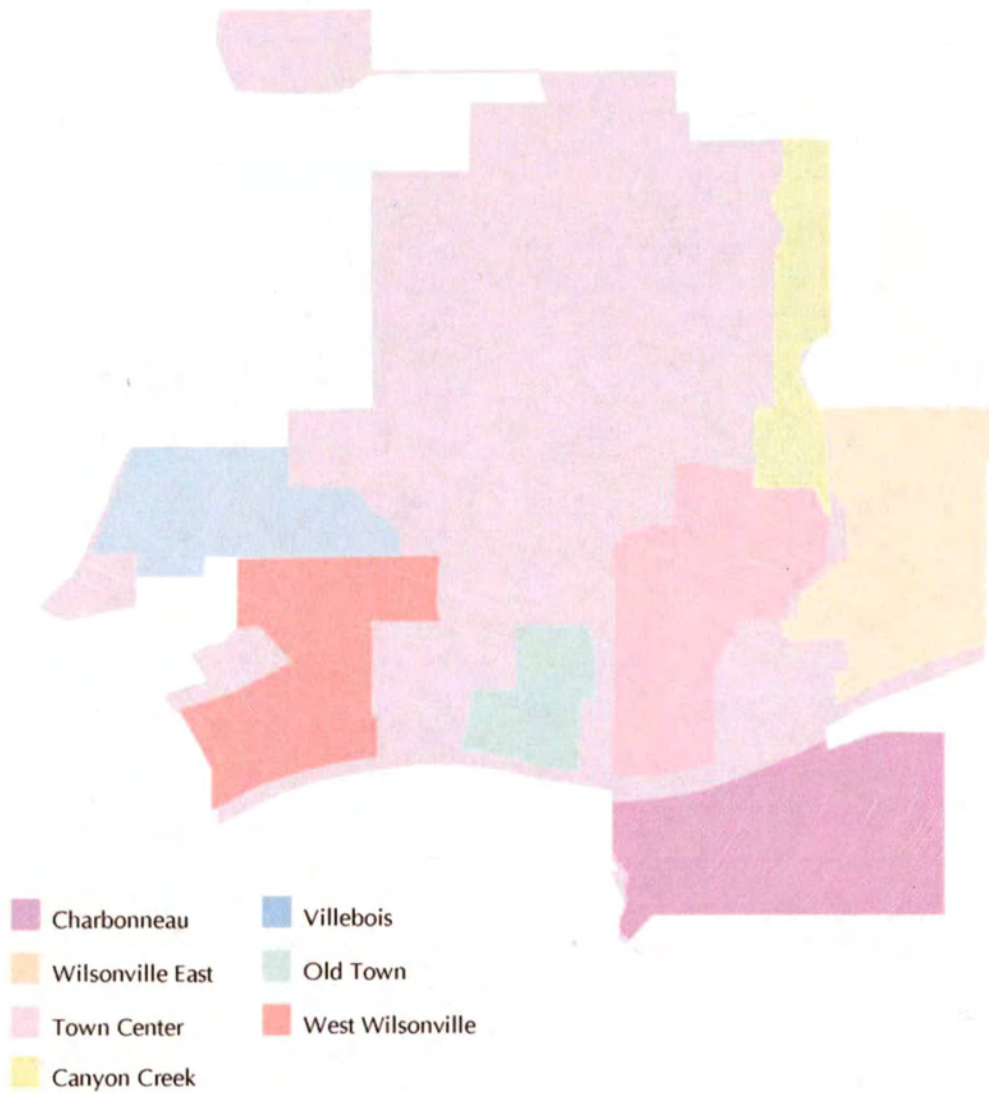
COMPARISONS

Cells shaded grey indicate statistically significant differences between subgroups.

Question 1: Quality of Life (Percent "excellent" or "good")							
	Neighborhood						
Please rate each of the following aspects of quality of life in Wilsonville:	Villebois and Old Town	West Wilsonville	Town Center	Charbonneau	Wilsonville East	Canyon Creek	Overall
Wilsonville as a place to live	94%	92%	97%	93%	95%	97%	94%
Your neighborhood as a place to live	91%	85%	92%	93%	88%	88%	89%
Wilsonville as a place to raise children	92%	93%	94%	85%	95%	95%	93%
Wilsonville as a place to work	65%	75%	81%	78%	70%	78%	75%
Wilsonville as a place to retire	77%	75%	86%	88%	63%	64%	77%
The overall quality of life in Wilsonville	93%	91%	95%	89%	92%	93%	92%

Question 2: Community Characteristics (Percent "excellent" or "good")							
	Neighborhood						
Please rate each of the following characteristics as they relate to Wilsonville as a whole:	Villebois and Old Town	West Wilsonville	Town Center	Charbonneau	Wilsonville East	Canyon Creek	Overall
Sense of community	78%	73%	81%	84%	72%	73%	77%
Openness and acceptance of the community toward people of diverse backgrounds	60%	72%	75%	76%	68%	79%	72%
Overall appearance of Wilsonville	91%	92%	92%	86%	92%	88%	91%
Cleanliness of Wilsonville	96%	94%	95%	91%	93%	95%	94%
Overall quality of new development in Wilsonville	74%	80%	80%	77%	78%	76%	78%
Variety of housing options	56%	71%	72%	78%	54%	64%	66%
Overall quality of business and service establishments in Wilsonville	64%	81%	85%	77%	74%	70%	77%
Shopping opportunities	44%	67%	77%	62%	56%	62%	63%
Opportunities to attend cultural activities	43%	53%	62%	46%	42%	50%	50%
Recreational opportunities	56%	64%	73%	63%	58%	54%	63%
Employment opportunities	31%	55%	46%	39%	33%	44%	43%
Opportunities to participate in social events and activities	64%	64%	66%	63%	61%	61%	63%

Question 2: Community Characteristics (Percent "excellent" or "good")							
	Neighborhood						
Please rate each of the following characteristics as they relate to Wilsonville as a whole:	Villebois and Old Town	West Wilsonville	Town Center	Charbonneau	Wilsonville East	Canyon Creek	Overall
Opportunities to participate in religious or spiritual events and activities	66%	77%	80%	74%	67%	53%	72%
Opportunities to volunteer	66%	75%	78%	82%	73%	67%	75%
Opportunities to participate in community matters	55%	71%	72%	76%	67%	65%	69%
Ease of car travel in Wilsonville	57%	59%	73%	49%	69%	83%	65%
Ease of bus travel in Wilsonville	73%	73%	85%	64%	78%	85%	77%
Ease of bicycle travel in Wilsonville	72%	69%	72%	47%	73%	78%	69%
Ease of walking in Wilsonville	76%	82%	91%	56%	84%	81%	80%
Availability of paths and walking trails	75%	80%	84%	70%	80%	74%	78%
Traffic flow on major streets	35%	42%	63%	36%	44%	65%	48%
Availability of affordable quality housing	45%	46%	47%	56%	35%	55%	46%
Availability of affordable quality child care	47%	50%	54%	48%	33%	45%	47%
Availability of affordable quality food	57%	65%	79%	73%	61%	61%	67%
Quality of overall natural environment in Wilsonville	83%	85%	88%	82%	89%	82%	85%
Overall image or reputation of Wilsonville	78%	87%	91%	86%	89%	83%	87%

Question 3: Growth (Percent of respondents)							
	Neighborhood						
Please rate the speed of growth in the following categories in Wilsonville over the past 2 years:	Villebois and Old Town	West Wilsonville	Town Center	Charbonneau	Wilsonville East	Canyon Creek	Overall
Population growth too fast	36%	41%	40%	37%	37%	34%	38%
Retail growth too slow	22%	13%	19%	15%	15%	24%	17%
Job growth too slow	72%	64%	64%	59%	63%	71%	65%
Housing growth too fast	38%	30%	33%	29%	26%	23%	30%

Question 4: Code Enforcement (Percent a "major" problem)							
	Neighborhood						
	Villebois and Old Town	West Wilsonville	Town Center	Charbonneau	Wilsonville East	Canyon Creek	Overall
Run down buildings, weed lots or junk vehicle a major problem in Wilsonville	0%	2%	0%	1%	3%	0%	1%

Question 5: Community Safety (Percent "very" or "somewhat" safe)							
	Neighborhood						
Please rate how safe or unsafe you feel from the following in Wilsonville:	Villebois and Old Town	West Wilsonville	Town Center	Charbonneau	Wilsonville East	Canyon Creek	Overall
Violent crime (e.g., rape, assault, robbery)	90%	87%	94%	92%	93%	97%	92%
Property crimes (e.g., burglary, theft)	85%	77%	81%	85%	77%	78%	80%
Environmental hazards, including toxic waste	84%	88%	90%	88%	89%	90%	89%

Question 6: Personal Safety (Percent "very" or "somewhat" safe)							
	Neighborhood						
Please rate how safe or unsafe you feel:	Villebois and Old Town	West Wilsonville	Town Center	Charbonneau	Wilsonville East	Canyon Creek	Overall
In your neighborhood during the day	100%	95%	97%	100%	97%	97%	98%
In your neighborhood after dark	89%	82%	90%	94%	90%	91%	89%
In Wilsonville's commercial areas during the day	98%	94%	97%	97%	97%	95%	96%
In Wilsonville's commercial areas after dark	84%	77%	79%	79%	84%	83%	81%

Question 7: Contact with Police Department (Percent "yes")							
	Neighborhood						
	Villebois and Old Town	West Wilsonville	Town Center	Charbonneau	Wilsonville East	Canyon Creek	Overall
Have you had any in-person or phone contact with an employee of the City of Wilsonville Police Department within the last 12 months?	41%	30%	17%	17%	30%	21%	25%

Question 8: Ratings of Contact with Police Department (Percent "excellent" or "good")							
	Neighborhood						
	Villebois and Old Town	West Wilsonville	Town Center	Charbonneau	Wilsonville East	Canyon Creek	Overall
What was your overall impression of your most recent contact with the City of Wilsonville Police Department?	65%	70%	69%	89%	75%	66%	72%

Questions 9 and 10: Crime Victimization and Reporting (Percent "yes")							
	Neighborhood						
	Villebois and Old Town	West Wilsonville	Town Center	Charbonneau	Wilsonville East	Canyon Creek	Overall
During the past 12 months, were you or anyone in your household the victim of any crime?	10%	12%	5%	5%	8%	6%	8%
If yes, was this crime (these crimes) reported to the police?	64%	77%	100%	86%	81%	100%	82%

Question 11: Resident Behaviors (Percent at least once in past 12 months)							
In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Wilsonville?	Neighborhood						
	Villebois and Old Town	West Wilsonville	Town Center	Charbonneau	Wilsonville East	Canyon Creek	Overall
Used Wilsonville Public Library or its services	88%	88%	85%	79%	91%	68%	84%
Used Wilsonville recreation centers	52%	53%	46%	51%	61%	43%	51%
Participated in a recreation program or activity	56%	48%	38%	41%	46%	34%	44%
Visited a neighborhood park or City park	93%	94%	94%	77%	97%	91%	92%
Ridden a local bus within Wilsonville	32%	41%	32%	16%	45%	29%	34%
Attended a meeting of local elected officials or other local public meeting	39%	27%	18%	26%	14%	9%	22%
Watched a meeting of local elected officials or other City-sponsored public meeting on cable television, the Internet or other media	39%	25%	23%	30%	25%	10%	25%
Read Boones Ferry Messenger	89%	84%	90%	86%	83%	84%	86%
Visited the City of Wilsonville Web site (at www.ci.wilsonville.or.us)	66%	56%	52%	31%	57%	51%	52%
Recycled used paper, cans or bottles from your home	98%	94%	96%	92%	93%	92%	94%

Question 11: Resident Behaviors (Percent at least once in past 12 months)							
In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Wilsonville?	Neighborhood						
	Villebois and Old Town	West Wilsonville	Town Center	Charbonneau	Wilsonville East	Canyon Creek	Overall
Volunteered your time to some group or activity in Wilsonville	38%	49%	31%	38%	40%	27%	38%
Participated in religious or spiritual activities in Wilsonville	45%	48%	40%	33%	34%	21%	38%
Participated in a club or civic group in Wilsonville	29%	34%	22%	30%	19%	6%	24%
Provided help to a friend or neighbor	89%	97%	92%	94%	91%	84%	92%

Question 12: Neighborliness (Percent at least several times a week)							
	Neighborhood						
	Villebois and Old Town	West Wilsonville	Town Center	Charbonneau	Wilsonville East	Canyon Creek	Overall
Visit with neighbors at least several times a week	53%	58%	39%	62%	51%	42%	51%

Question 13: Service Quality (Percent "excellent" or "good")							
	Neighborhood						
Please rate the quality of each of the following services in Wilsonville:	Villebois and Old Town	West Wilsonville	Town Center	Charbonneau	Wilsonville East	Canyon Creek	Overall
Police services	77%	80%	86%	91%	81%	88%	83%
Fire services	100%	89%	98%	97%	89%	98%	94%
Ambulance or emergency medical services	82%	81%	97%	97%	83%	90%	88%
Crime prevention	74%	64%	89%	87%	76%	80%	77%
Fire prevention and education	80%	75%	84%	88%	79%	89%	81%
Municipal courts	83%	57%	80%	79%	68%	84%	71%
Traffic enforcement	73%	57%	73%	65%	69%	62%	66%
Street repair	55%	60%	66%	46%	58%	77%	60%
Street cleaning	75%	76%	78%	81%	79%	85%	78%
Street lighting	79%	83%	83%	83%	83%	88%	83%
Sidewalk maintenance	72%	75%	75%	62%	74%	84%	74%
Traffic signal timing	50%	45%	56%	46%	48%	64%	51%
Bus or transit services (SMART)	79%	79%	88%	88%	84%	92%	85%

Question 13: Service Quality (Percent "excellent" or "good")							
	Neighborhood						
Please rate the quality of each of the following services in Wilsonville:	Villebois and Old Town	West Wilsonville	Town Center	Charbonneau	Wilsonville East	Canyon Creek	Overall
Garbage collection	91%	86%	88%	94%	89%	90%	89%
Recycling	86%	83%	86%	91%	88%	85%	86%
Yard waste pick-up	74%	79%	90%	93%	87%	94%	85%
Storm drainage	66%	71%	82%	75%	80%	85%	77%
Drinking water	65%	71%	80%	81%	70%	76%	74%
Sewer services	71%	73%	82%	86%	68%	87%	77%
Power (electric and/or gas) utility	79%	81%	91%	91%	78%	88%	84%
City parks	95%	92%	95%	98%	94%	95%	95%
Recreation programs or classes	83%	74%	88%	89%	66%	88%	79%
Recreation centers or facilities	72%	69%	83%	79%	64%	79%	73%
Land use, planning and zoning	50%	47%	58%	67%	52%	76%	57%
Code enforcement (weeds, abandoned buildings, etc.)	49%	64%	74%	73%	76%	95%	71%
Services to seniors	80%	82%	87%	93%	80%	91%	85%
Services to youth	73%	71%	71%	76%	59%	78%	69%
Public library services	97%	96%	96%	93%	95%	91%	95%
Public information services	90%	76%	87%	88%	83%	80%	83%
Public schools	91%	87%	94%	90%	86%	90%	89%
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	60%	54%	63%	61%	54%	70%	59%
Preservation of natural areas such as open space, farmlands and greenbelts	75%	77%	83%	75%	82%	87%	80%
Building permit services	29%	62%	69%	62%	54%	73%	60%

Question 14: Government Services Overall (Percent "excellent" or "good")							
	Neighborhood						
Overall, how would you rate the quality of the services provided by each of the following?	Villebois and Old Town	West Wilsonville	Town Center	Charbonneau	Wilsonville East	Canyon Creek	Overall
The City of Wilsonville	82%	75%	91%	88%	85%	89%	85%
The Federal Government	37%	37%	43%	43%	34%	35%	38%
The State Government	31%	38%	45%	48%	36%	47%	41%
Clackamas County Government	51%	44%	53%	61%	56%	68%	54%
Washington County Government	46%	43%	65%	70%	52%	65%	55%

Question 15: Recommendation and Longevity (Percent "somewhat" or "very" likely)							
	Neighborhood						
Please indicate how likely or unlikely you are to do each of the following:	Villebois and Old Town	West Wilsonville	Town Center	Charbonneau	Wilsonville East	Canyon Creek	Overall
Recommend living in Wilsonville to someone who asks	90%	92%	95%	92%	95%	94%	93%
Remain in Wilsonville for the next five years	91%	88%	86%	87%	80%	80%	85%

Question 16: Impact of the Economy (Percent "somewhat" or "very" positive)							
	Neighborhood						
	Villebois and Old Town	West Wilsonville	Town Center	Charbonneau	Wilsonville East	Canyon Creek	Overall
What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:	27%	24%	27%	20%	22%	28%	24%

Question 17: Contact with City Employees (Percent "yes")							
	Neighborhood						
	Villebois and Old Town	West Wilsonville	Town Center	Charbonneau	Wilsonville East	Canyon Creek	Overall
Have you had any in-person, phone or email with an employee of the City of Wilsonville within the last 12 months (including police, receptionists, planners or any others)?	55%	47%	30%	31%	38%	28%	38%

Question 18: City Employees (Percent "excellent" or "good")							
	Neighborhood						
What was your impression of the employee(s) of the City of Wilsonville in your most recent contact?	Villebois and Old Town	West Wilsonville	Town Center	Charbonneau	Wilsonville East	Canyon Creek	Overall
Knowledge	93%	88%	90%	97%	89%	88%	91%
Responsiveness	82%	85%	84%	96%	84%	88%	86%
Courtesy	85%	88%	86%	97%	90%	88%	89%
Overall impression	69%	85%	90%	96%	82%	88%	84%

Question 19: Government Performance (Percent "excellent" or "good")							
	Neighborhood						
Please rate the following categories of Wilsonville government performance:	Villebois and Old Town	West Wilsonville	Town Center	Charbonneau	Wilsonville East	Canyon Creek	Overall
The value of services for the taxes paid to Wilsonville	58%	51%	63%	66%	56%	74%	60%
The overall direction that Wilsonville is taking	63%	53%	69%	71%	68%	75%	65%
The job Wilsonville government does at welcoming citizen involvement	54%	53%	62%	68%	71%	68%	62%

Question 20a: Custom Question 1 (Percent "somewhat support" or "strongly support")							
To what extent do you support or oppose the City of Wilsonville taking the following actions regarding economic development in Wilsonville?	Neighborhood						
	Villebois and Old Town	West Wilsonville	Town Center	Charbonneau	Wilsonville East	Canyon Creek	Overall
Actively recruit businesses to locate here	91%	86%	95%	92%	92%	94%	91%
Market the City to attract new businesses	91%	87%	93%	91%	87%	94%	90%
Provide financial incentives to attract new businesses	73%	63%	76%	65%	67%	74%	69%
Provide financial incentives to help expand existing businesses	78%	73%	82%	71%	72%	81%	76%
Adopt policies to encourage more affordable housing	69%	73%	74%	77%	76%	85%	75%
Streamline the development permitting process	82%	83%	82%	84%	81%	78%	82%

Question 20b: Custom Question 2 (Percent "minor source" or "major source")							
Please indicate whether each of the following is a major source, minor source, or not a source of information regarding Wilsonville City Government.	Neighborhood						
	Villebois and Old Town	West Wilsonville	Town Center	Charbonneau	Wilsonville East	Canyon Creek	Overall
Boones Ferry Messenger (City newsletter)	95%	89%	92%	85%	86%	86%	89%
Wilsonville Spokesman	77%	80%	81%	67%	79%	67%	76%
Oregonian	63%	67%	57%	76%	63%	65%	65%
Local public access television	52%	44%	48%	43%	50%	47%	47%
City of Wilsonville Web site (www.ci.wilsonville.or.us)	81%	72%	70%	46%	75%	70%	69%
City's Facebook page	41%	33%	44%	23%	49%	41%	39%
Oregon Live Web site's Wilsonville blog page	44%	37%	45%	24%	43%	55%	41%

Question 20c: Custom Question 3 (Percent "willing to spend $30 per year or more")							
	Neighborhood						
	Villebois and Old Town	West Wilsonville	Town Center	Charbonneau	Wilsonville East	Canyon Creek	Overall
Although no decision has been made, the City of Wilsonville is considering constructing a community center/indoor aquatics center. Constructing a community center/aquatics center would require a voter approved General Obligation bond (property tax measure). Please indicate how much you would be willing to spend in additional property tax, if any, per year to fund a community center/indoor aquatics center:	68%	65%	74%	60%	69%	76%	68%

Question 20d: Custom Question 4 (Percent "very important" or "essential")							
Please indicate how important, if at all, it is to you to have the following features in a community center/indoor aquatics center:	Neighborhood						
	Villebois and Old Town	West Wilsonville	Town Center	Charbonneau	Wilsonville East	Canyon Creek	Overall
Indoor sports courts (e.g., basketball, racquetball, etc.)	53%	40%	53%	43%	53%	61%	50%
Performing arts center	33%	28%	38%	32%	37%	41%	35%
Indoor leisure pool (pool with water play features)	59%	56%	61%	47%	59%	53%	56%
Indoor swimming pool lessons or water exercise classes	71%	66%	73%	53%	78%	75%	69%
Community meeting rooms	32%	29%	33%	39%	38%	58%	37%

The National Citizen Survey by National Research Center, Inc.

The National Citizen Survey™

CITY OF WILSONVILLE, OR
2012

Report of Open-ended Question

CONTENTS

The National Citizen Survey™ by National Research Center Inc.

SURVEY BACKGROUND
ABOUT THE NATIONAL CITIZEN SURVEY™

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 survey methods and comparable results across The National Citizen Survey™ jurisdictions. Participating households are selected at random and the household member who responds is selected without bias. Multiple mailings give each household more than one chance to participate with self-addressed and postage paid envelopes. Results are statistically weighted to reflect the proper demographic composition of the entire community.

The National Citizen Survey™ customized for this jurisdiction was developed in close cooperation with local jurisdiction staff. The City of Wilsonville staff selected items from a menu of questions about services and community problems; they defined the jurisdiction boundaries NRC used for sampling; and they provided the appropriate letterhead and signatures for mailings. City of Wilsonville staff also determined local interest in a variety of add-on options to The National Citizen Survey™ Basic Service.

UNDERSTANDING THE RESULTS

ABOUT CLOSED-ENDED AND OPEN-ENDED QUESTIONS

Questions can either be asked in a closed-ended or open-ended manner. A closed-ended question is one where a set of response options is listed on the survey. Those taking the survey respond to each option listed. Open-ended questions have no answer choices from which respondents select their response. Instead, respondents must "create" their own answers and state them in their own words. The verbatim responses are categorized by topic area using codes. An "other" category is used for responses falling outside the coded categories. In general, a code is assigned when at least 5-10% of responses will fit the code.

Advantages of an open-ended question include:

- Responses are not prompted, allowing respondents to provide answers that are not anticipated or well known.
- This type of question tends to capture response options that come to mind most quickly.
- The final result can be richer, since verbatim responses are included in an appendix, giving you and others a chance to "hear" the voice of respondents in their own words.
- There is a smaller risk of missing important dimensions.

VERBATIMS

Respondents were asked to record their opinions about the City of Wilsonville's priorities in the following question:

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

The verbatim responses were categorized by topic area and those topics are reported in the following table with the percent of responses given in each category. Those verbatim responses are grouped by the first topic listed in each comment whenever a respondent mentioned more than a single topic.

Results from the open-ended question are best understood by reviewing the table of frequencies that summarize responses as well as the actual verbatim responses themselves.

What do you think is the biggest priority facing the City of Wilsonville over the next five years?	
	Percent of Respondents
Growth, development	20%
Traffic, road construction, public transit	19%
Jobs, economic development, business growth, office building vacancy	19%
Housing	11%
Taxes, budget, government spending	10%
Recreation, education, youth engagement	7%
City services, utilities, infrastructure, police and safety	6%
Other	6%
Don't know, nothing, maintain current community standards	3%
Total	100%

VERBATIM RESPONSES TO OPEN-ENDED QUESTIONS

The following pages contain the respondents' verbatim responses as written on the survey and have not been edited for spelling or grammar. Responses have been organized by coded topic areas.

WHAT DO YOU THINK IS THE BIGGEST PRIORITY FACING THE CITY OF WILSONVILLE OVER THE NEXT FIVE YEARS?

Growth, development

- Controlling development of housing to match job growth, preserving rural feel or city.
- Completion of Villebois, maintaining high development standards, preservation of French Prairie. Building a bike/red bridge over Willamette.
- Controlled growth.
- "Smart" growth while maintaining high "livability".
- Managing growth without setting costs (taxes) get out of hand.
- Population increase - decrease in livability.
- Over building * and traffic on Parkway Ave. *so much empty office space.
- Maintain & enhance liberal insightful policies and programs, especially those having to do with intelligent growth management.
- Don't let Wilsonville be dragged down to the low level that Gresham has experienced. This happened because developers convened city officials it would create jobs - yes low paying jobs. A dollar store, a goodwill store, what's next - a Walmart! Don't do this!! a truck stop!
- Careful management of growth, especially land management & water resources. No annexing of urban boundaries.
- Keeping agricultural zoning intact. No casino!! No Walmart. No distribution centers.
- Fix corruption - growth due to new structures stuffed into too small sand spaces (of red mayor complex). I never go there - too small parking for the traffic A.
- Expansion & keeping cost of living reasonable. In addition, with expansion comes crime. We need to control any new outlets for crime. Finally don't let the MAX ever enter our great city.
- Controlled residential/business growth with emphasis on green space inclusions.
- Urban growth it keep small town feel.
- Maintaining natural areas; livability-density is ruining our quality of life. We don't want Wilsonville to look or be like Portland.
- Continue to manage growth to keep city livable & traffic under control.
- Not to have too much growth. The community is attractive because of location and still being near open land.
- Growth, managing & type of.
- To maintain the quality of the city as growth occurs.
- Handling all the people that will be living in new developments looks way to crowded.
- Maintain the quality of development and life, maintain our competitive edge, don't give in to worries about economy etc.
- Balancing growth with aesthetics and quality of life, keeping a small-town feel.
- Not growing so fast.
- Effectively structuring Wilsonville's growth with the community itself.
- Growth.
- Keeping its village like character in the face of growing size.
- Population, and how the city will handle it.

- Population growth.
- Urban growth/traffic.
- Too much growth & expansion way too fast. (no plan) empty building & still building more when no tenants in first place.
- Preventing development south of the river.
- Developing the infra-structure to support the rapid population growth that is immenate with the growth in available housing.
- Excess retail space and apartments.
- I would guess that increased population, more crowded roads & schools would be the biggest upcoming challenge.
- More industrial land.
- Keeping a "small town" feel to the city. Not letting the city image be cheapened by so many apartments.
- Managing growth without losing small-town feet and keeping traffic congestion down.
- Our quality of life as the city inevitably grows larger.
- Manage growth.
- To grow with the needs of the growing population, don't turn a 2 lane road into 1 lane for beautification purposes - it just causes ugly traffic jams (Woodburn for example) Oregon City.
- Wilsonville seems to be headed in a good direction but I have only lived here for 6 months. I like that Wilsonville is a pretty small city. I hope it doesn't grow too big and focuses more on the existing community and businesses.
- Maintain the community with out losing the rural feel of the city. I.E. No more gigantic, homogenous developments, have houses with large yards that don't all look alike!.
- Growth
- Too many people not enough space!
- Control growth & maintain economic balance.
- Continued development of commercial, retail, and housing and upgrading of public assets (E.G., streets, parks, etc).
- Growth with green space. Affordable housing. Senior housing for older couples with enough parking. A beautiful reception hall. The grange is too old but is affordable.
- Population growth and traffic congestion!
- Growth - taxes.
- Intelligent growth if business & housing.
- Keeping the Willamette River as a growth boundary. Don't let Wilsonville become another Beaverton!
- Controllers growth & traffic control.
- Keeping residents in the city. Population has dropped in the past 10 years
- Growth housing employment.
- Keeping a balance between growth and resources, and not getting into the same trouble as bend! slow and steady - don't get greedy, or bullied by developers. Constant growth is unsustainable. Re-develop or re-purpose before expanding.
- Financial stability to maintain present and future growth.
- Over development - too many homes not enough school space, water and sewage usage - crowded streets.
- Control growth. I live at Oak Leaf Park, and can very worried that too much growth will mean the park will be self to developers, and I would be homeless, like the thunder bird.
- Planning for growth and keeping quality of life (visual and other).
- Balancing growth w/ environments responsibility.
- Deal with growth while keeping it a low crime, affordable, and known for good schools.

- Maintaining Wilsonvilles live-ability, controlling growth and traffic.
- A growing city.
- Resisting the temptation to be "bigger & better"!
- New growth.
- Population growth. Accommodation for housing. Then potentially transportation. The more people who move here, the more public transit options will be demanded.
- Not expanding too fast; another access way across the Willamette River into Charbonneau community other than I-5.
- Growth.
- The growth and traffic flow adjust in the 4 years that I have lived here it has grown very fast but so far in a good way.
- To continue to grow and thrive as a great family friendly community.
- Maintain quality growth, quality business, retail and business growth.
- Avoiding over development while maintaining a clean and fresh appearance both for commercial and residential areas. Currently the city has an excessive amount of vacant commercial buildings yet we have really continued to build more office/commercial buildings at the risk of losing our small town charm. Wilsonville should not strive to be the next Tigard on Beaverton.
- For growth to keep pace with livability.
- Controlling growth.
- Continued focus on "smart growth." Develop only where there is access to infrastructure.
- Revamp/rethink priorities within the planning board, (1) policies that close business sends shopping out of area, (2) Encourage businesses to set up that draws from region not just local - results in up take in local shopping & less stress on city amenities - (Cabella's rejection), (3) Stop allowing for office space buildings permits - too many empty buildings now.
- Growth, both housing & business.
- Growth management, pavement is forever!
- Managing growth and continuing to improve image.
- Managing its growth in a way that is unique and not like every other town (i.e. Same corporate businesses that make places lock similar). Wilsonville needs an identity (like Newport has the bridge) and to curb accepting the usual/routine types of businesses.
- Manage growth, maintain quality of services, affordability for work and home.
- Control growth while fostering prosperity small town life is charming & wireless greatest attraction to me.
- Manage growth, environmental impact, recreational opportunities.
- Balancing retail strip malls traffic w/ livability. Financier assume like more govt critics balance what could/should do w/ $.
- Handling & providing over it growth.
- A very careful about any changes to urban growth limits if any!
- Final boundaries; keep Malitis brothers from destroying or taking over farm lands south of Boones Bridge.
- Encroachment into the rural reserve and commercial development south of the river.
- Priority: not letting Wilsonville get too crowded. I love the small town feeling, no traffic (in town) and how safe I feel at Albertsons and not having to wait in crowded lines! It's good and exciting to get new stores (1 tree!) but I don't want to loose that small town, feel.
- Growth.
- Be committed to maintaining and building upon the save of community in Wilsonville, no matter has fast, have big, a haw disconnected the town becomes.
- Managing growth.

- Good planning maintain the rural feel, maintain a of housing (we have too many apartments now) invest in infrastructure to avoid emergency repairs, continue to add to parks (including building new skate park) at a reasonable pace (sustainable pace).
- Managing growth - increasing traffic impacts, commercial growth.
- Growth.
- Do not over-expand.
- Balancing amount of growth (attracting more business and more potential citizens) while maintaining excellent livability of our town. We do need to attract more business/corporations.
- Maintaining quality over quantity. The small community feel is critical to Wilsonville.
- Quality improvements.
- Maintaining the livability that attracted us to move here in the first place - As Wilsonville grows, it becomes more and more "generic". Often, it seems that need growth.... To pay for growth! What was wrong with the quiet place Wilsonville used to be? Do we need more chain stores/restaurants?
- 1. Managing balanced growth (population & business), 2. Preserving open spaces.
- Population growth! Some of us do not want & see Wilsonville turn out to be another Beaverton or congested area.
- Maintaining the small town feel. We love living in and owning a home in a town that isn't over crowded. I would hate to have a real shopping mall here. I love the mom & pop businesses and support them as much as possible.
- Smart growth across the economic spectrum.
- Managing growth.
- City planning & layout.
- Measured growth.
- Congestion - to many people.
- Control of growth - infrastructure keeping up with growth.
- Growing population

Traffic, road construction, public transit

- Traffic on Wilsonville Rd & other major roads they are horrible.
- Finishing Barber Street! Bring Cabela's and more diverse retail & restaurants to Wilsonville.
- Increased traffic. Congestion near Wilsonville Rd./Town Center LP. W both of these will continue to be concerns.
- My family and I often walk around Wilsonville but we feel very unsafe because driver's do not pay attention to pedestrians and do not offer the right of way!
- Traffic control especially w/ new business growth in a per/mile radius.
- Commuting improvements; bumpy roads, striping, signal timing (new construction).
- Getting Atlantic road construction done.
- Street name signs are too small on busy streets, no signs on lots of intersections. Signs don't tell street name changes.
- Traffic is terrible.
- Traffic - access over river.
- 1. Complete Wilsonville Rd & I5 intersection, 2. Get businesses in all of the empty office buildings - Hollywood video & others across highway, 3. Get real restaurants for dinner not the chains - no places to go in evening as adults.
- Traffic flow as it grows need more anti-drug programs especially pot!
- Traffic congestion, filling all the empty building instead of allowing new business get the timing right with the lights.

- Get the speeding issue taken care of now! Allowing 10-15 over the 35 mph limit is unaccepted!!! It will move me from here more than any other issue... Large trucks & semi's should not be allowed within city limits...
- Traffic congestion appears with development there doesn't appear to be much talk about mitigating congestion.
- French Prairie Bridge - bicycle/emergency. Vehicle bridge is undesirable.
- Getting the roads build. I am so tired of the mess @ Wilsonville Rd. & I5. The signs are confusing.
- Remove the "no turn on red" sign at intersection of I-5 SB ramp & Wilsonville Rd. And finish construction of I-5 interchange soon!
- Traffic control.
- Traffic
- Finish the street projects.
- Transportation.
- Traffic flow.
- Traffic.
- Making it much safer to walk! ie: more traffic lights near police station/Rite aid - continue to maintain - performance arts center as a main focus.
- Finish the I5 - WV road underpass - it's a dangerous mess!
- Finish road construction!
- Finish fixing the construction on Wilsonville Rd and attracting big name businesses ex: flir which is located in Wilsonville
- Traffic congestion.
- Traffic control including alternate access routes for Charbonneau residents. Attract more business other than retail.
- Transportation flow.
- Quit wasting money on boondoggles like WES & quit building over priced developments like Villebois.
- Boeckman road repair, reduce industrial vacancy rate.
- To finish road construction on Wilsonville Rd & over pass area. Bring in large hardware - Houses or home depot.
- Secure funding from other agencies (Federal & state; homeland security; tourism organizations, etc.) to build the emergency/bike/pedestrian bridge over the Willamette river.
- Addressing traffic.
- Dealing with the Fred Mayer traffic that never stops!
- Getting Barber St cut through to the west.
- Fixing traffic problems.
- 1. Traffic flow is terrible during peak traffic time. Are the traffic lights timed correctly. (and non-peak times!!), 2. Closure of Bueckmen Cr bridge - is the problem settling, it seems it was constructed in correctly from the beginning. Wouldn't settling cause cracks in curb, sidewalks and cracked Asphalt?
- Traffic congestion.
- Traffic flow, new retail business & rec. Center government take over of local affairs.
- Traffic and it will need to have health clinics for people with low income.
- Congestion/traffic.
- Road infrastructure deficiencies and over congestion! Also too many vacant business buildings that are being built unnecessarily with no tenants buildings unoccupied.

- Better flow of traffic around I-5 or ad off pomp's, safer crossing of streets for pedestrians. Police officers are rude and inconsiderate when dealing with residence calls, they offer little information and are condition and intimidation.
- Traffic congestion, and lack of senior citizen housing. (Creekside Woods has a long wait list).
- Traffic flow thru city center!
- Maybe road, the need of affordable house help to the growth.
- Traffic flow.
- Traffic problems with increasing population.
- Traffic
- Effectively managing the flow of traffic (vehicle) with all the new construction coming.
- Traffic.
- Improve pedestrian access & ease.
- Traffic management.
- More road construction to help the traffic congestion on Wilsonville Rd. Barber St overpass over I-5. Not a bridge over the Willamette for bikes!! Extend Barber St to Villebois.
- Watch traffic control.
- Focus on traffic efficiency. Cut down on multi family housing.
- Fix the traffic flow and attract good business.
- Traffic flow, congestion, rising property crime, too much multifamily housing, urbanization.
- Development housing traffic control!
- Construction, leading to traffic congestion. I feel like it has been a very slow process. Also, the budget.
- 1. Bridge over Willamette, 2. Expand transit system, 3. Budgeting to keep one city safe, happy and healthy.
- Complete on-going street projects.
- Traffic on Wilsonville road - vehicles coming from fry's make turns that prevent other drivers from going three lights, we sit for long periods.
- Traffic
- Traffic flow.
- Bicycle & pedestrian bridge over the Willamette!
- Another bridge over the Willamette.
- Traffic! Both on city streets and the I-5 mess!
- Roads (traffic control).
- Traffic.
- Traffic on I-5 Q speed.
- A bridge over the Willamette to Butte-ville road state and gov, fulled, past the Fred Meyers complex or farther west to extend S W Boones Ferry Rd (eastside seems too complex).
- Manage traffic flow.
- Traffic congestion - need an on/off ramp at Bocckman Rd.
- Fixing the traffic problem - time the lights so traffic can flow p.s. Longer yellow lites.
- Roads/expansion.
- Upcoming roadwork on expressway connection to 44W/Sherwood/Newberg.
- Maintaining roadways and expanding smart bus services.
- I am new to Wilsonville, but I used to work here and I think its a great city... Only thing I can think of is traffic control with population growing. Monitoring speeds in areas & making sure lights are timed with traffic flow.
- Traffic congestion, jobs.
- Bus service on Sunday. Need indoor tennis courts.
- Traffic congestion and that awful smell from the so called "waste treatment" plant.

The National Citizen Survey™

- Get road construction over with. I'm so tired of lane changes/delays by 1-5/Wilsonville Rd.
- Keeping roads up with population growth.
- Traffic - too much going on.
- Traffic, affordable housing.
- Transportation, accountability, sustainability.
- Relieve traffic congestion.
- Population growth traffic.
- Directing traffic flow to freeway entrances.
- Creating the pedestrian bridge over the Willamette River for bikes, pedestrians and emergency vehicles, it's a safety issue for Charbonneau!
- Traffic (completion) control; balance quality of residential living with business development.
- Traffic flow/congestion. I love the growth & new businesses, but the streets need to be easy to follow, construction easy to get around & traffic to move fluidly.
- Finishing all the road construction.
- Willamette River bike/pedestrian/emergency bridge.
- Get the roads finished - it's taken way too long - and finish the lanes and forget about pretty walls & landscaping first ridiculous!
- Traffic flow and highway access.
- Finish construction! (road work)
- Please put in photo enforced traffic cameras it is becoming very dangerous at intersections
- Getting control over traffic. As it currently stands, it's too confusing a dangerous. Let's not sacrifice safety for more business. I've seen the results of that planning & moved because of it.

Jobs, economic development, business growth, office building vacancy

- I am not sure, but I do think that every one here in Wilsonville would love a Winco Food Store! We need one of those store in the city.
- Attracting business, reducing expenses infrastructure (water, sewer, roads).
- Economy.
- Filling up empty office space that has no tenants after more then 3 years. There may be one not sure.
- Maintaining high quality, non-retail job growth.
- Finances - housing local shopping filling vacant retail space.
- Increase employment possibilities, easier access to info regarding disabled services.
- More choses in restaurants, don't need more fast food.
- Creating jobs.
- Jobs, affordable housing.
- Dealing with unoccupied buildings.
- Employment.
- Before building more office etc. Buildings - fill some of the many, many, vacant buildings!!! Getting too much truck traffic - quit encouraging more industrial companies who use big trucks. Causes traffic tie-ups, etc.
- Fill the empty commercial spaces - some have never been occupied - for years!
- Probably jobs.
- Store's like Wal-Mart & 2nd hand store & more things for teens (free for low income) to keep them off st's & off drugs!!!!
- Attract more business, affordable quality housing on east side of freeway.
- Economy - school funding.

- Getting business here to employ citizens - keep jobs here then keep them happy by getting recreational activities & doing a good job - just get better.
- Keeping job growth up & business growth up.
- Future business & current growth.
- Jobs.
- Maintaining livability and continue attracting new business without funding assistance from govt.
- Maintaining and expanding employment in Wilsonville.
- Bringing new business into the city. Focus on filling empty store fronts not building a community center. There should have been more space open on this survey for citizens to submits ideas.
- Jobs, the economy.
- Encourage moderate growth & attracting businesses with shopping & better restaurants. Don't need more fast food.
- Providing incentives and taking aggressive action to fill empty store fronts in the city.
- 1. A greater coverage at shops (ex - dress shop), 2. Living in Springridge don't know.
- No more fast food.
- Continued economic development... Bringing jobs to Wilsonville that pay well, including benefits keeping the small ("intimate") community setting that makes Wilsonville feel like a great place to live.
- Biggest priority would be attracting new business and more economic growth. I love this state and I would like to stay in this state if we had more businesses and more jobs. _
- Too many large corporations, not enough small business. Need to remember we're gill a part of keeping Portland weird!
- Economic growth.
- To attract new businesses to occupy already existing, vacant new buildings.
- Encouraging business & commercial growth.
- Fill empty buildings w/ businesses & retail.
- Use business space provided, grow family activities and resources.
- Good paying jobs & affordable housing for 30,000.00.
- Economic growth.
- Attracting new business and coming to terms with them - IE: Cabela's!
- Besides actively attracting business to locate here ensure they are quality. Put children interests first!!! e.g. Day care centers. Volunteer opportunities.
- Accepting new business IE. Kahlo Cabelas! We drive too far for consumable goods!
- Bringing jobs.
- Having jobs & businesses to support & fund the city. W/o = no $.
- Bring Walmart.
- We have empty, newly-built building complexes. Better planning for that. Traffic bunch's up - polluting, costing $$ for gas - or major roads, esp. Wilsonville road. Poor admin at times with Peggy & petty at community center. Need professional staff. Low income families struggle with housing - Charbonneau - so don't build bridge for them.
- Filling up the commercial & housing space we have before building any more though the Fred Meyer complex was a good addition.
- Bringing business 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."
- Filling vacant office space with more private businesses.
- Business & job development.
- Getting "Cabelas" back!

- Economy.
- Wilsonville needs more clothing and general merchandise stores target Ross-shoe stores-penny's-red lobster restaurant.
- Bringing in quality businesses.
- Attracting residents and small businesses to complement the larger business complexes.
- Attract environmentally oriented businesses. Stop building so many apartments.
- Jobs.
- Antique store in old Town Center for new residents!!!
- Jobs.
- Filling up the empty office buildings.
- Bring in local business. Limit big corporations (limit cookie cutter shopping plaza's).
- Affording new businesses.
- Develop retails, restaurants & housing.
- What to do with all the vacant real state.
- Keeping jobs & filling empty store fronts & apartment.
- Business growth.
- Getting businesses here. Wilsonville seems very anti business but very apartment building friendly. Enough of the subsidized apartments already!
- Get new business in Wilsonville. The city is terrible for business. I would recommend Wilsonville to live but never to have a business in. I am a business owner and op-tea to keep my business in Beaverton. And quit building apartment compares!
- Developing new businesses.
- Business & property development.
- Maintaining relationships with business and citizens to prevent citizens from being directed into more low paying services jobs that force them out of Wilsonville.
- Attracting business (we need a good pizza stop like Pietros or Abby's Pizza).
- Create jobs.
- Job growth - attracting businesses - large business are having - unemployment city planners rejected Cabala's because they didn't want another retailer so instead of creating jobs - people unemployed. Review & green space/water shed plans which are untenable seriously if you recommend plantings that keep dying or may be that should be visited or researched the biology/horticulture expert.
- Better jobs, encouraging small businesses and the growth of small business. Affordable housing but not low income housing. ›
- More businesses and activities.
- Employment/competitive wages.
- Retail development, restaurant development, starter homes with larger lots.
- Bringing in new businesses.
- Quit heading in this anti-business/development direction within the UGB.
- Support diverse new development of all kinds & stop playing favorites (ie: encouraging solo-power but discouraging Cabelas). Vote in a new mayor.
- Surviving upcoming economic crash (world-wide).
- Economic growth, and crime prevention.
- Encourage local businesses to improve in quality to prevent local business from leaving the city to go to competitors. E.G. Wilsonville 9 theater to Bridgeport Theater.
- Make sure the largest companies stay in Wilsonville and keep it as a "small" town feel, also, find a way to get rid of Marathon management. They try to screw your citizens and get away with it!
- As with all city's dealing with the economic down turn.

- Attract business/industry. Do not expand government.
- Job opportunities.
- Bring new jobs provide recreational facilities for youth/teens.
- Get a Win/Co. &

Housing

- To have affordable living.
- Affordable housing (property values are too high for any but the wealthy to afford a mortgage.) traffic congestion on the many two lane roads (Wilsonville Rd, Boones Ferry, Boeckman),
- Affordable housing for families.
- Quit building low income apt buildings!
- Providing quality housing for singles & families earning less than $40,000.00 per year.
- Affordable housing and child care.
- Making it through the real estate critics.
- Affordable housing.
- Housing - transportation.
- More affordable housing, property crimes and violent crime.
- Reasonably priced housing.
- Controlling housing costs.
- Needs more affordable housing (rentals), and closer access to retail clothing stores such as Ross, TJ Max, etc.
- New home building planning, traffic.
- Affordable housing options.
- Cost of housing. Jobs availability @ entry levels.
- Rent is becoming more of an issue as it keeps rising and we aren't making more money will cause people to look else where to live.
- Housing-please stop building apartments!
- Affordable housing, healthcare & jobs. More resources for mental health/chemical dependency programs.
- Affordable housing & jobs. Apts rents have increased 30% since 2009. Incomes have net.
- Affordable housing, traffic.
- More affordable housing, better traffic flow @ I-5 interchange.
- Getting affordable housing and businesses into town.
- Affordable housing, jobs.
- Affordable housing.
- Too much low income housing.
- Affordable housing and more jobs, indoor swimming pool.
- Too many condos, apts, townhouses. Not enough NES single family homes with decent yards. Too much strata title.
- Good housing - clean streets - better schools.
- No more mass, eyesore apartments like the ones being built on parkway.
- Affordable housing (ie - under $300K).
- Far too many apartment bldgs. And not enough single single family dwellings. Too much traffic congestion!
- Realize there is enough apartment housing and to create more single dwelling neighborhoods. Ease traffic congestion.

- Be more flexible when renting houses or apartments.
- Range of housing available.
- To find a way to build new housing/business without cutting down all the trees and damaging the wetlands!
- As housing opportunities expand, crime would rise.
- Keeping the housing affordable is very important to me.
- . Affordable housing.
- The development, continued development, of apartments is only going to lower property values & bring in irresponsible & less desirable residents to the community. Start building neighborhoods & step w/the apartments!
- Keeping housing and gas affordable which is already some of the best in the Portland area.
- Affordable housing. We would love to be able to afford to buy a house here!
- Low income housing - needs to be monitored.
- Quality & affordable housing.
- Affordable housing.
- Maintain affordable housing. Maintain job growth. Maintain a safe environment. I love this town. Keep up the good work.
- Affordable housing we have to invest in Wilsonville for the long my out housing is so expensive we live at canton CR apts. Re utilities are so high & the rent is so high & we want to buyer house but we have no choice beware the desperate between rich & poor. We can pay over for rent have perfect credit but we cannot afford a house!
- When to cap the amount of apartments. No more apartments.
- Attract single family home development - great neighborhoods attract top companies to the area w/ higher paying jobs.
- Reducing the amount of low-income and rental properties. The city council and mayor also need to listen to the citizens. They are too self-important and think they know best.
- Quality affordable housing.
- Housing affordable.

Taxes, budget, government spending

- Keeping taxes low.
- Welcome people to move here to create a larger tax base. With that build, or continue to build the city's structure to support more service businesses to make this town even more desirable to live at.
- Staying within budget & responsible growth.
- Right - sizing the size of local govt spending for the current small-town size of Wilsonville the city does an excellent job of providing services and programs - the question is what should be the size & scope of these programs - focus on essentials.
- Meeting fundamental needs of the city during a period of time that I think will have a decrease in revenue. Being able to accomplish this without seeking additional revenue from residents. We are facing difficult economic times in the coming years.
- Budget management and in particular infrastructure funding, and filling vacant buildings.
- 1. Keeping property taxes down to retain businesses and residents, 2. Traffic! poor traffic signal timing & too much congestion.
- Making it so the averg. person can afford to live here. Wilsonville's city budget has over 20 management positions that top out over $100,000.00. That is crazy for a small town. Should

evaluate top wage earners pay scales. City has a needed job positions not essential job positions just luxury positions that city tax payers could live without.

- Paying for services, over taxation, retiring urban renewal districts & not starting new ones.
- Finding what needs to be done within a reasonable tax base - bring "urban renewal" cost under control. Recognizing that taxes are a major expose item for us all.
- Budget - costs of govt.
- Live within means - do not extend to AG land.
- Balance & maintain budget & services.
- Maintaining the quality of life that residents currently enjoy. Right now there is too much emphasis on budget cutting.
- At this economic trying time the largest priority should be to not raise peoples taxes and rates.
- Lower all fees/taxes, Keep city 'affordable'.
- Reducing cost of Govt. So as to target a reduction in property taxes & reestablish credibility with senior residents who are committed to the city of Wilsonville, seriously.
- Keeping the high level of service with decreasing budgets.
- Reduce taxes, reduce government, reduce government services.
- Maintaining livability with continued decreases in revenues.
- Stop excessive government spending.
- To have funding for present and proposed essential projects and programs. The economy may drastically change for the better on the worse.
- Limiting the size and regulations by government including no new tax's.
- Reduce taxes.
- Living within existing means. Use city funds to buy down sewer rate increases.
- To cut unnecessary expenses. The fact that we just "cut" 1.3 million from budget without really feeling it, astounds me. Live within our means and save for a rainy day!
- Lower the city tax that collects funds & respond them to "support growth" and collect more tax.
- Budgeting: having adequate revenue to provide services.
- Work within their budget.
- Containing costs.
- High wtr sewer, stm wtr taxes, we have no!! Vote in this area??? Nuts & urban renewal!!!
- Keeping within the budget.
- 1. Do not increase taxes (property) - retired person cannot afford the high property taxes, 2. Do not increase water and sewer fees for home owner, 3. Reduce property taxes for retired persons/families.
- Fixing things that are broken, spending tax dollars wisely.
- Budget - maintaining services without addtl. Dollars or staff. How will a grate park be built & maintained. This should come before a pool.
- Responsibly using tax dollars to drive business and economic development while preserving community livability and green spaces.
- Reduce taxes, reduce government, reduce government services. Let the people solve their own problems their own way. Their solutions are better and cheaper than government solutions.
- Keeping taxes down so I can afford to live here. Creating jobs.
- Supervision of growth of government - keep at minimum that which curtails economic investment.
- Watching our tax dollars closely & traffic.
- Keep taxes low, work to get private donations for same projects like the community center. Side note: the new face way intersection project is bring. Way too long! It is beyond comprehension. The construction company is milking that project. If that was a private project. It would have been done a year ago.

- Stop waste-full spending!
- Reduce spending on non essential items. Stop trying to make Wilsonville something it is not.
- Revenue.
- Saving money for tax payers.
- Figuring how to not spend so much money! Nice place to live, but we can't afford utopia.
- Exercising fiscal responsibility by job increasing local government obligations/expenditures.
- Not over-expending with new or big business and maintaining lower housing costs. Finishing road construction projects i.e. Exit 283.
- Lower property taxes so young families can afford to live in Wilsonville.
- Keeping property taxes affordable for the average person. Maintaining country charm (not city of Portland) keeping budget in control keeping business bldg's full - not half empty - maintaining city services.
- Too high taxes for small business. Make small business easier to start up in Wilsonville.
- Proper spending based on annual budgets, city infrastructure planning in accordance w/ growth model.

Recreation, education, youth engagement

- Schools.
- Maintain green space and expand bike/pedestrian access.
- More recreational options - rec center with pool and fitness equipment, more bike & trail development pedestrian bridge across Willamette River.
- Community center/aquatics center!
- Getting people to agree to more taxes for aquatic center - I would love to have it for everyone - but for me it would probably require a high membership - I couldn't make that either. Not all seniors travel the world and enjoy lots of extras. Some of us barely scrape by and I doubt that registers with most people who see us as rich.
- Aquatic center, youth center, sports, and performing arts - combined in one building.
- Build an indoor pool (copy SW community center in garden home), affordable single family neighborhoods.
- I'm a swimmer. Can't believe we have no pool. Also I want moderate priced senior housing. My income a little over low cost housing regulations.
- I think a pool or YMCA would be great.
- Increase the number of programs for teens and young adults.
- Foot paths + bicycle paths.
- Maintaining the current level of quality and growth on park/recreation facilities.
- Community center and we need less apartments built in this community, more single family.
- Keep open spaces and expand trail system, build pedestrian bridge over the Willamette.
- Funding of education.
- Good public education for children/youth.
- Over crowding of schools due to too many unneeded apartment complexes that do not pay their fair share.
- Aquatic center.
- We need a pool & "the" business construction & road needs to slop its getting ridiculous!
- Programs for teenagers.
- Having indoor activity centers for the youth so we don't have to go out of town to do things. Lets work on keeping our money in town and support Wilsonville businesses.

- Build a walking bridge from Charbonneau to Wilsonville - not west of I5. The people would serve are in Charbonneau!
- Retaining and maintaining parks and open spaces.
- An aquatic center has been needed here for so many years - considering the number of children in this community I have been amazed that in the 10 years I have lived here there has been no serious talk about a pool.
- Finding supervised programs/activities for children/teenagers to give them something to do that's benefiting without being costly to parents/guardians.
- Providing an aquatic center/rec center for the community.
- Schools.
- To maintain the parks we have! Nothing new is needed, no new com. Center etc. Open up the parks/fountains sooner & longer. More restaurants! Love the new dollar star.
- If you have a community center what will happen to the seniors? The seniors need a place to go far social contracts. We have already last what we used to have & a big community center is built what happens us!
- Education & jobs.
- Building an aquatic center.
- Aquatics center. Keep up good work getting stores & restaurants here. Would love a "Trader Joes!".
- Including/creating family activities that are inexpensive and welcoming. Getting the family active and away from indoor video games or being·cooped up.
- Senior control with activities, shops (lapidary, pottery, wood won bias).
- Funding and receiving support for a community center (w/pool!). I am 100% in support.
- Funding an indoor swimming pool.
- Yes. Need to be aquatics center for public.
- Community center.

City services, utilities, infrastructure, police and safety

- Stop privatizing public services. Kind of an oxy moron.
- Maintaining current services in declining budget era.
- Infrastructure to support population growth.
- Keeping utility cost down and creating a better business environment.
- Safety.
- Fixing the sewage plant! If stinks!
- Getting public friendly police.
- Water employment.
- Infrastructure; congestion, ability to pay for necessary services - safety & soundless.
- Preserving the residential community and offering amenities to support it.
- Water & sewer.
- Getting the cost of your services down! Developments w/ senior friendly housing I.E. single level houses.
- Emergency preparedness/earthquake.
- Maintaining services in a dismal economy - especially to lower-income citizens, children & the elderly.
- Maintaining city quality in a struggling economy - local option is diminishing... Need to help with people who are foreclosing - causing property tax to go down.

- Lower water storm drainage bills, pay off water treatment clean water facility notes to drop water rates and property tax rates for Wilsonville home owners.
- Keeping utility rates down and employment up.
- I think the biggest priority is the on-going maintenance/improvement/expansion of our infrastructure ahead of anticipated growth.
- Maintaining safe & secure neighborhoods (including parks) with growth.
- Expanding our fire and law enforcement agency's and creating more crosswalks and activities.
- Qualified, educated, no ego police officers. Seriously I could name names. Either they are on a power trip, or they are so scared to work here that they try to manipulate and terrorize citizens that live here. Get control of this before someone gets hurt.
- Safety, businesses, jobs, growth.
- Finding a way to make water & sewer rates affordable. Single person/living in 1900/low consumption spends @1,500 per year abominable! I would be willing to fund if we could adjust others spenders.
- Emergency preparedness more info needs to put out to the public's.
- Crime prevention.
- Updating the sewage treatment plant - getting rid of the obnoxious odor surrounding our fair city.
- Maintaining city of optimal performance.
- Keeping citizens safe as the city's population grows. Also dealing with traffic flow issues.
- Reducing water prices, increased police force.
- Water quality.
- Keeping our community services and preserving the environment in spite of those that want to cut services and regulations (based on their ideology). Wilsonville is a great place to live & work! We need to save energy and our natural resources. I appreciate the city's work on natural resources & sustainability, along with the parks & recreation programs.
- Crime reduction, more green & bicycle space, community exercise programs (after working hours), bike route between Wilsonville & Tualatin.
- Protecting the community and not growing too fast!

Other

- Increase responsibility of city counsel; decrease mayor responsibility and pay!
- Obama!
- Booting the liberals out.
- Pleasing every one without hunting anyone's feelings you are a good job. Keep it up. Wilsonville should be proud of itself not perfect but a good place to live.
- With the large number of city employees (100+) - the city will not be able to afford the future pers obligation.
- Maintaining livability & resources, & not allowing a decline because of reduced support & funding from state & federal govts., or from not enforcing laws when people do things wrong!
- Branding the city as a destination - doing great work with "Oregon Horse Country" initiative thru chamber & love the idea of the coming public art mural on Wilsonville Road. I'm proud of Wilsonville & all that we're doing. Lake Oswego, watch out! or should I say, world watchout! "Benity & the bridge".
- Helping our low income population improve their lot.

- (Too much) Overreach by government. Need conservative leadership. Listen to your constituents! Water/sewer rates too high!!! Cost too much, overall to live in Wilsonville.
- Dealing with an aging community
- Moving.
- Keeping conservatives from unduly limiting progress in Wilsonville.
- Educating citizens about city plans and services it performs.
- encourage the people who have here and have dogs to clean-up the dog poop. The young adults are too lazy to keep their parks clean. The dog poop or the fast food deb-re... It just is to far to put it in the garbage cop who live here are lazy!!
- Helping others where to locate them or call them and see where they're at.
- Knowledgeable community leadership.
- Keeping govt out of our lives.
- Lower class people are moving here and bringing Wilsonville down to standards that were once high!
- Lets clean up the nasty neighborhoods - Montebello & old town need some major work & no more apartments lets keep it classy.
- Get a Mayor with more promise than pomp!
- Boone brag, lack of alternate access, especially in case of an emergency.
- New progress is reasonable.
- Keep same spirit having to increase services to the growing community locals buying locals - lay back attitude.
- Eliminating the homeless problem.
- By bringing in lives & low income housing, you bring in an element that does not contribute to the city. Rather they look for ways. To take our resources. Plus it brings in more of a criminal element. Wilsonville is changing but not for "the good".
- Continued advancement of senior services: cut rec center, better weekend public transportation esp. To Portland.
- Focus on the 99%.
- To keep it affordable to all levels of income.
- Monitor air pollution from I-5.
- Abusing.
- Create environment of conscious green sources of energy retried, recycling and mass transit access.
- Airport expansion.
- Put "city hall" sign on two sides of city hall building.
- Meeting needs of all new residents coming in.

Don't know, nothing, maintain current community standards

- Maintain the high standards that have been set.
- I have only lived here sir know nothing about what is going on or what any plans are.
- No opinion - only just keep doing what you are doing. Anything that enhances the quality of life in Wilsonville is good for Wilsonville.
- Don't know.
- Haven't been here long enough to give all educated answer.
- I have no idea, I have only been here 13 mos. and am a senior.
- No opinion.
- Not in a situation to be interested or participate.

- Nothing, things are looking great around town.
- Keeping the wonderful feel of Wilsonville - parks enjoyment safety for families while growing in all areas with a balance of pleasant living environments for both the rich & the poor & keeping it as a sense of community in st law of another cookie cutter city. We also need more jobs in this area that hire all areas.
- Maintaining the hist locality of life we have enjoyed though the parks, library, shopping, schools, etc.
- I don't know.
- I haven't lived here long enough to know.
- Keep up so good work!
- Not sure.
- Do not know at this time. Have only lived here for 6 months.
- Don't know.
- Keep it as nice as it is!
- Maintaining & family friendly environment and a suburban - rural feel that encourages white collar and light·industry development.
- Maintaining what we have.
- Since I have lived here for less than a year. I am unable to answer this question.
- Have no comment. Have been a resident for less than one year.

6/29/12
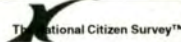
National Citizen Survey™

City of Wilsonville, Oregon

Summary of Findings
July 2, 2012

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The National Citizen Survey™

About National Research Center, Inc

We wrote the book on citizen surveys
- Citizen Surveys: A comprehensive guide to making them matter

Broad and deep experience
- 100s of customer satisfaction surveys for local government

Capable to provide valid comparisons
- Innovated the use of benchmark comparisons
- Largest database, over 500 jurisdictions

High credibility
- Partnership with ICMA and NLC
- Partnerships with professional research organizations to stay up-to-date on latest trends
- Rigorous methodologies
- High standards of quality

Link with performance measures
- Regularly work with government performance measurements to put survey results to use

2

1

The National Citizen Survey™ (The NCS)

3
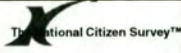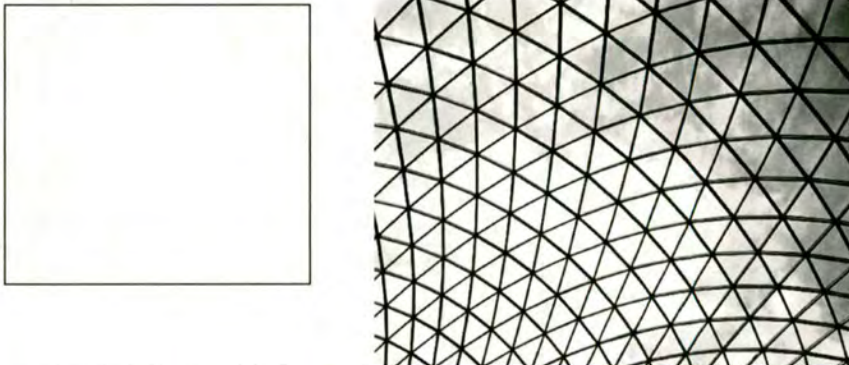
Scientific Survey Administration
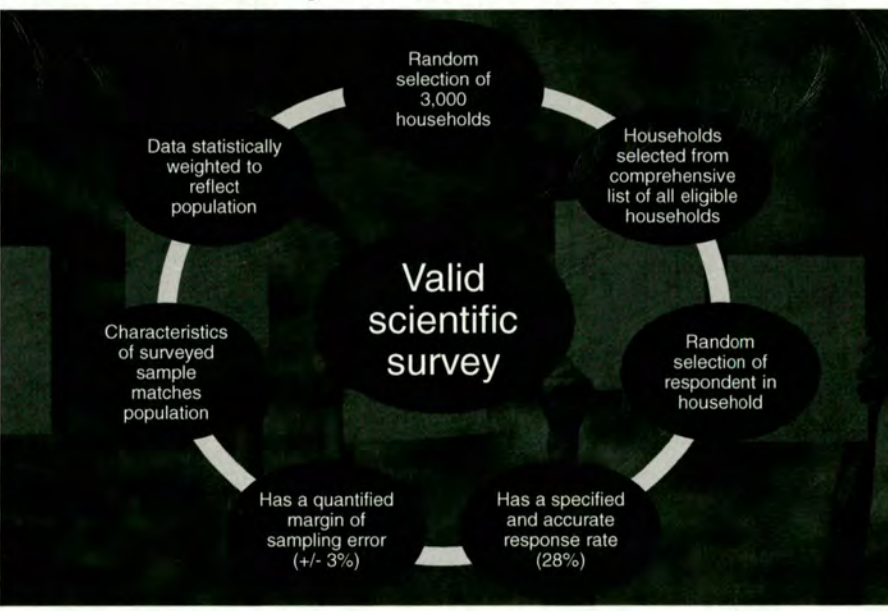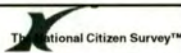
Random selection of 3,000 households

Households selected from comprehensive list of all eligible households

Data statistically weighted to reflect population

Valid scientific survey

Characteristics of surveyed sample matches population

Random selection of respondent in household

Has a quantified margin of sampling error (+/- 3%)

Has a specified and accurate response rate (28%)

4

2

Community Ratings

The National Citizen Survey™

Overall Quality of Community

The National Citizen Survey™

National Benchmark

Wilsonville as a place to live	94%	
Overall quality of life in Wilsonville	92%	Much above the benchmark
Neighborhood as a place to live	89%	

Percent "excellent" or "good"

Would recommend living in Wilsonville to someone who asks — above — 94%

Remain in Wilsonville for the next five years — above — 86%

⇔ = national benchmark comparison

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6
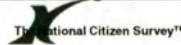
The National Citizen Survey™

Community Design

Transriotation

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"

Much above the benchmark

Traffic flow	48%

Similar to the benchmark

Transportation Services

Bus or transit services (SMART) — 85%
Street lighting — 84%
Street cleaning — 79%
Sidewalk maintenance — 74%
Street repair — 60%

Much above benchmark

Traffic signal timing — 52%

Similar to the benchmark

Percent "excellent" or "good"

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9

Ratings of Housing

12% 34%

21% 45%

Much above the benchmark

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10

5

Land Use, Planning and Zoning

The National Citizen Survey™

90%

Much above the benchmark

Overall appearance of Wilsonville

78%

Much above the benchmark

Overall quality of new development in Wilsonville

Percent "excellent" or "good"

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11

Economic Sustainability

The National Citizen Survey™

National Benchmark

Overall quality of businesses and service establishments	77%
Wilsonville as a place to work	74%
Shopping opportunities	63%
Employment opportunities	43%

Much above the benchmark

Percent "excellent" or "good"

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6

The National Citizen Survey™

Public Safety

Public Safety

The National Citizen Survey™

	Neighborhood	Commercial areas	
During the day	97%	96%	From violent crime — 92%
After dark	89%	80%	From environmental hazards — 88%
			From property crime — 81%

Felt "very" or "somewhat" safe

14

Safety Services

The National Citizen Survey™

National Benchmark

Service	Percent	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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Environmental Sustainability

The National Citizen Survey™

National Benchmark

Cleanliness of Wilsonville	94%	
Quality of overall natural environment	85%	Much above the benchmark
Preservation of natural areas such as open space, farmlands and greenbelts	80%	

Percent "excellent" or "good"

Much more than the benchmark

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8

The National Citizen Survey™

Recreation and Wellness

Parks and Recreation

The National Citizen Survey™

	National Benchmark
City parks	94%
Recreation programs or classes	79%
Recreation centers or facilities	73%

Above the benchmark

Similar to the benchmark

Percent "excellent" or "good"

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9

The National Citizen Survey™

Community and Civic Engagement

Community Inclusiveness

Wilsonville as a place to raise children	92%
Wilsonville as a place to retire	77%
Sense of community	77%
Openness and acceptance of the community toward people of diverse backgrounds	72%
Availability of affordable quality child care	47%

Above the benchmark

Percent "excellent" or "good"

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10

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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23

City of Wilsonville Employees

National Benchmark

Knowledge	91%
Courtesy	89%
Responsiveness	86%
Overall impression	84%

Much above the benchmark

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24
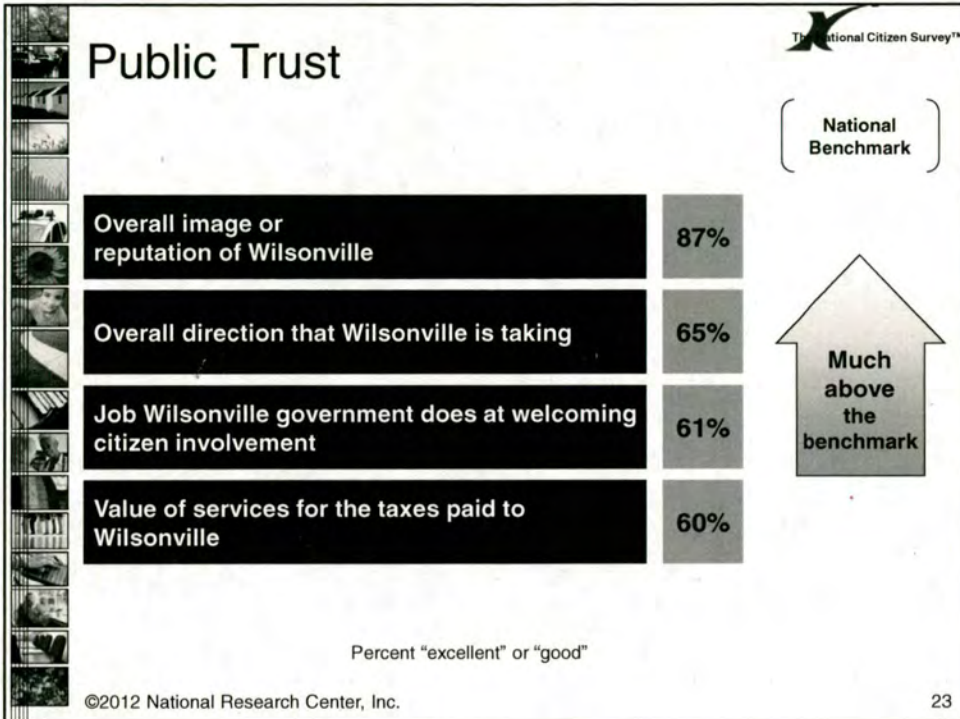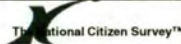
The National Citizen Survey™

From Data to Action

Resident Priorities

The National Citizen Survey™

National Benchmark Comparisons

"Key Drivers"
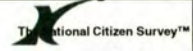
26

Wilsonville Action Chart™

Overall Quality of City of Wilsonville Services

Community Design

Sidewalk maintenance	Street repair
Street lighting	Street cleaning
Traffic signal timing	

Environmental Sustainability

Drinking water	Recycling
Garbage collection	Sewer services
Power utility	Storm drainage
Preservation of natural areas	

Recreation and Wellness

| City parks | Library |

Public Safety

| Traffic enforcement | Police services |

Legend

| Above Benchmark | Similar to Benchmark | Below Benchmark |

Key Driver

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The National Citizen Survey™

Custom Questions

14
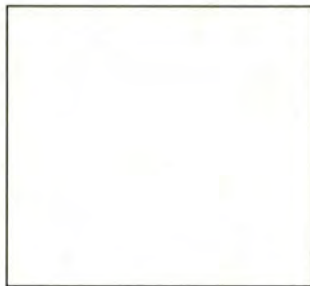
Custom Question 1

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%

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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%

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Custom Question 3

Although no decision has been made, the City of Wilsonville is considering constructing a community center/indoor aquatics center. Constructing a community center/aquatics center would require a voter approved General Obligation bond (property tax measure). Please indicate how much you would be willing to spend in additional property tax, if any, per year to fund a community center/indoor aquatics center:

	Percent of respondents
$30 per year	36%
$40 per year	10%
$50 per year	11%
$60 per year	32%
$0, I would not be willing to fund	32%

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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%

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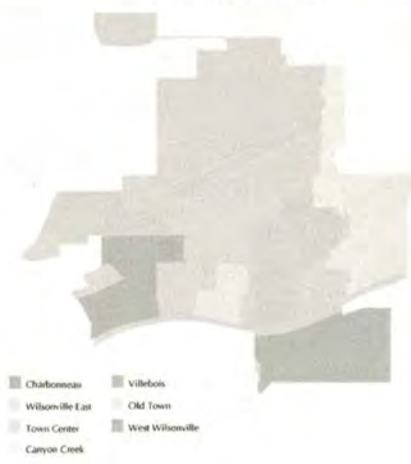
Bringing businesses to Wilsonville, filling all of the empty retail, office and industrial buildings before building more! Be business friendly, bring in jobs that pay a "Wilsonville wage."

Geographic Subgroup Comparisons

The National Citizen Survey™ Wilsonville, OR 2012
Geographic Comparison Areas

Charbonneau
Wilsonville East
Town Center
Canyon Creek
Villebois
Old Town
West Wilsonville

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Conclusions
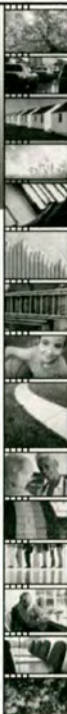
Highlights

| Quality of life | Customer service | Public safety | Land use and preservation |

Opportunities

| Civic engagement | Employment opportunities | Opportunities to attend cultural activities |

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The National Citizen Survey™

Thank you!

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A regular meeting of the Wilsonville City Council was held at the Wilsonville City Hall beginning at 6:00 p.m. on Monday, June 4, 2012. Mayor Knapp called the meeting to order at 6:14 p.m., followed by roll call and the Pledge of Allegiance.

The following City Council members were present:
Mayor Knapp
Council President Núñez
Councilor Hurst
Councilor Goddard - excused
Councilor Starr

Staff present included:
Bryan Cosgrove, City Manager
Jeanna Troha, Assistant City Manager
Mike Kohlhoff, City Attorney
Gary Wallis, Finance Director
Cathy Rodocker, Assistant Finance Director
Sandra King, City Recorder
Mark Ottenad, Public Affairs Director
Dan Knoll, Public Affairs Coordinator
Delora Kerber, Public Works Director
Steve Adams, Interim City Engineer
Dan Pauly, Assistant Planner
Andrea Villagrana, HR Director
Jen Massa Smith, Options Program Manager
Steve Allen, Operations Manager
Stephan Lashbrook, Transit Director

Motion: Council President Núñez moved to reposition Public Hearing Items "F" Ordinance No. 704 and "G" Resolution No. 2360 to the beginning of the Public Hearings and approve the order of the agenda. Councilor Hurst seconded the motion.

Vote: Motion carried 4-0.

MAYOR'S BUSINESS

Mayor Knapp noted the date of the next City Council meeting and reported on the meetings he attended on behalf of the City.

Mayor Knapp noted this was the last Council meeting for Council Steve Hurst who resigned effective June 5, 2012. He highlighted Councilor Hurst's volunteer activities and participation on City boards since 2005 which include serving on the Parks and Recreation Board, the Planning Commission, the Budget Committee, and election to the City Council in 2008. In addition he was involved with the Aurora Airport Planning Group and served as co-chair of the Economic Development Advisory Committee.

Councilor Hurst stated this would be the last summer his children would be home and he wanted to spend time with them before the leave the nest. He mentioned many of the individuals he worked closely with since joining Council in 2009, and what these people meant to him over that time.

Councilors expressed their admiration of and appreciation to Councilor Hurst, and believed he had left a legacy on the Council.

CITIZEN INPUT & COMMUNITY ANNOUNCEMENTS
This is an opportunity for visitors to address the City Council on items *not* on the agenda. It is also the time to address items that are on the agenda but not scheduled for a public hearing. Staff and the City Council will make every effort to respond to questions raised during citizens input before tonight's meeting ends or as quickly as possible thereafter. Please limit your comments to three minutes.

Theonie Gilmore Executive Director of the Wilsonville Arts and Culture Council indicated the 13th Annual Festival of the Arts was very successful, and had grown to 6,000 attendees for both days.

COUNCILOR COMMENTS, LIAISON REPORTS & MEETING ANNOUNCEMENTS

Council President Núñez – Chamber Leadership and Library Board liaison had no report to make. She announced the Murase Plaza and Town Center Park water features would open June 15, 2012.

Councilor Hurst – Parks and Recreation Board and Planning Commission liaison stated the Planning Commission hosted their second public open house on the Transportation Systems Plan which will address the City's transportation needs through 2035. At their next meeting the Commission would discuss enhanced communication with the City Council.

Councilor Starr – Development Review Boards and Wilsonville Community Seniors Inc. invited the public to take part in the bike tour which will explore Boeckman Creek. Councilor Starr recommended waiting until after the November general election to fill the vacant seat left by Councilor Hurst's resignation, and suggested appointing the clear winner at that time.

CONSENT AGENDA

A.   **Resolution No. 2363**
      A Resolution Of The City Of Wilsonville Authorizing The City Manager To Execute A Contract With Veolia Water North America-West, LLC For The Operation And Maintenance Of The Willamette River Water Treatment Plant.

Mr. Kohlhoff read the titles of the Consent Agenda items into the record.

Motion: Councilor Hurst moved to approve the Consent Agenda. Council President Nunez seconded the motion.

<u>**Vote:**</u>   Motion carried 4-0.

PUBLIC HEARING

F.   <u>**Ordinance No. 704**</u> - First reading
          An Ordinance Of The City Of Wilsonville Amending The Planning And Land
          Development Ordinance (Wilsonville's Development Code) Sections 4.001, 4.030-4.031
          And 4.156 And Dividing Section 4.156 Into Sections 4.156.01 Through 4.156.11 To
          Update The City's Sign Regulations And The Purpose And Objectives Of Such
          Regulations.

G.   <u>**Resolution No. 2369**</u>
          A Resolution Of The City Of Wilsonville Adopting An Updated Fee Schedule For Sign
          Related Planning Review Fees, Amending "Exhibit A" Of Resolution 2050.

Mr. Kohlhoff read the titles of Ordinance No. 704 and Resolution No. 2369 into the record, the
ordinance on first reading. The public hearing for Ordinance No. 704 and Resolution 2369 may
be done at the same time, however, the motions and votes will be separate.

Mayor Knapp opened the public hearing on Ordinance No. 704 and Resolution No. 2369 at 6:50
p.m. and read the public hearing format.

Dan Pauly, Associate Planning, presented the staff report. The sign code update reflects a
collaborative effort between the Chamber of Commerce, the business community, City Staff and
other stakeholders who reviewed the sign code and identified a number of ways to improve it.

Mr. Pauly highlighted the ten major changes:
   1. Increase the authority of staff to review sign applications that have historically been
      routine and non-controversial. This includes administrative review of some changes to
      master sign plans. This change will reduce time and cost to applicants while maintaining
      community standards.
   2. Clarify waiver criteria and reduce the need for waivers.
   3. Establish clear sign measurement methods, adding needed clarity and consistency.
   4. Remove the majority of special regulations for Town Center to provide additional
      simplicity and constancy throughout the City.
   5. Separate the allowance for building signs and free standing signs.
   6. Base building sign allowance on the facade of individual tenant spaces.
   7. Base the number of signs and sign area allowed on an inventory and analysis of existing
      signs in the City. This will establish clear and objective standards that reflect current sign
      development seen throughout town.
   8. Clarify the allowance for 'semi static digital signs'.
   9. Update regulations for temporary special event signs to be consistent with other
      regulations adopted by the City, including Ordinance No. 657 which addressed content
      neutrality and Ordinance 701 which dealt with large community events.
   10. Establish clear brightness standards.

Mr. Pauly addressed the concerns raised.

- Certain criteria for administrative review of changes to an existing master sign plan resulted in insufficient flexibility. The language that raised the concern says, "requires that the request is compatible with the pattern of signage established in the sign plan in terms of location and placement on buildings, proportionality to fascia and building façade, architectural design and materials used." The key word is "compatible" which was used deliberately rather than "consistent" or "the same" meaning that the request does not need to have the same placement, rather it means compatible in order to maintain the integrity of the master sign plan. For example, for a reconfigured tenant space the sign can be moved left, right, or centered above the tenant's space; but moving the sign up or down would be discouraged since that would create an inconsistency in the overall look of the building.
- The next concern was lighting not being considered a sign. The largest effect of this change is reducing the number of waivers that are requested to accommodate stripes and light bands. The recommend language is consistent with staff's research of, and the majority of, the DRB decisions regarding these types of features, including approval and denials historically.
- Lastly the objective that signs be readable from the adjacent right-of-way rather than further away and the concern that this would discourage wayfinding. This objective is content neutral and applies to on-site identification signs as well as off-site directional signs. For example, the city of Wilsonville entry monument signs at the I-5 interchange are designed to be readable and visible from adjacent right-of-way, though they are actually providing wayfinding for other locations in the city. This objective speaks to the design of the sign being of a scale that is locally visible rather than visible from a long ways away.

Councilor Starr thanked the Staff and Planning Commission for their work on the changes to the sign code. The Councilor voiced a concern about banners and generic signs that may be in front of local business, and suggested staff redefine that language.

Mayor Knapp expressed his interest in the use of decorative banners in commercial districts, which he has observed in commercial areas (e.g. Cannon Beach, Sisters). These places allow decorative banners in commercial areas which create visual interest, and can change with the season. Staff stated their concerns about delineating what is advertising and what is decorative is difficult and enforcement of banners that become advertising can become a burden. He thought allowing decorative banners should be included in the ordinance.

Council President Núñez agreed with the Mayor's comments about including decorative banners and wanted to know why decorative banners were prohibitive.

Mr. Pauly responded the sign code prohibits things that move in the wind, however; Staff could support decorative banners as part of a master sign plan in a pedestrian oriented development. He explained decorative banners were not temporary signs, but were permanent changeable signs that are up year round and changed for the seasons. Another staff concern is differentiating between a decorative seasonal banner that goes well with the architecture and the building is

designed to accommodate it, versus a bright orange or yellow banner to attract attention and may detract from the architectural design of a building.

Mr. Kohlhoff explained from a historical point of view the multiple banners used at car lots was voted on by the citizens. What the Mayor was describing was different from the car lot banners. Mr. Kohlhoff asked for time to work with staff to come back with language addressing decorative banners on second reading.

The Mayor invited public testimony.

Ben Altman 29515 SW Serenity Way, Wilsonville. As chairman of the Planning Commission this code revision is a collaborative response between the Chamber of Commerce and the City and affected community to improve customer service. The revision began with the Chamber receiving complaints about the sign code from its members and the Chamber taking that on as a customer service issue for its membership, coming up with ideas and bringing those ideas to the City. The final product is a code that is an enhancement over the existing code, it improves the review process, gives staff more authority to made decisions that result in shortened approval time lines while maintaining the integrity of the original code in terms of the design standards and quality of signs previously approved by the DRB. Mr. Altman saw opportunity for further work on the banner issue; the original ban was for the triangle flags seen in car lots; however tasteful and well-designed use of banners can be effective, and may be used to differentiate areas of town. He thought the Planning Commission would be willing to work on the matter and bring back recommendations to the Council.

Monica Keenan 9160 SW Fourth Street, Wilsonville, supported the revisions to the sign code. As a member of the DRB, having the code revised and clarified and made more citizen and business friendly was a big assistance to the community. Less waivers and consent agenda items would be helpful to move approvals through with staff, rather than having to bring these to the DRB. Having better guidelines to assist the DRB when it comes to Master Sign Plans and signage will be a great help and the change that would reduce the imbalance of signage that has occurred in the past on large developments where signage would be allocated first come first served. Regarding decorative banners she had seen them used to advertise special community events and thought the rotation for seasonal events is a good community builder.

Wendy Buck, 31445 SW Olympic Drive, Wilsonville. Ms. Buck represented the Wilsonville Chamber of Commerce who supported the changes to the sign code which protected the aesthetics of Wilsonville while supporting businesses and helping them to identify themselves. The project demonstrated what can be done when the City and Chamber work together collaboratively. Ms. Buck stated the Chamber felt the changes will make the sign code more business friendly and they looked forward to working with the City to develop wayfinding signs.

Theonie Gilmore, 24242 SW Gage Road, Wilsonville, appreciated the comments about decorative banners. She requested allowing a banner to span Wilsonville Road advertising community and special events. Ms. Gilmore asked that the City work with ODOT to allow directional signs to aid in locating the annual Festival of the Arts in Town Center Park.

Eric Postma thanked the Planning Commission, City Staff, and the members of the Chamber who worked on the project. Mr. Postma spoke on behalf of the Planning Commission and as a former member of the DRB. He listed a number of items that were important to include in the sign code:

- Maintain the current aesthetic standards while showing businesses Wilsonville is a business friendly environment.
- Businesses should be able to advertise what they are actually selling.
- Code language should be predictable and not open to interpretation.
- Have objective standards rather than subjective standards is important. The DRB was frequently frustrated to see subjective standards such as "aesthetically pleasing" signs and "attractive" and "functional"

Mr. Postma agreed with revisiting the subject of banners but work with what we have, and make sure if we are going to open the door for other opportunities such as banners that we do so in a careful manner so that we maintain the established standards for design applications.

Glenna Harris 29585 SW Park Place Wilsonville, owner of Whipper Snippers, appreciated the changes to the sign code. She stated customers cannot locate her business because they cannot see her sign and she spends additional resources to make sure people can find her business. Ms. Harris thought the new sign code was more business friendly and if these changes had been in place at the time she applied for her business sign the result would have been different.

Mike Kohlhoff noted an email message had been received from Jerry Jones of Wilsonville Toyota in support of the changes to the sign code.

Mayor Knapp invited comment on Resolution 2369, hearing none he closed the public hearing on Ordinance No. 704 and Resolution No. 2369 at 7:27 p.m.

Motion: Councilor Hurst moved to approve Ordinance No. 704 on first reading. Councilor Starr seconded the motion.

Councilor Hurst stated he would vote in favor of Ordinance No. 704 in its current form as adopted by the Planning Commission. He thought the ordinance should be considered as a 'foundation' document that can be put into effect immediately to aid business owners, but that can also be revisited as needed. He did not want to forestall implementation to deal with the decorative banner matter. The Councilor thought the ordinance was an example of how the City and business community could work together to address an issue.

Councilor Starr supported the testimony presented, and he was pleased the ordinance while maintaining standards, is also faster, cheaper and more predictable for the business community.

Mayor Knapp listed two concerns, the first is the decorative banners, and the other is a question of whether an existing sign can be moved a little bit under a master sign plan. The Mayor described a situation where a request to move a sign from flush right to centered on the entry door was not allowed because of the signs location indicated in the master sign plan. He thought this type of request should be addressed under the Administrative-1 approval process.

Referring to page 14 of 45 in the redlined version of Ordinance No. 704, under (.04)C Minor Adjustments Mayor Knapp suggested adding the following language under an Admin 1, **"Minor changes to location of a sign on a given building frontage under a master sign plan allowing the larger of ten feet or fifty percent of the sign length."**

<u>Amendment</u>: Mayor Knapp moved to amend the motion to approve by adding this item to the minor adjustment list under 4.156.02(.04) C Minor adjustments.

Mr. Kohlhoff said if the Council directed staff could bring new language back to Council for second reading of the ordinance.

Council President Núñez seconded the motion.

Mayor Knapp agreed to allow staff to see if better wording could be brought back on second reading.

Mr. Kohlhoff clarified the amendment is read, "subject to staff reviewing and coming back with any wordsmithing staff deemed appropriate for the Council's consideration."

<u>**Vote On Amendment:**</u> Passes 4-0.

Mayor Knapp would like to see staff find a way to allow decorative banners. He though decorative banners should be allowed without a permit if they were the 3x5 foot manufactured banners. Larger banners would fall under the Admin-1 process.

Mr. Kohlhoff asked for time to work with the chamber as they may have some good ideas, have the Planning Commission comment, then staff can return with proposed language for Council consideration.

Mr. Cosgrove thought there were several issues that need to be looked at: wayfinding signs, temporary banners, seasonal banners, commercial versus non-commercial speech and community events should be looked at collectively with staff returning with recommendations.

Mayor Knapp supported addressing wayfinding signs due to the concerns he hears in the community for better signage to commercial locations, neighborhoods, parks and events.

In his experience with wayfinding signs Mr. Cosgrove stated it was not a quick or easy process, there may be ODOT or county issues that need to be addressed.

Councilor Starr called for the question.

<u>**Vote On The Main Motion With Amendment:**</u>   Motion carried 4-0.

<u>Resolution No. 2369</u>

A Resolution Of The City Of Wilsonville Adopting An Updated Fee Schedule For Sign Related Planning Review Fees, Amending "Exhibit A" Of Resolution 2050.

Motion: Councilor Hurst moved to approve Resolutions 2369. Council President Nunez seconded the motion.

Vote: Motion carried 4-0.

Councilor Starr suggested City and Chamber talk about how to get this information to the business community.

ADOPTION OF THE BUDGET
A.   **Resolution No. 2364**
        A Resolution Of The City Of Wilsonville Adopting The Budget, Making Appropriations, Declaring The Ad Valorem Tax Levy, And Classifying The Levy As Provided By ORS 310.060(2) For Fiscal Year 2012-13.

B.   **Resolution No. 2365**
        A Resolution Declaring The City's Eligibility To Receive State Shared Revenues.

C.   **Resolution No. 2366**
        A Resolution Declaring The City's Election To Receive State Revenues.

Mr. Kohlhoff read the titles of Resolutions 2364, 2365, and 2366 into the record noting the three resolutions may be taken together in one public hearing; however the motions needed to be separate.

Mayor Knapp opened the public hearing at 7:46 p.m. and read the hearing format.

Gary Wallis, Finance Director, presented the staff report. The Council needs to conduct two public hearings in conjunction with the adoption of the budget. The first is on the receipt and use of State Shred Revenues. The City is eligible to receive State Shared Revenues if it provides at least four of the seven services. The City provides six of the seven, with fire service being the one exception. State revenues that are expended via programs in the General Fund include: alcoholic beverage tax, cigarette tax, 9-1-1 emergency telecommunication tax, and State shared revenues. These help pay for programs such as police, parks maintenance, library, youth/adult/senior programs, planning, and a portion of policy and administration. The City also receives state shared gas tax which pays for road operations.

Continuing Mr. Wallis commented the budget was made available to the public in mid-April and presented to the Budget Committee in late April and Early May. The Committee received public testimony. Staff responded to public testimony and questions raised by the Committee. The process concluded with the Committee approving the budget that is before the Council for consideration.

Mr. Wallis provided the budget highlights:

- Total resources for next year were estimated to be $135,946,711. More than half of that amount is cash that will be carryover from June 30 to July 1. A significant portion of that is the unspent portion of the $39 million sewer bonds.
- The budget assumes some user rate increases – sewer and stormwater were previously approved by Council resolutions, water is estimated at 3 percent in November, but a study will be conducted after the Master Plan is presented. All other significant fees remain unchanged including Property Taxes at $2.5206 rate per $1,000 of assessed value.
- Operating costs (personnel plus supplies plus equipment), those costs that provide the services the community needs total $32,058,814. That is up $635,193 from the current adopted budget. Most of that increase is attributed to water treatment services increase which is funded by the city of Sherwood, in addition there are bus replacements which are funded by grants or dedicated reserves. The largest capital project is $19 million for next year's work on the sewer plant upgrade. The next largest capital project is the new SMART/Fleet operations center at $2 million.

Resolution No. 2364 reflects the budget as approved by the Budget Committee. It refers to a total budget of $135,946,711. However, it sets appropriations at a lower amount - $130,636,726. Appropriations provide an upper limit on what the City expenses can be next year. The un-appropriated difference $5,309,985, represents the City's fiscal management policy practice of setting aside amounts to be carried over to the ensuing fiscal year. Essentially the City is banking this amount as a minimum to be available next year.

Following public testimony, the Council may increase or decrease the budget. Any increases must be balanced with a similar sized decrease or new revenue. The law limits how much can be increased to $5,000 or 10 percent of a funds approved level. Similarly, decreases must either reduce a revenue, move appropriations into contingency or into un-appropriated balance.

Mayor Knapp invited public testimony

Theonie Gilmore distributed her comments to the Council in writing. Her letter has been included in the record. Ms. Gilmore was disappointed no funding was included in this year's budget for arts and culture programs in Wilsonville.

Mayor Knapp recalled the Arts and Culture organization had been a recipient of the City's grants programs and encouraged her to talk with Community Services to understand where her program would fit into the grant process.

Mr. Cosgrove suggested that Ms. Gilmore attend the Budget Committee meetings to make her budget request.

Tony Holt, 7670 SW Village Green Circle, commented the Budget Committee consists of the five City Council members and five citizen members, of which he is one. He stated the budget recommended by the City Manager for FY2012-13 is a status quo budget essentially the same as this year and a prudent one. After studying it and asking probing questions and after much discussion the Budget Committee unanimously approved the proposed budget without change. It

also agreed to meet later this year to spend more time looking at how to stabilize the general fund in the longer term as well as urban renewal and the City's financial policies. Mr. Holt noted the budget was unanimously adopted; however Council Goddard left the Budget Committee meeting prior to the vote and was not able to be there for the vote. With the Budget Committee passing the proposed budget by a 9-0 unanimous vote it seemed to Mr. Holt it would question the justification for citizen participation in the Budget Committee if Council were to now open up the approved budget and argue for reductions, unless the City's financial position had changed dramatically since that budget was approved on May 3. Mr. Holt was of the opinion cutting the budget a half or three-quarters of one percent would be more of a public relations exercise than a meaningful financial one for the City, particularly at a time when there has been record development in the City and City Staff has remained at the same level for several years. As Mr. Cosgrove stated in the budget meetings, personnel costs are down, but any further reductions in operating costs will start to impact services and programs and citizens will begin to notice. Given that earlier unanimous vote Mr. Holt urged Council to approve the budget unanimously.

The public hearing was closed at 8:03 p.m.

Motion: Councilor Hurst moved to approve Resolutions 2364. Council President Núñez seconded the motion.

Councilor Hurst thanked the citizen members of the Budget Committee and those who testified. He would like to see the Budget Committee meet soon to discuss the general fund.

Council President Núñez echoed the comments of Councilor Hurst. She thanked the Finance Department Staff for their work on preparing the budget. Council President Núñez supported the budget but wanted to note as the City moves into the future the necessity to consider the economy as well as what is happening with the City's budget. She was pleased to note the City was in good financial condition.

Councilor Starr agreed with Council President Núñez. He had concerns about the overall revenues coming into the City, and the need to monitor what is going on with the general fund. He supported convening the Budget Committee in the third quarter to insure the City's budget is on track, and if changes were needed that they be made. In addition Councilor Starr wanted to see:
- SMART bringing in more revenue
- No increases in FTE – keep the number static or reduced even if new Economic Development roles were created
- Review the consultants hired by the City and evaluate if those relationships need to be retained, foregone, or whether the City should shop for a better value.

Councilor Starr was of the opinion the status quo budget was not 'flat' since it went up from last year and thought the City could have absorbed the $600,000 increase. He indicated the Council was frugal and wanted to be good stewards of the City's money. If there were ways to save money over the coming year, he believed the City Manger would take the opportunity to do so.

Mayor Knapp thanked the Budget Committee citizen members. He pointed out the City Manager needs the latitude to do the job he was hired to do, and he was confident those decisions would be made in an appropriate way. The Mayor was concerned if the City did not take advantage of opportunities they would be selling the City short and it was necessary to continue to pursue what made Wilsonville a special place. Retaining staff capacity and funding to pursue things that are good for the community in the long run was important. There is a record of decisions that created a strong, highly regarded community and he wanted to maintain that. The Mayor was hopeful Wilsonville will continue to be a community with growing resources noting the record construction that occurred last year and growing demand this year. He was optimistic the City was on a favorable track wanted to continue on that track and build a strong community. He supported discussing the five year strategic outlook in the fall.

Vote: Motion carried 4-0.

Resolution No. 2365
A Resolution Declaring The City's Eligibility To Receive State Shared Revenues.

Motion: Councilor Hurst moved to approve Resolutions 2365. Councilor Starr seconded the motion.

Vote: Motion carried 4-0.

Resolution No. 2366
A Resolution Declaring The City's Election To Receive State Revenues.

Motion: Councilor Hurst moved to approve Resolutions 2366. Councilor Nunez seconded the motion.

Vote: Motion carried 4-0.

D.   **Resolution No. 2367**
        A Resolution Of The City Of Wilsonville Approving The Award Of A Sole Source Contract For Road Construction To Polygon at Villebois II LLC.

Mr. Kohlhoff read the title of Resolution 2367 into the record and provided the background for the resolution.

Steve Adams, Interim City Engineer prepared the following staff report. Resolution No. 2367 would approve a sole source contract with Polygon at Villebois II, L.L.C. for the completion of construction of Grahams Ferry Road Improvements, including the City's share, with Polygon using NEI as its contractor.

Pursuant to Contract Addendum No. 2 entered into by the City and Polygon on September 8, 2011 the City has agreed to advance funds for both its share and Polygon's share of the

remaining construction costs for Grahams Ferry Road. Polygon shall reimburse the City for its share of construction costs via a per-lot surcharge, or any remaining balance by lump sum no later than July 1, 2014. Total estimated cost is $533,028.93 to be paid in advance from Street System Development Charges and Polygon reimbursing $379,578.68 to the City by July 1, 2014.

In both the 2011/12 Adopted Budget and the 2012/13 Proposed Budget the City has identified CIP's 4139 ($387,600) and 7032 ($28,500) to fund improvements to Grahams Ferry Road through SDC's. Remaining balance of costs shall be advanced to Polygon with repayment made to the City.

Villebois development agreements placed responsibility of construction of Grahams Ferry Road on the master developer, Villebois LLC. Construction of the roadway started in 2009, but was never completed due to the economic downturn. City staff worked with both Villebois LLC and Polygon in 2011 and entered into Contract Addendum No. 2 as a way to complete construction of the roadway in conjunction with constructing Villebois SAP South PDP 5.

Mayor Knapp opened the public hearing at 8:26 p.m. and read the hearing format for the record. He invited public testimony, hearing nothing; the hearing was closed at 8:28 p.m.

Motion: Councilor Hurst moved to approve Resolutions 2367. Councilor Starr seconded the motion.

Vote: Motion carried 4-0.

E. **Resolution No. 2368**
A Resolution Authorizing A Supplemental Budget Adjustment For Fiscal Year 2011-12.

Mr. Kohlhoff read the title of Resolution 2368 into the record.

Mayor Knapp opened the public hearing at 8:29 p.m. reading the public hearing format into the record.

The staff report was presented by Cathy Rodocker, Assistant Finance Director.
Oregon Local Budget Law allows the Council to amend the adopted budget for an occurrence or condition that was not known at the time the adopted budget was prepared. The following supplemental budget primarily amends the FY 2011-12 budget for numerous capital improvement projects.

City Council adopted the Fiscal Year 2011-12 budget June 6, 2011. Since that time, several unanticipated projects and expenses have come to staff's attention and require additional authorization to proceed.

The attached supplemental budget adjustment requests an additional $4,565,782 in non-reoccurring expenditures for the Fiscal Year 2011-12 budget. $57,000 of the expenditure

requests are for personal services and material and services budget categories. The remaining requests are for capital improvement projects expenditures and capital outlay purchases.

The following explains the major dollar requests.

- **Waste Water Treatment Plant Rehabilitation-$3,052,000**
  Funded with existing bond proceeds, the requested expenditures are needed to match the budget to the estimated cash flow analysis provided by CH2MHill contract.

- **Miscellaneous Capital Projects-$558,950**
  An additional 12 projects include requests totaling $558,950. The requests range from project management fees for the Water and Stormwater master plans to SDC credit reimbursements for street and water projects.

- **I-5 Interchange Change Order-$240,158**
  During road construction a broken water pipe was repaired at Parkway and an additional water line was installed on Main Street. Conduit was also installed to meet future requirements for fiber optics, telemetry lines, etc.

- **Transit Fund Capital Outlay-$225,000**
  Two buses have been ordered by the Transit Fund and are expected to be received by the end of the fiscal year. One bus replaces a fire damaged bus and is partially funded with settlement funds from the insurance company totaling $47,645. The second bus will be 80 percent grant funded. This request also includes a 100 percent grant funded amenity purchase for SMART Central.

As stated in the Fiscal Management Polices, the City shall amend its annual budget in accordance with Oregon local budget law. The supplemental budget adjustment is adopted by Council at a regularly scheduled and noticed meeting after a public hearing is held.

All Funds – Summary of Adjustments

Resources:		Expenditures:	
Bond Proceeds	3,052,000	WWTP Plant Rehabilitation	$ 3,052,000
Interfund transfers	1,201,808	I5 Interchange Change Order Project	240,158
Other governments	100,600	Miscellaneous Capital Projects	558,950
Miscellaneous	47,645	Interfund transfers out for Capital Improvement Projects*	799,108
Restatement of beginning fund balance	163,729	Capital Outlay-Transit Fund	225,000
		One-time Operating Expenses	57,000
		Contingencies	(366,434)
Total Resources	$ 4,565,782	Total Exenditures	$ 4,565,782

*In fund accounting, the cost of a capital project is recorded as an expense in the capital project fund and as an expense in the fund(s) that will be financially responsible for the costs of the project. The expense at the funding level is recorded as an interfund transfer out.

Mayor Knapp invited public comment, there was none and the public hearing was closed at 8:35 p.m.

Motion: Councilor Hurst moved to approve Resolutions 2368. Councilor Starr seconded the motion.

Vote: Motion carried 4-0.

CITY MANAGER'S BUSINESS

Mr. Cosgrove provided a recap of the immediate Council meeting. Mr. Cosgrove stated he appreciated Councilor Hurst's erudite, balanced and independent approach to being a City Councilor, his wider view of things and disarming sense of humor. The Community Survey draft should be received by June 6, 2012 with a major presentation to Council. Mr. Cosgrove would be meeting with the Planning Commission / CCI to discuss improving the communication as part of the communication plan.

LEGAL BUSINESS

Mr. Kohlhoff shared that the building permit for the Arbor Community Building has been issued, and Arbor Homes has agreed to the Arbor Homeowners Association request for a children's pool to be built along with the community pool. Polygon indicated they would cooperate as long as the project was completed by the December completion date.

ADJOURN

Motion: Councilor Hurst moved to adjourn. Council President Núñez seconded the motion.

Vote: Motion carried 4-0.

The Council meeting adjourned at 8:40 p.m.

Respectfully submitted,

_____
Sandra C. King, MMC, City Recorder

ATTEST:

_____
TIM KNAPP, MAYOR

A regular meeting of the Wilsonville City Council was held at the Wilsonville City Hall beginning at 7:00 p.m. on Monday, June 18, 2012. Mayor Knapp called the meeting to order at 7:04 p.m., followed by roll call and the Pledge of Allegiance.

The following City Council members were present:
Mayor Knapp
Council President Núñez - excused
Councilor Goddard
Councilor Starr

Staff present included:
Bryan Cosgrove, City Manager
Jeanna Troha, Assistant City Manager
Mike Kohlhoff, City Attorney
Sandra King, City Recorder
Delora Kerber, Public Works Director
Mark Ottenad, Public Affairs Director
Dan Knoll, Public Affairs Coordinator
Eric Mende, Deputy Engineer
Floyd Peoples, Operations
Kristin Retherford, URA Project Manager
Steve Munsterman, Operations
Chris Neamtzu, Planning Director

Motion: Councilor Goddard moved to approve the order of the agenda. Councilor Starr seconded the motion.

Vote: Motion carried 3-0.

MAYOR'S BUSINESS

Mayor Knapp announced the next meetings of the City's standing boards and commissions.

COMMUNICATIONS

A. Korean War Memorial Foundation Presentation

Mark Ottenad said representatives of the newly formed Korean War Memorial Foundation of Oregon, will present a check in the amount of $5,000 to the Council in support of defraying the City's annual Public Works maintenance costs of the Oregon Korean War Memorial in Town Center Park.

In November 2011, the City Council unanimously adopted Resolution 2332, "Authorizing an Agreement between the City of Wilsonville and Oregon Trail Chapter Korean War Veterans

Association regarding the transfer of full ownership of the Oregon Korean War Memorial to the City." The City Council found in the resolution that "the ever-aging and decreasing membership of KWV has made it difficult for the organization to continue its role in the operation of the Memorial."

During this time, City public-affairs consultant Greg Leo of The Leo Co. helped to set up a meeting among Korean War veterans, City officials and members of the Oregon Korean-American community, who expressed an interest in working with the veterans and City to support maintenance of the memorial and related activities.

Subsequently, City Attorney Michael Kohlhoff arranged for pro-bono legal services to be provided by Michele Wasson of Stoel Rives LLP to help establish a charitable, non-profit organization. The Korean War Memorial Foundation of Oregon was formed in April 2012 as an Oregon non-profit corporation that is pending application for 501(c)(3) federal tax-exempt status.

The newly-formed organization's mission and activities include:

> "The mission of the Korean War Memorial Foundation of Oregon is to commemorate and educate the public about the Korean War. The Foundation engages in activities in support of the mission that include:
>
>> "• Participation in the maintenance and improvement of and any other activities related to the Oregon Korean War Memorial, located at Town Center Park in Wilsonville, Oregon;
>>
>> "• Developing social-welfare programs to assist and support Korean War veterans and their families;
>>
>> "• Organizing and hosting ceremonies to recognize the contributions of Americans and Koreans in defense of a free, democratic South Korea;
>>
>> "• Developing and promoting public educational outreach efforts about the Korean War for use in schools and other venues."

Initial incorporators of the Foundation include:

- James Lee, Chair of the Oregon Korean American Day Commission, who will act as Chair of the Foundation;

- Grace Lymm, a volunteer with the Oregon Korean-American community and spouse of former state representative and senator John Lim of Gresham;

- Don Cohen, volunteer with the Korean War Veterans Association, Oregon Trail Chapter, and sponsor of the Oregon Korean War Memorial project;

- Jin Yong Park, general manager of The Reserve Vineyards & Golf Club in Hillsboro, who will act as President of the Foundation;

- Tom Hoyoung Eum, a volunteer with the Oregon Korean-American community

The City gains a new partner with the Korean War Memorial Foundation of Oregon in conjunction with the Korean War Veterans Association, Oregon Trail Chapter, to help with maintenance costs and other activities regarding the Oregon Korean War Memorial, located at Town Center Park.

The Mayor and Councilors thanked Mr. Park and Mr. Lee for forming the foundation and the Korean War veterans for their service to their country.

B.   Veolia Vice President – Operations Excellence Award (Kerber)

Delora Kerber, Public Works Director introduced Jim Good, Executive Vice President of Veolia Waters Western Region.

Mr. Good explained an annual competition is held where projects can submit an application showcasing their achievements. Awards are presented in three categories based on revenue size. This year Wilsonville submitted an application and was awarded the first place prize. The accomplishments of the Wilsonville plant for its ten years of operation include: not one violation of the Federal Drinking Water Act requirements, nor have there been any safety incidents during the ten years of operation. Mr. Good stated prior to the construction of the plant, there was controversy surrounding the use of the Willamette River, and the city included tougher requirements than those of the Federal Drinking Water Act in the contract with Veolia. The water quality is so good the Coca Cola Company located their plant in Wilsonville. He praised the staff as being of high quality and committed to their community. Mr. Good presented a plaque to the City Council and introduced the Veolia staff in attendance.

C.   Grace Chapel Rummage Sale Proceeds Presented to Random Kindness & Community
        Sharing (Jake Schwein, Grace Chapel)

Jake Schwein pastor at Grace Chapel explained Grace Chapel holds an annual rummage sale with the proceeds from this year's rummage sale being donated to Wilsonville Community   . Sharing and Random Kindness to augment their funding. In addition funds were distributed to the principals of the schools in Wilsonville to support tangible physical needs of students.

D.   Overview of Summer 2012 Community Events

Mark Ottenad and Dan Knoll presented an overview of the ongoing events slated for this summer and special events.

E.   Quarterly WWTP Progress Report (Mende)

Eric Mende prepared the staff report. To assist the City in the development and implementation of the Design-Build-Operate (DBO) concept for the Wastewater Treatment Plant (WWTP) Upgrades, the City relied heavily on expert advice provided by the Consulting Team of R.W. Beck, Inc., and Brown and Caldwell. Four phases of Owner's Representative services were originally identified. These included:

Phase A: Development of the DBO Project Management approach, key technical criteria,
           DBO procurement strategy, and development of a Request for Qualifications;
Phase B: Development of a Request for Proposal document, draft DBO Agreement and
           technical appendices, and assistance with proposal evaluation and negotiations;

Phase C: Monitoring of the contractual and technical compliance of the DBO Company with the DBO Agreement during the design and construction of the project, including acceptance testing; and

Phase D: Ongoing support related to WWTP performance.

Phases A and B are complete. The Phase C Professional Services Agreement was approved by City Council in November 2011. One of the Tasks under Phase C is a Quarterly Report to City Council pertaining to the performance of the DBO Company – CH2M HILL. Tonight is the second of these quarterly reports.

R.W. Beck, Inc. subsequently merged/was purchased by SAIC Corporation. Representatives from SAIC and Brown and Caldwell, who have been with the project through Phases A, B, and C, provided a briefing to City Council for March, April and May 2012, and answer any questions that arise.

SCHEDULE - CH2M HILL is approximately two months behind their original baseline schedule dated September 16, 2011, but they are working hard to catch up. The delay is not affecting the critical path to the Scheduled Acceptance Date. An updated Design-Build Work schedule will be submitted by the Company in early June. The Owner's Representative will conduct a detailed review of the updated Design-Build Work schedule compared to the baseline schedule.

DESIGN - The final design was submitted for City review at the end of March. CH2M HILL continues to refine the design through the process of procuring major equipment and systems.

PERMITTING - The Public Works Permit was issued to CH2M HILL on March 19, 2012. They provided additional support documents by the end of March. Five additional permit applications were submitted for building, mechanical, and plumbing permits that will be needed later during construction.

CONSTRUCTION PROGRESS - Mobilization has continued onsite during this quarter, including mobilization of the prime construction contractor, Wildish. The Company continues to install, implement, and modify their temporary sediment and erosion control measures on the site in accordance with their Construction Plan and City input. Tree removal was completed and locates for underground utilities were performed.

Initial construction activities have included grading, yard piping changes, electrical feed modifications, and demolition of the biofilter, the rotating biological contactor structure and the partial excavation of the new aeration basin. The Temporary Odor Control system has been operational for approximately three weeks, during which time no odor complaints have been filed.

The Company worked with Oregon Department of Transportation (ODOT) to establish an employee parking area on the ODOT property adjacent to the WWTP Site. Construction of a temporary access road to the ODOT property was completed.

Procurement for major equipment and yard piping has started. The Company has responded to and approved Requests for Information and early Submittals.

The Company, City and Owner's Representative continue to meet at the Monthly Construction Meetings to discuss the Company's progress and any outstanding issues. Weekly Construction Check-in Meetings with the City and the Company and the Owner's Representative are held as needed.

ANTICIPATED ACTIVITIES FOR NEXT QUARTER
- HSSE Safety Training for anyone who plans to be on the WWTP site during construction
- Additional permitting activities
- Development of draft Acceptance Test Plan and Hydraulic Test Plan
- Further refinements to the Company's planned construction sequencing
- Long lead time procurement items to be ordered
- Completion of structural demolition, new yard piping, and slope stabilization
- Completion of major earthwork
- Monthly Construction Meetings

ONGOING PROJECT SUCCESS
- Design completed on schedule and budget
- Minimal change orders through design
- Strong partnering relationships among team members
- No accidents or injuries

CITIZEN INPUT & COMMUNITY ANNOUNCEMENTS
This is an opportunity for visitors to address the City Council on items *not* on the agenda. It is also the time to address items that are on the agenda but not scheduled for a public hearing. Staff and the City Council will make every effort to respond to questions raised during citizens input before tonight's meeting ends or as quickly as possible thereafter.

There were none.

COUNCILOR COMMENTS, LIAISON REPORTS & MEETING ANNOUNCEMENTS

Mayor Knapp reported the Planning Commission would be discussing the water system master plan update at their next meeting. The CCI was interested in an ongoing opportunity to have more dialogue and action within the community and was looking for the Planning Commission to develop a plan for that to happen.

Councilor Goddard – Library, Chamber Board, and Clackamas County Business Alliance liaison announced the next meeting date of the Library Board, and talked about the activities of the CCBA. The Councilor announced the opening dates for the water features in Murase Park and Town Center Park as well as the Villebois Farmers Market opening date.

Councilor Goddard mentioned events being held by the Chamber of Commerce including the July 10, 2012 Morning Spark where the Council will be presenting the State of the City Address followed by a question and answer period. He thanked Library Director Pat Duke for hosting the Morning Spark.

Councilor Starr –Development Review Boards and Wilsonville Community Seniors Inc. liaison stated the next meeting scheduled for the DRB is June 25. He invited the community to take part in the trolley tours, Canyon Creek Bike Tour, Day Dream Ranch neighborhood BBQ, the Rotary Summer Concerts, and movies in the park. Councilor Starr thanked Grace Chapel Pastor Schwein and the community who helped to hold the rummage sale.

CONSENT AGENDA

Mr. Kohlhoff read the titles of the Consent Agenda items into the record.

A. **Resolution No. 2372**
    A Resolution Of The City Of Wilsonville Approving An Agreement With Tualatin Valley Workshops Inc. For The Project Known As Janitorial Services.

B. **Resolution No. 2373**
    A Resolution Of The City Of Wilsonville Authorizing The City Manager To Execute An Intergovernmental Agreement Between The City Of Wilsonville And The Clackamas County Department Of Health, Housing And Human Resources For The Expansion And Renovation Of The Wilsonville Community Center Kitchen Project.

C. Minutes of the May 21, 2012 Council Meeting Minutes

Motion: Councilor Goddard moved to approve the Consent Agenda. Councilor Starr seconded the motion.

Vote: Motion carried 3-0.

CONTINUING BUSINESS

A. **Ordinance No. 704 – second reading**
    An Ordinance Of The City Of Wilsonville Amending The Planning And Land Development Ordinance (Wilsonville's Development Code) Sections 4.001, 4.030-4.031 And 4.156 And Dividing Section 4.156 Into Sections 4.156.01 Through 4.156.11 To Update The City's Sign Regulations And The Purpose And Objectives Of Such Regulations.

Mr. Kohlhoff read the title of Ordinance No. 704 into the record on second reading.

Dan Pauly, Associate Planner, presented the staff report. The sign code updates before the Council reflect the collaboration of the Chamber of Commerce, City staff, and other stakeholders. Two additional minor amendments were prepared to address direction given to staff at the first reading regarding Class I review of minor lateral adjustments to building sign placement, and the use of decorative banners in commercial areas. Further review and action beyond this will be required regarding decorative banners on private property. (new language is **underlined**, deleted language is ~~struck-through~~).

Minor Adjustments to Lateral Sign Placement:
New language is recommended to address Council direction to allow for Class I review of certain lateral adjustments to sign placement on buildings. In addition, minor changes and rearrangements of the Minor Adjustment language has been made to accommodate the additional type of minor adjustment. The new and modified language follows:

Section 4.156.02 Sign Review Process and General Requirements.
(.04) Class I Sign Permit: Sign permit requests shall be processed as a Class I Sign Permit when the requested sign or signs conform to a Master Sign Plan or other previous sign approval. In addition, a Minor Adjustment to a Master Sign Plan or other previous sign approval may be approved in connection with a Class I Sign Permit.

   A. Class I Sign Permit Submission Requirements: Application for a Class I Sign Permit shall include two (2) copies of the following along with all required application fees:

   1. Completed application form prescribed by the City and signed by the property owner or the property owner's representative,

   2. Sign drawings showing all materials, the sign area and dimensions used to calculate sign areas, and other details sufficient to judge the full scale of the associated sign or signs and related improvements,

   3. Information showing how the proposed sign or signs conform with all applicable code requirements, Master Sign Plans, or other previous sign approvals for the property, and

   4. Information supporting any minor adjustment requests.

   B. Class I Sign Permit Review Criteria: The sign or signs conform with the applicable master sign plan or other previous sign approvals, and applicable code requirements.

   C. ~~Minor Adjustments~~: Notwithstanding approved Master Sign Plans or other previous sign approvals, as part of a Class I Sign Permit minor adjustments **may be approved as described in 1. and 2. below.** ~~of not more than ten (10) percent from the sign height (not height from ground) and/or length may be approved for the reasons listed in 1. through 4. below, unless otherwise specifically prohibited in the Master Sign Plan. Minor adjustments shall not cause the sign to cross the edge of any fascia, architectural element or area of a building facade identified as a sign band. The area of the sign exceeding the height or length as part of a minor adjustment shall not count against the sign area indicated in a Master Sign Plan or other previous sign approval.~~ Minor Adjustments are valid only for the Sign Permit with which they are associated and do not carry over to future sign permits or copy changes.

   1. **Adjustment to Sign Height or Length: Adjustment of not more than ten (10) percent from the sign height (not height from ground) and/or length may be**

approved for the reasons listed in a. through d. below, unless otherwise specifically prohibited in the Master Sign Plan. Minor adjustments to sign height and length shall not cause the sign to cross the edge of any fascia, architectural element or area of a building facade identified as a sign band. The area of the sign exceeding the height or length as part of a minor adjustment shall not count against the sign area indicated in a Master Sign Plan or other previous sign approval.

a. To accommodate the descender on the lower case letters "q, y, p g, or j", not otherwise accommodated by the measurement method used, where the letter matches the font of other letters in the sign, the descender is no more than 1/2 the cap height of the font, and the descender is no wider than the main body of the letter;

b. To accommodate stylized fonts where bowls, shoulders, or serifs of the stylized letters extend beyond the cap height;

c. To accommodate an arching or other non-straight baseline; or

d. To accommodate a federally registered trademark logo where compliance with the defined maximum sign height would result in the cap height of the text in the logo being ninety (90) percent or less of the cap height for letters otherwise allowed. (i.e. if a Master Sign Plan allowed 24" letters and 24" total sign height, and a 24" logo would result in the cap height of the text within the logo being less than 21.6", the total height of the logo could be increased to 26.4")

2. Lateral Adjustment of Building Sign Location: Lateral adjustment of a building sign location identified in drawings or plans for a Master Sign Plan or other sign approval when all of the following are met:

a. The lateral distance being moved does not exceed fifty (50) percent of the sign length or ten (10) feet, whichever is greater;

b. The exact location is not specifically supported or required by written findings or a condition of approval;

c. The sign remains within the same architectural feature and sign band, except if the location is on a pillar, column, or similar narrow architectural support feature, the sign may be moved to a sign band on the architecture feature which it supports if no other sign is already placed in that sign band for the tenant space; and

d. The placement maintains any spacing from the edge of an architectural feature, building, or tenant space specifically identified in the Master Sign plan or other sign approval or if no spacing is identified, maintains a definable space between the sign and the edge of architectural features, the tenant space, and building.

Decorative Banners
Banners on Public Light Poles
While staff understands these to be exempt under the current and proposed code, staff agrees it would not hurt to add some additional clarification. The following a new subsection 6. is

recommended to be added under Subsection 4.156.10 (.01) A. "Allowed Signs on City Property" to provide the clarification. The new language follows: "**6. Banners on public light and other poles identified in a plan maintained or adopted by the City and installed by or under arrangement with the Public Works Department.**"

Projecting Decorative Banners and Flags on Private Property
The process is in place under both the existing and proposed code language for projecting banners to be approved through a Master Sign Plan, and under the proposed code language a Class III Sign Permit. The process requires careful consideration by the Development Review Board looking at the overall design of a site.

As expressed during the first reading, staff recommends an additional discussion outside the adoption of Ordinance 704 about the extent to which these types of banners can be allowed through a lesser process, as their needs to be careful consideration of a number of issues including legal questions, and the number of types of banners allowed.

Semi-Static Digital Signs
The proposal in Ordinance 704 is to simplify and clarify the allowance for semi-static digital copy signs, which are allowed via architectural waiver under the current code, rather than allowing a broader type of electronic changeable image signs. The intent is to provide a clean-looking, easier to use version of the typical plastic panel changeable copy signs found at fuel stations, schools, churches, movie theaters, etc. similar to what has been recently permitted for a number of fuel stations in town. After thorough discussion by the Planning Commission and input from stakeholders, 15 minutes was determined to be the appropriate hold time for this specific type of semi-static sign

Mr. Pauly identified which tables were being deleted and which tables were being retained in the ordinance.

Mr. Kohlhoff reported the City received a letter from Daktronics requesting shorter time frame for electronic signs than what the Planning Commission recommended.

Councilor Goddard had heard the artists involved in the recent Festival of the Arts were concerned about signage directing people to the art show, and were there changes made to address special events.

Mr. Pauly said the City recently adopted Ordinance No. 701 which dealt with special events. Ordinance No. 701 contained a section dealing with signs and their placement allowed on public property.

Mayor Knapp was concerned the art festival organizers did not avail themselves to use the signage or were not aware they were allowed.

Mr. Pauly stated staff does help applicants to understand the special event guidelines; however staff would work to put more information into the Community Services Special Event Packet and work with the event coordinator make sure they were aware of the sign regulations.

Motion: Councilor Goddard moved to adopt Ordinance No. 704 on second reading with the amendments as proposed tonight. Councilor Starr seconded the motion.

Councilor Goddard saw significant change in this ordinance as it focuses on what is allowed.

Councilor Starr thanked the staff and principals who brought the changes forward which were easier to understand and allowed for faster application processing. He looked forward to better way finding signs to help people travel about town; however he thought the time intervals for changeable messaging signs were too long but there was room in the future to make that adjustment.

Mayor Knapp looked forward to hear from Planning staff on how the way finding and decorative banner concerns would be addressed.

Vote: Motion carried 3-0.
Mayor Knapp - Yes
Councilor Goddard - Yes
Councilor Starr - Yes

Councilor Starr asked if the Council can direct the Planning Commission to begin work on the way finding portion of the sign code. Mr. Cosgrove will have Mr. Neamtzu relay the request.

PUBLIC HEARING

A.   **Resolution No. 2370**
A Resolution Of The City Of Wilsonville Declaring City-Owned Real Property Located At 11650 SW Tooze Road As Surplus Property And Authorizing Staff To Dispose Of The Property Through Sale.

Mr. Kohlhoff read the title of Resolution No. 2370 for the record

Mayor Knapp opened the public hearing at 8:23 p.m. after reading the hearing format.

Kristin Retherford presented the staff report. In 2006 the City, through its Urban Renewal Agency, acquired property located at 11650 SW Tooze Road (tax lot 3S1W15 01100) for a new west-side primary school in Villebois. This acquisition is identified as a project in the West Side Urban Renewal Plan, and is part of an agreement between the West Linn-Wilsonville School District to exchange 10 acres of City-owned land in the Villebois area for 10 acres of District-owned land east of the City at Advance Road so that the District can construct a primary school and the City can construct sports fields.

Subsequent to this purchase, the proposed school site was relocated to the east side of the Villebois neighborhood and the Urban Renewal Agency acquired an alternate school site in 2011. This change in location was due to the slow-down in the economy which affected the

pace of development in the Villebois and the installation of necessary infrastructure. Meeting the District's schedule for opening the school at the original location would have required several million dollars of public investment to expedite the installation of critical infrastructure. Relocating the school to an area that was already served with much of the needed infrastructure became a more cost-effective and expeditious option.

The property is a 9.9 acres parcel of land improved with a 1941 bungalow residence that is 1,470 SF in size with an additional 980 SF basement. The site is also improved with outbuildings including a barn, a shed, a garage, and a pump shed. The 2006 appraisal of the property prepared by Zell and Associates determined that the Highest and Best Use of the property was for residential redevelopment and that the bungalow and outbuildings would have to be demolished to meet the Highest and Best Use, and thus no value was placed on the bungalow and outbuildings. It was determined that they do not contribute to the value of the property.

At Council's direction staff explored the possibility of repairing the dwelling and making it available for rent. Cost estimates for these repairs exceeded $25,000. Upon receiving this information in March of 2012, Council determined that converting the dwelling to a rental property would not be cost effective and directed staff to pursue a surplus property sale of the dwelling.

The City no longer has a public purpose for the 1,470 SF dwelling on the property. As the dwelling presents ongoing maintenance expenses and responsibilities, it would be economically beneficial to the City to declare this dwelling as surplus property and dispose of it through sale while retaining ownership of the 9.9 acres of land upon which the dwelling sits.

Staff has received cost estimates for moving the dwelling off-site and site restoration including decommissioning and disconnecting all related utilities, performing any necessary environmental abatements, and removing the dwellings foundation and backfilling the basement. Given that the dwelling had no established value in the appraisal, and that the City would incur significant expense in demolishing the dwelling, staff proposes that the dwelling be auctioned for a nominal value in addition to the buyer covering all costs related to removing the dwelling from the site and site restoration. Staff proposes to publish and advertise the terms of the surplus process subsequent to this public hearing under which it will consider offers to purchase and remove the dwelling and restore the site;

Simon Springall questioned why the entire parcel was not being sold with the house.

Ms. Retherford explained with the real estate down turn it made sense to hold on to the real property until its value increases.

The public hearing was closed at 8:33 p.m.

Motion: Councilor Starr moved to adopt Resolution No. 2370. Councilor Goddard seconded the motion.

Councilor Goddard thanked staff for exploring alternatives in dealing with the structure and property.

Vote: Motion carried 3-0.

B.   **Resolution No. 2371**
A Resolution Of The City Of Wilsonville Declaring City-Owned Real Property Located At 7840 SW Boeckman Road As Surplus Property And Authorizing Staff To Dispose Of The Property Through Sale.

Mr. Kohlhoff read the title of Resolution No. 2371 for the record   .

Mayor Knapp opened the public hearing at 8:40 p.m. after reading the hearing format.

Kristin Retherford presented the staff report. The City acquired property located at 7840 SW Boeckman Road (tax lots 3S1W13B 02402 and 2403) to construct the extension of Canyon Creek Road South, south of Boeckman Road. Construction of this project is now complete and the City is in ownership of a remainder parcel that is approximately 1.15 acres that is no longer needed for a public purpose.

This parcel has access off of a cul-de-sac on Canyon Creek Road South and is zoned RA-H residential with a comprehensive plan designation of 0-1 dwelling units per acre. Over the last decade, several adjacent properties have been rezoned to the higher density of PDR-3 (4 to 5 dwelling units per acre) upon redevelopment. An appraisal is currently underway to establish the fair market value of the property and it is likely that the appraisal will conclude that the highest and best use of the property would be a proposed rezoning to PDR-3 for redevelopment at 4 to 5 dwelling units per acre. This appraisal is due to City staff at the end of June, at which time it will be made public. Staff won't begin marketing the property until after the appraisal has been received and reviewed.

This resolution does not detail the process under which the property will be sold. Upon receipt of the appraisal, staff will return to Council to discuss the appraisal report and the proposed process.

Ms. Retherford recommended modifying the resolution by adding an additional 'whereas' clause between the eighth and ninth whereas clauses as follows, "Whereas, prior to selling the property the City will first dedicate any needed roadway right-of-way and easements needed from this parcel for future improvements to Boeckman Road".

The public hearing was closed at 8:43 p.m.

Motion: Councilor Starr moved to adopt Resolution No. 2371 with the additional whereas read by Ms. Retherford. Councilor Goddard seconded the motion.

Vote: Motion carried 3-0.

CITY MANAGER'S BUSINESS

Mr. Cosgrove reviewed the actions taken by Council this evening. He announced Joanne Ossanna accepted the Finance Director position and invited the public to attend the July 2, 2012 Council meeting where the results of the community wide survey will be announced.

LEGAL BUSINESS – There was no report.

ADJOURN

Motion: Councilor Starr moved to adjourn. Councilor Goddard seconded the motion.

Vote: Motion carried 3-0.

The Council meeting adjourned at 8:48 p.m.

Respectfully submitted,

_____

Sandra C. King, MMC, City Recorder

ATTEST:

_____

TIM KNAPP, MAYOR

PLANNING ACTIVITY

- **Transportation System Plan Update**: A joint worksession with the Planning Commission and City Council was held on May 7th to discuss the draft transportation solutions identified to address the system deficiencies. A public open house was held on May 22nd with over 25 citizens in attendance. The materials from the open house are available on the city's web site where additional comments can be provided.
  www.ci.wilsonville.or.us/Index.aspx?page=949
- **Basalt Creek Transportation Refinement Plan:** A project open house for the Basalt Creek Transportation Refinement Plan effort was held on May 16th. The public was able to view the concept maps and comment on the evaluation of concepts. Over 80 people attended. Information shared at the meeting can be found at:
  www.basaltcreek.com/Transportation_Refinement_Plan.html.
  The project's Technical Working Group (TWG) met on for the sixth time on June 6th to review the project alternatives and select a preferred transportation framework. After more than two hours, the group unanimously came to the conclusion that the East-West Alignment most adequately satisfied the evaluation criteria and provided the best framework for long-term (>30 years) transportation solutions. The project team will be working to set up a Policy Advisory Group (PAG) over the summer.
- **Tonquin Trail Open House:** On May 23rd, Metro and the partnering jurisdictions participated in the project's final public open house. Over 65 citizens were in attendance. Final trail alignment and trail design were displayed.
- **Water Systems Master Plan**: The tentatively scheduled June public hearing with the Planning Commission has been moved to the July 11th meeting date.
- **Sign Code Amendments**: A public hearing with the City Council was held on June 4th. Following public testimony, the Council approved the Ordinance on first reading with a request for minor modifications that will be presented on June 18th for second reading.
- **Development Review Board Application Submittal Activity:**
  - i.   Complete remodel of the north Union 76 gas station
  - ii.   3 industrial warehouse buildings along 95th Avenue for SSI
  - iii. Sign plan package for Van Gordon Dentistry

CAPITAL PROJECT UPDATE

- WWTP DBO: On budget, slightly behind schedule. Demolition and slope work at 50% complete. Long lead equipment being ordered.
- SMART Admin/Fleet: Concrete tilt up walls are in place and roof is going on. Excavation for the office portion of the building will begin shortly.
- 95th-Boones Ferry Road: Construction has begun at the intersection; the majority of this work will occur at night.
- I-5/Wilsonville Rd: Installation of the artwork tiles is continuing. Northbound ramp traffic signals should be installed later this month; top lift of paving on ramps and Wilsonville Road scheduled for late June / early July.
- Boeckman Road Bridge Repairs: design plans nearing 100%, plan to go out for bids later this month; Boeckman Road scheduled for closure beginning July 9.
- Boeckman Road Bike/Ped Improvements: construction scheduled to begin in early July.
- West Side Reservoir: Conditional Use Hearing at Clackamas County June 7th. Decision for approval with conditions expected in early July.

PRIVATE DEVELOPMENT UPDATE

- Willamette Landing: Staff is reviewing plans for this 33-lot subdivision on the Willamette.
- Copper Creek: Staff is reviewing plans for this 21 lot subdivision on Canyon Creek Road North.
- Villebois South PDP 5 – Polygon NW: Staff has issued a PW Permit for construction of this 27-lot subdivision on the west side of Villebois.
- Villebois North PDP 1 Phase 1: Staff is reviewing plans for this 81-lot subdivision on the west side of Villebois.
- Grahams Ferry Road: staff has held a pre-construction meeting with the contractor; construction is expected to start week of June 18.
- Villebois Lowrie's Primary: Staff is working with the school district in establishing school zone signage and crosswalks, and developing safe routes to school.

BUILDING ACTIVITY

- Developments under construction are:

    · The Bell Tower (Building G, Old Town Square) - residential

    · Villebois homes by Arbor, Polygon, and Legend

    · Oregon Institute of Technology

    · New Fleet Building

    · Boone Building (Boones Ferry Road)

    · Wilsonville Business Center at Wilsonville Road/Kinsman Rd.

    · Jory Trail at the Grove, Phase 1, apartments (formerly Brenchley Estates)

· Lowrie Elementary School

· Mentor Graphics Data Center

ENVIRONMENTAL PERMITS/MITIGATION WORK

- Working through permit issues for Morey's Landing and Rivergreen HOA's.

- Barber Road permit submission is complete for starting design on this road from Commuter Rail Station to the east edge of the Villebois Development.

ECONOMIC DEVELOPMENT

- The Economic Development Summit is scheduled for May 31st. The Advisory Committee has met three times and Focus Group meetings have occurred.

REAL ESTATE ACTIVITY AND GRANTS

- JP Contractors was the lowest responsible bid. The City Council approved the bid award on May 21st. Grading and Public Works permits submitted. Construction will start the end of June.

NRPA ACHIEVE - Site Visit

Wilsonville's ACHIEVE Team hosted the National Recreation and Park Association's ACHIEVE Program Manager and Evaluation Specialist on June 14, 2012. The visit included a Trolley Tour that highlighted: Town Center and Memorial Parks, the business corridor, Northwest Wellness Center, Wilsonville High School, Villebois, the Community Garden, Beauty and the Bridge project and SMART Central.

The visitors had the opportunity to share information about ACHIEVE with the Parks and Recreation Board Chair, as well as, various city staff. Wilsonville's mentor coaches from Longview, WA were also present to answer questions and provide success stories and lessons learned regarding their experience as an ACHIEVE community since 2009. Among Longview's accomplishments are: Tobacco Free Parks and additional school and community gardens.

The Wilsonville ACHIEVE team completed the first draft of their Community Action Plan, and will continue to work on goals and strategies as they continue to collect data throughout the summer.

"WITH MY BACKGROUND AS AN URBAN PLANNER, I AM PLEASED AND IMPRESSED TO TOUR A COMMUNITY THAT PROVIDES SO MANY SIDEWALKS FOR ITS CITIZENS. WILSONVILLE IS A VERY WALKABLE COMMUNITY."

Maggie Cooper,
NRPA Program Manager

Summer Camp Update

Parks and Recreation summer camps started the week of June 18th with a wide variety of camp offerings. Wilsonville youth had the opportunity to take advantage of week long camps ranging from Lego engineering to sport camps.

Registration numbers for the week of June 18th:

Coach Nics Little Hoopsters Camp (Grades 1-3): 18 campers
Lego Engineering (Ages 5-12): 22 campers
Skyhawks Tennis Camp (Ages 7-12): 19 campers
Skyhawks Mini Hawk Multi Sport (Ages 4-6): 19 campers

Community Services Department

Year Long Research Tai Chi Study

Dr. Fuzong Li of the Oregon Research Institute will be offering an evidence based Tai Chi Class, "Tai Chi: Moving for Better Balance" at the Wilsonville Community Center. The program will be particularly beneficial for individuals with a history of falls, leg weakness, or difficulty walking. Eighteen participants, 65 or older, began attending the class twice weekly on May 29th.

Participants will be assessed before and after the study to track levels of overall health, fitness, balance and risk factors for falling. The study is funded by the National Institutes of Health, and classes are provided free of charge to participants

Town Center Park Hosts Relay for Life

On Saturday, June 16th, Town Center Park was the host for the American Cancer Society's Relay for Life event. It was the first year the event had been held at Town Center Park but the partnership between the City of Wilsonville and the Relay for Life team grew strong and the date for 2013 has already been confirmed. Recreation Coordinator, Brian Stevenson, worked with the Relay's logistic chair to ensure all elements of the event were in place and handled appropriately.

"YOU WORRY ABOUT YOUR FIRST TIME IN THE PARK. YOU WORRY ABOUT INSURANCE, AND HAVING A PLAN WITH THE FIRE DEPARTMENT AND THE WHOLE PARK PERMITTING PROCESS. BUT BRIAN WALKED US THROUGH IT PRETTY NICELY. SO KUDOS TO THE CITY."

Pat Wolfram, Relay for Life Logistics Chair
(*Wilsonville Spokesman June 20, 2012*)

New Class Spotlight - Everyone is an Artist

Elaine Luneke began attending the Community Center's digital photography group six months ago. When she picked up the Center's program guide she noticed that there were watercolor, woodcarving and oil painting classes, but there were no drawing classes. Having taught classes in a variety of settings in the past, Elaine proposed offering a sketching class for older adults.

According to Elaine, we all enjoy drawing pictures as children, but then we get the message that our pictures are not correct, or not good enough. Her philosophy is that if we can get past the idea that there is a right or wrong way to create art, "Everyone is an artist".

The first session of Elaine's class met on June 18th and 14 participants received brand new sketchbooks. The group will be participating in an outdoor drawing field trip on June 21st.

Upcoming Events

Movies in the Park
Friday, July 20th - Puss and Boots
Friday, July 27th - Dolphin Tale

All movies are shown on an inflatable big screen at the River Shelter in Memorial Park.
Lawn opens at 8:15pm, movie starts at dusk.

TRIBUTE
TO THE
TROOPS

Tim Wehr
503.560.2081

jc5we@netscape.com   www.tributetothetroops.org

"Honoring Our Fallen Heroes"

Tribute To The Troops is a 501(c) 3 Non-Profit Organization

June 21, 2012

Nick Watt,
Chief of Police
Wilsonville Police Department
30000 SW Town Center Loop E
Wilsonville, OR 97070

Dear Chief Watt,

On behalf of **Tribute to the Troops, Oregon Chapter**, I would like to thank you and the Wilsonville Police Department, for helping us with a police escort through Wilsonville on June 17, 2012.

Chief Watt, you can and should be very proud of your officers, and everyone else who helped with our tribute motorcycle ride honoring the Wilsonville family of a fallen hero.

As a recently retired Yamhill County Deputy Sheriff with over 30 years of service, I cannot express how proud I was of the professionalism of all the officers involved with helping keep our ride safe.

The City of Wilsonville is very fortunate to have such an excellent Police Department.

Sincerely,

Timothy Lee Wehr

Tribute to the Troops, Oregon Chapter

City of Wilsonville
City Council Meeting
July 2, 2012 Sign In Sheet

Name	Mailing Address
Vern Wue	32521 Sw Juliette 97070
Doris Welter	97070
Monica Keenan	9460 SW 4th St 97070
J. Tsokos	9825 S.W. Wilsonville Rd. Apt 311
Wes Morris	3300 Sw Cascara Ct
Tony Holt	7670 Sw Village Greene Circle
Anne Easterly	8510 Sw Wilson Ln.