



2022 Community Survey

RESULTS AND KEY TAKEAWAYS

AUGUST 15, 2022

Photo: Ramshi Hamza / Best of Wilsonville Photo Contest

About the Survey

 **National
Research
Center**

 **Polco**



Collaboration

with Polco and the National Research Center (since 2012)



Direct Feedback

from community informs strategic planning, budget and land use decisions



New Data Gathered Every 2 Years

We track trends over time, identify opportunities to improve performance

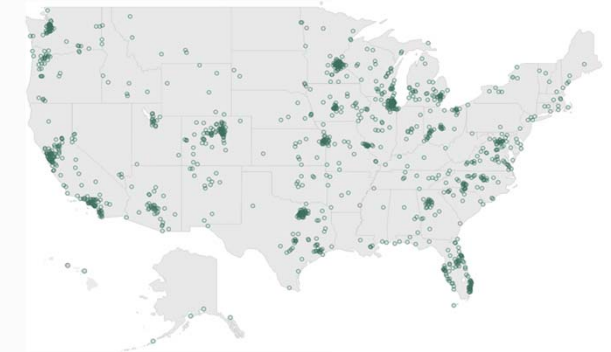


Key Questions

Inserted as needed to gain additional data

Data Comparison

Measure quality of our performance against benchmark results from 500+ U.S. communities
Where NCS Surveys are administered



Visit www.polco.us to learn more



Methodology

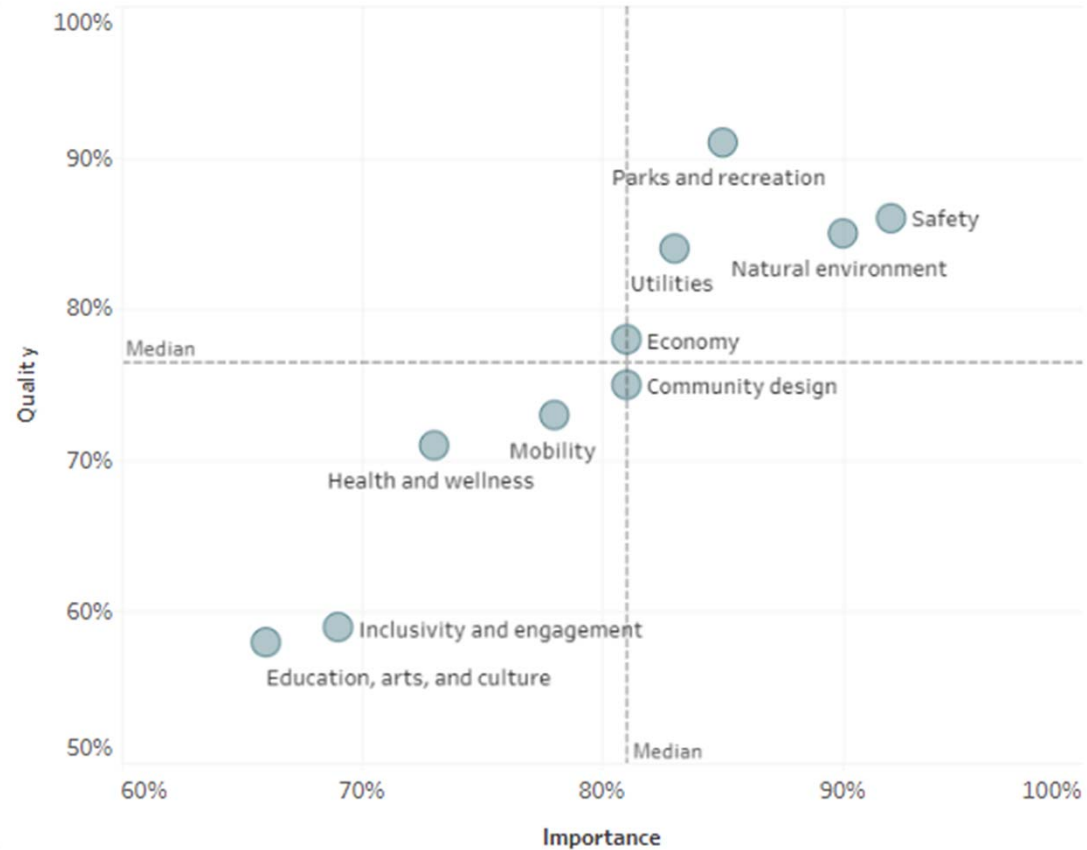
- Survey conducted April 13-June 1
- Addresses Randomly Selected
 - 2,800 received survey by mail (413 surveys returned)
- Open Opt-In Participation
 - 119 residents opted-in; took identical survey online
- Results blended, data is weighted to reflect community at large
- Level of Confidence = 95% (+/- 5% MOE)

Photo: Bob Nikkel / Best of Wilsonville Photo Contest

10 Facets of Community Livability



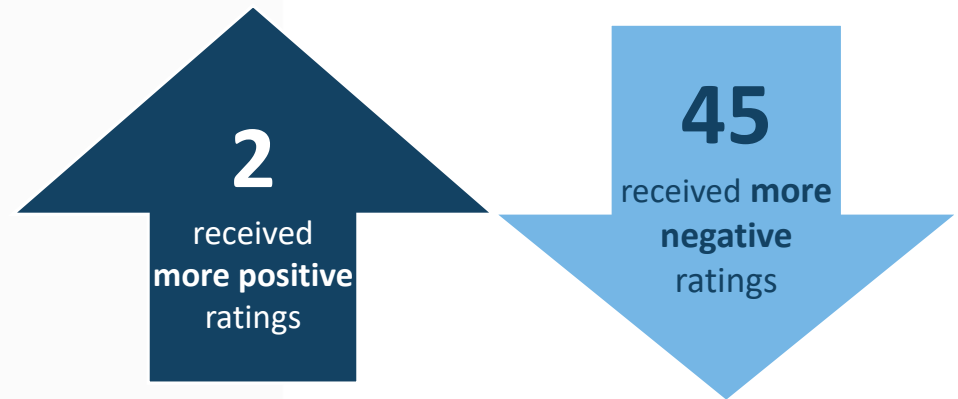
10 Facets of Community Livability



Generally, the facets of livability that residents deemed most important were those facets in which satisfaction was highest.

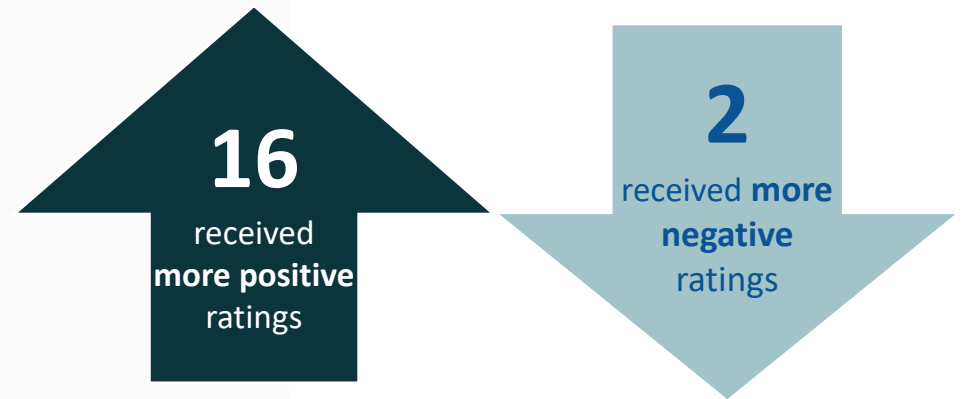
Comparisons to 2020 Survey Data

- In actual terms, ratings declined in many areas.
- Social context
 - Pandemic, Year 3
 - Inflation, Economic Concerns
- In relative terms, scores remained quite positive.



Comparisons to National Benchmarks

- Residents provided 123 evaluative ratings. Most (105) were comparable to national benchmarks.
- In two areas, respondents reported **much higher** satisfaction than the benchmark (drum roll)





Facets Where Wilsonville Shined Brightest

- Overall quality of park & recreation opportunities **91%**
- Overall quality of transportation system **73%**

In both categories, Wilsonville scored **much higher** than the benchmark.

Photo:
xxxxxxx / Best of Wilsonville Photo Contest

Wilsonville is a Desirable Place to Live

- Overall quality of life 89%
- Wilsonville as a place to live 94%
- Recommend living here 92%
- Overall image/reputation 83%
- Overall feeling of safety 86%
- As a place to raise kids 88%

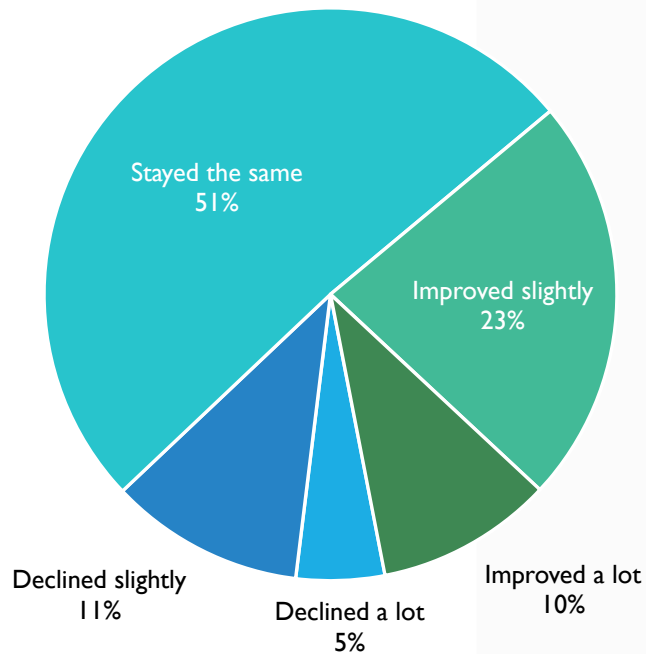
% = percent who answered positively.

Photo:
Charlie Hyman / Best of Wilsonville Photo Contest



Elements of Good Governance

During the last 12 months, would you say your opinion of Wilsonville has:



- Twice as many people (33% > 16%) said their opinion of Wilsonville has improved in the last year.
- More than twice as many residents (78% > 33%) rate positively the services their local government provides than the services their federal government provides.
- About 7 in 10 residents is positive about the overall direction that Wilsonville is taking.
- 87% have a positive rating of the customer service provided by City of Wilsonville employees.

High Ratings for All Modes of Mobility

Key Finding #1



- Ease of Travel by Car (highest % ever) 77%
- Ease of Walking 77%
- Ease of Bicycle Travel 71% ↑
- Ease of Travel by Public Transportation 71% ↑

↑ Higher than national benchmarks

Photo: Nathan V. Holden



Mobility-Related Services

 Higher than national benchmarks
 Top 10 among all communities surveyed



84%

Street cleaning



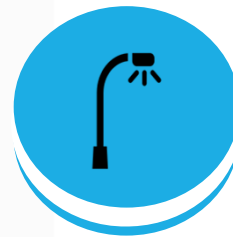
78%

Sidewalk maintenance



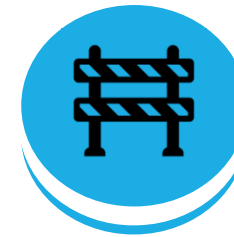
79%

Bus or transit services



85%

Street lighting



59%

Street repair



Percent excellent or good

People Feeling Economic Impacts

Key Finding #2

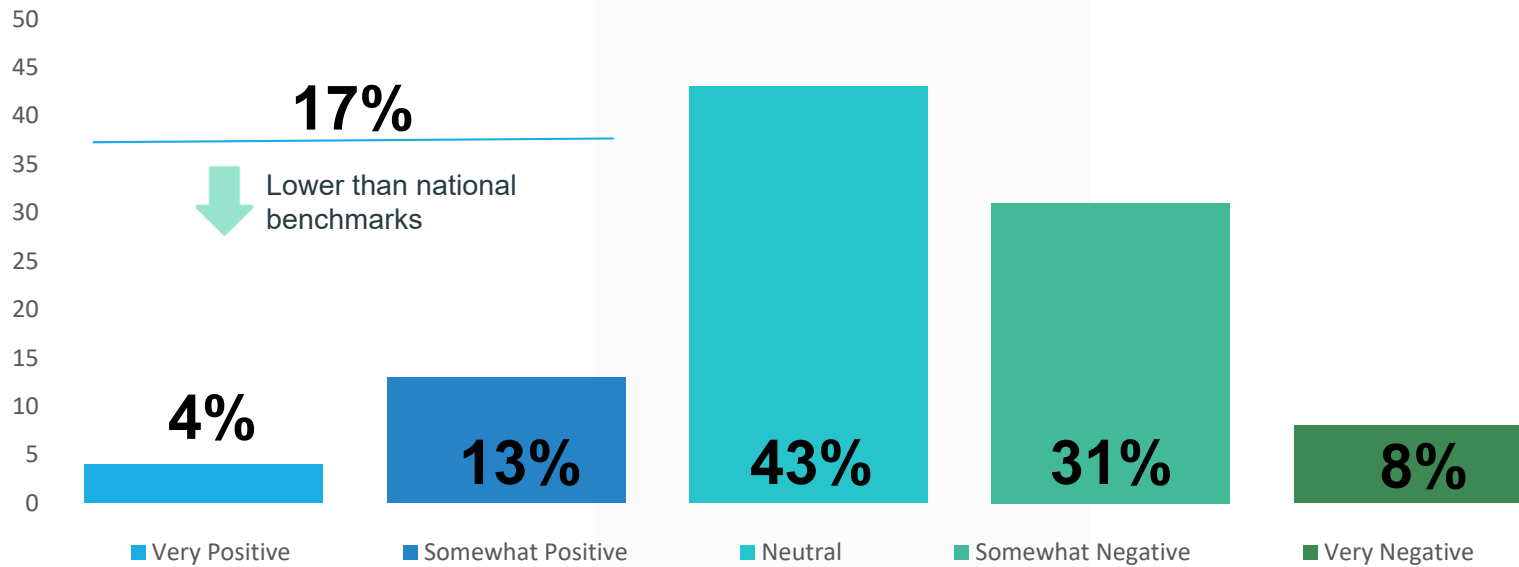
- City's Overall Economic Health 78%
- Availability of Affordable Quality Childcare/Preschool 43%
- Cost of Living 27%
- Availability of Affordable Quality Housing 23%

Photo:
Julie Etzel / Best of Wilsonville Photo Contest



Economic Concerns

What impact, if any, do you think the economy will have on your family income the next six months?



The Economy in Wilsonville



75%

Quality of
business
and service
establishments



56%

Variety of
business and
service
establishments



46%

Employment
opportunities



44%

Shopping
opportunities



38%

Vibrancy of
downtown /
commercial
area

Percent who answered 'excellent' or 'good'

Health & Wellness Opportunities

Key Finding #3

		2020
■ Availability of Affordable Quality Health Care	49%	(61%)
■ Availability of Affordable Quality Mental Health Care	↓ 30%	(41%)
■ Availability of Affordable Quality Food	60%	(70%)
■ Quality of Health Services	59%	(69%)

↓ Lower than national benchmarks

Photo: xxxxxxxxx/ Best of Wilsonville Photo Contest





Health & Wellness

- City Parks 92% ↑
- Walked or Biked Instead of Driving 70% ↑
- Rate Your Health 70%

Higher than national benchmarks

Photo:
xxxxxxx / Best of Wilsonville Photo Contest

Opportunities for Community Building

Key Finding #4

- Likely to Remain in Wilsonville for the Next Five Years 79%
- Wilsonville as a Place to Retire 67%
- Sense of Community/Civic Pride 61%
- Residents Connection/Engagement with Community 59%
- Opportunities to Participate in Social Events and Activities 54%
- Volunteered Time to a Group/Activity 17%
- Attended a Local Public Meeting 15%




 Lower than national benchmarks



Photo: xxxxxxxxx/ Best of Wilsonville Photo Contest

Community Design in Wilsonville

Lower than
2020 survey

67%



**Public Places
Where People Want
to Spend Time**

64%



**Well-Designed
Neighborhoods**

40% ↓



**Variety of Housing
Options**

Percent excellent or good

Key
Finding
#5

Great Amenities Make Great Cities



Libraries



Schools



Parks



Safe Neighborhoods



Transportation



Utility Infrastructure

★ Higher than national benchmarks

Great Amenities Make Great Cities



Libraries



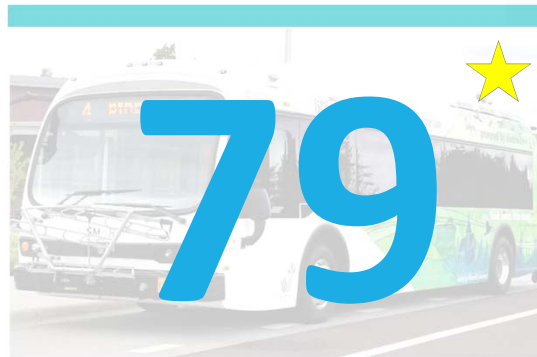
Schools



Parks



Safety



Transit Services



Utility Infrastructure

Additional Insights

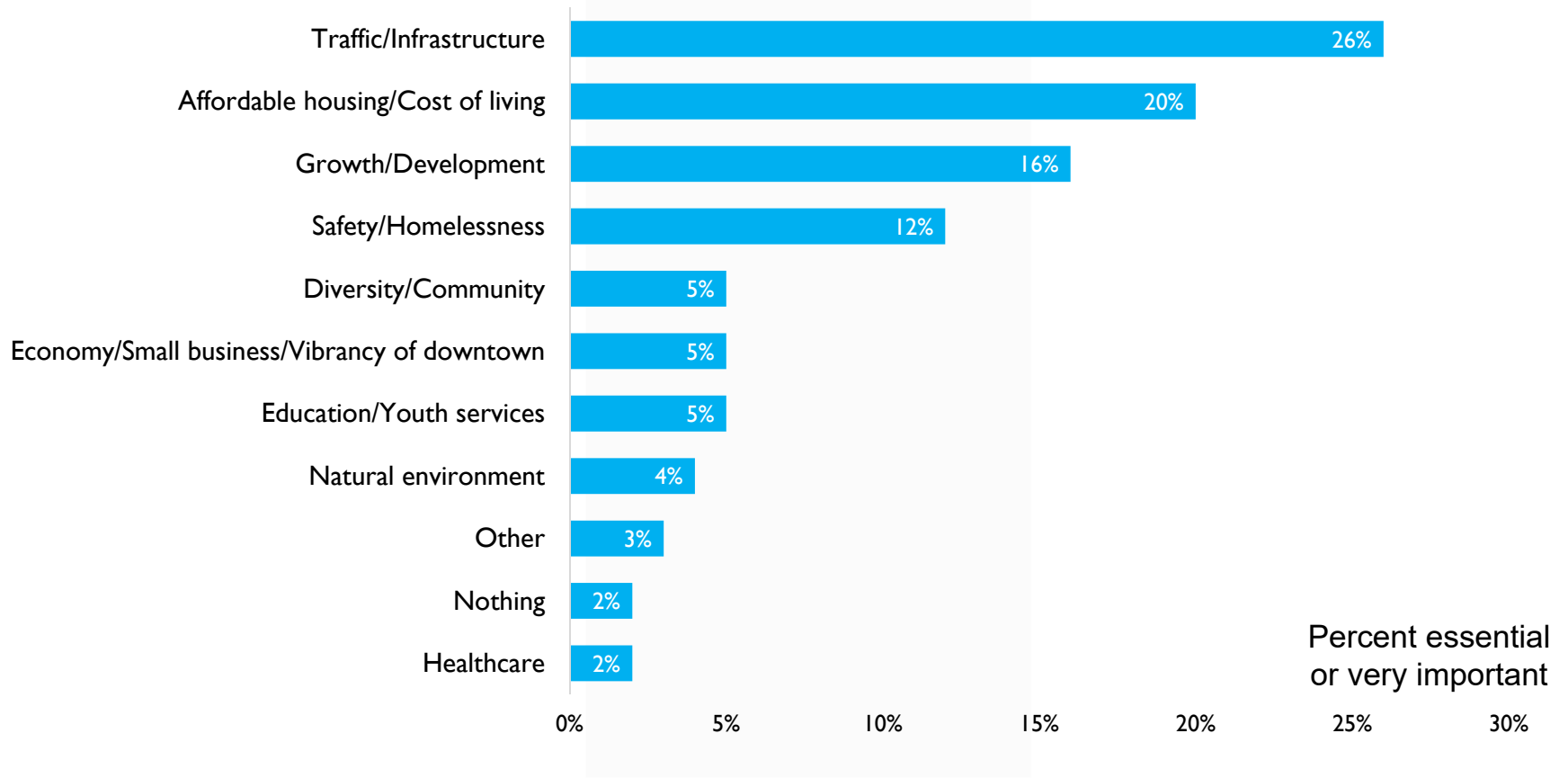
- WHERE ARE THE TOP PRIORITIES THE CITY IS FACING OVER NEXT FIVE?
- WHERE DO RESIDENTS GET THEIR INFORMATION?

Photo:
xxxxxxxxx/ Best of Wilsonville Photo Contest



City Priorities Over the Next Five Years

What do you think are the biggest priorities facing the City of Wilsonville over the next five years?



Open-Ended Responses

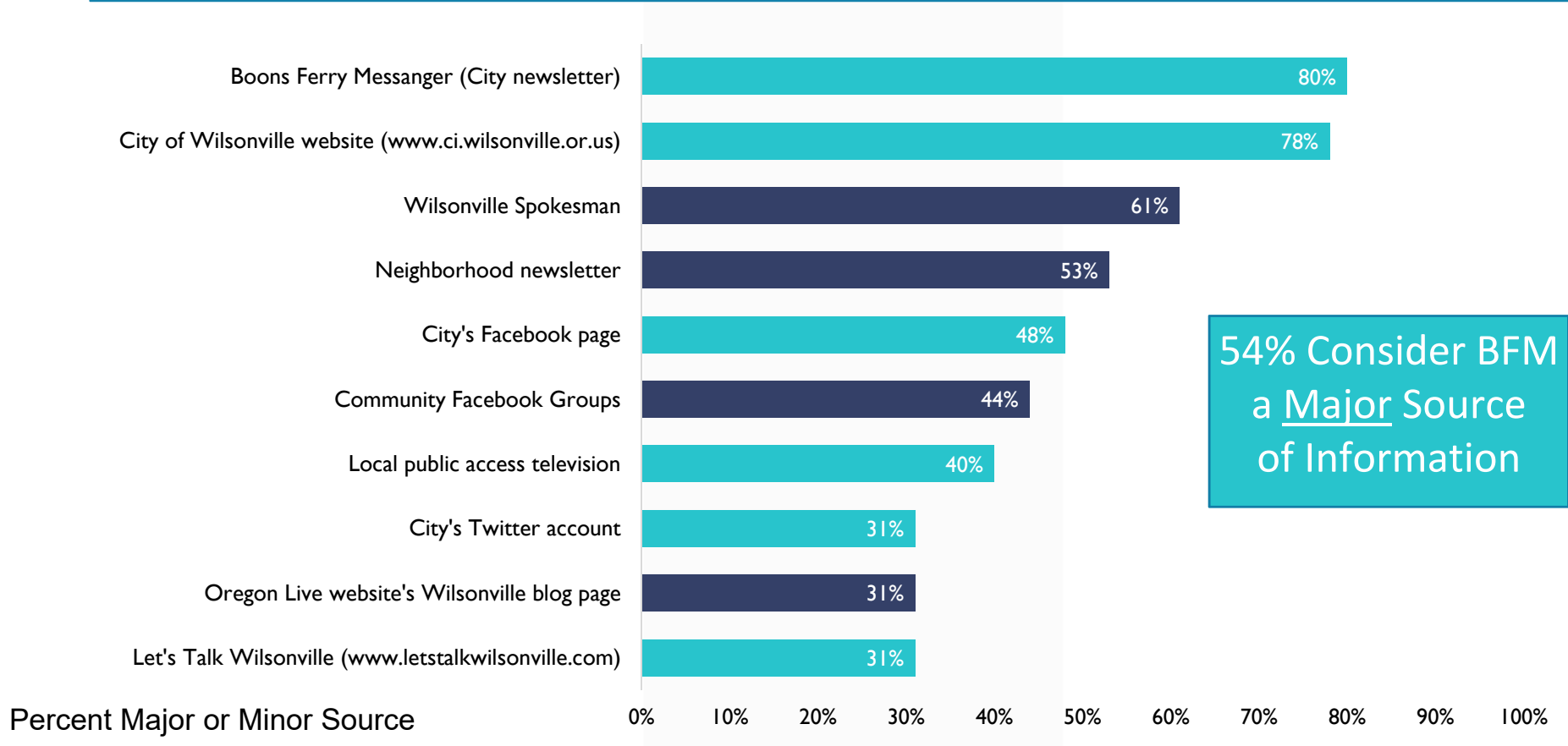
Traffic/Infrastructure	Cost of Living/Housing
“Maintain existing infrastructure (road maintenance); I-5 traffic congestion and Boone Bridge.”	“Please continue to prioritize affordable housing, commit to climate action, and embrace a diverse community of residents.”
“Infrastructure not keeping up with population growth”	“Tolerance and diversity, art and culture access, better wages, more affordable livable housing (and more landlord oversight to prevent low quality housing).”
“TRAFFIC!!!!!! Press for earthquake repair of the Boones Bridge! Build a pedestrian/bike path across the Willamette River.”	“Improving affordable housing, affordable childcare, and access to affordable food sources for low-income families.”

Open-Ended Responses (cont.)

Growth/Development	Safety/Homelessness
“Creating a sense of identity and ‘town-ness’ here!”	“Safety and access to health and mental health services.”
“Focus urban planning to support a variety of businesses that enrich the livability of the city in a well laid out walkable format.”	“The theft is out of control. I live and work in Wilsonville; my car was broken into at work and at the house.”
“Storefronts are empty eyesores. The old Albertsons and Fry's are perfect examples.”	“Maintaining the parks and safety. There have been an increasing number of homeless individuals there.”

Sources of Information About City Government

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



Summary Review



HIGHLIGHTS

- The facets people find to be the most important (safety, parks & rec., natural environment) are those where scores are generally highest.
- Efforts to support multi-modal transportation have generated high satisfaction among residents.
- The City's core amenities are strong, and the result is a high quality of life for 9 of 10 residents.

CHALLENGES

- In Wilsonville, satisfaction has waned in some areas. This is being seen across markets where NCS is administered.
- People are feeling the economic downturn, seeking more affordable food, housing and medical care.
- How do we build meaningful connections, improve civic engagement?

Wilsonville Residents Enjoy a High Quality of Life

- 89% of residents report their quality life as excellent/good.
- 94% of residents believe Wilsonville is an excellent/good place to live
- 92% would recommend the City to someone who asks
- 89% say their neighborhood is excellent/good place to live.

Photo:
xxxxxxxxx/ Best of Wilsonville Photo Contest





THANKS TO PARTICIPANTS IN THE
"BEST OF WILSONVILLE" PHOTO CONTEST
FOR THEIR AMAZING IMAGES



Thanks! Questions?

SURVEY DATA AVAILABLE AT:

[CI.WILSONVILLE.OR.US/COMMUNITYSURVEY](https://ci.wilsonville.or.us/communitysurvey)