



# CITY OF WILSONVILLE, OR 2012

Report of Geographic Subgroup Comparisons

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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 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.

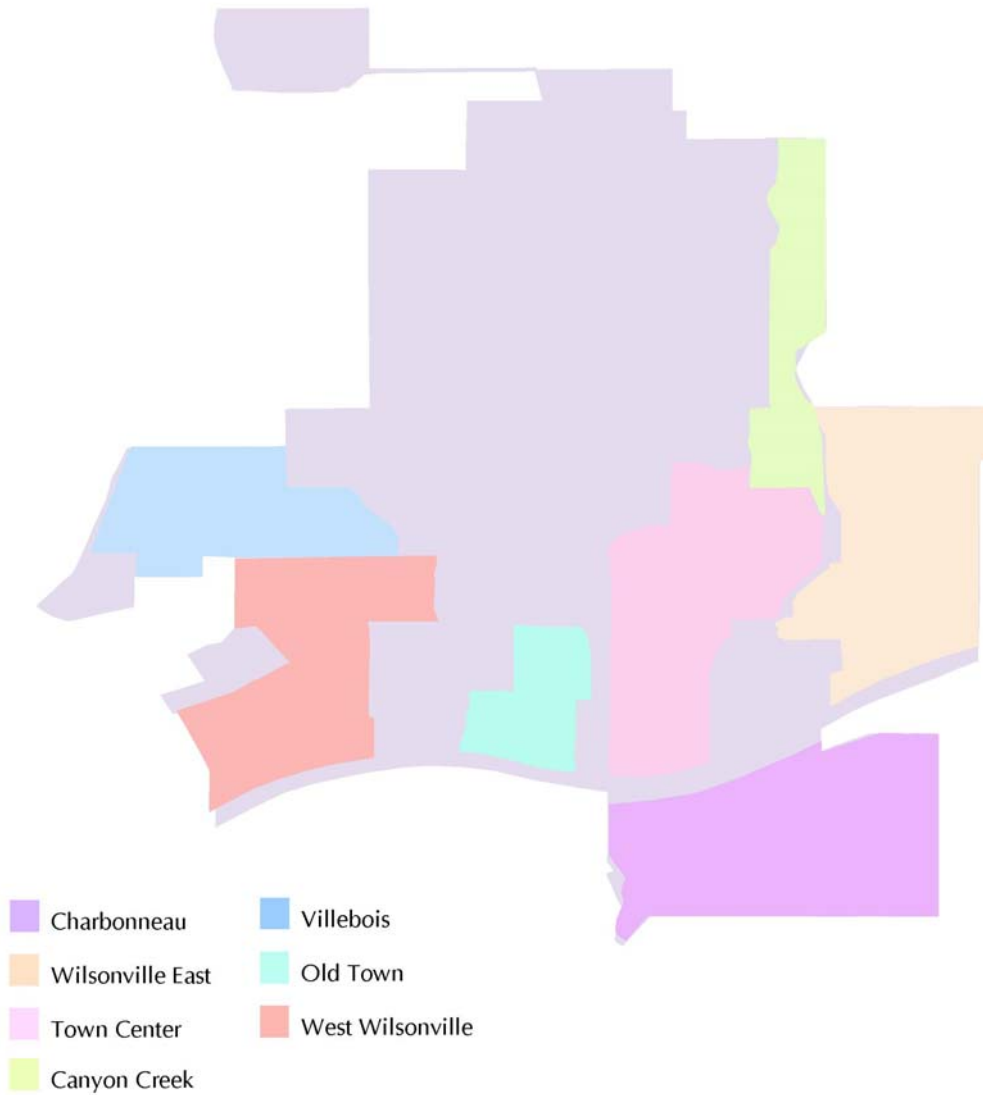
**UNDERSTANDING THE TABLES**

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



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

## COMPARISONS

Cells shaded grey indicate statistically significant differences between subgroups.

Question 1: Quality of Life (Percent "excellent" or "good")							
Please rate each of the following aspects of quality of life in Wilsonville:	Neighborhood						
	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")							
Please rate each of the following characteristics as they relate to Wilsonville as a whole:	Neighborhood						
	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")							
Please rate each of the following characteristics as they relate to Wilsonville as a whole:	Neighborhood						
	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)							
Please rate the speed of growth in the following categories in Wilsonville over the past 2 years:	Neighborhood						
	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)							
Please rate how safe or unsafe you feel from the following in Wilsonville:	Neighborhood						
	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)							
Please rate how safe or unsafe you feel:	Neighborhood						
	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 <i>Boones Ferry Messenger</i>	89%	84%	90%	86%	83%	84%	86%
Visited the City of Wilsonville Web site (at <a href="http://www.ci.wilsonville.or.us">www.ci.wilsonville.or.us</a> )	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")							
Please rate the quality of each of the following services in Wilsonville:	Neighborhood						
	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")							
Please rate the quality of each of the following services in Wilsonville:	Neighborhood						
	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")							
Overall, how would you rate the quality of the services provided by each of the following?	Neighborhood						
	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)							
Please indicate how likely or unlikely you are to do each of the following:	Neighborhood						
	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")							
What was your impression of the employee(s) of the City of Wilsonville in your most recent contact?	Neighborhood						
	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")							
Please rate the following categories of Wilsonville government performance:	Neighborhood						
	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
<i>Boones Ferry Messenger</i> (City newsletter)	95%	89%	92%	85%	86%	86%	89%
<i>Wilsonville Spokesman</i>	77%	80%	81%	67%	79%	67%	76%
<i>Oregonian</i>	63%	67%	57%	76%	63%	65%	65%
Local public access television	52%	44%	48%	43%	50%	47%	47%
City of Wilsonville Web site ( <a href="http://www.ci.wilsonville.or.us">www.ci.wilsonville.or.us</a> )	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%