



CITY OF WILSONVILLE, OR 2012



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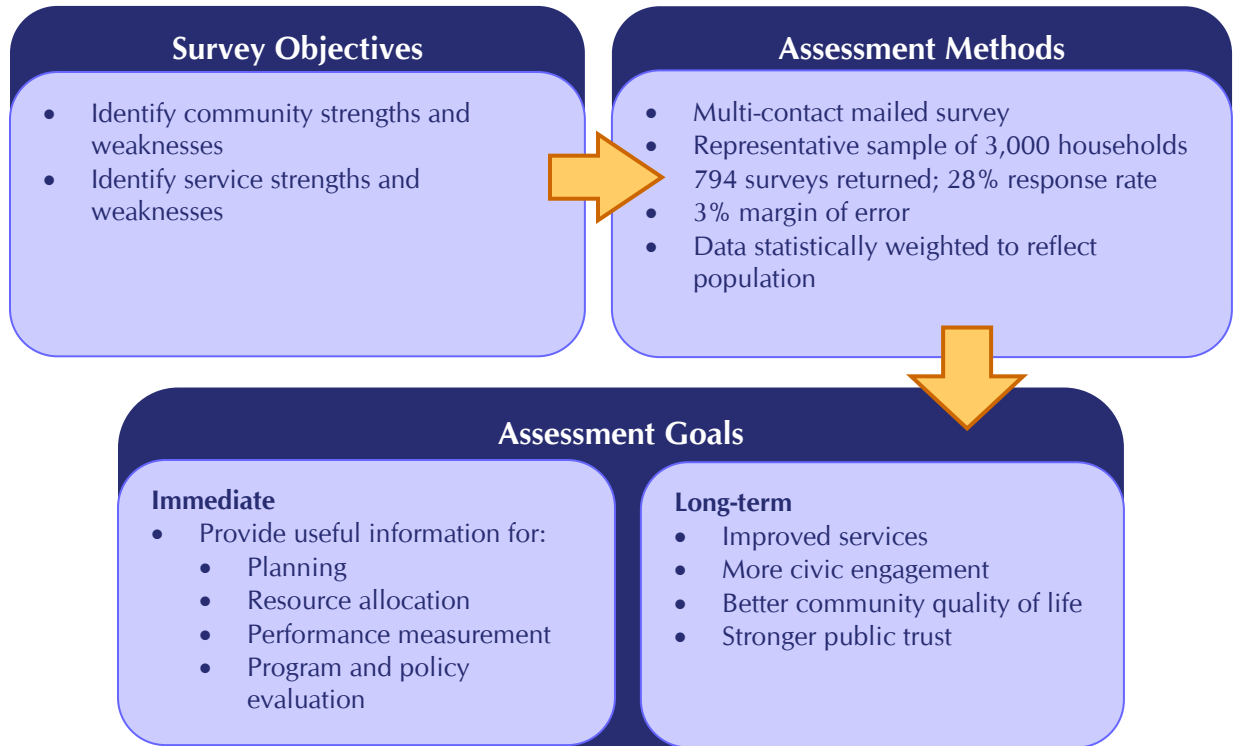
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SURVEY BACKGROUND

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



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



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.

“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

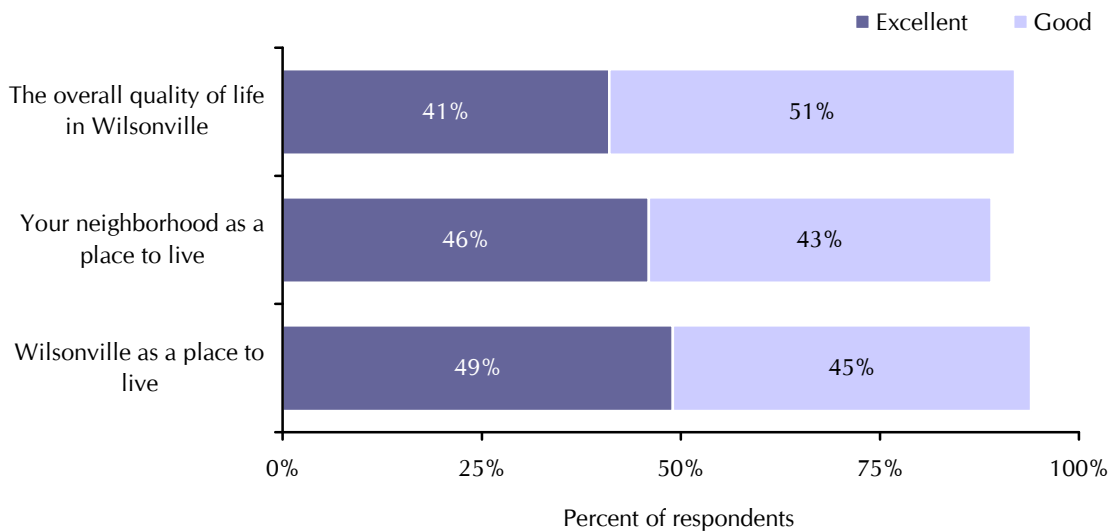


FIGURE 4: LIKELIHOOD OF REMAINING IN COMMUNITY AND RECOMMENDING COMMUNITY

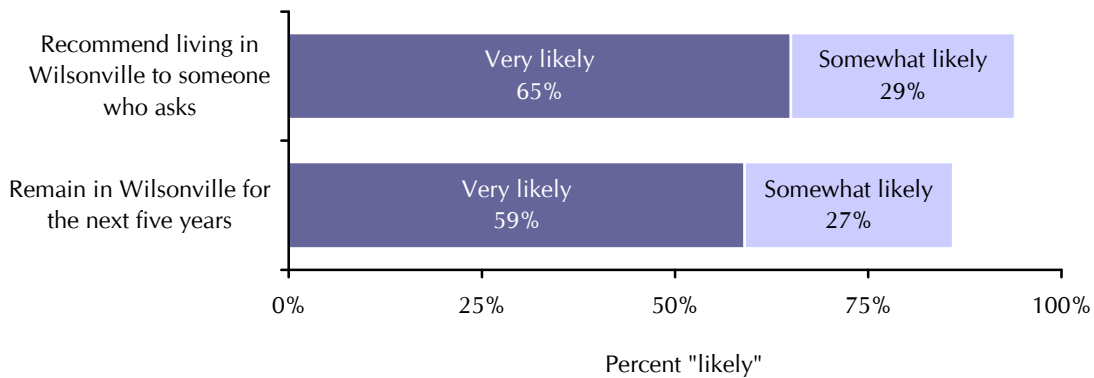


FIGURE 5: OVERALL COMMUNITY QUALITY BENCHMARKS

	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

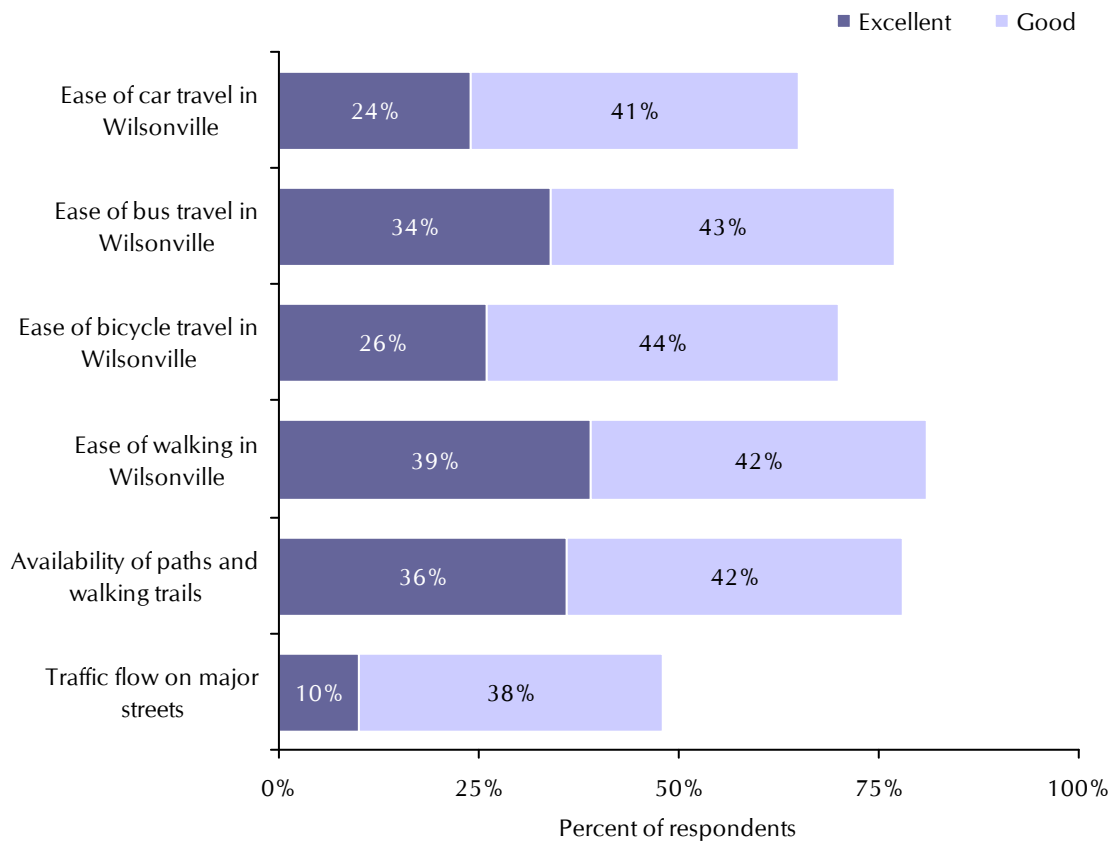


FIGURE 7: COMMUNITY TRANSPORTATION BENCHMARKS

	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

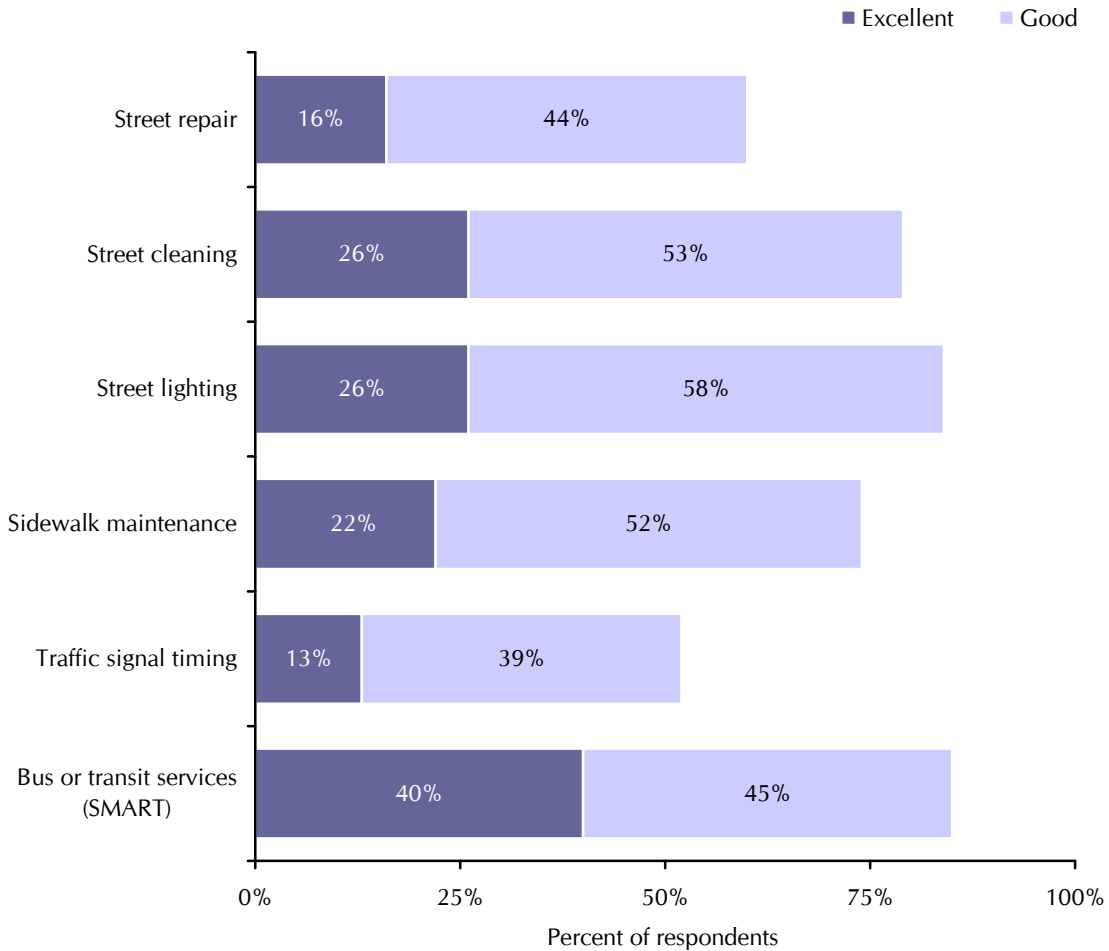


FIGURE 9: TRANSPORTATION AND PARKING SERVICES BENCHMARKS

	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

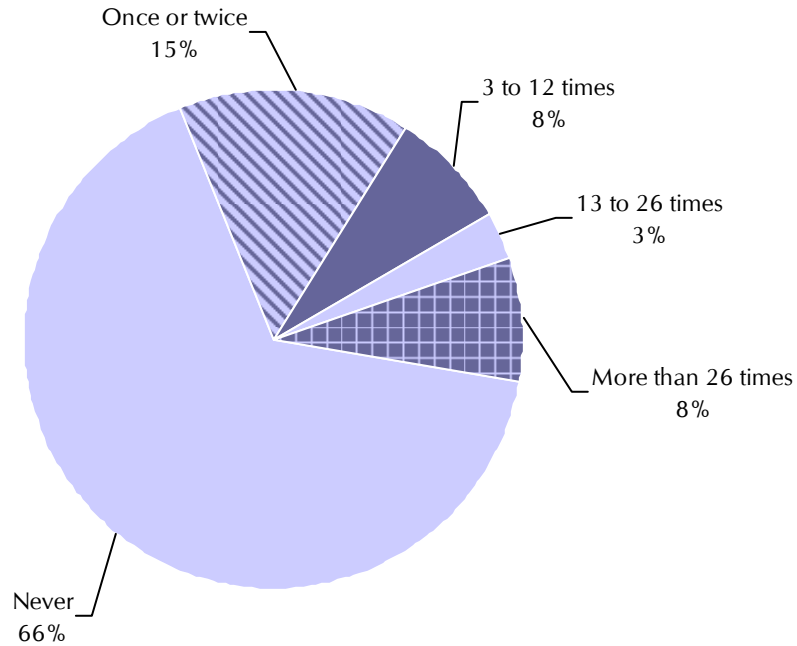


FIGURE 11: FREQUENCY OF BUS USE BENCHMARKS

	Comparison to benchmark
Ridden a local bus within Wilsonville	Much more

FIGURE 12: MODE OF TRAVEL USED FOR WORK COMMUTE

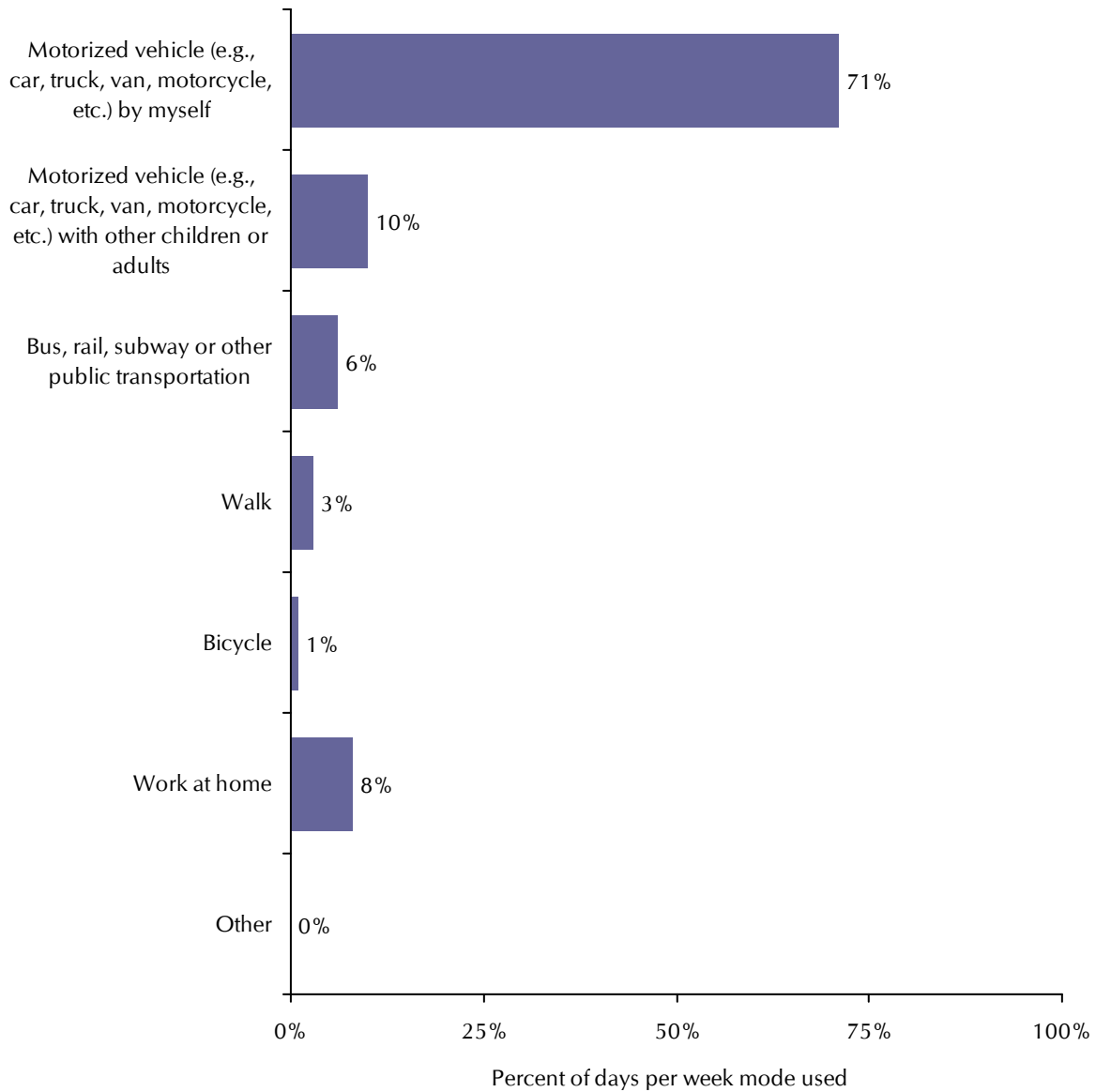


FIGURE 13: DRIVE ALONE BENCHMARKS

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

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

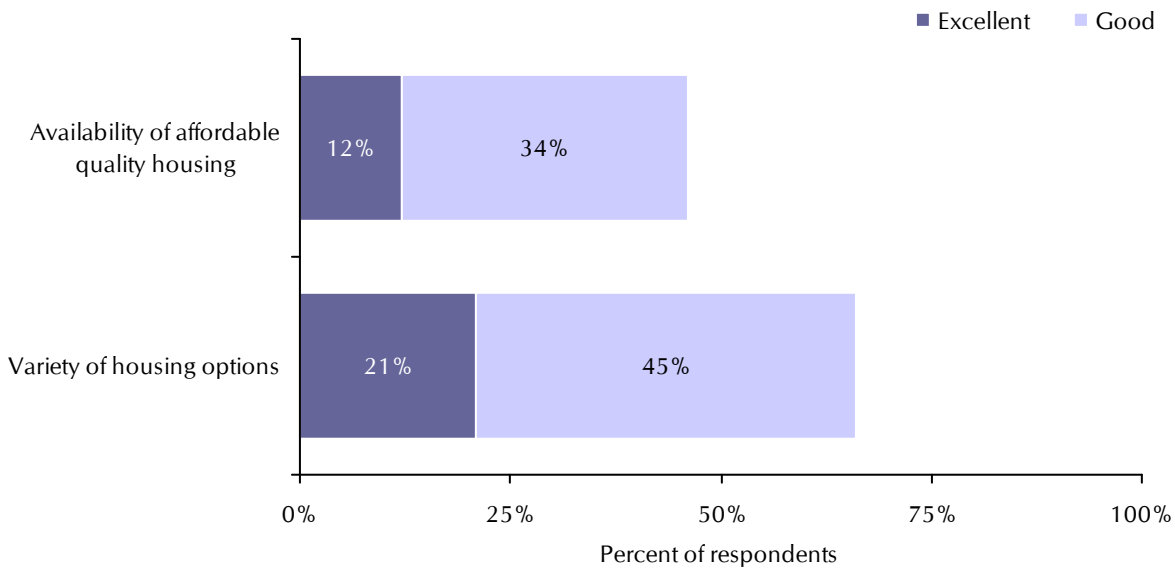


FIGURE 15: HOUSING CHARACTERISTICS BENCHMARKS

	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"

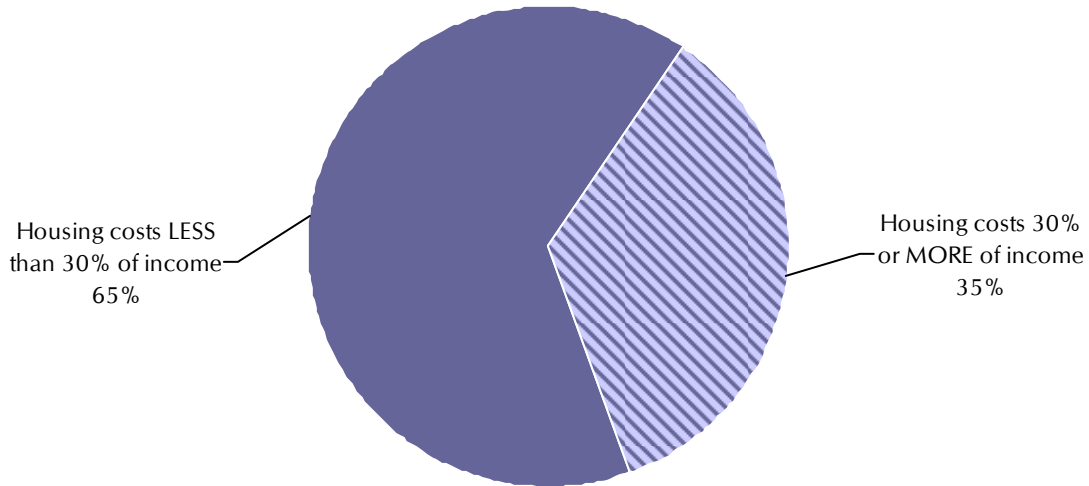


FIGURE 17: HOUSING COSTS BENCHMARKS

	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"

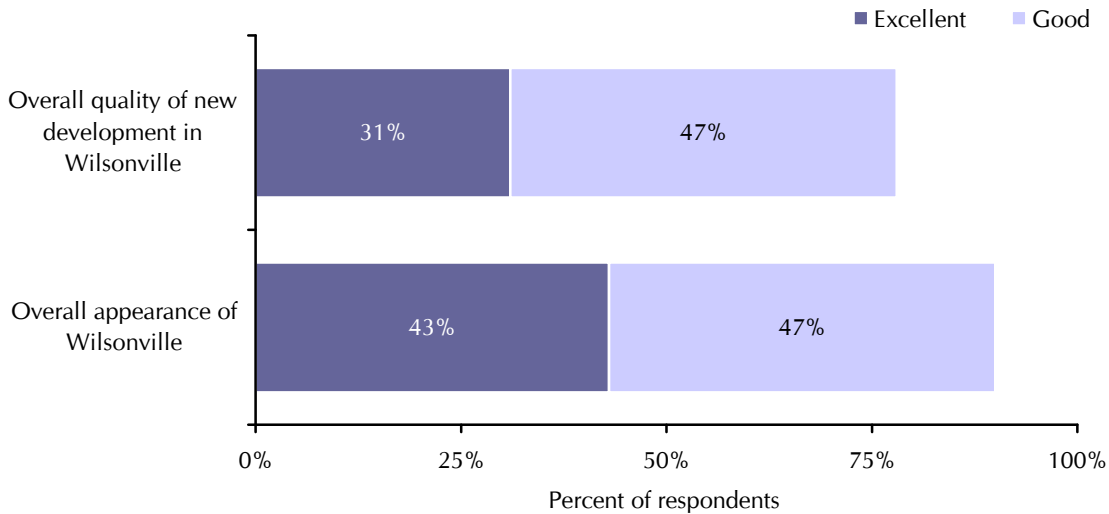


FIGURE 19: BUILT ENVIRONMENT BENCHMARKS

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

FIGURE 20: RATINGS OF POPULATION GROWTH

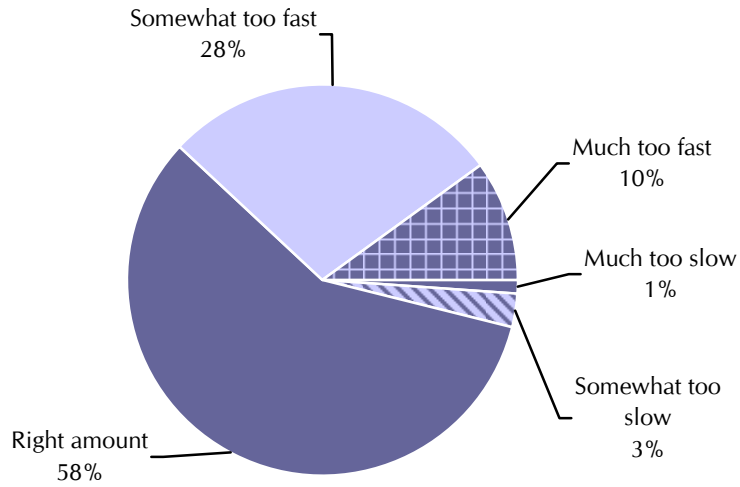


FIGURE 21: POPULATION GROWTH BENCHMARKS

	Comparison to benchmark
Population growth seen as too fast	Less

FIGURE 22: RATINGS OF NUISANCE PROBLEMS

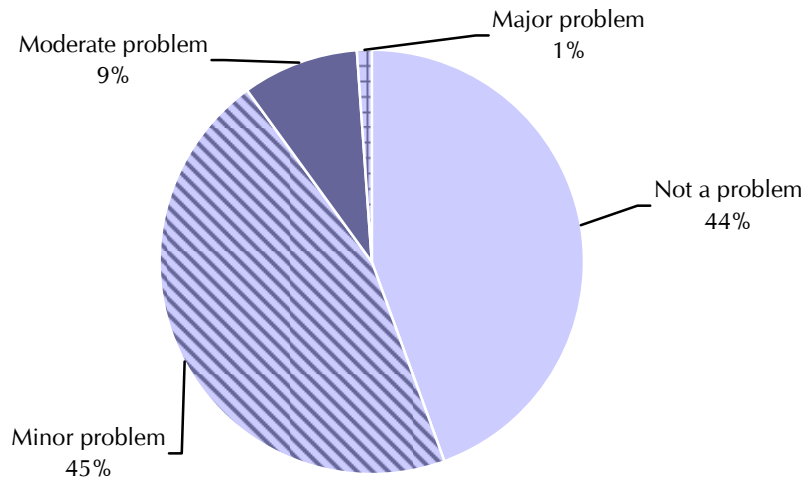


FIGURE 23: NUISANCE PROBLEMS BENCHMARKS

	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

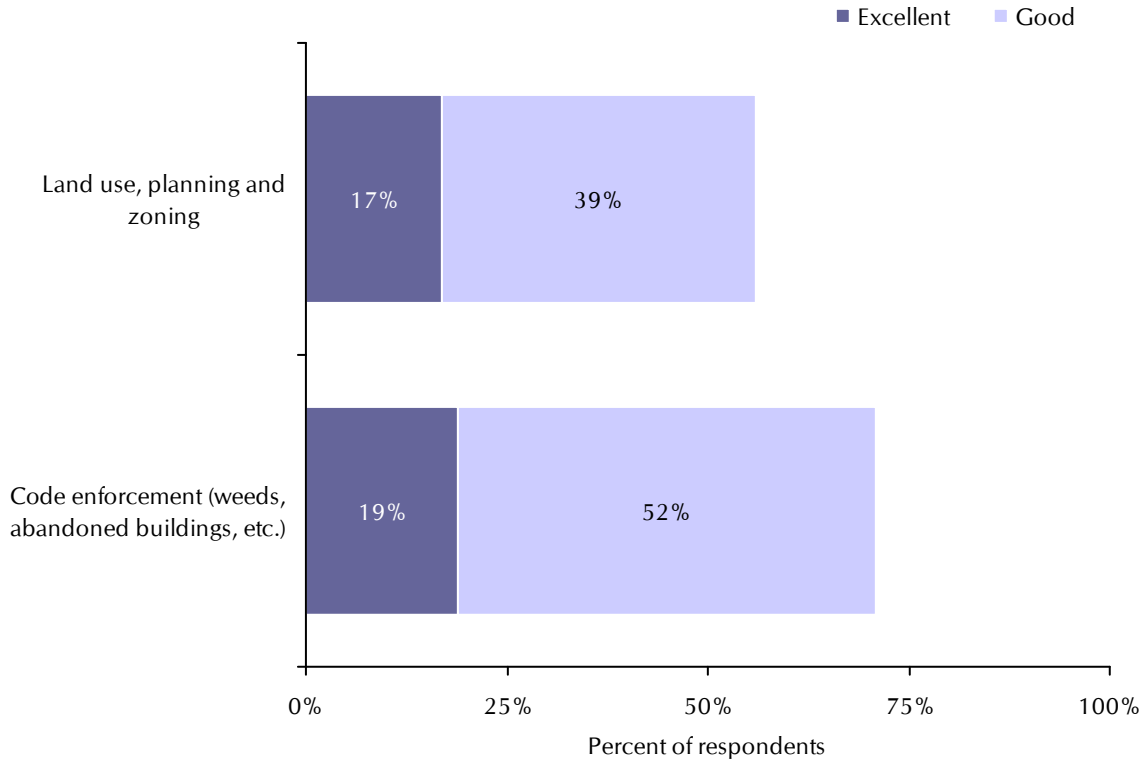


FIGURE 25: PLANNING AND COMMUNITY CODE ENFORCEMENT SERVICES BENCHMARKS

	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

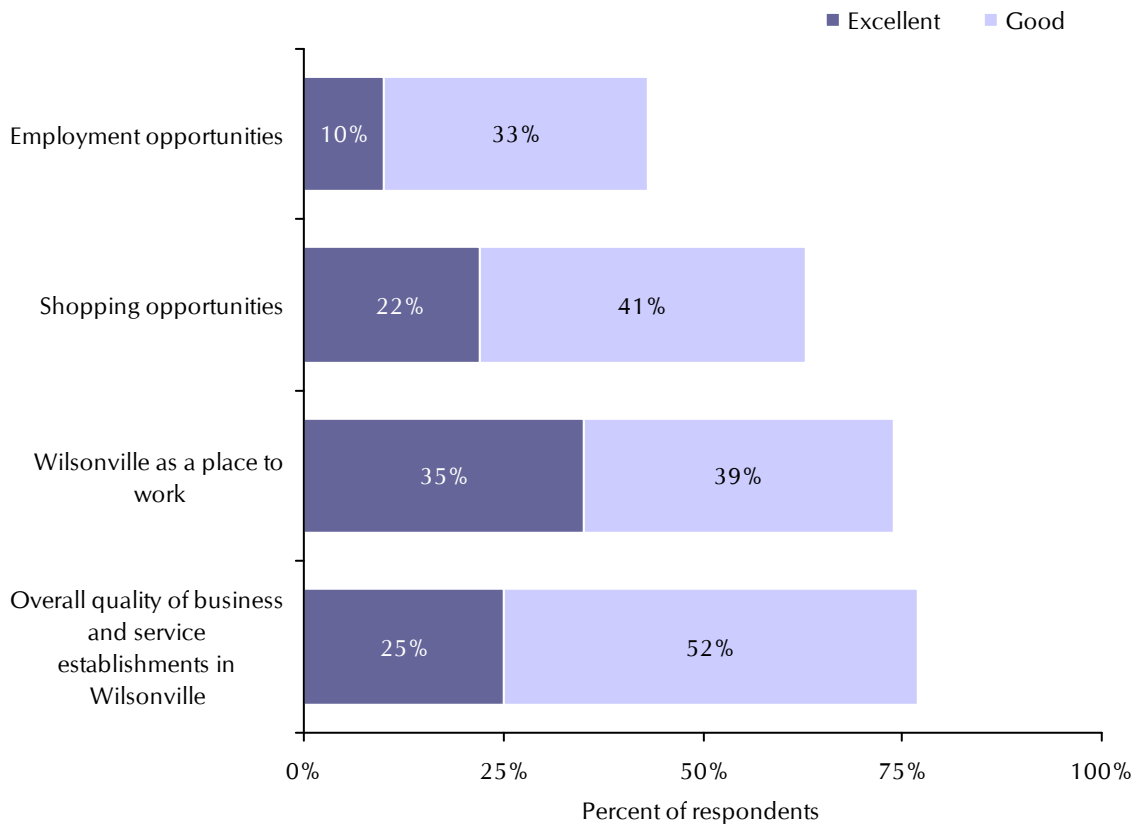


FIGURE 27: ECONOMIC SUSTAINABILITY AND OPPORTUNITIES BENCHMARKS

	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

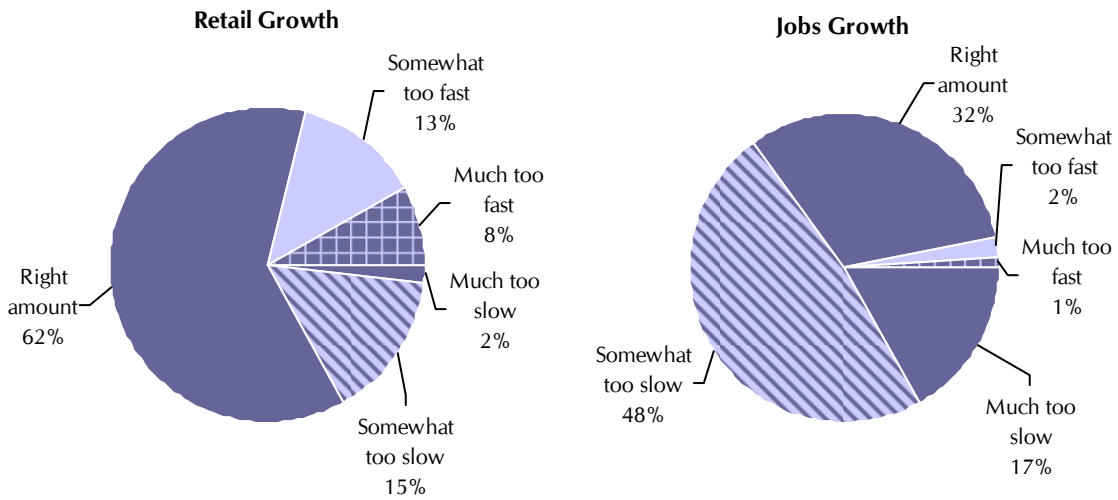


FIGURE 29: RETAIL AND JOBS GROWTH BENCHMARKS

	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

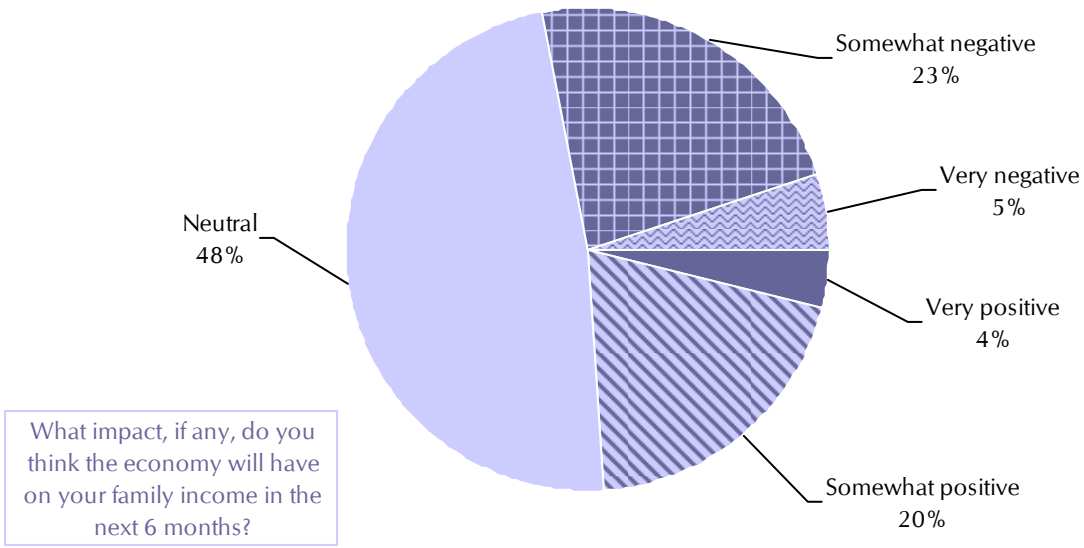


FIGURE 31: PERSONAL ECONOMIC FUTURE BENCHMARKS

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

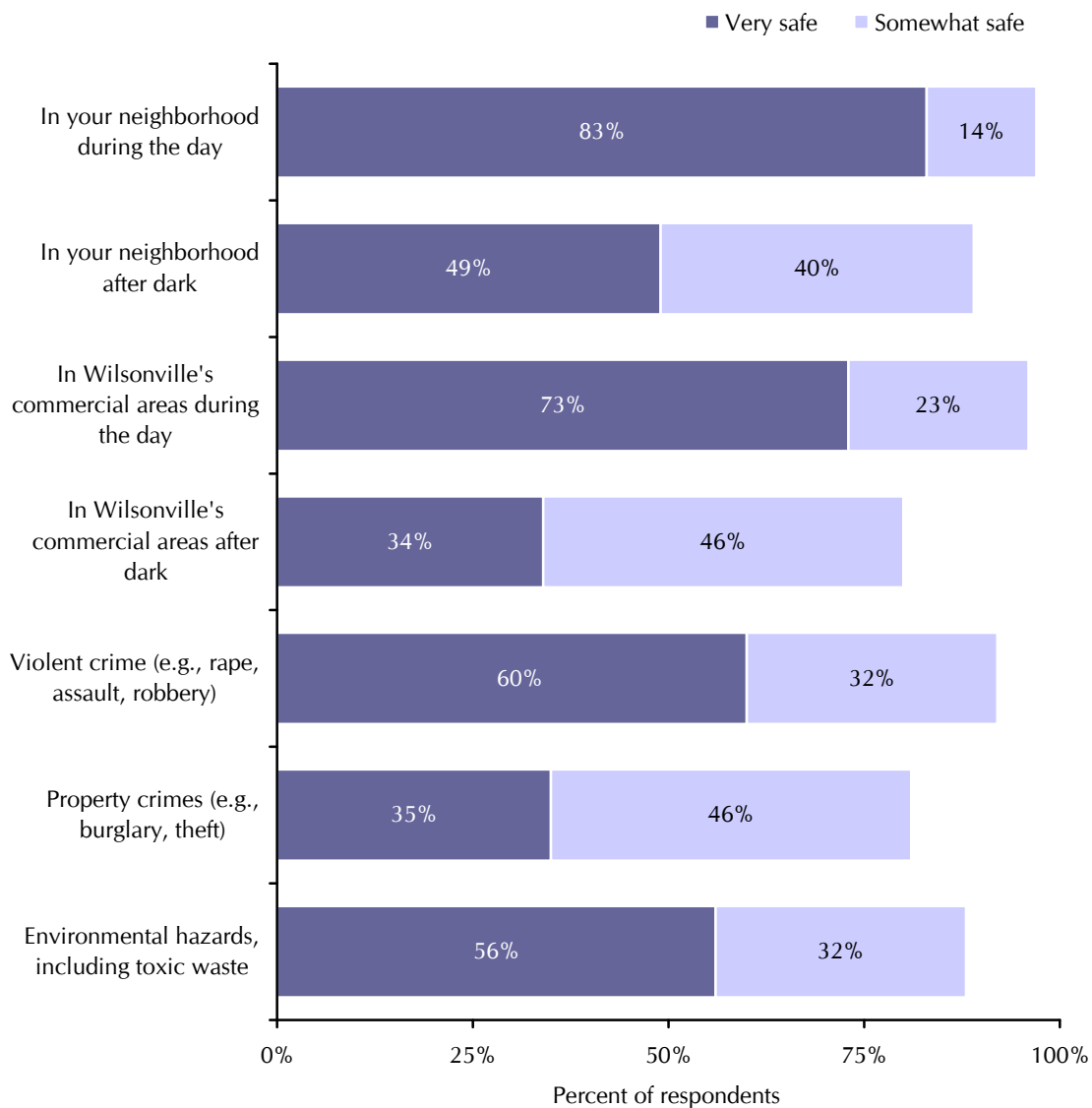


FIGURE 33: COMMUNITY AND PERSONAL PUBLIC SAFETY BENCHMARKS

	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

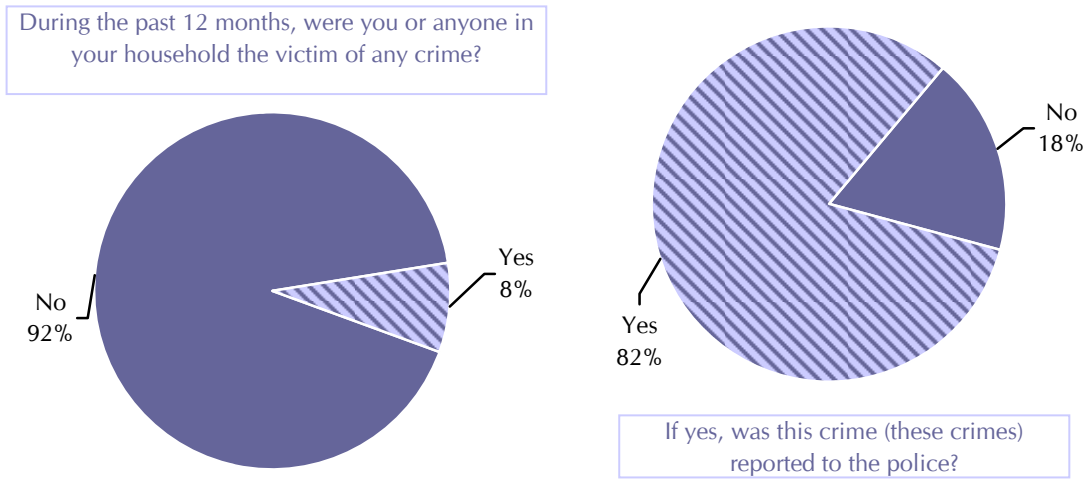


FIGURE 35: CRIME VICTIMIZATION AND REPORTING BENCHMARKS

	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

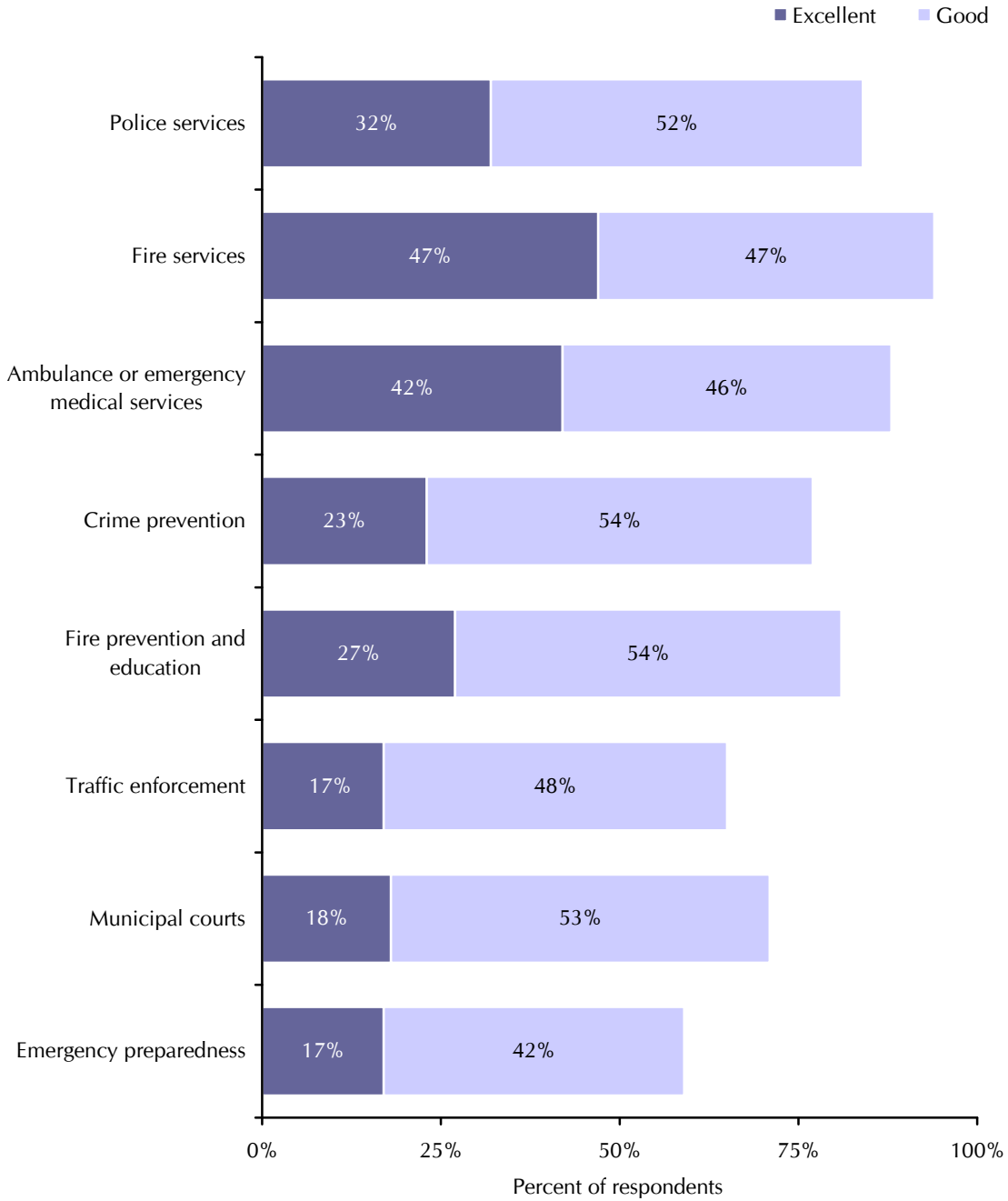


FIGURE 37: PUBLIC SAFETY SERVICES BENCHMARKS

	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

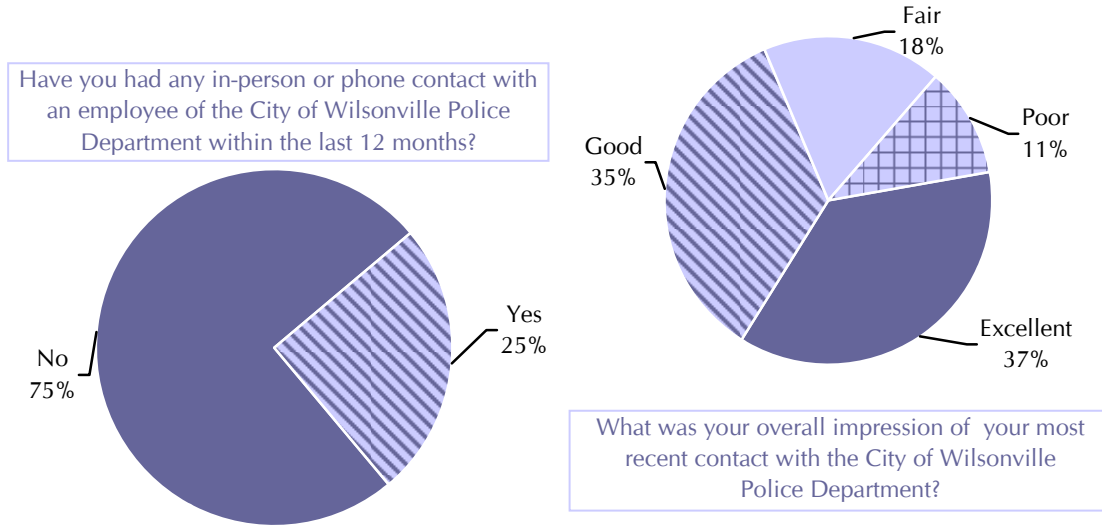


FIGURE 39: CONTACT WITH POLICE DEPARTMENT BENCHMARKS

	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

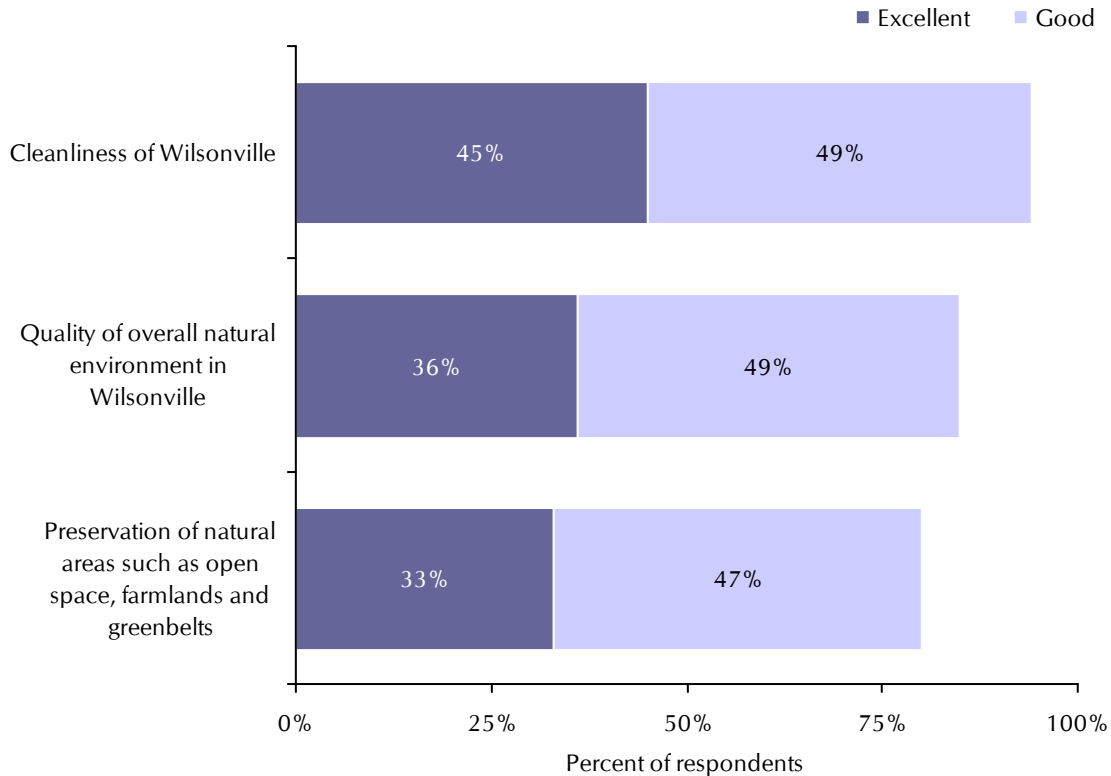


FIGURE 41: COMMUNITY ENVIRONMENT BENCHMARKS

	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

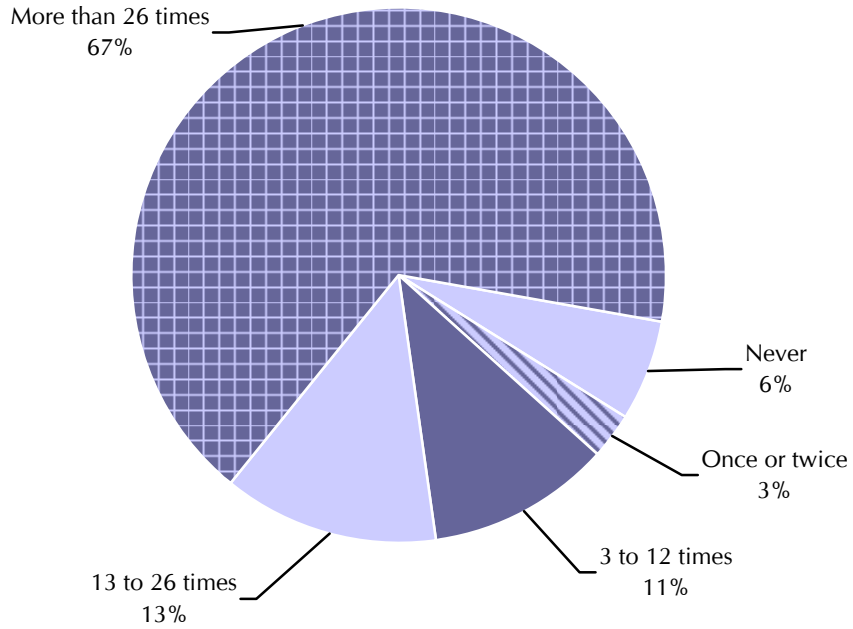


FIGURE 43: FREQUENCY OF RECYCLING BENCHMARKS

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

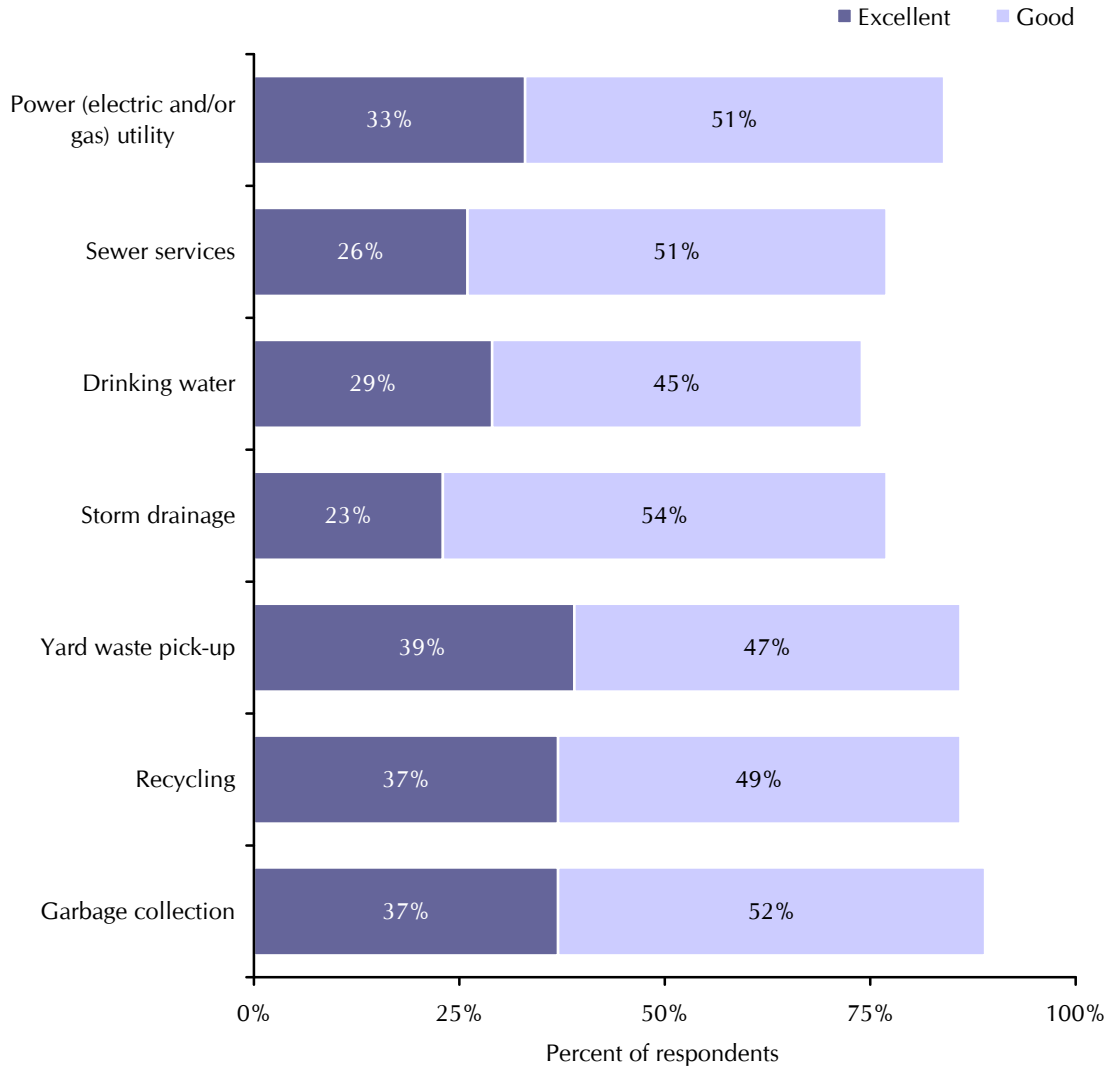


FIGURE 45: UTILITY SERVICES BENCHMARKS

	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

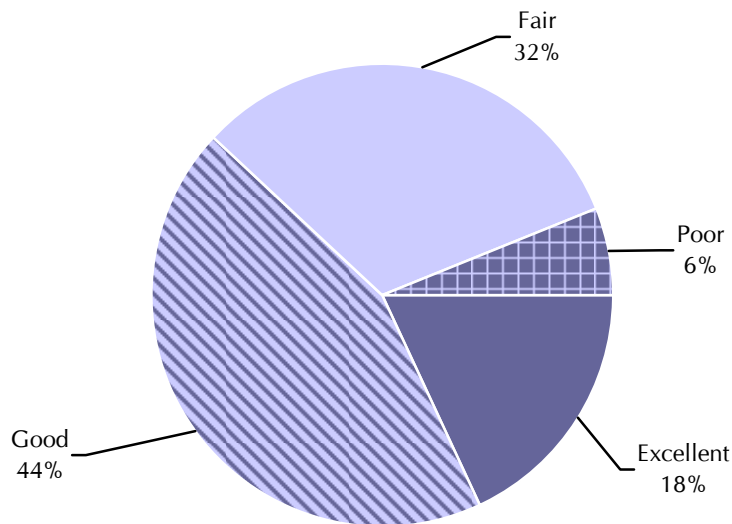


FIGURE 47: COMMUNITY RECREATIONAL OPPORTUNITIES BENCHMARKS

Comparison to benchmark	
Recreation opportunities	Similar

FIGURE 48: PARTICIPATION IN PARKS AND RECREATION OPPORTUNITIES

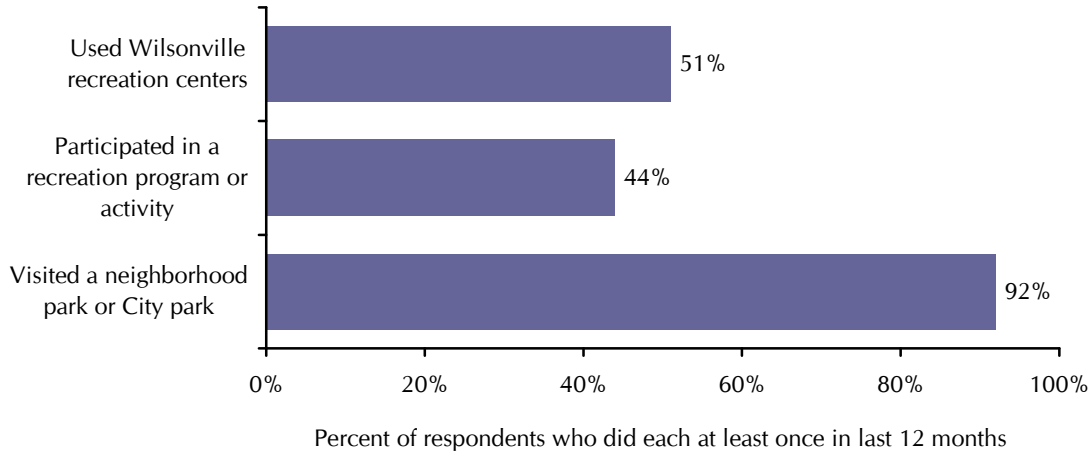


FIGURE 49: PARTICIPATION IN PARKS AND RECREATION OPPORTUNITIES BENCHMARKS

	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

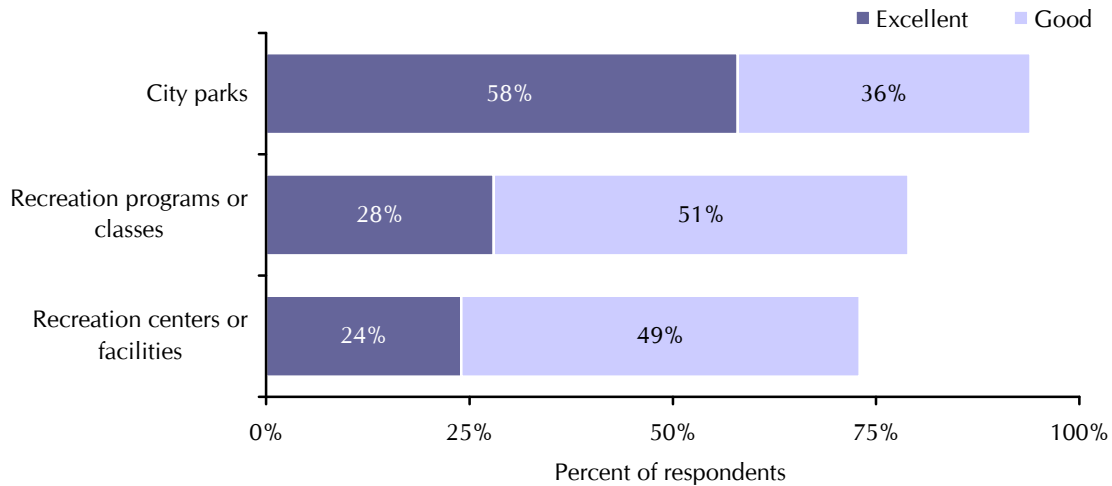


FIGURE 51: PARKS AND RECREATION SERVICES BENCHMARKS

	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

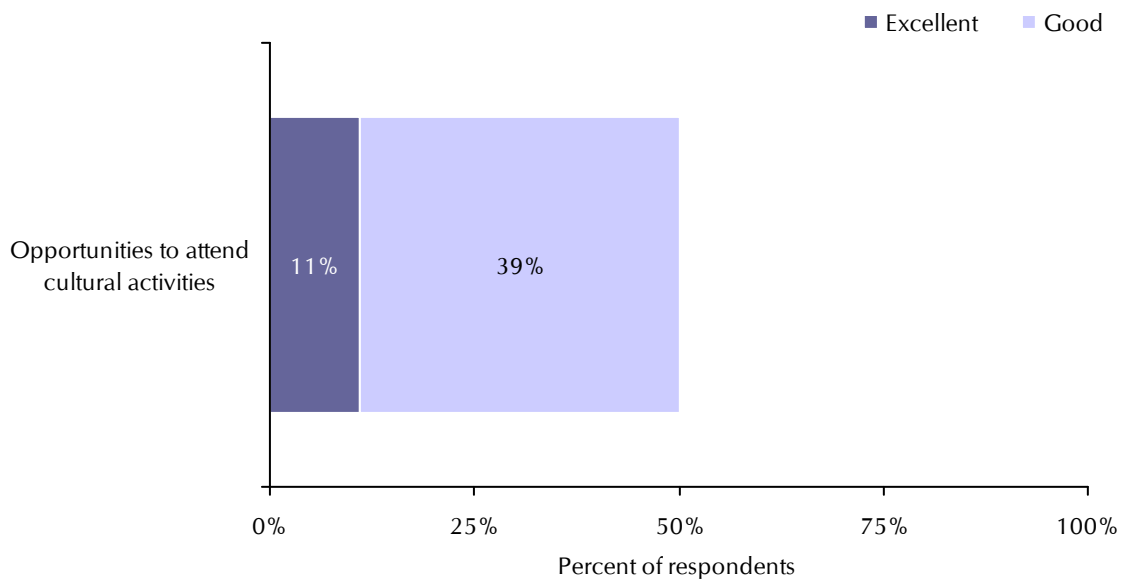


FIGURE 53: CULTURAL OPPORTUNITIES BENCHMARKS

Comparison to benchmark	
Opportunities to attend cultural activities	Similar

FIGURE 54: PARTICIPATION IN CULTURAL AND EDUCATIONAL OPPORTUNITIES

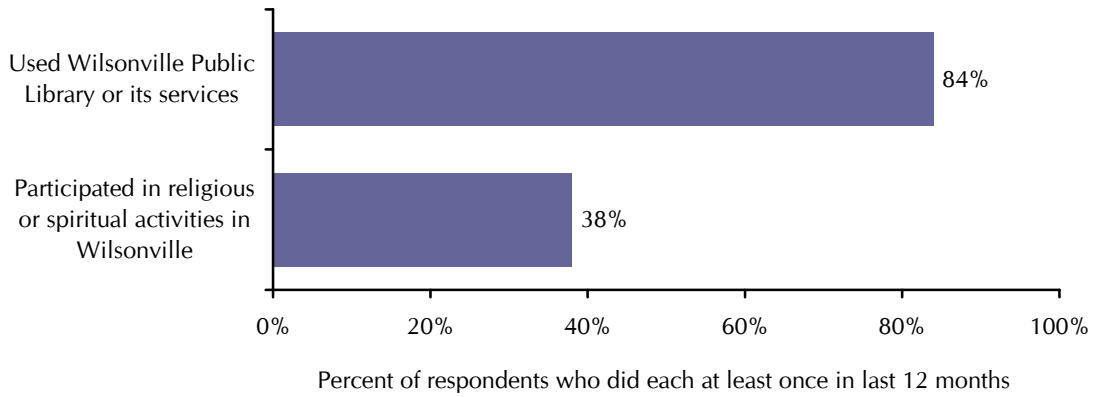


FIGURE 55: PARTICIPATION IN CULTURAL AND EDUCATIONAL OPPORTUNITIES BENCHMARKS

	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

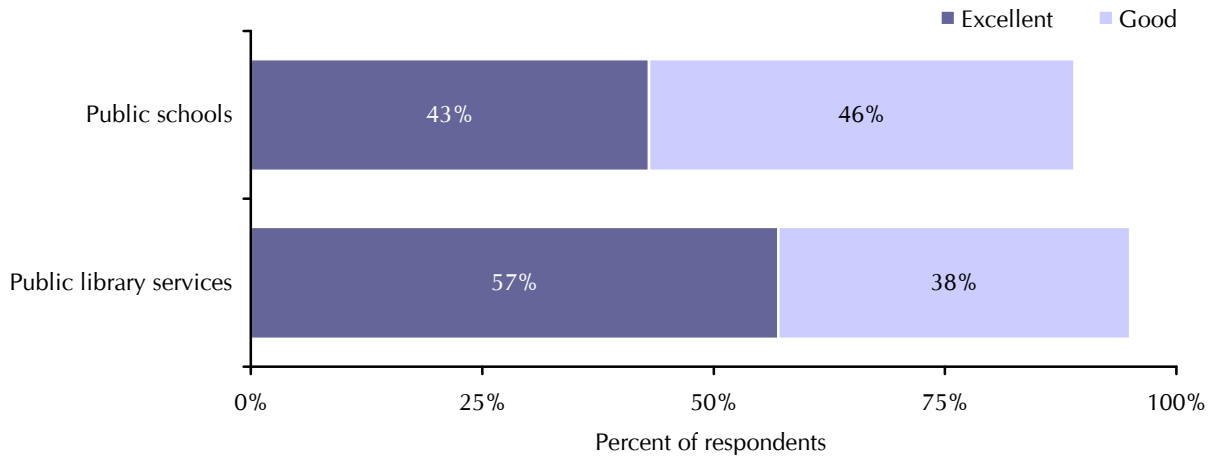


FIGURE 57: CULTURAL AND EDUCATIONAL SERVICES BENCHMARKS

	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

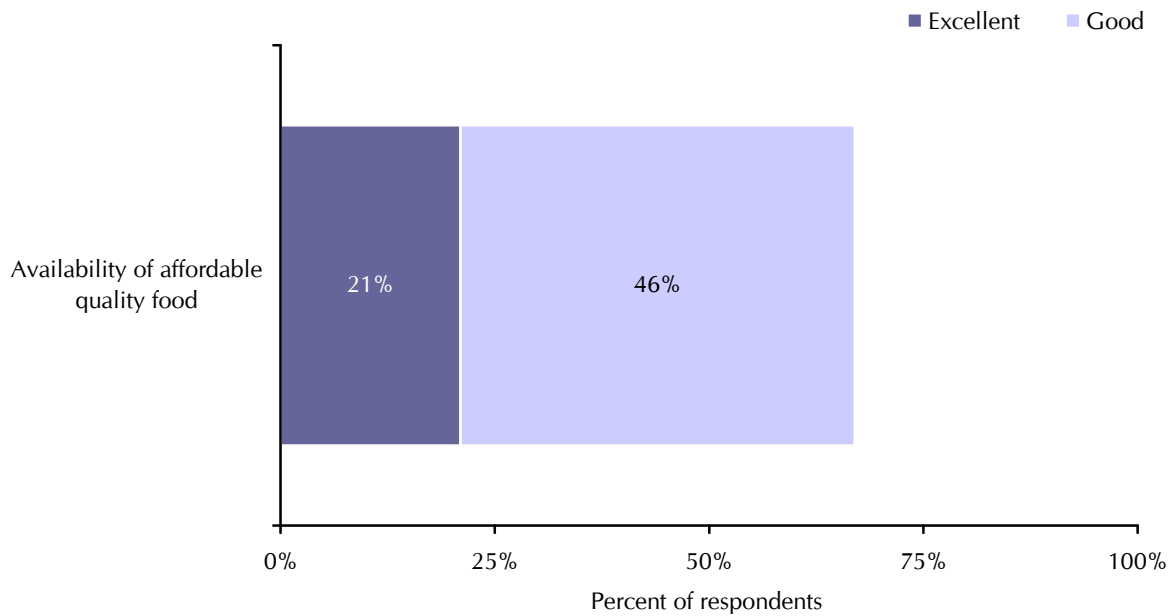


FIGURE 59: COMMUNITY HEALTH AND WELLNESS ACCESS AND OPPORTUNITIES BENCHMARKS

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

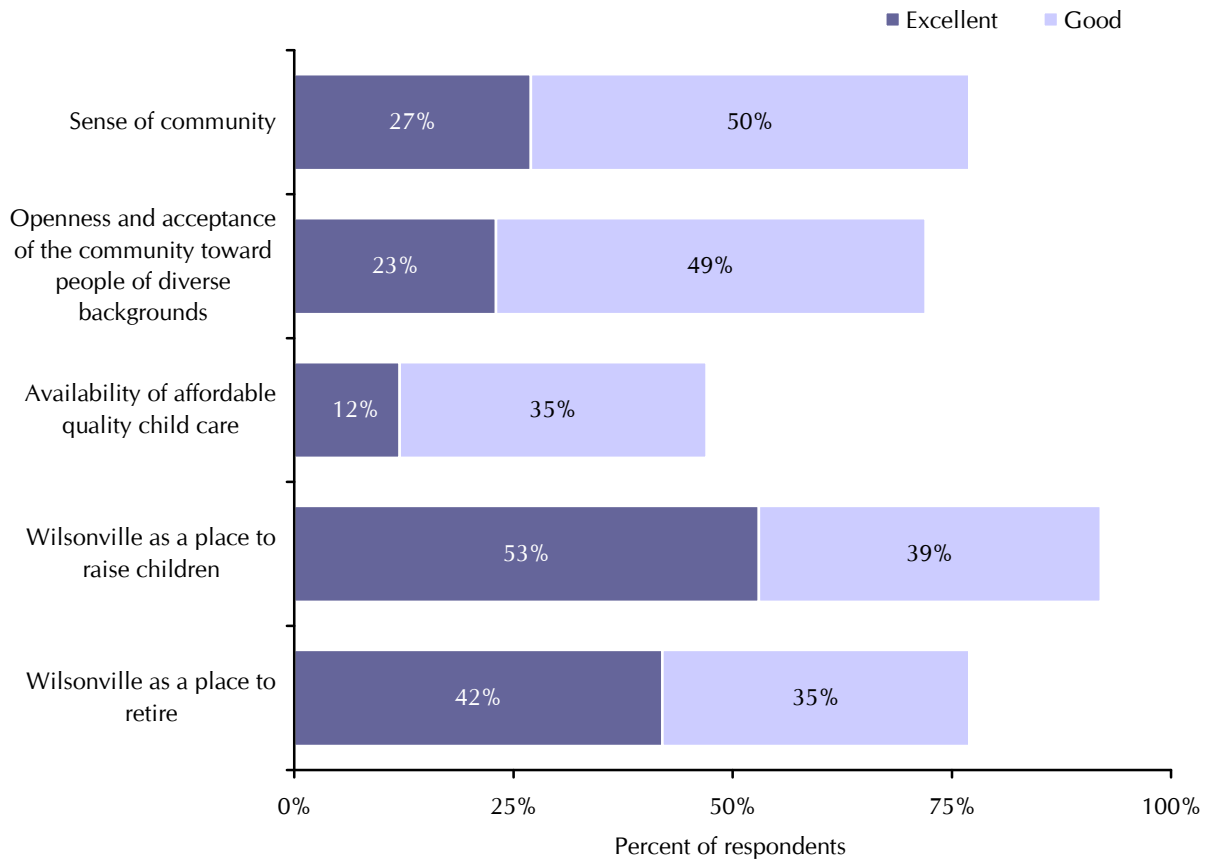


FIGURE 61: COMMUNITY QUALITY AND INCLUSIVENESS BENCHMARKS

	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

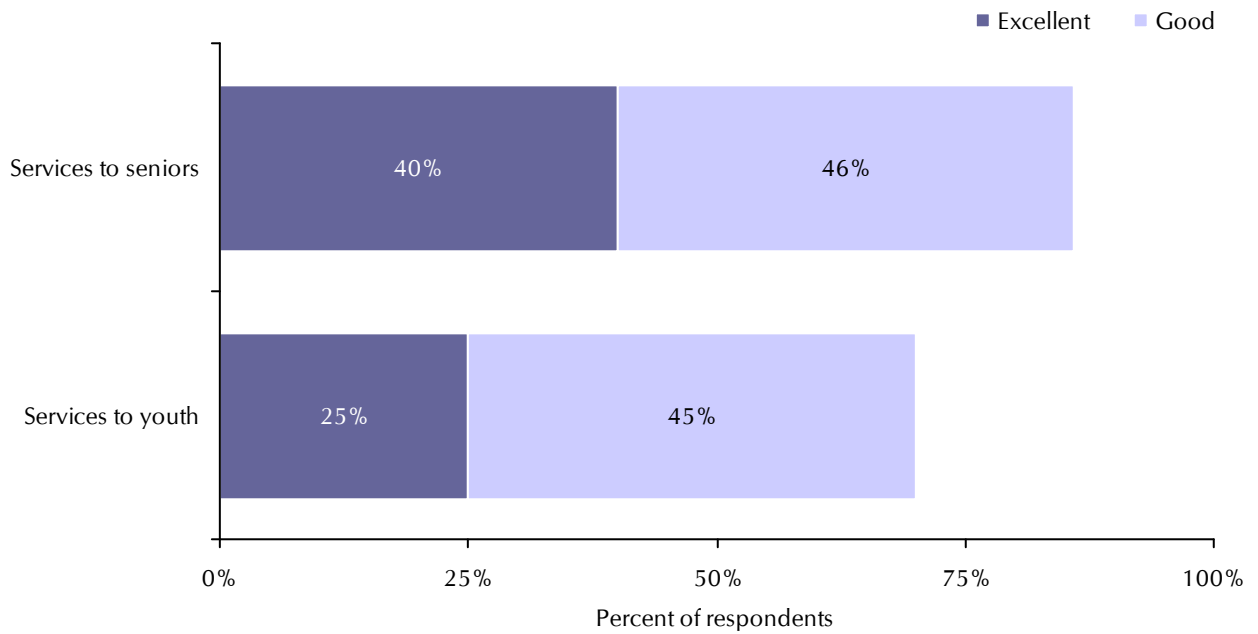


FIGURE 63: SERVICES PROVIDED FOR POPULATION SUBGROUPS BENCHMARKS

	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

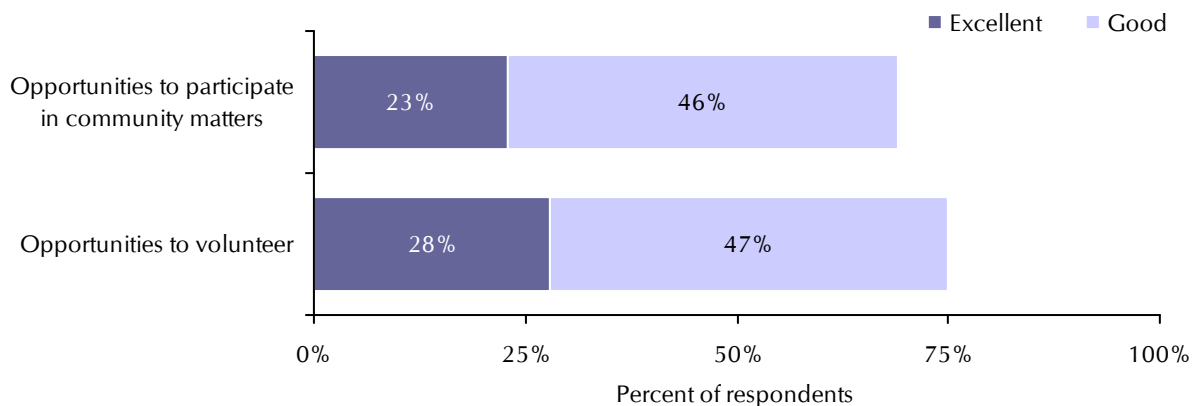


FIGURE 65: CIVIC ENGAGEMENT OPPORTUNITIES BENCHMARKS

	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

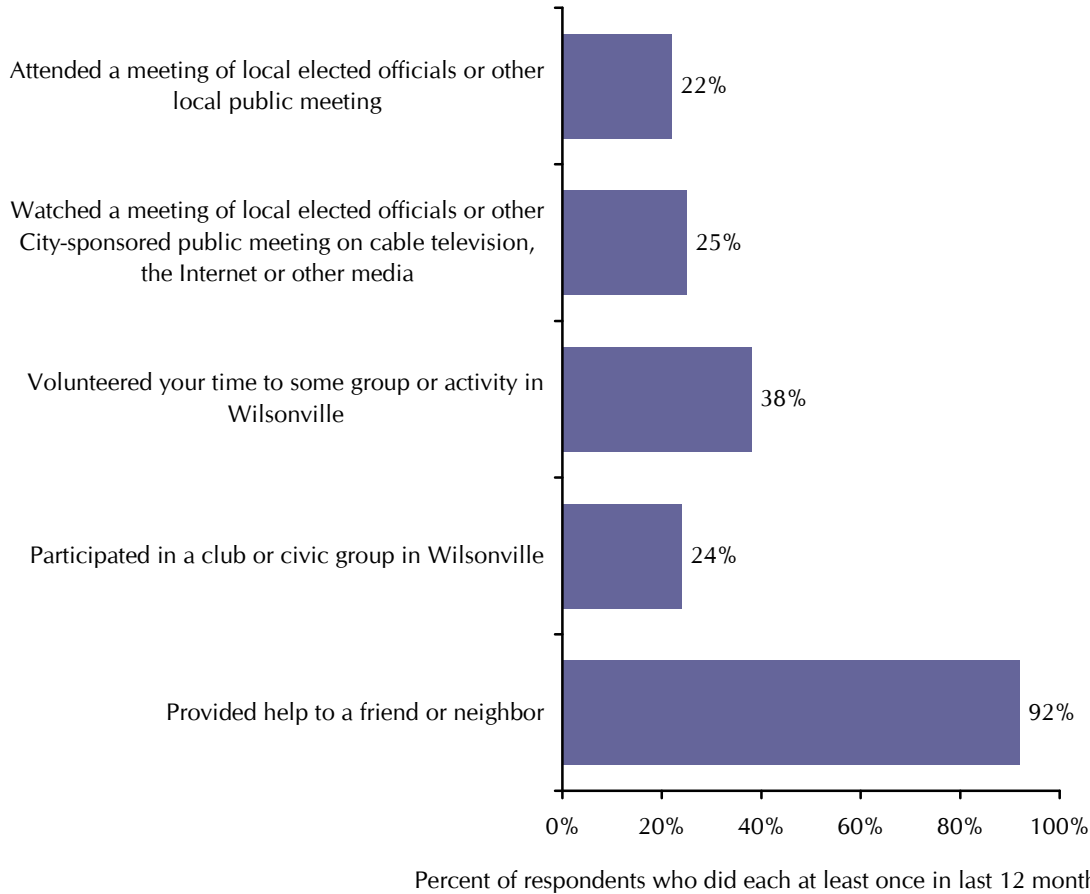


FIGURE 67: PARTICIPATION IN CIVIC ENGAGEMENT OPPORTUNITIES BENCHMARKS

	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

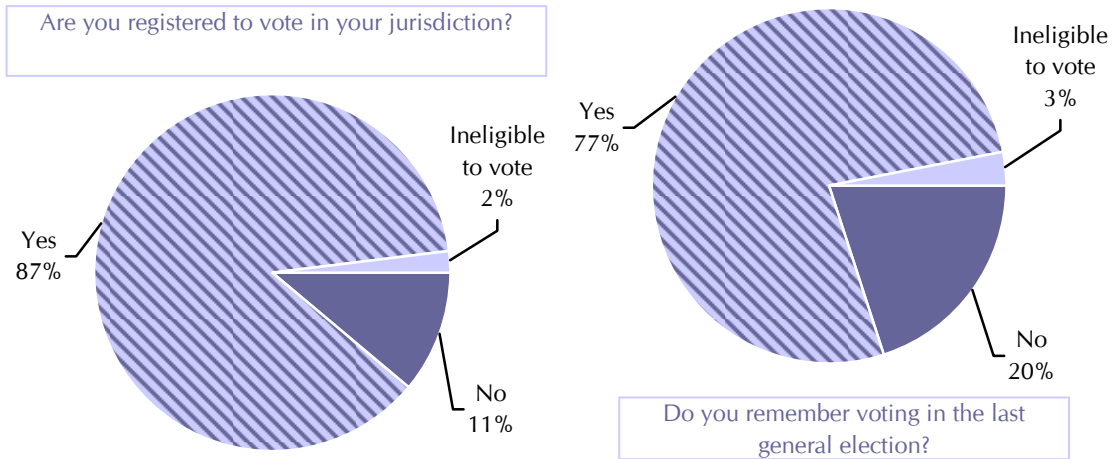


FIGURE 69: VOTING BEHAVIOR BENCHMARKS

	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

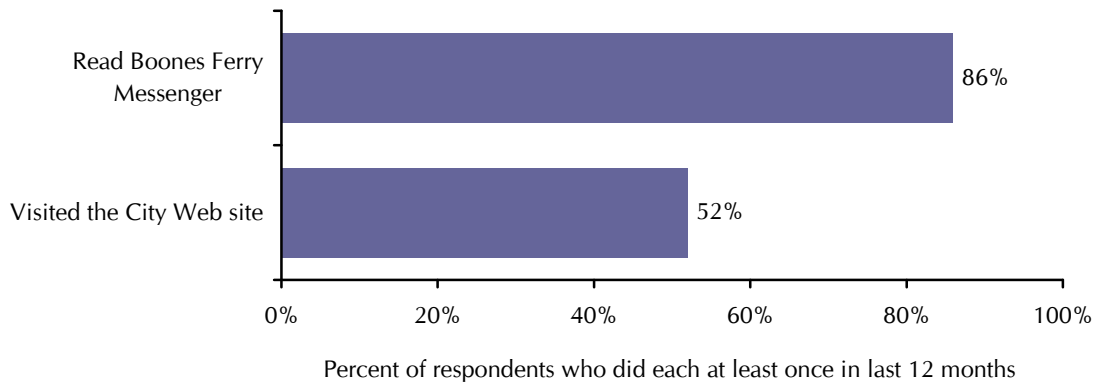


FIGURE 71: USE OF INFORMATION SOURCES BENCHMARKS

	Comparison to benchmark
Read <i>Boones Ferry Messenger</i>	Much more
Visited the City of Wilsonville Web site	Much less

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

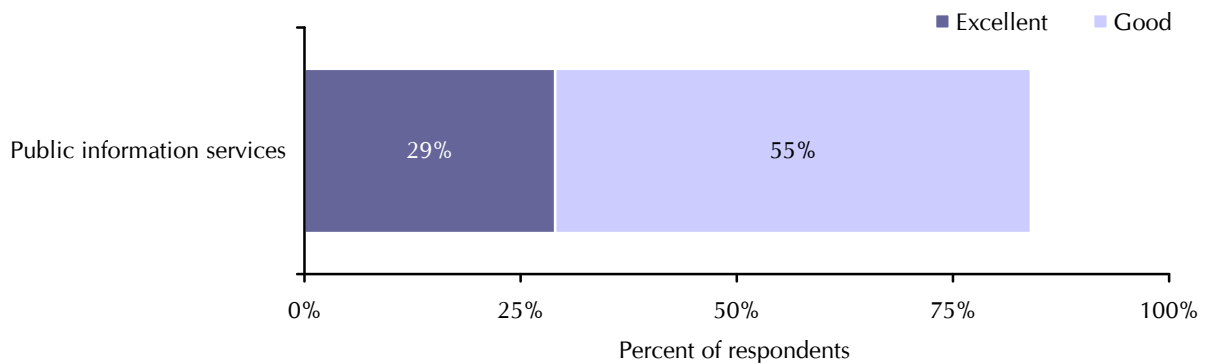


FIGURE 73: LOCAL GOVERNMENT MEDIA SERVICES AND INFORMATION DISSEMINATION BENCHMARKS

	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

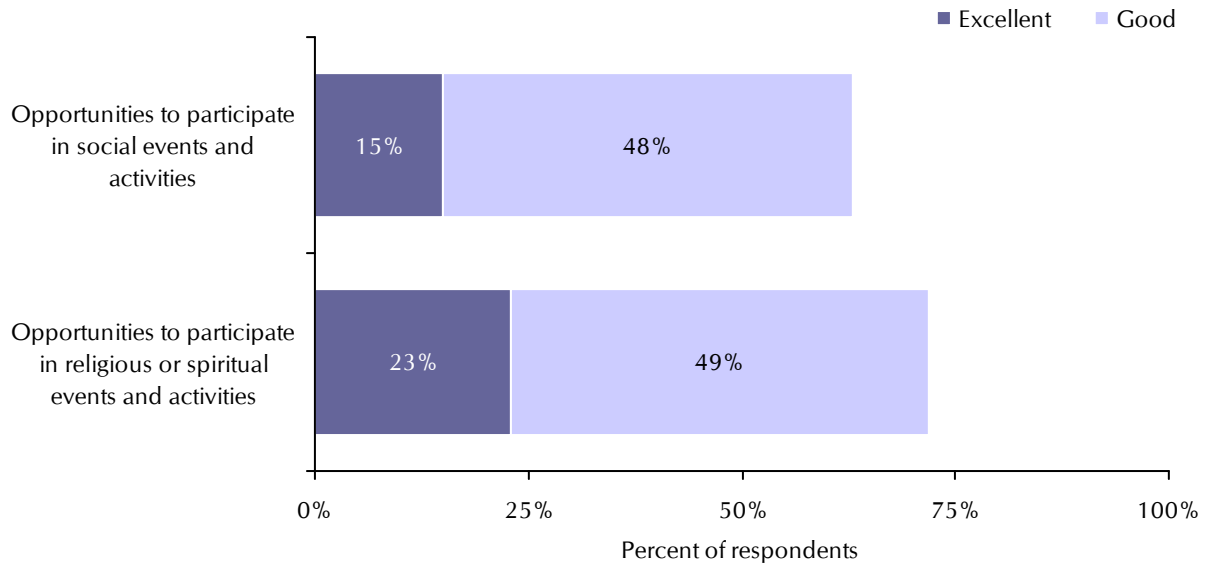


FIGURE 75: SOCIAL ENGAGEMENT OPPORTUNITIES BENCHMARKS

	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?

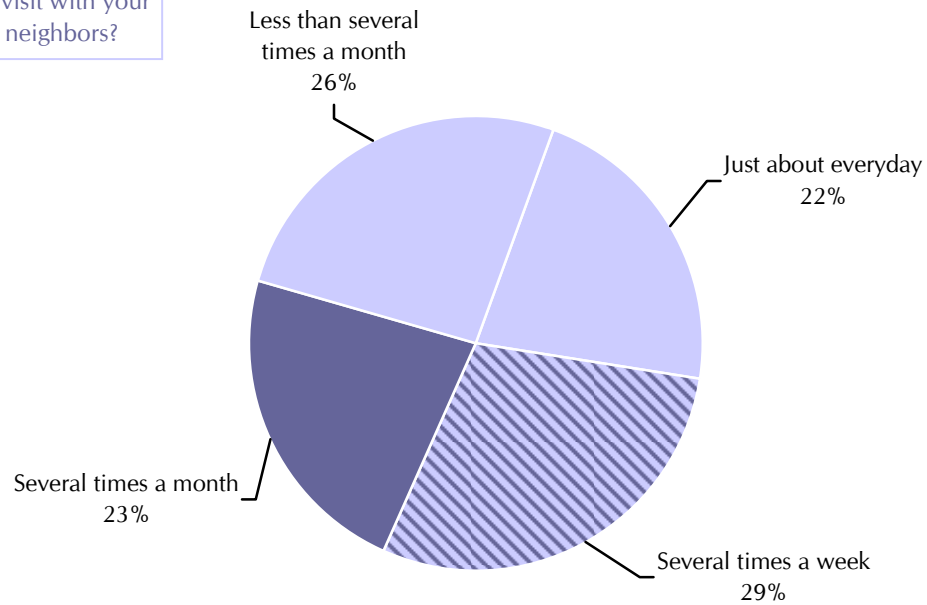


FIGURE 77: CONTACT WITH IMMEDIATE NEIGHBORS BENCHMARKS

	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

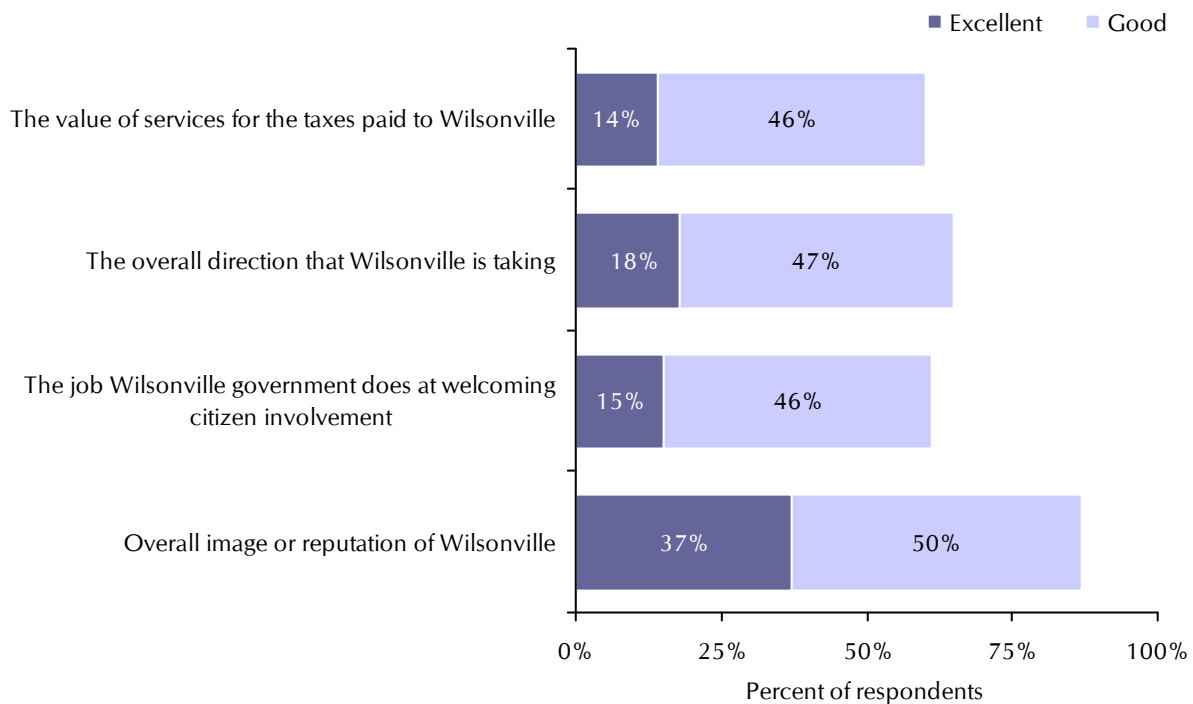


FIGURE 79: PUBLIC TRUST BENCHMARKS

	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

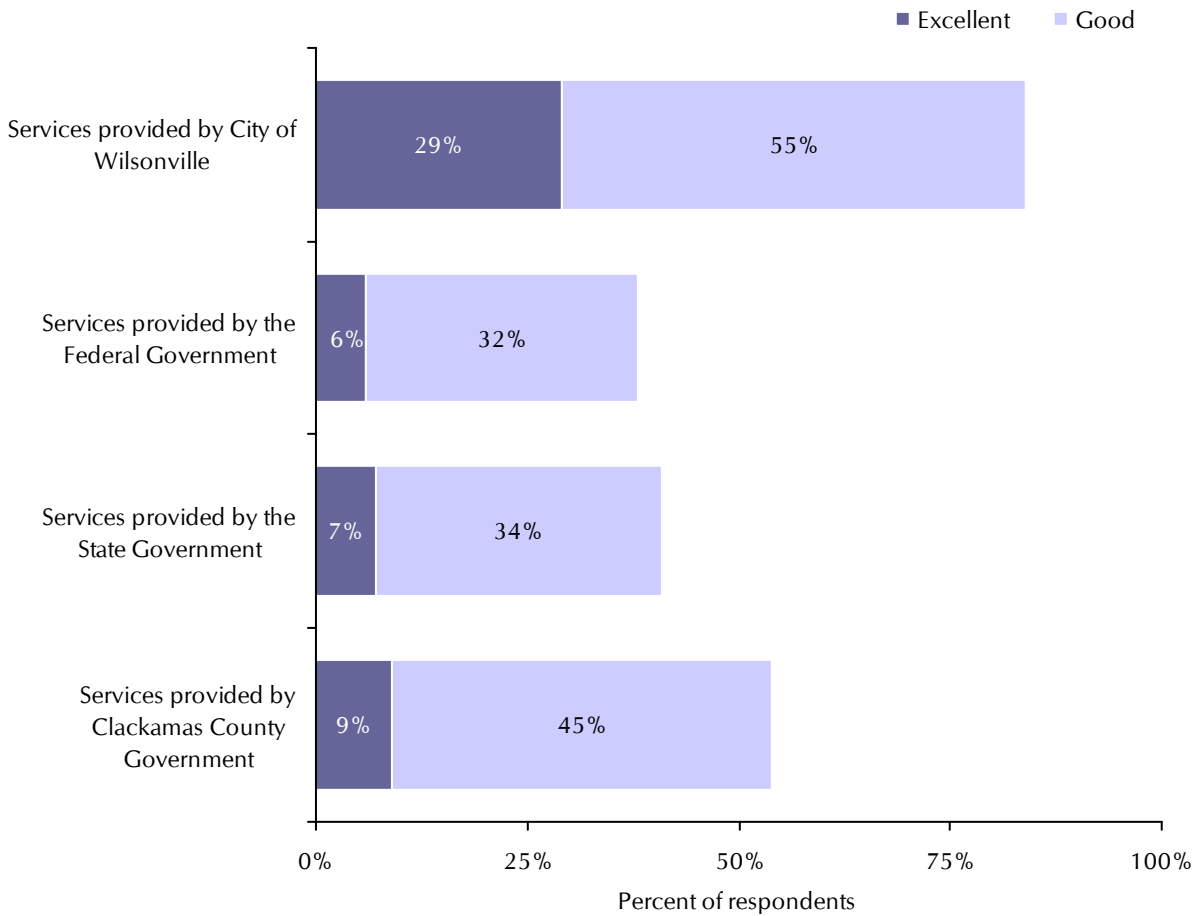


FIGURE 81: SERVICES PROVIDED BY LOCAL, STATE AND FEDERAL GOVERNMENTS BENCHMARKS

	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

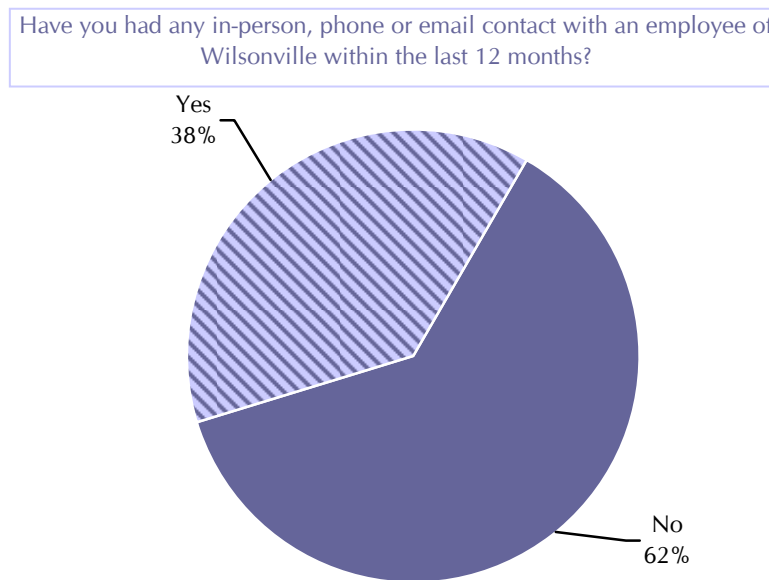


FIGURE 83: CONTACT WITH CITY EMPLOYEES BENCHMARKS

	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)

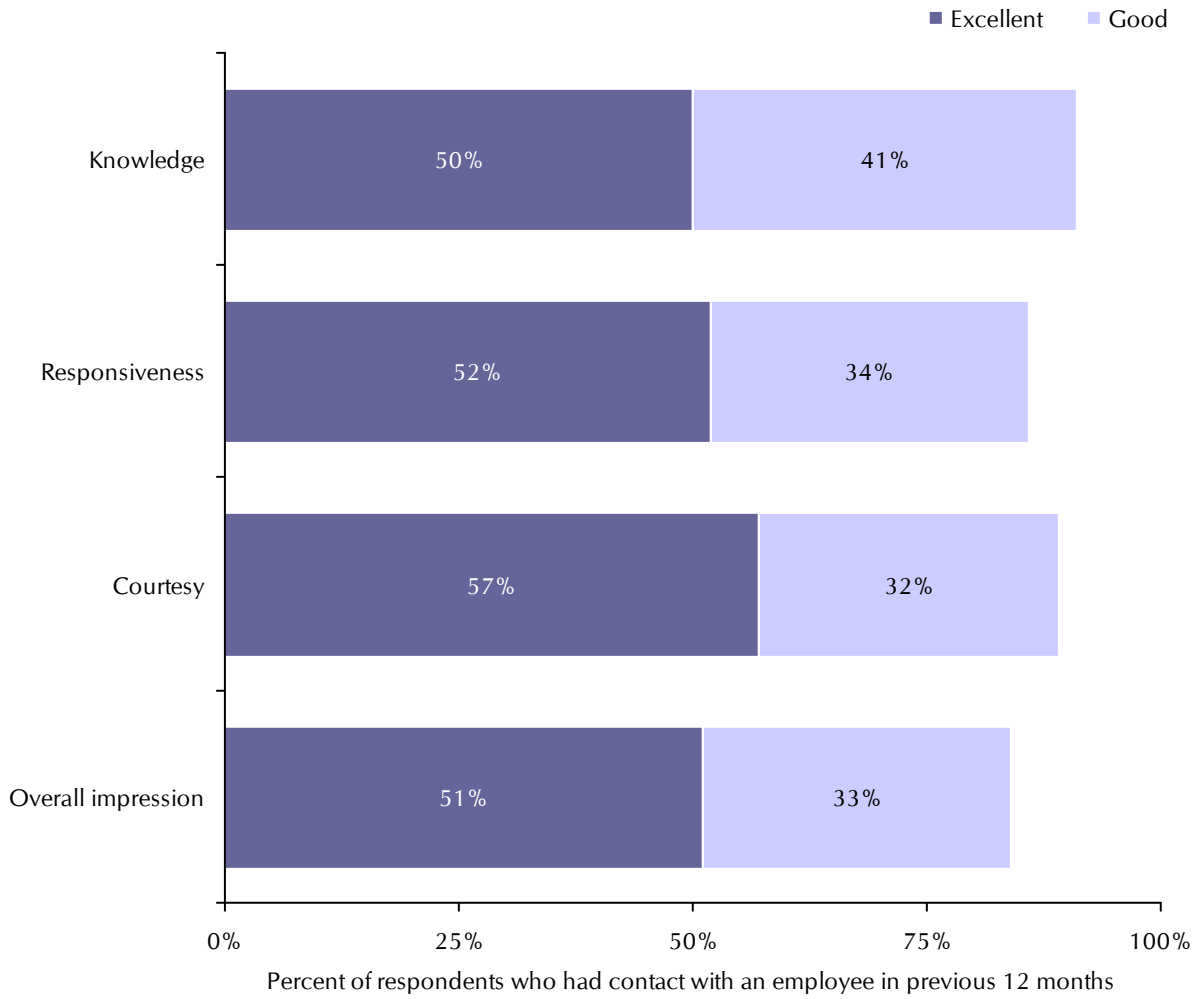


FIGURE 85: RATINGS OF CITY EMPLOYEES (AMONG THOSE WHO HAD CONTACT) BENCHMARKS

	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:

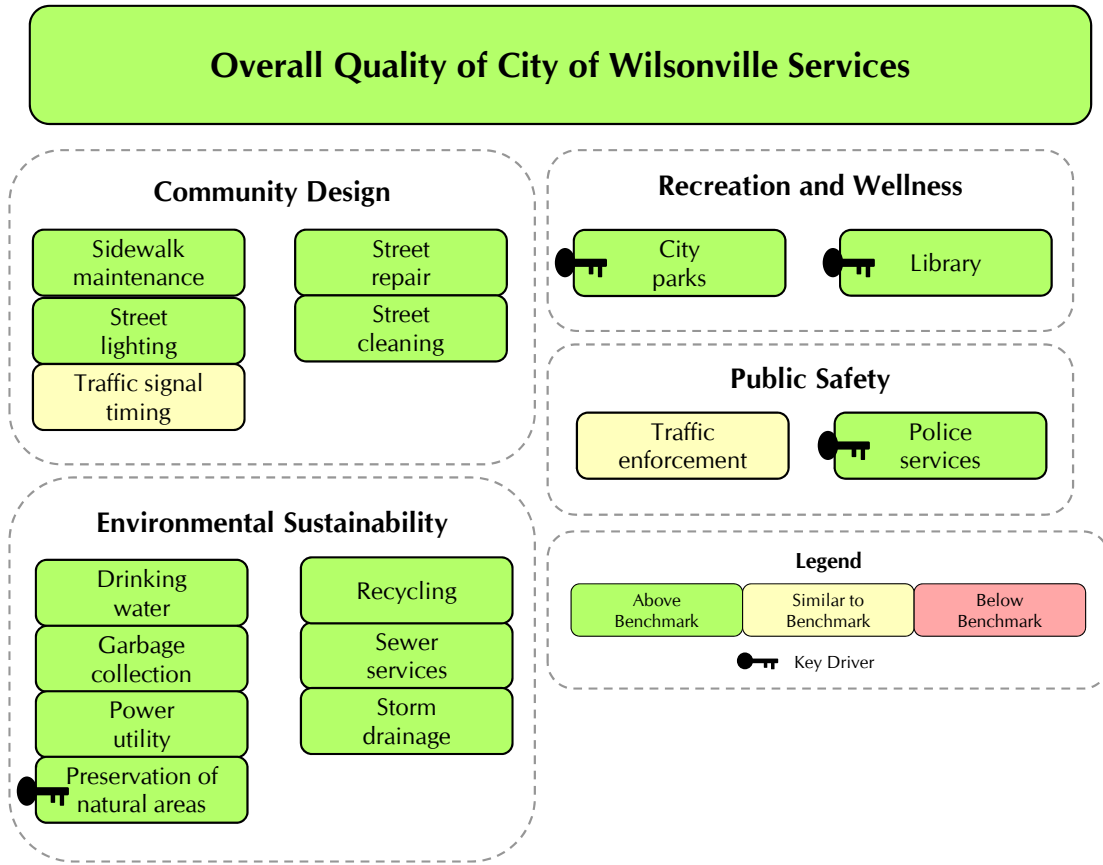
- Comparison to resident evaluations from other communities. When a comparison is available, the background color of each service box indicates whether the service is above the national benchmark (green), similar to the benchmark (yellow) or below the benchmark (red).
- Identification of key services. 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.

FIGURE 86: CITY OF WILSONVILLE ACTION CHART



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

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:					Total
	Essential	Very important	Somewhat important	Not at all important	
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%

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 <i>Boones Ferry Messenger</i>	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%

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%

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%

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%
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%
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%
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%
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%
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%
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

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%
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 <i>Boones Ferry Messenger</i>	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%
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

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%
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%
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%
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

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%
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%
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%
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%
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%

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

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		

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

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.”

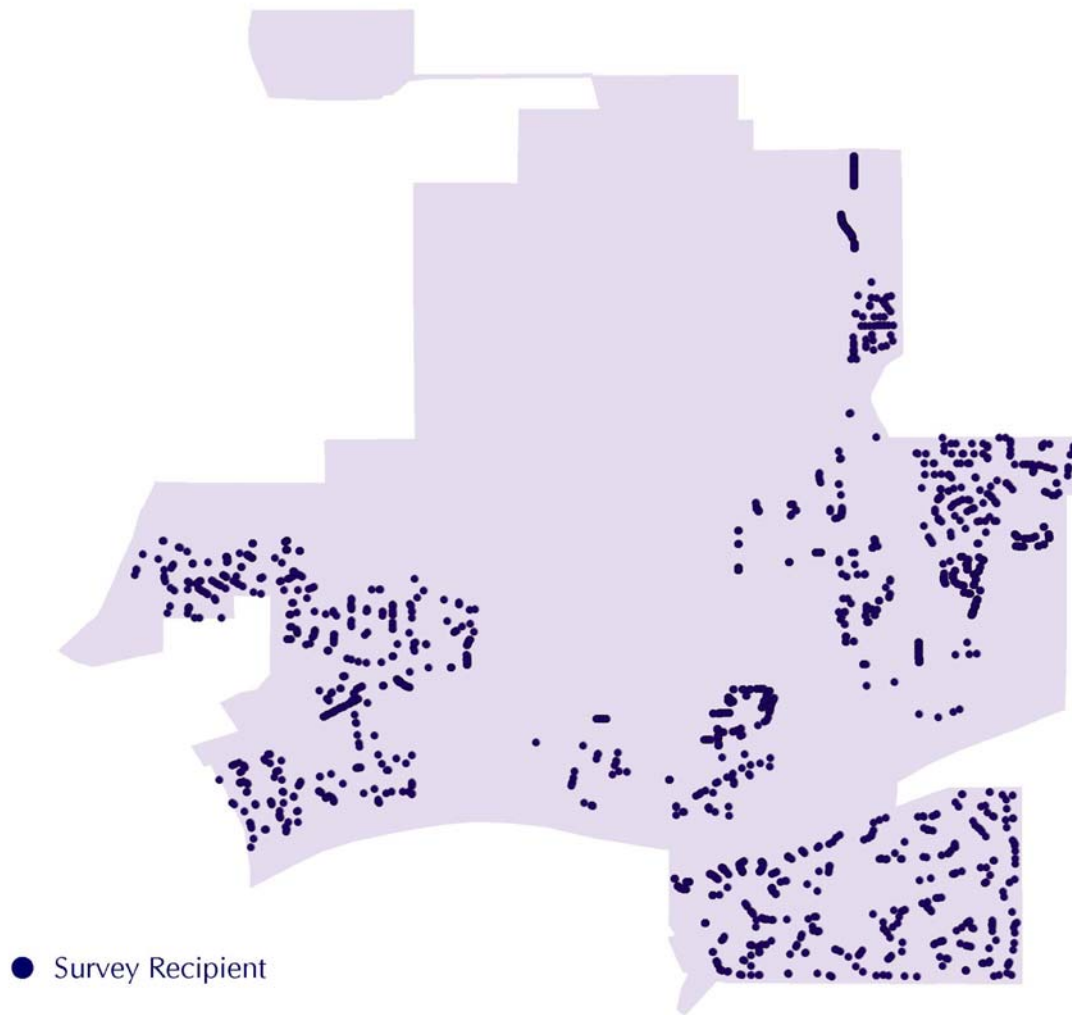
SURVEY SAMPLING

“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

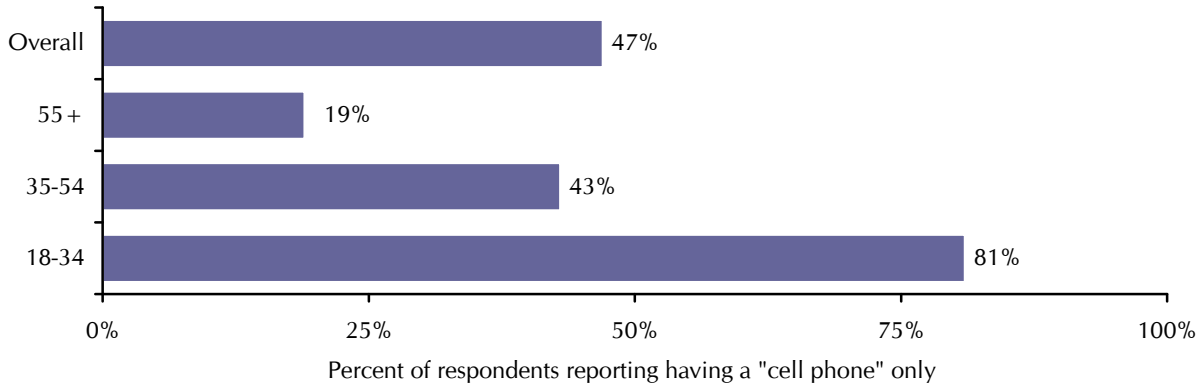
The National Citizen Survey™ Wilsonville, OR 2012



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



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

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.

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.

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.

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,

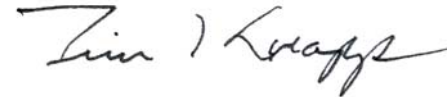
A handwritten signature in black ink that reads "Tim Knapp". The signature is written in a cursive style with a large, stylized initial "T".

Tim Knapp
Mayor

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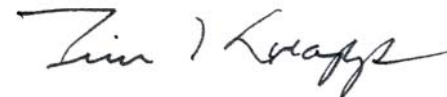
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Tim Knapp
Mayor



Presorted
First Class Mail
US Postage
PAID
Boulder, CO
Permit NO. 94



Presorted
First Class Mail
US Postage
PAID
Boulder, CO
Permit NO. 94



Presorted
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US Postage
PAID
Boulder, CO
Permit NO. 94



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PAID
Boulder, CO
Permit NO. 94



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:

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





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.

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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:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
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:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
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:

	<i>Much too slow</i>	<i>Somewhat too slow</i>	<i>Right amount</i>	<i>Somewhat too fast</i>	<i>Much too fast</i>	<i>Don't know</i>
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?
 Not a problem Minor problem Moderate problem Major problem 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 commercial 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 Police Department within the last 12 months?

- No → Go to Question 9 Yes → Go to Question 8 Don't know → Go to Question 9

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

- Excellent Good Fair Poor Don't know

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

- No → Go to Question 11 Yes → Go to Question 10 Don't know → Go to Question 11

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

- No Yes 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 <i>Boones Ferry Messenger</i>	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)?

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

The City of Wilsonville 2012 Citizen Survey

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

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
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?

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
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:

	<i>Very likely</i>	<i>Somewhat likely</i>	<i>Somewhat unlikely</i>	<i>Very unlikely</i>	<i>Don't know</i>
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:

- Very positive
 Somewhat positive
 Neutral
 Somewhat negative
 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)?

- No → Go to Question 19
 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.)

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
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:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
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?

	<i>Strongly support</i>	<i>Somewhat support</i>	<i>Somewhat oppose</i>	<i>Strongly oppose</i>
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.

	<i>Major source</i>	<i>Minor source</i>	<i>Not a source</i>
Boones Ferry Messenger (City newsletter).....	1	2	3
<i>Wilsonville Spokesman</i>	1	2	3
<i>Oregonian</i>	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:

	<i>Essential</i>	<i>Very important</i>	<i>Somewhat important</i>	<i>Not at all important</i>
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?

- No → Go to Question D3
- Yes, full time → Go to Question D2
- 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?

- Less than 2 years 11-20 years
- 2-5 years More than 20 years
- 6-10 years

D4. Which best describes the building you live in?

- One family house detached from any other houses
- House attached to one or more houses (e.g., a duplex or townhome)
- Building with two or more apartments or condominiums
- Mobile home
- Other

D5. Is this house, apartment or mobile home...

- Rented for cash or occupied without cash payment?
- 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)?

- Less than \$300 per month
- \$300 to \$599 per month
- \$600 to \$999 per month
- \$1,000 to \$1,499 per month
- \$1,500 to \$2,499 per month
- \$2,500 or more per month

D7. Do any children 17 or under live in your household?

- No Yes

D8. Are you or any other members of your household aged 65 or older?

- No 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.)

- Less than \$24,999
- \$25,000 to \$49,999
- \$50,000 to \$99,999
- \$100,000 to \$149,999
- \$150,000 or more

Please respond to both questions D10 and D11:

D10. Are you Spanish, Hispanic or Latino?

- No, not Spanish, Hispanic or Latino
- 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.)

- American Indian or Alaskan Native
- Asian, Asian Indian or Pacific Islander
- Black or African American
- White
- Other

D12. In which category is your age?

- 18-24 years 55-64 years
- 25-34 years 65-74 years
- 35-44 years 75 years or older
- 45-54 years

D13. What is your sex?

- Female Male

D14. Are you registered to vote in your jurisdiction?

- No Ineligible to vote
- Yes Don't know

D15. Many people don't have time to vote in elections. Did you vote in the last general election?

- No Ineligible to vote
- Yes Don't know

D16. Do you have a cell phone?

- No Yes

D17. Do you have a land line at home?

- No Yes

D18. If you have both a cell phone and a land line, which do you consider your primary telephone number?

- Cell Land line 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



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