

THE NCSTM
The National Community SurveyTM

Woodinville, WA

Community Livability Report

2019



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Contents

About..... 1

Quality of Life in Woodinville 2

Community Characteristics 3

Governance 5

Participation 7

Special Topics..... 9

Conclusions 13



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The NCS™ is presented by NRC in collaboration with ICMA.

NRC is a charter member of the AAPOR Transparency Initiative, providing clear disclosure of our sound and ethical survey research practices.

About

The National Community Survey™ (The NCS™) report is about the “livability” of Woodinville. The phrase “livable community” is used here to evoke a place that is not simply habitable, but that is desirable. It is not only where people do live, but where they want to live.

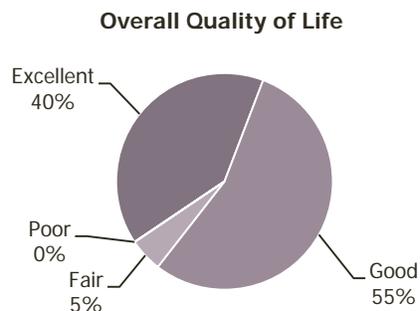
Great communities are partnerships of the government, private sector, community-based organizations and residents, all geographically connected. The NCS captures residents’ opinions within the three pillars of a community (Community Characteristics, Governance and Participation) across eight central facets of community (Safety, Mobility, Natural Environment, Built Environment, Economy, Recreation and Wellness, Education and Enrichment and Community Engagement).

The Community Livability Report provides the opinions of a representative sample of 345 residents of the City of Woodinville. The margin of error around any reported percentage is 5% for all respondents. The full description of methods used to garner these opinions can be found in the *Technical Appendices* provided under separate cover.



Quality of Life in Woodinville

Almost all (95%) residents rated the quality of life in Woodinville as excellent or good. This rating was higher than the national benchmark and improved from 2017 to 2019 (see Appendix B of the *Technical Appendices* and the *Trends over Time* report provided under separate cover).



Shown below are the eight facets of community. The color of each community facet summarizes how residents rated it across the three sections of the survey that represent the pillars of a community – Community Characteristics, Governance and Participation. When most ratings were higher than the benchmark, the color for that facet is the darkest shade; when most ratings were lower than the benchmark, the color is the lightest shade. A mix of ratings (higher and lower than the benchmark) results in a color between the extremes. This overview of the key aspects of community quality provides a quick summary of where residents see exceptionally strong performance and where performance offers the greatest opportunity for improvement. Linking quality to importance offers community members and leaders a view into the characteristics of the community that matter most and that seem to be working best.

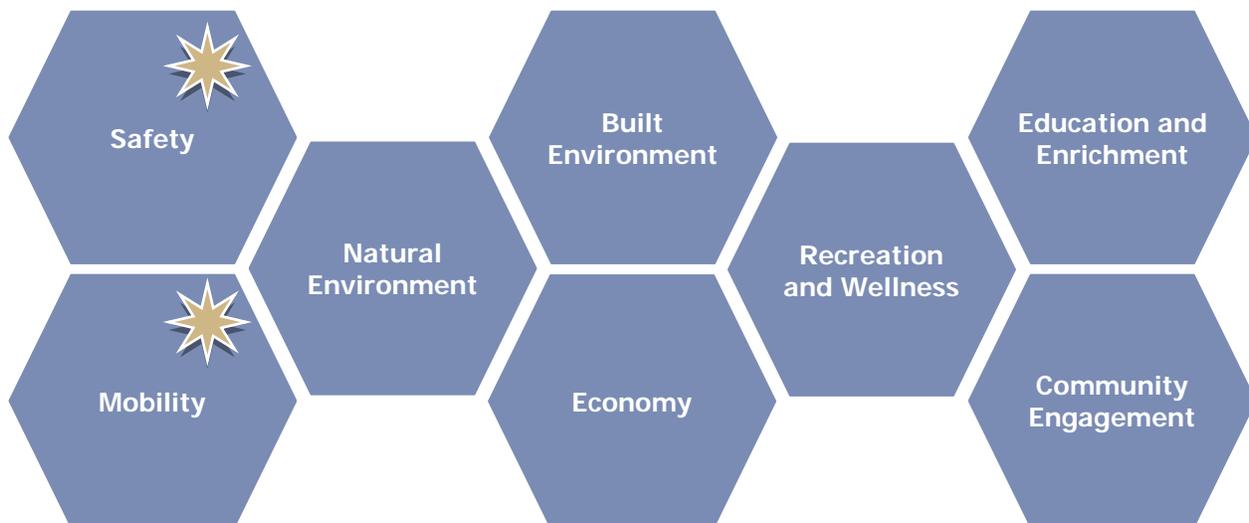
In addition to a summary of ratings, the image below includes one or more stars to indicate which community facets were the most important focus areas for the community. Residents identified Safety and Mobility as priorities for the Woodinville community in the coming two years. Six in 10 respondents considered safety “essential” and 9 in 10 felt it was essential or very important (see Appendix A in the *Technical Appendices* report) Mobility was deemed essential by about 4 in 10 respondents, with 9 in 10 feeling it was essential or very important. The other facets were considered essential or very important by 67% to 85% of respondents. All of these facets were positive and similar to the benchmark comparisons.

Details that support these findings are contained in the remainder of this Livability Report, starting with the ratings for Community Characteristics, Governance and Participation and ending with results for Woodinville’s unique questions.

Legend

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

- * Most important



Community Characteristics

What makes a community livable, attractive and a place where people want to be?

Overall quality of community life represents the natural ambience, services and amenities that make for an attractive community. How residents rate their overall quality of life is an indicator of the overall health of a community. In the case of Woodinville, 95% rated the city as an excellent or good place to live. Respondents' ratings of Woodinville as a place to live were similar to ratings in other communities across the nation.

In addition to rating the city as a place to live, respondents rated several aspects of community quality. Ratings for Woodinville as a place to raise children, the city's overall image or reputation, and its overall appearance were exceptional and above average, with about 9 in 10 residents assigning positive reviews. Similar to comparison communities, about 9 in 10 gave high marks to their neighborhood as a place to live and about two-thirds favorably reviewed Woodinville as a place to retire.

Delving deeper into Community Characteristics, survey respondents rated over 40 features of the community within the eight facets of Community Livability. Overall, at least half of respondents reviewed most aspects of Community Characteristics positively and tended to be similar to other benchmark communities.



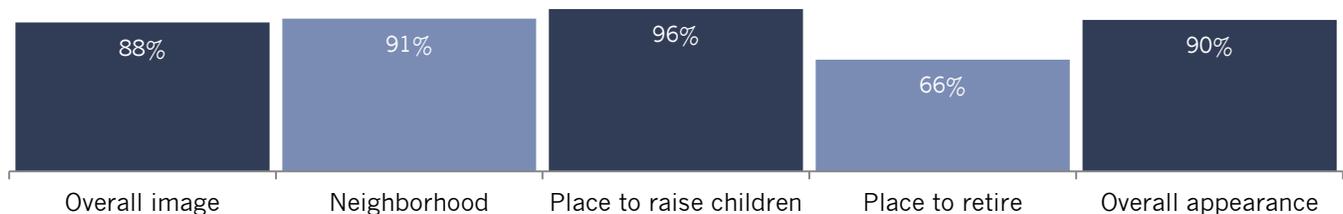
Assessments of the overall feeling of safety, cleanliness, air quality, and K-12 education were outstanding and higher than the national benchmarks, with about 9 in 10 residents rating these positively. Other areas where above-average evaluations were observed included overall economic health and Woodinville as a place to visit. Compared to 2017, survey participants' ratings for overall economic health and new development in Woodinville increased in 2019.

However, residents' evaluations of traffic flow on major streets, availability of affordable quality housing, cost of living, and adult educational opportunities were lower than the national averages.

Percent rating positively (e.g., excellent/good)

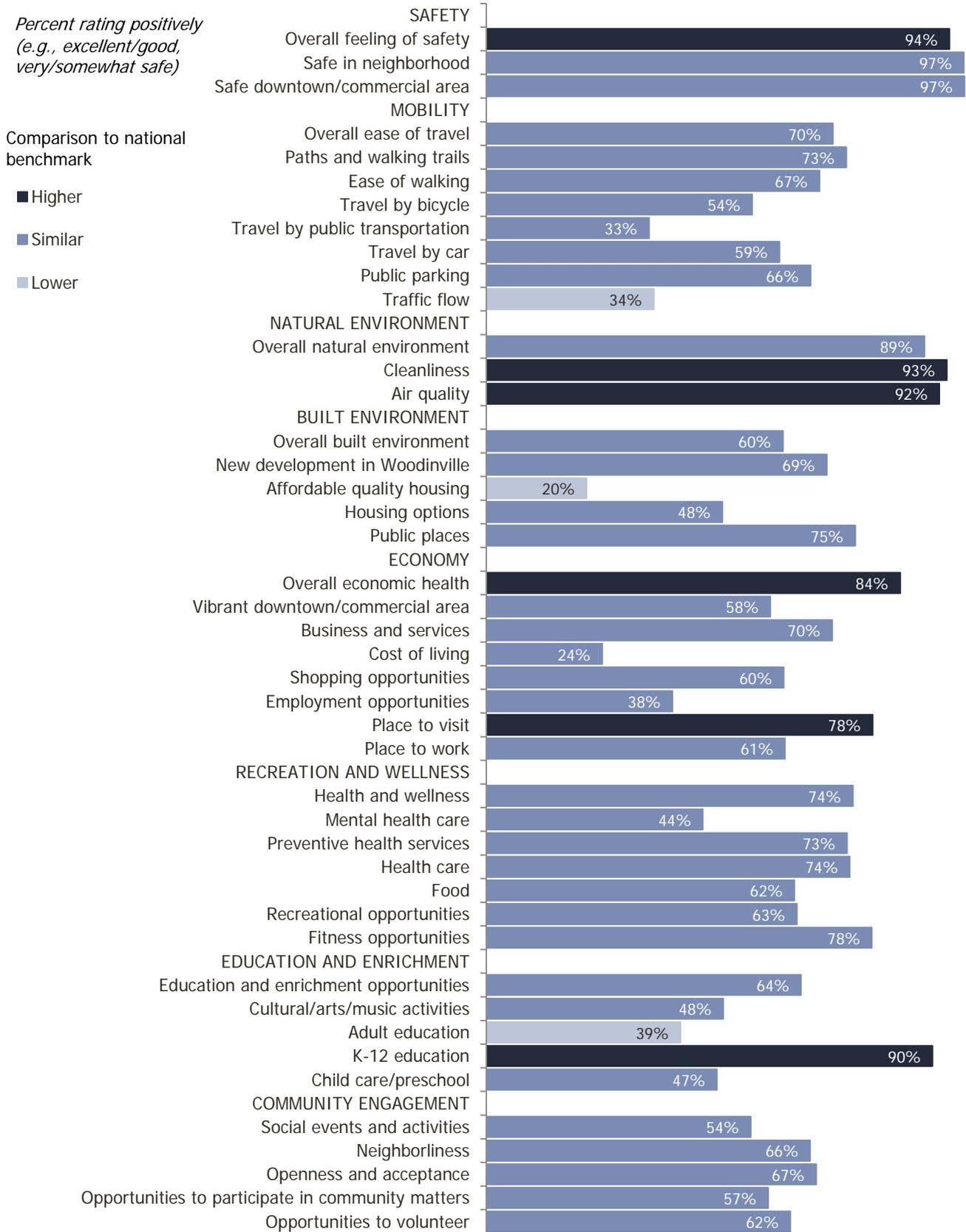
Comparison to national benchmark

■ Higher ■ Similar ■ Lower



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Figure 1: Aspects of Community Characteristics



Governance

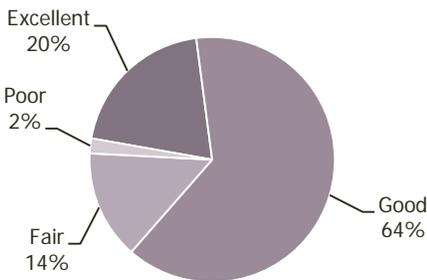
How well does the government of Woodinville meet the needs and expectations of its residents?

The overall quality of the services provided by Woodinville as well as the manner in which these services are provided is a key component of how residents rate their quality of life. About 8 in 10 residents gave favorable evaluations to the overall quality of services provided by the City, while 3 in 10 were pleased with services provided by the Federal Government; these ratings were on par with national averages.

Survey respondents also rated various aspects of Woodinville’s leadership and governance. About 8 in 10 residents assigned high marks to the overall customer service provided by Woodinville employees, a rate which increased from 2017 to 2019. About 6 in 10 positively rated the overall direction Woodinville is taking, the City acting in the best interest of Woodinville, being honest, and treating all residents fairly. Approximately half of respondents gave excellent or good ratings to all other aspects of government performance. These ratings were similar to the national benchmarks.

Respondents evaluated over 30 individual services and amenities available in Woodinville. Broadly, at least 6 in 10 respondents reviewed most government services positively and ratings tended to be similar to those observed in other communities nationwide. The highest-rated services included police, fire, ambulance/EMS, fire prevention, drinking water, City parks, and public libraries, with 9 in 10 residents assigning positive scores. Reviews for drinking water were exceptional and higher than the national benchmarks. Compared to 2017, more residents favorably reviewed street repair in 2019.

Overall Quality of City Services

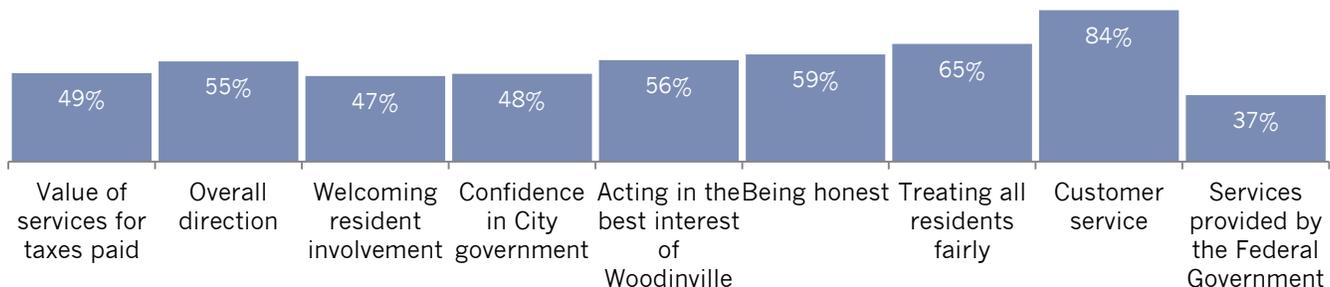


Compared to other communities nationwide, respondents were less pleased with snow removal, recreation centers or facilities, and recreation programs or classes in Woodinville, and ratings for snow removal decreased from 2017 to 2019.

Percent rating positively (e.g., excellent/good)

Comparison to national benchmark

■ Higher ■ Similar ■ Lower



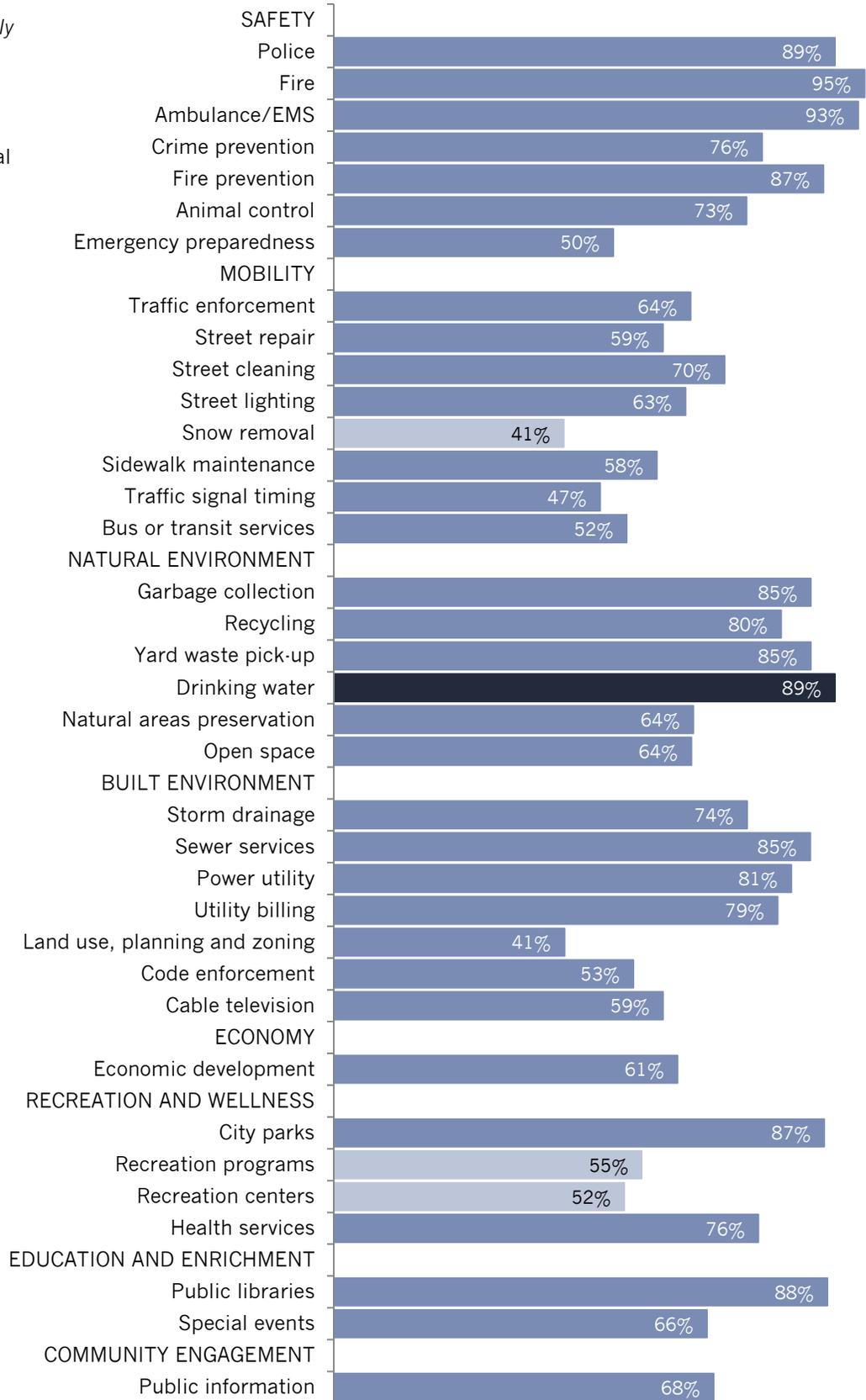
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Figure 2: Aspects of Governance

Percent rating positively
(e.g., excellent/good)

Comparison to national
benchmark

- Higher
- Similar
- Lower



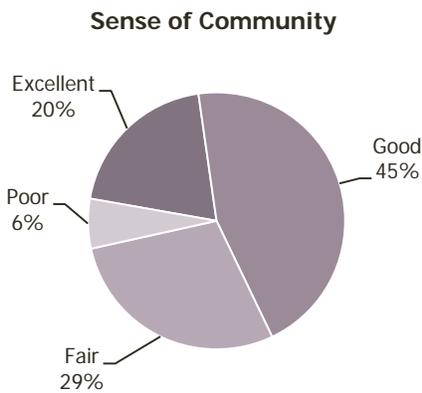
Participation

Are the residents of Woodinville connected to the community and each other?

An engaged community harnesses its most valuable resource, its residents. The connections and trust among residents, government, businesses and other organizations help to create a sense of community, a shared sense of membership, belonging and history. Similar to other communities in the U.S., about two-thirds of respondents gave excellent or good scores to the sense of community in Woodinville.

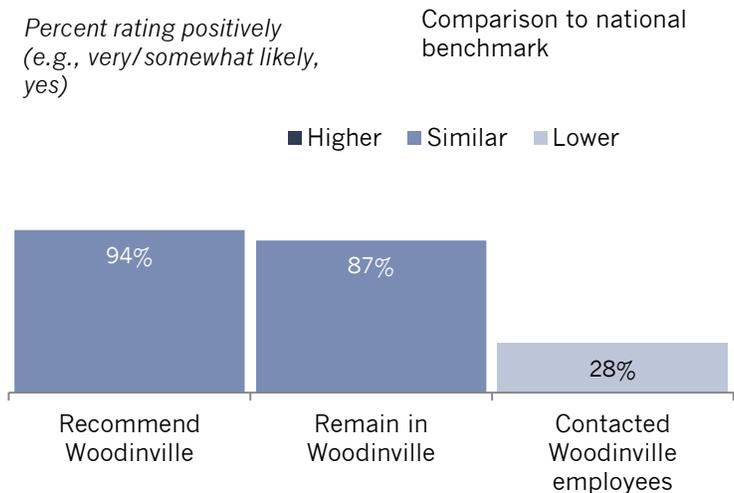
About 9 in 10 survey respondents indicated they would recommend living in Woodinville to someone who asked and planned to remain in the community for the next five years. Fewer residents in Woodinville had contacted City employees (28%) compared to residents in other communities.

The survey included over 30 activities and behaviors for which respondents indicated how often they participated in or performed each, if at all. Levels of Participation varied widely across the different facets, making the benchmark comparisons, as well as comparisons to Woodinville over time, useful for interpreting the results. About 9 in 10 respondents had purchased goods or services in Woodinville, visited a City park, talked to or visited with neighbors, and voted in local elections, while 3 in 10 believed the economy would have a positive impact on their income; these ratings were all on par with communities nationwide.



Compared to municipalities across the country, fewer residents worked in Woodinville, while more residents reported stocking supplies in preparation for an emergency and recycling at home. Additionally, fewer residents in Woodinville observed a code violation than residents in other communities.

In 2019, fewer residents believed the economy would have a positive impact on their income than in 2017. However, during that same time, more residents used Woodinville-area recreation centers and public libraries.



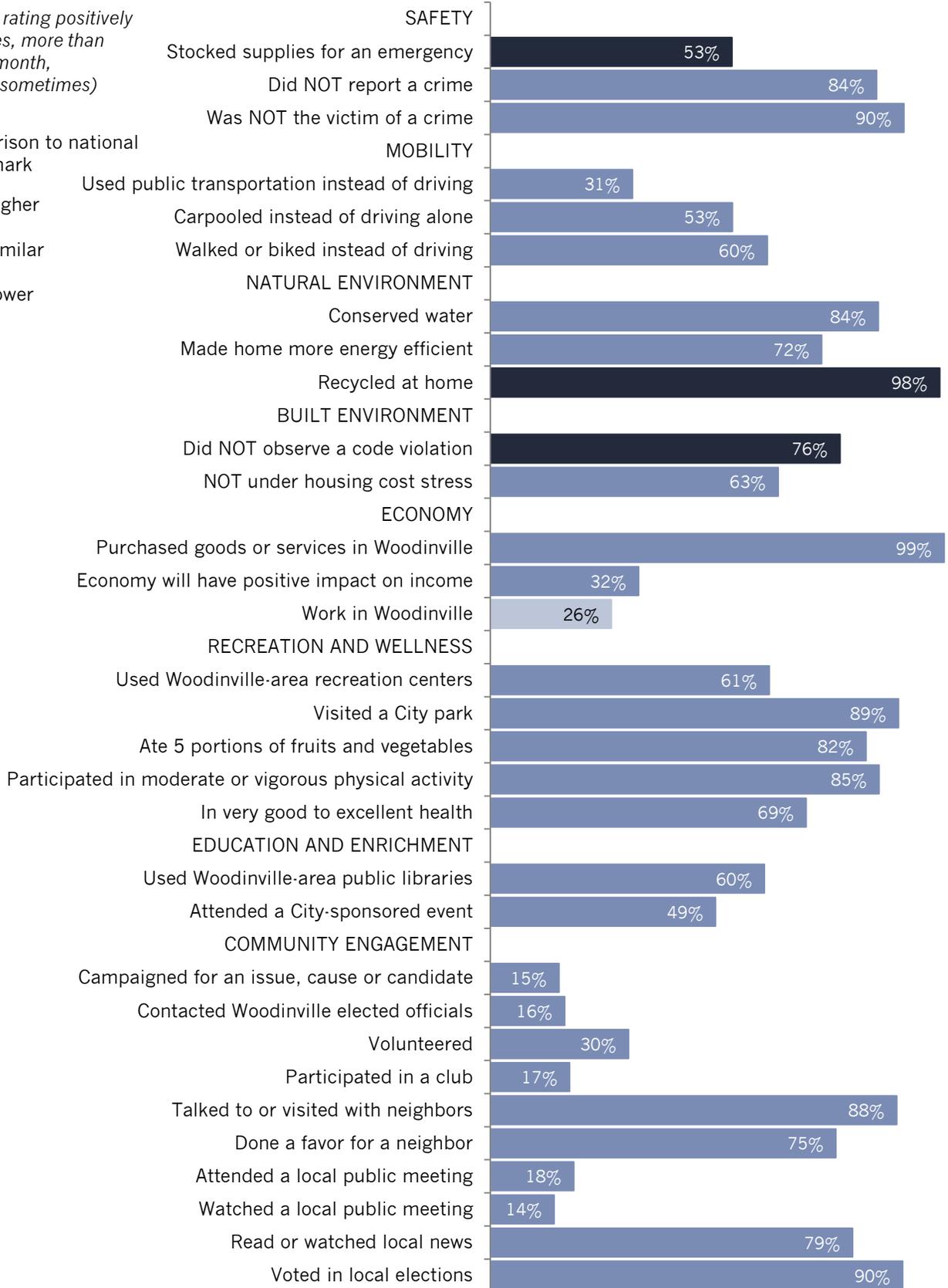
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Figure 3: Aspects of Participation

Percent rating positively
(e.g., yes, more than
once a month,
always/sometimes)

Comparison to national
benchmark

- Higher
- Similar
- Lower



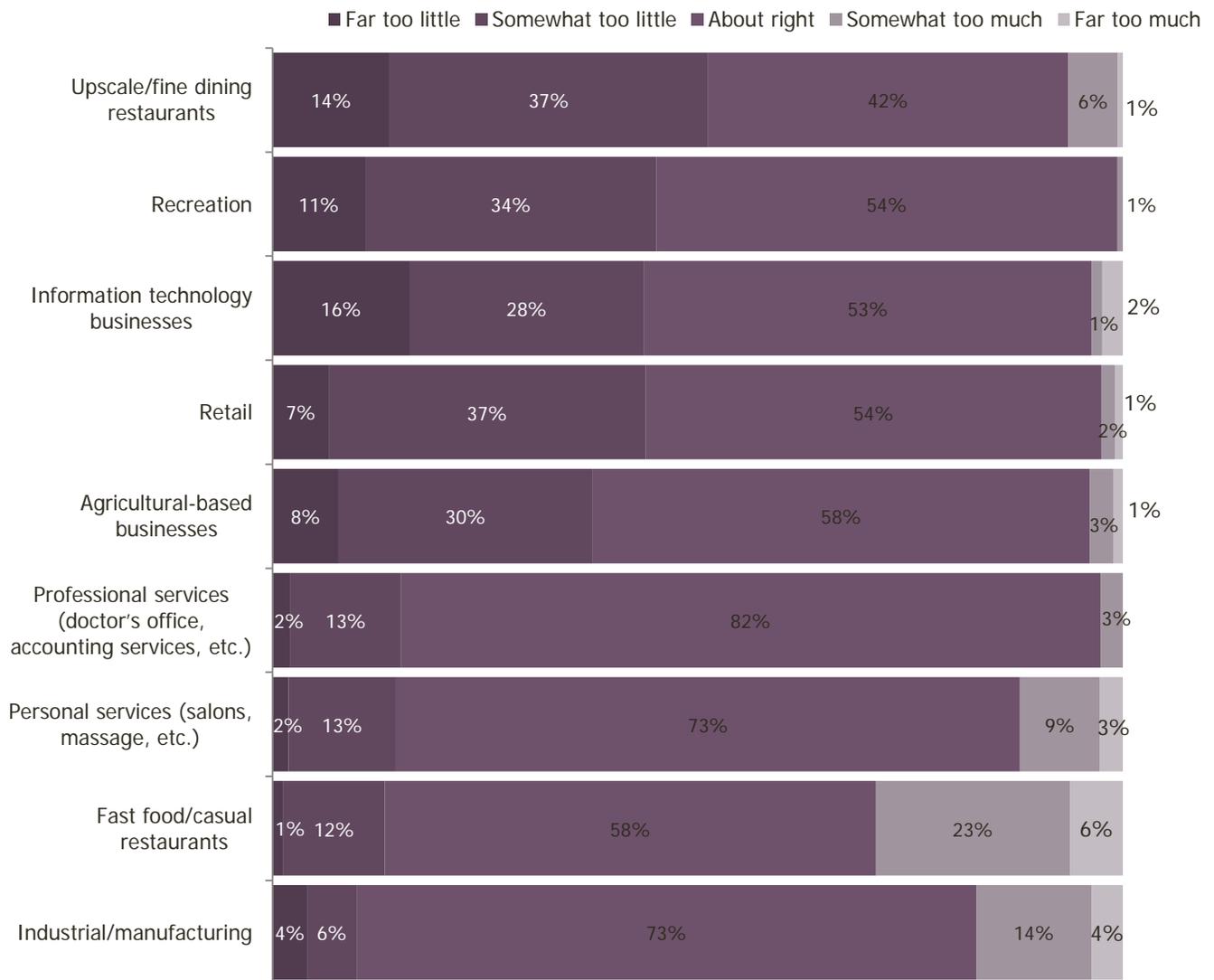
Special Topics

The City of Woodinville included four questions of special interest on The NCS, with topics related to businesses in Woodinville, sources of City information, the importance of City projects and issues, and location of employment.

Community members were asked if they felt there was too little, too much, or about the right amount of various types of businesses in the city. About half of residents felt there was far too little or somewhat too little upscale/fine dining restaurants in Woodinville. Half or more residents felt there was about the right amount of the other types of businesses in Woodinville. At least 1 in 10 resident felt there was far too little upscale/fine dining restaurants, information technology businesses, recreation businesses, and agricultural-based businesses. Additionally, about 3 in 10 respondents felt there was somewhat too much or far too much of fast food/casual restaurants in the community.

Figure 4: Types of Businesses in Woodinville

Please indicate if you feel there is too little, too much or about the right amount of each of the following types of businesses in Woodinville to meet the community's needs in the coming years:

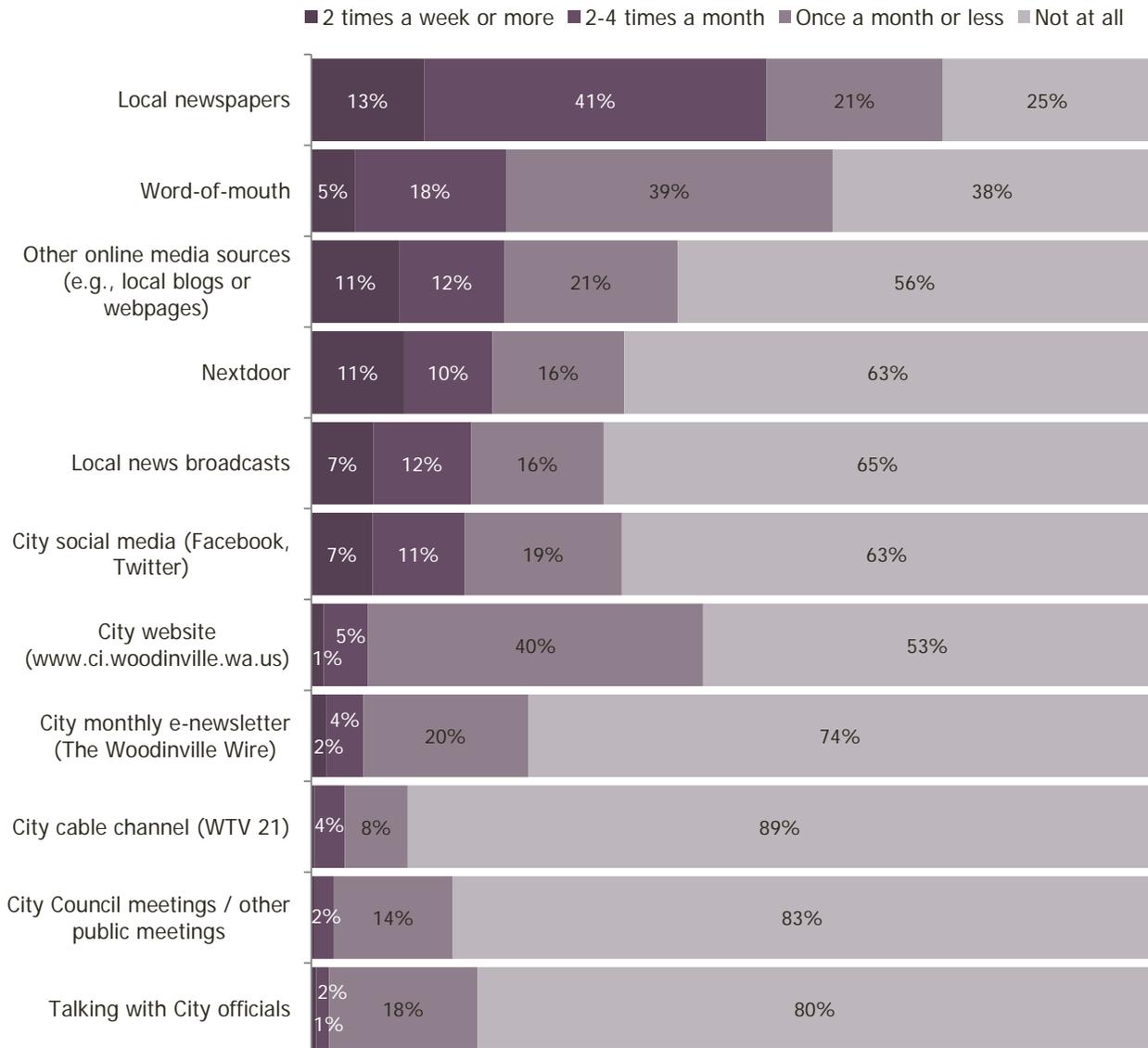


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When asked about sources utilized for obtaining information about the City government and its activities, events, and services, residents said they used local newspapers the most, with three-quarters having used them as a source of information in the 12 months prior to the survey and half having used them at least 2-4 times a month. Around half of residents had obtained information about the City through word-of-mouth, the City website, and other online media sources. Fewer than half of respondents had used the other sources for information about Woodinville.

Figure 5: Sources of Information

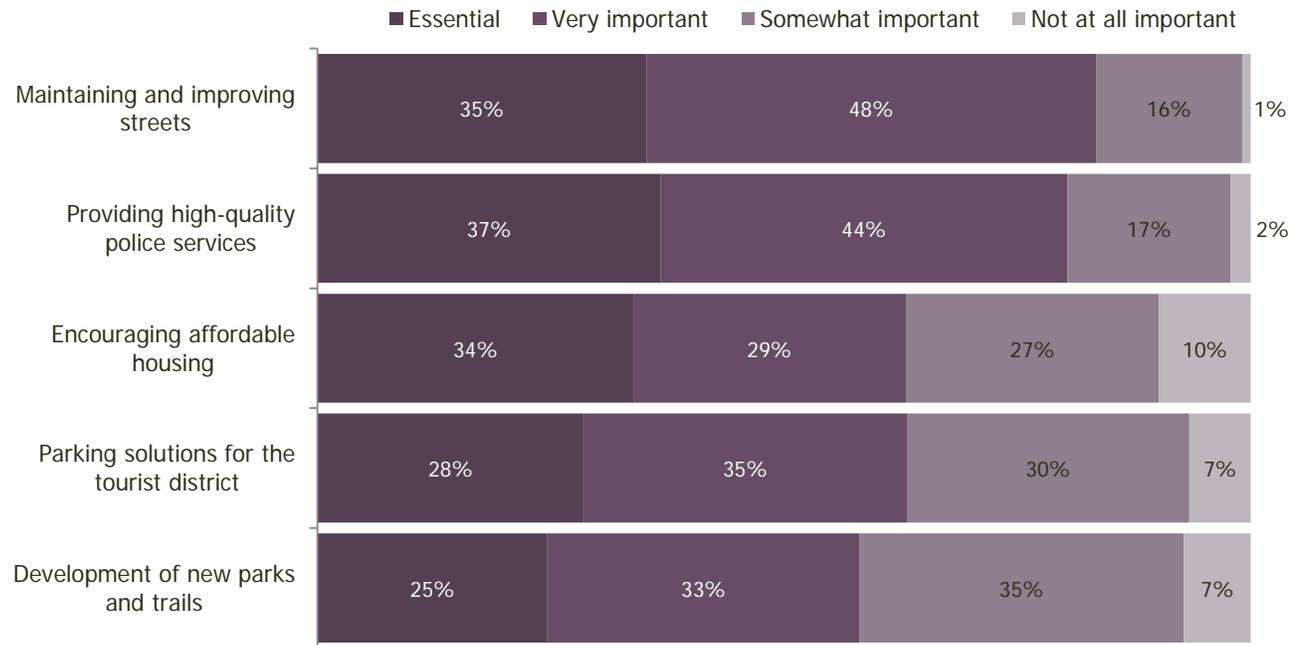
In the past 12 months, how often have you used the following sources to obtain information about Woodinville City government and its activities, events, or services?



Woodinville residents rated the importance of various projects and issues for the City to address in the next five years. About 8 in 10 indicated that providing high-quality police services and maintaining and improving streets were essential or very important for the City, while about 6 in 10 felt similarly about parking solutions for the tourist district and encouraging affordable housing. About half of residents indicated that development of new parks and trails was essential or very important for the community over the next five years.

Figure 6: Importance of Projects and Issues

Please indicate how important, if at all, each of the following projects and issues will be for the City to consider over the next five years:

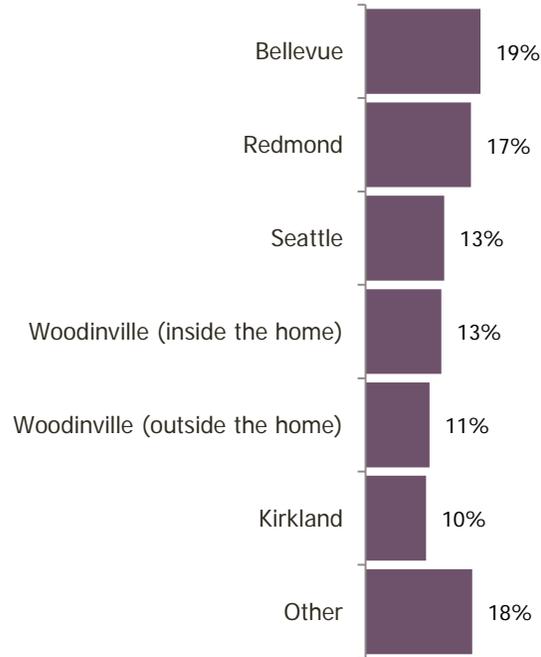


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About 2 in 10 residents that were employed for pay worked in Bellevue or Redmond, while 1 in 10 worked in Seattle, Woodinville (inside the home), Redmond, Woodinville (outside the home), or Kirkland. About 2 in 10 respondents reported they worked for pay in a different location.

Figure 7: Work Location

If you are employed for pay, which of the following best describes where you work? (Select only one)



Conclusions

Woodinville residents continue to enjoy a high quality of life.

Almost all residents (95%) rated the overall quality of life as excellent or good, which was above average and improved from 2017 to 2019. About 9 in 10 residents gave high marks to Woodinville's overall appearance, the city as a place to raise children, and its overall image or reputation; these ratings were all exceptional and higher than the national benchmarks. About 9 in 10 respondents favorably reviewed their neighborhood and the city as places to live, while two-thirds assigned positive ratings to Woodinville as a place to retire. About 9 in 10 residents were likely to recommend living in Woodinville to someone who asked and planned to remain in Woodinville for the next five years. Additionally, about two-thirds of community members favorably rated the sense of community in the city.

Residents feel safe in their community.

As in 2017, residents indicated that Safety was an important focus area for the City to address in the coming two years. About 9 in 10 residents assigned positive scores to the overall feeling of safety in Woodinville (higher than the nation). Additionally, almost all residents felt safe in their neighborhoods (97%) and in the downtown/commercial area (97%). Out of all City services, police, fire, fire prevention, and ambulance/EMS were given some of the most positive reviews. More Woodinville residents reported stocking supplies in preparation for an emergency than residents in other comparison communities. When asked to indicate how important various projects and issues would be for the City to consider over the next five years, about 8 in 10 residents felt that providing high-quality police services was essential or very important.

Mobility is a priority in Woodinville.

Survey participants also highlighted Mobility as a priority for Woodinville in the future, with about 9 in 10 respondents indicating it was essential or very important. About 7 in 10 residents gave high scores to the overall ease of travel in the city, ease of walking, availability of paths and walking trails, and street cleaning, while 6 in 10 favorably rated ease of travel by car and by bicycle, public parking, traffic enforcement, street lighting, and sidewalk maintenance. Assessments of street repair improved from 2017 to 2019.

However, assessments of traffic flow and snow removal were lower than observed in comparison communities, with ratings for snow removal decreasing from 2017 to 2019. About 8 in 10 respondents felt that maintaining and improving streets were essential or very important for the City to consider over the next five years, while 6 in 10 felt similarly about parking solutions for the tourist district.

Woodinville's economic health is strong and residents highlight the importance of affordable housing.

About 8 in 10 residents were pleased with the overall economic health of Woodinville and the city as a place to visit; these ratings were higher than the national averages. Furthermore, assessments of overall economic health improved from 2017 to 2019. Similar to comparison communities nationwide, at least 6 in 10 respondents gave high marks to shopping opportunities, the vibrancy of the downtown/commercial area, Woodinville as a place to work, and the overall quality of business and service establishments. However, in 2019, fewer residents believed the economy would have a positive impact on their income than in 2017.

Only 2 in 10 residents gave high marks to the availability of affordable quality housing in Woodinville, which was below the national average. About 6 in 10 respondents indicated that encouraging affordable housing was essential or very important for the community to focus on in the coming five years.