

**THE NCS**<sup>TM</sup>  
The National Citizen Survey<sup>TM</sup>

## Snoqualmie, WA

Comparisons by Geographic Subgroups

2017



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# Summary

The National Citizen Survey™ (The NCS™) is a collaborative effort between National Research Center, Inc. (NRC) and the International City/County Management Association (ICMA). The survey and its administration are standardized to assure high quality research methods and directly comparable results across The NCS communities. This report discusses differences in opinion of survey respondents by geographic subarea.

Responses in the following tables show only the proportion of respondents giving a certain answer; for example, the percent of respondents who rated the quality of life as “excellent” or “good,” or the percent of respondents who attended a public meeting more than once a month. ANOVA and chi-square tests of significance were applied to these comparisons of survey questions. A “p-value” of 0.05 or less indicates that there is less than a 5% probability that differences observed between area are due to chance; or in other words, a greater than 95% probability that the differences observed are “real.” Where differences were statistically significant, they have been shaded grey.

The margin of error for all respondents (535 completed surveys) is generally no greater than plus or minus four percentage points around any given percent. The margin of error for subgroups is less precise. For subgroups of approximately 100 respondents, the margin of error is plus or minus 10 percentage points. Three geographic subareas were tracked for comparison and the number of completed surveys for each are in the figure below.

Figure 1: Geographic Areas

Area	Number of Completed Surveys
Ridge 1	347
Ridge 2	104
Downtown	78
Overall	535

Notable differences between subareas included the following:

- Where differences were observed, residents who lived Downtown tended to provide less favorable evaluations for almost all aspects of Snoqualmie compared to residents who lived in Ridge 1 or Ridge 2. Downtown residents were more often victims of crimes and observers of code violations; they contacted the City more often than residents in other areas.
- Ridge 1 respondents tended to rate aspects of Mobility, including street lighting, snow removal and sidewalk maintenance more highly than other respondents.
- When thinking about types of development, Downtown residents placed higher emphasis on housing for older adults and affordable workforce housing compared to Ridge 1 and Ridge 2 residents.
- Ridge 2 residents were less likely than their counterparts to rate a number of environmental sustainability strategies as essential or very important.

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Table 1: Community Characteristics - General

Percent rating positively (e.g., excellent/good)	Geographic Area			Overall
	Ridge 1	Ridge 2	Downtown	
The overall quality of life in Snoqualmie	97%	95%	78%	93%
Overall image or reputation of Snoqualmie	93%	87%	81%	90%
Snoqualmie as a place to live	96%	98%	89%	95%
Your neighborhood as a place to live	95%	91%	77%	91%
Snoqualmie as a place to raise children	97%	97%	88%	96%
Snoqualmie as a place to retire	61%	56%	62%	60%
Overall appearance of Snoqualmie	96%	98%	77%	94%

Table 2: Community Characteristics - Safety

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Geographic Area			Overall
	Ridge 1	Ridge 2	Downtown	
Overall feeling of safety in Snoqualmie	96%	98%	88%	95%
In your neighborhood during the day	98%	99%	89%	97%
In Snoqualmie's downtown/commercial area during the day	97%	98%	92%	96%

Table 3: Community Characteristics - Mobility

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Geographic Area			Overall
	Ridge 1	Ridge 2	Downtown	
Overall ease of getting to the places you usually have to visit	72%	76%	70%	73%
Traffic flow on major streets	61%	63%	52%	60%
Ease of public parking	80%	79%	62%	77%
Ease of travel by car in Snoqualmie	88%	80%	73%	84%
Ease of travel by public transportation in Snoqualmie	17%	15%	29%	19%
Ease of travel by bicycle in Snoqualmie	81%	77%	75%	79%
Ease of walking in Snoqualmie	96%	94%	87%	94%
Availability of paths and walking trails	98%	97%	71%	93%

Table 4: Community Characteristics - Natural Environment

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Geographic Area			Overall
	Ridge 1	Ridge 2	Downtown	
Quality of overall natural environment in Snoqualmie	96%	97%	84%	94%
Air quality	98%	98%	88%	96%
Cleanliness of Snoqualmie	97%	98%	80%	95%

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Table 5: Community Characteristics - Built Environment

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Geographic Area			Overall
	Ridge 1	Ridge 2	Downtown	
Overall "built environment" of Snoqualmie (including overall design, buildings, parks and transportation systems)	81%	84%	57%	78%
Public places where people want to spend time	89%	92%	65%	86%
Variety of housing options	60%	60%	34%	56%
Availability of affordable quality housing	33%	33%	17%	30%
Overall quality of new development in Snoqualmie	70%	68%	40%	65%

Table 6: Community Characteristics - Economy

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Geographic Area			Overall
	Ridge 1	Ridge 2	Downtown	
Overall economic health of Snoqualmie	80%	74%	54%	74%
Snoqualmie as a place to work	46%	26%	57%	44%
Snoqualmie as a place to visit	80%	73%	79%	79%
Employment opportunities	16%	17%	22%	18%
Shopping opportunities	24%	16%	34%	24%
Cost of living in Snoqualmie	29%	30%	15%	27%
Overall quality of business and service establishments in Snoqualmie	59%	47%	55%	56%
Vibrant downtown area	55%	38%	54%	51%
Vibrant Snoqualmie Ridge commercial district	55%	50%	44%	52%

Table 7: Community Characteristics - Recreation and Wellness

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Geographic Area			Overall
	Ridge 1	Ridge 2	Downtown	
Health and wellness opportunities in Snoqualmie	80%	72%	56%	75%
Fitness opportunities (including exercise classes and paths or trails, etc.)	88%	81%	68%	83%
Recreational opportunities	90%	89%	77%	87%
Availability of affordable quality food	52%	43%	55%	50%
Availability of affordable quality health care	58%	52%	63%	58%
Availability of preventive health services	61%	58%	55%	59%
Availability of affordable quality mental health care	42%	17%	36%	36%

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Table 8: Community Characteristics - Education and Enrichment

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Geographic Area			Overall
	Ridge 1	Ridge 2	Downtown	
Overall opportunities for education and enrichment	67%	62%	54%	64%
Availability of affordable quality child care/preschool	63%	60%	51%	61%
K-12 education	81%	91%	70%	81%
Adult educational opportunities	31%	24%	23%	28%
Opportunities to attend cultural/arts/music activities	54%	48%	54%	53%
Opportunities to participate in religious or spiritual events and activities	78%	71%	73%	76%

Table 9: Community Characteristics - Community Engagement

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Geographic Area			Overall
	Ridge 1	Ridge 2	Downtown	
Opportunities to participate in social events and activities	76%	67%	52%	70%
Opportunities to volunteer	69%	77%	53%	68%
Opportunities to participate in community matters	75%	73%	47%	70%
Openness and acceptance of the community toward people of diverse backgrounds	73%	80%	60%	72%
Neighborliness of residents in Snoqualmie	78%	76%	59%	74%

Table 10: Governance - General

Percent rating positively (e.g., excellent/good)	Geographic Area			Overall
	Ridge 1	Ridge 2	Downtown	
The City of Snoqualmie	89%	88%	73%	86%
The value of services for the taxes paid to Snoqualmie	63%	55%	53%	60%
The overall direction that Snoqualmie is taking	70%	63%	40%	63%
The job Snoqualmie government does at welcoming citizen involvement	62%	71%	55%	63%
Overall confidence in Snoqualmie government	64%	58%	44%	60%
Generally acting in the best interest of the community	70%	63%	48%	65%
Being honest	71%	69%	46%	66%
Treating all residents fairly	72%	74%	50%	69%
Overall customer service by Snoqualmie employees (police, receptionists, planners, etc.)	87%	84%	70%	83%
The Federal Government	41%	47%	39%	42%

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Table 11: Governance - Safety

Percent rating positively (e.g., excellent/good)	Geographic Area			Overall
	Ridge 1	Ridge 2	Downtown	
Police/Sheriff services	91%	94%	90%	91%
Fire services	98%	96%	93%	97%
Ambulance or emergency medical services	95%	91%	92%	94%
Crime prevention	80%	88%	79%	82%
Fire prevention and education	88%	92%	76%	87%
Animal control	75%	73%	68%	74%
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	72%	62%	69%	70%

Table 12: Governance - Mobility

Percent rating positively (e.g., excellent/good)	Geographic Area			Overall
	Ridge 1	Ridge 2	Downtown	
Traffic enforcement	67%	67%	56%	65%
Street repair	84%	80%	39%	76%
Street cleaning	88%	86%	59%	83%
Street lighting	83%	75%	58%	77%
Snow removal	73%	62%	61%	69%
Sidewalk maintenance	85%	75%	45%	77%
Traffic signal timing	77%	77%	67%	76%
Bus or transit services	28%	28%	31%	29%

Table 13: Governance - Natural Environment

Percent rating positively (e.g., excellent/good)	Geographic Area			Overall
	Ridge 1	Ridge 2	Downtown	
Garbage collection	92%	93%	83%	91%
Recycling	94%	96%	83%	92%
Yard waste pick-up	95%	92%	88%	93%
Drinking water	88%	79%	81%	85%
Preservation of natural areas such as open space, farmlands and greenbelts	77%	75%	67%	75%
Snoqualmie open space	80%	77%	73%	78%

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Table 14: Governance - Built Environment

Percent rating positively (e.g., excellent/good)	Geographic Area			Overall
	Ridge 1	Ridge 2	Downtown	
Storm drainage	88%	93%	71%	87%
Sewer services	94%	92%	78%	91%
Power (electric and/or gas) utility	87%	92%	75%	86%
Utility billing	76%	79%	67%	75%
Land use, planning and zoning	57%	66%	31%	55%
Code enforcement (weeds, abandoned buildings, etc.)	62%	61%	49%	60%
Cable television	56%	58%	46%	55%

Table 15: Governance - Economy

Percent rating positively (e.g., excellent/good)	Geographic Area			Overall
	Ridge 1	Ridge 2	Downtown	
Economic development	63%	65%	52%	62%

Table 16: Governance - Recreation and Wellness

Percent rating positively (e.g., excellent/good)	Geographic Area			Overall
	Ridge 1	Ridge 2	Downtown	
City parks	94%	97%	80%	93%
Recreation programs or classes	77%	72%	60%	74%
Recreation centers or facilities	78%	70%	67%	75%
Health services	70%	65%	71%	69%

Table 17: Governance - Education and Enrichment

Percent rating positively (e.g., excellent/good)	Geographic Area			Overall
	Ridge 1	Ridge 2	Downtown	
Public library services	87%	93%	85%	88%
City-sponsored special events	80%	69%	56%	74%

Table 18: Governance - Community Engagement

Percent rating positively (e.g., excellent/good)	Geographic Area			Overall
	Ridge 1	Ridge 2	Downtown	
Public information services	80%	77%	55%	75%

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Table 19: Participation General

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Geographic Area			Overall
	Ridge 1	Ridge 2	Downtown	
Sense of community	82%	75%	64%	78%
Recommend living in Snoqualmie to someone who asks	95%	94%	75%	92%
Remain in Snoqualmie for the next five years	90%	86%	80%	88%
Contacted the City of Snoqualmie (in-person, phone, email or web) for help or information	34%	44%	59%	40%

Table 20: Participation - Safety

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Geographic Area			Overall
	Ridge 1	Ridge 2	Downtown	
Was NOT the victim of a crime	90%	91%	79%	89%
Did NOT report a crime	81%	88%	77%	82%
Stocked supplies in preparation for an emergency	44%	48%	50%	46%

Table 21: Participation - Mobility

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Geographic Area			Overall
	Ridge 1	Ridge 2	Downtown	
Walked or biked instead of driving	79%	73%	84%	79%
Carpooled with other adults or children instead of driving alone	53%	45%	48%	51%
Used bus, rail, subway or other public transportation instead of driving	13%	18%	9%	14%

Table 22: Participation - Natural Environment

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Geographic Area			Overall
	Ridge 1	Ridge 2	Downtown	
Recycle at home	99%	95%	100%	98%
Made efforts to make your home more energy efficient	67%	66%	79%	69%
Made efforts to conserve water	75%	76%	82%	76%

Table 23: Participation - Built Environment

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Geographic Area			Overall
	Ridge 1	Ridge 2	Downtown	
NOT under housing cost stress	71%	69%	69%	70%
Did NOT observe a code violation	57%	68%	45%	58%



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Table 24: Participation - Economy

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Geographic Area			Overall
	Ridge 1	Ridge 2	Downtown	
Purchase goods or services from a business located in Snoqualmie	91%	89%	92%	91%
Economy will have positive impact on income	45%	41%	29%	41%
Work in Snoqualmie	31%	27%	32%	30%

Table 25: Participation - Recreation and Wellness

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Geographic Area			Overall
	Ridge 1	Ridge 2	Downtown	
Used Snoqualmie recreation centers or their services	72%	64%	69%	70%
Visited a neighborhood park or City park	97%	98%	96%	97%
Eat at least 5 portions of fruits and vegetables a day	85%	88%	85%	86%
Participate in moderate or vigorous physical activity	94%	93%	90%	93%
Reported being in "very good" or "excellent" health	80%	77%	70%	78%

Table 26: Participation - Education and Enrichment

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Geographic Area			Overall
	Ridge 1	Ridge 2	Downtown	
Used Snoqualmie public libraries or their services	78%	71%	48%	71%
Participated in religious or spiritual activities in Snoqualmie	40%	32%	27%	36%
Attended a City-sponsored event	69%	65%	57%	66%

Table 27: Participation - Community Engagement

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Geographic Area			Overall
	Ridge 1	Ridge 2	Downtown	
Campaigned or advocated for an issue, cause or candidate	26%	22%	28%	25%
Contacted Snoqualmie elected officials (in-person, phone, email or web) to express your opinion	14%	15%	28%	17%
Volunteered your time to some group/activity in Snoqualmie	46%	42%	36%	43%
Participated in a club	26%	32%	19%	26%
Talked to or visited with your immediate neighbors	97%	94%	91%	95%
Done a favor for a neighbor	89%	80%	81%	86%
Attended a local public meeting	21%	16%	24%	20%
Watched (online or on television) a local public meeting	11%	10%	12%	11%
Read or watch local news (via television, paper, computer, etc.)	82%	75%	80%	80%
Vote in local elections	91%	86%	87%	89%

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Table 28: Community Focus Areas

Percent rating positively (e.g., essential/very important)	Geographic Area			Overall
	Ridge 1	Ridge 2	Downtown	
Overall feeling of safety in Snoqualmie	92%	93%	77%	90%
Overall ease of getting to the places you usually have to visit	84%	84%	63%	81%
Quality of overall natural environment in Snoqualmie	91%	94%	82%	90%
Overall "built environment" of Snoqualmie (including overall design, buildings, parks and transportation systems)	86%	86%	67%	83%
Health and wellness opportunities in Snoqualmie	62%	60%	55%	60%
Overall opportunities for education and enrichment	69%	73%	67%	70%
Overall economic health of Snoqualmie	87%	78%	64%	81%
Sense of community	83%	76%	83%	81%

Table 29: Line Item Addition to Question 6

Please rate each of the following characteristics as they relate to Snoqualmie as a whole: (Percent rating as "excellent" or "good").	Geographic area			Overall
	Ridge 1	Ridge 2	Downtown	
Vibrant Snoqualmie Ridge commercial district	55%	50%	44%	52%

Table 30: Line Item Addition to Question 8

In the last 12 months, about how many times, if at all, have you or other household members done each of the following in Snoqualmie? (Percent rating as "at least once in the last 12 months").	Geographic area			Overall
	Ridge 1	Ridge 2	Downtown	
Used the City of Snoqualmie trail system	85%	86%	80%	85%

Table 31: Line Item Additions to Question 10

Please rate the quality of each of the following services in Snoqualmie: (Percent rating as "excellent" or "good").	Geographic area			Overall
	Ridge 1	Ridge 2	Downtown	
City communications (website, social media, newsletter, etc.)	77%	76%	62%	75%
Broadband internet	59%	62%	54%	59%
City of Snoqualmie trail system	94%	96%	70%	91%

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Table 32: Speed of Growth in Snoqualmie

Please rate the speed of growth in the following categories in Snoqualmie over the past 5 years: (Percent rating as "much too fast" or "somewhat too fast").	Geographic Area			Overall
	Ridge 1	Ridge 2	Downtown	
Residential population growth	65%	60%	87%	68%
Retail growth (stores, restaurants, etc.)	11%	8%	28%	13%
Services growth (doctor's office, insurance agency, etc.)	4%	3%	13%	5%
Jobs growth	4%	2%	13%	5%

Table 33: Importance of Types of Development

Please rate how important, if at all, the following types of development will be for the City to focus on in the future: (Percent rating as "essential" or "very important").	Geographic Area			Overall
	Ridge 1	Ridge 2	Downtown	
Increased retail uses, including restaurants and shopping	70%	75%	46%	67%
More housing suitable for adults ages 55+	36%	27%	44%	35%
More affordable workforce housing	51%	32%	67%	50%
Tourism-oriented development (wineries, hotels, etc.)	44%	35%	35%	41%

Table 34: City Spending

Please indicate your level of agreement with the following statements: (Percent rating as "strongly agree" or "somewhat agree").	Geographic Area			Overall
	Ridge 1	Ridge 2	Downtown	
I trust the City of Snoqualmie to spend my tax dollars responsibly	77%	74%	56%	73%
There is room to make spending cuts without jeopardizing important City services	78%	75%	61%	75%

Table 35: Importance of Fire Department Goals

Please rate how important, if at all, the following types of development will be for the City to focus on in the future: (Percent rating as "essential" or "very important").	Geographic Area			Overall
	Ridge 1	Ridge 2	Downtown	
Maintaining quick response times throughout the city	97%	98%	97%	97%
Providing a high-quality training program for all career and volunteer personnel	91%	87%	86%	90%
Maintaining funding to support current fire and EMS service levels	95%	90%	91%	93%
Maintaining safe and suitable equipment, fire apparatus and stations	94%	93%	88%	93%
Expanding prevention, public education, and outreach activities	68%	63%	56%	65%

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Table 36: Importance of Environmental Sustainability Strategies

Please rate how important, if at all, each of the following strategies are to improving environmental sustainability in Snoqualmie: (Percent rating as "essential" or "very important").	Geographic Area			Overall
	Ridge 1	Ridge 2	Downtown	
Improving ease of access to walking/biking/public transportation	70%	70%	78%	71%
Demonstrating green practices in City operations	72%	56%	75%	69%
Demonstrating green practices in business	70%	55%	72%	67%
Including green building design in development projects	67%	58%	78%	67%
Reducing the use of pesticides	68%	55%	80%	67%
Reducing garbage sent to the landfill	73%	57%	76%	70%
Increasing recycling	76%	67%	80%	75%