



THE NCSTM

THE NATIONAL COMMUNITY SURVEYTM

**Results for
Snoqualmie, WA
2023 National
Community SurveyTM**





Civic Communication & Analytics Platform

Smarter, better connected communities. A civic surveying, policy polling, and constituent communication tech platform.



Advanced Survey Science & Performance Analytics

Data insights to help communities move forward. The premiere provider of professional civic surveys and performance benchmarking analyses.

Questions about our product?

Visit www.polco.us to learn more

Exclusive partners of:

ICMA

NLC NATIONAL
LEAGUE
OF CITIES

Role of Resident Surveys in Local Governance



**Monitor trends in
resident opinion**



**Measure government
performance**



**Inform budget,
land use, strategic
planning decisions**



**Benchmarking
to other
communities**

Facets of Community Livability



THE NCS™
THE NATIONAL COMMUNITY SURVEY™

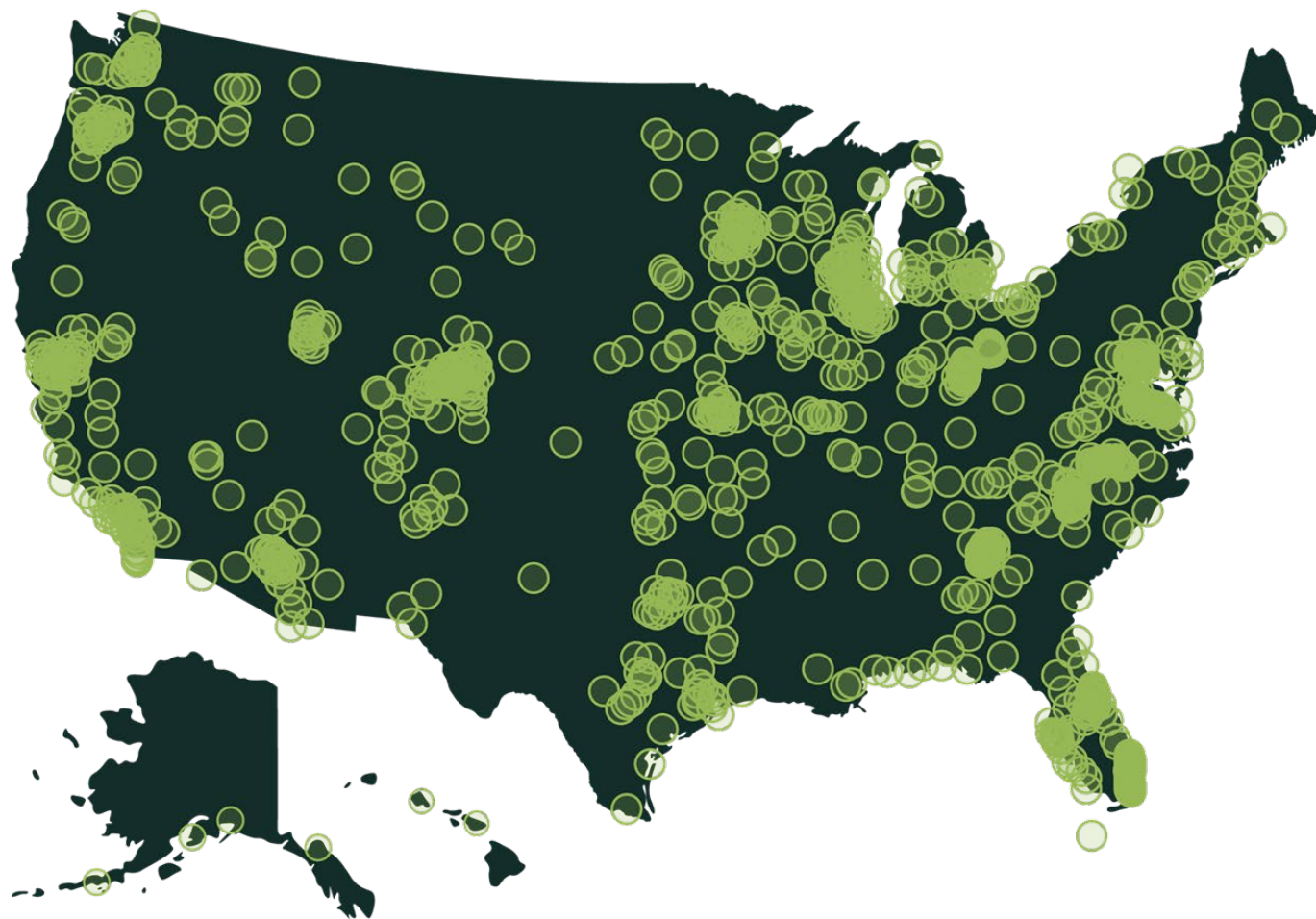
The National Community Survey™ in Snoqualmie



The NCS™ for Snoqualmie, WA

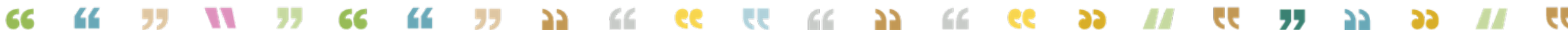
- Second time conducting The NCS (previous survey in 2017)
- Survey conducted from September 5, 2023– October 17, 2023
- Mailing approach employed:
 - Probability-based sample of 3,000 randomly selected households
 - 577 total responses received
 - 20% overall response rate
 - 95% confidence interval with a +/- 4% margin of error
 - Results statistically weighted to reflect Snoqualmie overall
- Non-probability, open-participation survey: 88 responses

Polco's Benchmarking Database



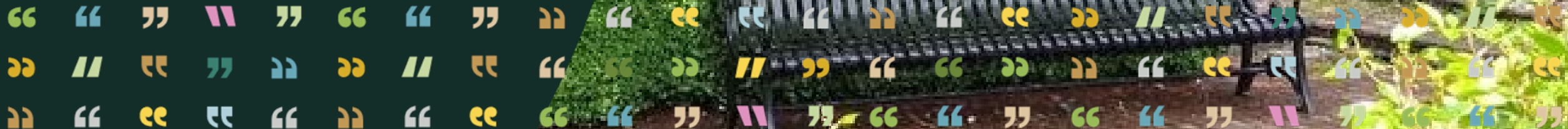
More than **500**
comparison communities
across the nation.

Representing the opinions
of more than **50 million**
residents.





Overview of Survey Results



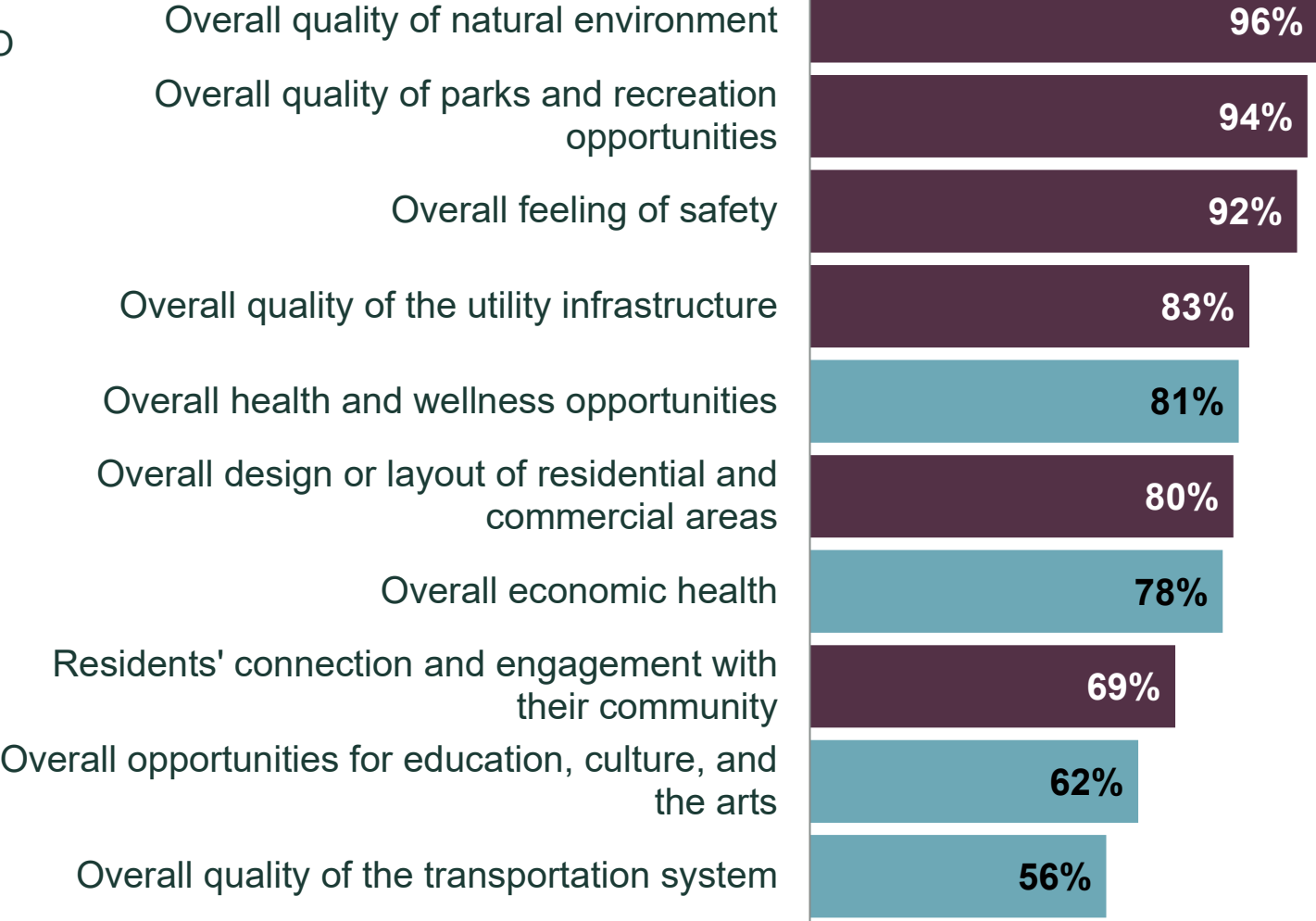


Facets of Community Livability: Quality

COMPARISON TO
NATIONAL
BENCHMARK:

- Higher
- Similar
- Lower

PERCENT EXCELLENT or GOOD





Facets of Community Livability: Importance

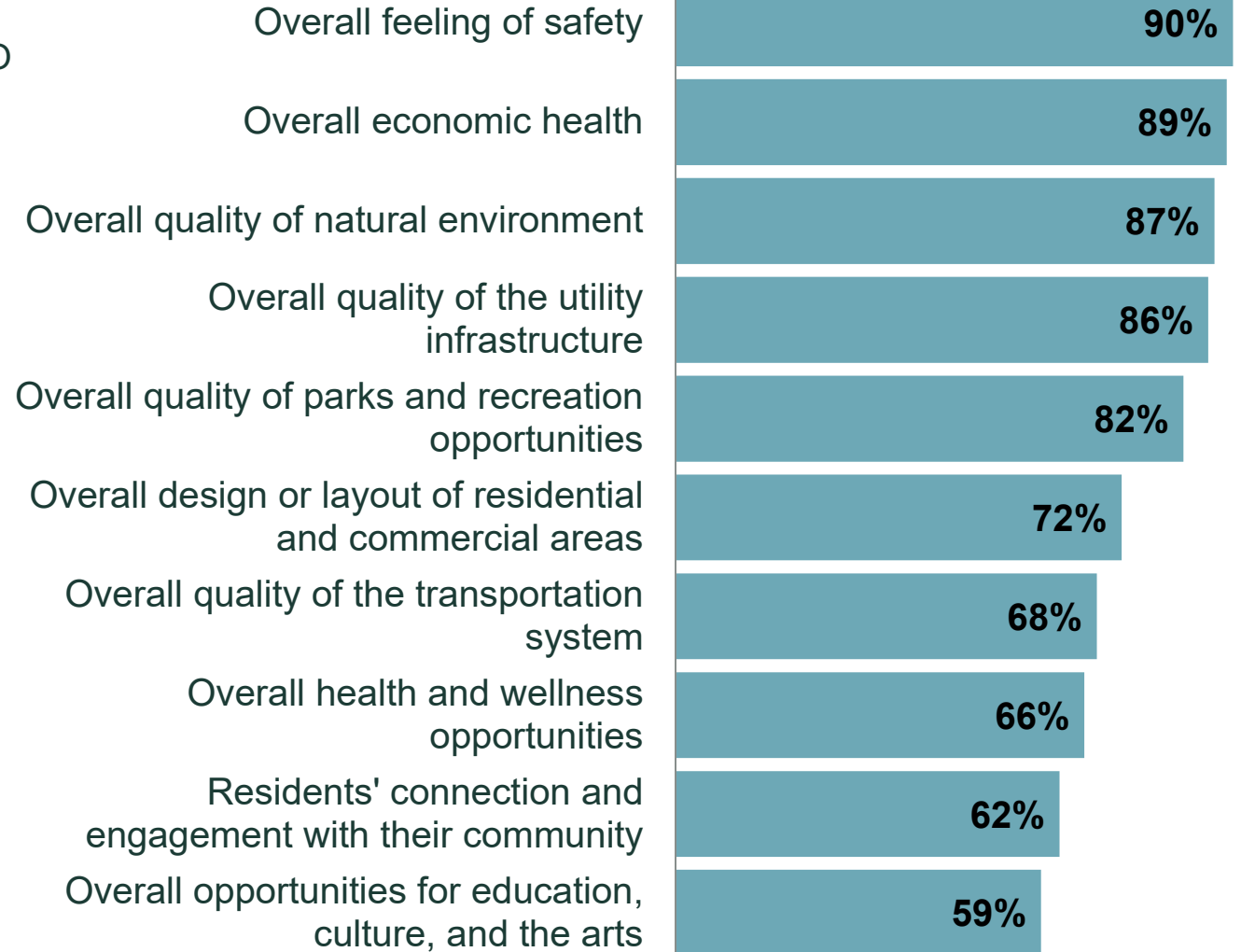
COMPARISON TO NATIONAL BENCHMARK:

■ Higher

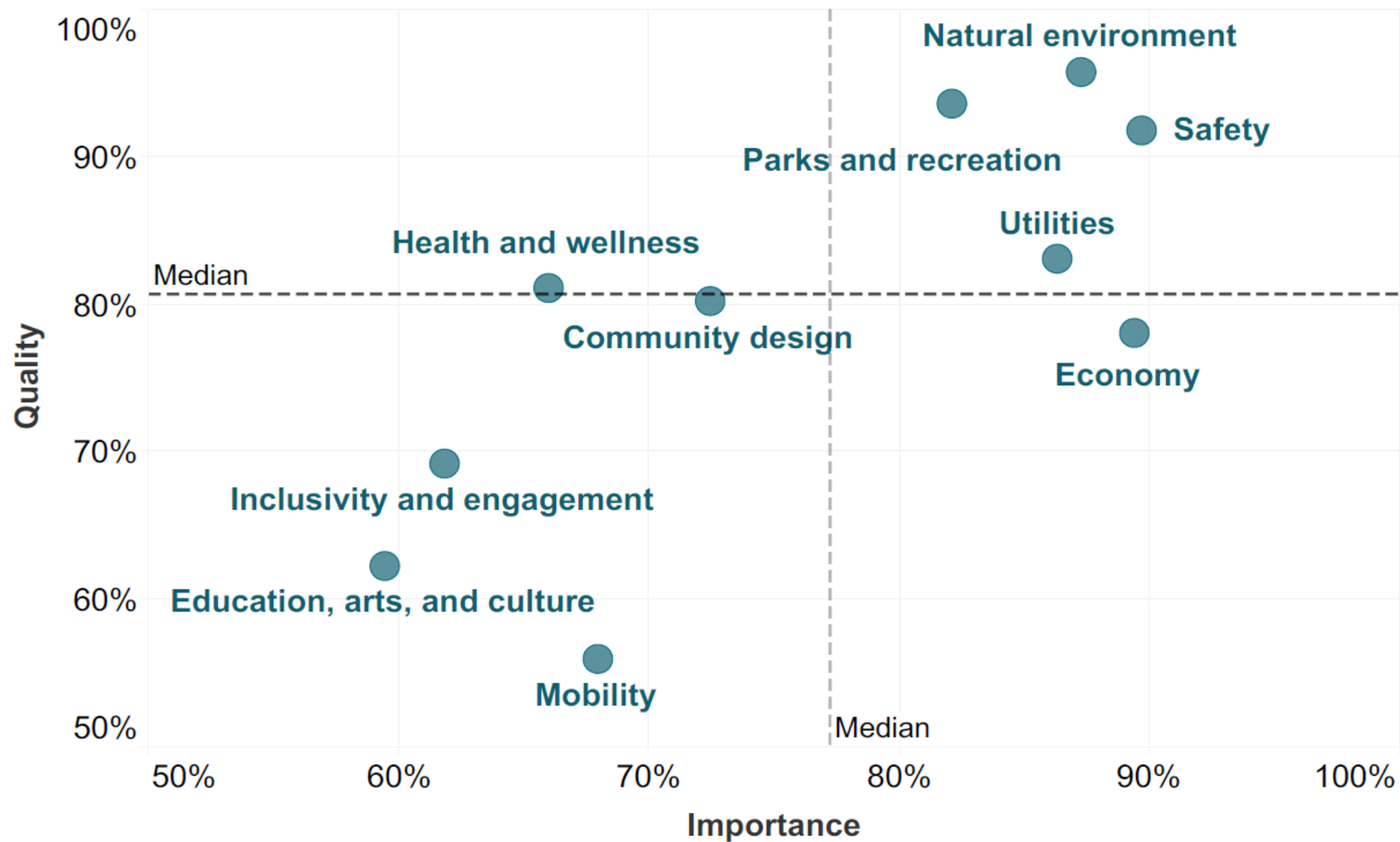
■ Similar

■ Lower

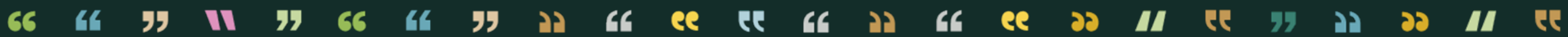
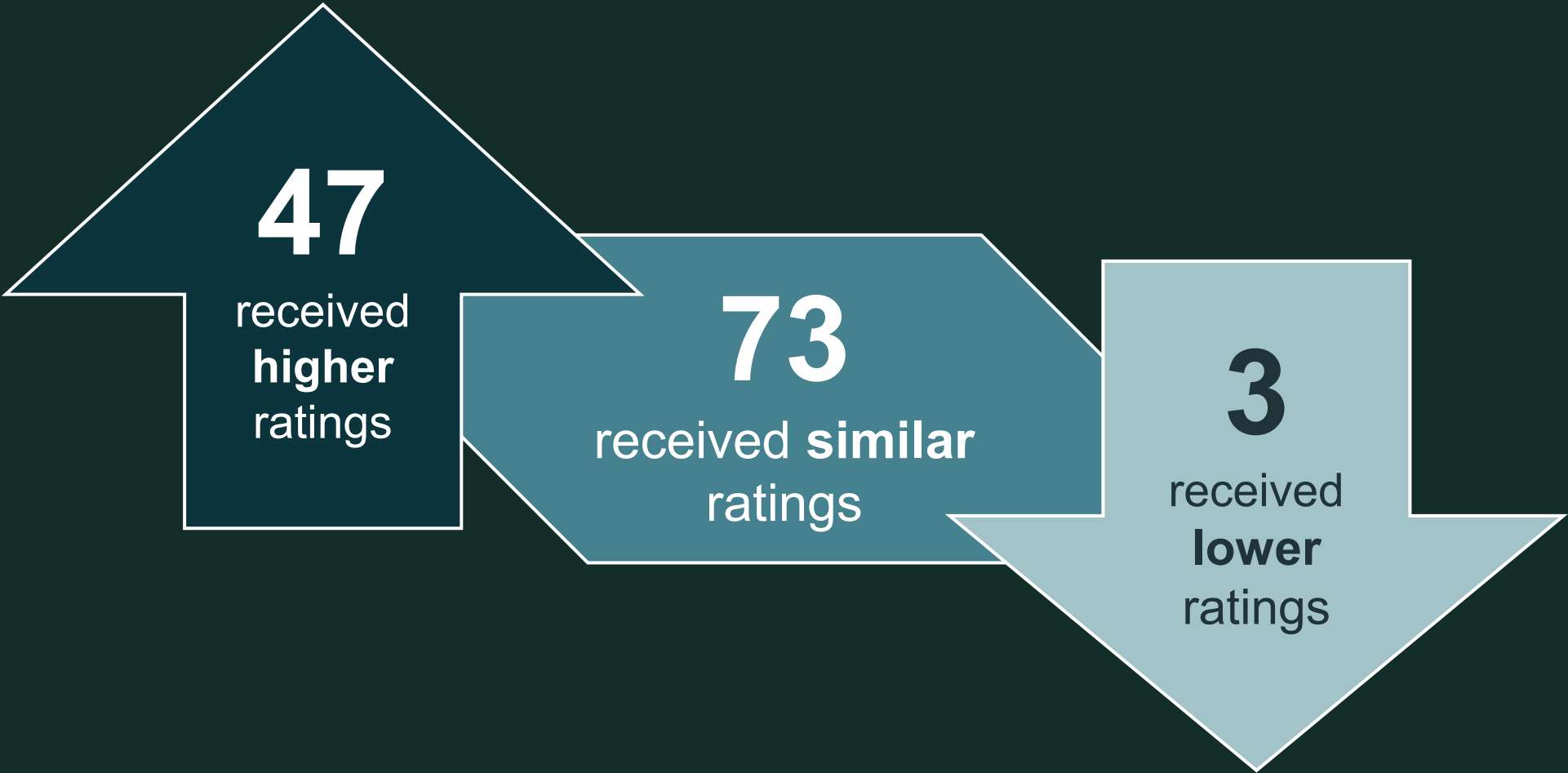
PERCENT ESSENTIAL OR VERY IMPORTANT

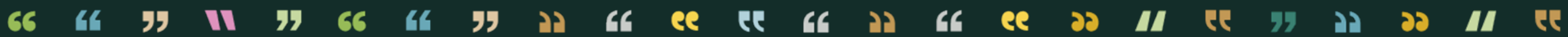


Balancing Quality and Importance



Comparisons to National Benchmarks







Key Findings



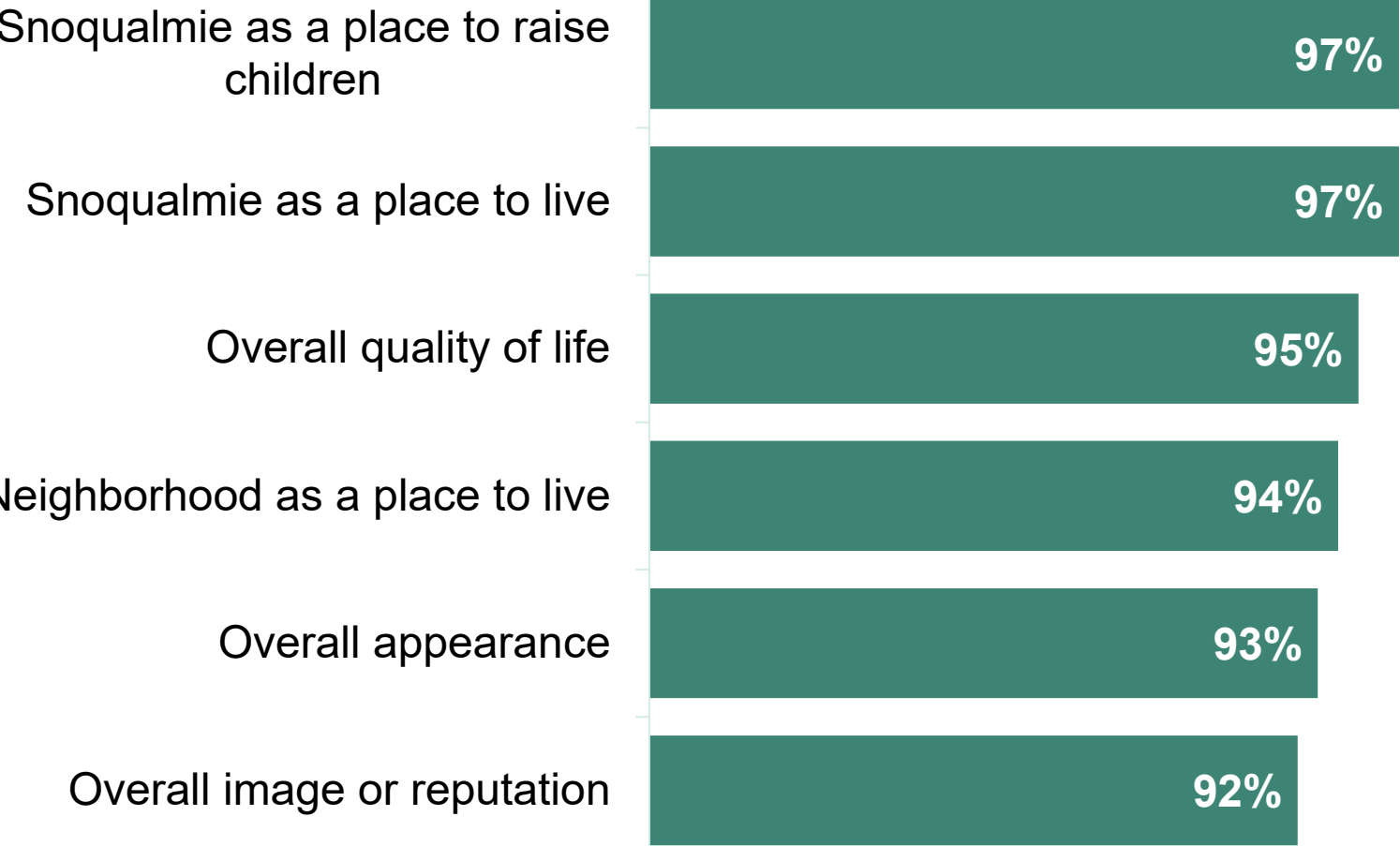


Key Finding #1

Snoqualmie residents continue to enjoy an exceptional quality of life.



Quality of Life in Snoqualmie



Percent excellent/good



All higher than the national benchmarks

9 in 10 residents
were very or somewhat likely to recommend living in Snoqualmie to someone who asks



Key Finding #2

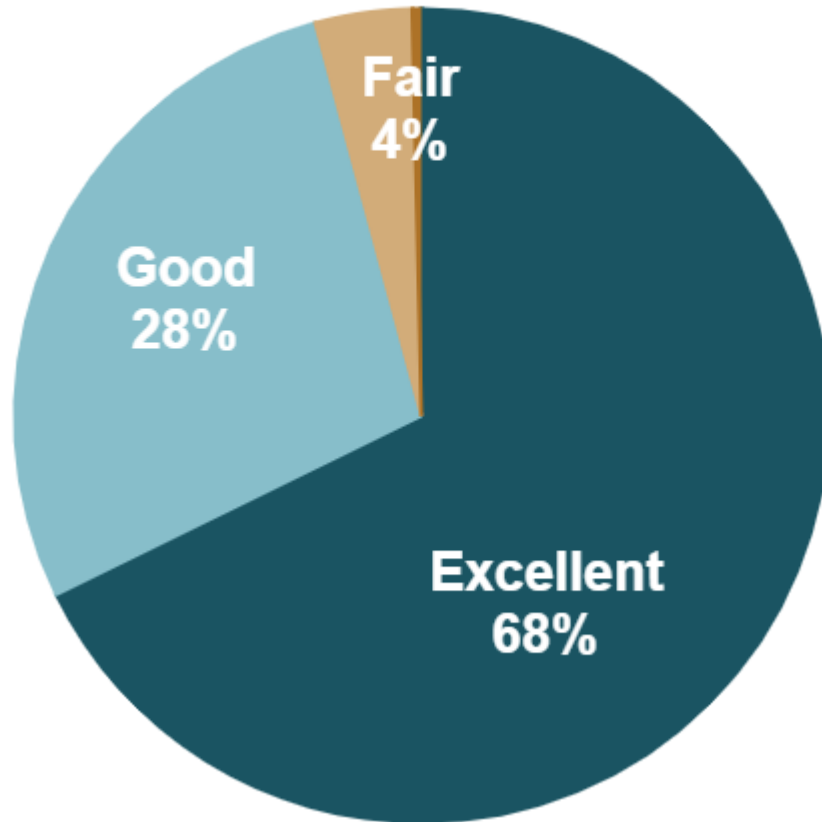
Residents highly value the natural environment of Snoqualmie, as well as the parks and recreation opportunities available to them.



Natural Environment, Parks, and Recreation



Overall quality of natural environment in
Snoqualmie, 2023



Overall quality of parks and recreation
opportunities, 2023



The Natural Environment and Parks and Recreation



About

9 in 10

residents gave **excellent** or **good** ratings to:

- Air quality
- Cleanliness
- Yard waste pick-up
- Availability of paths and walking trails
- City parks
- Recycling



All higher than the
national benchmarks

**8 in 10 residents were also
pleased with:**

- Water resources
- Preservation of natural areas
 - Snoqualmie open space
 - Fitness opportunities
- Recreational opportunities



Key Finding #3

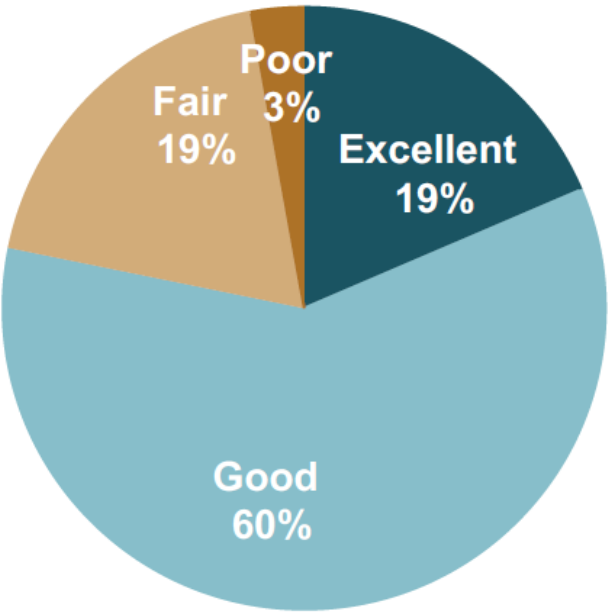
While some ratings have improved, the economy in Snoqualmie remains an area of opportunity.



The Economy in Snoqualmie



Overall economic health of Snoqualmie, 2023

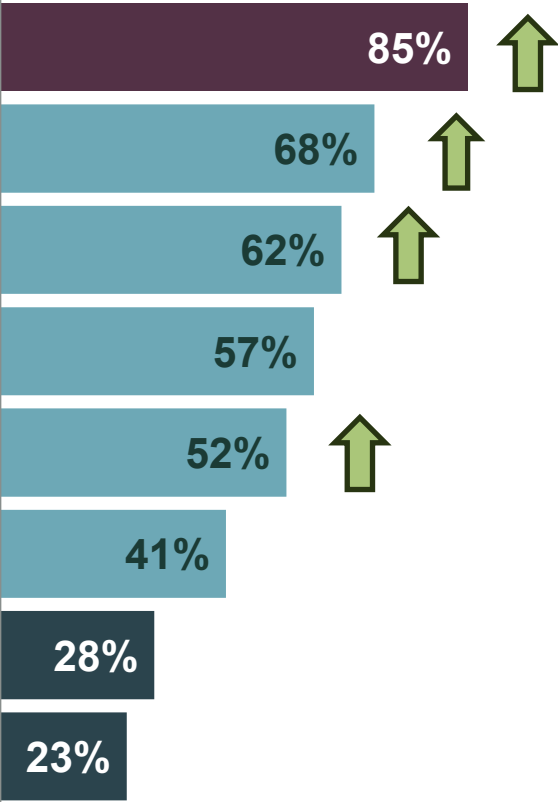


COMPARISON
TO
NATIONAL
BENCHMARK:

- Higher
- Similar
- Lower

PERCENT EXCELLENT OR GOOD

- Snoqualmie as a place to visit
- Overall quality of business and service establishments
- Vibrancy of downtown/commercial area
- Economic development
- Snoqualmie as a place to work
- Variety of business and service establishments
- Shopping opportunities
- Employment opportunities



Additional Special Topics



Expansion of Community Center and Addition of Pool



The City's adopted Capital Improvement Plan (CIP) includes an expansion of the Community Center and the addition of a swimming pool that would be funded through one-time sources of capital revenue and grants.

Which option below best describes your opinion of the project?



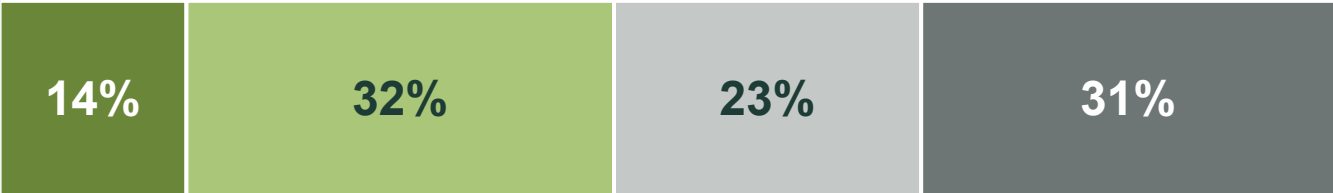
Balancing Revenues and Expenditures



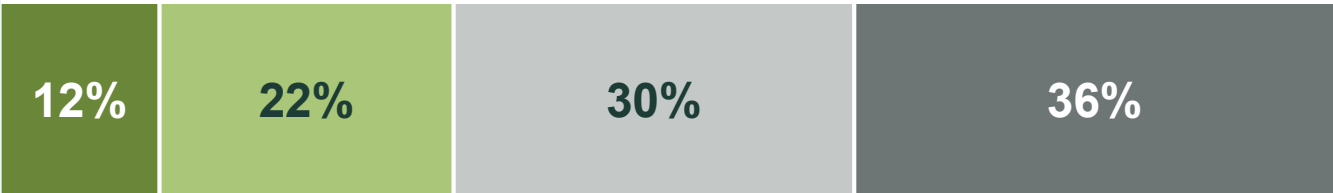
Which of the following best describes how the City of Snoqualmie should balance revenues and expenditures in the next year?

■ Strongly support ■ Somewhat support ■ Somewhat oppose ■ Strongly oppose

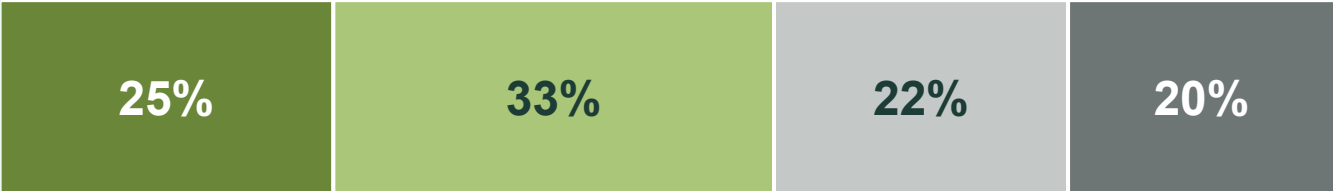
The City should use a combination of property tax increases and reduced service delivery



The City should maintain current property taxes and reduce services such as police, EMS, and parks maintenance.



The City should increase property taxes to maintain services such as police, EMS, and parks maintenance at current levels.





Summary of Conclusions

- Snoqualmie residents continue to enjoy an exceptional quality of life.
- Residents highly value the natural environment of Snoqualmie, as well as the parks and recreation opportunities available to them.
- While some ratings have improved, the economy in Snoqualmie remains an area of opportunity.



Debriefing The Survey Results

**What findings
did you expect?**

**What findings were
surprising?**

**Are there areas
where you need to
dig deeper?**

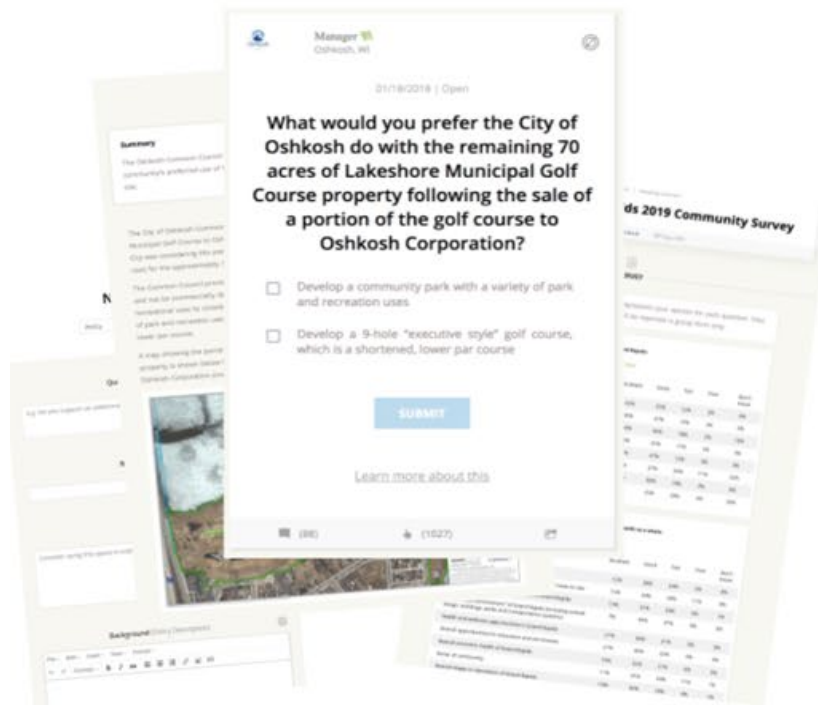
**In what areas
should you
focus?**

Continue Resident Engagement on Polco



Don't let the community input and dialogue conclude with the survey.

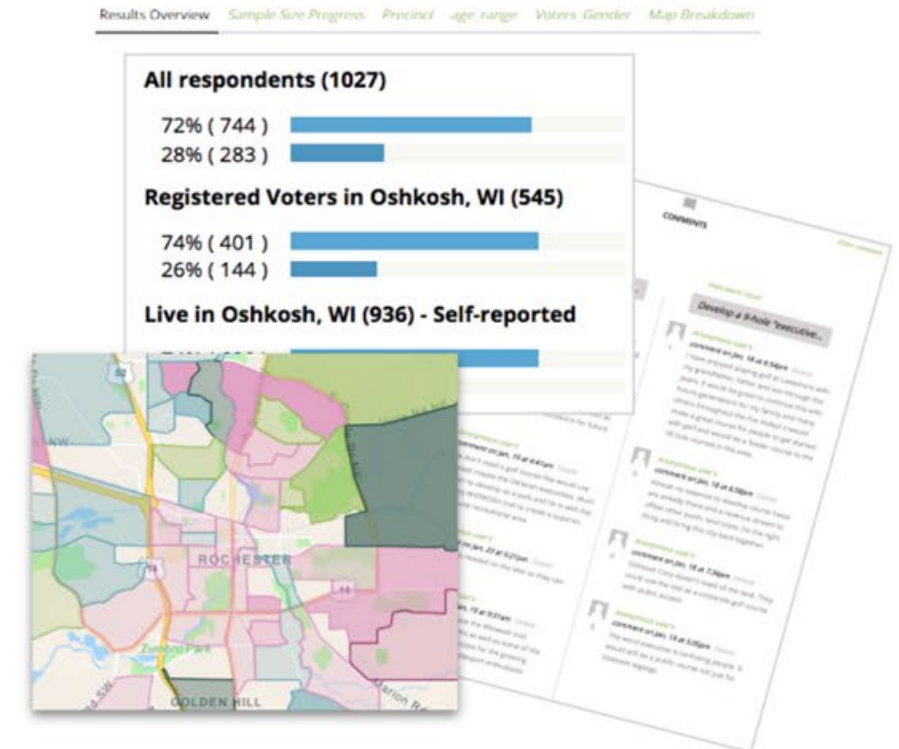
Post



Share



Analyze



- Library of professional civic content
- Easily post custom surveys & polls

- Representative samples of households
- Accumulating residents on digital panels

- Maps, trendlines and dashboards
- Advanced benchmarking analyses

Polco Performance Dashboards



More participation



Good government



More informed participation



Data driven performance management

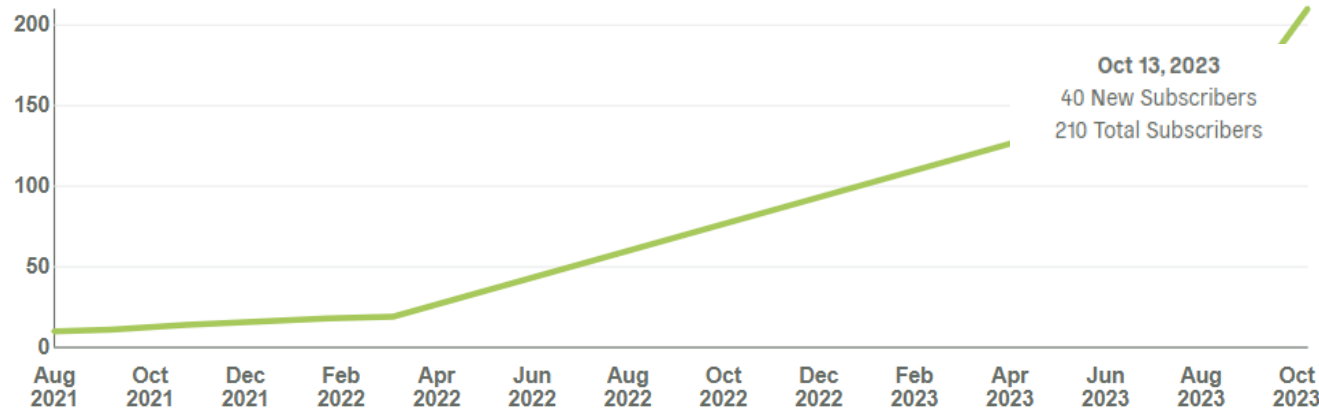


Better balanced participation



Save staff time and effort

Subscriber Growth Over Time (per month)



What's This?



ASSESS

Benchmark Reports

ENGAGE

Participants

Content

Outreach

Polco Library

ACCOUNT

Profile

Settings

Superadmin

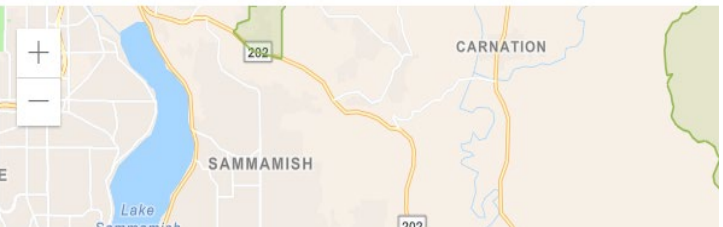
Configuration

Benchmark Requests

Participants



Residence of verified subscribers as reported by voter registration records



Total Responses

502

UNCHANGED

in the last 30 days

What's This?

Questions?



Thank you!

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Polco/National Research Center
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Polco



NRC