

# THE NCS™

THE NATIONAL COMMUNITY SURVEY™

## Snoqualmie, WA

The National Community Survey™

2025 Results





## Civic Communication & Analytics Platform

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

Visit us online at  
**polco.us**



## Advanced Survey Science & Performance Analytics

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

Partners with:



# Resident Surveys in Local Governance



**Monitor trends  
in resident  
opinion**



**Measure  
government  
performance**



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



**Benchmark  
against other  
communities**

# The NCS™ Facets of Community Livability



**THE NCS™**

THE NATIONAL COMMUNITY SURVEY™



# The National Community Survey™ in Snoqualmie

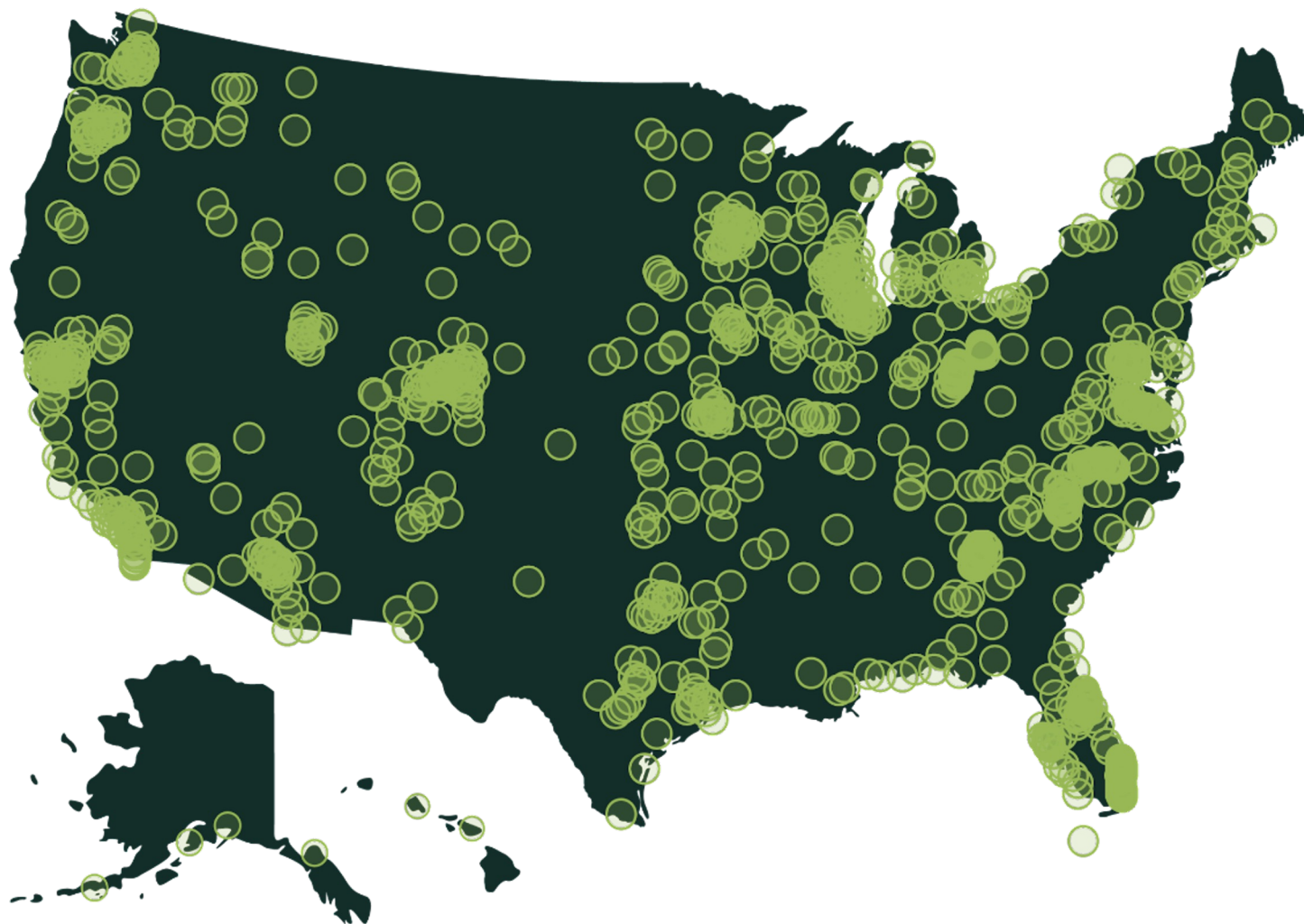


## The NCS™ for Snoqualmie, WA

- 2<sup>nd</sup> time conducting The NCS (previous survey in 2023)
- Survey conducted from May 19<sup>th</sup> – June 30<sup>th</sup> 2025
- Mailing approach employed:
  - Probability-based sample of 3000 randomly selected households
  - 363 total responses received
  - 12% overall response rate
  - Non-probability, open-participation survey: 164 responses
- Results statistically weighted to reflect Snoqualmie overall
- 95% confidence interval with a +/- 5% margin of error



# Polco's Benchmarking Database



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

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

# Custom Benchmark



## Washington

Sammamish  
Bainbridge Island  
Woodinville  
Issaquah  
Mountlake Terrace  
North Bend  
Marysville  
Puyallup  
Richland  
Pasco  
Lynnwood  
Duvall  
Maple Valley  
Covington  
Enumclaw

## Oregon

West Linn  
Tualatin  
Tigard  
Clackamas County  
Oregon City  
Wilsonville  
Albany  
North Bend  
Salem  
Ashland

**27**  
**neighboring**  
**communities**  
from WA and  
OR





# Overview of Survey Results

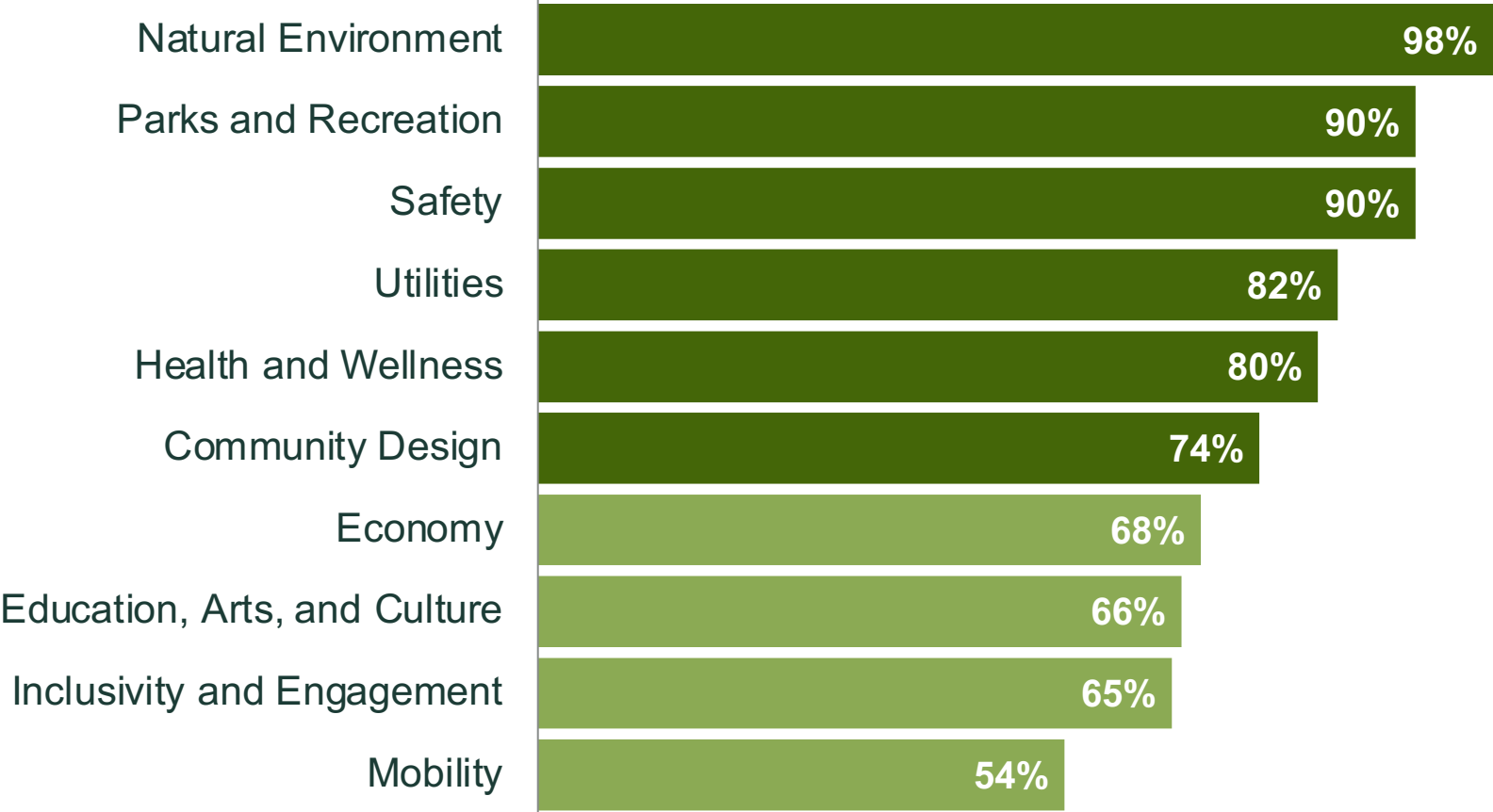


# Facets of Community Livability: Quality



**National  
Benchmark  
Comparisons:**

- Higher
- Similar
- Lower



*Percent excellent or good*



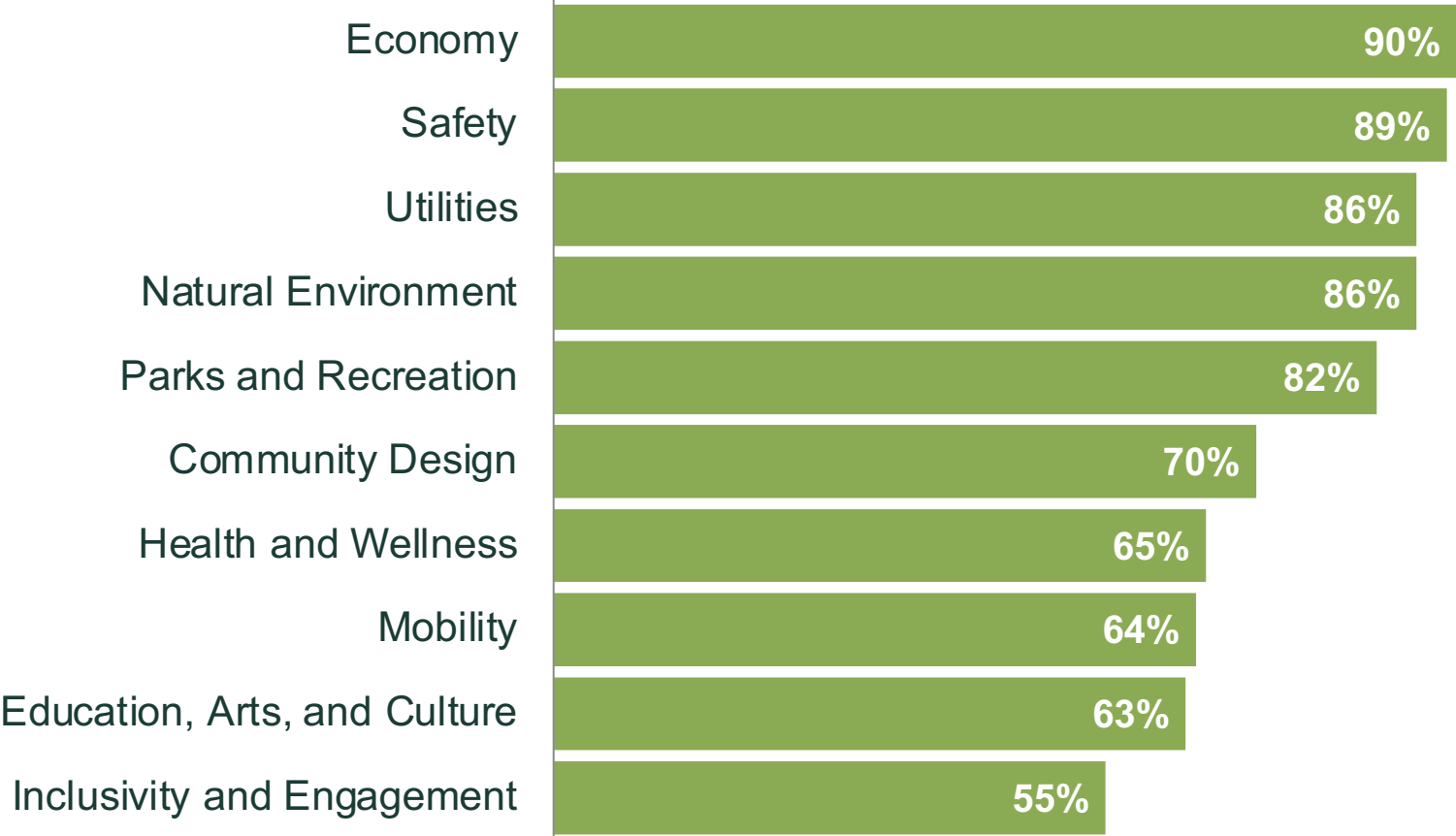


# Facets of Community Livability: Importance



National  
Benchmark  
Comparisons:

- Higher
- Similar
- Lower

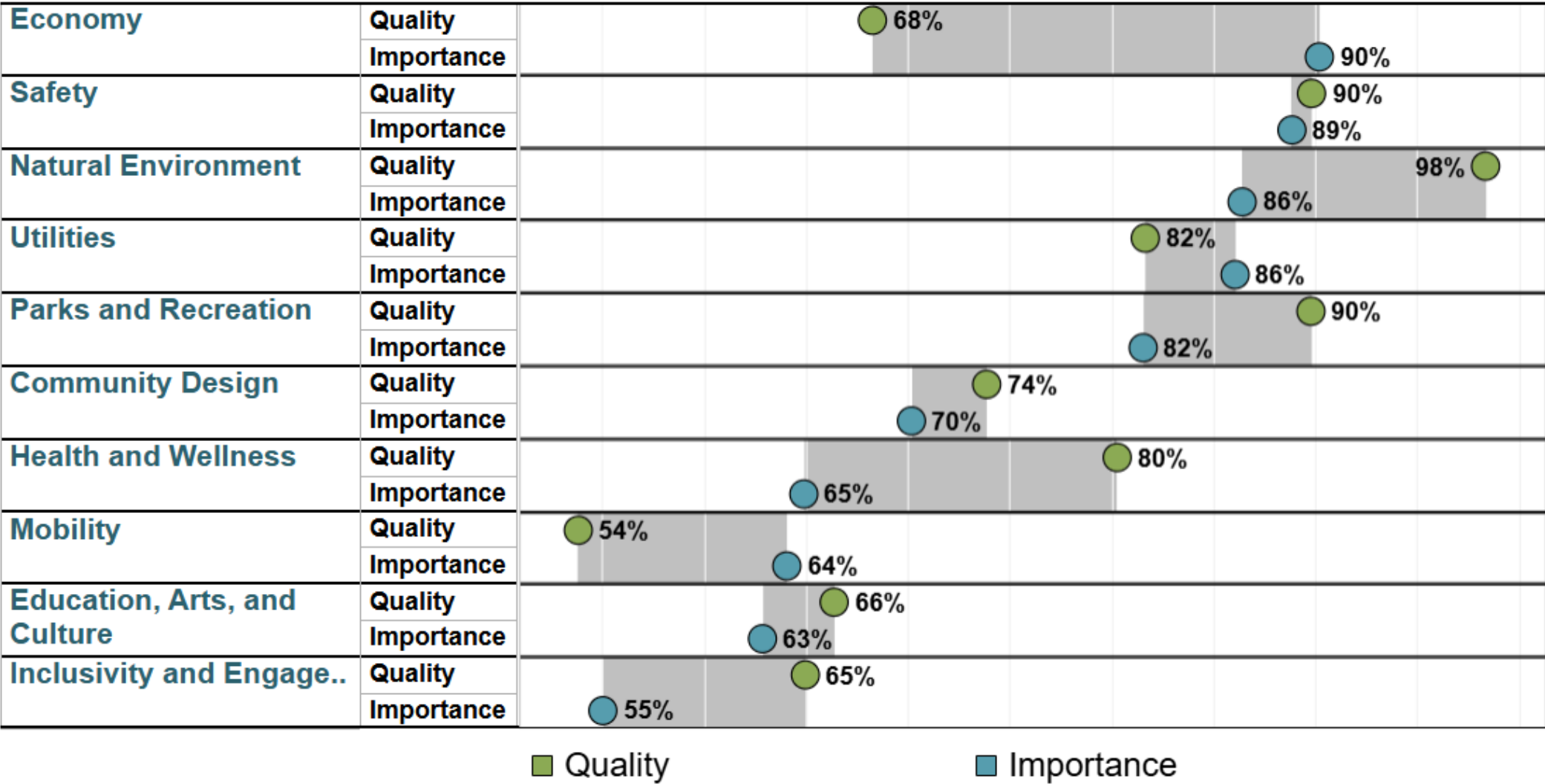


Percent essential or very important





# Balancing Quality and Importance





## Comparisons to National Benchmarks

40 received **higher** ratings

78 received **similar** ratings

5 received **lower** ratings





## Comparisons to Custom Benchmarks

47 received **higher** ratings

72 received **similar** ratings

4 received **lower** ratings





## Comparisons to Previous Survey (2023)



**5** received **higher** ratings

**99** received **similar** ratings

**19** received **lower** ratings





# Local Government Results

Please rate the following categories of Snoqualmie government performance.

## National Benchmark Comparison

- Higher
- Similar
- Lower

## Custom Benchmark



Higher/Lower than

## 2025 vs 2023:



Increasing/Decreasing

Treating residents with respect

73%

Generally acting in the best interest of the community

63%

The overall direction that Snoqualmie is taking

59%



Being honest

59%

Being open and transparent to the public

52%





# Key Findings







Residents  
applaud the  
overall quality  
of life in  
Snoqualmie.

1



# Overall Community Quality



About  
**9 in 10**

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

- Snoqualmie as a place to live
- Overall image or reputation
- The overall quality of life in Snoqualmie

## 9 in 10 residents

- Plan to remain in Snoqualmie for the next five years
- Would recommend living in Snoqualmie to someone who asked





Residents  
consistently  
feel secure and  
protected in  
Snoqualmie.

2



# Safety in Snoqualmie



Please rate how safe or unsafe you feel:

National Benchmark Comparison

- Higher
- Similar
- Lower

Custom Benchmark

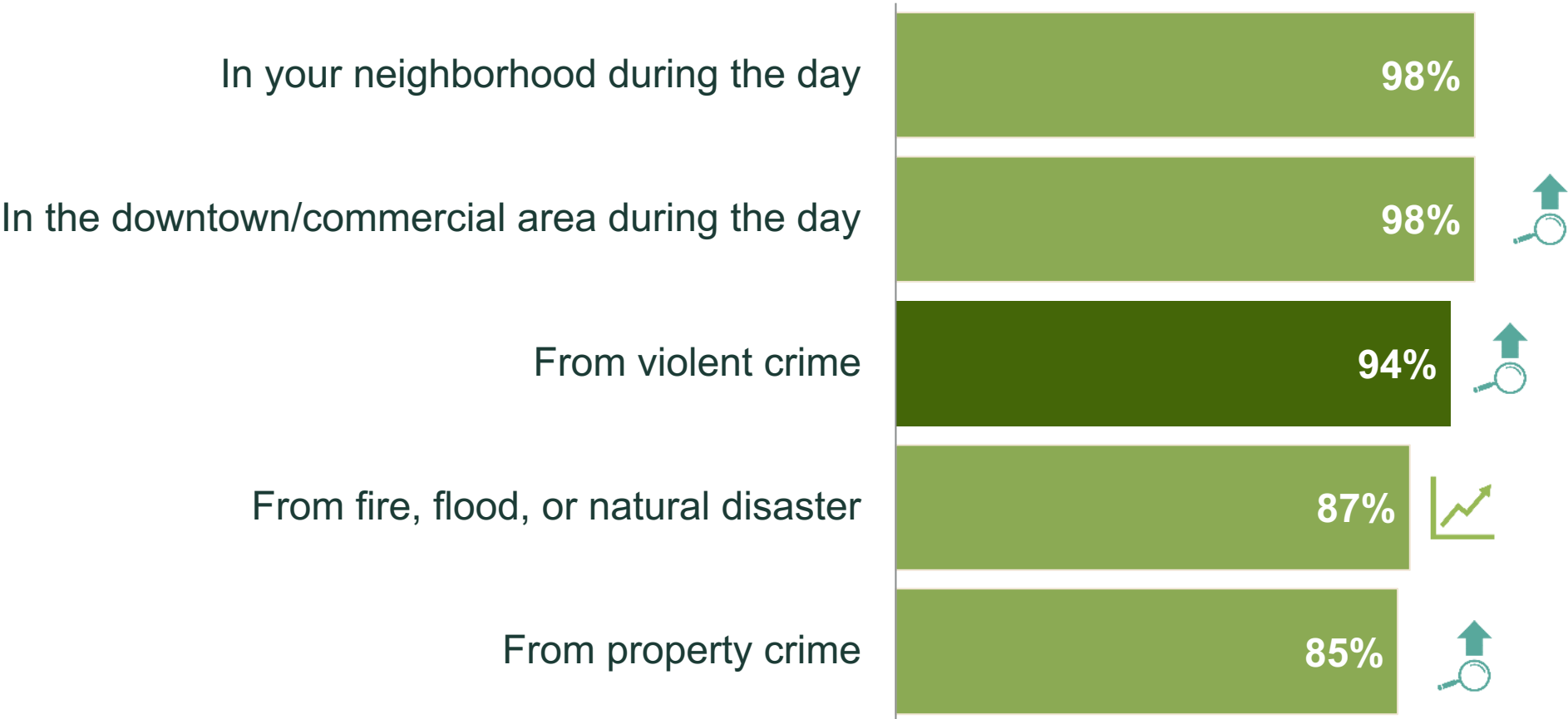


Higher/Lower than

2025 vs 2023:



Increasing/Decreasing



Percent very or somewhat safe

# Safety Services in Snoqualmie



Please rate the quality of the following services in Snoqualmie.

## National Benchmark Comparison

- Higher
- Similar
- Lower

## Custom Benchmark

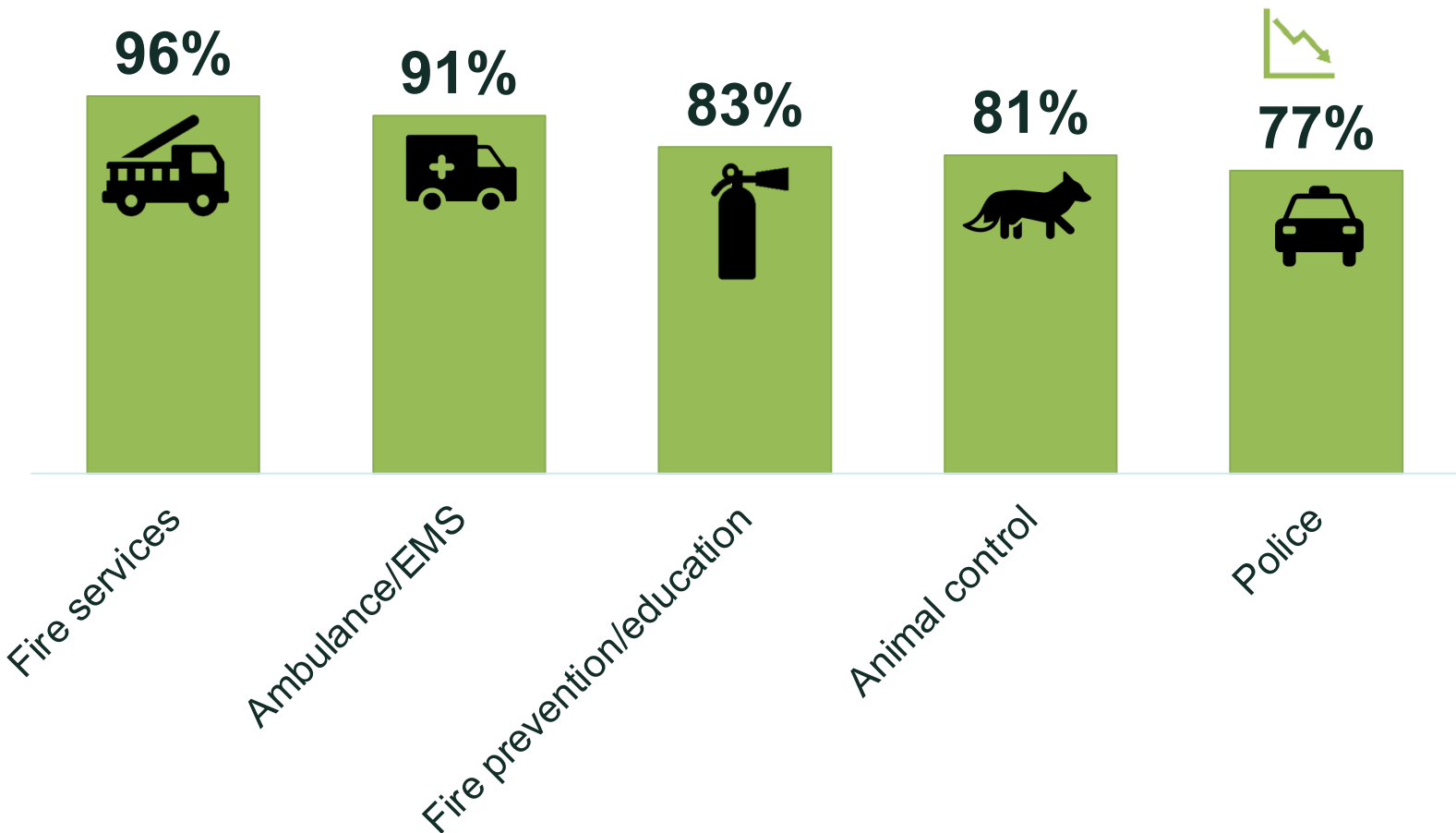


Higher/Lower than

## 2025 vs 2023:



Increasing/Decreasing



Percent excellent or good



Results for  
economy-centered  
survey items may  
merit additional  
focus.

3





# The Economy in Snoqualmie



Please rate each of the following in the Snoqualmie community:

### National Benchmark Comparison

- Higher
- Similar
- Lower

### Custom Benchmark



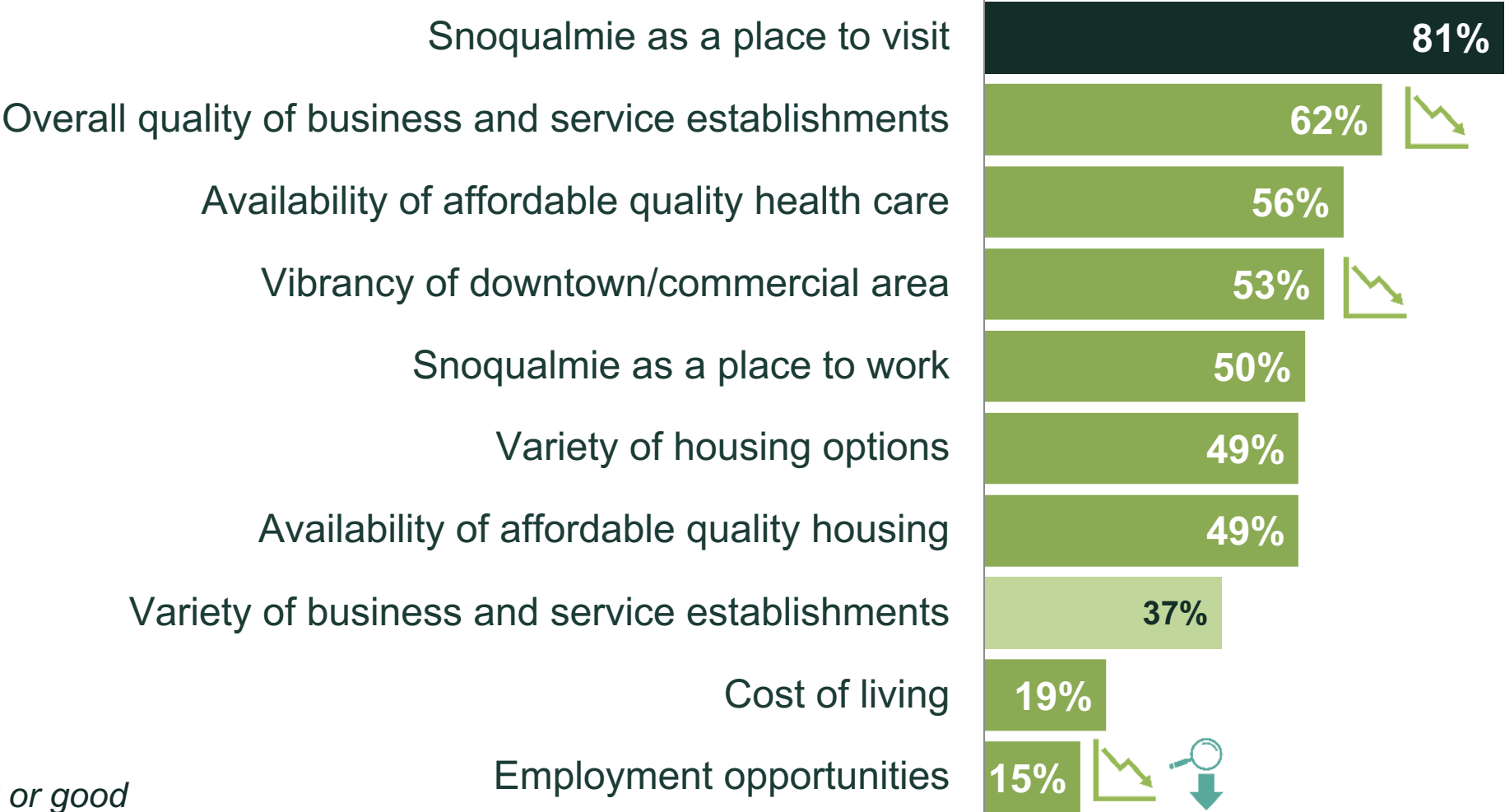
Higher/Lower than

### 2025 vs 2023:



Increasing/Decreasing

Percent excellent or good







**Snoqualmie  
residents enjoy the  
access to nature  
and recreational  
amenities.**

4





# Natural Environment in Snoqualmie



Please rate each of the following in the Snoqualmie community:

National Benchmark Comparison

- Higher
- Similar
- Lower

Custom Benchmark

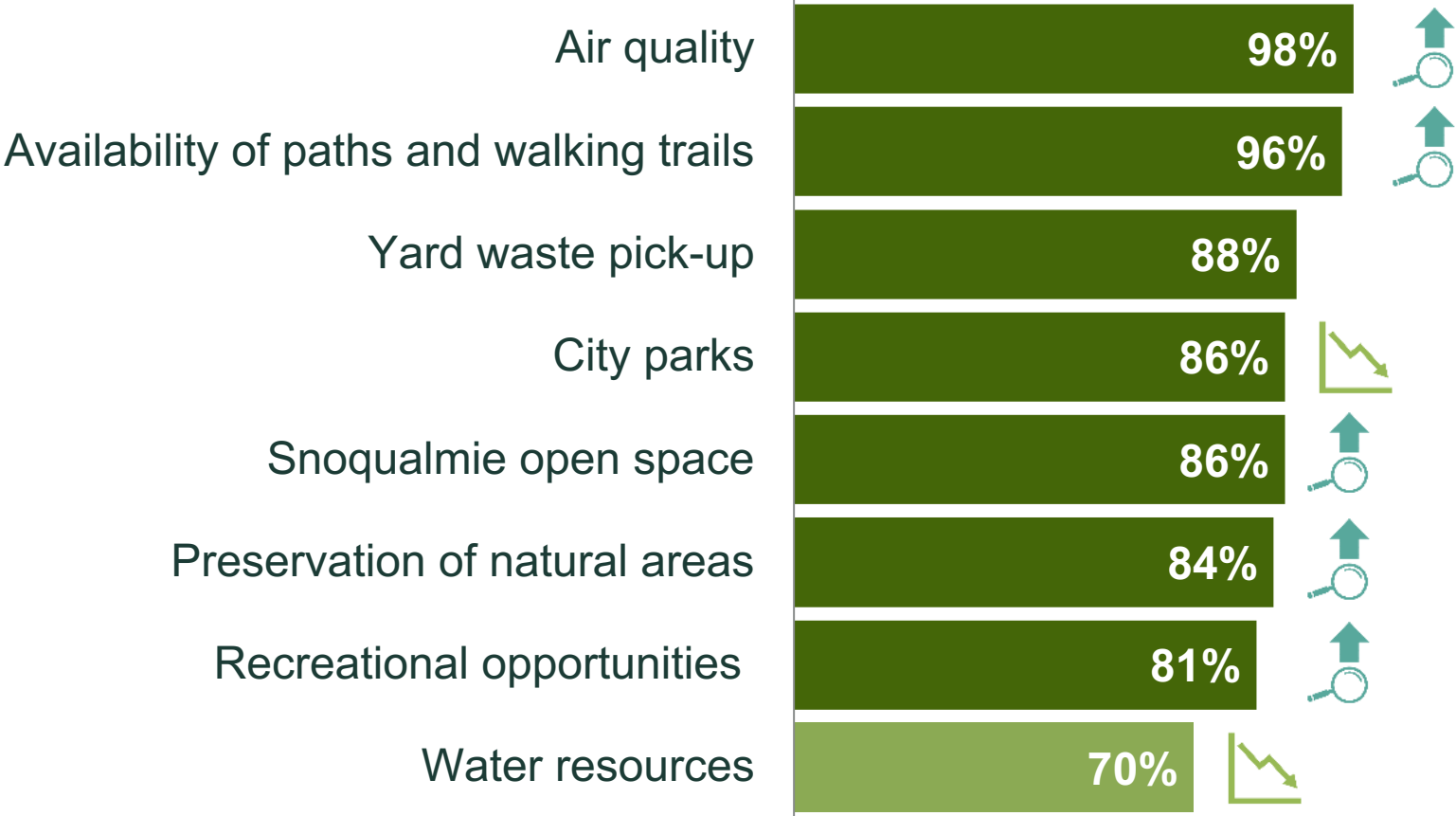


Higher/Lower than

2025 vs 2023:



Increasing/Decreasing



Percent excellent or good



Mixed experiences with mobility and transportation highlight areas for improvement.

5



# Mobility in Snoqualmie



Please rate each of the following in the Snoqualmie community:

National Benchmark Comparison

- Higher
- Similar
- Lower

Custom Benchmark

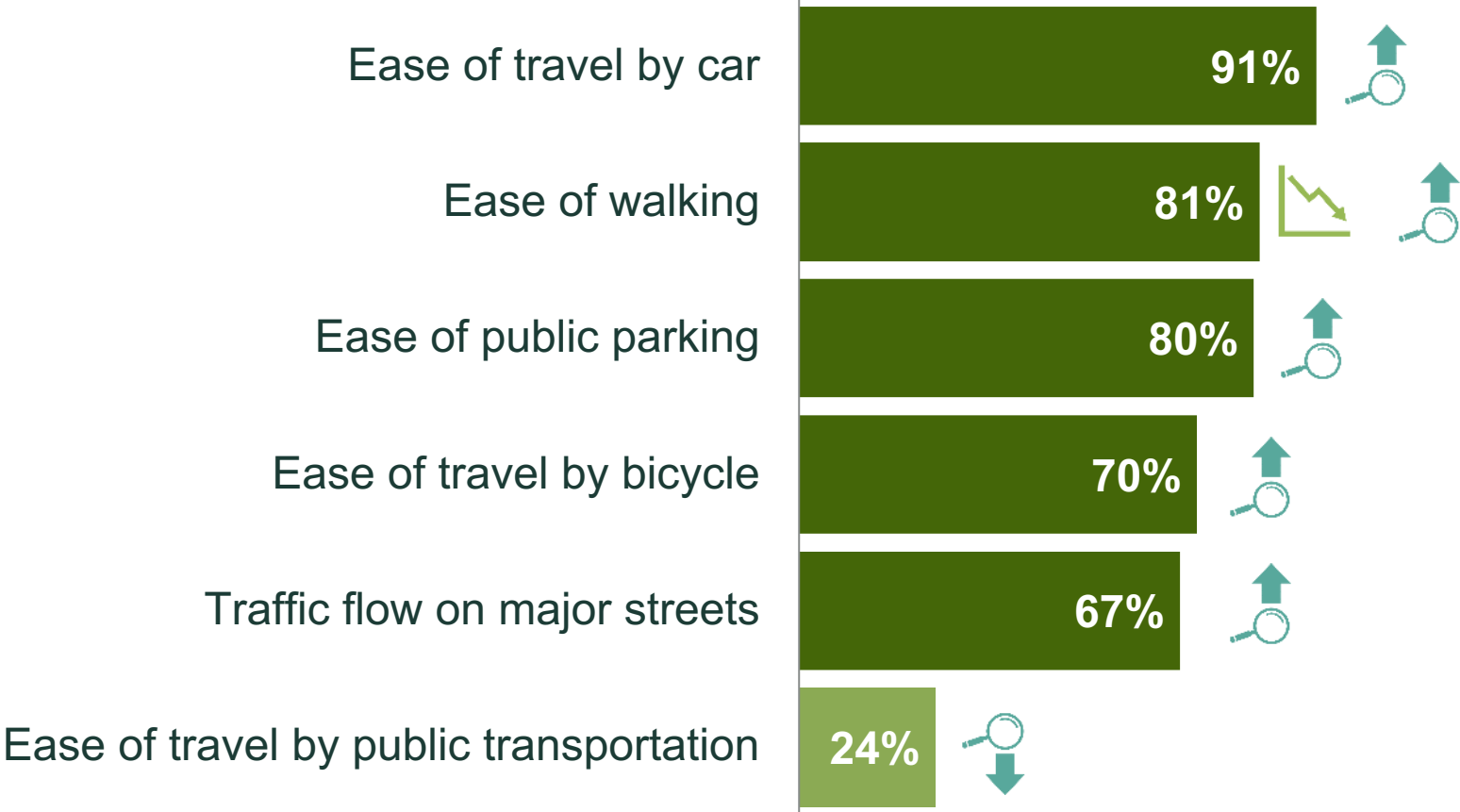


Higher/Lower than

2025 vs 2023:



Increasing/Decreasing



Percent excellent or good



# Mobility Services in Snoqualmie



## National Benchmark Comparison

- Higher
- Similar
- Lower

## Custom Benchmark

Higher/Lower than

## 2025 vs 2023:

Increasing/Decreasing



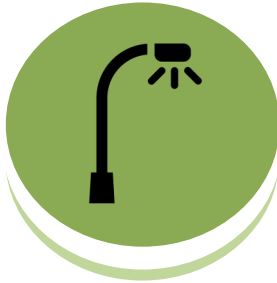
81%

Street  
cleaning



72%

Street  
repair



71%

Street  
lighting



71%

Snow  
removal



66%

Traffic  
signal  
timing



Percent excellent or good





## Additional Special Topics

### 13. How connected to the Snoqualmie community do the following community events make you feel?

|   | Very<br><u>connected</u> | Somewhat<br><u>connected</u> | Slightly<br><u>connected</u> | Not at all<br><u>connected</u> |
|---|--------------------------|------------------------------|------------------------------|--------------------------------|
| Talking with neighbors and meeting new people.....      | 1                        | 2                            | 3                            | 4                              |
| Activities for kids and families.....                   | 1                        | 2                            | 3                            | 4                              |
| Celebrating shared cultural or seasonal traditions..... | 1                        | 2                            | 3                            | 4                              |
| Enjoying music, art, or performances together.....      | 1                        | 2                            | 3                            | 4                              |
| Experiencing local food, crafts, or businesses.....     | 1                        | 2                            | 3                            | 4                              |

### 14. Please indicate how much of a source, if at all, you consider each of the following to be for obtaining information about issues, services, and events in the City of Snoqualmie.

|  | Major source | Minor source | Not a source |
|--|--------------|--------------|--------------|
| City website (www.snoqualmiewa.gov).....     | 1            | 2            | 3            |
| Mailed materials.....                        | 1            | 2            | 3            |
| Social media (e.g. Facebook, Instagram)..... | 1            | 2            | 3            |
| City newsletter.....                         | 1            | 2            | 3            |
| Local newspaper or blog.....                 | 1            | 2            | 3            |
| City YouTube Channel.....                    | 1            | 2            | 3            |

### 15. Please indicate which services, if any, you would be willing to pay more in taxes or fees and which you be willing to reduce to avoid higher costs.

|   | Very willing<br><u>to pay more</u> | Somewhat willing<br><u>to pay more</u> | Somewhat willing<br><u>to reduce</u> | Very willing<br><u>to reduce</u> |
|---|------------------------------------|--|--------------------------------------|----------------------------------|
| Maintaining city roads and infrastructure.....  | 1                                  | 2                                      | 3                                    | 4                                |
| Providing police services.....  | 1                                  | 2                                      | 3                                    | 4                                |
| Providing fire and emergency medical services.....  | 1                                  | 2                                      | 3                                    | 4                                |
| Providing water and sewer.....  | 1                                  | 2                                      | 3                                    | 4                                |
| Maintaining parks and open spaces.....  | 1                                  | 2                                      | 3                                    | 4                                |
| Supporting economic development (including<br>tourism, attracting retail businesses, etc.)..... | 1                                  | 2                                      | 3                                    | 4                                |
| Supporting arts, culture, and events.....   | 1                                  | 2                                      | 3                                    | 4                                |

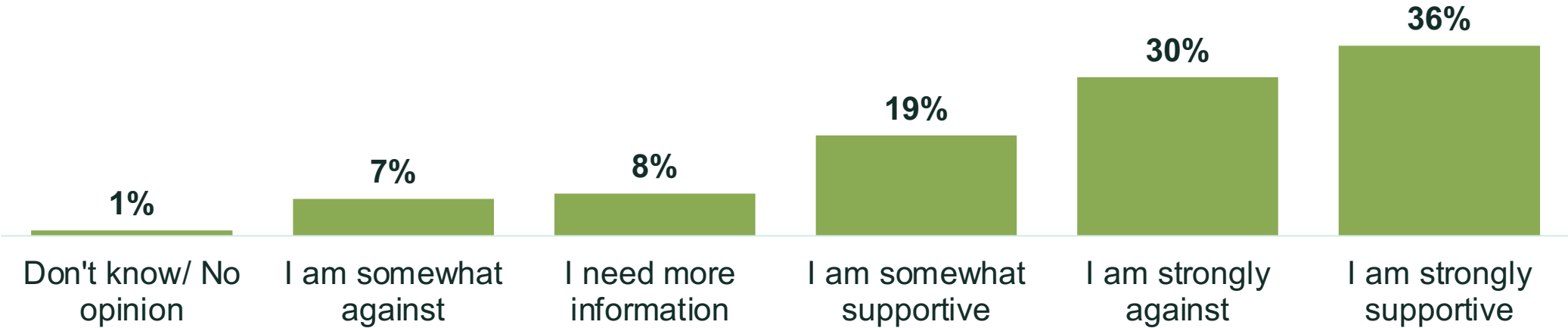
### 16. The city is considering adding a swimming pool to the planned expansion of the Community Center. This could require an increase in the City's property tax. While we don't have a specific estimate on how much of an increase would be required, we would like to understand your general support for increasing property taxes to pay for a community swimming pool.

- |  |   |
|--|---|
| <input type="radio"/> I am strongly supportive | <input type="radio"/> I am strongly against   |
| <input type="radio"/> I am somewhat supportive | <input type="radio"/> I need more information |
| <input type="radio"/> I am somewhat against    | <input type="radio"/> Don't know/No opinion   |

# Community Swimming Pool



We would like to understand your general support for increasing property taxes to pay for a community swimming pool:



# Community Connectedness



How connected to the Snoqualmie community do the following community events make you feel?



*Percent very connected or somewhat connected*

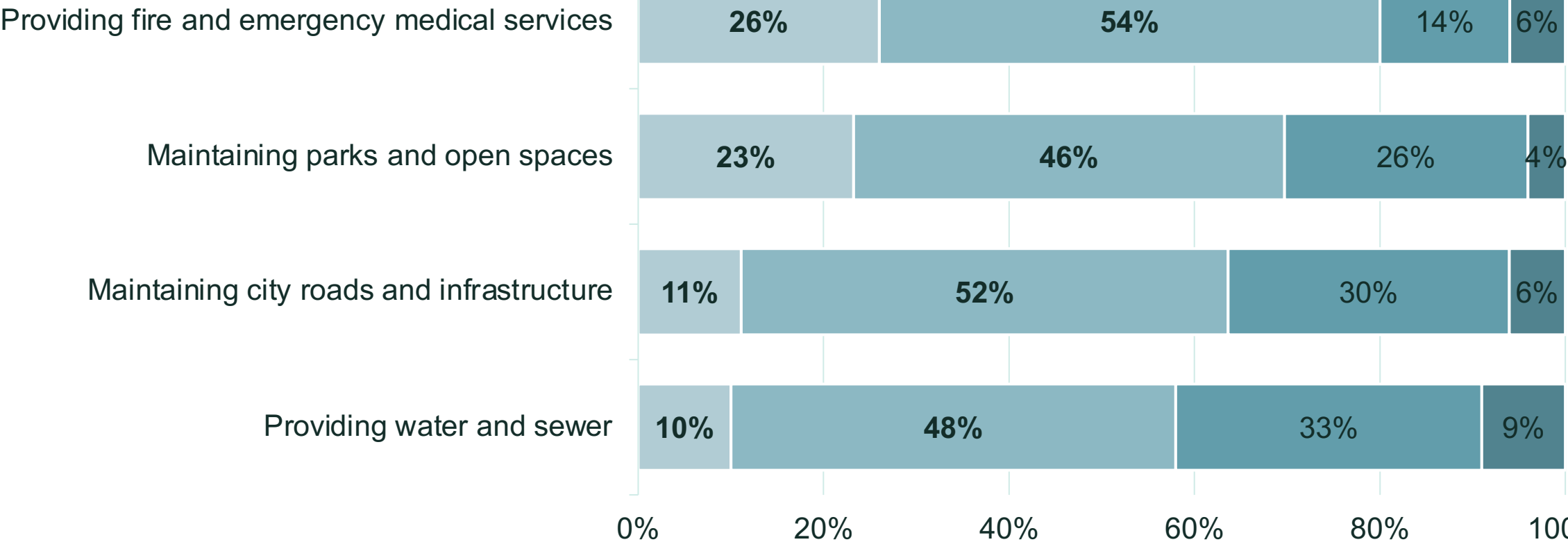


# Taxes for City Services



Please indicate which services, if any, you would be willing to pay more in taxes or fees and which you be willing to reduce to avoid higher costs.

Very willing to pay more    Somewhat willing to pay more    Somewhat willing to reduce    Very willing to reduce





# Summary of Conclusions

1. Residents applaud the overall quality of life in Snoqualmie.
2. Residents consistently feel secure and protected in Snoqualmie.
3. Results for economy-centered survey items may merit additional focus.
4. Snoqualmie residents enjoy access to nature and recreational amenities.
5. Mixed experiences with mobility and transportation highlight areas for improvement.



# Next Steps: ENGAGE With Community Members



This library contains curated surveys and polls created by survey scientists at National Research Center, Polco's dedicated research team. You can use these as they are, look around for inspiration, or make a copy and customize to fit your needs.

All content in the Polco Library is proprietary and is for exclusive use on the Polco platform. The use of Polco Library content in unsolicited ways is prohibited. Please refer to our [Terms of Use](#) for details.

We also have toolkits which cover a range of questions based around certain topics. The modules in our toolkit can be used individually by your organization over time to provide an environmental scan.

Available toolkits:

- COVID-19
- Libraries
- School Districts

## Public Safety Communications

Governance Safety

As part of our ongoing efforts to better serve the community, we need input from you! Take this quick survey to share your feedback about the (XYZ)'s communication pertaining to public safety issues and news. Your responses will be kept confidential, and no identifying

communications governance safety outreach  
information public safety emergency communication

View

## Emergency Communications

Safety Governance

Used by 2 profiles

As we continue our efforts to meet the dynamic needs of (ABC) residents, we need your critical input. Please take this quick survey to share your thoughts on emergency preparedness and related (XYZ) communications. The results will help us improve our

information alert urgent public safety  
communications emergency preparedness alerts news  
disaster emergency 311 disaster preparedness safety  
communication governance

View

## Search

Filter or search to find the content you are looking for.

### Content Type

All

### Domain

All

### Text search

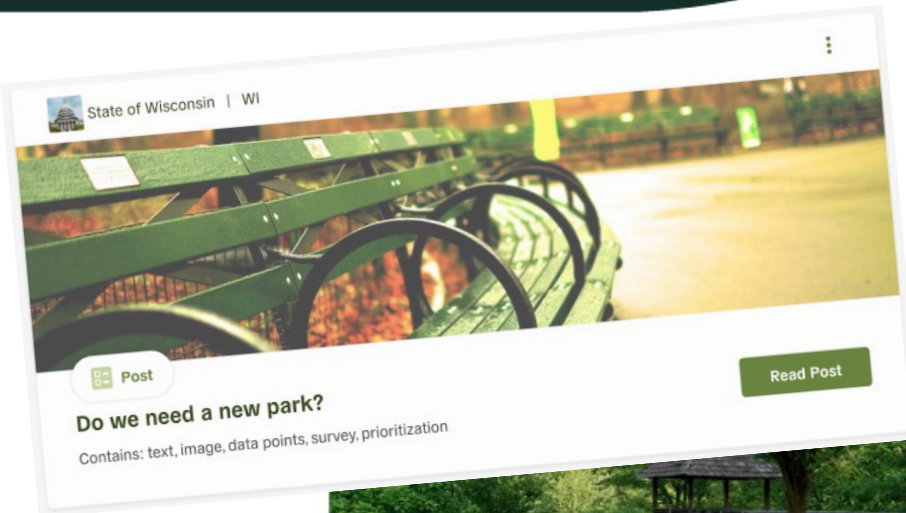
communication

### Popular tags

communications government  
information communication  
news media  
customer service governance  
safety public safety

Clear all tags

Search



## Park Initiative Survey

Text about the new park initiative and a quick summary of what this entails or whatever message the city wants to provide for the residents to read. Text about the new park initiative and a quick summary of what this entails or whatever message the city wants to provide for the residents to read. Text about the new park initiative and a quick summary of what this entails or whatever message the city wants to provide for the residents to read. Text about the new park initiative and a quick summary of what this entails or whatever message the city wants to provide for the residents to read. Text about the new park initiative and a quick summary of what this entails or whatever message the city wants to provide for the residents to read.

### Map of projected park



Included in Current Subscription



Optional Add-on



# Questions?

# Thank you!

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