



THE NCS™

THE NATIONAL COMMUNITY SURVEY™

Results for
Snoqualmie, WA
2023 National
Community Survey™





Civic Communication & Analytics Platform

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

Questions about our product?

Visit www.polco.us to learn more



National Research Center

Advanced Survey Science & Performance Analytics

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

Exclusive partners of:



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



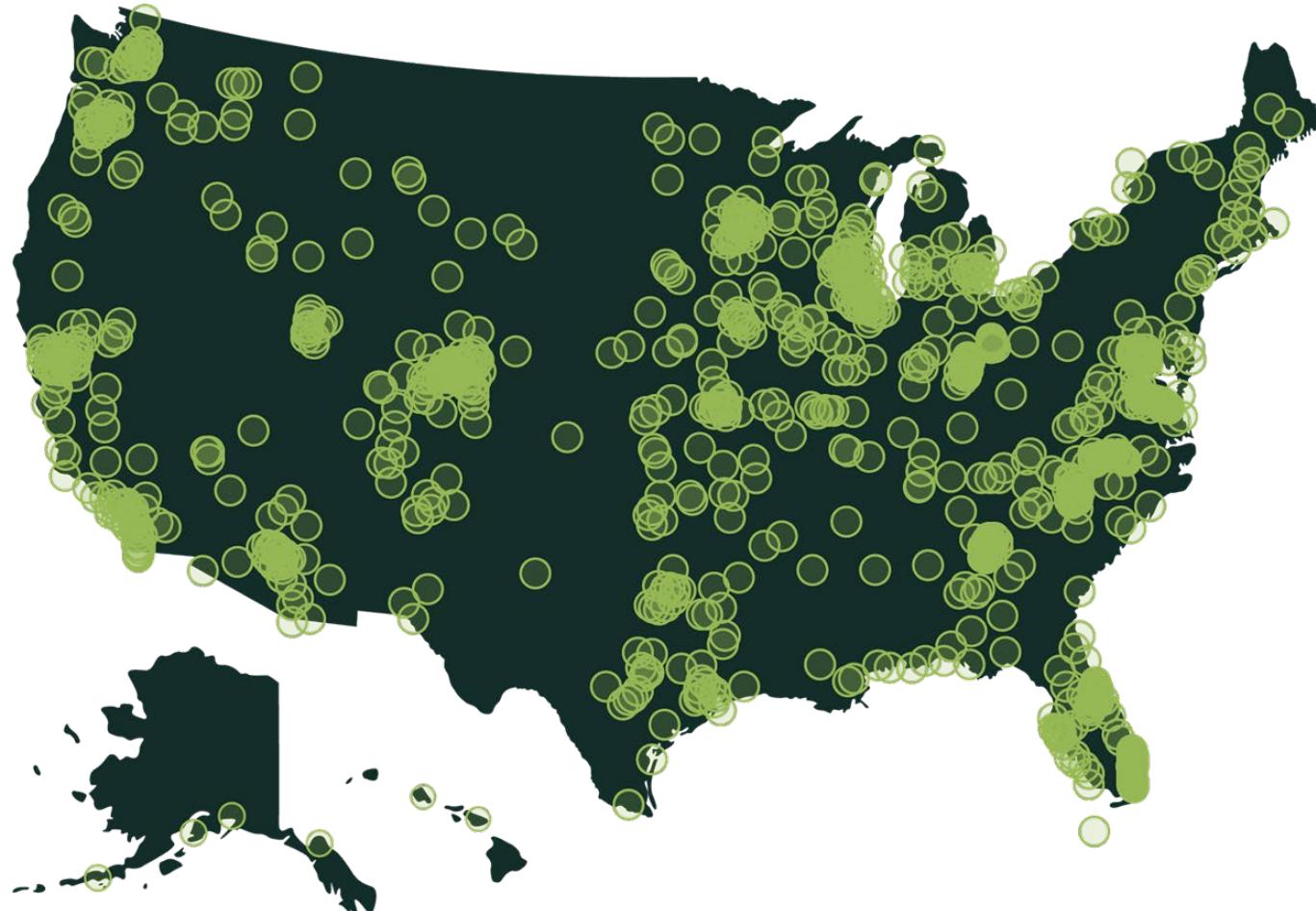
The National Community Survey™ in Snoqualmie



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

Overall quality of natural environment

96%

Overall quality of parks and recreation opportunities

94%

Overall feeling of safety

92%

Overall quality of the utility infrastructure

83%

Overall health and wellness opportunities

81%

Overall design or layout of residential and commercial areas

80%

Overall economic health

78%

Residents' connection and engagement with their community

69%

Overall opportunities for education, culture, and the arts

62%

Overall quality of the transportation system

56%



Facets of Community Livability: Importance

COMPARISON TO NATIONAL BENCHMARK:

- Higher
- Similar
- Lower

PERCENT ESSENTIAL OR VERY IMPORTANT

Overall feeling of safety

90%

Overall economic health

89%

Overall quality of natural environment

87%

Overall quality of the utility infrastructure

86%

Overall quality of parks and recreation opportunities

82%

Overall design or layout of residential and commercial areas

72%

Overall quality of the transportation system

68%

Overall health and wellness opportunities

66%

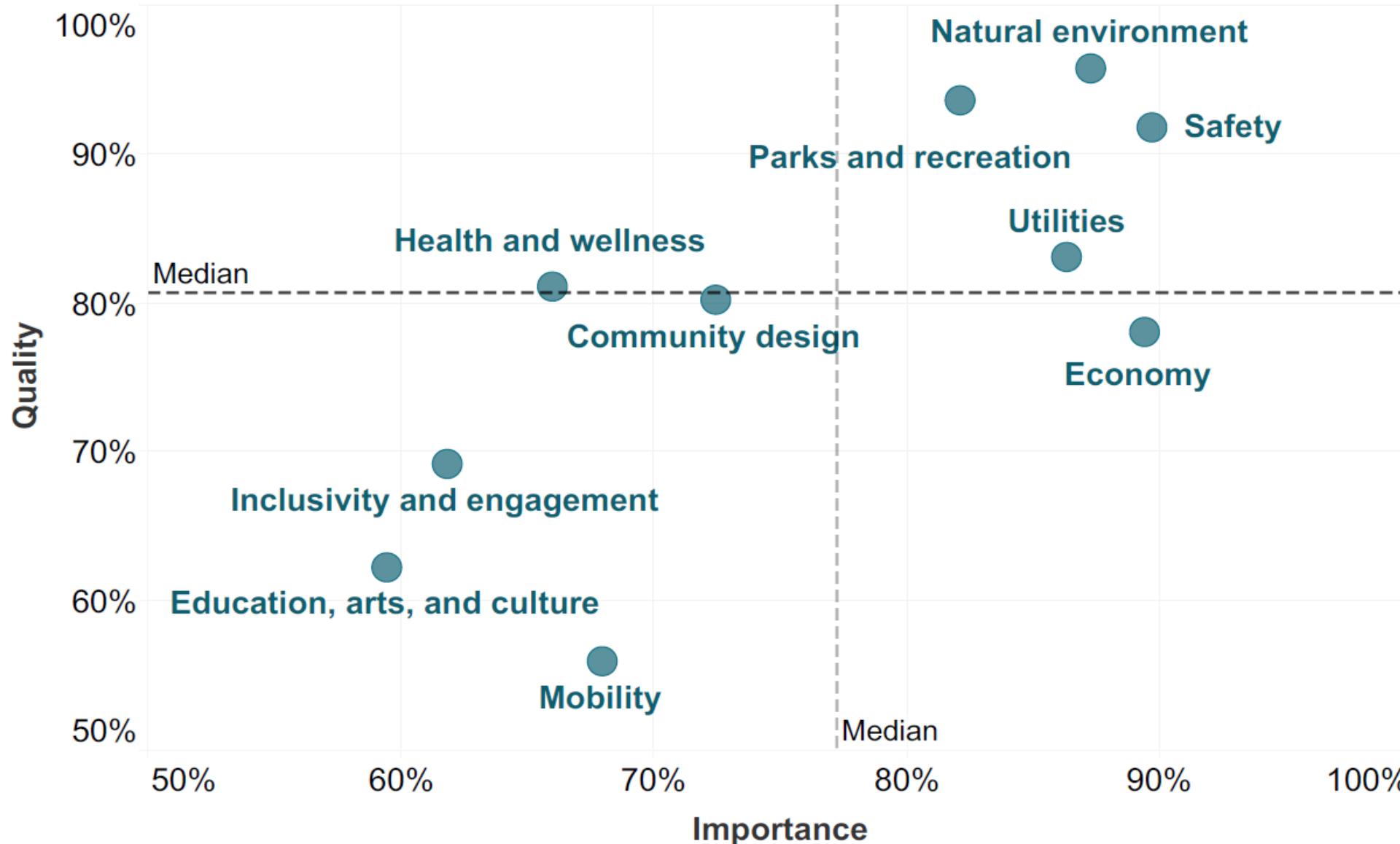
Residents' connection and engagement with their community

62%

Overall opportunities for education, culture, and the arts

59%

Balancing Quality and Importance



Comparisons to National Benchmarks



47

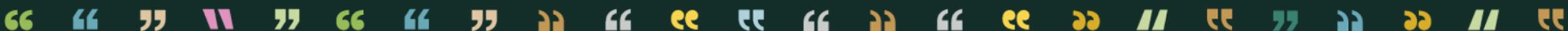
received
higher
ratings

73

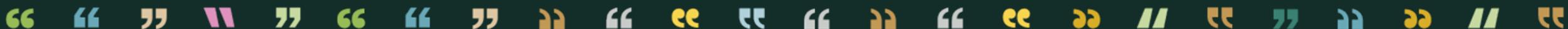
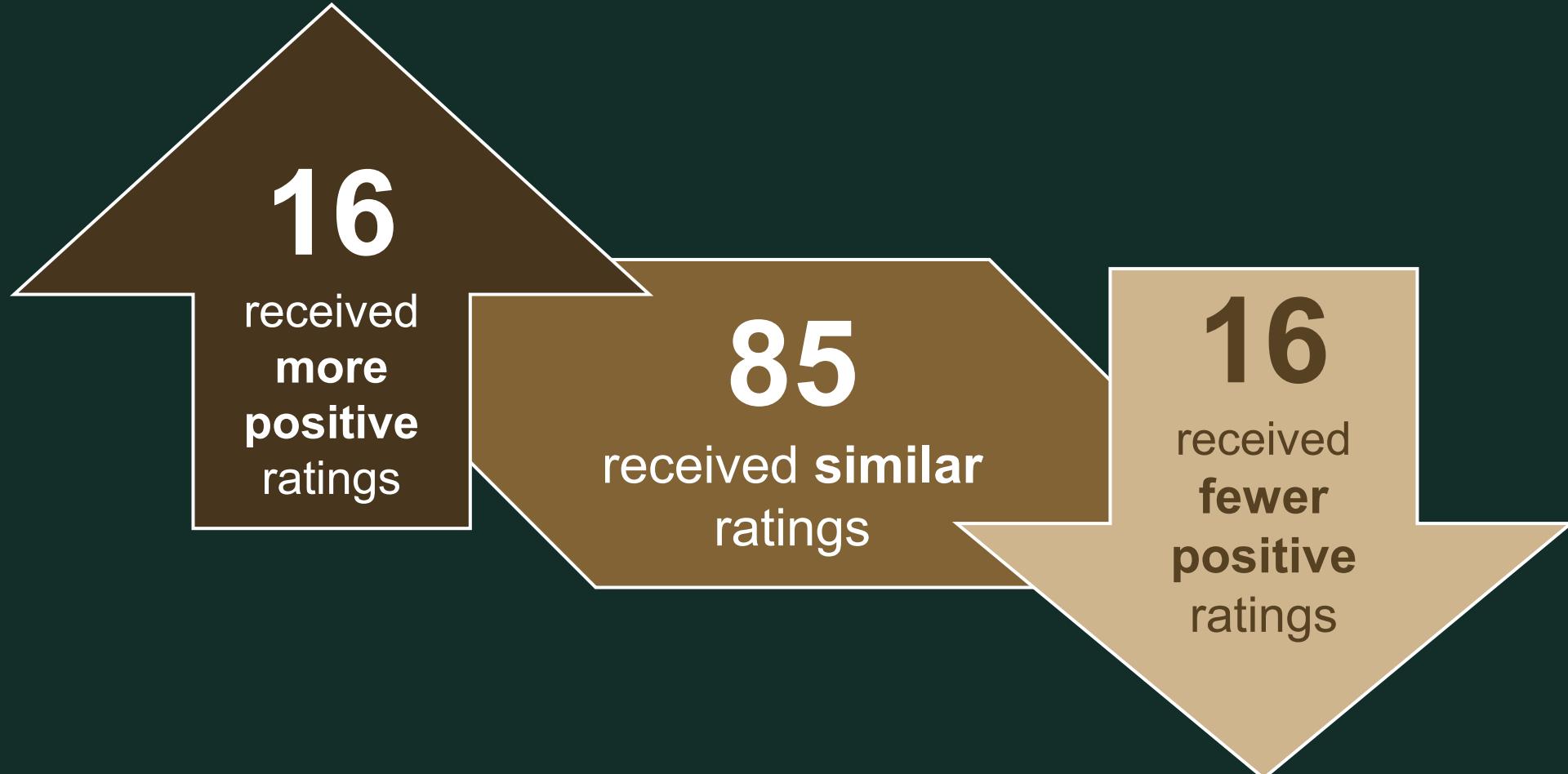
received **similar**
ratings

3

received
lower
ratings



Comparisons from 2017 to 2023





Key Findings



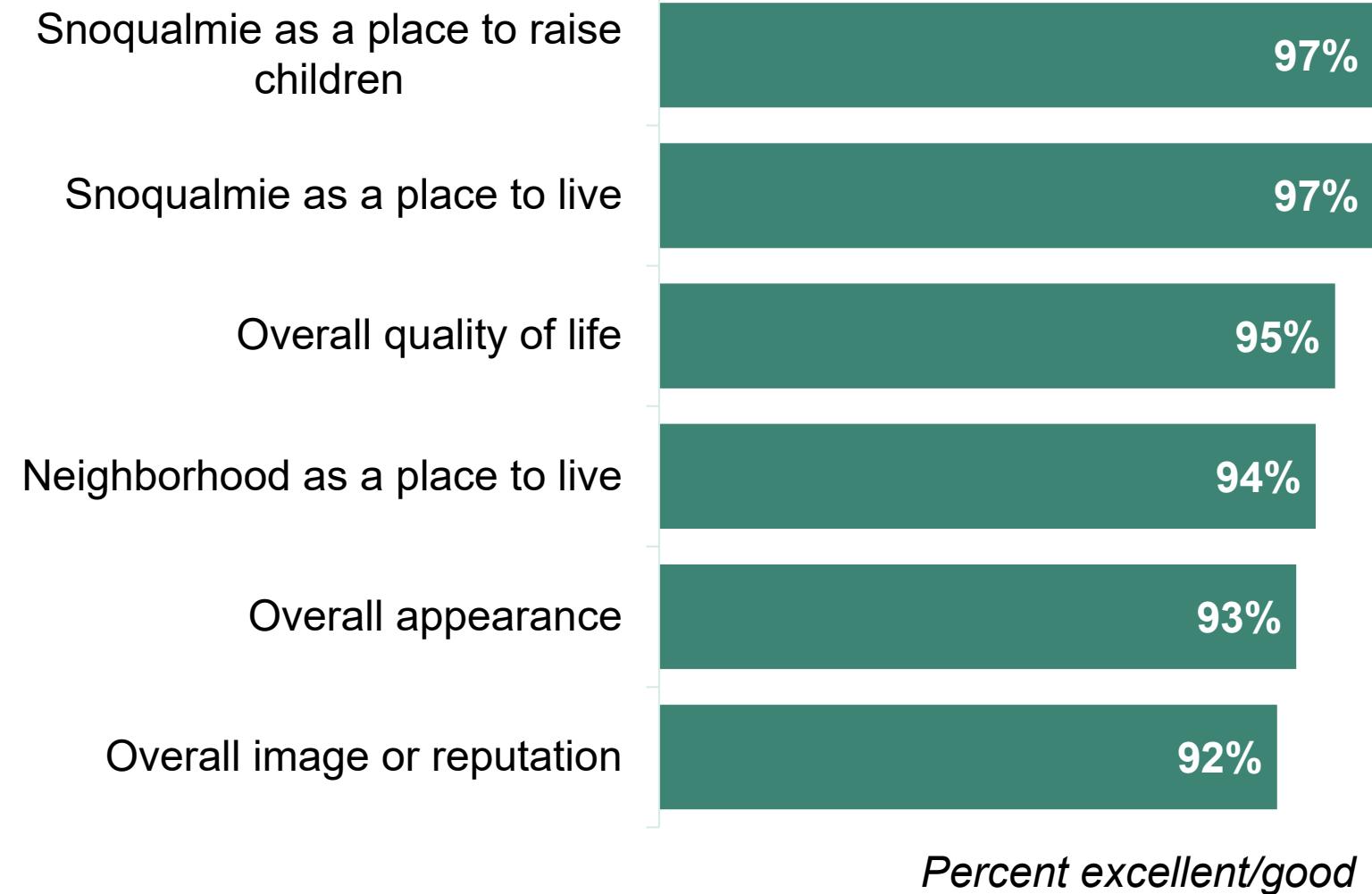


Key Finding #1

Snoqualmie residents continue to enjoy an exceptional quality of life.



Quality of Life in Snoqualmie



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

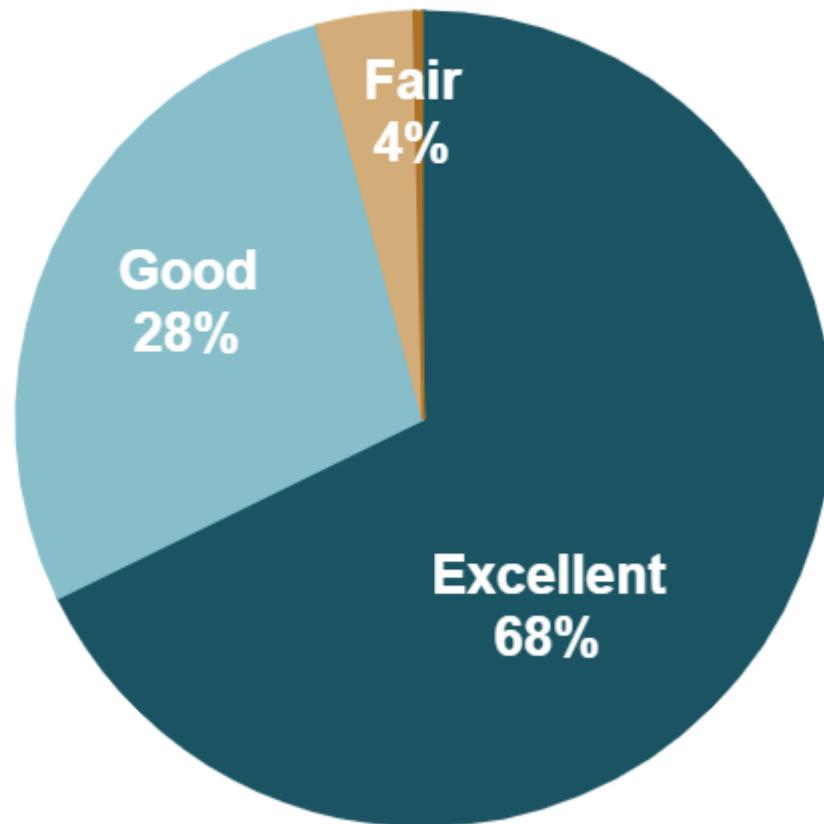
Residents highly value the natural environment of Snoqualmie, as well as the parks and recreation opportunities available to them.



Natural Environment, Parks, and Recreation



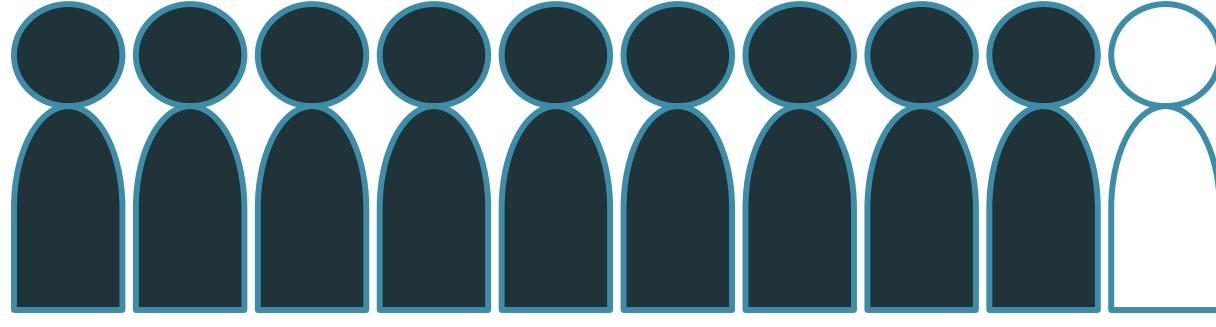
Overall quality of natural environment in Snoqualmie, 2023



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

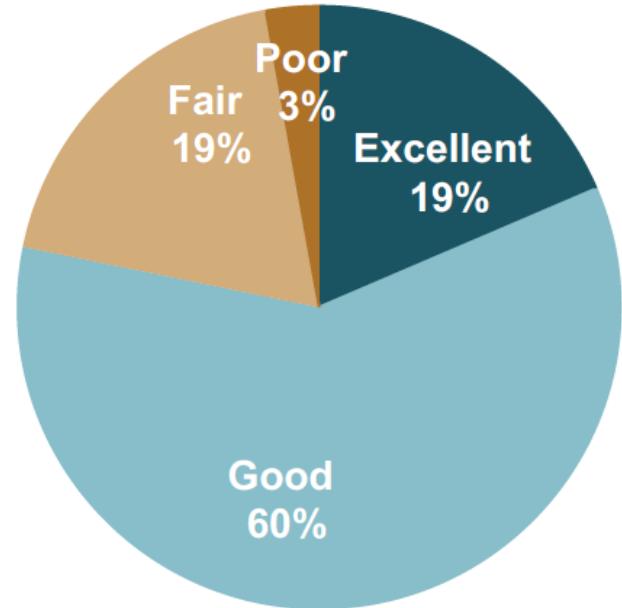
While some ratings have improved, the economy in Snoqualmie remains an area of opportunity.



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

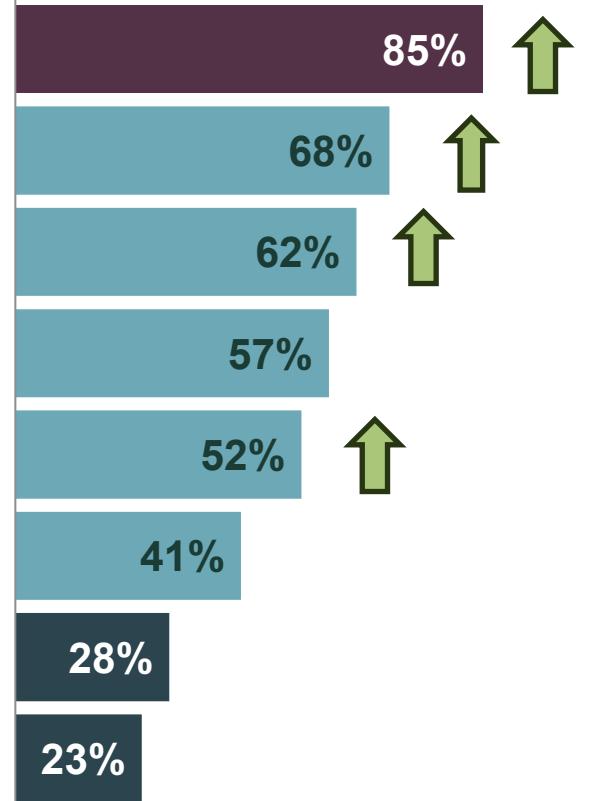
Economic development

Snoqualmie as a place to work

Variety of business and service establishments

Shopping opportunities

Employment opportunities



Please rate each of the following in the Snoqualmie community:

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?

66%

21%

13%

The City should move forward with this project.

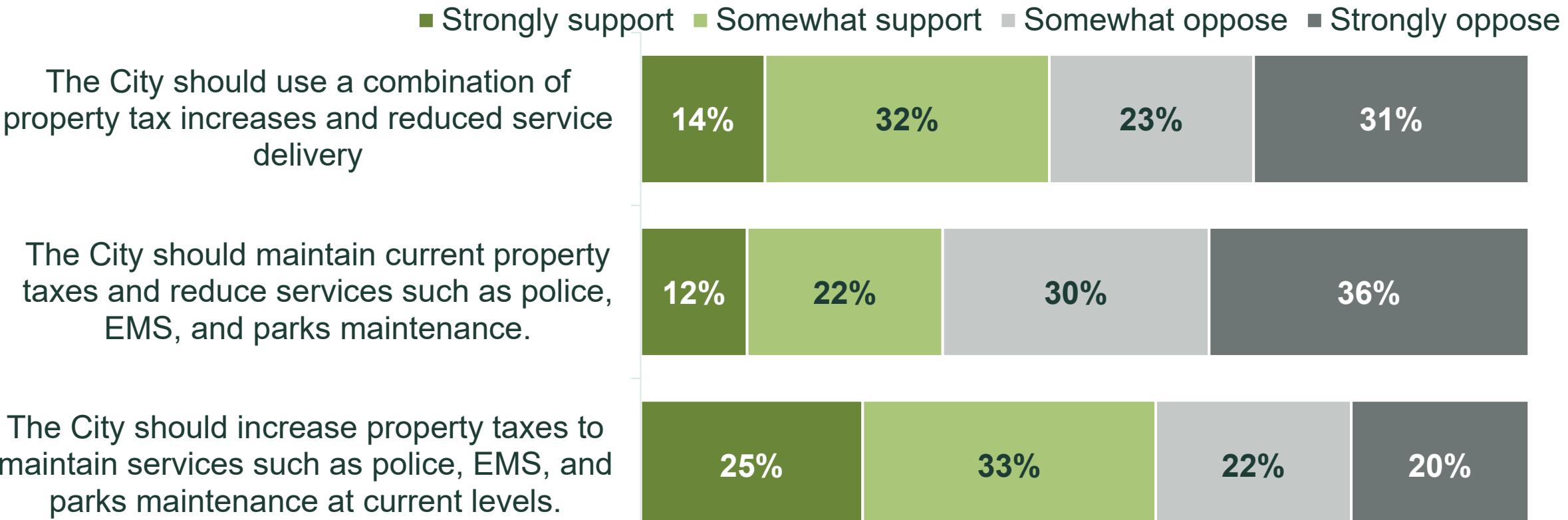
The City should NOT move forward with this project.

I do not have an opinion

Balancing Revenues and Expenditures



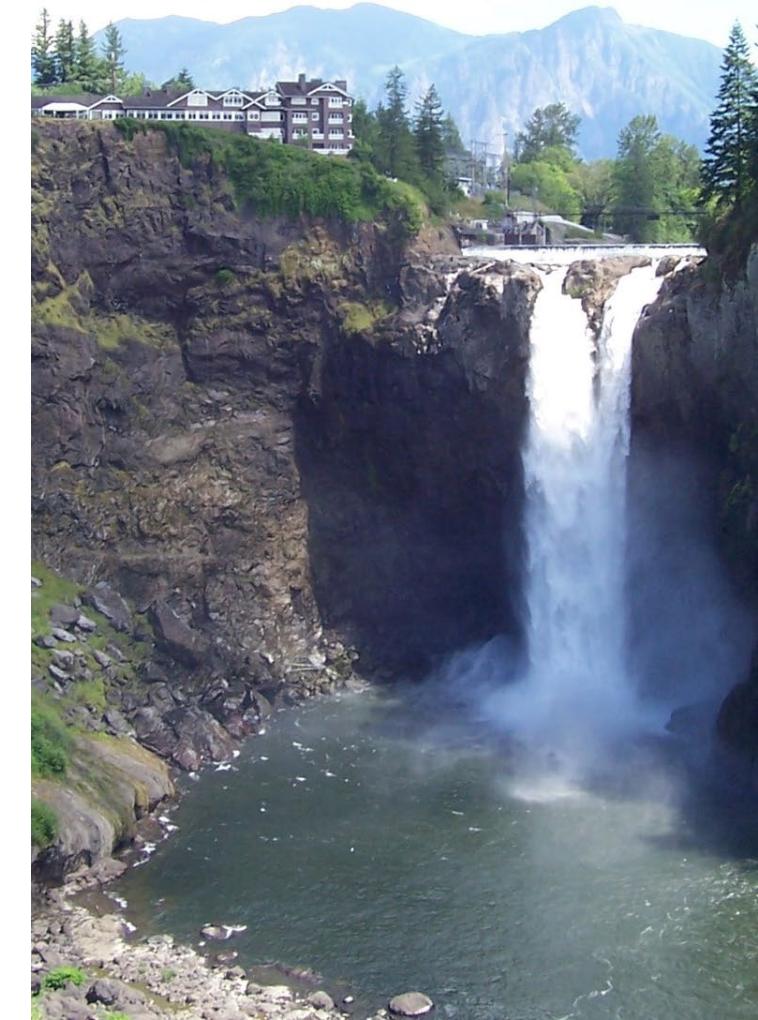
Which of the following best describes how the City of Snoqualmie should balance revenues and expenditures in the next year?





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?**

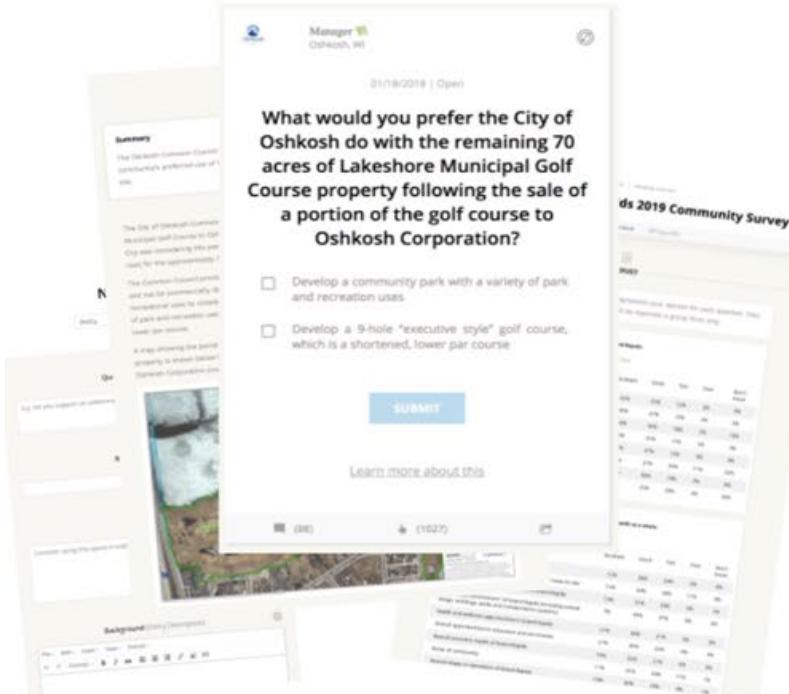
**In what areas
should you
focus?**

Continue Resident Engagement on Polco



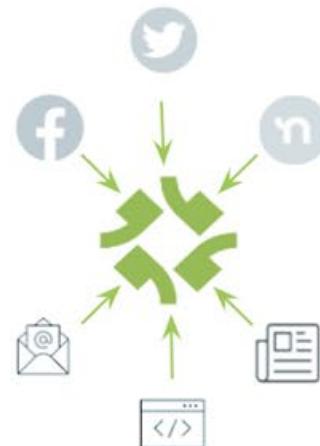
Don't let the community input and dialogue conclude with the survey.

Post



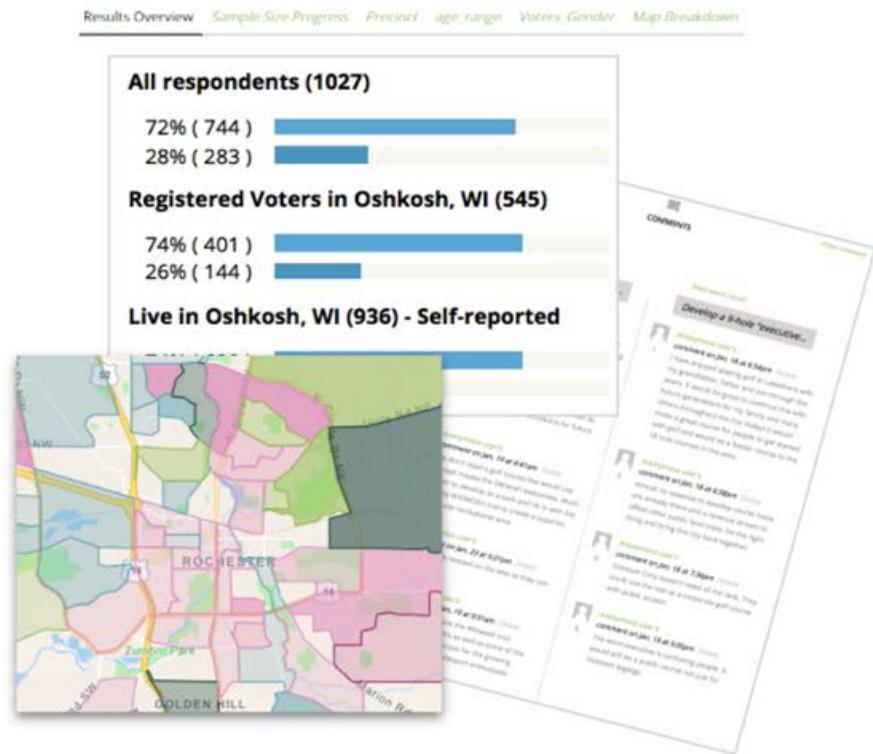
- Library of professional civic content
- Easily post custom surveys & polls

Share



- Representative samples of households
- Accumulating residents on digital panels

Analyze



- Maps, trendlines and dashboards
- Advanced benchmarking analyses

Polco Performance Dashboards



More participation



More informed participation



Better balanced participation



Good government

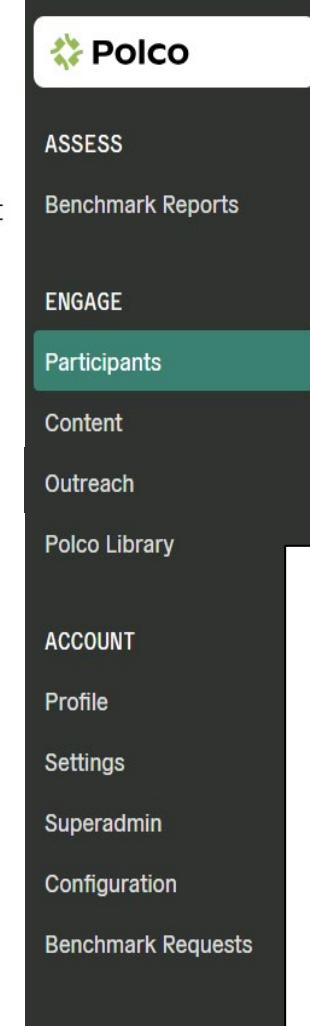
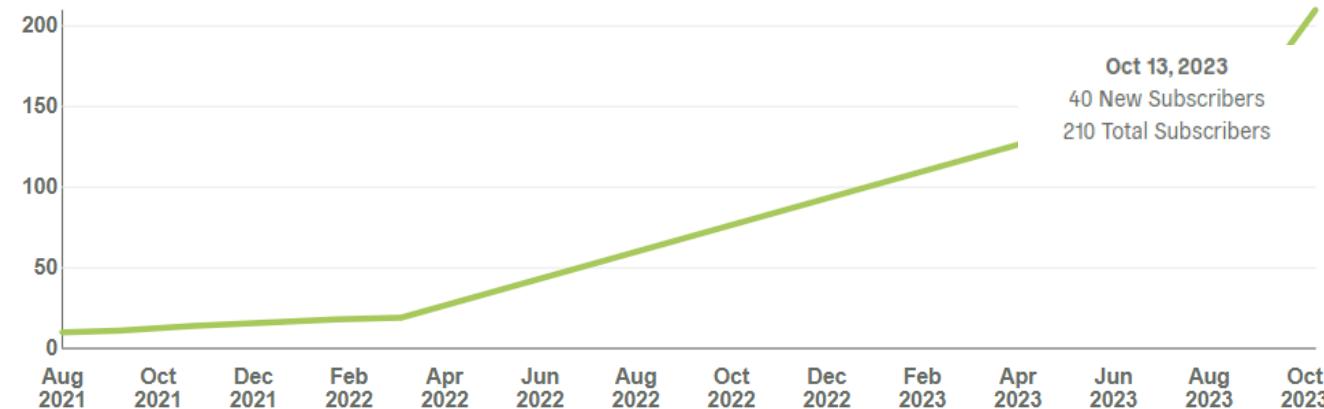


Data driven performance management



Save staff time and effort

Subscriber Growth Over Time (per month)



Participants



Residence of verified subscribers as reported by voter registration records



Total Responses



502

UNCHANGED
in the last 30 days

Questions?

Thank you!

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