

# Near Neighbor Surveys: Magnolia/Renton

December 2002



**King County**

Department of Natural Resources and Parks  
**Wastewater Treatment Division**

Prepared for King County  
by Evans/McDonough Co.

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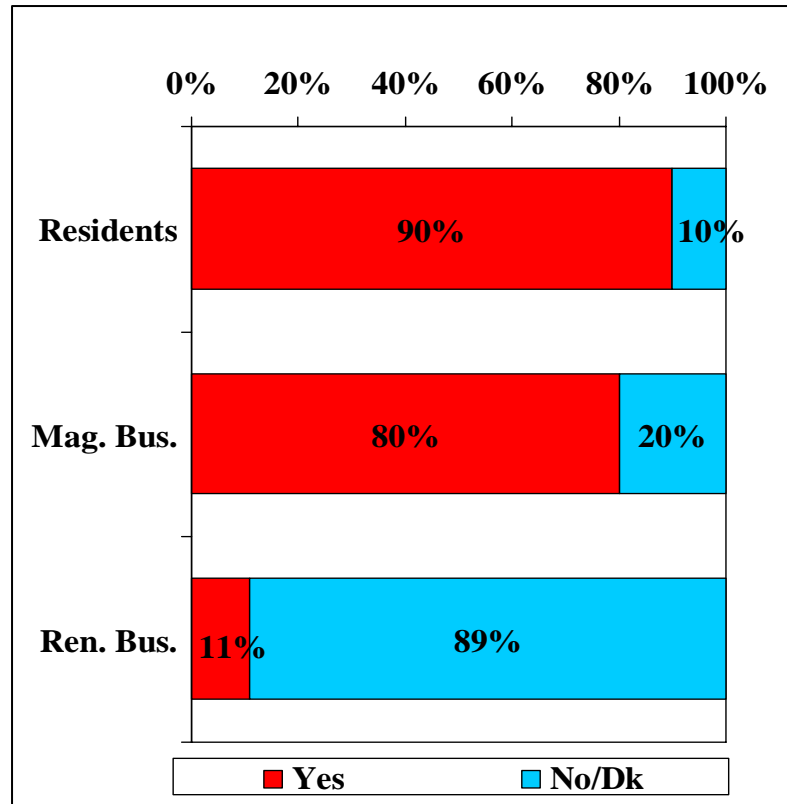
## Near Neighbor Surveys

### Methodology

- Interviews conducted Dec. 2 – 4, 2002
- Magnolia Residents: n=102; M.O.E =  $\pm 10$  points
- Magnolia Business: n=35; M.O.E =  $\pm 17$  points
- Renton Business: n=35; M.O.E =  $\pm 17$  points
- **Note:** Some numbers reflect “n” size (the actual number of respondents/businesses), and others reflect percentages. Where appropriate, notes were added to denote whether a percentage or “n” was used.

# Wastewater Treatment Plant Awareness and Opinions

*Are you aware of a waste water treatment facility near your business/in you area? (Q4)*

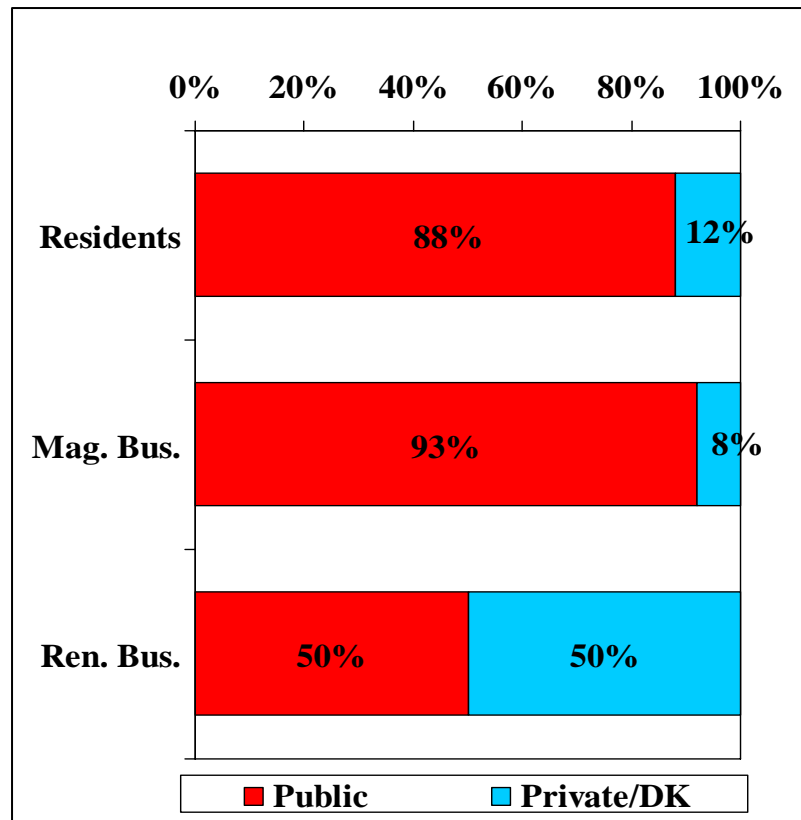


➤ Awareness of the treatment plant in both the Magnolia surveys far exceeds awareness in the Renton business survey.

- Nine of 10 (90%: n=92) residents are aware of the facility in Magnolia.
- Eight of 10 (80%: n=28) businesses in Magnolia are aware of the treatment plant.
- Only 11% (n=4) of businesses surveyed in Renton are aware of the wastewater treatment plant.

# Wastewater Treatment Plant Awareness and Opinions

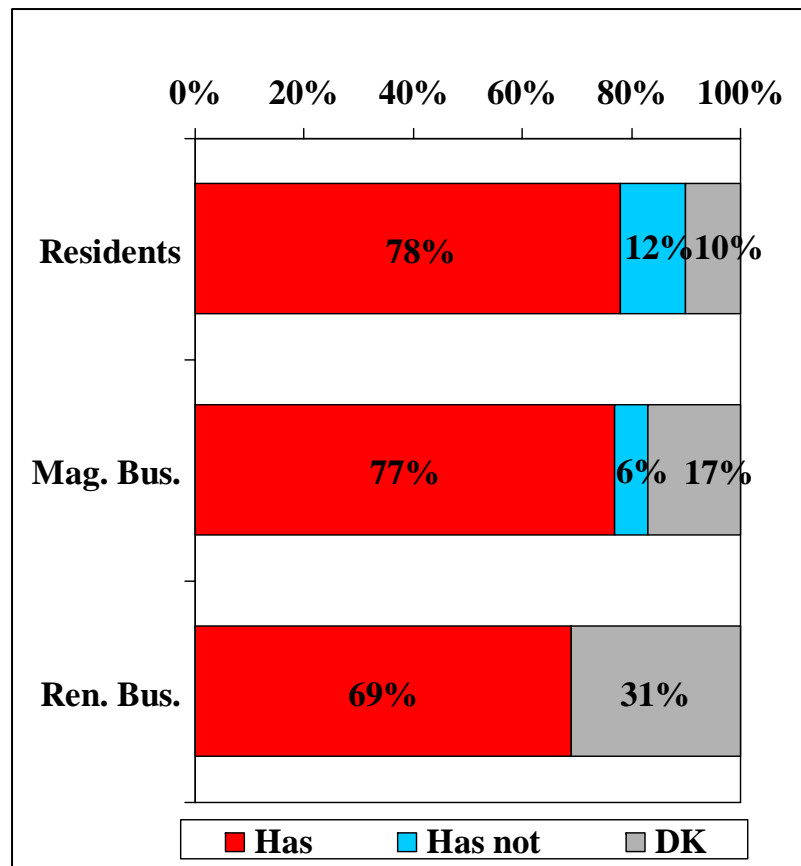
*From what you know, is the wastewater treatment plant owned and operated by a private company, or a public agency? (q6)*



- Magnolia businesses and residents are also more aware about the ownership and operation of the plant.
  - 88% of the residents (n=92), and 93% of the businesses (n=28) who are aware of the facility in Magnolia think the plant is owned and operated by a public agency.
  - Only half (50%) of Renton businesses that are aware of the facility (n=4) can correctly identify the plant as a facility that is owned and operated by public agency.

# Wastewater Treatment Plant Awareness and Opinions

*As you may know, King County's Department of Natural Resources and Parks operates a wastewater treatment plant in Renton/Magnolia. Generally speaking, do you feel the treatment plant has been or has not been a good neighbor?*



- In each of the populations surveyed, a strong majority of respondents feel the treatment plants have been a good neighbor.
  - 78% (n=80) of Magnolia residents, 77% (n=27) of Magnolia businesses and 69% (n=24) of Renton businesses feel the treatment plant has been a good neighbor.
  - Even with the large margin of error, it is likely a strong majority of all three populations feel the treatment plant has been a good neighbor.

# Wastewater Treatment Plant

## Awareness and Opinions: Magnolia Residents

*What are the top one or two reasons you think King County has or has not been a good neighbor? (q8)*

<b>Has been a good neighbor:</b>	<b>(n)</b>	<b>(n)</b>
	<b>1<sup>st</sup> resp.</b>	<b>2<sup>nd</sup></b>
1. Unobtrusive, minimal effects	21	3
2. No troubles	8	1
3. They are doing a good job	7	2
4. They operate safe and clean	8	
5. Truck traffic is minimal	5	3
6. Smell is not a problem	4	2
<b>Not been a good neighbor:</b>	<b>(n)</b>	<b>(n)</b>
	<b>1<sup>st</sup> resp.</b>	<b>2<sup>nd</sup></b>
1. Odor is a problem/it smells	12	4
2. Trucking issues	3	
3. Concern for parks	2	
4. Mismanaged/resources	2	
5. Neighborhood congestion	2	
6. Poor location for the plant	2	

- The most common reason Magnolia residents say King County has been a good neighbor is the lack of any noticeable negative impacts (24%: n=24).

*\*The numbers in the chart reflect the “n” size, not the percentage.*

# Wastewater Treatment Plant

## Awareness and Opinions: Magnolia Businesses

*What are the top one or two reasons you think King County has or has not been a good neighbor? (q8)*

<b>Has been a good neighbor:</b>	<b>(n)</b>	<b>(n)</b>
	<b>1<sup>st</sup> resp.</b>	<b>2<sup>nd</sup></b>
1. Not disruptive	5	
2. Improved park/landscape	5	
3. Appears to be healthy system	1	3
4. Act responsibly	4	
5. No noise		2
<b>Not been a good neighbor:</b>	<b>(n)</b>	<b>(n)</b>
	<b>1<sup>st</sup> resp.</b>	<b>2<sup>nd</sup></b>
1. Odor is strong/need to reduce	1	1
2. Need to barge waste/not trucks	1	
3. Needs secondary treatment	1	
4. Disagree with Bright Water	1	
5. Hurts wildlife		1
6. Prefer industrial area location	1	

- The top responses for Magnolia businesses are “not disruptive” (14%: n=5) and “improved park/landscape” (14%: n=5).
  - 6% (n=2) say King County has not been a good neighbor because “odor is strong, need to reduce.” However, considering the small sample size, this is only two of the 35 businesses surveyed.

*\*The numbers in the chart reflect the “n” size (number of businesses out of 35), not the percentage.*

# Wastewater Treatment Plant

## Awareness and Opinions: Renton Businesses

*What are the top one or two reasons you think King County has or has not been a good neighbor? (q8)*

### **Has been a good neighbor (n)**

1. No troubles	11
2. Good, modern system	1
3. Good safety record	1
4. Very clean	1
5. No noise	1
6. No odor	1
7. Created path/trails	1
Don't Know	18

- Just under a third (31%: n=11) of Renton businesses say “no troubles” is the reason King County has been a good neighbor.
  - No responses were given for why King County has been a bad neighbor. However, 51% (n=18) said they “don’t know.”

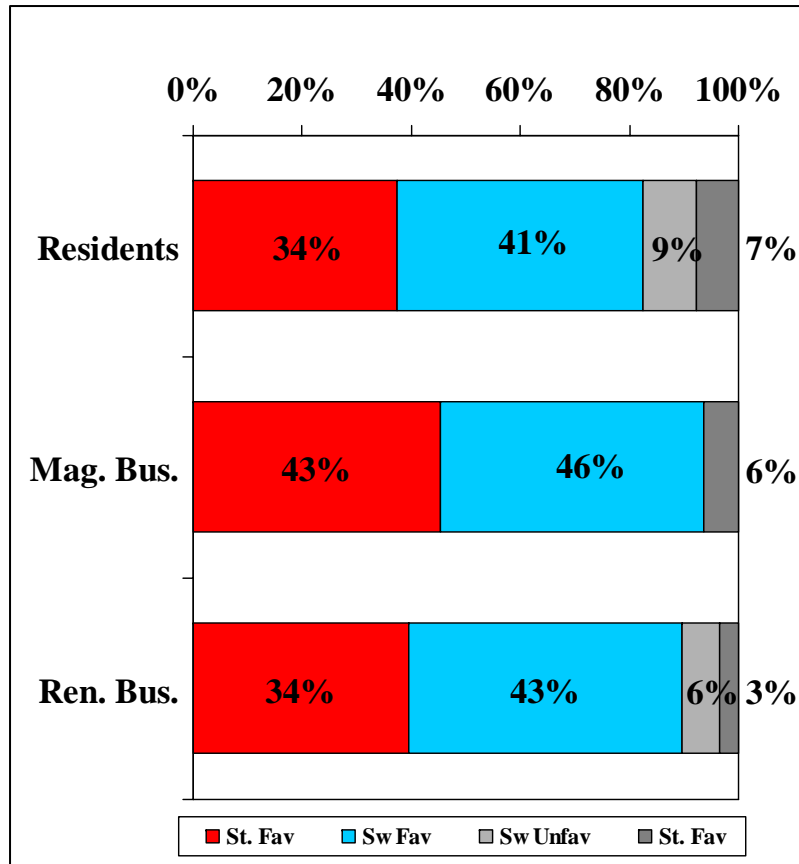
*\*The numbers in the chart reflect the “n” size (number of businesses out of 35), not the percentage.*



# Wastewater Treatment Plant

## Awareness and Opinions

*The wastewater treatment plant in Renton/Magnolia is used to protect public health and the environment by treating the region's wastewater. Given what you have just heard, do you have a strongly favorable, somewhat favorable, somewhat unfavorable, or strongly unfavorable opinion of King County's Wastewater Treatment Plant?*



➤ Among all three populations surveyed, informed opinions of King County's wastewater treatment plant are very favorable.

- A large percentage of respondents who have a favorable opinion of the wastewater treatment plant have a "strongly" favorable opinion. 34% (n=35) of residents, 43% (n=15) of Magnolia businesses and 34% (n=12) of Renton businesses have a "strongly" favorable opinion.

# Wastewater Treatment Plant

## Performance and Priorities: Magnolia Residents

*I'm going to read you a list of things that King County wastewater treatment plant is doing to be a better neighbor in Magnolia. For each of the following items, please tell me how high a priority that item should be for the wastewater treatment plant. (q18-q23)*

<b>Priority</b>	<b>Overall</b>	<b>Unfav</b>
1. Respond to complaints w/in 24 hrs	<b>4.01</b>	<b>4.19</b>
2. Explore methods of odor control	<b>3.90</b>	<b>3.94</b>
3. 24-hour hotline	<b>3.15</b>	<b>2.79</b>
4. Reduce truck trips	<b>3.08</b>	<b>3.38</b>
5. Improve landscaping	<b>3.00</b>	<b>3.63</b>
6. Offer plant tours	<b>2.83</b>	<b>2.56</b>

*\*Scale: 1 to 5 where 1 means the lowest priority and 5 means the highest priority.*

- The top two priorities for King County are responding to complaints within 24 hours (q23) and exploring new methods of odor control (q18).
  - The lowest priority for King County is offering plant tours to the community (q20).

# Wastewater Treatment Plant

## Performance and Priorities: Magnolia Residents

*From what you know or have heard, please grade King County on each of the following elements as it relates to its wastewater treatment plant in Magnolia.*

<b>Performance</b>	<b>Average Grade</b>	
	Overall	Unfav
1. Appearance/upkeep of facility	<b>B+</b>	<b>C+</b>
2. Minimizing facility's impacts	<b>B</b>	<b>D+</b>
3. Controlling noise from trucks	<b>B</b>	<b>C-</b>
4. Controlling odors from plant	<b>B</b>	<b>C-</b>
5. Acceptable business hours	<b>B</b>	<b>C</b>
6. Minimizing impacts on traffic	<b>B</b>	<b>C</b>
7. Keeping community informed	<b>C+</b>	<b>C-</b>
8. Listening/responding to complaints	<b>C+</b>	<b>C-</b>

*\*Scale: A to F where A means excellent and F means failing.*

- Overall, King County received above average performance ratings from Magnolia residents in each area tested in the survey.
  - The lowest ratings, yet still above average, came in the areas of keeping the community informed (C+) and listening/responding to citizens' complaints (C+).
  - King County's strongest rating is in appearance/upkeep of the facility (B+).

# Wastewater Treatment Plant

## Performance and Priorities: Magnolia Businesses

*I'm going to read you a list of things that King County wastewater treatment plant is doing to be a better neighbor in Magnolia. For each of the following items, please tell me how high a priority that item should be for the wastewater treatment plant. (q18-q23)*

<b>Priority</b>	<b>Mean</b>
1. Respond to complaints w/in 24 hrs	<b>4.00</b>
2. Explore methods of odor control	<b>3.90</b>
3. Reduce truck trips	<b>3.24</b>
4. 24-hour hotline	<b>3.22</b>
6. Offer plant tours	<b>2.85</b>
5. Improve landscaping	<b>2.66</b>

*\*Scale: 1 to 5 where 1 means the lowest priority and 5 means the highest priority.*

- Similar to the resident survey, the top two priorities for King County among Magnolia businesses are responding to complaints within 24 hours (q23) and exploring new methods of odor control (q18).
  - The lowest priority for King County among Magnolia businesses is improving the landscaping around the wastewater treatment plant (q21).

# Wastewater Treatment Plant Performance and Priorities: Magnolia Businesses

*From what you know or have heard, please grade King County on each of the following elements as it relates to its wastewater treatment plant in Magnolia.*

<b>Performance</b>	<b>Average Grade</b>
1. Appearance/upkeep of facility	<b>A-</b>
2. Acceptable business hours	<b>B+</b>
3. Minimizing facility's impacts	<b>B</b>
4. Controlling noise from trucks	<b>B</b>
5. Controlling odors from plant	<b>B</b>
6. Keeping community informed	<b>B</b>
7. Minimizing impacts on traffic	<b>B</b>
8. Listening/responding to complaints	<b>C+</b>

*\*Scale: A to F where A means excellent and F means failing.*

- King County received above average performance ratings from Magnolia businesses in each area tested in the survey.
- The lowest rating came in the area of listening/responding to citizens' complaints (C+).
  - King County's strongest rating is in appearance/upkeep of the facility (B+).

# Wastewater Treatment Plant

## Performance and Priorities: Renton Businesses

*I'm going to read you a list of things that King County wastewater treatment plant is doing to be a better neighbor in Magnolia. For each of the following items, please tell me how high a priority that item should be for the wastewater treatment plant. (q18-q23)*

<b>Priority</b>	<b>Mean</b>
1. Explore methods of odor control	<b>4.31</b>
2. 24-hour hotline	<b>4.06</b>
3. Respond to complaints w/in 24 hrs	<b>4.03</b>
4. Reduce truck trips	<b>3.17</b>
5. Improve landscaping	<b>3.17</b>
6. Offer plant tours	<b>3.03</b>

*\*Scale: 1 to 5 where 1 means the lowest priority and 5 means the highest priority.*

- The top priorities among Renton businesses are exploring new methods of odor control (q18), providing a 24-hour hotline (q22), and responding to questions, concerns or complaints within 24 hours (q23).
  - The lowest priority for King County among Renton businesses is offering plant tours to the community (q20).

# Wastewater Treatment Plant Performance and Priorities: Renton Businesses

*From what you know or have heard, please grade King County on each of the following elements as it relates to its wastewater treatment plant in Magnolia.*

<b>Performance</b>	<b>Average Grade</b>
1. Appearance/upkeep of facility	<b>B+</b>
2. Minimizing facility's impacts	<b>B</b>
3. Controlling noise from trucks	<b>B</b>
4. Acceptable business hours	<b>B</b>
5. Listening/responding to complaints	<b>B</b>
6. Minimizing impacts on traffic	<b>B</b>
7. Controlling odors from plant	<b>B-</b>
8. Keeping community informed	<b>C+</b>

*\*Scale: A to F where A means excellent and F means failing.*

- King County received above average performance ratings from Renton businesses in each area tested in the survey.
  - The lowest rating came in the area of keeping the community informed about issues that might affect it (C+).
  - King County's strongest rating is in appearance/upkeep of the facility (B+).

# Wastewater Treatment Plant

## What can King County do to be a better neighbor to Magnolia residents?

*In addition to everything that you have heard, what are one or two things King County can do to be a better neighbor as it relates to the wastewater treatment plant in your area?*

	<u>(n)</u>
Nothing	16
Better PR/info. Dissemination	12
Reduce the smell/odor	11
Build another plant elsewhere	5
Stop the plant expansion	5
Reduce the waste water	4
Respond to complaints promptly	3
Protect the environment	3
Reduce operating cost	3
Other	12
Don't know	28

- The top response for what King County can do to be a better neighbor was “nothing” (16%; n=16).
- Better public relations and information dissemination (12%: n=12), and reducing the smell/odor (11%: n=11) are the most popular suggestions among Magnolia residents.



# Wastewater Treatment Plant

## What can King County do to be a better neighbor to Magnolia businesses?

*In addition to everything that you have heard, what are one or two things King County can do to be a better neighbor as it relates to the wastewater treatment plant in your area?*

	<u>(n)</u>
Nothing	7
Control odor	6
Be more open about the plant	3
Improve plant appearance	3
Offer information on website	2
Send out info/offer tours	2
Consider community impact	2
No more plant expansion	2
Community meetings	1
Other	11
Don't know	7

- As with the residents, the top response from Magnolia businesses for what King County can do to be a better neighbor is “nothing” (20%: n=7).
- The most frequent substantive suggestion is to “control odor” (17%: n=6).

# Wastewater Treatment Plant

## What can King County do to be a better neighbor to Renton businesses?

*In addition to everything that you have heard, what are one or two things King County can do to be a better neighbor as it relates to the wastewater treatment plant in your area?*

	<b><u>(n)</u></b>
Inform the public of all practices	6
Eliminate the odor	5
Nothing	4
Reduce truck traffic	3
Continue to consult/respond to public	2
Other	1
Don't know	14

- The most frequent suggestions made by Renton businesses is to “inform the public of all practices” (17%: n=6).
  - 14% (n=5) of the businesses surveyed suggest “eliminating the odor.”

# Wastewater Treatment Plant

## Concluding remarks

- In all three surveys, a majority of respondents say the King County wastewater treatment facility has been a good neighbor.
- Respondents have an overall favorable opinion of King County's wastewater treatment facility in their area, with much of the sentiment falling in the strongly favorable category.
- The highest priority for both Magnolia surveys is to respond to citizens' complaints, questions or concerns within 24 hours. For Renton businesses, the top priority is to explore new methods of odor control.
- King County received above average performance ratings in each of the areas tested in the survey.