

# Near Neighbor Surveys: Magnolia/Renton

December 2005



**King County**

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

Prepared for King County  
by Evans/McDonough Co.

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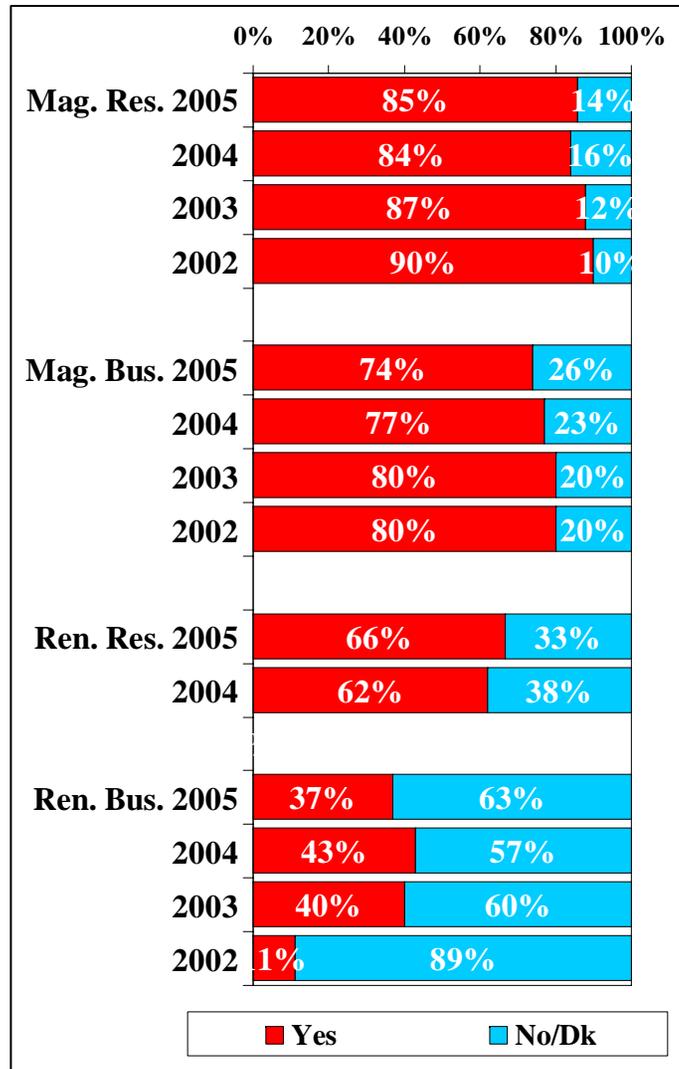
## Near Neighbor Surveys

### Project Summary

- Interviews conducted November 28 – 30, 2005
- Magnolia Residents: n=100; M.O.E. =  $\pm 10$  points
- Magnolia Business: n=35; M.O.E. =  $\pm 17$  points
- Renton Residents: n=100; M.O.E. =  $\pm 10$  points
- Renton Business: n=35; M.O.E. =  $\pm 17$  points
  
- **Note:** Some of the 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.

# Waste Water Treatment Plant Awareness and Opinions

*Are you aware of a waste water treatment facility near your business/in you area? (Q5)*



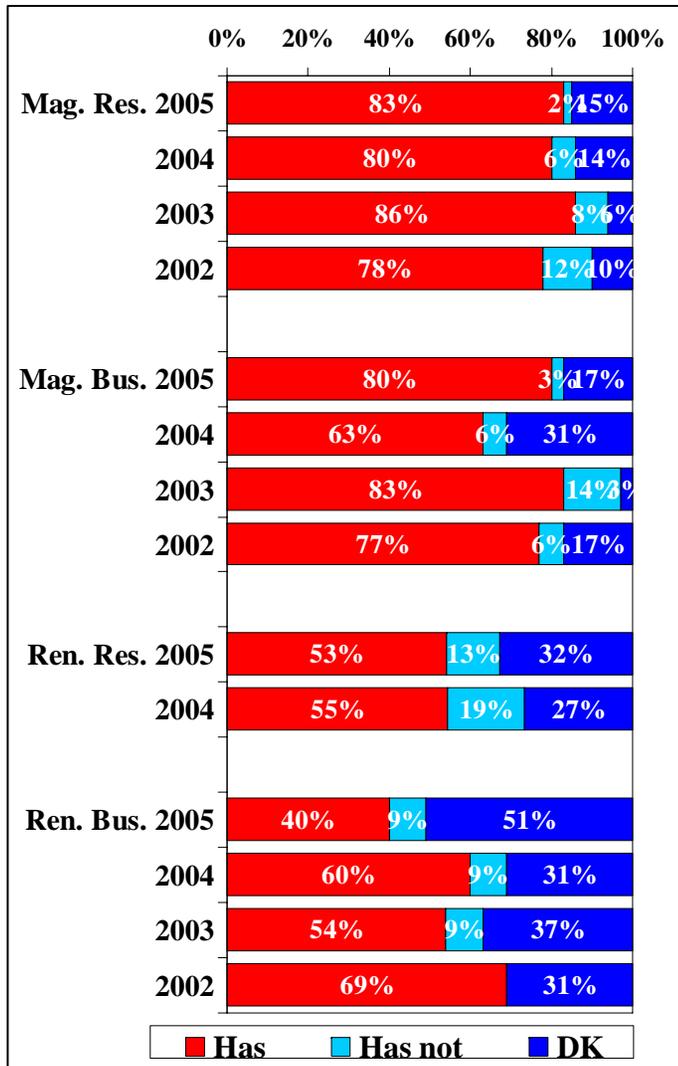
➤ Awareness of the treatment plant in Magnolia continues to exceed awareness in Renton.

- Renton residents are more aware than Renton businesses (Residents: 66% n=66; Business 37% n=13)
- Three-quarters (74%: n=26) of businesses and 85% (n=85) of residents in Magnolia are aware of the treatment plant.
- With the exception of Renton Businesses, awareness over the four year duration of the study has not changed statistically.
  - Between 2002 and 2003 the sample area for Renton Businesses was refined, and is likely the reason for the increase in awareness during those years.

# Waste Water Treatment Plant

## Awareness and Opinions

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



- Four out of five Magnolia residents (83%) and businesses (80%) continue to report that KCDNR has been a good neighbor.
  - Although the number of Renton residents and businesses who say that KCDNR has been a good neighbor is significantly lower than in Magnolia, this largely reflects the lower levels of awareness in Renton seen in the previous slide.
  - Despite the lower awareness, the ratio of “has been” to “has not been” is very strong among Renton Businesses (4.44 to 1) and Residents (4.08 to 1).

# Waste Water Treatment Plant

## Awareness and Opinions: Magnolia Residents

*What are the top one or two reasons you think King County has been a good neighbor? (q7)*

<b>Has been a good neighbor:</b>	<b>(n)</b>	<b>(n)</b>	<b>(n)</b>	<b>(n)</b>
	<b>2002</b>	<b>2003</b>	<b>2004</b>	<b>2005</b>
1. Hidden from sight	-	16	12	22
2. Unobtrusive, minimal effects	29	28	23	19
3. No smell	4	5	6	11
4. Maintains proper standards	8	5	4	11
5. Improved/Nice landscape	-	4	6	9
6. Truck traffic not bothersome	-	-	-	9
7. Responsive to community concerns	-	12	5	3

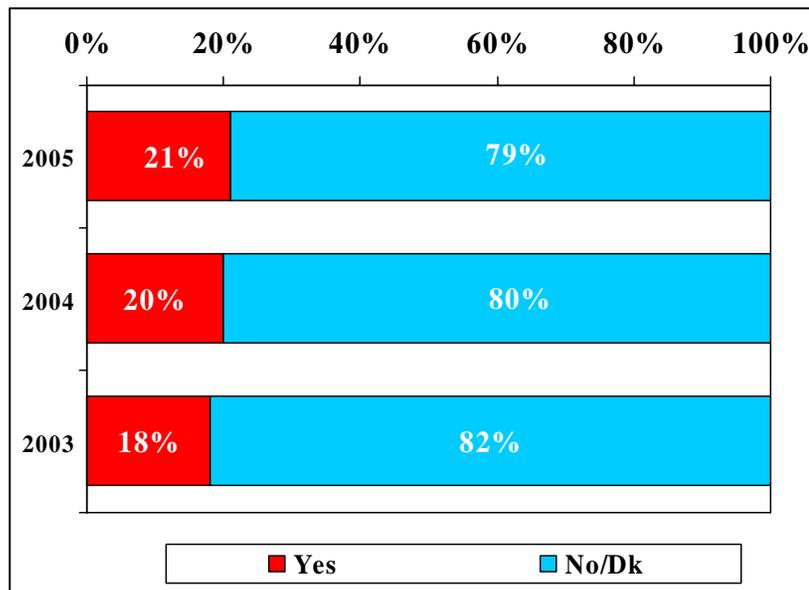
➤ The most common reasons Magnolia residents say that King County has been a good neighbor continues to be the lack of any noticeable impacts (“hidden from sight” n=22 & “unobtrusive/minimal effects” n=19).

**\*The numbers in the chart reflect the number of residents, not the percentage.**

# Waste Water Treatment Plant

## Awareness and Opinions: Magnolia Residents

*Knowing that there is a wastewater plant in your area, have you experienced any (negative\*\*) impacts that could be a result of the wastewater facility? (q8)*



### What impacts have you experienced?:

	2003	2004	2005
	(n)	(n)	(n)
1. Bad smell	7	13	14
2. Trucking issues	6	2	4
3. Poor water quality	-	-	4
4. Poor Drainage	-	1	-

➤ Four out of five (n=79) residents continue to say they experience no negative impacts.

➤ One out of five (n=21) Magnolia residents say they experience some impacts that could be the result of the wastewater facility.

➤ “Bad smell” is the most often negative impact residents experience (n=14).

*\*The numbers in the chart reflect the number of respondents, not the percentage.*

*\*\*The word “negative” was not used in the 2003 survey.*

# Waste Water Treatment Plant

## Awareness and Opinions: Magnolia Businesses

*What are the top one or two reasons you think King County has a good neighbor? (q7)*

<b>Has been a good neighbor:</b>	<b>(n)</b>	<b>(n)</b>	<b>(n)</b>	<b>(n)</b>
	<b>2002</b>	<b>2003</b>	<b>2004</b>	<b>2005</b>
1. No troubles/unobtrusive	5	18	7	7
2. No smell	-	-	1	7
3. Truck traffic is not bothersome	-	-	2	5
4. Maintains proper standards	-	-	-	2
5. Hidden from sight	-	3	3	1
6. Responsive to concerns	-	2	4	-

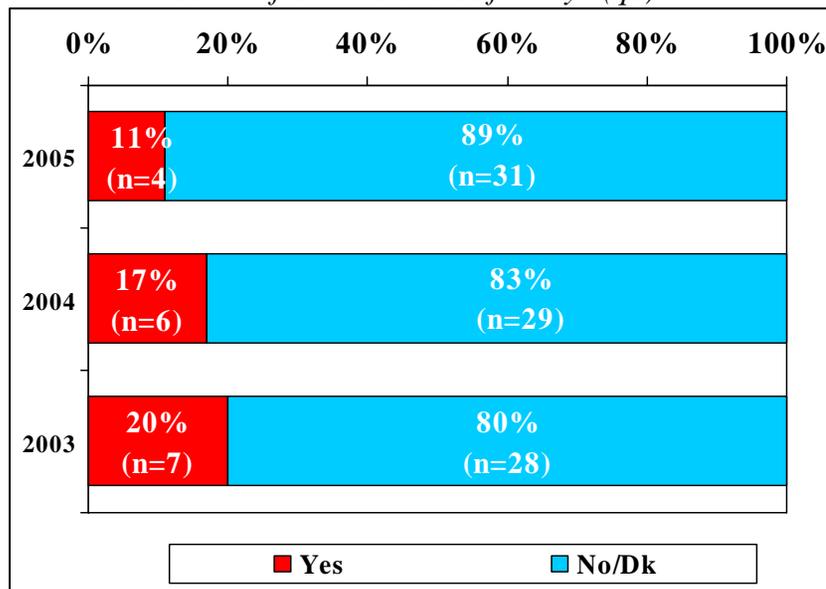
- The top response Magnolia businesses give for why KC has been a good neighbor is the lack of any noticeable impacts (“no troubles” n=7; “no smell” n=7).
  - If items 1, 2, 3, and 5 in the chart are considered “no troubles/unobtrusive”, this would bring the total to n=20 (57% of businesses).

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

# Waste Water Treatment Plant

## Awareness and Opinions: Magnolia Businesses

Knowing that there is a wastewater plant in your area, have you experienced any (negative\*\*) impacts that could be a result of the wastewater facility? (q8)



### What impacts have you experienced?:

	2003	2004	2005
	(n)	(n)	(n)
1. Bad smell	3	3	4
2. Trucking issues	4	1	-
3. Poor air quality	-	1	-
4. Evacuation	-	1	-

➤ Almost nine out of ten (n=31; 89%) businesses say they do not experience any noticeable impacts.

➤ Four (n=4) of the Magnolia businesses say they experience some impacts that could be the result of the wastewater facility. Each of these businesses say the negative impact is the “bad smell”.

➤ The number of businesses who say they have experienced a negative impact has declined each year since the benchmark measure, though the change is not statistically significant.

*\*The numbers in the chart reflect the number of respondents, not the percentage.*

*\*\*The word “negative” was not used in the 2003 survey.*

# Waste Water Treatment Plant

## Awareness and Opinions: Renton Residents

*What are the top one or two reasons you think King County has been a good neighbor? (q7)*

<b>Has been a good neighbor</b>	<b>(n)</b>	<b>(n)</b>
	<b>2004</b>	<b>2005</b>
1. No troubles	13	11
2. Improved/Nice landscape	6	9
3. Maintains proper standards	2	7
4. Improved the quality of water	5	3
5. Good for the environment	-	3
6. Tours for children	-	3

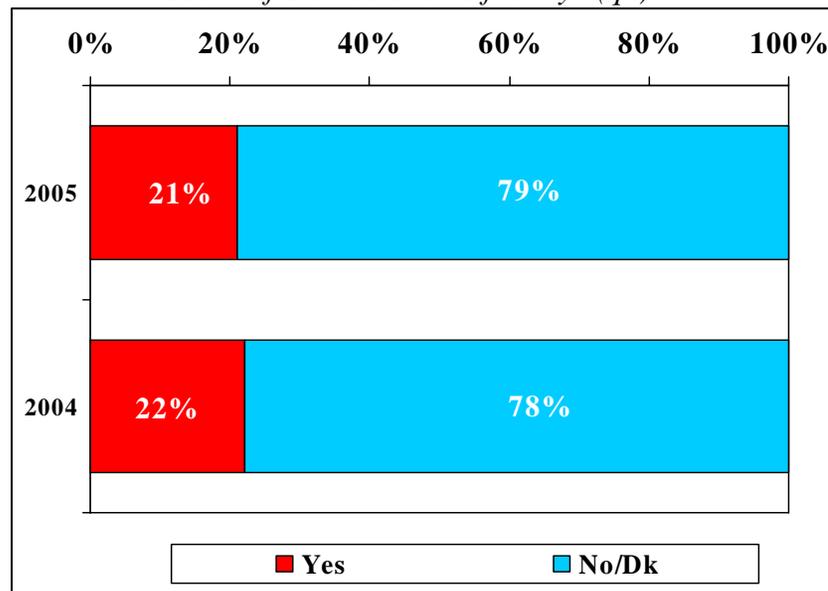
**\*The numbers in the chart reflect the number of residents, not the percentage.**

- The first tracking measure for Renton residents shows little change since the benchmark measure established last year.
  - Of those who said the County has been a good neighbor (n=53; 53%) most (n=11; 20%) continue to say the County has been a good neighbor because of “no troubles/unobtrusive”.
  - Additional responses that were not mentioned last year include “good for the environment” (n=3) and “tours for children” (n=3).

# Waste Water Treatment Plant

## Awareness and Opinions: Renton Residents

*Knowing that there is a wastewater plant in your area, have you experienced any negative impacts that could be a result of the wastewater facility? (q8)*



<u>What impacts have you experienced?:</u>	<u>(n)</u>	<u>(n)</u>
	2004	2005
1. Bad smell	17	19
2. Poor water quality	3	2
3. Poor drainage	1	-

➤ Only one out of five (n=21) residents in Renton say they experience negative impacts that could be the result of the wastewater facility. This figure is unchanged from 2004.

➤ 19 of those 21 residents experience a bad smell, with the remaining 2 saying “poor water quality”.

*\*The numbers in the chart reflect the number of respondents, not the percentage.*

# Waste Water Treatment Plant

## Awareness and Opinions: Renton Businesses

*What are the top one or two reasons you think King County has been a good neighbor? (q7)*

<b>Has been a good neighbor</b>	<b>(n)</b>	<b>(n)</b>	<b>(n)</b>	<b>(n)</b>
	<b>2002</b>	<b>2003</b>	<b>2004</b>	<b>2005</b>
1. No troubles	11	16	12	4
2. Maintains proper standards	-	2	-	2
3. Truck traffic is not bothersome	-	-	-	2
4. No smell	-	-	2	1
5. Good for the environment	-	-	1	1
6. Responsive to concerns	-	2	-	1
7. Reliable	-	-	1	-
8. Hidden from sight	-	3	-	-
9. No noise	1	-	-	-
10. No response	-	-	-	4

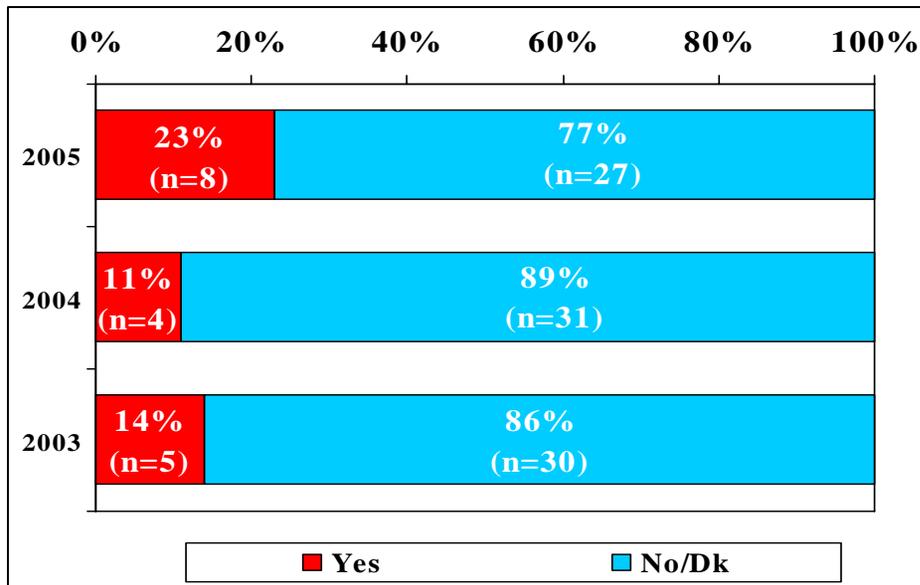
➤ The top reason King County has been a good neighbor remains the lack of any noticeable impact (“no troubles” n=4; “trucks not bothersome” n=2; “no smell” n=1).

*\*The numbers in the chart reflect the number of businesses, not the percentage.*

# Waste Water Treatment Plant

## Awareness and Opinions: Renton Businesses

*Knowing that there is a wastewater plant in your area, have you experienced any (negative\*\*) impacts that could be a result of the wastewater facility? (q8)*



### What impacts have you experienced?: (n) (n) (n)

	2003	2004	2005
1. Bad smell	3	3	7
2. Poor air quality	-	-	1
3. Loss of business	1	-	-
4. Rates are too high	1	-	-

- Since 2004, the number of businesses in Renton who say they have experienced negative impacts has increased from 4 to 8, though the difference is not statistically significant.
  - 77% (n=27) say they have not experienced any negative impacts.
  - Of the 8 businesses that have experienced negative impacts, 7 say it is the “bad smell”.

*\*The numbers in the chart reflect the number of businesses, not the percentage.*

*\*\*The word “negative” was not used in the 2003 survey.*

# Waste Water Treatment Plant

## Priorities: Magnolia Residents

*I'm going to read you a list of things that King County waste water 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 waste water treatment plant. (q11-q16)*

- The top two priorities for King County continue to be exploring new methods of odor control and responding to complaints within 24 hours.
- These have been the top two priorities since the survey began in 2002.
  - The lowest priority for King County is offering plant tours to the community. This has been the lowest priority every year of the survey.

<b>Priority</b>	<b>2002</b>	<b>2003</b>	<b>2004</b>	<b>2005</b>
1. Explore methods of odor control	<b>3.90</b>	<b>3.92</b>	<b>3.90</b>	<b>3.94</b>
2. Respond to complaints w/in 24 hrs	<b>4.01</b>	<b>3.73</b>	<b>3.92</b>	<b>3.72</b>
3. Improve landscaping	<b>3.00</b>	<b>3.11</b>	<b>3.01</b>	<b>3.70</b>
4. Reduce truck trips	<b>3.08</b>	<b>3.28</b>	<b>3.16</b>	<b>3.08</b>
5. 24-hour hotline	<b>3.15</b>	<b>3.36</b>	<b>3.28</b>	<b>2.94</b>
6. Offer plant tours	<b>2.83</b>	<b>2.77</b>	<b>2.88</b>	<b>2.63</b>

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

# Waste Water Treatment Plant

## Priorities: Magnolia Businesses

*I'm going to read you a list of things that King County waste water 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 waste water treatment plant. (q11-q16)*

➤ Over the last four years, exploring new methods of odor control and responding to complaints within 24 hours have been the top priorities among Magnolia businesses.

<b>Priority</b>	<b>2002</b>	<b>2003</b>	<b>2004</b>	<b>2005</b>
1. Explore methods of odor control	<b>3.90</b>	<b>4.21</b>	<b>4.23</b>	<b>4.18</b>
2. Respond to complaints w/in 24 hrs	<b>4.00</b>	<b>4.29</b>	<b>3.79</b>	<b>4.17</b>
3. Improve landscaping	<b>2.66</b>	<b>3.66</b>	<b>3.71</b>	<b>3.69</b>
4. Reduce truck trips	<b>3.24</b>	<b>3.30</b>	<b>3.34</b>	<b>3.32</b>
5. 24-hour hotline	<b>3.22</b>	<b>3.54</b>	<b>3.23</b>	<b>3.03</b>
6. Offer plant tours	<b>2.85</b>	<b>2.77</b>	<b>2.20</b>	<b>2.69</b>

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

- The rankings are identical to the survey findings from the 2004 track.
- Offering plant tours continues to be the lowest priority for Magnolia Businesses.

# Waste Water Treatment Plant

## Priorities: Renton Residents

*I'm going to read you a list of things that King County waste water 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 waste water treatment plant. (q11-q16)*

<b>Priority</b>	<b>2004</b>	<b>2005</b>
1. Explore methods of odor control	<b>4.33</b>	<b>4.22</b>
2. Respond to complaints w/in 24 hrs	<b>4.08</b>	<b>4.01</b>
3. Improve landscaping	<b>3.64</b>	<b>3.60</b>
4. 24-hour hotline	<b>3.55</b>	<b>3.49</b>
5. Reduce truck trips	<b>2.94</b>	<b>2.78</b>
6. Offer plant tours	<b>2.81</b>	<b>2.76</b>

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

- There was no change in the priority among Renton Residents since the initial benchmark measure established in 2004.
  - Exploring new methods of odor control and responding to complaints within 24 hours continue to be the top two priorities for residents surrounding the South plant.
  - Reducing truck trips and offering plant tours to residents are the lowest priorities among those tested in the survey.

# Waste Water Treatment Plant

## Priorities: Renton Businesses

*I'm going to read you a list of things that King County waste water 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 waste water treatment plant. (q11-q16)*

<b>Priority</b>	<b>2002</b>	<b>2003</b>	<b>2004</b>	<b>2005</b>
1. Explore methods of odor control	<b>4.31</b>	<b>4.15</b>	<b>4.38</b>	<b>4.20</b>
2. Respond to complaints w/in 24 hrs	<b>4.03</b>	<b>4.13</b>	<b>4.03</b>	<b>4.15</b>
3. 24-hour hotline	<b>4.06</b>	<b>3.36</b>	<b>3.34</b>	<b>3.91</b>
4. Improve landscaping	<b>3.17</b>	<b>2.94</b>	<b>3.54</b>	<b>3.45</b>
5. Reduce truck trips	<b>3.17</b>	<b>3.09</b>	<b>3.31</b>	<b>2.68</b>
6. Offer plant tours	<b>3.03</b>	<b>2.52</b>	<b>2.50</b>	<b>2.47</b>

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

- The top priorities among Renton businesses continue to be exploring new methods of odor control and responding to questions, concerns, or complaints within 24 hours.
  - The only change in priority since last year's survey was between providing a 24-hour hotline (priority 4 in 2004, priority 3 in 2005) and improving the landscape around the facility (priority 3 in 2004, priority 4 in 2005).

# Waste Water Treatment Plant

## What can K.C. 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 waste water treatment plant in your area?*

	<u>2003 (n)</u>	<u>2004 (n)</u>	<u>2005 (n)</u>
Nothing	21	41	46
Reduce the smell/odor	11	12	9
Provide more public information	5	11	8
Control traffic	7	10	7
Ensure proper maintenance	-	-	6
Promote cleanliness	-	-	6
Improve landscaping	5	4	3
Respond to complaints	9	3	3
Avoid contaminating the area	3	3	2
Relocate	4	2	2
Other	9	13	8
Don't know	26	1	-

➤ The top response for what King County can do to be a better neighbor in 2005 is “nothing” (n=46).

- Among those who gave a specific suggestion, reducing the smell/odor (n=9), providing more public information (n=8) and controlling traffic (n=7) are the most popular.
- Additional responses not mentioned in previous years are “ensure proper maintenance” (n=6) and “promote cleanliness” (n=6).

# Waste Water Treatment Plant

## What can K.C. 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 waste water treatment plant in your area?*

	<b>2003 (n)</b>	<b>2004 (n)</b>	<b>2005 (n)</b>
Nothing	15	17	14
Provide more public information	7	2	8
Control traffic	-	4	4
Control odor	3	3	4
Respond to complaints	2	4	2
Increase expenditure on enviro.	-	-	2
Promote cleanliness	-	-	1
Reduce charges	-	2	-
Avoid contaminating the area	2	-	-
Relocate	2	-	-
Other	3	3	-
Don't know	1	-	-

➤ As with the residents, the top response from Magnolia businesses for what King County can do to be a better neighbor continues to be “nothing” (n=14). This has been the top response since the baseline measurement in 2003.

- Eight (8) businesses suggest “providing more public information” which is an increase of 6 businesses since last year, and 7 in 2003.
- Two (2) businesses suggested increases expenditures on the environment, which has not been mentioned in previous years.

## Waste Water Treatment Plant

### What can K.C. do to be a better neighbor to Renton 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 waste water treatment plant in your area?*

	<u>2004(n)</u>	<u>2005(n)</u>
Nothing	33	46
Control the odor	19	26
Ensure there are no problems	-	6
Reduce charges	-	3
Promote cleanliness	-	3
Respond to complaints	2	2
Improve landscaping	4	-
More public information	4	-
Reduce charges	4	-
Minimize expansion	3	-
Other	5	14
Don't know	24	-

- Almost half (46%) of Renton residents surrounding the plant say there is nothing King County can do to be a better neighbor.
  - A quarter (26%) say “control odor”. This is the most frequent concrete suggestion from Renton residents.

# Waste Water Treatment Plant

## What can K.C. 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 waste water treatment plant in your area?*

	<b>2003 (n)</b>	<b>2004 (n)</b>	<b>2005(n)</b>
Nothing	13	17	15
More public information	5	6	9
Eliminate/control the odor	6	4	5
Educate local businesses	-	-	2
Control traffic	-	-	1
Ensure proper maintenance	-	-	1
Reduce the charges	-	2	-
Improve landscaping	-	1	-
Other	1	4	3
Don't know	9	-	-

- Providing more public information (n=9) and eliminating/controlling the odor (n=5) continue to be the top substantive suggestions given by Renton businesses.
  - The suggestions have remained the same since the 2003 benchmark measure.

# Waste Water Treatment Plant

## Summary of Findings

- Awareness and opinions of the wastewater facility have remained consistent over the past four years.
- Residents and businesses in Magnolia are more likely to say that King County has been a good neighbor. However, awareness of the Renton plant is significantly lower than in Magnolia. Despite this lower awareness, the ratio of Renton businesses and residents who say King County has been a good neighbor compared to those who say they have not been a good neighbor is still positive.
- The highest priorities for all four populations is to respond to citizens' complaints, questions, or concerns within twenty-four hours and to explore new methods of odor control. These priorities have consistently been the highest over the past four years.
- Controlling odor and providing more public information continue to be the most common suggestions for what King County can do to be a better neighbor.