

Near Neighbor Surveys: Magnolia/Renton

December 2006



King County

Department of Natural Resources and Parks
Wastewater Treatment Division

Prepared for King County
by Evans/McDonough Co.

Near Neighbor Surveys

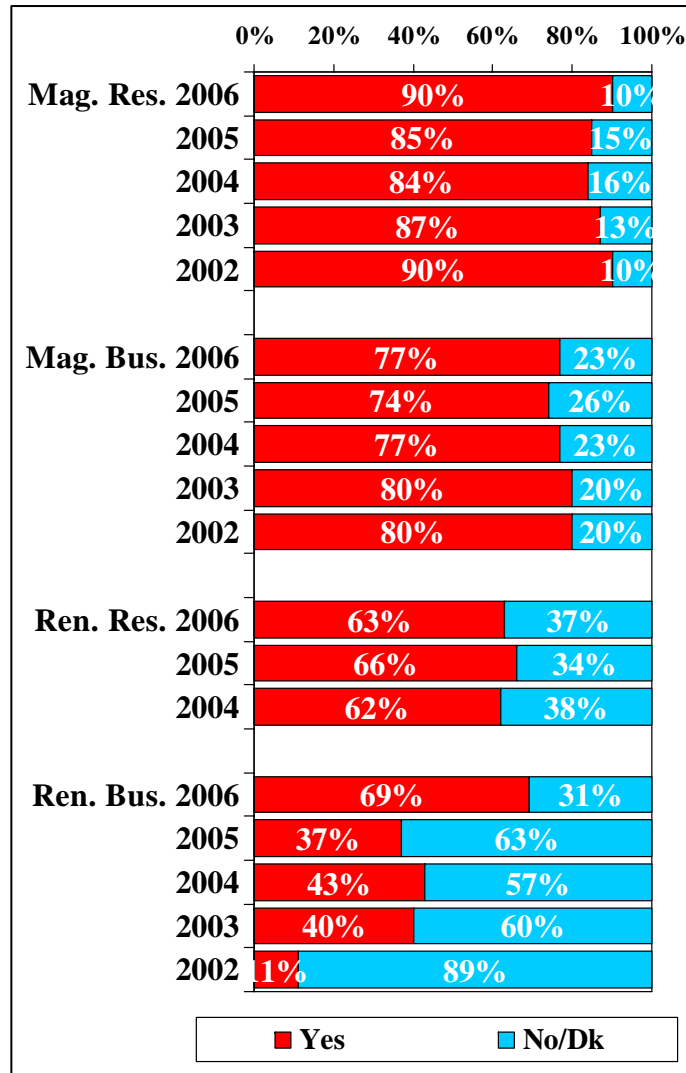
Project Summary

- Interviews conducted November 29 – 30, 2006
- Magnolia Residents: n=100; M.O.E. = ± 10 points
- Magnolia Business: n=35; M.O.E. = ± 17 points
- Renton Residents: n=100; M.O.E. = ± 10 points
- Renton Business: n=35; M.O.E. = ± 17 points

- **Note:** Some of the numbers within this presentation 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

Are you aware of a waste water treatment facility in your area, or not? (Q5)

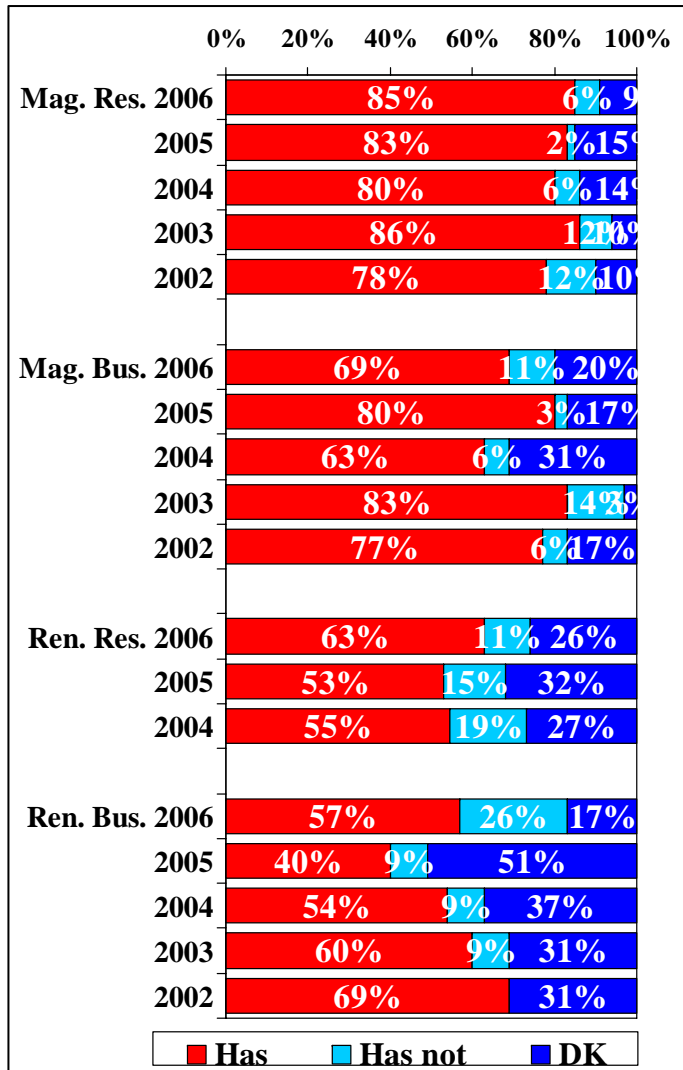


- Awareness of the treatment plant in Magnolia continues to exceed awareness in Renton.
- Renton businesses have dramatically increased their awareness; this is the first year they are more aware than Renton residents (Business: 69% n=24; Residents 63% n=63)
- With the exception of Renton Businesses, 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

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 (85%) continue to report that KCDNR has been a good neighbor.

- The number of Renton residents and businesses who say that KCDNR has been a good neighbor is still lower than in Magnolia.
- Magnolia businesses had a net negative shift (-14).
- Within Renton, there is a strong net positive shift among both residents (+16) and business (+51).

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)

Has been a good neighbor:	(n)	(n)	(n)	(n)
	2003	2004	2005	2006
1. Unobtrusive, minimal effects	27	23	19	27
2. No smell	5	6	11	17
3. Hidden from sight	16	12	22	11
4. Improved/Nice landscape	4	6	9	11
5. Truck traffic not bothersome	-	-	9	8
6. Maintains proper standards	5	4	11	6
7. Responsive to community concerns	12	5	3	4
8. Good for environment	-	-	-	4

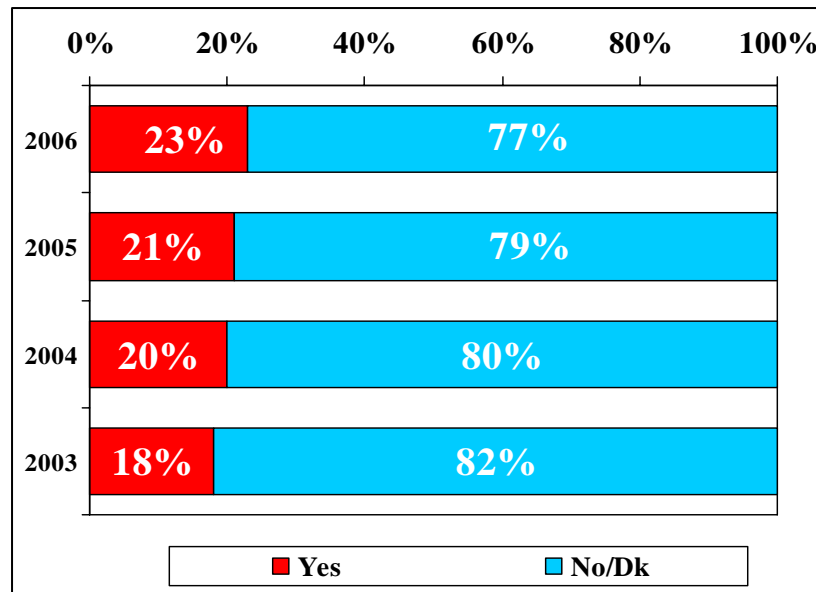
***The numbers in the chart reflect the number of residents, not the percentage.**

- The most common reasons Magnolia residents say that King County has been a good neighbor continues to be the lack of any noticeable impacts (“unobtrusive, minimal effects” n=23, “no smell” n=15, & “hidden from sight” n=9).

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)*



➤ Four out of five (n=76) residents continue to say they experience no negative impacts.

➤ One out of five (n=23) 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=18).

* What impacts have you experienced?:

	2003	2004	2005	2006
	(n)	(n)	(n)	(n)
1. Bad smell	7	13	14	18
2. Trucking issues	6	2	4	8
3. Poor water quality	-	-	4	2
4. No sea life	-	-	-	2
5. Poor Drainage	-	1	-	-
6. Other	-	-	-	1

**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)

Has been a good neighbor:	(n)	(n)	(n)	(n)
	2003	2004	2005	2006
1. No troubles/unobtrusive	18	7	7	17
2. Hidden from sight	3	3	1	7
3. No smell	-	1	7	3
4. Maintains proper standards	-	-	2	2
5. Truck traffic is not bothersome	-	2	5	1
6. Good for environment	-	-	-	1
6. Responsive to concerns	2	4	-	-

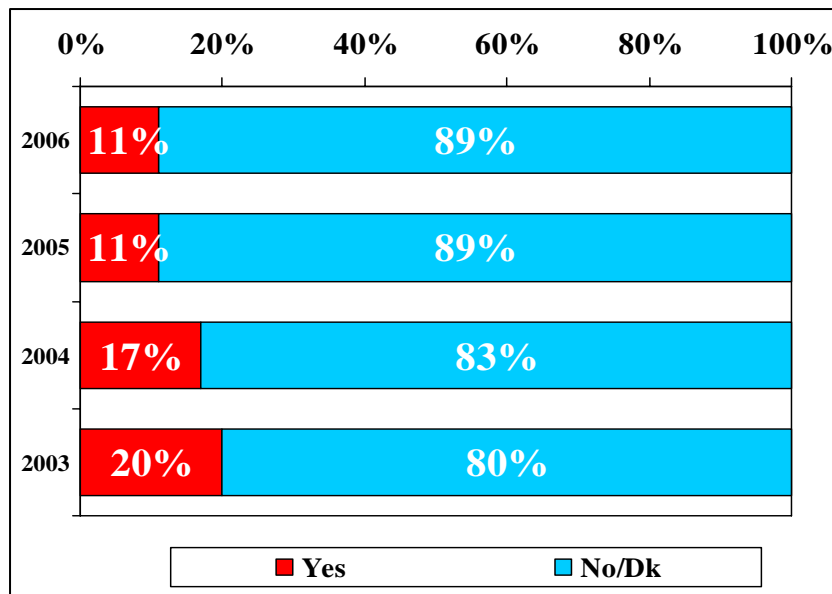
- The top response Magnolia businesses give for why KC has been a good neighbor is the lack of any noticeable impacts (“no troubles” n=17; “hidden from sight” n=7; and “no smell” n=3).

***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	2006
	(n)	(n)	(n)	(n)
1. Bad smell	3	3	4	3
2. Trucking issues	4	1	-	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. Most of these businesses say the negative impact is the “bad smell”(n=3 out of 4).

**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)

<u>Has been a good neighbor</u>	<u>(n)</u>	<u>(n)</u>	<u>(n)</u>
	2004	2005	2006
1. Improved/Nice landscape	6	9	12
2. No smell	-	-	8
3. Hidden from sight	-	-	7
4. Maintains proper standards	2	7	7
5. No troubles	13	11	6
6. Improved the quality of water	5	3	6
7. Good for the environment	-	3	3
8. Cleaned up lake	-	-	2
9. Responsive to concerns	-	-	1

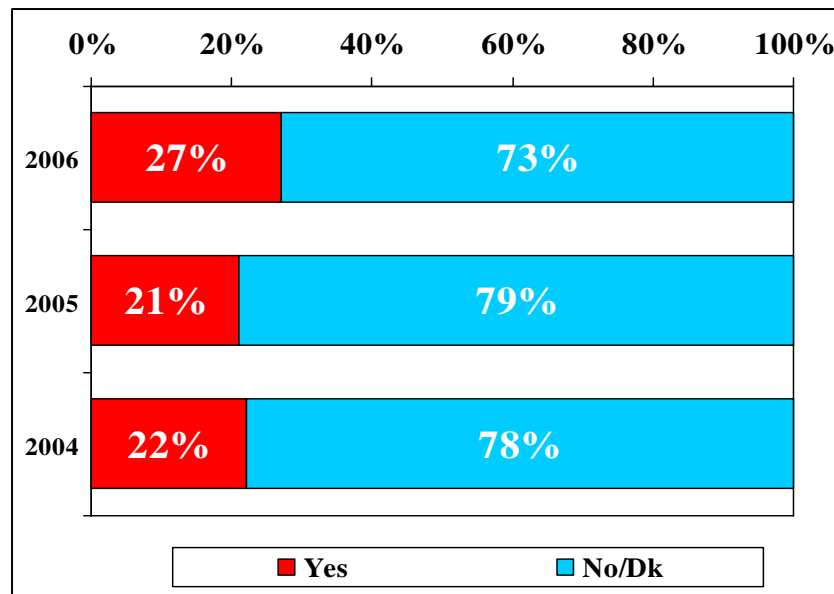
***The numbers in the chart reflect the number of residents, not the percentage.**

- Though “Improved/Nice landscape” has moved into the number one slot, if “no smell,” “hidden from sight,” and “no troubles” are combined (in which case n=21), then we see that the most important source for King County being a good neighbor is the lack of noticeable, negative impacts. This is consistent with the other populations surveyed.

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)



- Though there has been a small increase among Renton residents saying they experience negative impacts, the increase is within the margin of error.
- Bad smell has consistently been the number one, and overwhelming, negative impact over the past three years.

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

What impacts have you experienced?:	(n)	(n)	(n)
	2004	2005	2006
1. Bad smell	17	19	24
2. Poor water quality	3	2	1
3. Poor drainage	1	-	1

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)

Has been a good neighbor	(n)	(n)	(n)	(n)
	2003	2004	2005	2006
1. No troubles	16	12	4	8
2. Hidden from sight	3	-	-	4
3. No smell	-	2	1	3
4. Maintains proper standards	2	-	2	1
5. Good for the environment	-	1	1	1
6. Responsive to concerns	2	-	1	1
7. Truck traffic is not bothersome	-	-	2	-
8. Reliable	-	1	-	-
9. No noise	-	-	-	-
10. No response	-	-	4	-

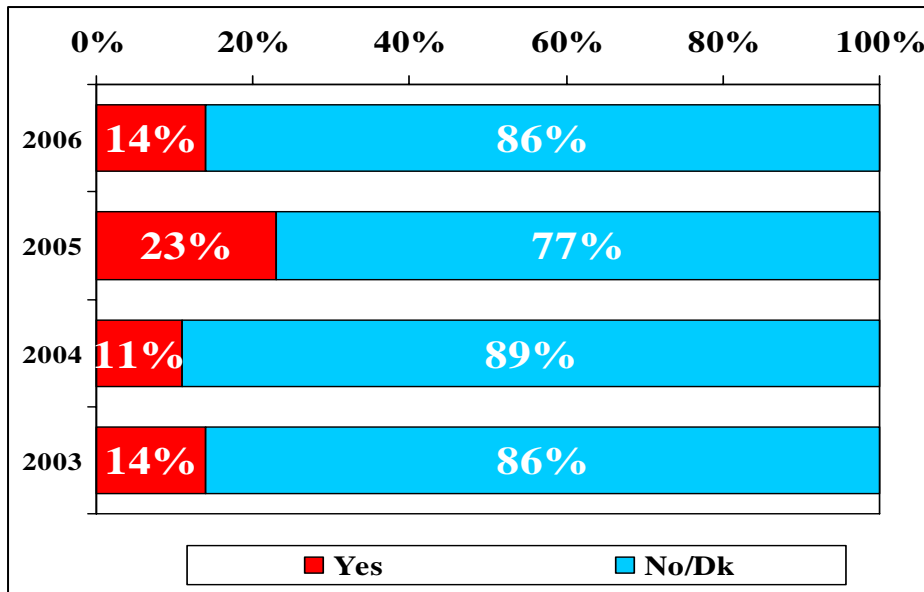
➤ The top reason King County has been a good neighbor remains the lack of any noticeable impact (“no troubles” n=8; “hidden from sight” n=4; “no smell” n=3).

**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)*



➤ All businesses that have experienced negative impacts 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.*

<u>What impacts have you experienced?:</u>	<u>(n)</u>	<u>(n)</u>	<u>(n)</u>	<u>(n)</u>
	2003	2004	2005	2006
1. Bad smell	3	3	7	5
2. Poor air quality	-	-	1	-
3. Loss of business	1	-	-	-
4. Rates are too high	1	-	-	-

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)

Priority	2003	2004	2005	2006
1. Explore methods of odor control	3.92	3.90	3.94	4.13
2. Respond to complaints w/in 24 hrs	3.73	3.92	3.72	3.94
3. Improve/maintain landscaping	3.11	3.01	3.70	3.79
4. Reduce truck trips	3.28	3.16	3.08	3.26
5. 24-hour hotline	3.36	3.28	2.94	3.26
6. Offer plant tours	2.77	2.88	2.63	2.63

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

➤ 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.

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)

Priority	2003	2004	2005	2006
1. Explore methods of odor control	4.21	4.23	4.18	4.52
2. Respond to complaints w/in 24 hrs	4.29	3.79	4.17	4.24
3. Improve/maintain landscaping	3.66	3.71	3.69	3.83
4. 24-hour hotline	3.54	3.23	3.03	3.43
5. Reduce truck trips	3.30	3.34	3.32	3.19
6. Offer plant tours	2.77	2.20	2.69	2.88

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

➤ 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.

- 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 Renton. 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)

Priority	2004	2005	2006
1. Explore methods of odor control	4.33	4.22	4.29
2. Respond to complaints w/in 24 hrs	4.08	4.01	4.05
3. Improve/maintain landscaping	3.64	3.60	3.81
4. 24-hour hotline	3.55	3.49	3.70
5. Offer plant tours	2.81	2.76	2.98
6. Reduce truck trips	2.94	2.78	2.88

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

- 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 Renton. 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)

Priority	2003	2004	2005	2006
1. Explore methods of odor control	4.15	4.38	4.20	4.29
2. Respond to complaints w/in 24 hrs	4.13	4.03	4.15	4.19
3. 24-hour hotline	3.36	3.34	3.91	3.88
4. Improve/maintain landscaping	2.94	3.54	3.45	3.63
5. Reduce truck trips	3.09	3.31	2.68	2.81
6. Offer plant tours	2.52	2.50	2.47	2.76

**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.

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? (q17)

	(n) 2003	(n) 2004	(n) 2005	(n) 2006
Provide more public information	5	11	8	8
Reduce/control the smell/odor	11	12	9	6
Improve landscaping	5	4	3	3
Respond to complaints	9	3	3	3
Relocate	4	2	2	3
Control traffic	7	10	7	2
Ensure proper maintenance	-	-	6	2
Promote cleanliness	-	-	6	2
Avoid contaminating the area	3	3	2	2
Ensure no problems	-	-	-	2
Reduce sewage	-	-	-	2
Improve/assure water quality	-	-	-	1
Nothing	21	41	46	-
Other	9	13	8	12
Don't know/Not applicable	26	1	-	58

➤ Among those who gave a specific suggestion, providing more public information (n=8) and reducing/controlling the odor (n=6) are the most popular and have been so since 2004.

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? (q17)

	(n) <u>2003</u>	(n) <u>2004</u>	(n) <u>2005</u>	(n) <u>2006</u>
Control odor	3	3	4	9
Promote cleanliness	-	-	1	4
Reduce sewage	-	-	-	3
Ensure proper maintenance	-	-	-	3
Educate local businesses	-	-	-	2
Control traffic	-	4	4	2
Respond to complaints	2	4	2	2
Provide more public information	7	2	8	1
Increase expenditure on enviro.	-	-	2	1
Reduce charges	-	2	-	-
Avoid contaminating the area	2	-	-	-
Relocate	2	-	-	-
Nothing	15	17	14	6
Other	3	3	-	-
Don't know	1	-	-	10

➤ From 2003-2005 the top response from Magnolia businesses was “nothing.” However, this year, the top response is “control odor” (n=9).

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? (q17)

	<u>2004(n)</u>	<u>2005(n)</u>	<u>2006(n)</u>
Control the odor	19	26	21
More public information	4	11	8
Reduce charges	4	3	4
Improve landscaping	4	-	4
Ensure proper maintenance	-	-	4
Improve/assure water quality	-	-	3
Avoid contaminating the area	-	-	2
Reduce sewage	-	-	2
Ensure there are no problems	-	6	1
Promote cleanliness	-	3	1
Respond to complaints	2	2	-
Minimize expansion	3	-	-
Nothing	33	46	-
Other	5	14	4
Don't know/Not applicable	24	-	57

- If “Don’t Know,” “Nothing,” and “Not applicable” are combined for, this new category becomes the feeling of majority of residents (in 2006, n=57.) If done for all three years, it would have been the majority feeling each year.
 - 21 residents 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? (q17)

	<u>2003 (n)</u>	<u>2004 (n)</u>	<u>2005(n)</u>	<u>2006(n)</u>
Eliminate/control the odor	6	4	5	6
More public information	5	6	9	3
Respond to complaints	-	-	-	2
Reduce sewage	-	-	-	1
Educate local businesses	-	-	2	1
Control traffic	-	-	1	-
Ensure proper maintenance	-	-	1	-
Reduce the charges	-	2	-	-
Improve landscaping	-	1	-	-
Nothing	13	17	15	13
Other	1	4	3	-
Don't know	9	-	-	10

➤ Controlling the odor (n=6) and providing more public information (n=3) continue to be the top substantive suggestions given by Renton businesses.

Waste Water Treatment Plant

Summary of Findings

- Within the past year, awareness of the wastewater treatment plant has strongly increased among Renton businesses. Furthermore, the percentage of both businesses and residents in Renton saying that King County has been a good neighbor has increased.
- Residents and businesses in Magnolia are more likely than their counterparts in Renton to say that King County has been a good neighbor. However, awareness of the Renton plant is lower than in Magnolia.
- 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 years.
- For most of the populations, controlling odor and providing more public information continue to be the top suggestions for what King County can do to be a better neighbor. However, this year among Magnolia businesses, though controlling the odor rated number one, many things came ahead of public information—promoting cleanliness, reducing sewage, and ensuring proper maintenance, among others.