



MARKET
& OPINION
RESEARCH
SERVICES



King County Department of
Natural Resources
Near Neighbor Survey
October 2015

Methodology

- ▶ Live telephone survey of residents and businesses around King County treatment plants
- ▶ Residents survey was conducted from September 27 – October 10, 2015
- ▶ Business survey was conducted from September 28 – October 1, 2015
- ▶ A total of 600 interviews were conducted, with MoE ± 4.0 points
 - Magnolia Residents: n=150, MoE ± 8.0 / Magnolia Business: n=50, MoE +13.9
 - Renton Residents: n=150, MoE ± 8.0 / Renton Business: n=51, MoE +13.7
 - Woodinville area Residents: n=150, MoE ± 8.0 / Woodinville area Business: n=50, MoE +13.9
- ▶ Where applicable, results compared to previous surveys conducted:

May 30-June 9, 2013 Residents n=301; MoE ± 5.6 pts Business n=105; MoE ± 9.6 pts EMC #13-4892	July 5-13, 2011 Residents n=200; MoE ± 6.9 pts Business n=70; MoE ± 11.7 pts EMC #11-4435	May, 2009 Residents n=200; MoE ± 6.9 pts Business n=70; MoE ± 11.7 pts EMC #09-4091
Nov-Dec, 2007 Residents n=200; MoE ± 6.9 pts Business n=70; MoE ± 11.7 pts EMC #07-3790	Dec, 2006 Residents n=200; MoE ± 6.9 pts Business n=70; MoE ± 11.7 pts EMC #06-3622	Dec, 2005 Residents n=200; MoE ± 6.9 pts Business n=70; MoE ± 11.7 pts EMC #05-3390

Please note that due to rounding, some percentages may not add up to exactly 100%.

Residents Key Findings

Awareness of the wastewater treatment plants is highest among Magnolia and Woodinville residents.

- ▶ Overall 8-in-10 residents say they are aware of a wastewater treatment facility in their area. Woodinville and Magnolia area residents have the highest level of awareness (90%; 88% Aware). Renton Residents have the lowest level of awareness at 67%.

Since 2013, awareness of wastewater treatment plants has increased among Renton residents and stayed flat among Magnolia and Woodinville Residents.

- ▶ In 2013, 60% of Renton residents were aware of the plant. This has increased 7 points to (67%) in 2015. Awareness among Magnolia and Woodinville residents has stayed statistically flat, (88% aware for Magnolia in both 2013 and 2015; 88% aware in 2013 vs. 90% aware in 2015 for Woodinville area).

A strong majority of residents both overall and within in all three areas continue to say the treatment plants in their areas have been good neighbors.

- ▶ 8-in-10 Magnolia residents and 7-in-10 Woodinville area residents say the treatment plant has been a good neighbor, while 6-in-10 Renton residents say the treatment plant has been a good neighbor. There are very few residents saying the plants have been bad neighbors.
- ▶ Since 2013, the percentage of Magnolia residents saying the treatment plant has been a good neighbor has increased slightly by 2 points (79%; 2013 to 81%; 2015) and those saying it has not been a good neighbor has decreased by 1 point; a positive shift of 3 points. Renton residents saying the plant has been a good neighbor has decreased by 9 points (69%; 2015), but those saying it has not been a good neighbor has stayed statistically flat since 2013. Renton residents saying don't know has increased by 9 points (29%).
- ▶ ***The most common reasons cited for why the treatment plants are good neighbors are: the lack of any problems generally, hidden from sight, no offending odor, and attractive landscaping.***
- ▶ Among Woodinville area residents, landscaping is cited as the top reason for being a good neighbor.

Residents Key Findings

Only one in five (15%) residents overall say they have experienced a negative impact from the treatment plants in their area.

- ▶ *Woodinville is the lowest with 1-in-10 (6%) of residents saying they have experienced a negative impact and Renton is the highest with 2-in-10 (22%) of residents saying they have experience a negative impact.*
- ▶ *Magnolia residents saying they have experienced a negative impact, has decreased by 12 points (30%; 2013 to 18%; 2015). The percentage of Woodinville residents saying they have experienced a negative impact has decreased by 7 points (13%; 2013 to 6%; 2015). Renton residents saying they have experienced a negative impact has increased by 6 points (16%; 2013 to 22%; 2015). Bad smell was the top negative impact cited among residents.*

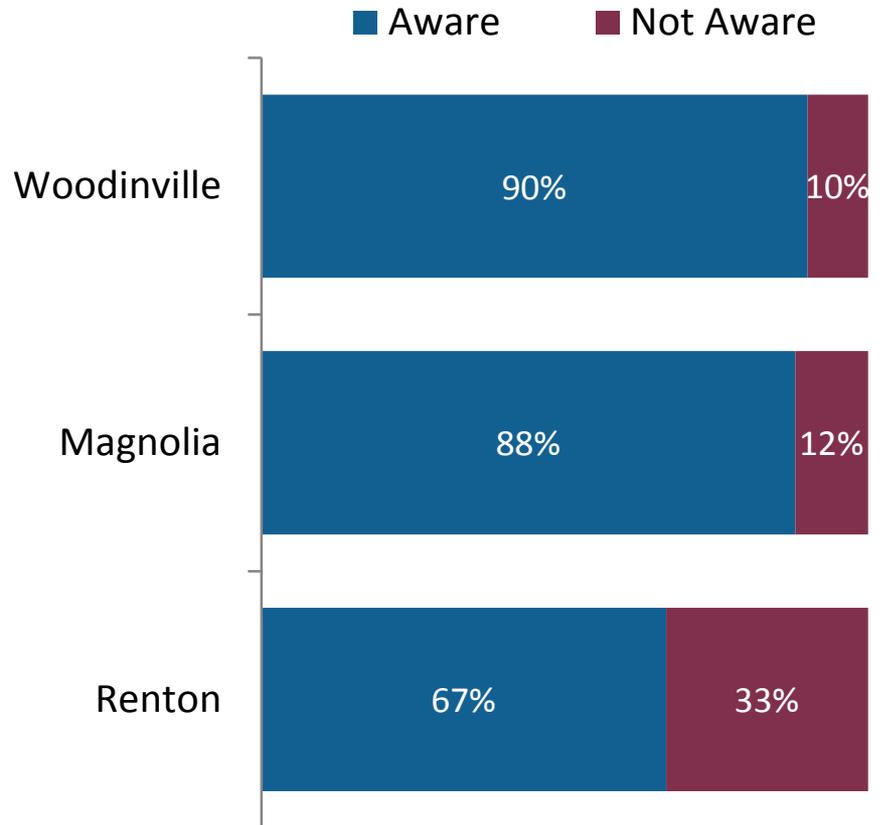
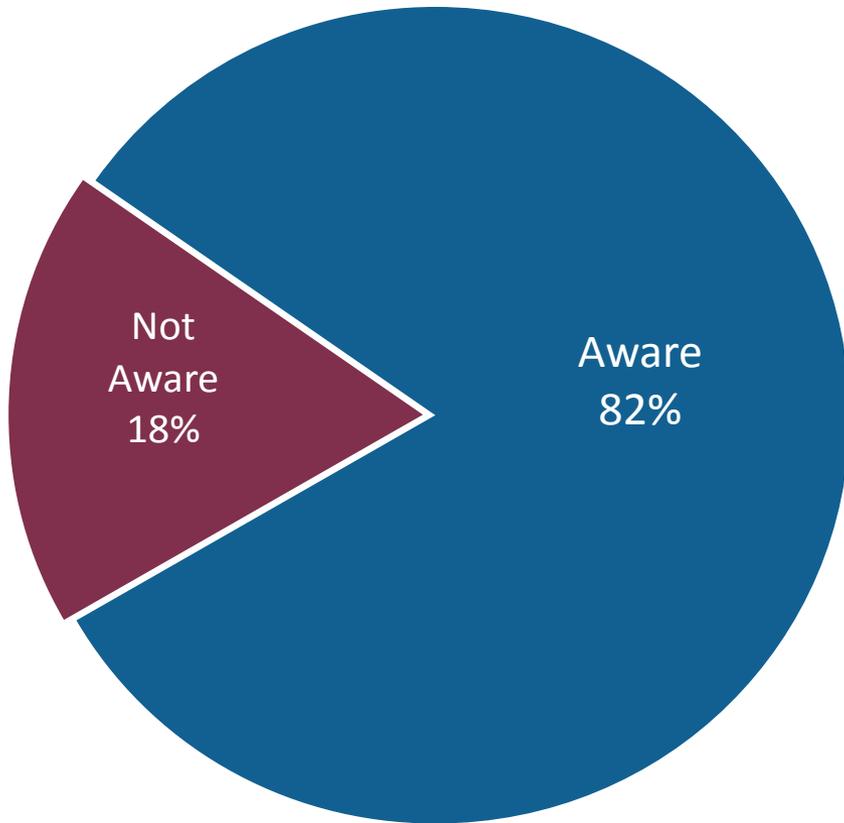
Responding to concerns within 24 hours and maintaining landscaping around treatment plants are the highest overall priorities for residents.



Resident: Awareness

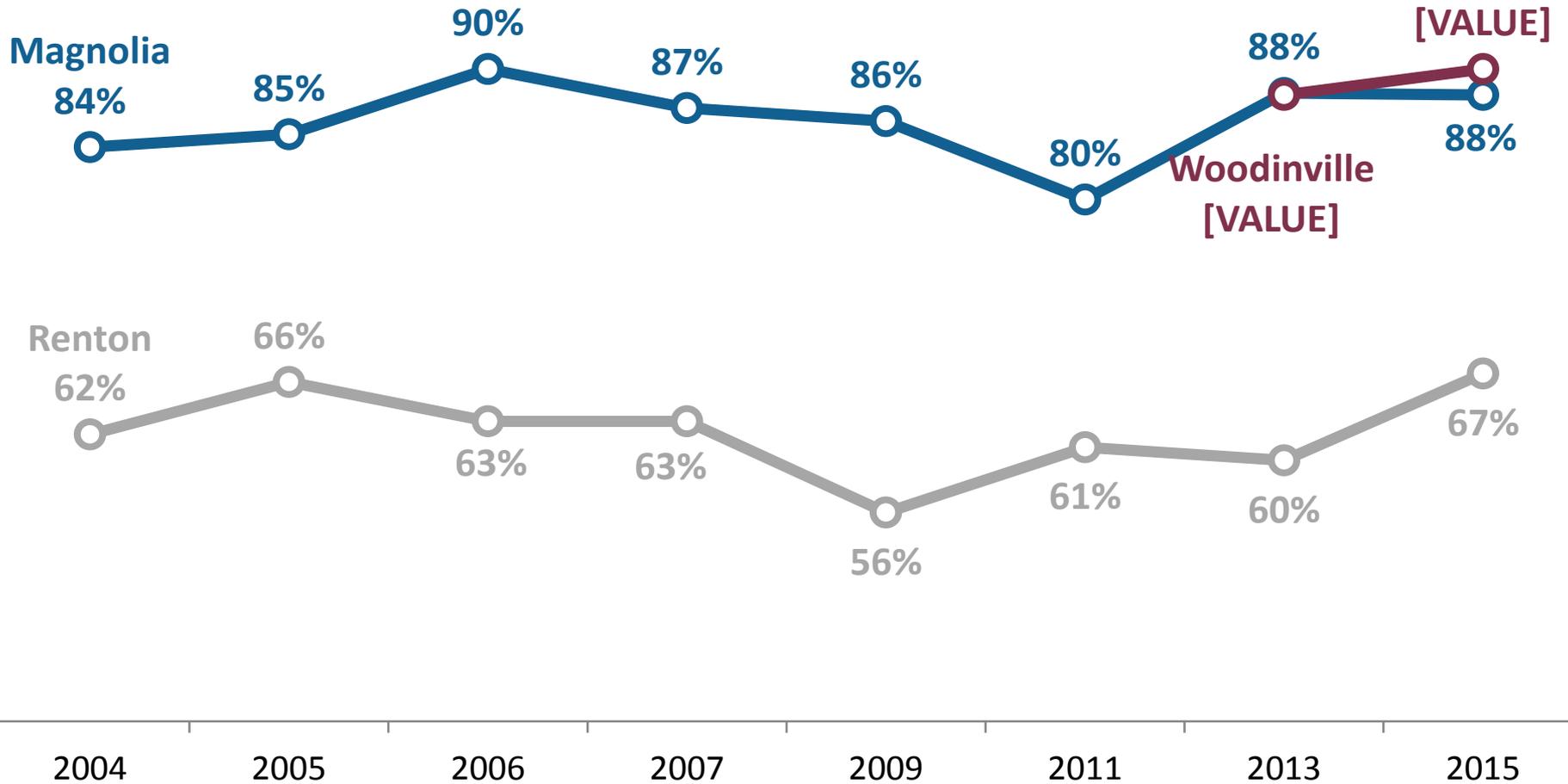
Resident: Awareness of Plant

Overall 8-in-10 residents say they are aware of a wastewater treatment facility in their area. Magnolia and Woodinville area residents have the highest level of awareness (90%; 88%; Aware). Renton Residents have the lowest level of awareness (67%; Aware).



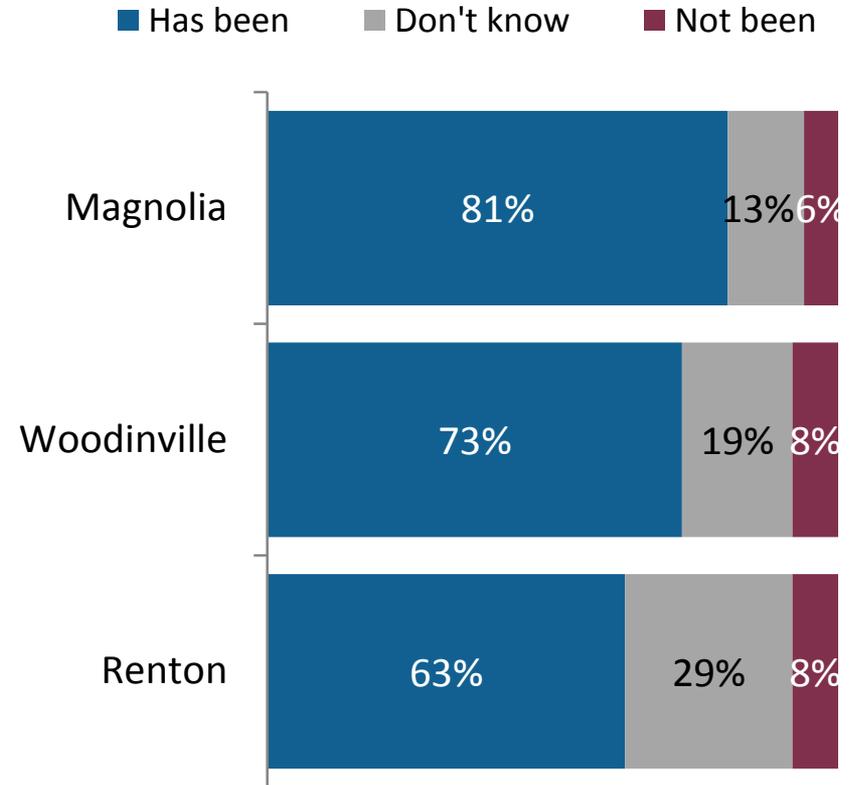
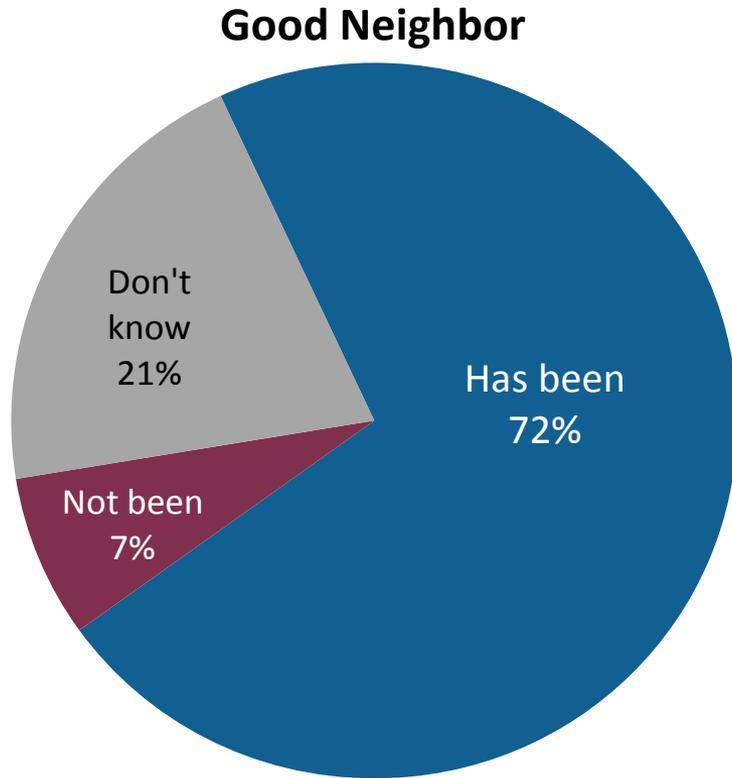
Resident: Awareness of Plant - Trend

Residents Who Are Aware of Facility



Resident: Treatment Plant - Good Neighbor

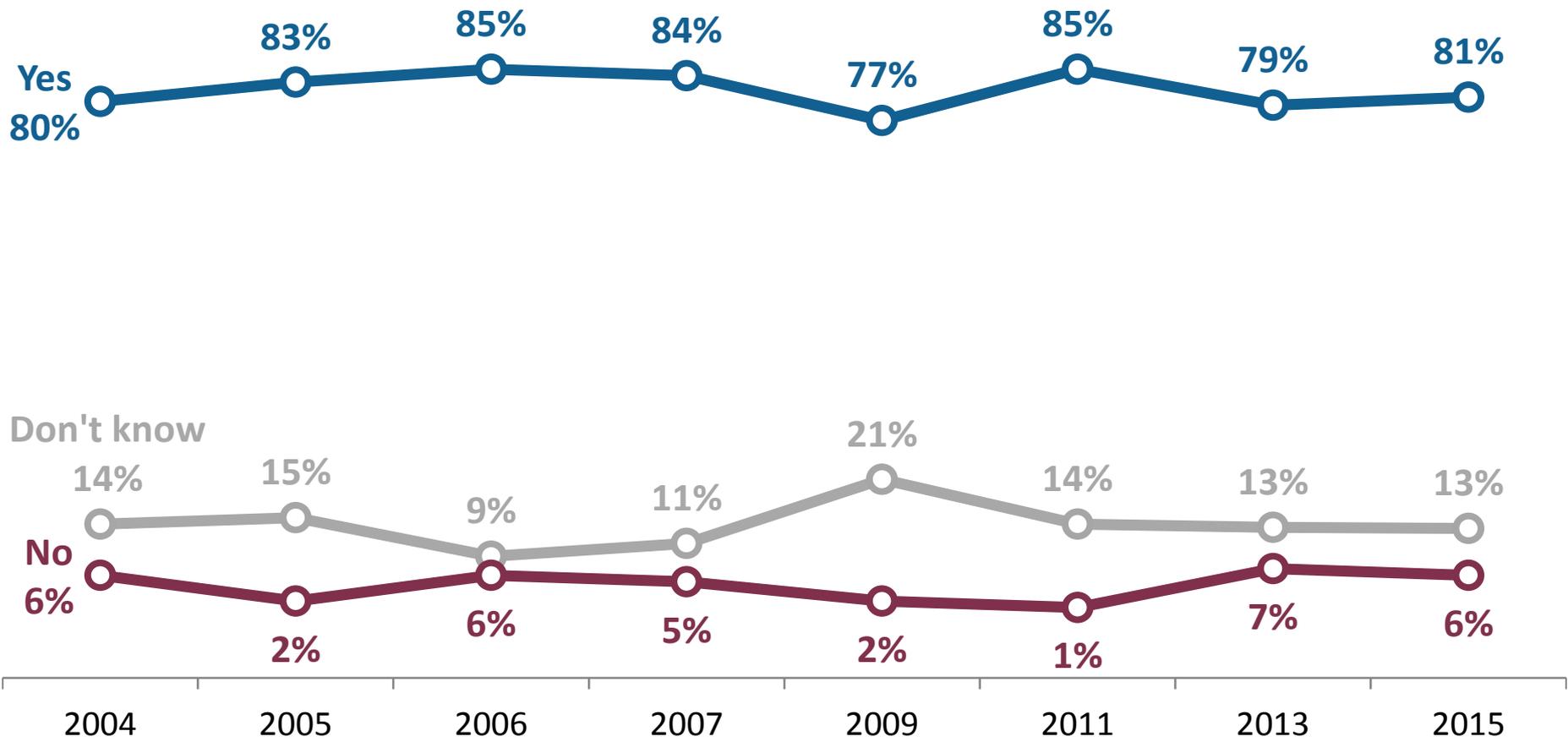
A strong majority of residents both overall and within in all three areas continue to say the treatment plants in their areas have been good neighbors. 8-in-10 Magnolia residents and 7-in-10 Woodinville area residents say the treatment plant has been a good neighbor, while 6-in-10 Renton residents say the treatment plant has been a good neighbor. There are very few residents saying the plants have been bad neighbors.



Q6. As you may know, King County's Department of Natural Resources and Parks, operates a wastewater treatment plant in the area. Generally speaking do you feel the treatment plant has been or has not been a good neighbor?

(R) Magnolia: Good Neighbor - Trend

Most all Magnolia residents continue to say the treatment plant has been a good neighbor.

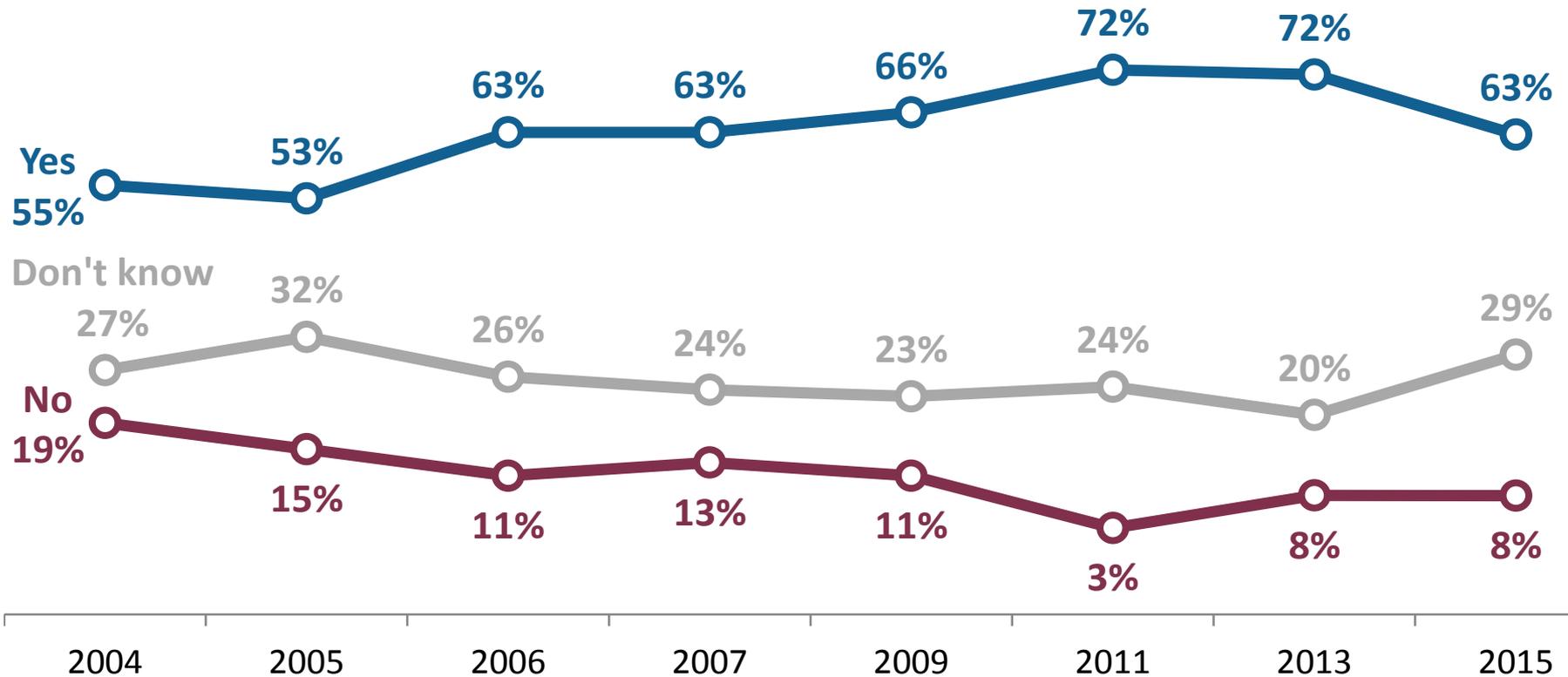


Q6. As you may know, King County's Department of Natural Resources and Parks, operates a wastewater treatment plant in the area. Generally speaking do you feel the treatment plant has been or has not been a good neighbor?



(R) Renton: Good Neighbor - Trend

The majority of Renton residents continue to say the treatment plant is a good neighbor. Those saying the treatment plant has not been a good neighbor has stayed statistically flat.

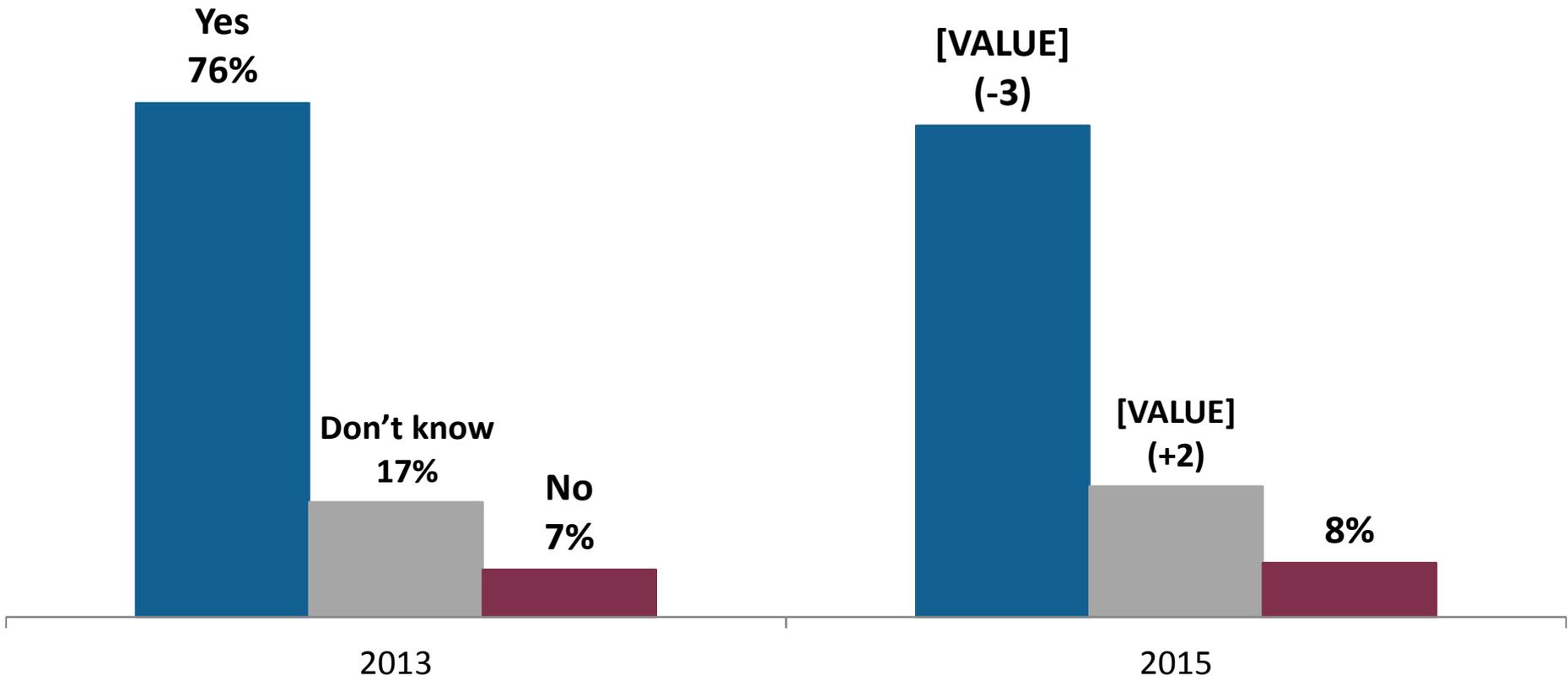


Q6. As you may know, King County's Department of Natural Resources and Parks, operates a wastewater treatment plant in the area. Generally speaking do you feel the treatment plant has been or has not been a good neighbor?



(R) Woodinville: Good Neighbor - Trend

The majority of Woodinville residents continue to say the treatment plant has been a good neighbor.



Q6. As you may know, King County's Department of Natural Resources and Parks, operates a wastewater treatment plant in the area. Generally speaking do you feel the treatment plant has been or has not been a good neighbor?



Resident: Good Neighbor Reasons

No troubles/unobtrusive, Hidden from sight/hardly noticeable, nice landscaping and no smell are the top mentions for the King County wastewater treatment plants being a good neighbor.

	Reasons has been a good neighbor (n=459; MoE ±4.6)	Overall	Magnolia	Renton	Woodinville
	No troubles/Unobtrusive	26%	32%	24%	21%
	Hidden from sight/Hardly noticeable	23%	31%	19%	18%
	Nice landscape	23%	6%	19%	45%
	No smell	21%	18%	23%	23%
	Now have good water/water quality	9%	8%	16%	5%
	Good for environment	6%	7%	5%	7%
	Truck traffic is not bothersome	6%	9%	2%	6%
	Clean facility	3%	1%	3%	5%
	Other (less than 2% mention)	19%	23%	16%	17%
	Don't know	3%	3%	4%	1%
	Not applicable	2%	2%	3%	1%

Q7. What are the top one or two reasons you think King County Wastewater Treatment Plant has been a good neighbor? (multi-response)

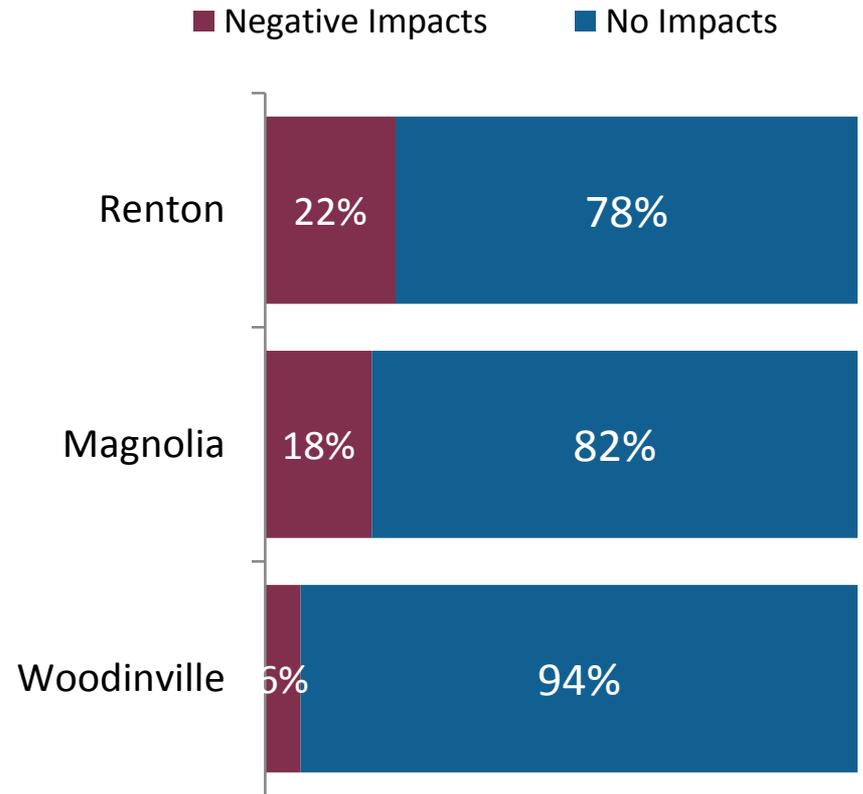
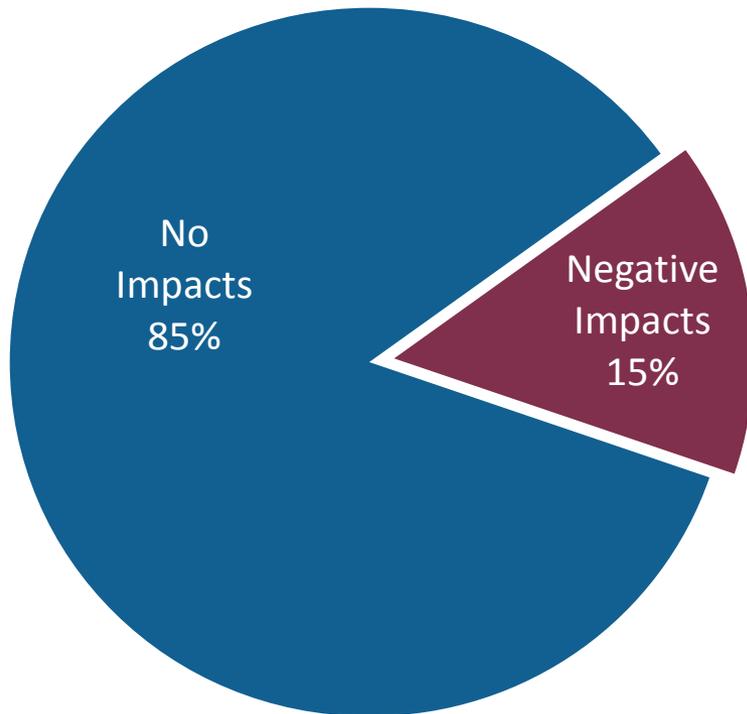


Residents: Negative Impacts

Resident: Experienced Negative Impacts

Only one in five (15%) residents overall say they have experienced a negative impact from the treatment plants in their area. Woodinville is the lowest with 1-in-10 (6%) of residents saying they have experienced a negative impact and Renton is the highest with 2-in-10 (22%) of residents saying they have experience a negative impact.

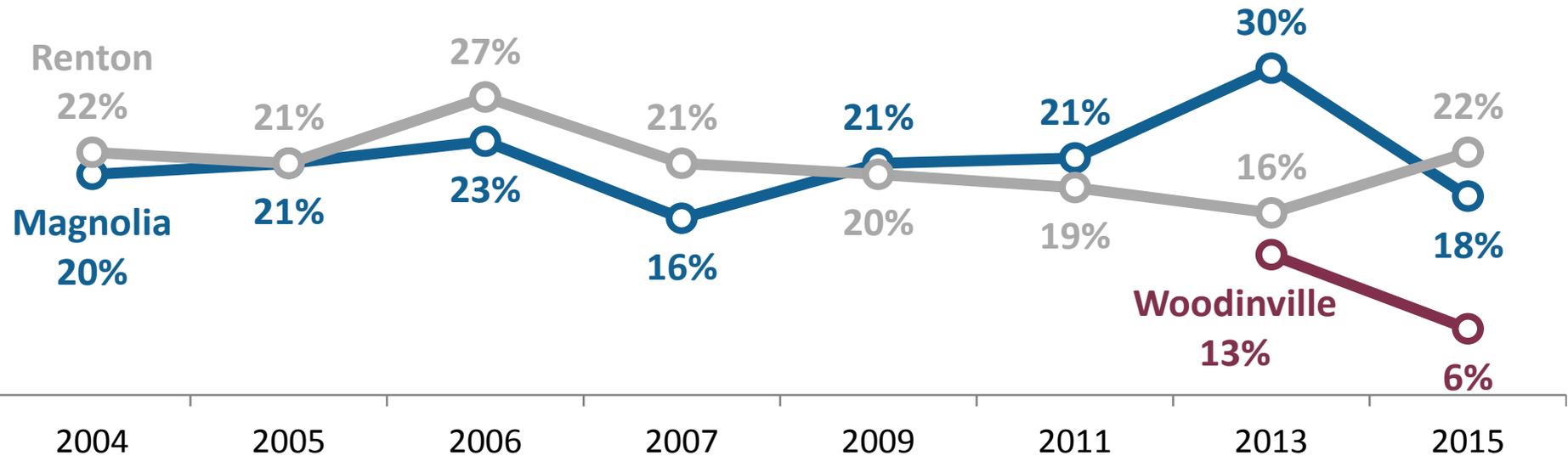
Experienced Negative Impacts



Q8. Knowing there is a wastewater treatment plant in your area, have you experienced any negative impacts that could be a result of the wastewater facility?

Resident: Experienced Negative Impacts - Trend

Magnolia residents saying they have experienced a negative impact has decreased by 12 points (30%; 2013 to 18%; 2015). The percentage of Woodinville residents saying they have experienced a negative impact has decreased by 7 points (13%; 2013 to 6%; 2015). Renton residents saying they have experienced a negative impact has increased by 6 points (16%; 2013 to 22%; 2015).



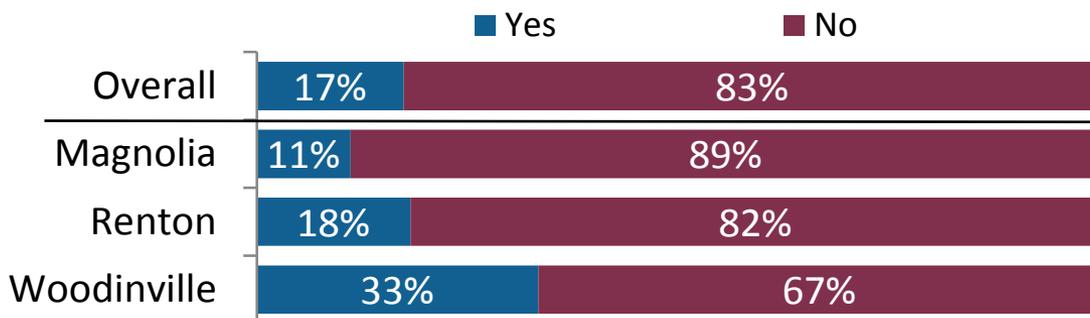
Q8. Knowing there is a wastewater treatment plant in your area, have you experienced any negative impacts that could be a result of the wastewater facility?

Resident: Most Common Negative Impacts

Bad smell is the most common negative experience mentioned.

Impacts experienced (n=71; MoE ±11.6)	Overall	Magnolia (n=29)	Renton (n=33)	Woodinville (n=9)
Bad Smell	70%	24%	44%	1%
Truck traffic	10%	8%	--	3%
Ugly landscape	6%	2%	--	4%
Poor water quality	3%	2%	1%	--
Noise	3%	3%	--	--
Other (less than 2% mention)	10%	6%	--	4%
Not applicable	1%	--	3%	--

Q10. We can arrange to have a plant manager call you to talk about these impacts. Would you like us to do that? (n=12)



Q9. What impacts have you experienced? (multi-response)

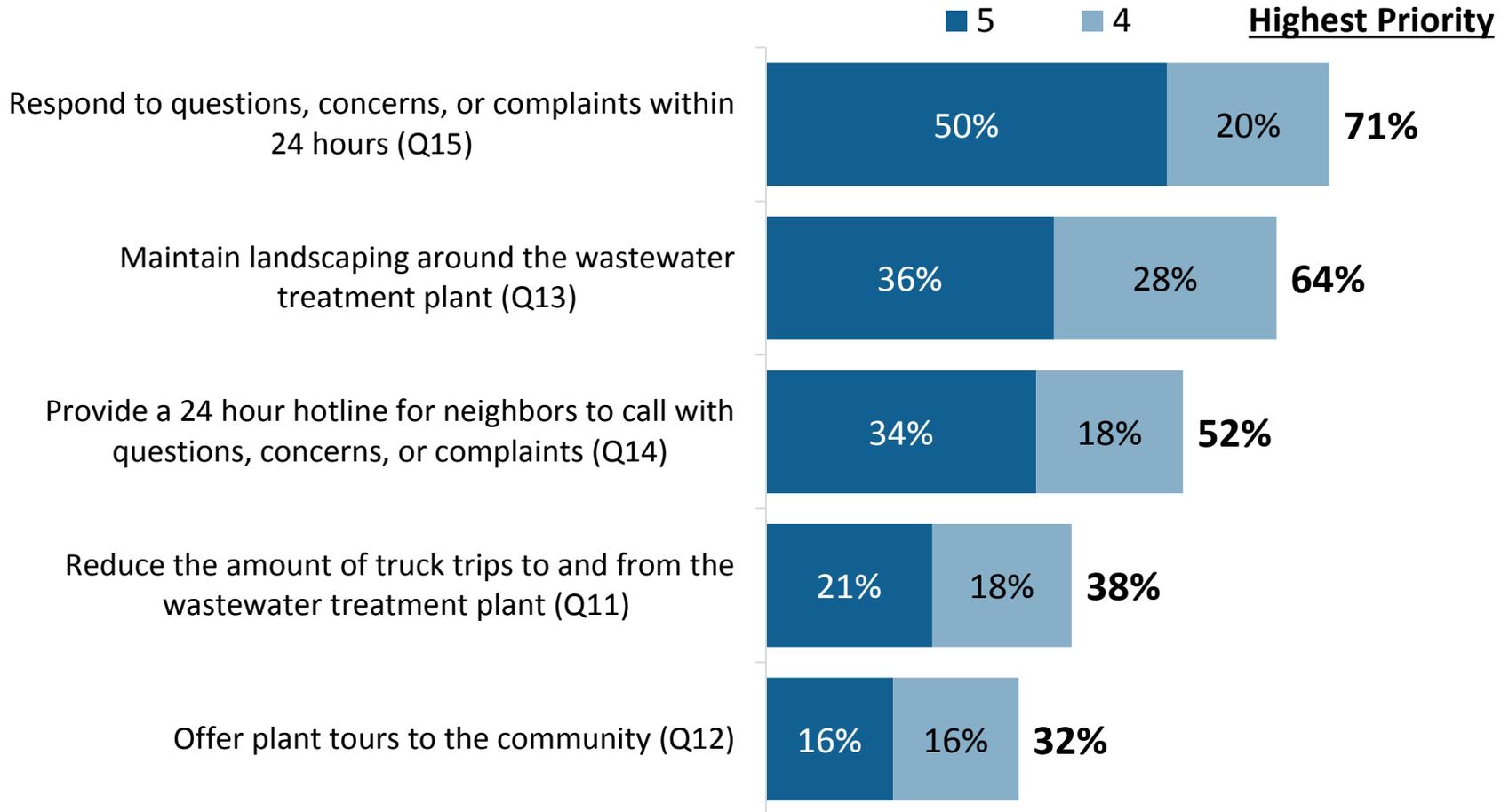
Q10. We can arrange to have a plant manager call you to talk about these impacts. Would you like us to do that?



Residents: Priorities & Improvements

Residents: Overall Priorities

Responding to questions, concerns, or complaints within 24 hours is the top priority.



Q11-15. I'm going to read you a list of items that the King County wastewater treatment plant is doing to be a better neighbor in the [INSERT SAMPLE REGION] area. For each of the following items, please tell me how high of a priority that item should be for the wastewater treatment plant. Use a scale of one to five, where one means the lowest priority and five means the highest priority.

Resident: Improvements

Providing more public information and controlling odor were the top mentions for ways king county could be a better neighbor, however the majority of residents overall and in all areas three areas said nothing or not sure.

Things to be a better neighbor (n=475; MoE ±4.5)	Overall	Magnolia	Renton	Woodinville
Provide more public information	10%	11%	12%	7%
Control the odor	6%	8%	9%	2%
Improve landscaping	4%	1%	1%	9%
Avoid contaminating the area	4%	5%	4%	2%
Respond to community complaints	4%	3%	5%	2%
Ensure proper maintenance	3%	2%	5%	2%
Control traffic	3%	4%	1%	3%
Reduce charges	2%	1%	3%	3%
Have tours	2%	4%	1%	3%
Relocate	2%	2%	--	4%
Expand services to different areas	2%	--	--	5%
Other (less than 2% mention)	8%	11%	7%	7%
Nothing/Don't Know	56%	53%	57%	56%

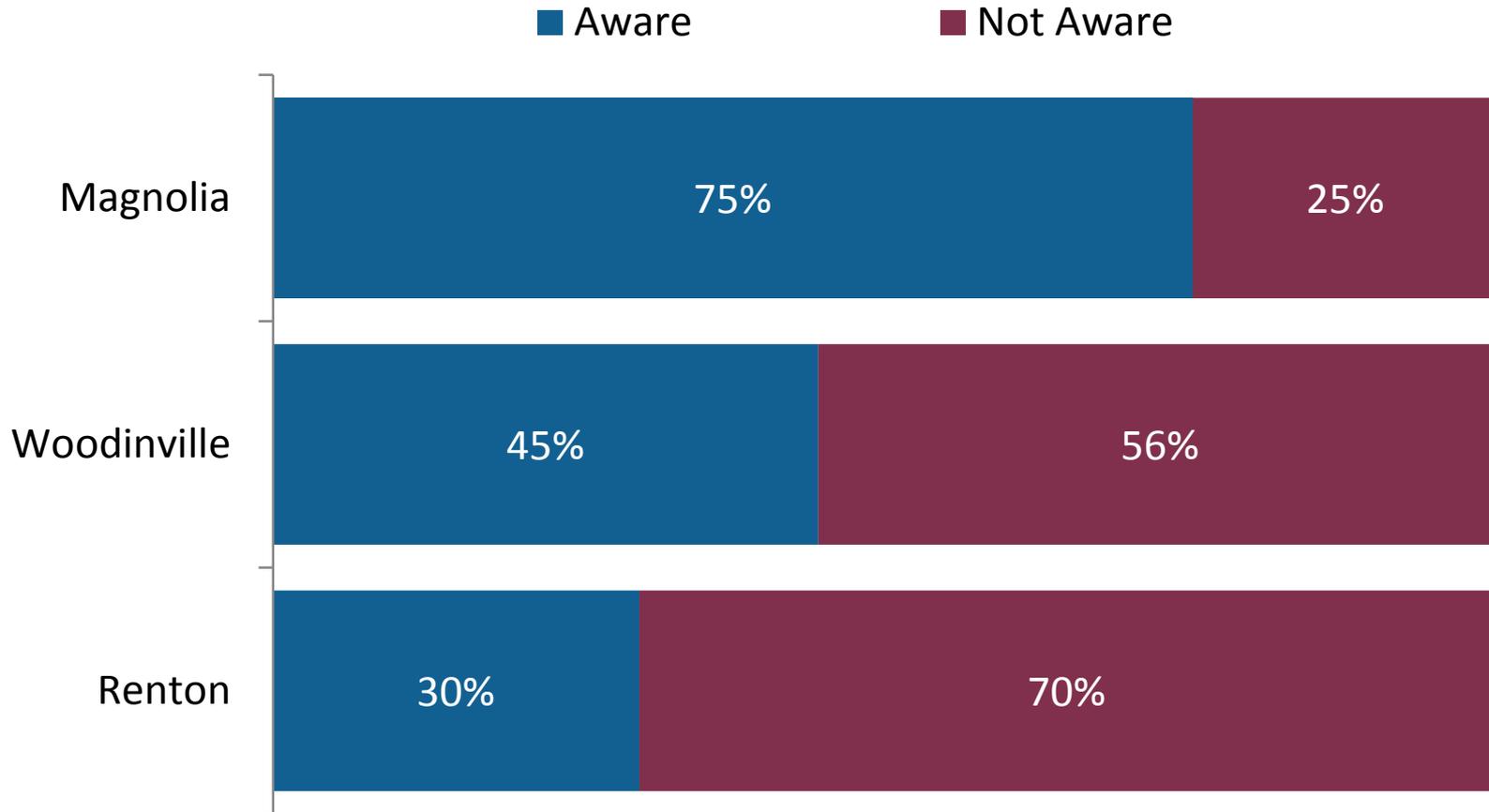
Q16. In addition to everything that you have heard, what are one or two things King County can do to be a better neighbor as it relates to the wastewater treatment plant in your area? (multi-response)



Resident: Plant Features

Awareness of Plant Features

Awareness of various plant features is highest among Magnolia residents and lowest among Renton residents.



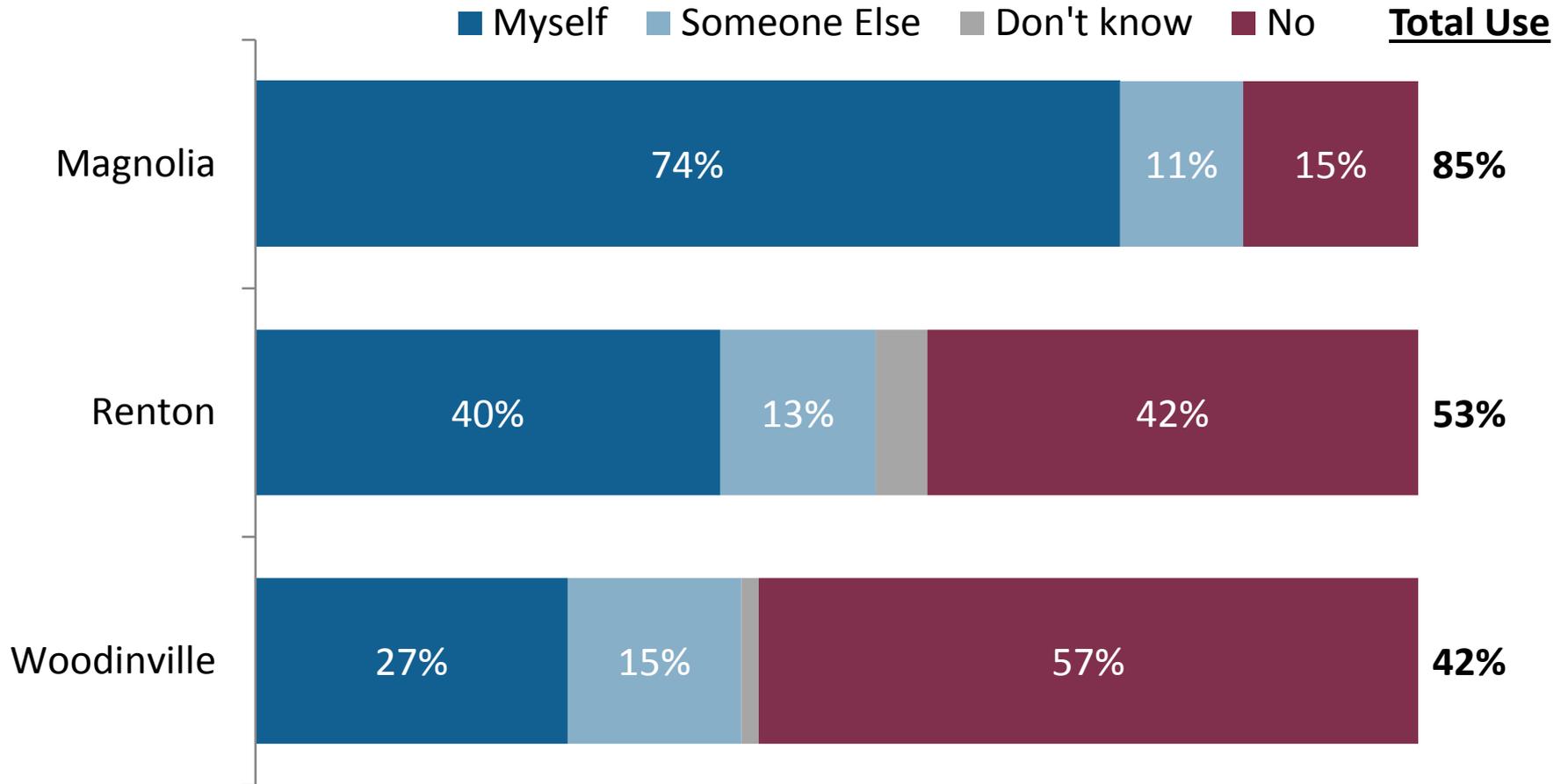
Q17. Are you aware that West Point Treatment Plant features beach trails, restored habitat and shoreline access?

Q20. Are you aware that the South Treatment Plant features educational programming, community tours, and open space such as WaterWorks Gardens Park?

Q22. Are you aware that Brightwater Treatment Plant operates a community education center that features free all-ages programs, open space and habitat, and meeting or event space rentals?

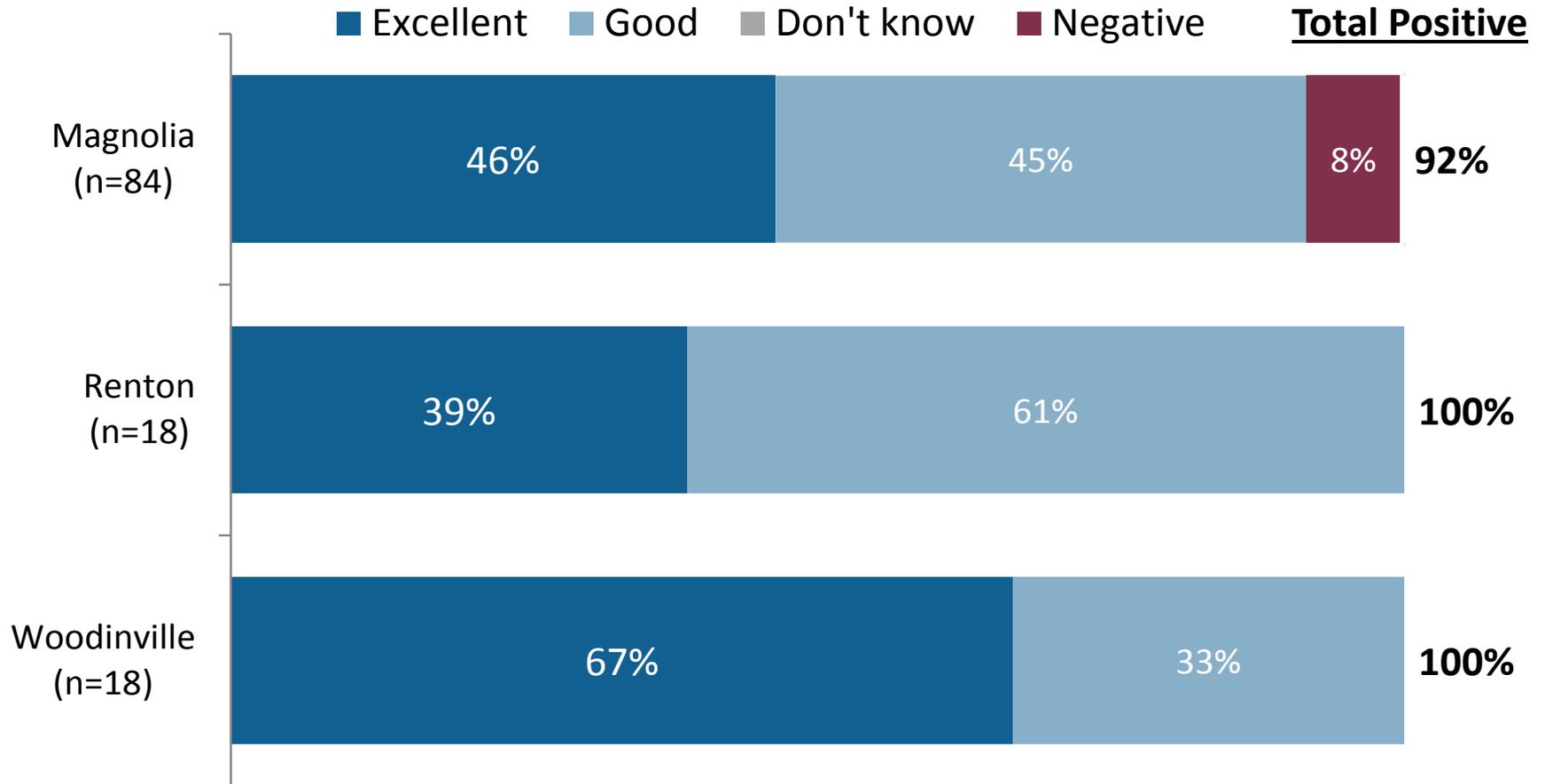
Use of Plant Features

Total usage of plant features is highest among Magnolia residents and lowest among Woodinville residents.

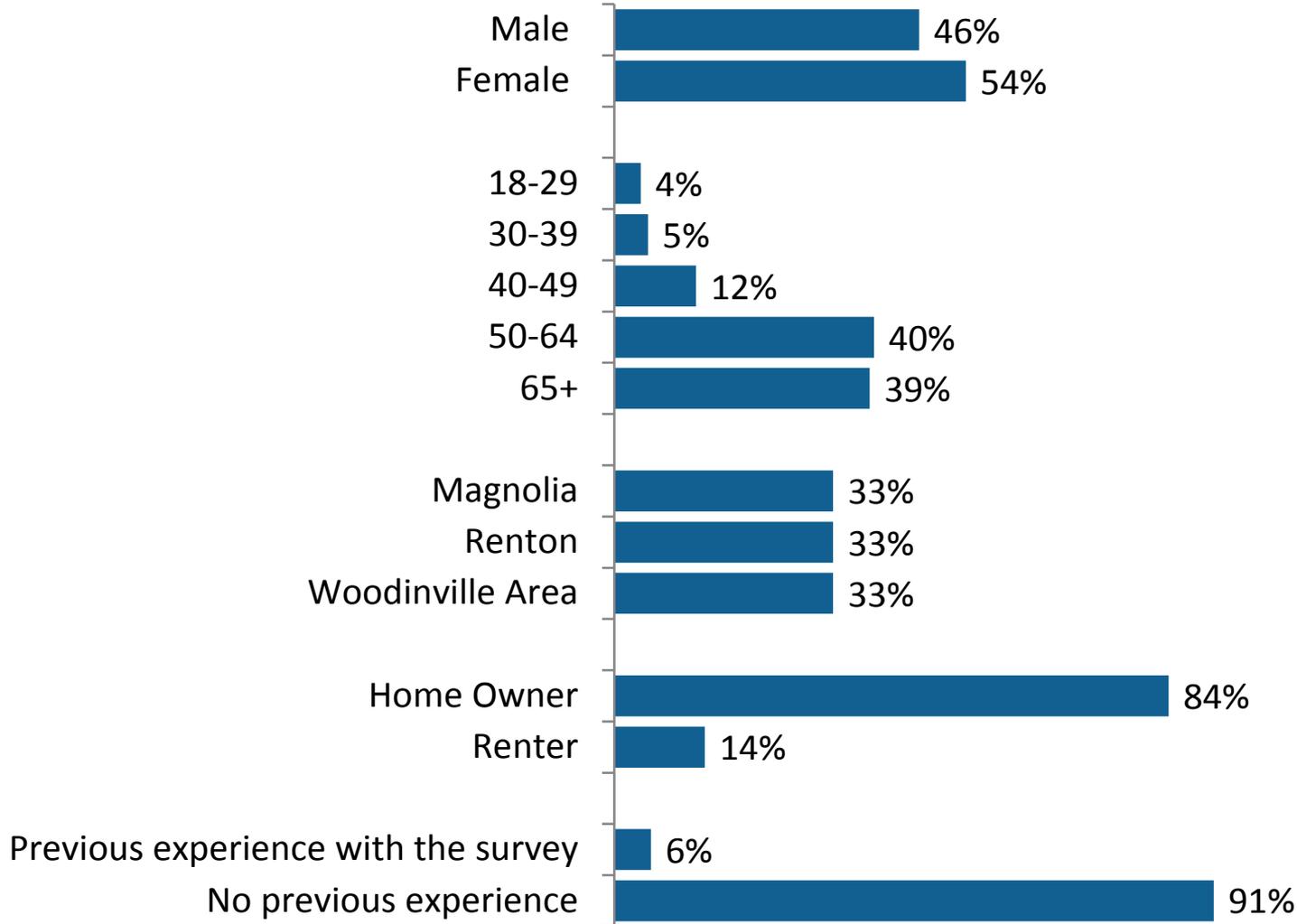


Rating of Plant Features

Most all residents in all three areas give a positive rating on their experience.



Resident Demographics





**Business:
Awareness**

Business Key Findings

A majority of businesses are aware of the treatment plants in their areas, with awareness at its highest among Woodinville area Businesses.

- ▶ *Overall, 71% of Businesses say they are aware of a wastewater treatment facility in their area. Businesses in Renton have the lowest level of awareness at 43%, and Woodinville area businesses have the highest level of awareness at 90%. Awareness of Magnolia Business is at 80%.*

Since 2013, awareness of area wastewater treatment plants has decreased among Renton Businesses and has Increased among Magnolia Businesses.*

- ▶ *In 2013, 54% of Magnolia businesses were aware of the plant. This has increased 26 points to 80% in 2015. Awareness among Renton businesses decreased by 20 points from 2013. Woodinville businesses awareness has seen slight increase in 2015.*

A strong majority of Businesses say the treatment plants in their areas have been good neighbors.

- ▶ *Magnolia has the highest rating with 80% of businesses saying the treatment plant has been a good neighbor followed by and Woodinville businesses at 76% and Renton businesses the lowest but still strongly positive at 57%. Less than 1-in-10 businesses in all areas say the treatment plant in their area has not been a good neighbor.*
- ▶ *Since 2013, the percentage of Magnolia businesses saying the treatment plant has been a good neighbor has increased by 11 points from 69% in 2013 to 80% in 2015. Renton residents saying the plant has been a good neighbor has decreased slightly by 6 points with the percentage of people saying “Don’t know” increasing by 6 points. The percentage of Woodinville businesses saying the treatment plant has been a good neighbor remains unchanged.*

Business Key Findings

Only one in five (20%) Businesses overall say they have experienced a negative impact from the treatment plants in their area.

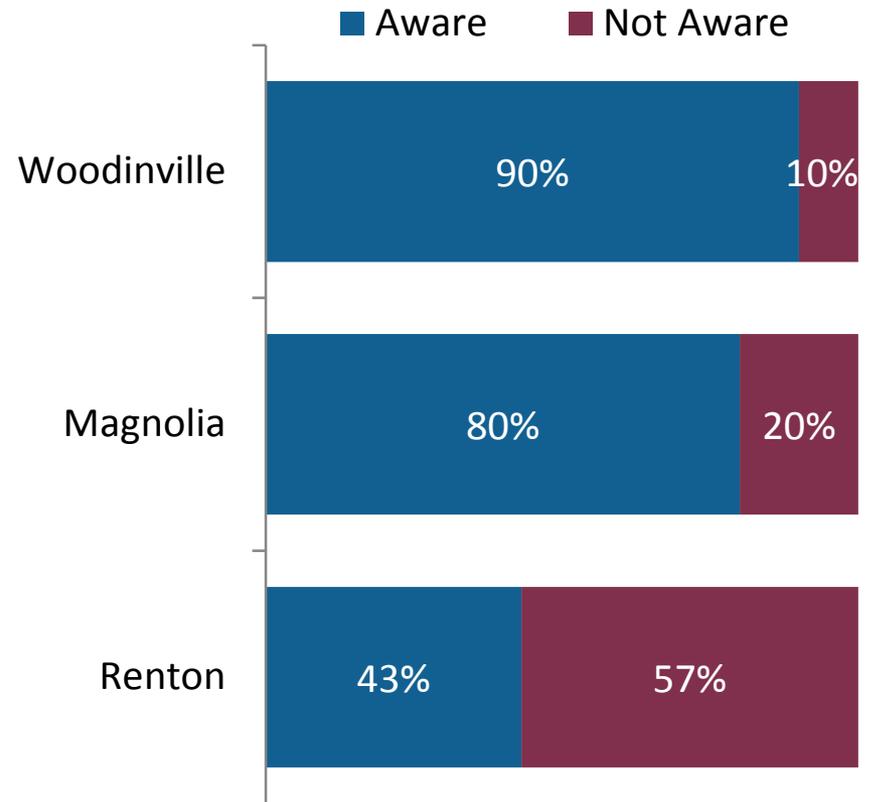
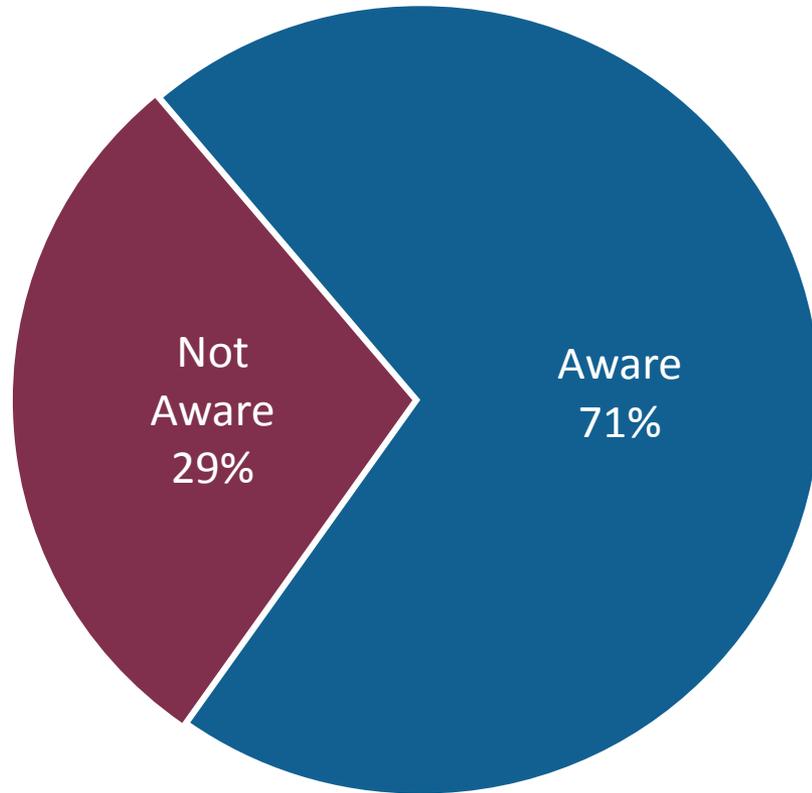
- ▶ *Woodinville is the lowest with 1-in-10 (10%) of residents saying they have experienced a negative impact and Magnolia is the highest with almost 3-in-10 (32%) of residents saying they have experience a negative impact.*
- ▶ *Magnolia businesses saying they have experienced a negative impact, has increased by 18 points (14%; 2013 to 32%; 2015). Renton businesses saying they have experienced a negative impact has decreased by 8 points (26%; 2013 to 18%; 2015). And the percentage of Woodinville businesses saying they have experienced a negative impact remains almost unchanged, slightly decreasing from 2013 (11%; 2013 to 10%; 2015). Bad smell was the top negative impact cited among businesses.*

Responding to concerns within 24 hours and maintaining landscaping around treatment plants are the highest overall priorities for businesses.

- ▶ *Businesses in Renton mention “controlling the odor” as their most suggested item King County wastewater can do to be a better neighbor.*

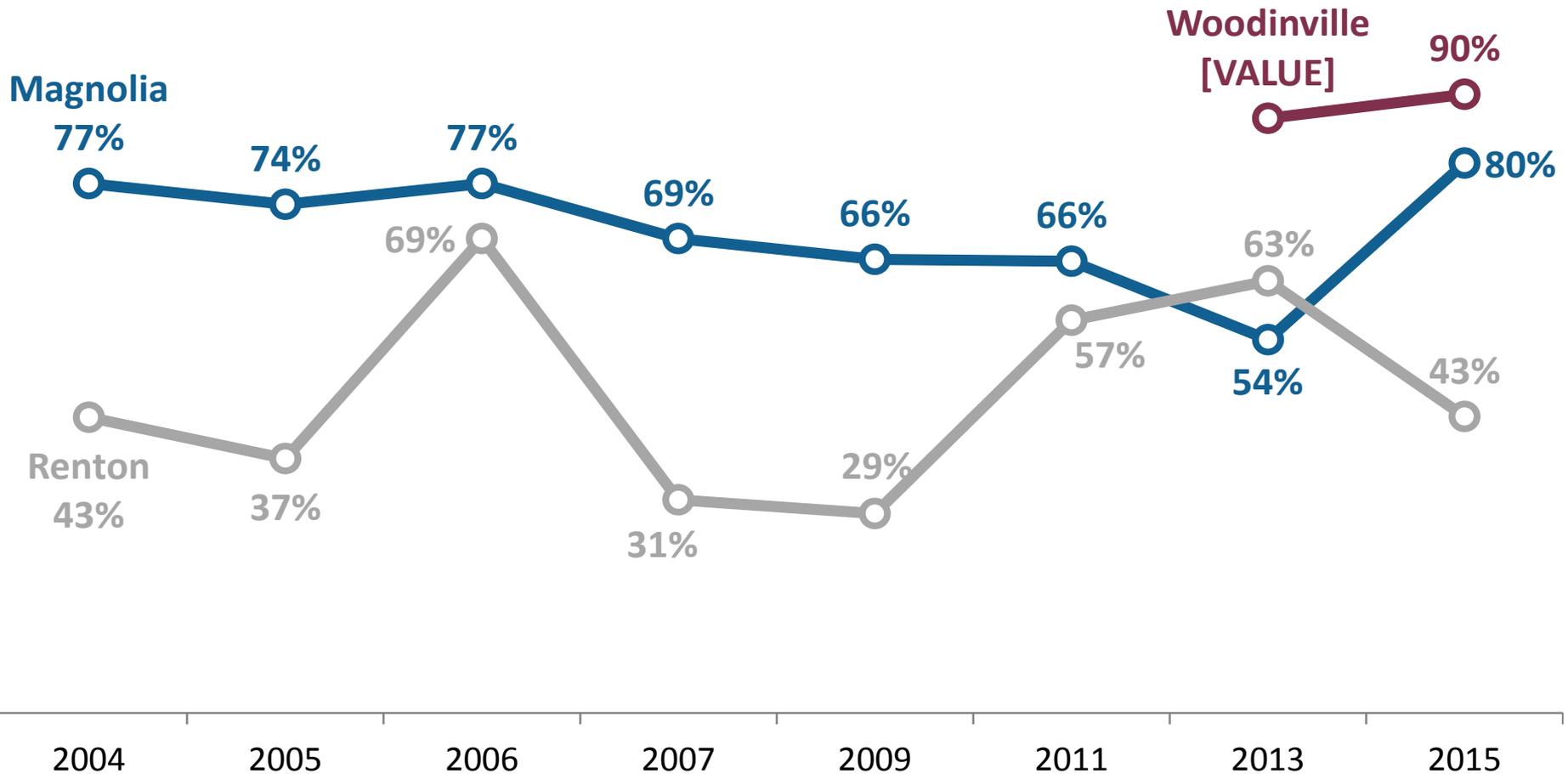
Business: Awareness of Plant

Overall, 7-in-10 businesses say they are aware of a wastewater treatment facility in their area. Businesses in Renton have the lowest level of awareness at 43%, and Woodinville area businesses have the highest level of awareness at 90%. Awareness of Magnolia Business is at 80%. Awareness of Magnolia Business is at 80%.



Business: Awareness of Plant - Trend

Businesses Which Are Aware of Facility



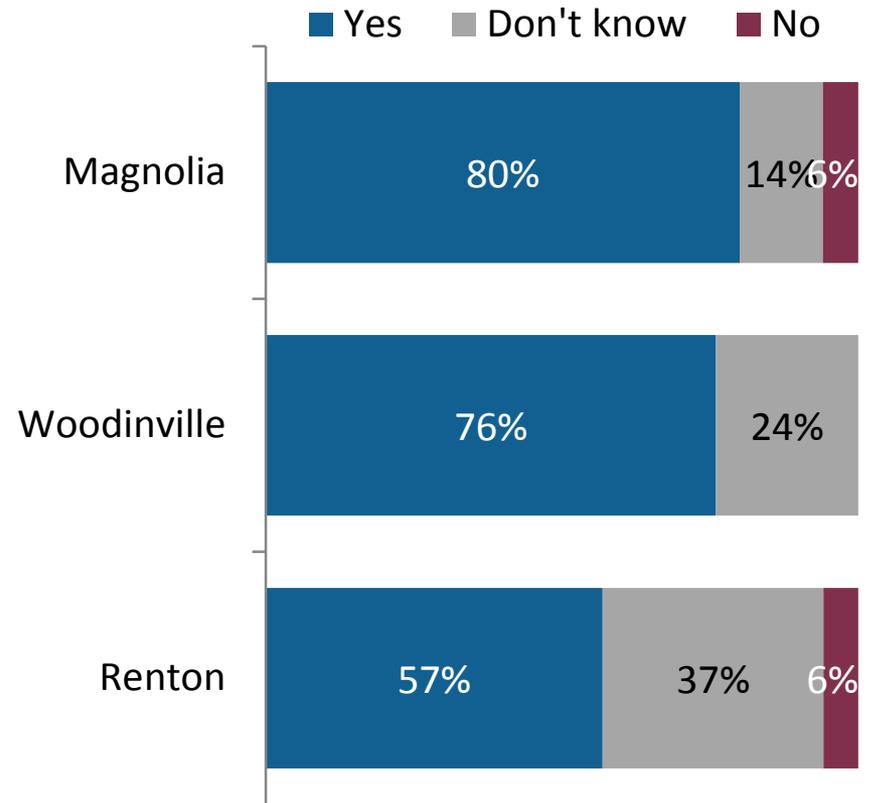
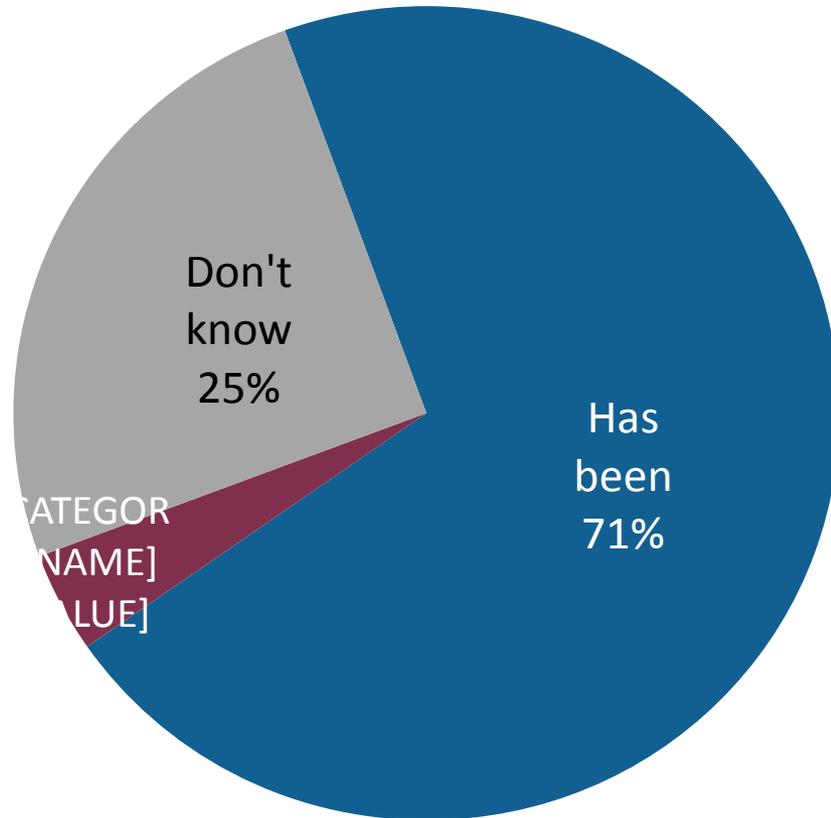
Q5. Moving on, are you aware of a wastewater treatment facility in your area, or not?

*Difference may be a result of increasing the sample size from 2013 to 2015 of business in the three areas.



Business: Treatment Plant - Good Neighbor

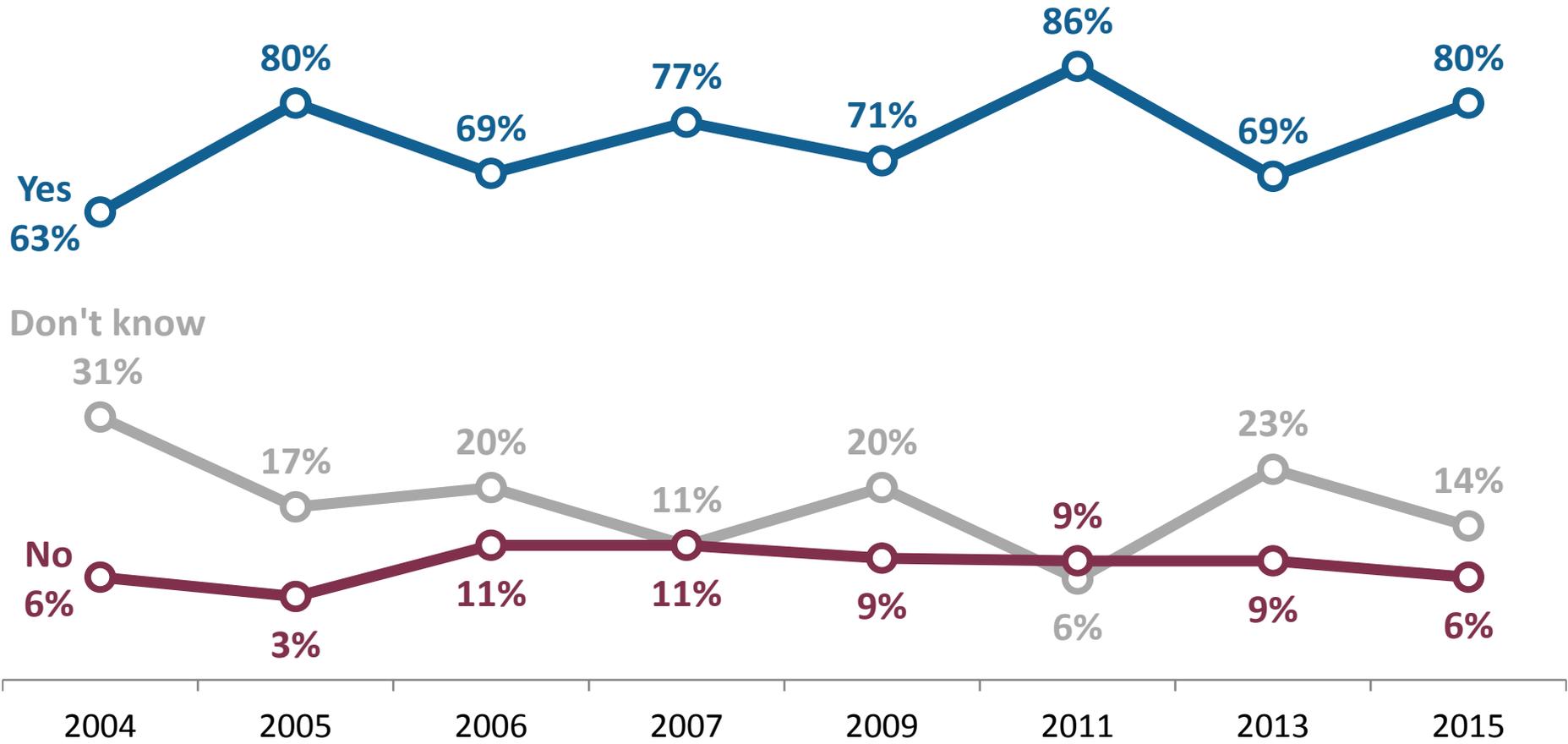
A strong majority of businesses say the treatment plants in their areas have been good neighbors. Magnolia has the highest rating with 80% of businesses saying the treatment plant has been a good neighbor followed by Woodinville businesses at 76% and Renton businesses the lowest but still strongly positive at 57%. Less than 1-in-10 businesses in all areas say the treatment plant in their area has not been a good neighbor.



Q6. As you may know, King County's Department of Natural Resources and Parks, operates a wastewater treatment plant in the area. Generally speaking do you feel the treatment plant has been or has not been a good neighbor?

(B) Magnolia: Good Neighbor - Trend

Most Magnolia businesses say the treatment plant has been a good neighbor, an increase of 11 points from 2013.

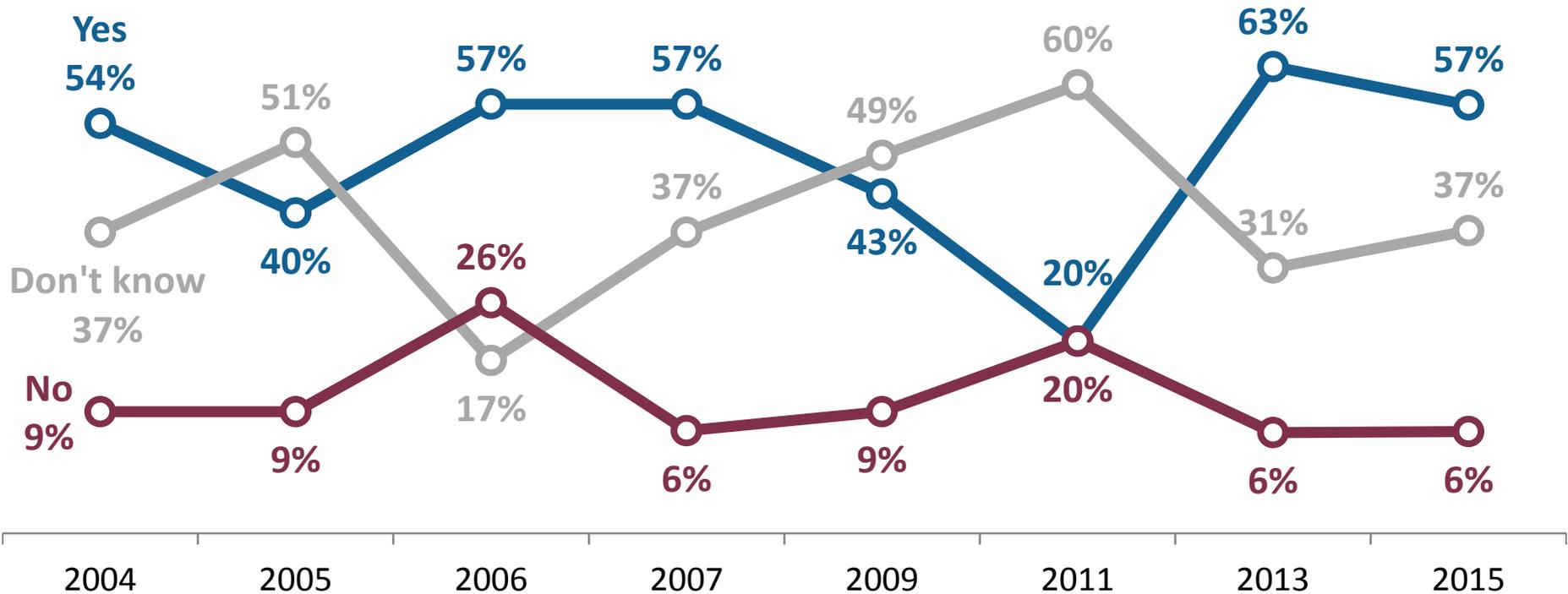


Q6. As you may know, King County's Department of Natural Resources and Parks, operates a wastewater treatment plant in the area. Generally speaking do you feel the treatment plant has been or has not been a good neighbor?



(B) Renton: Good Neighbor - Trend

Majority of Renton businesses continue to say the treatment plant is a good neighbor. Those saying the treatment plant has not been a good neighbor has stayed statistically flat.

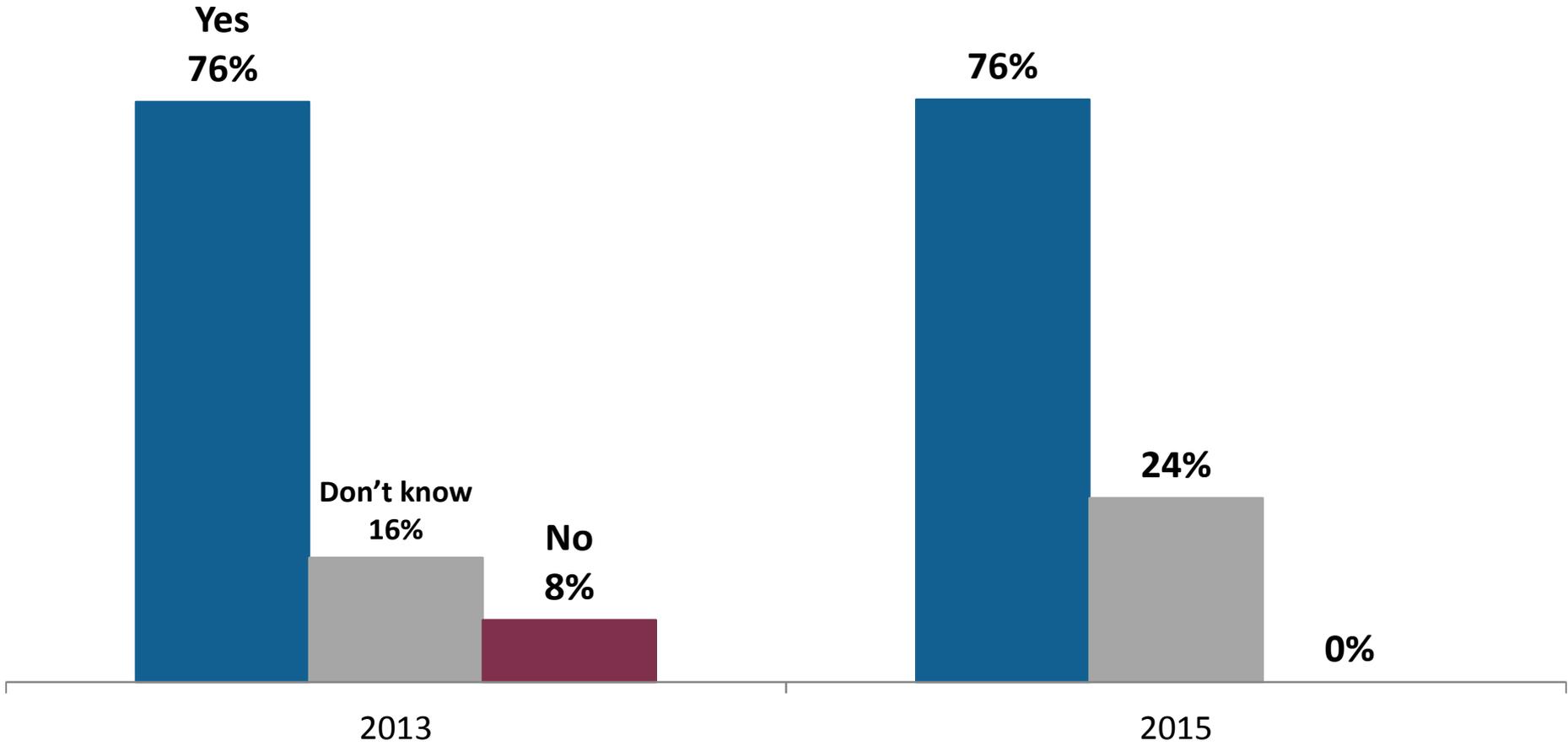


Q6. As you may know, King County's Department of Natural Resources and Parks, operates a wastewater treatment plant in the area. Generally speaking do you feel the treatment plant has been or has not been a good neighbor?



(B) Woodinville: Good Neighbor - Trend

The Woodinville area businesses continue to say the treatment plant has been a good neighbor and has remained unchanged from 2013.



Q6. As you may know, King County's Department of Natural Resources and Parks, operates a wastewater treatment plant in the area. Generally speaking do you feel the treatment plant has been or has not been a good neighbor?



Business: Good Neighbor Reasons

No troubles/unobtrusive, Hidden from sight/hardly noticeable, nice landscaping and no smell are the top mentions for the wastewater treatment plant being a good neighbor.

Reasons has been a good neighbor (n=135; MoE ±8.4)	Overall	Magnolia	Renton	Woodinville
No troubles/Unobtrusive	46%	48%	62%	32%
Hidden from sight	17%	23%	21%	8%
Nice landscape/Parks/Trails	17%	5%	3%	39%
No smell	16%	10%	17%	21%
Maintains proper standards/regulations	8%	13%	--	11%
Now have good water/water quality	6%	10%	7%	--
Responsive to community concerns	5%	5%	3%	5%
Truck traffic is not bothersome	4%	10%	--	--
Have tours for school children	3%	3%	--	5%
Other (less than 2% mention)	3%	--	3%	5%
Don't Know	3%	--	3%	5%
Not Applicable	--	--	--	--

Q7. What are the top one or two reasons you think King County Wastewater Treatment Plant has been a good neighbor? (multi-response)

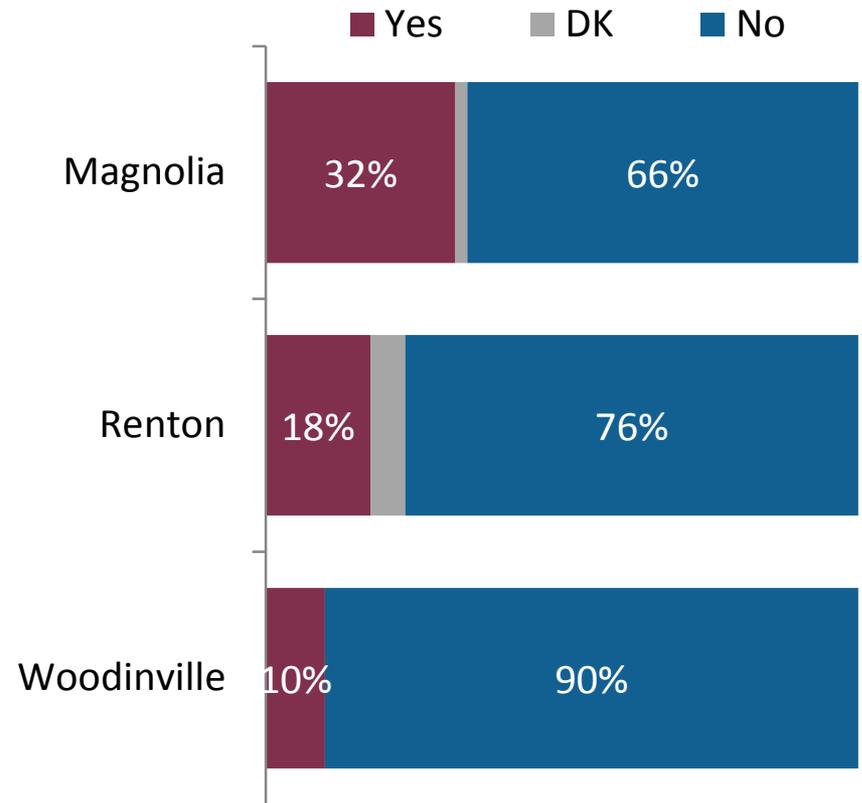
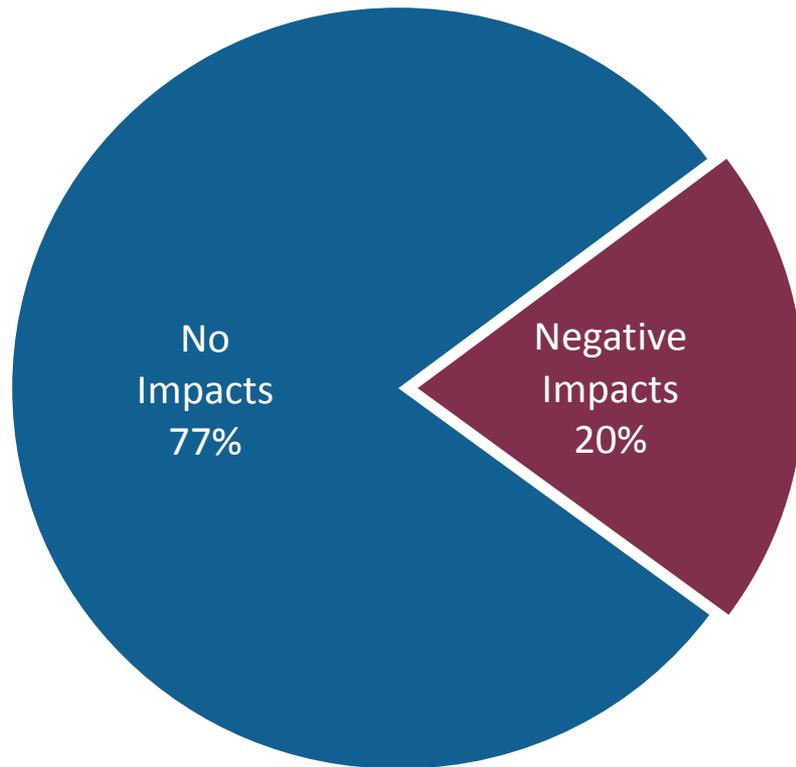


Business: Negative Impacts

Business: Experienced Negative Impacts

One-in-five (20%) businesses overall say they have experienced some negative impact from the treatment plants in their area. Woodinville is the lowest with (1-in-10) 10% of businesses saying they have experienced a negative impact and Magnolia is the highest with 3-in-10 (32%).

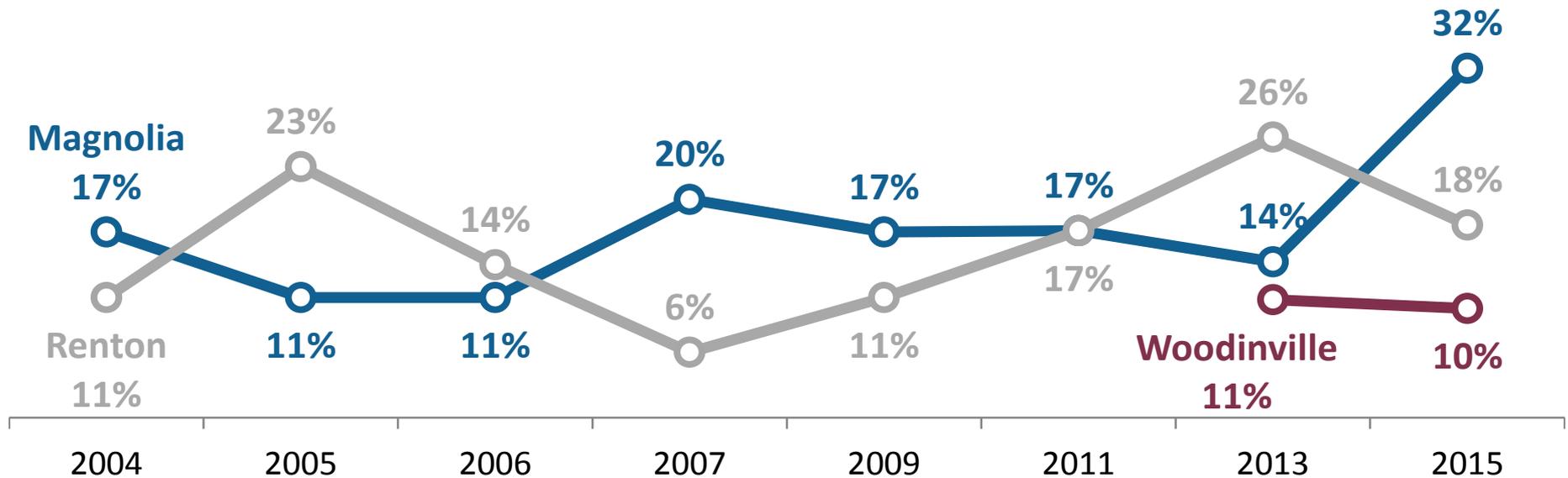
Experienced Negative Impacts



Q8. Knowing there is a wastewater treatment plant in your area, have you experienced any negative impacts that could be a result of the wastewater facility?

Business: Experienced Negative Impacts - Trend

Magnolia businesses saying they have experienced a negative impact, has increased by 18 points (14%; 2013 to 32%; 2015). Renton businesses saying they have experienced a negative impact has decreased by 8 points (26%; 2013 to 18%; 2015). And the percentage of Woodinville businesses saying they have experienced a negative impact remains almost unchanged, slightly decreasing from 2013 (11%; 2013 to 10%; 2015).

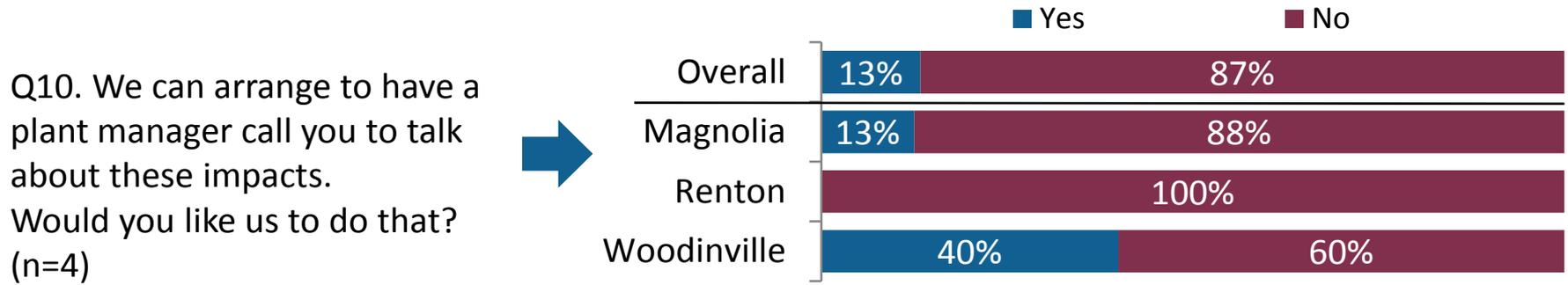


Q8. Knowing there is a wastewater treatment plant in your area, have you experienced any negative impacts that could be a result of the wastewater facility?

Business: Negative Impacts Experienced

Bad smell is the most common negative experience mentioned.

Impacts experienced (n=33; MoE ±17.1)	Overall	Magnolia (n=19)	Renton (n=9)	Woodinville (n=5)
Bad smell	63%	36%	21%	6%
High truck traffic	13%	14%	--	--
Cost to build	7%	4%	--	3%
Bad tasting water	7%	--	--	6%
Disrupts fishing spots	7%	7%	--	--
Other (less than 2% mention)	13%	7%	6%	--
Not applicable	--	--	--	--



Q9. What impacts have you experienced? (multi-response)

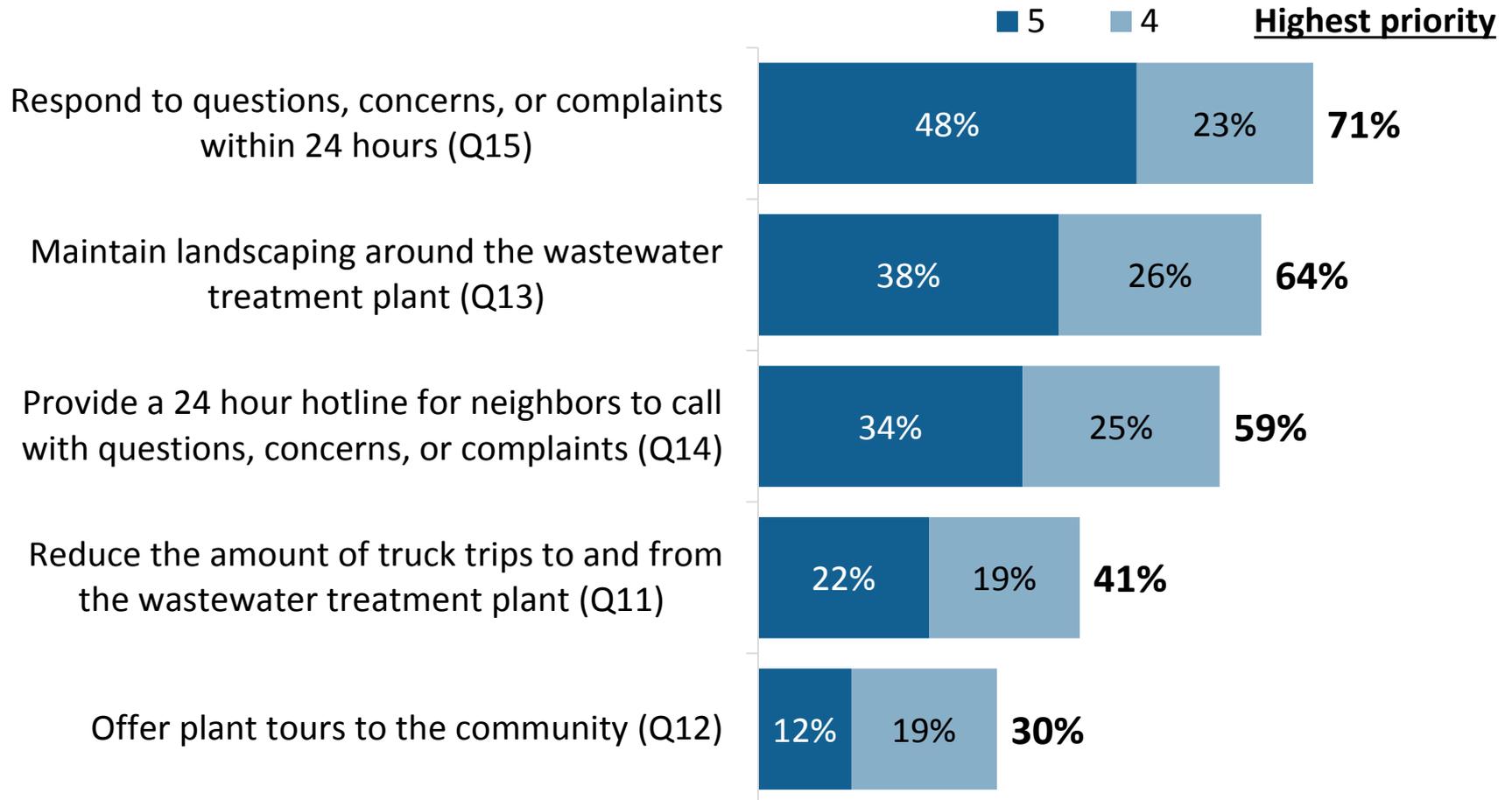
Q10. We can arrange to have a plant manager call you to talk about these impacts. Would you like us to do that?



Business: Priorities

Business: Priorities

Responding to questions, concerns, or complaints within 24 hours is the highest priority among businesses.



Q11-15. I'm going to read you a list of items that the King County wastewater treatment plant is doing to be a better neighbor in the area. For each of the following items, please tell me how high of a priority that item should be for the wastewater treatment plant. Use a scale of one to five, where one means the lowest priority and five means the highest priority.



Business: Improvements

Business: Improvements

Providing more public information was the top mention for ways King County can be a better neighbor.

Things to be a better neighbor (n=164; MoE ±7.7)	Overall	Magnolia	Renton	Woodinville
Provide more public information	11%	10%	8%	14%
Control the odor	9%	10%	12%	4%
Stay hidden/Maintain the landscaping	5%	6%	4%	6%
Ensure proper maintenance	5%	2%	6%	6%
Promote cleanliness	4%	4%	8%	--
Control traffic	3%	8%	--	2%
Reduce fees	3%	4%	4%	2%
Respond to community complaints	3%	2%	4%	2%
Increase expenditure on the environment	2%	2%	4%	--
Other (less than 2% mention)	8%	14%	4%	6%
Don't know	39%	34%	35%	48%
Not applicable/Nothing	17%	16%	22%	14%

Q16. 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? (multi-response)