

Near Neighbor Surveys: Magnolia/Renton

December 2007



King County

Department of Natural Resources and Parks
Wastewater Treatment Division

Prepared for King County
by EMC Research

Near Neighbor Surveys

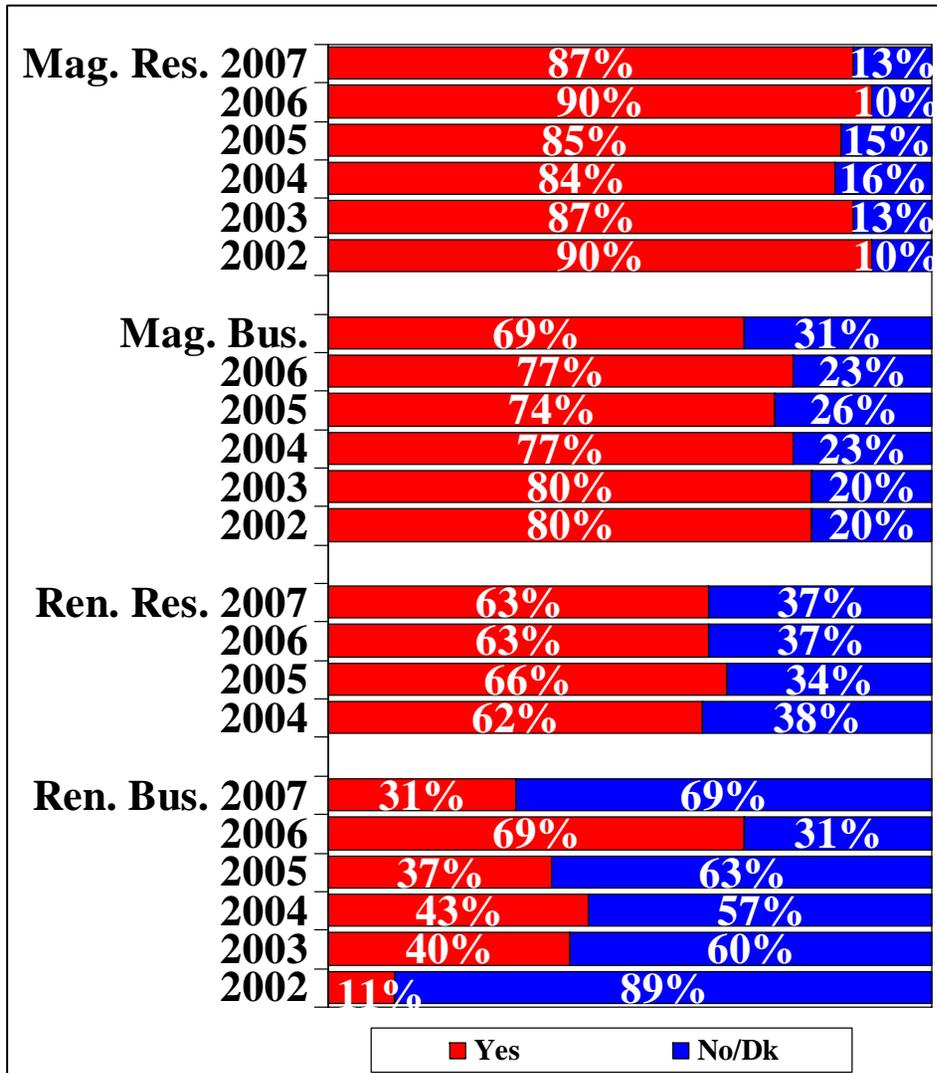
Project Summary

- Interviews conducted November-December, 2007
- 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)

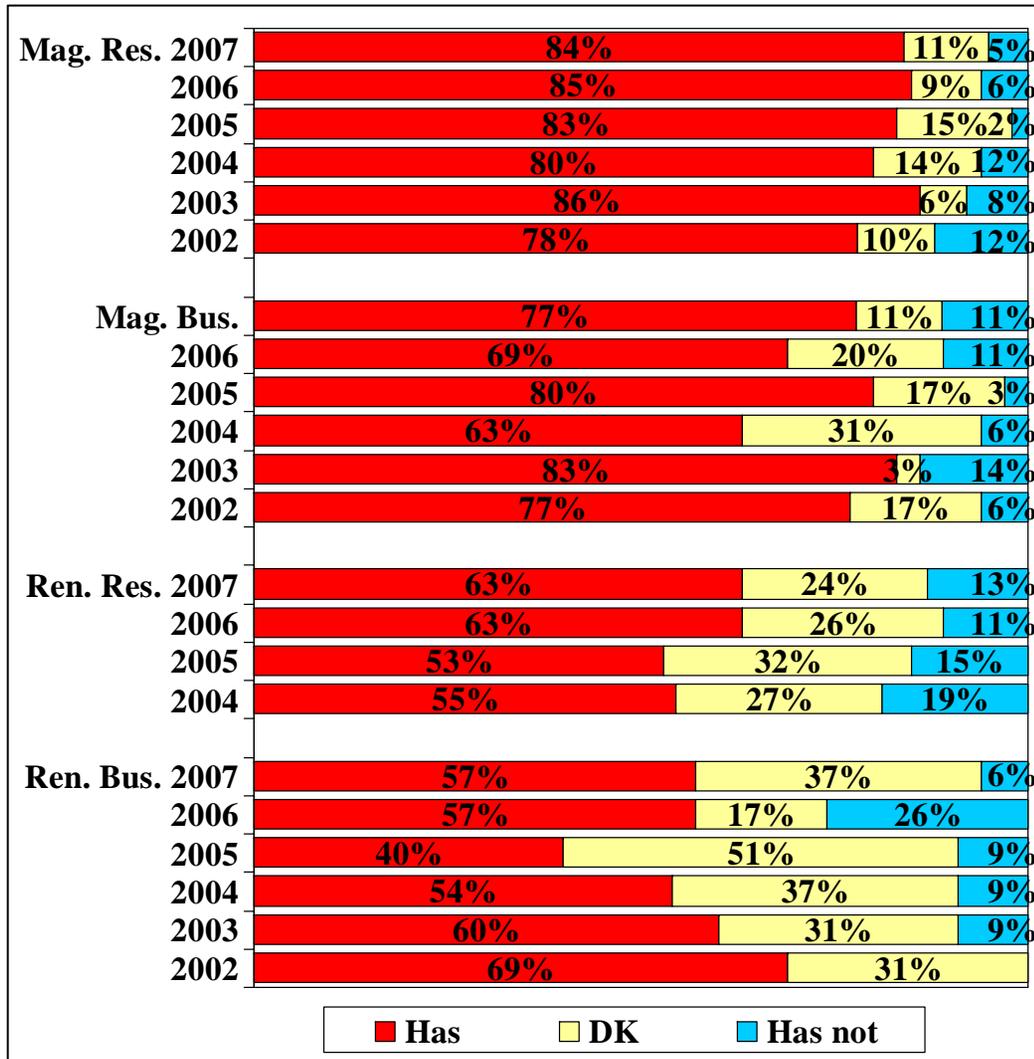


- As we have seen for all years of the survey, awareness in Magnolia exceeds awareness in Renton.
- Although awareness among Renton businesses increased in 2006, this year it has returned to levels similar to that of 2002-2005. Margin of error (± 17 points for each awareness rating) is very likely to have contributed to some of this change, though it cannot account for all.
- With the exception of Renton Businesses, awareness over the four year duration of the study has not statistically changed.
 - 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? (Q6)



- Four out of five Magnolia residents (84%) continue to report that the plant has been a good neighbor.
 - In both areas, the percentage of residents or businesses who give a positive response is significantly higher than the percentage who give a negative response.
- The percentage of respondents who choose “don’t know” continues to be higher among both residents and businesses in Renton.
- The increase (+20 Points) among Renton businesses saying they “don’t know” is within the margin of error.

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)	(n)
	2003	2004	2005	2006	2007
1. Unobtrusive, minimal effects	27	23	19	27	28
2. No smell	5	6	11	17	15
3. Hidden from sight	16	12	22	11	12
4. Truck traffic not bothersome	-	-	9	8	8
5. Responsive to community concerns	12	5	3	4	6
6. Good for environment	-	-	-	4	5
7. Maintains proper standards	5	4	11	6	5
8. Improved/Nice landscape	4	6	9	11	3
9. Now have good water	-	-	-	-	3
10. Good for economy	-	-	-	-	2
11. Cleaned up Lake Washington	-	-	-	-	2
12. Being Clean	-	-	-	-	2

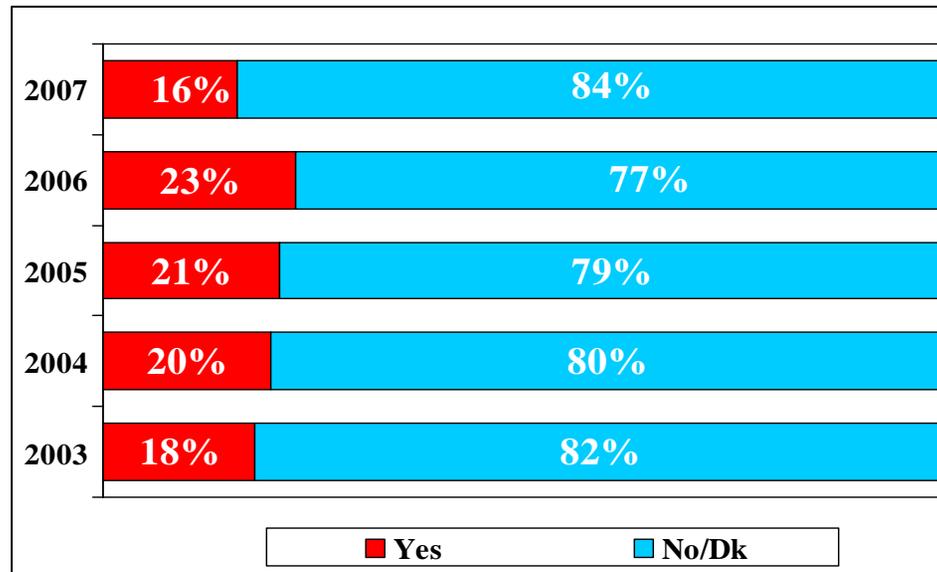
- The most common reasons Magnolia residents say that King County has been a good neighbor continues to be the lack of noticeable impacts (“unobtrusive” n=28, “no smell” n=15, & “hidden from sight” n=12).

***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	2006	2007
	(n)	(n)	(n)	(n)	(n)
1. Bad smell	7	13	14	18	8
2. Trucking issues	6	2	4	8	7
3. Poor Drainage	-	1	-	-	2
4. Poor water quality	-	-	4	2	1
5. No sea life	-	-	-	2	1
6. Other	-	-	-	1	3

- In 2007, Magnolia residents report the lowest level of negative impacts since the survey started.
- “Bad smell” is the most often negative impact residents experience (n=8). Trucking issues, as they have been in most years, are second.

* The numbers in “What Impacts” reflects 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)	(n)
	2003	2004	2005	2006	2007
1. No troubles/unobtrusive	18	7	7	17	6
2. Hidden from sight	3	3	1	7	6
3. No smell	-	1	7	3	5
4. Good for environment	-	-	-	1	2
5. Nice landscape	-	-	-	-	2
6. Truck traffic is not bothersome	-	2	5	1	1
7. Responsive to concerns	2	4	-	-	1
8. Maintains proper standards	-	-	2	2	-

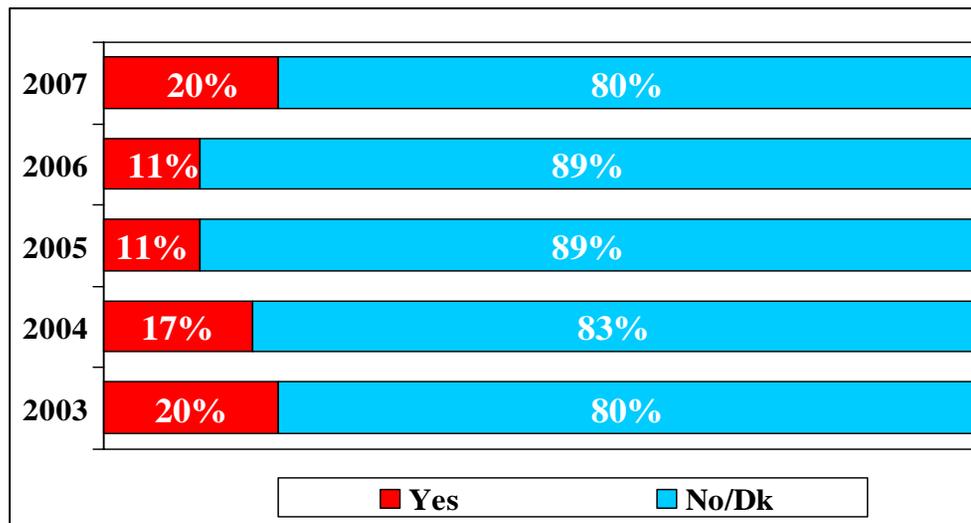
- The top response Magnolia businesses give for why KC has been a good neighbor is the lack of any noticeable impacts (“no troubles” n=6; “hidden from sight” n=6; and “no smell” n=5).

***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	2007
	(n)	(n)	(n)	(n)	(n)
1. Bad smell	3	3	4	3	6
2. Trucking issues	4	1	-	1	1
3. Poor air quality	-	1	-	-	-
4. Evacuation	-	1	-	-	-
5. Other	-	-	-	-	2

- The vast majority of businesses (80%) continue to say they do not experience any noticeable impacts.
- Nine 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=6).

* 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)

Has been a good neighbor	(n)	(n)	(n)	(n)
	2004	2005	2006	2007
1. No smell	-	-	8	13
2. Improved/Nice landscape	6	9	12	11
3. No troubles	13	11	6	7
4. Hidden from sight	-	-	7	6
5. Maintains proper standards	2	7	7	5
6. Improved the quality of water	5	3	6	4
7. Cleaned up lake	-	-	2	4
8. Good for the environment	-	3	3	3
9. Responsive to concerns	-	-	1	3
10. Truck traffic not bothersome	-	-	-	2
11. Being clean	-	-	-	2
12. Having tours for school kids	-	-	-	1

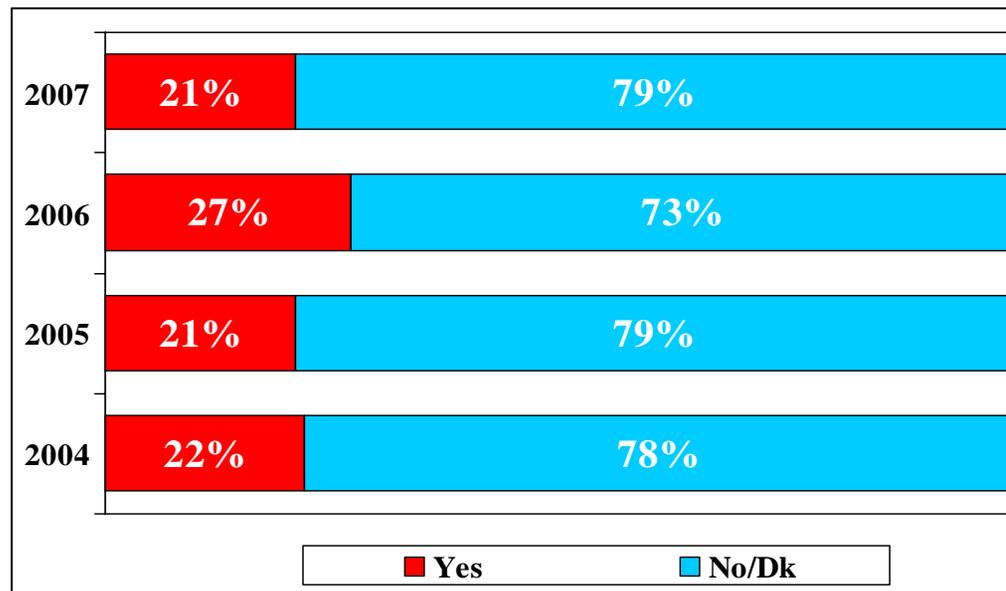
***The numbers in the chart reflect the number of residents, not the percentage.**

- “Improved/Nice landscape” continues to be a top reason why King County has been a good neighbor.
- However, as in 2005, combining “no smell,” “hidden from sight,” and “no troubles” (total n=26), then 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)



What impacts have you experienced?:	(n)	(n)	(n)	(n)
	2004	2005	2006	2007
1. Bad smell	17	19	24	17
2. Poor drainage	1	-	1	3
3. Poor water quality	3	2	1	1
4. Truck traffic	-	-	-	1

- The percentage of residents saying they experience negative impacts in Renton has not changed statistically.
- Bad smell has continues to be the number one negative impact over the past four years.

* 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)

Has been a good neighbor	(n)	(n)	(n)	(n)	(n)
	2003	2004	2005	2006	2007
1. No troubles	16	12	4	8	6
2. Hidden from sight	3	-	-	4	2
3. No smell	-	2	1	3	1
4. Good for the environment	-	1	1	1	1
5. Responsive to concerns	2	-	1	1	1
6. Nice landscape	-	-	-	-	1
7. Maintains proper standards	2	-	2	1	-
8. Truck traffic is not bothersome	-	-	2	-	-
9. Reliable	-	1	-	-	-
10. No noise	-	-	-	-	-
11. No response	-	-	4	-	-

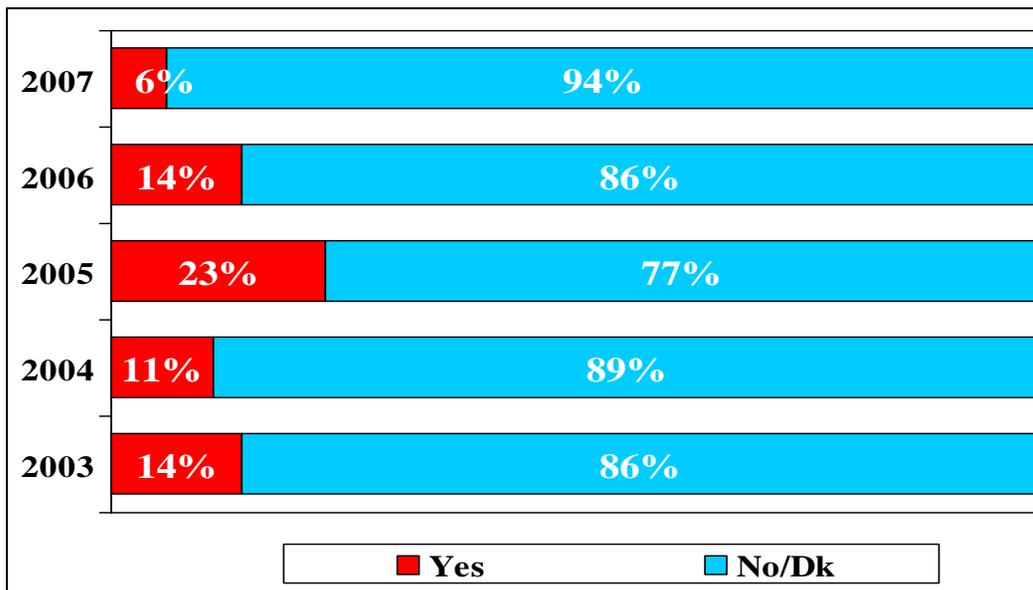
**The numbers in the chart reflect the number of businesses, not the percentage.*

- The top reason King County has been a good neighbor in Renton remains the lack of any noticeable impact (“no troubles” n=6; “hidden from sight” n=2; “no smell” n=1).

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) 2003	(n) 2004	(n) 2005	(n) 2006	(n) 2007
1. Bad smell	3	3	7	5	2
2. Poor air quality	-	-	1	-	-
3. Loss of business	1	-	-	-	-
4. Rates are too high	1	-	-	-	-
5. Other	-	-	-	-	2

- Although the overall percentage of businesses that say they have experienced negative impacts has decreased, this change is within the margin of error.

* 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 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.

Priority	2003	2004	2005	2006	2007
1. Explore methods of odor control	3.92	3.90	3.94	4.13	4.10
2. Respond to complaints w/in 24 hrs	3.73	3.92	3.72	3.94	3.86
3. Improve/maintain landscaping	3.11	3.01	3.70	3.79	3.69
4. 24-hour hotline	3.36	3.28	2.94	3.26	3.38
5. Reduce truck trips	3.28	3.16	3.08	3.26	3.20
6. Offer plant tours	2.77	2.88	2.63	2.63	2.74

**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)

Priority	2003	2004	2005	2006	2007
1. Explore methods of odor control	4.21	4.23	4.18	4.52	4.37
2. Respond to complaints w/in 24 hrs	4.29	3.79	4.17	4.24	4.24
3. Improve/maintain landscaping	3.66	3.71	3.69	3.83	3.43
4. 24-hour hotline	3.54	3.23	3.03	3.43	3.43
5. Reduce truck trips	3.30	3.34	3.32	3.19	3.11
6. Offer plant tours	2.77	2.20	2.69	2.88	2.71

**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	2007
1. Explore methods of odor control	4.33	4.22	4.29	4.40
2. Respond to complaints w/in 24 hrs	4.08	4.01	4.05	3.89
3. Improve/maintain landscaping	3.64	3.60	3.81	3.59
4. 24-hour hotline	3.55	3.49	3.70	3.51
5. Reduce truck trips	2.94	2.78	2.88	3.03
6. Offer plant tours	2.81	2.76	2.98	2.99

**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 in Renton.
- 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	2007
1. Explore methods of odor control	4.15	4.38	4.20	4.29	4.67
2. Respond to complaints w/in 24 hrs	4.13	4.03	4.15	4.19	4.54
3. 24-hour hotline	3.36	3.34	3.91	3.88	4.19
4. Improve/maintain landscaping	2.94	3.54	3.45	3.63	3.88
5. Reduce truck trips	3.09	3.31	2.68	2.81	3.63
6. Offer plant tours	2.52	2.50	2.47	2.76	2.88

**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.
- As with all areas, reducing truck trips and offering plant tours continue to be bottom ranking items.

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) <u>2003</u>	(n) <u>2004</u>	(n) <u>2005</u>	(n) <u>2006</u>	(n) <u>2007</u>
Reduce/control the smell/odor	11	12	9	6	10
Control traffic	7	10	7	2	9
Provide more public information	5	11	8	8	5
Ensure proper maintenance	-	-	6	2	5
Improve landscaping	5	4	3	3	4
Respond to complaints	9	3	3	3	4
Promote cleanliness	-	-	6	2	3
Avoid contaminating the area	3	3	2	2	2
Reduce sewage	-	-	-	2	2
Ensure no problems	-	-	-	2	1
Improve/assure water quality	-	-	-	1	1
Relocate	4	2	2	3	-
Nothing	21	41	46	-	-
Other	9	13	8	12	14
Don't know/Not applicable	26	1	-	58	52

- Controlling odor and providing more public information continue to be popular responses among Magnolia residents.
- This year controlling traffic ranked second overall.

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) 2003	(n) 2004	(n) 2005	(n) 2006	(n) 2007
Respond to complaints	2	4	2	2	5
Provide more public information	7	2	8	1	5
Reduce sewage	-	-	-	3	4
Control odor	3	3	4	9	3
Ensure proper maintenance	-	-	-	3	3
Promote cleanliness	-	-	1	4	2
Relocate	2	-	-	-	2
Educate local businesses	-	-	-	2	1
Increase expenditure on enviro efforts	-	-	2	1	1
Control traffic	-	4	4	2	-
Reduce charges	-	2	-	-	-
Avoid contaminating the area	2	-	-	-	-
Nothing	15	17	14	6	11
Other	3	3	-	-	-
Don't know	1	-	-	10	5

- In 2007, and from 2003-2005 the top response from Magnolia businesses was “nothing.”
- After “nothing,” this year Magnolia businesses prioritize “responding to complaints” and “providing more public information.”

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>	<u>2007(n)</u>
Control the odor	19	26	21	21
More public information	4	11	8	7
Avoid contaminating the area	-	-	2	5
Promote cleanliness	-	3	1	4
Reduce sewage	-	-	2	3
Respond to complaints	2	2	-	3
Control traffic	-	-	-	3
Improve landscaping	4	-	4	2
Improve/assure water quality	-	-	3	2
Reduce charges	4	3	4	1
Ensure proper maintenance	-	-	4	1
Ensure there are no problems	-	6	1	1
Relocate	-	-	-	1
Minimize expansion	3	-	-	-
Nothing	33	46	-	-
Other	5	14	4	9
Don't know/Not applicable	24	-	57	50

- Similar to Magnolia residents, majority of Renton residents don't have an answer for how King County can be a better neighbor.
- Similar to last year, 21 residents say "controlling odor" is what King County can do. This has been the most frequent suggestion from Renton residents each year.

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)

	(n) 2003	(n) 2004	(n) 2005	(n) 2006	(n) 2007
More public information	5	6	9	3	7
Eliminate/control the odor	6	4	5	6	5
Ensure proper maintenance	-	-	1	-	5
Respond to complaints	-	-	-	2	2
Increase expenditure on enviro efforts	-	-	-	-	2
Educate local businesses	-	-	2	1	1
Promote cleanliness	-	-	-	-	1
Reduce sewage	-	-	-	1	-
Control traffic	-	-	1	-	-
Reduce the charges	-	2	-	-	-
Improve landscaping	-	1	-	-	-
Nothing	13	17	15	13	7
Other	1	4	3	-	-
Don't know	9	-	-	10	10

- Providing more public information and controlling the odor continue to be the top substantive suggestions given by Renton businesses.

Waste Water Treatment Plant

Summary of Findings

Overall, both plants and their neighbors continue to have a good relationship, and many figures are consistent with data from previous years. More specifically:

- Awareness of the treatment plant in Magnolia continues to exceed that of Renton.
- Awareness among Renton businesses has returned to 2002-2005 levels
- Residents and businesses in Magnolia continue to be more likely than those in Renton to say that King County has been a good neighbor.
- Renton has a higher percentage of respondents saying they “don’t know” if King County has been a good neighbor.
- Awareness of the plants continues to be higher in Magnolia.
- The highest priority for all four populations is to respond to citizen concerns within twenty-four hours, and to explore new methods of odor control. These priorities have consistently been the highest over the past years.
- Reducing truck trips consistently rates near the bottom of priorities. However, in an open-ended question about how King County could be a better neighbor, finding ways to reduce traffic rated second for Magnolia residents. In other words, it is not necessarily a high priority for all residents, but a select few do have this as a priority.
- Controlling odor and providing more public information continue to be the top suggestions for what King County can do to be a better neighbor.