About the City of Stanwood
Settled in 1866 as a trading post on the “flats” of the Stillaquamish River and bordering Puget Sound’s Saratoga Passage at Port Susan Bay, Stanwood is a small, but growing community in Snohomish County with a strong Scandinavian heritage. The City of Stanwood is the hub of a unique region known for its small-town charm, agricultural industry, quaint downtown, special events and outdoor recreation activities, art community, and gateway to Camano Island.

In 2019, the City of Stanwood partnered with Washington State University Extension to survey residents of Stanwood and Camano Island. Residents were asked their opinion on various city services from communication to transportation, and how these services can be improved.

Community Websites Visited in Past 12 Months (Percent of All Respondents)

- 46% of respondents had not used either the City of Stanwood or Discover Stanwood Camano websites in the past 12 months.
Communication

Opportunities to Improve Communication

• Diversify channels of communication.

• Redesign the City of Stanwood and Discover Stanwood Camano websites.

• Develop a strategy for non-internet based communication.

• Enhance and expand use of social media.

Visiting Community Websites

• Residents visit the City of Stanwood or Discover Stanwood Camano websites to learn about Stanwood events.

Reasons for Visiting Discover Stanwood Camano Website (Percent of All Respondents)

Reasons for Visiting City of Stanwood Website (Percent of All Respondents)

Three electronic surveys were conducted in the summer and fall of 2019: a random household survey of Stanwood residents, a non-random survey of Stanwood residents, and a non-random survey of Camano Island residents. A total of 688 people took the surveys. Complete survey results can be found at: www.stanwoodwa.org.
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Community Survey Results: Economic Development

Opinions on Stanwood Local Business

- Over half of respondents believe that Stanwood does not do a good job of retaining businesses or attracting new ones.
- The majority of respondents feel that the quality of existing businesses is good.
Lodging

- The majority of respondents do not think Stanwood has enough hotels and lodging to meet demand.
- Over 60% of respondents believe visiting family members cannot easily find affordable lodging.

Future Business Recruitment Priorities

Survey respondents were asked to prioritize which businesses to recruit:

- Hotels and lodging, outdoor recreation and full service restaurants were selected as the top three priorities.

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- Heritage Park is the most frequently used.
- Nearly 40% of respondents have not visited a park in the past year.
Physical Condition of Parks

• Nearly half of respondents rated parks “average”, indicating an opportunity for improvement.

• Over one third of park users believe the physical condition of Stanwood city parks can be rated as good or excellent.

Priority of Parks and Rec Projects

• High priorities for Stanwood and Camano Island residents included creating hiking and biking trails and improving existing trails.

• Respondents also indicated a desire to improve and create more waterfront parks.

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Community Survey Results: Transportation

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Transportation Infrastructure and Services

- A majority of respondents are satisfied with local street and road maintenance.
- Nearly half are satisfied with sidewalk and street maintenance.
- Almost half didn’t know how they feel about transit services.

Level of Satisfaction with Transportation Services (Percent of Stanwood Respondents)

- 55% Very Satisfied/Satisfied
- 23% Neutral
- 26% Dissatisfied/Very Dissatisfied
- 4% Don’t Know

Maintaining local streets and roads
Sidewalk maintenance
Bus or transit services
Opinions on Transportation Benefit District

- Many respondents had no opinion meaning the City may need to better communicate about the TBD.
- This can indicate a lack of strong opinions on the TBD and TBD projects, or a lack of awareness of these activities.
- Over 40% of respondents are satisfied or very satisfied with street changes.

Opportunities to Improve Transportation

- Improving streets and traffic flow is an important priority for Stanwood residents over the next two to five years.
- While many respondents were satisfied with changes to city streets since 2013, this indicates that transportation is a key concern among many respondents.

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### Community Survey Results: Community Priorities

- **Protecting the environment**, promoting public safety, and improving existing parks were identified as very important.

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### Importance of Activities for Stanwood in Next 2 to 5 Years

(Percent of Stanwood Respondents Indicating High Importance)

- Protecting the environment
- Promoting public safety
- Improving existing parks and amenities
- Promoting economic growth
- More development towards the river
- Increasing number of community events
- Expanding tourism

Priorities for Stanwood

- Protecting the environment, promoting public safety, and improving existing parks were identified as very important.

www.stanwoodwa.org

360.629.2181
Top Priorities for the Next 2 to 5 Years

- Highest ranked activities included improving transportation infrastructure and parks and recreation facilities.
- Respondents would also like more police officers, more hotels and lodging, and increased recreation programming.

Activities Ranked as Top 5 Priorities (Percent of Stanwood Respondents Indicating High Importance)

Opportunities to Improve the Community in the Next 5 Years

- **Economic Development:** Continue efforts to address business recruitment and retention, especially lodging options.
- **Parks and Recreation:** Improve existing parks and trails, and develop more trails and waterfront parks.
- **Transportation:** Focus on improving streets and traffic flow, and communicating progress of Transportation Benefit District projects to residents.
- **Communication:** Utilize online resources for business recruitment. Enhance communication with Stanwood area residents through diverse channels.

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