

# Community Survey Results: Communication



## 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)

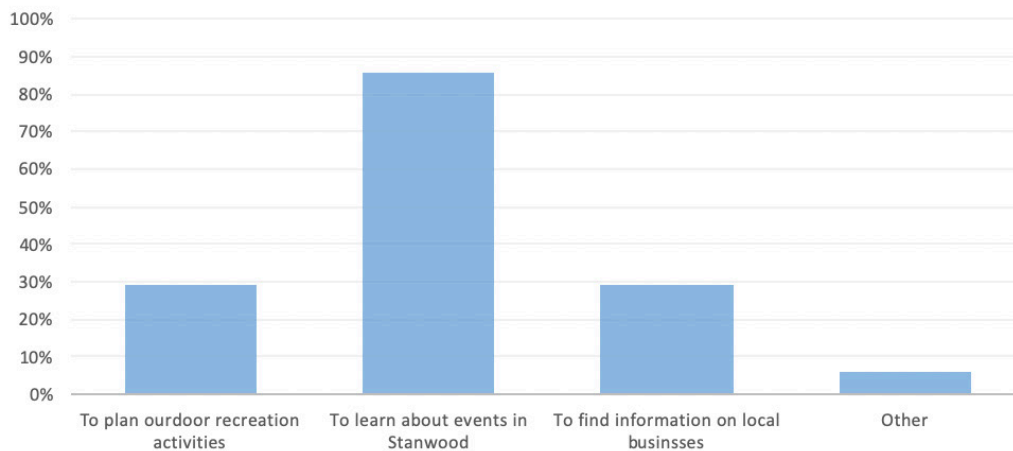


## Website Usage

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

# Communication

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



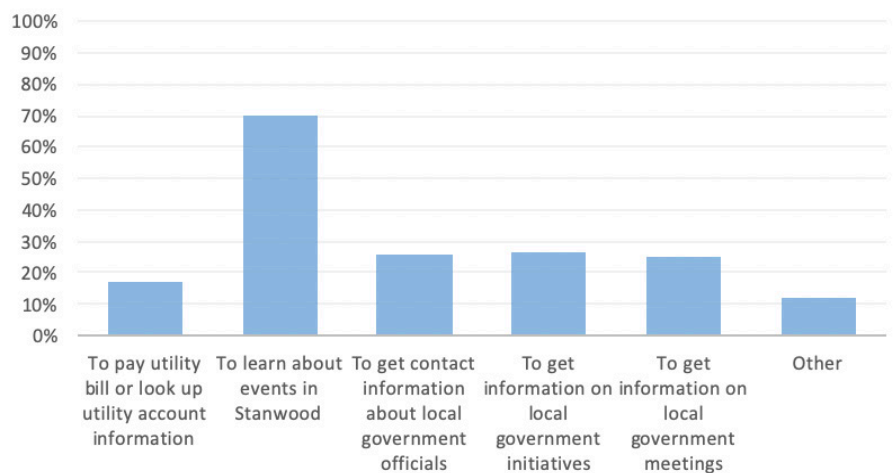
## Visiting Community Websites

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

## 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.

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](http://www.stanwoodwa.org).