

# 2008 City of Moscow | Citizen Survey Report of Results Amended

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## **Executive Summary**

The 2008 Moscow Citizen Survey is the fourth-comprehensive citizen survey conducted by the City of Moscow. The first citizen survey was conducted in 2002, the second in 2004, the third in 2006. These assessments serve as a scorecard for the community by providing an evaluation of the services provided by the City of Moscow and the characteristics of its residents. The results of these surveys are utilized by the Mayor and the City Council in strategic planning efforts and City resource allocation.

### **How the Survey Was Conducted**

1,200 households within the City limits were selected at random to participate in the survey conducted November & December of 2008. Of the eligible households, 356 completed surveys were returned to yield a response rate of approximately 32%, accounting for non-deliverable addresses. This is slightly lower, but comparable to the 2006 response rate of 36%, the 2004 rate of 43% and the 2002 response rate of 40% observed in 2002. The resulting sample size is sufficiently large to result in a 95% confidence interval of less than  $\pm 5$  percentage points for each question.

### **How the Report Is Organized**

The Moscow Citizen Survey addresses many topics related to life in the community. The body of the report is mainly an analysis of the sections covered in the survey. The percentages reported within the body of the report exclude “don’t know” or non-responses from the percentages reported. The complete response breakdowns including “don’t know” responses are included within the survey attached to the report in Appendix I. Many of the questions have been converted to a 100-point scale with 100 being the best and 0 the worst. For practical purposes a score of 70 would equal “good” on a 5-point scale (i.e. excellent, good, neutral, poor, very poor). Using the percent-of-maximum scale an answer of “excellent” on a 5-point scale would equal 100 points. Likewise an answer of “very poor” would equal no points.

### **Overall Quality of Life**

The vast majority of all residents (94%) rated the overall quality of life in Moscow as “good” or “excellent.” This is slightly higher than the 2002, 2004 and 2006 results of 92% each for the same question. It should be noted that residents’ rating of the quality of life in Moscow continues to remain significantly higher than national averages.

### **Neighborhood**

Average ratings for the quality of the respondents’ neighborhood was 76 on the 100-point scale with 83% of respondents rating their neighborhood as either “good” or “excellent.” This compares favorably with past scores of 82% observed in 2002 and is slightly higher than the respective scores of 75% and 80% in 2004 and 2006.

### **Job Opportunities and Access to Affordable Housing**

On the questions of job opportunity and access to affordable housing, the City of Moscow saw relatively low ratings. Only 24% of residents rated job opportunities “good” or “excellent” and just 30% rated access to affordable housing “good” or “excellent.” This yielded scores of 48 and 49 respectively on a 100-point scale. The score for job opportunities is consistent with the 2002 and 2004 survey at 21%. Access to affordable

housing dropped, however, from 33% in 2002 and 2004, to 25% in 2006. These scores are significantly lower than other indicators influencing quality of life in the community. The economic base, types of employment available and income versus cost of housing probably contribute to this overall low ranking.

### **Safety**

Perhaps one of the most significant contributors to the high rating for overall quality of life is outstanding ratings for safety. Over 93% of residents feel “fairly safe” or “very safe” from violent crimes in the City of Moscow, and over 85% feel the same regarding property crimes. This yielded scores of 84 and 76 on a 100-point scale respectively. This is compared to scores of 82 and 73 respectively for 2006, 84 and 76 respectively in 2004 and 88 and 78 respectively in 2002.

In 2006, it was noted that scores appeared to indicate a slight reduction in citizens overall sense of safety from violent and property crimes, while the scores were within the survey’s confidence interval. The 2008 scores indicate overall sense of safety is not experiencing a downward trend.

Most residents continued to feel safe walking alone at night in their neighborhoods with 88% reporting they felt “fairly safe” or “very safe” in those circumstances. This again is very comparable with the score of 90% in 2004 and 91% observed in 2002. Residents continue to be more critical of walking alone in city parks outside their neighborhoods and with current levels of street lighting. Approximately 60% and 59%, respectively, felt “fairly safe” or “very safe” in the aforementioned situations. This is compared to 66% and 61% in 2004 and 66% and 63% for the same questions in 2002.

Respondents continued to be confident with fire protection; 91% felt “fairly safe” or “very safe” from fires. Using a 100-point scale, safety from fires rated 82, as in 2006 with a rating of 81, 2004’s rating of 82 and 2002’s rating of 81, which have all been very high.

### **Problems Affecting Quality of Life**

Several questions were asked about perceptions of the overall quality of life in Moscow. They included taxes, traffic, growth, crime and a number of other socioeconomic indicators. After unreliable answers were excluded, those with a non-response or don’t know rate that totaled 20% or greater, growth was considered most problematic, followed by taxes then run down houses and buildings. Although alcohol abuse, drug abuse and domestic violence received the highest ratings by respondents, they all received a non-response rate of 20% or higher and as a result these issues were not considered in the analysis because the answers are more likely to be unreliable.

### **Community Involvement in Government**

Moscow is much like other communities and has a difficult time involving citizens in government. Of those surveyed 84% said they have “once or never” attended a City Committee or Commission meeting in the last 12 months, and 84% said they had “once or never” contacted a City Council member regarding City policy and/or process in that same time period. This is comparable to responses in 2006. City staff continues to work on increasing public participation in government. Future surveys will measure the success of these attempts.

**City Services**

Overall, 77% of respondents rated City services as “good” or “excellent.” This is comparable to rating of 75% in 2006 and 78% in the 2004 and 2002 surveys. This rating is also comparable to national averages, however, some aspects of services rated higher and some rated lower than comparable national averages. A more detailed comparison of all City services is provided below and in subsequent sections of this report.

Positive ratings were given to public safety, ranging from 65 to 82 on a 100-point scale, as compared to 64 to 84 in 2006, 74 to 83 in 2004 and 74 to 82 in 2002. Police services received 78 on a 100-point scale, 4 points higher than the score of 74 it received in the three prior surveys. Fire services scored a 83 a consistent score when compared to 84 in 2006, 83 in 2004 and 82 in 2002. It is important to note that fire services also experienced a non-response rate of 24%, significantly higher than the 20% rate that creates a small enough sample that the data becomes unreliable.

Parks and Recreation scores ranged from 71 to 77 on a 100-point scale as compared to 70 to 78 in 2006; 71 to 77 in 2004; and 71 to 78 in 2002. Specifically, recreation facilities as well as recreation programs and classes saw an increase in scores of 2 and 1 point(s) respectively.

Planning and Zoning services were again rated least among City services at 48 points, but the score is up from 45 in 2006. The amount of available public parking scored 53 on a 100-point scale, an increase of 4 points from 49 in 2006. Ease of car travel rated 64 on the 100-point scale, an increase of 5 points from 59 in 2006. Public parking also saw an increase in scores from 49 in 2006 to 53 in 2008. Scores for 2002, 2004 and 2006 for amount of public parking were, 47, 48 and 49; for ease of car travel in the City were, 57, 58 and 58; and for planning and zoning were, 49, 47 and 45.

Street and sidewalk maintenance rated 55 and 49 respectively on the 100-point scale. Snow removal and street lighting scored 50 and 56 on the 100-point scale. Snow removal rated 58 in 2006, and it should be noted that the survey was sent in 2008 during an unusually early and extremely heavy snowfall event. As with other unusual or unexpected results this item will be monitored closely in future surveys.

Solid waste, recycling, water and sewer services ranged from 68 to 80 on the 100-point scale, as compared to 67 to 83 in 2006, 65 to 79 in 2004 and 71 to 79 in 2002. Scores were consistent for all services within 1-3 points from previous years' surveys.

**Boards, Commissions and Committees**

All citizen boards, commissions and committees were asked for their input in the formulation of the survey instrument. The majority responded by submitting one to four questions that could be either evaluated on a 5-point scale, ranked in order of preference or describes citizen use or knowledge of a City program. The questions submitted by Moscow's boards, commissions and committees allowed citizens to have input on specific concerns not addressed by other sections of the survey.

***Demographics***

A series of questions similar to those on the 2000 Census were also asked. Those included a variety of socioeconomic questions such as: age, race, sex, employment, income, size of household, household type, education and voting patterns. Detailed results are found on the attached survey instrument. The 2008 sample represents a good cross section of the Moscow community when compared to the 2000 Census data for most categories. One area that has been consistently out of sync with Census data is the age mix experienced for each survey sample. Survey demographic questions regarding age show an older population that responds to the surveys, age 45 and older.

***Open-ended Comments***

It was felt that respondents should be given the opportunity tell us specifically what they believe to be the most important issues facing the City. Unlike the rest of the survey instrument, which consists of close-ended, primarily evaluative questions, this section was intended to provide the respondents an opportunity to communicate directly with the Council. A categorized table of the first open-ended question is included in Appendix V. The responses to both open-ended questions are available in both paper and electronic formats.

Residents were asked for their input on two questions:

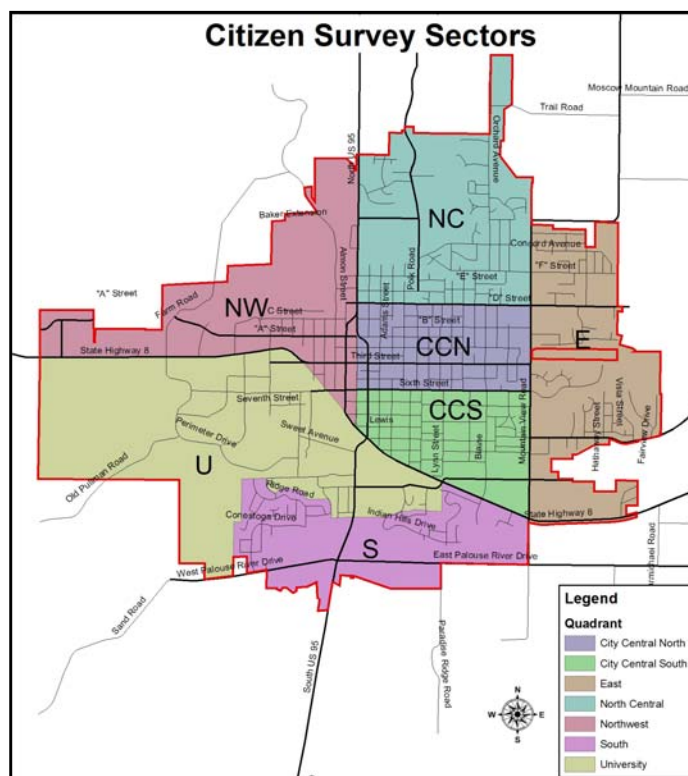
1. What do you feel will be the single most important issue facing the City of Moscow over the next several years?
2. Comments and suggestions you would like the City of Moscow to consider.

## Survey Background

### What the Survey Is About

During the 2002 Goal Setting and Strategic Planning process the City Council decided to conduct Moscow's first Citizen Survey. It was anticipated that subsequent surveys would follow approximately every two years to coincide with the goal setting process and provide elected officials and City staff a means to measure citizen satisfaction with government and how to improve it. This survey is the fourth such survey. The survey should be viewed as a consumer scorecard for the community that provides a reliable cross-section of our residents. This and future surveys will be a tool to measure both trends in the community and a basis for adjusting annual Council and Staff goals and the Strategic Plan to address important issues.

The results of the survey are intended to guide future planning and resource allocation decisions by sampling a representative cross-section of our community. These randomly administered surveys are carefully formulated, tabulated and analyzed to provide elected officials with the best means of unbiased decision-making. Survey methodology and the survey instrument are provided in foregoing appendices. A vast majority of the respondents are typically not involved in local government, other than elections, and rarely attend City meetings or contact City staff or elected officials with questions, but they are typical of the over 22,000 residents making Moscow their home.



**Figure 1 - Survey Geographic Sectors**

the survey before this report was written, for a response rate of 32%, when non-deliverable surveys were excluded. The national average response rate for this type of survey is approximately 32%. The 95% confidence interval around results is 5 percentage points either positively or negatively.

### How the Survey Was Conducted

Approximately 1,200 households, including dormitories and apartments, were chosen at random to participate in the survey conducted in October of 2006. Additionally, the City was divided into seven geographic sectors: Northwest, North Central, East, South, University, Central City North and Central City South. These sectors are identical to those used in 2004 and 2006.

Each household was first mailed a postcard explaining that they would receive a Citizen survey the following week. The survey packet included a cover letter signed by the Mayor, the survey instrument and a self addressed stamped envelope to return the completed survey. Of the 1,200 eligible households, 356 had returned

## Understanding the Results

Each survey is calculated to measure results on the 5-point scale in both a percentage format and a 100-point Scale format. This allows easier and better interpretation of current year's data and comparison to other data points.

### ***Converting Responses to a 100-Point Scale***

Responses to all of the evaluative questions were made on a 5-point scale ranging from "excellent" to "very poor." Many of the results in this report have been converted to a 100-point scale to make easier comparisons with national averages. Converting to the 100-point scale began by assigning a numerical value to each of the descriptive rankings, in this case "excellent" equals 5, "good" equals 4, "neutral" equals 3 and so on. If "don't know" was checked or the respondent left the question blank, the response was not included in the score computation. After determining the values on a 5-point scale the results were converted to the 100-point scale used by the National Research Center to compare results on a national basis. Using the 100-point scale, each response was assigned a number: excellent=100, good=75, neutral=50, poor=25 and very poor=0. These numbers were then used to weigh each percentage for evaluative questions. Below is a hypothetical example where 10% of respondents rated a service "excellent," 40% "very good," 20% "neutral," 8% "poor," and 12% "very poor," for a score of 52 on a 100-point scale.

$$\frac{\text{Excellent}}{10(1)} + \frac{\text{Good}}{40(.75)} + \frac{\text{Neutral}}{20(.5)} + \frac{\text{Poor}}{8(.25)} + \frac{\text{Very Poor}}{12(0)} = 52$$

### ***Handling "Don't Know" Responses and Non-Responses***

Almost every question has some percentage of "don't know" responses or non-responses. The statistics included in this report are given without including this type of response. Questions that received a "don't know" response or non-response rate of 20% or higher are noted in the figures with an asterisk. Data from these questions may be less reliable because of the high non-response rate.

### ***Precision of Estimates***

It is typical to describe the precision of estimates made from surveys by a "level of confidence." The 95 percent confidence interval is generally no greater than  $\pm 5$  percentage points around any given percent reported for the entire sample. Hence, if the proportion of respondents who rate the overall quality of life in Moscow as "excellent" is 32%, had we been able to ask the same question to every adult in the City of Moscow, we would find that between 27% and 37% would rate the overall quality of life in Moscow as "excellent."

If more precise results are sought in the future, the City can choose a larger sample size; however, increasing precision by two percentage points will require an increase in the sample size by more than 1,000 participants, essentially tripling the required size of the sample. This, however, may be justified if the City would like to find very precise statistically significant differences in future surveys. The precision of estimates also decreases within each geographic subsection because the smaller number of responses. Although statistically valid, the level of confidence may vary by up to  $\pm 10\%$ .

***Historical Data Comparison***

Many communities have been measuring citizen satisfaction for over a decade, and the vast majority recognizes the myriad of benefits citizen surveys provide. Citizen surveys are a great way for elected officials and city employees to understand how citizens feel about their community and the services that a city provides. Communities that have conducted citizen surveys for many years believe it is essential that leaders keep in mind that very few residents participate in government policy-making through traditional means, as this survey substantiates. This citizen survey, however, gives residents a chance to voice their opinions in a way they might not otherwise do.

Now that Moscow has completed its fourth citizen survey, leaders can begin to look for trends in data. These trends, however, will take time to fully develop into qualified theories. Future surveys will need to be analyzed to give policy makers an adequate idea of potential trends identified in the 2002, 2004, 2006 and 2008 citizen surveys. Accurately interpreting this and past years' survey data is essential to identifying the correct needs of the citizens of Moscow.

## Results of the 2008 Moscow Citizen Survey

### Respondent Profile

The residents that responded to the survey represent a broad cross-section of the community. The respondent's ages, genders, and length of residency in Moscow were well distributed, as shown in Tables 1-3. As in 2006, large portions of respondent's have lived in Moscow for more than 20 years, 36% in 2008, 35% in 2006.

Table 1: Respondent's Age	
18-24 years	12%
25-34 years	20%
35-44 years	13%
45-54 years	19%
55-64 years	19%
65-74 years	11%
75 years or older	7%

Table 1 - Respondent's Age

Table 2: Respondent's Gender	
Female	55%
Male	45%

Table 2 - Respondent's Gender

Table 3: Respondent's Residency in Moscow	
Less Than 2 Years	13%
2-5 Years	20%
6-10 Years	17%
11-20 Years	14%
More Than 20 Years	37%

Table 3 - Respondent's Residency in Moscow

As would be expected of a small university community, the level of education of the population is considerably higher than national averages. Approximately 68% of the respondents possessed a bachelor's degree or higher and only 6% of the respondent's possessed a high school diploma or less. The respondent's highest level of education is shown in Table 4.

Table 4: Respondent's Highest Level of Education	
12 <sup>th</sup> or Less, no Diploma	0%
High School Diploma	5%
Some College, no Degree	19%
Associate's Degree (e.g. AA, AS)	5%
Bachelor's Degree (e.g. BA, AB, BS)	32%
Graduate Degree of Professional Degree	38%

Table 4 - Respondent's Highest Level of Education

Additionally, the housing within which the respondents live varies significantly. Approximately 68% lived in single-family detached dwellings, 7% lived in a duplex, 22%

lived in apartment buildings and 3% lived in mobile homes, with another 1% living in "Other" facilities. The distribution is shown in Table 5.

Table 5: Respondent's Housing Type	
Single Family Detached	68%
Single Family Attached	7%
Apartment	22%
Mobile Home	3%
Other	1%

**Table 5 - Respondent's Housing Type**

The respondents' ethnicity was predominately Caucasian, with 94% of respondents indicating this as their ethnicity, followed by 2% who were either "Asian or Pacific Islander"; and 1% who were "American Indian or Alaskan Native," "Hispanic/Spanish/Latino," or "Other." The results are shown in Table 6.

Table 6: Respondent's Ethnicity	
American Indian or Alaskan Native	1%
Asian or Pacific Islander	2%
Black, African American	0%
Hispanic/Spanish/Latino	1%
White/Caucasian	94%
Other	1%

**Table 6 - Respondent's Ethnicity**

Approximately 87% of the respondents indicated they were registered to vote in Moscow, 79% indicated they voted in the last City election, 90% said they voted in the last general election and 83% stated they were likely to vote in the next City election.

The majority of the respondents were employed, with 53% responding that they were employed full-time, 20% part-time and 27% indicated they were not employed at this time. In comparison, 20% indicated they were enrolled at a local university full-time, 3% part-time and 76% indicated they were not enrolled at a university at this time.

Additionally, the respondents were well distributed within the seven geographic sectors, shown in Figure 2, which is indicative of a true random sample. The number and percentages of the respondent geographic distribution are detailed in Table 7.

Table 7: Respondent's Geographic Distribution		
Sector	Responses	Percent of Total
City Center North (CCN)	42	12%
City Center South (CCS)	60	17%
East (E)	80	22%
North Central (NC)	68	19%
North West (NW)	41	11%
South (S)	36	10%
University (U)	30	8%

**Table 7 - Respondent's Geographic Distribution**

**Quality of Life**

Many questions in the survey were devoted to the quality of life in Moscow. While safe streets, clean air and beautiful surroundings influence the daily lives of our residents, many more factors contribute to the quality of life in Moscow.

**Overall Quality of Life in the Community**

A majority of residents (94%) rated the overall quality of life in Moscow as “good” or “excellent.” 4% were neutral, 2% felt it was “poor” and no respondents rated it “very poor.” This rating was well above the national average of 65. These scores are shown in figure 2 and 3.

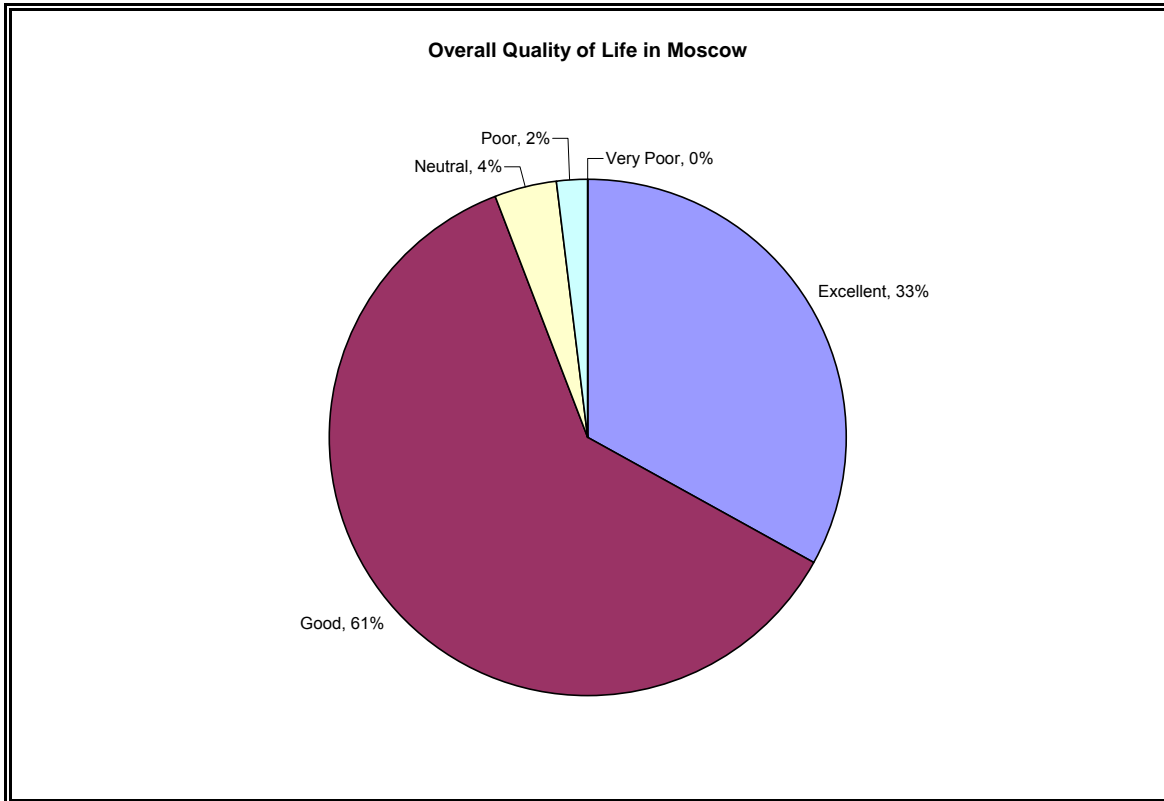
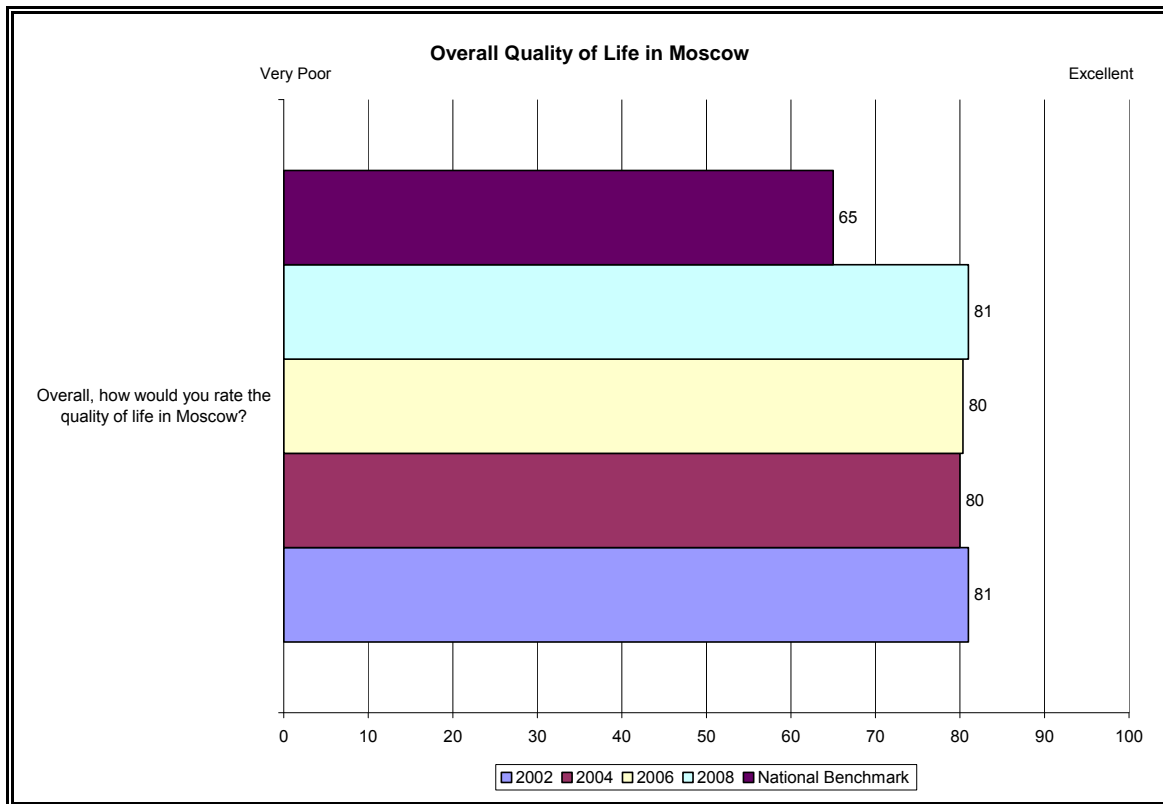


Figure 2 - Overall Quality of Life



**Figure 3 - Quality of Life**

### ***Quality of Neighborhood, Place to Raise Children and Retire***

The overall quality of neighborhoods in Moscow received a rating of 76 points on a 100-point scale, as compared to 75 in 2004 and 76 in 2006 and 2002. This number is substantially higher than the national average of 66 points. Moscow neighborhoods were ranked better than “good,” with 83% of residents rating their neighborhood “good” or “excellent.”

Respondents also rated Moscow as a great place to raise children with 79% of respondents rating Moscow “good” or “excellent” in this area, resulting in a score of 81 points. This is likely reflective of the size of the community, relatively low crime rate and the quality of available schools. The decrease in the 100-point score from 2006 of 82 may be attributed to the large number of respondents who reported having 2 or fewer people residing in their homes, indicating those individuals currently aren’t raising children in Moscow.

The respondents gave Moscow a lower rating as a place to retire. Only 54% of respondents rated Moscow “good” or “excellent” in this category, similarly to the 2006 rating of 53%, however the distribution of lower scores resulted in a slightly lower value on the 100-point scale of 66. Scores for these categories for 2002, 2004, 2006, 2008 and the national norms are shown in Figure 4.



Figure 4 - Quality of Life Indicators

**Job Opportunities and Access to Affordable Housing**

Of all the evaluative questions asked on the survey instrument, job opportunities and access to affordable housing scored among the lowest just as in 2006, but did experience a slight increase in the 2008 survey. Figures 6 and 7 illustrate the percentage breakdown for job opportunities and access to affordable housing. Job opportunities received an average rating of 48 on a 100-point scale and access to affordable housing received a 49 on the same scale. Job opportunities rating were 43, 43, 45 in 2002, 2004 and 2006, and access to affordable housing ratings were 49, 48 and 44 in 2002, 2004 and 2006. Though these scores are the lowest, they are fairly consistent and don't appear at this time to be trending downward, nevertheless this is an area staff and the Council should continue to address.

Improving this situation will require diversified economic growth and higher paying employment. Without these factors the City will continue to be challenged in this area. Steps in 2008 and 2009 that have been taken to determine how these items could be achieved, include the development of an Economic Development Assessment and Strategic Plan which at the time this report was published was in development.

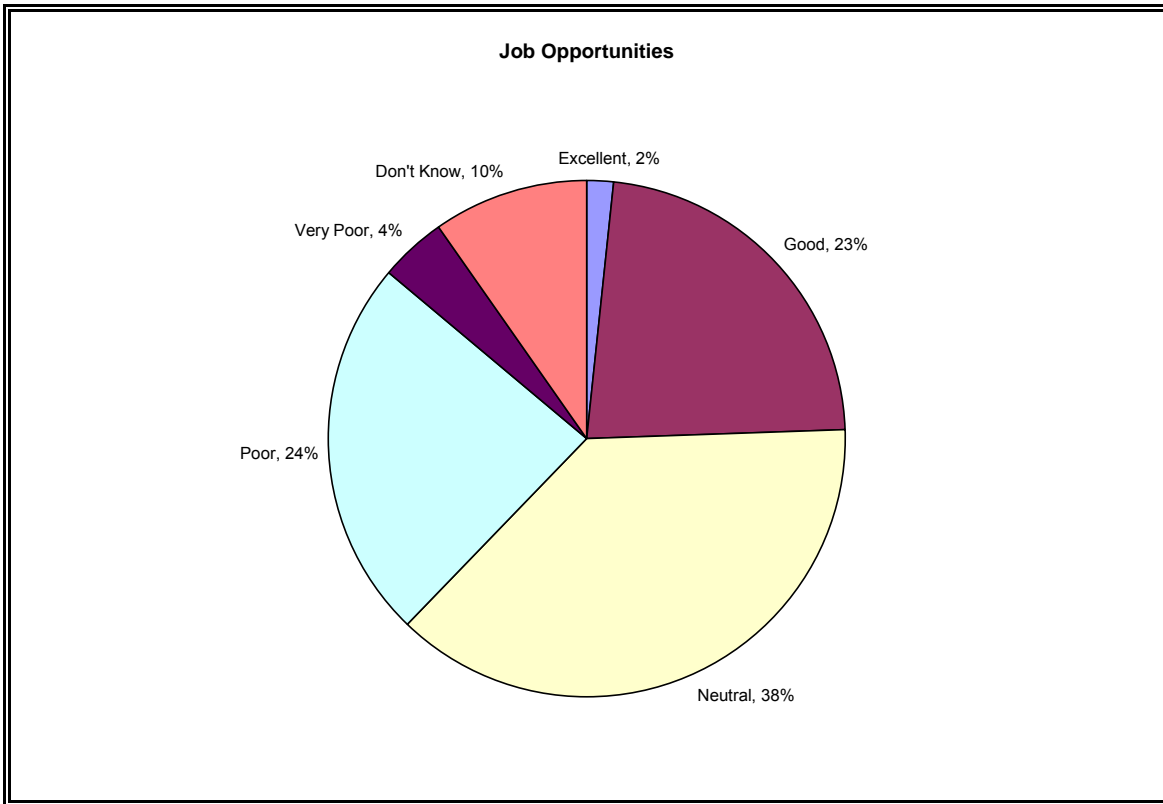


Figure 5 - Job Opportunities

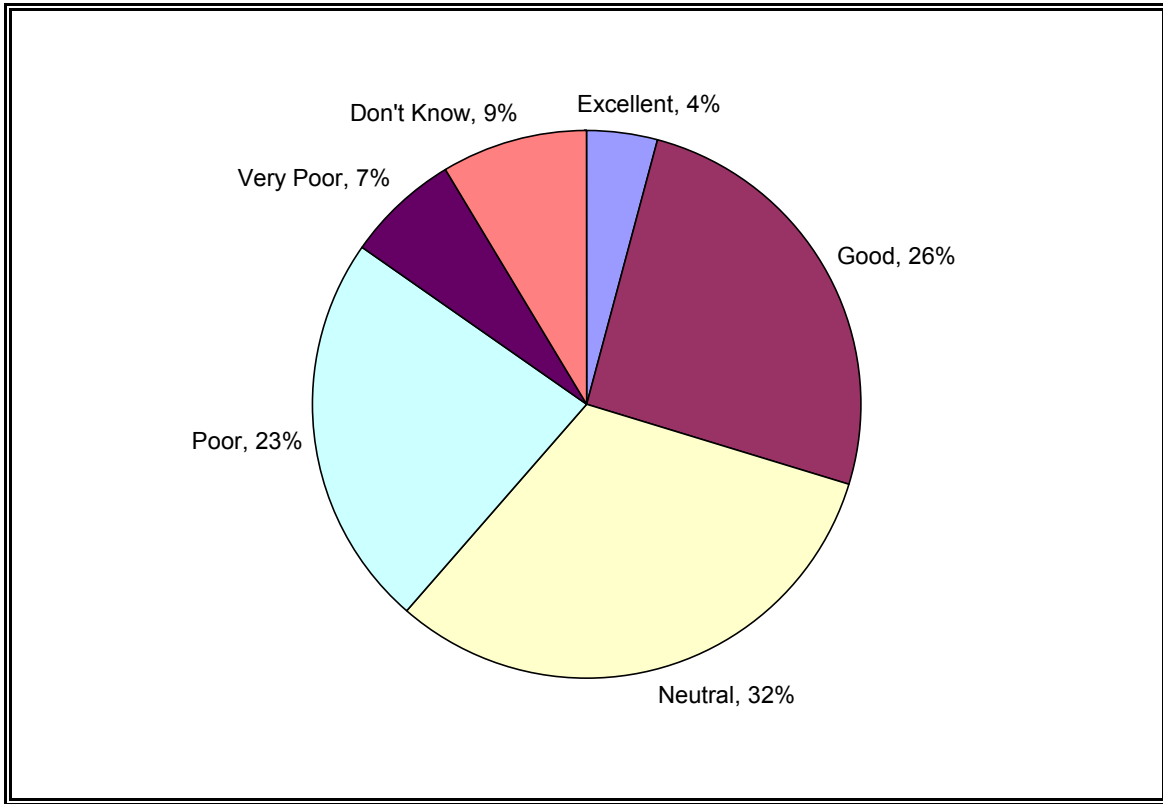


Figure 6 - Access to Affordable Housing

**Safety**

How safe our residents feel is perhaps the most influential factor in overall perception of quality of life. Citizens were asked to rate three different aspects of safety in general, including how safe they feel from violent crimes, property crimes and fire. They were then asked more specific questions about how safe they feel walking alone at night in the following situations: in their neighborhood, in downtown areas, in city parks outside their neighborhood and with present levels of street lighting.

Overwhelmingly, 93% of residents felt “fairly safe” or “very safe” from violent crimes in Moscow. This is compared to 91% in 2006, 93% in 2004 and 97% in 2002 for the same index. Although residents did not score safety from property crimes as high as violent crimes, 85% of respondents still felt “fairly safe” or “very safe” from such crimes. Residents also rated fire protection highly, over 91% felt “fairly safe” or “very safe” from fires. This is compared to 89% in 2006, 91% in 2004 and 88% in 2002. These scores are shown on the 100-point scale in Table 8.

Table 8: Public Safety				
How Safe Respondents Feel From:	2002	2004	2006	2008
Violent Crimes	88	84	82	83
Property Crimes	78	76	73	75
Fires	82	82	81	80

Table 8 - Public Safety

When asked specifically how safe residents feel in certain situations, as in previous surveys, although respondents felt quite safe walking alone at night in their neighborhood and in downtown areas, they felt much less safe when walking in city parks outside their neighborhood. Only 60% said they felt “fairly safe” or “very safe” in this situation, as compared to 57% in 2006, 66% in 2004 and 67% in 2002. Opinions of street lighting were similar. This response appears to be based on perception rather than rate of crime, as the majority of residents already stated they feel safe from both violent and property crimes. It should be noted however, that levels of street lighting are closely correlated with how safe people feel walking at night. These scores are shown on the 100-point scale in Figure 7 to the right.

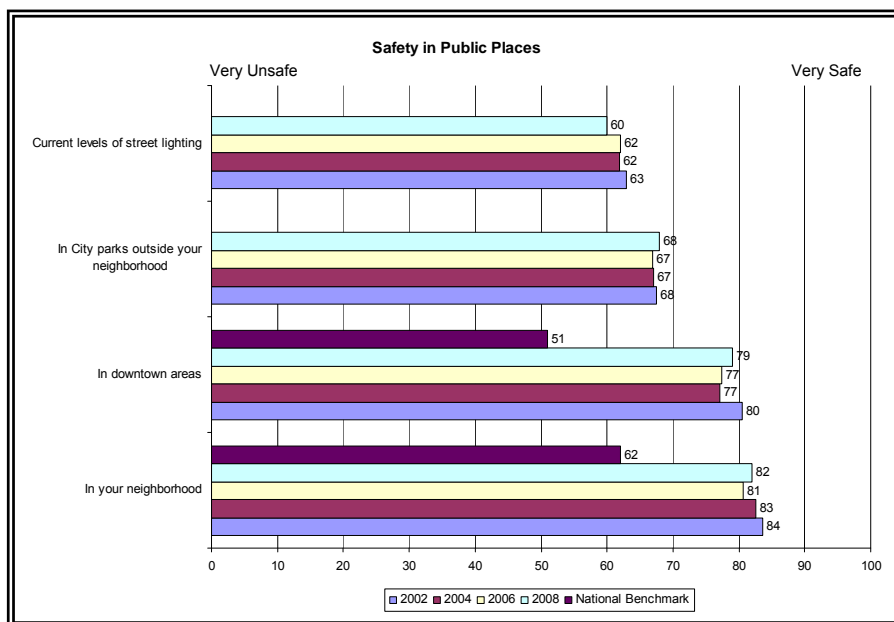


Figure 7 - Safety in Public Places

### Problems Affecting Quality of Life

Residents were asked a series of questions to measure perception of various problems that influence quality of life in the community. These issues were rated from “not a problem” to an “extreme problem.” Of the problems respondents were asked to evaluate, no more than 5% considered any to be an “extreme problem.”

The majority of responses were either “not a problem” or a “minor problem.” Drug abuse, alcohol abuse and domestic violence all were rated most problematic by participants, but they received a non-response or “don’t know” rate of more than 20%. As previously noted, this high rate of non-response makes the results of these questions much less reliable.

The issues with less than a 20% non-response rate most likely considered a “major problem” or “extreme problem” were growth (15% considered most problematic), followed by taxes (13%) then a tie for third with traffic and run down houses and buildings (9%). It should be noted however, that on the 100-point scale these issues were ranked only slightly above a “minor problem.” These scores are shown on the 100-point scale in Figure 8.

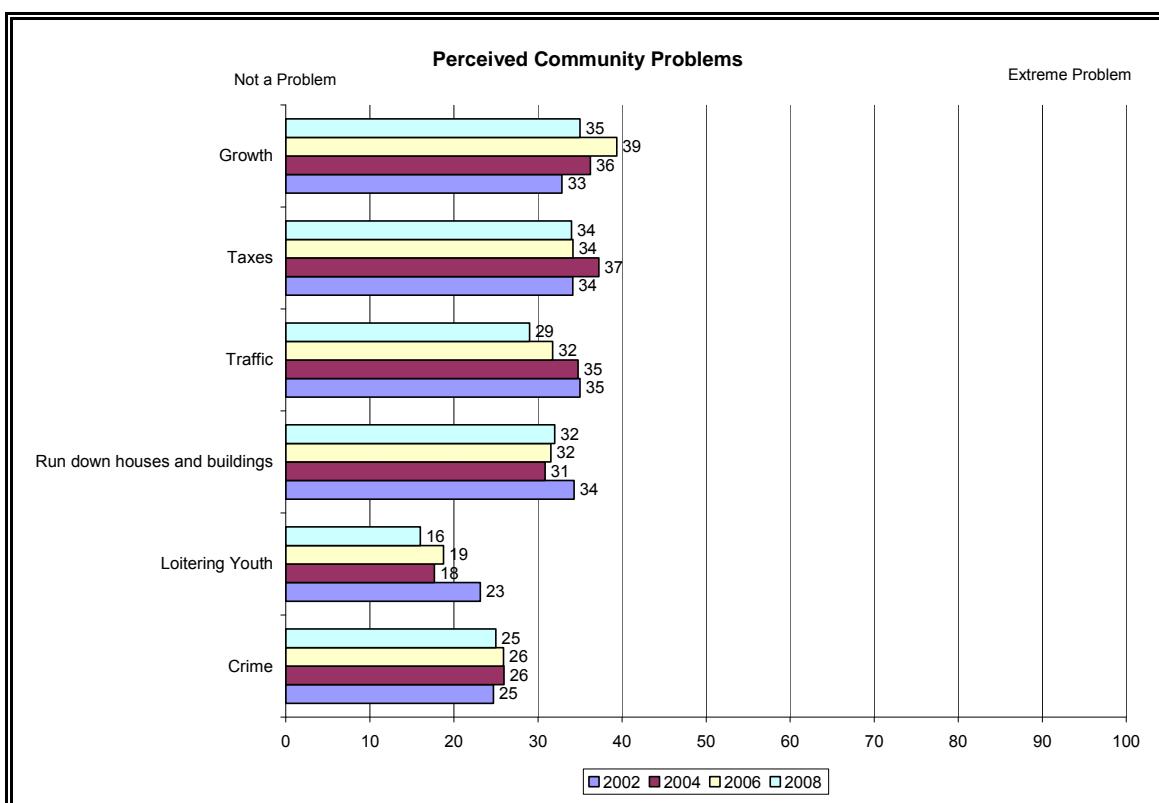


Figure 8 - Perceived Community Problems

### City Services

Survey participants were asked to rate a number of services provided by City government. Overall satisfaction with city services in 2008, 2006 and 2004 was 70 on a 100-point scale, and 71 observed in 2002. Overall satisfaction, by percentages, is shown in Figure 9 below.

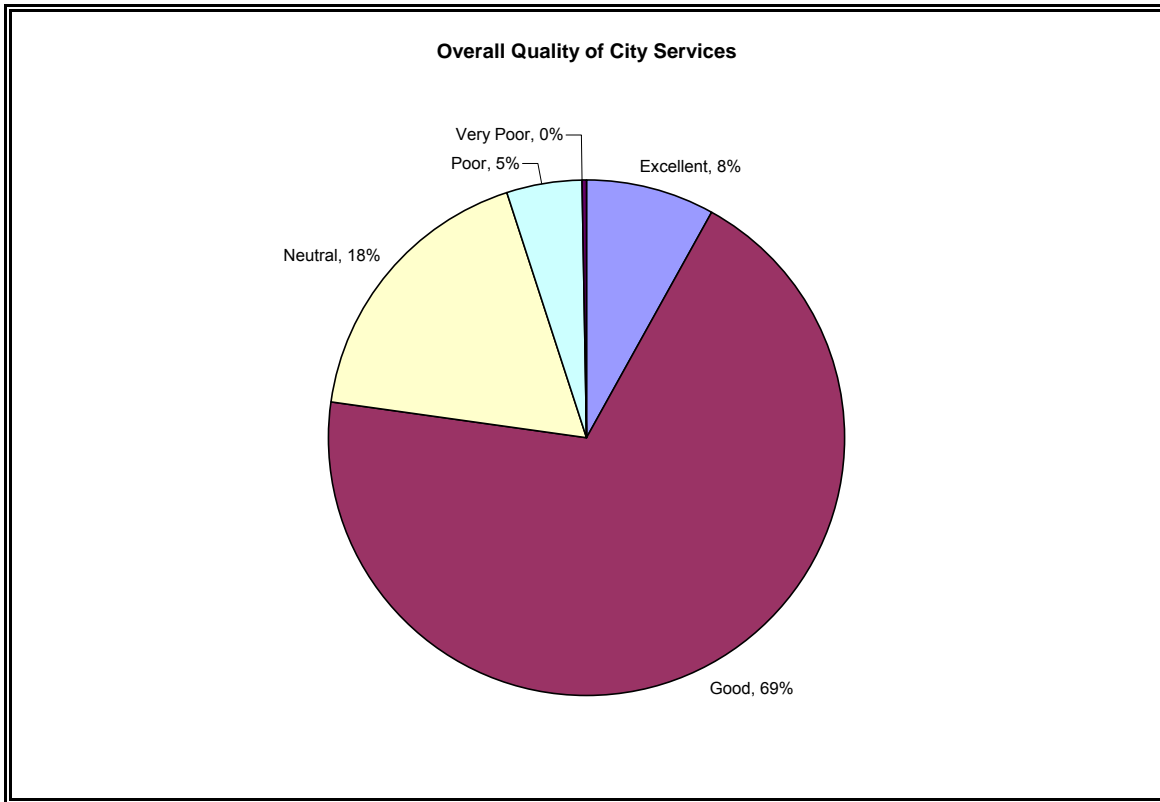


Figure 9 - Overall Quality of Service

Of City services rated, most were within 1-3 points of the previous year's scores. Exceptions included police services which was 4 points higher at 78 in 2008 up from 74 in 2006 and amount of public parking and ease of car travel which were up 4 and 5 points respectively at scores of 53 and 64 respectively. Also important to note are the services of cleanliness of streets and snow removal which were down 5 and 8 points respectively in 2008 when compared to 2006 with scores 62 and 50. This decrease may be attributed to the survey tool being sent out during the heaviest snowfall event of late 2008.

**Public Safety Services**

Within the category of public safety services, police services scored 78 on the 100-point scale, which equates to a rating somewhere between “good” and “excellent” as in previous years. Enforcement of traffic laws received a slightly lower score, but was consistent with a rating of 65 on a 100-point scale, which is slightly higher than the national average of 58. Emergency medical services and fire services were consistent as well at 82 and 83 respectively. Public safety ratings are shown in Figure 10.

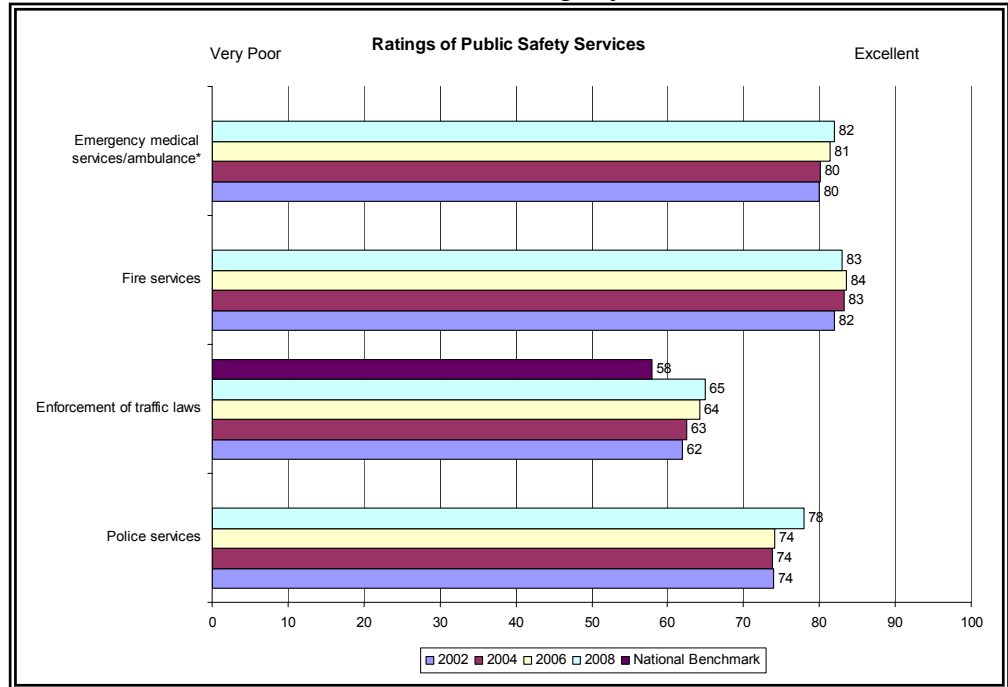


Figure 20 - Ratings of Public Safety Services

**Sanitation and Utility Services**

Sanitation and utility services scores were consistent and remained fairly high for garbage recycling, garbage collection and sewer services. Recycling was rated the best city service, despite a decrease of 3 points from 2006, scoring 80 on a 100-point scale, and garbage collection ranked 2nd at 79. Sewer and water services scored 75 and 79 respectively, both consistent scores when compared to previous years' ratings. These ratings are shown in Figure 11.

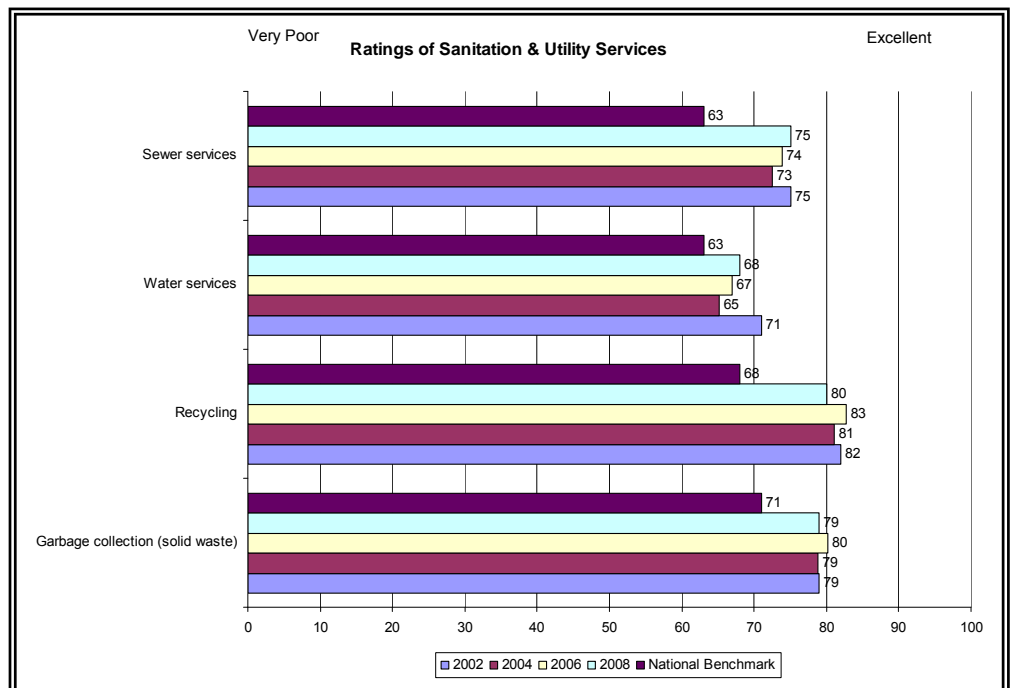


Figure 11 - Ratings of Sanitation and Utility Services

**Street and Sidewalk Services**

Street and sidewalk services scored more modestly, yet consistently to previous scores, ranging from a score of 50 to 62 on the 100-point scale. Ratings for sidewalk maintenance scored slightly above national norms, while ratings for street lighting and snow removal scored just one point below national norms. However, ratings for street maintenance and cleanliness exceeded national norms by up to 10 points. These ratings are shown in Figure 12.

As noted earlier, snow removal rated 50 in 2008, down from 58 in 2006. It should be noted that the survey was sent in 2008 during an unusually early and extremely heavy snowfall event. As with other unusual or unexpected results this item will be monitored closely in future surveys.

Although ratings in the upper 40s to 60s appear low, leaders should be cognizant of the fact that typically street and transportation issues score among the lowest in all citizen surveys and should not be surprised by the ratings. Future surveys can and should be used to measure the success of programs implemented to improve these services.

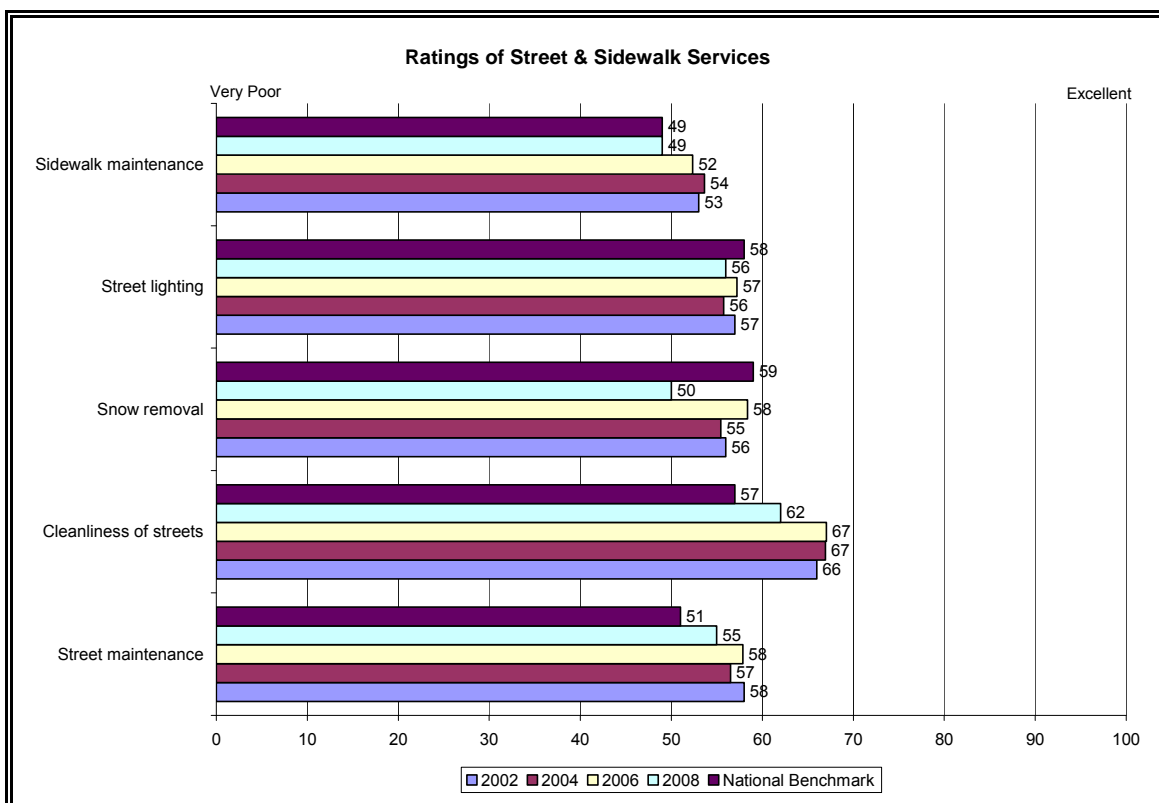
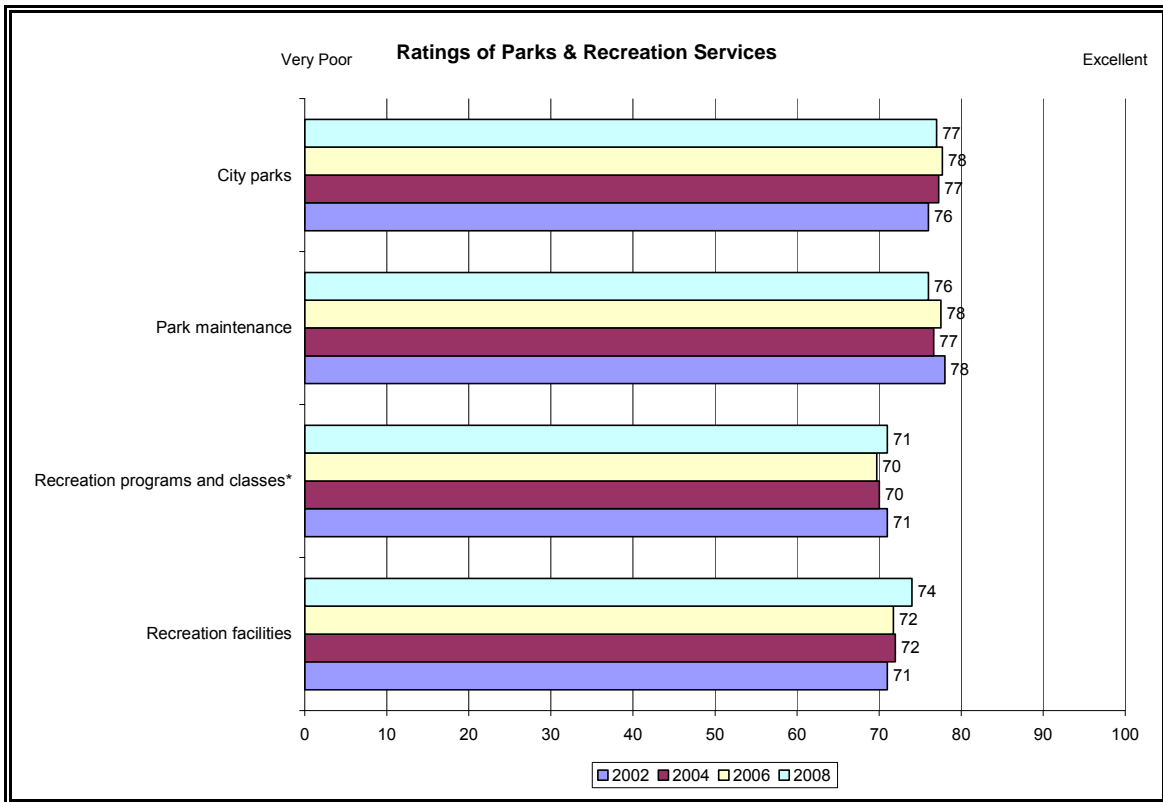


Figure 32 - Ratings of Streets and Sidewalks

**Parks and Recreation Services**

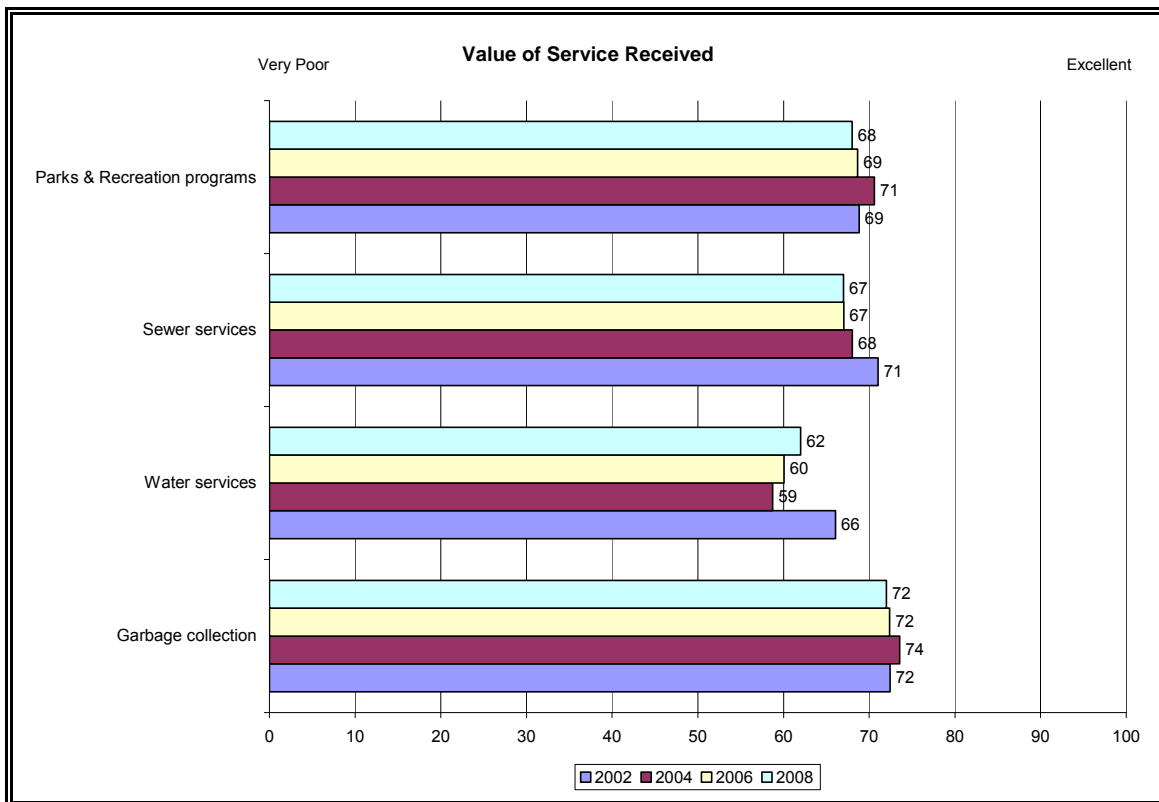
Parks and Recreation scores ranged from 71 to 77 on a 100-point scale as compared to 70 to 78 in 2006; 71 to 77 in 2004; and 71 to 78 in 2002. Scores were within 1 point of 2006 scores, remaining consistent and ranks services in the good category. These scores exceeded national norms by 5 to 10 points, and were very similar to scores received in 2006, 2004 and 2002. These ratings are shown in Figure 13.



**Figure 13 - Ratings of Parks and Recreation Services**

**Value for Service Received**

When respondents were asked to rate how they felt the level of service was versus the amount paid for it, garbage collection ranked first at 72, Parks and Recreation programs second at 68, sewer services third at 67 points, and finally water services at 62 points on a 100-point scale. Respondents continued to score both the quality and the perceived value of water services in relation to the cost significantly lower in this survey as compared to the ratings of 2002. Sanitation services were comparable to 2004 and 2002 scores, despite the required fee increases that became effective in October of 2008. These ratings are shown in Figure 14.



**Figure 44 - Perceived Value of City Services**

Overall, the majority of City services were rated similar to, or above, national averages and were consistent with previous years' scores.

It should be remembered that negative ratings should be viewed as an opportunity to review programs and implement changes that will increase customer satisfaction, not simply as "doing a bad job." Again, subsequent surveys should be used for the purpose of monitoring the level of success of implemented programs aimed at achieving improvements in specific areas. As previously stated, public works is traditionally viewed in a negative light across the nation, and the results of this survey are no exception. Table 9 contains the score of every city service rated on a 100-point scale.

<b>Table 9: City Services</b>				
<b>City Services</b>	<b>Rating on 100-Point Scale</b>			
	<b>2002</b>	<b>2004</b>	<b>2006</b>	<b>2008</b>
Police services	74	74	74	78
Fire services	82	83	84	83
Emergency medical services/ambulance	80	80	81	82
Garbage collection (solid waste)	79	79	80	79
Recycling	82	81	83	80
Water services	71	65	67	68
Sewer services	75	73	74	75
Library services	79	78	78	79
Recreation facilities	71	72	72	74
Recreation programs and classes	71	70	70	71
Park maintenance	78	77	78	76
City parks	76	77	78	77
Street maintenance	58	57	58	55
Cleanliness of streets	66	67	67	62
Snow removal	56	55	58	50
Street lighting	57	56	57	56
Amount of public parking	47	48	49	53
Ease of car travel in the City	57	58	59	64
Enforcement of traffic laws	62	63	64	65
Planning and zoning	49	47	45	48
Sidewalk maintenance	53	54	52	49
Handicap Accessibility in public places	—	64	65	66

Table 9 - City Services

### Satisfaction with City Government

There were six questions that assess the publics' opinion of the City's overall direction and the delivery of information and communication with the public received moderate to low ratings as in years' past.

Scores in 2008 were all within 1-2 points of previous year's scores, through they are rather low. This should not be especially surprising, as very similar to public works matters; the local governmental process typically receives modest ratings. This is in large part due to the limited interaction that many citizens have with local elected officials and local governmental processes as a whole.

The ratings of City government indicate that satisfaction has decreased overall, improvements in this area are necessary and efforts to ensure that the public is informed about the activities of their local government should continue to be undertaken. Please note these questions were not asked in the 2002 survey.

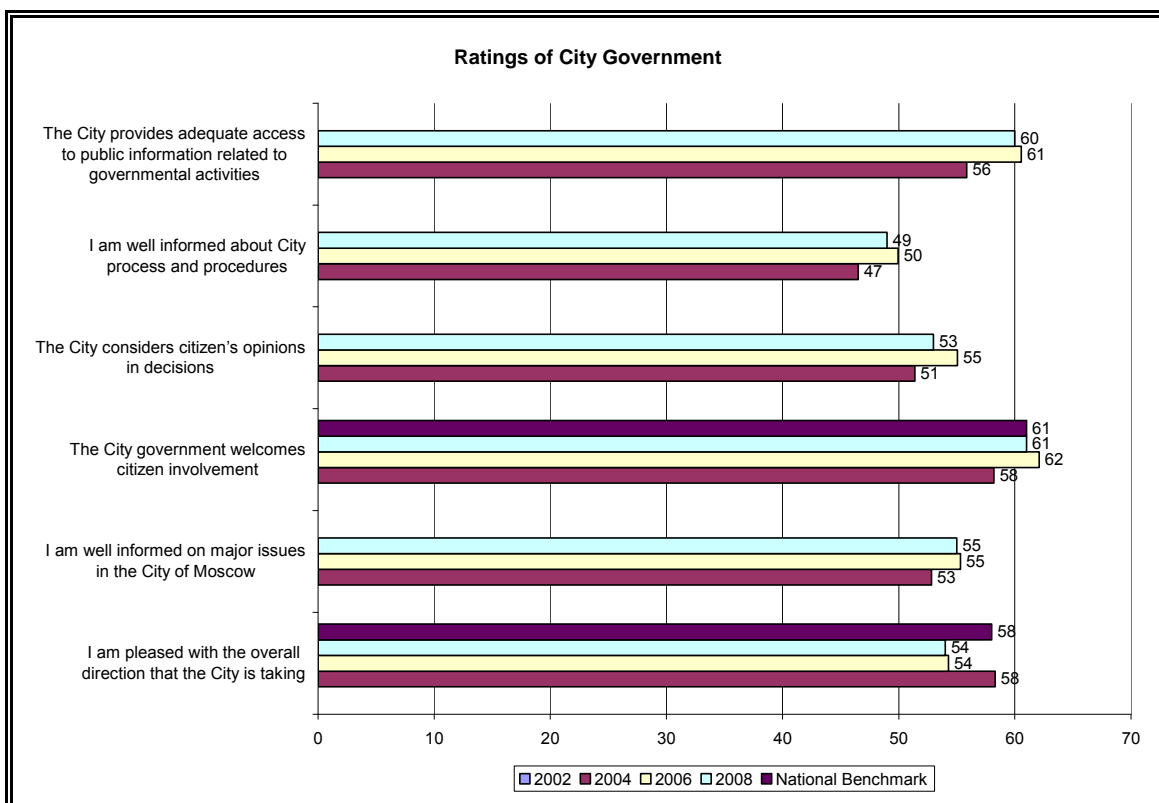


Figure 55 - Ratings of City Government

**Boards, Commissions and Committees**

Each citizen board, commission and committee was asked to provide input into the Citizen Survey by providing questions they felt were important to their charge and mission statement. The boards and commissions that provided questions were the Moscow Arts Commission, Paradise Path Taskforce, Parks and Recreation Commission, Tree Commission, Historic Preservation Commission, Human Rights Commission, Sustainable Environment Commission, Transportation Commission, Fair and Affordable Housing Commission and Planning and Zoning Commission. The Parks and Recreation Commission did not submit any new questions for the 2008 Citizen Survey. As part of the process for updating the City's Comprehensive Plan, Parks & Recreation administered a specific and detailed survey in the summer of 2008. Those results are available by request of the Parks and Recreation Department.

***Moscow Arts Commission***

Approximately 71% of respondents stated that they "strongly agree" or "agree" that arts related activities are adequately advertised and noticed in Moscow. Other Arts questions related to the Farmers Market, 71% stated that they "strongly agree" or "agree" that it is easy to shop at the current Farmers Market and the majority of respondents, 40%, visited the market "0-4 times", 27% visited "5-9 times", 18% visited "10-15 times" 7% visited "16-21" times and 8% visited "22-26 times".

***Paradise Path Taskforce***

In the past twelve months 38% of respondents said they or a member of their family used the Paradise Path "once or never," 27% used it "2-12 times," and 13% of respondents used the trail "13 - 26 times", and 21% used the trail "more than 26 times". When asked to indicate the portions of Paradise Path and other path systems within and around Moscow that participants used in the last 12 months; 53% of respondents said they had used Chipman Trail; followed by the University of Idaho Bike path (51%); Latah Trail (41%); Hordeman Pond to Mountain View Park (38%); Berman Creekside Park east to City Limits (27%); and Carol Ryrrie Brink Nature Park (22%). The most popular activities that responders engage in when using the Paradise Path and other path systems within and around Moscow include: walking (68%), bicycling (49%), relaxation (24%), nature observing (22%), running (21%), commuting (19%), rollerblading (4%), skateboarding (1%) and other (6%).

***Tree Commission***

Approximately 91% of responders said they had never visited the City Community Forestry Web page to obtain information about tree selection/planting/care and the City's Community Forestry program, the same as in 2006. Approximately 44% of responders, said they would prefer to receive information about community forestry issues via the Newspaper, followed by direct mail at 22% and the City website at 12%. Additionally, 25% of responders would be willing to purchase and plant a street tree for \$20, 14% for \$30, 7% for \$40, 12% for \$50, 4% for \$100, but the majority of respondents stated they would be willing to buy and plant a street tree if there were a free tree giveaway each spring.

**Historic Preservation Commission**

Approximately 62% of responders “strongly agreed” and “agreed” that the City of Moscow should support the adoption of design guidelines within the designated historic district to preserve their historic character, only 14% disagreed or strongly disagreed. Approximately 55% of responders “strongly agreed” and “agreed” that they support the preservation of existing historic agricultural buildings in Moscow. 52% of responders “strongly agreed” and “agreed” that new building construction in those areas should incorporate design features to be compatible with the previous and existing historic agricultural buildings.

**Human Rights Commission**

Questions gauged to determine the awareness of the Human Rights Commission garnered results of 46% who “strongly agreed” and “agreed” that they are aware of the Commission and 28% who “strongly agreed” and “agreed” that they are aware of the commission’s mission and activities. Similar to the results garnered by the Tree Commission, responders by 50% said that they would prefer to receive information via the newspaper.

When asked to what degree are various Human Rights issues present in the community responders rated sexual orientation and religion the highest with 8% responding those issues are a “major” or “extreme problems,” followed by 7% responding that discrimination based on political beliefs is a “major” or “extreme problem.” Discrimination based on wealth or social class rated 4% as a “major” or “extreme problem,” and race/ethnicity and gender rated 1% as a “major” or “extreme problem.”

**Sustainable Environment Commission**

In 2008, the Health and Environment Commission changed its name to the Sustainable Environment Commission. Questions asked this year included if residents would increase their use of bicycling as a mode of transportation if bike facilities were improved, 47% responded they “strongly agree” or “agree”. 46% “strongly agree” or “agree” that the City should implement unsorted recycling. 56% and 58% are concerned about the future of water for Moscow, and would support the City’s active pursuit of new water resources, such as the construction of a surface water reservoir to meet future water needs, respectively.

**Transportation Commission**

Responders were asked if they would approve the use of tax dollars for repair and construction of sidewalks and in support of public transit, responses were 55% and 57% who “strongly agree” or “agree.” In addition, the commission was interested in determining how often they or members of their households ride bicycles, responses were 16% ride daily, 24% ride weekly, 13% ride monthly, 26% ride rarely and 22% never ride.

**Fair and Affordable Housing Commission**

On the topic of affordable housing, 45% of respondents “strongly agree” or “agree” that they would support dedicating a percentage of annual building permit revenues to the creation of affordable homeownership projects within the City, 21% stated they “disagreed” or “strongly disagreed” and 26% noted they were neutral on the subject.

When residents were asked if they were seeking affordable housing, would the option of buying a home but not the land upon which it is placed (such as a land trust) make the home any less appealing to you, 63% responded they would be “much less” or “somewhat less” interested. For that question, 12% were neutral and 9% stated they would be “somewhat more” or “much more” interested.

Current housing costs were also measured with 20% stating less than 10% of their monthly household income goes to housing costs (either in rent or monthly mortgage payments); 12% spend 10-15%; 14% spend 16-20%; 16% spend 21-25%; 14% spend 26-30%; and 7% spend more than 40%.

### ***Planning and Zoning Commission***

Issues questioned by the Planning and Zoning Commission included measuring respondents feelings in regard to water conservation requirements for new development (such as mandatory water conserving plumbing fixtures and appliances), with 68% stating they “strongly agree” or “agree” with the idea. When asked if they support allowing gated communities, 58% “disagreed” or “strongly disagreed” that they would support gated communities and 22% “strongly agree” or “agree” that they would support that type of community.

On the topic of allowing the development of mixed residential uses in new developments within a single zoning district, the presence of a mixture of residential uses within a single neighborhood make the neighborhood less desirable to 55% of respondents, and more desirable to 25% of respondents. Of the limited commercial uses suggested for mixed use in new residential development, groceries and eating and drinking establishments scored highest at 41% as a type of mixed use that would be favored; daycare facilities and medical offices both scoring 30%, with personal services, professional services and convenience stores rated 23%, 24% and 25% respectively. 8% of respondents noted other types of development would be favored; the list of write in suggestions is available upon request.

**Demographics**

A detailed breakdown of the socioeconomic status of respondents can be found in the survey instrument in Appendix I.

**Open-ended Comments**

A table summarizing the most common responses to the first open-ended comment is contained in Appendix V. The verbatim responses to the second open-ended comment are available on the original survey documents. Questions included on the survey were:

1. The most important issue facing the City of Moscow over the next several years; and
2. Comments and suggestions you would like the City of Moscow to consider.

A summary of all the responses to both open-ended are also available within the database used for analysis of the results of the survey instrument.

**Conclusion**

As noted previously, regular surveys provide elected and appointed officials with the unique opportunity to gain the perspective of the average resident of Moscow. This survey includes a representative sample of Moscow residents who are not the citizens who typically participate in local government (over 84% have never or only once attended a City Committee or Commission meeting in the last year and 84% have never or only once contacted a City Council member about an issue).

The fourth Moscow Citizen Survey received decent participation from citizens, with 32% of the participants returning surveys. The survey results are statistically valid and empirically defensible. Most of those returning the survey also completed one or both of the open-ended comment questions, providing City officials with specific, personal concerns. City commissions and committees also received valuable feedback by asking questions that will give them direction when approaching important city issues. Perhaps not all the right questions were asked and some important ones ignored. However, the citizen survey is a dynamic document that should be continually revisited. When used correctly, it can become a powerful tool for continuous improvement of the Moscow community and a link between the citizens and City leadership.

It should be noted again that the citizen “surveying” process in Moscow is still in its infancy and hard and fast conclusions should not be drawn from perceived “trends.” Trending is possible only in cases where sufficient surveys have been conducted to establish valid patterns. With four different surveys some elemental trending may be concluded and as the number of surveys increase, so does the value of trending data.

Overall, citizens are satisfied with the quality of life in Moscow, 94% felt quality of life in the community is “good” or “excellent.” For the most part, results are on par or above comparative national ratings.



## Appendix I. Survey Instrument

### City of Moscow 2008 Citizen Survey

Please complete this questionnaire if you are the adult (age 18 or older) in the household who most recently had a birthday. The adult's year of birth does not matter. Your responses are anonymous and will be reported in group form only.

**1. Please check the box that comes closest to your opinion for each of the following questions:**

	Excellent	Good	Neutral	Poor	Very Poor	Don't Know
a. Overall, how would you rate the quality of life in Moscow?	33%	61%	4%	2%	0%	0%
b. How do you rate the overall quality of your neighborhood?	24%	59%	12%	5%	0%	0%
c. How do you rate Moscow as a place to raise children?	35%	44%	10%	2%	0%	9%
d. How do you rate Moscow as a place to live?	33%	56%	8%	3%	0%	0%
e. How do you rate Moscow as a place to retire?	16%	38%	21%	9%	3%	14%

**2. Please rate each of the following characteristics as they relate to Moscow as a whole:**

	Excellent	Good	Neutral	Poor	Very Poor	Don't Know
a. Overall appearance of the City	10%	69%	15%	6%	0%	0%
b. Quality of K-12 schools in Moscow	12%	39%	13%	6%	1%	29%
c. Opportunities to attend cultural activities	32%	48%	12%	5%	1%	3%
d. Shopping opportunities	3%	40%	30%	21%	5%	1%
e. Air quality	31%	56%	9%	4%	0%	0%
f. Recreation opportunities	18%	58%	17%	5%	1%	1%
g. Job opportunities	2%	23%	38%	24%	4%	10%
h. Access to affordable housing	4%	26%	32%	23%	7%	9%
i. Openness and acceptance of the community towards people of diverse backgrounds	13%	59%	19%	3%	1%	4%

**3. Please rate how safe you feel from the following occurring to you in Moscow:**

	Very Safe	Fairly Safe	Not Safe or Unsafe	Somewhat Unsafe	Very Unsafe	Don't Know
a. Violent crimes (e.g., robbery, assault)	45%	48%	3%	3%	0%	1%
b. Property crimes (e.g., burglary, theft)	26%	59%	7%	6%	1%	1%
c. Fires	35%	56%	5%	1%	0%	3%

**4. Please rate how safe you feel walking alone at night:**

	Very Safe	Fairly Safe	Not Safe or Unsafe	Somewhat Unsafe	Very Unsafe	Don't Know
a. In your neighborhood	46%	42%	5%	5%	1%	1%
b. In downtown areas	35%	47%	10%	5%	0%	2%
c. In City parks outside your neighborhood	21%	39%	16%	10%	4%	10%
d. Current levels of street lighting	14%	45%	13%	19%	8%	1%

**5. To what degree are the following problems in the City of Moscow:**

	Not a Problem	Minor Problem	Important Problem	Major Problem	Extreme Problem	Don't Know
a. Traffic	24%	46%	20%	7%	2%	1%
b. Drug Abuse	8%	25%	27%	7%	1%	31%
c. Alcohol Abuse	5%	29%	33%	7%	4%	23%
d. Taxes	23%	26%	23%	8%	5%	13%
e. Loitering Youth	43%	32%	7%	3%	0%	15%
f. Growth	25%	30%	24%	10%	5%	6%
g. Crime	24%	47%	17%	2%	0%	10%
h. Domestic Violence	10%	26%	18%	3%	1%	42%
i. Run down houses and buildings	13%	50%	22%	6%	2%	5%

**6. Please evaluate the growth in the following areas in Moscow over the past 5 years:**

	Much too Slow	Too Slow	Right Amount	Too Fast	Much too Fast	Don't Know
a. Population growth	3%	7%	55%	15%	2%	19%
b. Business/retail growth	12%	33%	32%	5%	2%	15%
c. Jobs growth	15%	45%	16%	0%	0%	24%

**7. Please rate the following statement: The City does a good job of planning for the growth of our community. (circle one)**

Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Don't Know
1%	18%	29%	27%	11%	14%

**8. In the last 12 months, about how many times have you or other household members done the following things:**

	Once or Never	Twice	3 to 12 times	13 to 26 times	>26 times	Don't Know
a. Used the Moscow public libraries or services	37%	8%	32%	10%	12%	1%
b. Participated in a recreation program or activity	48%	16%	21%	7%	7%	2%
c. Visited a City park	10%	13%	41%	20%	16%	0%
d. Recycled used paper, cans or bottles from your home	9%	1%	15%	15%	59%	1%
e. Volunteered your time to some group/activity in Moscow	41%	11%	21%	11%	13%	2%
f. Attended an event in the 1912 Center	55%	18%	23%	2%	2%	0%

**9. How do you rate the quality of each of the following Moscow City services:**

	Excellent	Good	Neutral	Poor	Very Poor	Don't Know
a. Police services	28%	51%	10%	3%	1%	8%
b. Fire services	35%	42%	7%	0%	0%	15%
c. Emergency medical services/ambulance	29%	39%	8%	1%	0%	23%
d. Garbage collection (solid waste)	33%	52%	7%	5%	0%	3%
e. Recycling	43%	40%	8%	5%	1%	3%
f. Water services	18%	47%	17%	9%	4%	5%
g. Sewer services	21%	53%	13%	3%	1%	9%
h. Library services	27%	46%	9%	1%	1%	17%
i. Recreation facilities	21%	45%	16%	3%	1%	14%

	Excellent	Good	Neutral	Poor	Very Poor	Don't Know
j. Recreation programs and classes	10%	47%	15%	4%	0%	24%
k. Park maintenance	21%	61%	11%	2%	0%	5%
l. City parks	22%	63%	11%	1%	0%	3%
m. Street maintenance	4%	40%	31%	21%	4%	0%
n. Cleanliness of streets	6%	54%	24%	14%	1%	0%
o. Snow removal	5%	36%	23%	19%	13%	4%
p. Street lighting	5%	45%	25%	19%	5%	1%
q. Amount of public parking	4%	38%	29%	21%	6%	2%
r. Ease of car travel in the City	10%	54%	22%	12%	2%	1%
s. Enforcement of traffic laws	10%	47%	23%	8%	2%	10%
t. Planning and zoning	2%	20%	37%	17%	7%	16%
u. Sidewalk maintenance	2%	31%	33%	25%	7%	1%
v. Handicap Accessibility in public places	7%	37%	20%	4%	1%	31%

**10. Overall how would you rate the quality of services provided by the City of Moscow:**

	Excellent	Good	Neutral	Poor	Very Poor	Don't Know
	8%	69%	18%	5%	0%	0%

**11. What do you feel is the level of service you receive versus the amount you pay for the following:**

	Excellent	Good	Neutral	Poor	Very Poor	Don't Know
a. Garbage collection	20%	48%	16%	7%	1%	8%
b. Water services	11%	39%	22%	14%	3%	10%
c. Sewer services	13%	43%	25%	6%	2%	11%
d. Parks & Recreation programs	14%	40%	20%	5%	1%	20%

**12. During the last 12 months, about how many times have you or other household members done the following things:**

	Once or Never	Twice	3 to 12 times	13 to 26 times	>26 times	Don't Know
Accessed Council agendas, public hearing notices, the City Code and/or other information from the City's website	67%	11%	17%	2%	2%	0%
b. Read a legal notice in the newspaper	40%	14%	30%	6%	9%	1%
c. Attended a City Committee or Commission meeting	84%	7%	8%	0%	1%	0%
d. Provided oral or written testimony at a public meeting	93%	4%	3%	0%	0%	0%
e. Contacted the Mayor or City Supervisor regarding City policy and/or process	90%	7%	3%	0%	0%	0%
f. Contacted a City Council member regarding City policy and/or process	84%	10%	5%	1%	0%	0%
g. Contacted City staff regarding City policy and/or process	76%	14%	9%	1%	0%	0%

**13. Please rate the following statements by checking the box that most closely represents your opinion:**

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Don't Know
a. I am pleased with the overall direction that the City is taking	3%	35%	34%	18%	5%	5%
b. I am well informed on major issues in the City of Moscow	7%	33%	37%	17%	4%	3%
c. The City government welcomes citizen involvement	3%	43%	28%	8%	2%	15%
d. The City considers citizen's opinions in decisions	2%	29%	33%	13%	5%	18%
e. I am well informed about City process and procedures	4%	21%	42%	20%	6%	7%
f. The City provides adequate access to public information related to governmental activities	3%	35%	33%	6%	2%	21%

**14. How do you currently obtain information related to City governmental activities (please rank 1-6, with 1 being most often used and 6 being least often used)?**

	1	2	3	4	5	6
a. In person from City staff	10%	12%	13%	23%	10%	34%
b. By phone	7%	13%	17%	13%	25%	24%
c. Local newspaper	61%	15%	10%	4%	5%	6%
d. City's governmental cable channel (channel 13)	16%	14%	14%	10%	15%	30%
e. City's internet website (www.ci.moscow.id.us)	24%	22%	13%	10%	10%	21%
f. Other	22%	10%	10%	8%	8%	41%

**15a. Please check the box that comes closest to your opinion for each of the following statements:**

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Don't Know
i. There is adequate advertising and notice of arts related activities in Moscow	13%	58%	15%	10%	1%	3%
ii. It is easy to shop at the current Farmers Market location	20%	51%	12%	10%	3%	4%
iii. I am aware of the Moscow Human Rights Commission	11%	35%	17%	17%	8%	12%
iv. I am aware of the Moscow Human Rights Commission mission and activities	7%	21%	24%	25%	9%	14%
v. Improved City bike facilities (more designated traffic lanes, bike racks, etc.) would increase my use of a bicycle as a mode of transportation	19%	28%	21%	20%	9%	4%
vi. The City of Moscow should implement unsorted recycling within the City	22%	24%	24%	19%	5%	6%
vii. I support a bond election for the repair and construction of sidewalks in existing neighborhoods where sidewalks are deteriorated or missing	19%	36%	21%	12%	6%	5%
viii. The City should use tax dollars to support public transit service within Moscow	17%	40%	23%	10%	6%	5%
ix. I am concerned about the future availability of water for Moscow	27%	29%	19%	13%	7%	5%
x. I would support the City's active pursuit of new water resources, such as the construction of a surface water reservoir, to meet future water needs	20%	38%	25%	7%	5%	6%
xi. I would support the City dedicating a percentage of annual building permit revenues to the creation of affordable homeownership projects within the City	11%	34%	26%	11%	10%	9%
xii. I support increasing water conservation requirements for new development (such as mandatory water conserving plumbing fixtures and appliances)	31%	38%	15%	9%	5%	2%
xiii. I support allowing gated communities within the City of Moscow ("gated communities" are housing developments that are surrounded by fenced barriers including restricted vehicular access)	6%	16%	17%	27%	31%	3%
xiv. I support the adoption of design guidelines within designated historic districts to preserve their historic character	17%	45%	21%	9%	5%	2%
xv. I support the preservation of existing historic agricultural buildings in Moscow	15%	40%	24%	11%	7%	3%

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Don't Know
xvi. I agree that new buildings constructed in the historically agricultural areas within Moscow should incorporate design features to be compatible with the previous and existing historic agricultural buildings	14%	38%	24%	12%	7%	4%
xvii. I would support funding of a Joint Law Enforcement Facility for the City of Moscow Police Department and the Latah County Sheriff's Office in a bond election	16%	34%	25%	7%	6%	12%
xviii. I support continued funding of the Moscow-Pullman Regional Airport	25%	43%	19%	5%	3%	5%

**15b. Please rate the following activities by circling the statement that most clearly represents your opinion, circle just one response:**

**i. How frequently does someone in your household ride a bicycle?**

Daily	Weekly	Monthly	Rarely	Never
16%	24%	13%	26%	22%

**ii. What is the best way to provide you information on Human Rights Commission events and activities?**

Newspaper	Radio	Flyers/ Posters	Television	Email	Webpage
50%	14%	11%	4%	8%	13%

**iii. There are more than 6,000 vacant street tree planting spaces in Moscow within which the City is trying to encourage residents to plant trees. If funding were provided to help you buy a tree (see amounts listed below), at what level would you be willing to buy and plant a street tree?**

\$20	\$30	\$40	\$50	\$100	free tree giveaway each spring
25%	14%	7%	12%	4%	39%

**iv. How would you prefer to receive information about community forestry issues in Moscow?**

Email	City Website	Newspaper	Seminars	Television	Radio	Direct Mail
8%	12%	44%	1%	3%	9%	22%

**v. Have you ever visited the City of Moscow's Community Forestry webpage (<http://www.ci.moscow.id.us/PR/Community%20Forestry/Index.asp>) to obtain information about tree selection/planting/care and the City's Community Forestry program?**

Yes	No
9%	91%

**vi. Paradise Path connects the Chipman Trail through Moscow north to Mountain View Park and east to the Latah Trail. In the past twelve months, how frequently have you used Paradise Path?**

Once or Never	2 - 12 times	13 - 26 times	More than 26 times	Don't Know
38%	27%	13%	21%	2%

**vii. If you were seeking affordable housing, would the option of buying a home but not the land upon which it is placed (such as a land trust) make the home any less appealing to you?**

Much Less	Somewhat Less	Neutral	Somewhat More	Much More	Don't Know
46%	17%	12%	4%	5%	16%

**viii. What percentage of your gross monthly household income goes to housing cost (either in rent or monthly mortgage payments)?**

Less than 10%	10-15%	16-20%	21-25%	26-30%	31-35%	36-40%	More than 40%	Don't Know
20%	12%	14%	16%	14%	7%	7%	10%	0%

vix. The City of Moscow is currently exploring opportunities to more easily allow the development of mixed residential uses (single-family homes, townhomes, duplexes and apartments) in new developments within a single zoning district with the provision of common open spaces that can be used as buffers to provide separation between different residential uses. Would the presence of a mixture of residential uses within a single neighborhood make that neighborhood more or less desirable to you?

Much Less	Somewhat Less	Neutral	Somewhat More	Much More	Don't Know
22%	23%	24%	16%	9%	6%

x. In the past twelve months how frequently have you visited the Farmers Market?

0-4 visits	5-9 visits	10-15 visits	16-21 visits	22-26 visits
40%	27%	18%	7%	8%

15c. For the following questions, please check the options as outlined:

i. The City of Moscow is considering a greater allowance of limited commercial uses within new residential development. What commercial uses would be desirable to you to have in close proximity to your residence? (please check all that apply)

Yes		Yes		Yes		Yes	
30%	Daycare Facilities	24%	Professional Offices	41%	Groceries	41%	Eating & Drinking Establishments
30%	Medical Offices	25%	Convenience stores	23%	Personal services (hair salon, dry cleaning, etc.)		
18%	Other						

ii. Which of the following portions of Paradise Path or other path systems within and around Moscow have you used in the last twelve months? (please check all that apply)

Yes		Yes	
53%	Chipman Trail	38%	Hordemann Pond to Mountain View Park
51%	University of Idaho Bike Path	41%	Latah Trail
27%	Berman Creekside Park east to the City limits	22%	None
22%	Carol Ryrie Brink Nature Park		

iii. Which of the following activities do you engage in when using Paradise Path or other path system in and around Moscow? (please check all that apply)

Yes		Yes		Yes	
68%	Walking	49%	Bicycling	19%	Commuting
4%	Roller Blading	21%	Running	1%	Skateboarding
22%	Nature Observation	24%	Relaxation	6%	Other

iv. To what degree do you feel the following Human Rights issues are present in the community: (please check one option per issue)

	Not a Problem	Minor Problem	Important Problem	Major Problem	Extreme Problem	Don't Know
a. Discrimination based on race/ethnicity	29%	41%	12%	1%	0%	17%
b. Discrimination based on gender	42%	31%	9%	1%	0%	16%
c. Discrimination based on sexual orientation	28%	26%	20%	5%	3%	18%
d. Discrimination based on religion	27%	33%	17%	6%	2%	15%
e. Discrimination based on wealth or social class	33%	31%	15%	3%	1%	18%
f. Discrimination based on political beliefs	29%	36%	14%	4%	3%	15%

v. To what degree do you support the following projects: (please check one option per issue)

	Strongly Support	Support	Neutral	Un-Supportive	Strongly Un-Supportive	Don't Know
a. Develop playfields for organized activities	26%	40%	20%	10%	2%	2%
b. Improve undeveloped parks	20%	43%	26%	6%	2%	3%
c. Install sidewalks within existing development to provide a continuous sidewalk system	35%	43%	15%	3%	2%	1%
d. Expand the Paradise Path system	23%	37%	26%	5%	4%	4%

16. Are you currently employed?

- 27% No
- 20% Part-time
- 53% Full-time

17. Are you currently enrolled at a local University?

- 76% No
- 3% Part-time
- 20% Full-time

18a. What one method of transportation do you usually use (for the longest distance of your commute) to travel to work or school?

- 73% Motorized vehicle (e.g. car, truck, van, motorcycle, etc.)
- 10% Bicycle
- 12% Walk
- 2% Work at home
- 3% Other

18b. If you checked the motorized vehicle box in 18a, do other people (adults or children) usually ride with you to or from work?

- 66% No
- 34% Yes

19. How many years have you lived in Moscow?

- 13% less than 2 years
- 20% 2-5 years
- 17% 6-10 years
- 14% 11-20 years
- 37% more than 20 years

20. Which best describes the building you live in?

- 68% One family house detached from any other houses
- 7% One family house attached to one or more houses (e.g. a duplex or townhouse)
- 22% Building with two or more apartments or condominiums
- 3% Mobile home
- 1% Other

21. How many people live in your household?

- 22% 1
- 44% 2
- 13% 3
- 12% 4
- 5% 5
- 3% more than 5

22. Do any children 12 or under live in your household?

- 75% No
- 25% Yes

23. Do any teenagers aged between 13 and 17 live in your household?

- 89% No
- 11% Yes

24. Are you or any other members of your household aged 65 or older?

- 80% No
- 20% Yes

25. Does any member of your household have a physical disability?

- 88% No
- 12% Yes

26. What is the highest degree or level of school you have completed? (mark one box)

- 0% 12th or less, no diploma
- 5% high school diploma
- 19% some college, no degree
- 5% associate's degree (e.g. AA, AS)
- 32% bachelor's degree (e.g. BA, AB, BS)
- 38% graduate degree or professional degree

27. How much do you anticipate your household's total income before taxes will be for the current year?

- 22% less than \$24,999
- 25% \$25,000 to \$49,999
- 37% \$50,000 to \$99,999
- 15% \$100,000 or more

**28. What is your race or ethnicity?** (Mark one or more races to indicate what race or ethnicity you consider yourself to be)

- 1% American Indian or Alaskan Native
- 2% Asian or Pacific Islander
- 0% Black, African American
- 1% Hispanic/Spanish/Latino
- 94% White/Caucasian
- 1% Other

**29. In which category is your age?**

- 12% 18-24 years
- 20% 25-34 years
- 13% 35-44 years
- 19% 45-54 years
- 19% 55-64 years
- 11% 65-74 years
- 7% 75 years or older

**30. What is your gender?**

- 55% Female
- 45% Male

**31. Are you registered to vote in Moscow?**

- 13% No
- 87% Yes

**32. Did you vote in the most recent City election?**

- 21% No
- 79% Yes

**33. Did you vote in the most recent general election?**

- 10% No
- 90% Yes

**34. Are you likely to vote in the next City election?**

- 17% No
- 83% Yes

**35. Are you likely to vote in the next general election?**

- 7% No
- 93% Yes

*Our last questions are meant to allow you to tell us anything you feel is important to guarantee the City will continue to provide its citizen with the best, most responsive government.*

**1. What do you feel will be the single most important issue facing the City of Moscow over the next several years?**

**2. Please use the following space to make comments and suggestions you would like the City of Moscow to consider (attach extra page if necessary).**

## Appendix II. Selected Results by Geographic Sector

The tables in this appendix show selected survey results by sector. Because of smaller sample sizes and the resulting increase in unreliability, the results within each sector should be interpreted with caution. The number of surveys from each sector, and the percentage of total surveys returned are listed below:

Sector	Responses	Percent of Total
City Center North (CCN)	42	12%
City Center South (CCS)	60	17%
East (E)	79	22%
North Central (NC)	68	19%
North West (NW)	41	12%
South (S)	36	10%
University (U)	30	8%

**Table 10 - Respondent's Geographic Distribution**

	Sector						
	City Central North	City Central South	East	North Central	North West	South	University
<b>Overall quality of life in Moscow</b>	84	83	82	79	84	78	80
<b>Overall quality of neighborhood</b>	81	76	80	74	60	78	68
<b>Moscow as a place to raise children</b>	79	70	80	73	63	66	73

Average Rating on a 100-point Scale (0=Very Poor, 100=Excellent)

**Table 11 - Average Rating of Quality of Life by Sector**

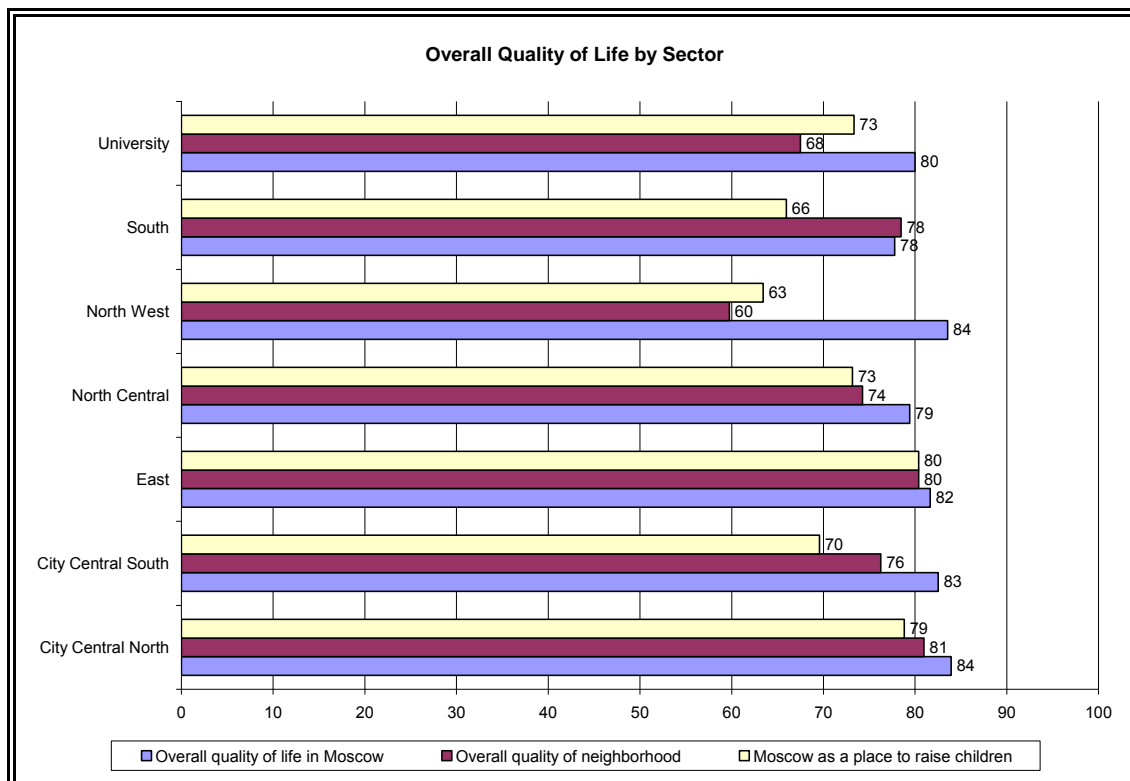


Figure 16 - Overall Quality of Life by Sector

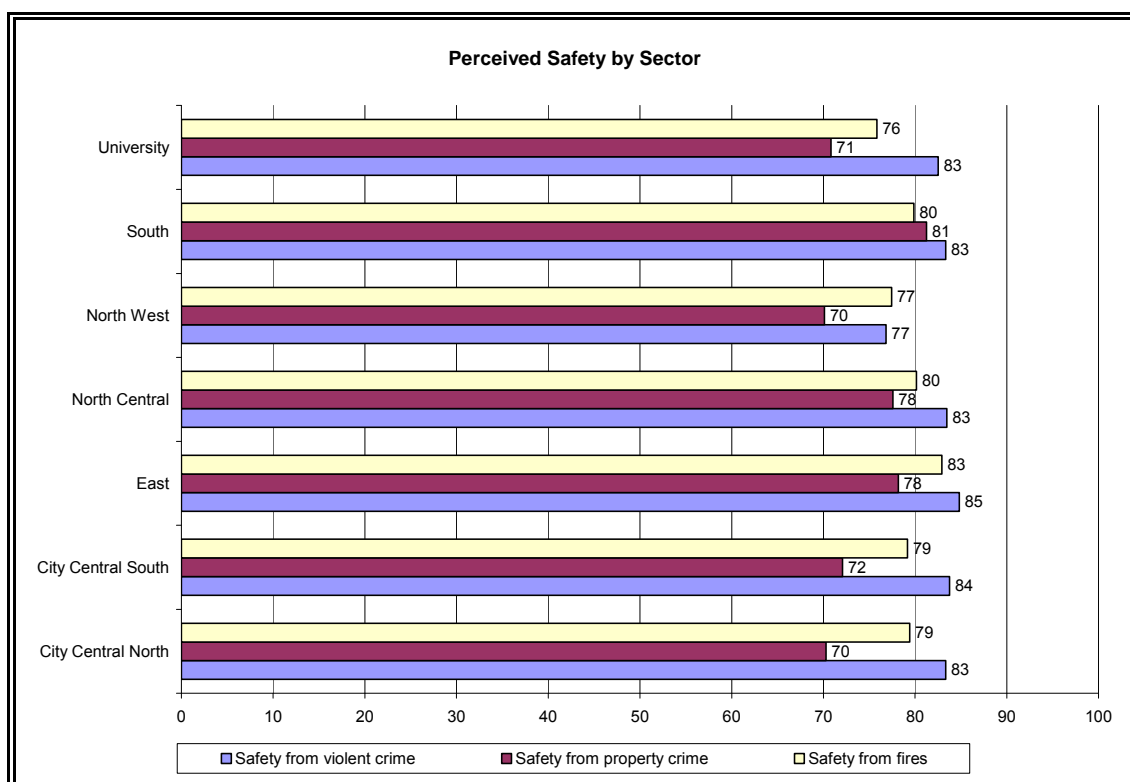


Figure 17 - Perceived Safety by Sector

Table 12: Average Rating of City Services by Sector							
	Sector						
	City Central North	City Central South	East	North Central	North West	South	University
Police Services	76	67	73	73	71	67	67
Fire Services	74	69	74	70	66	72	60
EMS Services/Ambulance	70	63	71	58	62	69	47
Garbage Collection (Solid Waste)	77	75	80	76	71	78	67
Recycling	74	75	79	82	71	78	73
Water Services	64	56	69	67	56	73	43
Sewer Services	73	62	74	68	57	75	51
Library Services	75	63	67	70	57	63	54
Recreation Facilities	71	61	59	69	62	63	59
Recreation Programs and Classes	61	54	59	55	45	51	37
Park Maintenance	75	73	73	74	71	67	59
City Parks	80	75	73	75	70	71	63
Street Maintenance	50	52	56	50	54	56	55
Cleanliness of Streets	59	59	65	57	62	60	60
Snow Removal	42	49	56	49	42	43	38
Street Lighting	55	56	61	52	55	47	49
Amount of Public Parking	53	55	52	55	49	50	44
Ease of Car Travel In the City	66	66	60	63	64	61	60
Enforcement of Traffic Laws	47	62	64	58	63	53	49
Planning and Zoning	33	39	41	42	43	38	36
Sidewalk Maintenance	39	42	55	46	45	49	52
Handicap Accessibility in public places	48	53	51	47	48	34	23
Average Rating on a 100-point scale (0=Very Poor, 100=Excellent)							

Table 12 - Average Ratings of City Services by Sector

### Appendix III. Selected Results by Demographic Subgroups

The following tables in this appendix show survey results by select demographic and socioeconomic characteristics for the 2002, 2004, 2006 and 2008 surveys.

Table 13: Average Rating of Quality of Life by Demographic Subgroup								
	Gender							
	Male				Female			
	2002	2004	2006	2008	2002	2004	2006	2008
Overall quality of life	80	80	81	81	82	80	80	81
Overall quality of neighborhood	79	76	76	76	77	75	77	74
Moscow as Place to raise children	83	79	81	81	83	82	82	80
Average Rating on a 100-point scale (0=Very Poor, 100=Excellent)								

**Table 13 - Average Rating of Quality of Life by Demographic Subgroup, Gender**

Table 14: Average Rating of Quality of Life by Demographic Subgroup																												
	Age																											
	18-24				25-34				35-44				45-54				55-64				65-74				75+			
	02	04	06	08	02	04	06	08	02	04	06	08	02	04	06	08	02	04	06	08	02	04	06	08	02	04	06	08
Overall quality of life	75	76	75	78	80	80	82	79	86	81	82	82	83	81	81	86	83	79	79	82	82	85	79	82	83	78	87	85
Overall quality of neighborhood	66	67	69	67	74	71	69	72	81	76	79	77	80	81	79	81	79	80	79	75	80	80	81	79	86	78	83	84
Moscow as Place to raise children	74	74	76	70	80	81	80	79	88	81	85	83	85	84	85	86	84	82	81	82	82	85	82	81	85	82	86	88
Average Rating on a 100-point scale (0=Very Poor, 100=Excellent)																												

**Table 134 - Average Rating of Quality of Life by Demographic Subgroup, Age**

Table 15: Average Rating of Quality of Life by Demographic Subgroup																
	Anticipated Household Income															
	<\$24,999				\$25,000-\$49,999				\$50,000-\$99,999				\$100,000+			
	02	04	06	08	02	04	06	08	02	04	06	08	02	04	06	08
Overall quality of life	77	79	78	77	83	80	82	83	83	81	82	82	83	79	82	82
Overall quality of neighborhood	67	70	71	67	78	74	75	76	81	79	82	77	81	82	80	80
Moscow as Place to raise children	78	75	79	75	82	82	80	81	86	85	84	81	87	87	89	85
Average Rating on a 100-point scale (0=Very Poor, 100=Excellent)																

**Table 145 - Average Rating of Quality of Life by Demographic Subgroup, Anticipated Household Income**

Table 16: Average Rating of Quality of Life by Demographic Subgroup																				
	Length of Residency																			
	0-2 Years				2-5 Years				6-10 Years				11-19 Years				20+ Years			
	02	04	06	08	02	04	06	08	02	04	06	08	02	04	06	08	02	04	06	08
Overall quality of life	76	76	77	83	76	79	78	81	81	81	82	81	85	78	84	80	85	82	81	82
Overall quality of neighborhood	71	71	69	76	71	74	73	76	79	72	79	72	80	74	81	73	81	79	78	77
Moscow as Place to raise children	77	77	77	83	77	77	78	83	86	81	84	77	87	83	86	72	86	83	83	79
Average Rating on a 100-point scale (0=Very Poor, 100=Excellent)																				

**Table 156 - Average Rating of Quality of Life by Demographic Subgroup, Length of Residency**

## Appendix IV. Methodology

### **Sample Selection**

1,200 random households were selected to participate in this survey. Additionally, households were divided into seven geographic sectors to find statistically significant differences in opinion. Individuals in each household were selected by the most recent birthday of someone over 18 years old.

### **Survey Administration**

Households received two mailings one week apart during the month of November 2008. The first mailing was a postcard informing the household that they had been chosen to participate in the survey. The second mailing included the survey instrument, a cover letter signed by the mayor inviting residents to participate, and a self addressed stamped envelope for returning completed surveys. In addition, a reminder post card was sent three weeks after the surveys in December of 2008.

The response rate to the survey is shown in the table below.

Table 17: Survey Response Rate		
Disposition	Households	
	Number	Percent
Complete	356	30%
No Response	764	64%
Undeliverable	80	6%
Total	1,200	100%
Adjusted Complete Response Rate	356 of 1,120	32%

**Table 167 - Survey Response Rate**

## Appendix V. Open-ended Comments

Table 17: Categorized Responses to Open-Ended Questions

Question 1			Question 2		
Comment Category What do you feel will be the single most important issue facing the City of Moscow over the next several years?	# of Respondents	% of Respondents Who Made Comments	Comment Category Please use the following space to make comments and suggestions you would like the City of Moscow to consider.	# of Respondents	% of Respondents Who Made Comments
Affordable Housing			Affordable Housing	2	1%
Childcare Services			Childcare Services	1	1%
City Compliments			City Compliments	5	3%
City Finances/State of Economy	15	6%	City Finances/State of Economy	5	3%
City General			City General	7	4%
City Services			City Services	5	3%
Downtown Improvements	5	2%	Downtown Improvements	3	2%
Growth - Attract	31	12%	Growth - Attract	23	13%
Growth - Deter	14	5%	Growth - Deter	4	2%
Growth - Jobs	12	5%			
Growth - State of Economy	7	3%			
Growth - Management	35	13%	Growth - Management	14	8%
Growth - Population	3	1%			
Growth - Residential	5	2%			
Growth - Miscellaneous	12	5%			
City Leadership	5	2%	City Leadership	4	2%
Multi-Modal			Multi-Modal	8	4%
Other			Other	3	2%
Handicap Parking	2	1%	Handicap Parking	2	1%
Parks			Parks	2	1%
Police Services	2	1%	Police Services	4	2%
Public Transportation	5	2%	Public Transportation	7	4%
Recreation Facilities	2	1%	Recreation Facilities	13	7%
Schools	4	2%	Schools	3	2%
Improve Sidewalks			Improve Sidewalks	3	2%
Infrastructure	4	2%			
Install Sidewalks			Install Sidewalks	7	4%
Improve Streets	7	3%	Improve Streets	4	2%
Improve Street Lighting			Improve Street Lighting	1	1%
Improve Street Lights	2	1%	Improve Street Lights	5	3%
Streets Misc.	2	1%	Streets Misc.	5	3%
Snow Removal	6	2%	Snow Removal	8	4%
Sustainability	4	2%	Sustainability	5	3%
Taxes	7	3%	Taxes	4	2%
Tolerance	4	2%	Tolerance	3	2%
UI Partnership			UI Partnership	5	3%
UI Finances	8	3%	UI Finances	1	1%
URA	2	1%			
Water Conservation	17	7%	Water Conservation	4	2%
Water Cost			Water Cost	4	2%
Water Quality	7	3%	Water Quality	3	2%
Water Sale			Water Sale	1	1%
Water - Misc.	31	12%			
Stormwater			Stormwater	1	1%
<b>TOTAL:</b>	<b>260</b>	<b>100%</b>	<b>TOTAL:</b>	<b>179</b>	<b>100%</b>

Table 17 - Categorized Responses to Open-ended Questions