

City of Moscow, Idaho 2006 Citizen Survey



Report of Results

City of Moscow
Department of Administration

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Executive Summary

The 2006 Moscow Citizen Survey is the third comprehensive citizen survey conducted by the City of Moscow. The first citizen survey was conducted in 2002 and the second in 2004. 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

1200 households were selected at random to participate in the survey conducted in late October of 2006. Of the eligible households, 416 completed surveys were returned to yield a response rate of approximately 36%, accounting for non-deliverable addresses. This is slightly lower, but comparable to the 43% response rate observed in the 2004 survey and the 40% response rate observed in 2002. The resulting sample size is sufficiently large to result in a 95% confidence interval of less than ± 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. 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 (92%) rated the overall quality of life in Moscow as “good” or “excellent.” This is consistent with the 2002 and 2004 result of 92% 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 approximately 76 on a 100-point scale with 81% of respondents rating their neighborhood as either “good” or “excellent.” This is comparable to the respective scores of 75 and 80% in 2004 and 76 and 82% observed in 2002.

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 21% of residents rated job opportunities “good” or “excellent” and 25% rated access to affordable housing “good” or “excellent.” This yielded scores of 45 and 44 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 91% of residents feel “fairly safe” or “very safe” from violent crimes in the City of Moscow, and over 80% feel the same regarding property crimes. This yielded scores of 82 and 73 on a 100-point scale respectively. This is compared to scores of 84 on a 100-point scale for violent crimes in 2004 and 76 for property crimes in the same year. In 2002, violent crimes scored 88 and property crimes scored 78.

While these scores appear to indicate a slight reduction in citizens overall sense of safety from violent and property crimes, the scores are within the survey’s confidence interval. Therefore, it is difficult to make any definitive conclusions at this time. In future citizen surveys these indicators should be watched carefully to determine if there is a continued reduction of citizens sense of safety.

Most residents, however, continued to feel safe walking alone at night in their neighborhoods with 85% 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 57% and 60%, 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; approximately 89% felt “fairly safe” or “very safe” from fires. Using a 100-point scale, safety from fires rated 81, a very high rating. These scores are very close to 91% and 82 observed in both 2004 and 2002.

Problems Affecting Quality of Life

A number of questions were asked regarding perceptions of the overall quality of life within Moscow. They included taxes, traffic, growth, crime and a number of other

socioeconomic indicators. After unreliable answers were excluded, growth was considered most problematic, followed by taxes and traffic. In 2004, taxes were considered most problematic, followed by growth and traffic. 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. 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 76% 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 2004. City staff continue to work on increasing public participation in government. Future surveys will measure the success of these attempts.

City Services

Overall, 75% of respondents rated City services as “good” or “excellent.” This is comparable to approximately 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 64 to 84 on a 100-point scale, as compared to 74 to 83 in 2004, and 74 to 82 in 2002. Police services received 74 on a 100-point scale, the same score it received in 2004 and 2002. Fire services scored an 84, increasing from 83 in 2004 and 82 in 2002.

Parks and Recreation scores ranged from 70 to 78 on a 100-point scale as compared to 71 to 77 in 2004, and 71 to 78 in 2002. Parks and Recreation services and fire and police services were all rated above comparable national averages.

Planning and Zoning services were again rated least among City services. The amount of available public parking scored 49, and planning and zoning scored 45 on the 100-point scale. These scores are similar to 47 and 46 for the same services in 2004 and 47 and 49 in 2002. Ease of car travel, however, scored above national average at 59 on the 100-point scale.

Street and sidewalk maintenance rated higher than national average at 57 and 52 respectively, with snow removal and street lighting scoring just one point below national averages at 58 and 57.

Solid waste, water and sewer services ranged from 67 to 83 on the 100-point scale, as compared to 65 to 79 in 2004, and 71 to 79 in 2002. Water services were above national

averages at 67, as well as sewer services at 74 on a 100-points scale. Garbage collection and recycling also scored 11-15 points above national averages at 80 and 83 respectively.

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 describe 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 socio-economic 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. A very diverse mix of residents responded to the survey which has provided a good sample of the "average" Moscow resident.

Open-ended Comments

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, and
2. Comments and suggestions you would like the City of Moscow to consider.

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.

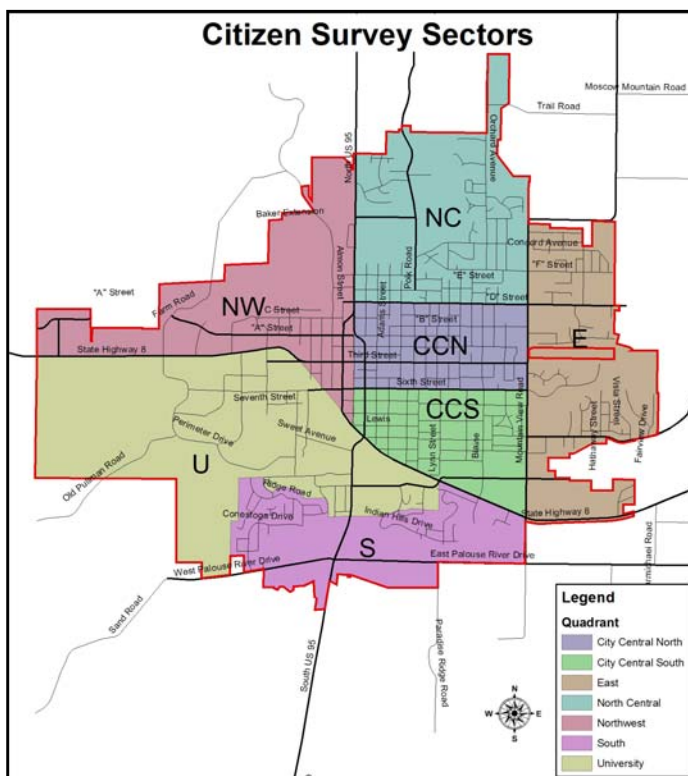
Survey Background

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 Strategic Planning 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 third 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 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 (74%) 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.

How the Survey Was Conducted



Approximately 1200 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.

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

Figure 1 - Survey Geographic Sectors

completed survey. Of the 1200 eligible households, 416 had returned the survey before this report was written, for a response rate of 36%, 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 4.5 percentage points either positively or negatively.

Understanding the Results

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.

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

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% percent or higher are noted in the figures. 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 ± 4.5 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 27.5% and 36.5% 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 over 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 up to $\pm 10\%$.

Historical Data Comparison

Many communities have been measuring citizen satisfaction for over a decade, and the vast majority recognize 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 third 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, and 2006 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 2006 Moscow Citizens 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. Of note was that 35% of the respondents had resided in Moscow for over 20 years.

| Table 1: Respondent's Age | |
|---------------------------|-----|
| 18-24 | 16% |
| 25-34 | 17% |
| 35-44 | 14% |
| 45-54 | 20% |
| 55-64 | 16% |
| 65-74 | 9% |
| 75 or Older | 8% |

Table 1 - Respondent's Age

| Table 2: Respondent's Gender | |
|------------------------------|-----|
| Female | 61% |
| Male | 39% |

Table 2 - Respondent's Gender

| Table 3: Respondent's Residency in Moscow | |
|---|-----|
| Less Than 2 Years | 15% |
| 2-5 Years | 24% |
| 6-10 Years | 10% |
| 11-20 Years | 16% |
| More Than 20 Years | 35% |

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 63% of the respondents possessed a bachelor's degree or higher, and only 12% 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 th or Less, no Diploma | 2% |
| High School Diploma | 10% |
| Some College, no Degree | 20% |
| Associate's Degree (e.g. AA, AS) | 5% |
| Bachelor's Degree (e.g. BA, AB, BS) | 30% |
| Graduate Degree of Professional Degree | 33% |

Table 4 - Respondent's Highest Level of Education

Additionally, the housing within which the respondents live varies significantly. Approximately 64% lived in single-family detached dwellings, 9% lived in a duplex, 20% lived in apartment buildings, and 6% 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 | 64% |
| Single Family Attached | 9% |
| Apartment | 20% |
| Mobile Home | 6% |
| 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,” “Hispanic/Spanish/Latino,” or “Other,” and 1% who selected “American Indian or Alaskan Native” as their ethnicity. The results are shown in Table 6.

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

Table 6 - Respondent's Ethnicity

Approximately 83% of the respondents indicated they were registered to vote in Moscow, 69% indicated they had voted in the last City election, 81% said they had 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 48% responding that they were employed full-time, 23% part-time and 29% indicated they were not employed at this time. In comparison, 19% indicated they were enrolled at a local university full-time, 5% 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) | 70 | 17% |
| City Center South (CCS) | 55 | 13% |
| East (E) | 85 | 20% |
| North Central (NC) | 62 | 15% |
| North West (NW) | 69 | 17% |
| South (S) | 36 | 9% |
| University (U) | 39 | 9% |

Table 7 - Respondent's Geographic Distribution

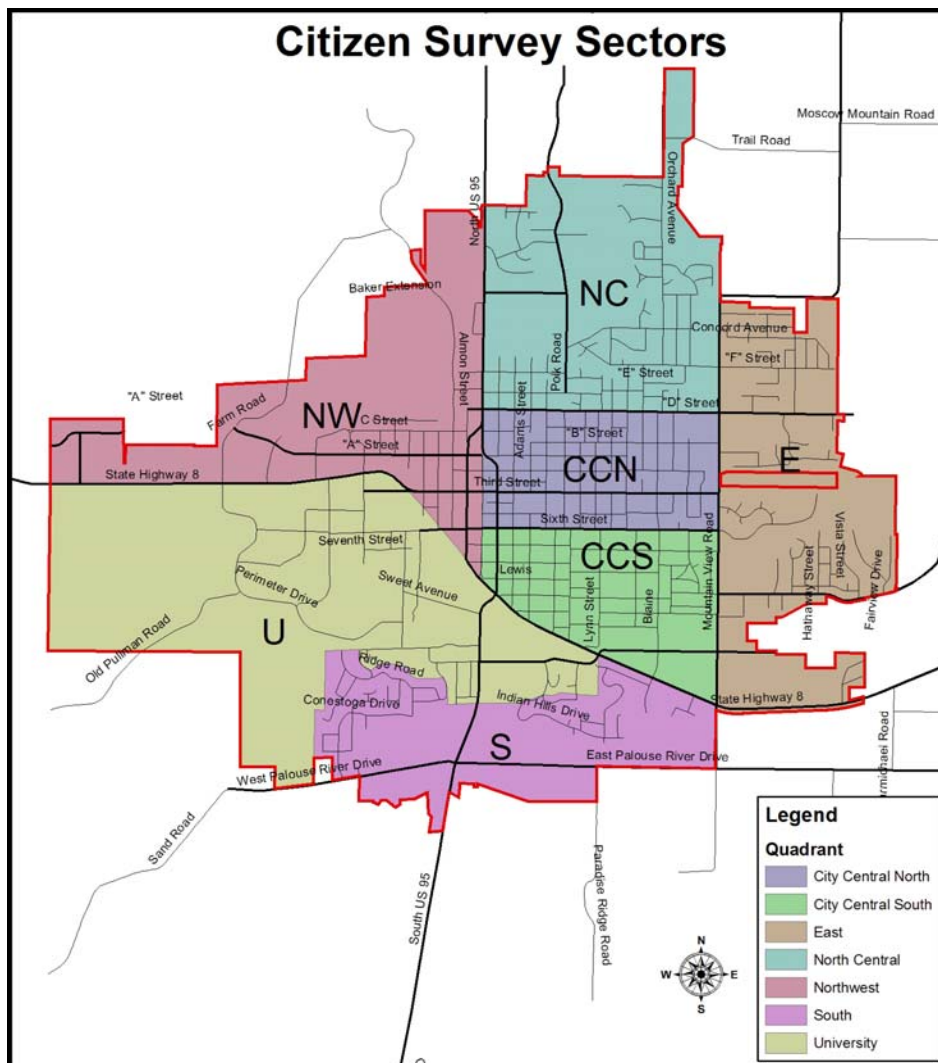


Figure 2 - Survey Sectors

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 (92%) rated the overall quality of life in Moscow as “good” or “excellent.” Seven percent were neutral, one percent (or 6 respondents) 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 3 and 4.

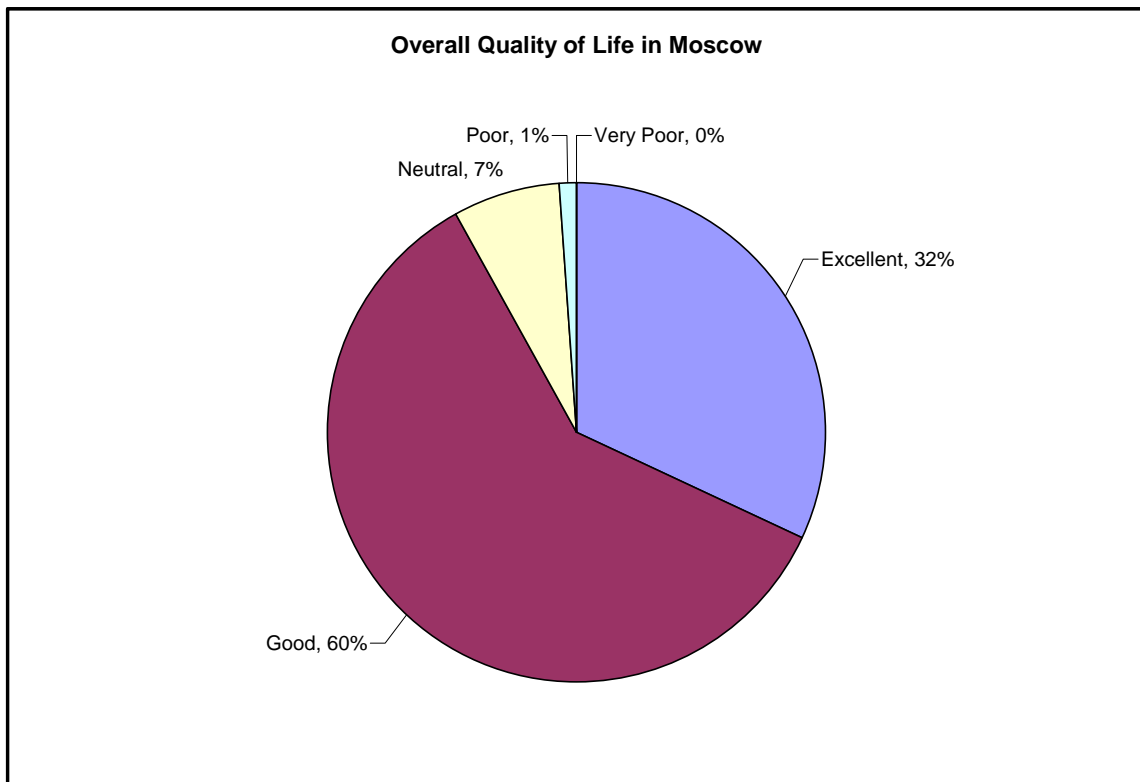


Figure 3 - Overall Quality of Life

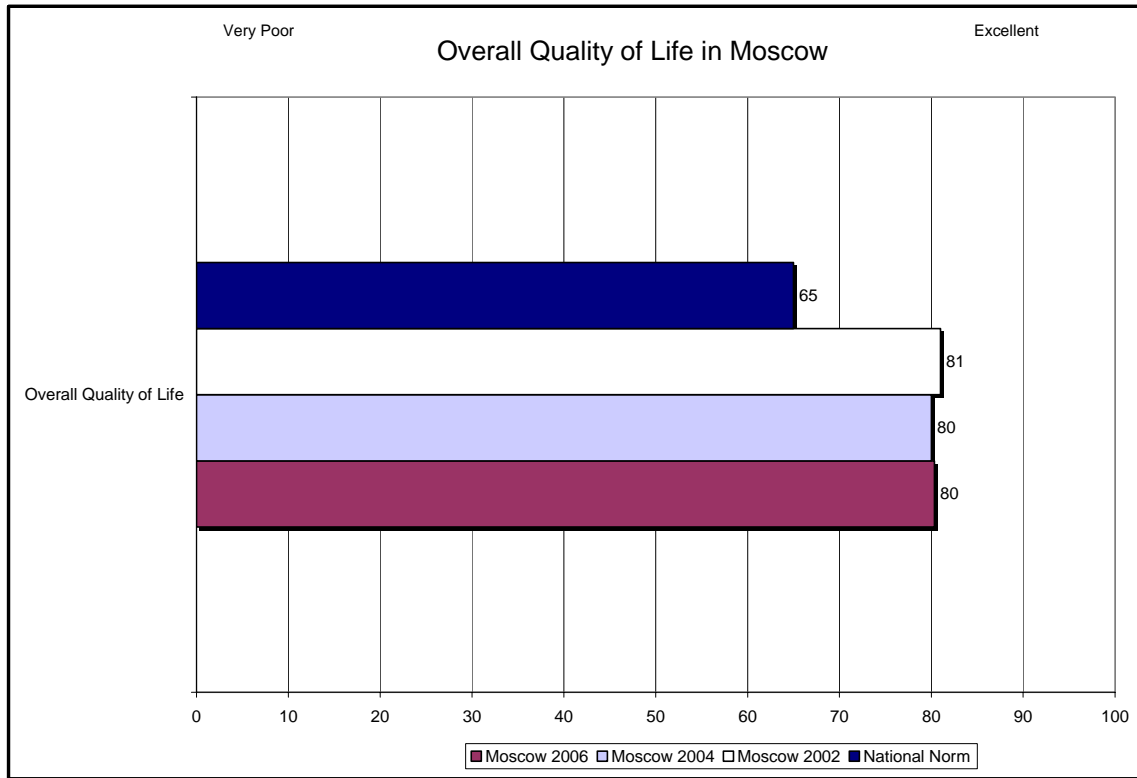


Figure 4 - Quality of Life

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 2002. This number is substantially higher than the national average of 66 points. Moscow neighborhoods were ranked better than “good,” with 81% of residents rating their neighborhood “good” or “excellent.”

Respondents also rated Moscow as a great place to raise children with 81% of respondents rating Moscow “good” or “excellent” in this area, resulting in a score of 82 points. This is likely reflective of the size of the community, relatively low crime rate and the quality of available schools.

The respondents gave Moscow a lower rating as a place to retire. Only 53% of respondents rated Moscow “good” or “excellent” in this category, which resulted in a score of 67 points on the 100 point scale. This, however, is higher than the score of 61 given in 2004 and 65 received in 2002 for the same question. It also remains above the national average of 53 points. Scores for these categories for 2002, 2004 and the national norms are shown in Figure 5.

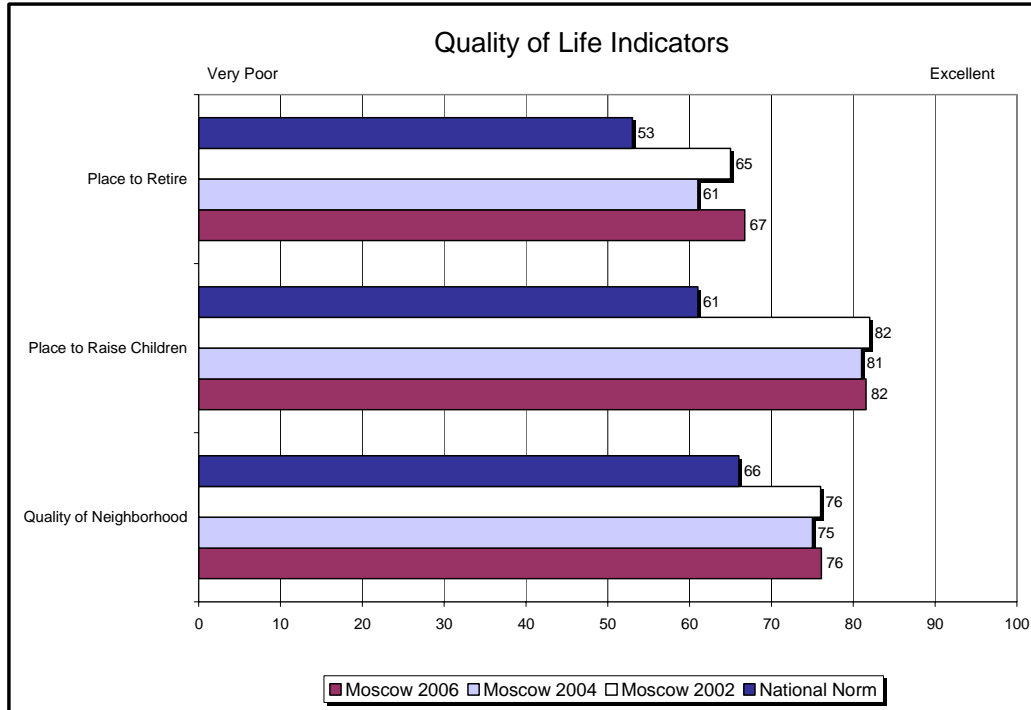


Figure 5 - Quality of Life Indicators

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. Figures 6 and 7 illustrate the percentage breakdown for job opportunities and access to affordable housing. Job opportunities received an average rating of 45 on a 100-point scale and access to affordable housing received a 44 on the same scale. Job opportunities increased two points from 43 in 2004 and 2002, and access to affordable housing decreased approximately 4 points from 2004 and 2002.

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.

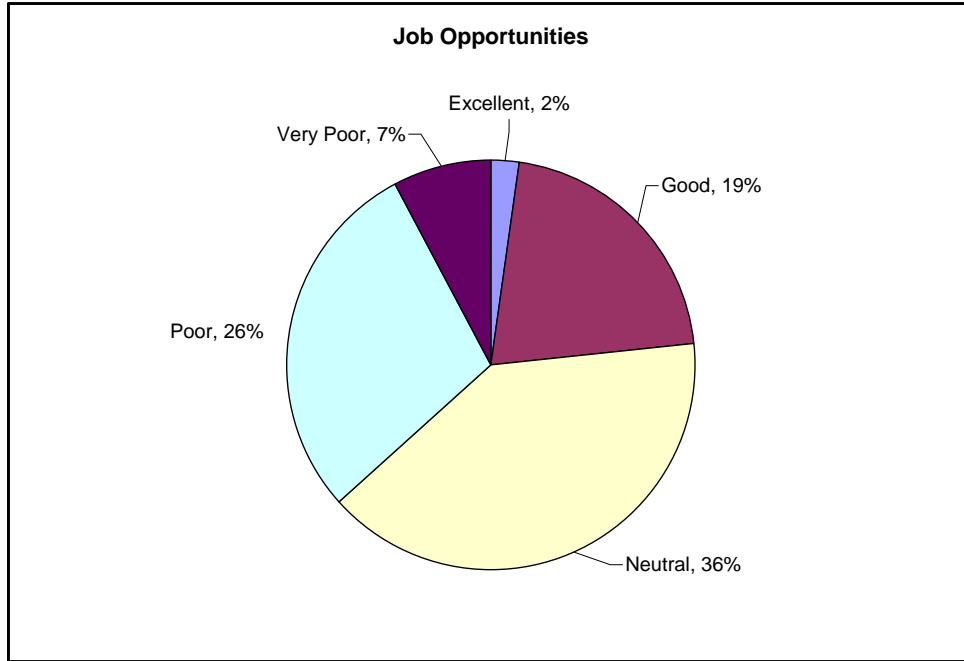


Figure 6 - Job Opportunities

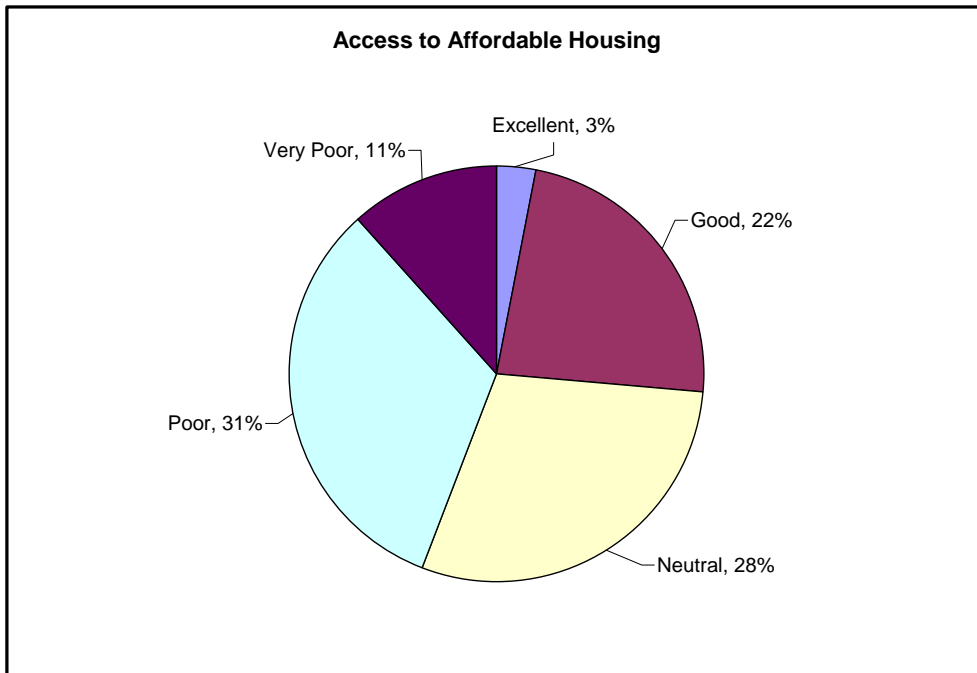


Figure 7 - Access to Affordable Housing

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 (91%) residents felt “fairly safe” or “very safe” from violent crimes in Moscow. This is compared to 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, 80% of respondents still felt “fairly safe” or “very safe” from such crimes. Residents also rated fire protection highly, over 89% felt “fairly safe” or “very safe” from fires. This is compared to 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: | 2006 | 2004 | 2002 |
| Violent Crimes | 82 | 84 | 88 |
| Property Crimes | 73 | 76 | 78 |
| Fires | 81 | 82 | 82 |

Table 8 - Public Safety

When asked specifically how safe residents feel in certain situations, responses were mixed. Respondents felt safe walking alone at night in their neighborhood and in downtown areas, with 85% of respondents saying they felt “fairly safe” or “very safe” walking alone at night in their neighborhood and 83% saying they felt safe walking alone in downtown areas. These feelings of safety, however, have declined when compared to 90% and 83% respectively in 2004 and 91% and 88% in 2002.

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 57% said they felt “fairly safe” or “very safe” in this situation, as compared to 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 8.

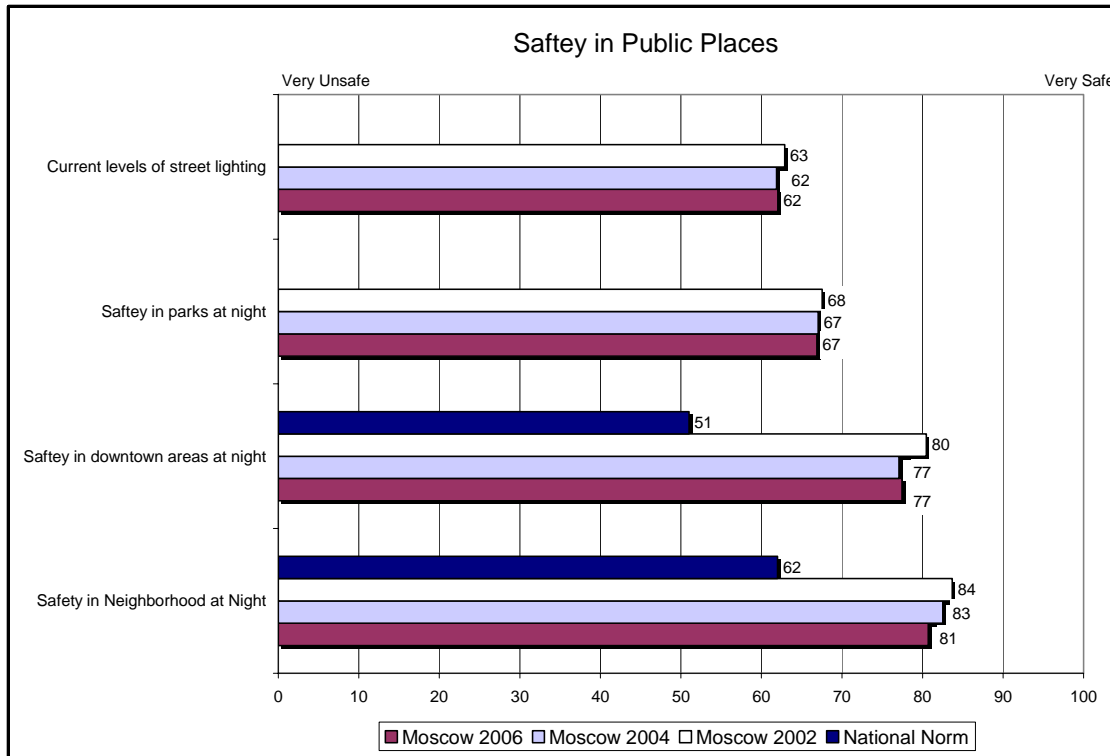


Figure 8 - Safety in Public Places

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 7% 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 over 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 an “important problem” or a “major problem” were growth (41%), taxes (32%) and traffic (31%). 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 9.

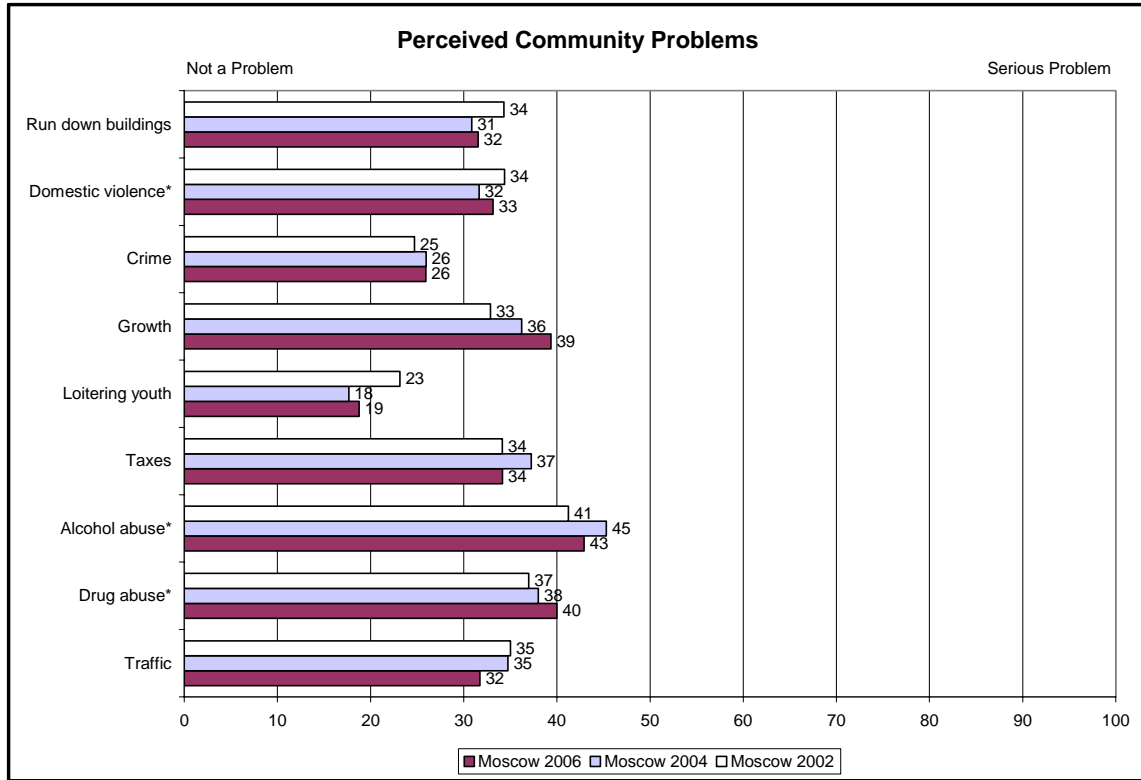


Figure 9 - Perceived Community Problems

City Services

Survey participants were asked to rate a number of services provided by City government. Overall satisfaction with city services was 70 on a 100-point scale, the same as observed in 2004 and just one point lower than observed in 2002. Overall satisfaction, by percentages, is shown in Figure 10 below.

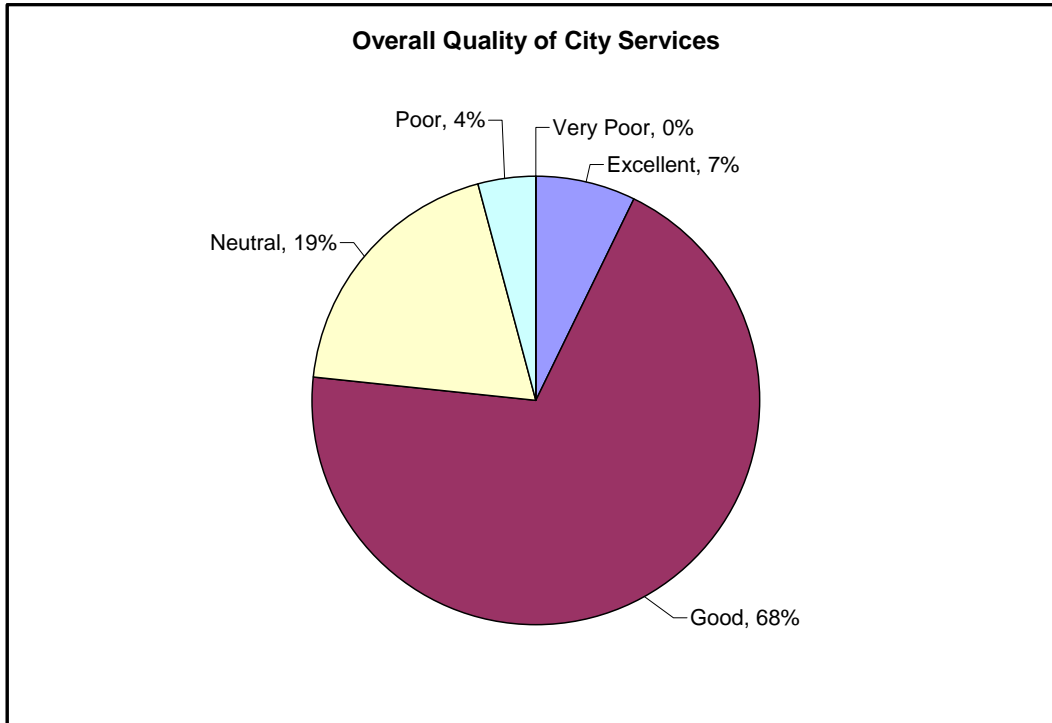


Figure 10 - Overall Quality of Service

Of all scored services, the most positive ratings were given to fire and recycling services. Emergency medical services and garbage collection also received high ratings, with library services, and city parks and maintenance trailing close behind with scores of 78 on a 100-point scale.

Within the category of public safety services, police, fire and emergency/EMS services all scored at or above 74 on a 100 point scale, which equates to a rating somewhere between “good” and “excellent.” Enforcement of traffic laws received an average rating of 64 on a 100-point scale, which is slightly higher than the national average of 58. All scores for public safety services were within one or two points or identical to those received in 2004 and 2002. These ratings are shown in Figure 11.

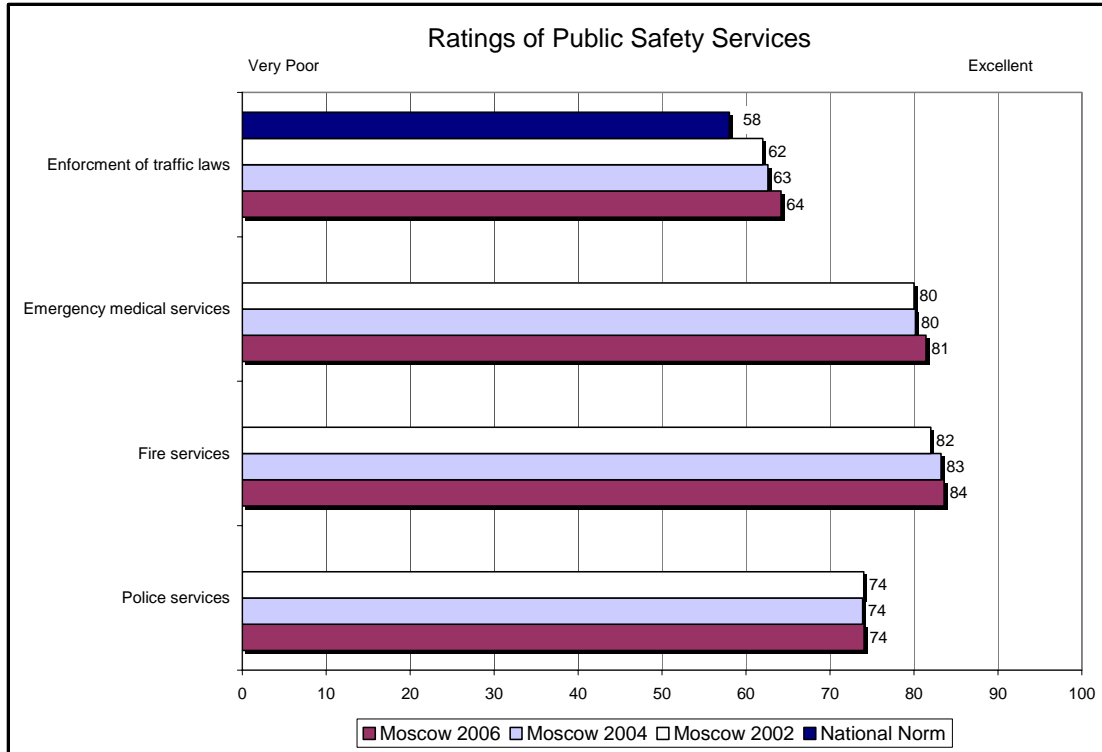


Figure 11 - Ratings of Public Safety Services

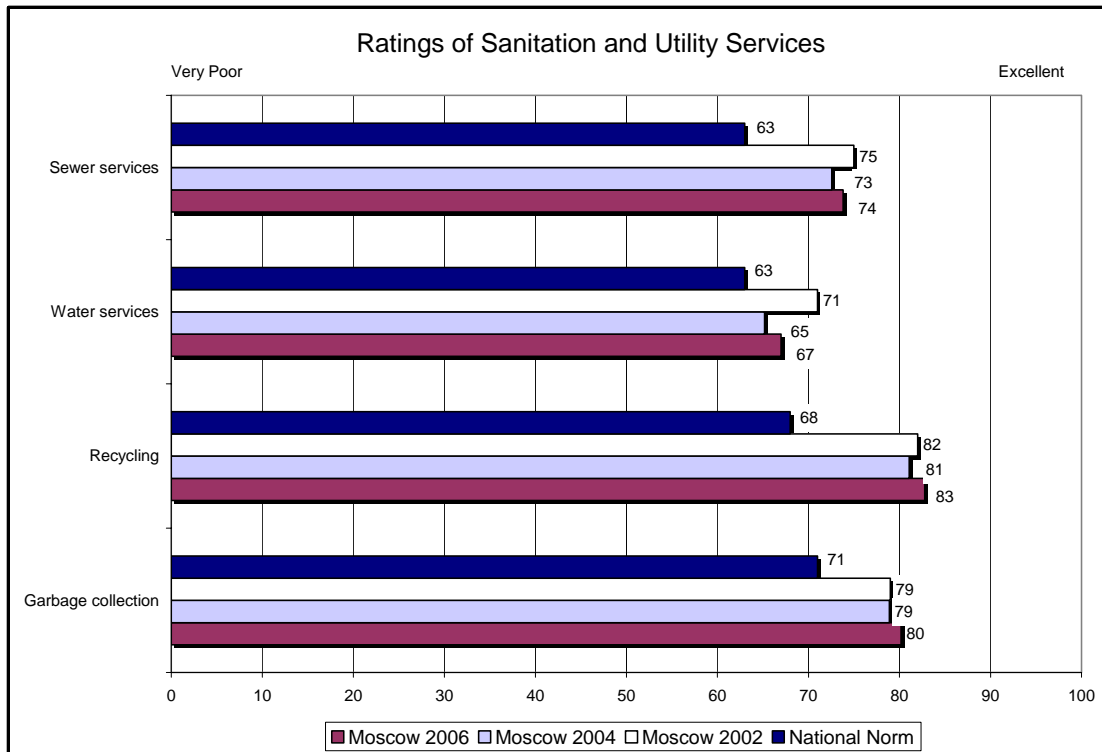


Figure 12 - Ratings of Sanitation and Utility Services

Sanitation and utility services scores were quite high for garbage recycling, garbage collection and sewer services. Recycling was rated the second best city service, scoring 83 on a 100-point scale, and garbage collection ranked 4th at 80. Sewer services scored 74, which was one point higher than in 2004, and one point less than in 2002. Water services increased two points from 65 in 2004 to 67 in 2006, but it did not exceed its rating of 71 in 2002. These ratings are shown in Figure 12.

Street and sidewalk services scored more modestly, ranging from a score of 52 to 67 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 13.

Although ratings in the 50s and 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.

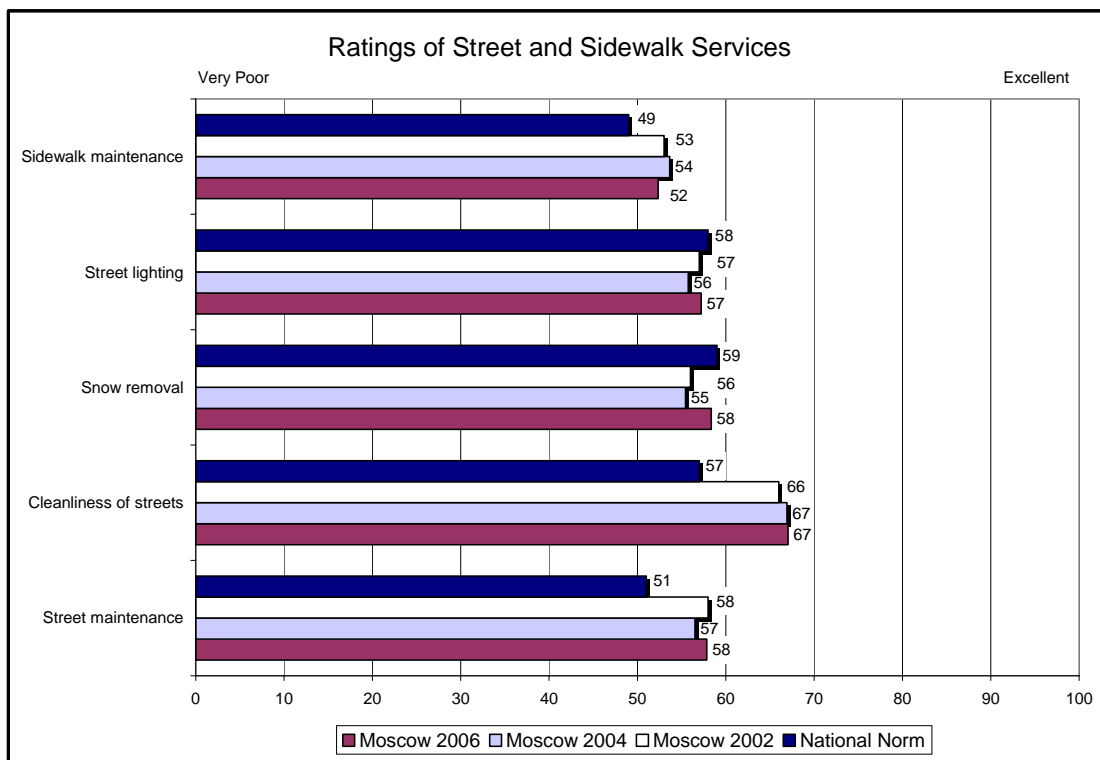


Figure 13 - Ratings of Streets and Sidewalks

Parks and recreation services scored well with scores for parks, recreation facilities, and parks and recreation programs and classes ranging from 70 to 78 on the 100-point scale. These scores exceeded national norms by five to 10 points, and were very similar to scores received in 2004 and 2002. City parks and park maintenance scored especially well with both receiving scores of 78 on the 100 point scale. These ratings are shown in Figure 14.

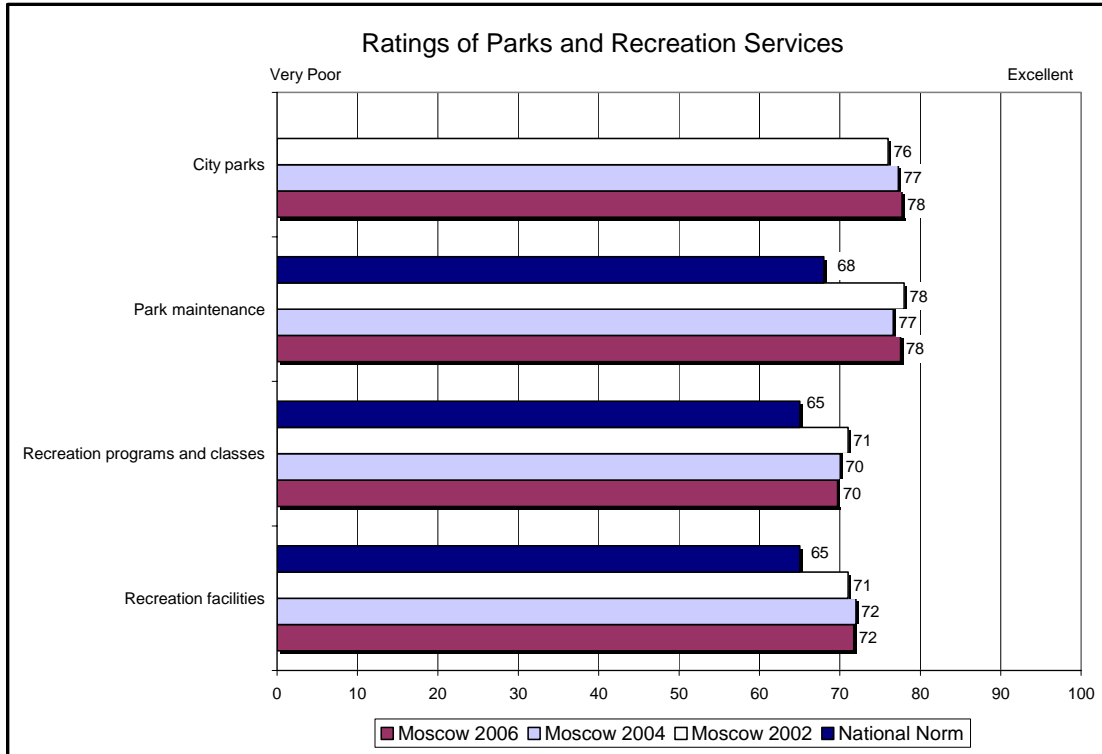


Figure 14 - Ratings of Parks and Recreation Services

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 69, sewer services 3rd at 67 points, and water services came in last at 60 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 2004. These ratings are shown in Figure 15.

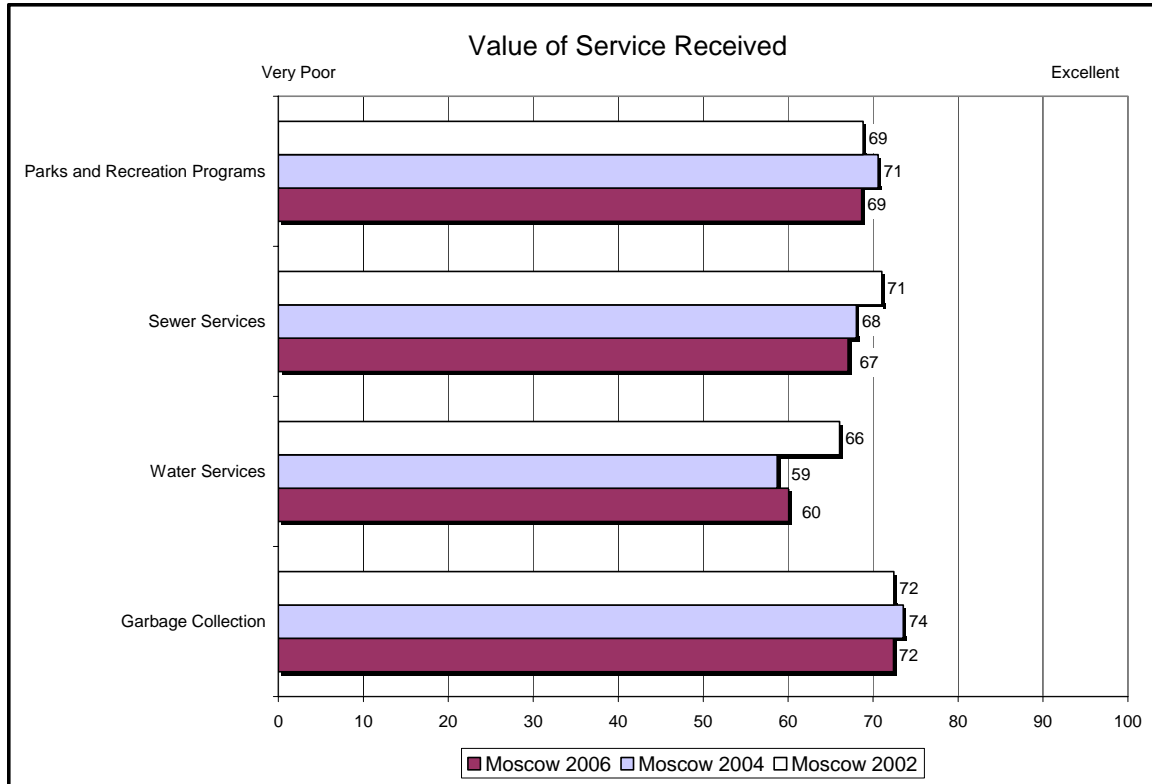


Figure 15 - Perceived Value of City Services

Overall, the majority of City services were rated similar to, or above, national averages. Of note, out of the 22 services polled, only six (water, sewer, library services, Recreation Program/classes, Planning and Zoning, and sidewalk maintenance) did not score at or above their scores in both 2004 and 2002. Of those six, however, four (water, sewer, library services, and Recreation Program/classes) increased or stayed the same as scores in 2004, but were not as high as scores given in 2002.

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.

| Table 9: City Services | | | |
|---|----------------------------------|-------------|-------------|
| City Services | Rating on 100 point Scale | | |
| | 2006 | 2004 | 2002 |
| Police Services | 74 | 74 | 74 |
| Fire Services | 84 | 83 | 82 |
| EMS Services/Ambulance | 81 | 80 | 80 |
| Garbage Collection (Solid Waste) | 80 | 79 | 79 |
| Recycling | 83 | 81 | 82 |
| Water Services | 67 | 65 | 71 |
| Sewer Services | 74 | 73 | 75 |
| Library Services | 78 | 78 | 79 |
| Recreation Facilities | 72 | 72 | 71 |
| Recreation Programs/Classes | 70 | 70 | 71 |
| Park Maintenance | 78 | 77 | 78 |
| City Parks | 78 | 77 | 76 |
| Street Maintenance | 58 | 57 | 58 |
| Cleanliness of Streets | 67 | 67 | 66 |
| Snow Removal | 58 | 55 | 56 |
| Street Lighting | 57 | 56 | 57 |
| Amount of Public Parking | 49 | 48 | 47 |
| Ease of Car Travel In the City | 59 | 58 | 57 |
| Enforcement of Traffic Laws | 64 | 63 | 62 |
| Planning and Zoning | 45 | 47 | 49 |
| Sidewalk Maintenance | 52 | 54 | 53 |
| Handicap Accessibility in Public Places | 65 | 64 | Not Asked |

Table 9 - City Services

Satisfaction with City Government

The six questions that assess the publics’ opinion of the City’s overall direction and the delivery of information to and communication with the public received moderate ratings. Of note, however, is out of all the questions asked, only one, (*I am pleased with the overall direction that the City is taking*) did not increase on the 100-point scale from 2004. This question scored 54, dropping four points from 2004 and falling four points under the national norm.

No question scored above 62 points or below 50. 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 increased overall, but improvements in this area are still necessary, and efforts to ensure that the public is informed about the activities of their local government should continue to be undertaken.

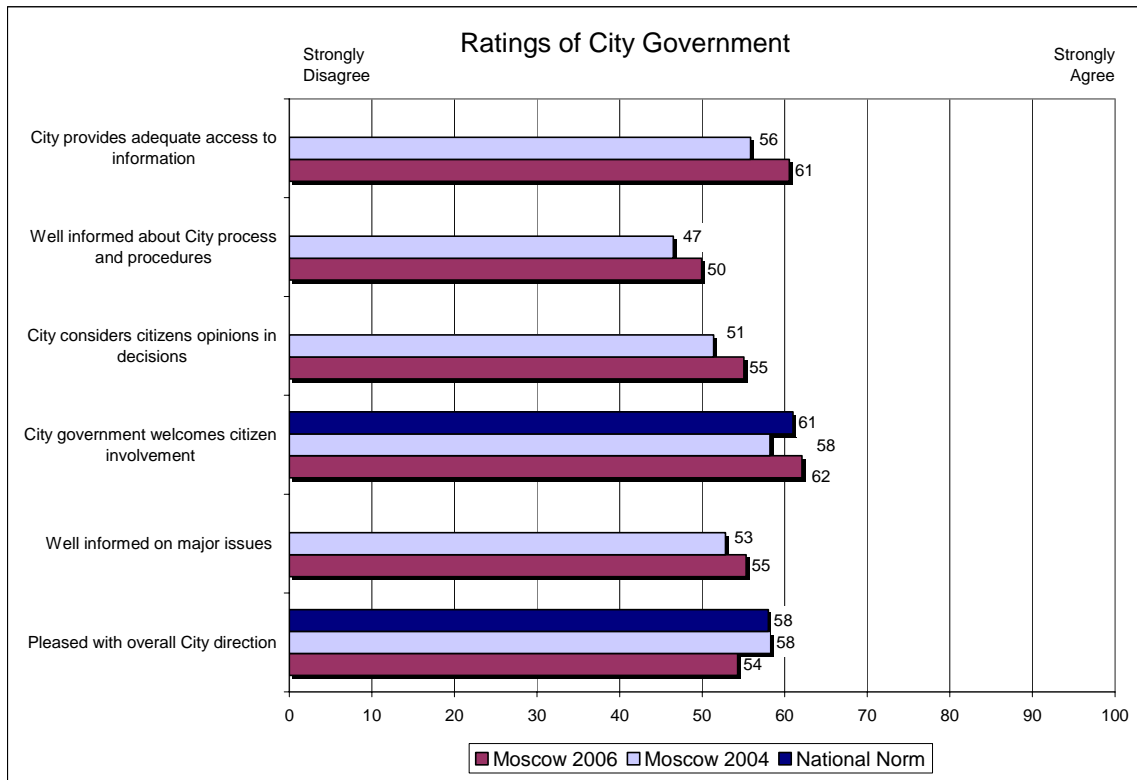


Figure 16 - Ratings of City Government

Boards, Commissions and Committees

Each citizen board, commission and committee were 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, Transportation Commission, Health and Environment Commission, and Fair and Affordable Housing Commission.

Arts

Approximately 78% of respondents stated that they “strongly agree” or “agree” that arts and cultural events in the community should be promoted to encourage tourism and economic development, and 65% agreed, and strongly agreed that the development of a plan for public art in the community is a worthwhile project for the Moscow Arts Commission. A ban on dogs from Farmer’s Market was strongly supported or supported by 42% of respondents, and 32% said they “oppose” or “strongly oppose” the idea.

Paradise Path Taskforce

In the past twelve months 37% of respondents said they or a member of their family used the paradise path “once or never,” 21% used it “2-5 times,” and 39% of respondents used the trail six to more than 26 times in the last 12 months. When asked to circle the portions of Paradise Path and other path systems within and around Moscow that participants used in the last 12 months, 51% of respondents said they had used Chipman Trail, followed by the University of Idaho Bike path (49%), Latah Trail (39%), Hordeman Pond to Mountain View Park (32%), Berman Creekside Park east to City Limits (23%), and Carol Ryrie Brink Nature Park (19%). The most popular activities that responders engage in when using the Paradise Path and other path systems within and around Moscow include: walking (65%), bicycling (45%), relaxation (23%), nature observing (21%), running (19%), skating (6%), and other (5%).

Parks and Recreation

Residents typically find out about Parks and Recreation activities from the quarterly brochure (56%) produced by the Parks and Recreation Department; followed by the newspaper (44%) and word of mouth (40%). Approximately 30% of responders believed the Parks and Recreation programs were “better” or “much better” than those of similarly sized communities. Of note, however, is the 43% of responder who said they didn’t know how they compare with other communities, making these results less reliable. If Moscow Parks and Recreation could expand services, 26% of respondents believed adults needed more activities or programs, followed by 13-18 year olds (19%). However, the response of 41% in the “don’t know” category for this question also makes these results less reliable.

Over half of respondents (54%) believed the costs to participate in Parks and Recreation programs were “about right” to “very affordable.” Approximately 36% of responders, however, said they did not know, also making this data less reliable.

Trees

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. Approximately 77% of responders, however, said they support the efforts of the Moscow Tree Commission to promote planting trees in vacant spaces, with only 8% opposing or strongly opposing the idea. Additionally, 62% of the respondents said they were aware that it was the property owner’s responsibility to water, prune and care for the trees in public right-of-ways adjacent to their property in accordance with the Moscow Community Forestry Ordinance. This response has decreased significantly from 81% in 2004, but continues to be higher than the response of 58% in 2002.

Historic Preservation

Approximately 62% of responders agreed that the City of Moscow should provide financial or other incentives to help preserve historic buildings located within Moscow, only 14% disagreed or strongly disagreed. Approximately 51% of responders agree that downtown Moscow should be promoted as a visitor and entertainment district based on historic assets, 13% disagreed or strongly disagreed. Additionally, 59% of responders would support a design review requirement for construction located within the downtown historic district to maintain its historic and distinctive character, and 15% opposed or strongly opposed the idea.

Human Rights

Of the respondents participating, 67% felt that Moscow was “Very Welcoming and Inclusive” or “Somewhat Welcoming and Inclusive” toward people of color, up from 64% in 2004. Approximately 27% of responders felt Moscow was “Neither Welcoming nor Hostile,” and 6% felt Moscow was “Somewhat Unwelcoming and Hostile.” With respect to religion, 53% of respondents felt that Moscow was “Very Welcoming and Inclusive” or “Somewhat Welcoming and Inclusive” of people of different religions, up three percentage points from 2004. Additionally, 30% of respondents felt Moscow was “Neither Welcoming nor Hostile,” 14% felt Moscow was “Somewhat Unwelcoming and Hostile,” down two percentage points from 2004, and 2% felt Moscow was “Very Unwelcoming and Hostile” toward people of different religions, down from 3% in 2004. Lastly, over 75% of respondents felt that diversity and tolerance were important considerations when considering City policies.

Health and Environment

The Health and Environment commission asked responders if the recent change in the water rate structure affected how much water they use. Approximately 31% of responders said they “use little less” or “use much less” water, while 56% said they use the same amount, and 1% “use little more.” When asked if responders believe the City of Moscow should, when possible, replace City vehicles with hybrid vehicles or vehicles that run on alternative fuel sources rather than petroleum based products, 56% said they “support” or “strongly support” the idea, 25% were “neutral,” and 13% “oppose” or “strongly oppose” the idea. When asked how important responders believe it is for the City of Moscow to expand the Moscow Recycling Center to provide more recycling opportunities, 77% of responder believed it was “somewhat important” and “very important,” while 8% believed it was “not very important” or “unimportant.”

Transportation

Responders were asked if they believed there was a problem with the interconnection of public streets within the City of Moscow. Approximately 58% of responders said it was “not a problem” or a “minor problem,” and 34% of responders said it was an “important problem” to an “extreme problem.” Concerning regulations that would require any new buildings constructed downtown to provide off-street parking, 63% of responders would “strongly support” or “support” such regulations and 13% would oppose or strongly oppose them. When responders were asked how they would rate the City’s pedestrian transportation system, 61% said the overall system conditions were “good” or “excellent,” 50% said the system connectivity was “good” or “excellent,” and 73% of responders said the system was “important” or “very important” to them.

When asked how often they or any member of their family used the current public transit service within the City of Moscow in the last 12 months, 71% said “once or never,” 12% said “2-5 times,” and 15% said 6 to more than 26 times. Responders said the current public transit services available within Moscow were “somewhat important” and “very important” to them (49%) and 26% of responders said they were “unimportant” or “not very important” to them. Approximately 79% of responders, however, support the City’s continued financial support of public transit service within Moscow, and only 4% oppose the idea. Additionally, 52% of responders support the identification and preservation of routes for a multi-use transportation corridor in and around Moscow and 7% oppose it.

Fair and Affordable Housing

Respondents were asked if they believe there is inadequate affordable housing available in Moscow. Approximately 48% of responders agreed or strongly agreed that affordable housing is inadequate, and 22% said it was not. When asked what they believed to be an affordable housing cost in Moscow, approximately 19% of respondents said “less than \$100,000,” 33% said “\$100,000-125,000,” 32% said, “\$126,000-150,000,” 13% said, “\$151,000-175,000,” and 3% said “\$176,000 and above.” Approximately 42% of responders agreed or strongly agreed that the City should allow higher density housing in

certain zoning districts to promote housing affordability, and 22% did not agree with this. Additionally, 35% of responders believed student rental housing in low density residential areas of Moscow is a problem, and 20% said it was not.

Demographics

A detailed breakdown of the socio-economic status of respondents can be found on 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. The 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 76% 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 third Moscow Citizen Survey received good participation from citizens, with 36% 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. If 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. Some elemental trending may be concluded from data gathered on three different occasions, but as the number of surveys increase, so does the value of the trending data.

Overall, citizens are satisfied with the quality of life in Moscow, 92% 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 2006 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:

| | <u>Excellent</u> | <u>Good</u> | <u>Neutral</u> | <u>Poor</u> | <u>Very Poor</u> | <u>Don't Know</u> |
|---|------------------|-------------|----------------|-------------|------------------|-------------------|
| a. Overall, how would you rate the quality of life in Moscow? | 32% | 60% | 7% | 1% | 0% | 0% |
| b. How do you rate the overall quality of your neighborhood? | 29% | 52% | 13% | 5% | 0% | 0% |
| c. How do you rate Moscow as a place to raise children? | 34% | 47% | 9% | 1% | 0% | 9% |
| d. How do you rate Moscow as a place to live? | 33% | 53% | 10% | 4% | 0% | 0% |
| e. How do you rate Moscow as a place to retire? | 20% | 33% | 24% | 12% | 1% | 11% |

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

| | <u>Excellent</u> | <u>Good</u> | <u>Neutral</u> | <u>Poor</u> | <u>Very Poor</u> | <u>Don't Know</u> |
|---|------------------|-------------|----------------|-------------|------------------|-------------------|
| a. Overall appearance of the City | 8% | 72% | 14% | 5% | 0% | 0% |
| b. Quality of K-12 schools in Moscow | 11% | 38% | 17% | 5% | 1% | 28% |
| c. Opportunities to attend cultural activities | 31% | 44% | 17% | 4% | 1% | 4% |
| d. Shopping opportunities | 6% | 37% | 27% | 24% | 7% | 0% |
| e. Air quality | 23% | 57% | 13% | 6% | 1% | 1% |
| f. Recreation opportunities | 19% | 53% | 20% | 5% | 1% | 1% |
| g. Job opportunities | 2% | 19% | 36% | 26% | 7% | 11% |
| h. Access to affordable housing | 3% | 22% | 28% | 31% | 11% | 5% |
| i. Openness and acceptance of the community towards people of diverse backgrounds | 10% | 50% | 22% | 8% | 2% | 7% |

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

| | <u>Very Safe</u> | <u>Fairly Safe</u> | <u>Not Safe or Unsafe</u> | <u>Somewhat Unsafe</u> | <u>Very Unsafe</u> | <u>Don't Know</u> |
|--|------------------|--------------------|---------------------------|------------------------|--------------------|-------------------|
| a. Violent crimes (e.g., robbery, assault) | 40% | 51% | 4% | 3% | 0% | 1% |
| b. Property crimes (e.g., burglary, theft) | 23% | 57% | 9% | 9% | 1% | 1% |
| c. Fires | 36% | 53% | 7% | 1% | 1% | 3% |

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

| | <u>Very Safe</u> | <u>Fairly Safe</u> | <u>Not Safe or Unsafe</u> | <u>Somewhat Unsafe</u> | <u>Very Unsafe</u> | <u>Don't Know</u> |
|--|------------------|--------------------|---------------------------|------------------------|--------------------|-------------------|
| a. In your neighborhood | 43% | 42% | 7% | 6% | 0% | 1% |
| b. In downtown areas | 31% | 52% | 6% | 7% | 1% | 4% |
| c. In city parks outside your neighborhood | 17% | 40% | 17% | 10% | 3% | 13% |
| d. Current levels of street lighting | 14% | 46% | 18% | 13% | 7% | 3% |

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

| | <u>Not a Problem</u> | <u>Minor Problem</u> | <u>Important Problem</u> | <u>Major Problem</u> | <u>Extreme Problem</u> | <u>Don't Know</u> |
|----------------------------------|----------------------|----------------------|--------------------------|----------------------|------------------------|-------------------|
| a. Traffic | 18% | 48% | 24% | 7% | 2% | 1% |
| b. Drug abuse | 7% | 22% | 29% | 7% | 2% | 33% |
| c. Alcohol abuse | 6% | 26% | 34% | 8% | 4% | 23% |
| d. Taxes | 21% | 29% | 23% | 9% | 4% | 14% |
| e. Loitering youth | 38% | 33% | 10% | 3% | 0% | 15% |
| f. Growth | 23% | 20% | 28% | 13% | 7% | 8% |
| g. Crime | 20% | 47% | 18% | 2% | 0% | 12% |
| h. Domestic Violence | 12% | 22% | 18% | 4% | 1% | 42% |
| i. Run down houses and buildings | 16% | 50% | 20% | 7% | 3% | 4% |

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

| | <u>Much too Slow</u> | <u>Too Slow</u> | <u>Right Amount</u> | <u>Too Fast</u> | <u>Much too Fast</u> | <u>Don't Know</u> |
|---------------------------|----------------------|-----------------|---------------------|-----------------|----------------------|-------------------|
| a. Population growth | 1% | 6% | 44% | 23% | 6% | 19% |
| b. Business/retail growth | 12% | 34% | 31% | 4% | 2% | 16% |
| c. Jobs growth | 19% | 38% | 13% | 0% | 0% | 29% |

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% | 31% | 24% | 13% | 13% |

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

| | <u>Once or Never</u> | <u>Twice</u> | <u>3 to 12 Times</u> | <u>13 to 26 Times</u> | <u>> 26 Times</u> | <u>Don't Know</u> |
|---|----------------------|--------------|----------------------|-----------------------|----------------------|-------------------|
| a. Used the Moscow public libraries or services | 35% | 11% | 30% | 12% | 12% | 1% |
| b. Participated in a recreation program or activity | 46% | 12% | 29% | 7% | 5% | 0% |
| c. Visited a City park | 10% | 14% | 45% | 15% | 16% | 0% |
| d. Recycled used paper, cans or bottles from your home | 15% | 2% | 12% | 12% | 59% | 1% |
| e. Volunteered your time to some group/activity in Moscow | 47% | 8% | 22% | 9% | 14% | 0% |
| f. Attended an event in the 1912 Center | 63% | 17% | 14% | 2% | 1% | 2% |

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

| | <u>Excellent</u> | <u>Good</u> | <u>Neutral</u> | <u>Poor</u> | <u>Very Poor</u> | <u>Don't Know</u> |
|---|------------------|-------------|----------------|-------------|------------------|-------------------|
| a. Police services | 23% | 47% | 14% | 5% | 1% | 9% |
| b. Fire services | 38% | 38% | 7% | 1% | 0% | 16% |
| c. Emergency medical services/ambulance | 29% | 41% | 7% | 0% | 0% | 23% |
| d. Garbage collection (solid waste) | 35% | 51% | 9% | 1% | 1% | 3% |
| e. Recycling | 47% | 37% | 8% | 3% | 1% | 4% |
| f. Water services | 18% | 46% | 18% | 11% | 3% | 3% |
| g. Sewer services | 21% | 51% | 17% | 3% | 0% | 7% |
| h. Library services | 29% | 42% | 12% | 2% | 0% | 15% |

| | <u>Excellent</u> | <u>Good</u> | <u>Neutral</u> | <u>Poor</u> | <u>Very Poor</u> | <u>Don't Know</u> |
|--|------------------|-------------|----------------|-------------|------------------|-------------------|
| i. Recreation facilities | 18% | 47% | 18% | 5% | 1% | 12% |
| j. Recreation programs and classes | 11% | 42% | 20% | 3% | 0% | 24% |
| k. Park maintenance | 21% | 63% | 9% | 1% | 0% | 6% |
| l. City parks | 23% | 61% | 11% | 1% | 0% | 5% |
| m. Street maintenance | 5% | 47% | 26% | 18% | 4% | 0% |
| n. Cleanliness of streets | 10% | 59% | 21% | 8% | 1% | 1% |
| o. Snow removal | 8% | 46% | 17% | 18% | 6% | 5% |
| p. Street lighting | 7% | 43% | 25% | 19% | 5% | 1% |
| q. Amount of public parking | 6% | 30% | 25% | 28% | 10% | 1% |
| r. Ease of car travel in the city | 8% | 46% | 26% | 16% | 4% | 1% |
| s. Enforcement of traffic laws | 9% | 45% | 22% | 8% | 3% | 14% |
| t. Planning and zoning | 2% | 18% | 31% | 18% | 9% | 22% |
| u. Sidewalk maintenance | 2% | 35% | 32% | 19% | 6% | 5% |
| v. Handicap Accessibility in public places | 9% | 33% | 20% | 5% | 2% | 31% |

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

| <u>Excellent</u> | <u>Good</u> | <u>Neutral</u> | <u>Poor</u> | <u>Very Poor</u> | <u>Don't Know</u> |
|------------------|-------------|----------------|-------------|------------------|-------------------|
| 7% | 68% | 19% | 4% | 0% | 2% |

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

| | <u>Excellent</u> | <u>Good</u> | <u>Neutral</u> | <u>Poor</u> | <u>Very Poor</u> | <u>Don't Know</u> |
|--------------------------------|------------------|-------------|----------------|-------------|------------------|-------------------|
| a. Garbage collection | 22% | 46% | 16% | 5% | 2% | 9% |
| b. Water services | 12% | 36% | 23% | 13% | 5% | 11% |
| c. Sewer services | 13% | 40% | 26% | 4% | 2% | 14% |
| d. Parks & Recreation programs | 13% | 39% | 20% | 4% | 1% | 23% |

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

| | <u>Once or Never</u> | <u>Twice</u> | <u>3 to 12 Times</u> | <u>13 to 26 Times</u> | <u>> 26 Times</u> | <u>Don't Know</u> |
|---|----------------------|--------------|----------------------|-----------------------|----------------------|-------------------|
| a. Accessed Council agendas, public hearing notices, the City Code and/or other information from the City's website | 66% | 13% | 15% | 2% | 2% | 1% |
| b. Read a legal notice in the newspaper | 35% | 13% | 33% | 8% | 9% | 2% |
| c. Attended a City Committee or Commission meeting | 76% | 12% | 9% | 1% | 1% | 0% |
| d. Provided oral or written testimony at a public meeting | 90% | 6% | 3% | 0% | 0% | 1% |
| e. Contacted the Mayor or City Supervisor regarding City policy and/or process | 87% | 6% | 5% | 0% | 0% | 1% |
| f. Contacted a City Council member regarding City policy and/or process | 84% | 8% | 5% | 2% | 0% | 1% |
| g. Contacted City staff regarding City policy and/or process | 77% | 11% | 9% | 1% | 1% | 1% |

13. Please rate the following statements by circling the number that most closely represents your opinion:

| | <u>Strongly Agree</u> | <u>Agree</u> | <u>Neutral</u> | <u>Disagree</u> | <u>Strongly Disagree</u> | <u>Don't Know</u> |
|--|-----------------------|--------------|----------------|-----------------|--------------------------|-------------------|
| a. I am pleased with the overall direction that the City is taking | 4% | 34% | 36% | 13% | 6% | 7% |
| b. I am well informed on major issues in the City of Moscow | 6% | 33% | 36% | 17% | 4% | 5% |
| c. The City government welcomes citizen involvement | 7% | 38% | 28% | 7% | 3% | 17% |
| d. The City considers citizen's opinions in decisions | 2% | 31% | 31% | 10% | 5% | 21% |

| | Strongly Agree | Agree | Neutral | Disagree | Strongly Disagree | Don't Know |
|---|----------------|-------|---------|----------|-------------------|------------|
| e. I am well informed about City process and procedures | 4% | 23% | 39% | 21% | 5% | 9% |
| f. The City provides adequate access to public information related to governmental activities | 5% | 35% | 33% | 7% | 2% | 18% |

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)?

| | Most Often | | | | | | Least Often | | | | | |
|--|------------|-----|-----|-----|-----|-----|-------------|---|---|---|---|---|
| | 1 | 2 | 3 | 4 | 5 | 6 | 1 | 2 | 3 | 4 | 5 | 6 |
| In person from City staff | 3% | 9% | 13% | 20% | 15% | 39% | | | | | | |
| By phone | 7% | 11% | 15% | 17% | 23% | 27% | | | | | | |
| Local newspaper | 60% | 16% | 10% | 4% | 2% | 7% | | | | | | |
| City's governmental cable channel (Channel 13) | 12% | 21% | 15% | 11% | 12% | 29% | | | | | | |
| City's internet website (www.ci.moscow.id.us) | 19% | 15% | 20% | 9% | 13% | 25% | | | | | | |
| Other | 25% | 12% | 11% | 11% | 5% | 36% | | | | | | |

15. Please rate the following activities by circling the statement that most clearly represents your opinion:

a. Do you agree that arts and cultural events in the community should be promoted to encourage tourism and economic development?

| | | | | | |
|----------------|-------|---------|----------|-------------------|------------|
| Strongly Agree | Agree | Neutral | Disagree | Strongly Disagree | Don't Know |
| 35% | 43% | 14% | 5% | 2% | 2% |

b. Do you agree that the development of a plan for public art in the community is a worthwhile project for the Moscow Arts Commission?

| | | | | | |
|----------------|-------|---------|----------|-------------------|------------|
| Strongly Agree | Agree | Neutral | Disagree | Strongly Disagree | Don't Know |
| 27% | 38% | 20% | 9% | 3% | 3% |

c. Would you support banning dogs from the Farmers Market?

| | | | | | |
|------------------|---------|---------|--------|-----------------|------------|
| Strongly Support | Support | Neutral | Oppose | Strongly Oppose | Don't Know |
| 23% | 19% | 22% | 17% | 15% | 4% |

d. The 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 or members of your family used the Paradise Path?

| | | | | | |
|---------------|-----------|------------|-------------|--------------------|------------|
| Once or Never | 2-5 Times | 6-12 Times | 13-26 Times | More Than 26 Times | Don't Know |
| 37% | 21% | 14% | 11% | 14% | 2% |

e. Have you or any members of your family used any of the following portions of the Paradise Path and other path systems within and around Moscow in the last twelve months (please circle those which you use):

| | | | | | |
|---------------|-------------------------------|---|-------------------------------|-------------------------------------|-------------|
| Chipman Trail | University of Idaho Bike Path | Berman Creekside Park east to City Limits | Carol Ryrie Brink Nature Park | Hordeman Pond to Mountain View Park | Latah Trail |
| NO 49% | 51% | 77% | 81% | 68% | 61% |
| YES 51% | 49% | 23% | 19% | 32% | 39% |

f. Which of the following activities do you engage in when using the Paradise Path and other path systems within and around Moscow (please circle all that apply):

| | Walking | Skating | Nature Observing | Bicycling | Running | Relaxation | Other |
|----------|---------|---------|------------------|-----------|---------|------------|-------|
| Don't Do | 35% | 94% | 79% | 55% | 81% | 77% | 95% |
| Do | 65% | 6% | 21% | 45% | 19% | 23% | 5% |

g. How do you find out about Parks and Recreation activities (check all that apply):

| | Quarterly Brochure | Radio | School | Word of Mouth | Newspaper | City Web Site | Other |
|--------------------|--------------------|-------|--------|---------------|-----------|---------------|-------|
| Didn't Find Out By | 44% | 88% | 84% | 60% | 56% | 92% | 92% |
| Found Out By | 56% | 12% | 16% | 40% | 44% | 8% | 8% |

h. Please rate Moscow Parks and Recreation programs and activities with other cities of similar size (circle one).

| Much Better than Others | Better than Others | About the Same | Not as Good | Much Worse | Don't Know |
|-------------------------|--------------------|----------------|-------------|------------|------------|
| 6% | 24% | 22% | 5% | 0% | 43% |

i. If Moscow Parks and Recreation could expand services, what age group needs more activities or programs (please circle one)?

| 4 & Under | 5-8 | 9-12 | 13-18 | Adult | Don't Know |
|-----------|-----|------|-------|-------|------------|
| 5% | 2% | 7% | 19% | 26% | 41% |

j. In general, costs to participate in Moscow Parks and Recreation programs are (circle one):

| Much too Expensive | Too Expensive | About Right | Affordable | Very Affordable | Don't Know |
|--------------------|---------------|-------------|------------|-----------------|------------|
| 1% | 9% | 32% | 19% | 3% | 36% |

k. Have you ever visited the City Community Forestry web page (www.ci.moscow.id.us/parks/community_forestry) to obtain information about tree selection/planting/care and the City's Community Forestry program?

| Yes | No |
|-----|-----|
| 9% | 91% |

l. A street tree inventory found that there were approximately 7,200 trees and an equal number of vacant planting spaces in the right-of-ways along Moscow's streets. Do you support the efforts of the Moscow Tree Commission to promote planting trees in vacant planting spaces?

| Strongly Support | Support | Neutral | Oppose | Strongly Oppose | Don't Know |
|------------------|---------|---------|--------|-----------------|------------|
| 40% | 37% | 13% | 6% | 2% | 3% |

m. Are you aware that trees in the public right-of-way are the property owner's responsibility to water, prune, etc. following the guidelines in the Moscow Community Forestry Ordinance?

| Yes | No |
|-----|-----|
| 62% | 38% |

n. Do you agree that the City of Moscow should provide financial or other incentives to help preserve historic buildings located within Moscow?

| Strongly Agree | Agree | Neutral | Disagree | Strongly Disagree | Don't Know |
|----------------|-------|---------|----------|-------------------|------------|
|----------------|-------|---------|----------|-------------------|------------|

22% 40% 21% 9% 5% 3%

o. Do you agree that downtown Moscow should be promoted as a visitor and entertainment district based on historic assets?

| | | | | | |
|----------------|-------|---------|----------|-------------------|------------|
| Strongly Agree | Agree | Neutral | Disagree | Strongly Disagree | Don't Know |
| 16% | 35% | 31% | 10% | 3% | 5% |

p. Would you support a design review requirement (which would require building design and appearance review and approval by the City) for construction located within the downtown historic district to maintain its historic and distinctive character?

| | | | | | |
|------------------|---------|---------|--------|-----------------|------------|
| Strongly Support | Support | Neutral | Oppose | Strongly Oppose | Don't Know |
| 19% | 40% | 22% | 11% | 4% | 4% |

q. In general, I believe the attitude of citizens of Moscow toward people of color is:

| | | | | |
|------------------------------|----------------------------------|-------------------------------|----------------------------------|------------------------------|
| Very Welcoming and Inclusive | Somewhat Welcoming and Inclusive | Neither Welcoming nor Hostile | Somewhat Unwelcoming and Hostile | Very Unwelcoming and Hostile |
| 25% | 42% | 27% | 6% | 0% |

r. In general, I believe the attitude of citizens of Moscow toward people of different religions is:

| | | | | |
|------------------------------|----------------------------------|-------------------------------|----------------------------------|------------------------------|
| Very Welcoming and Inclusive | Somewhat Welcoming and Inclusive | Neither Welcoming nor Hostile | Somewhat Unwelcoming and Hostile | Very Unwelcoming and Hostile |
| 15% | 38% | 30% | 14% | 2% |

s. When considering City policies for diversity and tolerance in City-sponsored activities and programs, I consider open, diverse, multicultural policies:

| | | | | |
|----------------|--------------------|---------|--------------------|-------------|
| Very Important | Somewhat Important | Neutral | Not Very Important | Unimportant |
| 47% | 28% | 19% | 4% | 2% |

t. Do you believe that there is a problem with the interconnection of public streets within the City of Moscow?

| | | | | | |
|---------------|---------------|-------------------|---------------|-----------------|------------|
| Not a Problem | Minor Problem | Important Problem | Major Problem | Extreme Problem | Don't Know |
| 17% | 41% | 21% | 9% | 4% | 8% |

u. Do you support regulations that would require any new buildings constructed downtown to provide off-street parking?

| | | | | | |
|------------------|---------|---------|--------|-----------------|------------|
| Strongly Support | Support | Neutral | Oppose | Strongly Oppose | Don't Know |
| 21% | 42% | 19% | 9% | 4% | 5% |

v. The City of Moscow recently changed its water rate structure charging more fees per unit for higher volume usage. Has this change in water rate structure affected how much water you use?

| | | | | | |
|---------------|-----------------|-----------------|-----------------|---------------|------------|
| Use Much Less | Use Little Less | Use Same Amount | Use Little More | Use Much More | Don't Know |
| 8% | 23% | 56% | 1% | 0% | 11% |

w. Do you believe the City of Moscow should, when possible, replace City vehicles with hybrid vehicles or vehicles that run on alternative fuel sources rather than petroleum based products?

| | | | | | |
|------------------|---------|---------|--------|-----------------|------------|
| Strongly Support | Support | Neutral | Oppose | Strongly Oppose | Don't Know |
| 27% | 29% | 25% | 9% | 4% | 5% |

x. How important do you believe it is for the City of Moscow to expand the Moscow Recycling Center to provide more recycling opportunities?

| | | | | | |
|----------------|--------------------|---------|--------------------|-------------|------------|
| Very Important | Somewhat Important | Neutral | Not Very Important | Unimportant | Don't Know |
| 40% | 33% | 17% | 6% | 2% | 2% |

y. How would you rate the City's pedestrian transportation system (including sidewalks, crosswalks, pedestrian curb drops, and other pedestrian amenities) in the following categories (Please circle one in each category):

| | | | | | | |
|-------------------------------------|-----------------------|------------------|----------------|----------------------|------------------|-------------------|
| Overall System Conditions: | <u>Excellent</u> | <u>Good</u> | <u>Fair</u> | <u>Poor</u> | <u>Very Poor</u> | <u>Don't Know</u> |
| | 7% | 54% | 27% | 6% | 3% | 3% |
| System Connectivity: | <u>Excellent</u> | <u>Good</u> | <u>Fair</u> | <u>Poor</u> | <u>Very Poor</u> | <u>Don't Know</u> |
| | 6% | 44% | 32% | 11% | 3% | 5% |
| Importance of System to You: | <u>Very Important</u> | <u>Important</u> | <u>Neutral</u> | <u>Not Important</u> | | <u>Don't Know</u> |
| | 34% | 39% | 21% | 4% | | 3% |

z. How often have you, or any member of your family, used the current public transit service (including Moscow Valley Transit fixed route and dial a ride, and Wheatland Express) within the City of Moscow in the last twelve months?

| | | | | | |
|---------------|-----------|------------|-------------|--------------------|------------|
| Once or Never | 2-5 Times | 6-12 Times | 13-26 Times | More Than 26 Times | Don't Know |
| 71% | 12% | 3% | 3% | 9% | 2% |

aa. How important are the current public transit services available within Moscow (including Moscow Valley Transit fixed route and dial a ride, and Wheatland Express) to you?

| | | | | | |
|----------------|--------------------|---------|--------------------|-------------|------------|
| Very Important | Somewhat Important | Neutral | Not Very Important | Unimportant | Don't Know |
| 25% | 24% | 21% | 11% | 15% | 3% |

bb. Do you support the City's continued financial support of public transit service within Moscow?

| | | | | | |
|------------------|---------|---------|--------|-----------------|------------|
| Strongly Support | Support | Neutral | Oppose | Strongly Oppose | Don't Know |
| 37% | 42% | 16% | 2% | 2% | 2% |

cc. Do you support the identification and preservation of routes for a multi-use transportation corridor in and around Moscow (often referred to as the ring road)?

| | | | | | |
|------------------|---------|---------|--------|-----------------|------------|
| Strongly Support | Support | Neutral | Oppose | Strongly Oppose | Don't Know |
| 18% | 34% | 23% | 5% | 2% | 19% |

dd. Do you believe there is inadequate affordable housing available within Moscow?

| | | | | | |
|----------------|-------|---------|----------|-------------------|------------|
| Strongly Agree | Agree | Neutral | Disagree | Strongly Disagree | Don't Know |
| 18% | 30% | 18% | 16% | 6% | 12% |

ee. What do you consider to be the cost of an affordable home within Moscow?

| | | | | |
|---------------------|-------------------|-------------------|-------------------|---------------------|
| Less than \$100,000 | \$100,000-125,000 | \$126,000-150,000 | \$151,000-175,000 | \$176,000 and above |
| 19% | 33% | 32% | 13% | 3% |

ff. Do you believe the City should allow higher density housing in certain zoning districts to promote housing affordability?

| | | | | | |
|----------------|-------|---------|----------|-------------------|------------|
| Strongly Agree | Agree | Neutral | Disagree | Strongly Disagree | Don't Know |
| 8% | 34% | 25% | 16 | 6% | 11% |

gg. Do you believe student rental housing in low density residential areas of Moscow is a problem?

| | | | | | |
|----------------|-------|---------|----------|-------------------|------------|
| Strongly Agree | Agree | Neutral | Disagree | Strongly Disagree | Don't Know |
| 9% | 26% | 26% | 15% | 5% | 18% |

The next questions are about you and your household. Again, all of your responses to this survey are completely anonymous and will be reported in group form only.

16. Are you currently employed?

- 29% No
- 23% Part-time
- 48% Full-time

17. Are you currently enrolled at a local University?

- 76% No
- 5% Part-time
- 19% 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?

- 74% Motorized vehicle (e.g. car, truck, van, motorcycle, etc.)
- 9% Bicycle
- 13% Walk
- 2% Work at home
- 3% Other

18b. If you checked the motorized vehicle box in 14a, do other people (adults or children) usually ride with you to or from work?

- 75% No
- 25% Yes

19. How many years have you lived in Moscow?

- 15% less than 2 years
- 24% 2-5 years
- 10% 6-10 years
- 16% 11-20 years
- 35% more than 20 years

20. Which best describes the building you live in?

- 64% one family house detached from any other houses
- 9% one family house attached to one or more houses (e.g. a duplex or townhouse)
- 20% building with two or more apartments or condominiums
- 6% mobile home
- 1% other

21. How many people live in your household?

- 25% 1
- 43% 2
- 15% 3
- 9% 4
- 5% 5
- 3% more than 5

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

- 79% No
- 21% Yes

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

- 90% No
- 10% Yes

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

- 81% No
- 19% Yes

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

- 91% No
- 9% Yes

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

- 2% 12th or less, no diploma
- 10% high school diploma
- 20% some college, no degree
- 5% associate's degree (e.g. AA, AS)
- 30% bachelor's degree (e.g. BA, AB, BS)
- 33% graduate degree or professional degree

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

- 30% less than \$24,999
- 27% \$25,000 to \$49,999
- 31% \$50,000 to \$99,999
- 12% \$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
- 2% Hispanic/Spanish/Latino
- 94% White/Caucasian
- 2% Other

29. In which category is your age?

- 16% 18-24 years
- 17% 25-34 years
- 14% 35-44 years
- 20% 45-54 years
- 16% 55-64 years
- 9% 65-74 years
- 8% 75 years or older

30. What is your gender?

- 61% Female
- 39% Male

31. Are you registered to vote in Moscow?

- 17% No
- 83% Yes

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

- 31% No
- 69% Yes

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

- 19% No
- 81% 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?

- 10% No
- 90% 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:

| Table 10: Respondent's Geographic Distribution | | |
|---|-----------|------------------|
| Sector | Responses | Percent of Total |
| City Center North (CCN) | 70 | 17% |
| City Center South (CCS) | 55 | 13% |
| East (E) | 85 | 20% |
| North Central (NC) | 62 | 15% |
| North West (NW) | 69 | 17% |
| South (S) | 36 | 9% |
| University (U) | 39 | 9% |

Table 10 - Respondent's Geographic Distribution

| Table 11 Average Rating of Quality of Life by Sector | | | | | | | |
|--|--------------------|--------------------|------|---------------|------------|-------|------------|
| | Sector | | | | | | |
| | City Central North | City Central South | East | North Central | North West | South | University |
| Overall quality of life in Moscow | 82 | 84 | 83 | 78 | 77 | 78 | 79 |
| Overall quality of neighborhood | 77 | 80 | 82 | 74 | 68 | 80 | 71 |
| Moscow as a place to raise children | 82 | 87 | 84 | 79 | 76 | 82 | 81 |
| Average Rating on a 100-point Scale (0=Very Poor, 100=Excellent) | | | | | | | |

Table 11 - Average Rating of Quality of Life by Sector

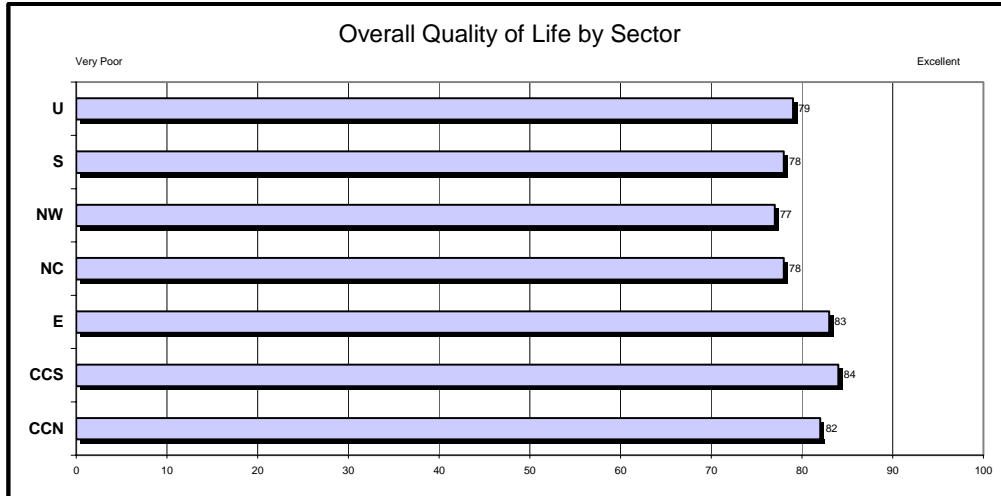


Figure 17 - Overall Quality of Life by Sector

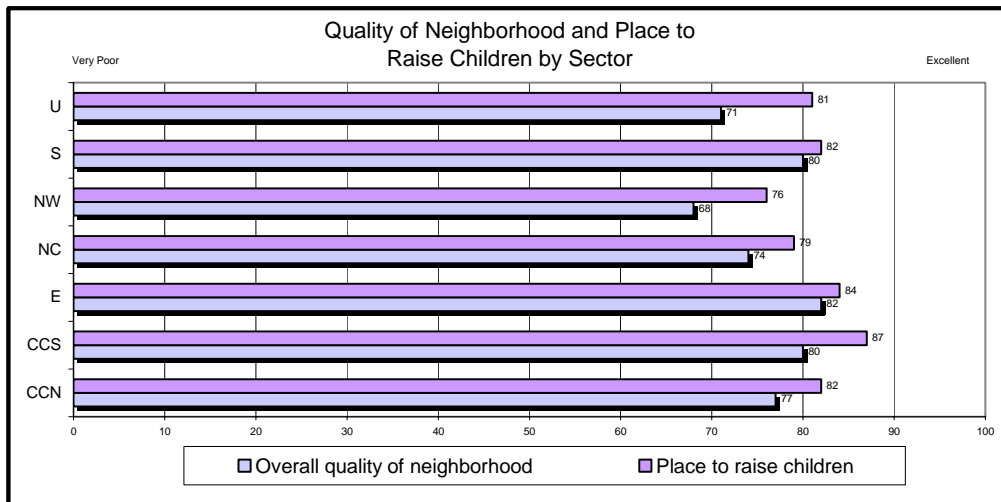


Figure 18 - Quality of Neighborhood and Place to Raise Children by Sector

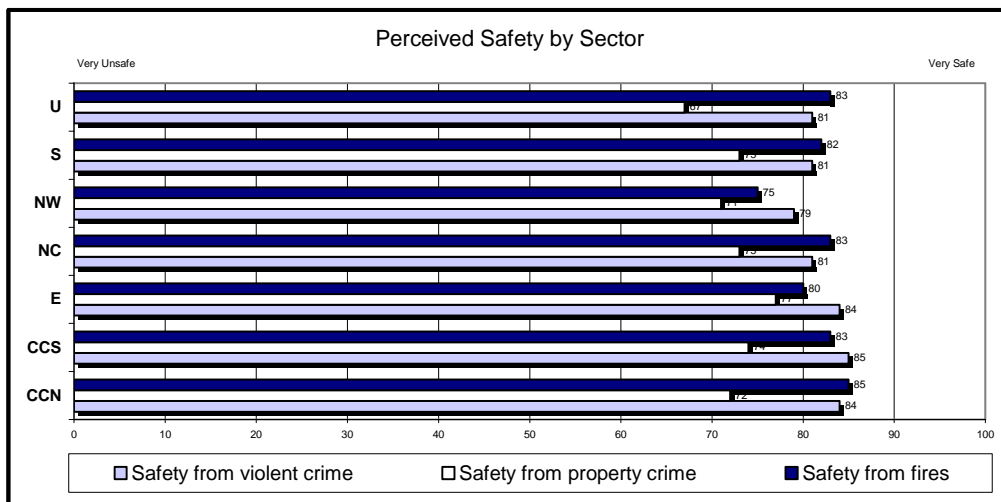


Figure 19 - Perceived Safety by Sector

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 | 80 | 74 | 77 | 73 | 69 | 70 | 71 |
| Fire Services | 89 | 88 | 84 | 82 | 81 | 79 | 78 |
| EMS Services/Ambulance | 86 | 83 | 82 | 81 | 77 | 84 | 76 |
| Garbage Collection (Solid Waste) | 85 | 85 | 79 | 79 | 76 | 79 | 77 |
| Recycling | 87 | 84 | 84 | 82 | 77 | 80 | 85 |
| Water Services | 72 | 64 | 70 | 71 | 63 | 65 | 59 |
| Sewer Services | 75 | 71 | 74 | 76 | 73 | 73 | 74 |
| Library Services | 84 | 84 | 77 | 77 | 73 | 81 | 70 |
| Recreation Facilities | 73 | 75 | 73 | 71 | 68 | 72 | 71 |
| Recreation Programs and Classes | 71 | 71 | 74 | 68 | 62 | 70 | 70 |
| Park Maintenance | 82 | 78 | 78 | 75 | 73 | 76 | 80 |
| City Parks | 82 | 77 | 77 | 75 | 75 | 74 | 86 |
| Street Maintenance | 63 | 59 | 58 | 56 | 51 | 59 | 63 |
| Cleanliness of Streets | 74 | 71 | 66 | 64 | 59 | 64 | 71 |
| Snow Removal | 60 | 56 | 60 | 61 | 49 | 61 | 62 |
| Street Lighting | 58 | 61 | 58 | 56 | 55 | 52 | 59 |
| Amount of Public Parking | 51 | 50 | 50 | 52 | 40 | 48 | 48 |
| Ease of Car Travel In the City | 63 | 62 | 59 | 59 | 54 | 59 | 60 |
| Enforcement of Traffic Laws | 63 | 67 | 66 | 62 | 61 | 63 | 68 |
| Planning and Zoning | 47 | 39 | 38 | 49 | 46 | 48 | 59 |
| Sidewalk Maintenance | 53 | 48 | 52 | 49 | 53 | 49 | 65 |
| Handicap Accessibility in public places | 61 | 67 | 66 | 65 | 64 | 63 | 70 |
| 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 2006, 2004, and 2002 surveys.

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

Table 13 - Average Rating of Quality of Life by Demographic Subgroup

| 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+ | | |
| | 06 | 04 | 02 | 06 | 04 | 02 | 06 | 04 | 02 | 06 | 04 | 02 | 06 | 04 | 02 | 06 | 04 | 02 | 06 | 04 | 02 |
| Overall quality of life | 75 | 76 | 75 | 82 | 80 | 80 | 82 | 81 | 86 | 81 | 81 | 83 | 79 | 79 | 83 | 79 | 85 | 82 | 87 | 78 | 83 |
| Overall quality of neighborhood | 69 | 67 | 66 | 69 | 71 | 74 | 79 | 76 | 81 | 79 | 81 | 80 | 79 | 80 | 79 | 81 | 80 | 80 | 83 | 78 | 86 |
| Moscow as Place to raise children | 76 | 74 | 74 | 80 | 81 | 80 | 85 | 81 | 88 | 85 | 84 | 85 | 81 | 82 | 84 | 82 | 85 | 82 | 86 | 82 | 85 |
| Average Rating on a 100-point scale (0=Very Poor, 100=Excellent) | | | | | | | | | | | | | | | | | | | | | |

Table 14 - Average Rating of Quality of Life by Demographic Subgroup

| 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+ | | |
| | 2006 | 2004 | 2002 | 2006 | 2004 | 2002 | 2006 | 2004 | 2002 | 2006 | 2004 | 2002 |
| Overall quality of life | 78 | 79 | 77 | 82 | 80 | 83 | 82 | 81 | 83 | 82 | 79 | 83 |
| Overall quality of neighborhood | 71 | 70 | 67 | 75 | 74 | 78 | 82 | 79 | 81 | 80 | 82 | 81 |
| Moscow as Place to raise children | 79 | 75 | 78 | 80 | 82 | 82 | 84 | 85 | 86 | 89 | 87 | 87 |
| Average Rating on a 100-point scale (0=Very Poor, 100=Excellent) | | | | | | | | | | | | |

Table 15 - Average Rating of Quality of Life by Demographic Subgroup

| Table 16 Average Rating of Quality of Life by Demographic Subgroup | | | | | | | | | | | | | | | |
|--|---------------------|------|------|-----------|------|------|------------|------|------|-------------|------|------|-----------|------|------|
| | Length of Residency | | | | | | | | | | | | | | |
| | 0-2 Years | | | 2-5 Years | | | 6-10 Years | | | 11-20 Years | | | 20+ Years | | |
| | 2006 | 2004 | 2002 | 2006 | 2004 | 2002 | 2006 | 2004 | 2002 | 2006 | 2004 | 2002 | 2006 | 2004 | 2002 |
| Overall quality of life | 77 | 76 | 76 | 78 | 79 | 76 | 82 | 81 | 81 | 84 | 78 | 85 | 81 | 82 | 85 |
| Overall quality of neighborhood | 69 | 71 | 71 | 73 | 74 | 71 | 79 | 72 | 79 | 81 | 74 | 80 | 78 | 79 | 81 |
| Moscow as Place to raise children | 77 | 77 | 77 | 78 | 77 | 77 | 84 | 81 | 86 | 86 | 83 | 87 | 83 | 83 | 86 |
| Average Rating on a 100-point scale (0=Very Poor, 100=Excellent) | | | | | | | | | | | | | | | |

Table 16 - Average Rating of Quality of Life by Demographic Subgroup

Appendix IV. Methodology

Sample Selection

1200 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 October, 2006. 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 envelop for completed surveys. The response rate to the survey is shown in the table below. Undeliverable surveys have been excluded from calculations.

| Table 17: Survey Response Rate | | |
|---|------------|---------|
| Disposition | Households | |
| | Number | Percent |
| Complete | 416 | 35% |
| No Response | 731 | 61% |
| Undeliverable | 53* | 4% |
| Total | 1200 | 100% |

Table 17 - Survey Response Rate

*Due to problems with bulk mailing, the undeliverable survey number is based on previous undeliverable amounts.

Appendix V. Open-ended Comments

Table 18: Categorized Responses to Open-ended Question 1

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

| Comment Category | Percent of Respondents Making a Comment | Number of Respondents |
|--|---|-----------------------|
| City Growth (breakdown below) | 31% | 97 |
| <i>General Growth</i> | 45% | 45 |
| <i>Managing/Planning</i> | 16% | 16 |
| <i>Preservation</i> | 14% | 14 |
| <i>Building/Development</i> | 10% | 10 |
| <i>Rate of Growth</i> | 7% | 7 |
| <i>Population</i> | 5% | 5 |
| Business Growth (breakdown below) | 25% | 78 |
| <i>Attracting New Businesses/Industry</i> | 65% | 51 |
| <i>Job Growth/Creation</i> | 23% | 18 |
| <i>Planning/Managing Growth</i> | 6% | 5 |
| <i>Deterring Commercialization</i> | 5% | 4 |
| Other (breakdown below) | 9% | 27 |
| <i>Tolerance</i> | 15% | 4 |
| <i>Public Involvement</i> | 11% | 3 |
| <i>Transportation</i> | 11% | 3 |
| <i>Other</i> | 63% | 17 |
| Housing Affordability | 11% | 33 |
| Traffic | 6% | 20 |
| Water Conservation | 6% | 18 |
| Planning | 4% | 11 |
| City Administration (breakdown below) | 2% | 5 |
| <i>Managing</i> | 60% | 3 |
| <i>Downsizing</i> | 20% | 1 |
| <i>High Costs</i> | 20% | 1 |
| Downtown Vitality (breakdown below) | 2% | 5 |
| <i>Business</i> | 40% | 2 |
| <i>Atmosphere</i> | 40% | 2 |
| <i>Improvements</i> | 20% | 1 |
| Parking | 2% | 6 |
| Water Quality | 2% | 5 |
| Taxes | 1% | 3 |
| University of Idaho (breakdown below) | 1% | 2 |
| <i>Vitality</i> | 50% | 1 |
| <i>Enrollment Decline</i> | 50% | 1 |
| Sidewalk Maintenance | 0.3% | 1 |
| TOTAL | 100% | 311 |

Table 18 - Categorized Responses to Open-ended Question 1