

2010 CITY OF MOSCOW CITIZEN SURVEY

Prepared by: City of Moscow Administration Department

Report of Results

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Table of Contents

Survey Overview.....	1
How the Survey Was Conducted.....	1
How the Report is Organized	2
Survey Background	2
Survey Methodology.....	3
Understanding the Results.....	3
Summary and Highlights of Results	5
Results of the 2010 City of Moscow Citizen Survey	9
Quality of Life.....	9
Characteristics as they Relate to Moscow.....	10
Safety	11
Problems in the City of Moscow.....	12
Growth.....	13
Activity Frequency	14
Moscow City Services.....	15
Value of Services	18
Interaction with City Government.....	20
Overall Citizen View of the City.....	21
Information Related to the City	22
City Commissions and Long-Standing Task Forces.....	24
Arts Commission	25
Fair and Affordable Housing Commission	26
Historic Preservation Commission.....	27
Human Rights Commission	27
Paradise Path Task Force	28
Parks and Recreation Commission.....	29
Planning and Zoning Commission	30
Sustainable Environment Commission.....	32
Transportation Commission	33
Tree Commission	35
Demographics.....	36
Open-Ended Comments	39
Conclusion.....	41
Appendix A – Selected Results by Geographic Sector.....	42
Appendix B – Selected Results by Demographic Subgroups	45
Appendix C – Survey Tool with Results.....	47

Figures and Tables

Figure 1 - Sample Addresses GeoCoded.....	1
Figure 2 - Survey Sectors.....	3
Figure 3 - Quality of Life Indicators	9
Figure 4 - Characteristics of Moscow.....	10
Figure 5 - General Safety	11
Figure 6 - Safety at Night.....	11
Figure 7 - Problems in the City of Moscow	12
Figure 8 - Rate of Growth.....	13
Figure 9 - Frequency of Activities.....	14
Figure 10 - Sanitation and Utility Services	15
Figure 11 - Public Safety Services.....	15
Figure 12 - Street and Sidewalk Services	16
Figure 13 - Parks and Recreation Services	17
Figure 14 - Parking and Travel Services	17
Figure 15 - Value of Services Received.....	18
Figure 16 - Interaction with City Government	20
Figure 17 - Citizen View of City.....	21
Figure 18 - How Respondents Obtain Information.....	22
Figure 19 - Farmers Market Support	25
Figure 20 - Percentage of Monthly Income to Mortgage or Rent.....	26
Figure 21 - Degree to Which Discrimination is NOT a Problem	27
Figure 22 - Support for Path Construction	28
Figure 23 - Support the Use of Public Funds for Play Fields	29
Figure 24 - Support Improvements of Undeveloped Parks	29
Figure 25 - Desirable Neighborhood Commercial Uses.....	31
Figure 26 - Unsorted Recycling Service	32
Figure 27 - Rated Features of Urban Forest.....	35
Figure 28 - Respondents' Age.....	36
Figure 29 - Respondents' Geographic Distribution.....	38
Figure 30 - Method of Transportation	38
Figure 31 – Comments Regarding City Services by Department.....	39
Figure 32 - Quality of Life by Sector.....	42
Figure 33 - Perception of Safety by Sector.....	43
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Table 1 - City Services.....	19
Table 2 - Public Art Placement.....	25
Table 3 - Important Planning Items	30
Table 4 - Third Street Bridge Responses by Sector.....	33
Table 5 - Support of Sidewalk Installation and Improvements	34
Table 6 - Respondents' Years of Residency	36
Table 7 - Respondents' Highest Level of Education	37
Table 8 - Respondents' Housing Type.....	37
Table 9 - Respondents' Ethnicity.....	37
Table 10 - Open Ended Comments - Categorized.....	40
Table 11 - Respondents' Geographic Distribution	42
Table 12 - 100-Point Service Scores by Sector	44
Table 13 – Average Rating of Quality of Life by Gender	45
Table 14 – Average Rating of Quality of Life by Age.....	45
Table 15 – Average Rating of Quality of Life by Anticipated Household Income	46
Table 16 – Average Rating of Quality of Life by Length of Residency	46

Survey Overview

The 2010 Moscow Citizen Survey is the fifth comprehensive citizen survey conducted by the City of Moscow. The first survey was conducted in 2002, and subsequent surveys have been completed biennially in 2004, 2006, 2008, and 2010. These assessments serve as a scorecard of 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 used by City leaders in strategic planning efforts and City resource allocation.

How the Survey Was Conducted

To ensure an appropriate return rate that would provide statistically valid results, a random sample of 1,200 residential addresses was used. To determine the random sample of 1,200, an address list was obtained that includes all residential addresses within the 83843 zip code. From that list, all addresses outside of the Moscow city limits are removed and a random number is assigned to all remaining addresses which are sorted by value, with the first 1,200 chosen for the sample.

To double check that all 1,200 addresses are within the city limits, each address is then geo-coded to provide a visual check to verify that the sample is valid. The map below shows this year's random sample.

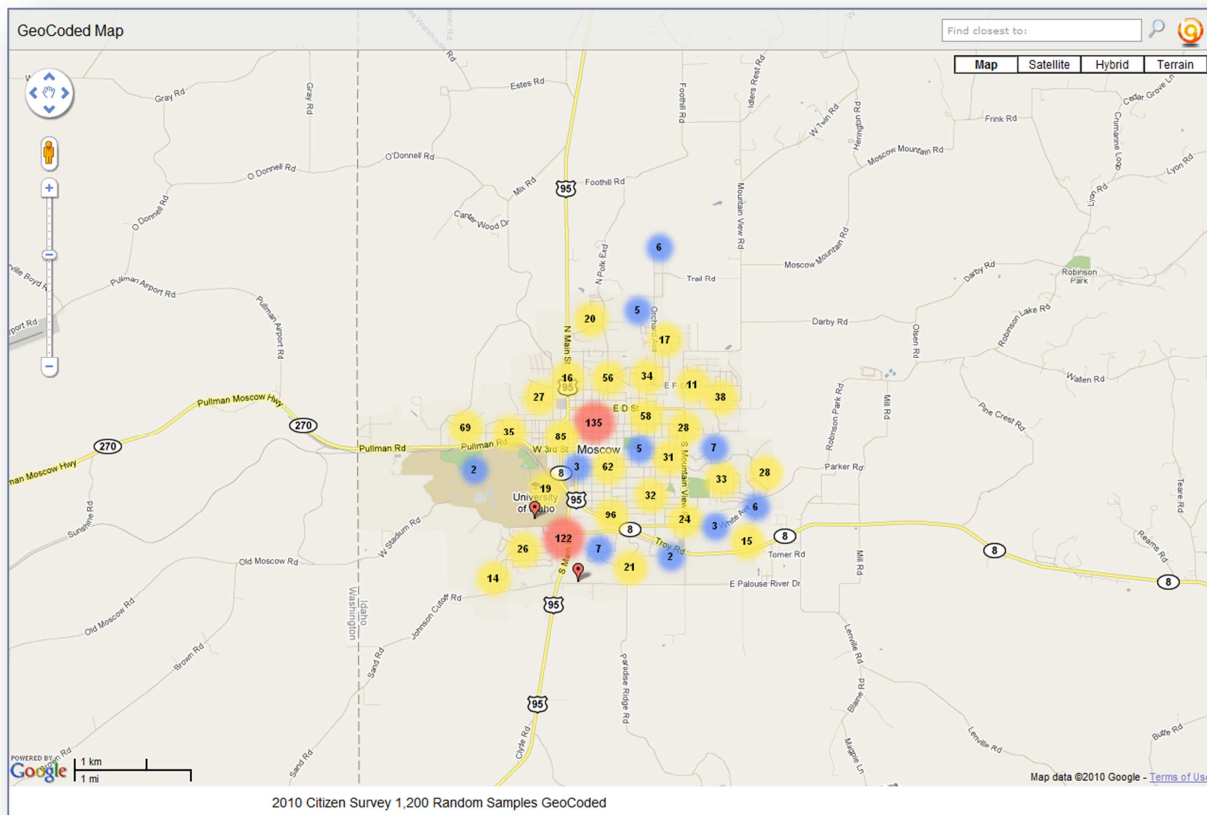


Figure 1 - Sample Addresses GeoCoded

The 2010 response rate is 31% and accounts for 41 non-deliverable returned surveys. This is the lowest response rate experienced to date but still provides a sufficiently large sample to result in a 95% confidence interval of less than 5 percentage points for each question. Response rates for previous years have been 40% in 2002, 43% in 2004, 36% in 2006, and 32% in 2008.

How the Report is Organized

A variety of topics are covered in the City of Moscow Citizen Survey. The first 14 questions are standard and have been asked in mostly same way in each survey, in order to provide data that is comparable from year. This method allows data to be tracked and trends to be established. Question 15 a through hh are all questions submitted by Commissions and Task Force groups. Questions 16 through 35 are demographic questions and 36 and 37 are open ended questions.

The percentages reported throughout this report exclude “don’t know” and non-response answers to applicable questions; “Appendix C – Citizen Survey Tool with Responses” includes “don’t know” responses. Non-responses are either questions that were simply not answered, or were not answered properly, such as the situation where two options were chosen when only one was requested.

Questions are based to the greatest extent possible, on a 5-point Likert scale, a widely used psychometric scale commonly used in questionnaires (i.e. excellent, good, neutral, poor, very poor). The Likert scale allows a respondent to evaluate a specific item based upon their level of agreement or disagreement with that item. Survey questions 1-14, and the bulk of the Commission submitted questions, are based on this scale because of its standardization and the ability to easily compare and provide a visual graph of the data.

The Likert scale is also used to convert data to a 100-point scale for ease of comprehension and comparison. For the 100-point scale a score of 100 represents “excellent” (the best or most agreed with response), and 0 represents “very poor” (the worst, most disagreed with response). For practical purposes, a score of 70 is equivalent to “good” on the Likert scale.

Survey Background

In 2002, the Moscow 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 City Council’s 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 fifth such survey. The survey should be viewed as a consumer scorecard for the community that provides a reliable cross-section of our residents. Previous, current, and future survey data provide a planning tool to measure both trends in the community and a basis for adjusting annual Council and Staff goals 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. Most 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 more than 24,000 residents who make Moscow their home.

Survey Methodology

Approximately 1,200 households, including dormitories and apartments, were chosen at random to participate in the survey conducted in October and November of 2010. Additionally, the City was divided into seven geographic sectors: Northwest, North Central, East, South, University, Central City North, and Central City South. The sectors have remained the same for each survey.

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 from the Mayor, the survey instrument, and a self-addressed stamped envelope

to return the completed survey. Of the 1,200 eligible households, 358 had returned the survey before this report was written, for a response rate of 31%, and 41 non-deliverable, or returned, surveys were excluded at that time. This survey meets a 95% confidence interval and results are valid within 5 percentage points either positively or negatively.

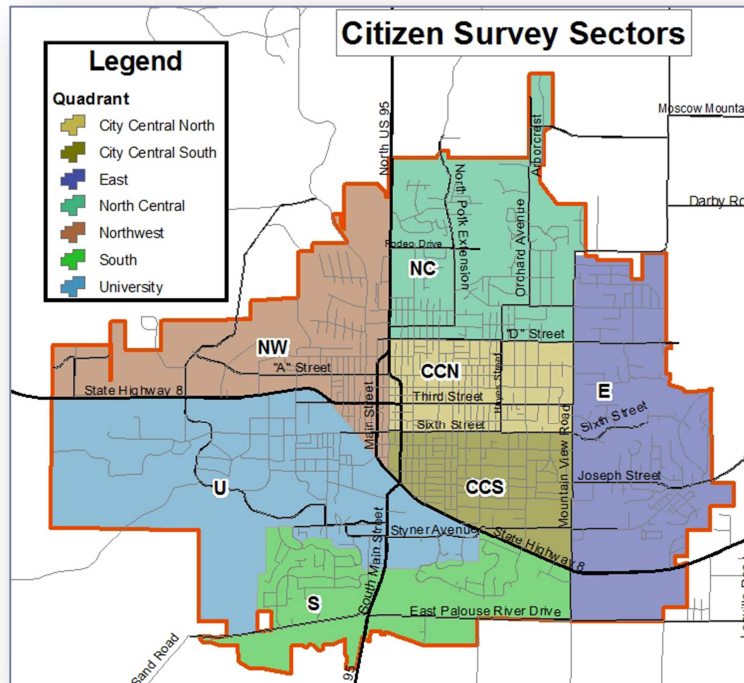


Figure 2 - Survey Sectors

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 for easier and more meaningful interpretation of current year's data and comparison to other data points.

Converting Responses to the 100-Point Scale

As previously noted, responses to all of the evaluative questions were made on a 5-point Likert scale ranging from "excellent" to "very poor." Many of the results in this report have been converted to a 100-point scale to make better comparisons with national averages as well as data from previous years. Converting to the 100-point scale is accomplished by assigning a numerical value to each of the Likert scale 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 computation of the score. After determining the values on a 5-point Likert 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.

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

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 these responses. 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 ± 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 were 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 could 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 $\pm 10\%$.

Data Comparison

Many communities have been measuring citizen satisfaction for over a decade, and the vast majority recognizes the myriad of benefits that citizen surveys provide. Citizen surveys are a great way for city leaders 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.

In addition to previous years’ data, when available, national data from the International City Management Association Citizen Survey tool from 2000 are included for comparison throughout this report.

Now that Moscow has completed its fifth 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 substantiate trends identified in this and previous citizen surveys. Accurately interpreting this and survey data from past years is essential to identifying the correct needs of the citizens of Moscow.

Summary and Highlights of Results

Quality of Life and Moscow as a Place

95% of respondents rated the overall quality of life in Moscow as “good” or “excellent.” In 2008, the rating for overall quality of life was 94% as compared to 92% in 2002, 2004, and 2006. It is important to note that all of these ratings are significantly higher than national averages.

Moscow as a place to retire has made a significant improvement over the years with an increase of 12% in the rating of “good” or “excellent;” from a low of 59% in 2006 to 65% in 2010.

Moscow as a Whole

This question set asks for opinions on a variety of items regarding Moscow ranging from the overall appearance of the City, air quality, job opportunities, access to affordable housing and more. For the most part, there are no significant changes for these items, with the exception of those listed below.

Of important note in this category is the score for job opportunities, which for 2010 is scored at 41 on the 100-point scale. Compared to previous years scores of 48 in 2008, and the highest score received of 49 in 2002 it is clear that residents feel there is a lack of job opportunities in the city, which is understandable when taken in context with the current state and national economic climate.

Shopping opportunities rated lower as well in the 2010 survey with a score of 50; down from 54 in 2008, 53 in 2006 and 2004, and 58 in 2002.

Safety

Residents in Moscow feel fairly safe in all categories rated including violent crimes, property crimes, and fires with scores of 86, 77, and 83 respectively.

Safety When Walking Alone

When asked how safe the respondent feels walking alone at night, all scores have seen a slight increase from previous surveys. Most notably, how safe the respondent feels walking alone at night with current levels of street lighting received a score of 65, up from 60 points in 2008.

Problems in the City of Moscow

In the category of problems in the City of Moscow, items include traffic, drug abuse, alcohol abuse, taxes, loitering youth, growth, crime, domestic violence, and run down houses and buildings.

68% of respondents rated taxes as “not a problem” or as a “minor problem” in 2010. This increase is statistically significant when compared to previous ratings of 58% in 2008, 58% in 2006, 55% in 2004, and 62% in 2002.

Domestic violence is perceived as less of a problem as 55% of respondents rated the item “not a problem” or “minor problem,” down from 63% in 2008, 59% in 2006, 64% in 2004, and 56% in 2002.

Rate of Growth

Population growth, business/retail growth, and jobs growth opinions are also gathered in each survey. Ratings of population growth remain steady with 14% of respondents’ ratings the item as “much too slow” or “too slow,” which is similar to previous ratings which averaged 10%. Business/retail growth

and jobs growth both saw an increase in the opinion that growth of those items is “much too slow” or “too slow” with ratings of 63% for business/retail growth and 85% for jobs growth in 2010, up from 54% and 79% respectively in 2008. It is important to note that 20% of respondents selected “don’t know” for the item regarding job growth making that data less reliable due to the reduced sample size.

Planning for Growth

Respondents rated the City’s performance in planning for growth 44 in 2010, 42 in 2008, 41 in 2006, and 42 in 2004; the highest score in this category was 52 in 2002.

Activities in the Last 12 Months

Activities rated in this question include use of the library, participation in recreation programs or activities, visits to city parks visits, recycling, volunteerism, and visits to the 1912 Center. Items that saw any significant difference in scores included “participated in a recreation program or activity” with a score of 70 in 2010 and 73 in 2008 and “attended an event at the 1912 Center” with a score of 77 in 2010 and 80 in 2008. *Note: In 2002, recycling, volunteerism, and visits to the 1912 Center were not included on the survey.*

Moscow City Services

Overall, City of Moscow services were rated favorably, with notable increases in street maintenance, snow removal, cleanliness of streets, planning and zoning, and sidewalk maintenance.

Street maintenance scores were 60 in 2002, 57 in 2006, 58 in 2006, 55 in 2008, and 60 in 2010. The lower score in 2008 was attributed to very heavy snowfall during that time which corresponds to an 8-point decrease for that item from 2006 to 2008. Snow removal’s score has rebounded from that 8-point decrease by 5-points. It is interesting to note that the 2010 survey was also sent out during a very heavy and even record-setting snowfall event in November 2010, despite that storm event all scores for street maintenance in general rose.

In addition, cleanliness of streets increased to 70 in 2010, up from 62 in 2008. Sidewalk maintenance also realized a gain of 5 points over 2008 scores from 49 to 54.

Planning and zoning scores typically rank lower in the services provided by the City, but in 2010 received a score of 52 as compared to 48 in 2008, 45 in 2006, 47 in 2004, and 54 in 2002. The amount of public parking received the lowest score of 51 in 2010, down from 53 in 2008. While not a significant decrease, it is notable as it is the lowest score received in the City services category question.

Overall Quality of City of Moscow Services

The overall quality of City of Moscow services saw an increase with 82% of respondents rating services provided as “good” or “excellent,” in 2010, 77% in both 2008 and 2006, 78% in 2004, and 77% in 2002.

Value of Service

Additional questions were asked regarding value of services provided, including garbage collection, water services, sewer services, and parks and recreation programs. Scores for this category were in line with scores from previous years with the only notable change seen in value perceived by respondents for parks and recreation programs. 73% of respondents rated value for that service as “good” or

“excellent” in 2010, up from 66% in 2008, 67% in 2006, and 69% in 2004. *Note: This question was not asked in 2002.*

How Often Citizens Participate

Respondents are asked to rate how often they participate as a citizen and how City government provides for citizen participation. All scores for this category were in line with surveys from previous years with one exception. The number of respondents who noted that they read a legal notice in the newspaper increased to 71 in 2010, up from 68 in 2008, 65 in 2006, and 67 in 2004.

Item number 12f on previous surveys, was not included in the 2010 survey by mistake. This item asks the respondent to rate how often they had contacted a City Councilmember regarding City policy or process. Item 12g was then numbered incorrectly and labeled as 12f. That correction has been noted in the survey instrument with results that is included as appendix c and is referred to correctly throughout the remainder of this document. *Note: This question was not asked in 2002.*

Overall Direction of City and Citizen Participation

When respondents are asked if they are pleased with the overall direction that the City is taking, 51% of respondents “agree” or “strongly agree.” This is an increase of 11% over the rating of 40% received in 2008, 41% in 2006, and 48% in 2004.

Respondents also rated “The City government welcomes citizen involvement” and “The City considers citizens’ opinion in decisions” higher in 2010 than in any previous year surveyed. Scores for “The City government welcomes citizen involvement” were 64 in 2010, 61 in 2008, 62 in 2006, and 58 in 2004,

In addition, scores for “The City provides adequate access to public information related to governmental activities” saw an increase as well. The score for this item was 62 in 2010, 60 in 2008, 61 in 2006, and 56 in 2004. *Note: This question was not asked in 2002.*

How City Information Obtained

This question rates how respondents receive information related to City of Moscow governmental activities. Six options are given and are listed here in order of most often used to least often used by respondents - in person from City staff, City’s governmental channel (channel 13), other, by phone, City website, local newspaper.

Of all questions asked, this received the highest level of non-response primarily due to improperly marked answers, for instance only one item is checked, several items are checked but not ranked, etc. In future surveys it will be recommended that this question be reworded to use the Likert scale to evaluate each method of how information is obtained by respondents. *Note: This question was not asked in 2002.*

Commission and Task Force Questions

All boards, commissions and the Paradise Path Task Force were provided an opportunity to gather information from the community regarding their specific mission or activities. Questions are not generally the same from one survey to the next and therefore do not provide trending data. As often as possible questions are formulated to be evaluated on the 5-point Likert scale to best describe the respondents rating of the item.

Demographics

Demographic information is collected in each survey in the same manner and includes age, race, sex, employment, and income, size of household, household type, education, transportation, and voting patterns. Detailed results are included on the survey instrument in appendix c. Survey data are compared to the most recent Census¹ data, which is 2009 data. Demographics from the 2010 survey represent a good cross section of the Moscow community and results are in line with the 2010 Census results.

Open-Ended Comments

As in previous surveys, an opportunity for specific feedback is provided through two open-ended questions at the end of the survey instrument. This section is intended to provide respondents an opportunity to communicate directly with City leadership. A categorized table of the comments received is included in this report.

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.

¹U.S. Census Bureau, "American Fact Finder, Moscow city, Idaho," January 31, 2011
http://factfinder.census.gov/servlet/SAFFPopulation?_event=Search&_name=Moscow&_state=04000US16&_county=Moscow&_cityTown=Moscow&_zip=&_sse=on&_lang=en&pctxt=fph

Results of the 2010 City of Moscow Citizen Survey

Quality of Life

Overall Quality of Life

A majority of the standard questions in the survey are devoted to measuring citizens' perception of the quality of life in our community. These factors include safe streets, clean air, and scenic surroundings and more that contribute to the quality of life in Moscow. 95% of respondents rated the quality of life in Moscow as "good" or "excellent," a new high. 5% of respondents noted they were neutral on the topic and 0% of respondents noted the quality of life was "poor" or "very poor."

Quality of Neighborhood, Place to Raise Children and Retire

Overall quality of neighborhoods in Moscow was rated by respondents as very favorable, with a score of 77 for 2010 and an average 5-year score of 76. This item rates very favorably when compared to the national average of 66 based on the same scale.

As a place to raise children, respondents rate Moscow well with a score of 83 in 2010, which contributes to a 5-year average of 82 points. Coincidentally, in the December 14, 2010 edition of Bloomberg BusinessWeek², Moscow is ranked as "The Best City in the State to Raise Kids" in their fifth annual survey of the best town, villages, and small cities to raise children.

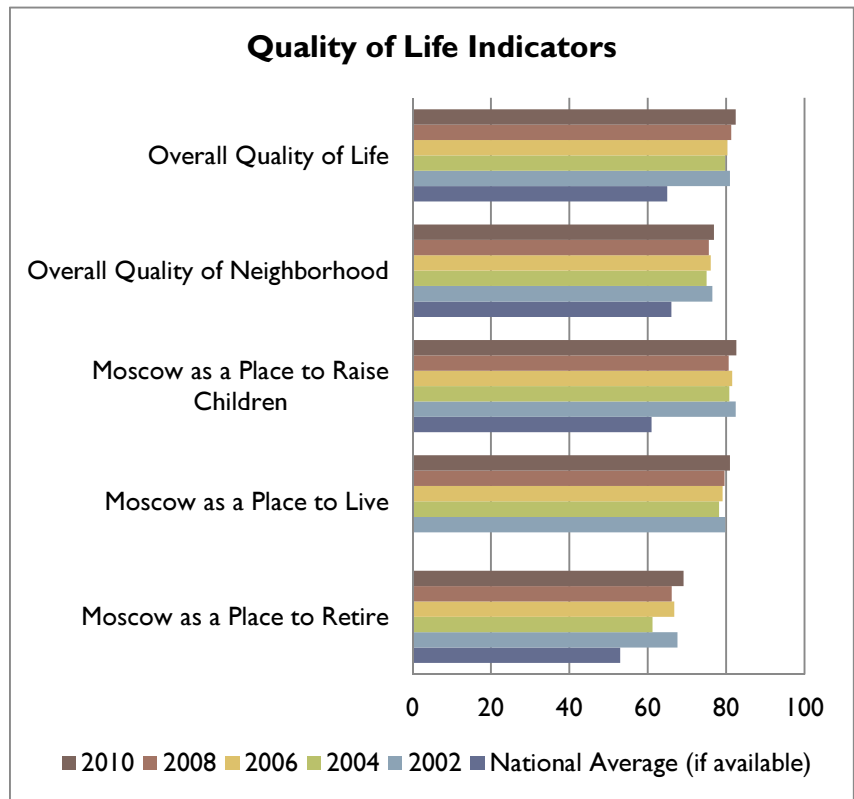


Figure 3 - Quality of Life Indicators

As a place to live, Moscow ranked 81 for 2010, the highest score received in all surveys thus far; a 3-point increase from the 2004 score of 78.

² Wong, Venessa; Stonington, Joel, "The Best Places to Raise Your Kids 2011," *Bloomberg Business Week*, Web. December 14, 2010, <http://images.businessweek.com/slideshows/20101214/the-best-places-to-raise-your-kids-2011/slides/13>

Characteristics as they Relate to Moscow

In evaluating specific characteristics as they relate to Moscow, nine items are rated, including overall appearance of the City, quality of schools, access to cultural activities, shopping opportunities, air quality, recreation opportunities, access to affordable housing and openness and acceptance of the community towards diverse backgrounds. Of these items all response rates were reliable except for the quality of K-12 schools, for which 32% of respondents marked the item “don’t know” resulting in a smaller and therefore less reliable sample size for that item.

Shopping Opportunities

In this category, the item that saw the most significant change in ratings was how respondents rated shopping opportunities in Moscow. On the scale illustrated in Figure 4, 50 in 2010, 54 in 2008, 53 in 2006, 53 in 2004, and 58 in 2002. The national average for this item is 53 on the same 100-point scale.

Job Opportunities

Job opportunities rated much lower than in previous years, with a score of 41 in 2010, 48 in 2008, 45 in 2006, 43 in 2004, and 58 in 2002. A national average figure is not available for this item; however, in light of the current economic situation faced by the nation, these figures correlate with data from other sources such as the Idaho State Department of Labor, which reported a 9.1% jobless rate for Idaho in October 2010³.

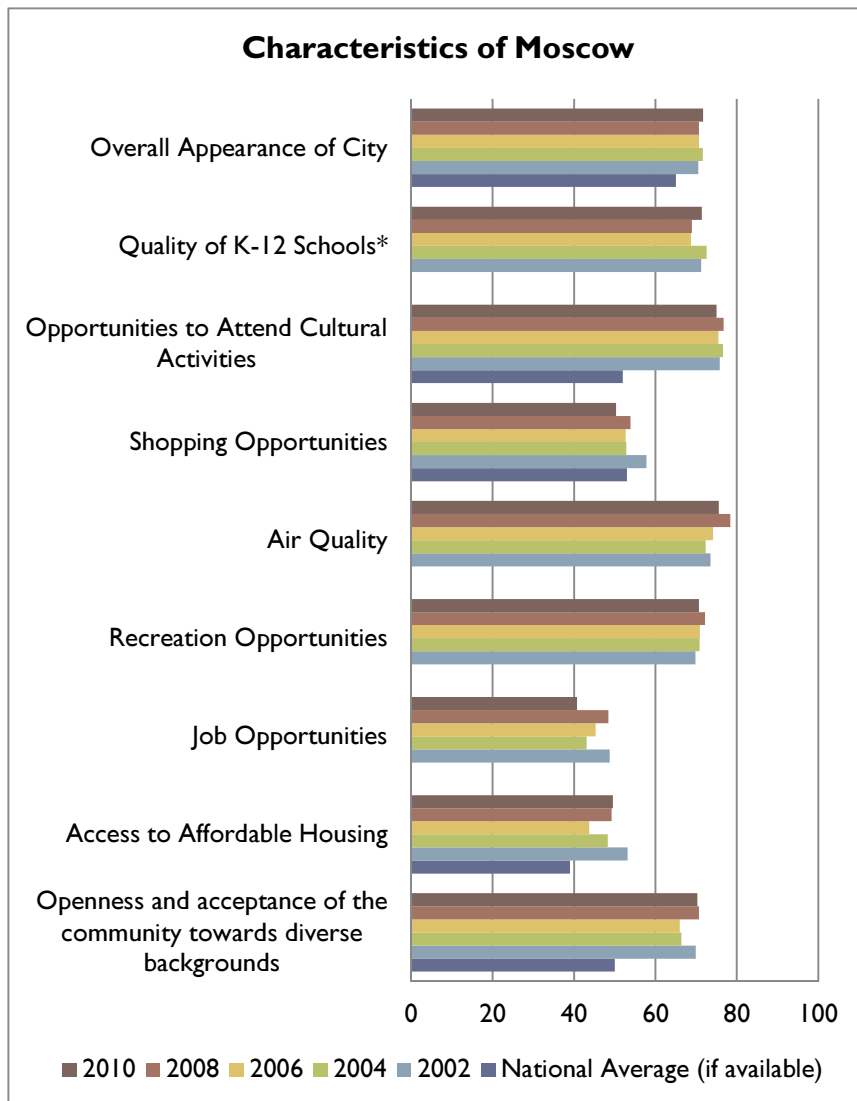


Figure 4 - Characteristics of Moscow

³ Idaho Economic Indicators, November 16, 2010, Idaho Department of Labor – Labor Market Information, http://lmi.idaho.gov/lmi/EconomicIndicators/tabid/766/Default.aspx#UI_and_Benefit_Claims

Safety

The City of Moscow ranks safety as an upmost concern and prides itself on the service provided to citizens in the area of safety. Whether it is the community policing approach embraced and promoted daily by police officers, or the thousands of volunteer hours donated by fire fighters, the City of Moscow continues to receive high marks in the category of safety.

How Safe you Feel

In this general safety category, three items are rated including violent crimes, property crimes, and fires. Ratings for these items are shown in Figure 5 and provide a good visual of the stability seen in scores since 2002. There is no national average for comparison for these data. With violent crimes and fires rating in the mid-80s and property crimes rating in the mid-70s, all categories fall within a good to excellent rating. Specifically, safety from violent crimes scored 86 and safety from fires scored 83.

How Safe you Feel Walking Alone at Night

In reviewing responses to how safe citizens feel walking alone at night, as can be expected when comparing their personal neighborhoods to downtown and City parks, respondents feel most safe while in their own neighborhoods, followed by downtown areas, and then City parks. It is important to note two things in this category; first, for items that have a national average for comparison, the City of Moscow is 20 to 30 points ahead of the nation in feeling safe walking alone in neighborhoods and in downtown. Second, in 2010 respondents rated all categories 2 to 5 points higher than in 2008 for all items.

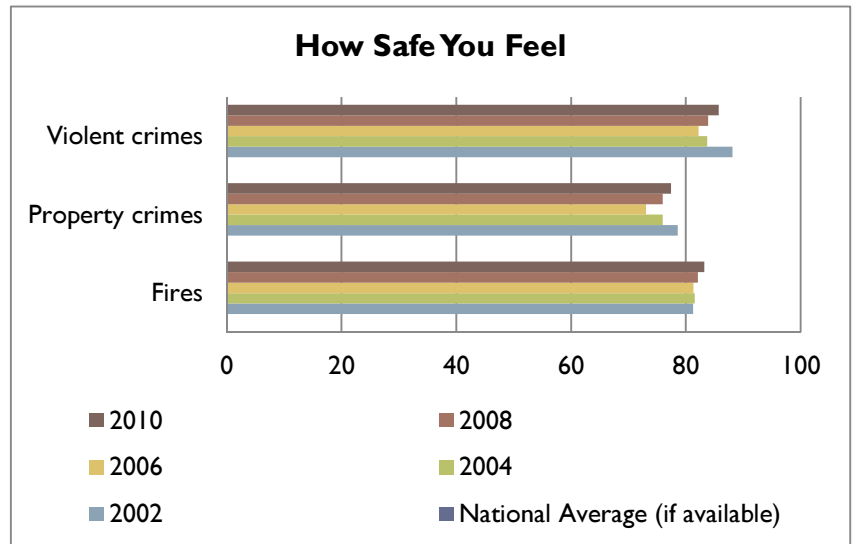


Figure 5 - General Safety

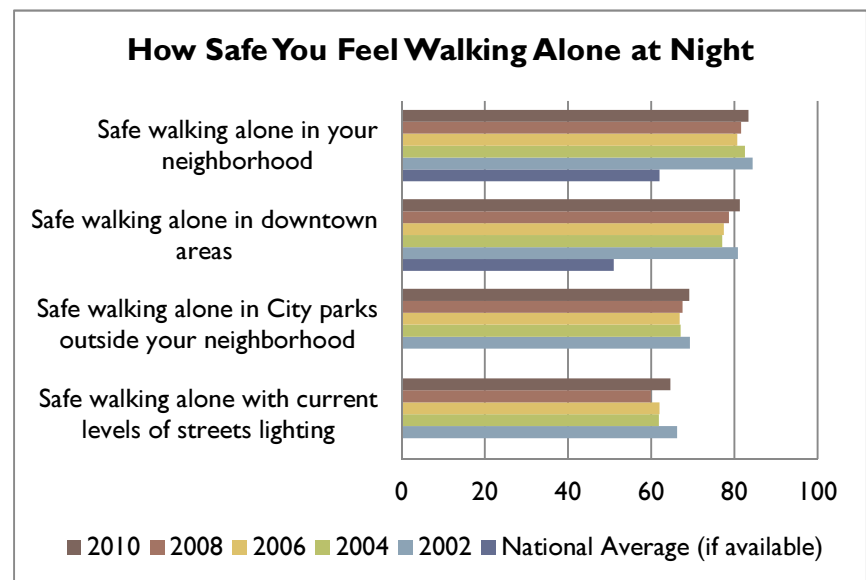


Figure 6 - Safety at Night

Problems in the City of Moscow

The survey asked respondents to rate nine items as to how much of a problem they feel those items are in the City of Moscow. Those items included traffic, drug abuse, alcohol abuse, taxes, loitering youth, growth, crime, domestic violence, and run-down houses and buildings, and taxes. Scores for all of these items in this category are favorable noting the majority of respondents feel there is either “not a problem” or a “minor problem.”

Of particular note were the respondents rating in regards to taxes. In 2010, the score was 72 as compared to previous years’ scores of 66 in 2008 and 2006, 63 in 2004 and 69 in 2002.

No notable increases or decreases in scores were noted for the other items in this category and no national average data are available for this category.



Figure 7 - Problems in the City of Moscow

Growth

Two categories are included to evaluate citizens' opinions on growth in the city. The first asks respondents to rate specific growth items including population, business/retail and jobs growth on a 5-point Likert scale of "much too slow" to "much too fast" with an option for "don't know." The second asks respondents to rate how the City does in planning for the growth of the community on a 5-point Likert scale of "strongly agree" to "strongly disagree" with an option for "don't know."

Specific Growth

Of specific note in this category are the scores for job growth as 67% of respondents rated this item as "much too slow" or "too slow" compared to 79% in 2008, 80% in 2006, 78% in 2004, and 75% in 2002.

While this item did have a high non-response rate of 20%, the available responses do correlate with state data for the Idaho Department of Labor and are in keeping with attitudes displayed nationally regarding unemployment during the current recession.

City's Planning for Growth

When asked if the City does a good job of planning for the growth of our community, responses have been low for all years surveyed and is down in 2010 as well with only 27% of respondents who "strongly agree" or "agree" that the City is planning well for growth.

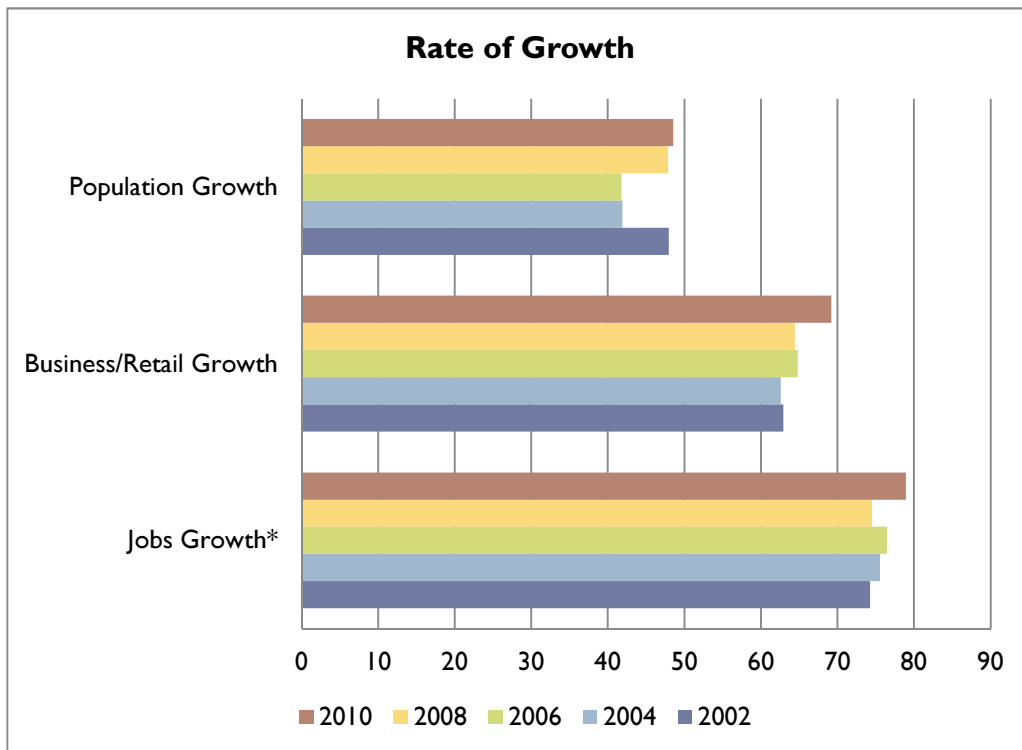


Figure 8 - Rate of Growth

Activity Frequency

When asked to rate the frequency of which they participate in certain activities, respondents are given 5 options ranging from “once/never” to “> 26 times” and “don’t know.” Items surveyed included library, recreation programs/activities, parks, recycling, volunteerism, and visits to the 1912 Center. Responses are listed in the chart below.

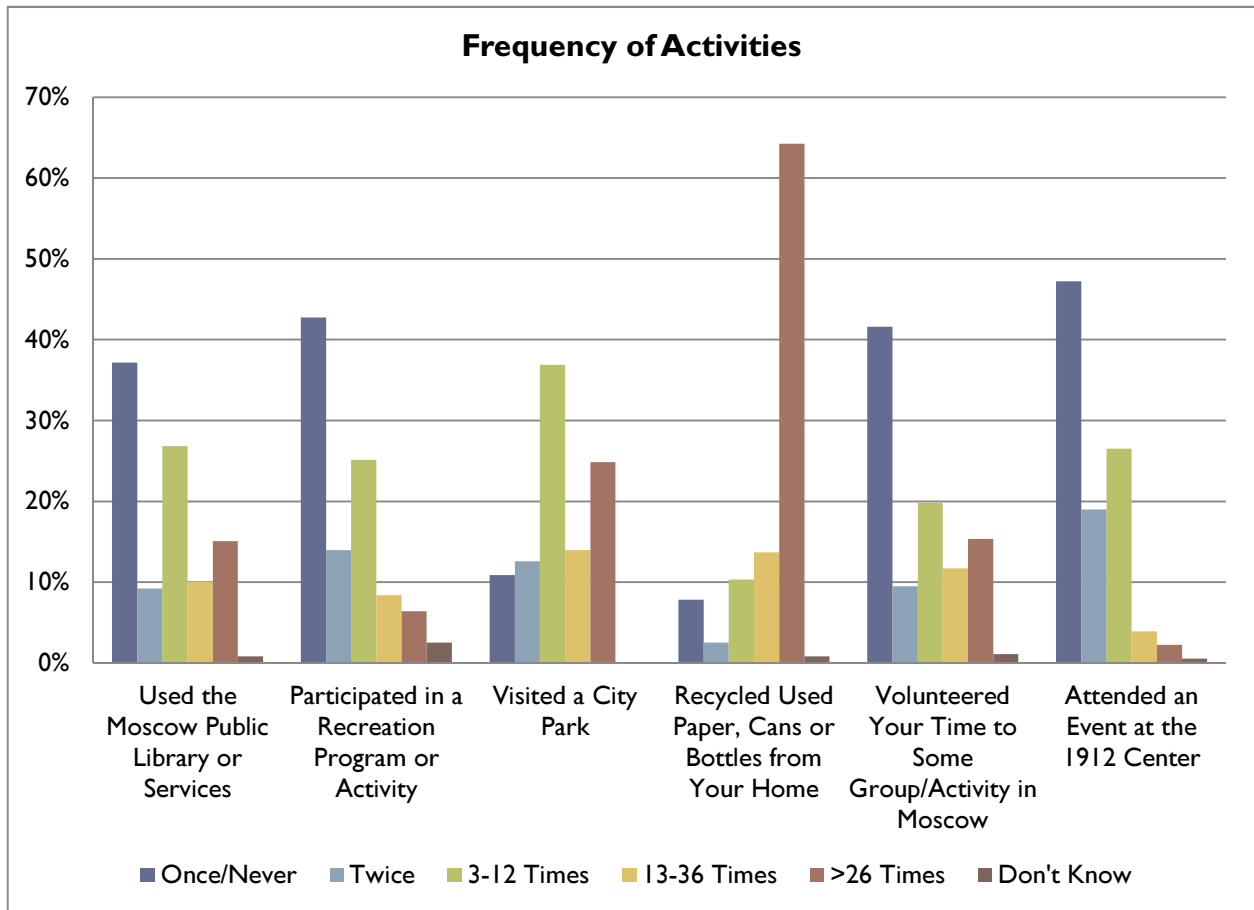


Figure 9 - Frequency of Activities

Moscow City Services

Survey participants are asked to rate virtually all aspects of the services provided by the City of Moscow. 2010 results, when compared to previous years' satisfaction scores, were within 1-3 points of those scores. Exceptions include street maintenance, cleanliness of streets, sidewalk maintenance, planning and zoning, and public parking.

Public Safety Services

Within this category, four specific items are rated. Both police services and fire services received the same score in 2010 as in 2008; 78 and 83 respectively. Enforcement of traffic laws was up by one point to 67, which was a new high for the item. Emergency medical services/ambulance was rated at 81, down from 82 in 2008, comparable to 2006 with a score of 81, and a score of 80 in 2004 and 2002.

Sanitation and Utility Services

Scores for the sanitation and utility services are virtually unchanged from the previous four surveys, with a slight trend upward with the exception of recycling services. Scores for all services are well above the national average when compared to available data.

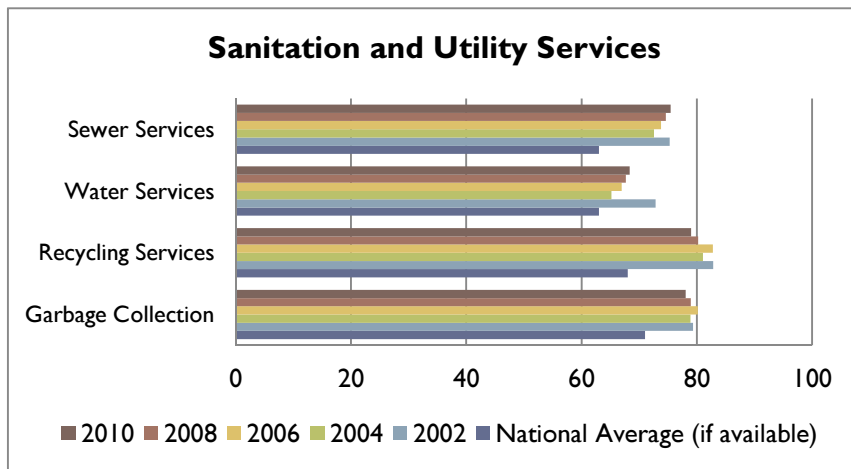


Figure 10 - Sanitation and Utility Services

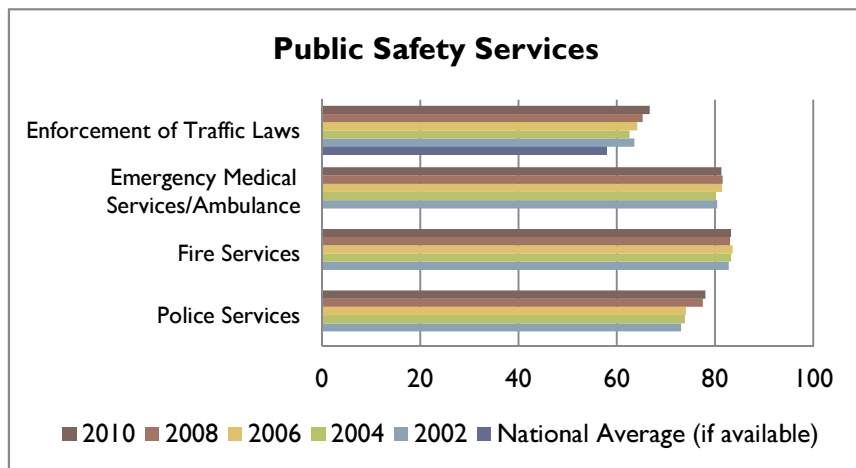


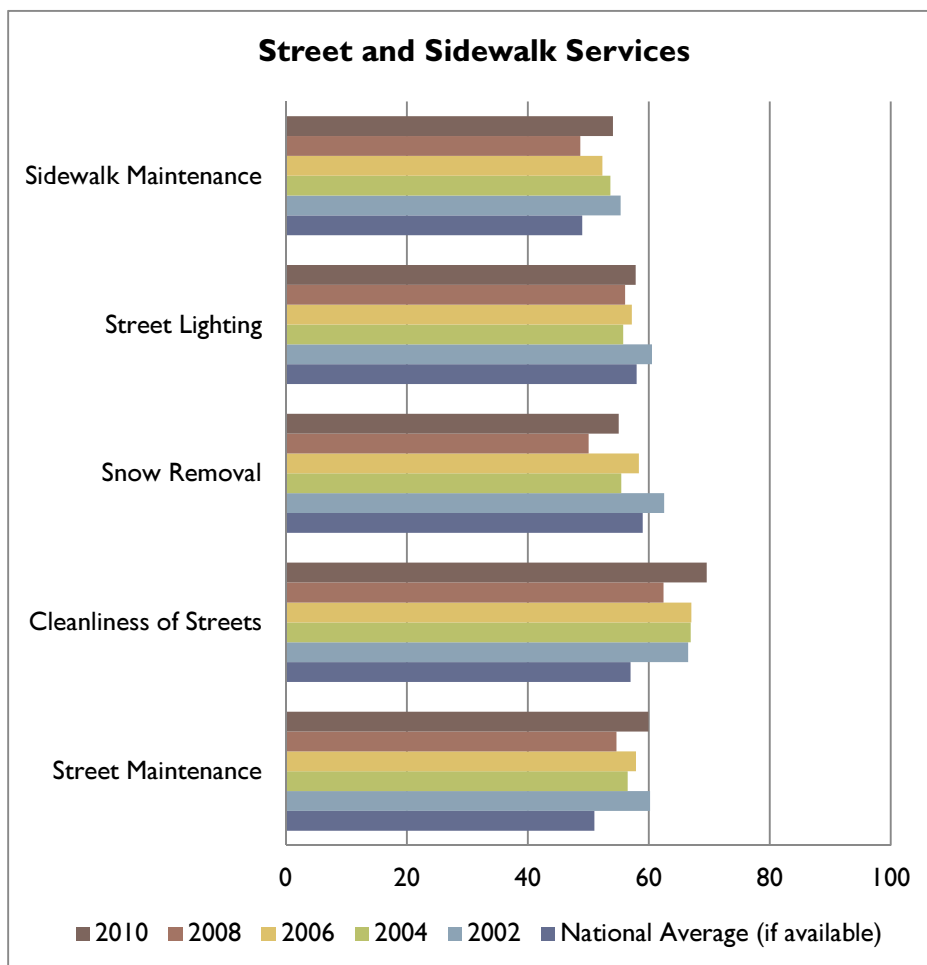
Figure 11 - Public Safety Services

Street and Sidewalk Services

Items in this category include sidewalk maintenance, street lighting, snow removal, cleanliness of streets, and street maintenance. As noted earlier in this report, street maintenance, cleanliness of streets, and sidewalk maintenance saw a significant change in scores when compared to 2008.

Sidewalk maintenance received a score of 54, up from 49 in 2008 and more in line with the trend seen from previous years' surveys. Snow removal was rated at 55, up from 50 in 2008. Cleanliness of streets was rated at 70, up from 62 in 2008. Street maintenance was rated at 60, up from 55 in 2008.

The 2008 survey was conducted during the heaviest snowfall of 2008 and in 2010 the survey was also sent during a record breaking month of snowfall. In light of the snowfall in 2008, several programs were implemented including the Snow Removal Proclamation process which was promoted and advertised to all residents in the Moscow. A Snow Removal Task Force was also formed to ensure critical input and review of snow removal programs. Additional equipment has also been purchased such as the Bobcat Toolkat used for removal on snow on sidewalks.



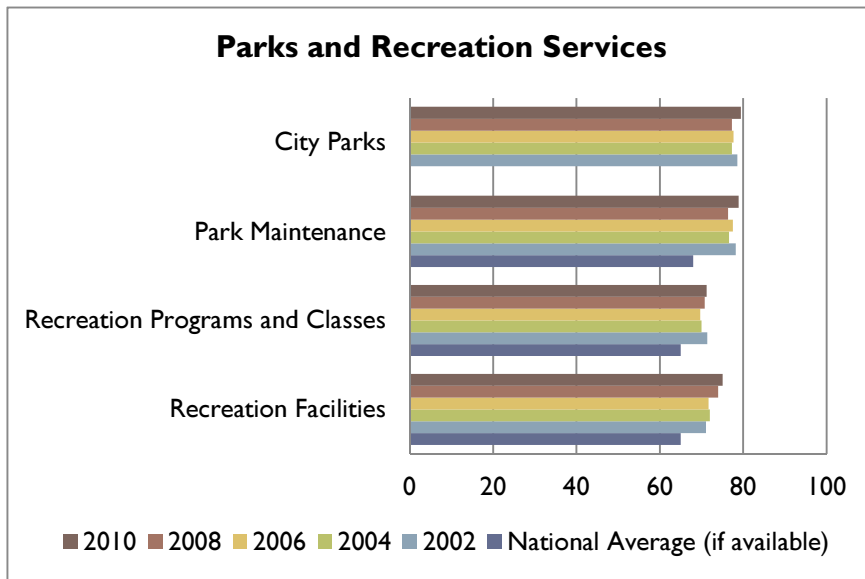
Although ratings for these items appear low compared to other categories, they are still comparable to national averages and in most cases above national averages. Typically street related items score lower in citizen surveys and program success should be based on future years' surveys as an ongoing evaluation tool. As such, the activities noted may have had a positive effect on the satisfaction Moscow citizens feel towards street and sidewalk services in 2010, but future surveys will provide additional information for

analysis.

Figure 12 - Street and Sidewalk Services

Parks and Recreation Services

Citizens were asked to rate services provided by the Parks and Recreation Department including parks, park maintenance, recreation programs, classes, and facilities.



Scores for all items remain consistent and positive and are above national averages by a good measure. Specifically, park maintenance, received a score of 79 in 2010, which was 11 points higher than the national average of 68, and recreation facilities which received a score of 75, 10 points higher than the national average of 65.

Figure 13 - Parks and Recreation Services

Parking and Travel Services

Three items are included in the survey to gauge parking and travel services in Moscow. In light of the Downtown Parking Committee activities and policy changes such as restructuring green permit parking downtown, it is interesting to note that respondents did not rate the amount of public parking downtown as well as in previous years' with a score of 51, down from 53 in 2008, but up from or equal to scores of 49 in 2006, 48 in 2004, and 51 in 2002. It is important to note this is not a statistically significant difference, but provides interesting information for policy makers.

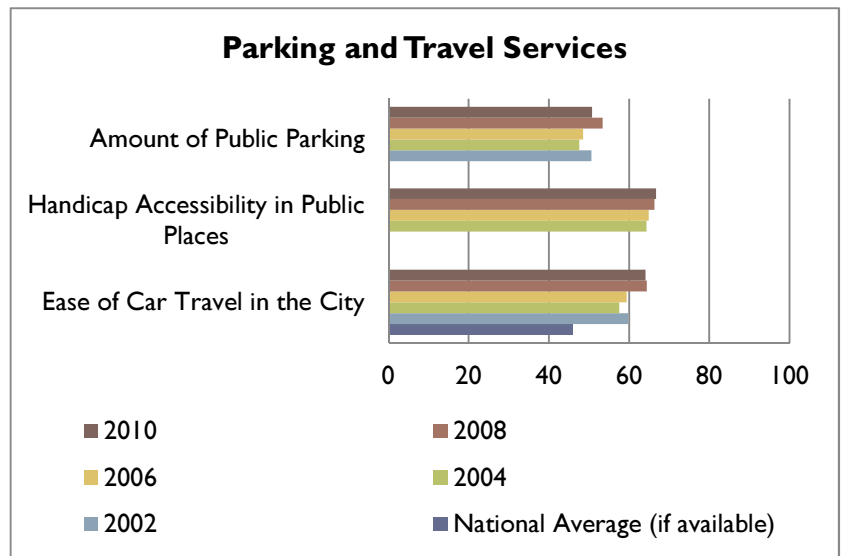


Figure 14 - Parking and Travel Services

Miscellaneous Services

When asked to rate library and planning and zoning services, respondents rated library services similarly to previous years' scores at an average of 85 points. Planning and zoning saw an increase of four points from 48 in 2008 to 52 in 2010, almost reaching the highest score of 54 in 2002.

Value of Services

Respondents were asked to rate the value they felt they received for a city provided service, considering the amount paid for the service. All scores for items in this category were consistent with previous years' surveys. Parks and recreation programs did see a three point increase from the previous year from 68 points in 2008 to 71 points in 2010.

Of specific note, garbage collection scores for the past five surveys have been reported as 74 in 2004, 72 in 2006 and 2008, and 71 in 2010. However, as can be seen in Figure 15, some responses have the same scores, but bars are not the same length. This is due to slight differences in rounding.

The value of services category was not included in the 2002 survey and no national data are available.

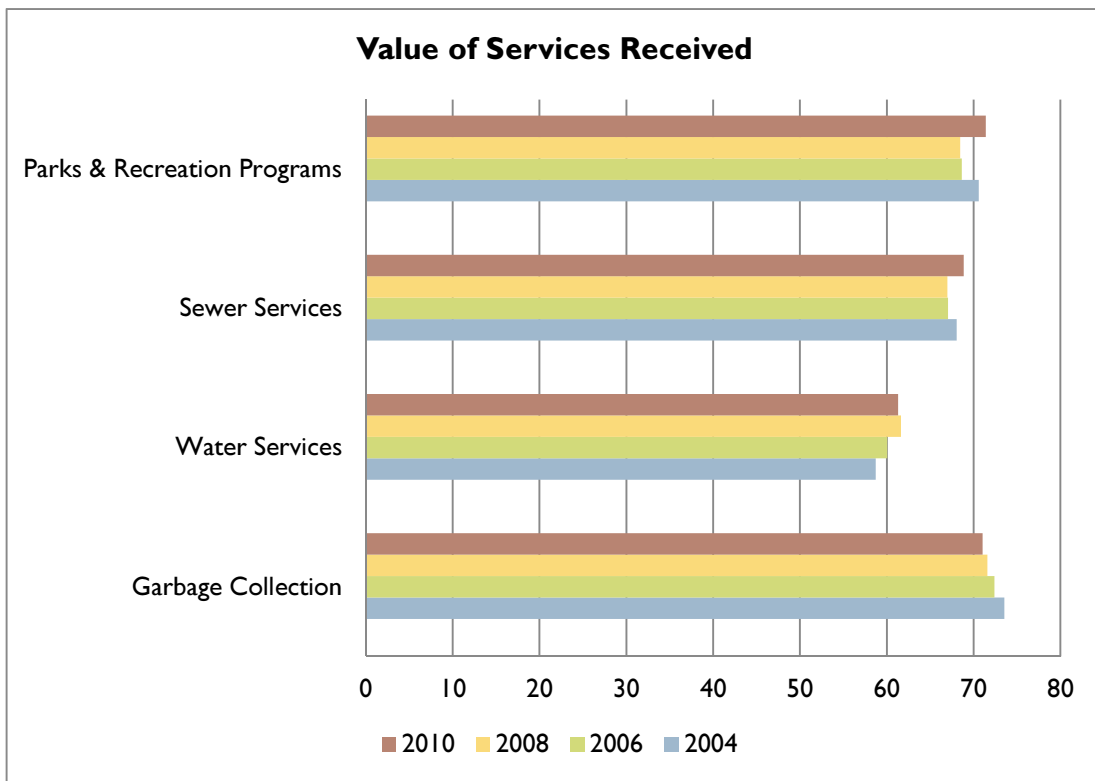


Figure 15 - Value of Services Received

City Services					
	2002	2004	2006	2008	2010
Amount of Public Parking	51	48	49	53	51
City Parks	79	77	78	77	79
Cleanliness of Streets	67	67	67	62	70
Ease of Car Travel in the City	60	58	59	64	64
Emergency Medical Services/Ambulance	80	80	81	82	81
Enforcement of Traffic Laws	64	63	64	65	67
Fire Services	83	83	84	83	83
Garbage Collection	79	79	80	79	78
Handicap Accessibility in Public Places	*	64	65	66	67
Library Services	79	78	78	79	81
Park Maintenance	78	77	78	76	79
Planning and Zoning	54	47	45	48	52
Police Services	73	74	74	78	78
Recreation Facilities	71	72	72	74	75
Recreation Programs and Classes	71	70	70	71	71
Recycling Services	83	81	83	80	79
Sewer Services	75	73	74	75	75
Sidewalk Maintenance	55	54	52	49	54
Snow Removal	63	55	58	50	55
Street Lighting	61	56	57	56	58
Street Maintenance	60	57	58	55	60
Water Services	73	65	67	68	68
*not asked in 2002					

Table I - City Services

Interaction with City Government

Since 2004, respondents have been asked to rate their level of interaction with City government. Noted in the graph below are the frequencies of which respondents have utilized the noted methods to interact with government.

In recreating the survey tool in 2010 updated format, an item in this category was inadvertently left off, as noted by the lack of information for the item “contacted a City council members regarding City policy or process.” This item in previous years has been extremely similar with 94% of respondents noting “once or never” or “twice” for this item in all surveys. This item will be included on future surveys.

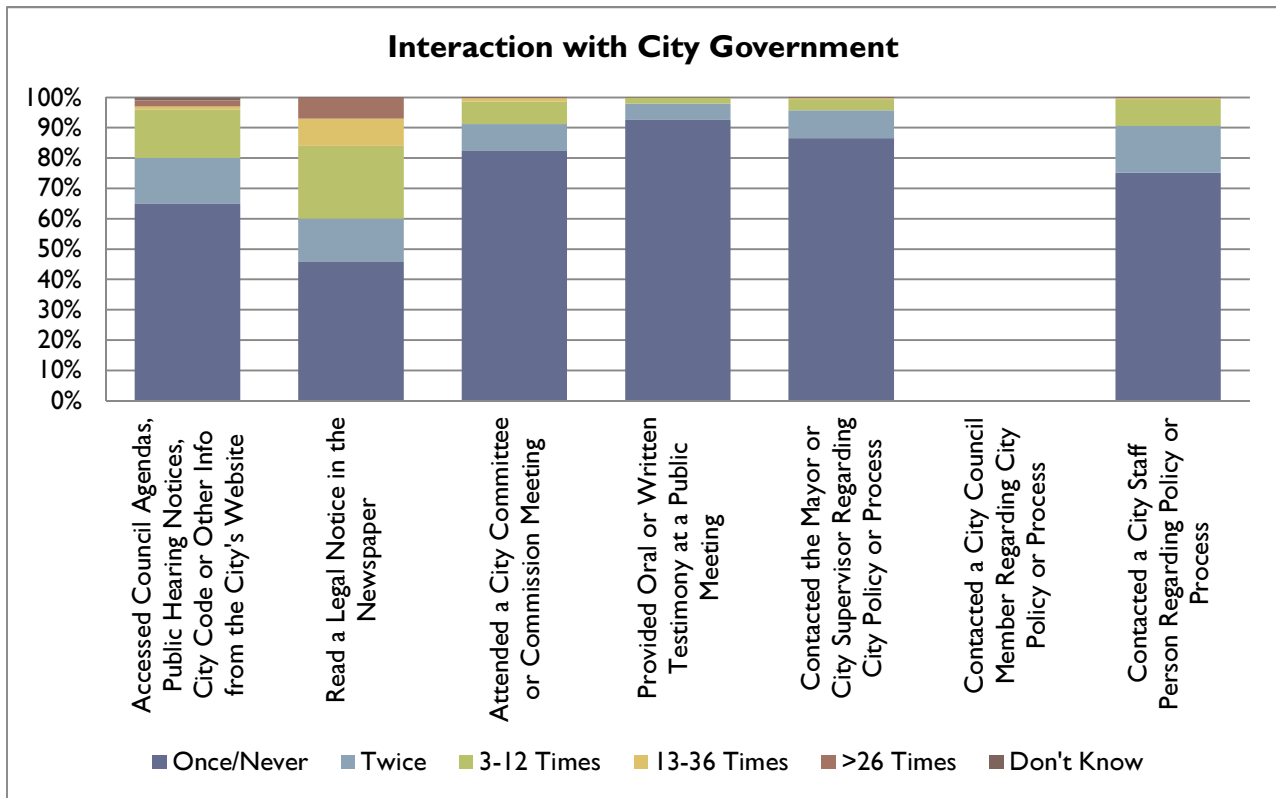


Figure 16 - Interaction with City Government

Overall Citizen View of the City

Overall, the City of Moscow has made some great strides in connecting with citizens, as is evidenced by scores for this category. All items for this category saw an increase, but most impressive was the item “pleased with overall direction the City is taking” which scored 58 in 2010. This is up four points from the 2008 and 2006 scores of 54 and is the same as the 2002 score of 58, which brings the City back up to the national average score.

Another item that was rated much higher than in previous years was “City government welcomes citizen involvement” with a new high score of 64 in 2010, up from 58, 62, and 61, in 2004, 2006 and 2008 respectively.

“City considers citizens’ opinion in decisions” also saw an increase in scores, with a new high of 57 up from 51, 55, and 53 in 2004, 2006, and 2008 respectively.

The final notable item for this category is “City provides adequate access to public information related to government activities.” This item as others listed here achieved a new high score of 62 in 2010 with scores of 56, 61, and 60 in 2004, 2006, and 2008 respectively.

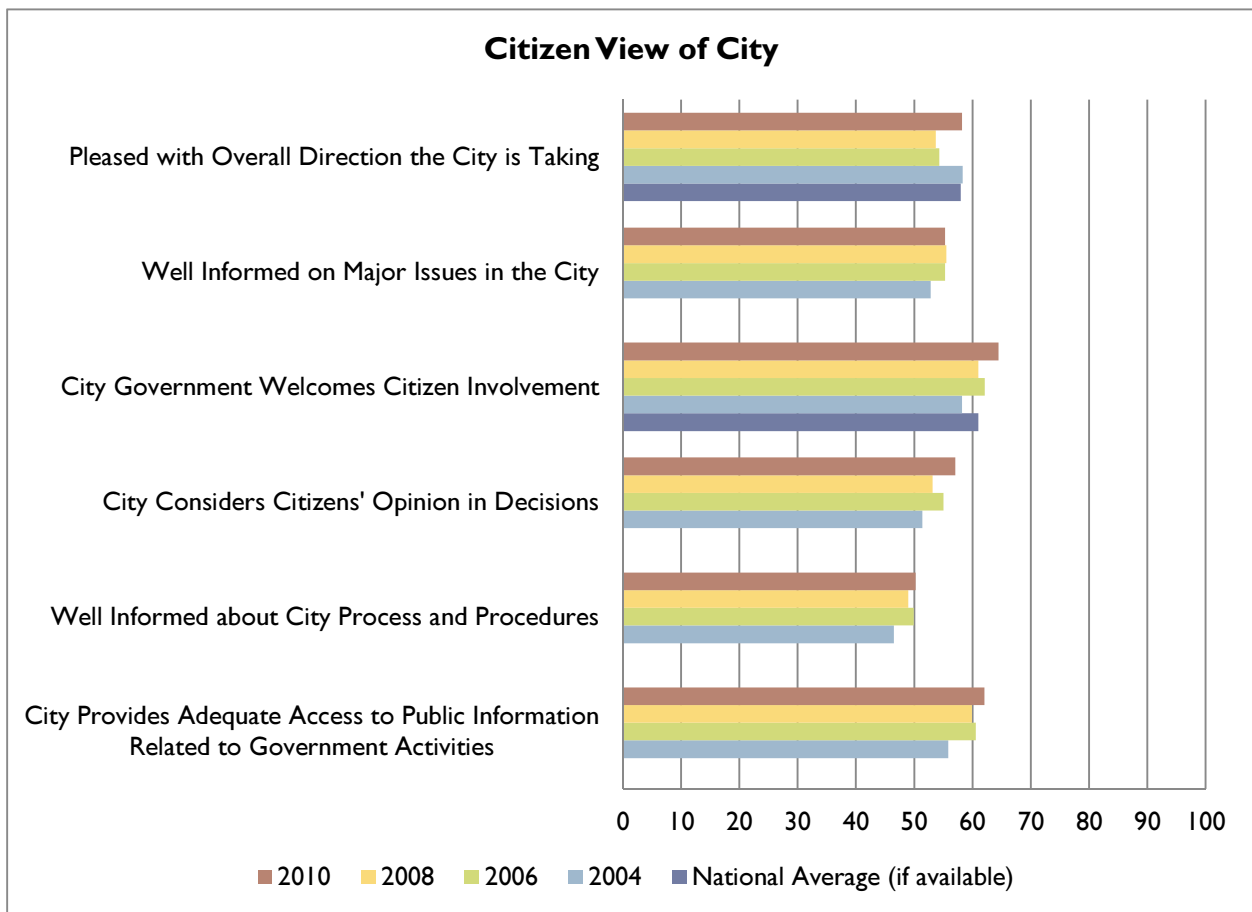


Figure 17 - Citizen View of City

Information Related to the City

When respondents are asked how they obtain information related to the City of Moscow, “other” is the most used method, followed by the City’s website and the local newspaper which are tied for second, City’s governmental cable channel, by phone and in person from City staff.

There is a relatively high non-response rate of 16% of respondents, which in combination with the 32% who mark “other” make this question less reliable as a measure of how respondents obtain information. In the 2012 survey, surveyors will rework this question to provide more specific information on how respondents obtain information.

A question asked in the Commission section as a requested question was how often in the last 12 months the respondent or other household members watched a City Council meeting on TV. 70% responded “once/never,” 9% responded “twice,” 17% noted “3-12 times,” 2% noted “13-26 times,” 0% chose “>26 times,” and 1% noted “don’t know.”

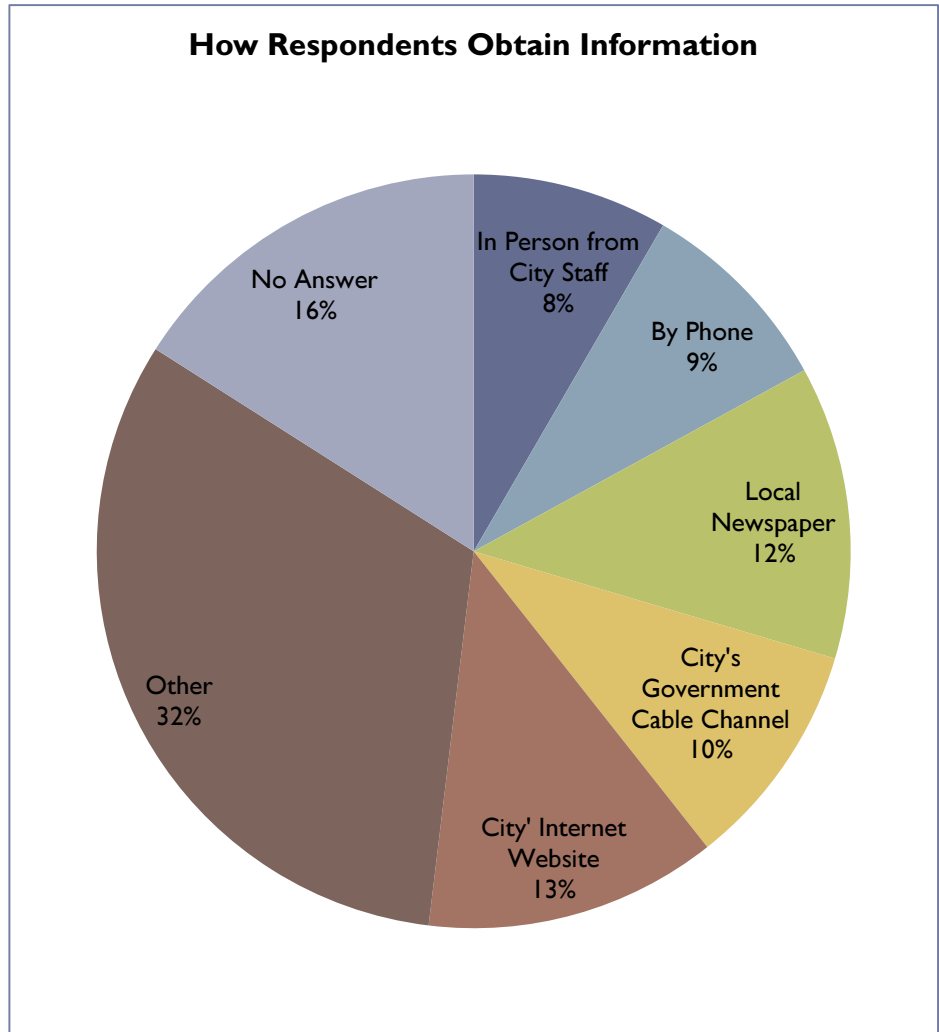


Figure 18 - How Respondents Obtain Information

City Commissions and Long-Standing Task Forces

City Commissions are volunteer-based groups commissioned by the City to achieve a specific task or mission and to provide as a sounding board or reference for the Mayor and Council on policy issues that may come before them in those areas or expertise.

Each citizen commission and long-standing task force was asked to provide input into the Citizen Survey by providing questions felt by the Commission or Task Force to be important to their mission. Some questions have been asked in previous surveys and that data are included in this report where available.

Submitted questions are in some cases reworked to ensure they are posed in the most statistically valid manner possible. In some instances, additional questions are included by the survey developer to provide an additional level of detail thought to be useful as well; those questions are noted with an asterisk below. Order of questions is determined by formatting and as space allows ensuring the entire survey fit on 8 pages (4 pages double sided).

The commissions and task forces that provided questions, and the questions they submitted, were:

- Arts Commission, 15o, 15gg
- Fair and Affordable Housing Commission, 15b, 15c, 15x, 15y
- Historic Preservation Commission, 15i
- Human Rights Commission, 15m, 15n, 15ff
- Parks and Recreation Commission, 15j, 15k, 15s
- Paradise Path Task Force, 15l, 15z, 15bb
- Planning and Zoning Commission, 15a, 15u, 15v, 15w
- Sustainable Environment Commission, 15p, 15q*, 15r, 15t, 15hh
- Transportation Commission, 15d, 15e, 15f, 15g, 15h
- Tree Commission, 15cc, 15dd, 15ee
- Miscellaneous, 15aa

Responses throughout the next section are reported in a percentage format rather than 100-point scale format in an attempt to present the data in as clear and concise a manner as possible. In addition, there are no national data averages for comparison for these questions. All responses are listed in appendix c, with “don’t know” and non-responses included, while data reported in the narrative of this section excludes “don’t know” and non-responses.

Arts Commission

The Arts Commission posed two questions in the 2010 survey, the first asking respondents for their opinion regarding construction of a permanent home for the Farmers Market, without noting a specific location. According to the survey 44% of respondents “strongly agree” or “agree” with the statement, “I support the use of public funds to construct a permanent home for the 34-year old Farmers Market.”

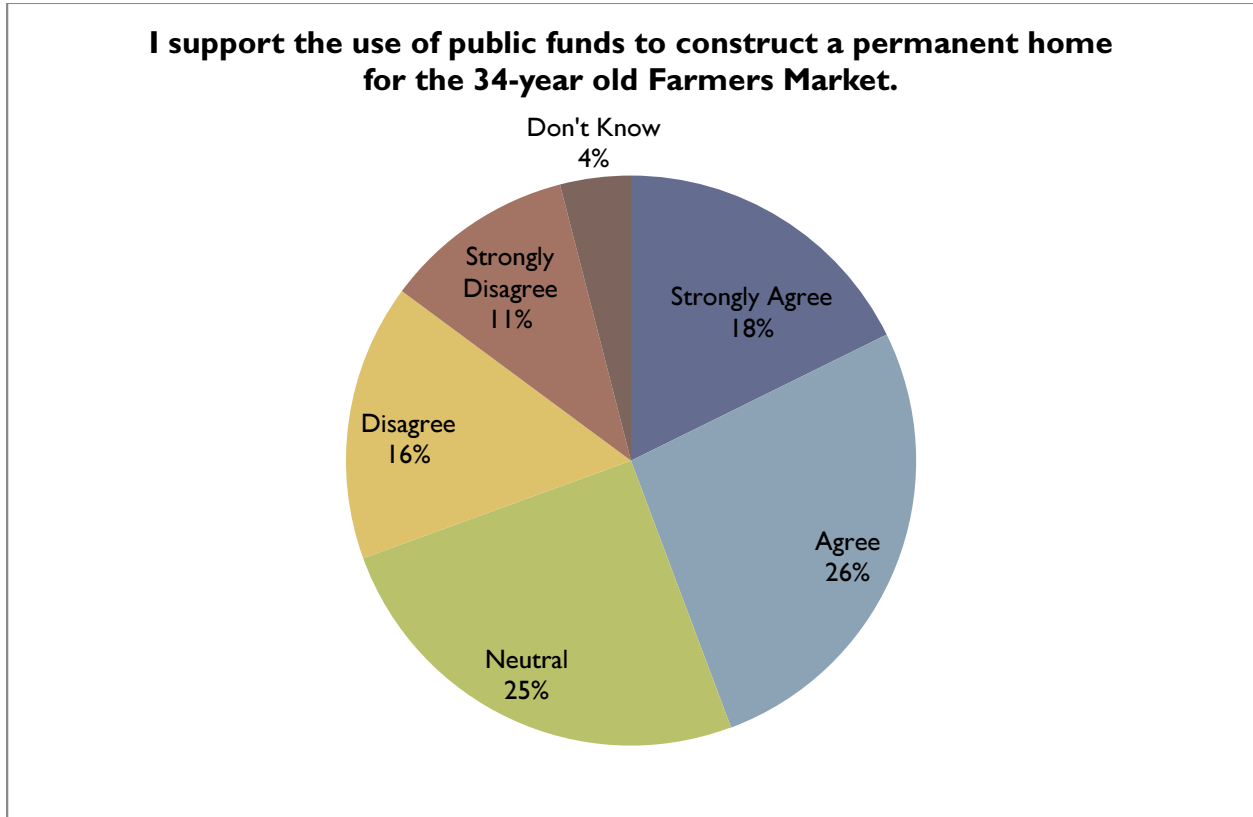


Figure 19 - Farmers Market Support

The second question asked respondents their preference for placement of public art in the community. Outlined in the table to the right are all responses, which notes “libraries” are the most specific preferred site at 30%, just after “all of the above” at 40%. Additional “other” comments included one specifying a preference for rotating gardens/sculptures, two noting no public art should be paid for with public dollars, one noting anywhere and one noting everywhere, six noting Main Street or downtown, three noting businesses or shopping centers, one noting city entrances, three noting no preference, and one noting that a tree would be preferred.

<i>Preference for Placement of Public Art</i>	
<i>City Parks and Trails</i>	24%
<i>Municipal Buildings</i>	28%
<i>None of the Above</i>	11%
<i>Libraries</i>	30%
<i>Public Walkways</i>	20%
<i>All of the Above</i>	40%

Table 2 - Public Art Placement

Fair and Affordable Housing Commission

This Commission asked four questions in the 2010 survey, two of which were similar enough to questions asked in 2008 that they may be compared to current responses.

New questions for 2010 were “Moscow has adequate opportunities for affordable home ownership,” where 28% of respondents noted that they “strongly agree” or “agree” and 51% noted they “disagree” or “strongly disagree.” When asked to rate “What monthly home ownership payment do you believe is affordable for you?” responses were 20% at \$500, 14% at \$650, 19% at \$800, 6% at \$950, 6% at \$1,100, 11% at \$1,250, 7% at \$1,400 and 3% at more than \$1,400.

When asked about preferences regarding purchasing a home located upon a leased lot, 28% of respondents stated that they “strongly agree” or “agree” that the arrangement would be preferable. When asked the same question (albeit in a different way) in 2008, 63% of respondents noted the idea of buying a home, but not the land upon which it is placed was “much less” or “somewhat less” appealing. Clearly responses were influenced by the wording of the question. The questions as listed in both surveys are listed below.

- 2010 Question:
 - In order to access more affordable housing, I would be interested in owning a home, which is built on a lot, which is leased from a non-profit group (e.g. land trust, affordable housing authority, etc.).
- 2008 Question:
 - If you were seeking affordable housing, would the option of buying a home but not the land upon which it is placed (such as land trust) make the home any less appealing to you?

When asked “What percentage of your gross monthly household income goes to rent or monthly mortgage payments?” there was a significant drop in the 36-40% and 31-35% categories and a significant rise in the 26-30% and 21-25% categories. This shift could be a result of current economic conditions as households move to decrease their monthly rent or mortgage obligations.

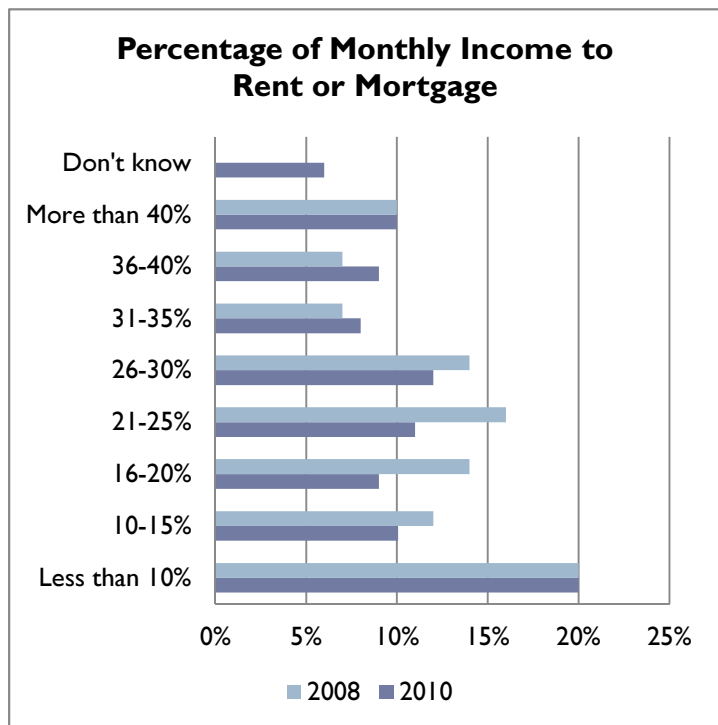


Figure 20 - Percentage of Monthly Income to Mortgage or Rent

Historic Preservation Commission

The Historic Preservation Commission asked one question in the 2010 Citizen Survey, which was not asked in a previous survey. The question rated respondents' level of agreement with the statement, "The Moscow Historic Preservation Commission should be given an opportunity to review proposals for new development, alterations to exterior facades of historic buildings or demolition of historic buildings for appropriateness as part of the building permit process for the downtown historic district. Results for the question were as follows, 23% noted they "strongly agree," 41% noted they "agree," 18% were neutral, 10% noted they "disagree," 8% noted they "strongly disagree," and 8% noted they "don't know."

Human Rights Commission

The Human Rights Commission asked three questions in the 2010 Citizen Survey. Respondents were asked to rate their level of agreement with two statements and the level to which they believe discrimination is present in Moscow. When asked if Moscow is an inclusive community, 17% noted they "strongly agree," 50% noted they agree, 24% were neutral, 7% noted they disagree, 2% noted they "strongly disagree," and 13% noted "don't know."

When asked if the Human Rights Commission sponsors enough educational programs for its citizens concerning human rights, 31% of respondents noted they "don't know." As such the sample size for respondents who did provide a rating is much smaller, and therefore the data are less reliable. Keeping that proviso in mind, 48% of respondents noted that they "strongly agree" or "agree" that the Commission sponsors enough educational programs.

In both the 2008 and the 2010 surveys, the Commission asked respondents to rate the level to which they believe specific types of discrimination is present in Moscow. Comparison of the data from 2008 to 2010 shows discrimination for the rated categories is perceived to be LESS of a problem in 2010 than in 2008. The graph below shows the degree to which discrimination is NOT a problem as rated by respondents. Questions regarding perceptions of discrimination were also included in previous years surveys and are interesting, but not easily compared to the 2008 and 2010 data.

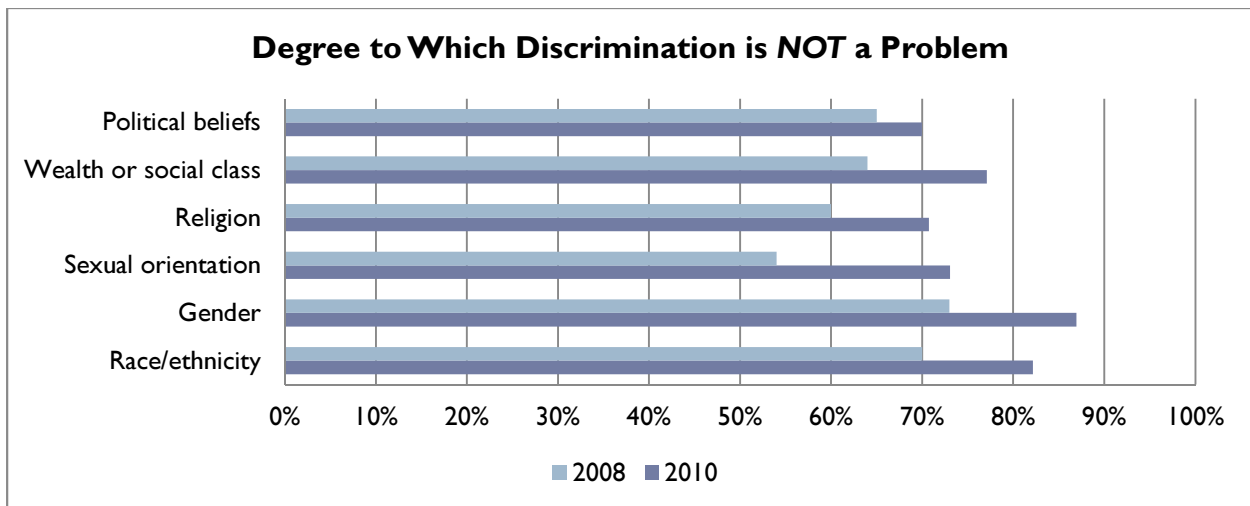


Figure 21 - Degree to Which Discrimination is NOT a Problem

Paradise Path Task Force

The Paradise Path Task Force is a longest standing task force at the City of Moscow and as such is included with regular commissions on all activities including the Service to Commissions Fair and the Citizen Survey. Paradise Path is a 1.47-mile non-motorized trail that extends from the University of Idaho campus through downtown Moscow then east towards Troy, Idaho, where it connects to the Latah Trail. Questions asked by the Task Force included items to gauge respondents' views on issues they feel are associated with the path including, frequency of use of the Paradise Path and other trails as well as general support for construction of bike/pedestrian paths in Moscow.

When asked to rate their level of agreement with the statement "I support the construction of bike/pedestrian paths in Moscow," 45% of respondents noted they "strongly agree," 42% "agree," 8% are "neutral," 4% "disagree," 1% "strongly disagree" and 1% noted they "don't know."

Respondents were also asked to rate the level to which they feel certain issues are present regarding the Paradise Path specifically. Results showed that lighting was the number one concern, with 60% of respondents rating lighting as the number one concern, followed by safety, access from respondent's neighborhood, connection to the University, navigation, signage, and connection to shopping.

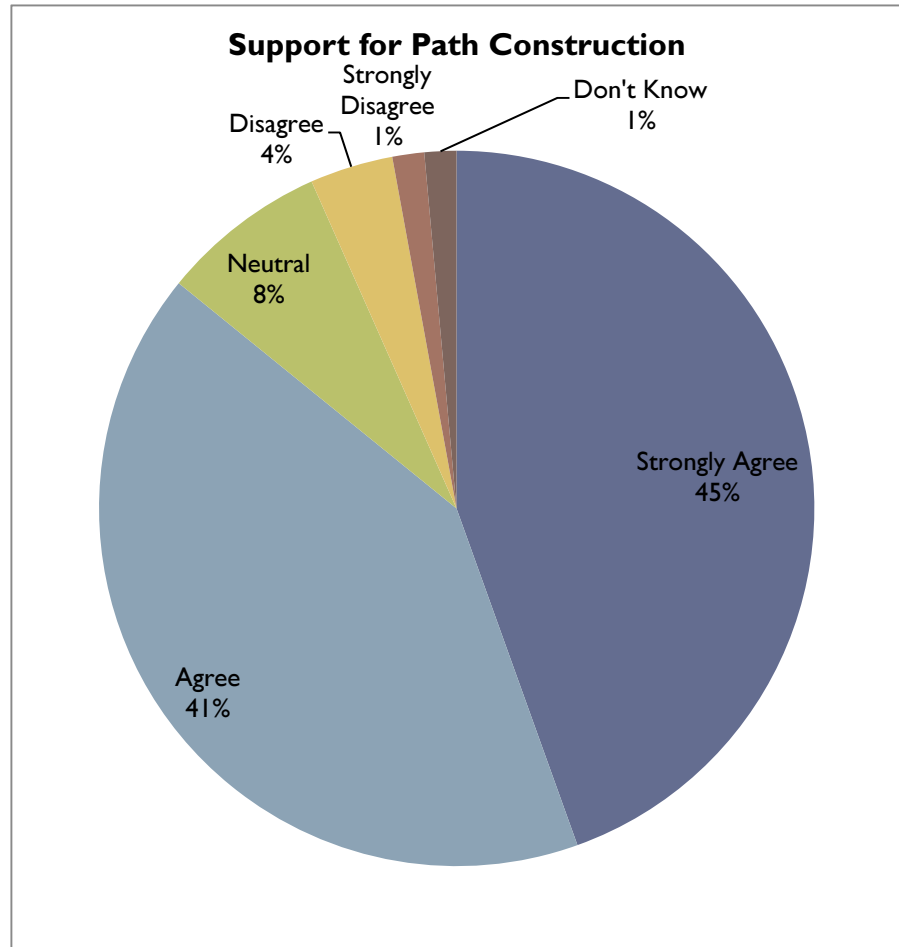


Figure 22 - Support for Path Construction

Finally, respondents are asked which to rate the frequency in which they use Paradise Path and other pathways and trails in the area, which is similar to previous questions asked since 2004. In summary, in 2010, 20% of respondents used the Paradise Path more than 26 times in the past year, in 2008, 21%, in 2006, 14%, and in 2004, 20% respondents noted they used the Paradise Path more than 26 times in the past year.

Parks and Recreation Commission

The Parks and Recreation included two items to be rated in 2010 as were included in 2008. Those items were “I support the use of public funds to develop play fields for organized activities” and “I support improvements of undeveloped parks.

There was no significant change to note for the support of the use of public funds to develop play fields for organized activities, just a slight decrease of 2 to 3 percentage points from 2008 to 2010.

When respondents were asked to rate how they agreed or disagreed with the statement, “I support the improvements of undeveloped parks,” there was a slight change. The percent of respondents who were neutral in 2008 at 26% decreased to 18% in 2010, while the percentage of respondents who noted they “agree” or noted they “strongly agree” rose by 8% and 4% from 2008 to 2010 respectively.

Additionally, the Parks and Recreation Commission asked respondents to rate their level of agreement with the statement, “I support banning smoking in public parks.” 38% of respondents noted they “strongly agree,” 18% noted they “agree,” 16% noted they were neutral on the matter, 11% noted they “disagree,” and 13% noted they “strongly disagree.” 2010 was the only year this question was asked.

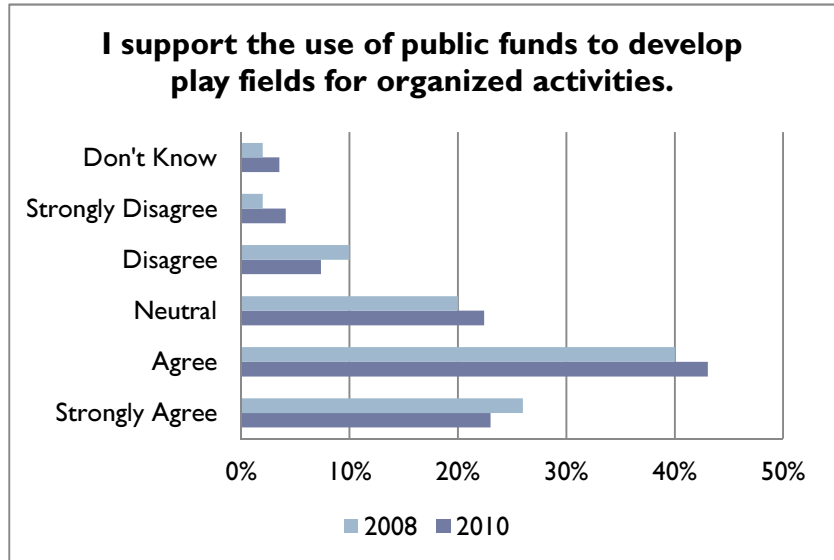


Figure 23 - Support the Use of Public Funds for Play Fields

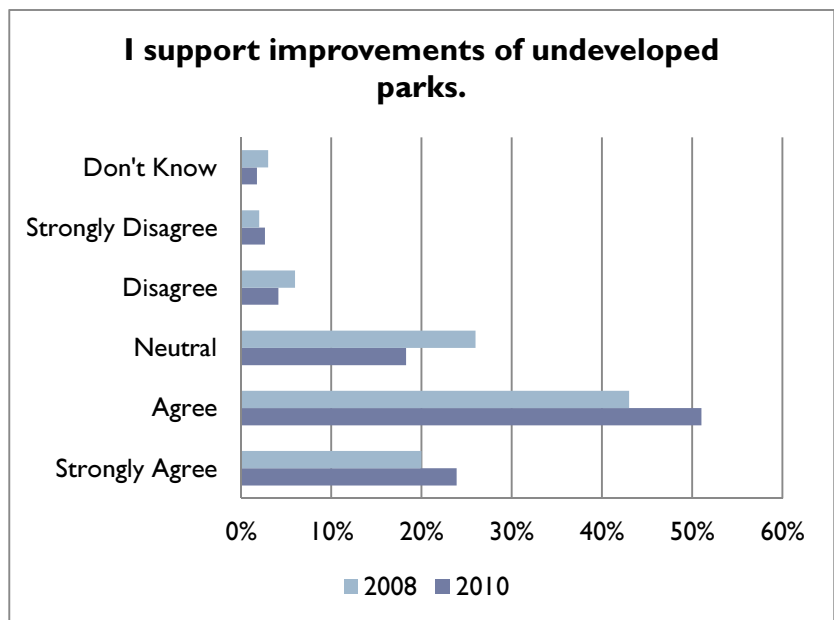


Figure 24 - Support Improvements of Undeveloped Parks

Planning and Zoning Commission

The Planning and Zoning Commission asked four questions on the 2010 Citizen Survey, including two that were asked in 2008. The service this Commission provides also saw an increase of four points, on from 48 in 2008 to 52 in 2010.

One new question submitted by the Planning and Zoning Commission asked respondents to rate their level of agreement with the statement, “I would be interested in high-quality high-density residential living opportunity (e.g. an apartment, loft, or condominium) near downtown and the University of Idaho campus.” 16% of respondents noted they “strongly agree,” 19% of respondents noted they “agree,” 22% noted they were “neutral,” 24% noted they “disagree,” 19% noted they “strongly disagree.”

In a new question in 2010, respondents were requested to choose the three most important planning items that they felt should be addressed in planning for future growth in the community. The top three rated items in that category include economic development, traffic management and congestion, and water resource planning. All items and ratings are listed below. Additionally, comments noted in the “other” category included:

- Bike lanes/pedestrian routes
- Fair, accessible housing
- Elimination of brownfields
- Walkability
- Desirable shopping
- Public transportation
- Maintaining downtown
- Pave gravel roads
- Open space & urbanism
- Maintain/replace water, sewer & gas lines
- Attractive sustainable development
- Preservation of natural habitat areas
- Downtown preservation
- Energy sustainability
- Bicycle paths/lanes
- Bike lanes on A St
- Moscow needs a full size ice rink
- No more apartments
- Being more business friendly
- Accommodating more growth
- Business fronts on Main Street look run down, messy, nonprofessional

<i>Important Planning Items</i>	
<i>Economic Development</i>	47%
<i>Traffic Management and Congestion</i>	44%
<i>Water Resource Planning</i>	43%
<i>Amount of Growth</i>	31%
<i>Condition of Streets and Sidewalks</i>	30%
<i>Location of Land Uses</i>	23%
<i>Neighborhood Preservation</i>	22%
<i>Private Development Standards</i>	17%
<i>Location and/or Condition of City Parks</i>	14%
<i>Historic Preservation</i>	11%
<i>Other</i>	6%
<i>Location of Public Facilities</i>	4%

Table 3 - Important Planning Items

Two questions included in the 2010 Citizen Survey were also asked in the 2008 survey and both seem to establishing a trend in those responses as there are no significant differences in responses for either question.

First, when asked what commercial uses would be desirable to respondents to have in close proximity to their residence's, respondents chose "eating and drinking establishments" and "groceries" as the top two choices in both 2009 and 2010.

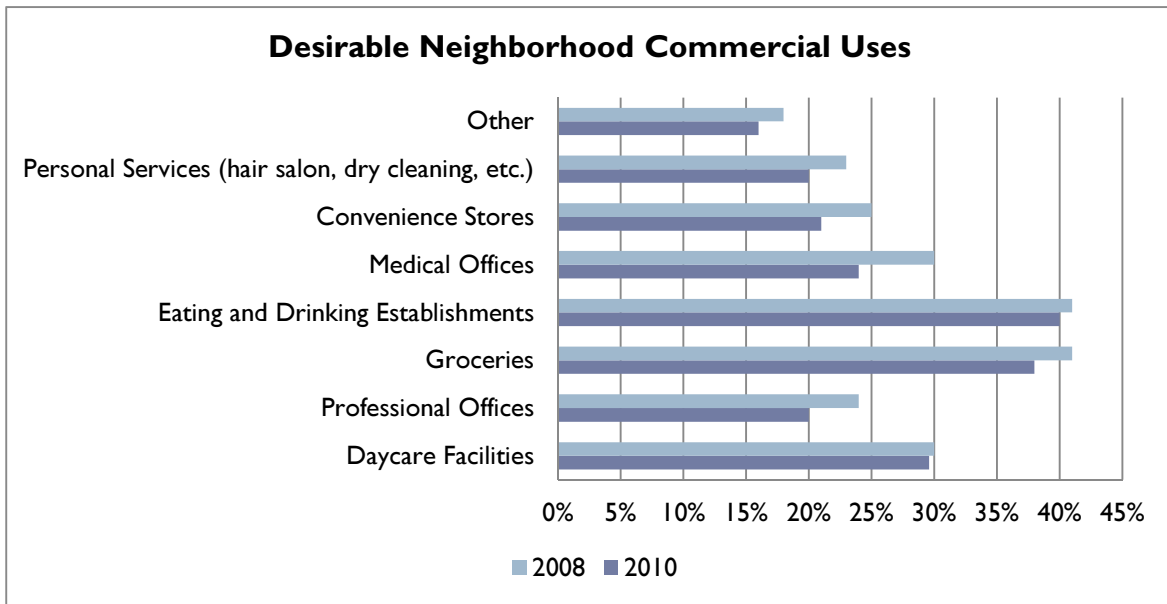


Figure 25 - Desirable Neighborhood Commercial Uses

Similarly, in 2004 respondents were asked to evaluate their level of agreement with the statement, "Allowing small retail or office businesses (such as physicians, accountants, engineers, business consultants, and beauty salons) in residential neighborhoods is a benefit to the community," and 39% of respondents noted at that time that they "strongly agree" or "agree."

Respondents were then asked to rate their level of agreement with the statement "The presence of a mixture of residential uses (e.g. single-family homes, townhomes, and duplexes) within a single neighborhood that includes common open spaces as buffers to provide separation between those uses would make the neighborhood more desirable to me." In 2010, 49% of respondents noted they "strongly agree" or "agree" that the neighborhood would be more desirable to them. In 2008, the same question was asked in a very different way asking if this type of neighborhood would be more or less desirable to them. In 2008, 45% of respondents noted the neighborhood would "much less" or "somewhat less" desirable to them, which contradicts the information received in 2010. In 2012, if the Planning and Zoning Commission would like to include the question again, it will be reworked to provide a baseline of comparable data.

Sustainable Environment Commission

In 2008 and again in 2010, the Sustainable Environment Commission focused their questions on recycling and perceptions of water availability. A third question was also included to gauge awareness of the pharmaceutical drop off program recently implemented to reduce or eliminate pharmaceutical drugs entering local water sheds as well as reduce prescription drug abuse. The program began in the spring of 2010 and according to survey responses, 11% were “very aware” of the program, followed by 20% who were “aware,” 7% who were “somewhat aware,” and 60% who were “not aware.”

When respondents are asked to what level they agree with the statement “The City of Moscow should implement unsorted recycling within the community,” in 2010 and 2008 respectively 47% and 46% noted they “strongly agree” or “agree.” Survey administrators thought it would also be helpful to gauge the willingness of respondents to pay more for unsorted recycling and results note that 26% of respondents “strongly agree” or “agree” that they would be willing to pay more for that type of service.

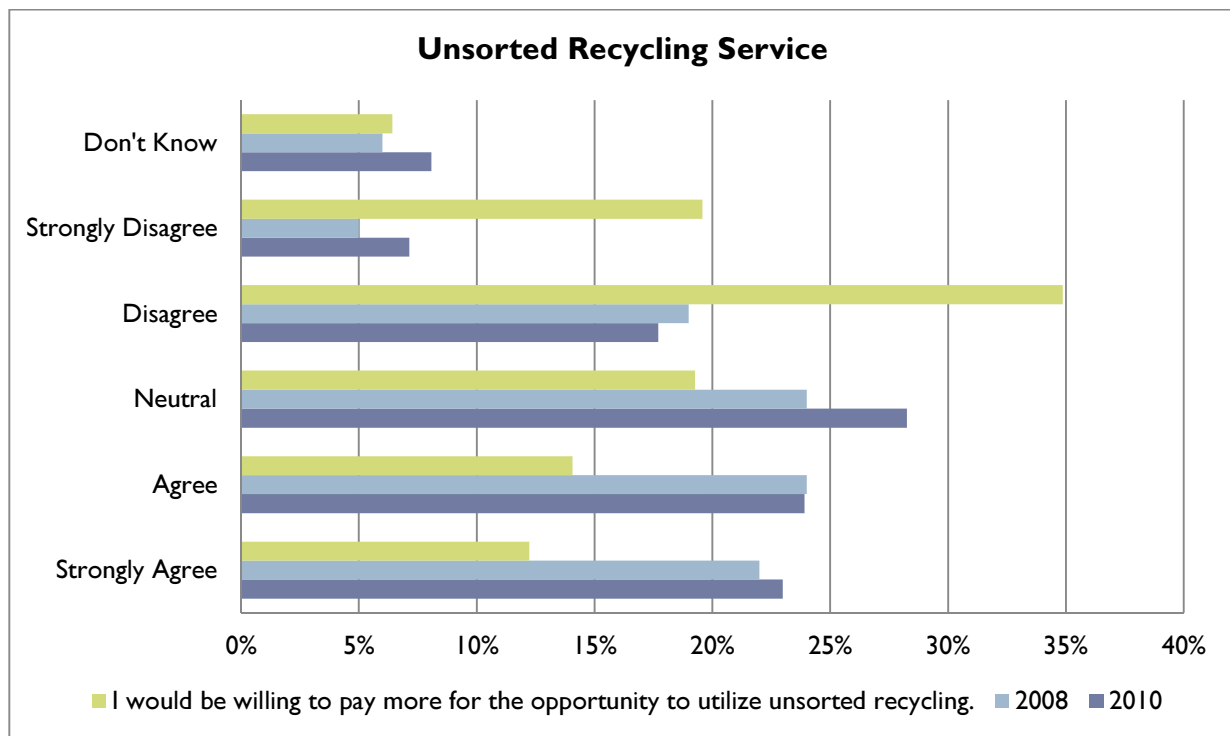


Figure 26 - Unsorted Recycling Service

Two statements are included to gauge respondents’ level of agreement in regards to water availability and future water needs. When asked to rate their level of agreement to the specific statement “I am concerned about the future availability of water for Moscow,” 62% and 56% of respondents note that they “strongly agree” or “agree” in 2010 and 2008 respectively. Respondents were also asked to rate their level of agreement with the statement, “I support the City’s active pursuit of new water resources, such as the construction of a surface water reservoir, to meet future water needs.” In 2008, 58% noted that they “strongly agree” or “agree” with the statement, whereas in 2010, 73% noted they “strongly agree” or “agree.”

Transportation Commission

Several new questions were submitted by the Transportation Commission, in addition to a repeat question from 2008.

In 2010, as in prior years, the topic of connecting Third Street to Mountain View generated a considerable amount of discussion. When respondents were asked to rate their level of agreement with the statement, “I am satisfied with my ability to travel by car between the east and west sides of Moscow,” 61% noted they “strongly agree” and “agree.” When asked to rate the level of agreement regarding the statement, “I support the construction of a **pedestrian/bicycle only bridge** over Paradise Creek to connect Third Street to Mountain View Road,” 66% of respondents noted they “strongly agree” or “agree.” When asked to rate the level of agreement regarding the statement, “I support the construction of a **motor vehicle, bicycle, and pedestrian bridge** over Paradise Creek to connect Third Street to Mountain View Road,” 48% of respondents noted they “strongly agree” or “agree.”

It is also interesting to note that out of 325 responses to the question (15d) regarding a pedestrian/bicycle only bridge and the 321 responses to the question (15e) regarding a motor vehicle, bicycle, and pedestrian bridge, 93 respondents, or about 28%, noted they “strongly agree” or “agree” with both statements. The table below outlines the “strongly agree” and “agree” responses by sector for the questions noted above to highlight differences in opinion based on the different sectors of the city.

<i>Third Street Bridge Responses by Sector</i>							
	<i>City Central North</i>	<i>City Central South</i>	<i>East</i>	<i>North Central</i>	<i>North West</i>	<i>South</i>	<i>University</i>
<i>I am satisfied with my ability to travel by car between the east and west sides of Moscow.</i>	66%	66%	57%	56%	55%	58%	63%
<i>I support the construction of a motor vehicle, bicycle, and pedestrian bridge over Paradise Creek to connect Third Street to Mountain View Road.</i>	39%	42%	55%	47%	58%	31%	25%
<i>I support the construction of a pedestrian/bicycle only bridge over Paradise Creek to connect Third Street to Mountain View Road.</i>	63%	65%	59%	48%	64%	69%	75%

Table 4 - Third Street Bridge Responses by Sector

On the subject of public transportation, the Commission asked respondents to rate their level of agreement with the statement, “The collection of a fare of 50¢ (fifty cents) for riding on Moscow Valley Transit buses would reduce my use of public transit services (fares would be used to defer costs, such as those associated with existing routes and possible service expansion).” 28% of respondents noted they “strongly agree” or “agree” with the statement while 46% of respondents noted they “disagree” or “strongly disagree” with the statement, meaning they would be willing to pay a nominal fare for the service. The question did receive an 18% non-response and “don’t know” rate, which is rather high and does make the sample size for the question slightly smaller. This may be due to the fact that some respondents do not use public transportation and are therefore unfamiliar with the service. A variety of different public transportation questions have been asked in all previous surveys.

A question included in 2008 and again in 2010 asked respondents to rate their level of agreement with the statement, “I support the installation and improvement of sidewalks within existing development to provide a continuous sidewalk system.” In 2010 and 2008 respectively, 65% and 78% of respondents noted they “strongly agree” or “agree” with the statement. All ratings for the question for 2008 and 2010 are noted in the table below.

<i>Support of Sidewalk Installation and Improvements</i>		
	2008	2010
<i>Strongly Agree</i>	35%	36%
<i>Agree</i>	43%	29%
<i>Neutral</i>	15%	15%
<i>Disagree</i>	3%	7%
<i>Strongly Disagree</i>	2%	13%
<i>Don't Know</i>	1%	7%

Table 5 - Support of Sidewalk Installation and Improvements

Tree Commission

The Tree Commission asked three new questions in 2010. When asked what information respondents would most like to receive from the Moscow Tree Commission, respondents chose “water-wise selection guide” and “pruning tips” at 47% and 46% respectively. Other items included to be rated were, “Information on the proper planting and care for trees” at 41%, “Street selection guide” at 34%,” List of certified arborists in Moscow” at 24%, and “Information on the City’s Community Forestry Ordinance” at 21%.

Also asked was respondents’ opinions of how the Moscow Tree Commission could best serve them and the community, to which 42% answered, “promoting City-wide tree planting,” 32% noted, “partnering with neighborhoods on tree planting and tree care events,” 26% noted, “providing educational material on the economic benefits of trees to your property and community,” and 22% noted, “providing a variety of free tree care workshops.”

Respondents were also asked to rate the most important features to of a healthy urban forest of street and parks trees. Ranking number one was “providing pleasant recreational areas” at 34%, followed by reducing the City’s carbon footprint at 23%. All ratings are shown in the graph below.

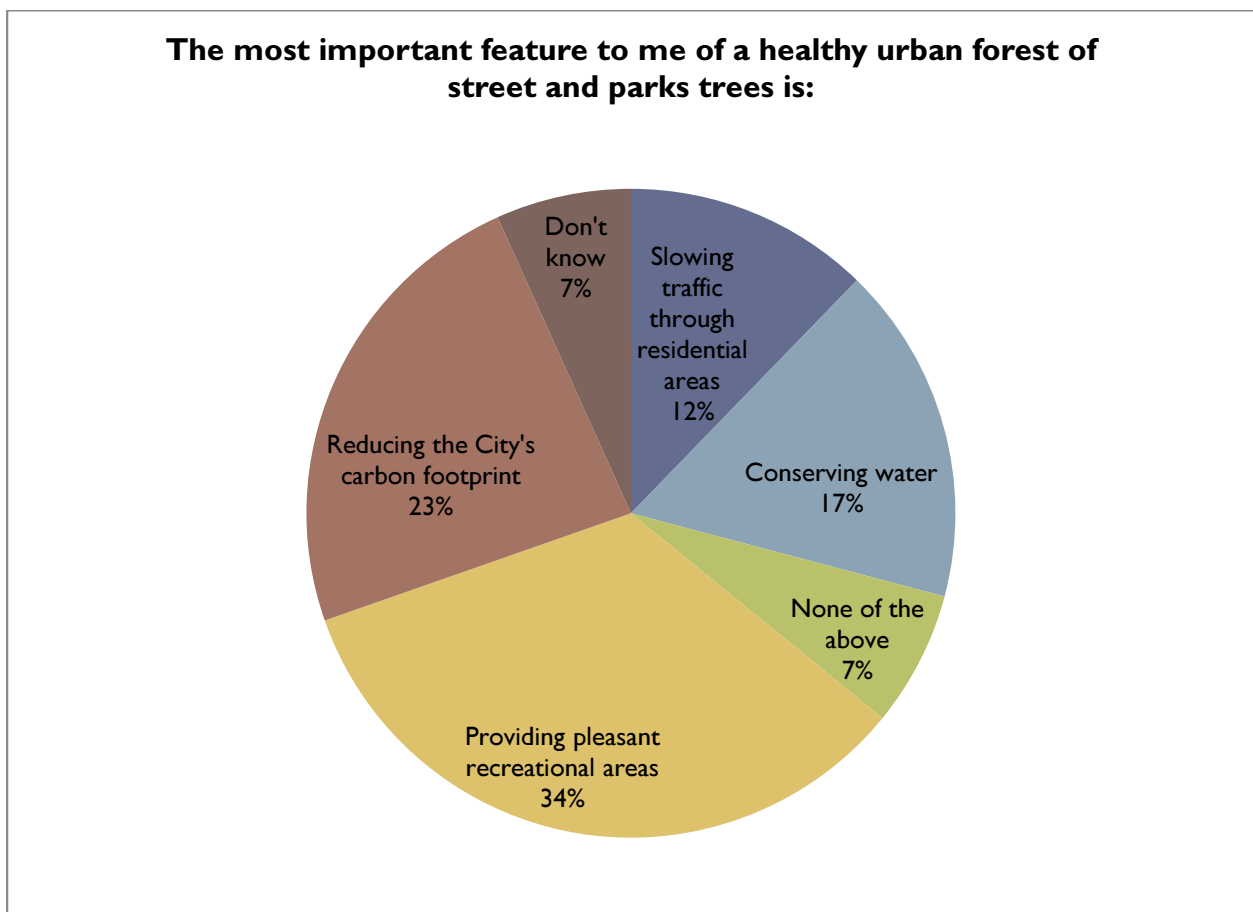


Figure 27 - Rated Features of Urban Forest

Demographics

Demographics collected for the survey reveals that a good cross-section of the community responded to the survey. Survey results show that 59% of respondents' were female and 38% of respondents were male. The respondents' ages and years of residency are show in the graph and table below. Of significant note is the high percentage of respondents' who have lived in Moscow for more than 20 years, a trend which was also noted in previous years' surveys.

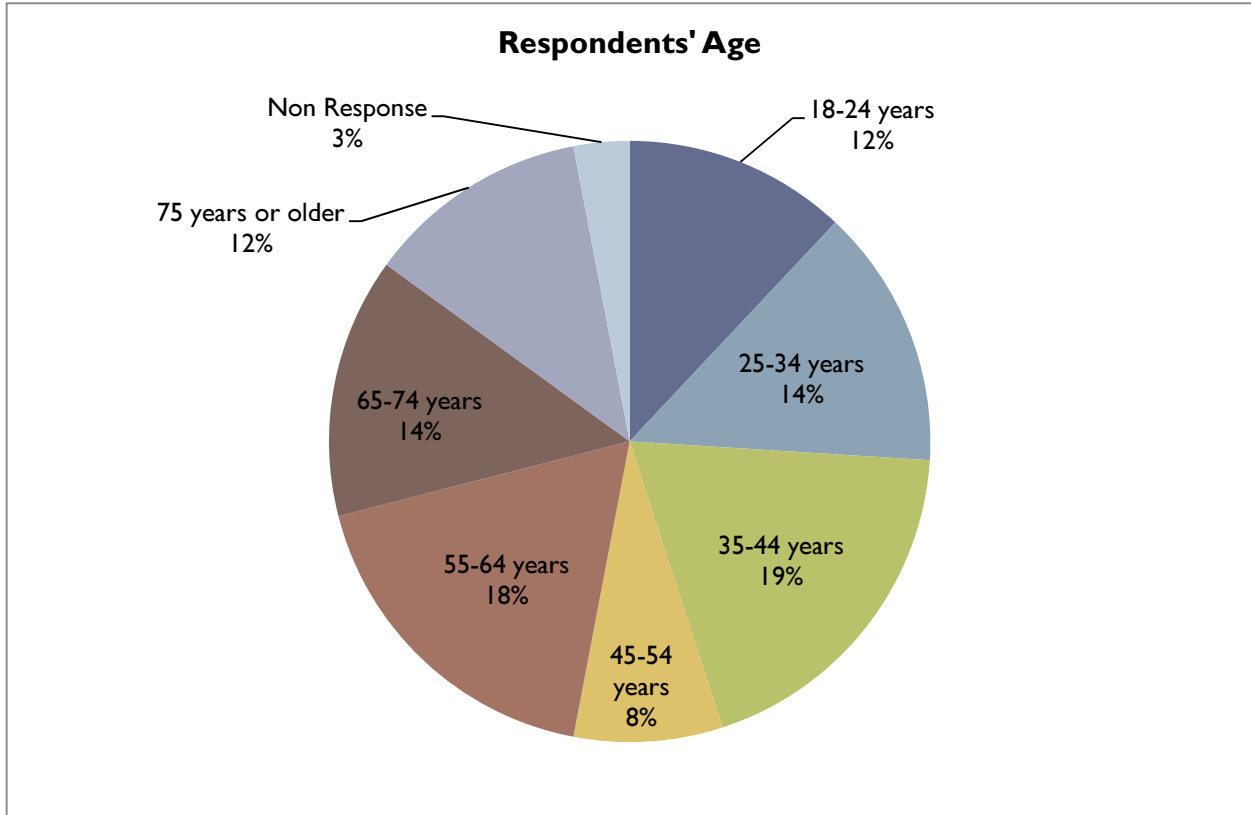


Figure 28 - Respondents' Age

<i>Respondents' Years of Residency</i>	
<i>Less than 2 years</i>	<i>11%</i>
<i>2-5 years</i>	<i>22%</i>
<i>6-10 years</i>	<i>13%</i>
<i>11-20 years</i>	<i>14%</i>
<i>More than 20 years</i>	<i>38%</i>

Table 6 - Respondents' Years of Residency

Another trend, also noted in previous surveys, shows respondents generally possess a higher level of education in Moscow, as would be expected of a university town. Results show that 32% of respondents possess a bachelor's degree and 36% possess a graduate or professional degree.

<i>Respondents' Highest Level of Education</i>	
<i>12th or less, no diploma</i>	1%
<i>High school diploma</i>	9%
<i>Some college, no degree</i>	15%
<i>Associate's degree (e.g. AA, AS)</i>	7%
<i>Bachelor's degree (e.g. BS, AB, BS)</i>	32%
<i>Graduate degree or professional degree</i>	36%

Table 7 - Respondents' Highest Level of Education

Housing types for respondents also varies significantly with 63% living in single-family detached homes, followed by 24% living in apartments. The breakdown of housing types is listed in the table below.

<i>Respondents' Housing Type</i>	
<i>Single family detached</i>	63%
<i>Single family attached</i>	8%
<i>Apartment</i>	24%
<i>Mobile home</i>	4%
<i>Other</i>	1%

Table 8 - Respondents' Housing Type

Ethnicity of respondents is, as in years past, predominantly Caucasian, with 93% of respondents noting that as their ethnicity. This correlates with the Census figures reported in 2000 that reports 92.2% of Moscow, Idaho citizens as Caucasian.

<i>Respondents' Ethnicity</i>	
<i>American Indian or Alaska Native</i>	1%
<i>Asian or Pacific Islander</i>	1%
<i>Black/African American</i>	0%
<i>Hispanic/Spanish/Latino</i>	2%
<i>White/Caucasian</i>	93%

Table 9 - Respondents' Ethnicity

Geographic distribution of respondents is similar to previous years' surveys with the exception of the City Center North sector which increased from 12% in 2008 to 25% in 2010.

When asked about the method of transportation that is usually used for the longest distance of respondents' commutes to work or school, 65% of respondents noted they used a motorized vehicle, followed by 10% who walk, 9% who bicycle, and 3% who work at home and 11% of respondents did not answer. For those who do use motorized vehicle for travel 21% noted that other people (adults or children) do ride with them.

Voting patterns among respondents are rated both on a local and federal level. Results showed that 82% are registered to vote, 65% voted in the most recent election, 82% voted in the most recent general election. 77% noted they are more likely to vote in the next City election and 89% are likely to vote in the next general election.

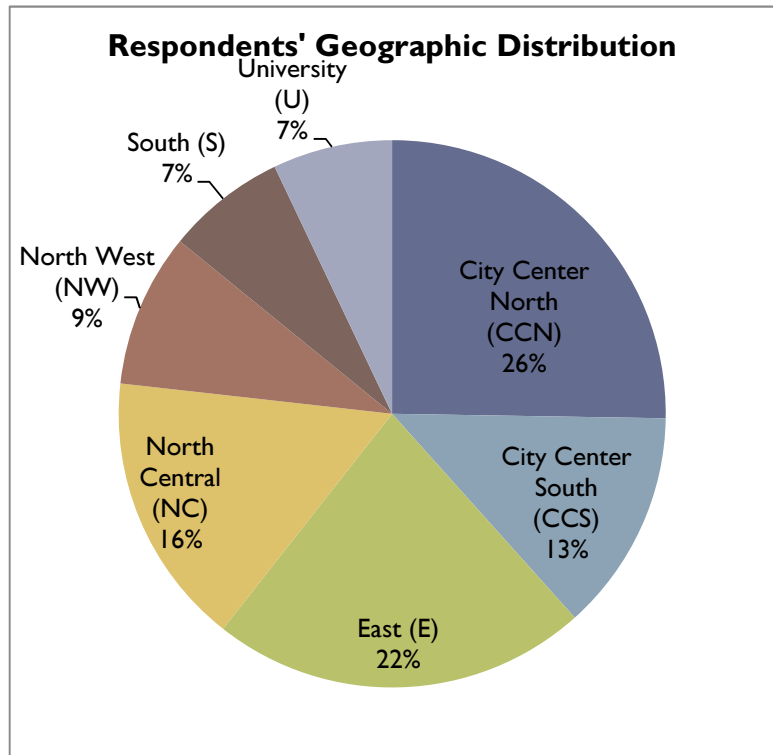


Figure 29 - Respondents' Geographic Distribution

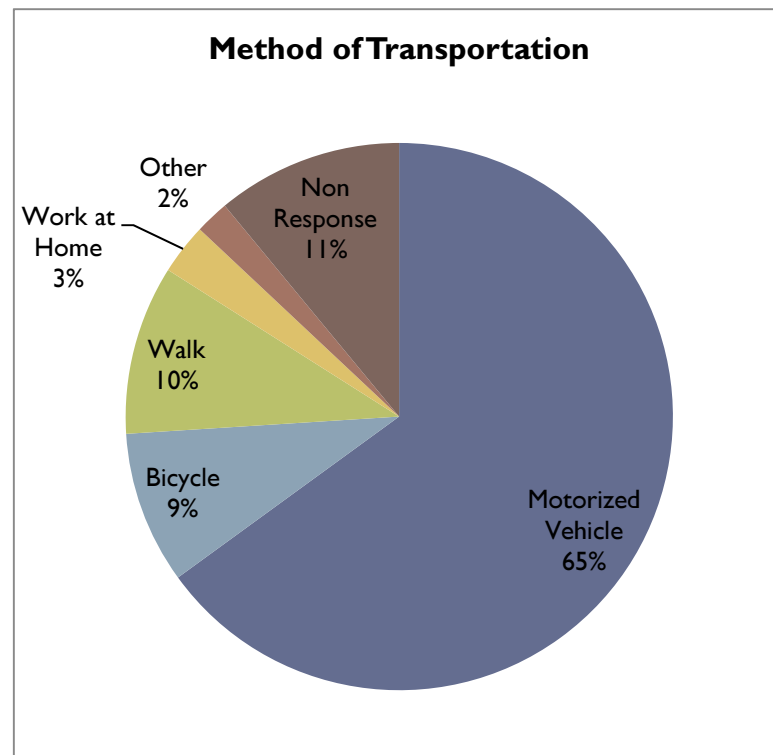


Figure 30 - Method of Transportation

Open-Ended Comments

Two questions (36 and 37) were posed for respondents to make narrative comments. Those comments were then categorized by response into the subject areas listed on the following page. Verbatim responses are available on the original survey documents which may be viewed upon request by contacting the City of Moscow City Clerk.

Question 36 reads, “What do you feel will be the single most important issue facing the City of Moscow over the next several years?” In this instance, if a respondent mentions more than one item in this question, only the first is categorized for purposes of analysis.

Within this category there were several larger categories that are included in Table 10 for which further analysis has been completed. Issues regarding growth, education and water were made up of a variety of comments. Of the 36 general growth comments, 2 were specific to development at the state border and 2 comments were specific to population growth. In the category of education, 3 of the 12 comments were related to education in general, 3 were regarding facilities and 6 were regarding funding. In the category of water, 11 comments were general water comments, 6 related to water quality, and 13 related to water supply.

Question 37 reads, “Please use the following space to make comments and suggestions you would like the City of Moscow to consider.” All comments in this category are separated out and counted for purposes of analysis for this question.

As with question 36, several larger categories of responses outlined, in Table 10 on the following page, have been broken down to provide a more detailed picture of the comments. These categories included bicycles, city services, education, and water. In the category of bicycles, 3 comments were related to bicyclist education and 3 were related to bicycle infrastructure.

Comments regarding City services has been broken down by department and is shown in Figure 29. Of the 10 education responses 4 were related to facilities, 2 to funding, 2 to quality, and 2 to vocational education. Like question 36, the category of water included 5 responses related to water in general, 4 were related to quality, and 3 were related to supply.

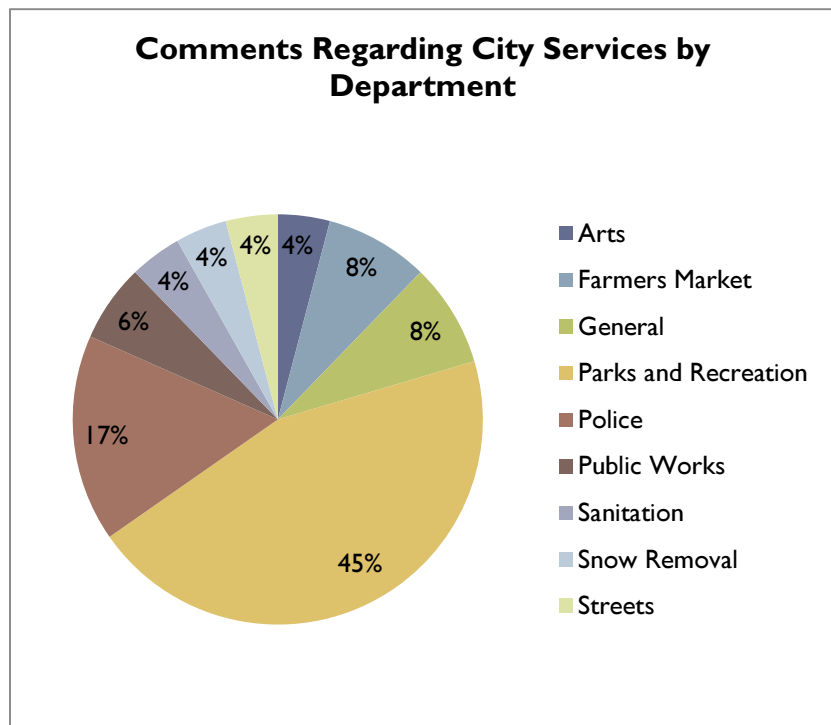


Figure 31 – Comments Regarding City Services by Department

Open Ended Comments - Categorized					
Question 36	Count	Percentage	Question 37	Count	Percentage
			3rd Street Bridge	2	1%
Affordable Housing	2	1%	Affordable Housing	3	1%
City Finances	11	4%	Amenity	5	2%
			Bicycles	6	2%
			City Look	3	1%
City Services	4	2%	City Services	49	17%
			City Staff	5	2%
			Compliment	10	3%
Drugs	6	2%	Drugs	3	1%
			Developers	2	1%
			Discrimination	2	1%
Downtown Development	5	2%	Downtown Development	6	2%
Economic Development	60	23%	Economic Development	20	7%
Education	12	5%	Education	10	3%
Elected Officials	4	2%	Elected Officials	6	2%
Growth	36	14%			
Housing	6	2%	Housing	6	2%
Infrastructure	3	1%			
			Ice Rink	3	1%
Jobs	24	9%	Jobs	3	1%
Land Development	5	2%	Land Development	3	1%
Miscellaneous	3	1%	Miscellaneous	13	4%
			Neighborhood	2	1%
Parking	4	2%	Parking	6	2%
			Path and Trail System	4	1%
			Planning and Zoning	5	2%
Playfields	3	1%	Playfields	2	1%
			Policy	2	1%
			Public Transit	5	2%
Quality of Life	9	3%	Quality of Life	9	3%
State of Economy	4	2%	Recycling	6	2%
			Residential Landscaping	6	2%
			Restaurants	2	1%
Retail	9	3%	Retail	20	7%
			Sidewalks	14	5%
			Street Lighting	5	2%
			Streets	9	3%
			Survey	3	1%
Sustainability	6	2%	Sustainability	3	1%
Taxes	5	2%	Taxes	10	3%
Traffic	12	5%	Traffic	5	2%
Water	30	11%	Water	12	4%
Zoning	2	1%			

Table 10 - Open Ended Comments - Categorized

Conclusion

Regular surveys provide City of Moscow officials with a unique opportunity to gain the perspective of the average resident of Moscow. This survey includes a representative sample of Moscow residents who do not typically participate in local government, as highlighted in the response rate of 81% who have “never or once” attended a Council meeting in the last 12 months.

The 2010 Citizen Survey achieved a 31% response rate. The survey results are statistically valid and empirically defensible. A large portion 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. Now that five surveys have been completed, the basic trends have been established. As the number of responses increase reliability of the information increases as well.

In short, citizens are satisfied with the quality of life in Moscow, 95% felt quality of life in the community is “good” or “excellent,” and results overall are on par with or above comparative national ratings.

Appendix A – Selected Results by Geographic Sector

The tables and graphs in this appendix show selected survey results by sector. Smaller sample sizes result in less reliability, so 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 to the right.

Respondents' Geographic Distribution		
City Center North (CCN)	90	25%
City Center South (CCS)	48	13%
East (E)	78	22%
North Central (NC)	58	16%
North West (NW)	33	9%
South (S)	26	7%
University (U)	25	7%

In analyzing the 100-point scale scores for the quality of life items for each sector in comparison to the

Table 11 - Respondents' Geographic Distribution

cumulative score for the entire city and the national average some items do stand out. As noted earlier in this document, all quality of life items for the city as a whole are well above the national averages. However, when broken down by sector, the North West sector rates the quality of life lower than all other sectors. This is particularly evident in the overall quality of neighborhood where it was rated lower than other sectors, but still equal to the national average and “Moscow as a place to retire,” which was rated much lower than the national average as did the South (S) sector.

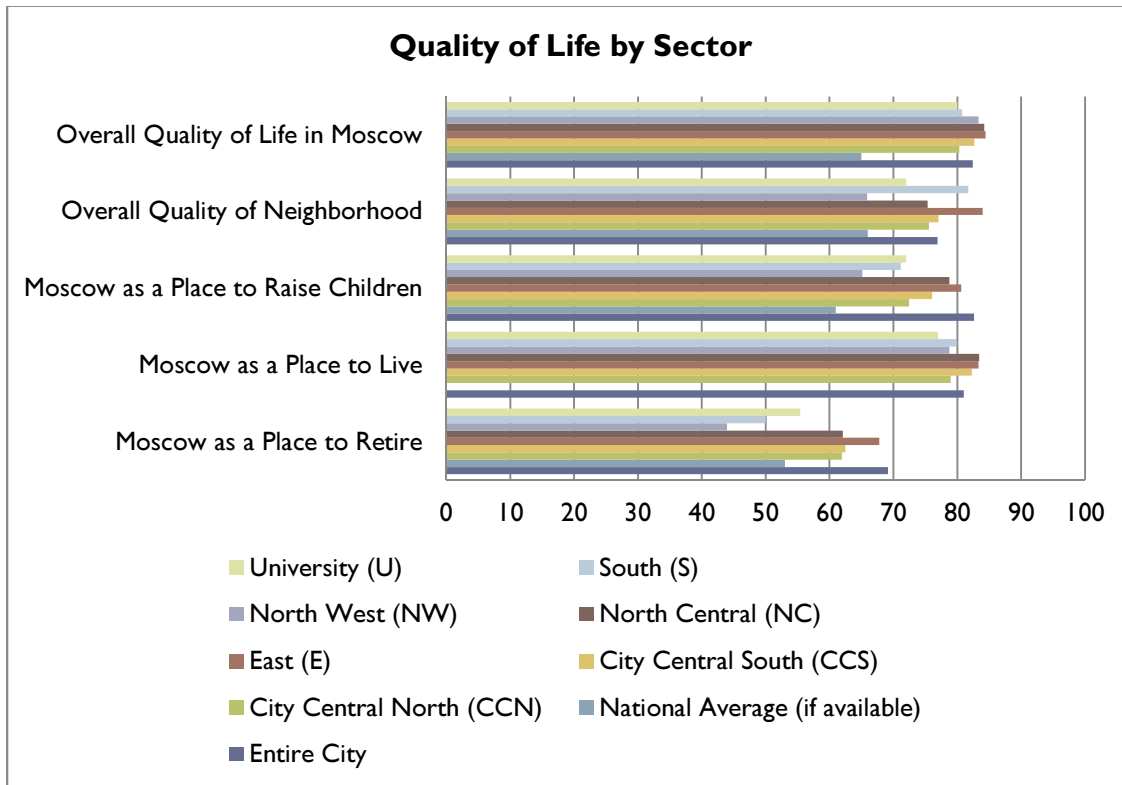


Figure 32 - Quality of Life by Sector

Respondents' perceptions of the three safety elements rated, violent crimes, property crimes, fires are all relatively high with the lowest feelings of safety noted in the City Central North (CCN) sector, which is the sector bound by 'D' Street to the north, Sixth Street to the south, Highway 95 or Jackson Street to the east and Mountain View Drive to the west.

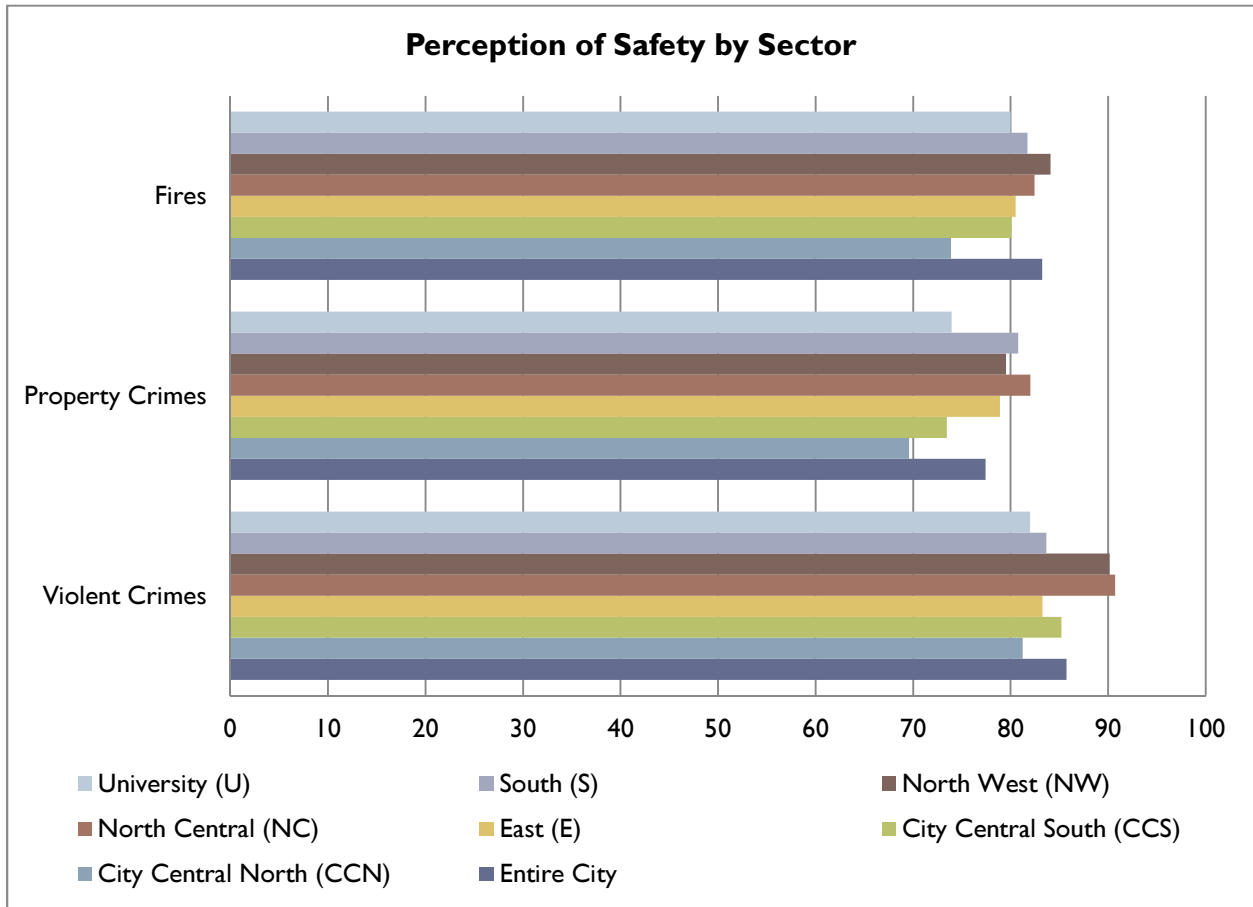


Figure 33 - Perception of Safety by Sector

Also interesting to note are the 100-point scale scores of City services by sector, those are outlined in the following table.

<i>100-Point Service Scores by Sector</i>							
	<i>City Center North (CCN)</i>	<i>City Center South (CCS)</i>	<i>East (E)</i>	<i>North Central (NC)</i>	<i>North West (NW)</i>	<i>South (S)</i>	<i>University (U)</i>
<i>Police Services</i>	70	76	76	75	73	73	70
<i>Fire Services</i>	71	76	73	69	71	74	51
<i>EMS Services/Ambulance</i>	66	69	74	65	67	63	44
<i>Garbage Collection (Solid Waste)</i>	77	79	80	74	71	76	67
<i>Recycling</i>	82	81	82	74	67	80	67
<i>Water Services</i>	62	68	70	66	63	72	61
<i>Sewer Services</i>	65	71	73	72	67	71	57
<i>Library Services</i>	74	67	67	73	49	65	56
<i>Recreation Facilities</i>	65	71	66	67	67	69	64
<i>Recreation Programs and Classes</i>	57	53	56	62	62	51	48
<i>Park Maintenance</i>	72	78	73	78	80	69	79
<i>City Parks</i>	75	78	74	77	80	73	82
<i>Street Maintenance</i>	57	60	56	62	64	58	69
<i>Cleanliness of Streets</i>	66	73	69	68	77	63	73
<i>Snow Removal</i>	53	49	53	52	54	51	49
<i>Street Lighting</i>	53	62	61	57	52	60	56
<i>Amount of Public Parking</i>	47	58	43	54	55	55	50
<i>Ease of Car Travel In the City</i>	62	63	65	69	55	68	64
<i>Enforcement of Traffic Laws</i>	61	63	61	62	64	63	59
<i>Planning and Zoning</i>	42	49	41	48	44	39	44
<i>Sidewalk Maintenance</i>	51	45	58	50	57	52	66
<i>Handicap Accessibility in Public Places</i>	50	57	56	52	45	49	52

Table 12 - 100-Point Service Scores by Sector

Appendix B – 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. Scores are calculated based on the 100-point scale described in the methodology section of this document.

Average Rating of Quality of Life by Gender										
	Male					Female				
	2002	2004	2006	2008	2010	2002	2004	2006	2008	2010
Overall quality of life	80	80	81	81	82	82	80	80	80	83
Overall quality of neighborhood	79	76	76	76	77	77	75	77	74	77
Moscow as Place to raise children	83	79	81	81	81	83	82	82	80	83

Table 13 – Average Rating of Quality of Life by Gender

Average Rating of Quality of Life by Age																																			
	18-24					25-34					35-44					45-54					55-64					65-74					75+				
	02	04	06	08	10	02	04	06	08	10	02	04	06	08	10	02	04	06	08	10	02	04	06	08	10	02	04	06	08	10	02	04	06	08	10
Overall quality of life	75	76	75	78	80	80	80	82	79	83	86	81	82	82	72	83	81	81	86	85	83	79	79	82	83	82	85	79	82	84	83	78	87	85	80
Overall quality of neighborhood	66	67	69	67	71	74	71	69	72	80	81	76	79	77	78	80	81	79	81	80	79	80	79	75	78	80	80	81	79	78	86	78	83	84	77
Moscow as Place to raise children	74	74	76	70	72	80	81	80	79	83	88	81	85	83	84	85	84	85	86	87	84	82	81	82	88	82	85	82	81	88	85	82	86	88	83

Table 14 – Average Rating of Quality of Life by Age

Average Rating of Quality of Life by Anticipated Household Income																				
	<\$24,999					\$25,000-\$49,999					\$50,000-\$99,999					\$100,000+				
	02	04	06	08	10	02	04	06	08	10	02	04	06	08	10	02	04	06	08	10
Overall quality of life	77	79	78	77	80	83	80	82	81	81	83	81	82	82	84	83	79	82	82	89
Overall quality of neighborhood	67	70	71	67	71	78	74	75	76	74	81	79	82	77	82	81	82	80	80	83
Moscow as Place to raise children	78	75	79	75	77	82	82	80	83	81	86	85	84	81	85	87	87	89	85	90

Table 15 – Average Rating of Quality of Life by Anticipated Household Income

Average Rating of Quality of Life by Length of Residency																									
	0-2 Years					2-5 Years					6-10 Years					11-19 Years					20+ Years				
	02	04	06	08	10	02	04	06	08	10	02	04	06	08	10	02	04	06	08	10	02	04	06	08	10
Overall quality of life	76	76	77	83	80	76	79	78	81	80	81	81	82	81	85	85	78	84	80	85	85	82	81	82	83
Overall quality of neighborhood	71	71	69	76	76	71	74	73	76	72	79	72	79	72	78	80	74	81	73	82	81	79	78	77	78
Moscow as Place to raise children	77	77	77	83	76	77	77	78	83	77	86	81	84	77	86	87	83	86	72	85	86	83	83	79	85

Table 16 – Average Rating of Quality of Life by Length of Residency

Appendix C – Survey Tool with Results



2010 City of Moscow 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 of how you would rate each of the following questions:

	Excellent	Good	Neutral	Poor	Very Poor	Don't Know
a. The overall quality of life in Moscow?	35%	59%	5%	1%	0%	0%
b. The overall quality of your neighborhood?	28%	55%	12%	4%	1%	0%
c. Moscow as a place to raise children?	39%	42%	8%	1%	1%	9%
d. Moscow as a place to live?	36%	53%	8%	2%	0%	0%
e. Moscow as a place to retire	22%	34%	20%	8%	2%	13%

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	11%	68%	16%	4%	0%	0%
b. Quality of K – 12 schools in Moscow	14%	37%	12%	4%	1%	32%
c. Opportunities to attend cultural activities	28%	47%	16%	5%	1%	3%
d. Shopping opportunities	4%	32%	30%	26%	7%	0%
e. Air quality	26%	54%	11%	5%	1%	1%
f. Recreation opportunities	19%	52%	16%	9%	1%	2%
g. Job opportunities	1%	12%	35%	32%	8%	10%
h. Access to affordable housing	6%	27%	29%	21%	9%	7%
i. Openness and acceptance of the community towards people of diverse backgrounds	17%	52%	15%	8%	1%	6%

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

	Very Safe	Fairly Safe	Not Safe or Unsafe	Unsafe	Very Unsafe	Don't Know
a. Violent crimes (e.g. robbery, assault)	50%	43%	5%	1%	1%	1%
b. Property crimes (e.g. burglary, theft)	26%	60%	8%	3%	1%	2%
c. Fires	41%	46%	7%	0%	1%	4%

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

	Very Safe	Fairly Safe	Not Safe or Unsafe	Unsafe	Very Unsafe	Don't Know
a. In your neighborhood	47%	41%	6%	4%	0%	1%
b. In downtown areas	41%	42%	9%	3%	0%	4%
c. In City parks outside your neighborhood	19%	41%	19%	9%	1%	11%
d. Current levels of street lighting	15%	47%	18%	13%	4%	2%

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	23%	45%	18%	9%	3%	1%
b. Drug abuse	7%	25%	28%	8%	3%	28%
c. Alcohol abuse	5%	25%	30%	11%	7%	22%

	Not a Problem	Minor Problem	Important Problem	Major Problem	Extreme Problem	Don't Know
d. Taxes	32%	25%	16%	6%	5%	14%
e. Loitering youth	45%	30%	8%	3%	1%	13%
f. Growth	30%	26%	23%	6%	4%	8%
g. Crime	23%	49%	14%	2%	0%	10%
h. Domestic violence	9%	27%	24%	3%	1%	36%
i. Run down houses and buildings	9%	54%	22%	6%	3%	4%

6. Please evaluate the rate of 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%	9%	56%	10%	4%	16%
b. Business/retail growth	18%	37%	28%	4%	1%	13%
c. Jobs growth	25%	42%	12%	0%	0%	20%

7. Please rate the following statement:

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Don't Know
a. The City does a good job of planning for the growth of our community	3%	20%	26%	23%	13%	14%

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

	Once/ Never	Twice	3 – 12 Times	13 – 26 Times	> 26 Times	Don't Know
a. Used the Moscow Public Library or services	37%	9%	27%	10%	15%	1%
b. Participated in a recreation program or activity	43%	14%	25%	8%	6%	3%
c. Visited a City park	11%	13%	37%	14%	64%	1%
d. Recycled used paper, cans or bottles from your home	8%	3%	10%	14%	64%	1%
e. Volunteered your time to some group/activity in Moscow	42%	9%	20%	12%	15%	1%
f. Attended an event at the 1912 Center	47%	19%	27%	4%	2%	1%

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	29%	53%	8%	4%	1%	6%
b. Fire services	35%	44%	4%	1%	1%	16%
c. Emergency medical services/ambulance	28%	47%	5%	1%	1%	18%
d. Garbage collection	33%	50%	9%	3%	2%	3%
e. Recycling	40%	44%	7%	5%	3%	2%
f. Water services	21%	47%	15%	8%	5%	4%
g. Sewer services	25%	47%	14%	3%	1%	9%
h. Library services	32%	39%	9%	1%	0%	17%
i. Recreation facilities	23%	46%	13%	3%	1%	11%
j. Recreation programs and classes	16%	41%	17%	3%	1%	21%
k. Park maintenance	27%	57%	9%	1%	0%	5%
l. City parks	27%	58%	7%	1%	0%	4%
m. Street maintenance	11%	43%	24%	17%	4%	1%
n. Cleanliness of streets	16%	54%	20%	6%	2%	1%
o. Snow removal	8%	35%	26%	15%	8%	6%
p. Street lighting	11%	39%	22%	22%	4%	1%
q. Amount of public parking	7%	33%	25%	25%	9%	1%
r. Ease of car travel in the City	11%	54%	16%	13%	4%	0%

	Excellent	Good	Neutral	Poor	Very Poor	Don't Know
s. Enforcement of traffic laws	11%	50%	21%	6%	3%	8%
t. Planning and zoning	4%	26%	32%	16%	6%	15%
u. Sidewalk maintenance	7%	36%	25%	23%	6%	1%
v. Handicap accessibility in public places	12%	39%	17%	7%	2%	22%

10. Overall, how would you rate:

	Excellent	Good	Neutral	Poor	Very Poor	Don't Know
a. The quality of services provided by the City of Moscow	13%	66%	14%	3%	1%	1%

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	22%	45%	16%	7%	2%	7%
b. Water services	15%	37%	20%	15%	5%	8%
c. Sewer services	16%	43%	22%	6%	1%	10%
d. Parks & Recreation programs	18%	43%	18%	4%	1%	15%

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

	Once/ Never	Twice	3 – 12 Times	13 – 26 Times	> 26 Times	Don't Know
a. Accessed Council agendas, public hearing notices, the City Code and/or other information from the City's website	64%	15%	16%	1%	2%	1%
b. Read a legal notice in the newspaper	45%	14%	23%	8%	7%	2%
c. Attended a City Committee or Commission meeting	81%	9%	7%	1%	0%	1%
d. Provided oral or written testimony at a public meeting	91%	5%	2%	0%	0%	1%
e. Contacted the Mayor or City Supervisor regarding City policy and/or process	84%	9%	4%	0%	0%	1%
f. Contacted a Council member regarding City policy and/or process	0%	0%	0%	0%	0%	0%
g. Contacted City staff regarding City policy and/or process	73%	15%	9%	0%	0%	1%

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	6%	40%	27%	14%	4%	7%
b. I am well informed on major issues in the City of Moscow	5%	34%	34%	18%	3%	4%
c. The City government welcomes citizen involvement	9%	41%	24%	7%	2%	16%
d. The City considers citizen's opinion in decisions	5%	31%	32%	10%	4%	17%
e. I am well informed about City process and procedures	2%	24%	41%	19%	4%	8%
f. The City provides adequate access to public information related to governmental activities	5%	39%	32%	5%	2%	15%

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

	Rank
a. In person from City staff	1
b. By phone	4
c. Local newspaper	6
d. City's governmental cable channel (Channel 13)	2
e. City's internet website (www.ci.moscow.id.us)	5
f. Other:	3

15. 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 would be interested in high-quality high-density residential living opportunity (e.g. an apartment, loft, or condominium) near downtown and the University of Idaho campus.	15%	18%	21%	23%	18%	4%
b. Moscow has adequate opportunities for affordable home ownership.	3%	21%	18%	32%	12%	11%
c. In order to access more affordable housing, I would be interested in owning a home, which is built on a lot, which is leased from a non-profit group (e.g. land trust, affordable housing authority, etc.).	6%	16%	22%	21%	13%	19%
d. I support the construction of a pedestrian/bicycle only bridge over Paradise Creek to connect Third Street to Mountain View Road.	33%	27%	13%	6%	11%	6%
e. I support the construction of a motor vehicle, bicycle, and pedestrian bridge over Paradise Creek to connect Third Street to Mountain View Road.	25%	18%	14%	12%	20%	8%
f. I am satisfied with my ability to travel by car between the east and west sides of Moscow.	15%	44%	15%	15%	8%	1%
g. I support the installation and improvement of sidewalks within existing developments to provide a continuous sidewalk system.	43%	41%	9%	1%	1%	1%
h. The collection of a fare of 50¢ (fifty cents) for riding on Moscow Valley Transit buses would reduce my use of public transit services (fares would be used to defer costs, such as those associated with existing routes and possible service expansion).	10%	14%	21%	23%	15%	15%
i. The Moscow Historic Preservation Commission should be given an opportunity to review proposals for new development, alterations to exterior facades of historic buildings or demolition of historic buildings for appropriateness as part of the building permit process for the downtown historic district.	21%	37%	16%	9%	7%	8%
j. I support the use of public funds to develop playfields for organized activities.	22%	41%	21%	7%	4%	3%
k. I support improvements of undeveloped parks.	23%	48%	17%	4%	3%	2%
l. I support the construction of bike/pedestrian paths in Moscow.	43%	40%	7%	4%	1%	1%
m. I believe Moscow is an inclusive community.	15%	43%	20%	6%	2%	11%
n. The Human Rights Commission sponsors enough educational programs for its citizens concerning human rights.	9%	26%	29%	8%	1%	23%
o. I support the use of public funds to construct a permanent home for the 34-year old Farmers Market.	17%	26%	25%	15%	11%	4%
p. The City of Moscow should implement unsorted recycling within the community.	21%	22%	25%	16%	6%	7%
q. I would be willing to pay more for the opportunity to utilize unsorted recycling.	11%	13%	18%	32%	18%	6%
r. I am concerned about the future availability of water for Moscow.	25%	30%	17%	9%	7%	8%

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Don't Know
s. I support banning smoking in public parks.	38%	18%	16%	11%	13%	1%
t. I support the City's active pursuit of new water resources, such as the construction of a surface water reservoir, to meet future water needs.	26%	41%	16%	6%	2%	8%
u. The presence of a mixture of residential uses (e.g. single-family homes, townhomes, and duplexes) within a single neighborhood that includes common open spaces as buffers to provide separation between those uses would make the neighborhood more desirable to me.	18%	26%	26%	14%	6%	8%

v. Please check the *three* most important planning items below that you feel should be addressed in planning for future growth in the community.

31%	Amount of growth	30%	Condition of streets and sidewalks
23%	Location of land uses	14%	Location and/or condition of City parks
11%	Historic preservation	43%	Water resource planning
47%	Economic development	17%	Private development standards
22%	Neighborhood preservation	4%	Location of public facilities
44%	Traffic management and congestion	6%	Other:

w. 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?

30%	Daycare facilities	24%	Medical offices
20%	Professional offices	21%	Convenience stores
38%	Groceries	20%	Personal services (hair salon, dry cleaning, etc.)
40%	Eating and drinking establishments	16%	Other:

x. What percentage of your gross monthly household income goes to rent or monthly mortgage payments?

20%	Less than 10%	10%	10-15%	9%	16-20%	11%	21-25%	12%	26-30%
8%	31-35%	9%	36-40%	10%	More than 40%	6%	Don't know		

y. What monthly home ownership housing payment do you believe is affordable for you?

20%	\$500	14%	\$650	19%	\$800	6%	\$950
6%	\$1,100	11%	\$1,250	7%	\$1,400	3%	More than \$1,400

z. In the past 12 months, how frequently have you used these trail sections:

	Never	Once	2-12	13-26	26+	Don't Know
a. Chipman Trail (to Pullman)	42%	12%	33%	5%	4%	1%
b. Paradise Path (within Moscow)	25%	8%	33%	1%	19%	2%
c. Berman Creekside Park (east to City limits)	45%	10%	22%	4%	6%	6%
d. Carol Ryrie Brink Nature Park	54%	13%	18%	5%	3%	4%
e. Hordemann Pond (to Mountain View Park)	49%	12%	21%	7%	5%	3%
f. Latah Trail (to Troy)	44%	13%	24%	7%	6%	1%

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

	Once/ Never	Twice	3 – 12 Times	13 – 26 Times	> 26 Times	Don't Know
a. Watched a City Council meeting on TV.	70%	9%	17%	2%	0%	1%

bb. I feel the following items are issues in regard to Paradise Path:

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Don't Know
a. Access from my neighborhood	16	22	25	11	4	15
b. Safety	15	26	22	10	5	15
c. Lighting	18	30	22	7	3	15
d. Signage	9	21	30	16	4	15
e. Navigation (maps)	7	23	30	11	4	17
f. Connection to shopping	8	21	30	14	5	14
g. Connection to the University	11	20	24	14	5	14
h. Other:						

cc. What kind of information are you most interested in receiving from the Moscow Tree Commission:

34%	Street tree selection guide	45%	Pruning tips
21%	Information on the City's Community Forestry Ordinance	47%	Water-wise selection and care for trees
41%	Information on proper planting and care for trees	24%	List of certified arborists in Moscow

dd. The most important feature to me of a healthy urban forest of street and parks trees is:

18%	Slowing traffic through residential areas	50%	Providing pleasant recreational areas
25%	Conserving water	35%	Reducing the City's carbon footprint
10%	None of the above	10%	Don't Know

ee. The Moscow Tree Commission could best serve me and the community by:

22%	Providing a variety of free tree care workshops	42%	Promoting City-wide tree planting
32%	Partnering with neighborhoods on tree planting and tree care events	26%	Providing educational material on the economic benefits of trees to your property and community

ff. To what degree do you feel the following Human Rights discrimination-based 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. Race/ethnicity	32	35	12	2	1	12
b. Gender	45	27	9	2	1	12
c. Sexual orientation	32	29	15	6	1	12
d. Religion	32	29	17	7	1	8
e. Wealth or social class	36	28	13	4	2	12
f. Political beliefs	29	30	16	6	4	10

gg. Where would you like to see public art placed in our community?

24%	City parks and trails	30%	Libraries
28%	Municipal buildings	20%	Public walkways
11%	None of the above	40%	All of the above
4%	Other:		

hh. Please check one option below:

	Very Aware	Aware	Somewhat Aware	Not Aware
I am aware that the Moscow Police Department has a 24 hour, 7 day a week drop-off box in their lobby, where I can deposit outdated pharmaceuticals.	11%	20%	7%	60%

The following questions are about 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?

30%	No
17%	Part-time
52%	Full-time

17. Are you currently enrolled at a local university?

79%	No
3%	Part-time
17%	Full-time

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

65%	Motorized vehicle (e.g. car, truck, van, motorcycle, etc.)
9%	Bicycle
10%	Walk
3%	Work at home
2%	Other:

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

21%	Yes	48%	No
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19. How many years have you lived in Moscow?

11%	Less than 2 years
22%	2-5 years
13%	6-10 years
14%	11-20 years
38%	More than 20 years

20. Which best describes the building you live in?

63%	One family house detached from any other houses
8%	One family house attached to one or more houses (e.g. duplex or townhouse)
23%	Building with two or more apartments or condominiums
4%	Mobile home
1%	Other:

21. How many people live in your household?

21%	1	13%	4
42%	2	6%	5
14%	3	3%	More than 5

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

20%	Yes	79%	No
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23. Do any teenagers between 13 and 17 live in your household?

11%	Yes	87%	No
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24. Are you or any other members of your household age 65 or older?

22%	Yes	77%	No
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25. Does any member of your household have a physical disability?

10%	Yes	88%	No
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26. What is the highest degree or level of school you have completed (mark one box):

1%	12 th or less, no diploma
9%	High school diploma
15%	Some college, no degree
7%	Associate's degree (e.g. AA, AS)
32%	Bachelor's degree (e.g. BA, AB, BS)
35%	Graduate or professional degree

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

24%	Less than \$24,999
28%	\$25,000 to \$49,999
32%	\$50,000 to \$99,999
11%	\$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 Alaska Native
1%	Asian or Pacific Islander
0%	Black, African American
2%	Hispanic, Spanish, Latino
90%	White, Caucasian
1%	Other:

29. In which category is your age?

12%	18-24 years	14%	25-34 years
19%	35-44 years	8%	45-54 years
18%	55-64 years	14%	65-74 years
12%	75 years or older		

30. What is your gender?

59%	Female	38%	Male
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31. Are you registered to vote in Moscow?

82%	Yes	17%	No
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32. Did you vote in the most recent City election?

65%	Yes	33%	No
-----	-----	-----	----

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

82%	Yes	16%	No
-----	-----	-----	----

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

77%	Yes	21%	No
-----	-----	-----	----

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

89%	Yes	9%	No
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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 citizens with the best, most responsive form of government.

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

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