

Moscow Citizen Survey 2002



Report of Results

Submitted December 17, 2001

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Executive Summary

The 2002 Citizen Survey is the first for the City of Moscow and it is planned that one will follow every two years to coincide with strategic planning. The Moscow Citizen survey serves as a scorecard for the community by providing an evaluation of the community and the characteristics of its residents.

How the Survey Was Conducted

1200 households were selected at random to participate in the survey conducted in early and mid November. Of the eligible households, 429 completed surveys were returned to yield a response rate of approximately 40%, accounting for non-mailable addresses. Utilizing a 95% confidence interval around results is less than ± 5 percentage points for each question.

How the Report Is Organized

The Moscow Citizen Survey addresses many topics related to life in the community. The body of the report is mainly an analysis of the sections covered in the survey. The report excludes “don’t know” or non-responses from the percentages reported. This breakdown is included on the survey attached to the report in Appendix I. City leadership may want to consider the value of these questions or how to better educate residents for questions that received more than 20% “don’t know” or non-response. Many of the questions have been converted to a 100-point scale with 100 being the best and 0 the worst. For practical purposes a score of 70 would equal “good” on a 5-point scale. Using the percent-of-maximum scale an answer of “excellent” on a 5-point scale would equal 100 points. Likewise an answer of “very poor” would equal no points.

Overall Quality of Life

Almost all residents (92.5%) rated the overall quality of life in Moscow as “good” or “excellent”. Future surveys may include questions that would try to ascertain what elements have an effect on the overall quality of life in Moscow. It should be noted that residents’ rating of quality of life is higher than the national average.

Neighborhood

Average ratings for the quality of respondents’ neighborhood was approximately 76 on a 100-point scale. 82% rated their neighborhood either “good” or “excellent”.

Job Opportunities and Access to Affordable Housing

In both cases the City of Moscow saw low ratings. Only 23% of residents rated job opportunities “good” or “excellent” and 33% rated access to affordable housing “good” or “excellent”. This yielded scores of 45 and 50 respectively on a 100-point scale. Both

scores are significantly lower than other indicators influencing quality of life in the community. The economic base, types of employment available and income versus cost of housing probably contribute to this overall low ranking.

Safety

Perhaps one of the most significant contributors to the high rating for overall quality of life is outstanding ratings for safety. 97% of residents feel “fairly safe” or “very safe” from violent crimes and 91% feel the same about property crimes. This yielded the scores of 88 and 78 on a 100-point scale respectively.

Most residents also felt safe walking alone at night in their neighborhood with 91% reporting they felt “fairly safe” or “very safe”. Residents were more critical of walking alone in city parks outside their neighborhoods and current levels of street lighting. 66% and 63% respectively felt “fairly safe” or “very safe” in the aforementioned situations.

People were also confident with fire protection, approximately 92% felt “fairly safe” or “very safe” from fires. Using a 100-point scale fear of fires rated 82, a very high rating. With the addition of Fire Station #3 it will be interesting to see if this confidence level increases in subsequent surveys.

Problems Affecting Quality of Life

A number of questions were asked regarding perceptions of the overall quality of life. They included taxes, traffic, growth, crime and a number of other socioeconomic indicators. Not surprisingly taxes were considered most problematic of the questions used in the analysis. Alcohol abuse, drug abuse and domestic violence all received a non-response rate of 20% or higher. These issues were not considered in the analysis because the answers are more likely to be unreliable.

Community Involvement in Government

Moscow is much like other communities and has a difficult time involving citizens in government. Of those surveyed 82% said they have attended a City Council meeting “once or never” in the last 12 months, 77% responded they have “once or never” watched a City Council meeting on television in the 12 months and 74% have “once or never” visited the City web site during the same time. Currently City staff is working to increase public use and information with these sources and future surveys will measure the success of these attempts.

City Services

Survey participants were asked to rate a large number of services provided by City government. Positive ratings were given to public safety, ranging from 74 to 82 on a 100-point scale. Both Fire and Police Departments exceeded national averages. Parks and Recreation services rated in the seventies, ranging from 71 to 78. Parks and

Recreation services were similar to national averages, although in certain cases slightly lower.

Public works services rated lowest among City services. Solid waste, water and sewer services ranked close to national averages, ranging from 71 to 79 on the 100-point scale. Several services, however rated below national averages, including:

- Street Maintenance,
- Snow Removal,
- Street Lighting, and
- Sidewalk Maintenance.

Amount of public parking and planning and zoning services fared the worst of all services offered by the City. Each scored 47 and 49 respectively, with 31% saying the amount of public parking is “good” or “excellent” and 32% answering positively when questioned about planning and zoning services.

Overall City services received a score of 71 on a 100-point scale. 77 percent of respondents rated City services “good” or “excellent” overall. This rating is comparable to national averages, however as stated before, some aspects of services rated far higher than the national average. A more detailed comparison of all City services is provided in subsequent sections of this report.

Boards, Commissions and Committees

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

Demographics

A series of questions similar to those on the 2000 Census were asked. A variety of socio-economic questions were asked: including age, race, sex, employment, income, size of household, household type, education and voting patterns. Detailed results are found on the attached survey instrument. A very diverse mix of residents responded to the survey which has provided a good sample of the “average” Moscow resident.

Open-ended Comments

Residents were asked for their input on two questions:

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

It was felt that respondents should be given the opportunity tell us specifically what is to them the most important issues facing the City. Unlike the rest of the survey instrument which consists of close-ended, primarily evaluative questions, this section was intended to provide “rich” data. A categorized table of the first open-ended comment is included in Appendix V. The responses to the second open-ended question are available in both verbatim and summary form in paper and electronic sources.

Survey Background

What the Survey Is About

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

The results of the survey are intended to guide future planning and resource allocation decisions by sampling a representative cross-section of our community. These randomly administered surveys are carefully formulated, tabulated and analyzed to provide elected officials with the best means of unbiased decision-making. Survey methodology and the survey instrument are provided in foregoing appendices. A vast majority, (75%), of the respondents are typically not involved in local government other than elections, rarely attending Council meetings or watching them on television over the past twelve months. But they are typical of the over 20,000 residents making Moscow their home.

How the Survey Was Conducted

Approximately 1200 households, including dormitories and apartments, were chosen at random to participate in the survey conducted in early to mid November of 2001. Additionally the City was divided into six geographic subsections: Northwest, North Central, East, South, Central City North and Central City South. Each household was first mailed a postcard explaining that they would receive a Citizen Survey the following week. The survey packet included a cover letter signed by the Mayor, the survey instrument and a self addressed stamped envelope to mail back the completed survey. Of the 1200 eligible households, 429 had returned the survey before this report was written, for a response rate of 40% when non-mailable surveys were excluded. The national average for this type of survey is around 32%. The 95% confidence interval around results is 4.5 percentage points either positively or negatively.

Understanding the Results

Converting Responses to a 100-Point Scale

Responses to all of the evaluative questions were made on a 5-point scale ranging from "excellent" to "very poor" many of the results in this report are converted to a 100-point scale to make easier comparisons with national averages. Converting to the 100-point scale began by assigning a numerical value to each of the descriptive rankings, in this case "excellent" would equal 5, "good" equals 4, "neutral" equals 3 and so on. If "don't

know” was checked or the respondent left the question blank this was not counted as a percentage for ranking purposes or simply given a zero on the 5-point scale. After determining the values on a 5-point scale the results were converted to the 100-point scale used by the National Research Center to compare results on a national basis. Using the 100-point scale each response was assigned a number: excellent=100, good=75, neutral=50, poor=25 and very poor=0. These numbers were then used to weight each percentage for evaluative questions. Below is a hypothetical example where 10% rated of respondents rated a service “excellent”, 40% “very good”, 20% “neutral”, 8% “poor” and 12% “very poor” for a score of 52 on a 100-point scale:

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

Handling “Don’t Know” Responses and Non Responses

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

Precision of Estimates

It is typical to describe the precision of estimates made from surveys by a “level of confidence”. The 95 percent confidence interval is generally no greater than ± 4.5 percentage points around any given percent reported for the entire sample. Hence, if the proportion of respondents who rate the overall quality of life in Moscow as “excellent” is 32%, had we been able to ask the same question to every adult in the City of Moscow, we would find that between 27.5% and 36.5% would rate the overall quality of life in Moscow as “excellent”.

If greater precision in results is sought in the future, the City can chose a larger sample size, however increasing precision by 2 percentage points will increase the sample size by almost 2000 participants. This, however, may be a wise choice if the City would like to find very precise statistically significant differences in future surveys. The precision of estimates also decreases within each geographic subsection because the smaller number of responses. Although statistically valid the level of confidence may vary up to $\pm 10\%$.

Historical Data Comparison

Although this is the first Citizen Survey mailed by the City of Moscow it will serve as the baseline for all future surveys. This presents the City leadership with an opportunity to both refine the survey and define its role in the Strategic Planning process. Many communities have been measuring citizen satisfaction for over a decade and the vast majority recognize the myriad of benefits citizen surveys provide. These communities feel that it is essential that leaders keep in mind that very few residents participate in government policy making through traditional means.

RESULTS OF THE 2002 MOSCOW CITIZEN SURVEY

Quality of Life

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

Overall Quality of Life

A majority of residents (92.5%) rated the overall quality of life in Moscow “good” or “excellent”. Seven percent were neutral, less than one-half of one percent felt it was “poor” and no one rated it “very poor”. This rating was above the national average.

Figure 1

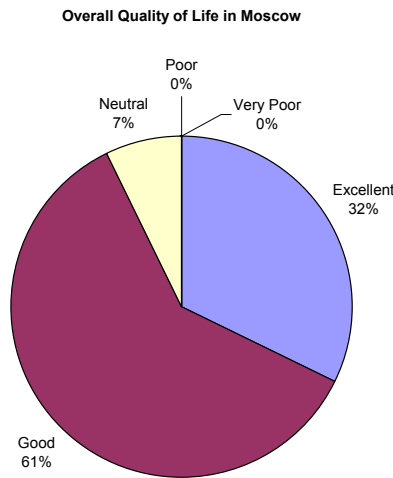
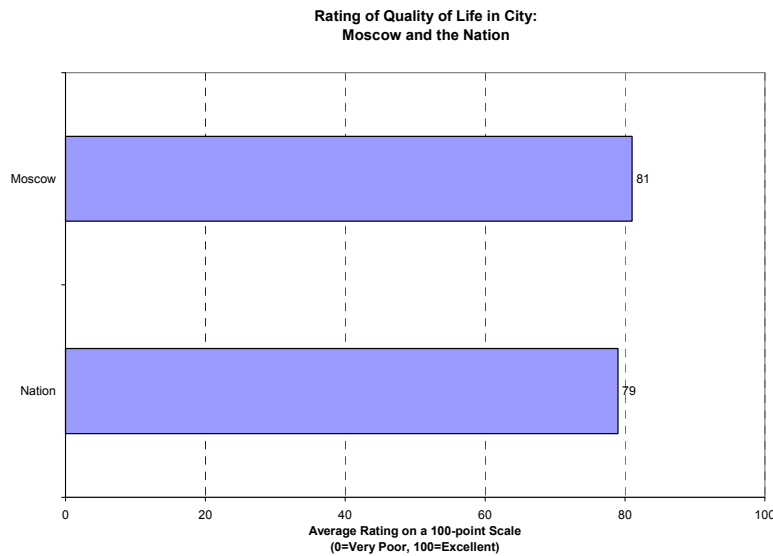


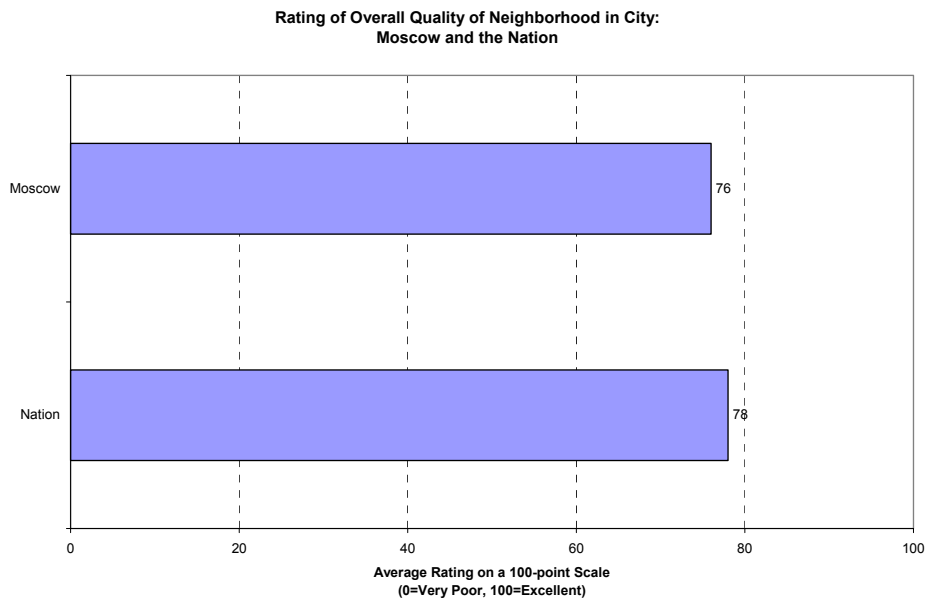
Figure 2



Neighborhood

The overall quality of neighborhoods in Moscow was rated at 76 on a 100-point scale. Although this number is lower than the national average, Moscow neighborhoods still ranked better than “good” with 82% of residents rating their neighborhood “good” or “excellent”. It is perhaps useful in future surveys to ask citizens to rate different aspects of their neighborhoods in order to analyze what has positive and negative influences on opinion. Future questions could ask residents how they feel about volumes of traffic, access to bike paths, access to parks or ease of traveling by walking in their neighborhoods. It appears that safety is not an influencing factor, over 90% of residents felt either “fairly safe” or “very safe” walking alone at night in their neighborhood. Residents also overwhelmingly felt “fairly safe” or “very safe” from both violent and property crimes. It is interesting, however, that Moscow received high ratings for many quality of life issues yet fell below the national average for overall quality of neighborhood.

Figure 3

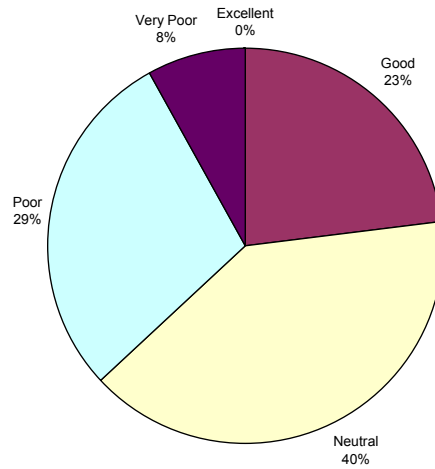


Job Opportunities and Access to Affordable Housing

Both job opportunities and access to affordable housing were rated negatively and both were mentioned frequently as the single most important issue facing the City of Moscow over the next several years. Below are two graphs illustrating the percentage breakdown for job opportunities and access to affordable housing.

Figure 4

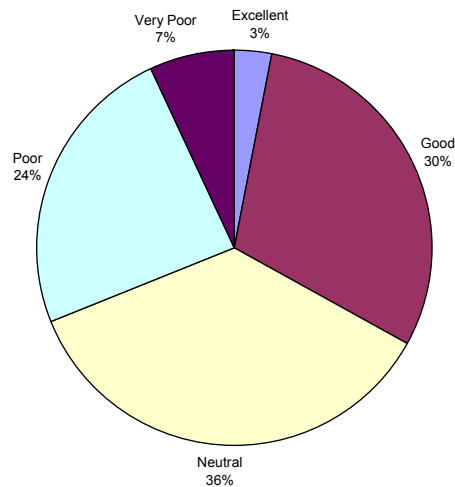
Job Opportunities



As previously mentioned job opportunities received an average rating of 45 on a 100-point scale and access to affordable housing 50 on the same scale. Of all the evaluative questions asked on the survey instrument job opportunities and access to affordable housing scored among the absolute lowest. Improving this situation will require diversified economic growth and higher paying employment. Without these factors the City will continue to be challenged in this area.

Figure 5

Access to Affordable Housing



Safety

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

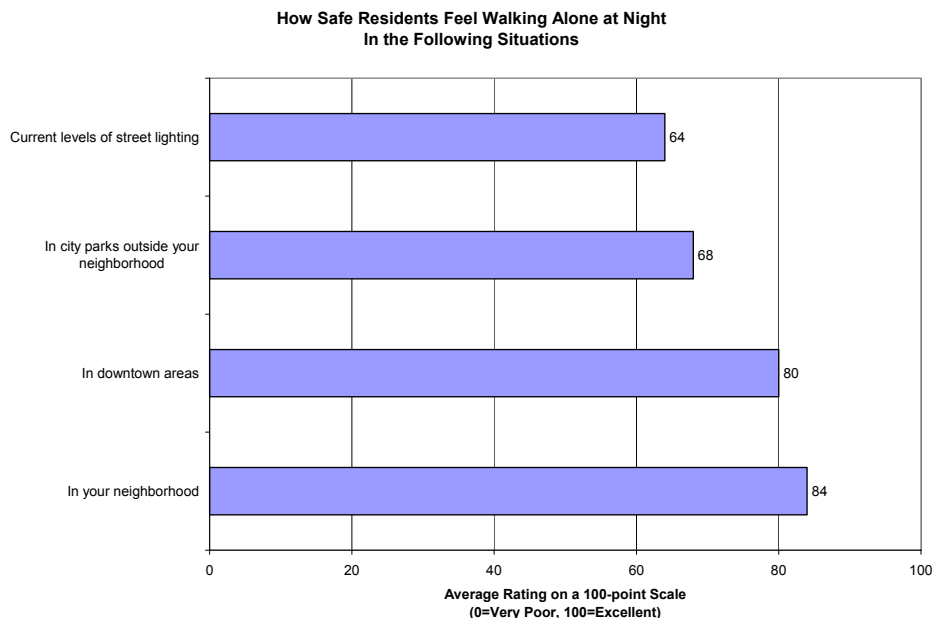
Overwhelmingly (97%) residents felt “fairly safe” or “very safe” from violent crimes in Moscow. Although residents did not feel as safe from property crimes occurring, this is not surprising given the prevalence of property crime in society as a whole. Residents also rated fire protection highly, over 88% felt “fairly safe” or “very safe” from fires.

Figure 6: Safety

How Safe Respondents Feel From:	Rating on 100-point Scale
Violent Crimes	88
Property Crimes	78
Fires	82

When asked specifically how safe residents feel in certain situations responses were mixed. Although respondents felt safe walking alone at night in their neighborhood and in downtown areas, 91% and 88% of respondents felt “fairly safe” or “very safe” in these situations. In city parks outside their neighborhood respondents felt much less safe with only 67% saying they felt “fairly safe” or “very safe”. Opinions of current levels of street lighting were similar. This response appears to be based on perception rather than rate of crime, the majority of residents already stated they feel safe from both violent and property crimes. It should be noted however, that levels of street lighting are closely correlated with how safe people feel walking at night.

Figure 7

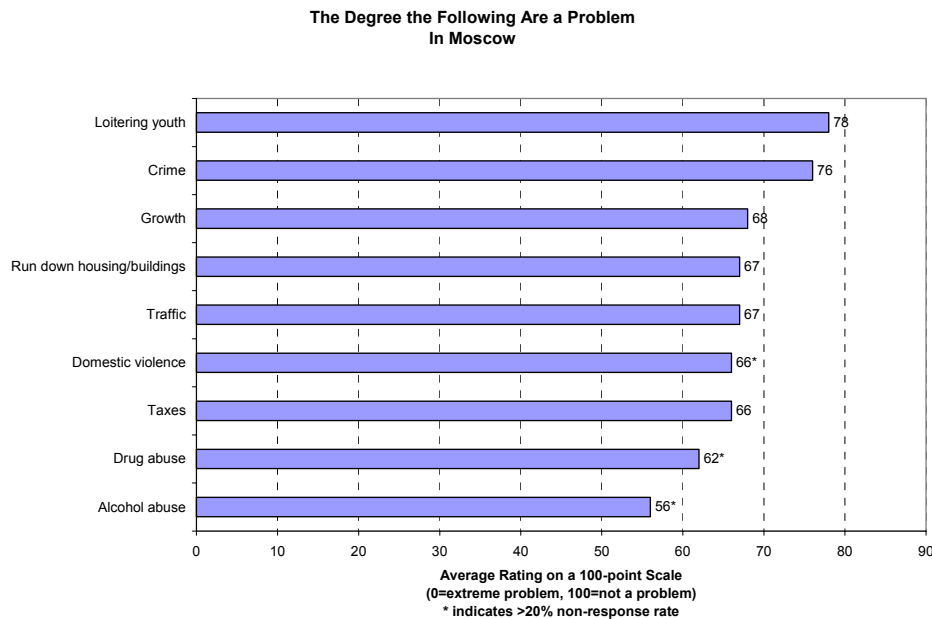


Problems Affecting Quality of Life

Residents were asked a series of questions to measure perception of various problems that influence quality of life in the community. These issues were rated from “not a problem” to an “extreme problem”. Similar to other evaluative questions, a 5-point scale was used. Of the problems respondents were asked to evaluate, no more than 5% considered any to be an “extreme problem”. The majority of responses were either “not a problem” or a “minor problem”. Drug abuse, alcohol abuse and domestic violence all received a non-response or “don’t know” rate of over 20%, almost 45% of those surveyed did not respond or answered “don’t know” to the problem of domestic violence. As stated before, this high rate of non-response makes the results of these questions much less reliable.

The issues with less than a 20% non-response rate most likely considered an “important problem” or a “major problem” were growth (40%), taxes (36%), traffic (35%), and run down houses and buildings (32%). The figure below shows how each problem ranked on a 100-point scale.

Figure 8



On the 100-point scale taxes was rated the lowest of the questions analyzed, followed by traffic, run down houses and buildings, and growth. Although it should be noted that on the 100-point scale these issues were ranked only slightly below a “minor problem”.

Interestingly the two issues considered most problematic, alcohol and drug abuse, also had non-response rates of 23% and 29% respectively. This fact makes these results much less unreliable than those with better response rates. However, this does not mean

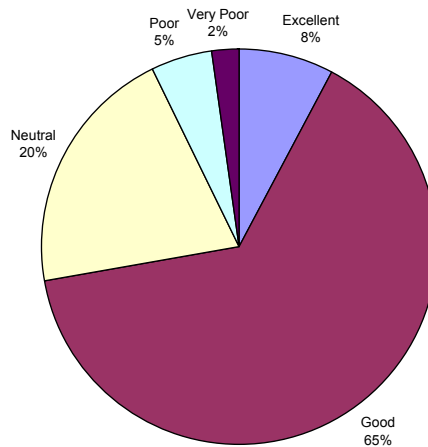
necessarily these questions should be excluded from future surveys, but City leadership should evaluate both the validity and usefulness of the responses.

City Services

Survey participants were asked to rate a number of services provided by City government. Overall satisfaction with city services was 71 on a 100-point scale, roughly three points below the national average. The most positive ratings were given to fire and emergency/EMS services, although over 20% said they did not know about emergency/EMS services, due largely to the fact many residents typically have no need for such services.

Figure 9

Overall Quality of City Services



Enforcement of traffic laws, however, scored significantly below national average. Moscow received an average rating of 62 on a 100-point scale, the national average for traffic enforcement is 69 on the same scale. Solid waste and recycling also had average scores of over 75 on a 100-point scale. City Parks and recreation programs and classes were also given fairly high marks, with an average rating of 76 and 71 respectively. These ratings were close to national marks. However, some aspects of public works did not fare as well. Lower ratings were given to street maintenance, sidewalk maintenance and snow removal. Transportation issues were also problematic. Ease of travel by car and public parking were both rated among the lowest of all services surveyed.

Figure 10

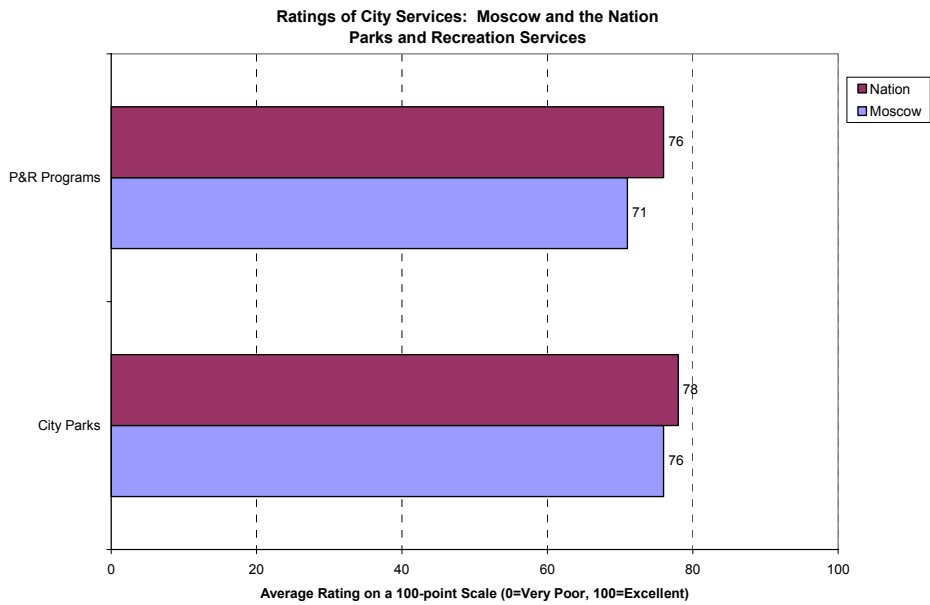
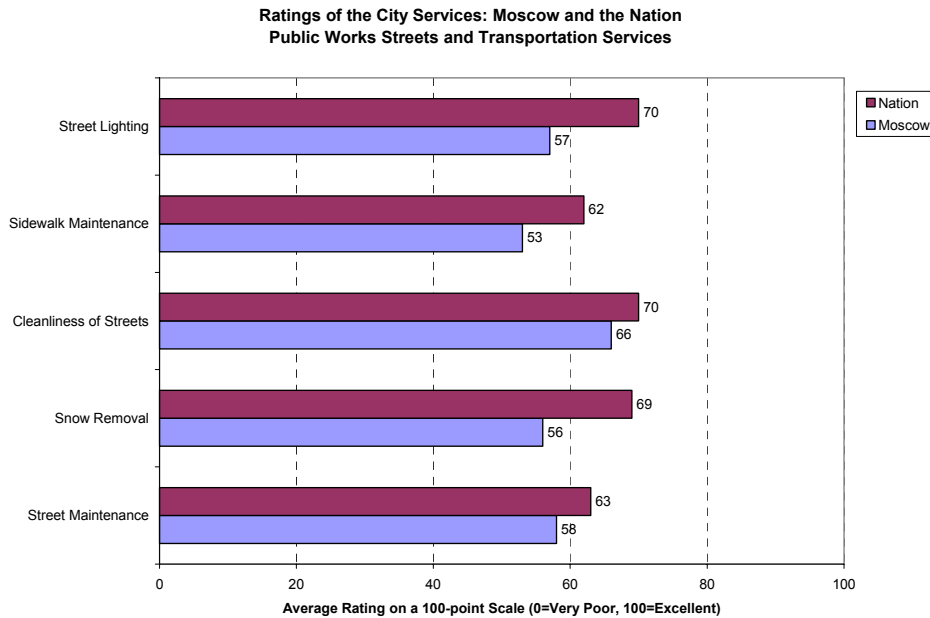


Figure 11

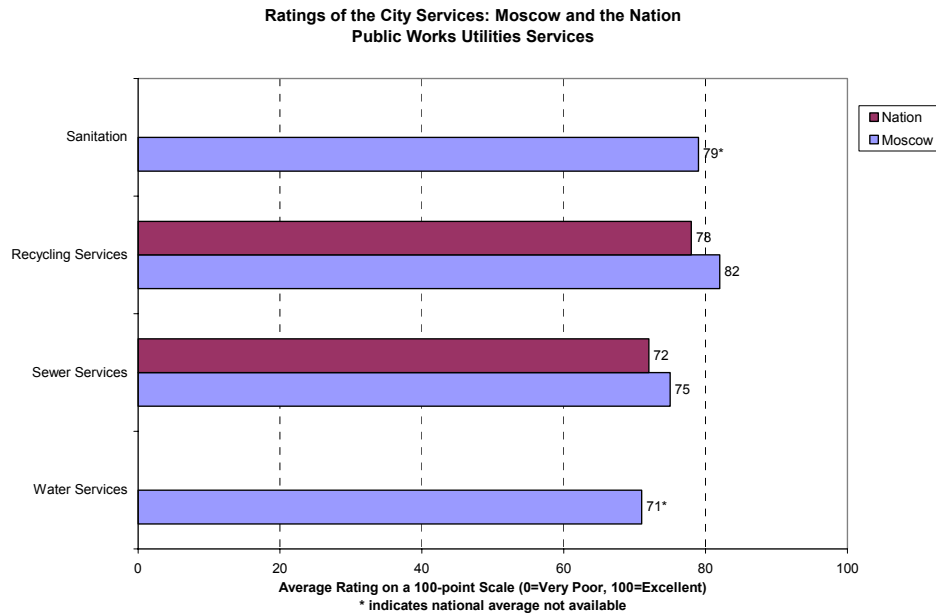


As Figure 11 illustrates, the City of Moscow rated below the national average in every category of public works in regard to streets and transportation services. Although differences in street maintenance and cleanliness of streets may not be statistically significant, sidewalk maintenance, snow removal and street lighting services scored far enough below the national average that they could be areas the City can make improvements that could affect public opinion. Leaders should also be cognizant of the fact that typically street and transportation issues score among the lowest in all citizen

surveys and should not be surprised by the ratings. Future surveys can be used to measure the success of programs implemented to improve these services.

Utility services were the second area of public works rated by citizens. The services included in the survey were sewer, water, solid waste and the recycling program. As the foregoing figure shows the City of Moscow received ratings very similar to national averages. Future surveys could include questions about water conservation issues and satisfaction with the utility billing service.

Figure 12



Overall City services were rated similar to or below national averages. In some cases statistically significant variations could be found. Negative ratings should be viewed as an opportunity to make changes that will increase customer satisfaction, not simply as “doing a bad job.” Again, subsequent surveys could be used for the purpose of continuous improvement. As previously stated, public works is traditionally viewed in a negative light across the nation and the results of the survey are no exception. The following page contains the score of every city service rated on a 100-point scale.

Figure 13: City Services	
City Services	Rating on 100-point Scale
Police Services	74
Fire Services	82
EMS Services/Ambulance	80
Garbage Collection (Solid Waste)	79
Recycling	82
Water Services	71
Sewer Services	75
Library Services	79
Recreation Facilities	71
Recreation Programs/Classes	71
Park Maintenance	78
City Parks	76
Street Maintenance	58
Cleanliness of Streets	66
Snow Removal	56
Street Lighting	57
Amount of Public Parking	47
Ease of Car Travel In the City	57
Enforcement of Traffic Laws	62
Planning and Zoning	49
Sidewalk Maintenance	53

Boards, Commissions and Committees

Each citizen board, commission and committee was asked to provide input into the Citizen Survey by providing questions they felt were important to their charge and mission statement. The boards and commissions that provided questions were the Moscow Arts Commission, the Bicycle Committee, the Paradise Path Taskforce, the Parks and Recreation Commission, Tree Committee, the Historic Preservation Commission, the Planning and Zoning Commission, the Health and Environment Committee and the Transportation Committee. The majority of questions submitted were evaluative, although some asked respondents to rank choices and others were intended to ascertain market penetration.

Arts

Approximately 76% of respondents stated that MAC programs were “valuable” or “very valuable” to them, while only 6% believed there is “little value” or “no value at all” for these programs. People were likely (82%) to frequent a local business at least twice during the past twelve months in conjunction with an arts activity. Around 20% indicated that they have frequented a local business more than 26 times in the past year. Finally, approximately 81% of respondents “agree” or “strongly agree” that arts have a positive impact on life.

Bicycles

When requested to rank what could be done to improve bicycling in Moscow, residents were asked to consider off-street bike paths, bike safety education, bike shelters, bike lanes and bike racks on buses. Off-street bike paths were ranked first (56%), followed by bike lanes (34%). Bike shelters and bike racks on buses were ranked last of the choices given. Most households (78%) indicated that they “never” or “less than once a week” ride a bicycle and 76% indicated that bicycles fulfill “less than 25%” of their transportation needs.

Paradise Path

The percentage of use for each portion of the Paradise Path varied greatly. The Chipman Trail and University bike paths were most likely to be used, with 60% and 54% of residents responding affirmatively. The Berman Creekside Path and the Carol Ryrle Brink Nature Park were the portions least likely to be utilized. The most popular activities on the trail system were walking and bicycling.

Parks and Recreation

Residents typically find out about Parks and Recreation activities from the quarterly brochure produced by the Parks and Recreation Department; the newspaper was also a common means. Overall Parks and Recreation programs were rated positively, a majority (55%) believed Parks programs were “better” or “much better” than those of

similarly sized communities. Residents also overwhelmingly believed the costs to participate in Parks and Recreation programs were “about right” to “very affordable” (85%). Also the majority of residents felt that teen and adult programs should be expanded (78%). It is noted that many of the questions submitted by the Parks and Recreation Commission had greater than a 20% non-response rate and the data is probably less reliable.

Trees

Approximately 92% of residents “agreed” or “strongly agreed” that trees enhance the livability of Moscow while only 1% “disagreed” or “strongly disagreed.” Similarly 86% were “supportive” or “very supportive” of the Tree Committee’s effort to promote trees in vacant planting spaces along street right-of-way. About 58% of residents were aware that property owners adjacent to right-of-way were responsible for the maintenance of trees planted in this space.

Historic Preservation

The preservation of Moscow’s historic assets received relatively positive responses, 65% were “in favor” or “strongly in favor” of preserving historic assets. Opinion was more mixed on the City providing incentives and assistance to help preserve historic buildings with less than 50% supportive of such a program. Only 28% of those survey “agreed” or “strongly agreed” Moscow should be promoted as a tourist destination based upon historic assets. 60% of respondents “agreed” or “strongly agreed” that design review requiring City approval should apply to downtown construction. About 26% were “opposed” or “strongly opposed” to such regulations.

Planning and Zoning

Participants were asked to rank what type of economic growth they most favor and choose their top three choices. Given 15 choices, the percentages are understandably more dispersed, however, five categories received far more attention than the others. Retail business, light manufacturing, cultural/entertainment events, university and “high tech” industries were most favored. Of these university growth was the first choice (22%), followed by “high tech” industries (19%), retail business (17%), cultural/entertainment events (16%) and light manufacturing (8%). Therefore one-third of the choices equaled 82% of the highest ranking, the same one-third was 67% of the second ranking and 57% of the third ranking.

Health and Environment

When asked if the City of Moscow should take additional steps to protect and conserve our water supply, (the Palouse Basin Aquifer), almost 87% of the respondents “agreed” or “strongly agreed” while only 2% “disagreed” or “strongly disagreed.” As discussed in the open-ended comments section of the report water was one of the most frequently voiced concerns that will face the City of Moscow in the future.

Transportation

Over 71% of those surveyed “agreed” or “strongly agreed” that traffic congestion in our community is getting worse. Two possible solutions to this problem were then presented. First the construction of a bypass and the second development of a fixed-route bus system. Each received positive rankings, with over 57% in favor of the construction of a bypass around the City and approximately 73% in favor of a City bus system. The bypass option was perceived more negatively of the two; 20% “opposed” or “strongly opposed” its construction.

Demographics

A detailed breakdown of the socio-economic status of respondents can be found on the survey instrument in Appendix I.

Open-ended Comments

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

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

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

Conclusion

The 2002 Moscow Citizen survey provides decision-makers, elected and appointed, with the perspective of the “average” resident of Moscow. This survey includes a representative sample of Moscow residents who are not the citizens who typically participate in local government (over 82% have never or only once attended a Council meeting in the last year and 77% have never or only once watched a meeting on television). It is important to note that the concerns as expressed in the open ended comments section are similar to those City leadership must address on an ongoing basis: transportation, economic growth, urban beautification, budgeting, planning and zoning, etc.

The first Moscow Citizen Survey was a success in terms of participation (over 40% of the surveys were completed and returned). The survey results are statistically valid and empirically defensible. Most of those returning the survey also completed one or both of the open-ended comment questions, providing City officials with specific, personal concerns. Perhaps not all the right questions were asked and some important ones ignored. However, the Citizen Survey is a dynamic document that should be continually revisited. If used correctly it can become a powerful tool for continuous improvement of our community and a link between the citizens and City leadership.

Overall citizens are satisfied with the quality of life in Moscow, over 90% felt quality of life in the community is “good” or “excellent.” For the most part results do not deviate significantly from national ratings. The survey should also provide citizen boards, commissions and committees with valuable direction when approaching important issues.

Appendix I. Survey Instrument 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 for each of the following questions:

	<u>excellent</u>	<u>good</u>	<u>neutral</u>	<u>poor</u>	very <u>poor</u>	don't <u>know</u>
a. Overall, how would you rate the quality of life in Moscow?	32%	60%	7%	0%	0%	0%
b. How do you rate the overall quality of your neighborhood?	26%	54%	14%	3%	0%	3%
c. How do you rate Moscow as a place to raise children?	39%	41%	9%	2%	0%	9%
d. How do you rate Moscow as a place to live?	34%	52%	10%	3%	0%	2%
e. How do you rate Moscow as a place to retire?	17%	38%	21%	11%	3%	10%

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

	<u>excellent</u>	<u>good</u>	<u>neutral</u>	<u>poor</u>	very <u>poor</u>	don't <u>know</u>
a. Overall appearance of the City	8%	69%	17%	4%	0%	2%
b. Quality of K-12 schools in Moscow	12%	36%	13%	5%	1%	33%
c. Opportunities to attend cultural activities	29%	45%	13%	6%	1%	6%
d. Shopping opportunities	7%	38%	28%	22%	5%	0%
e. Air quality	25%	48%	16%	7%	1%	3%
f. Recreation opportunities	18%	49%	23%	7%	1%	2%
g. Job opportunities	1%	20%	34%	25%	7%	13%
h. Access to affordable housing	3%	27%	33%	22%	6%	9%
i. Openness and acceptance of the community towards people of diverse backgrounds	13%	55%	18%	7%	1%	6%

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

	very <u>safe</u>	fairly <u>safe</u>	not safe <u>or unsafe</u>	somewhat <u>unsafe</u>	very <u>unsafe</u>	don't <u>know</u>
a. Violent crimes (e.g., robbery, assault)	56%	40%	2%	1%	0%	0%
b. Property crimes (e.g., burglary, theft)	25%	64%	6%	2%	0%	3%
c. Fires	35%	55%	6%	2%	0%	2%

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

	very <u>safe</u>	fairly <u>safe</u>	not safe <u>or unsafe</u>	somewhat <u>unsafe</u>	very <u>unsafe</u>	don't <u>know</u>
a. In your neighborhood	48%	41%	5%	3%	1%	2%
b. In downtown areas	37%	48%	7%	3%	1%	4%
c. In city parks outside your neighborhood	17%	40%	19%	9%	2%	13%
d. Current levels of street lighting	14%	47%	16%	15%	4%	3%

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	19%	42%	24%	10%	2%	3%
b. Drug abuse	11%	23%	30%	6%	1%	29%
c. Alcohol abuse	7%	28%	29%	11%	2%	23%
d. Taxes	22%	26%	20%	10%	4%	18%
e. Loitering youth	27%	39%	11%	2%	1%	19%
f. Growth	26%	25%	25%	10%	2%	11%
g. Crime	20%	51%	15%	2%	0%	12%
h. Domestic Violence	9%	22%	21%	3%	0%	44%
i. Run down houses and buildings	14%	45%	24%	8%	1%	6%

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	1%	7%	51%	15%	3%	2%
b. Business/retail growth	6%	34%	34%	4%	1%	21%
c. Jobs growth	16%	37%	18%	0%	0%	29%

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

Strongly agree	agree	neutral	disagree	strongly disagree	don't know
2%	22%	32%	20%	5%	19%

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

	once or never	twice	3 to 12 times	13 to 26 times	> 26 times	don't know
a. Used the Moscow public libraries or services	33%	10%	27%	14%	14%	2%
b. Participated in a recreation program or activity	44%	15%	24%	6%	6%	4%
c. Visited a City park	10%	13%	42%	16%	14%	5%
d. Attended a City Council Meeting or other public meeting	79%	9%	7%	1%	0%	3%
e. Watched a City Council meeting on television	73%	9%	11%	2%	0%	4%
f. Recycled used paper, cans or bottles from your home	14%	3%	11%	12%	57%	2%
g. Volunteered your time to some group/activity in Moscow	42%	12%	19%	9%	14%	4%
h. Used the City Internet web site	73%	12%	8%	2%	2%	3%

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

	<u>excellent</u>	<u>good</u>	<u>neutral</u>	<u>poor</u>	very <u>poor</u>	don't <u>know</u>
a. Police services	20%	54%	14%	6%	0%	6%
b. Fire services	35%	46%	7%	0%	0%	12%
c. Emergency medical services/ambulance	27%	42%	7%	2%	0%	22%
d. Garbage collection (solid waste)	33%	50%	10%	3%	0%	4%
e. Recycling	46%	33%	8%	5%	2%	6%
f. Water services	20%	49%	16%	5%	2%	8%
g. Sewer services	21%	51%	15%	2%	0%	11%
h. Library services	28%	45%	10%	2%	0%	15%
i. Recreation facilities	17%	45%	18%	6%	1%	12%
	<u>excellent</u>	<u>good</u>	<u>neutral</u>	<u>poor</u>	very <u>poor</u>	don't <u>know</u>
j. Recreation programs and classes	13%	41%	14%	5%	0%	27%
k. Park maintenance	23%	58%	9%	1%	0%	9%
l. City parks	25%	58%	9%	1%	0%	7%
m. Street maintenance	7%	43%	24%	19%	4%	3%
n. Cleanliness of streets	9%	56%	22%	10%	1%	2%
o. Snow removal	6%	46%	19%	15%	9%	5%
p. Street lighting	6%	43%	27%	17%	5%	2%
q. Amount of public parking	3%	27%	28%	31%	7%	3%
r. Ease of car travel in the city	6%	42%	29%	17%	4%	2%
s. Enforcement of traffic laws	7%	43%	28%	9%	2%	10%
t. Planning and zoning	3%	17%	33%	13%	6%	28%
u. Sidewalk maintenance	3%	35%	32%	21%	4%	6%

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

<u>excellent</u>	<u>good</u>	<u>neutral</u>	<u>poor</u>	very <u>poor</u>	don't <u>know</u>
6%	68%	19%	3%	0%	4%

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

	<u>excellent</u>	<u>good</u>	<u>neutral</u>	<u>poor</u>	very <u>poor</u>	don't <u>know</u>
a. Garbage collection	20%	47%	15%	4%	2%	12%
b. Water services	13%	42%	18%	8%	2%	16%
c. Sewer services	14%	45%	19%	4%	0%	18%
d. Parks & Recreation programs	14%	38%	18%	6%	1%	23%

The following questions are intended to measure citizen involvement with the policy issues our City Boards, Commissions and Committees address.

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

- a. How do you value the Moscow Arts Commission programs (i.e. Farmer’s Market, Young People’s Arts Festival, Fresh Aire Concerts, MAC Choir, Third Street Gallery in City Hall, etc.)?
- | | | | | | |
|---------------|-------|---------|--------------------------|--------------------|------------|
| Greatly Value | Value | Neutral | Don’t Particularly Value | Don’t value at all | Don’t Know |
| 42% | 34% | 11% | 5% | 1% | 7% |
- b. How many times in the past 12 months, during or in conjunction with an arts or cultural event, have you frequented a local business (i.e. restaurant, movie theatre, retail establishment)?
- | | | | | | |
|---------------|-----------|------------|-------------|--------------------|------------|
| Once or never | 2-5 Times | 6-12 Times | 13-26 Times | More Than 26 Times | Don’t Know |
| 18% | 28% | 17% | 10% | 20% | 6% |
- c. Do you feel arts and cultural events have a positive impact on life in Moscow?
- | | | | | | |
|----------------|-------|---------|----------|-------------------|------------|
| Strongly Agree | Agree | Neutral | Disagree | Strongly Disagree | Don’t Know |
| 48% | 34% | 10% | 1% | 0% | 7% |
- d. Rank the following options as to their importance in improving bicycling in Moscow, with 1 being the most important to 5 being the least important.
- | | | | | |
|-----------------------|-----------------------|---------------|------------|---------------------|
| Off Street Bike Paths | Bike Safety Education | Bike Shelters | Bike Lanes | Bike Racks on Buses |
| #1 – 56% | #1 – 23% | #1 – 4% | #1 – 34% | #1 – 4% |
| #2 – 22% | #2 – 16% | #2 – 5% | #2 – 43% | #2 – 7% |
| #3 – 15% | #3 – 27% | #3 – 20% | #3 – 12% | #3 – 20% |
| #4 – 3% | #4 – 16% | #4 – 36% | #4 – 6% | #4 – 27% |
| #5 – 4% | #5 – 19% | #5 – 34% | #5 – 5% | #5 – 42% |
- e. How frequently does someone in your household ride a bicycle?
- | | | | | |
|-------|-----------------------|------------------------|---------------------------|------------|
| Never | Less than once a week | Two/three times a week | Four or more times a week | Don’t Know |
| 34% | 29% | 18% | 17% | 1% |
- f. In your household what percentage of your transportation/recreation needs are fulfilled by bicycles?
- | | | | | | |
|------|---------------|------------|------------|---------------|------------|
| None | Less than 25% | 25% to 50% | 50% to 75% | More than 75% | Don’t Know |
| 42% | 34% | 14% | 5% | 2% | 3% |
- g. Do you or any members of your family now use any portion of the Paradise Path system? (**skip question “h” if you answered no to all**)
- | | | |
|-------------------------------------|-----|-----|
| | Yes | No |
| Chipman Trail..... | 60% | 40% |
| University Bike Path..... | 54% | 46% |
| Berman Creekside Path..... | 15% | 85% |
| Carol Ryrie Brink Nature Park..... | 17% | 83% |
| Good Samaritan to Mountainview..... | 42% | 58% |
- h. When you or your family use any portion of the Paradise Path system, which of the following most closely describes your activities? Check as many as applicable.
- | | | | | | | |
|---------|---------|--------------------|-----------|---------|------------|-------|
| Walking | Skating | Nature Observation | Bicycling | Running | Relaxation | Other |
| 53% | 15% | 13% | 44% | 18% | 20% | 4% |

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

Quarterly Brochure	Radio	School	Word of Mouth	Newspaper	Other
58%	12%	14%	35%	36%	4%

j. Rate Moscow Parks and Recreation programs and activities with other cities of similar size (circle one).

Much better than others	Better than others	About the same	Not as good	Much worse	Don't know
7%	28%	20%	6%	1%	38%

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

4 & under	5-8	9-12	13-18	Adult	Don't know
6%	3%	3%	22%	24%	42%

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

Much too expensive	Too expensive	About right	Affordable	Very affordable	Don't know
2%	9%	36%	19%	4%	30%

m. Please rate the following statement: Trees enhance the livability of Moscow (circle one).

Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Don't know
64%	26%	7%	1%	0%	2%

n. A recent street tree inventory found that there were approximately 6200 trees and an equal number of vacant planting spaces in the rights-of-way along Moscow's streets. Do you support the efforts of the Moscow Tree Committee to promote planting trees in the vacant tree planting spaces (circle one)?

Strongly Agree	Agree	Neutral	Disagree	Strongly disagree	Don't know
44%	29%	14%	6%	3%	4%

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

Yes 57% No 41%

p. Do you think Moscow has historic assets worth preserving?

Strongly Agree	Agree	Neutral	Disagree	Strongly disagree	Don't know
24%	42%	18%	5%	1%	9%

q. Would you be in favor of the City of Moscow providing incentives and assistance to help preserve historic buildings?

Strongly Agree	Agree	Neutral	Disagree	Strongly disagree	Don't know
18%	37%	23%	9%	7%	6%

r. Would you be in favor of the City of Moscow being promoted as a tourist destination, based on its historic assets?

Strongly Agree	Agree	Neutral	Disagree	Strongly disagree	Don't know
8%	21%	36%	22%	4%	8%

s. Would you support design review requiring City approval for specific building designs and appearance for construction in downtown Moscow to maintain its distinctive character?

Strongly Agree	Agree	Neutral	Disagree	Strongly disagree	Don't know
19%	40%	19%	11%	4%	7%

t. What type of economic growth do you favor? Please select your top three choices and rank 1, 2, 3 (1 being most favorable, 2 next most favorable, etc.)

No Growth #1 – 4% #2 – 1% #3 – 2%	Wholesale distribution #1 – 2% #2 – 2% #3 – 5%	Forestry related #1 – 0% #2 – 2% #3 – 4%
Retail business #1 – 17% #2 – 12% #3 – 13%	Finance; Insurance #1 – 0% #2 – 1% #3 – 1%	Tourism; Recreational #1 – 2% #2 – 10% #3 – 10%
Light manufacturing (assembly) #1 – 8% #2 – 10% #3 – 9%	General business services #1 – 4% #2 – 7% #3 – 11%	Motels #1 – 2% #2 – 1% #3 – 1%
Heavy manufacturing (lumber, pulp) #1 – 0% #2 – 2% #3 – 2%	Agriculturally related #1 – 4% #2 – 6% #3 – 8%	Cultural/Entertainment events #1 – 16% #2 – 15% #3 – 12%
University #1 – 22% #2 – 14% #3 – 12%	“High tech” industries #1 – 19% #2 – 16% #3 – 11%	Other #1 – % #2 – % #3 – %

u. Moscow shares an aquifer with the City of Pullman. Studies show that aquifer ground water levels have been calculated to be dropping at 12 to 18 inches per year. Should the City of Moscow take additional steps to encourage wise use of the community’s water resources.

Strongly Agree 44%	Agree 42%	Neutral 8%	Disagree 2%	Strongly disagree 0%	Don’t know 3%
-----------------------	--------------	---------------	----------------	-------------------------	------------------

v. Please rate the following statement: Automobile traffic congestion is getting worse in Moscow.

Strongly Agree 29%	Agree 44%	Neutral 16%	Disagree 6%	Strongly disagree 1%	Don’t know 4%
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w. How strongly do you support or oppose the construction of a bypass or thruway around Moscow to help lessen the automobile congestion in Moscow.

Strongly Support 25%	Support 32%	Neutral 16%	Oppose 14%	Strongly Oppose 7%	Don’t know 6%
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x. How strongly do you support or oppose the development of a City bus system with route(s) to Moscow shopping centers, the Moscow downtown, the University of Idaho, and several schools, which would be intended to help lessen the automobile and parking congestion in Moscow?

Strongly Support 28%	Support 45%	Neutral 15%	Oppose 6%	Strongly Oppose 3%	Don’t know 3%
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The next questions are about you and your household. Again, all of your responses to this survey are completely anonymous and will be reported in group form only.

13. Are you currently employed?

32% No
19% Part-time
49% Full-time

14. Are you currently enrolled at a local University?

71% No
4% Part-time
25% Full-time

14a. What one method of transportation do you usually use (for the longest distance of your commute) to travel to work or school?

76% Motorized vehicle (e.g. car, truck, van, motorcycle, etc.)
6% Bicycle
14% Walk
2% Work at home
1% Other _____

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

70% No 30% Yes

15. How many years have you lived in Moscow?

12% less than 2 years 12% 11-20 years
23% 2-5 years 36% more than 20 years
16% 6-10 years

16. Which best describes the building you live in?

60% one family house detached from any other houses
9% one family house attached to one or more houses (e.g. a duplex or townhouse)
23% building with two or more apartments or condominiums
6% mobile home
2% other _____

17. How many people live in your household?

16% 1 12% 4
44% 2 7% 5
19% 3 2% more than 5

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

76% No 24% Yes

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

90% No 10% Yes

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

78% No 22% Yes

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

88% No 12% Yes

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

2% 12th or less, no diploma
9% high school diploma
22% some college, no degree
6% associate's degree (e.g. AA, AS)
30% bachelor's degree (e.g. BA, AB, BS)
32% graduate degree or professional degree

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

31% less than \$24,999
27% \$25,000 to \$49,999
34% \$50,000 to \$99,999
9% \$100,000 or more

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

2% American Indian or Alaskan native
3% Asian or Pacific Islander
0% Black, African American
1% Hispanic/Spanish/Latino
93% White/Caucasian
1% Other _____

25. In which category is your age?

17%	18-24 years	13%	55-64 years
19%	25-34 years	8%	65-74 years
13%	35-44 years	11%	75 years or older
19%	45-54 years		

26. What is your gender?

53% Female 47% Male

27. Are you registered to vote in Moscow?

16% No 84% Yes

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

45% No 55% Yes

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

19% No 81% Yes

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

25% No 75% Yes

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

10% No 90% Yes

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

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

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

Appendix II. Selected Results by Subcommunity

The tables in this appendix show selected survey results by subcommunity. In this appendix the data has not been weighted. Because of smaller sample sizes and the resulting increase in unreliability, the results within each subcommunity should be interpreted with caution. The number of surveys from each subcommunity, and the percentage of total surveys returned are listed below:

	<u>Number of Surveys</u>	<u>Percent of Respondents</u>
Northwest	48	11%
Central – North	61	14%
East	76	18%
Central – South	99	23%
North – Central City	82	19%
South – Central City	63	15%

Table II.a						
Average Rating of Quality of Life by Subcommunity						
	Subcommunity					
	Northwest	Central - North	East	South	Central City - North	Central City - South
Overall quality of life in Moscow	76	84	84	78	80	83
Overall quality of neighborhood	74	81	81	74	79	73
Moscow as a place to raise children	78	89	86	79	85	83
Average Rating on a 100-point Scale (0=Very Poor, 100=Excellent)						

Table II.b						
Average Rating of Quality of Life by Subcommunity						
	Subcommunity					
	Northwest	Central - North	East	South	Central City - North	Central City - South
Police Services	73	73	76	72	73	76
Fire Services	82	85	80	84	83	84
EMS Services/Ambulance	80	81	76	80	83	81
Garbage Collection (Solid Waste)	81	82	82	76	82	78
Recycling	82	85	86	75	86	80
Water Services	71	75	78	65	75	75
Sewer Services	76	78	76	72	78	75
Library Services	79	80	80	77	80	80
Recreation Facilities	70	72	74	71	74	71
Recreation Programs and Classes	71	65	75	71	73	68
Park Maintenance	78	81	79	75	79	78
City Parks	74	84	80	76	79	76
Cleanliness of Streets	62	65	60	60	62	61
Street Maintenance	60	63	57	55	57	58
Snow Removal	59	55	60	54	56	60
Street Lighting	58	56	60	57	59	55
Amount of Public Parking	45	53	46	43	50	50
Ease of Car Travel In the City	47	63	56	55	58	59
Enforcement of Traffic Laws	58	54	66	60	65	58
Planning and Zoning	49	47	52	51	49	48
Sidewalk Maintenance	54	50	55	54	52	57

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

Appendix III. Selected Results by Demographic Subgroups

The following tables in this appendix show survey results by demographic and socioeconomic characteristics.

Table III.a									
Average Rating of Quality of Life by Demographic Subgroup									
	Sex		Age						
	Male	Female	18-24	25-34	35-44	45-54	55-64	65-74	75+
Overall quality of life in Moscow	80	82	75	80	86	83	83	82	83
Overall quality of neighborhood	79	77	66	74	81	80	79	80	86
Moscow as a place to raise children	83	83	74	80	88	85	84	82	85
Average Rating on a 100-point Scale (0=Very Poor, 100=Excellent)									

Table III.b									
Average Rating of Safety by Demographic Subgroup									
	Sex		Age						
	Male	Female	18-24	25-34	35-44	45-54	55-64	65-74	75+
Violent crimes (robbery, assault)	91	86	87	88	88	93	90	82	85
Property crimes (burglary, theft)	79	78	75	77	80	81	83	74	76
Fires	83	80	79	76	83	84	83	82	87
Average Rating on a 100-point Scale (0=Very Poor, 100=Excellent)									

Table III.c									
Average Rating of Quality of Life by Demographic Subgroup									
	Anticipated Household Income				Length of Residency				
	<\$24,999	\$25,000-\$49,999	\$50,000-\$99,999	\$100,000+	0-2 years	2-5 years	6-10 years	11-20 years	20+ years
Overall quality of life in Moscow	77	83	83	83	76	76	81	85	85
Overall quality of neighborhood	67	78	81	81	71	71	79	80	81
Moscow as a place to raise children	78	82	86	87	77	77	86	87	86
Average Rating on a 100-point Scale (0=Very Poor, 100=Excellent)									

Appendix IV. Methodology

Sample Selection

1200 random households were selected to participate in the survey. Additionally households were divided into six geographic subcommunities to find statistically significant differences in opinion. Individuals in each household were selected by the most recent birthday of someone over 18 years old.

Survey Administration

Households received two mailings one week apart during the month of November, 2001. The first mailing was a postcard informing the household that they had been chosen to participate in the survey. The second mailing included the survey instrument, a cover letter signed by the Mayor inviting residents to participate and a self addressed stamped envelop for completed surveys. The response rate to the survey is shown in the table below. Undeliverable surveys have been excluded from calculations.

Disposition	Households	
	Number	Percent
Complete	429	36%
No Response	656	55%
Undeliverable	115	9%
Total	1200	100%

Appendix V. Open-ended Comments

Table V.a: Categorized Responses to Open-ended Question 1	
Comment Category	Percent of Respondents Making A Comment
Growth Issues	26%
Planning/Managing Growth	21%
General Traffic	2%
Urban Sprawl	1%
University Growth	1%
Government Issues	19%
Taxes	6%
Council Spending	5%
General Comments	4%
Access to Affordable Housing	4%
Senior Services	1%
Traffic Issues	18%
General Comments	10%
Parking	4%
Traffic Flow/Congestion	2%
Condition of Streets	1%
Downtown Congestion	1%
Economic Issues	17%
Attracting New Businesses/Industry	6%
Job Growth/Creation	6%
Keeping Downtown Viable	3%
Attracting Visitors	1%
Encouraging Local Business	0.5%
High Cost of Living	0.5%
Environmental Issues	9%
Water/Aquifer Conservation	7%
Air Quality	1%
Energy/Natural Resources Conservation	1%
Schools/Family	8%
Improving Public Education	6%
Developing Recreation Facilities	1%
Developing Public School Facilities	1%
University Issues	2%
Accommodating More Students	1%
Relationship with City	0.5%
Funding/Future Viability	0.5%
Safety	1%
Crime	0.5%
Drugs	0.5%