

# City of Moscow, Idaho 2004 Citizen Survey



## Report of Results

City of Moscow  
Department of Administration

# Table of Contents

<b>Executive Summary .....</b>	<b>1</b>
<b>Survey Background .....</b>	<b>5</b>
<b>Results of the 2004 Moscow Citizen Survey .....</b>	<b>9</b>
Overall Quality of Life.....	12
Neighborhood.....	13
Job Opportunities and Access to Affordable Housing.....	14
Safety .....	15
Problems Affecting Quality of Life .....	16
City Services .....	18
Satisfaction with City Government.....	24
Water Resource Issues.....	24
Boards, Commissions and Committees.....	25
Open-end Comments.....	28
Conclusion .....	30
<b>Appendix I. Survey Instrument.....</b>	<b>31</b>
<b>Appendix II. Selected Results by Sector .....</b>	<b>40</b>
<b>Appendix III. Selected Results by Demographic Subgroups.....</b>	<b>44</b>
<b>Appendix IV. Methodology .....</b>	<b>46</b>
<b>Appendix V. Open-ended Comments.....</b>	<b>47</b>

## List of Figures and Tables

### *Figures*

Figure 1 – Survey Geographic Sectors .....	5
Figure 2 – Trending Analysis Example .....	7
Figure 3 – Survey Sectors .....	11
Figure 4 – Overall Quality of Life Responses .....	12
Figure 5 – Overall Quality of Life Score .....	13
Figure 6 – Selected Quality of Life Indicators.....	13
Figure 7 – Job Opportunities.....	14
Figure 8 – Access to Affordable Housing.....	15
Figure 9 – Safety in Public Places .....	16
Figure 10 – Perceived Community Problems .....	17
Figure 11 – Overall Quality of City Services .....	18
Figure 12 – Ratings of Public Safety .....	19
Figure 13 – Ratings of Sanitation and Utility Services.....	19
Figure 14 – Ratings of Streets and Sidewalks .....	20
Figure 15 – Ratings of Parks and Recreation Services .....	21
Figure 16 – Perceived Value of Services Received .....	22
Figure 17 – Ratings of City Government.....	24
Figure 18 – Citizen Support of Outdoor Irrigation Restrictions .....	25
Figure II.a – Quality of Life by Sector .....	41
Figure II.b – Quality of Neighborhood and Place to Raise Children.....	41
Figure II.c – Perceived Public Safety by Sector .....	42

### *Tables*

Table 1 – Respondent’s Age .....	9
Table 2 – Respondent’s Gender .....	9
Table 3 – Respondent’s Residency in Moscow .....	9
Table 4 – Respondent’s Level of Education .....	9
Table 5 – Respondent’s Housing Type .....	10
Table 6 – Respondent’s Ethnicity .....	10
Table 7 – Respondent’s Geographic Distribution.....	11

Table 8 – Ratings of Public Safety .....	15
Table 9 – Ratings of City Services .....	23
Table II.a – Respondent’s Geographic Distribution .....	40
Table II.b – Average Rating of Quality of Life by Sector .....	40
Table II.c – Average Rating of City Services by Sector.....	43
Table III.a – Average Rating of Quality of Life by Gender .....	44
Table III.b – Average Rating of Quality of Life by Age .....	44
Table III.c – Average Rating of Quality of Life by Household Income.....	44
Table III.d – Average Rating of Quality of Life by Residency .....	45
Table IV.a – Survey Response Rate .....	46
Table V.a – Categorized Responses to Open-Ended Questions .....	47

## Executive Summary

The 2004 Citizen Survey is the second comprehensive citizen survey conducted by the City of Moscow. The first citizen survey was conducted in November of 2001 and the subsequent report was released in the spring of 2002, approximately three years prior to the release of this report. These assessments serve as a scorecard for the community by providing an evaluation of the services provided by the City of Moscow and the characteristics of its residents. The results of these surveys are utilized by the Mayor and the City Council in strategic planning efforts and City resource allocation.

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

1200 households were selected at random to participate in the survey conducted in late October of 2004. Of the eligible households, 490 completed surveys were returned to yield a response rate of approximately 43%, accounting for non-deliverable addresses. This is very comparable to the 40% response rate observed in the 2001 survey. The resulting sample size is sufficiently large to result in a 95% confidence interval of less than  $\pm 5$  percentage points for each question.

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

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

### ***Overall Quality of Life***

The vast majority of all residents (92%) rated the overall quality of life in Moscow as “good” or “excellent”. This is consistent with the 2001 result of 92% for the same question. It should be noted that residents’ rating of the quality of life in Moscow continues to remain significantly higher than national averages.

### ***Neighborhood***

Average ratings for the quality of the respondents’ neighborhood was approximately 75 on a 100-point scale with 80% of respondents rating their neighborhood as either “good” or “excellent”. This is comparable to the respective scores of 76 and 82% observed in the 2001 survey.

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

On the questions of job opportunity and access to affordable housing, the City of Moscow saw relatively low ratings. Only 21% of residents rated job opportunities “good” or “excellent” and 33% rated access to affordable housing “good” or “excellent”. These scores are identical to those observed in 2001. This yielded scores of 43 and 48 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. Over 93% of residents feel “fairly safe” or “very safe” from violent crimes and over 87% feel the same regarding property crimes. This yielded the scores of 84 and 76 on a 100-point scale respectively. This is compared to scores of 97% and 91%, and 88 and 78 respectively in 2001. While these scores appear to indicate a slight reduction in the citizens overall sense of safety from violent and property crimes, the scores are within the survey’s confidence interval. Therefore, it is difficult to make any definitive conclusions at this time. In future citizen surveys these indicators should be watched carefully to determine if there is a continued reduction of citizens sense of safety.

Most residents continued to feel safe walking alone at night in their neighborhood with 90% reporting they felt “fairly safe” or “very safe” in those circumstances. This again is very comparable with the score of 91% observed in 2001. Residents were more critical of walking alone in city parks outside their neighborhoods and with current levels of street lighting. 66% and 61% respectively felt “fairly safe” or “very safe” in the aforementioned situations. This is compared to 66% and 63% for the same questions in the 2001 survey.

People were also confident with fire protection; approximately 91% felt “fairly safe” or “very safe” from fires. Using a 100-point scale, fear of fires rated 82, a very high rating. These scores were virtually identical to the 92% and 82 observed in 2001.

***Problems Affecting Quality of Life***

A number of questions were asked regarding perceptions of the overall quality of life within Moscow. They included taxes, traffic, growth, crime and a number of other socioeconomic indicators. Not surprisingly taxes were considered most problematic, followed by growth and traffic. 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 80% said they have attended a City Council meeting “once or never” in the last 12 months, 85% responded they have “once or never” contacted a City Council member about a particular issue and 71% 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 continue to 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 83 on a 100-point scale, as compared to 74 to 82 in 2001. Both Fire and Police Departments exceeded national averages. Parks and Recreation services scores ranged from 71 to 77, as compared to 71 to 78 in 2001. Parks and Recreation services were similar or slightly above comparable national averages.

Public works services rated least among City services. Solid waste, water and sewer services ranked close to national averages, ranging from 65 to 79 on the 100-point scale, as compared to 71 to 79 in 2001. On the bottom of the range in both surveys were water services, which dropped from a score of 71 in 2001 to 65 in 2004 indicating a measurable reduction in customer satisfaction with the quality of water services. This is quite likely a reflection of the recently increased water rates and new outdoor irrigation restrictions imposed during the last summer season. Other services however, specifically snow removal and street lighting, rated below comparable national averages.

The amount of available public parking and planning and zoning services were again rated the lowest of all services offered by the City. Each scored 47 and 46 respectively, compared to 47 and 49 in 2001, with 35% saying the amount of public parking is “good” or “excellent”, compared to 31% in 2001, and 28% answering positively when questioned about planning and zoning services, compared to 32% in 2001.

Overall City services received a score of 70 on a 100-point scale and over 78% of respondents rated City services “good” or “excellent” overall. These scores were nearly identical to those observed in 2001. This rating is comparable to national averages, however as stated before, some aspects of services rated higher than comparable national averages. 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 also asked. Those included a variety of socio-economic questions such as: age, race, sex, employment, income, size of household, household type, education and voting patterns. Detailed results are found on the attached survey instrument. A very diverse mix of residents responded to the survey which has provided a good sample of the "average" Moscow resident.

***Open-ended Comments***

Residents were asked for their input on two questions:

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

It was felt that respondents should be given the opportunity tell us specifically what 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 the respondents an opportunity to communicate directly with the Council. A categorized table of the first open-ended question is included in Appendix V. The responses to both open-ended questions are available in both in paper and electronic formats.



## Survey Background

### What the Survey Is About

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

The results of the survey are intended to guide future planning and resource allocation decisions by sampling a representative cross-section of our community. These randomly administered surveys are carefully formulated, tabulated and analyzed to provide elected officials with the best means of unbiased decision-making. Survey methodology and the survey instrument are provided in foregoing appendices. A vast majority, (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 22,000 residents making Moscow their home.

### How the Survey Was Conducted

Approximately 1200 households, including dormitories and apartments, were chosen at random to participate in the survey conducted in October of 2004. Additionally the City was divided into seven geographic sectors: Northwest, North Central, East, South, University, Central City North and Central City South. These sectors are identical to those in 2001 with the exception of the division of the previous South sector into a South sector and University sector. This allowed for better refinement of two very distinct and separate “neighborhoods” that were previously lumped together.

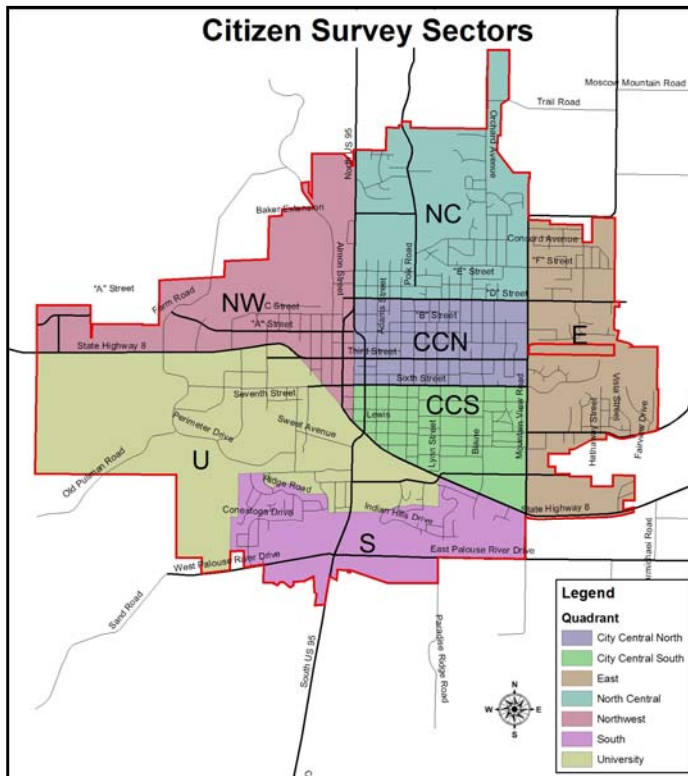


Figure 1 – Survey Geographic Sectors

Each household was first mailed a postcard explaining that they would receive a Citizen Survey the following week. The survey packet included a cover letter signed by the Mayor, the survey instrument and a self addressed stamped envelope to return the completed survey. Of the 1200 eligible households, 490 had returned the survey before this report was written, for a response rate of 43% when non-deliverable surveys were excluded. The national average response rate for this type of survey is approximately 32%. The 95% confidence interval around results is 4.5 percentage points either positively or negatively.

## Understanding the Results

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

Responses to all of the evaluative questions were made on a 5-point scale ranging from “excellent” to “very poor.” Many of the results in this report have been converted to a 100-point scale to make easier comparisons with national averages. Converting to the 100-point scale began by assigning a numerical value to each of the descriptive rankings, in this case “excellent” 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 the response was not included in the score computation. After determining the values on a 5-point scale the results were converted to the 100-point scale used by the National Research Center to compare results on a national basis. Using the 100-point scale each response was assigned a number: excellent=100, good=75, neutral=50, poor=25 and very poor=0. These numbers were then used to 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:

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

### *Handling “Don’t Know” Responses and Non Responses*

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

### *Precision of Estimates*

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

would find that between 27.5% and 36.5% would rate the overall quality of life in Moscow as “excellent”.

If more precise results are sought in the future, the City can choose a larger sample size, however increasing precision by 2 percentage points will require an increase in the sample size by over 1,000 participants essentially tripling the required size of the sample. This, however, may be justified if the City would like to find very precise statistically significant differences in future surveys. The precision of estimates also decreases within each geographic subsection because the smaller number of responses. Although statistically valid, the level of confidence may vary up to  $\pm 10\%$ .

**Historical Data Comparison**

While this is the second Citizen Survey conducted by the City of Moscow, comparisons with the previous survey results should be treated with caution, as variations can be attributed to many causes. The strict application of trending analysis should be limited due to the limited historical or “baseline” data that is available for comparison. By its nature, plotting two data points cannot be expected to provide definitive information of a trend in the citizens’ perception of a particular service or program, especially if the variation is within range of the confidence interval. An example of this is given below. All scores plotted upon the graph are within the 95% confidence interval of this survey. It is clear to see that without the third data point plotted for the year 2005, it is difficult to

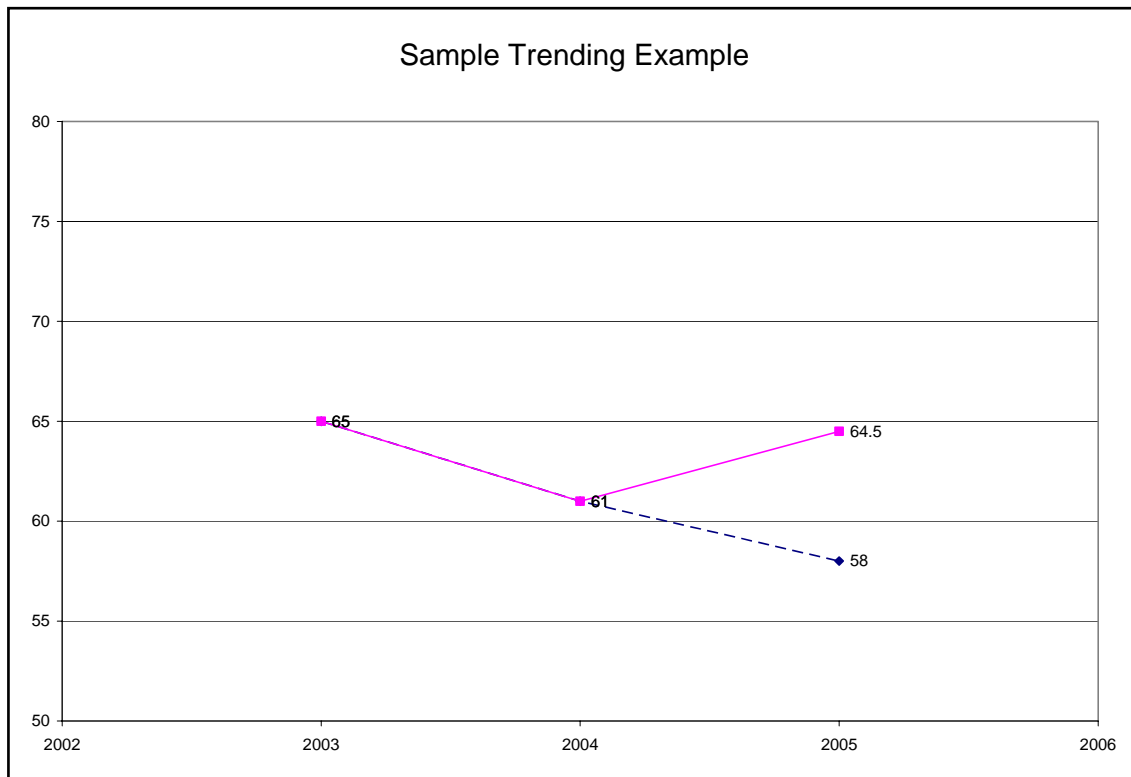


Figure 2 – Trending Analysis Example

say that the lower score observed in 2004 represents a true trend in the scores, or simply a natural sampling variation within the confidence interval. It is not until the third data point is plotted that a trend can be identified. As you can see there are two distinct conclusions that would be reached between the two different values. While trending analysis will be limited in this report, when combined with future surveys, this and the previous survey will provide valuable historic data by which to evaluate resource allocation and program implementation success or failure. 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 2004 MOSCOW CITIZEN SURVEY

### *Respondent Profile*

The residents that responded to the survey represent a broad cross-section of the community. The respondent's ages, genders, and length of residency in Moscow were well distributed as shown in Tables 1-3. Of note was that 36% of the respondents had resided in Moscow for over 20 years.

18-24	20%
25-34	17%
35-44	15%
45-54	17%
55-64	14%
65-74	9%
75 or Older	8%

Female	57%
Male	43%

Less Than 2 Years	13%
2-5 Years	23%
6-10 Years	12%
11-20 Years	16%
More Than 20 Years	36%

As would be expected of a small university community, the level of education of the population is considerably higher than national averages. Approximately 65% of the respondents possessed a bachelor's or higher degree, and only 8% of the respondent's possessed a high school diploma or less. The respondent's highest level of education is shown in Table 4.

12 <sup>th</sup> or Less, no Diploma	1%
High School Diploma	7%
Some College, no Degree	21%
Associate's Degree (e.g. AA, AS)	6%
Bachelor's Degree (e.g. BA, AB, BS)	34%
Graduate Degree of Professional Degree	31%

Additionally, the housing within which the respondents live varies significantly. Approximately 61% lived in single-family detached dwellings, 9 % lived in a duplex, 25% lived in apartment buildings and 4% lived in mobile homes with another 1% living in “Other” facilities. The distribution is shown in Table 5.

Single Family Detached	61%
Single Family Attached	9%
Apartment	25%
Mobile Home	4%
Other	1%

The respondents' ethnicity was predominately Caucasian, with 92% of respondents indicating this as their ethnicity, which was followed by 3% who were Asian or Pacific Islander, 2% Hispanic/Spanish/Latino and 3% who selected “Other”. The results are shown in Table 6.

American Indian of Alaskan Native	0%
Asian or Pacific Islander	3%
Black, African American	0%
Hispanic/Spanish/Latino	2%
White/Caucasian	92%
Other	3%

Approximately 81% of the respondents indicated that they were registered to vote in Moscow; 60% indicated that they had voted in the last City election, 76% said that they had voted in the last general election, and 80% stated that they were likely to vote in the next City election. The majority of the respondents were employed, with 50% responding that they were employed full-time, 22% part-time and 28% indicated that they were not employed at this time. In comparison, 25% indicated that they were enrolled at the University of Idaho full-time, 5% part-time and 70% indicated that they were not enrolled at the University at this time.

Additionally, the respondents were well distributed within the seven geographic sectors, shown in Figure 1 above, which is indicative of a true random sample. The number and percentages of the respondent geographic distribution are detailed in Table 7. Of note was the fewer number of respondents within the South and North West sectors. This appears to simply be a result of the smaller geographic size of the South sector, and the relatively low residential density of the North West sector.

Table 7: Respondent's Geographic Distribution		
Sector	Responses	Percent of Total
City Center North (CCN)	81	17%
City Center South (CCS)	88	18%
East (E)	86	18%
North Central (NC)	73	15%
North West (NW)	59	12%
South (S)	43	9%
University (U)	60	12%

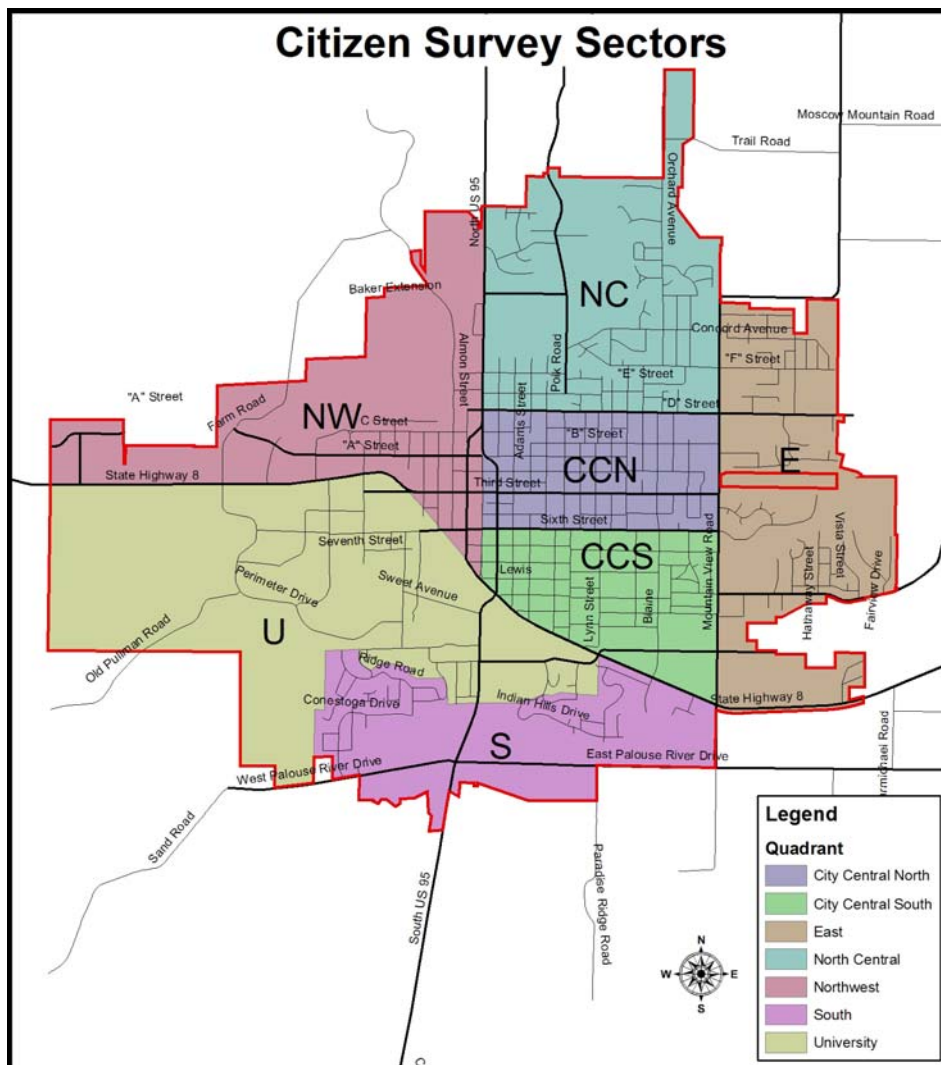


Figure 3 – Survey Sectors

### Quality of Life

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

#### *Overall Quality of Life in the Community*

A majority of residents (92%) rated the overall quality of life in Moscow “good” or “excellent”. Seven percent were neutral, less than one percent (0.8%, or 4 respondents) felt it was “poor” and less than one-half of one percent (0.2%, or 1 respondent) rated it “very poor”. This rating was well above the national average of 65.

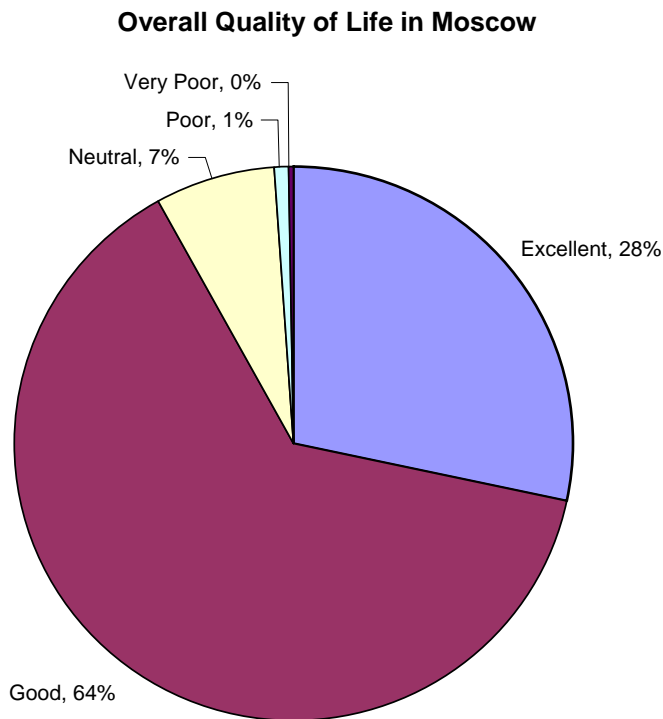


Figure 4 – Overall Quality of Life



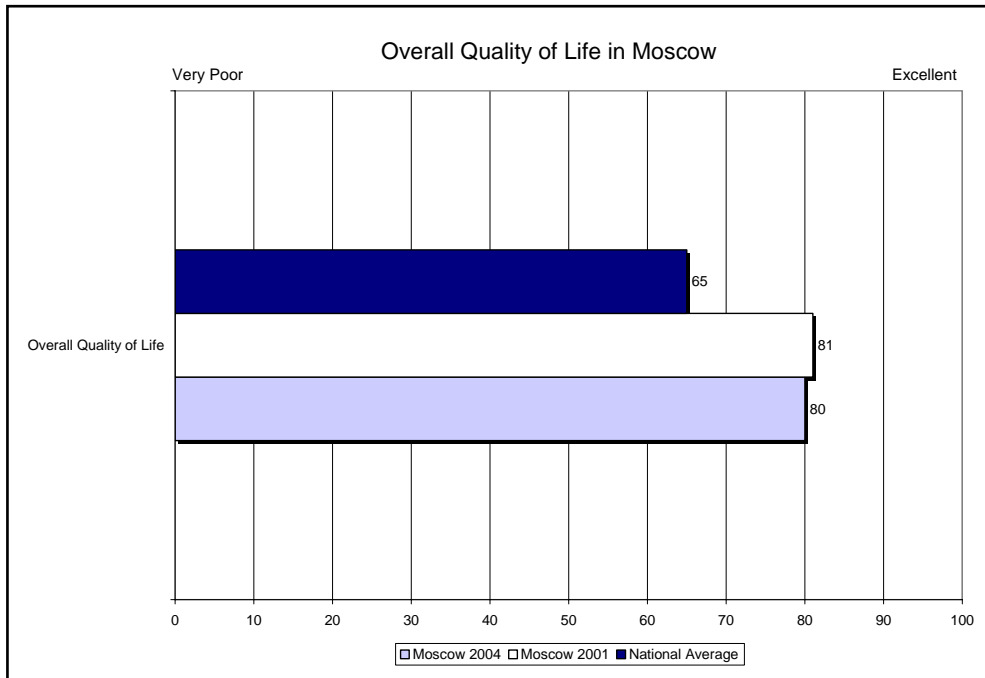


Figure 5 – Quality of Life

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

The overall quality of neighborhoods in Moscow received a rating of 75 points on a 100-point scale, as compared to 76 points in 2001. This number is substantially higher than the national average of 65 points. Moscow neighborhoods were ranked better than “good” with 80% of residents rating their neighborhood “good” or “excellent”. Respondents also rated Moscow as a great place to raise children with 81% of

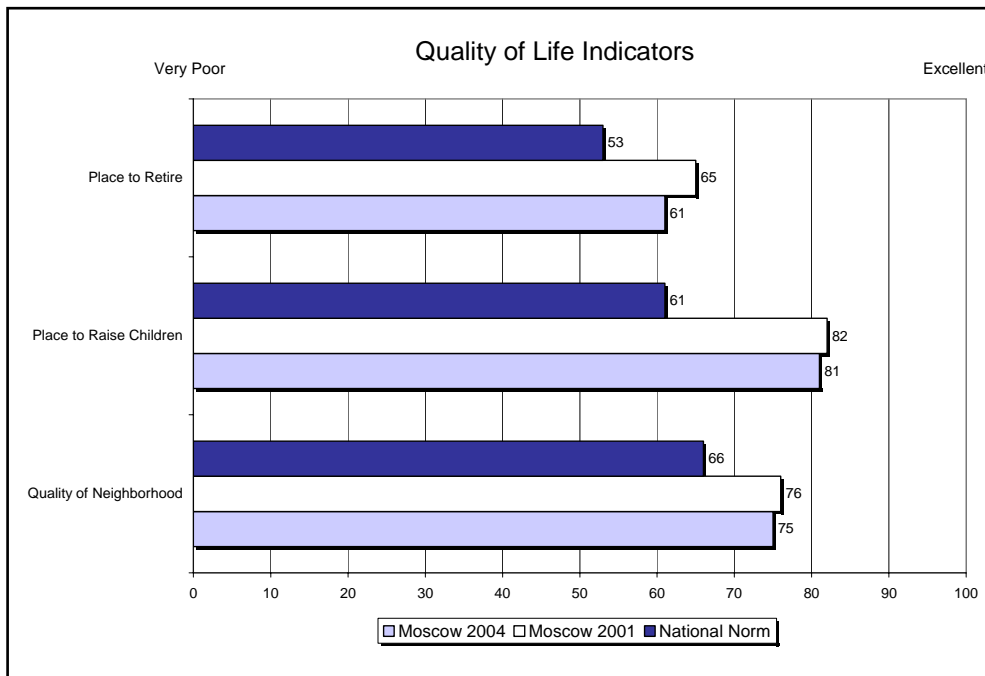


Figure 6 – Quality of Life Indicators

respondents rating Moscow “good” or “excellent”, resulting in score of 81 points in this category. This is likely reflective of the size of the community, relatively low crime rate and the quality of available schools. The respondents gave Moscow a lower rating as a place to retire. Only 53% of respondents rated Moscow “good” or “excellent” in this category, which resulted in a score of 61 points on the 100 point scale. This is slightly lower than the score of 65 points that was received in 2001 for that same category, yet still remains above the national average of 53 points. Scores for these categories for 2001, 2004 and the national norms are shown in Figure 6.

**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. Figures 7 and 8 illustrate the percentage breakdown for job opportunities and access to affordable housing. As previously mentioned job opportunities received an average rating of 43 points on a 100-point scale and access to affordable housing 48 points on the same scale. These scores represent an approximate 2

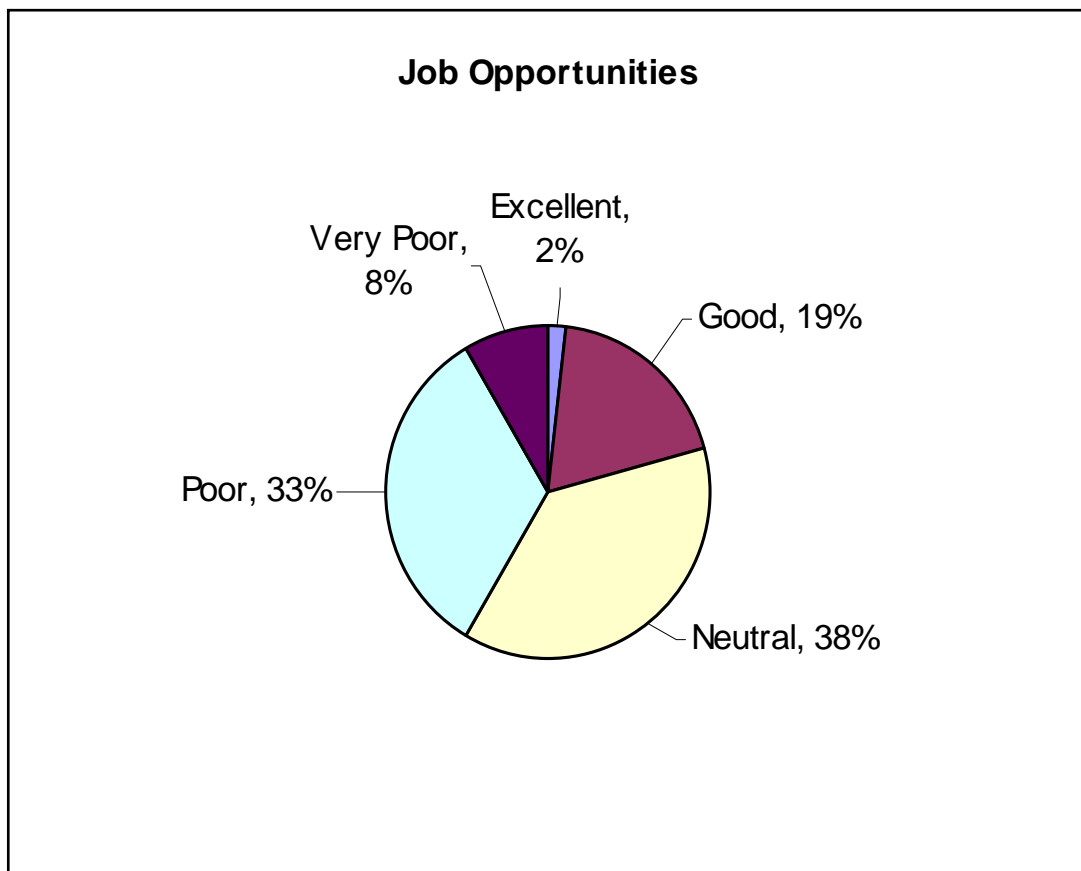


Figure 7 – Job Opportunities

point drop from 2001. 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.

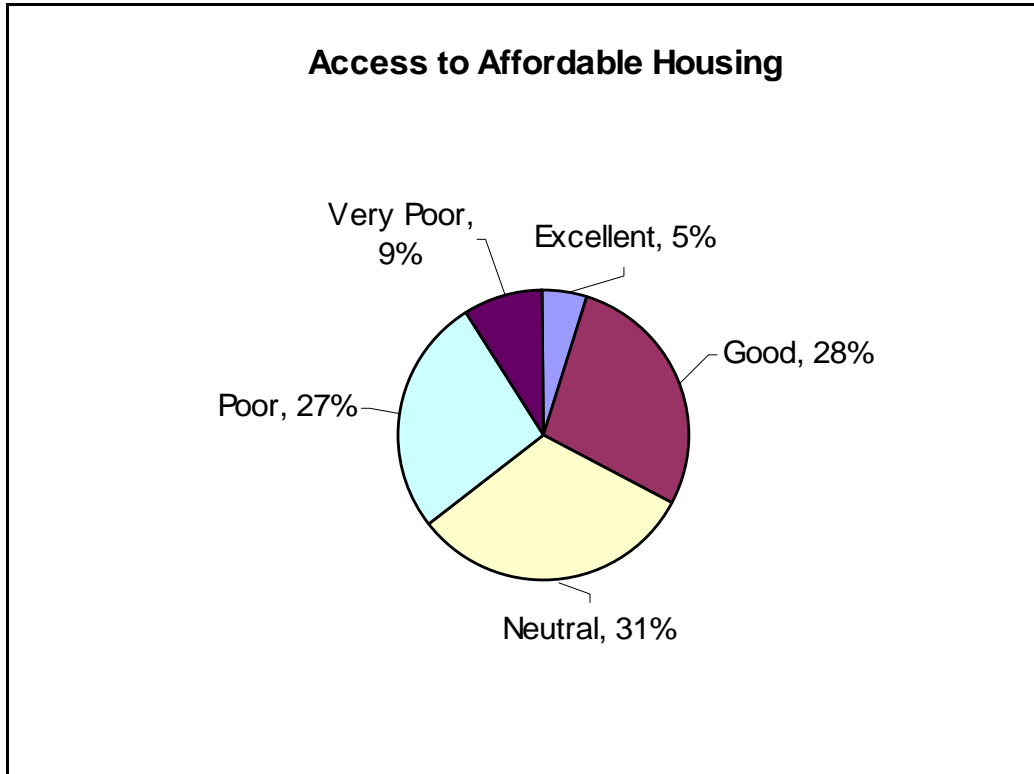


Figure 8 – Access to Affordable Housing

**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.

Table 8: Public Safety		
How Safe Respondents Feel From:	2001	2004
Violent Crimes	88	84
Property Crimes	78	76
Fires	82	82

Overwhelmingly (93%) residents felt “fairly safe” or “very safe” from violent crimes in Moscow. This is compared to 97% in 2001 for the same index. It is possible that this is

in response to the recent tragic events such as the homicide of a University of Idaho student athlete in the fall of 2004 and the vehicle-accident related deaths of three students during that same period. 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 91% felt “fairly safe” or “very safe” from fires. This is compared to 88% in 2001. This could in part be the result of the addition of Fire Station #3 in 2004, which increased the Fire Department’s response capacity in the northern sectors of the City.

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, 90% and 83% of respondents felt “fairly safe” or “very safe” in these situations as compared to 91% and 88% in 2001. In city parks outside their neighborhood respondents felt much less safe with only 66% saying they felt “fairly safe” or “very safe”, as compared to 67% in 2001. Opinions of current levels of street lighting were similar. This response appears to be based on perception rather than rate of crime, as the majority of residents already stated they feel safe from both violent and property crimes. It should be noted however, that levels of street lighting are closely correlated with how safe people feel walking at night.

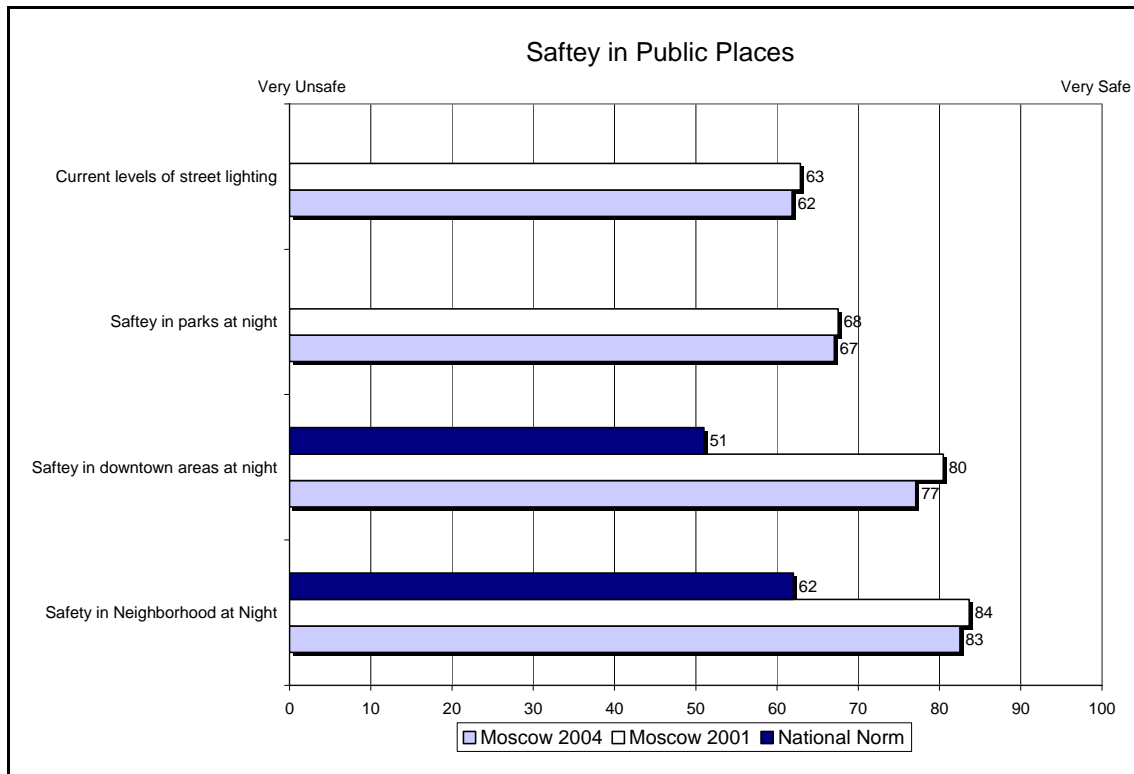


Figure 9 – Safety in Public Places

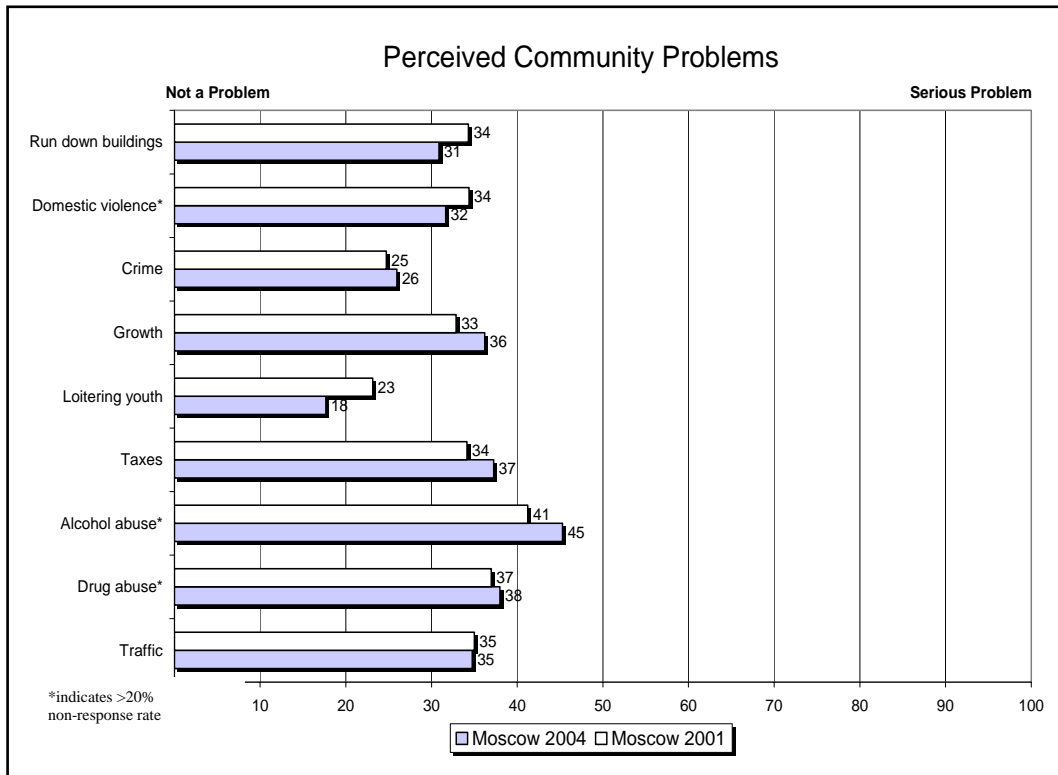


Figure 10 – Perceived Community Problems

**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 6% 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 42% of those surveyed did not respond or answered “don’t know” to the problem of domestic violence. As previously noted, this high rate of non-response makes the results of these questions much less reliable.

The issues with less than a 20% non-response rate most likely considered an “important problem” or a “major problem” were growth (43%), taxes (38%), traffic (35%), and run down houses and buildings (26%). The figure below shows how each problem ranked on a 100-point scale.

Excluding those with a non-response rate greater than 20%, on the 100-point scale taxes was rated the highest of the questions analyzed, followed by growth, traffic, and run-down houses and buildings. It should be noted however, that on the 100-point scale these issues were ranked only slightly above a “minor problem”.

The two issues considered most problematic, alcohol and drug abuse, also had non-response rates of 22% and 28% respectively. This fact makes these results much less reliable than those with better response rates.

### *City Services*

Survey participants were asked to rate a number of services provided by City government. Overall satisfaction with city services was 70 on a 100-point scale, just one point lower than observed in 2001.

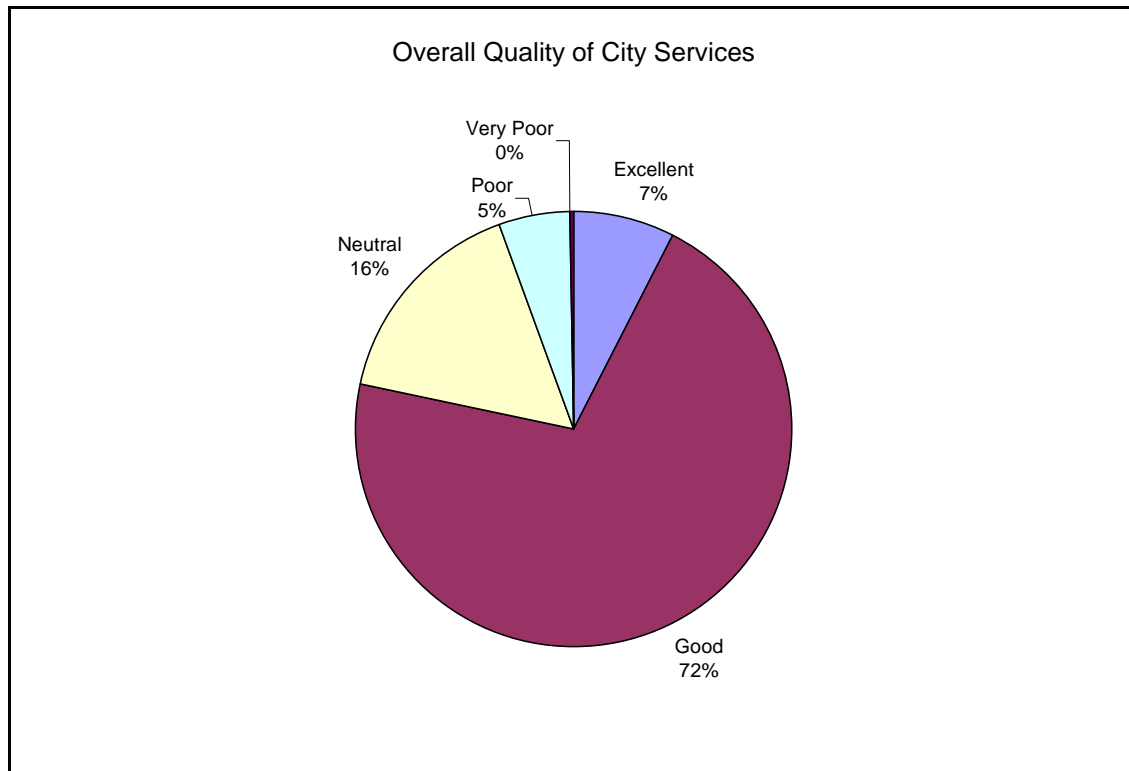


Figure 11 – Overall Quality of Services

Of all scored services, 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 regular need for or experience with such services. Recycling, solid waste collection and city parks also received high ratings.

Within the category of public safety services, police, fire and emergency/EMS services all scored at or above 74 on a 100 point scale, which equates to a rating somewhere between “good” and “excellent”. Enforcement of traffic laws received an average rating of 63 on a 100-point scale which is slightly higher than the national average of 58. All scores for public safety services were within one point or identical to those received in 2001.

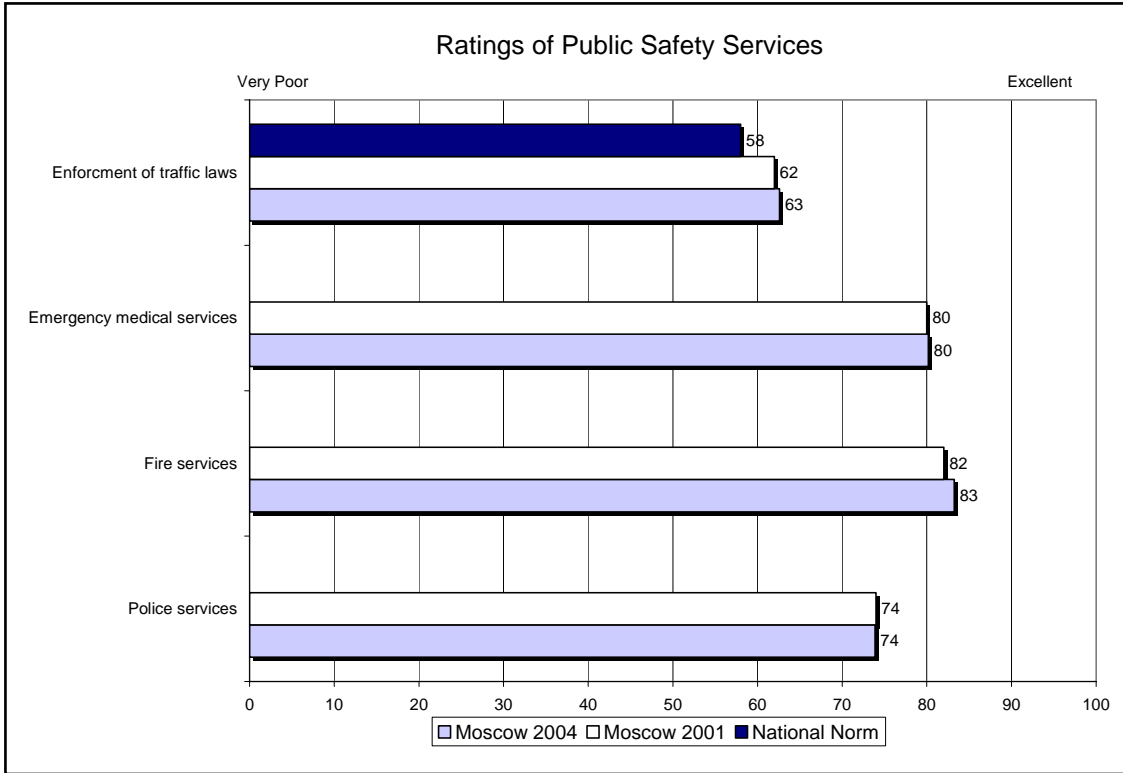


Figure 12 – Ratings of Public Safety Services

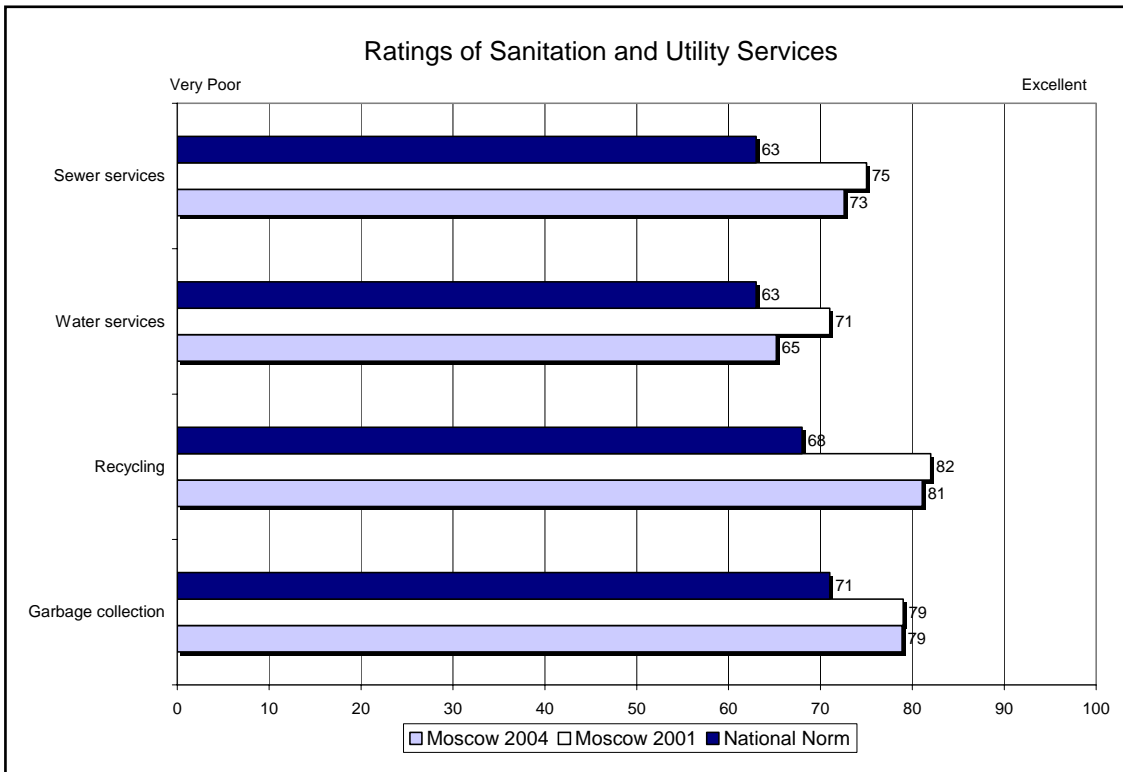


Figure 13 – Ratings of Sanitation and Utility Services

Sanitation and utility services also scored relatively well. Solid waste collection and recycling had average scores of 79 and 81 respectively on a 100-point scale. Of special interest was the reduction in rating of water services from 71 in 2001 to 65 in 2004. As noted previously, this may be a reflection of the increased water rates and new outdoor irrigation restrictions imposed during the past two irrigation seasons. Additional evidence of this is found in the ratings of perceived water service values that are shown in the incorporated figures.

Street and sidewalk services scored more modestly, ranging from a score of 55 to 67 on the 100 point scale. Ratings for sidewalk maintenance scored slightly above national norms, while ratings for street lighting and snow removal scored near or slightly below national norms. However ratings for street maintenance and cleanliness exceeded national norms by up to 10 points. In all cases the scores received in this survey were very similar and within the confidence interval of those received in 2001.

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 and should be used to measure the success of programs implemented to improve these services.

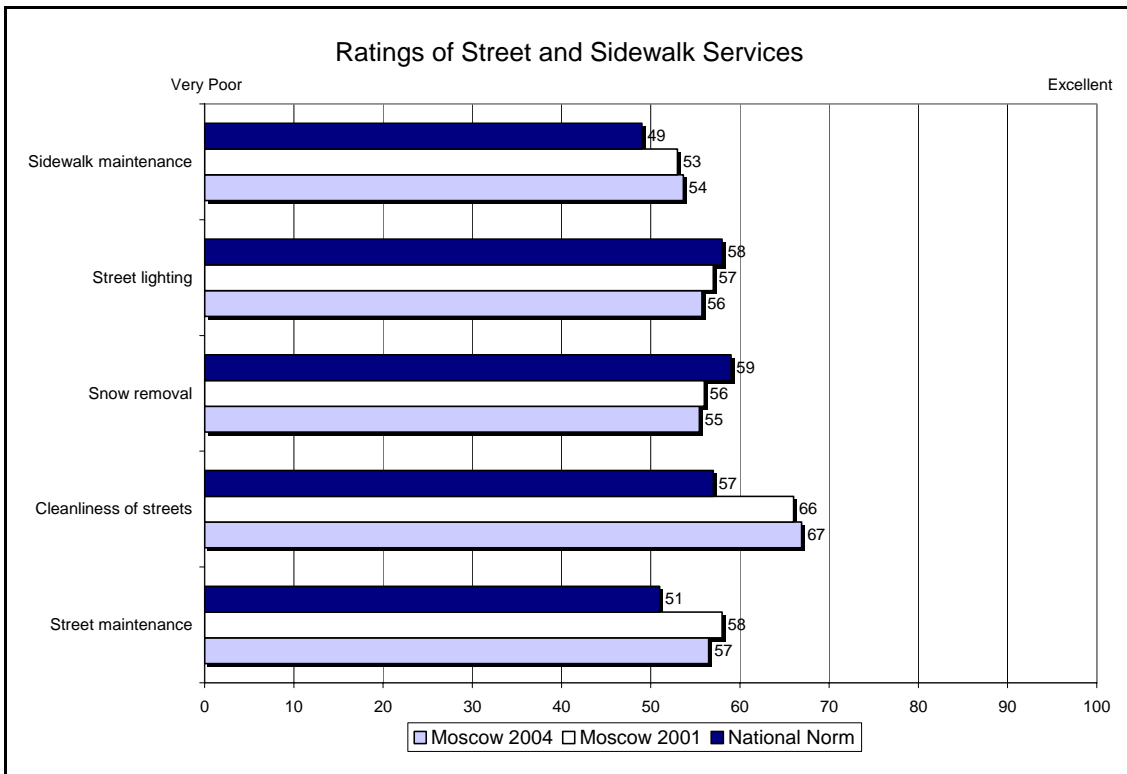


Figure 14 – Ratings of Streets and Sidewalks

Parks and recreation services scored well with scores for parks, recreation facilities, and parks and recreation programs and classes ranging from 70 to 77 on the 100 point scale.



These scores exceeded national norms by 5 to 10 points and were very similar to scores received in 2001. City parks and park maintenance scored especially well with both receiving scores of 77 on the 100 point scale.

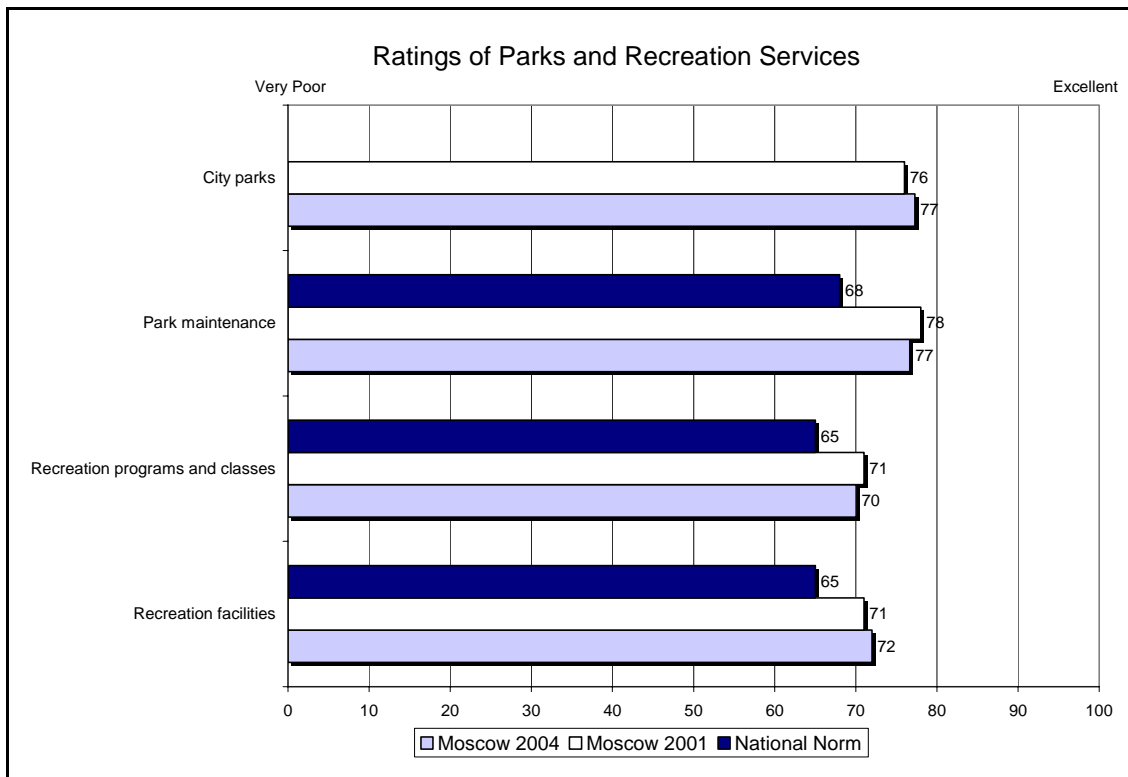


Figure 15 – Ratings of Parks and Recreation Services

Overall the majority of City services were rated similar to, or above, national averages. Additionally, between 2001 and 2004 there was only one statistically significant change in customer satisfaction related to water services. The respondents scored both the quality and the perceived value of water services in relation to the cost significantly lower in this survey as compared to the ratings of 2001. Respondents continued to score sanitation as the highest perceived level of service versus the amount they paid for the service. It will be of interest if these high ratings of sanitation services continue in future surveys in light of the recently required fee increases that became effective in October of 2004.

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

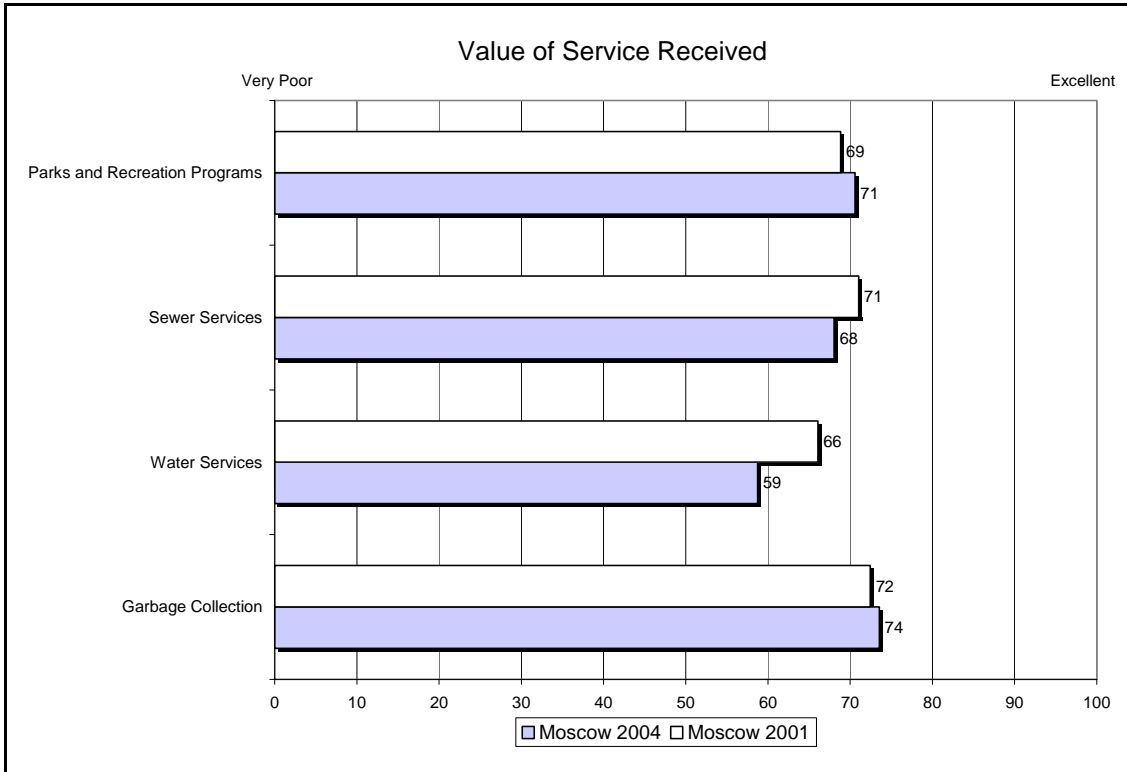


Figure 16 – Perceived Value of City Services

<b>Table 9: City Services</b>		
<b>City Services</b>	<b>Rating on 100-point Scale</b>	
	<b>2001</b>	<b>2004</b>
Police Services	74	74
Fire Services	82	83
EMS Services/Ambulance	80	80
Garbage Collection (Solid Waste)	79	79
Recycling	82	81
Water Services	71	65
Sewer Services	75	73
Library Services	79	78
Recreation Facilities	71	72
Recreation Programs/Classes	71	70
Park Maintenance	78	77
City Parks	76	77
Street Maintenance	58	57
Cleanliness of Streets	66	67
Snow Removal	56	55
Street Lighting	57	56
Amount of Public Parking	47	48
Ease of Car Travel In the City	57	58
Enforcement of Traffic Laws	62	63
Planning and Zoning	49	47
Sidewalk Maintenance	53	54
Handicap Accessibility in Public Places	Not Asked	64

**Satisfaction with City Government**

A series of six new questions (listed under question number 13 on the survey instrument) were included with the intention of assessing the public's opinion of the City's overall direction and the delivery of information to and communications with the public. Where comparable national norms were available, the ratings received appeared to be at or near national norms. This should not be especially surprising as very similar to public works matters, the local governmental process typically receives modest ratings. This is in large part due to the limited interaction that many citizens have with the local elected officials and local governmental processes as a whole.

The ratings of City Government certainly indicate that improvements in this area are necessary and efforts to ensure that the public is informed about the activities of their local government should be undertaken. These questions should be repeated in future surveys to monitor the impacts and successes or failures of additional public outreach involvement activities.

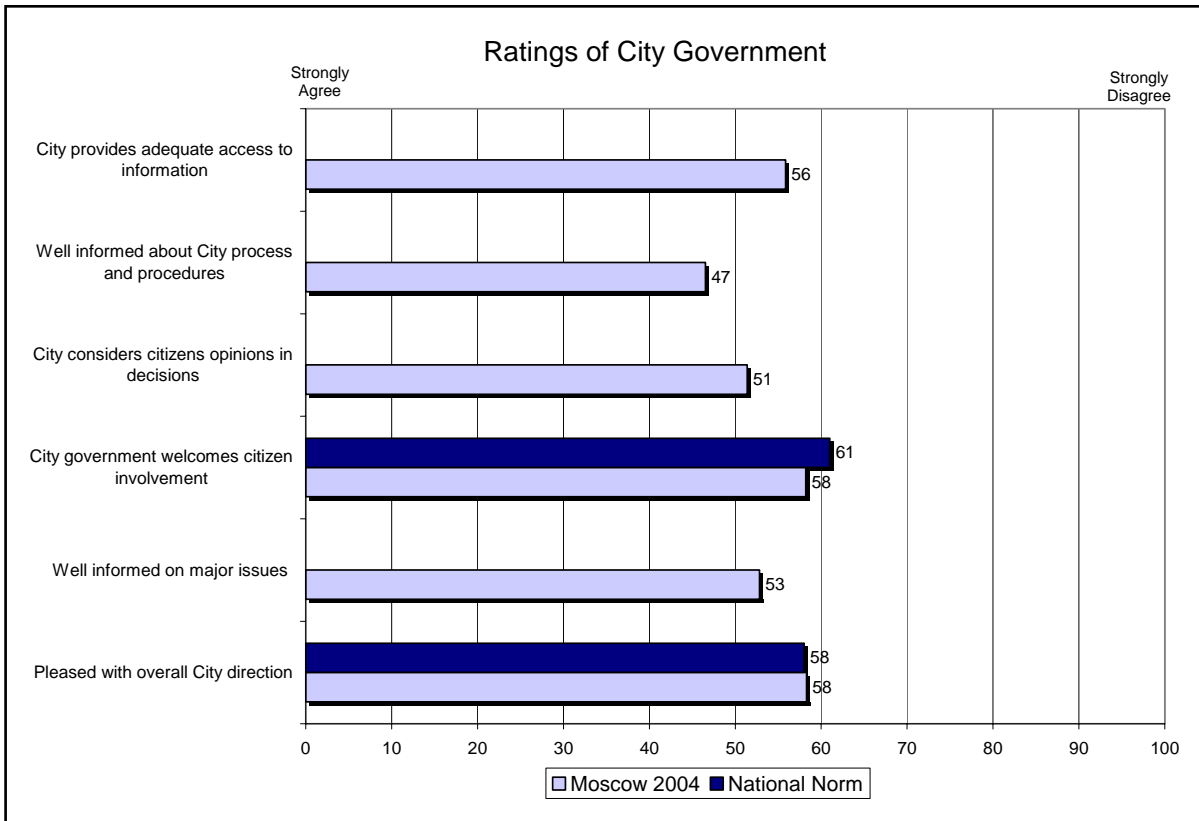


Figure 17 – Ratings of City Government

**Water Related Issues**

In light of the recent water resource related issues and concerns, several questions related to the recently imposed outdoor irrigation restriction and potential future water conservation measures were included within the survey. Of the respondents, over 67%

supported or strongly supported the outdoor irrigation restrictions and 18% opposed or strongly opposed the restrictions. For future water conservation efforts, the majority of the respondents ranked additional water conservation education efforts first, followed by

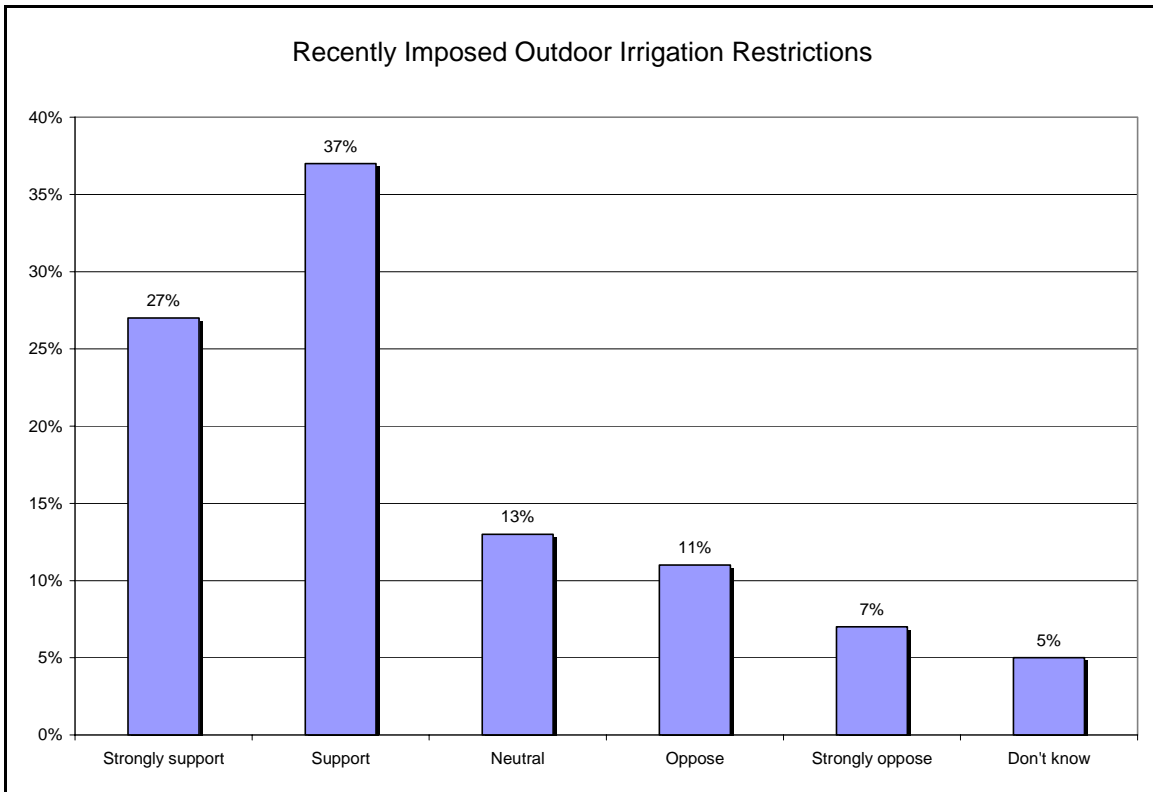


Figure 18 – Support of Outdoor Irrigation Restrictions

incentives for water-conserving devices, tiered water rates, and additional outdoor irrigation restrictions as their most preferred alternative. Additionally, 36% ranked increased water rates as their least preferred alternative, and an additionally 41% ranked it as their next to last preferred alternative.

***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 Human Rights Commission, the Parks and Recreation Commission, Tree Committee, the Historic Preservation Commission, the Planning and Zoning Commission, the Health and Environment Committee and the Transportation Commission. The majority of the questions submitted were evaluative, although some asked respondents to rank choices and others were intended to ascertain market penetration.

**Arts**

Approximately 80% of respondents stated that Moscow Arts Commission programs were “valuable” or “very valuable” to them, while only 6% believed there is “little value” or “no value at all” for these programs. This is compared to 76% and 7% for the same question in 2001. People were likely (78%) to frequent a local business at least twice during the past twelve months in conjunction with an arts activity. Around 14% indicated that they have frequented a local business more than 26 times in the past year during or in conjunction with an arts or cultural event. Finally, approximately 83% (up from 80% in 2001) of respondents “agree” or “strongly agree” that arts and cultural events have a positive impact on life in Moscow.

**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 (52%) 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” (86%). Also the majority of residents felt that teen and adult programs should be expanded (79%). 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 68% of the respondents stated that they would plant a tree in the public right-of-way in front of their home if a free tree were available from the new street tree nursery. Additionally, 81% of the respondents responded that they were aware that it was the property owner’s responsibility to water, prune and care for the trees in public right-of-ways adjacent to their property in accordance with the Moscow Community Forestry Ordinance. This is a substantial increase from the 58% response to the same question in 2001.

**Historic Preservation**

The preservation of Moscow’s historic assets received relatively positive responses. Over 65% of respondents “Agreed” or “Strongly Agreed” that the City of Moscow should provide incentives and assistance to help preserve historic buildings within the City. Additionally, over 63% of respondents felt that the City of Moscow should use its historic assets to promote business activities and over 52% felt that downtown Moscow should be promoted as a visitor and entertainment district based upon historic assets. Respondents were also asked if they would support design review requiring City approval for specific building designs and appearance for construction in downtown Moscow.

Over 66% of respondents responded that they “Support” or “Strongly Support” such design review standards and 12% responded that they “Oppose” or “Strongly Oppose” such standards.

### **Human Rights**

The Moscow City Council formed the Human Rights Commission in May of 2004. The charge of the Commission is to make recommendations to the City Council on issues and programs related to antidiscrimination and human relations. The Commission included 3 questions within the survey intended to assess the citizens opinion of the current climate of the City related to human rights issues.

Of the participates, 64% felt that Moscow was “Very Welcoming and Inclusive” or “Somewhat Welcoming and Inclusive” toward people of color while 29% felt Moscow was “Neither Welcoming nor Hostile” and 6% felt Moscow was “Somewhat Unwelcoming and Hostile.” No respondents indicated that they felt Moscow was “Very Unwelcoming and Hostile” toward people of color. With respect to religion, 50% of respondents felt that Moscow was “Very Welcoming and Inclusive” or “Somewhat Welcoming and Inclusive” of people of different religions. While 31% of respondents felt that Moscow was “Neither Welcoming nor Hostile”, 16% felt Moscow was “Somewhat Unwelcoming and Hostile” and 3% felt Moscow was “Very Unwelcoming and Hostile” toward people of different religions. Finally, over 73% felt that diversity and tolerance were important considerations when considering City policies.

### **Planning and Zoning**

A topic of recent interest before the Planning and Zoning Commission has been that of mixed land uses within and around residential zoning districts. Participates were asked to rate to what degree they supported or opposed the inclusion of small retail and office uses within residential neighborhoods. Only 12% responded that they “Strongly Agreed” and 27% responded that they “Agreed” that such uses in residential neighborhoods were a benefit to the community, while 24% “Disagreed” and 12% “Strongly Disagreed” with the same statement. From the results there does not appear to be a definitive public opinion upon the concept of mixed uses in residential neighborhoods.

Participates were also asked to rank the relative value of 16 distinct neighborhood characteristics. Over 31% of the respondents ranked “Proximity to School” and “Single Family Housing Neighborhood” both as “Very Important”. Over 39% of respondents ranked “Proximity to Park or Public Recreation Facility” as “Important” and 35% gave “Proximity to Work” the same score. Of the various neighborhood characteristics, single-family housing neighborhood, proximity to schools, proximity to parks, recreation facilities and walking and bike pathways and proximity to work and shopping ranked highly. Others characteristics such as lot size, alley access, cul-de-sac or dead end street, and proximity to downtown were ranked significantly lower.

**Health and Environment**

When asked what additional water resource management actions respondent's preferred, 77% ranked "Conservation of existing water resources" as most preferred, and 56% ranked collection and injection of surface water in the aquifer as the second most preferred action. When asked if they supported requiring water use and conservation plans of future growth and development projects, even though such measures may increase the cost of future development, over 83% "Support" or "Strongly Support" such a requirement. Only 4% responded that they "Oppose" or "Strongly Oppose" such requirements.

**Transportation**

The City's Transportation Commission has recently explored the possibility of identifying and preserving transportation corridors for future roadways in and around the City. When asked if they supported such efforts, over 76% of respondents said they "Supported" or "Strongly Supported" the identification and preservation of roadway corridors for future roads in and around Moscow. Additionally, the Transportation Commission has also actively supported the development of public transit within Moscow. Of the participants, over 81% "Support" or "Strongly Support" the continued development of a City bus system and over 67% "Support" or "Strongly Support" the use of City tax dollars to support the operation of the bus system, while almost 14% "Oppose" or "Strongly Oppose" such a use of tax dollars.

**Community Housing**

The City's Fair Housing Commission is charged with advising the Council on matters pertaining to housing discrimination and affordability. The Commission asked participants whether they believed that an individual's housing choice or availability is limited in Moscow due to discriminatory practices. Over 68% felt that an individual's housing choice was "Not Limited" or "Somewhat Limited" by such discriminatory practices. It should be noted that over 30% responded that they "Don't Know" or did not respond to the question and therefore the data is probably less reliable.

***Demographics***

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

***Open-ended Comments***

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



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

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

### ***Conclusion***

As noted previously, regular surveys provide elected and appointed officials with the unique opportunity to gain the perspective of the “average” resident of Moscow. This survey includes a representative sample of Moscow residents who are not the citizens who typically participate in local government (over 80% have never or only once attended a Council meeting in the last year and 85% have never or only once contacted a City Council member about an issue).

This second Moscow Citizen Survey was an outstanding success in terms of participation (43% 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.

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

Overall citizens are satisfied with the quality of life in Moscow, 92% felt quality of life in the community is “good” or “excellent.” For the most part results are on par or above comparative national ratings. The survey should also provide citizen boards, commissions and committees with valuable direction when approaching important issues.

## Appendix I. Survey Instrument



## City of Moscow 2004 Citizen Survey

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

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

	<u>Excellent</u>	<u>Good</u>	<u>Neutral</u>	<u>Poor</u>	<u>Very Poor</u>	<u>Don't Know</u>
a. Overall, how would you rate the quality of life in Moscow?	28%	64%	7%	1%	0%	0%
b. How do you rate the overall quality of your neighborhood?	27%	52%	14%	6%	0%	0%
c. How do you rate Moscow as a place to raise children?	36%	44%	10%	2%	0%	8%
d. How do you rate Moscow as a place to live?	28%	60%	10%	2%	0%	0%
e. How do you rate Moscow as a place to retire?	13%	33%	25%	12%	4%	13%

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

	<u>Excellent</u>	<u>Good</u>	<u>Neutral</u>	<u>Poor</u>	<u>Very Poor</u>	<u>Don't Know</u>
a. Overall appearance of the City	12%	67%	17%	4%	0%	0%
b. Quality of K-12 schools in Moscow	14%	39%	14%	3%	1%	29%
c. Opportunities to attend cultural activities	31%	47%	13%	5%	1%	3%
d. Shopping opportunities	5%	35%	30%	25%	5%	0%
e. Air quality	20%	58%	15%	6%	1%	0%
f. Recreation opportunities	18%	53%	21%	6%	1%	1%
g. Job opportunities	2%	18%	33%	31%	8%	8%
h. Access to affordable housing	5%	26%	29%	25%	8%	7%
i. Openness and acceptance of the community towards people of diverse backgrounds	12%	50%	21%	8%	2%	7%

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

	<u>Very Safe</u>	<u>Fairly Safe</u>	<u>Not Safe or Unsafe</u>	<u>Somewhat Unsafe</u>	<u>Very Unsafe</u>	<u>Don't Know</u>
a. Violent crimes (e.g., robbery, assault)	44%	50%	4%	2%	0%	0%
b. Property crimes (e.g., burglary, theft)	22%	65%	7%	6%	0%	0%
c. Fires	36%	53%	7%	2%	0%	2%

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

	<u>Very Safe</u>	<u>Fairly Safe</u>	<u>Not Safe or Unsafe</u>	<u>Somewhat Unsafe</u>	<u>Very Unsafe</u>	<u>Don't Know</u>
a. In your neighborhood	47%	41%	4%	4%	2%	2%
b. In downtown areas	33%	48%	10%	4%	2%	3%
c. In city parks outside your neighborhood	18%	41%	18%	10%	3%	10%
d. Current levels of street lighting	14%	45%	17%	16%	6%	2%

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

	<u>Not a Problem</u>	<u>Minor Problem</u>	<u>Important Problem</u>	<u>Major Problem</u>	<u>Extreme Problem</u>	<u>Don't Know</u>
a. Traffic	17%	44%	24%	11%	3%	1%
b. Drug abuse	7%	32%	28%	5%	2%	26%
c. Alcohol abuse	5%	26%	32%	12%	5%	20%
d. Taxes	19%	28%	21%	11%	6%	15%
e. Loitering youth	39%	35%	8%	2%	1%	15%
f. Growth	24%	24%	29%	11%	5%	7%
g. Crime	19%	54%	17%	2%	0%	8%
h. Domestic Violence	9%	29%	18%	2%	1%	41%
i. Run down houses and buildings	15%	53%	18%	7%	2%	5%

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

	<u>Much too Slow</u>	<u>Too Slow</u>	<u>Right Amount</u>	<u>Too Fast</u>	<u>Much too Fast</u>	<u>Don't Know</u>
a. Population growth	1%	6%	48%	20%	7%	18%
b. Business/retail growth	8%	33%	35%	5%	1%	18%
c. Jobs growth	18%	39%	15%	1%	0%	27%

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

<b>Strongly Agree</b>	<b>Agree</b>	<b>Neutral</b>	<b>Disagree</b>	<b>Strongly Disagree</b>	<b>Don't Know</b>
2%	15%	32%	24%	11%	16%

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

	<u>Once or Never</u>	<u>Twice</u>	<u>3 to 12 Times</u>	<u>13 to 26 Times</u>	<u>&gt; 26 Times</u>	<u>Don't Know</u>
a. Used the Moscow public libraries or services	36%	12%	26%	12%	13%	1%
b. Participated in a recreation program or activity	44%	16%	22%	8%	7%	3%
c. Visited a City park	10%	13%	45%	16%	15%	1%
d. Recycled used paper, cans or bottles from your home	15%	4%	12%	14%	54%	1%
e. Volunteered your time to some group/activity in Moscow	43%	10%	24%	7%	14%	2%
f. Attended an event in the 1912 Center	62%	16%	17%	3%	1%	1%

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

	<u>Excellent</u>	<u>Good</u>	<u>Neutral</u>	<u>Poor</u>	<u>Very Poor</u>	<u>Don't Know</u>
a. Police services	21%	54%	13%	4%	1%	7%
b. Fire services	33%	43%	6%	0%	0%	18%
c. Emergency medical services/ambulance	27%	43%	8%	1%	0%	21%
d. Garbage collection (solid waste)	32%	54%	9%	3%	1%	1%
e. Recycling	42%	39%	8%	4%	1%	6%
f. Water services	15%	47%	18%	11%	4%	5%
g. Sewer services	17%	55%	18%	3%	1%	6%
h. Library services	27%	42%	13%	2%	0%	16%
i. Recreation facilities	19%	47%	19%	4%	1%	10%

	<u>Excellent</u>	<u>Good</u>	<u>Neutral</u>	<u>Poor</u>	<u>Very Poor</u>	<u>Don't Know</u>
j. Recreation programs and classes	11%	43%	18%	4%	0%	24%
k. Park maintenance	20%	64%	10%	2%	0%	4%
l. City parks	23%	62%	11%	1%	0%	3%
m. Street maintenance	8%	40%	26%	22%	4%	0%
n. Cleanliness of streets	13%	53%	23%	9%	1%	1%
o. Snow removal	5%	41%	25%	16%	7%	6%
p. Street lighting	5%	43%	27%	18%	6%	1%
q. Amount of public parking	3%	32%	25%	30%	8%	1%
r. Ease of car travel in the city	6%	43%	28%	17%	4%	2%
s. Enforcement of traffic laws	7%	46%	23%	10%	2%	12%
t. Planning and zoning	2%	20%	32%	17%	9%	20%
u. Sidewalk maintenance	4%	37%	28%	22%	4%	5%
v. Handicap Accessibility in public places	8%	33%	20%	7%	1%	31%

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

<u>Excellent</u>	<u>Good</u>	<u>Neutral</u>	<u>Poor</u>	<u>Very Poor</u>	<u>Don't Know</u>
7%	71%	16%	5%	0%	1%

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

	<u>Excellent</u>	<u>Good</u>	<u>Neutral</u>	<u>Poor</u>	<u>Very Poor</u>	<u>Don't Know</u>
a. Garbage collection	21%	49%	14%	5%	1%	10%
b. Water services	12%	36%	17%	17%	6%	12%
c. Sewer services	15%	44%	19%	8%	1%	13%
d. Parks & Recreation programs	18%	38%	19%	4%	2%	19%

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

	<u>Once or Never</u>	<u>Twice</u>	<u>3 to 12 Times</u>	<u>13 to 26 Times</u>	<u>&gt; 26 Times</u>	<u>Don't Know</u>
a. Accessed Council agendas, public hearing notices, the City Code and/or other information from the City's website	71%	10%	14%	3%	1%	1%
b. Read a legal notice in the newspaper	40%	15%	25%	10%	9%	1%
c. Attended a City Committee or Commission meeting	80%	10%	7%	1%	1%	1%
d. Provided oral or written testimony at a public meeting	90%	6%	3%	1%	0%	0%
e. Contacted the Mayor or City Supervisor regarding City policy and/or process	90%	6%	4%	0%	0%	0%
f. Contacted a City Council member regarding City policy and/or process	85%	9%	5%	1%	0%	0%
g. Contacted City staff regarding City policy and/or process	79%	11%	8%	2%	0%	0%

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

	<u>Strongly Agree</u>	<u>Agree</u>	<u>Neutral</u>	<u>Disagree</u>	<u>Strongly Disagree</u>	<u>Don't Know</u>
a. I am pleased with the overall direction that the City is taking	2%	43%	35%	12%	2%	6%
b. I am well informed on major issues in the City of Moscow	5%	32%	31%	22%	5%	5%
c. The City government welcomes citizen involvement	5%	32%	30%	11%	2%	20%
d. The City considers citizen's opinions in decisions	3%	21%	34%	15%	4%	23%
e. I am well informed about City process and procedures	3%	18%	41%	24%	6%	8%
f. The City provides adequate access to public information related to governmental activities	3%	27%	35%	10%	2%	23%

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

	Most Often	1	2	3	4	5	6 Least Often
In person from City staff		8%	9%	14%	14%	16%	39%
By phone		5%	12%	20%	20%	19%	24%
Local newspaper		65%	14%	9%	5%	3%	4%
City's governmental cable channel (Channel 13)		10%	21%	15%	12%	13%	29%
City's internet website (www.ci.moscow.id.us)		12%	16%	17%	15%	14%	26%
Other		18%	12%	7%	11%	8%	43%

**15. In an effort to conserve water, the City recently imposed restrictions between the months of April and October to only allow outside irrigation between the hours of 6 PM and 10AM. Would you support additional water conservation efforts?**

Strongly Support	Support	Neutral	Oppose	Strongly Oppose	Don't Know
27%	37%	13%	11%	7%	5%

**16. If the City takes further water conservation measures, which of the following potential conservation measures would you prefer (please rank from 1-6, with 1 being most preferred and 6 least preferred)?**

	Most Preferred	1	2	3	4	5	6 Least Preferred
Additional outdoor irrigation restrictions		20%	10%	22%	25%	15%	8%
Increased water rates		2%	4%	6%	11%	41%	36%
Tiered water rates which increase water fees as the household consumption increases		22%	16%	20%	21%	12%	9%
Increased water conservation education efforts		33%	28%	20%	10%	6%	3%
Incentives for water conservation devices		31%	31%	21%	10%	3%	4%
Other		17%	4%	9%	10%	12%	48%

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

**17. 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
48%	32%	10%	5%	2%	3%

- b. How many times in the past 12 months have you frequented a local business (i.e. restaurant, movie theatre, retail establishment) during or in conjunction with an arts or cultural event?

Once or Never	2-5 Times	6-12 Times	13-26 Times	More Than 26 Times	Don't Know
20%	28%	21%	15%	14%	2%

- 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
50%	33%	11%	2%	1%	3%

d. In the past twelve months, how frequently have you or members of your family used any portion of the Paradise Path system (including the connecting Latah and Chipman Trails)?

Once or Never	2-5 Times	6-12 Times	13-26 Times	More Than 26 Times	Don't Know
31%	23%	17%	8%	20%	1%

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

Quarterly Brochure	Radio	School	Word of Mouth	Newspaper	City Web Site	Other
62%	23%	24%	42 %	50%	8%	4%

f. 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
5%	26%	22%	7%	1%	39%

g. 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
5%	4%	6%	23%	24%	38%

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

Much too Expensive	Too Expensive	About Right	Affordable	Very Affordable	Don't Know
1%	8%	38%	17%	5%	31%

i. Would you plant a tree in the public right-of-way in front of your home if a free tree were available from the new City Street Tree Nursery?

Yes	68%	No	32%
-----	-----	----	-----

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

Yes	81%	No	19%
-----	-----	----	-----

k. I believe the City of Moscow should provide incentives and assistance to help preserve historic buildings

Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Don't Know
25%	38%	21%	9%	4%	3%

l. I believe the City of Moscow should use its historic assets to promote business activity.

Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Don't Know
16%	43%	24%	8%	2%	7%

m. I believe that downtown Moscow should be promoted as a visitor and entertainment district based on historic assets

Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Don't know
13%	36%	31%	11%	3%	6%

n. 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 Support 18%	Support 45%	Neutral 21%	Oppose 8%	Strongly Oppose 3%	Don't know 5%
-------------------------	----------------	----------------	--------------	-----------------------	------------------

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

Very Welcoming and Inclusive 22%	Somewhat Welcoming and Inclusive 43%	Neither Welcoming nor Hostile 29%	Somewhat Unwelcoming and Hostile 6%	Very Unwelcoming and Hostile 0%	NR 0%
-------------------------------------	---	--------------------------------------	--	------------------------------------	----------

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

Very Welcoming and Inclusive 13%	Somewhat Welcoming and Inclusive 37%	Neither Welcoming nor Hostile 31%	Somewhat Unwelcoming and Hostile 16%	Very Unwelcoming and Hostile 3%	NR 0%
-------------------------------------	---	--------------------------------------	---	------------------------------------	----------

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

Very Important 49%	Somewhat Important 24%	Neutral 20%	Not Very Important 4%	Unimportant 3%	NR 0%
-----------------------	---------------------------	----------------	--------------------------	-------------------	----------

r. Please rate the following statement: Allowing small retail or office businesses (such as physician's, accountants, engineers, business consultants, and beauty salons) in residential neighborhoods is a benefit to the community.

Strongly Agree 12%	Agree 27%	Neutral 20%	Disagree 24%	Strongly Disagree 12%	Don't Know 5%
-----------------------	--------------	----------------	-----------------	--------------------------	------------------

s. Please identify the importance of the following neighborhood characteristics to you:

	Very Important	Important	Somewhat Important	Not Important	Don't Know
a. Proximity to school	31%	34%	12%	20%	3%
b. Proximity to work	18%	35%	25%	20%	2%
c. Proximity to shopping	10%	26%	37%	25%	2%
d. Proximity to park or public recreation facility	18%	39%	29%	13%	1%
e. Proximity to downtown	9%	29%	34%	28%	0%
f. Single family housing neighborhood	31%	31%	16%	18%	4%
g. Duplex housing neighborhood	4%	13%	25%	53%	5%
h. Apartment housing neighborhood	7%	13%	22%	54%	4%
i. Large lot size (more than one half acre)	7%	18%	21%	47%	7%
j. Medium lot size (quarter acre to one half acre)	9%	23%	27%	33%	8%
k. Small lot size ( less than one quarter acre)	5%	14%	22%	50%	9%
l. Historic housing district (Fort Russell area, or similar)	16%	23%	21%	32%	8%
m. Alley access	6%	18%	23%	47%	6%
n. Cul-de-sac or dead-end street	8%	15%	23%	47%	7%
o. Small street blocks with numerous street intersections	4%	9%	23%	55%	9%
p. Proximity to public walking/bike pathway	23%	30%	27%	18%	2%



t. Studies show that water levels in the Grande Ronde aquifer drop 12 to 18 inches each year. To help ensure a stable and reliable future water supply, please rank the following potential water resource management actions in order of preference with 1 being most preferred:

	Most Preferred 1	2	3 Least Preferred
a. Collection and injection of treated surface water into our aquifers	22%	56%	22%
b. Conservation of existing water resources	77%	20%	3%
c. Other	23.4%	27%	49%

u. Knowing that maintaining a sustainable water supply will likely increase development costs (i.e. requiring low-water use fixtures, treatment of surface or wastewater for use). Do you support requiring water use and conservation plans of future growth and development projects?

Strongly Support	Support	Neutral	Oppose	Strongly Oppose	Don't know
39%	40%	12%	3%	1%	5%

v. Do you support the identification and preservation of routes for future roads in and around Moscow?

Strongly Support	Support	Neutral	Oppose	Strongly Oppose	Don't know
22%	46%	18%	1%	1%	12%

w. Do you support the continued 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	Support	Neutral	Oppose	Strongly Oppose	Don't know
39%	41%	14%	3%	1%	2%

x. Do you support the use of City tax dollars to support the continued operation of the bus system?

Strongly Support	Support	Neutral	Oppose	Strongly Oppose	Don't know
22%	44%	18%	7%	6%	3%

y. To what degree do you believe an individual's housing choice or availability is limited in Moscow because of their race, color, religion, sex, national origin, disability or the presence of minor children in the home? Circle one:

Not Limited	Somewhat Limited	Very Limited	Don't Know	NR
38%	28%	4%	27%	3%

z. Do you feel the Moscow community would benefit from the construction of additional government subsidized affordable housing? Circle one:

Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Don't Know
11%	25%	22%	16%	11%	15%

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.

**18. Are you currently employed?**

28% No  
22% Part-time  
50% Full-time

**19. Are you currently enrolled at a local University?**

70% No  
5% Part-time  
25% Full-time

**19a. What one method of transportation do you usually use (for the longest distance of your commute) to travel to work or school?**

77% Motorized vehicle (e.g. car, truck, van, motorcycle, etc.)  
7% Bicycle  
12% Walk  
1% Work at home  
3% Other \_\_\_\_\_

**19b. If you checked the motorized vehicle box in 14a, do other people (adults or children) usually ride with you to or from work?**

71% No                      29% Yes

**20. How many years have you lived in Moscow?**

13% less than 2 years    16% 11-20 years  
23% 2-5 years            36% more than 20 years  
12% 6-10 years

**21. Which best describes the building you live in?**

61% one family house detached from any other houses  
9% one family house attached to one or more houses (e.g. a duplex or townhouse)  
25% building with two or more apartments or condominiums  
4% mobile home  
1% other \_\_\_\_\_

**22. How many people live in your household?**

22% 1                      12% 4  
46% 2                      5% 5  
13% 3                      2% more than 5

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

80% No                      20% Yes

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

88% No                      12% Yes

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

82% No                      18% Yes

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

88% No                      12% Yes

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

1% 12<sup>th</sup> or less, no diploma  
7% high school diploma  
21% some college, no degree  
6% associate's degree (e.g. AA, AS)  
34% bachelor's degree (e.g. BA, AB, BS)  
31% graduate degree or professional degree

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

34% less than \$24,999  
28% \$25,000 to \$49,999  
26% \$50,000 to \$99,999  
11% \$100,000 or more  
1% Non-response

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

0% American Indian or Alaskan native  
3% Asian or Pacific Islander  
0% Black, African American  
2% Hispanic/Spanish/Latino  
92% White/Caucasian  
3% Other \_\_\_\_\_

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

20% 18-24 years            14% 55-64 years  
17% 25-34 years            9% 65-74 years  
15% 35-44 years            8% 75 years or older  
17% 45-54 years

**31. What is your gender?**

57% Female      43% Male

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

19% No              81% Yes

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

40% No              60% Yes

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

11% No              89% Yes

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

24% No              76% Yes

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

20% No              80% Yes

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

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

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

## Appendix II. Selected Results by Geographic Sector

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

<b>Table II.a: Respondent's Geographic Distribution</b>		
Sector	Responses	Percent of Total
City Center North (CCN)	81	17%
City Center South (CCS)	88	18%
East (E)	86	18%
North Central (NC)	73	15%
North West (NW)	59	12%
South (S)	43	9%
University (U)	60	12%

<b>Table II.b Average Rating of Quality of Life by Sector</b>							
	<b>Sector</b>						
	<b>City Central North</b>	<b>City Central South</b>	<b>East</b>	<b>North Central</b>	<b>North West</b>	<b>South</b>	<b>University</b>
<b>Overall quality of life in Moscow</b>	81	81	80	81	81	78	74
<b>Overall quality of neighborhood</b>	80	73	83	74	70	82	62
<b>Moscow as a place to raise children</b>	82	81	84	83	83	85	67
Average Rating on a 100-point Scale (0=Very Poor, 100=Excellent)							

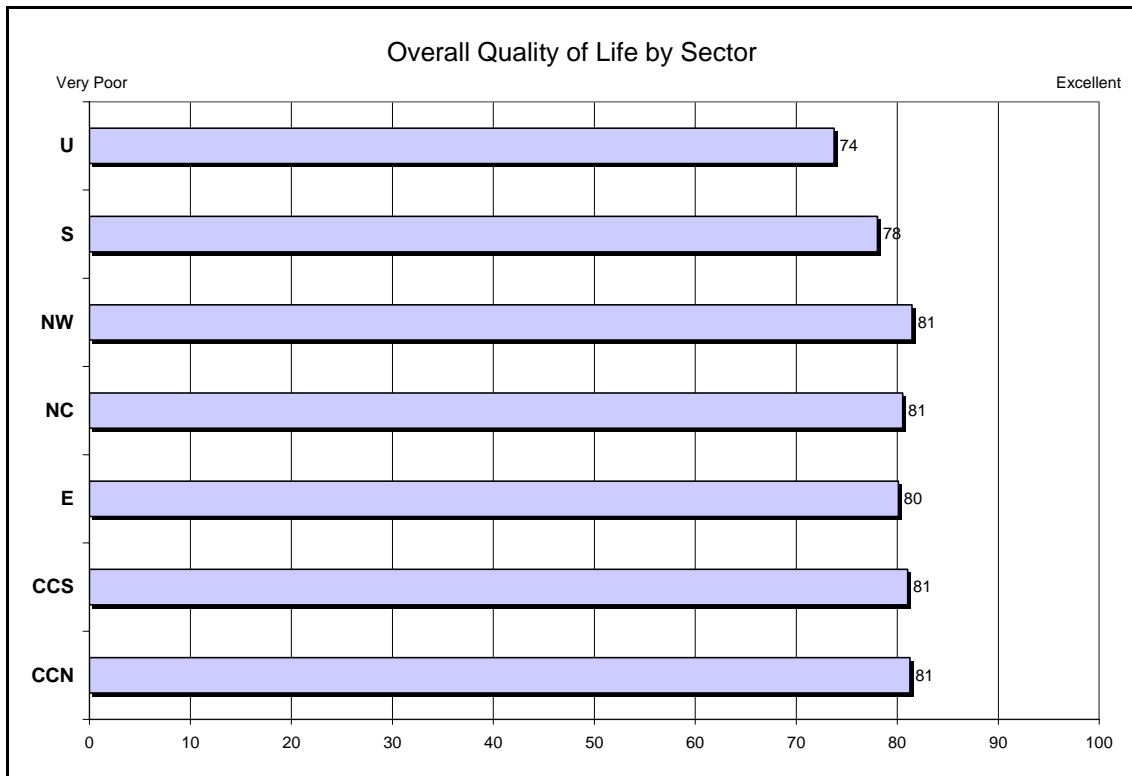


Figure II.a – Overall Quality of Life by Sector

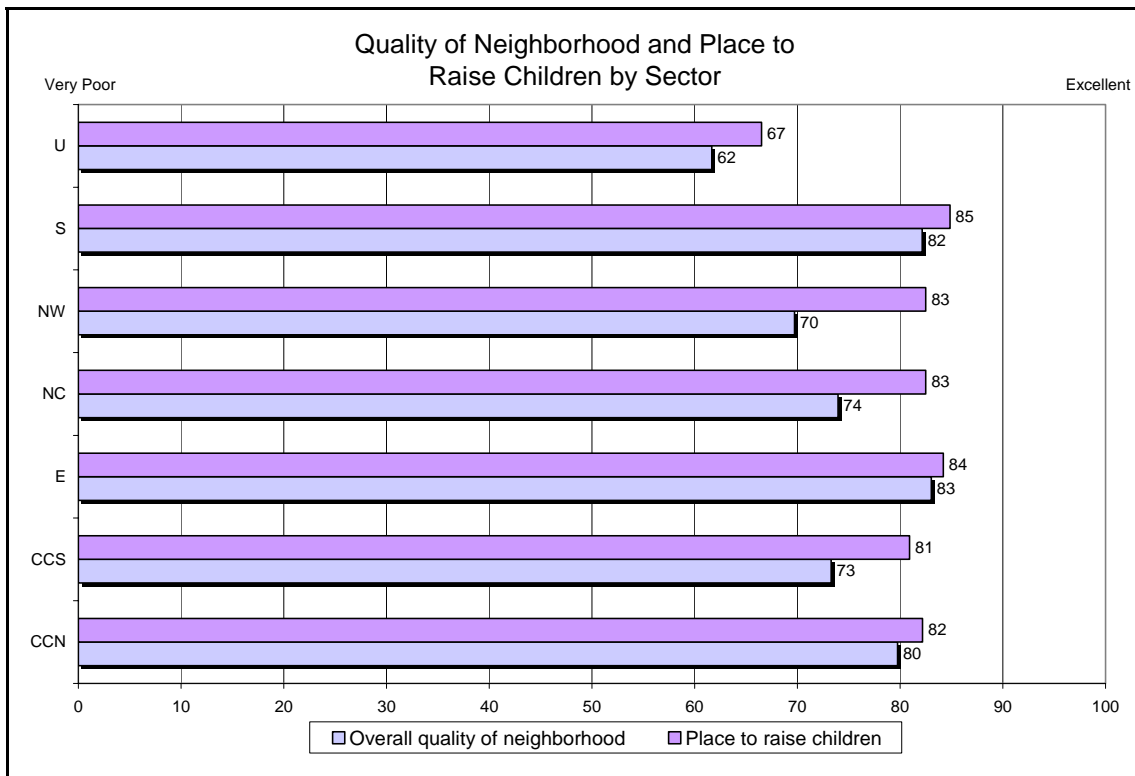


Figure II.b – Quality of Neighborhood and Place to Raise Children by Sector

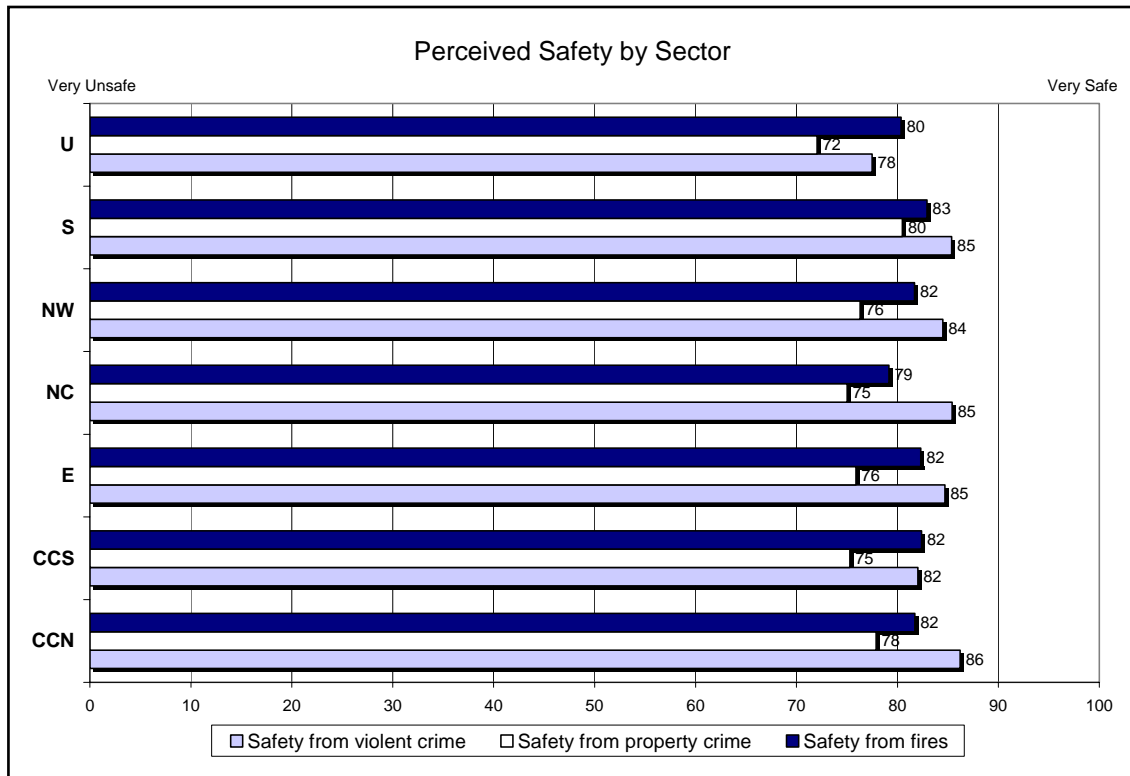


Figure II.c – Perceived Safety by Sector

<b>Table II.c Average Rating of City Services by Sector</b>							
	<b>Sector</b>						
	<b>City Central North</b>	<b>City Central South</b>	<b>East</b>	<b>North Central</b>	<b>North West</b>	<b>South</b>	<b>University</b>
<b>Police Services</b>	73	74	77	74	75	78	66
<b>Fire Services</b>	84	83	83	82	86	88	76
<b>EMS Services/Ambulance</b>	79	80	81	81	80	84	76
<b>Garbage Collection (Solid Waste)</b>	81	81	81	81	80	81	65
<b>Recycling</b>	84	82	82	88	75	82	69
<b>Water Services</b>	65	69	67	65	72	57	57
<b>Sewer Services</b>	74	70	78	72	74	68	69
<b>Library Services</b>	80	79	78	75	77	79	75
<b>Recreation Facilities</b>	73	69	73	71	76	74	70
<b>Recreation Programs and Classes</b>	70	69	68	68	73	74	69
<b>Park Maintenance</b>	80	76	79	77	78	72	73
<b>City Parks</b>	81	77	78	78	77	72	74
<b>Street Maintenance</b>	63	56	54	54	53	58	57
<b>Cleanliness of Streets</b>	70	66	71	65	64	64	65
<b>Snow Removal</b>	57	54	61	59	54	52	48
<b>Street Lighting</b>	60	55	56	50	59	56	54
<b>Amount of Public Parking</b>	53	47	48	49	45	53	38
<b>Ease of Car Travel In the City</b>	62	60	55	57	58	60	50
<b>Enforcement of Traffic Laws</b>	65	60	63	62	64	61	62
<b>Planning and Zoning</b>	45	46	44	44	49	49	52
<b>Sidewalk Maintenance</b>	50	56	51	51	57	53	59
<b>Handicap Accessibility in public places</b>	63	64	67	59	70	65	66
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 select demographic and socioeconomic characteristics for both 2001 and 2004.

<b>Table III.a Average Rating of Quality of Life by Demographic Subgroup</b>				
	<b>Gender</b>			
	<b>Male</b>		<b>Female</b>	
	2001	2004	2001	2004
Overall quality of life	80	80	82	80
Overall quality of neighborhood	79	76	77	75
Moscow as Place to raise children	83	79	83	82
Average Rating on a 100-point scale (0=Very Poor, 100=Excellent)				

<b>Table III.b Average Rating of Quality of Life by Demographic Subgroup</b>														
	<b>Age</b>													
	<b>18-24</b>		<b>25-34</b>		<b>35-44</b>		<b>45-54</b>		<b>55-64</b>		<b>65-74</b>		<b>75+</b>	
	2001	2004	2001	2004	2001	2004	2001	2004	2001	2004	2001	2004	2001	2004
Overall quality of life	75	76	80	80	86	81	83	81	83	79	82	85	83	78
Overall quality of neighborhood	66	67	74	71	81	76	80	81	79	80	80	80	86	78
Moscow as Place to raise children	74	74	80	81	88	81	85	84	84	82	82	85	85	82
Average Rating on a 100-point scale (0=Very Poor, 100=Excellent)														

<b>Table III.c Average Rating of Quality of Life by Demographic Subgroup</b>									
	<b>Anticipated Household Income</b>								
	<b>&lt;\$24,999</b>		<b>\$25,000-\$49,999</b>		<b>\$50,000-\$99,999</b>		<b>\$100,000+</b>		
	2001	2004	2001	2004	2001	2004	2001	2004	
Overall quality of life	77	79	83	80	83	81	83	79	
Overall quality of neighborhood	67	70	78	74	81	79	81	82	
Moscow as Place to raise children	78	75	82	82	86	85	87	87	
Average Rating on a 100-point scale (0=Very Poor, 100=Excellent)									



<b>Table III.d Average Rating of Quality of Life by Demographic Subgroup</b>										
	<b>Length of Residency</b>									
	<b>0-2 Years</b>		<b>2-5 Years</b>		<b>6-10 Years</b>		<b>11-20 Years</b>		<b>20+ Years</b>	
	2001	2004	2001	2004	2001	2004	2001	2004	2001	2004
Overall quality of life	76	76	76	79	81	81	85	78	85	82
Overall quality of neighborhood	71	71	71	74	79	72	80	74	81	79
Moscow as Place to raise children	77	77	77	77	86	81	87	83	86	83
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 seven geographic sectors to find statistically significant differences in opinion. Individuals in each household were selected by the most recent birthday of someone over 18 years old.

### *Survey Administration*

Households received two mailings one week apart during the month of October, 2004. 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	491	41%
No Response	656	55%
Undeliverable	53	4%
Total	1200	100%

## Appendix V. Open-ended Comments

<b>Table V.a: Categorized Responses to Open-ended Question 1</b>	
<b>Comment Category</b>	<b>Percent of Respondents Making a Comment</b>
<b>Growth Issues</b>	<b>48%</b>
Planning/Managing Growth	37%
General Traffic	6%
Open Space Conservation	0.4%
Maintaining Quality of Life	1%
Road Construction/Condition	4%
<b>Government Issues</b>	<b>8%</b>
Council Spending	1%
Taxes	1%
General Comments	2%
Access to Affordable Housing	3%
<b>Economic Issues</b>	<b>9%</b>
Attracting New Businesses/Industry	6%
Job Growth/Creation	2%
Keeping Downtown Viable	0.4%
Affordable Housing	1%
<b>Environmental Issues</b>	<b>20%</b>
Air Quality	0.4%
Water Quality	1%
Water/Aquifer Conservation	19%
<b>Social Issues</b>	<b>6%</b>
Senior Issues	0.4%
Youth Issues	0.4%
Crime	1%
Diversity and Acceptance	5%
<b>Schools</b>	<b>6%</b>
Developing Public School Facilities	2%
<b>University Issues</b>	<b>2%</b>
Accommodating More Students	6%
Funding/Future Viability	0.4%