2012

City of Moscow Citizen Survey

Report of Results

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Survey Overview

The 2012 Moscow Citizen Survey is the sixth comprehensive citizen survey conducted by the City of Moscow. The first survey was conducted in 2002, and subsequent surveys have been completed biennially in 2004, 2006, 2008, and 2010. These assessments serve as a scorecard of the community by providing an evaluation of the services provided by the City of Moscow and the characteristics of its residents. The results of these surveys are used by City leaders in strategic planning efforts and City resource allocation.

How the Survey Was Conducted

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

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

The 2012 response rate is 33% and accounts for 387 returned surveys and 34 non-deliverable returned surveys. In 2012, survey administrators reduced the density of the survey, which is the same number of pages, but with fewer questions, in an attempt to increase the response rate, which seemed to work well.

Figure 1: Geocoded Address Map
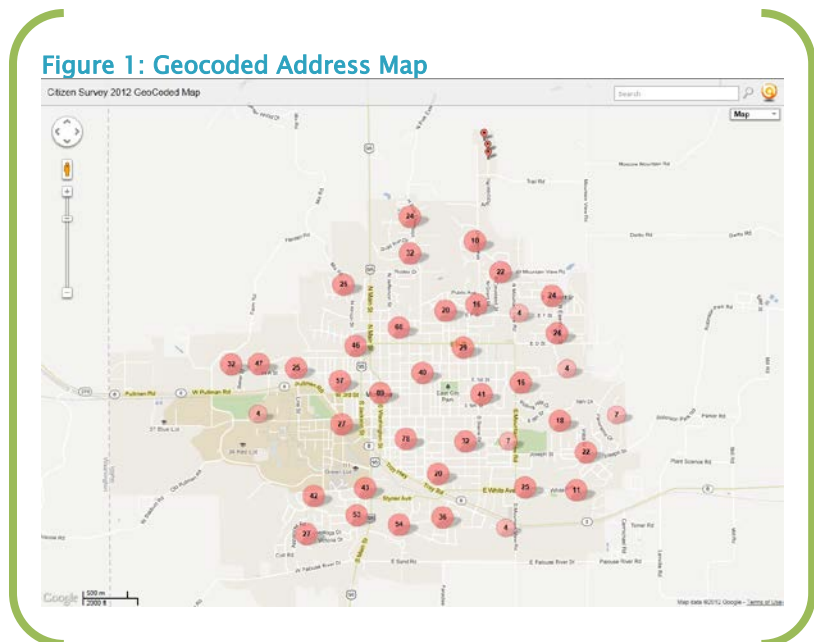
This response rate provides a sufficiently large sample to result in a 95% confidence interval of less than 5 percentage points for each question. Response rates for previous years have been 40% in 2002, 43% in 2004, 36% in 2006, 32% in 2008, and 31% in 2010.

How the Report is Organized

A variety of topics are covered in the City of Moscow Citizen Survey. The first 14 questions are standard and have been asked in mostly same way in each survey, in order to provide data that is comparable from year to year. This method allows data to be tracked and trends to be established. Questions 15 through 26 were submitted by commissions and task force groups. Questions 27 through 46 are demographic questions, 36 and 37 are open ended questions and these are all asked in the same way for each survey.

The percentages reported throughout this report exclude "don't know" and non-response answers to applicable questions unless otherwise stated; "Appendix C — Citizen Survey Tool with Responses" includes "don't know" responses. Non-responses are either questions that were simply not answered, or were not answered properly, for instance, where two options were chosen when only one was requested. All figures are rounded, so totals may be slightly greater than 100 points or percent in some instances.

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

The Likert scale is also used to convert data to a 100-point scale for ease of comprehension and comparison. For the 100-point scale, a score of 100 represents "excellent" (the best or most agreed with response), and 0 represents "very poor" (the

worst, most disagreed with response). For practical purposes, a score of 70 is equivalent to "good" on the Likert scale.

Survey Background

In 2002, the Moscow City Council decided to conduct Moscow's first Citizen Survey. It was anticipated that subsequent surveys would follow approximately every two years, to coincide with the City Council's goal-setting process and to provide elected officials and City staff a means to measure citizen satisfaction with government and how to improve it. This survey is the sixth Moscow Citizen Survey. The survey should be viewed as a consumer scorecard for the community that provides a reliable cross section of all residents. Previous, current, and future survey data provides a planning tool to measure trends in the community and a basis for adjusting annual Council and staff goals to address important issues.

The results of the survey are intended to guide future planning and resource allocation decisions by sampling a representative cross section of our community. These randomly administered surveys are carefully formulated, tabulated, and analyzed to provide elected officials with the best means of unbiased decision making. Most of the respondents are typically not involved in local government, other than elections, and rarely attend City meetings or contact City staff or elected officials with questions, but they are typical of the nearly 24,000 residents who make Moscow their home.

Figure 2: Citizen Survey Sector Map

Survey Methodology

Approximately 1,200 households, including dormitories and apartments, were chosen at random to participate in the survey conducted in October and November of 2012. Additionally, the City was divided into seven geographic sectors: Northwest, North Central, East, South,
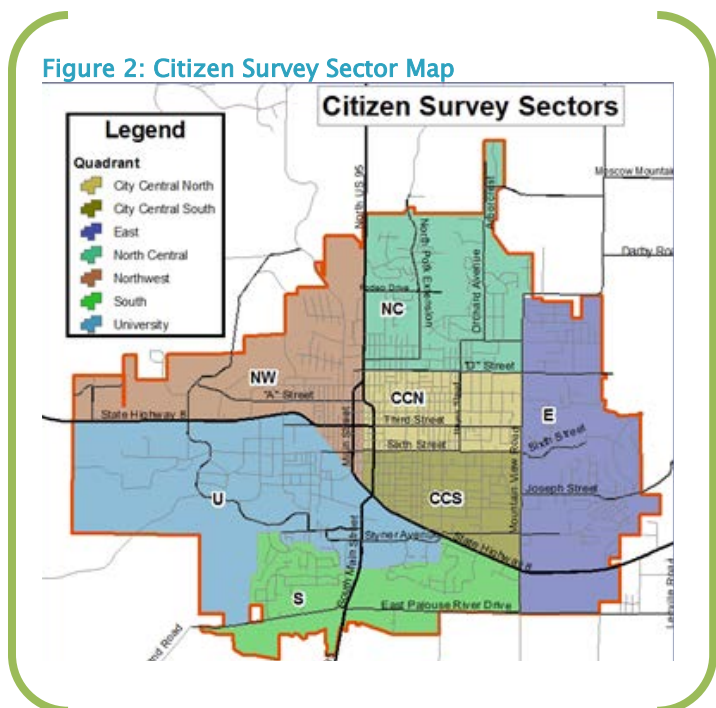
University, Central City North, and Central City South. The sectors have remained the same for each survey.

Each household was first mailed a postcard explaining that they would receive a Citizen Survey the following week. The survey packet included a cover letter from the Mayor, the survey instrument, and a self-addressed, stamped envelope to return the completed survey. Of the 1,200 eligible households, 387 had returned the survey before this report was written, 34 non-deliverable/returned surveys were excluded, for a response rate of 33%. This survey meets a 95% confidence interval and results are valid within 5 percentage points either positively or negatively.

Understanding the Results

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

Converting Responses to the 100-Point Scale

As previously noted, responses to all of the evaluative questions were made on a 5-point Likert scale ranging from "excellent" to "very poor." Many of the results in this report have been converted to a 100-point scale to make easier comparisons with national averages as well as data from previous years.   The national average comparisons used are compiled by the National Research Center, which created the National Citizen Survey tool used by many municipalities across the U.S.

Converting to the 100-point scale is accomplished by assigning a numerical value to each of the Likert scale rankings. In this case, "excellent" equals 5, "good" equals 4, "neutral" equals 3, and so on. If "don't know" was checked or the respondent left the question blank, the response was not included in the computation of the score. After determining the values on a 5-point Likert scale, the results were converted to the 100-point scale used by the National Research Center to compare results on a national basis.

Using the 100-point scale, each response was assigned a number: excellent=100, good=75, neutral=50, poor=25 and very poor=0. These numbers were then used to weigh each percentage for evaluative questions.   Below is a hypothetical example

where 10% of respondents rated a service "excellent," 40% "very good," 20% "neutral," 8% "poor," and 12% "very poor," for a score of 52 on a 100-point scale.

Excellent		Good		Neutral		Poor		Very Poor		
10(1)	+	40(.75)	+	20(.5)	+	8(.25)	+	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 these responses. Questions that received a "don't know" response or non-response rate of 20% or higher are noted in the figures with an asterisk. Data from these questions may be less reliable because of the high non-response rate.

Precision of Estimates

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

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

Data Comparison

Many communities have been measuring citizen satisfaction for over a decade, and the vast majority recognizes the myriad of benefits that citizen surveys provide. Citizen surveys are a great way for city leaders to understand how citizens feel about their community and the services that a city provides. Communities that have conducted

citizen surveys for many years believe it is essential that leaders keep in mind that very few residents participate in government policy-making through traditional means, as this survey substantiates. This citizen survey, however, gives residents a chance to voice their opinions in a way they might not otherwise.

In addition to previous years' data, when available, national data from the National Research Center's National Citizen Survey tool from 2000 are included for comparison throughout this report.

Now that Moscow has completed its sixth citizen survey, leaders can continue to look for trends in data. These trends, however, will take time to fully develop into qualified theories. Future surveys will need to be analyzed to substantiate trends identified in this and previous citizen surveys. Accurately interpreting this and survey data from past years is essential to identifying the correct needs of the citizens of Moscow.

Results of the 2012 City of Moscow Citizen Survey

Quality of Life (question 1)

A majority of the standard questions in the survey are devoted to measuring citizens' perceptions of the quality of life in our community. These factors include safe streets, clean air, scenic surroundings and more that contribute to the quality of life in Moscow.

Overall Quality of Life

94% of respondents rated the "overall quality of life" in Moscow as "good" or "excellent"; 4% of respondents noted they were neutral on the topic, and 2% of respondents noted the quality of life was "poor" or "very poor."

When converted to the 100-point scale, the "overall quality of life" in Moscow is an 81 for 2012 and maintains the historical average since the City began surveying of 81 points. When compared to the national average of 65, Moscow fares very favorably.

Figure 3: Overall Quality of Life
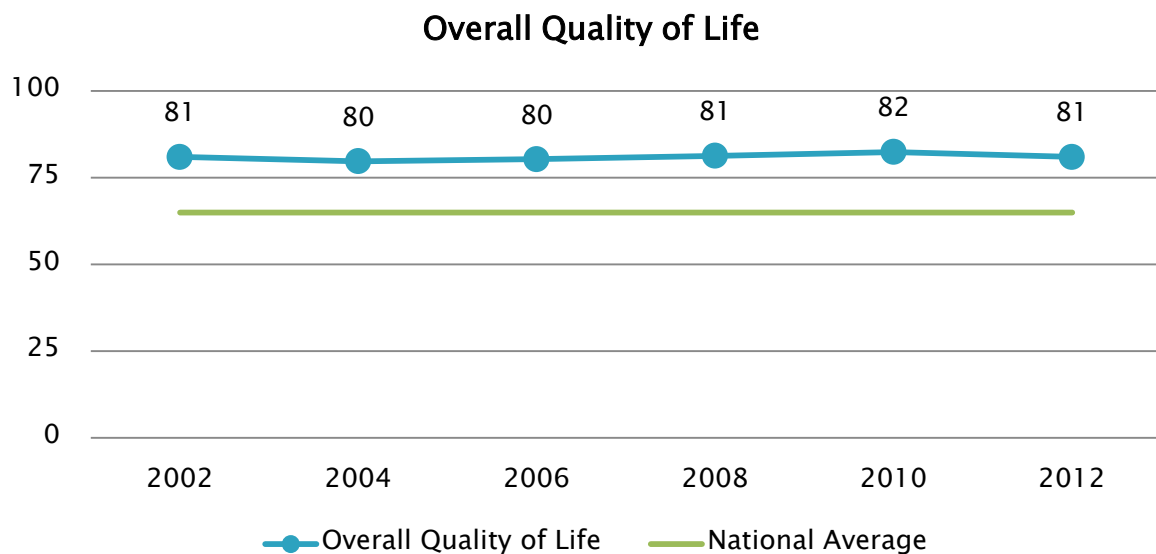
Quality of Neighborhood, Place to Raise Children and Retire

Overall quality of neighborhoods in Moscow was rated by respondents as very favorable, with a score of 76 for 2012 and historical average of 76. This item rates favorably when compared to the national average of 66 based on the same scale.

As a place to raise children, respondents rate Moscow well with a score of 82 in 2012, which contributes to the average of 82 points. In the December 18, 2012 edition of Bloomberg BusinessWeek[1], Moscow is ranked as "The Best City in the State to Raise Kids" in its annual survey; which rates public school performance, safety, housing costs, commute time, poverty, adults' educational attainment, share of households with children, and diversity.

> "It's heartening and reinforcing to know the sense we have here in Moscow, that we have such a wonderful community, is recognized by others outside of this place," Moscow Mayor Nancy Chaney said. "It's kind of a reality check to say 'yep, it's a great place.'"
> –Moscow Pullman Daily News
> Dec. 25, 2012

As a place to live, Moscow ranked 79 for 2012 for an average of all surveys of 79 with a low score of 78 and a high score of 81 from 2002 to present.

Characteristics as they Relate to Moscow (question 2)

In evaluating specific characteristics as they relate to Moscow, nine items are rated including overall appearance of the City, quality of schools, access to cultural activities, shopping opportunities, air quality, recreation opportunities, job opportunities, access to affordable housing, and openness and acceptance of the community towards diverse backgrounds. Of these items, all response rates were reliable except for the quality of K-12 schools, for which 28% of respondents marked the item "don't know" resulting in a smaller and, therefore, less reliable sample size for that item.

The items that saw the most movement in this category included air quality and job opportunities.

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[1] The Best Places to Raise Kids 2013, "The Best Places to Raise Your Kids 2013," *Bloomberg Business Week*, Web. December 18, 2012, http://images.businessweek.com/slideshows/2012-12-17/the-best-places-to-raise-kids-2013

Air quality

The category of air quality dropped from 76 in 2010 to 70 is 2012 and has ranged from 72 to 78 since 2002. During the survey period, which began September 29, 2012, through November 30, 2012, air quality was reduced due to forest fires especially in the first few week of October. According to airnow.gov[2], from October 2 through October 12, 2012, most of northern Idaho was enveloped in smoke, and ratings ran from moderate to unhealthy for sensitive groups.

Job Opportunities

Respondents reported that job opportunities were better in 2012 when compared to 2010 by 4 points on the 100-point scale. This rating is still down from the highest rating in 2002 of 49, but up from the lowest score of 41 in 2010.

Safety (question 3)

The City of Moscow ranks safety as an upmost concern and prides itself on the service provided to citizens in the area of safety. Whether it is the community policing approach embraced and promoted daily by police officers, or the thousands of volunteer hours donated by members of the Moscow Volunteer Fire Department and Ambulance Company, the City of Moscow continues to receive high marks in the category of safety. Three categories questioned, safety from violent crimes (e.g. robbery, assault), property crimes (e.g. burglary, theft), and fires.

Throughout all six surveys, people feel most safe from violent crimes, then fires, then property crimes. Property crimes saw the most change from 2010 to 2012, with a drop on the 100-point scale from 77 to 74, but are still well within the average for that category of 76. Likewise, violent crimes scored 85 with a six-year historical average of 85 and fires scored an 81 with an average of 82.

Table 1: Safety

	2002	2004	2006	2008	2010	2012
Violent Crimes	88	84	82	84	86	85
Property Crimes	79	76	72	76	77	74
Fires	81	82	81	82	83	81

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[2] http://airnow.gov/index.cfm?action=airnow.mapsarchivecalendar

Feeling of Safety When Walking Alone at Night (question 4)

In reviewing responses to how safe citizens feel walking alone at night, as can be expected when comparing their personal neighborhoods to downtown and City parks, respondents feel most safe while in their own neighborhoods, followed by downtown areas, and then City parks. It is important to note two things in this category: first, for items that have a national average for comparison, the City of Moscow is 20 to 30 points ahead of the nation in feeling safe walking alone in neighborhoods and in downtown. Second, in 2012 all categories in this question were rated again at the highest level seen in all six surveys, with street lighting gaining a point from 65 to 66.

Table 2: Safety When Walking Alone

Safe walking alone…	Nat'l Avg	2002	2004	2006	2008	2010	2012
in your neighborhood	62	84	83	81	82	83	83
in downtown areas	51	81	77	77	79	81	82
in City parks outside your neighborhood		69	67	67	68	69	69
with current levels of street lighting		66	62	62	60	65	66

Problems in the Moscow (question 5)

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

Of particular note were the respondents rating in regards to taxes and growth only in regards to the difference in opinions from 2010 to 2012, both were on track with the historical average. Taxes were seen by citizens to be more of an issue in 2012 than in 2012 by 5 points. Growth was perceived as less of a problem in 2012 than in 2010 by 4 points.

Additionally, the "don't know" percent of responses for drug abuse and domestic violence were 22% and 33% respectively. This is typical of previous surveys; however, in

in the past two surveys the "don't know" responses have decreased from mid–40% to low 30%.

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

Figure 4: Problems in Moscow

Figure 4: Problems in Moscow
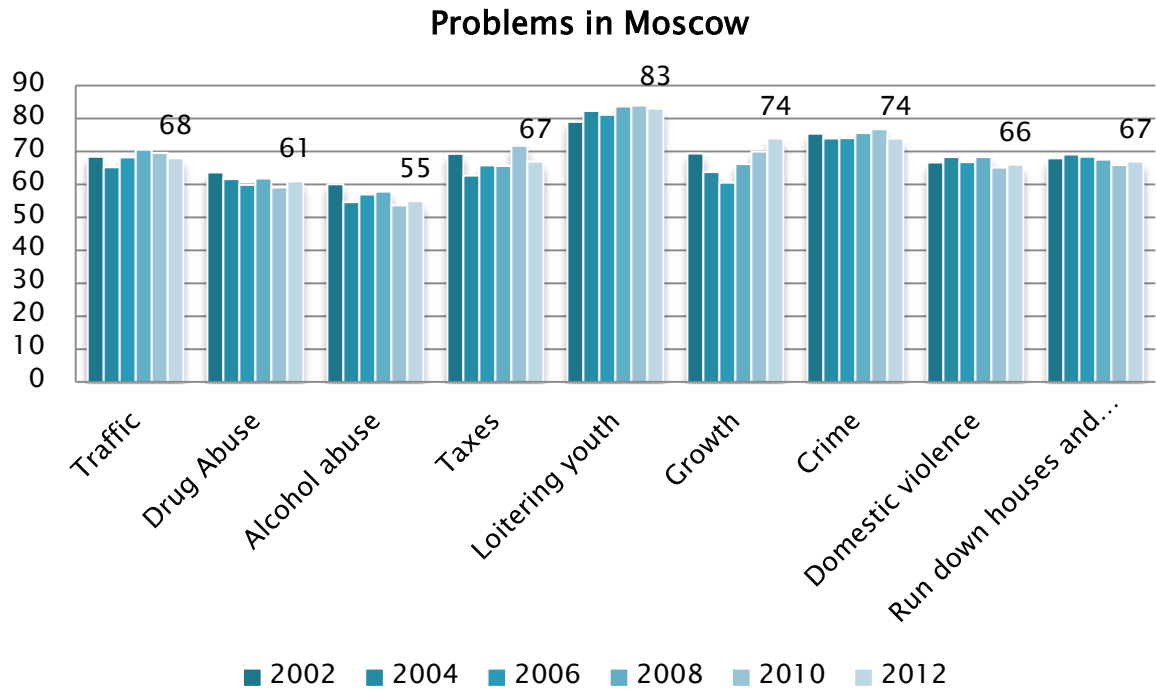
Growth (questions 6 and 7)

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

Specific Growth

72% of respondents noted that population growth was the right amount; while 56% felt business/retail growth was "much too slow" or "too slow." Additionally, 82% of respondents felt job growth was "much too slow" or "too slow."

It is important to note that both population growth and job growth had high non-response rates of 18% and 23% respectively.

Figure 5: Growth in Moscow

City's Planning for Growth

When asked if the City does a good job of planning for the growth of our community, responses have been low for all years surveyed. In 2012, there was a significant increase in the agreement of respondents that the City is planning well for growth. 36% of respondents noted they "strongly agree" or "agree" that "the City does a good job of planning for the growth of our community," up from 27% in 2010 and from the lowest rating of 20% in 2004. This translates to a score of 50 on the 100-point scale, up from 44 in 2010.

The City Does a Good Job of Planning for the Growth of our Community
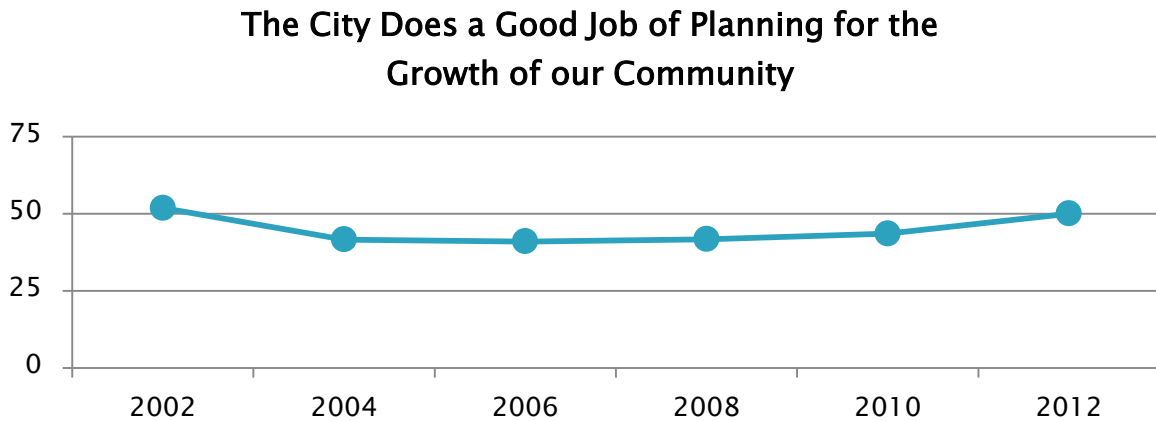
Facilities, Services, and Activities (question 8)

When asked to rate the frequency that they participate in certain activities, respondents are given 5 options ranging from "'once/never" to "> 26 times" and "don't know." Items surveyed included library, recreation programs/activities, parks, recycling, volunteerism, and visits to the 1912 Center. All items were surveyed for all years, except the 1912 Center, which was included starting in 2004.

Using the modified method to calculate 100-point scores for other items in the analysis, each item was converted for ease of comparison. Each ranking was assigned by weighting each ranking in this case, "once/never" equals 0, "twice" equals 1, "3-12 times" equals 3, etc. This method provides a picture of use over time.

Most items questioned have remained relatively steady over the years with little variation. Since 2002, some trends that indicate slight movement in one direction or the other include an increase in recycling from 72 to 78 on a 100-point scale and a decrease in use of the Moscow Public Library or services from 41 to 34 points. Since 2004, use of the 1912 Center has increased from 13 to 22 points. The following graph illustrates reported use over the years.

Facilities, Services, Activities

Legend:
- Recycled used paper, cans or bottles from your home
- Visited a City park
- Used the Moscow Public Library or services
- Volunteered your time to some group/activity in Moscow
- Participated in a recreation program or activity
- Attended an event at the 1912 Center

City of Moscow Services (question 9)

Survey participants were asked to rate virtually all aspects of the services provided by the City of Moscow. 2012 results, when compared to previous years' satisfaction scores, for most items were within 1-3 points of those scores. Exceptions include recreation facilities and planning and zoning. Please note the non-response rate for the category of recreation programs was 22%, planning and zoning was 27%, and handicap accessibility was 26%.

All services questioned are listed in the following table with their current and historic 100-point scale scores.

City Services	2002	2004	2006	2008	2010	2012
Amount of Public Parking	51	48	49	53	51	54
City Parks	79	77	78	77	79	79
Cleanliness of Streets	67	67	67	62	70	67
Ease of Car Travel in the City	60	58	59	64	64	62
Emergency Medical Services/Ambulance	80	80	81	82	81	82
Enforcement of Traffic Laws	64	63	64	65	67	66
Fire Services	83	83	84	83	83	83
Garbage Collection	79	79	80	79	78	81
Handicap Accessibility in Public Places	^	64	65	66	67	64
Library Services	79	78	78	79	81	79
Park Maintenance	78	77	78	76	79	78
Planning and Zoning	54	47	45	48	52	57
Police Services	73	74	74	78	78	78
Recreation Facilities	71	72	72	74	75	70
Recreation Programs and Classes*	71	70	70	71	71	69
Recycling Services	83	81	83	80	79	79
Sewer Services	75	73	74	75	75	74
Sidewalk Maintenance	55	54	52	49	54	51
Snow Removal	63	55	58	50	55	54
Street Lighting	61	56	57	56	58	59
Street Maintenance	60	57	58	55	60	59
Water Services	73	65	67	68	68	69

^ not asked in 2002

Recreation Facilities

When asked to rate the quality of recreation facilities, the 100-point score of 70 received in 2012 was the lowest of all completed surveys. Scores have ranged from 71 in 2002, to the highest of 75 in 2010.

With the discussion of potential construction of community ball fields occurring during the survey period, this score could reflect respondents' desires for additional playfield space and could also account for respondents' reactions to media coverage of the subject as well.

Additionally, to positive responses to recreation programs was slightly lower in 2012; still within 3 points of the 2010 score, but down from 71 in 2010 to 69 in 2012. This movement could be related to the facilities item.

Planning and Zoning

100-point scores for Planning and Zoning have consistently increased since 2006. In 2012, this item achieved a score of 57, the highest score for the item across all surveys completed. The lowest score of 45 was seen in 2006. Since that time this item has increased by 3 to 5 points in each subsequent survey. There was a higher non-response rate for this item of 27%

Overall Quality of Services (questions 10)

When respondents were asked generally about the overall quality of services the City of Moscow provides, scores are consistently good for all years surveyed. In 2012, a 100-point scale score of 72 was received with a historical average of 71.

Figure 8: Quality of Services

Quality of Services Provided by the City of Moscow
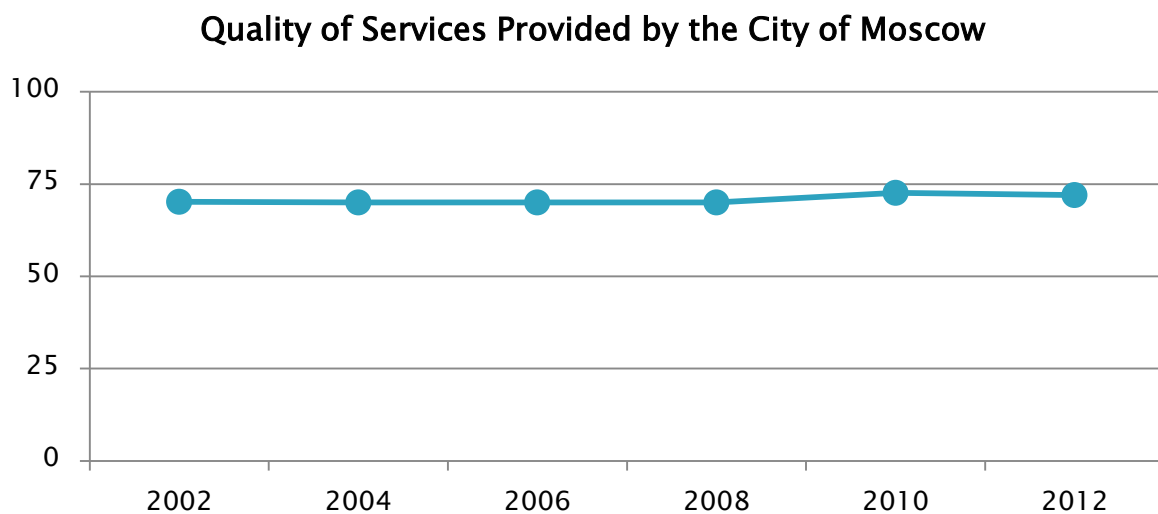
Value of Services Received (question 11)

Respondents were asked to rate value received for a City-provided service, considering the amount paid for the services. All scores for items in this category were consistent with previous years' surveys, with the exception of water services which saw a score of 69 in 2002, but consistently lower scores in the low 60's for all other surveys. All scores are shown in the table below.

Water services did see a 2-point increase from the previous year, from 61 points in 2010 to 63 points in 2012.

Table 4: Value of Services Received

	2002	2004	2006	2008	2010	2012
Garbage collection	74	74	72	72	71	71
Water services	69	59	60	62	61	63
Sewer services	71	68	67	67	69	69
Parks & Recreation programs	70	71	69	68	71	71

Interaction with City Government (question 12)

Since 2004, respondents have been asked to rate their frequency of interaction with City government, using the same scale in question 8, ranging from "once/never" to "> 26 times." To assist in comparing frequency of interaction from year to year rates were converted to a modified 100-point scale.

For the most part, the frequency at which respondents noted they interacted with City government was very consistent and varied by 3 points or less. This is true for the following categories:

- Accessed Council agendas, public hearing notices, the City Code, and/or other information from the City's website
- Provided oral or written testimony at a public meeting
- Contacted the Mayor or City Supervisor regarding City policy and/or process
- Contacted a City Council member regarding City policy and/or process
- Contacted City staff regarding City policy and/or process

The frequency for which respondents "read a legal notice in the newspaper" or "attended a City Committee or Commission meeting" has dropped since 2002 by 7 and 4 points respectively.

In 2012, an item was added to this question: "watched a City Council meeting on TV." Following is a graph that highlights how often respondents noted they watch City Council meetings on TV.

Watched a City Council Meeting on TV

- Twice 8%
- Once/Never 72%
- 3–12 Times 14%
- 12–26 Times 3%
- > 26 Times 2%
- Don't Know 1%
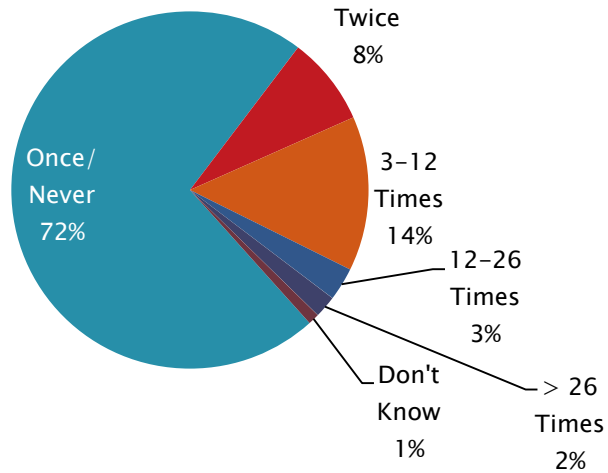
In developing the survey tool in 2010, the item "contacted a City Council member regarding City policy or process" was inadvertently omitted so averages based on previous year's rating are used in place of the missing information from that year.

Overall View of the City (question 13)

Beginning in 2004, a series of questions was included to gauge respondents' overall views of the City as an organization. These items include questions pertaining to communication and access to local government. Only two of these items have available national average information. All but one item have seen an increase in scores on the 100-point scale since 2004, with a 3-point drop in "am well informed on major issues in the City." Results are as follows:

- "Pleased with overall direction the City is taking"
    - 58 in 2004 to 60 in 2012, comparable to the national average of 58
- "Am well informed on major issues in the City"
    - 53 in 2004 to 51 in 2012
- "City government welcomes citizen involvement"
    - 58 in 2004 to 63 in 2012, comparable to the national average of 61, (non-response rate of 19%)

- "City considers citizens' opinions in decisions"*
    - 51 in 2004 to 57 in 2012, (non-response rate of 22%)
- "I am well informed about City process and procedures"
    - 47 in 2004 to 48 in 2012
- "City provides adequate access to public information related to government activities"
    - 56 in 2004 to 62 in 2012, (non-response rate of 19%)

Figure 10: Overall View of the City

Overall View of the City

Pleased with overall direction the City is taking: 60

Am well informed on major issues in the City: 51

City government welcomes citizen involvement: 63

City considers citizens' opinion in decisions*: 57

Am well informed about City process and procedures: 48

City provides adequate access to public information related to government activities: 63

Legend: 2004, 2006, 2008, 2010, 2012, National Average (if available)

Obtain Information Related to the City (question 14)

This format of this question was changed in 2012. The question was adapted to gauge respondents' frequency of use of communication options, rather than asking them to rate services they use in order of importance. In previous years, the non-response rate for this question was about 15% with 32% of respondents marking "other" without indicating what "other" option was preferred, providing unclear data.   The non-response rate for the revised question was about 3% per item and the additional other category, the non-response rate dropped to an average of 3% per item.

Using the same method to calculate 100-point scores for other items in the analysis, each item was converted for ease of comparison. Each ranking was assigned by weighting each ranking; in this case, "very rarely" equals 0, "rarely" equals 1, etc.

As such, it can be inferred that 29% of respondents obtain information related to the City via the local newspaper, 25% noted other, 17% used the City's website, 11% use Channel 13, and 9% each use City staff or the phone, illustrated in the pie chart on the following page.

Figure 11: Information from the City

Obtain Information from the City

- Other 25%
- City staff in person 9%
- Phone 9%
- Newspaper 29%
- Channel 13 11%
- City's website 17%
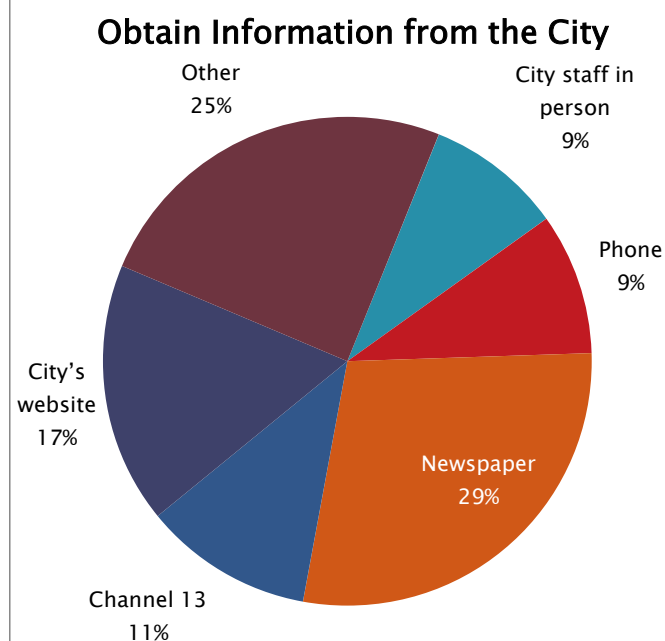
Ratings from year's past note "other" as #1, followed in order by the City's website, the local newspaper, Channel 13, by phone, and in person from City staff. Feedback provided in the "other" category could generally be characterized as "word of mouth" or other media sources including radio, TV and community newsletters.

As the data from previous years is not consistent with this year's data, City staff will be watching the revised question in future surveys in order to provide information regarding how people obtain information related to City activities.

City Commissions and Long-Standing Task Forces

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

Each citizen commission and long-standing task force was asked to provide input into the Citizen Survey by providing questions, which were felt to be important to their mission. Submitted questions are in some cases reworded to ensure they are posed in the most statistically valid manner possible. Some questions have been asked in previous surveys and that data are included in this report where available.

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

- Arts Commission — 15e, 23
- Fair and Affordable Housing Commission — 16, 17
- Historic Preservation Commission — 15d
- Human Rights Commission — 15a, 22
- Parks and Recreation Commission — 15b, 15c
- Paradise Path Task Force — 18, 19
- Planning and Zoning Commission — 15g, 15h
- Sustainable Environment Commission — 25, 26
- Transportation Commission — 24
    - Public Transit Fare — 15f
- Tree Commission — 20, 21

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

Arts Commission (question 15e, 23)

The Arts Commission asked questions pertaining to public art, including opinions of the Helio–Terra installation at the intersection of Highways 8 and 95 and what types of public art respondents feel should be encouraged in the city.

40% of respondents "strongly agree" or "agree" that Helio–Terra is a positive start to creating an outdoor public art presence, while 34% "strongly disagree" or "disagree." 26% noted they are "neutral" on the subject, and 12% noted the "don't know" option.

Figure 12: Helio–Terra Perceptions

Helio–Terra is a positive start to creating an outdoor public art presence...

Strongly Agree 13%
Agree 22%
Neutral 23%
Disagree 14%
Strongly Disagree 17%
Don't Know 11%
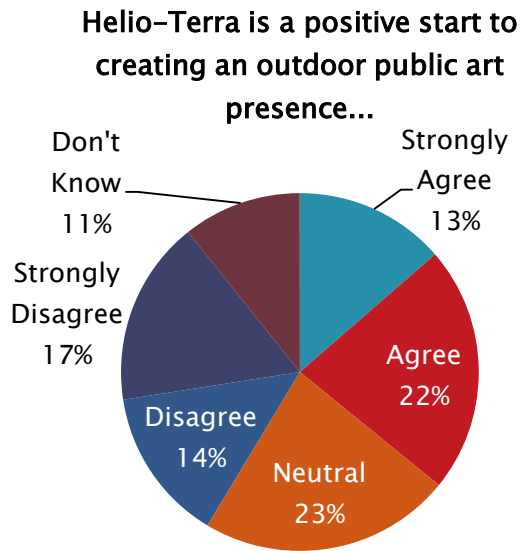
When asked what types of public art should be encouraged, respondents were given 10 choices and a "don't know" option. They were asked to choose their top three options. Listed below are the options by order of preference, with the most preferred at the top:

1. Banners
2. Murals
3. Fountains
4. Sculpture
5. Functional Art
6. Architecture
7. Performance
8. Land Art
9. Monuments
10. Don't Know
11. Posters

Fair and Affordable Housing Commission (questions 16, 17)

The Fair and Affordable Housing Commission asked respondents to rate their perceptions of incidents of housing discrimination as well as their rating of affordability for housing.

When asked to rate how great a problem certain discrimination factors may be in obtaining housing, there was a significant amount of 'don't know" responses. Listed in the table below is an overview of the responses including "don't know" responses. Generally, no item was rated as more than an "important, "major," or "extreme" problem by more than 6%.

Table 5: Discrimination Factors

	Not a Problem	Minor Problem	Important Problem	Major Problem	Extreme Problem	Don't Know
Race	93%	6%	1%	0%	0%	18%
Ethnicity	93%	6%	1%	0%	0%	18%
National Origin	94%	5%	1%	0%	0%	18%
Religion	92%	7%	1%	1%	0%	17%
Sex	93%	5%	2%	0%	0%	17%
Disability	87%	7%	4%	2%	0%	22%
Presence of Minor Child	84%	9%	5%	2%	0%	22%

When respondents were asked to rate what they perceived to be an affordable monthly cost for home ownership, 20% noted $500 is affordable, 12% noted $650, 14% noted $800, 14% noted $1,100, 7% noted $1,250, 7% noted $1,400 and 10% noted "more than $1,400." The results are highlighted in the chart to the right.

Figure 13: Affordable Home Ownership

Affordable Cost of Monthly Home Ownership
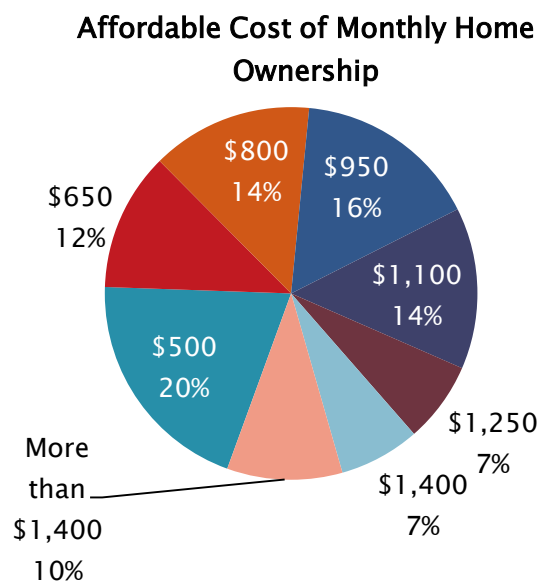
Historic Preservation Commission (question 15d)

The Historic Preservation Commission asked one question in the 2012 Citizen Survey, which was also asked in the 2010 survey. The question rated respondents' level of agreement with the statement, "The Moscow Historic Preservation Commission should be given an opportunity to review proposals for new development, alterations to exterior facades of historic buildings or demolition of historic buildings for appropriateness as part of the building permit process for the downtown historic district."

As shown below, the majority of respondents tend to "strongly agree" or "agree", by 69% in 2012, that the Commission be given the opportunity to review and approve proposals.

Figure 14: Opportunity to Review and Approve Proposals
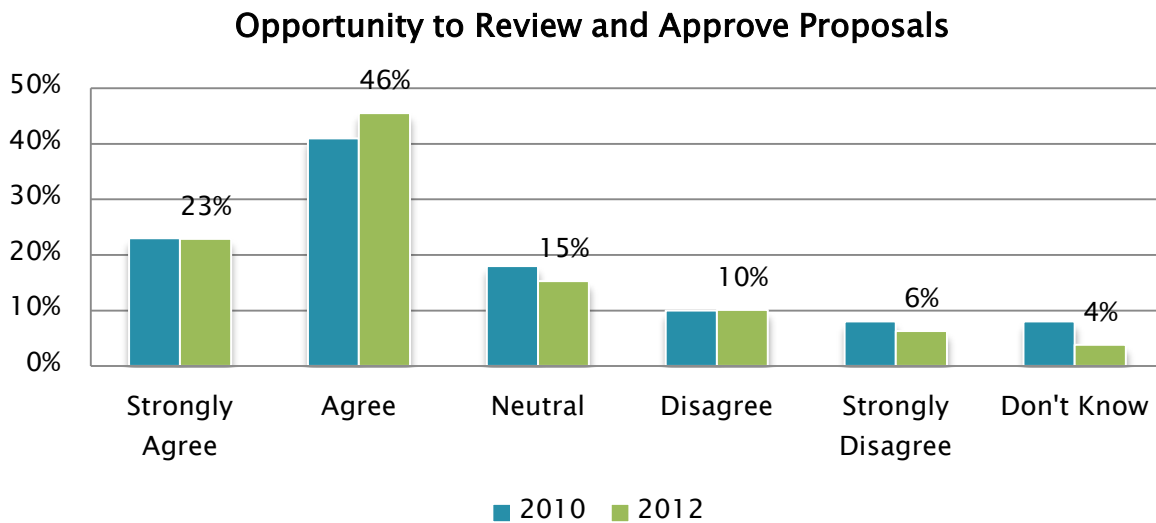
Human Rights Commission (questions 15a, 22)

The Human Rights Commission asked two new questions in the 2012 Citizen Survey, first asking respondents to express whether they feel accepted, respected and welcome in Moscow. 86% of respondents noted they "strongly agree" or "agree" with that statement, while 6% noted they "disagree" or "strongly disagree" with the statement. 8% noted they felt "neutral" about the statement, while 2% chose the "don't know" option.

I feel accepted, respected, and welcome in Moscow...

- Agree 49%
- Neutral 8%
- Disagree 4%
- Strongly Disagree 2%
- Don't Know 2%
- Strongly Agree 35%
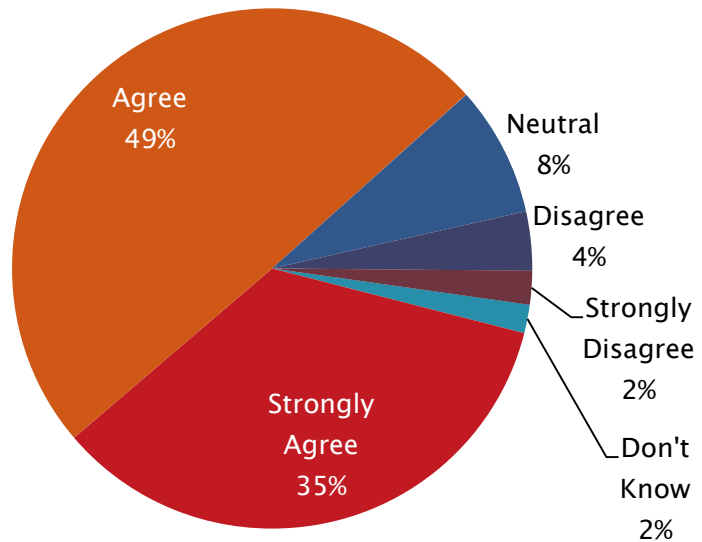
Additionally, the survey asked what issues respondents would like the Commission to address. A list of 10 options was included as well as a choice for "don't know." Respondents were asked to check all that apply.

Listed below are the options by order of preference, from most preferred to least:

1. Housing/Homelessness
2. Poverty
3. Education
4. Environmental
5. Don't Know
6. Lesbian, Gay
7. Gender Discrimination
8. Racial Discrimination
9. Religious Freedom
10. Wealth/Income
11. Accessibility

Paradise Path Task Force (questions 18, 19)

The Paradise Path Task Force is a long-standing task force at the City of Moscow and as such is included with regular commissions on all activities including the Service to Commissions Fair and the Citizen Survey. Paradise Path is a 1.47-mile, non-motorized trail that extends from the University of Idaho campus through Moscow then east towards Troy, Idaho, where it connects to the Latah Trail.

Respondents were asked which to rate the frequency that they use Paradise Path and other pathways and trails in the area. Using the modified method to calculate 100-point scores for other items in the analysis, each item was converted for ease of comparison. Each ranking was assigned by weighting each ranking in this case, "once/never" equals 0, "twice" equals 1, "3-12 times" equals 3, etc. This method provides a picture of use over time.

Figure 16: Paradise Path Use
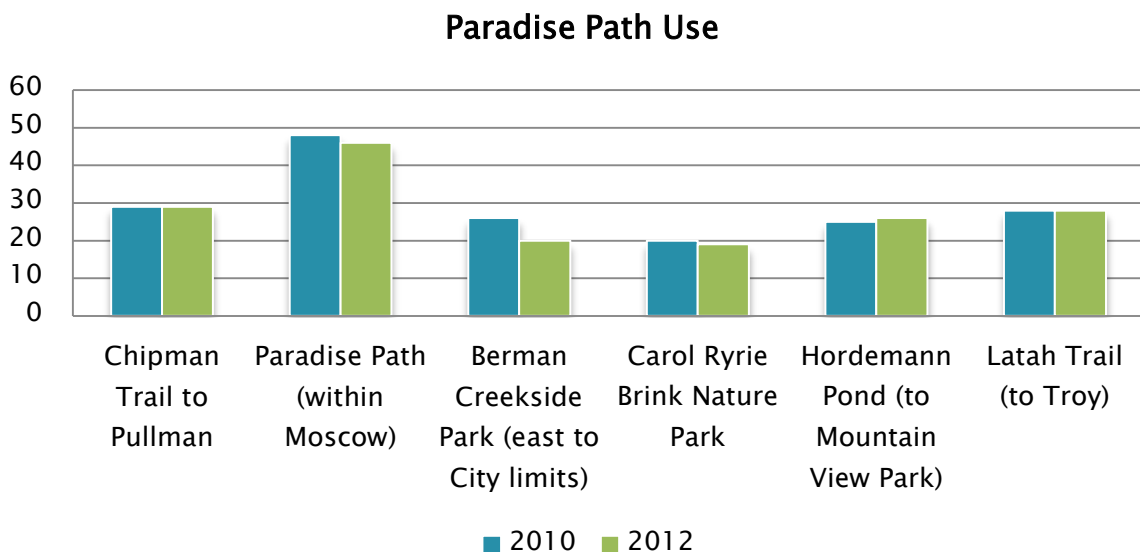
For 2010 and 2012, path use for Chipman Trail to Pullman, Paradise Path (within Moscow), Carol Ryrie Brink Nature Park, Hordemann Pond (to Mountain View Park), Latah Trail (to Troy) have not varied at all. For Berman Creekside Park (east to City limits) use has dropped slightly, by about 6 points on the 100-point scale.

For the second consecutive survey, respondents were also asked to rate the level they feel certain issues are present regarding the Paradise Path. Issues rated include: access from my neighborhood, safety, lighting, signage, navigation (maps), connection to shopping, and connection to the University. It is interesting to note that the "don't know" rate for all items in this question ranged from 15 to 17% in 2010 and from 5 to 10% in 2012. Overall respondents noted that each of the items were less of a concern in 2012 than in 2010.

Paradise Path Issues

Figure 17: Paradise Path Issues
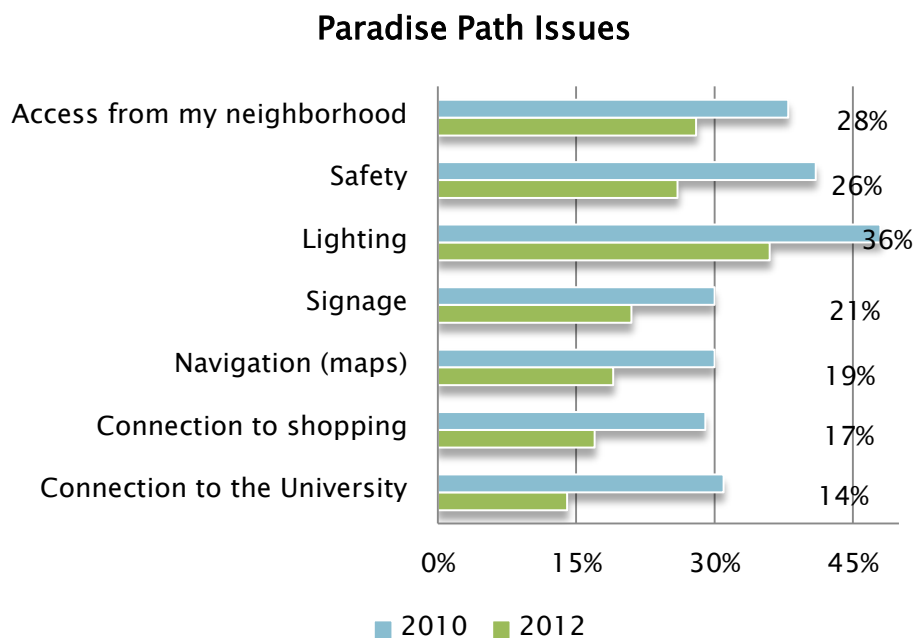
Parks and Recreation Commission (questions 15b, 15c)

The Parks and Recreation Commission included two items in the 2012 survey which were also asked in 2010 and 2008. Those items were "I support the use of public funds to develop play fields for organized activities" and "I support improvements of undeveloped parks."

Agreement with the statement, "I support the use of public funds to develop play fields for organized activities," has increased since the 2010 survey, from 66% in 2010 who "strongly agree" or "agree," to 79% in 2012.

When respondents were asked to rate whether they agreed or disagreed with the statement, "I support the improvements of undeveloped parks," there was virtually no change from 2008 to 2012.

Figure 18: Public Funds and Improvements for Parks
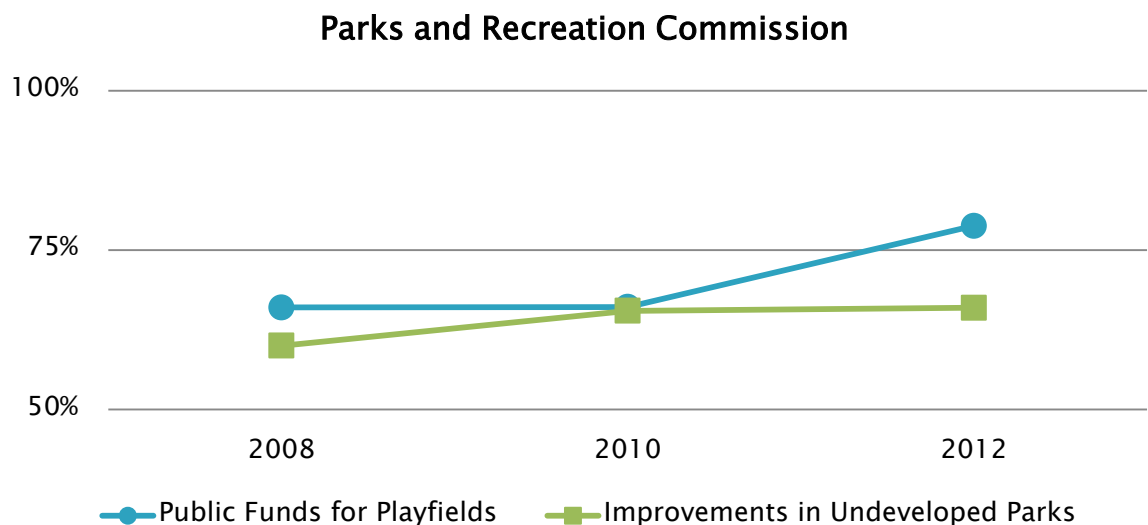
Planning and Zoning Commission (questions 15g, 15h)

The Planning and Zoning Commission asked two new questions in the 2012 survey regarding accessory dwelling units. An accessory dwelling unit is generally defined as a small studio or one-bedroom apartment within an existing home or, in some cases, detached from the home but on the same lot. These types of units provide opportunities to care for aging family members and can encourage more efficient use of lot space and affordable housing.

Respondents were asked if they would support allowing accessory dwelling units in their neighborhood and, if so, would they be interested in adding such a unit to their property. 63% of respondents noted they "strongly agree" or "agree" that they would support accessory units in their neighborhood. 16% noted that they "strongly agree" or "agree" that they would be interested in adding an accessory unit to their existing property.

Figure 19: Support Accessory Dwelling Unit in Neighborhood

Support Allowing in Neighborhood

- Agree 38%
- Neutral 17%
- Disagree 6%
- Strongly Disagree 11%
- Don't Know 3%
- Strongly Agree 25%
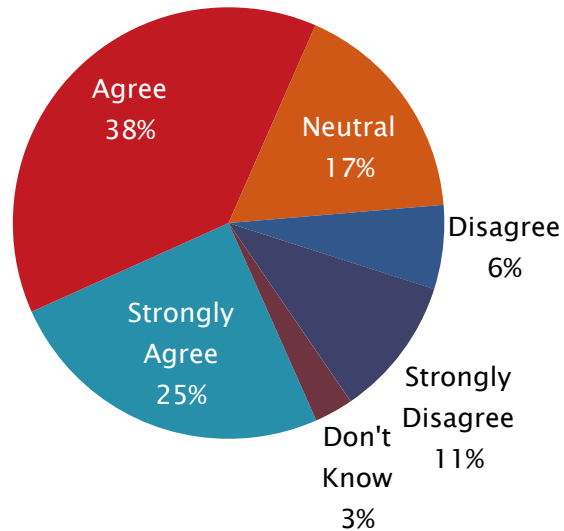
Figure 20: Adding Accessory Dwelling Unit to Property

Interested in Adding to my Property

- Don't Know 14%
- Strongly Agree 6%
- Agree 7%
- Neutral 26%
- Disagree 23%
- Strongly Disagree 24%
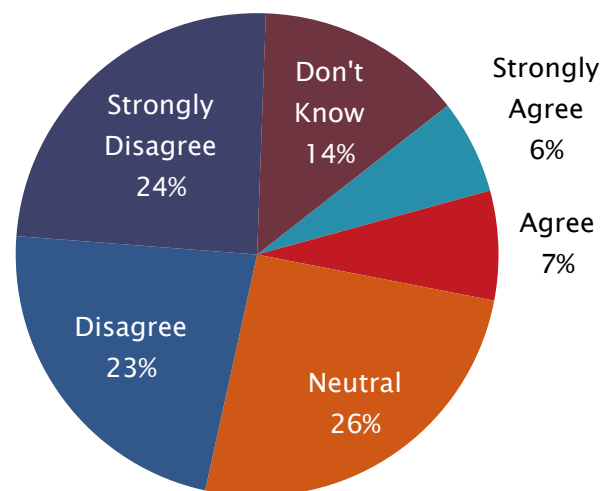
Sustainable Environment Commission (questions 25, 26)

The Sustainable Environment Commission questions focused on potential sustainability projects and storm water quality. Respondents were asked to rate the importance of sustainability projects as a "very high priority," "high priority," etc. Listed below is the list of potential projects ranked by the percentage of respondents who noted the project was a "very high priority" or "high priority."

Table 6: Sustainability Projects

	"Very High Priority" and "High Priority" Responses
Reduced Water Consumption	52%
Expand Recycling Center	51%
Single Stream Recycling	43%
Incentives for Green Business	43%
Solar Energy Systems	43%
Storm Water	40%
Food Waste Composting	40%
Install More Bike Routes	35%
Electric Cars	12%

Respondents were asked to note which of eight options which items they would be willing to implement to help improve the city's storm water quality. Preference for items respondents would be willing to implement are listed by the most preferred to the least preferred below:

Table 7: Personal Stormwater Quality Improvements

	"Very High Priority" and "High Priority" Responses
Properly dispose of pesticides, herbicides, oils, grease, and other household hazardous materials	86%
Never dump, wash or sweep anything into a storm drain	75%
Fix oil leaks on my cars	74%
Sweep driveways and sidewalks rather than washing them with water	64%
Always pick up after my dog	56%
Wash my cars at a commercial car wash	49%
Test soils before applying fertilizers	21%
Talk to my neighbors about water pollution	11%

Transportation Commission (questions 24, 15f)

As the Transportation Commission continues through the Moscow on the Move — Multi-modal Transportation Planning project, the survey question included by the Commission was designed to provide additional information for that project.

Respondents were asked to rate their view of the priorities of 17 transportation-related items. Those items are listed in order of priority as rated by respondents including a sum of the percentage of the "very high priority" and "high priority" ratings.

Table 8: City Services

City Services	"Very High Priority" and "High Priority" Responses
Maintaining and improving roadways	84%
Providing a continuous sidewalk network	74%
Roadway improvements to ease traffic at congested intersections	70%
Off-street paths for pedestrians and bicyclists	66%
Safe street crossings across US95 for all users	64%
Safe street crossings across SH8 for all users	64%
Making sidewalks/intersections safer and more accessible for senior citizens and persons with disabilities	55%
On-street bicycle facilities such as bicycle lanes	49%
Regional transit service to Pullman	48%
Secure bicycle parking throughout the city	39%
Better transit schedule information and marketing	37%
Expanding bus service to the weekends	34%
Additional transit routes in Moscow	33%
Regional transit service to Lewiston	33%
Transit Stop amenities such as shelters and benches	32%
Better wayfinding signage for motorists	23%
Better wayfinding signage for cyclists and pedestrians	21%

A transportation-related question that was not submitted by the Commission but relates to transportation in the City has been included on the 2010 and 2012 surveys. Respondents were asked to rate their level of agreement regarding the collection of fares for public transit services in Moscow. As with 2012, the "don't know" responses

for this question were 23%, making the information less reliable. This could be attributed to respondents who don't use public transit not having an opinion on the matter.

Collections of Fares Would Reduce my use of Public Transit
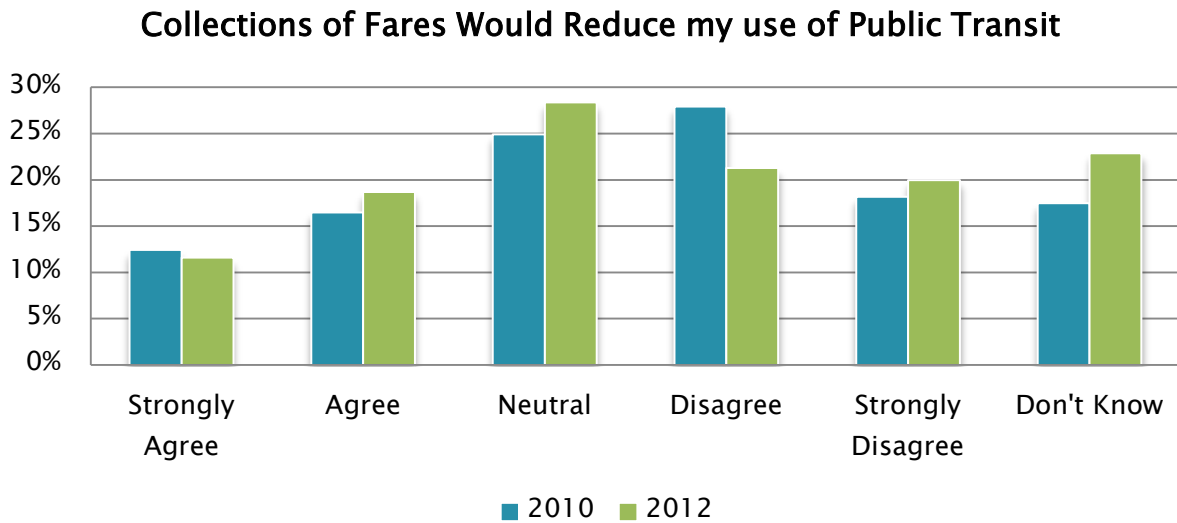
Tree Commission (questions 20, 21)

For the 2012 survey, the Tree Commission adapted two questions from 2010 asking about the importance of healthy urban forests and how the Commission can best serve the community.

When respondents were asked to identify the most important feature of a healthy urban forest of street and parks trees, the number one answer was increasing aesthetics and property values, followed by providing shade to sidewalks and streets, reducing the city's carbon footprint, and enhancing storm water retention. Results are shown in the chart below.

Figure 22: Important Aspects of a Health Urban Forest

Important Aspects of a Healthy Urban Forest
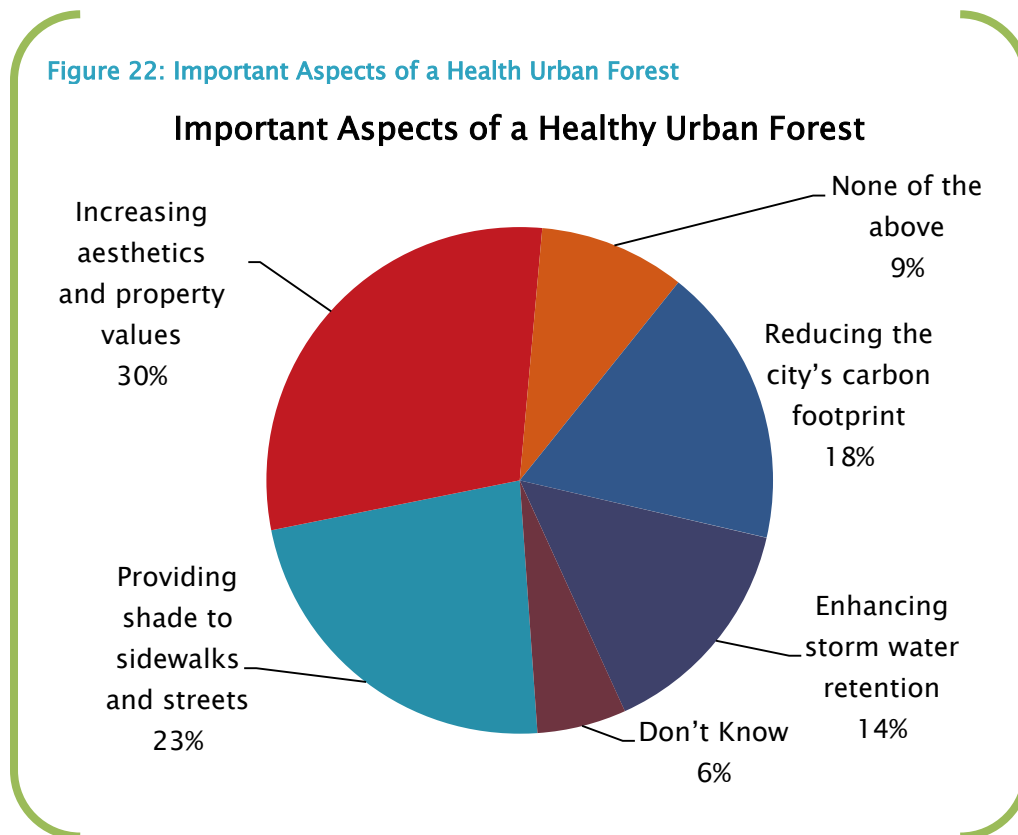
The Commission also asked respondents to rate how the Commission could best serve the community. 40% noted they would be best served by "encouraging residents to plant street trees through financial incentives." 34% noted by "providing a variety of free tree care workshops," and 20% noted by "providing educational material on the benefits of trees to your property."

Demographics (questions 27–46)

Demographics collected for the survey reveals that a good cross-section of the community responded to the survey. Survey results show that 60% of respondents were female and 37% of respondents were male, which is typical of each survey completed to date.

Of significant note is the high percentage of respondents who have lived in Moscow for more than 20 years, a trend which was also noted in previous surveys. 37% note they have lived here for more than 20 years, 15% for 11–20 years, 14% for 6-10 years, 21% for 2-5 years and 11% for less than 2 years.

Another trend, also noted in previous surveys, shows respondents generally possess a higher level of education in Moscow, as would be expected of a university town. Results show that 31% of respondents possess a bachelor's degree and another 34% also possess a graduate or professional degree.

Figure 23: Age

Age

- 18–24 years
- 25–34 years
- 35–44 years
- 45–54 years
- 55–64 years
- 65–74 years
- 75 years or older
- Non-Response

Figure 24: Education

Education

- Non-Reponse
- 12th or less, no diploma
- High school diploma
- Some college, no degree
- Associate's degree (e.g. AA, AS)
- Bachelor's degree (e.g. BA, AB, BS)
- Graduate or professional degree
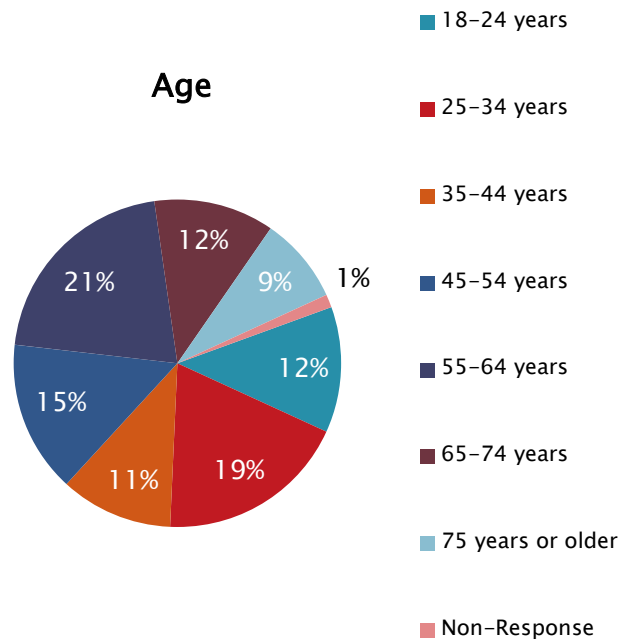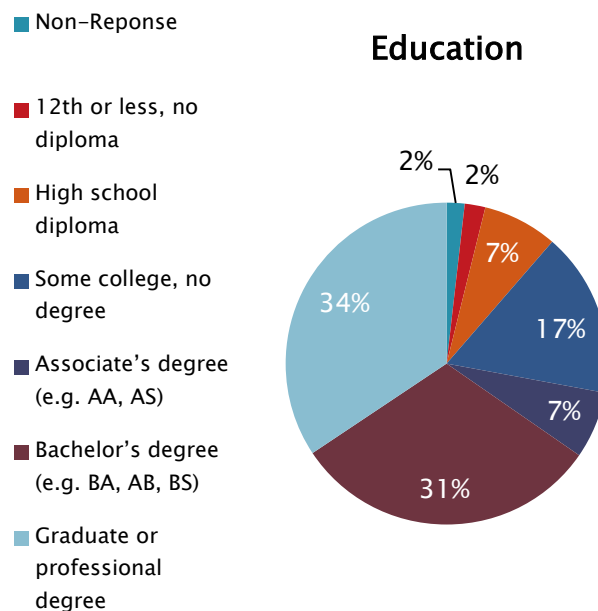
Housing types for respondents also vary significantly with 57% living in single-family detached homes, followed by 26% living in apartments. The breakdown of housing types is listed in the table below.

Table 9: Housing Type

Respondents' Housing Type	
Single family detached	57%
Single family attached	8%
Apartment	26%
Mobile home	5%
Other	2%
Non-Response	2%

Further, when asked how many people live in the respondents household, 47% of respondents noted there were 2 people, 24% noted there was just 1 person, 11% and 10% noted 3 and 4 in the household respectively, 3% each noted 5 and more than 5. 2% of respondents did not respond. 18% noted children under the age of 12 in the household, while 10% noted teenagers between the ages of 13 and 17, with 24% noting either the respondent or another members of the household was 65 years or older. 14% of respondents noted some members of the household had a physical disability.

Ethnicity of respondents reflected, as in years past, predominantly caucasian, with 91% of respondents noting that as their ethnicity. This correlates with the 2010 U.S. Census figures which reports 90.9% of Moscow, Idaho, citizens as caucasian.

Table 10: Ethnicity

Respondents' Ethnicity	
American Indian or Alaska Native	1%
Asian or Pacific Islander	2%
Black/African American	1%
Hispanic/Spanish/Latino	1%
White/Caucasian	91%
Other	2%
Non-Response	3%

Geographic distribution of respondents is a fairly well balanced representation from all sectors. The lowest response rate from every survey previously collected has come from the University sector. 18% of respondents noted they were full-time students, while 5% noted they were part-time, 76% noted they were not students and 2% did not respond.

Sectors are defined as the following:

CCN = City Center North

CCS = City Center South

E = East

NC = North Center

NW = Northwest

S = South

U = University

Figure 25: Respondents by Sector

Respondents by Sector
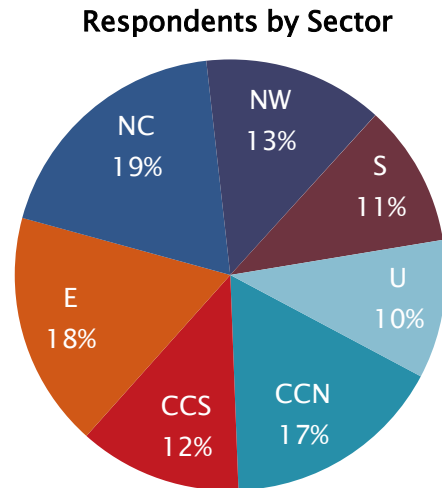
When asked about the method of transportation that is usually used for the longest distance of respondents' commutes to work or school, 70% of respondents noted they used a motorized vehicle, followed by 11% walk, 9% use a bicycle, 2% work at home, 2% noted "other," and 6% of respondents did not answer. For those who do use motorized vehicle for travel 19% noted that other people (adults or children) do ride with them.

Voting patterns among respondents are rated both on a local and federal level. Results showed that 82% are registered to vote, while 59% voted in the most recent local election, and 80% voted in the most recent general election. 76% noted they are more likely to vote in the next local election and 88% reported that they are likely to vote in the next general election.

Open-Ended Comments

Two questions (36 and 37) were posed for respondents to make narrative comments, which were then categorized for ease of analysis. Responses are available on the original documents which may be viewed upon request by contacting the City Clerk.

Single Most Important Issue (question 36)

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

Table 11: Single Most Important Issue

Single Most Important Issue	Number of Mentions
Water	46
Traffic	25
Growth	21
Jobs	15
Taxes	11
Budget	10
City Services	10
Sustainability	9
Housing	8
Street	8
Safety – Crime/Fires	5
Elected Officials	5
Schools	5
Don't Know	4
Recycling	3
Sidewalks	3
Discrimination	2
Education	2
Playfields	2
Poverty	2
Quality of Life	2
Slums	2
Miscellaneous	5

Comments and Questions to be Considered (question 37)

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

Table 12: Additional Comments & Questions

	Number of Mentions		Number of Mentions
Traffic	30	Zoning	6
City Services	22	Moscow Farmers Market	5
Economic Development	14	Sustainability	5
Art	12	Budget	4
Sidewalks	12	Communication	4
Streets	12	Jobs	4
Snow	11	Cooperation	3
Transit	11	Miscellaneous	3
Bike Laws	10	Elected Officials	3
Water	10	Schools	3
Crime	9	Street Lights	3
Quality of Life	9	Taxes	3
Recycling	9	Discrimination	2
Recreation	8	Diversity	2
Kudos	7	Growth	2
Garbage	6	Housing	2
Parks	6	Poverty	2
Play Fields	6	Smoking	2
Slums	6	Survey	2
Trail Maintenance	6		

Conclusion

Regular surveys provide City of Moscow officials with a unique opportunity to gain the perspective of the average resident of Moscow. This survey includes a representative sample of Moscow residents who do not typically participate in local government, as highlighted in the response rate of 86% who have "never or once" attended a Council meeting in the last 12 months.

The 2012 Citizen Survey achieved a 33% response rate. The survey results are statistically valid and empirically defensible. A large portion of those returning the survey also completed one or both of the open-ended comment questions, providing City officials with specific, personal concerns. City commissions and committees also received valuable feedback by asking questions designed to give them direction when approaching important City issues. Perhaps not all the right questions were asked and some important ones left out. However, the citizen survey is a dynamic document that should be continually revisited. When used correctly, the biennial survey can become a powerful tool for continuous improvement of the Moscow community and a link between the citizens and City leadership. As the number of responses increase, reliability of the information increases as well.

In short, citizens are satisfied with the quality of life in Moscow; 94% felt quality of life in the community is "good" or "excellent," and results overall are on par with or above comparative national ratings.

2012 City of Moscow Citizen Survey

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

1. Please check the box that comes closest to your opinion of how you would rate each of the following questions:

		Excellent	Good	Neutral	Poor	Very Poor	Don't Know	Non-response
a.	The overall quality of life in Moscow?	33%	60%	4%	2%	0%	0%	1%
b.	The overall quality of your neighborhood?	30%	50%	14%	4%	1%	0%	1%
c.	Moscow as a place to raise children?	38%	39%	6%	3%	1%	11%	2%
d.	Moscow as a place to live?	35%	52%	9%	3%	1%	0%	1%
e.	Moscow as a place to retire	22%	31%	19%	9%	6%	12%	2%

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

		Excellent	Good	Neutral	Poor	Very Poor	Don't Know	Non-response
a.	Overall appearance of the City	13%	71%	9%	5%	1%	0%	1%
b.	Quality of K – 12 schools in Moscow	17%	32%	17%	3%	2%	28%	1%
c.	Opportunities to attend cultural activities	33%	41%	14%	4%	2%	4%	1%
d.	Shopping opportunities	6%	37%	27%	22%	6%	0%	1%
e.	Air quality	17%	54%	20%	6%	1%	0%	1%
f.	Recreation opportunities	22%	47%	18%	8%	2%	1%	1%
g.	Job opportunities	2%	20%	31%	30%	7%	8%	1%
h.	Access to affordable housing	7%	25%	29%	20%	10%	7%	2%
i.	Openness and acceptance of the community towards people of diverse backgrounds	22%	50%	18%	4%	1%	5%	0%

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

		Very Safe	Fairly Safe	Not Safe or Unsafe	Unsafe	Very Unsafe	Don't Know	Non-response
a.	Violent crimes (e.g. robbery, assault)	49%	42%	4%	2%	1%	2%	1%
b.	Property crimes (e.g. burglary, theft)	24%	56%	10%	7%	2%	1%	1%
c.	Fires	36%	49%	7%	2%	1%	4%	1%

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

		Very Safe	Fairly Safe	Not Safe or Unsafe	Unsafe	Very Unsafe	Don't Know	Non-response
a.	In your neighborhood	48%	40%	5%	3%	1%	1%	1%
b.	In downtown areas	41%	45%	7%	3%	1%	3%	1%
c.	In City parks outside your neighborhood	19%	42%	18%	8%	2%	11%	1%
d.	Current levels of street lighting	15%	51%	18%	8%	6%	2%	0%

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	Non-response
a.	Traffic	21%	45%	20%	7%	5%	1%	1%
b.	Drug abuse	9%	29%	29%	7%	3%	22%	1%
c.	Alcohol abuse	5%	27%	32%	12%	5%	18%	1%

	Not a Problem	Minor Problem	Important Problem	Major Problem	Extreme Problem	Don't Know	Non-response
d. Taxes	24%	27%	17%	10%	4%	17%	1%
e. Loitering youth	41%	36%	7%	3%	0%	12%	1%
f. Growth	35%	26%	20%	6%	2%	9%	2%
g. Crime	18%	55%	17%	2%	0%	7%	1%
h. Domestic violence	10%	25%	26%	2%	1%	33%	2%
i. Run down houses and buildings	13%	50%	23%	7%	3%	4%	1%

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	Non-response
a. Population growth	3%	10%	58%	8%	1%	18%	1%
b. Business/retail growth	14%	33%	34%	3%	0%	14%	2%
c. Jobs growth	23%	39%	14%	0%	0%	23%	1%

7. Please rate the following statement:

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Don't Know	Non-response
a. The City does a good job of planning for the growth of our community	2%	27%	29%	18%	6%	17%	1%

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

	Once/ Never	Twice	3–12 Times	13–26 Times	> 26 Times	Don't Know	Non-response
a. Used the Moscow Public Library or services	41%	9%	29%	7%	12%	1%	1%
b. Participated in a recreation program or activity	48%	14%	25%	5%	6%	1%	2%
c. Visited a City park	10%	16%	40%	15%	18%	0%	1%
d. Recycled used paper, cans or bottles from your home	9%	3%	14%	17%	56%	1%	1%
e. Volunteered your time to some group/activity in Moscow	44%	12%	21%	5%	14%	2%	2%
f. Attended an event at the 1912 Center	49%	20%	25%	3%	2%	1%	1%

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

	Excellent	Good	Neutral	Poor	Very Poor	Don't Know	Non-response
a. Police services	28%	56%	7%	2%	1%	5%	1%
b. Fire services	36%	43%	6%	1%	0%	13%	1%
c. Emergency medical services/ambulance	33%	40%	7%	1%	0%	18%	1%
d. Garbage collection	37%	51%	7%	2%	1%	2%	1%
e. Recycling	42%	39%	9%	6%	2%	2%	1%
f. Water services	22%	44%	15%	9%	4%	5%	1%
g. Sewer services	21%	50%	17%	3%	1%	8%	1%
h. Library services	28%	42%	11%	1%	0%	17%	1%
i. Recreation facilities	18%	45%	18%	6%	1%	10%	1%
j. Recreation programs and classes	16%	35%	18%	6%	1%	22%	1%
k. Park maintenance	26%	55%	13%	1%	0%	5%	1%
l. City parks	31%	51%	12%	1%	1%	3%	1%
m. Street maintenance	9%	44%	24%	17%	5%	1%	1%
n. Cleanliness of streets	12%	56%	19%	10%	2%	0%	1%
o. Snow removal	6%	40%	21%	18%	9%	4%	2%
p. Street lighting	9%	44%	23%	16%	5%	1%	1%
q. Amount of public parking	7%	36%	26%	23%	6%	1%	1%

r.	Ease of car travel in the City	12%	48%	19%	14%	4%	1%	1%
s.	Enforcement of traffic laws	12%	43%	23%	6%	3%	12%	1%
t.	Planning and zoning	5%	26%	26%	13%	2%	27%	1%
u.	Sidewalk maintenance	4%	34%	27%	26%	6%	2%	1%
v.	Handicap accessibility in public places	9%	36%	19%	7%	3%	26%	1%

10. Overall, how would you rate:

		Excellent	Good	Neutral	Poor	Very Poor	Don't Know	Non-response
a.	The quality of services provided by the City of Moscow	11%	67%	16%	3%	1%	1%	2%

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

		Excellent	Good	Neutral	Poor	Very Poor	Don't Know	Non-response
a.	Garbage collection	20%	49%	13%	7%	2%	8%	1%
b.	Water services	15%	40%	18%	14%	4%	8%	1%
c.	Sewer services	14%	49%	20%	5%	1%	10%	1%
d.	Parks & Recreation programs	16%	40%	20%	3%	1%	19%	2%

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

		Once/ Never	Twice	3–12 Times	13–26 Times	> 26 Times	Don't Know	Non-response
a.	Accessed Council agendas, public hearing notices, the City Code and/or other information from the City's website	67%	10%	17%	2%	1%	1%	1%
b.	Read a legal notice in the newspaper	44%	14%	23%	8%	7%	2%	1%
c.	Attended a City Committee or Commission meeting	84%	8%	4%	1%	1%	1%	1%
d.	Provided oral or written testimony at a public meeting	92%	4%	2%	0%	0%	1%	1%
e.	Contacted the Mayor or City Supervisor regarding City policy and/or process	86%	9%	3%	0%	0%	1%	1%
f.	Contacted a City Council member regarding City policy or process	80%	11%	6%	1%	1%	1%	1%
g.	Contacted City staff regarding City policy and/or process	81%	10%	6%	1%	1%	1%	1%
h.	Watched a City Council meeting on TV.	72%	8%	14%	3%	2%	1%	1%

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

		Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Don't Know	Non-response
a.	I am pleased with the overall direction that the City is taking	5%	44%	29%	12%	3%	6%	2%
b.	I am well informed on major issues in the City of Moscow	4%	29%	35%	23%	5%	3%	1%
c.	The City government welcomes citizen involvement	6%	37%	27%	8%	1%	19%	2%
d.	The City considers citizen's opinion in decisions	4%	27%	31%	12%	2%	22%	1%
e.	I am well informed about City process and procedures	3%	22%	34%	24%	6%	9%	1%
f.	The City provides adequate access to public information related to governmental activities	6%	35%	33%	4%	1%	19%	1%

14. How do you currently obtain information related to City governmental activities?

		Very Often	Often	Neutral	Rarely	Very Rarely	Don't Know	Non-response
a.	In person from City staff	2%	6%	9%	21%	49%	11%	2%
b.	By phone	1%	6%	11%	22%	47%	10%	3%
c.	Local newspaper	20%	35%	11%	12%	17%	5%	1%
d.	City's governmental cable channel (Channel 13)	3%	12%	9%	14%	51%	7%	2%
e.	City's internet website (www.ci.moscow.id.us)	5%	19%	13%	18%	33%	9%	3%
f.	Other:	2%	4%	4%	2%	2%	5%	80%

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

		Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Don't Know	Non-response
a.	Do you agree that you feel accepted, respected and welcome in Moscow?	34%	49%	8%	4%	2%	2%	1%
b.	I support the use of public funds to develop playfields for organized activities.	27%	49%	15%	4%	2%	3%	1%
c.	I support improvements of undeveloped parks.	26%	53%	13%	4%	2%	1%	2%
d.	The Moscow Historic Preservation Commission should be given an opportunity to review and approve proposals for new development, alterations to exterior facades of historic buildings or demolition of historic buildings for appropriateness as part of the building permit process for the downtown historic district.	22%	43%	14%	10%	6%	4%	2%
e.	Helio-Terra, located at the intersection of Highway 95 and Highway 8, is a positive start to creating an outdoor public art presence in Moscow.	13%	22%	22%	14%	17%	11%	1%
f.	The collection of a fare of 50¢ (fifty cents) for riding on Moscow Valley Transit buses would reduce my use of public transit services (fares would be used to defer costs, such as those associated with existing routes and possible service expansion).	9%	15%	23%	17%	16%	18%	2%
g.	The City of Moscow is considering allowing accessory dwelling units in residential neighborhoods. An accessory dwelling unit is generally a small studio or one-bedroom apartment within an existing home or in some cases can be detached from the home, but upon the same lot. These types of units provide opportunities for caring for aging family members and can encourage more efficient use of lot space and affordable housing. I would support allowing accessory uses in my neighborhood.	25%	38%	17%	6%	10%	3%	2%
h.	If accessory dwelling units were permitted within my neighborhood, I would be interested in adding an accessory dwelling unit to my property.	6%	7%	25%	22%	24%	14%	1%

16. To what degree do you feel you have encountered discrimination in getting housing in Moscow based on the following issues?

	Not a Problem	Minor Problem	Important Problem	Major Problem	Extreme Problem	Don't Know	Non-response
a. Race	77%	5%	1%	0%	0%	15%	2%
b. Ethnicity	77%	5%	1%	0%	0%	15%	3%
c. National Origin	78%	4%	1%	0%	0%	15%	2%
d. Religion	76%	5%	1%	1%	0%	14%	3%
e. Sex	78%	4%	2%	0%	0%	14%	2%
f. Disability	70%	6%	3%	1%	0%	18%	3%
g. Presence of Minor Children	67%	7%	4%	1%	0%	18%	3%

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

21%	$500	17%	$650	16%	$800	9%	$950
9%	$1,100	7%	$1,250	4%	$1,400	6%	More than $1,400

18. In the <u>past 12 months</u>, how frequently have you used these trail sections:

	Never	Once	2–12	13–26	26+	Don't Know	Non-response
a. Chipman Trail (to Pullman)	43%	13%	30%	5%	6%	1%	2%
b. Paradise Path (within Moscow)	26%	8%	31%	15%	18%	1%	2%
c. Berman Creekside Park (east to City limits)	56%	8%	17%	5%	6%	6%	2%
d. Carol Ryrie Brink Nature Park	56%	11%	18%	5%	4%	6%	2%
e. Hordemann Pond (to Mountain View Park)	45%	13%	22%	9%	5%	4%	2%
f. Latah Trail (to Troy)	45%	13%	28%	6%	6%	1%	2%

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

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Don't Know	Non-response
a. Access from my neighborhood	9%	19%	24%	14%	9%	20%	5%
b. Safety	5%	21%	22%	20%	6%	20%	5%
c. Lighting	11%	25%	21%	12%	4%	22%	5%
d. Signage	4%	17%	29%	18%	5%	22%	5%
e. Navigation (maps)	4%	15%	31%	17%	5%	23%	5%
f. Connection to shopping	3%	14%	27%	21%	7%	22%	5%
g. Connection to the University	5%	9%	22%	23%	9%	22%	10%
h. Other:	1%						1%

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

37%	Providing shade to sidewalks and streets	29%	Reducing the city's carbon footprint
48%	Increasing aesthetics and property values	24%	Enhancing storm water retention
15%	None of the above	9%	Don't Know

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

34%	Providing a variety of free tree care workshops (pruning, planting, tree selection etc.)	40%	Encouraging residents to plant street trees through financial incentives
20%	Providing educational material on the benefits of trees to your property	25%	Don't Know

22. What issues would you like to see the Moscow Human Rights Commission address? (Check all that apply)

34%	Education	20%	Religious Freedom
21%	Racial Discrimination	22%	Lesbian, Gay, Bisexuals, and Transsexual (LGBT)
21%	Gender Discrimination	18%	Wealth/Income
41%	Housing/Homelessness	40%	Poverty
17%	Accessibility	31%	Environmental
22%	Don't Know		

23. What type of public art do you feel is most important for the City of Moscow to encourage? (Choose three options)

14%	Monuments	35%	Sculpture
38%	Fountains	3%	Posters
34%	Architecture	39%	Murals
28%	Performance	35%	Functional Art
24%	Land Art	7%	Banners
13%	Don't Know		

24. In terms of your priorities, which transportation investments do you feel are the most important?

		Very High Priority	High Priority	Moderate Priority	Low Priority	Not a Priority	Don't Know	Non-response
a.	Maintaining and improving roadways	38%	42%	12%	3%	1%	1%	3%
b.	Providing a continuous sidewalk network	34%	37%	17%	7%	1%	1%	3%
c.	Off-street paths for pedestrians and bicyclists	28%	36%	21%	8%	3%	1%	3%
d.	On-street bicycle facilities such as bicycle lanes	17%	29%	30%	13%	5%	2%	3%
e.	Roadway improvements to ease traffic at congested intersections	34%	33%	21%	7%	1%	1%	2%
f.	Safe street crossings across SH8 for all users	29%	31%	24%	10%	0%	4%	2%
g.	Safe street crossings across US95 for all users	29%	32%	24%	10%	1%	3%	2%
h.	Better transit schedule information and marketing	13%	19%	32%	15%	8%	10%	3%
i.	Expanding bus service to the weekends	13%	14%	27%	18%	9%	14%	3%
j.	Additional transit routes in Moscow	13%	14%	28%	18%	9%	14%	4%
k.	Making sidewalks/intersections safer and more accessible for senior citizens and persons with disabilities	24%	26%	28%	11%	3%	4%	4%
l.	Better wayfinding signage for motorists	6%	14%	34%	24%	11%	7%	3%
m.	Better wayfinding signage for cyclists and pedestrians	6%	13%	32%	27%	14%	6%	3%
n.	Regional transit service to Pullman	20%	24%	26%	14%	7%	7%	2%
o.	Regional transit service to Lewiston	13%	16%	26%	23%	11%	8%	3%
p.	Transit Stop amenities such as shelters and benches	8%	21%	33%	22%	6%	6%	3%
q.	Secure bicycle parking throughout the city	17%	19%	30%	17%	11%	4%	2%

25. **In the past few years, the City of Moscow has moved to reduce its energy use and become more sustainable. Efforts have included activities like recycling at events held in City buildings & parks, installing energy-efficient windows in City Hall and gathering information to track energy savings in City buildings and facilities. Please rank the priority of the following potential City of Moscow sustainability projects.**

	Very High Priority	High Priority	Moderate Priority	Low Priority	Not a Priority	Don't Know	Non-response
a. **Begin storm water clean-up programs**	12%	21%	35%	10%	6%	12%	4%
b. **Buy electric cars**	2%	9%	22%	29%	30%	6%	3%
c. **Expand recycling center**	18%	30%	27%	14%	5%	3%	4%
d. **Start food waste composting program**	12%	20%	27%	17%	14%	7%	4%
e. **Institute single-stream recycling**	15%	17%	23%	12%	9%	21%	4%
f. **Install more bike routes around city**	11%	19%	29%	21%	11%	5%	3%
g. **Provide incentives for "green" business practices**	14%	25%	27%	13%	12%	5%	3%
h. **Implement more solar energy systems on city buildings**	13%	24%	27%	15%	13%	5%	3%
i. **Plan for reduced water consumption throughout city**	20%	28%	26%	10%	8%	5%	3%

26. **There are many potential sources for pollutants entering our storm water system. Which of these following activities are you willing to implement to help improve the city's storm water quality? Pick all that apply:**

75%	Never dump, wash or sweep anything into a storm drain	11%	Talk to my neighbors about water pollution
74%	Fix oil leaks on my cars	56%	Always pick up after my dog
86%	Properly dispose of pesticides, herbicides, oils, grease, and other household hazardous materials	64%	Sweep driveways and sidewalk rather than washing them with water
49%	Wash my cars at a commercial car wash	21%	Test soils before applying fertilizers

The following questions are about your household.

Again, all of your responses to this survey are completely anonymous and will be reported in group form only.

27. **Are you currently employed?**

31%	No
18%	Part-time
48%	Full-time
2%	Non-response

28. **Are you currently enrolled at a local university?**

76%	No
5%	Part-time
18%	Full-time
2%	Non-response

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

70%	Motorized vehicle (e.g. car, truck, van, motorcycle, etc.)
9%	Bicycle
11%	Walk
2%	Work at home
2%	Other:
6%	Non-response

b. **If you checked the motorized vehicle box in 29a. do other people (adults or children) usually ride with you to or from work?**

19%	Yes	51%	No
29%	Non-response		

30. How many years have you lived in Moscow?

11%	Less than 2 years
21%	2-5 years
14%	6-10 years
15%	11-20 years
37%	More than 20 years
2%	Non-response

31. Which best describes the building you live in?

57%	One family house detached from any other houses
8%	One family house attached to one or more houses (e.g. duplex or townhouse)
26%	Building with two or more apartments or condominiums
5%	Mobile home
2%	Other:
2%	Non-response

32. How many people live in your household?

24%	1	10%	4
47%	2	3%	5
11%	3	3%	More than 5
2%	Non-response		

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

18%	Yes	80%	No
2%	Non-response		

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

10%	Yes	87%	No
2%	Non-response		

35. Are you or any other members of your household age 65 or older?

24%	Yes	74%	No
2%	Non-response		

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

14%	Yes	83%	No
2%	Non-response		

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

2%	12th or less, no diploma
7%	High school diploma
17%	Some college, no degree
7%	Associate's degree (e.g. AA, AS)
31%	Bachelor's degree (e.g. BA, AB, BS)
34%	Graduate or professional degree
2%	Non-response

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

27%	Less than $24,999
26%	$25,000 to $49,999
30%	$50,000 to $99,999
13%	$100,000 or more
4%	Non-response

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

1%	American Indian or Alaska Native
2%	Asian or Pacific Islander
1%	Black, African American
1%	Hispanic, Spanish, Latino
91%	White, Caucasian
2%	Other:
3%	Non-response

40. In which category is your age?

12%	18-24 years	19%	25-34 years
11%	35-44 years	15%	45-54 years
21%	55-64 years	12%	65-74 years
9%	75 years +	1%	Non-response

41. What is your gender?

60%	Female	37%	Male
2%	Non-response		

42. Are you registered to vote in Moscow?

82%	Yes	17%	No
1%	Non-response		

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

59%	Yes	40%	No
1%	Non-response		

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

80%	Yes	19%	No
2%	Non-response		

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

76%	Yes	21%	No
3%	Non-response		

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

88%	Yes	10%	No
1%	Non-response		

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

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

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