



# CITY OF POST FALLS, ID 2012



2955 Valmont Road, Suite 300  
Boulder, CO 80301  
[www.n-r-c.com](http://www.n-r-c.com) • 303-444-7863



777 North Capitol Street NE, Suite 500  
Washington, DC 20002  
[www.icma.org](http://www.icma.org) • 202-289-ICMA

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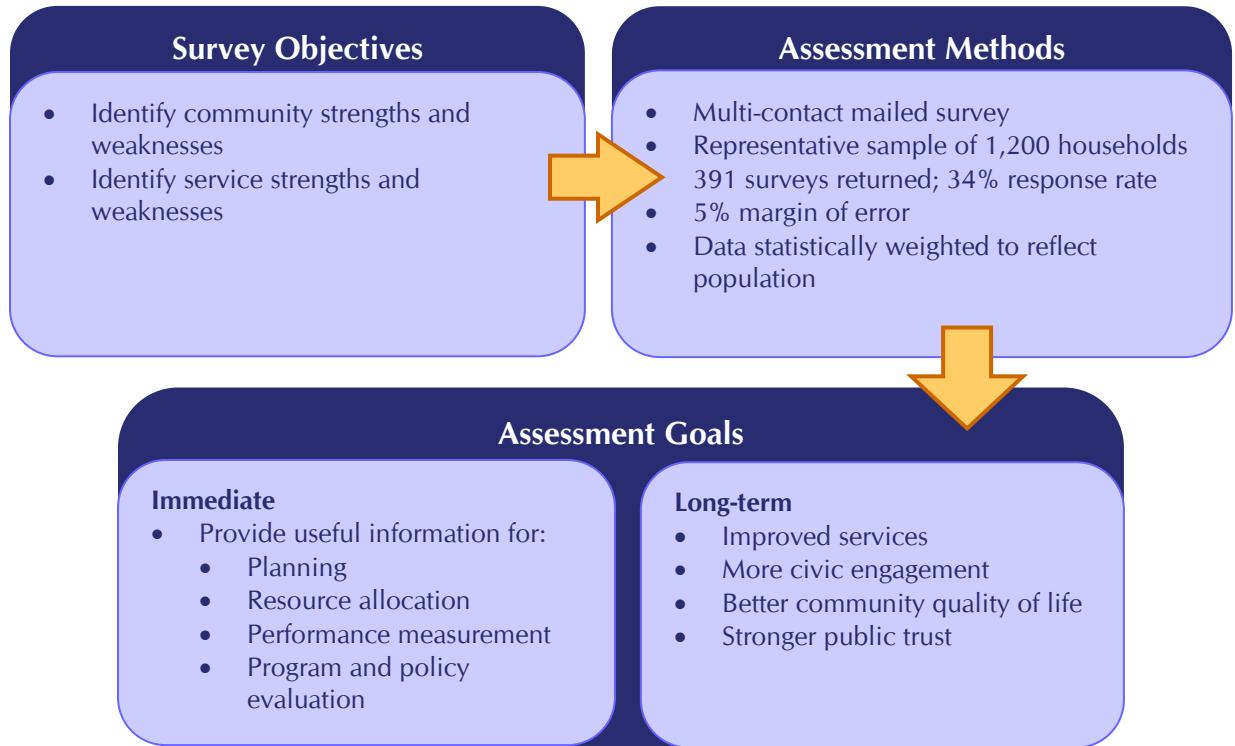
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## SURVEY BACKGROUND

### ABOUT THE NATIONAL CITIZEN SURVEY™

The National Citizen Survey™ (The NCS) is a collaborative effort between National Research Center, Inc. (NRC) and the International City/County Management Association (ICMA). The NCS was developed by NRC to provide a statistically valid survey of resident opinions about community and services provided by local government. The survey results may be used by staff, elected officials and other stakeholders for community planning and resource allocation, program improvement and policy making.

FIGURE 1: THE NATIONAL CITIZEN SURVEY™ METHODS AND GOALS



The NCS focuses on a series of community characteristics and local government services, as well as issues of public trust. Resident behaviors related to civic engagement in the community also were measured in the survey.

FIGURE 2: THE NATIONAL CITIZEN SURVEY™ FOCUS AREAS



The survey and its administration are standardized to assure high quality research methods and directly comparable results across The National Citizen Survey™ jurisdictions. Participating households are selected at random and the household member who responds is selected without bias. Multiple mailings give each household more than one chance to participate with self-addressed and postage-paid envelopes. Results are statistically weighted to reflect the proper demographic composition of the entire community. A total of 391 completed surveys were obtained, providing an overall response rate of 34%. Typically, response rates obtained on citizen surveys range from 25% to 40%.

The National Citizen Survey™ customized for the City of Post Falls was developed in close cooperation with local jurisdiction staff. Post Falls staff selected items from a menu of questions about services and community problems and provided the appropriate letterhead and signatures for mailings. City of Post Falls staff also augmented The National Citizen Survey™ basic service with several custom questions.

## UNDERSTANDING THE RESULTS

As shown in Figure 2, this report is based around respondents' opinions about eight larger categories: community quality, community design, public safety, environmental sustainability, recreation and wellness, community inclusiveness, civic engagement and public trust. Each report section begins with residents' ratings of community characteristics and is followed by residents' ratings of service quality. For all evaluative questions, the percent of residents rating the service or community feature as "excellent" or "good" is presented. To see the full set of responses for each question on the survey, please see Appendix A: Complete Survey Frequencies.

### Margin of Error

The margin of error around results for the City of Post Falls Survey (391 completed surveys) is plus or minus five percentage points. This is a measure of the precision of your results; a larger number of completed surveys gives a smaller (more precise) margin of error, while a smaller number of surveys yields a larger margin of error. With your margin of error, you may conclude that when 60% of survey respondents report that a particular service is "excellent" or "good," somewhere between 55-65% of all residents are likely to feel that way.

### Comparing Survey Results

Certain kinds of services tend to be thought better of by residents in many communities across the country. For example, public safety services tend to be received better than transportation services by residents of most American communities. Where possible, the better comparison is not from one service to another in the City of Post Falls, but from City of Post Falls services to services like them provided by other jurisdictions.

### Interpreting Comparisons to Previous Years

This report contains comparisons with prior years' results. In this report, we are comparing this year's data with existing data in the graphs. Differences between years can be considered "statistically significant" if they are greater than seven percentage points. Trend data for your jurisdiction represent important comparison data and should be examined for improvements or declines. Deviations from stable trends over time, especially represent opportunities for understanding how local policies, programs or public information may have affected residents' opinions.

### Benchmark Comparisons

NRC's database of comparative resident opinion is comprised of resident perspectives gathered in citizen surveys from approximately 500 jurisdictions whose residents evaluated local government services and gave their opinion about the quality of community life. The comparison evaluations are from the most recent survey completed in each jurisdiction; most communities conduct surveys every year or in alternating years. NRC adds the latest results quickly upon survey completion, keeping the benchmark data fresh and relevant.

The City of Post Falls chose to have comparisons made to the entire database. A benchmark comparison (the average rating from all the comparison jurisdictions where a similar question was asked) has been provided when a similar question on the City of Post Falls survey was included in NRC's database and there were at least five jurisdictions in which the question was asked. For most questions compared to the entire dataset, there were more than 100 jurisdictions included in the benchmark comparison.

Where comparisons for quality ratings were available, the City of Post Falls results were generally noted as being “above” the benchmark, “below” the benchmark or “similar” to the benchmark. For some questions – those related to resident behavior, circumstance or to a local problem – the comparison to the benchmark is designated as “more,” “similar” or “less” (for example, the percent of crime victims, residents visiting a park or residents identifying code enforcement as a problem.) In instances where ratings are considerably higher or lower than the benchmark, these ratings have been further demarcated by the attribute of “much,” (for example, “much less” or “much above”). These labels come from a statistical comparison of the City of Post Falls’ rating to the benchmark.

### **“Don’t Know” Responses and Rounding**

On many of the questions in the survey respondents may answer “don’t know.” The proportion of respondents giving this reply is shown in the full set of responses included in Appendix A. However, these responses have been removed from the analyses presented in the body of the report. In other words, the tables and graphs display the responses from respondents who had an opinion about a specific item.

For some questions, respondents were permitted to select more than one answer. When the total exceeds 100% in a table for a multiple response question, it is because some respondents did select more than one response. When a table for a question that only permitted a single response does not total to exactly 100%, it is due to the customary practice of percentages being rounded to the nearest whole number.

For more information on understanding The NCS report, please see Appendix B: Survey Methodology.

## EXECUTIVE SUMMARY

This report of the City of Post Falls survey provides the opinions of a representative sample of residents about community quality of life, service delivery, civic participation and unique issues of local interest. A periodic sounding of resident opinion offers staff, elected officials and other stakeholders an opportunity to identify challenges and to plan for and evaluate improvements and to sustain services and amenities for long-term success.

Most residents experienced a good quality of life in the City of Post Falls and believed the City was a good place to live. The overall quality of life in the City of Post Falls was rated as “excellent” or “good” by 81% of respondents. A majority reported they plan on staying in the City of Post Falls for the next five years.

A variety of characteristics of the community was evaluated by those participating in the study. The two characteristics receiving the most favorable ratings were air quality and the quality of the overall natural environment in Post Falls. Among the characteristics receiving the least positive ratings were employment opportunities and opportunities to attend cultural activities.

Ratings of community characteristics were compared to the benchmark database. Of the 31 characteristics for which comparisons were available, nine were above the national benchmark comparison, 11 were similar to the national benchmark comparison and 11 were below.

Residents in the City of Post Falls were somewhat civically engaged. While only 16% had attended a meeting of local elected public officials or other local public meeting in the previous 12 months, 98% had provided help to a friend or neighbor. Less than half had volunteered their time to some group or activity in the City of Post Falls, which was lower than the benchmark.

In general, survey respondents demonstrated trust in local government. About half rated the overall direction being taken by the City of Post Falls as “good” or “excellent.” This was similar to the benchmark. Those residents who had interacted with an employee of the City of Post Falls in the previous 12 months gave high marks to those employees. Most rated their overall impression of employees as “excellent” or “good.”

City services rated were able to be compared to the benchmark database. Of the 35 services for which comparisons were available, 15 were above the benchmark comparison, 14 were similar to the benchmark comparison and six were below.

A Key Driver Analysis was conducted for the City of Post Falls which examined the relationships between ratings of each service and ratings of the City of Post Falls' services overall. Those key driver services that correlated most strongly with residents' perceptions about overall City service quality have been identified. By targeting improvements in key services, the City of Post Falls can focus on the services that have the greatest likelihood of influencing residents' opinions about overall service quality. Services found to be influential in ratings of overall service quality from the Key Driver Analysis were:

- Police services
- Preservation of natural area
- Public information services
- Snow removal

Of these services, those deserving the most attention may be those that were below the benchmark comparisons: preservation of natural areas and snow removal. For police and public information services, the City of Post Falls was above the benchmark and should continue to ensure high quality performance.



## COMMUNITY RATINGS

### OVERALL COMMUNITY QUALITY

Overall quality of community life may be the single best indicator of success in providing the natural ambience, services and amenities that make for an attractive community. The National Citizen Survey™ contained many questions related to quality of community life in the City of Post Falls – not only direct questions about quality of life overall and in neighborhoods, but questions to measure residents’ commitment to the City of Post Falls. Residents were asked whether they planned to move soon or if they would recommend the City of Post Falls to others. Intentions to stay and willingness to make recommendations provide evidence that the City of Post Falls offers services and amenities that work.

Most of the City of Post Falls’ residents gave favorable ratings to their neighborhoods and the community as a place to live. Further, most reported they would recommend the community to others and plan to stay for the next five years. The rating for Post Falls as a place to live had increased since the 2010 survey.

FIGURE 3: RATINGS OF OVERALL COMMUNITY QUALITY BY YEAR

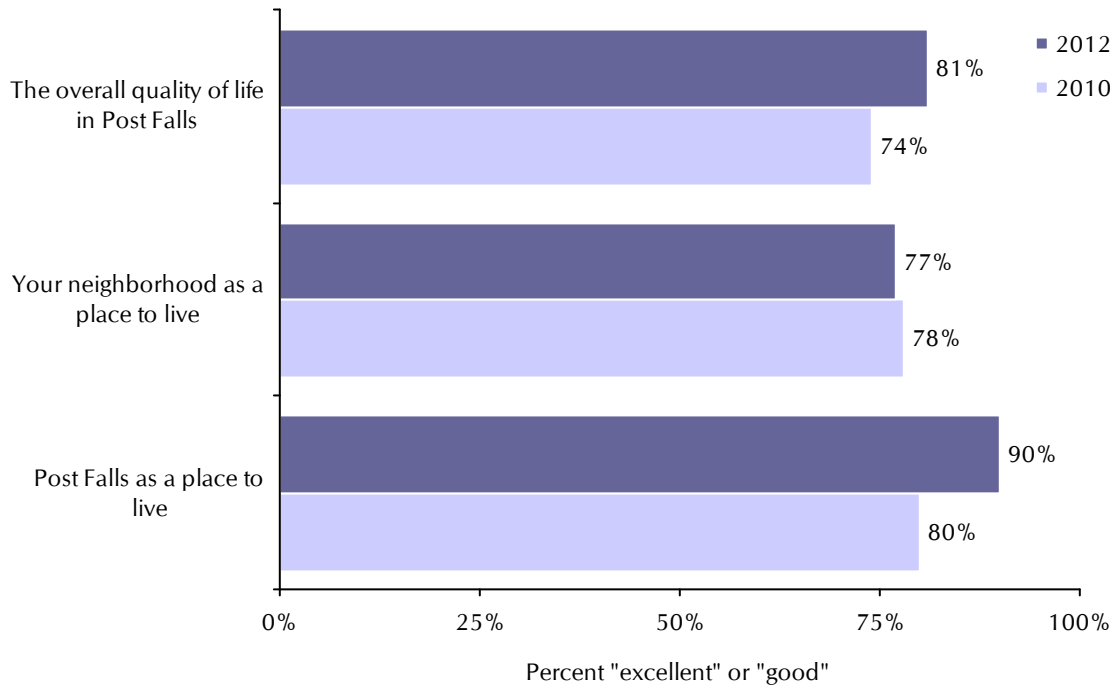


FIGURE 4: LIKELIHOOD OF REMAINING IN COMMUNITY AND RECOMMENDING COMMUNITY BY YEAR

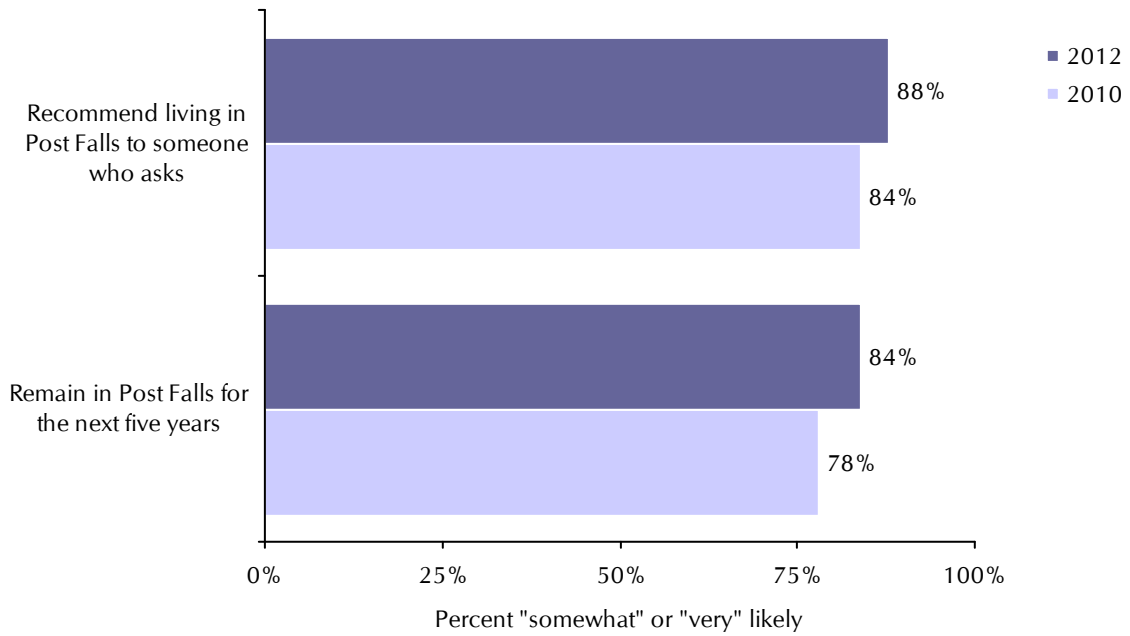


FIGURE 5: OVERALL COMMUNITY QUALITY BENCHMARKS

	Comparison to benchmark
Overall quality of life in Post Falls	Similar
Your neighborhood as place to live	Similar
Post Falls as a place to live	Above
Recommend living in Post Falls to someone who asks	Similar
Remain in Post Falls for the next five years	Similar

## COMMUNITY DESIGN

### Transportation

The ability to move easily throughout a community can greatly affect the quality of life of residents by diminishing time wasted in traffic congestion and by providing opportunities to travel quickly and safely by modes other than the automobile. High quality options for resident mobility not only require local government to remove barriers to flow but they require government programs and policies that create quality opportunities for all modes of travel.

Residents responding to the survey were given a list of six aspects of mobility to rate on a scale of “excellent,” “good,” “fair” and “poor.” Ease of car travel was given the most positive rating, followed by traffic flow on major streets. These ratings tended to be similar to or higher than the benchmark and similar to the past survey year.

FIGURE 6: RATINGS OF TRANSPORTATION IN COMMUNITY BY YEAR

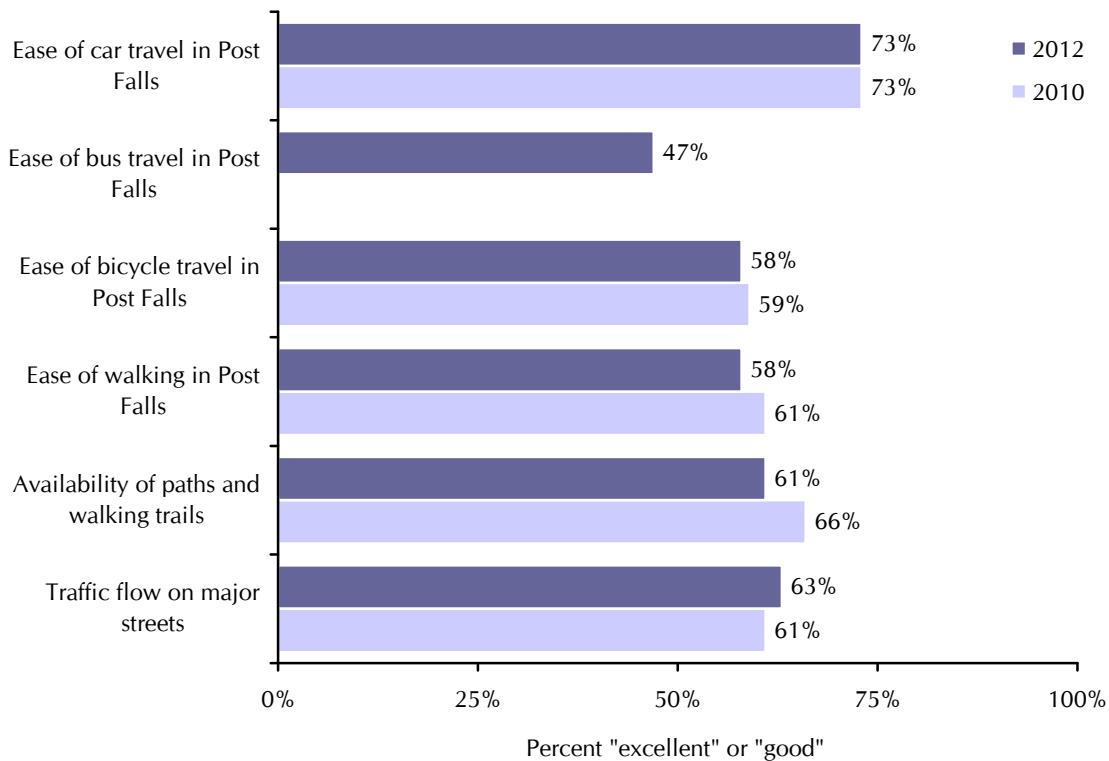


FIGURE 7: COMMUNITY TRANSPORTATION BENCHMARKS

	Comparison to benchmark
Ease of car travel in Post Falls	Much above
Ease of bus travel in Post Falls	Similar
Ease of bicycle travel in Post Falls	Above
Ease of walking in Post Falls	Similar
Availability of paths and walking trails	Similar
Traffic flow on major streets	Much above

Eight transportation services were rated in Post Falls. As compared to most communities across America, ratings tended to be a mix of positive and negative. One was much above the benchmark, two were below the benchmark and five were similar to the benchmark. These ratings had remained stable over time.

FIGURE 8: RATINGS OF TRANSPORTATION AND PARKING SERVICES BY YEAR

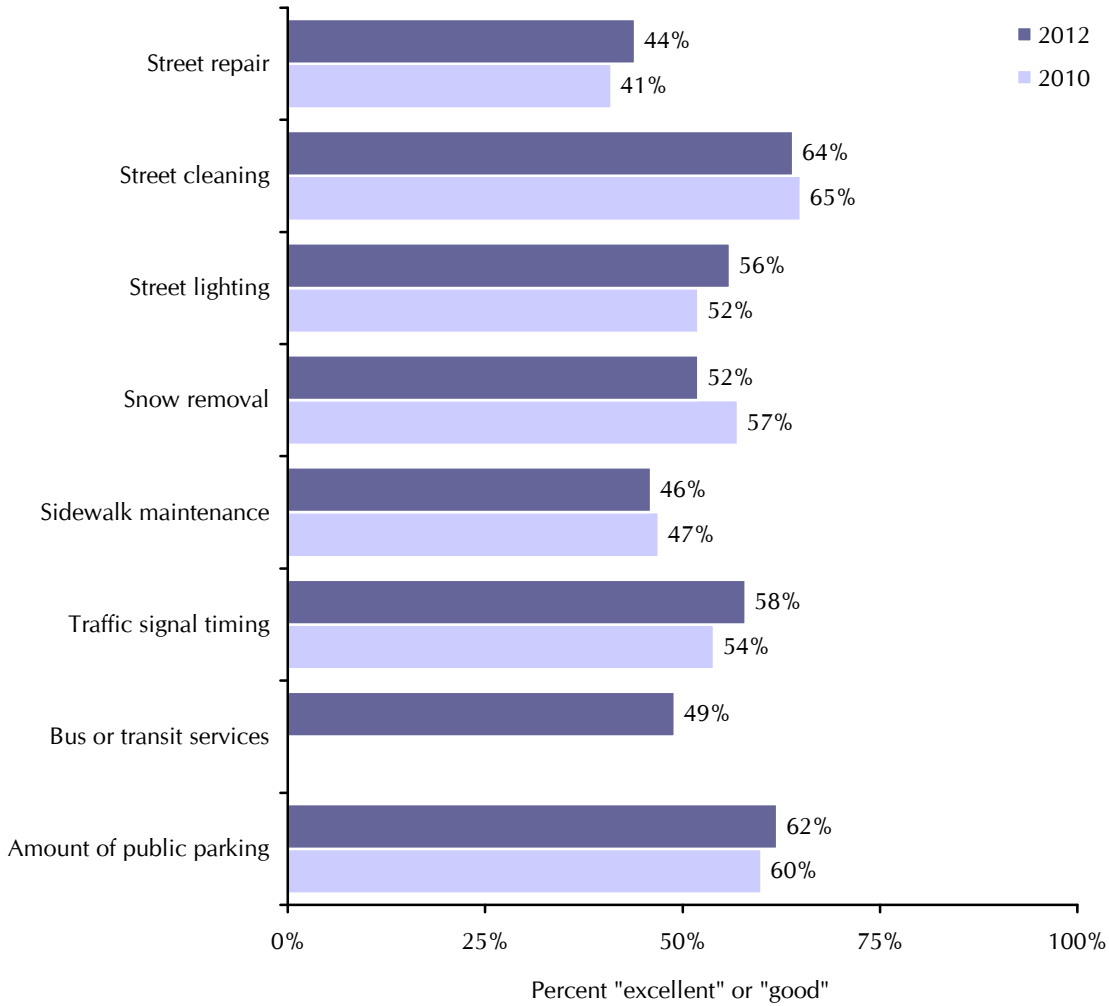


FIGURE 9: TRANSPORTATION AND PARKING SERVICES BENCHMARKS

	Comparison to benchmark
Street repair	Similar
Street cleaning	Similar
Street lighting	Similar
Snow removal	Much below
Sidewalk maintenance	Below
Traffic signal timing	Similar
Bus or transit services	Similar
Amount of public parking	Much above

By measuring choice of travel mode over time, communities can monitor their success in providing attractive alternatives to the traditional mode of travel, the single-occupied automobile. When asked how they typically traveled to work, single-occupancy (SOV) travel was the overwhelming mode of use.

FIGURE 10: FREQUENCY OF BUS USE IN LAST 12 MONTHS

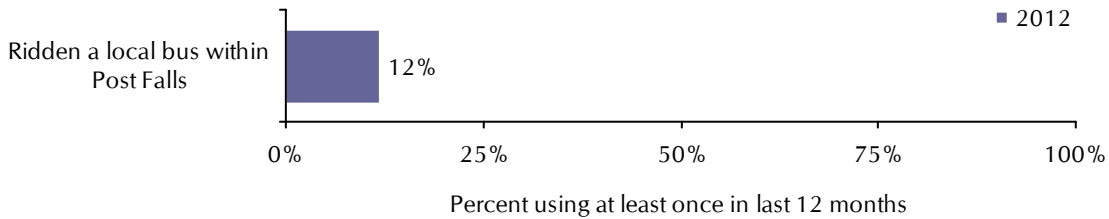


FIGURE 11: FREQUENCY OF BUS USE BENCHMARKS

	Comparison to benchmark
Ridden a local bus within Post Falls	Much less

FIGURE 12: MODE OF TRAVEL USED FOR WORK COMMUTE BY YEAR

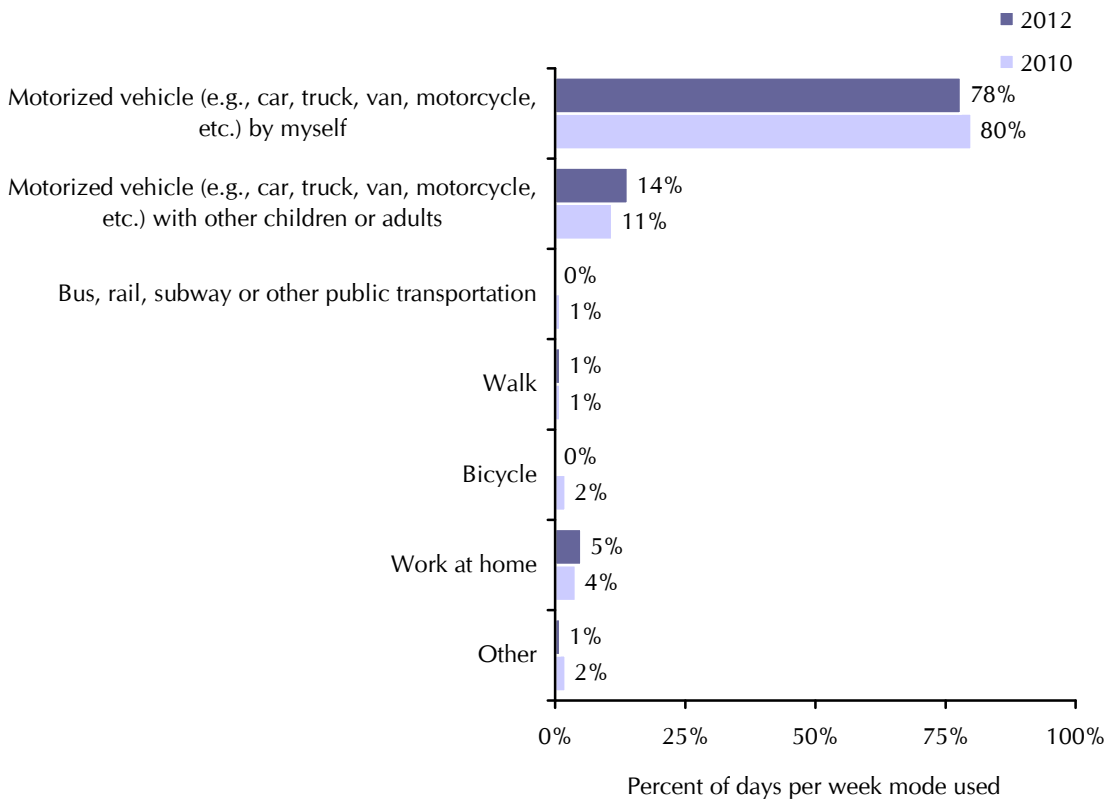


FIGURE 13: DRIVE ALONE BENCHMARKS

	Comparison to benchmark
Average percent of work commute trips made by driving alone	More

## Housing

Housing variety and affordability are not luxuries for any community. When there are too few options for housing style and affordability, the characteristics of a community tilt toward a single group, often of well-off residents. While this may seem attractive to a community, the absence of affordable townhomes, condominiums, mobile homes, single family detached homes and apartments means that in addition to losing the vibrancy of diverse thoughts and lifestyles, the community loses the service workers that sustain all communities – police officers, school teachers, house painters and electricians. These workers must live elsewhere and commute in at great personal cost and to the detriment of traffic flow and air quality. Furthermore lower income residents pay so much of their income to rent or mortgage that little remains to bolster their own quality of life or local business.

The survey of the City of Post Falls residents asked respondents to reflect on the availability of affordable housing as well as the variety of housing options. The availability of affordable housing was rated as “excellent” or “good” by 55% of respondents, while the variety of housing options was rated as “excellent” or “good” by 62% of respondents. The rating of perceived affordable housing availability was much better in the City of Post Falls than the ratings, on average, in comparison jurisdictions. These ratings were similar compared to the previous survey year.

FIGURE 14: RATINGS OF HOUSING IN COMMUNITY BY YEAR

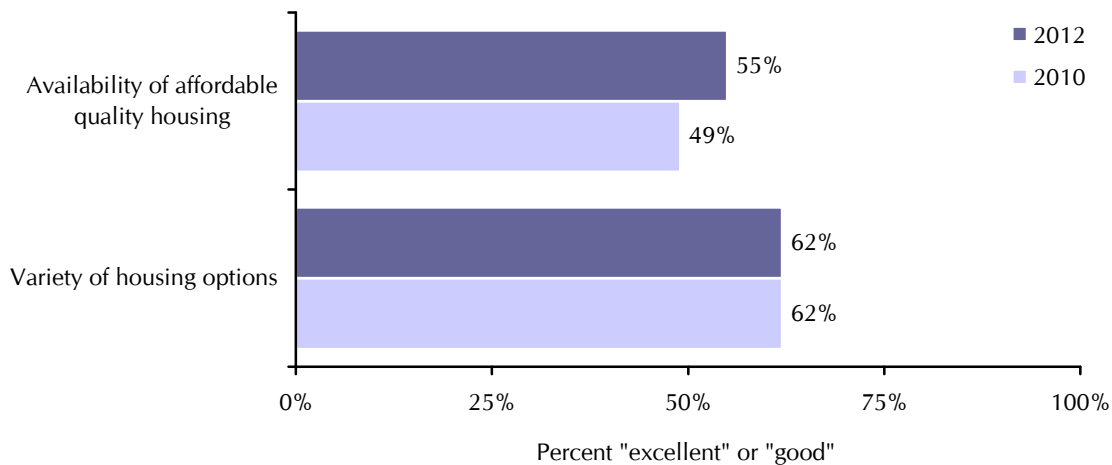


FIGURE 15: HOUSING CHARACTERISTICS BENCHMARKS

	Comparison to benchmark
Availability of affordable quality housing	Much above
Variety of housing options	Above

To augment the perceptions of affordable housing in Post Falls, the cost of housing as reported in the survey was compared to residents' reported monthly income to create a rough estimate of the proportion of residents of the City of Post Falls experiencing housing cost stress. About 30% of survey participants were found to pay housing costs of more than 30% of their monthly household income.

FIGURE 16: PROPORTION OF RESPONDENTS EXPERIENCING HOUSING COST STRESS BY YEAR

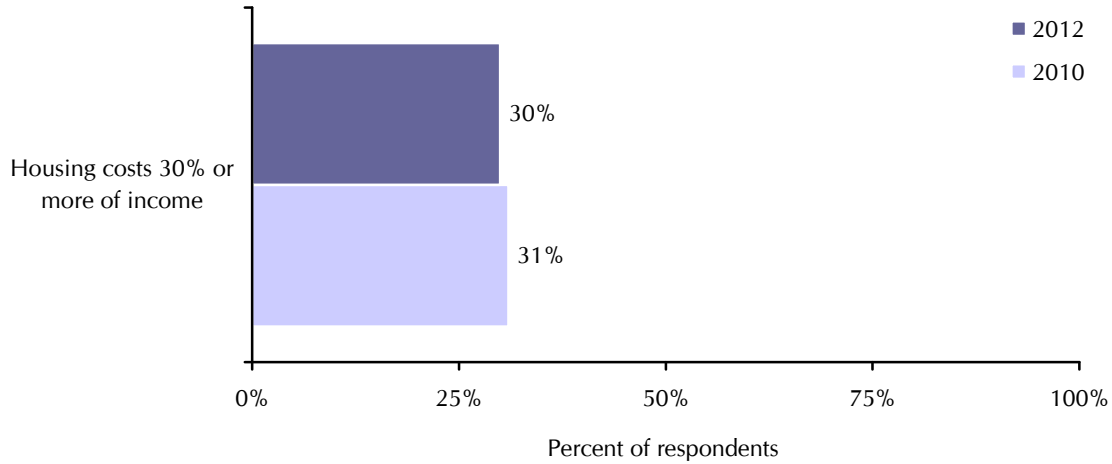


FIGURE 17: HOUSING COSTS BENCHMARKS

	Comparison to benchmark
Experiencing housing costs stress (housing costs 30% or MORE of income)	Much less

## Land Use and Zoning

Community development contributes to a feeling among residents and even visitors of the attention given to the speed of growth, the location of residences and businesses, the kind of housing that is appropriate for the community and the ease of access to commerce, green space and residences. Even the community’s overall appearance often is attributed to the planning and enforcement functions of the local jurisdiction. Residents will appreciate an attractive, well-planned community. The NCS questionnaire asked residents to evaluate the quality of new development, the appearance of the City of Post Falls and the speed of population growth. Problems with the appearance of property were rated, and the quality of land use planning, zoning and code enforcement services were evaluated.

The overall quality of new development in the City of Post Falls was rated as “excellent” or “good” by 57% of respondents. The overall appearance of Post Falls was rated as “excellent” or “good” by 58% of respondents and was much lower than the benchmark. When rating to what extent run down buildings, weed lots or junk vehicles were a problem in the City of Post Falls, 11% thought they were a “major” problem. The service of animal control was rated above the benchmark, the service of code enforcement was rated below the benchmark and the service of land use, planning and zoning was similar to the benchmark. Most ratings were similar when compared to past years.

FIGURE 18: RATINGS OF THE COMMUNITY'S "BUILT ENVIRONMENT" BY YEAR

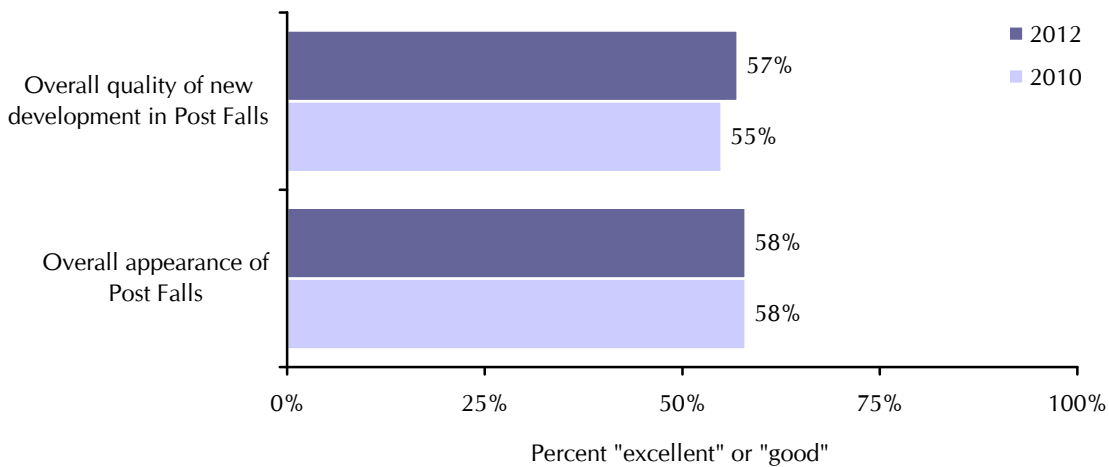


FIGURE 19: BUILT ENVIRONMENT BENCHMARKS

	Comparison to benchmark
Quality of new development in Post Falls	Similar
Overall appearance of Post Falls	Much below



FIGURE 20: RATINGS OF POPULATION GROWTH BY YEAR

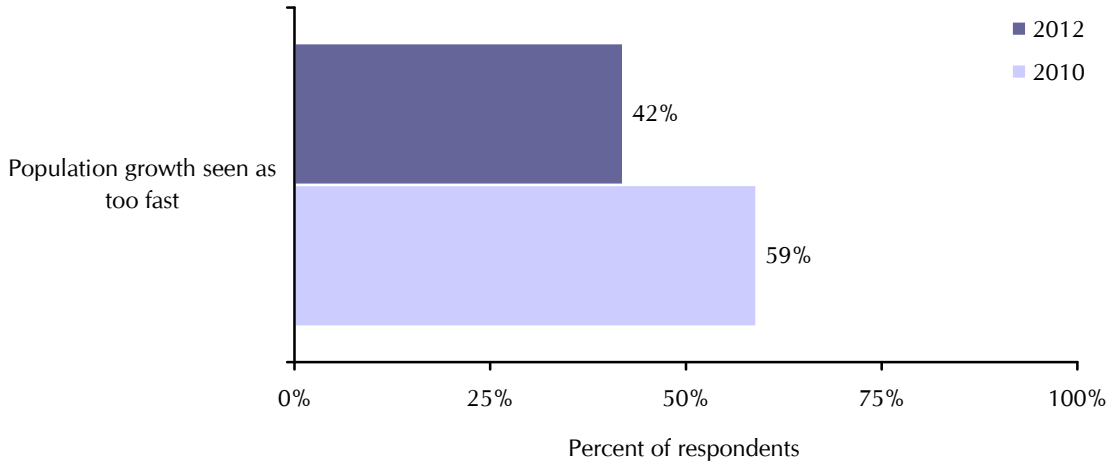


FIGURE 21: POPULATION GROWTH BENCHMARKS

Comparison to benchmark	
Population growth seen as too fast	Similar

FIGURE 22: RATINGS OF NUISANCE PROBLEMS BY YEAR

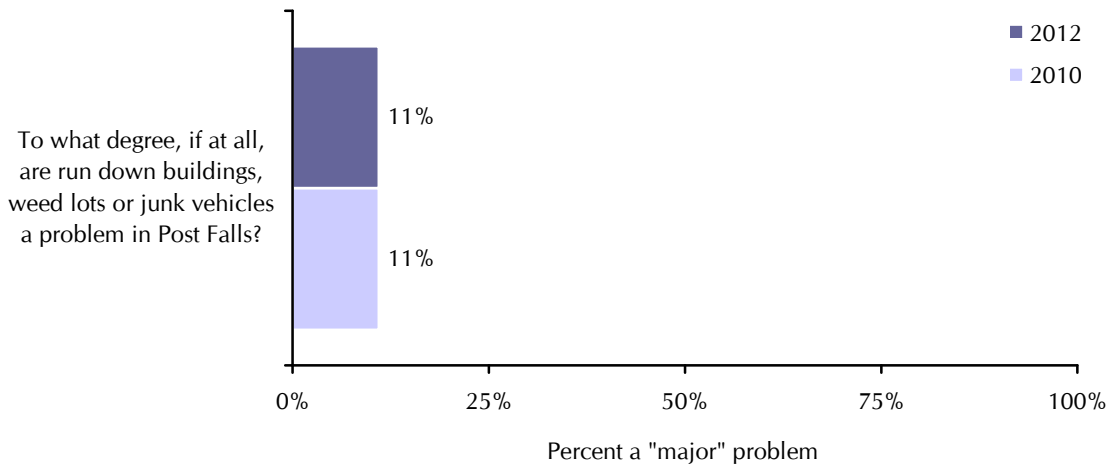


FIGURE 23: NUISANCE PROBLEMS BENCHMARKS

Comparison to benchmark	
Run down buildings, weed lots and junk vehicles seen as a "major" problem	Similar

FIGURE 24: RATINGS OF PLANNING AND COMMUNITY CODE ENFORCEMENT SERVICES BY YEAR

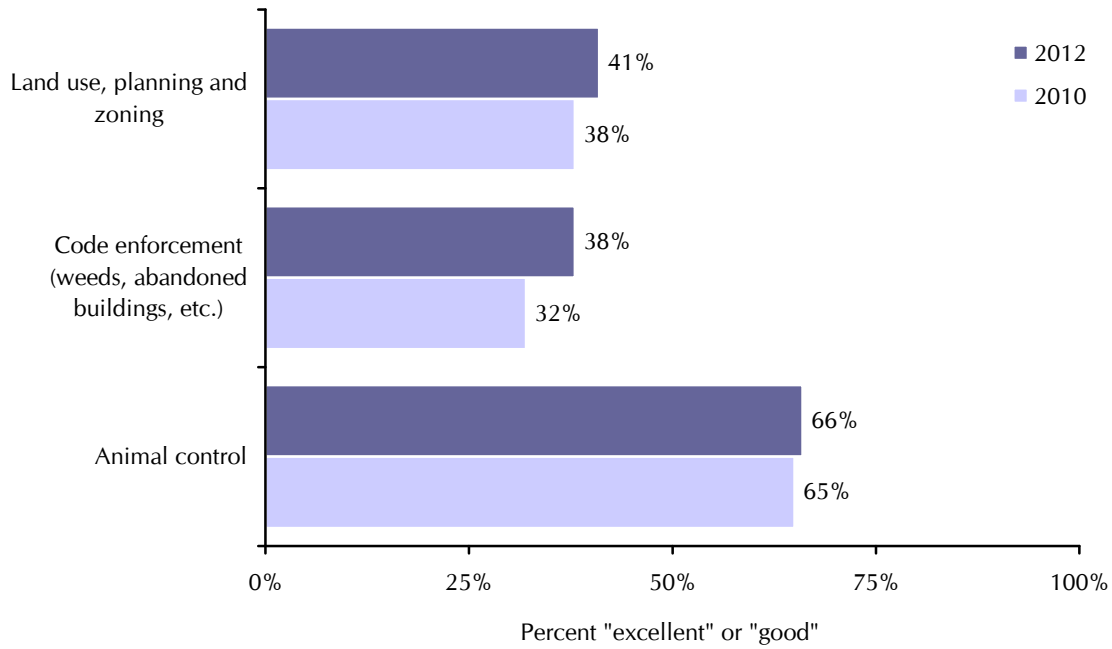


FIGURE 25: PLANNING AND COMMUNITY CODE ENFORCEMENT SERVICES BENCHMARKS

	Comparison to benchmark
Land use, planning and zoning	Similar
Code enforcement (weeds, abandoned buildings, etc.)	Below
Animal control	Above

## ECONOMIC SUSTAINABILITY

The United States has been in recession since late 2007 with an accelerated downturn occurring in the fourth quarter of 2008. Officially we emerged from recession in the third quarter of 2009, but high unemployment lingers, keeping a lid on a strong recovery. Many readers worry that the ill health of the economy will color how residents perceive their environment and the services that local government delivers. NRC researchers have found that the economic downturn has chastened Americans' view of their own economic futures but has not colored their perspectives about community services or quality of life.

Survey respondents were asked to rate a number of community features related to economic opportunity and growth. The most positively rated feature was the overall quality of business and service establishments in Post Falls. Receiving the lowest rating was employment opportunities. The ratings for Post Falls as a place to work and for the overall quality of business and service establishments had increased over time.

FIGURE 26: RATINGS OF ECONOMIC SUSTAINABILITY AND OPPORTUNITIES BY YEAR

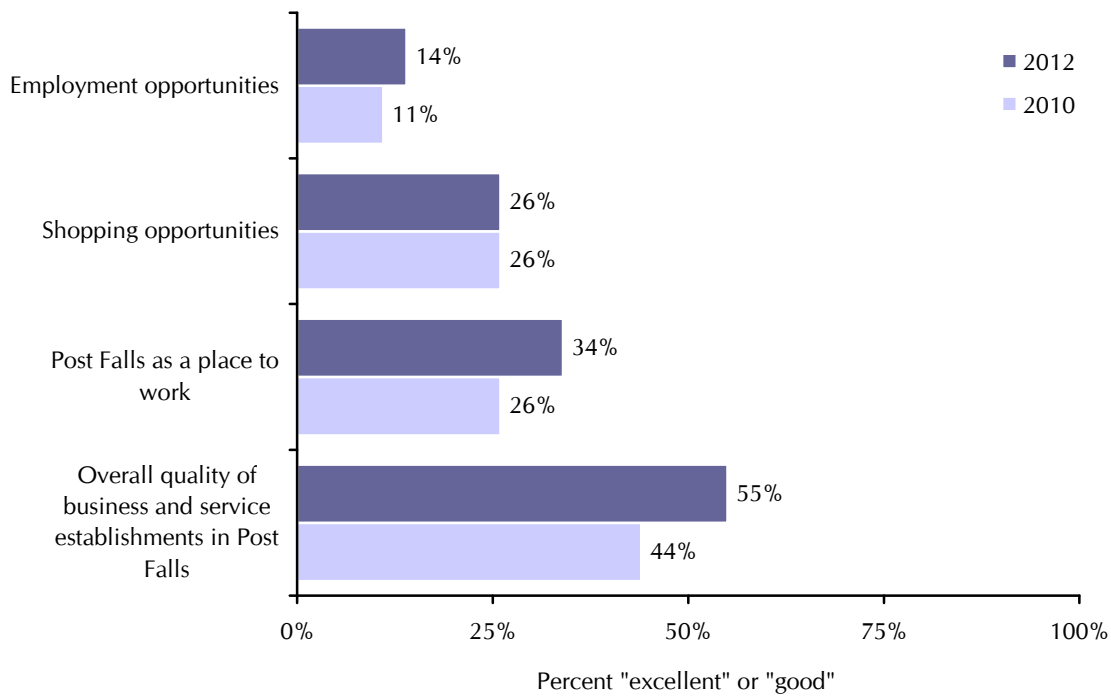


FIGURE 27: ECONOMIC SUSTAINABILITY AND OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Employment opportunities	Much below
Shopping opportunities	Much below
Post Falls as a place to work	Much below
Overall quality of business and service establishments in Post Falls	Much below

Residents were asked to evaluate the speed of jobs growth and retail growth on a scale from “much too slow” to “much too fast.” When asked about the rate of jobs growth in Post Falls, 89% responded that it was “too slow,” while 64% reported retail growth as “too slow.” Many more residents in Post Falls compared to other jurisdictions believed that retail growth was too slow and many more residents believed that jobs growth was too slow.

FIGURE 28: RATINGS OF RETAIL AND JOB GROWTH BY YEAR

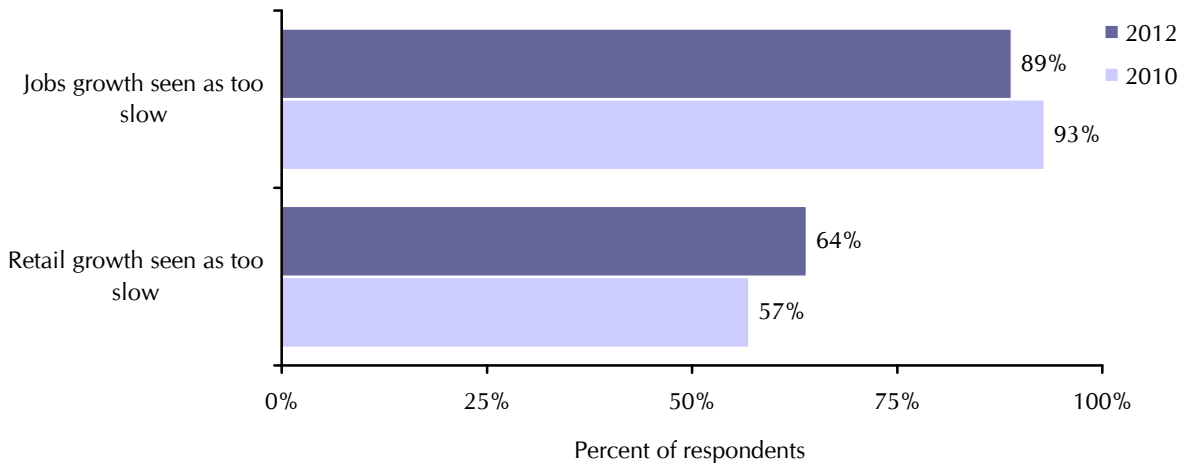


FIGURE 29: RETAIL AND JOB GROWTH BENCHMARKS

	Comparison to benchmark
Retail growth seen as too slow	Much more
Jobs growth seen as too slow	Much more

FIGURE 30: RATINGS OF ECONOMIC DEVELOPMENT SERVICES BY YEAR

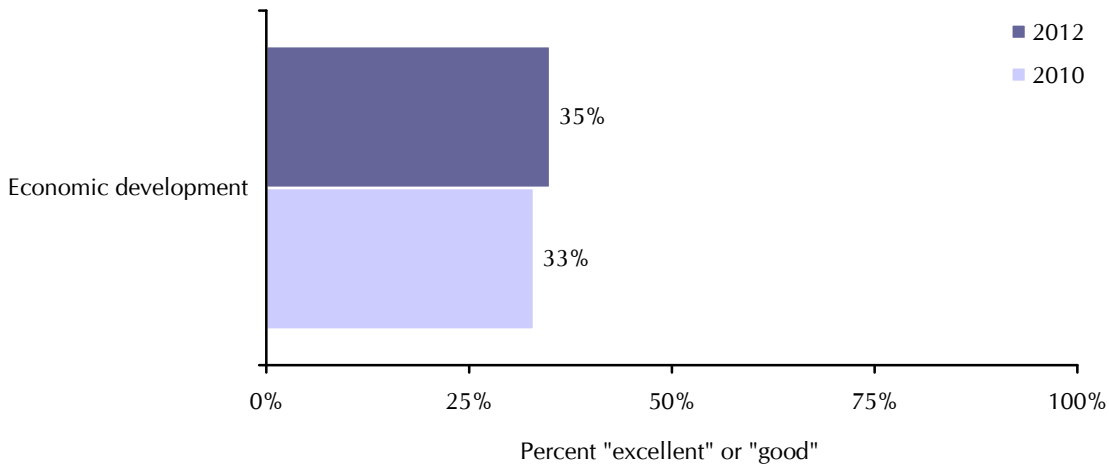


FIGURE 31: ECONOMIC DEVELOPMENT SERVICES BENCHMARKS

	Comparison to benchmark
Economic development	Below

Residents were asked to reflect on their economic prospects in the near term. Eighteen percent of the City of Post Falls residents expected that the coming six months would have a “somewhat” or “very” positive impact on their family. The percent of residents with an optimistic outlook on their household income was the same as comparison jurisdictions.

FIGURE 32: RATINGS OF PERSONAL ECONOMIC FUTURE BY YEAR

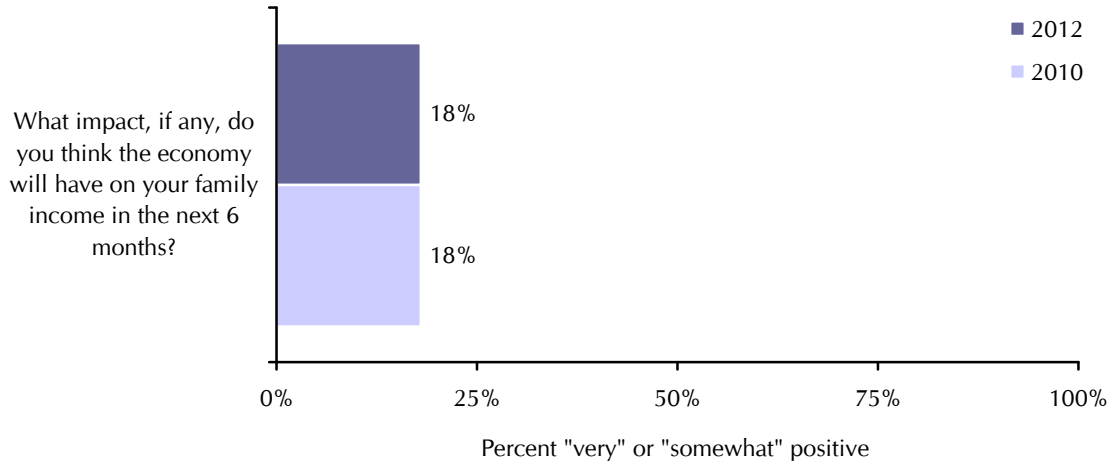


FIGURE 33: PERSONAL ECONOMIC FUTURE BENCHMARKS

Comparison to benchmark	
Positive impact of economy on household income	Similar

## PUBLIC SAFETY

Safety from violent or property crimes creates the cornerstone of an attractive community. No one wants to live in fear of crime, fire or natural hazards, and communities in which residents feel protected or unthreatened are communities that are more likely to show growth in population, commerce and property value.

Residents were asked to rate their feelings of safety from violent crimes, property crimes, fire and environmental dangers and to evaluate the local agencies whose main charge is to provide protection from these dangers. Most gave positive ratings of safety in the City of Post Falls. About 79% of those completing the questionnaire said they felt "very" or "somewhat" safe from violent crimes and 82% felt "very" or "somewhat" safe from environmental hazards. Daytime sense of safety was better than nighttime safety and neighborhoods felt safer than downtown. These ratings were similar when compared to the previous survey year.

FIGURE 34: RATINGS OF COMMUNITY AND PERSONAL PUBLIC SAFETY BY YEAR

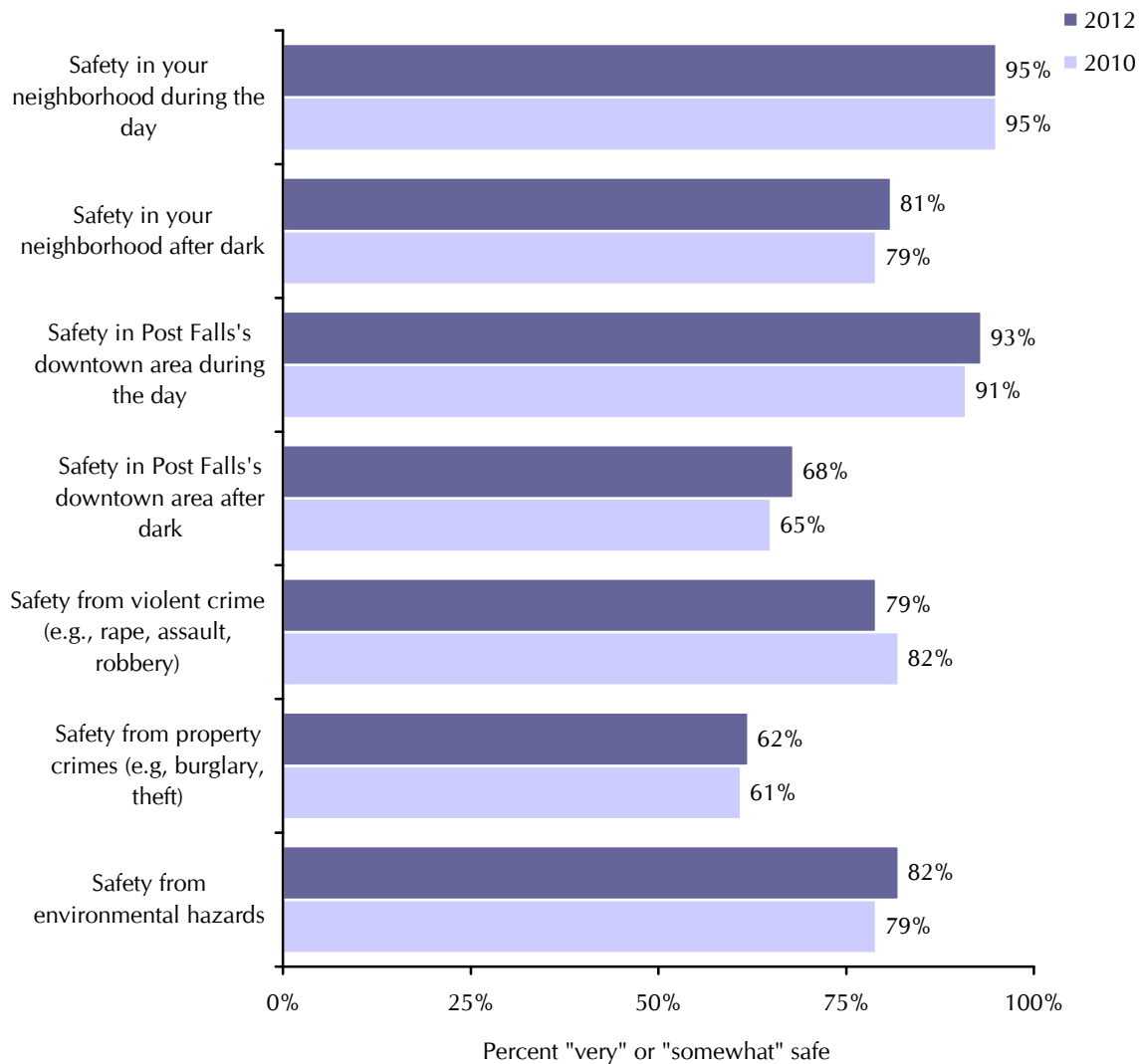


FIGURE 35: COMMUNITY AND PERSONAL PUBLIC SAFETY BENCHMARKS

	Comparison to benchmark
In your neighborhood during the day	Similar
In your neighborhood after dark	Above
In Post Falls' downtown area during the day	Similar
In Post Falls' downtown area after dark	Much above
Violent crime (e.g., rape, assault, robbery)	Above
Property crimes (e.g., burglary, theft)	Similar
Environmental hazards, including toxic waste	Above

As assessed by the survey, 11% of respondents reported that someone in the household had been the victim of one or more crimes in the past year. Of those who had been the victim of a crime, 95% had reported it to police. Compared to other jurisdictions about the same percent of Post Falls residents had been victims of crime in the 12 months preceding the survey and many more Post Falls residents had reported their most recent crime victimization to the police. The proportion of crime reporting had increased since 2010.

FIGURE 36: CRIME VICTIMIZATION AND REPORTING BY YEAR

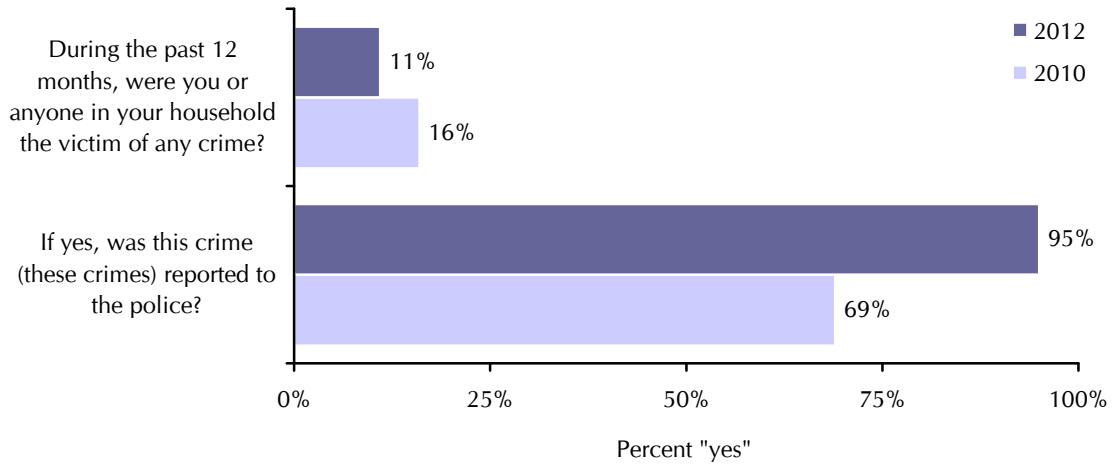


FIGURE 37: CRIME VICTIMIZATION AND REPORTING BENCHMARKS

	Comparison to benchmark
Victim of crime	Similar
Reported crimes	Much more



Residents rated seven City public safety services; of these, four were rated above the benchmark comparison, two were rated similar to the benchmark comparison and one was rated below the benchmark comparison. Ambulance or emergency medical services and fire services received the highest ratings, while traffic enforcement and emergency preparedness received the lowest ratings.

FIGURE 38: RATINGS OF PUBLIC SAFETY SERVICES BY YEAR

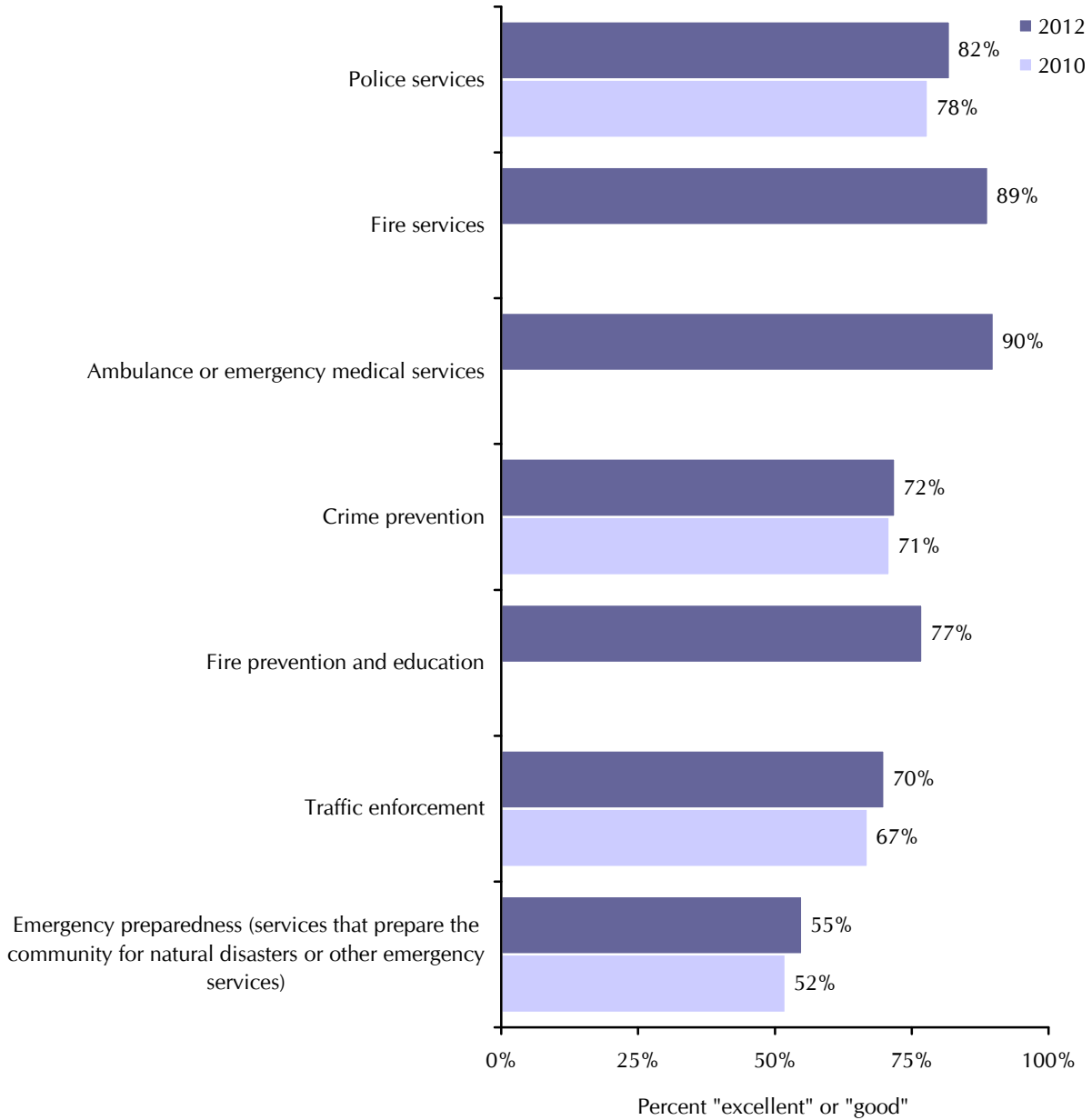


FIGURE 39: PUBLIC SAFETY SERVICES BENCHMARKS

	Comparison to benchmark
Police services	Above
Fire services	Similar
Ambulance or emergency medical services	Above
Crime prevention	Above
Fire prevention and education	Similar
Traffic enforcement	Above
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	Much below

FIGURE 40: CONTACT WITH POLICE DEPARTMENT

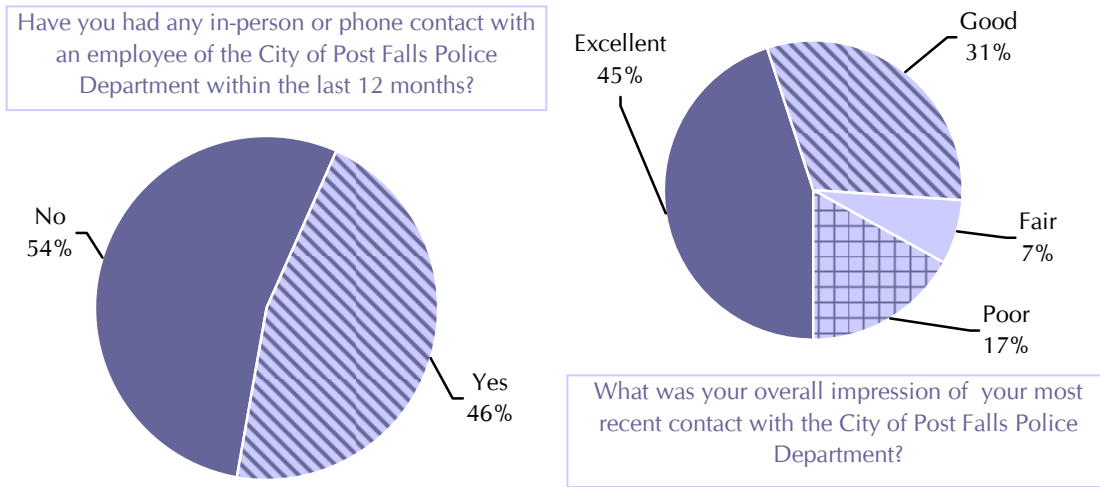


FIGURE 41: CONTACT WITH KOOTENAI COUNTY FIRE AND RESCUE DEPARTMENT

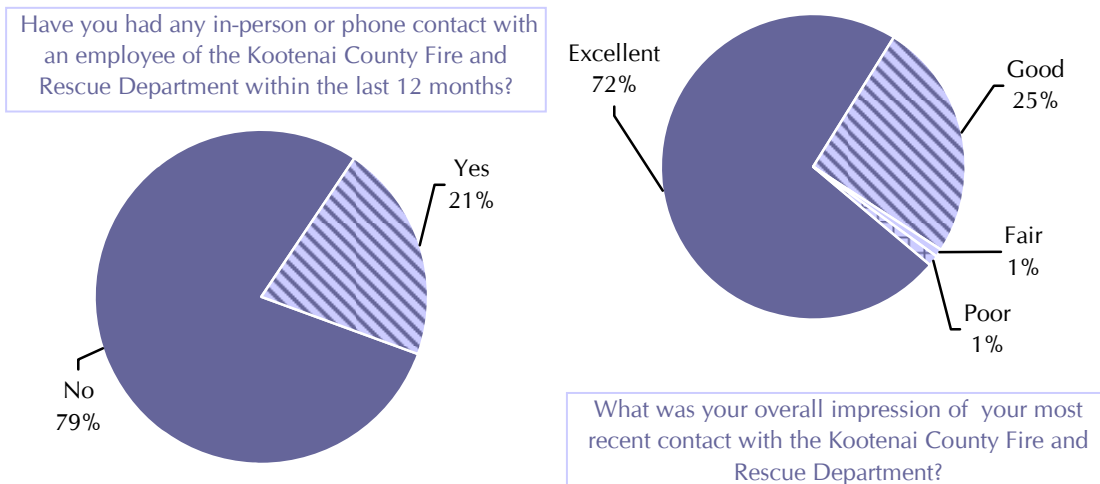


FIGURE 42: CONTACT WITH POLICE AND FIRE AND RESCUE DEPARTMENTS BENCHMARKS

	Comparison to benchmark
Had contact with the City of Post Falls Police Department	Much more
Overall impression of most recent contact with the City of Post Falls Police Department	Similar
Had contact with the Kootenai County Fire and Rescue Department	More
Overall impression of most recent contact with the Kootenai County Fire and Rescue Department	Much above

## ENVIRONMENTAL SUSTAINABILITY

Residents value the aesthetic qualities of their hometowns and appreciate features such as overall cleanliness and landscaping. In addition, the appearance and smell or taste of the air and water do not go unnoticed. These days, increasing attention is paid to proper treatment of the environment. At the same time that they are attending to community appearance and cleanliness, cities, counties, states and the nation are going “Green”. These strengthening environmental concerns extend to trash haul, recycling, sewer services, the delivery of power and water and preservation of open spaces. Treatment of the environment affects air and water quality and, generally, how habitable and inviting a place appears.

Residents of the City of Post Falls were asked to evaluate their local environment and the services provided to ensure its quality. The overall quality of the natural environment was rated as “excellent” or “good” by 81% of survey respondents. Air quality received the highest rating, and it was much above the benchmark. The rating for the preservation of natural areas had increased over time.

FIGURE 43: RATINGS OF THE COMMUNITY'S NATURAL ENVIRONMENT BY YEAR

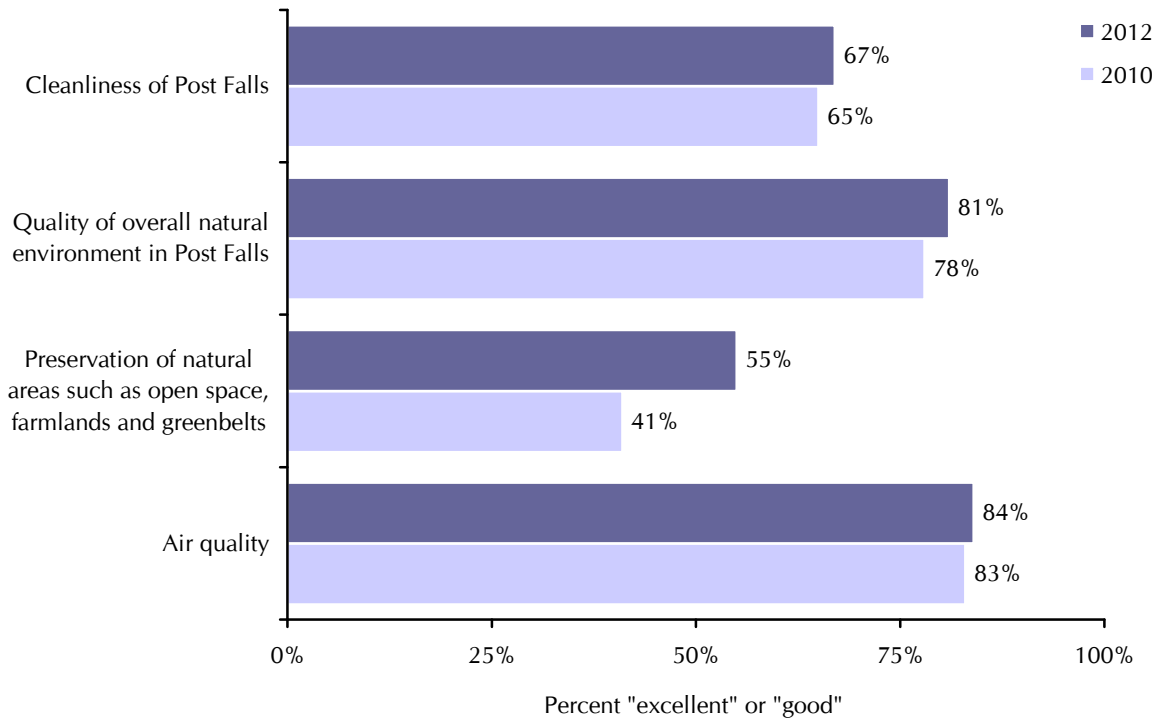


FIGURE 44: COMMUNITY ENVIRONMENT BENCHMARKS

	Comparison to benchmark
Cleanliness of Post Falls	Similar
Quality of overall natural environment in Post Falls	Much above
Preservation of natural areas such as open space, farmlands and greenbelts	Below
Air quality	Much above

Resident recycling was similar to recycling reported in comparison communities. The rate of reported recycling had increased compared to 2010.

FIGURE 45: FREQUENCY OF RECYCLING IN LAST 12 MONTHS BY YEAR

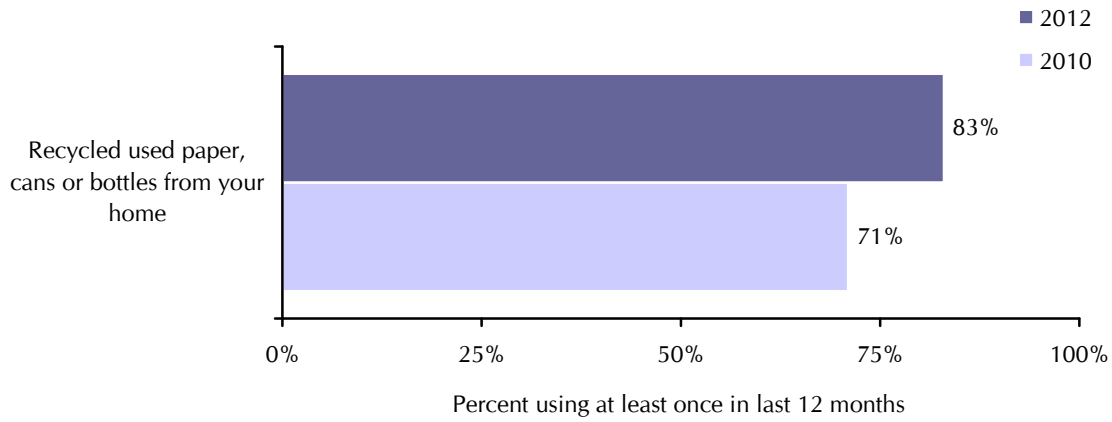


FIGURE 46: FREQUENCY OF RECYCLING BENCHMARKS

	Comparison to benchmark
Recycled used paper, cans or bottles from your home	Similar

Of the five utility services rated by those completing the questionnaire, all were much higher than the benchmark comparison. The rating for recycling had increased over time.

FIGURE 47: RATINGS OF UTILITY SERVICES BY YEAR

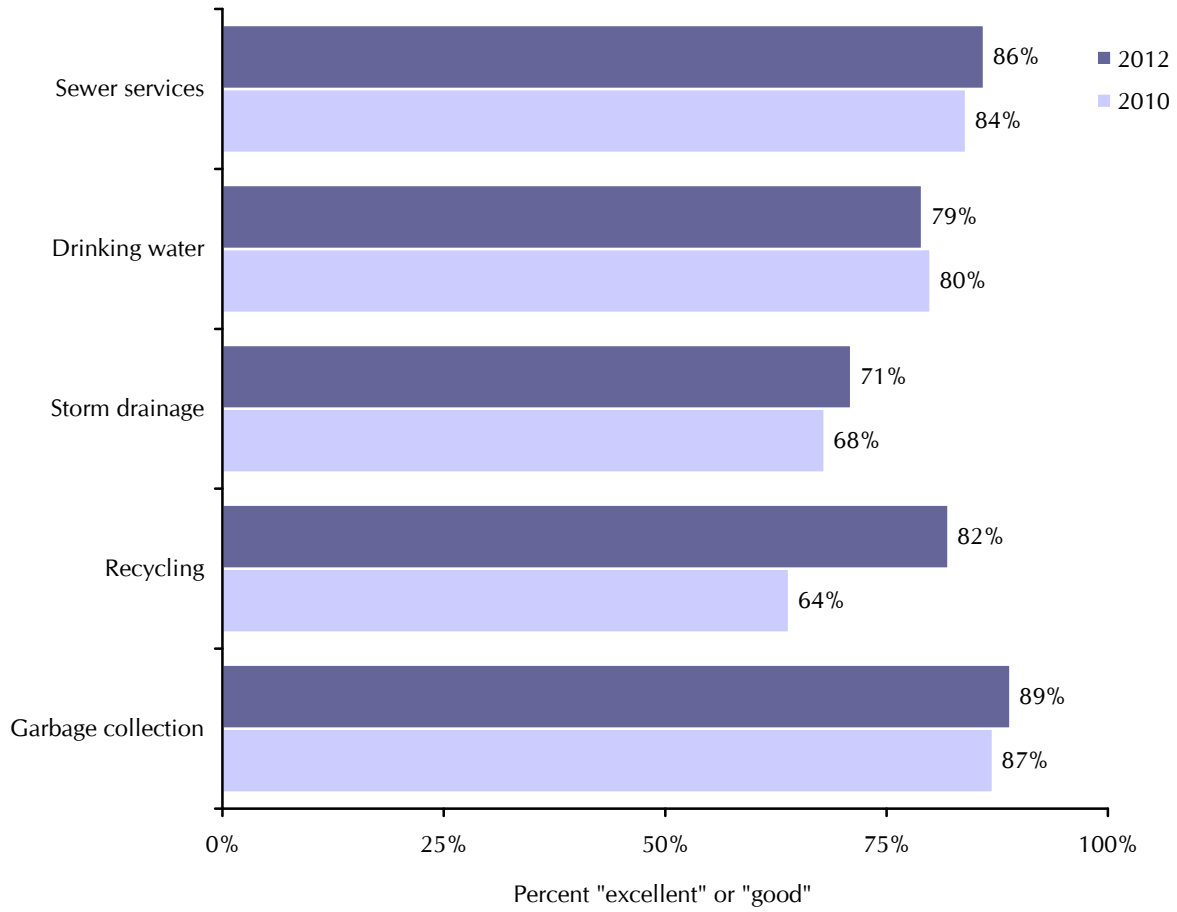


FIGURE 48: UTILITY SERVICES BENCHMARKS

	Comparison to benchmark
Sewer services	Much above
Drinking water	Much above
Storm drainage	Much above
Recycling	Much above
Garbage collection	Much above

## RECREATION AND WELLNESS

### Parks and Recreation

Quality parks and recreation opportunities help to define a community as more than the grind of its business, traffic and hard work. Leisure activities vastly can improve the quality of life of residents, serving both to entertain and mobilize good health. The survey contained questions seeking residents' perspectives about opportunities and services related to the community's parks and recreation services.

Recreation opportunities in the City of Post Falls were rated somewhat positively as were services related to parks and recreation. City parks and recreation programs or classes were rated similar to the benchmark while recreation centers or facilities were similar to the benchmark. The ratings for City parks and recreation centers or facilities had improved over time.

Resident use of Post Falls parks and recreation facilities tells its own story about the attractiveness and accessibility of those services. The percent of residents that used Post Falls recreation centers was much smaller than the percent of users in comparison jurisdictions. Similarly, recreation program use in Post Falls was much lower than use in comparison jurisdictions. The proportion who had participated in a recreation program or class had decreased compared to the previous survey year.

FIGURE 49: RATINGS OF COMMUNITY RECREATIONAL OPPORTUNITIES BY YEAR

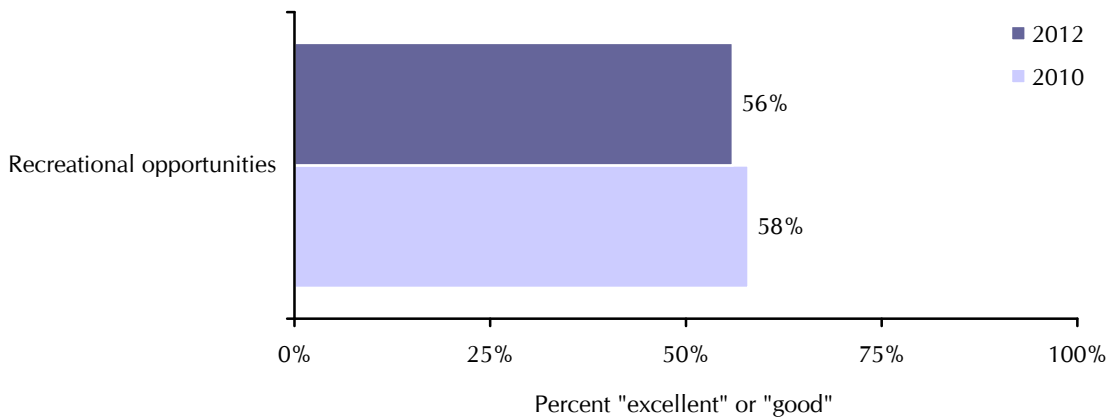


FIGURE 50: COMMUNITY RECREATIONAL OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Recreation opportunities	Below

FIGURE 51: PARTICIPATION IN PARKS AND RECREATION OPPORTUNITIES BY YEAR

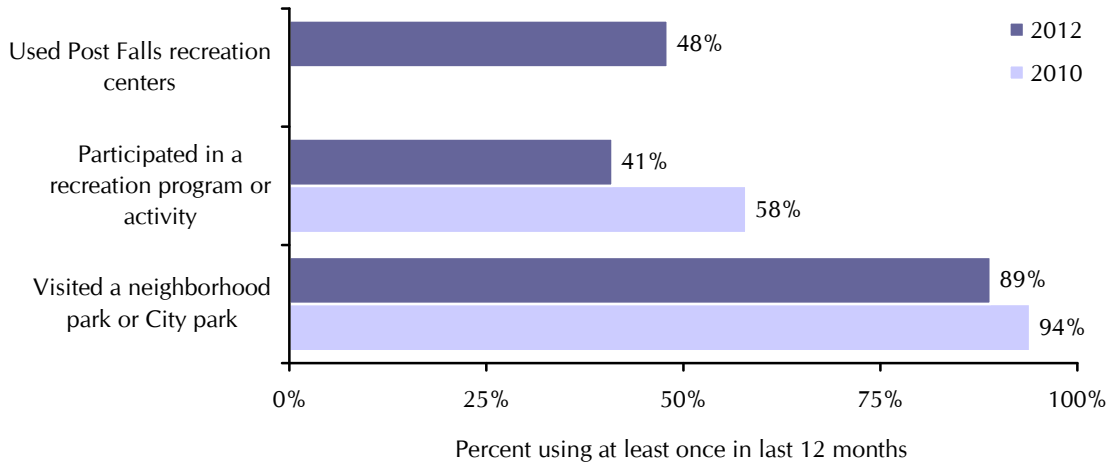


FIGURE 52: PARTICIPATION IN PARKS AND RECREATION OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Used Post Falls recreation centers	Much less
Participated in a recreation program or activity	Much less
Visited a neighborhood park or City park	Similar

FIGURE 53: RATINGS OF PARKS AND RECREATION SERVICES BY YEAR

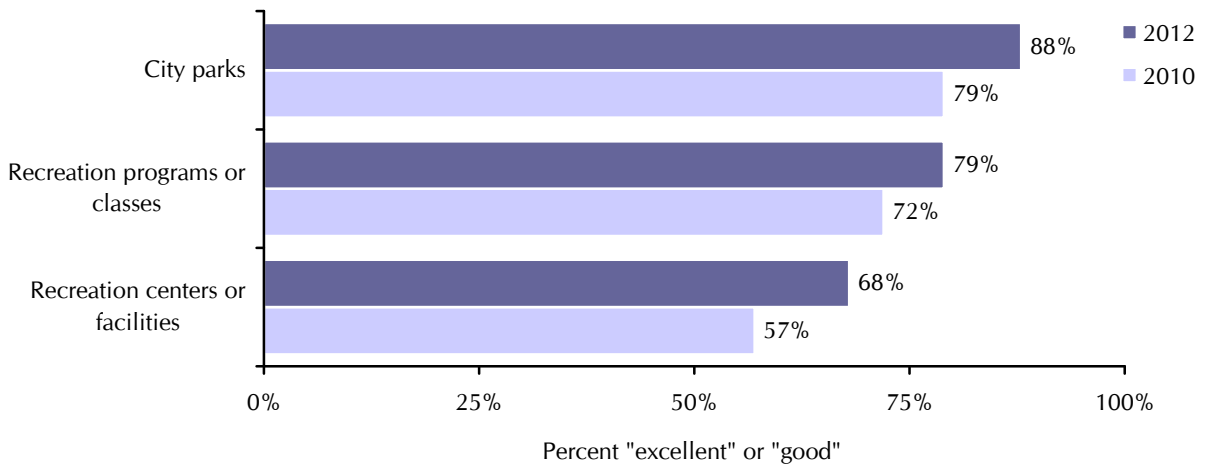


FIGURE 54: PARKS AND RECREATION SERVICES BENCHMARKS

	Comparison to benchmark
City parks	Much above
Recreation programs or classes	Above
Recreation centers or facilities	Similar



## Culture, Arts and Education

A full service community does not address only the life and safety of its residents. Like individuals who simply go to the office and return home, a community that pays attention only to the life sustaining basics becomes insular, dreary and uninspiring. In the case of communities without thriving culture, arts and education opportunities, the magnet that attracts those who might consider relocating there is vastly weakened. Cultural, artistic, social and educational services elevate the opportunities for personal growth among residents. In the survey, residents were asked about the quality of opportunities to participate in cultural and educational activities.

Opportunities to attend cultural activities were rated as “excellent” or “good” by 26% of respondents. Educational opportunities were rated as “excellent” or “good” by 37% of respondents. Compared to the benchmark data, educational opportunities were much below the average of comparison jurisdictions, as were cultural activity opportunities.

About 76% of Post Falls residents used a City library at least once in the 12 months preceding the survey. This participation rate for library use was above comparison jurisdictions.

FIGURE 55: RATINGS OF CULTURAL AND EDUCATIONAL OPPORTUNITIES BY YEAR

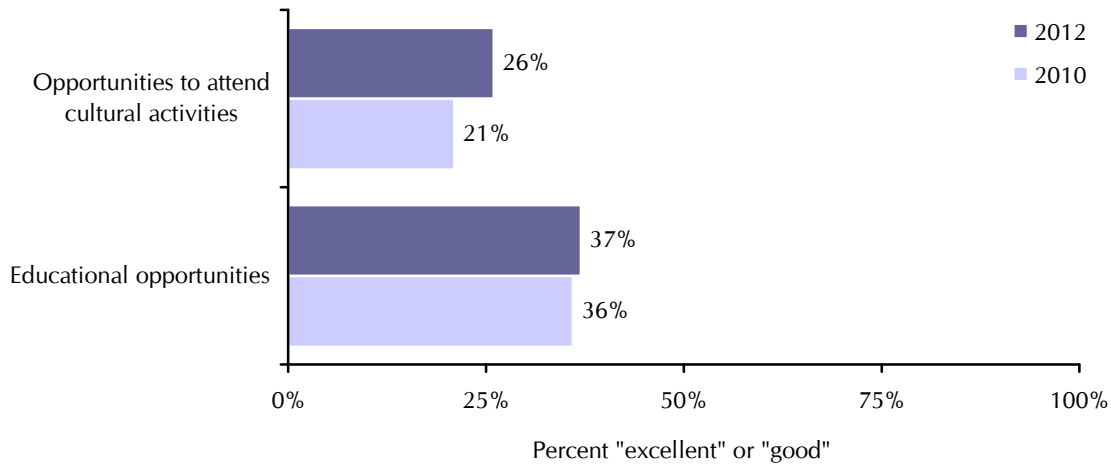


FIGURE 56: CULTURAL AND EDUCATIONAL OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Opportunities to attend cultural activities	Much below
Educational opportunities	Much below

FIGURE 57: PARTICIPATION IN CULTURAL AND EDUCATIONAL OPPORTUNITIES BY YEAR

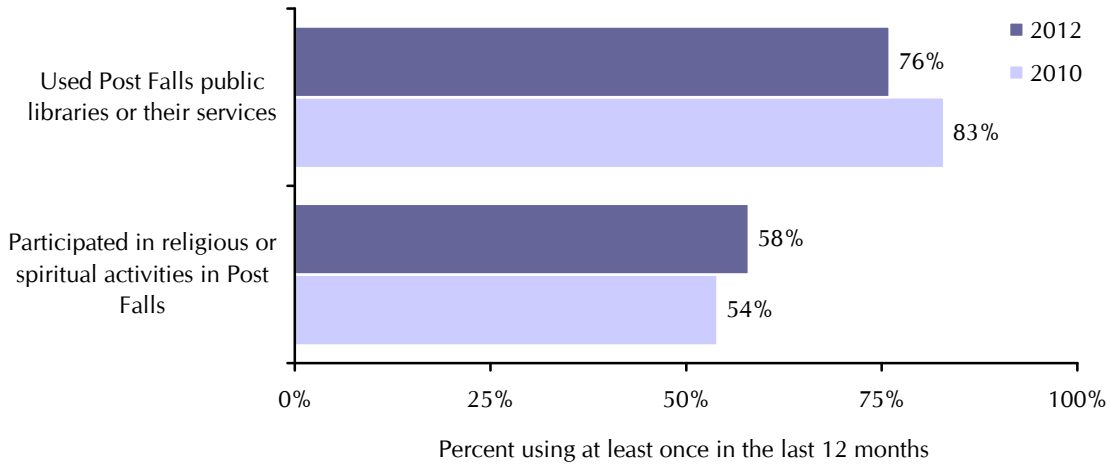


FIGURE 58: PARTICIPATION IN CULTURAL AND EDUCATIONAL OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Used Post Falls public libraries or their services	More
Participated in religious or spiritual activities in Post Falls	Much more

FIGURE 59: PERCEPTION OF CULTURAL AND EDUCATIONAL SERVICES BY YEAR

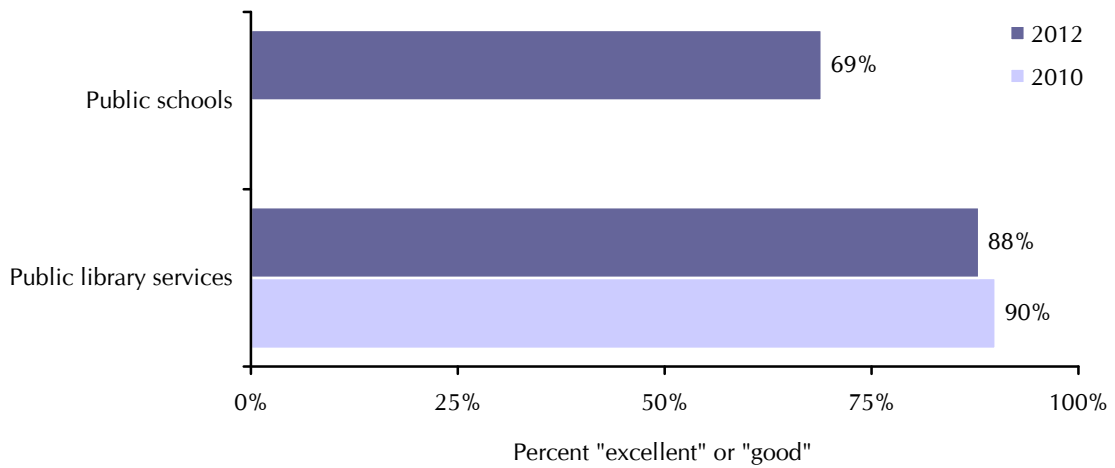


FIGURE 60: CULTURAL AND EDUCATIONAL SERVICES BENCHMARKS

	Comparison to benchmark
Public schools	Similar
Public library services	Above

## Health and Wellness

Healthy residents have the wherewithal to contribute to the economy as volunteers or employees and they do not present a burden in cost and time to others. Although residents bear the primary responsibility for their good health, local government provides services that can foster that well being and that provide care when residents are ill.

Residents of the City of Post Falls were asked to rate the community’s health services as well as the availability of health care, high quality affordable food and preventive health care services. The availability of affordable quality food was rated most positively for the City of Post Falls.

Among Post Falls residents, 53% rated affordable quality health care as “excellent” or “good.” Those ratings were similar to the ratings of comparison communities.

FIGURE 61: RATINGS OF COMMUNITY HEALTH AND WELLNESS ACCESS AND OPPORTUNITIES BY YEAR

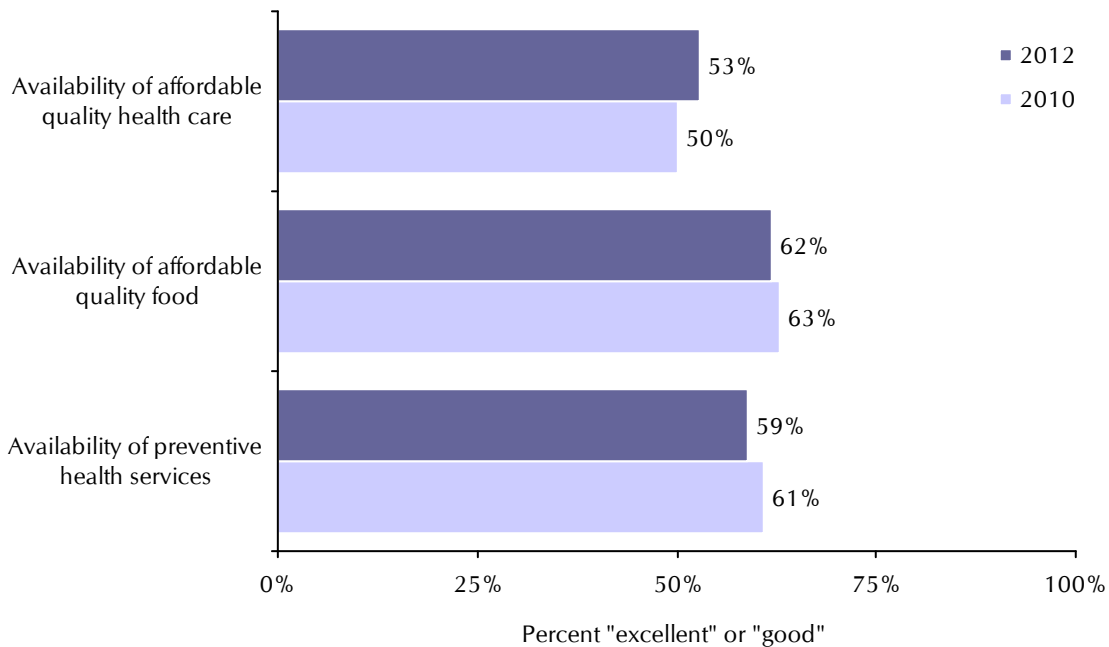


FIGURE 62: COMMUNITY HEALTH AND WELLNESS ACCESS AND OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Availability of affordable quality health care	Similar
Availability of affordable quality food	Similar
Availability of preventive health services	Similar

Health services offered in the City of Post Falls were rated “excellent” or “good” by 66% of respondents, and were above the benchmark.

FIGURE 63: RATINGS OF HEALTH AND WELLNESS SERVICES 2012

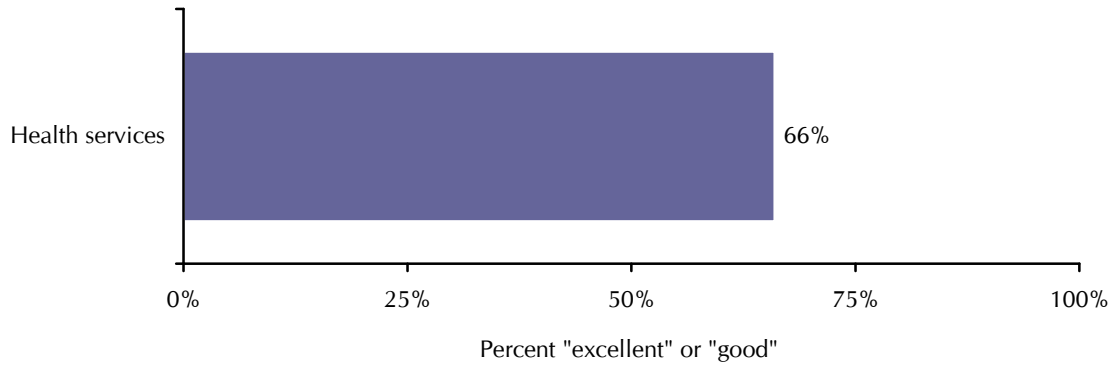


FIGURE 64: HEALTH AND WELLNESS SERVICES BENCHMARKS

	Comparison to benchmark
Health services	Above

## COMMUNITY INCLUSIVENESS

Diverse communities that include among their residents a mix of races, ages, wealth, ideas and beliefs have the raw material for the most vibrant and creative society. However, the presence of these features alone does not ensure a high quality or desirable space. Surveyed residents were asked about the success of the mix: the sense of community, the openness of residents to people of diverse backgrounds and the attractiveness of the City of Post Falls as a place to raise children or to retire. They were also questioned about the quality of services delivered to various population subgroups, including older adults, youth and residents with few resources. A community that succeeds in creating an inclusive environment for a variety of residents is a community that offers more to many.

A high percentage of residents rated the City of Post Falls as an “excellent” or “good” place to raise kids and a high percentage rated it as an excellent or good place to retire. Most residents felt that the local sense of community was “excellent” or “good.” A majority of survey respondents felt the City of Post Falls was open and accepting towards people of diverse backgrounds. The availability of affordable quality child care was rated the lowest by residents but was higher than the benchmark. The ratings for sense of community and openness and acceptance of the community toward people of diverse backgrounds had increased compared to the previous survey year.

FIGURE 65: RATINGS OF COMMUNITY QUALITY AND INCLUSIVENESS BY YEAR

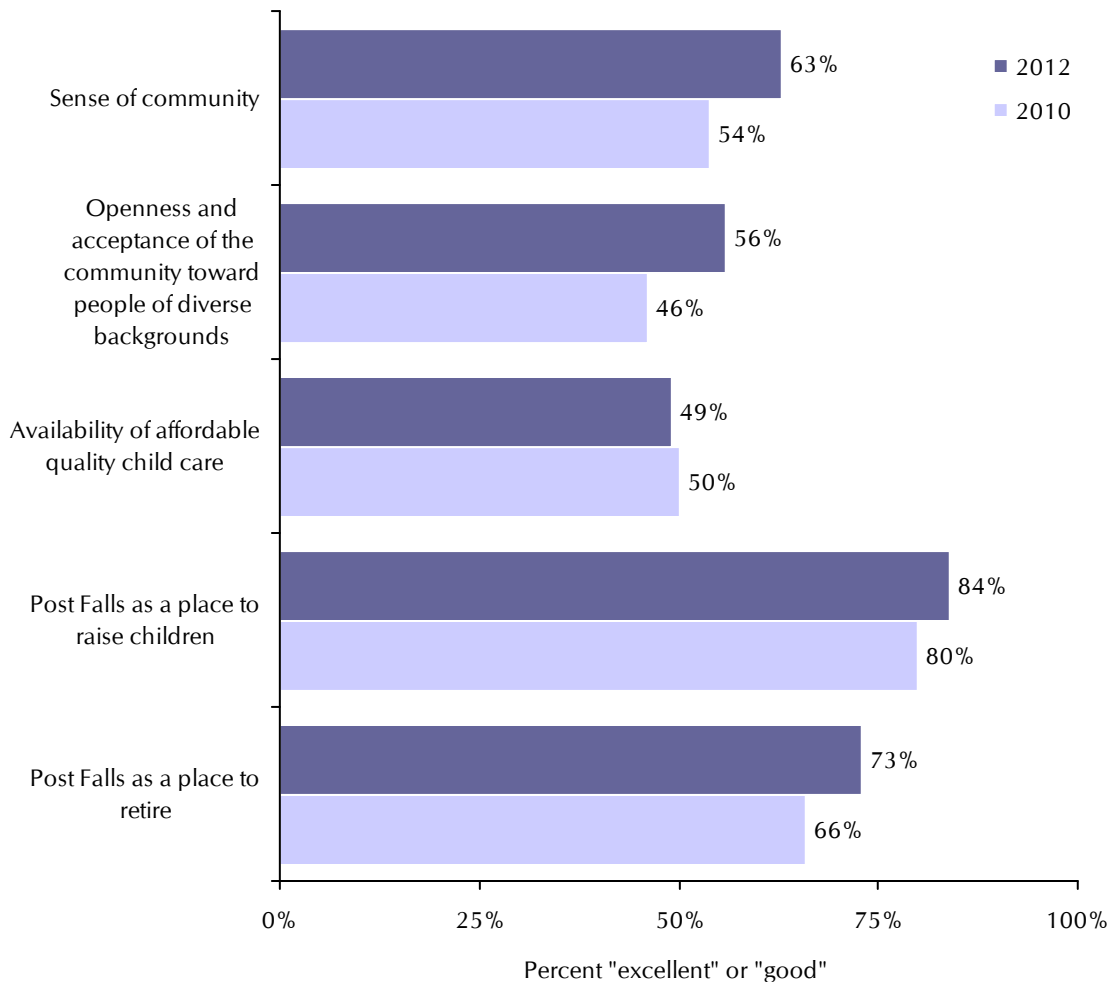


FIGURE 66: COMMUNITY QUALITY AND INCLUSIVENESS BENCHMARKS

	Comparison to benchmark
Sense of community	Similar
Openness and acceptance of the community toward people of diverse backgrounds	Below
Availability of affordable quality child care	Above
Post Falls as a place to raise kids	Above
Post Falls as a place to retire	Much above

Services to more vulnerable populations (e.g., seniors, youth or low-income residents) ranged from 42% to 62% with ratings of “excellent” or “good.” These services were all rated similar to the benchmark.

FIGURE 67: RATINGS OF QUALITY OF SERVICES PROVIDED FOR POPULATION SUBGROUPS 2012

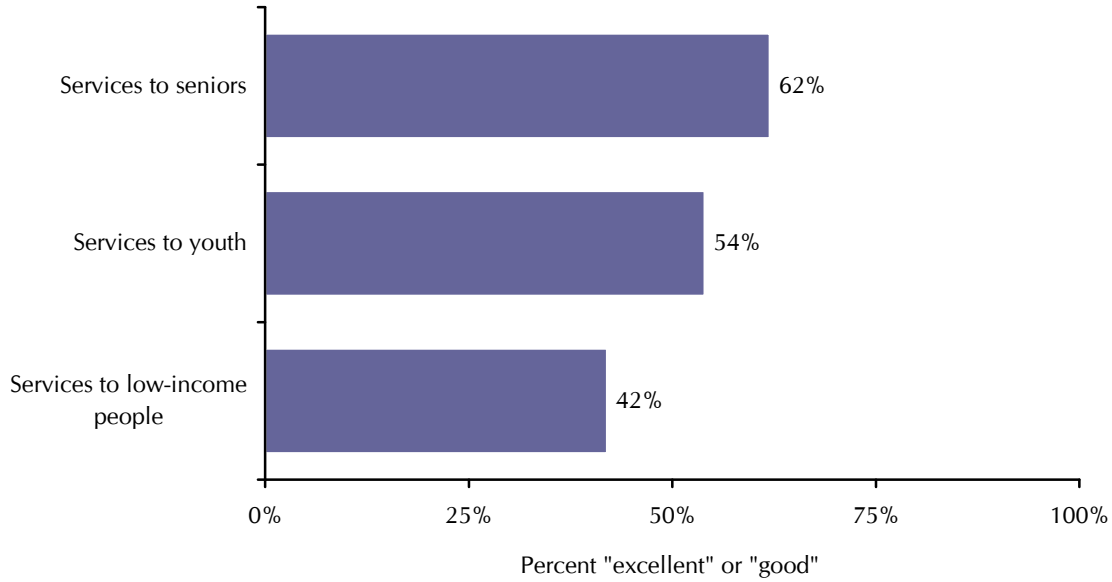


FIGURE 68: SERVICES PROVIDED FOR POPULATION SUBGROUPS BENCHMARKS

	Comparison to benchmark
Services to seniors	Similar
Services to youth	Similar
Services to low income people	Similar

## CIVIC ENGAGEMENT

Community leaders cannot run a jurisdiction alone and a jurisdiction cannot run effectively if residents remain strangers with little to connect them. Elected officials and staff require the assistance of local residents whether that assistance comes in tacit approval or eager help; and commonality of purpose among the electorate facilitates policies and programs that appeal to most and causes discord among few. Furthermore, when neighbors help neighbors, the cost to the community to provide services to residents in need declines. When residents are civically engaged, they have taken the opportunity to participate in making the community more livable for all. The extent to which local government provides opportunities to become informed and engaged and the extent to which residents take those opportunities is an indicator of the connection between government and populace. By understanding your residents' level of connection to, knowledge of and participation in local government, the City can find better opportunities to communicate and educate citizens about its mission, services, accomplishments and plans. Communities with strong civic engagement may be more likely to see the benefits of programs intended to improve the quality of life of all residents and therefore would be more likely to support those new policies or programs.

### Civic Activity

Respondents were asked about the perceived community volunteering opportunities and their participation as citizens of the City of Post Falls. Ratings of civic engagement opportunities were below ratings from comparison jurisdictions where these questions were asked.

FIGURE 69: RATINGS OF CIVIC ENGAGEMENT OPPORTUNITIES BY YEAR

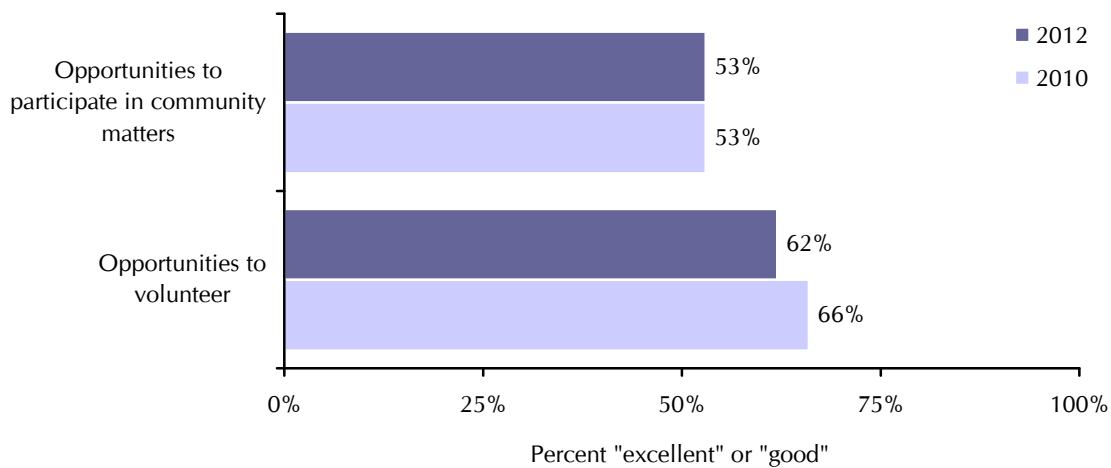


FIGURE 70: CIVIC ENGAGEMENT OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Opportunities to participate in community matters	Below
Opportunities to volunteer	Below



Most of the participants in this survey had not attended a public meeting, volunteered time to a group, or participated in a club in the 12 months prior to the survey, but the vast majority had helped a friend. The participation rates of these civic behaviors were compared to the rates in other jurisdictions. Most showed lower rates of involvement. Those who had helped a friend or neighbor showed higher rates of community engagement.

FIGURE 71: PARTICIPATION IN CIVIC ENGAGEMENT OPPORTUNITIES BY YEAR

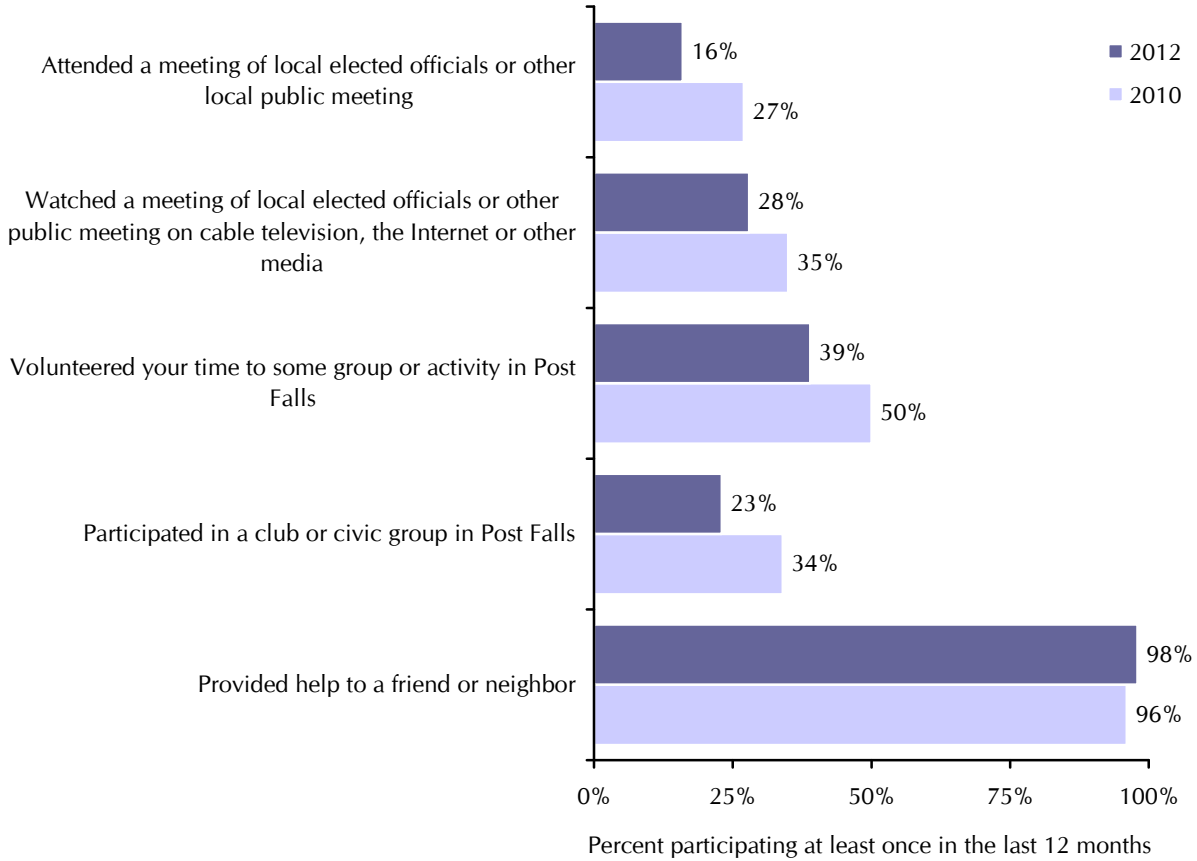
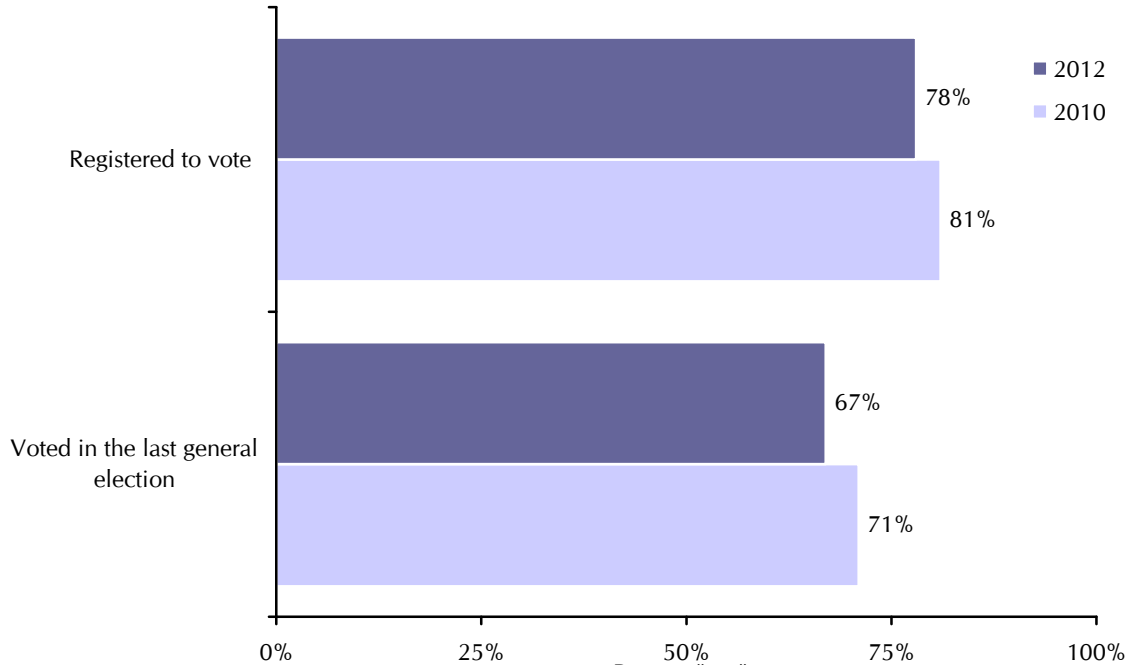


FIGURE 72: PARTICIPATION IN CIVIC ENGAGEMENT OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Attended a meeting of local elected officials or other local public meeting	Much less
Watched a meeting of local elected officials or other public meeting on cable television, the Internet or other media	Much less
Volunteered your time to some group or activity in Post Falls	Less
Participated in a club or civic group in Post Falls	Much less
Provided help to a friend or neighbor	More

Seventy-eight percent of Post Falls residents reported they were registered to vote and 67% indicated they had voted in the last general election. This rate of self-reported voting was much lower than that of comparison communities.

FIGURE 73: REPORTED VOTING BEHAVIOR BY YEAR



Note: In addition to the removal of "don't know" responses, those who said they are "not eligible to vote" also have been omitted

FIGURE 74: VOTING BEHAVIOR BENCHMARKS

	Comparison to benchmark
Registered to vote	Much less
Voted in last general election	Much less

## Information and Awareness

Those completing the survey were asked about their use and perceptions of various information sources and local government media services. When asked whether they had visited the City of Post Falls Web site in the previous 12 months, 58% reported they had done so at least once. Public information services were rated favorably compared to benchmark data. These ratings had remained stable over time

FIGURE 75: USE OF INFORMATION SOURCES BY YEAR

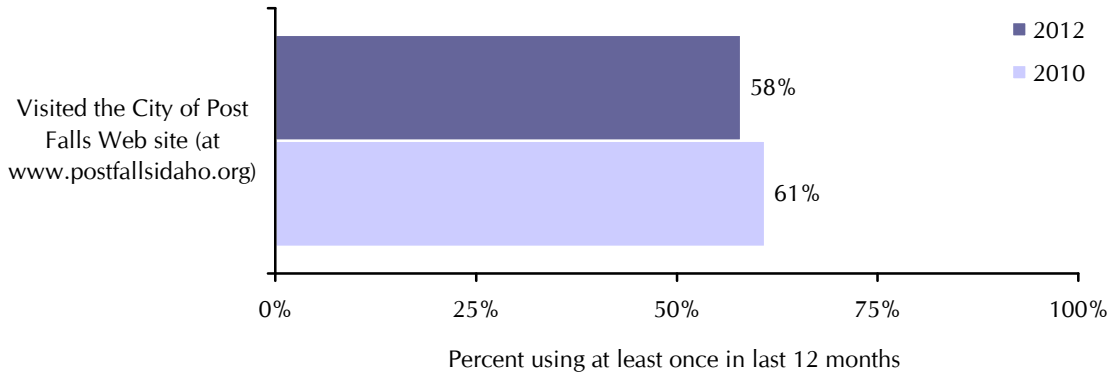


FIGURE 76: USE OF INFORMATION SOURCES BENCHMARKS

Category	Comparison to benchmark
Visited the City of Post Falls Web site	Similar

FIGURE 77: RATINGS OF LOCAL GOVERNMENT MEDIA SERVICES AND INFORMATION DISSEMINATION BY YEAR

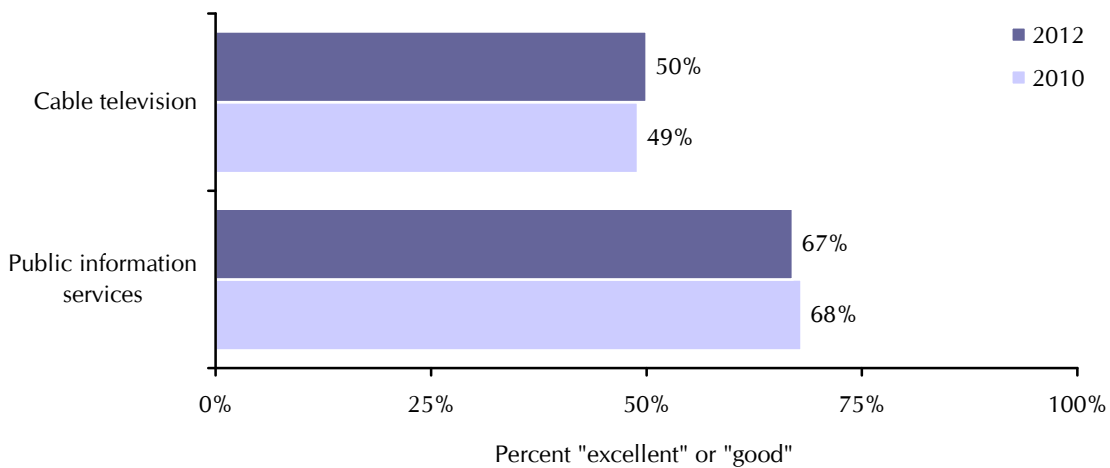


FIGURE 78: LOCAL GOVERNMENT MEDIA SERVICES AND INFORMATION DISSEMINATION BENCHMARKS

Category	Comparison to benchmark
Cable television	Similar
Public information services	Above

## Social Engagement

Opportunities to participate in social events and activities were rated as “excellent” or “good” by 46% of respondents, while even more rated opportunities to participate in religious or spiritual events and activities as “excellent” or “good.” These ratings were similar to the previous survey year.

FIGURE 79: RATINGS OF SOCIAL ENGAGEMENT OPPORTUNITIES BY YEAR

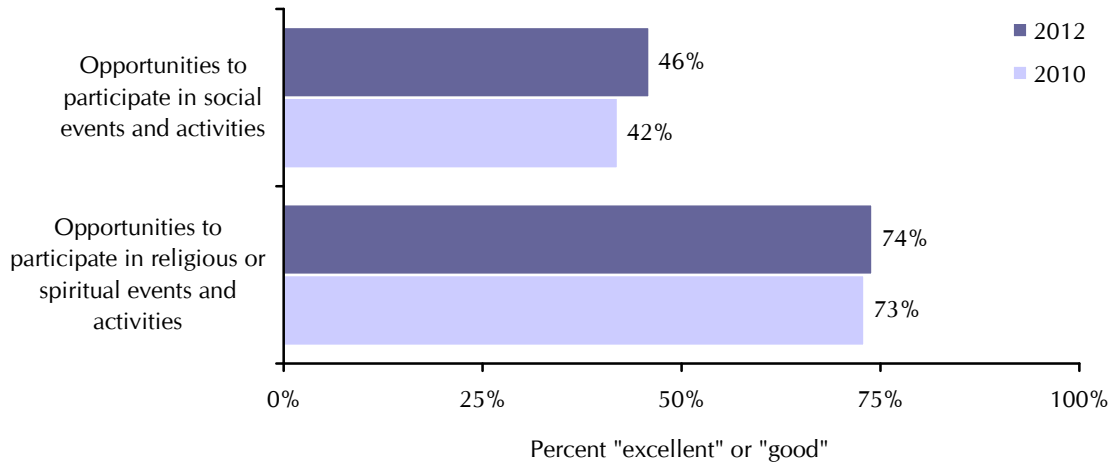


FIGURE 80: SOCIAL ENGAGEMENT OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Opportunities to participate in social events and activities	Much below
Opportunities to participate in religious or spiritual events and activities	Similar

Residents in Post Falls reported a fair amount of neighborliness. Close to half indicated talking or visiting with their neighbors at least several times a week. This amount of contact with neighbors was about the same as the amount of contact reported in other communities.

FIGURE 81: CONTACT WITH IMMEDIATE NEIGHBORS BY YEAR

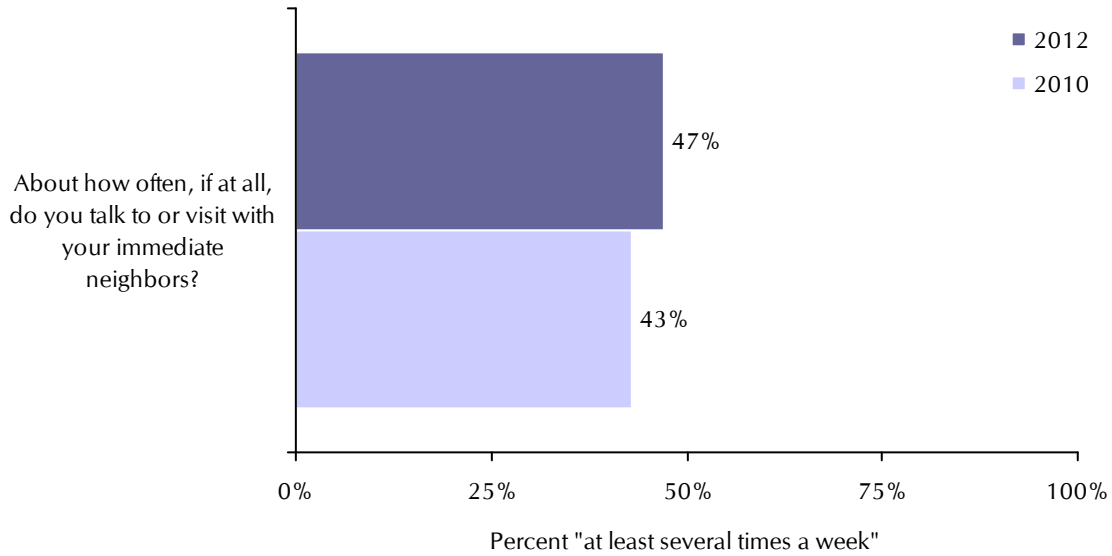


FIGURE 82: CONTACT WITH IMMEDIATE NEIGHBORS BENCHMARKS

	Comparison to benchmark
Has contact with neighbors at least several times per week	Similar

## PUBLIC TRUST

When local government leaders are trusted, an environment of cooperation is more likely to surround all decisions they make. Cooperation leads to easier communication between leaders and residents and increases the likelihood that high value policies and programs will be implemented to improve the quality of life of the entire community. Trust can be measured in residents' opinions about the overall direction the City of Post Falls is taking, their perspectives about the service value their taxes purchase and the openness of government to citizen participation. In addition, resident opinion about services provided by the City of Post Falls could be compared to their opinion about services provided by the state and federal governments. If residents find nothing to admire in the services delivered by any level of government, their opinions about the City of Post Falls may be colored by their dislike of what all levels of government provide.

About half of respondents felt that the value of services for taxes paid was "excellent" or "good." When asked to rate the job the City of Post Falls does at welcoming citizen involvement, 45% rated it as "excellent" or "good." Of these four ratings, all were similar to the benchmark. The rating for the overall image or reputation of Post Falls increased from 2010 to 2012.

FIGURE 83: PUBLIC TRUST RATINGS BY YEAR

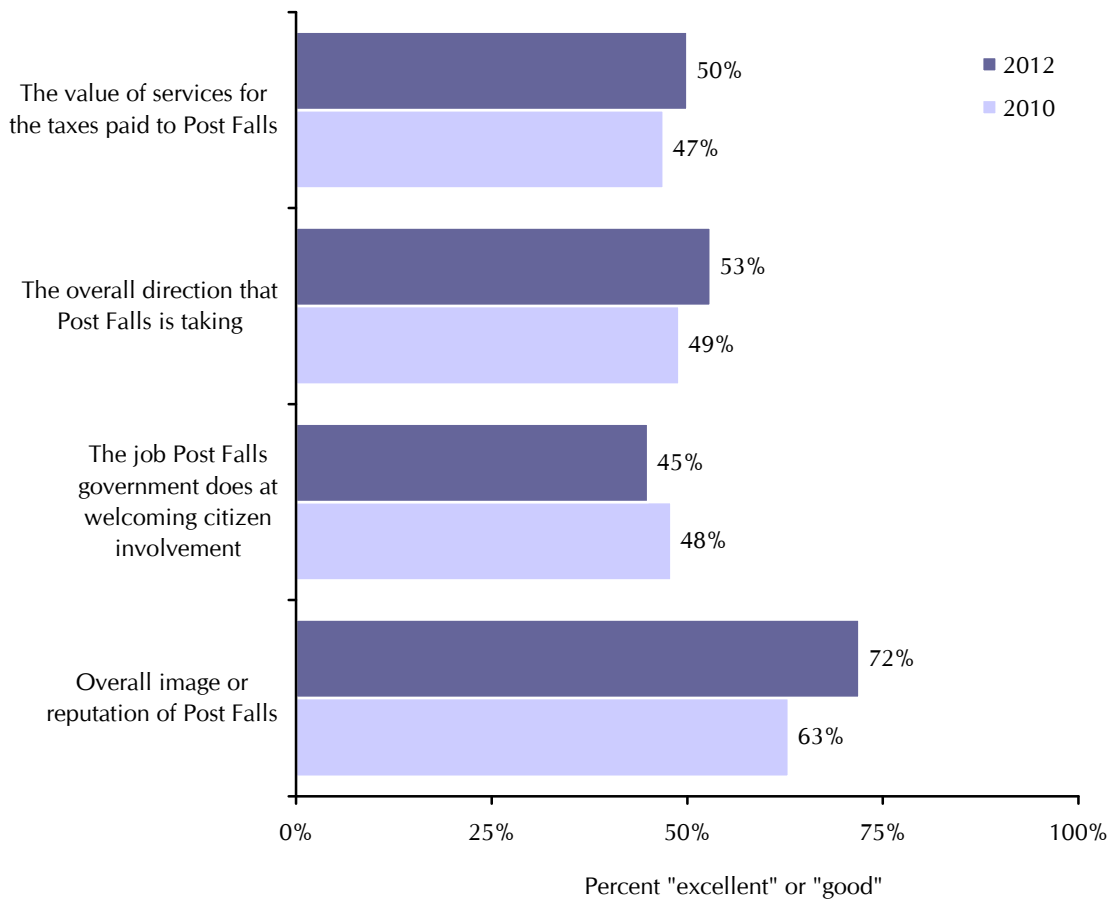


FIGURE 84: PUBLIC TRUST BENCHMARKS

	Comparison to benchmark
Value of services for the taxes paid to Post Falls	Similar
The overall direction that Post Falls is taking	Similar
Job Post Falls government does at welcoming citizen involvement	Similar
Overall image or reputation of Post Falls	Similar

On average, residents of the City of Post Falls gave the highest evaluations to their own local government and the lowest average rating to the Federal Government. The overall quality of services delivered by the City of Post Falls was rated as “excellent” or “good” by 76% of survey participants. The City of Post Falls’ rating was above the benchmark when compared to other communities. Ratings of overall City services had remained stable over time.

FIGURE 85: RATINGS OF SERVICES PROVIDED BY LOCAL, STATE AND FEDERAL GOVERNMENTS BY YEAR

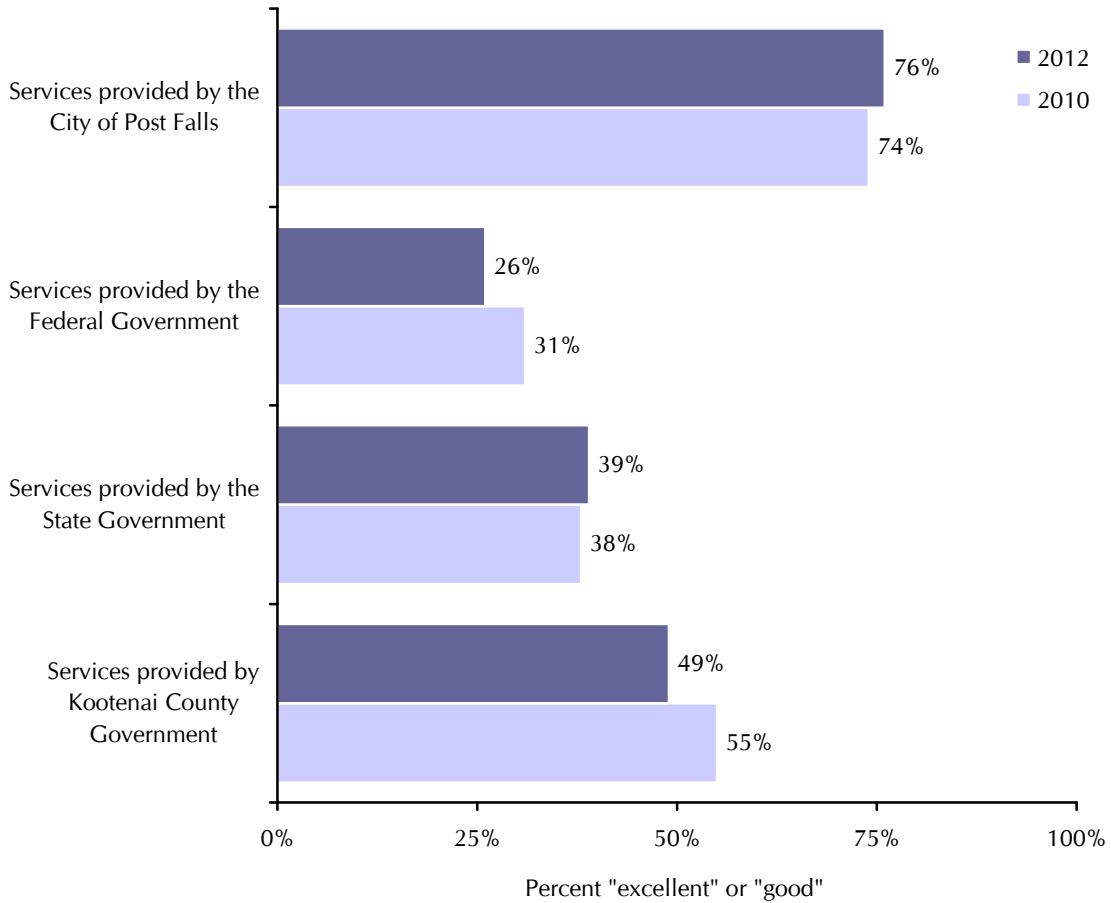


FIGURE 86: SERVICES PROVIDED BY LOCAL, STATE AND FEDERAL GOVERNMENTS BENCHMARKS

	Comparison to benchmark
Services provided by the City of Post Falls	Above
Services provided by the Federal Government	Much below
Services provided by the State Government	Similar
Services provided by Kootenai County Government	Similar



## City of Post Falls Employees

The employees of the City of Post Falls who interact with the public create the first impression that most residents have of the City of Post Falls. Front line staff who provide information, assist with bill paying, collect trash, create service schedules, fight fires and crime and even give traffic tickets are the collective face of the City of Post Falls. As such, it is important to know about residents' experience talking with that "face." When employees appear to be knowledgeable, responsive and courteous, residents are more likely to feel that any needs or problems may be solved through positive and productive interactions with the City of Post Falls staff.

Those completing the survey were asked if they had been in contact with a City employee either in-person, over the phone or via email in the last 12 months; the 49% who reported that they had been in contact (a percent that is lower than the benchmark comparison) were then asked to indicate overall how satisfied they were with the employee in their most recent contact. City employees were rated highly; 76% of respondents rated their overall impression as "excellent" or "good." Employees ratings were higher than the benchmark and were similar to the past survey year.

FIGURE 87: PROPORTION OF RESPONDENTS WHO HAD CONTACT WITH CITY EMPLOYEES IN PREVIOUS 12 MONTHS BY YEAR

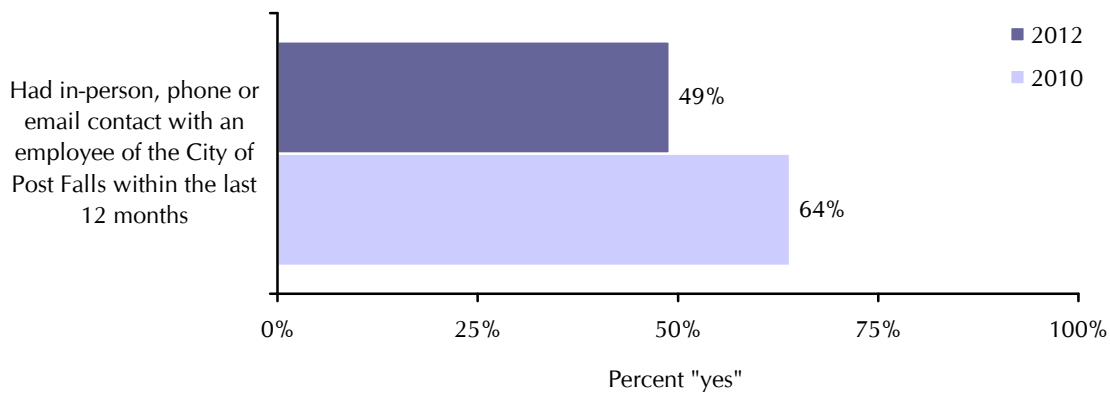


FIGURE 88: CONTACT WITH CITY EMPLOYEES BENCHMARKS

	Comparison to benchmark
Had contact with City employee(s) in last 12 months	Less

FIGURE 89: RATINGS OF CITY EMPLOYEES (AMONG THOSE WHO HAD CONTACT) BY YEAR

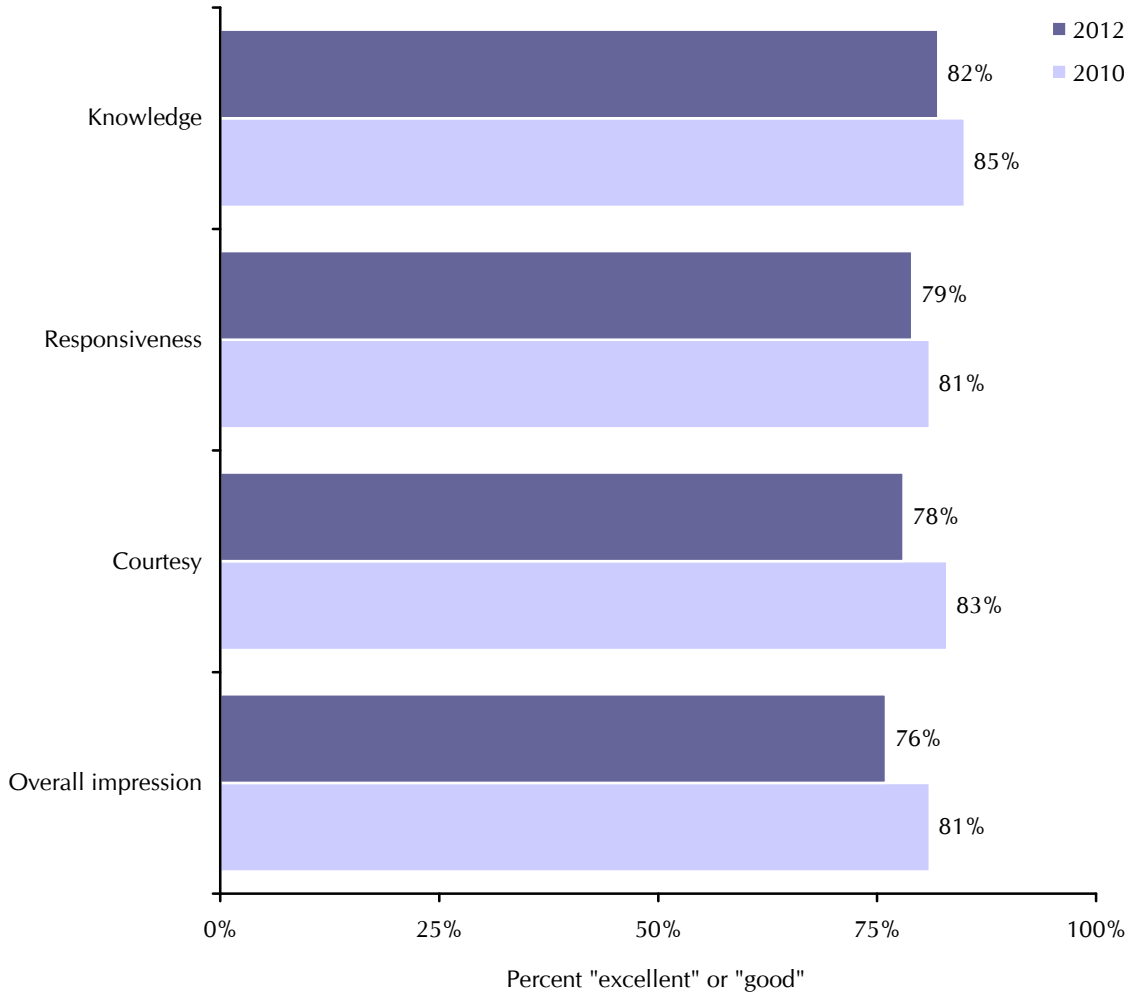


FIGURE 90: RATINGS OF CITY EMPLOYEES (AMONG THOSE WHO HAD CONTACT) BENCHMARKS

	Comparison to benchmark
Knowledge	Above
Responsiveness	Above
Courteousness	Similar
Overall impression	Above

## FROM DATA TO ACTION

### RESIDENT PRIORITIES

Knowing where to focus limited resources to improve residents' opinions of local government requires information that targets the services that are most important to residents. However, when residents are asked what services are most important, they rarely stray beyond core services – those directed to save lives and improve safety.

In market research, identifying the most important characteristics of a transaction or product is called Key Driver Analysis (KDA). The key drivers that are identified from that analysis do not come from asking customers to self-report which service or product characteristic most influenced their decision to buy or return, but rather from statistical analyses of the predictors of their behavior. When customers are asked to name the most important characteristics of a good or service, responses often are expected or misleading – just as they can be in the context of a citizen survey. For example, air travelers often claim that safety is the primary consideration in their choice of an airline, yet key driver analysis reveals that frequent flier perks or in-flight entertainment predicts their buying decisions.

In local government core services – like fire protection – invariably land at the top of the list created when residents are asked about the most important local government services. And core services are important. But by using KDA, our approach digs deeper to identify the less obvious, but more influential services that are most related to residents' ratings of overall quality of local government services. Because services focused directly on life and safety remain essential to quality government, it is suggested that core services should remain the focus of continuous monitoring and improvement where necessary – but monitoring core services or asking residents to identify important services is not enough.

A KDA was conducted for the City of Post Falls by examining the relationships between ratings of each service and ratings of the City of Post Falls' overall services. Those Key Driver services that correlated most highly with residents' perceptions about overall City service quality have been identified. By targeting improvements in key services, the City of Post Falls can focus on the services that have the greatest likelihood of influencing residents' opinions about overall service quality. Because a strong correlation is not the same as a cause, there is no guarantee that improving ratings on key drivers necessarily will improve ratings. What is certain from these analyses is that key drivers are good predictors of overall resident opinion and that the key drivers presented may be useful focus areas to consider for enhancement of overall service ratings.

Services found to be most strongly correlated with ratings of overall service quality from the Post Falls Key Driver Analysis were:

- Police services
- Preservation of natural area
- Public information services
- Snow removal

## CITY OF POST FALLS ACTION CHART

The 2012 City of Post Falls Action Chart™ on the following page combines three dimensions of performance:

- Comparison to resident evaluations from other communities. When a comparison is available, the background color of each service box indicates whether the service is above the national benchmark (green), similar to the benchmark (yellow) or below the benchmark (red).
- Identification of key services. A black key icon (🔑) next to a service box indicates it as a key driver for the City.
- Trendline icons (up and down arrows), indicating whether the current ratings are higher or lower than the previous survey.

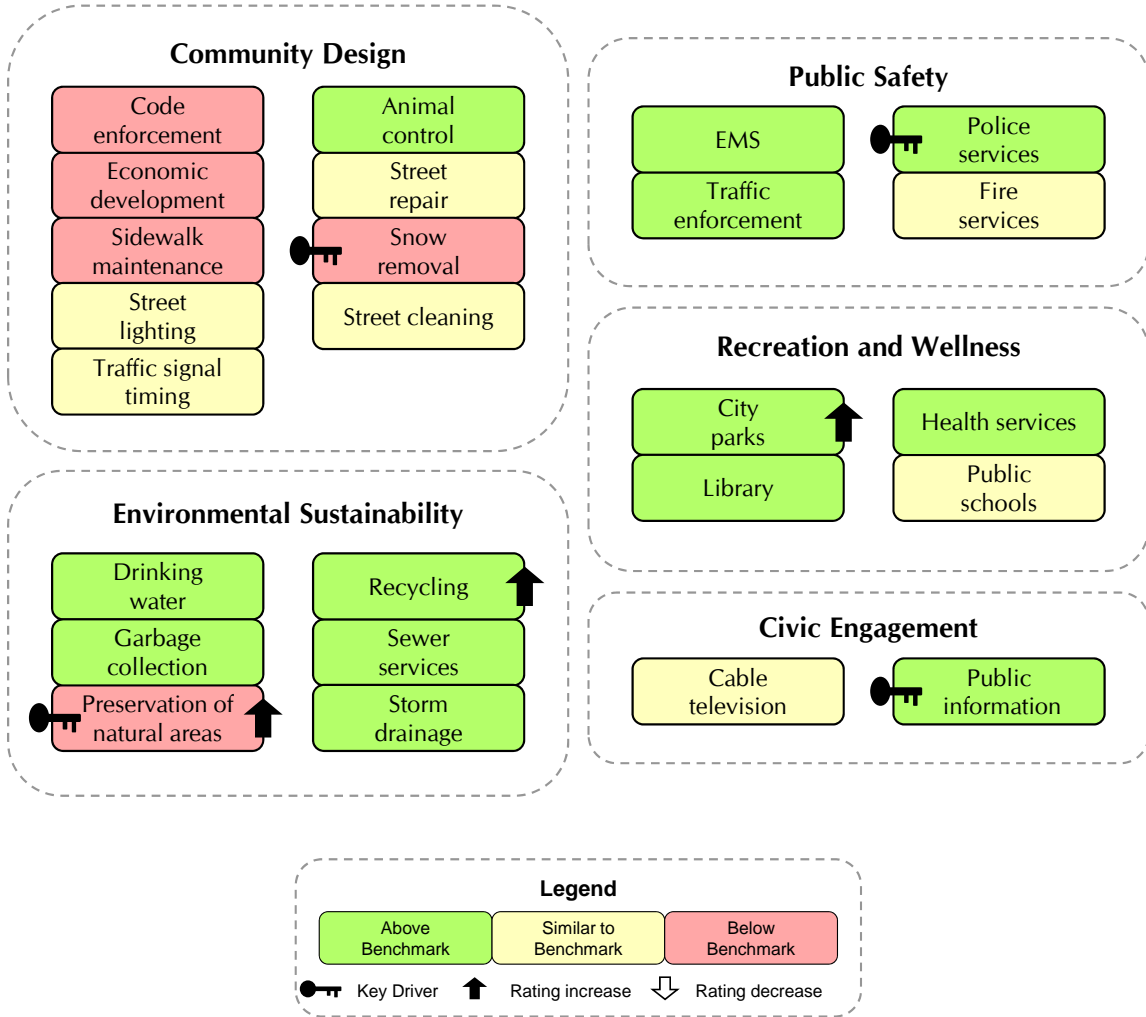
Twenty-five services were included in the KDA for the City of Post Falls. Of these, 13 were above the benchmark, five were below the benchmark and seven were similar to the benchmark.

Considering all performance data included in the Action Chart, a jurisdiction typically will want to consider improvements to any key driver services that are not at least similar to the benchmark. In Post Falls, preservation of natural areas and snow removal were below the benchmark. More detail about interpreting results can be found in the next section.

Services with a high percent of respondents answering “don’t know” were excluded from the analysis and were considered services that would be less influential. See Appendix A: Complete Survey Frequencies, Frequencies Including “Don’t Know” Responses for the percent “don’t know” for each service.

FIGURE 91: CITY OF POST FALLS ACTION CHART™

## Overall Quality of City of Post Falls Services



## Using Your Action Chart™

The key drivers derived for the City of Post Falls provide a list of those services that are uniquely related to overall service quality. Those key drivers are marked with the symbol of a key in the action chart. Because key driver results are based on a relatively small number of responses, the relationships or correlations that define the key drivers are subject to more variability than is seen when key drivers are derived from a large national dataset of resident responses. To benefit the City of Post Falls, NRC lists the key drivers derived from tens of thousands of resident responses from across the country. This national list is updated periodically so that you can compare your key drivers to the key drivers from the entire NRC dataset. Where your locally derived key drivers overlap national key drivers, it makes sense to focus even more strongly on your keys. Similarly, when your local key drivers overlap your core services, there is stronger argument to make for attending to your key drivers that overlap with core services.

As staff review key drivers, not all drivers may resonate as likely links to residents' perspectives about overall service quality. For example, in Post Falls, planning and zoning and police services may be obvious links to overall service delivery (and each is a key driver from our national database), since it could be easy for staff to see how residents' view of overall service delivery could be colored by how well they perceive police and land use planning to be delivered. But animal control could be a surprise. Before rejecting a key driver that does not pass the first test of conventional wisdom, consider whether residents' opinions about overall service quality could reasonably be influenced by this unexpected driver. For example, in the case of animal control, was there a visible case of violation prior to the survey data collection? Do Post Falls residents have different expectations for animal control than what current policy provides? Are the rare instances of violation serious enough to cause a word of mouth campaign about service delivery?

If, after deeper review, the "suspect" driver still does not square with your understanding of the services that could influence residents' perspectives about overall service quality (and if that driver is not a core service or a key driver from NRC's national research), put action in that area on hold and wait to see if it appears as a key driver the next time the survey is conducted.

In the following table, we have listed your key drivers, core services and the national key drivers and we have indicated (in **bold** typeface and with the symbol "•"), the City of Post Falls key drivers that overlap core services or the nationally derived keys. In general, key drivers below the benchmark may be targeted for improvement. Additionally, we have indicated (with the symbol "◦") those services that neither are local nor national key drivers nor are they core services. It is these services that could be considered first for resource reductions.

FIGURE 92: KEY DRIVERS COMPARED

Service	City of Post Falls Key Drivers	National Key Drivers	Core Services
• <b>Police services</b>	✓	✓	✓
Fire services			✓
Ambulance and emergency medical services			✓
◦ Traffic enforcement			
Street repair			✓
◦ Street cleaning			
◦ Street lighting			
Snow removal	✓		
◦ Sidewalk maintenance			
◦ Traffic signal timing			
Garbage collection			✓
◦ Recycling			
Storm drainage			✓
Drinking water			✓
Sewer services			✓
◦ City parks			
Code enforcement			✓
◦ Animal control			
Economic development		✓	
Health services			✓
◦ Public library			
• <b>Public information services</b>	✓	✓	
Public schools		✓	
◦ Cable television			
Preservation of natural areas	✓		

- Key driver overlaps with national and or core services
- Service may be targeted for reductions it is not a key driver or core service

**CUSTOM QUESTIONS**

“Don’t know” responses have been removed from the following questions, when applicable.

Custom Question 1					
The City is exploring ways in which to maintain a high level of service while balancing its budget. Please indicate to what degree you would either support or oppose the following budgetary proposals:	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Total
Elimination of the emergency vehicle lockout assistance program	19%	26%	29%	27%	100%
Elimination of the snow berm removal assistance program	17%	20%	27%	36%	100%
Increasing the participation fees for parks and recreation programs, classes and leagues	8%	23%	25%	44%	100%
Elimination of the urban forestry program	8%	18%	22%	52%	100%

Custom Question 2	
Please rate the overall performance of the Mayor and City Council.	Percent of respondents
Excellent	11%
Good	55%
Fair	31%
Poor	3%
Total	100%

Custom Question 3				
Please indicate whether you use each of the following as a major source, a minor source or not a source of information about operations and events in the City of Post Falls	Major source	Minor source	Not a source of information	Total
Local newspapers (e.g., Post Falls Press, Spokesman Review)	55%	30%	15%	100%
Email	27%	21%	51%	100%
City of Post Falls Web site (www.postfallsidaho.org)	26%	37%	37%	100%
Social media (e.g., Facebook, Twitter)	17%	20%	63%	100%
Cable television channel 13	9%	29%	61%	100%
MMS/SMS text	8%	19%	73%	100%



## APPENDIX A: COMPLETE SURVEY FREQUENCIES

### FREQUENCIES EXCLUDING “DON’T KNOW” RESPONSES

Question 1: Quality of Life					
Please rate each of the following aspects of quality of life in Post Falls:	Excellent	Good	Fair	Poor	Total
Post Falls as a place to live	34%	57%	9%	1%	100%
Your neighborhood as a place to live	36%	41%	20%	3%	100%
Post Falls as a place to raise children	34%	50%	13%	3%	100%
Post Falls as a place to work	8%	26%	34%	32%	100%
Post Falls as a place to retire	28%	45%	22%	5%	100%
The overall quality of life in Post Falls	23%	58%	17%	1%	100%

Question 2: Community Characteristics					
Please rate each of the following characteristics as they relate to Post Falls as a whole:	Excellent	Good	Fair	Poor	Total
Sense of community	10%	53%	30%	7%	100%
Openness and acceptance of the community towards people of diverse backgrounds	10%	46%	33%	11%	100%
Overall appearance of Post Falls	10%	49%	33%	9%	100%
Cleanliness of Post Falls	14%	53%	28%	5%	100%
Overall quality of new development in Post Falls	12%	44%	32%	11%	100%
Variety of housing options	13%	49%	32%	6%	100%
Overall quality of business and service establishments in Post Falls	7%	48%	31%	14%	100%
Shopping opportunities	4%	22%	36%	38%	100%
Opportunities to attend cultural activities	6%	20%	40%	34%	100%
Recreational opportunities	18%	38%	34%	10%	100%
Employment opportunities	2%	12%	38%	48%	100%
Educational opportunities	7%	30%	42%	21%	100%
Opportunities to participate in social events and activities	10%	37%	41%	13%	100%
Opportunities to participate in religious or spiritual events and activities	26%	48%	23%	4%	100%
Opportunities to volunteer	19%	42%	32%	6%	100%
Opportunities to participate in community matters	14%	39%	34%	13%	100%
Ease of car travel in Post Falls	26%	47%	21%	6%	100%
Ease of bus travel in Post Falls	11%	36%	31%	22%	100%
Ease of bicycle travel in Post Falls	17%	41%	27%	15%	100%
Ease of walking in Post Falls	15%	43%	28%	14%	100%
Availability of paths and walking trails	16%	44%	29%	10%	100%
Traffic flow on major streets	11%	52%	32%	5%	100%

Question 2: Community Characteristics					
Please rate each of the following characteristics as they relate to Post Falls as a whole:	Excellent	Good	Fair	Poor	Total
Amount of public parking	13%	49%	29%	9%	100%
Availability of affordable quality housing	12%	43%	31%	14%	100%
Availability of affordable quality child care	9%	40%	40%	11%	100%
Availability of affordable quality health care	14%	39%	32%	15%	100%
Availability of affordable quality food	18%	44%	29%	9%	100%
Availability of preventive health services	13%	47%	30%	11%	100%
Air quality	30%	53%	16%	1%	100%
Quality of overall natural environment in Post Falls	26%	55%	18%	1%	100%
Overall image or reputation of Post Falls	15%	57%	23%	5%	100%

Question 3: Growth						
Please rate the speed of growth in the following categories in Post Falls over the past 2 years:	Much too slow	Somewhat too slow	Right amount	Somewhat too fast	Much too fast	Total
Population growth	2%	7%	50%	30%	12%	100%
Retail growth (stores, restaurants, etc.)	19%	45%	31%	4%	1%	100%
Jobs growth	44%	46%	9%	1%	0%	100%

Question 4: Code Enforcement	
To what degree, if at all, are run down buildings, weed lots or junk vehicles a problem in Post Falls?	Percent of respondents
Not a problem	10%
Minor problem	42%
Moderate problem	37%
Major problem	11%
Total	100%

Question 5: Community Safety						
Please rate how safe or unsafe you feel from the following in Post Falls:	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Total
Violent crime (e.g., rape, assault, robbery)	38%	40%	15%	5%	2%	100%
Property crimes (e.g., burglary, theft)	18%	44%	17%	17%	4%	100%
Environmental hazards, including toxic waste	49%	33%	12%	4%	2%	100%

Question 6: Personal Safety						
Please rate how safe or unsafe you feel:	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Total
In your neighborhood during the day	67%	29%	1%	2%	1%	100%
In your neighborhood after dark	37%	44%	6%	9%	3%	100%
In Post Falls' downtown area during the day	57%	36%	4%	1%	2%	100%
In Post Falls' downtown area after dark	24%	44%	17%	11%	4%	100%

Question 7: Contact with Police Department			
Have you had any in-person or phone contact with an employee of the City of Post Falls Police Department within the last 12 months?	No	Yes	Total
Have you had any in-person or phone contact with an employee of the City of Post Falls Police Department within the last 12 months?	54%	46%	100%

Question 8: Ratings of Contact with Police Department					
What was your overall impression of your most recent contact with the City of Post Falls Police Department?	Excellent	Good	Fair	Poor	Total
What was your overall impression of your most recent contact with the City of Post Falls Police Department?	45%	31%	7%	17%	100%

Question 9: Crime Victim	
During the past 12 months, were you or anyone in your household the victim of any crime?	Percent of respondents
No	89%
Yes	11%
Total	100%

Question 10: Crime Reporting	
If yes, was this crime (these crimes) reported to the police?	Percent of respondents
No	5%
Yes	95%
Total	100%

Question 11: Resident Behaviors						
In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Post Falls?	Never	Once or twice	3 to 12 times	13 to 26 times	More than 26 times	Total
Used Post Falls public libraries or their services	24%	26%	30%	12%	8%	100%
Used Post Falls recreation centers	52%	21%	17%	7%	3%	100%
Participated in a recreation program or activity	59%	21%	14%	3%	3%	100%
Visited a neighborhood park or City park	11%	16%	38%	19%	17%	100%
Ridden a local bus within Post Falls	88%	6%	4%	2%	1%	100%
Attended a meeting of local elected officials or other local public meeting	84%	11%	3%	1%	0%	100%
Watched a meeting of local elected officials or other City-sponsored public meeting on cable television, the Internet or other media	72%	18%	8%	1%	1%	100%
Visited the City of Post Falls Web site (at <a href="http://www.postfallsidaho.org">www.postfallsidaho.org</a> )	42%	24%	22%	8%	4%	100%
Recycled used paper, cans or bottles from your home	17%	10%	14%	23%	35%	100%
Volunteered your time to some group or activity in Post Falls	61%	19%	9%	5%	7%	100%
Participated in religious or spiritual activities in Post Falls	42%	12%	15%	7%	23%	100%
Participated in a club or civic group in Post Falls	77%	11%	4%	3%	4%	100%
Provided help to a friend or neighbor	2%	15%	46%	20%	16%	100%

Question 12: Neighborliness	
About how often, if at all, do you talk to or visit with your immediate neighbors (people who live in the 10 or 20 households that are closest to you)?	Percent of respondents
Just about everyday	18%
Several times a week	29%
Several times a month	27%
Less than several times a month	26%
Total	100%

Question 13: Service Quality					
Please rate the quality of each of the following services in Post Falls:	Excellent	Good	Fair	Poor	Total
Police services	36%	46%	12%	6%	100%
Fire services	47%	41%	11%	0%	100%
Ambulance or emergency medical services	45%	45%	9%	1%	100%
Crime prevention	22%	50%	21%	6%	100%
Fire prevention and education	28%	49%	20%	3%	100%
Traffic enforcement	22%	48%	23%	7%	100%
Street repair	7%	37%	39%	17%	100%
Street cleaning	12%	53%	28%	8%	100%
Street lighting	15%	41%	31%	13%	100%
Snow removal	15%	37%	26%	22%	100%
Sidewalk maintenance	11%	35%	37%	18%	100%
Traffic signal timing	8%	50%	27%	15%	100%
Bus or transit services	14%	35%	35%	16%	100%
Garbage collection	44%	45%	10%	1%	100%
Recycling	43%	39%	13%	5%	100%
Storm drainage	18%	53%	23%	6%	100%
Drinking water	36%	42%	17%	4%	100%
Sewer services	30%	55%	13%	2%	100%
City parks	36%	52%	11%	1%	100%
Recreation programs or classes	26%	53%	19%	2%	100%
Recreation centers or facilities	20%	48%	23%	9%	100%
Land use, planning and zoning	8%	33%	42%	17%	100%
Code enforcement (weeds, abandoned buildings, etc.)	8%	30%	36%	26%	100%
Animal control	15%	51%	25%	9%	100%
Economic development	6%	28%	40%	25%	100%
Health services	20%	47%	29%	5%	100%
Services to seniors	20%	42%	30%	8%	100%
Services to youth	15%	39%	37%	9%	100%
Services to low-income people	15%	28%	38%	20%	100%
Public library services	43%	46%	11%	1%	100%
Public information services	25%	42%	26%	7%	100%
Public schools	21%	48%	25%	6%	100%
Cable television	14%	35%	32%	18%	100%
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	10%	45%	28%	17%	100%
Preservation of natural areas such as open space, farmlands and greenbelts	9%	46%	28%	17%	100%

Question 14: Government Services Overall					
Overall, how would you rate the quality of the services provided by each of the following?	Excellent	Good	Fair	Poor	Total
The City of Post Falls	19%	57%	21%	2%	100%
The Federal Government	6%	21%	39%	34%	100%
The State Government	6%	33%	44%	17%	100%
Kootenai County Government	10%	39%	42%	9%	100%

Question 15: Recommendation and Longevity					
Please indicate how likely or unlikely you are to do each of the following:	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Total
Recommend living in Post Falls to someone who asks	49%	39%	9%	3%	100%
Remain in Post Falls for the next five years	59%	25%	9%	8%	100%

Question 16: Impact of the Economy	
What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:	Percent of respondents
Very positive	4%
Somewhat positive	13%
Neutral	46%
Somewhat negative	30%
Very negative	8%
Total	100%

Question 17: Contact with Fire and Rescue Department			
Have you had any in-person or phone contact with an employee of the Kootenai County Fire and Rescue Department within the last 12 months?	No	Yes	Total
Have you had any in-person or phone contact with an employee of the Kootenai County Fire and Rescue Department within the last 12 months?	79%	21%	100%

Question 18: Ratings of Contact with Fire and Rescue Department					
What was your overall impression of your most recent contact with the Kootenai County Fire and Rescue Department?	Excellent	Good	Fair	Poor	Total
What was your overall impression of your most recent contact with the Kootenai County Fire and Rescue Department?	72%	25%	1%	1%	100%

Question 19: Contact with City Employees	
Have you had any in-person, phone or email with an employee of the City of Post Falls within the last 12 months (including police, receptionists, planners or any others)?	Percent of respondents
No	51%
Yes	49%
Total	100%

Question 20: City Employees					
What was your impression of the employee(s) of the City of Post Falls in your most recent contact?	Excellent	Good	Fair	Poor	Total
Knowledge	44%	38%	15%	3%	100%
Responsiveness	47%	31%	12%	9%	100%
Courtesy	53%	25%	8%	14%	100%
Overall impression	45%	31%	15%	9%	100%

Question 21: Government Performance					
Please rate the following categories of Post Falls government performance:	Excellent	Good	Fair	Poor	Total
The value of services for the taxes paid to Post Falls	10%	40%	38%	12%	100%
The overall direction that Post Falls is taking	8%	46%	35%	11%	100%
The job Post Falls government does at welcoming citizen involvement	12%	33%	37%	19%	100%

Question 22a: Custom Question 1					
The City is exploring ways in which to maintain a high level of service while balancing its budget. Please indicate to what degree you would either support or oppose the following budgetary proposals:	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Total
Elimination of the snow berm removal assistance program	17%	20%	27%	36%	100%
Elimination of the emergency vehicle lockout assistance program	19%	26%	29%	27%	100%
Elimination of the urban forestry program	8%	18%	22%	52%	100%
Increasing the participation fees for parks and recreation programs, classes and leagues	8%	23%	25%	44%	100%

Question 22b: Custom Question 2	
Please rate the overall performance of the Mayor and City Council.	Percent of respondents
Excellent	11%
Good	55%
Fair	31%
Poor	3%
Total	100%

Question 22c: Custom Question 3				
Please indicate whether you use each of the following as a major source, a minor source or not a source of information about operations and events in the City of Post Falls.	Major source	Minor source	Not a source of information	Total
Email	27%	21%	51%	100%
Cable television channel 13	9%	29%	61%	100%
Social media (e.g., Facebook, Twitter)	17%	20%	63%	100%
MMS/SMS text	8%	19%	73%	100%
Local newspapers (e.g., Post Falls Press, Spokesman Review)	55%	30%	15%	100%
City of Post Falls Web site (www.postfallsidaho.org)	26%	37%	37%	100%

Question D1: Employment Status	
Are you currently employed for pay?	Percent of respondents
No	33%
Yes, full-time	55%
Yes, part-time	12%
Total	100%

Question D2: Mode of Transportation Used for Commute	
During a typical week, how many days do you commute to work (for the longest distance of your commute) in each of the ways listed below?	Percent of days mode used
Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) by myself	78%
Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) with other children or adults	14%
Bus, rail, subway or other public transportation	0%
Walk	1%
Bicycle	0%
Work at home	5%
Other	1%



Question D3: Length of Residency	
How many years have you lived in Post Falls?	Percent of respondents
Less than 2 years	12%
2 to 5 years	24%
6 to 10 years	25%
11 to 20 years	23%
More than 20 years	16%
Total	100%

Question D4: Housing Unit Type	
Which best describes the building you live in?	Percent of respondents
One family house detached from any other houses	78%
House attached to one or more houses (e.g., a duplex or townhome)	7%
Building with two or more apartments or condominiums	11%
Mobile home	3%
Other	0%
Total	100%

Question D5: Housing Tenure (Rent/Own)	
Is this house, apartment or mobile home...	Percent of respondents
Rented for cash or occupied without cash payment	30%
Owned by you or someone in this house with a mortgage or free and clear	70%
Total	100%

Question D6: Monthly Housing Cost	
About how much is the total monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?	Percent of respondents
Less than \$300 per month	8%
\$300 to \$599 per month	13%
\$600 to \$999 per month	34%
\$1,000 to \$1,499 per month	33%
\$1,500 to \$2,499 per month	10%
\$2,500 or more per month	3%
Total	100%

Question D7: Presence of Children in Household	
Do any children 17 or under live in your household?	Percent of respondents
No	58%
Yes	42%
Total	100%

Question D8: Presence of Older Adults in Household	
Are you or any other members of your household aged 65 or older?	Percent of respondents
No	80%
Yes	20%
Total	100%

Question D9: Household Income	
How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)	Percent of respondents
Less than \$24,999	20%
\$25,000 to \$49,999	27%
\$50,000 to \$99,999	42%
\$100,000 to \$149,000	5%
\$150,000 or more	5%
Total	100%

Question D10: Ethnicity	
Are you Spanish, Hispanic or Latino?	Percent of respondents
No, not Spanish, Hispanic or Latino	97%
Yes, I consider myself to be Spanish, Hispanic or Latino	3%
Total	100%

Question D11: Race	
What is your race? (Mark one or more races to indicate what race(s) you consider yourself to be.)	Percent of respondents
American Indian or Alaskan Native	2%
Asian, Asian Indian or Pacific Islander	1%
Black or African American	1%
White	96%
Other	3%
Total may exceed 100% as respondents could select more than one option	

Question D12: Age	
In which category is your age?	Percent of respondents
18 to 24 years	7%
25 to 34 years	26%
35 to 44 years	18%
45 to 54 years	19%
55 to 64 years	14%
65 to 74 years	10%
75 years or older	6%
Total	100%

Question D13: Gender	
What is your sex?	Percent of respondents
Female	52%
Male	48%
Total	100%

Question D14: Registered to Vote	
Are you registered to vote in your jurisdiction?	Percent of respondents
No	21%
Yes	77%
Ineligible to vote	1%
Total	100%

Question D15: Voted in Last General Election	
Many people don't have time to vote in elections. Did you vote in the last general election?	Percent of respondents
No	32%
Yes	65%
Ineligible to vote	3%
Total	100%

Question D16: Has Cell Phone	
Do you have a cell phone?	Percent of respondents
No	5%
Yes	95%
Total	100%

Question D17: Has Land Line	
Do you have a land line at home?	Percent of respondents
No	53%
Yes	47%
Total	100%

Question D18: Primary Phone	
If you have both a cell phone and a land line, which do you consider your primary telephone number?	Percent of respondents
Cell	35%
Land line	45%
Both	21%
Total	100%

### FREQUENCIES INCLUDING “DON’T KNOW” RESPONSES

These tables contain the percentage of respondents for each response category as well as the “n” or total number of respondents for each category, next to the percentage.

Question 1: Quality of Life												
Please rate each of the following aspects of quality of life in Post Falls:	Excellent		Good		Fair		Poor		Don't know		Total	
	Post Falls as a place to live	34%	132	57%	220	9%	34	1%	4	0%	0	100%
Your neighborhood as a place to live	36%	137	41%	158	20%	78	3%	10	0%	2	100%	386
Post Falls as a place to raise children	30%	117	46%	175	12%	45	3%	11	9%	35	100%	383
Post Falls as a place to work	6%	24	21%	81	28%	105	26%	97	19%	73	100%	380
Post Falls as a place to retire	23%	88	38%	144	18%	71	4%	15	17%	64	100%	382
The overall quality of life in Post Falls	23%	87	58%	223	17%	67	1%	5	1%	3	100%	386

Question 2: Community Characteristics												
Please rate each of the following characteristics as they relate to Post Falls as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
	Sense of community	10%	38	52%	197	29%	110	6%	25	3%	12	100%
Openness and acceptance of the community towards people of diverse backgrounds	9%	34	39%	151	28%	109	9%	37	14%	54	100%	386
Overall appearance of Post Falls	10%	37	49%	190	33%	128	9%	34	0%	0	100%	389
Cleanliness of Post Falls	14%	54	53%	204	28%	109	5%	19	0%	0	100%	386
Overall quality of new development in Post Falls	12%	46	42%	164	31%	119	11%	41	4%	17	100%	388
Variety of housing options	12%	48	47%	181	30%	117	6%	23	5%	20	100%	388
Overall quality of business and service establishments in Post Falls	7%	28	47%	182	31%	120	14%	52	1%	3	100%	385
Shopping opportunities	4%	16	22%	85	36%	141	38%	148	0%	0	100%	389
Opportunities to attend cultural activities	5%	20	17%	65	34%	131	29%	113	15%	58	100%	387
Recreational opportunities	17%	66	37%	142	33%	128	10%	37	3%	12	100%	385
Employment opportunities	1%	5	10%	40	33%	126	41%	160	14%	56	100%	387
Educational opportunities	6%	22	26%	101	37%	141	18%	71	13%	48	100%	383

Question 2: Community Characteristics												
Please rate each of the following characteristics as they relate to Post Falls as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
	Opportunities to participate in social events and activities	9%	34	33%	129	37%	144	11%	44	9%	35	100%
Opportunities to participate in religious or spiritual events and activities	22%	84	41%	157	19%	75	3%	12	16%	60	100%	388
Opportunities to volunteer	16%	60	34%	132	26%	100	5%	20	19%	72	100%	384
Opportunities to participate in community matters	11%	42	30%	115	27%	101	10%	37	22%	85	100%	380
Ease of car travel in Post Falls	26%	102	46%	180	21%	82	6%	21	1%	3	100%	388
Ease of bus travel in Post Falls	7%	25	21%	79	18%	68	13%	49	42%	162	100%	384
Ease of bicycle travel in Post Falls	14%	53	33%	128	22%	86	12%	45	19%	74	100%	386
Ease of walking in Post Falls	14%	55	40%	154	26%	102	13%	51	6%	24	100%	386
Availability of paths and walking trails	16%	60	42%	162	28%	107	10%	37	5%	19	100%	385
Traffic flow on major streets	11%	41	52%	200	32%	124	5%	20	1%	2	100%	388
Amount of public parking	12%	48	46%	177	27%	106	8%	32	6%	24	100%	386
Availability of affordable quality housing	11%	43	38%	147	28%	108	12%	48	10%	39	100%	384
Availability of affordable quality child care	4%	16	20%	77	20%	77	5%	20	50%	190	100%	381
Availability of affordable quality health care	13%	48	34%	132	28%	108	13%	51	11%	43	100%	382
Availability of affordable quality food	18%	68	44%	170	29%	112	9%	36	0%	2	100%	387
Availability of preventive health services	11%	43	40%	154	26%	98	9%	36	14%	54	100%	386
Air quality	30%	115	52%	200	15%	59	1%	3	2%	9	100%	386
Quality of overall natural environment in Post Falls	26%	100	54%	210	18%	70	1%	3	1%	5	100%	387
Overall image or reputation of Post Falls	15%	57	56%	215	23%	88	5%	19	2%	7	100%	386

Question 3: Growth														
Please rate the speed of growth in the following categories in Post Falls over the past 2 years:	Much too slow		Somewhat too slow		Right amount		Somewhat too fast		Much too fast		Don't know		Total	
	Population growth	2%	6	6%	24	45%	172	27%	103	11%	42	10%	39	100%
Retail growth (stores, restaurants, etc.)	18%	69	43%	163	29%	113	4%	15	1%	4	5%	20	100%	384
Jobs growth	36%	139	38%	145	8%	29	1%	3	0%	1	18%	68	100%	386

Question 4: Code Enforcement		
To what degree, if at all, are run down buildings, weed lots or junk vehicles a problem in Post Falls?	Percent of respondents	Count
Not a problem	10%	38
Minor problem	40%	154
Moderate problem	35%	135
Major problem	11%	42
Don't know	4%	16
Total	100%	385

Question 5: Community Safety														
Please rate how safe or unsafe you feel from the following in Post Falls:	Very safe		Somewhat safe		Neither safe nor unsafe		Somewhat unsafe		Very unsafe		Don't know		Total	
	Violent crime (e.g., rape, assault, robbery)	38%	145	39%	151	14%	55	5%	18	2%	8	2%	8	100%
Property crimes (e.g., burglary, theft)	17%	67	43%	166	17%	65	17%	64	4%	16	1%	5	100%	383
Environmental hazards, including toxic waste	46%	176	31%	118	11%	44	3%	13	2%	7	6%	23	100%	382

Question 6: Personal Safety														
Please rate how safe or unsafe you feel:	Very safe		Somewhat safe		Neither safe nor unsafe		Somewhat unsafe		Very unsafe		Don't know		Total	
	In your neighborhood during the day	66%	257	28%	110	1%	5	2%	8	1%	5	1%	2	100%
In your neighborhood after dark	37%	142	43%	168	6%	25	9%	36	3%	11	1%	5	100%	387
In Post Falls' downtown area during the day	54%	208	34%	133	4%	15	1%	3	2%	7	5%	21	100%	387
In Post Falls' downtown area after dark	21%	80	38%	146	15%	57	9%	36	3%	13	14%	54	100%	385

Question 7: Contact with Police Department														
Have you had any in-person or phone contact with an employee of the City of Post Falls Police Department within the last 12 months?							No		Yes		Don't know		Total	
Have you had any in-person or phone contact with an employee of the City of Post Falls Police Department within the last 12 months?							53%	203	46%	176	1%	5	100%	383

Question 8: Ratings of Contact with Police Department												
What was your overall impression of your most recent contact with the City of Post Falls Police Department?	Excellent		Good		Fair		Poor		Don't know		Total	
	What was your overall impression of your most recent contact with the City of Post Falls Police Department?	45%	78	31%	54	7%	13	17%	30	0%	0	100%

Question 9: Crime Victim			
During the past 12 months, were you or anyone in your household the victim of any crime?		Percent of respondents	Count
No		89%	343
Yes		10%	40
Don't know		0%	2
Total		100%	385



Question 10: Crime Reporting		
If yes, was this crime (these crimes) reported to the police?	Percent of respondents	Count
No	5%	2
Yes	95%	38
Don't know	0%	0
Total	100%	40

Question 11: Resident Behaviors												
In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Post Falls?	Never		Once or twice		3 to 12 times		13 to 26 times		More than 26 times		Total	
	Used Post Falls public libraries or their services	24%	91	26%	101	30%	115	12%	45	8%	33	100%
Used Post Falls recreation centers	52%	199	21%	81	17%	67	7%	25	3%	11	100%	383
Participated in a recreation program or activity	59%	225	21%	81	14%	54	3%	11	3%	11	100%	382
Visited a neighborhood park or City park	11%	43	16%	60	38%	144	19%	71	17%	63	100%	381
Ridden a local bus within Post Falls	88%	335	6%	22	4%	15	2%	6	1%	2	100%	380
Attended a meeting of local elected officials or other local public meeting	84%	323	11%	42	3%	13	1%	5	0%	1	100%	384
Watched a meeting of local elected officials or other City-sponsored public meeting on cable television, the Internet or other media	72%	276	18%	70	8%	30	1%	5	1%	4	100%	385
Visited the City of Post Falls Web site (at <a href="http://www.postfallsidaho.org">www.postfallsidaho.org</a> )	42%	162	24%	92	22%	84	8%	30	4%	15	100%	384
Recycled used paper, cans or bottles from your home	17%	67	10%	40	14%	53	23%	88	35%	135	100%	383
Volunteered your time to some group or activity in Post Falls	61%	231	19%	72	9%	33	5%	17	7%	28	100%	382
Participated in religious or spiritual activities in Post Falls	42%	160	12%	46	15%	57	7%	28	23%	88	100%	379
Participated in a club or civic group in Post Falls	77%	297	11%	43	4%	15	3%	13	4%	16	100%	384
Provided help to a friend or neighbor	2%	8	15%	59	46%	178	20%	78	16%	62	100%	386

Question 12: Neighborliness		
About how often, if at all, do you talk to or visit with your immediate neighbors (people who live in the 10 or 20 households that are closest to you)?	Percent of respondents	Count
Just about everyday	18%	69
Several times a week	29%	112
Several times a month	27%	102
Less than several times a month	26%	100
Total	100%	383

Question 13: Service Quality												
Please rate the quality of each of the following services in Post Falls:	Excellent		Good		Fair		Poor		Don't know		Total	
	Police services	33%	127	42%	162	11%	42	5%	20	10%	39	100%
Fire services	37%	142	32%	124	8%	33	0%	1	23%	89	100%	388
Ambulance or emergency medical services	33%	127	33%	128	6%	25	1%	3	27%	106	100%	388
Crime prevention	17%	67	39%	151	17%	64	5%	19	22%	85	100%	387
Fire prevention and education	19%	73	33%	128	13%	51	2%	8	32%	123	100%	384
Traffic enforcement	20%	76	44%	168	20%	79	6%	25	10%	38	100%	386
Street repair	7%	27	35%	138	38%	147	17%	65	3%	13	100%	389
Street cleaning	12%	45	51%	200	27%	106	8%	29	2%	8	100%	388
Street lighting	15%	56	41%	159	31%	120	13%	50	1%	2	100%	387
Snow removal	15%	59	37%	142	26%	99	22%	86	0%	2	100%	388
Sidewalk maintenance	10%	37	32%	122	33%	129	16%	61	10%	37	100%	386
Traffic signal timing	8%	31	49%	186	26%	101	15%	57	2%	8	100%	383
Bus or transit services	7%	26	17%	67	17%	66	8%	30	51%	194	100%	383
Garbage collection	44%	169	44%	171	10%	40	1%	3	1%	6	100%	388
Recycling	39%	153	36%	140	11%	45	5%	19	8%	33	100%	389
Storm drainage	16%	62	48%	187	20%	79	5%	21	10%	38	100%	388
Drinking water	35%	135	41%	158	16%	63	4%	16	4%	14	100%	385
Sewer services	26%	102	48%	188	11%	44	1%	5	13%	49	100%	388

Question 13: Service Quality												
Please rate the quality of each of the following services in Post Falls:	Excellent		Good		Fair		Poor		Don't know		Total	
	City parks	34%	132	50%	193	11%	41	1%	2	4%	16	100%
Recreation programs or classes	17%	65	33%	128	12%	47	1%	4	37%	141	100%	385
Recreation centers or facilities	13%	48	30%	116	15%	56	6%	21	37%	141	100%	383
Land use, planning and zoning	5%	20	21%	81	27%	103	11%	42	36%	137	100%	384
Code enforcement (weeds, abandoned buildings, etc.)	6%	22	23%	89	28%	107	20%	77	24%	91	100%	386
Animal control	12%	48	42%	163	20%	79	8%	30	17%	67	100%	387
Economic development	5%	18	21%	80	30%	114	18%	71	27%	102	100%	385
Health services	17%	65	40%	153	25%	95	4%	16	15%	56	100%	386
Services to seniors	11%	44	24%	92	17%	67	4%	17	43%	167	100%	386
Services to youth	9%	34	23%	87	22%	84	5%	21	41%	158	100%	385
Services to low-income people	7%	26	13%	49	17%	66	9%	35	54%	205	100%	381
Public library services	37%	143	39%	152	9%	36	1%	2	14%	54	100%	387
Public information services	18%	68	30%	115	19%	71	5%	19	28%	106	100%	379
Public schools	16%	60	36%	137	19%	71	4%	16	26%	98	100%	381
Cable television	10%	39	25%	96	23%	88	13%	49	29%	112	100%	385
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	4%	16	21%	78	13%	49	8%	29	55%	206	100%	378
Preservation of natural areas such as open space, farmlands and greenbelts	7%	25	36%	137	22%	84	13%	50	22%	84	100%	380

Question 14: Government Services Overall												
Overall, how would you rate the quality of the services provided by each of the following?	Excellent		Good		Fair		Poor		Don't know		Total	
	The City of Post Falls	18%	71	54%	209	20%	79	2%	9	6%	22	100%
The Federal Government	5%	18	18%	68	33%	128	29%	112	16%	61	100%	388
The State Government	5%	20	29%	114	39%	151	15%	57	13%	49	100%	390
Kootenai County Government	9%	35	34%	134	37%	144	8%	32	11%	44	100%	389

Question 15: Recommendation and Longevity												
Please indicate how likely or unlikely you are to do each of the following:	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know		Total	
	Recommend living in Post Falls to someone who asks	48%	187	39%	151	9%	34	3%	13	1%	5	100%
Remain in Post Falls for the next five years	57%	221	24%	93	8%	32	7%	29	3%	13	100%	388

Question 16: Impact of the Economy		
What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:	Percent of respondents	Count
Very positive	4%	14
Somewhat positive	13%	50
Neutral	46%	178
Somewhat negative	30%	114
Very negative	8%	31
Total	100%	387

Question 17: Contact with Fire and Rescue Department									
Have you had any in-person or phone contact with an employee of the Kootenai County Fire and Rescue Department within the last 12 months?	No		Yes		Don't know		Total		
Have you had any in-person or phone contact with an employee of the Kootenai County Fire and Rescue Department within the last 12 months?	78%	303	21%	81	1%	3	100%	388	

Question 18: Ratings of Contact with Fire and Rescue Department												
What was your overall impression of your most recent contact with the Kootenai County Fire and Rescue Department?	Excellent		Good		Fair		Poor		Don't know		Total	
What was your overall impression of your most recent contact with the Kootenai County Fire and Rescue Department?	72%	59	25%	20	1%	1	1%	1	0%	0	100%	81

Question 19: Contact with City Employees		
Have you had any in-person, phone or email with an employee of the City of Post Falls within the last 12 months (including police, receptionists, planners or any others)?	Percent of respondents	Count
No	51%	197
Yes	49%	191
Total	100%	389

Question 20: City Employees												
What was your impression of the employee(s) of the City of Post Falls in your most recent contact?	Excellent		Good		Fair		Poor		Don't know		Total	
	Knowledge	43%	82	37%	71	15%	28	3%	5	2%	4	100%
Responsiveness	47%	89	31%	60	12%	23	9%	18	1%	2	100%	191
Courtesy	53%	101	25%	49	8%	16	14%	26	0%	0	100%	191
Overall impression	45%	87	31%	59	15%	28	9%	18	0%	0	100%	191

Question 21: Government Performance												
Please rate the following categories of Post Falls government performance:	Excellent		Good		Fair		Poor		Don't know		Total	
	The value of services for the taxes paid to Post Falls	9%	33	35%	134	33%	126	11%	41	14%	54	100%
The overall direction that Post Falls is taking	7%	27	40%	156	31%	121	10%	38	12%	46	100%	388
The job Post Falls government does at welcoming citizen involvement	8%	31	22%	86	25%	96	13%	49	33%	128	100%	388

Question 22a: Custom Question 1												
The City is exploring ways in which to maintain a high level of service while balancing its budget. Please indicate to what degree you would either support or oppose the following budgetary proposals:	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know		Total	
	Elimination of the snow berm removal assistance program	15%	57	17%	66	23%	87	30%	117	15%	60	100%
Elimination of the emergency vehicle lockout assistance program	13%	51	18%	68	20%	76	18%	71	31%	120	100%	386
Elimination of the urban forestry program	6%	23	13%	48	16%	60	37%	141	29%	111	100%	382
Increasing the participation fees for parks and recreation programs, classes and leagues	7%	26	20%	77	22%	85	39%	149	13%	50	100%	388

Question 22b: Custom Question 2		
Please rate the overall performance of the Mayor and City Council.	Percent of respondents	Count
Excellent	11%	40
Good	55%	201
Fair	31%	112
Poor	3%	11
Total	100%	364

Question 22c: Custom Question 3									
Please indicate whether you use each of the following as a major source, a minor source or not a source of information about operations and events in the City of Post Falls.	Major source		Minor source		Not a source of information		Total		
	Email	27%	105	21%	81	51%	196	100%	382
Cable television channel 13	9%	36	29%	112	61%	235	100%	383	
Social media (e.g., Facebook, Twitter)	17%	63	20%	77	63%	238	100%	379	
MMS/SMS text	8%	31	19%	70	73%	272	100%	373	
Local newspapers (e.g., Post Falls Press, Spokesman Review)	55%	212	30%	114	15%	58	100%	384	
City of Post Falls Web site (www.postfallsidaho.org)	26%	100	37%	140	37%	139	100%	380	

Question D1: Employment Status		
Are you currently employed for pay?	Percent of respondents	Count
No	33%	127
Yes, full-time	55%	215
Yes, part-time	12%	46
Total	100%	389

Question D2: Mode of Transportation Used for Commute	
During a typical week, how many days do you commute to work (for the longest distance of your commute) in each of the ways listed below?	Percent of days mode used
Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) by myself	78%
Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) with other children or adults	14%
Bus, rail, subway or other public transportation	0%
Walk	1%
Bicycle	0%
Work at home	5%
Other	1%

Question D3: Length of Residency		
How many years have you lived in Post Falls?	Percent of respondents	Count
Less than 2 years	12%	46
2 to 5 years	24%	93
6 to 10 years	25%	98
11 to 20 years	23%	90
More than 20 years	16%	63
Total	100%	390

Question D4: Housing Unit Type		
Which best describes the building you live in?	Percent of respondents	Count
One family house detached from any other houses	78%	305
House attached to one or more houses (e.g., a duplex or townhome)	7%	29
Building with two or more apartments or condominiums	11%	42
Mobile home	3%	11
Other	0%	2
Total	100%	389

Question D5: Housing Tenure (Rent/Own)		
Is this house, apartment or mobile home...	Percent of respondents	Count
Rented for cash or occupied without cash payment	30%	118
Owned by you or someone in this house with a mortgage or free and clear	70%	269
Total	100%	387

Question D6: Monthly Housing Cost		
About how much is the total monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners" association (HOA) fees)?	Percent of respondents	Count
Less than \$300 per month	8%	30
\$300 to \$599 per month	13%	48
\$600 to \$999 per month	34%	128
\$1,000 to \$1,499 per month	33%	128
\$1,500 to \$2,499 per month	10%	38
\$2,500 or more per month	3%	11
Total	100%	382



Question D7: Presence of Children in Household		
Do any children 17 or under live in your household?	Percent of respondents	Count
No	58%	224
Yes	42%	164
Total	100%	387

Question D8: Presence of Older Adults in Household		
Are you or any other members of your household aged 65 or older?	Percent of respondents	Count
No	80%	310
Yes	20%	79
Total	100%	389

Question D9: Household Income		
How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)	Percent of respondents	Count
Less than \$24,999	20%	77
\$25,000 to \$49,999	27%	103
\$50,000 to \$99,999	42%	158
\$100,000 to \$149,000	5%	20
\$150,000 or more	5%	19
Total	100%	376

Question D10: Ethnicity		
Are you Spanish, Hispanic or Latino?	Percent of respondents	Count
No, not Spanish, Hispanic or Latino	97%	372
Yes, I consider myself to be Spanish, Hispanic or Latino	3%	11
Total	100%	383

Question D11: Race		
What is your race? (Mark one or more races to indicate what race(s) you consider yourself to be.)	Percent of respondents	Count
American Indian or Alaskan Native	2%	9
Asian, Asian Indian or Pacific Islander	1%	2
Black or African American	1%	3
White	96%	372
Other	3%	12
Total may exceed 100% as respondents could select more than one option		

Question D12: Age		
In which category is your age?	Percent of respondents	Count
18 to 24 years	7%	25
25 to 34 years	26%	101
35 to 44 years	18%	68
45 to 54 years	19%	73
55 to 64 years	14%	54
65 to 74 years	10%	39
75 years or older	6%	25
Total	100%	386

Question D13: Gender		
What is your sex?	Percent of respondents	Count
Female	52%	201
Male	48%	185
Total	100%	386

Question D14: Registered to Vote		
Are you registered to vote in your jurisdiction?	Percent of respondents	Count
No	20%	80
Yes	74%	287
Ineligible to vote	1%	5
Don't know	4%	17
Total	100%	389

Question D15: Voted in Last General Election		
Many people don't have time to vote in elections. Did you vote in the last general election?	Percent of respondents	Count
No	31%	120
Yes	64%	249
Ineligible to vote	3%	11
Don't know	2%	7
Total	100%	387

Question D16: Has Cell Phone		
Do you have a cell phone?	Percent of respondents	Count
No	5%	18
Yes	95%	372
Total	100%	389

Question D17: Has Land Line		
Do you have a land line at home?	Percent of respondents	Count
No	53%	205
Yes	47%	185
Total	100%	390

Question D18: Primary Phone		
If you have both a cell phone and a land line, which do you consider your primary telephone number?	Percent of respondents	Count
Cell	35%	57
Land line	45%	74
Both	21%	35
Total	100%	166

## APPENDIX B: SURVEY METHODOLOGY

The National Citizen Survey™ (The NCS) was developed to provide local jurisdictions an accurate, affordable and easy way to assess and interpret resident opinion about important community issues. While standardization of question wording and survey methods provide the rigor to assure valid results, each jurisdiction has enough flexibility to construct a customized version of The NCS that asks residents about key local services and important local issues.

Results offer insight into residents' perspectives about local government performance and as such provide important benchmarks for jurisdictions working on performance measurement. The NCS is designed to help with budget, land use and strategic planning as well as to communicate with local residents. The NCS permits questions to test support for local policies and answers to its questions also speak to community trust and involvement in community-building activities as well as to resident demographic characteristics.

### SURVEY VALIDITY

The question of survey validity has two parts: 1) how can a jurisdiction be confident that the results from those who completed the questionnaire are representative of the results that would have been obtained had the survey been administered to the entire population? and 2) how closely do the perspectives recorded on the survey reflect what residents really believe or do?

To answer the first question, the best survey research practices were used for the resources spent to ensure that the results from the survey respondents reflect the opinions of residents in the entire jurisdiction. These practices include:

- Using a mail-out/mail-back methodology, which typically gets a higher response rate than phone for the same dollars spent. A higher response rate lessens the worry that those who did not respond are different than those who did respond.
- Selecting households at random within the jurisdiction to receive the survey. A random selection ensures that the households selected to receive the survey are similar to the entire population. A non-random sample may only include households from one geographic area, or from households of only one type.
- Over-sampling multi-family housing units to improve response from hard-to-reach, lower income, or younger apartment dwellers.
- Selecting the respondent within the household using an unbiased sampling procedure; in this case, the "birthday method." The cover letter included an instruction requesting that the respondent in the household be the adult (18 years old or older) who most recently had a birthday, irrespective of year of birth.
- Contacting potential respondents three times to encourage response from people who may have different opinions or habits than those who would respond with only a single prompt.
- Soliciting response on jurisdiction letterhead signed by the highest ranking elected official or staff member, thus appealing to the recipients' sense of civic responsibility.
- Providing a self-addressed, postage-paid return envelope.
- Offering the survey in Spanish when appropriate and requested by City officials.
- Using the most recent available information about the characteristics of jurisdiction residents to weight the data to reflect the demographics of the population.

The answer to the second question about how closely the perspectives recorded on the survey reflect what residents really believe or do is more complex. Resident responses to surveys are influenced by a variety of factors. For questions about service quality, residents' expectations for

service quality play a role as well as the “objective” quality of the service provided, the way the resident perceives the entire community (that is, the context in which the service is provided), the scale on which the resident is asked to record his or her opinion and, of course, the opinion, itself, that a resident holds about the service. Similarly a resident’s report of certain behaviors is colored by what he or she believes is the socially desirable response (e.g., reporting tolerant behaviors toward “oppressed groups,” likelihood of voting a tax increase for services to poor people, use of alternative modes of travel to work besides the single occupancy vehicle), his or her memory of the actual behavior (if it is not a question speculating about future actions, like a vote), his or her confidence that he or she can be honest without suffering any negative consequences (thus the need for anonymity) as well as the actual behavior itself.

How closely survey results come to recording the way a person really feels or behaves often is measured by the coincidence of reported behavior with observed current behavior (e.g., driving habits), reported intentions to behave with observed future behavior (e.g., voting choices) or reported opinions about current community quality with objective characteristics of the community (e.g., feelings of safety correlated with rates of crime). There is a body of scientific literature that has investigated the relationship between reported behaviors and actual behaviors. Well-conducted surveys, by and large, do capture true respondent behaviors or intentions to act with great accuracy. Predictions of voting outcomes tend to be quite accurate using survey research, as do reported behaviors that are not about highly sensitive issues (e.g., family abuse or other illegal or morally sanctioned activities). For self-reports about highly sensitive issues, statistical adjustments can be made to correct for the respondents’ tendency to report what they think the “correct” response should be.

Research on the correlation of resident opinion about service quality and “objective” ratings of service quality tend to be ambiguous, some showing stronger relationships than others. NRC’s own research has demonstrated that residents who report the lowest ratings of street repair live in communities with objectively worse street conditions than those who report high ratings of street repair (based on road quality, delay in street repair, number of road repair employees). Similarly, the lowest rated fire services appear to be “objectively” worse than the highest rated fire services (expenditures per capita, response time, “professional” status of firefighters, breadth of services and training provided). Whether or not some research confirms the relationship between what residents think about a community and what can be seen “objectively” in a community, NRC has argued that resident opinion is a perspective that cannot be ignored by government administrators. NRC principals have written, “If you collect trash three times a day but residents think that your trash haul is lousy, you still have a problem.”

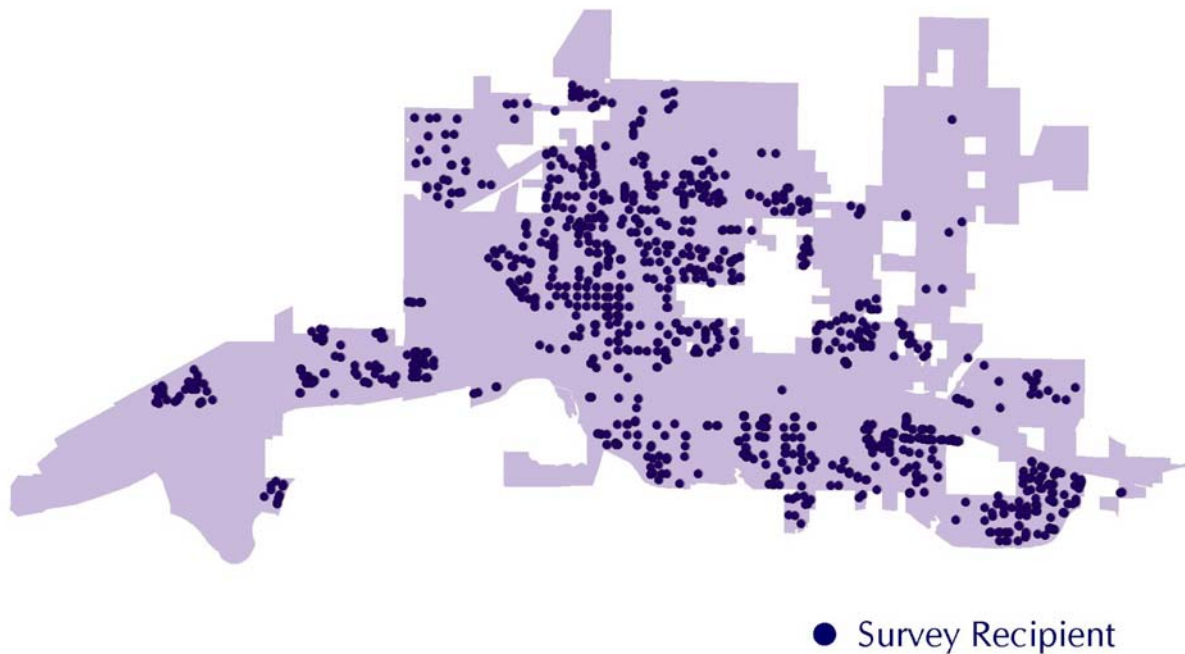
## SURVEY SAMPLING

“Sampling” refers to the method by which survey recipients were chosen. All households within the City of Post Falls were eligible to participate in the survey; 1,200 were selected to receive the survey. These 1,200 households were randomly selected from a comprehensive list of all housing units within the City of Post Falls boundaries. The basis of the list of all housing units was a United States Postal Service listing of housing units within zip codes. Since some of the zip codes that serve the City of Post Falls households may also serve addresses that lie outside of the jurisdiction, the exact geographic location of each housing unit was compared to jurisdiction boundaries, using the most current municipal boundary file (updated on a quarterly basis), and addresses located outside of the City of Post Falls boundaries were removed from consideration.

To choose the 1,200 survey recipients, a systematic sampling method was applied to the list of households known to be within the City of Post Falls. Systematic sampling is a procedure whereby a complete list of all possible items is culled, selecting every Nth one until the appropriate amount of items is selected. Multi-family housing units were over sampled as residents of this type of housing typically respond at lower rates to surveys than do those in single-family housing units.

FIGURE 93: LOCATION OF SURVEY RECIPIENTS

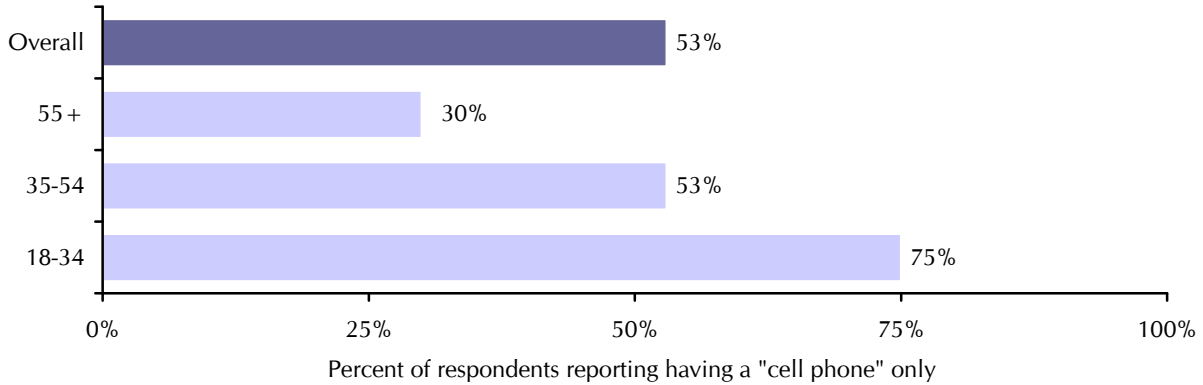
## The National Citizen Survey™ Post Falls, ID 2012



An individual within each household was selected using the birthday method. The birthday method selects a person within the household by asking the “person whose birthday has most recently passed” to complete the questionnaire. The underlying assumption in this method is that day of birth has no relationship to the way people respond to surveys. This instruction was contained in the cover letter accompanying the questionnaire.

In response to the growing number of the cell-phone population (so-called “cord cutters”), which includes a large proportion of young adults, questions about cell phones and land lines are included on The NCS™ questionnaire. As of the middle of 2010 (the most recent estimates available as of the end of 2010), 26.6% of U.S. households had a cell phone but no landline.<sup>1</sup> Among younger adults (age 18-34), 53.7% of households were “cell-only.” Based on survey results, Post Falls has a “cord cutter” population greater than the nationwide 2010 estimates.

FIGURE 94: PREVALENCE OF CELL-PHONE ONLY RESPONDENTS IN POST FALLS



## SURVEY ADMINISTRATION

Selected households received three mailings, one week apart, beginning January 17, 2012. The first mailing was a prenotification postcard announcing the upcoming survey. The next mailing contained a letter from the mayor inviting the household to participate, a questionnaire and a postage-paid return envelope. The final mailing contained a reminder letter, another survey and a postage-paid return envelope. The second cover letter asked those who had not completed the survey to do so and those who have already done so to refrain from turning in another survey. Completed surveys were collected over the following five weeks.

## SURVEY RESPONSE RATE AND CONFIDENCE INTERVALS

It is customary to describe the precision of estimates made from surveys by a “level of confidence” and accompanying “confidence interval” (or margin of error). A traditional level of confidence, and the one used here, is 95%. The 95% confidence interval can be any size and quantifies the sampling error or imprecision of the survey results because some residents' opinions are relied on to estimate all residents' opinions. The confidence interval for the City of Post Falls survey is no greater than plus or minus five percentage points around any given percent reported for the entire sample (391 completed surveys).

A 95% confidence interval indicates that for every 100 random samples of this many residents, 95 of the confidence intervals created will include the “true” population response. This theory is applied in practice to mean that the “true” perspective of the target population lies within the confidence interval created for a single survey. For example, if 75% of residents rate a service as “excellent” or “good,” then the 4% margin of error (for the 95% confidence interval) indicates that the range of likely responses for the entire jurisdiction is between 71% and 79%. This source of error is called sampling error. In addition to sampling error, other sources of error may affect any

<sup>1</sup> <http://www.cdc.gov/nchs/data/nhis/earlyrelease/wireless201012.pdf>



survey, including the non-response of residents with opinions different from survey responders. Though standardized on The NCS, on other surveys, differences in question wording, order, translation and data entry, as examples, can lead to somewhat varying results.

For subgroups of responses, the margin of error increases because the sample size for the subgroup is smaller. For subgroups of approximately 100 respondents, the margin of error is plus or minus 10 percentage points

### SURVEY PROCESSING (DATA ENTRY)

Completed surveys received by NRC were assigned a unique identification number. Additionally, each survey was reviewed and “cleaned” as necessary. For example, a question may have asked a respondent to pick two items out of a list of five, but the respondent checked three; NRC staff would choose randomly two of the three selected items to be coded in the dataset.

Once all surveys were assigned a unique identification number, they were entered into an electronic dataset. This dataset was subject to a data entry protocol of “key and verify,” in which survey data were entered twice into an electronic dataset and then compared. Discrepancies were evaluated against the original survey form and corrected. Range checks as well as other forms of quality control were also performed.

## SURVEY DATA WEIGHTING

The demographic characteristics of the survey sample were compared to those found in the 2010 Census and American Community Survey estimates for adults in the City of Post Falls. Sample results were weighted using the population norms to reflect the appropriate percent of those residents. Other discrepancies between the whole population and the sample were also aided by the weighting due to the intercorrelation of many socioeconomic characteristics.

The variables used for weighting were housing tenure, housing unit type and sex and age. This decision was based on:

- The disparity between the survey respondent characteristics and the population norms for these variables
- The saliency of these variables in detecting differences of opinion among subgroups
- The historical use of the variables and the desirability of consistently representing different groups over the years

The primary objective of weighting survey data is to make the survey sample reflective of the larger population of the community. This is done by: 1) reviewing the sample demographics and comparing them to the population norms from the most recent Census or other sources and 2) comparing the responses to different questions for demographic subgroups. The demographic characteristics that are least similar to the Census and yield the most different results are the best candidates for data weighting. A third criterion sometimes used is the importance that the community places on a specific variable. For example, if a jurisdiction feels that accurate race representation is key to staff and public acceptance of the study results, additional consideration will be given in the weighting process to adjusting the race variable.

A special software program using mathematical algorithms is used to calculate the appropriate weights. Data weighting can adjust up to 5 demographic variables. Several different weighting “schemes” may be tested to ensure the best fit for the data.

The process actually begins at the point of sampling. Knowing that residents in single family dwellings are more likely to respond to a mail survey, NRC oversamples residents of multi-family dwellings to ensure their proper representation in the sample data. Rather than giving all residents an equal chance of receiving the survey, this is systematic, stratified sampling, which gives each resident of the jurisdiction a known chance of receiving the survey (and apartment dwellers, for example, a greater chance than single family home dwellers). As a consequence, results must be weighted to recapture the proper representation of apartment dwellers.

The results of the weighting scheme are presented in the table on the following page.

Post Falls, ID Citizen Survey Weighting Table			
Characteristic	Population Norm <sup>2</sup>	Unweighted Data	Weighted Data
<b>Housing</b>			
Rent home	31%	20%	30%
Own home	69%	80%	70%
Detached unit	81%	84%	71%
Attached unit	19%	16%	19%
<b>Race and Ethnicity</b>			
White	95%	94%	93%
Not white	5%	6%	7%
Not Hispanic	96%	97%	97%
Hispanic	4%	3%	3%
White alone, not Hispanic	93%	93%	92%
Hispanic and/or other race	7%	7%	8%
<b>Sex and Age</b>			
Female	52%	56%	52%
Male	48%	44%	48%
18-34 years of age	33%	15%	33%
35-54 years of age	37%	28%	37%
55+ years of age	30%	57%	31%
Females 18-34	17%	9%	17%
Females 35-54	19%	17%	19%
Females 55+	16%	31%	16%
Males 18-34	16%	6%	16%
Males 35-54	18%	12%	18%
Males 55+	14%	27%	14%

<sup>2</sup> Source: 2010 Census/2005-2009 ACS

## SURVEY DATA ANALYSIS AND REPORTING

The survey dataset was analyzed using the Statistical Package for the Social Sciences (SPSS). Frequency distributions were presented in the body of the report.

### Use of the “Excellent, Good, Fair, Poor” Response Scale

The scale on which respondents are asked to record their opinions about service and community quality is “excellent,” “good,” “fair” or “poor” (EGFP). This scale has important advantages over other scale possibilities (very good to very bad; very satisfied to very dissatisfied; strongly agree to strongly disagree, as examples). EGFP is used by the plurality of jurisdictions conducting citizen surveys across the U.S. The advantage of familiarity was one that NRC did not want to dismiss when crafting The National Citizen Survey™ questionnaire, because elected officials, staff and residents already are acquainted with opinion surveys measured this way. EGFP also has the advantage of offering three positive options, rather than only two, over which a resident can offer an opinion. While symmetrical scales often are the right choice in other measurement tasks, NRC has found that ratings of almost every local government service in almost every jurisdiction tend, on average, to be positive (that is, above the scale midpoint). Therefore, to permit finer distinctions among positively rated services, EGFP offers three options across which to spread those ratings. EGFP is more neutral because it requires no positive statement of service quality to judge (as agree-disagree scales require) and, finally, EGFP intends to measure absolute quality of service delivery or community quality (unlike satisfaction scales which ignore residents’ perceptions of quality in favor of their report on the acceptability of the level of service offered).

### “Don’t Know” Responses

On many of the questions in the survey respondents may answer “don’t know.” The proportion of respondents giving this reply is shown in the full set of responses included in Appendix A. However, these responses have been removed from the analyses presented in the body of the report. In other words, the tables and graphs display the responses from respondents who had an opinion about a specific item.

### Benchmark Comparisons

NRC has been leading the strategic use of surveys for local governments since 1991, when the principals of the company wrote the first edition of what became the classic text on citizen surveying. In *Citizen Surveys: how to do them, how to use them, what they mean*, published by ICMA, not only were the principles for quality survey methods articulated, but both the idea of benchmark data for citizen opinion and the method for gathering benchmark data were pioneered. The argument for benchmarks was called “In Search of Standards.” “What has been missing from a local government’s analysis of its survey results is the context that school administrators can supply when they tell parents how an 80 percent score on the social studies test compares to test results from other school systems...”

NRC’s database of comparative resident opinion is comprised of resident perspectives gathered in citizen surveys from approximately 500 jurisdictions whose residents evaluated local government services. Conducted with typically no fewer than 400 residents in each jurisdiction, opinions are intended to represent over 30 million Americans. NRC has innovated a method for quantitatively integrating the results of surveys that are conducted by NRC with those that others have conducted. The integration methods have been thoroughly described not only in the Citizen Surveys book, but also in *Public Administration Review, Journal of Policy Analysis and Management*. Scholars who specialize in the analysis of citizen surveys regularly have relied on this work (e.g., Kelly, J. &

Swindell, D. (2002). Service quality variation across urban space: First steps towards a model of citizen satisfaction. *Journal of Urban Affairs*, 24, 271-288.; Van Ryzin, G., Muzzio, D., Immerwahr, S., Gulick, L. & Martinez, E. (2004). Drivers and consequences of citizen satisfaction: An application of the American Customer Satisfaction Index Model to New York City, *Public Administration Review*, 64, 331- 341). The method described in those publications is refined regularly and statistically tested on a growing number of citizen surveys in NRC's proprietary databases. NRC's work on calculating national benchmarks for resident opinions about service delivery and quality of life won the Samuel C. May award for research excellence from the Western Governmental Research Association.

The comparison evaluations are from the most recent survey completed in each jurisdiction; most communities conduct surveys every year or in alternating years. NRC adds the latest results quickly upon survey completion, keeping the benchmark data fresh and relevant.

### The Role of Comparisons

Benchmark comparisons are used for performance measurement. Jurisdictions use the comparative information to help interpret their own citizen survey results, to create or revise community plans, to evaluate the success of policy or budget decisions and to measure local government performance. Taking the pulse of the community has little meaning without knowing what pulse rate is too high and what is too low. When surveys of service satisfaction turn up "good" citizen evaluations, jurisdictions need to know how others rate their services to understand if "good" is good enough. Furthermore, in the absence of national or peer community comparisons, a jurisdiction is left with comparing its fire protection rating to its street maintenance rating. That comparison is unfair. Streets always lose to fire. More important and harder questions need to be asked; for example, how do residents' ratings of fire service compare to opinions about fire service in other communities?

A police department that provides the fastest and most efficient service – one that closes most of its cases, solves most of its crimes and keeps the crime rate low – still has a problem to fix if the residents in the community it intends to protect believe services are not very good compared to ratings given by residents to their own objectively "worse" departments. The benchmark data can help that police department – or any department – to understand how well citizens think it is doing. Without the comparative data, it would be like bowling in a tournament without knowing what the other teams are scoring. NRC recommends that citizen opinion be used in conjunction with other sources of data about budget, personnel and politics to help managers know how to respond to comparative results.

Jurisdictions in the benchmark database are distributed geographically across the country and range from small to large in population size. Most commonly, comparisons are made to the entire database. Comparisons may also be made to subsets of jurisdictions (for example, within a given region or population category). Despite the differences in jurisdiction characteristics, all are in the business of providing local government services to residents. Though individual jurisdiction circumstances, resources and practices vary, the objective in every community is to provide services that are so timely, tailored and effective that residents conclude the services are of the highest quality. High ratings in any jurisdiction, like SAT scores in any teen household, bring pride and a sense of accomplishment.

### Comparison of Post Falls to the Benchmark Database

The City of Post Falls chose to have comparisons made to the entire database. A benchmark comparison (the average rating from all the comparison jurisdictions where a similar question was

asked) has been provided when a similar question on the City of Post Falls Survey was included in NRC's database and there were at least five jurisdictions in which the question was asked. For most questions compared to the entire dataset, there were more than 100 jurisdictions included in the benchmark comparison.

Where comparisons for quality ratings were available, the City of Post Falls results were generally noted as being "above" the benchmark, "below" the benchmark or "similar" to the benchmark. For some questions – those related to resident behavior, circumstance or to a local problem – the comparison to the benchmark is designated as "more," "similar" or "less" (for example, the percent of crime victims, residents visiting a park or residents identifying code enforcement as a problem.) In instances where ratings are considerably higher or lower than the benchmark, these ratings have been further demarcated by the attribute of "much," (for example, "much less" or "much above"). These labels come from a statistical comparison of the City of Post Falls' rating to the benchmark where a rating is considered "similar" if it is within the margin of error; "above," "below," "more" or "less" if the difference between your jurisdiction's rating and the benchmark is greater the margin of error; and "much above," "much below," "much more" or "much less" if the difference between your jurisdiction's rating and the benchmark is more than twice the margin of error.

## APPENDIX C: SURVEY MATERIALS

The following pages contain copies of the survey materials sent to randomly selected households within the City of Post Falls.

Dear Post Falls Resident,

Your household has been selected at random to participate in an anonymous citizen survey about the City of Post Falls. You will receive a copy of the survey next week in the mail with instructions for completing and returning it. Thank you in advance for helping us with this important project!

Sincerely,



Clay Larkin  
Mayor

Dear Post Falls Resident,

Your household has been selected at random to participate in an anonymous citizen survey about the City of Post Falls. You will receive a copy of the survey next week in the mail with instructions for completing and returning it. Thank you in advance for helping us with this important project!

Sincerely,

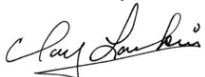


Clay Larkin  
Mayor

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Sincerely,

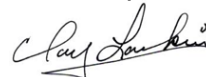


Clay Larkin  
Mayor

Dear Post Falls Resident,

Your household has been selected at random to participate in an anonymous citizen survey about the City of Post Falls. You will receive a copy of the survey next week in the mail with instructions for completing and returning it. Thank you in advance for helping us with this important project!

Sincerely,



Clay Larkin  
Mayor





**City of Post Falls**  
408 N. Spokane Street  
Post Falls, ID 83854

Presorted  
First Class Mail  
US Postage  
PAID  
Boulder, CO  
Permit NO. 94



**City of Post Falls**  
408 N. Spokane Street  
Post Falls, ID 83854

Presorted  
First Class Mail  
US Postage  
PAID  
Boulder, CO  
Permit NO. 94



**City of Post Falls**  
408 N. Spokane Street  
Post Falls, ID 83854

Presorted  
First Class Mail  
US Postage  
PAID  
Boulder, CO  
Permit NO. 94



**City of Post Falls**  
408 N. Spokane Street  
Post Falls, ID 83854

Presorted  
First Class Mail  
US Postage  
PAID  
Boulder, CO  
Permit NO. 94



January 2012

Dear Post Falls Resident:

The City of Post Falls wants to know what you think about our community and municipal government. You have been randomly selected to participate in Post Falls' 2012 Citizen Survey.

Please take a few minutes to fill out the enclosed Citizen Survey. Your feedback will help the City set benchmarks for tracking the quality of services provided to residents. Your answers will help the City Council make decisions that affect our community. You should find the questions interesting and we will definitely find your answers useful. Please participate!

To get a representative sample of Post Falls residents, the adult (anyone 18 years or older) in your household who most recently had a birthday should complete this survey. Year of birth of the adult does not matter.

Please have the appropriate member of the household spend a few minutes to answer all the questions and return the survey in the enclosed postage-paid envelope. **Your responses will remain completely anonymous.**

Your participation in this survey is very important – especially since your household is one of only a small number of households being surveyed. If you have any questions about the Citizen Survey please call (208) 773-3511.

Please help us shape the future of Post Falls. Thank you for your time and participation.

Sincerely,

A handwritten signature in black ink that reads "Clay Larkin". The signature is written in a cursive style with a horizontal line underneath.

Clay Larkin  
Mayor



January 2012

Dear Post Falls Resident:

About one week ago, you should have received a copy of the enclosed survey. **If you completed it and sent it back, we thank you for your time and ask you to discard this survey. Please do not respond twice.** If you have not had a chance to complete the survey, we would appreciate your response. The City of Post Falls wants to know what you think about our community and municipal government. You have been randomly selected to participate in the City of Post Falls' Citizen Survey.

Please take a few minutes to fill out the enclosed Citizen Survey. Your feedback will help the City set benchmarks for tracking the quality of services provided to residents. Your answers will help the City Council make decisions that affect our community. You should find the questions interesting and we will definitely find your answers useful. Please participate!

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Please help us shape the future of Post Falls. Thank you for your time and participation.

Sincerely,

A handwritten signature in cursive script that reads "Clay Larkin".

Clay Larkin  
Mayor

# The City of Post Falls 2012 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. Please select the response (by circling the number or checking the box) that most closely represents your opinion for each question. Your responses are anonymous and will be reported in group form only.

**1. Please rate each of the following aspects of quality of life in Post Falls:**

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Post Falls as a place to live.....	1	2	3	4	5
Your neighborhood as a place to live.....	1	2	3	4	5
Post Falls as a place to raise children.....	1	2	3	4	5
Post Falls as a place to work.....	1	2	3	4	5
Post Falls as a place to retire .....	1	2	3	4	5
The overall quality of life in Post Falls.....	1	2	3	4	5

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

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Sense of community.....	1	2	3	4	5
Openness and acceptance of the community toward people of diverse backgrounds.....	1	2	3	4	5
Overall appearance of Post Falls .....	1	2	3	4	5
Cleanliness of Post Falls.....	1	2	3	4	5
Overall quality of new development in Post Falls.....	1	2	3	4	5
Variety of housing options .....	1	2	3	4	5
Overall quality of business and service establishments in Post Falls .....	1	2	3	4	5
Shopping opportunities.....	1	2	3	4	5
Opportunities to attend cultural activities.....	1	2	3	4	5
Recreational opportunities .....	1	2	3	4	5
Employment opportunities .....	1	2	3	4	5
Educational opportunities .....	1	2	3	4	5
Opportunities to participate in social events and activities .....	1	2	3	4	5
Opportunities to participate in religious or spiritual events and activities .....	1	2	3	4	5
Opportunities to volunteer.....	1	2	3	4	5
Opportunities to participate in community matters.....	1	2	3	4	5
Ease of car travel in Post Falls.....	1	2	3	4	5
Ease of bus travel in Post Falls.....	1	2	3	4	5
Ease of bicycle travel in Post Falls .....	1	2	3	4	5
Ease of walking in Post Falls.....	1	2	3	4	5
Availability of paths and walking trails .....	1	2	3	4	5
Traffic flow on major streets.....	1	2	3	4	5
Amount of public parking .....	1	2	3	4	5
Availability of affordable quality housing.....	1	2	3	4	5
Availability of affordable quality child care .....	1	2	3	4	5
Availability of affordable quality health care .....	1	2	3	4	5
Availability of affordable quality food .....	1	2	3	4	5
Availability of preventive health services .....	1	2	3	4	5
Air quality.....	1	2	3	4	5
Quality of overall natural environment in Post Falls .....	1	2	3	4	5
Overall image or reputation of Post Falls.....	1	2	3	4	5

**3. Please rate the speed of growth in the following categories in Post Falls over the past 2 years:**

	<i>Much too slow</i>	<i>Somewhat too slow</i>	<i>Right amount</i>	<i>Somewhat too fast</i>	<i>Much too fast</i>	<i>Don't know</i>
Population growth .....	1	2	3	4	5	6
Retail growth (stores, restaurants, etc.).....	1	2	3	4	5	6
Jobs growth.....	1	2	3	4	5	6

4. To what degree, if at all, are run down buildings, weed lots or junk vehicles a problem in Post Falls?  
 Not a problem     Minor problem     Moderate problem     Major problem     Don't know

5. Please rate how safe or unsafe you feel from the following in Post Falls:

	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Don't know
Violent crime (e.g., rape, assault, robbery) .....	1	2	3	4	5	6
Property crimes (e.g., burglary, theft).....	1	2	3	4	5	6
Environmental hazards, including toxic waste.....	1	2	3	4	5	6

6. Please rate how safe or unsafe you feel:

	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Don't know
In your neighborhood during the day.....	1	2	3	4	5	6
In your neighborhood after dark.....	1	2	3	4	5	6
In Post Falls' downtown area during the day .....	1	2	3	4	5	6
In Post Falls' downtown area after dark .....	1	2	3	4	5	6

7. Have you had any in-person or phone contact with an employee of the City of Post Falls Police Department within the last 12 months?

No → Go to Question 9       Yes → Go to Question 8       Don't know → Go to Question 9

8. What was your overall impression of your most recent contact with the City of Post Falls Police Department?

Excellent     Good     Fair     Poor     Don't know

9. During the past 12 months, were you or anyone in your household the victim of any crime?

No → Go to Question 11     Yes → Go to Question 10     Don't know → Go to Question 11

10. If yes, was this crime (these crimes) reported to the police?

No     Yes     Don't know

11. In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Post Falls?

	Never	Once or twice	3 to 12 times	13 to 26 times	More than 26 times
Used Post Falls public libraries or their services .....	1	2	3	4	5
Used Post Falls recreation centers .....	1	2	3	4	5
Participated in a recreation program or activity .....	1	2	3	4	5
Visited a neighborhood park or City park.....	1	2	3	4	5
Ridden a local bus within Post Falls .....	1	2	3	4	5
Attended a meeting of local elected officials or other local public meeting .....	1	2	3	4	5
Watched a meeting of local elected officials or other City-sponsored public meeting on cable television, the Internet or other media .....	1	2	3	4	5
Visited the City of Post Falls Web site (at www.postfallsidaho.org).....	1	2	3	4	5
Recycled used paper, cans or bottles from your home.....	1	2	3	4	5
Volunteered your time to some group or activity in Post Falls .....	1	2	3	4	5
Participated in religious or spiritual activities in Post Falls .....	1	2	3	4	5
Participated in a club or civic group in Post Falls .....	1	2	3	4	5
Provided help to a friend or neighbor .....	1	2	3	4	5

12. About how often, if at all, do you talk to or visit with your immediate neighbors (people who live in the 10 or 20 households that are closest to you)?

Just about every day  
 Several times a week  
 Several times a month  
 Less than several times a month

# The City of Post Falls 2012 Citizen Survey

## 13. Please rate the quality of each of the following services in Post Falls:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Police services .....	1	2	3	4	5
Fire services .....	1	2	3	4	5
Ambulance or emergency medical services.....	1	2	3	4	5
Crime prevention .....	1	2	3	4	5
Fire prevention and education .....	1	2	3	4	5
Traffic enforcement .....	1	2	3	4	5
Street repair .....	1	2	3	4	5
Street cleaning .....	1	2	3	4	5
Street lighting.....	1	2	3	4	5
Snow removal.....	1	2	3	4	5
Sidewalk maintenance .....	1	2	3	4	5
Traffic signal timing .....	1	2	3	4	5
Bus or transit services.....	1	2	3	4	5
Garbage collection.....	1	2	3	4	5
Recycling.....	1	2	3	4	5
Storm drainage.....	1	2	3	4	5
Drinking water.....	1	2	3	4	5
Sewer services .....	1	2	3	4	5
City parks.....	1	2	3	4	5
Recreation programs or classes .....	1	2	3	4	5
Recreation centers or facilities.....	1	2	3	4	5
Land use, planning and zoning .....	1	2	3	4	5
Code enforcement (weeds, abandoned buildings, etc.) .....	1	2	3	4	5
Animal control.....	1	2	3	4	5
Economic development .....	1	2	3	4	5
Health services .....	1	2	3	4	5
Services to seniors.....	1	2	3	4	5
Services to youth.....	1	2	3	4	5
Services to low-income people .....	1	2	3	4	5
Public library services .....	1	2	3	4	5
Public information services .....	1	2	3	4	5
Public schools.....	1	2	3	4	5
Cable television .....	1	2	3	4	5
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations) .....	1	2	3	4	5
Preservation of natural areas such as open space, farmlands and greenbelts.....	1	2	3	4	5

## 14. Overall, how would you rate the quality of the services provided by each of the following?

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
The City of Post Falls.....	1	2	3	4	5
The Federal Government .....	1	2	3	4	5
Idaho State Government .....	1	2	3	4	5
Kootenai County Government.....	1	2	3	4	5

## 15. Please indicate how likely or unlikely you are to do each of the following:

	<i>Very likely</i>	<i>Somewhat likely</i>	<i>Somewhat unlikely</i>	<i>Very unlikely</i>	<i>Don't know</i>
Recommend living in Post Falls to someone who asks .....	1	2	3	4	5
Remain in Post Falls for the next five years.....	1	2	3	4	5

## 16. What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:

- Very positive     
  Somewhat positive     
  Neutral     
  Somewhat negative     
  Very negative

17. Have you had any in-person or phone contact with an employee of the Kootenai County Fire and Rescue Department within the last 12 months?

- No → Go to Question 19     
  Yes → Go to Question 18     
  Don't know → Go to Question 19

18. What was your overall impression of your most recent contact with the Kootenai County Fire and Rescue Department?

- Excellent     
  Good     
  Fair     
  Poor     
  Don't know

19. Have you had any in-person, phone or email contact with an employee of the City of Post Falls within the last 12 months (including police, receptionists, planners or any others)?

- No → Go to Question 21     
  Yes → Go to Question 20

20. What was your impression of the employee(s) of the City of Post Falls in your most recent contact? (Rate each characteristic below.)

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Knowledge.....	1	2	3	4	5
Responsiveness.....	1	2	3	4	5
Courtesy.....	1	2	3	4	5
Overall impression.....	1	2	3	4	5

21. Please rate the following categories of Post Falls government performance:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
The value of services for the taxes paid to Post Falls.....	1	2	3	4	5
The overall direction that Post Falls is taking.....	1	2	3	4	5
The job Post Falls government does at welcoming citizen involvement....	1	2	3	4	5

22. Please check the response that comes closest to your opinion for each of the following questions:

a. The City is exploring ways in which to maintain a high level of service while balancing its budget. Please indicate to what degree you would either support or oppose the following budgetary proposals:

	<i>Strongly support</i>	<i>Somewhat support</i>	<i>Somewhat oppose</i>	<i>Strongly oppose</i>	<i>Don't know</i>
Elimination of the snow berm removal assistance program .....	1	2	3	4	5
Elimination of the emergency vehicle lockout assistance program .....	1	2	3	4	5
Elimination of the urban forestry program.....	1	2	3	4	5
Increasing the participation fees for parks and recreation programs, classes and leagues .....	1	2	3	4	5

b. Please rate the overall performance of the Mayor and City Council.

- Excellent  
 Good  
 Fair  
 Poor

c. Please indicate whether you use each of the following as a major source, a minor source or not a source of information about operations and events in the City of Post Falls.

	<i>Major source</i>	<i>Minor source</i>	<i>Not a source of information</i>
Email.....	1	2	3
Cable television channel 13 .....	1	2	3
Social media (e.g., Facebook, Twitter) .....	1	2	3
MMS/SMS text.....	1	2	3
Local newspapers (e.g., <i>Post Falls Press</i> , <i>Spokesman Review</i> ) .....	1	2	3
City of Post Falls Web site (www.postfallsidaho.org) .....	1	2	3

# The City of Post Falls 2012 Citizen Survey

Our last 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.

**D1. Are you currently employed for pay?**

- No → Go to Question D3
- Yes, full time → Go to Question D2
- Yes, part time → Go to Question D2

**D2. During a typical week, how many days do you commute to work (for the longest distance of your commute) in each of the ways listed below? (Enter the total number of days, using whole numbers.)**

- Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) by myself ..... days
- Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) with other children or adults ..... days
- Bus, rail, subway or other public transportation ..... days
- Walk ..... days
- Bicycle ..... days
- Work at home ..... days
- Other ..... days

**D3. How many years have you lived in Post Falls?**

- Less than 2 years     11-20 years
- 2-5 years             More than 20 years
- 6-10 years

**D4. Which best describes the building you live in?**

- One family house detached from any other houses
- House attached to one or more houses (e.g., a duplex or townhome)
- Building with two or more apartments or condominiums
- Mobile home
- Other

**D5. Is this house, apartment or mobile home...**

- Rented for cash or occupied without cash payment?
- Owned by you or someone in this house with a mortgage or free and clear?

**D6. About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?**

- Less than \$300 per month
- \$300 to \$599 per month
- \$600 to \$999 per month
- \$1,000 to \$1,499 per month
- \$1,500 to \$2,499 per month
- \$2,500 or more per month

**D7. Do any children 17 or under live in your household?**

- No                       Yes

**D8. Are you or any other members of your household aged 65 or older?**

- No                       Yes

**D9. How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)**

- Less than \$24,999
- \$25,000 to \$49,999
- \$50,000 to \$99,999
- \$100,000 to \$149,999
- \$150,000 or more

**Please respond to both questions D10 and D11:**

**D10. Are you Spanish, Hispanic or Latino?**

- No, not Spanish, Hispanic or Latino
- Yes, I consider myself to be Spanish, Hispanic or Latino

**D11. What is your race? (Mark one or more races to indicate what race you consider yourself to be.)**

- American Indian or Alaskan Native
- Asian, Asian Indian or Pacific Islander
- Black or African American
- White
- Other

**D12. In which category is your age?**

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

**D13. What is your sex?**

- Female                 Male

**D14. Are you registered to vote in your jurisdiction?**

- No                       Ineligible to vote
- Yes                      Don't know

**D15. Many people don't have time to vote in elections. Did you vote in the last general election?**

- No                       Ineligible to vote
- Yes                      Don't know

**D16. Do you have a cell phone?**

- No                       Yes

**D17. Do you have a land line at home?**

- No                       Yes

**D18. If you have both a cell phone and a land line, which do you consider your primary telephone number?**

- Cell                     Land line             Both

Thank you for completing this survey. Please return the completed survey in the postage-paid envelope to:  
National Research Center, Inc., PO Box 549, Belle Mead, NJ 08502





**City of Post Falls**  
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