2018 Boise Citizen Survey

Final Report

DATE SUBMITTED:
05/08/2018

SUBMITTED TO:
The City of Boise, ID

Prepared by
Northwest Research Group

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2018 City of Boise Citizen Survey ↑/↓*Indicates statistically significant differences *Use caution, small sample sizes for these groups*

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EXECUTIVE SUMMARY

The 2018 Boise Citizen Survey was conducted from March 14 to April 8, 2018, using a mixed-mode address-based methodology and resulted in a total of 594 interviews—414 completed online, 51 completed by landline, and 129 completed by cell phone.

Survey results were weighted so that respondent age, gender, tenure (rent versus own), and housing unit type (attached versus detached) were represented in the proportions reflective of the entire city. The margin of error is plus or minus 4.0 percentage points.

5-STAR RATING SYSTEM

In 2010, NWRG introduced a proprietary index and benchmarking tool, the 5-Star Rating System, designed to measure quality of governance and vision as a complement to traditional measures of the quality of life and delivery of services in a city. Five powerful measures of performance are used to create the 5-Star Rating: Overall Quality of Life, Overall Quality of City Services, Comparability to Other Cities, Direction City is Headed, and Value of Services for Tax Dollars Paid.

The 5-Star Rating is intentionally designed to make achieving a 5-Star Rating extremely difficult and no cities surveyed by NWRG have achieved a 5-Star Rating. Very few have even achieved a 4.5-Star Rating.

2018 ★★★★⯪
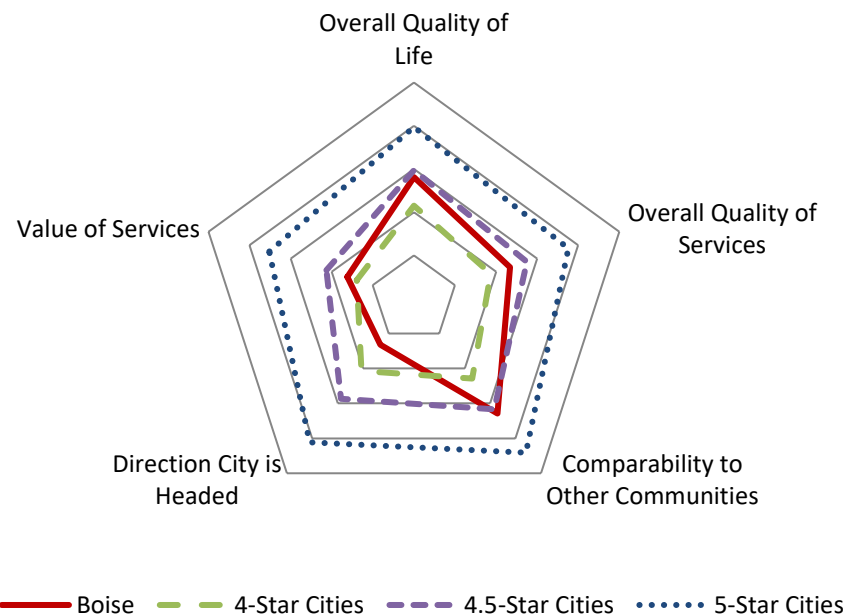
Boise received an overall 4.5-Star Rating for the 2018 Citizen Survey.

- For the measures of Overall Quality of Life and Comparability to Other Communities, Boise ratings are comparable to other 4.5-Star levels.
- For the measures of Overall Quality of Services and Value of Services, Boise ratings are above 4-Star levels but not quite to 4.5-Star levels.
- Although 68 percent of residents believe that Boise is "Somewhat" or "Strongly" headed in the right direction, this question is lower than 4-Star communities. More details can be found on page 37 of this report.

2018 City of Boise Citizen Survey   ↑/↓*Indicates statistically significant differences *Use caution, small sample sizes for these groups*

KEY COMMUNITY INDICATORS

The 2018 Citizen Survey asked 35 questions regarding the quality, and residents' perceptions of, various aspects of the City of Boise. On a 0 – 10 scale (10 being the highest) respondents were asked the extent to which the City of Boise meets their expectations for each of these questions. Factor analysis was used to identify the major themes and group the questions accordingly.

The use of factor analysis to create these dimensions simplifies reporting and provides for a more stable model when running other analytics such as the Key Drivers Analysis later in this report. More details on how this was performed is located on page 45 of this report.

Boise is strongest in terms of the quality of Public Safety and Environmental Practices. The two areas most in need of improvement are Government Communications and Transportation.

Overall Key Community Dimension Scores

Dimension	Score
Public Safety	8.21
Environment	7.08
Quality of Life	6.50
Overall Mean	6.30
Economy	6.23
Housing	6.02
Communications	5.66
Transportation	4.42

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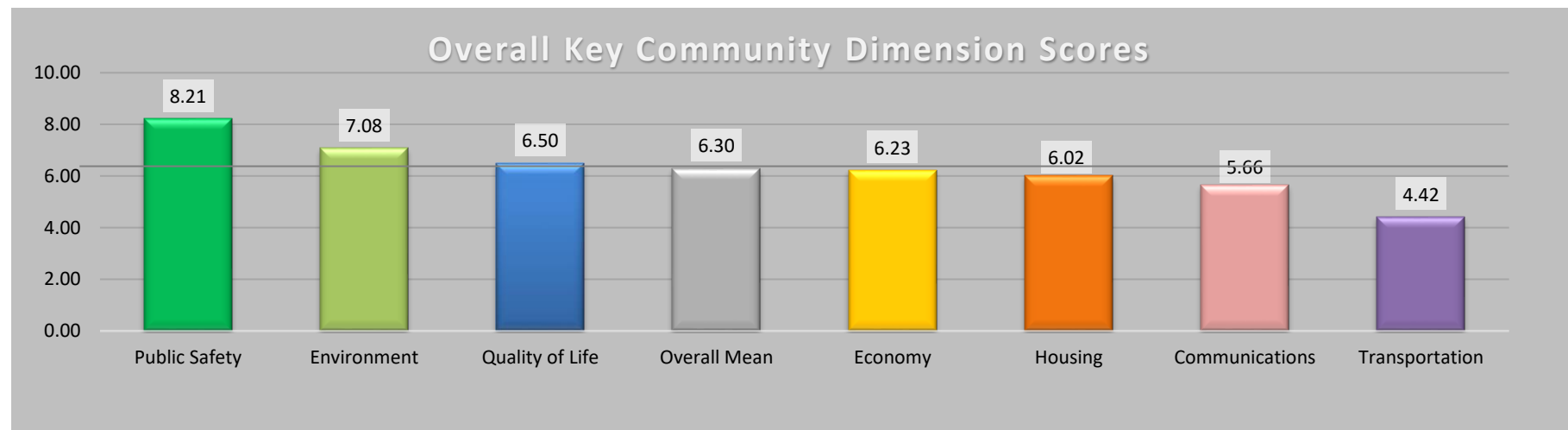
KEY DRIVERS

The factor analysis discussed on the previous page was used in the Key Drivers analysis. The seven dimensions were run against Boise's 5-Star Rating to determine the extent to which each dimension impacts that overall rating. Four of the seven dimensions have a significant impact on Boise's 5-Star Rating: Quality of Life, Economy, Housing, Environment, Communications, Safety, and Transportation.

The final step in the analysis is to identify key areas where Boise may wish to allocate additional resources based on what is most important to residents (i.e., are key drivers of Boise's 5-Star Rating) and evaluate current performance within individual areas. The table below provides a quick break down of areas for targeted improvement. More information regarding Key Drivers can be found on of this report.

	Improve *(Key Community Indicators receiving below the overall average ratings)*	**Maintain** *(Key Community Indicators receiving above the overall average ratings)*
Communications	• Addressing resident questions and concerns • Communicating clearly with residents	• Making information available
Quality of Life	• Planning for growth in right ways	• Access to parks and open spaces • Access to libraries and related programs • Maximizing public safety
Housing	• Availability of Housing near desired locations • Affordability of housing	• Current housing conditions
Environment	• Promoting renewable energy	• Providing access to safe drinking water • Preserving natural resources
Safety	• Downtown safety after dark	• Neighborhood safety during the day
Economy	• Availability of quality internet access • Availability of quality jobs	• Attracting and supporting visitors and tourists • Creating a business-friendly environment
Transportation	• Frequency of public transportation • Public transportation going places needed	• Access to public transportation near where residents live

CITY PRIORITIES

The 2018 Citizen Survey also incorporated an excercise called MaxDiff Scaling, which is a survey technique used to derive importance or preferences. To perform the analysis, the City identified nine key areas representing different functions of government: public transportation, economic diversity, parks and open spaces, safety and security, environmental sustainability, community services, art and cultural services, social services, and planning for growth. Respondents were shown a series of 7 screens, each one containing three out of the nine functions and they were asked to identify which of the three is most important and which is least important. The analysis is akin to asking a person, "If you were on a limited budget and could only afford two of these three items, which one must be kept, and which one would you cut?" This puts respondents in a position where they must make real trade-offs. They must pick something as a top priority and they must pick something as a low priority.

The analysis results in a single chart, but a powerful one nonetheless. Not only does the analysis provide a rank-order of importance, but it provides an actual measure of how much more important one item is versus another. For example, in the chart below, the most important functions are, Safe and Secure City, Planning for Growth, and Environmental Sustainability. All three government functions are in close proximity meaning they are similarly important to residents.

Second tier functions are: Parks and Open Spaces and Social Services.

Third tier functions are: Strong Diverse Economy, Community Services such as libraries and recreation programs, and Public Transportation

Functions regarding the Arts, Cultural, and History programs are given very low priority among residents.
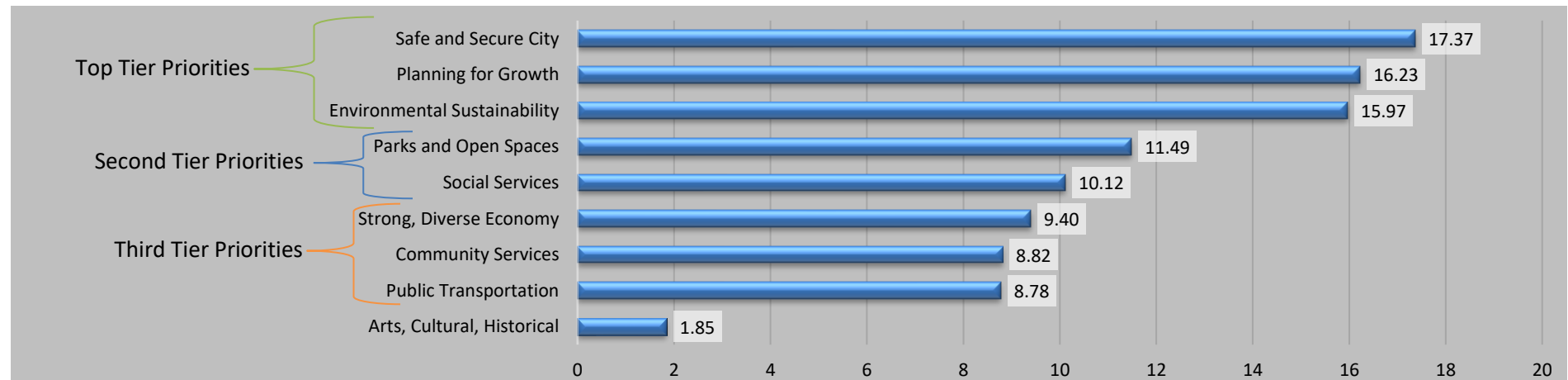
MaxDiff analysis Base: All respondents

OTHER KEY FINDINGS

Taxes and Services **(p. 67)**	Residents understand the role taxes play in providing city services. • Twenty-four percent (24%) state that the City should reduce services. This is broken into two distinct groups. Those who believe that the City should reduce services in order to reduce the property-tax burden (9%) and those who believe that that the City should maintain the same level of service but find ways to reduce the cost of those services (15%). • On the other side, one quarter (24%) of residents state they are willing to pay increased property taxes if it is necessary to maintain the current levels of service and an additional 42 percent state they would be willing to pay increased property taxes, but only if it leads to increased levels of services.
Growth in Boise **(p. 75)**	Overall, Boise's growth is seen positively. • Nearly two-thirds "Somewhat" (44%) or "Completely" (18%) agree that Boise's growth is positive for the community. • One-quarter either "Somewhat" (15%) or "Completely" (10%) disagree with this statement.
Housing Levy **(p. 81)**	There is moderate support for a two-year property tax levy to establish an affordable housing fund. • Nearly six in ten residents support the levy. Thirty percent "Would" support it and 28 percent "Would absolutely" support the levy. • Conversely, one-third of residents oppose the levy. Twelve percent "Would not" support it and 21 percent would not support the levy "At all."
Crime **(p. 87)**	Crime in Boise is seen as a relatively small problem. • Nine percent of residents state that crime is "Not a problem" at all, while 6 percent feel that crime is "A big problem." • The remaining 85 percent of residents feel that crime is "Only a small problem" (50%) or "Somewhat of a problem" (35%). • The two largest police-related issues in Boise are traffic offenses (30%) and drug-related crime (19%).
Transportation **(p. 91)**	Boise is a car-centric city. • Ninety percent of residents state that their primary mode of transportation around the City is using a personal vehicle. Only 4 percent rely on public transportation as their primary mode. Attitudes toward public transportation are mixed. • Seventy-one percent of residents feel that public transportation is safe, and 40 percent of resident say they have convenient access to public transportation from where they live. However, using public transportation is more difficult. • Twenty-nine percent of residents indicate that public transportation goes where they need it to go. • Twenty-eight percent say they can get around town using public transportation, and • Half say that the frequency of public transportation services "Meets" (21%) or "Exceeds" (28%) their expectations.

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INTRODUCTION

BACKGROUND AND OBJECTIVES

The City of Boise, Idaho is home to approximately 223,154 residents. Like much of the Mountain West, Boise has been growing rapidly over the past few decades. In 2005, as part of its strategic planning effort, the City of Boise conducted its first comprehensive citizen survey. The research has been well received and heavily utilized over the years. Follow-up ad hoc studies have built on this effort, providing additional insights and directions for key initiatives. In 2005, the City committed to a biennial effort and studies were conducted in 2005, 2007, 2009, 2010, 2013, 2016, and 2018.

The 2018 Boise Citizen Survey was conducted from March 14 to April 8, 2018, using a mixed-mode address-based methodology and resulted in a total of 594 interviews—414 completed online, 51 completed by landline, and 129 completed by cell phone.

QUESTIONNAIRE DESIGN

The questionnaire underwent large revisions for the 2018 survey. Previous questionnaires were reviewed, and specific questions or subjects were kept as needed. The new questionnaire averaged just over 23 minutes by phone and included questions regarding:

- Overall Performance (5-Star questions)
- Taxation
- Budget Priorities
- General Livability
- Economic Development
- Housing

- The Environment
- Communication
- Public Safety
- Transportation
- Demographics

METHODOLOGY

The methodology for the 2018 Citizen Survey has improved from previous years. The 2010 and 2013 surveys both used Address-Based Sampling and mixed mode (phone + online) data collection. At the time, only landline phone numbers could be appended to a specific address.

There have been several advancements to Address-Based Sampling since the 2013 survey and more information can be appended to an address. The 2018 sample frame was composed of a list of all addresses in Boise—as defined by census block groups—including those indicating that post office boxes are the only way they get mail. This list was then matched against a comprehensive database to determine if the household had a matching landline or cell phone number. Additionally, e-mail addresses were appended where possible.

a. If no matching phone number was found, the household was sent a letter signed by the Mayor asking them to complete the survey online or by calling a toll-free number.
b. If an e-mail address was found, the household was sent an e-mail inviting them to complete the survey online or by calling a toll-free number. Non-responders were contacted by phone.
c. If a matching phone number was found, the household was called and asked to complete the survey by phone.

Surveys were conducted in English and Spanish.

	LANDLINE NO EMAIL	CELL PHONE NO EMAIL	LANDLINE + EMAIL	CELL PHONE + EMAIL	EMAIL (NO PHONE)	ADDRESS ONLY	TOTAL
SAMPLE DRAWN	2,203	2,270	1,490	2,741	2,344	3,952	15,000
SAMPLE USED	2,200	2,270	1,490	2,741	2,344	3,952	15,000
COMPLETED INTERVIEWS	51	67	33	101	30	312	594

+Addresses with matching e-mail addresses also had a landline or cell phone number

MARGIN OF ERROR

The margin of error is a statistic expressing the amount of random sampling error in a survey's results. The larger the margin of error, the less faith one should have that the survey's reported results are close to the true figures. The margin of error in the 2018 Citizen Survey is generally no greater than plus or minus 4.0 percentage points at a 95% confidence level. Appendix V provides additional insights into the margin of error with different sample sizes.

TOTAL SAMPLE	N = 594
Overall Precision 95% confidence	+/– 4.0%

DEMOGRAPHIC PROFILE AND WEIGHTING

Post-stratification weighting was used to ensure that results of the 2018 Citizen Survey are generally representative of the population of Boise according to the 2012-2016 American Community Survey 5-Year Estimates. Details on the weighting methods used and a comparison of the weighted and unweighted sample to the Boise population can be found in Appendix III. Unless otherwise noted, **weighted** data is used.

QUALITY STANDARDS AND REPORTING CONVENTIONS

ISO

ISO (the International Organization for Standardization) is a worldwide federation of national standards for a wide variety of agencies and industries. ISO 20252: 2012 Market Research quality standards are internationally recognized standards designed to create a globally standardized structure and level of quality for market, opinion, and social research. All work for the 2018 Boise Citizen Survey was conducted and is reported in accordance with ISO 20252: 2012 Market Research quality standards, and all respondents were assured that their responses would be kept confidential. No answers or opinions are tied back to individual residents, and responses are aggregated by neighborhood and analyzed by groups.

Year over Year Trending

Trending is shown throughout the report for questions where available. Trending is not available for all questions for all years so trended scores are shown where questions match from year to year. Trending for 2010, 2013 and 2018 is fairly reliable, yet trending for 2016 should be used with caution.

The 2010, 2013, and 2018 surveys all use the same scale system—an 11-point scale from 0 to 10 where 0 is the low score and 10 is the high score. Trending for these years (2010, 2013, and 2018) is fairly reliable.

The 2016 survey used 4-point scales (for example: poor, fair, good, excellent). There is no reliable mathematical method to allow for a true comparison between even numberd (4-point) and odd-numbered (5, 7, 11-point) scales. Mean scores cannot be compared as they are on completely different scales.

For the purpose of this report, the decision was made to only trend "top scores." That is, the top score (4 or "Excellent") from 2016 is compared to the top scores (combined 9-10) from the 2010, 2013, and 2018 data sets. Due to the differences in scales, it is highly recommended that any comparisons to 2016 be for reference only and not considered statistically reliable.

A spreadsheet is available under a separate cover that provides a dictionary of question comparisons and the math behind the comparisions.

Benchmarking

Benchmarking is defined as "the routine comparison with similar organizations of administrative processes, practices, costs, and staffing to uncover opportunities to improve services and/or to lower costs".[1] Benchmarking enables communities such as Boise to:

- Quantify measures of performance
- Quantify the gap between community performance and best practices
- Encourage focus on outcomes rather than simply performance

The sample frame for the benchmarking data consists of over 2,400 randomly selected households from across the United States. The sample frame was not designed to gather a specific number of completed surveys from a select number of cities. Therefore, there is no specific list of benchmark cities from which to compare. Benchmarking is performed against individuals residing in specific geographic areas.

For benchmarking, Boise results for key questions are compared to:

- All respondents Nationwide,
- 4-Star and 4.5-Star Communities, and
- Other respondents in the Mountain census division (Idaho, Montana, Wyoming, Nevada, Utah, Colorado, Arizona, and New Mexico).

Note, benchmarking is only available on a select few questions in this survey that match NWRG's benchmarking survey data. The 2018 Boise Community Survey contains several questions that are unique to this City.

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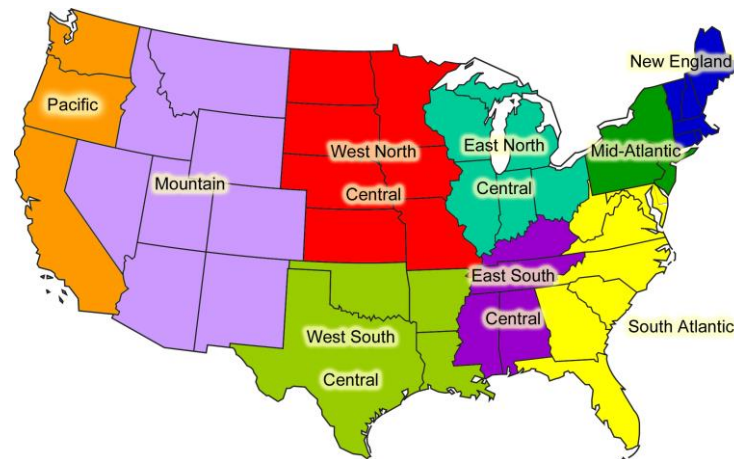
[1] Mark Howard & Bill Kilmartin, "Assessment of Benchmarking within Government Organizations," Accenture White Paper, May 2006.

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Community Survey Geography

In addition to analysis by key demographic segments, analysis looks at differences in results by each of Boise's five neighborhoods.
The left shows the total number of unweighted interviews conducted in each neighborhood, and the right shows the total number of weighted interviews conducted in each neighborhood. The study was not designed to control for neighborhood populations, so the number of completed interviews may not match the actual population distribution of Boise.

Map 1: Unweighted Count by Neighborhood

Map 2: Weighted Count by Neighborhood

West / Northwest Boise
Unweighted n=200

North / Northeast Boise
Unweighted n=111

Southwest Boise
Unweighted n=53

Boise Bench
Unweighted n=104

Southeast Boise
Unweighted n=126

West / Northwest Boise
Weighted n=210

North / Northeast Boise
Weighted n=102

Southwest Boise
Weighted n=59

Boise Bench
Weighted n=105

Southeast Boise
Weighted n=115

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Understanding the Data

This report summarizes the major findings of the research for each survey topic overall.

Tables and charts provide supporting data. Unless otherwise noted, column percentages are used. Percentages are rounded to the nearest whole number. Columns generally sum to 100% except in cases of rounding. In some instances, columns sum to more than 100% due to multiple responses being given to a single question; these cases are noted.

Except as noted, "Don't Know" and "Refused" responses are counted as missing values and are not included in the reported percentages.

The base for a question may vary depending on answers to previous questions or inclusion in a specific analytical group – for example, residents who have had contact with the police vs. those who have not had contact. Unless otherwise noted, the results in this report are based on the final weighted sample data, although actual (unweighted) base sizes are used to determine statistically significant differences and reliability.

The report also identifies differences that are statistically significant. If a difference is large enough to be unlikely to have occurred due to chance or sampling error, the difference is statistically significant. Unless otherwise noted, statistical significance was tested at the 95% confidence level. A statistically significant difference may not always be practically significant. Differences of practical significance depend on the judgment of the organization's management.

Survey Groups

Respondents were randomly split into two groups: Group 1 and Group 2 and each group was asked a subset of questions. This was done to reduce survey length and resulted in several questions being asked of one group as opposed to all respondents.

Group 1 was asked: Economic Development and Communications

Group 2 was asked: Housing and Environment

This is noted in the footnotes to each applicable chart and table throughout the report. Additionally, details regarding specific sample sizes can be found in Appendix IV.

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KEY FINDINGS

5-STAR RATING

Northwest Research Group's Research Program includes a proprietary index and benchmarking tool, the 5-Star Rating System. This rating is designed to measure the overall quality of governance and vision as a complement to traditional and individual measures of the quality of life and delivery of services in a city. The 5-Star Rating is intentionally designed to make achieving a 5-Star Rating extremely difficult and no cities surveyed by Northwest Research Group have achieved a 5-Star Rating. Very few have even achieved a 4.5-Star Rating.

The-5-Star Rating is a composite index that uses a robust theoretical and mathematical model to capture the essence of how well a city or town meets the critical needs and expectations of its residents. The model is based on a weighted sum of five questions: (1) Overall Quality of Life, (2) Overall Quality of City Services, (3) Perceived Comparability to Other Communities (that is, seen as better or worse than other communities), (4) Direction the City is Headed, and (5) Perceived Value of Services for Tax Dollars Paid.

Each question is given a relative weight based on proprietary analysis. The results are then combined using a logarithmic calculation to create the 5-Star Rating. The relative strength of the weights used for each question is shown in the figure to the right. Comparability to Other Communities receives the greatest weight in the formula while the Overall Quality of City Services receives the smallest weight in the formula.

Relative Weight in Model

Comparability to Other Communities

Direction Community Is Headed

Overall Quality of Life

Value of Services for Tax Dollars Paid

Overall Quality of City Services

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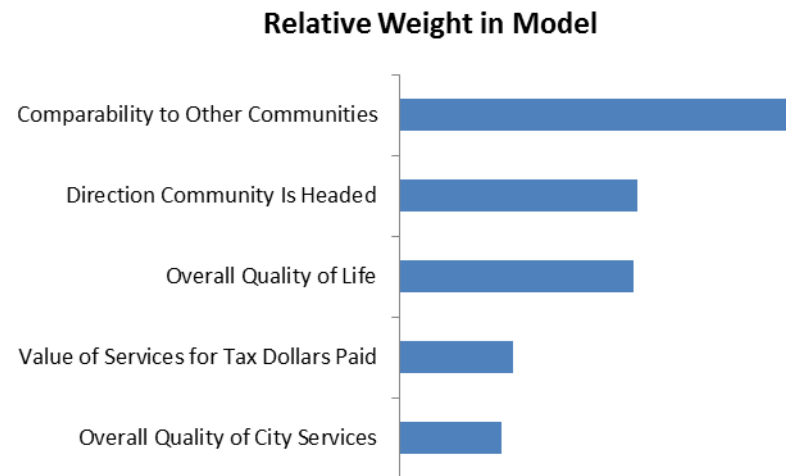
Overall 5-Star Rating

In 2010, Northwest Research Group introduced a proprietary index and benchmarking tool, the 5-Star Rating System, designed to measure quality of governance and vision as a complement to traditional measures of the quality of life and delivery of services in a city. Five powerful measures of performance are used to create the 5-Star Rating.

Below is a summary table containing topline results for Boise on each of the five questions that goes into the 5-Star Rating. More detail on these questions is located later in this report.

		2010	2013	2016*	2018
Overall Quality of Life	**% Exceeds + Greatly Exceeds**	**92%**	**94%**	**91%**	**92%**
	% Greatly Exceeds Expectations	27%	32%	42%	34%
	% Exceeds Expectations	65%	62%	49%	59%
	Mean	7.73	7.92	N/A	7.81
		2010	**2013**	**2016***	**2018**
Overall Quality of City Services	**% Exceeds + Greatly Exceeds**	**76%**	**85%**	**82%**	**85%**
	% Greatly Exceeds Expectations	14%	16%	21%	23%
	% Exceeds Expectations	62%	69%	61%	63%
	Mean	6.75	7.09	N/A	7.34
		2010	**2013**	**2016***	**2018**
Compared to Other Cities	**% Better + Significantly Better**	**N/A[+]**	**95%**	**N/A**	**94%**
	% Significantly Better than Other Cities	N/A	46%	N/A	53%
	% Better than Other Cities	N/A	49%	N/A	41%
	Mean	N/A	8.32	N/A	8.29
		2010	**2013**	**2016***	**2018**
Direction City Is Headed	**% Somewhat + Strongly**	**68%**	**76%**	**51%**	**67%**
	% Strongly Right Direction	10%	15%	13%	14%
	% Somewhat Right Direction	58%	61%	38%	54%
	Mean	6.30	6.75	N/A	6.32
		2010	**2013**	**2016***	**2018**
Value of Services for Tax Dollars Paid	**% Somewhat + Strongly**	**69%**	**75%**	**55%**	**73%**
	% Strongly Receive Value	12%	15%	9%	15%
	% Somewhat Receive Value	57%	60%	46%	58%
	Mean	6.33	6.81	N/A	6.62

Mean scores unavailable for 2016 data. Additionally, 2016 did not have a question comparable to NWRG3
+The wording for NWRG3 was changed in 2013 and is not comparable to 2010

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Boise received an overall 4.5-Star Rating for the 2018 Citizen Survey.

For the measures of Overall Quality of Life and Comparability to Other Communities, Boise ratings are comparable to other 4.5-Star levels.

For the measures of Overall Quality of Services and Value of Services, Boise ratings are above 4-Star levels but not quite to 4.5-Star levels.

Although 68 percent of residents believe that Boise is "Somewhat" or "Strongly" headed in the right direction, this question is lower than 4-Star communities. More details can be found on page 37 of this report.

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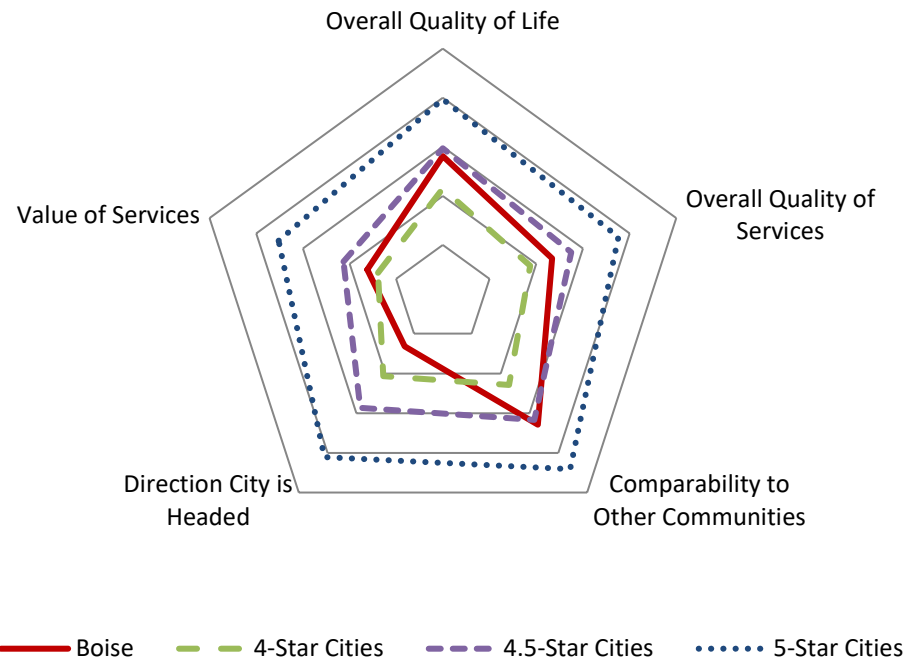
5-Star Rating by Police Neighborhood

The 4.5-Star Rating is uniform across the City.

Table 1: 5-Star Rating by Neighborhood

	<4-Star	4-Star	4.5-Star	5-Star	Star Rating	Sample Size
Citywide	22%	24%	26%	28%	4.5 Stars	(n=594)
North/Northeast	20%	31%	24%	24%	4.5 Stars	(n=111)
Southeast	17%	30%	23%	30%	4.5 Stars	(n=126)
Bench	28%	20%	26%	25%	4.5 Stars	(n=104)
Southwest	14%	21%	34%	32%	4.5 Stars	(n=53)
West/Northwest	26%	19%	26%	29%	4.5 Stars	(n=200)

5-Star Rating is a computed variable.   Base: All respondents

Bold text *indicates significant difference from other Neighborhoods at a 95% confidence level.*

Map 3: 5-Star Rating by Neighborhood

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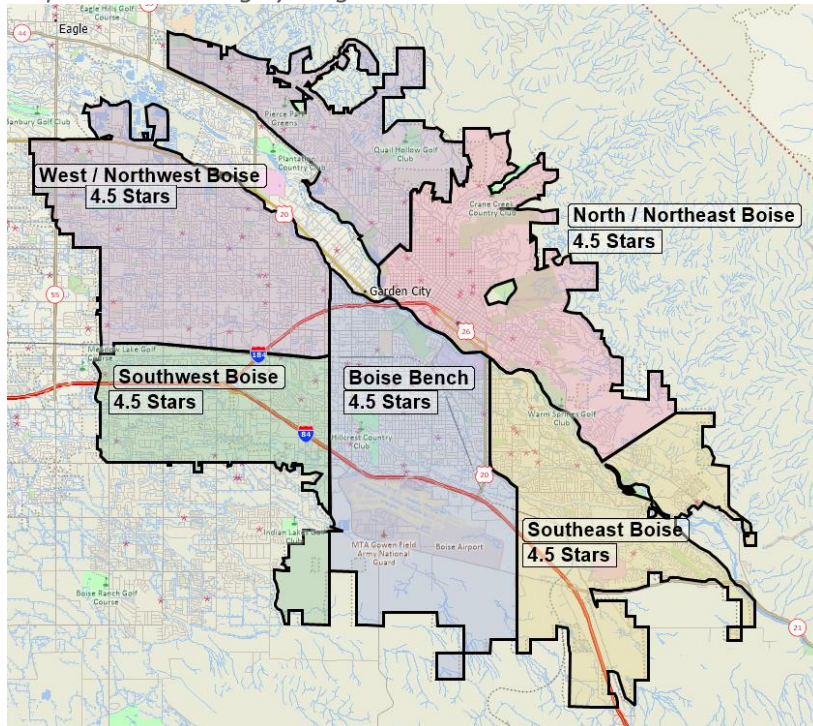
5-STAR POWER QUESTIONS

Overall Quality of Life in Boise

Nine out of ten (92%) Boise residents say that the quality of life "Meets" or "Exceeds" their expectations. This is consistent from 2010 to 2018.

Demographically, the only notable difference is found between households with and without children. Nearly half of households with children state that the Overall Quality of Life "Greatly Exceeds" their expectations. This is significantly higher than households without children.

Figure 1: Overall Quality of Life in Boise
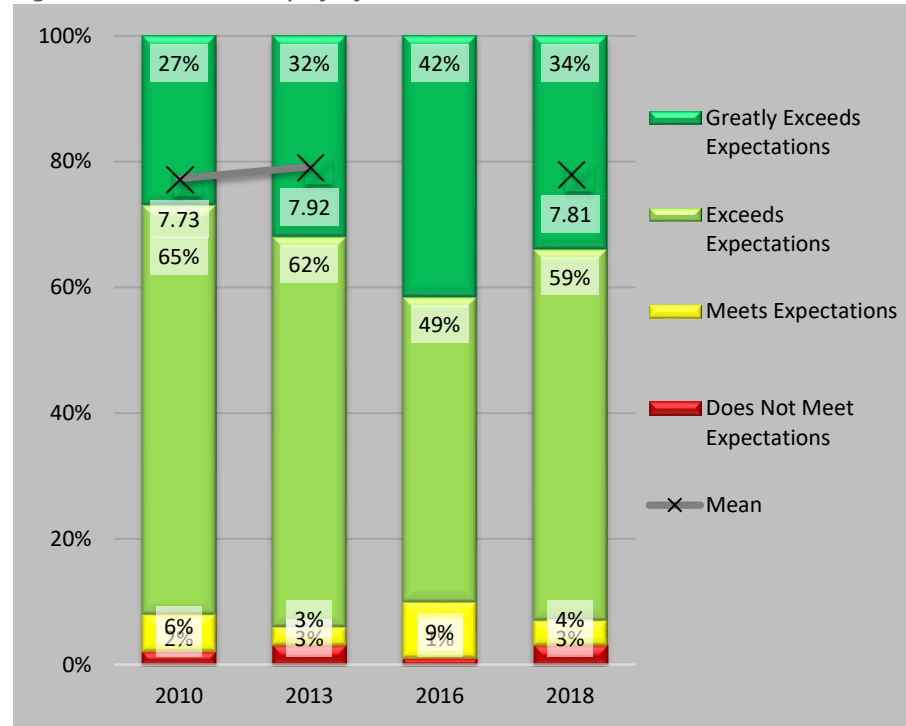
NWRG1—How would you rate the overall quality of life in Boise?
Mean based on 11-point scale where "0" means "does not meet expectations at all" and "10" means "greatly exceeds expectations"
Base: All respondents

Figure 2: Percent Greatly Exceeds Expectations by Family Type
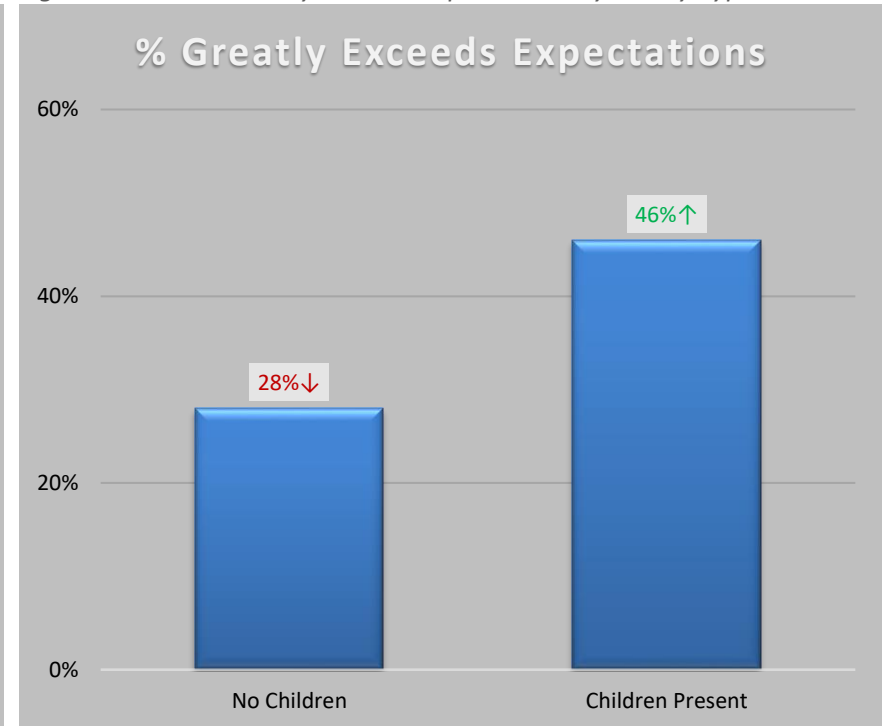
NWRG1—How would you rate the overall quality of life in Boise? Arrows represent statistically significant differences between groups of respondents.

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Geographically, results are generally consistent across Boise's five neighborhoods, though residents living in Southeast Boise have a higher mean score than residents living elsewhere.

Table 2: Overall Quality of Life by Neighborhood

	Does not Meet	Meets	Exceeds	Greatly Exceeds	Mean	*Sample Size*
Citywide	3%	4%	59%	34%	7.81	*(n=594)*
North/Northeast	3%	7%	58%	33%	7.73	*(n=111)*
Southeast	1%	2%	60%	38%	8.15↑	*(n=126)*
Bench	4%	7%	65%	24%	7.59	*(n=104)*
Southwest	0%	3%	58%	39%	8.01	*(n=53)*
West/Northwest	5%	4%	56%	35%	7.72	*(n=200)*

NWRG1—How would you rate the overall quality of life in the City of Boise?
Mean based on eleven-point scale where "0" means "Does not meet expectations at all" and "10" means "Greatly exceeds expectations" Base: All respondents

Map 4: Overall Quality of Life in Boise by Neighborhood

Maps illustrate differences in mean ratings by neighborhood.

2018 City of Boise Citizen Survey   ↑/↓*Indicates statistically significant differences* *Use caution, small sample sizes for these groups*
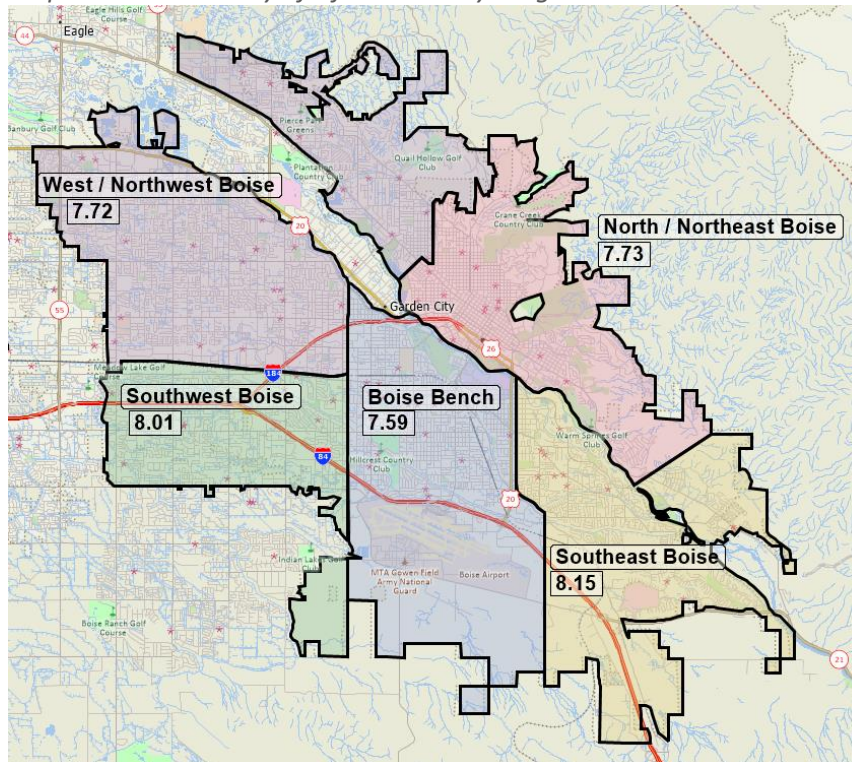
For benchmarking comparisons, Northwest Research Group created a variation of the Net Promoter Score. Questions were asked on an 11-point scale (0-10), and responses were grouped so that those who responded 0 through 6 are indicated by the red bar, those who responded 9 or 10 are shown by the green bar, and those who responded 7 or 8 are not shown. The net score was computed by subtracting the red bar from the green bar (e.g., 23%-18%=5%) then multiplied by 100 to create a whole number (5%*100=5). Finally, 100 was added to the product so that the scores are set on a scale from 0 to 200. To get a zero, every respondent must have answered between 0 and 6. Conversely, to get a 200, every respondent must have answered either a 9 or 10.

Boise performs above National, Mountain, and Other 4-Star benchmarks and similar to other 4.5 Star benchmark cities.

Figure 3: Overall Quality of Life in Boise—Benchmarked

NWRG1—How would you rate the overall quality of life in the City of Boise?
Base: All respondents
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Chart represents a modified Net Promoter Score (NPS) Green bars represent percent of respondents who answered 9 or 10 (scale from 0-10). Red bars represent percent of respondents who answered 0 thru 6 (scale from 0-10). Respondents who answered 7 or 8 are not shown. The star is based on the following formula (green bar – red bar)*100+100. Star ranges from 0 (all respondents provided a rating from 0 to 6) to 200 (all respondents provided a rating of 9 or 10).

2018 City of Boise Citizen Survey   ↑/↓*Indicates statistically significant differences *Use caution, small sample sizes for these groups*

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Overall Quality of Boise's Services

Nine out of ten residents say that the quality of City services "Meets" or "Exceeds" their expectations. There is room for improvement however, as nearly three times the number of residents think that the quality of services simply "Exceeds" rather than "Greatly Exceeds" expectations.

Newer residents generally feel the quality of services is better than longer term residents.

Figure 4: Quality of Services Provided by Tenure
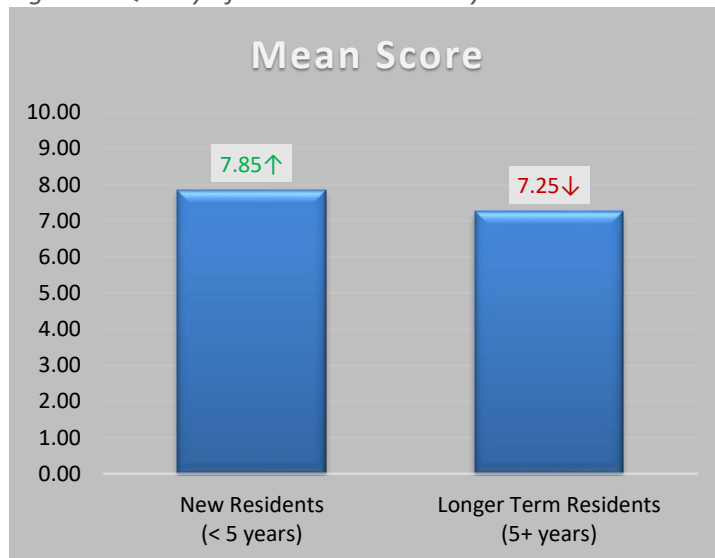
NWRG2—How would you rate the overall quality of services provided by the City of Boise? Arrows represent statistically significant differences between groups of respondents.

Figure 5: Overall Quality of City Services
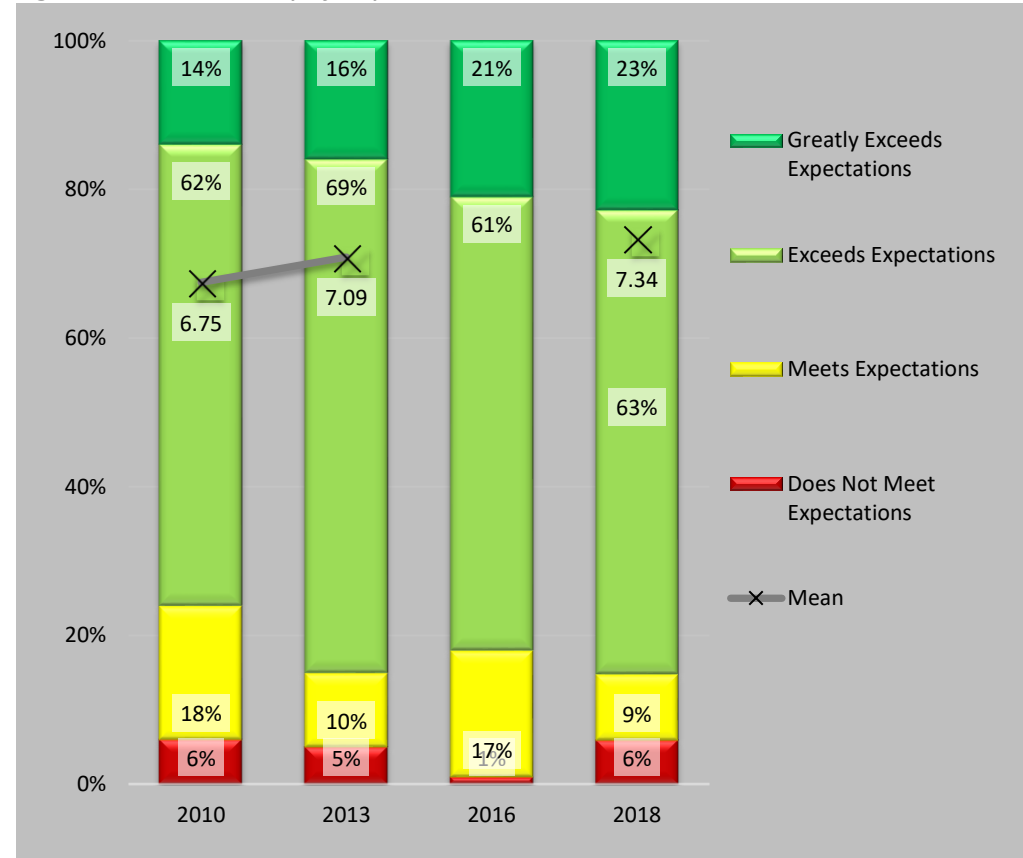
NWRG2—How would you rate the overall quality of services provided by the City of Boise?
Mean based on eleven-point scale where "0" mean "Does not meet expectations at all" and "10" means "Greatly exceeds expectations."
Base: All respondents

2018 City of Boise Citizen Survey   ↑/↓*Indicates statistically significant differences *Use caution, small sample sizes for these groups*

Geographically, results are generally consistent across Boise's five neighborhoods, though residents living in Southeast Boise have a higher mean score than residents living elsewhere.

Table 3: Overall Quality of Services by Neighborhood

	Does not Meet	Meets	Exceeds	Greatly Exceeds	Mean	Sample Size
Citywide	6%	9%	63%	23%	7.34	(n=594)
North/Northeast	6%	8%	68%	19%	7.15	(n=111)
Southeast	2%	4%	69%	26%	7.74↑	(n=126)
Bench	8%	8%	62%	22%	7.22	(n=104)
Southwest	3%	6%	67%	24%	7.55	(n=53)
West/Northwest	8%	13%	56%	23%	7.21	(n=200)

NWRG2— How would you rate the overall quality of services provided by the City of Boise?
Mean based on eleven-point scale where "0" means "Does not meet expectations at all" and "10" means "Greatly exceeds expectations" Base: All respondents

Map 5: Quality of Boise's Services by Neighborhood

Maps illustrate differences in mean ratings by neighborhood.

2018 City of Boise Citizen Survey ↑/↓*Indicates statistically significant differences *Use caution, small sample sizes for these groups*
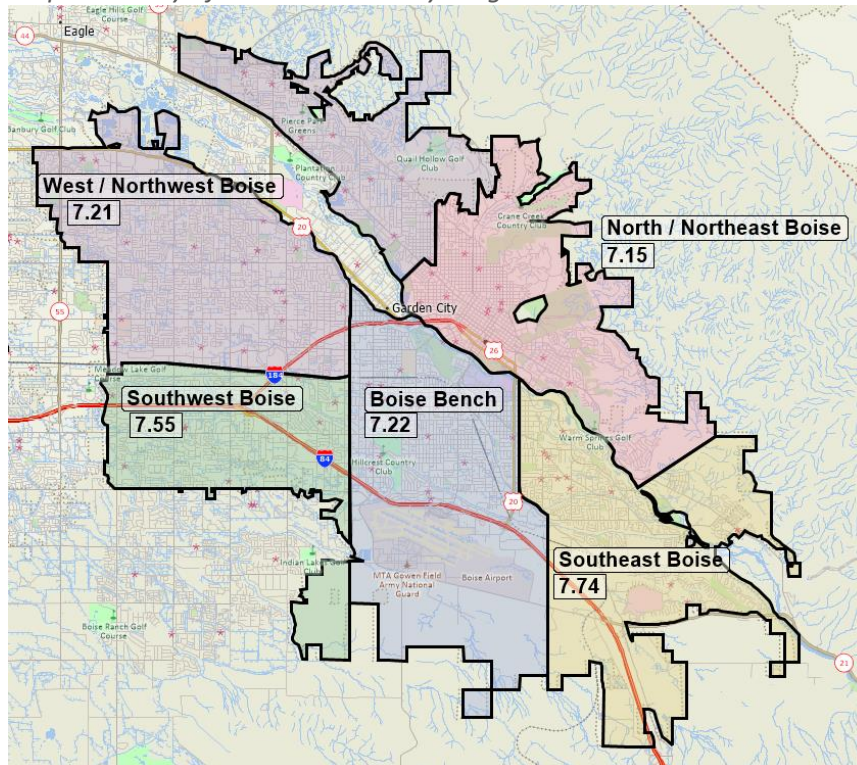
When the Quality of Services provided by the City is benchmarked nationally, Boise performs higher than National and Regional benchmarks, and between 4-Star and 4.5-Star benchmarks.
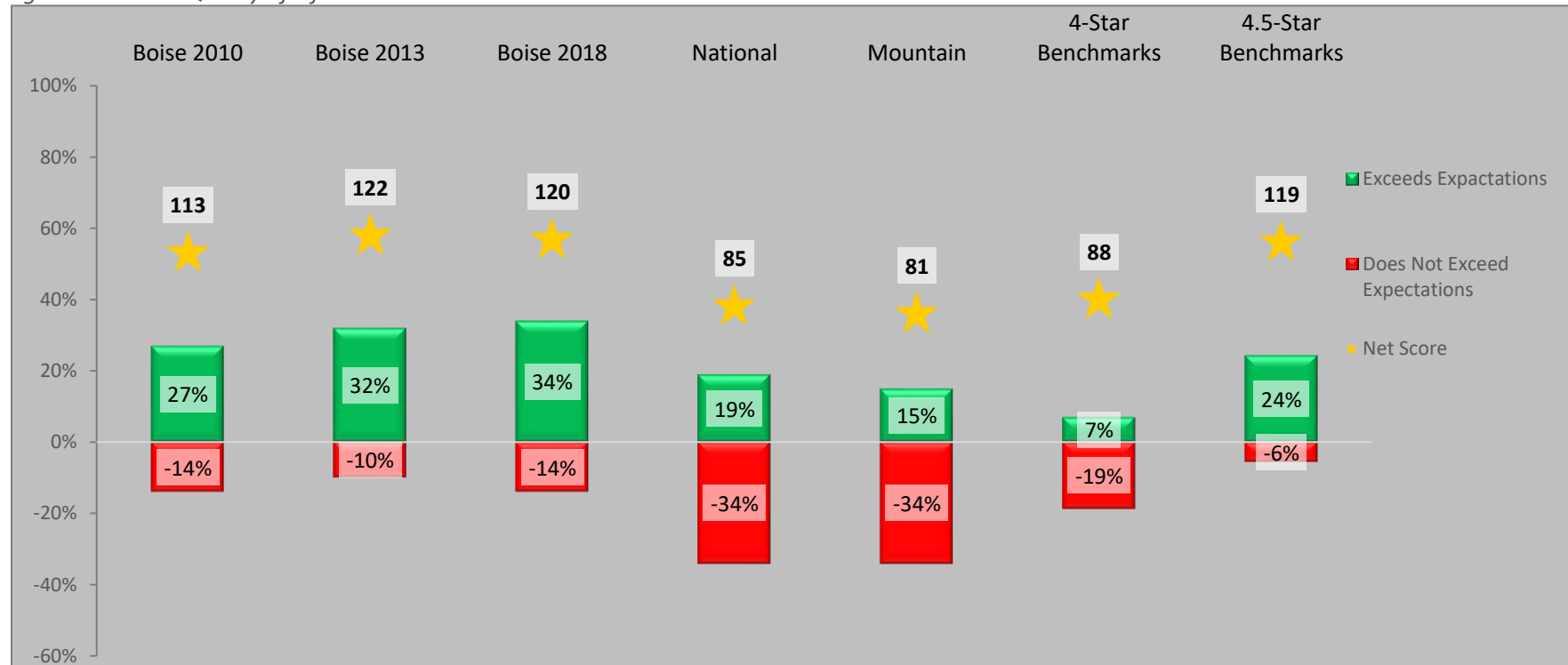
Figure 6: Overall Quality of City Services—Benchmarked

NWRG2—How would you rate the overall quality of services provided by the City of Boise?
Base: All respondents
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Chart represents a modified Net Promoter Score (NPS) Green bars represent percent of respondents who answered 9 or 10 (scale from 0-10). Red bars represent percent of respondents who answered 0 thru 6 (scale from 0-10). Respondents who answered 7 or 8 are not shown. The star is based on the following formula (green bar – red bar)*100+100. Star ranges from 0 (all respondents provided a rating from 0 to 6) to 200 (all respondents provided a rating of 9 or 10).

2018 City of Boise Citizen Survey   ↑/↓*Indicates statistically significant differences *Use caution, small sample sizes for these groups*

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Comparability to Other Communities

With a mean score of 8.92 on a scale from 0 to 10, Comparability to Other Communities receives the highest average rating among the 5-Star questions. This question was not asked in 2010 or 2016 so comparisons can only be made against 2013.

Ratings are similar across demographic profiles such as age, income, and household composition.

Figure 7: Boise as a Place to Live Compared to other Communities
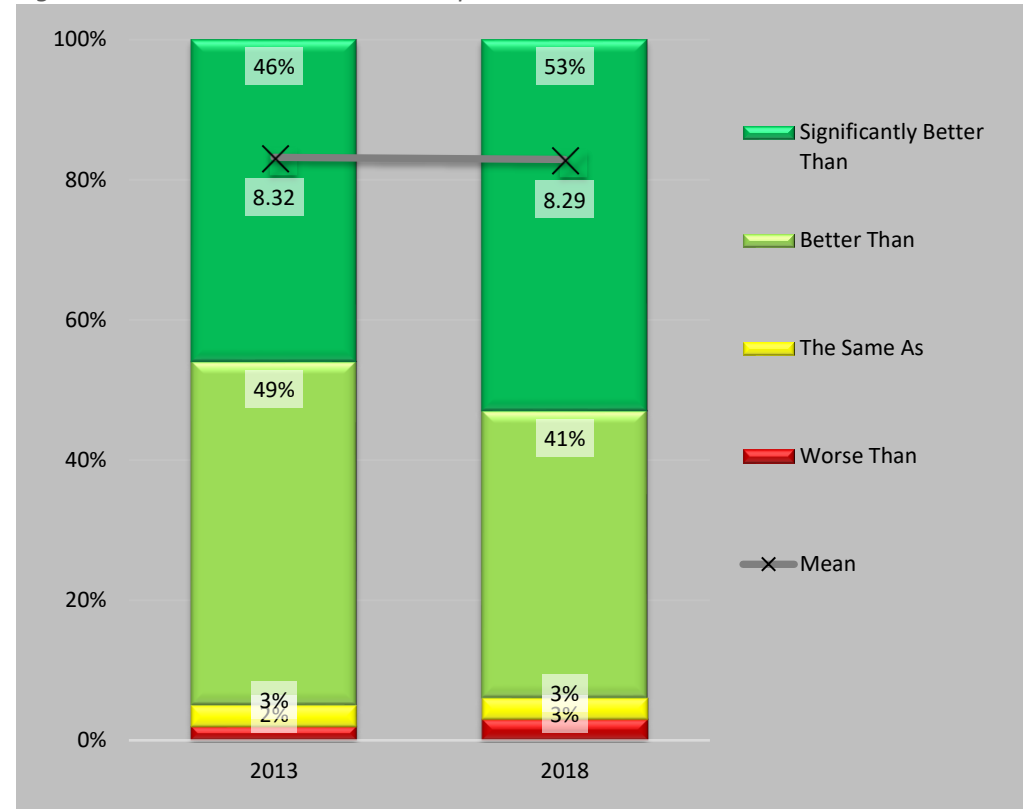
NWRG3—Compared with other cities and towns, how would you rate Boise as a place to live?
Mean based on eleven-point scale where "0" means, "Significantly worse than other cities" and "10" means "Significantly better than other cities."
Base: All respondents

2018 City of Boise Citizen Survey   ↑/↓*Indicates statistically significant differences *Use caution, small sample sizes for these groups*

Geographically, ratings are consistent across Boise's five neighborhoods.

Table 4: Comparability to Other Communities by Neighborhood

	Worse	Similar	Somewhat Better	Significantly Better	Mean	*Sample Size*
Citywide	3%	3%	41%	53%	8.29	*(n=594)*
North/Northeast	2%	2%	43%	52%	8.31	*(n=111)*
Southeast	1%	0%	48%	51%	8.43	*(n=126)*
Bench	7%	4%	42%	48%	7.98	*(n=104)*
Southwest	0%	2%	35%	63%	8.70	*(n=53)*
West/Northwest	2%	6%	39%	53%	8.24	*(n=200)*

NWRG3—Compared with other cities and towns, how would you rate Boise as a place to live?
Mean based on eleven-point scale where "0" means, "Significantly worse than other cities" and "10" means "Significantly better than other cities." Base: All respondents

Map 6: Comparability to Other Communities by Neighborhood

Maps illustrate differences in mean ratings by neighborhood.

2018 City of Boise Citizen Survey   ↑/↓*Indicates statistically significant differences *Use caution, small sample sizes for these groups*
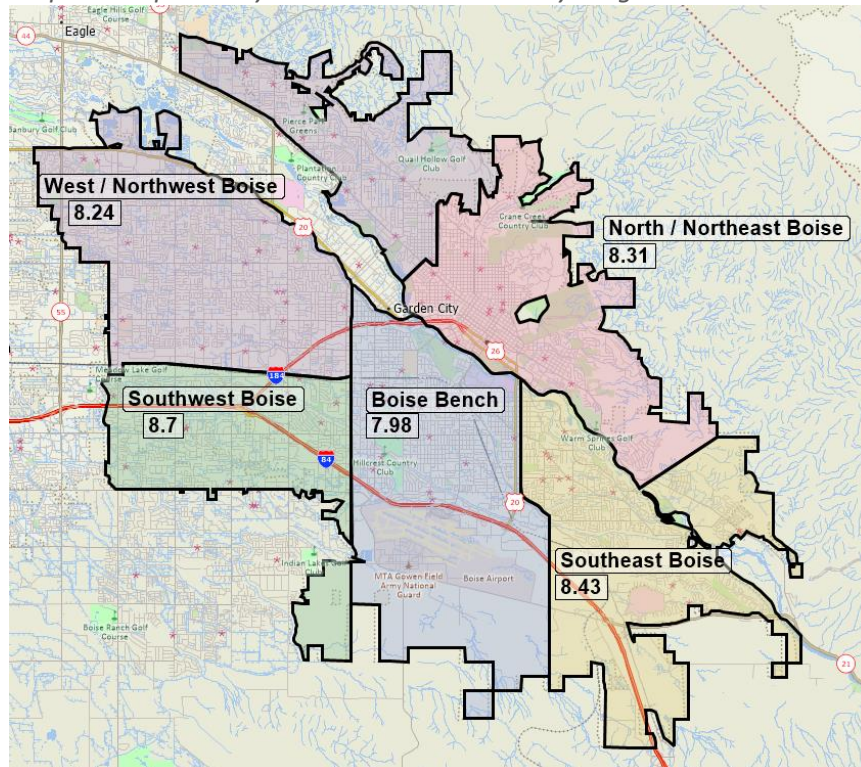
When Comparability to Other Communities is benchmarked, Boise's performance is above National, Regional, and other 4-Star benchmarks. Boise also rates slightly above other 4.5-Star benchmarks.

Figure 8: Comparability to Other Communities—Benchmarked
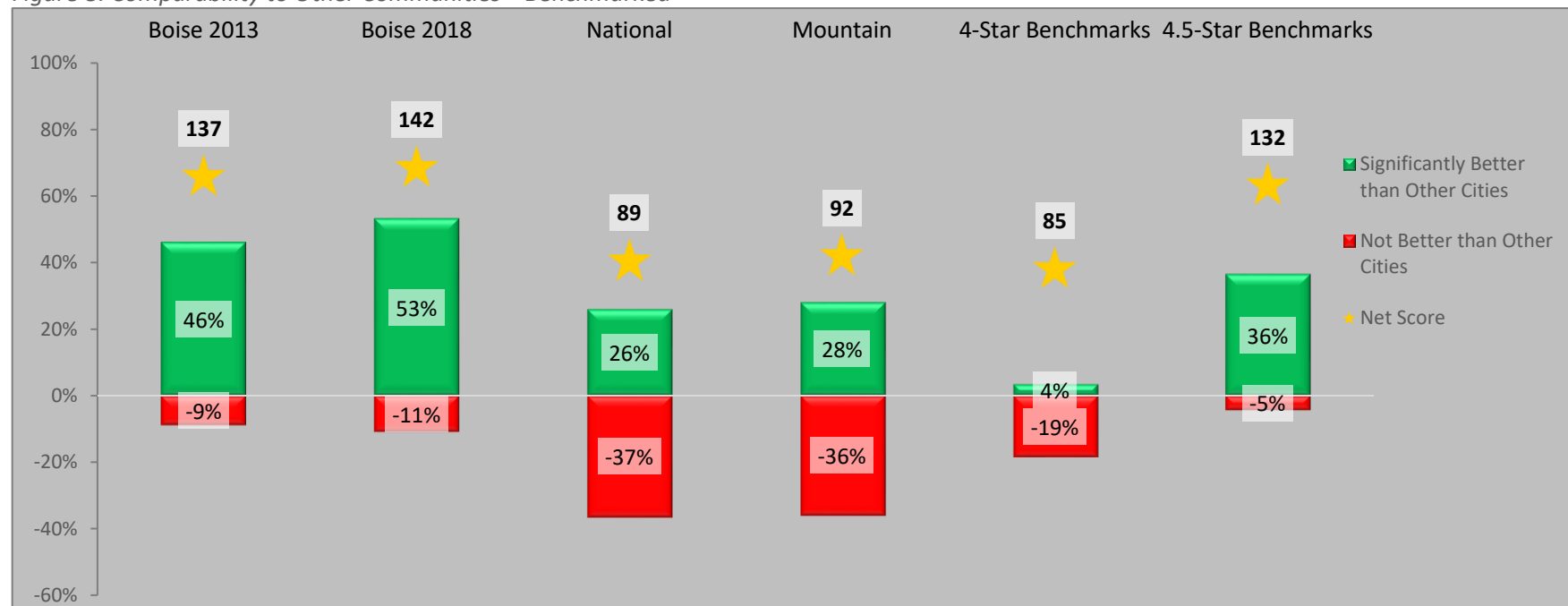
NWRG3—Compared with other cities and towns, how would you rate Boise as a place to live?

Base: All respondents   2010 Data not shown as question not asked in 2010

Chart represents a modified Net Promoter Score (NPS) Green bars represent percent of respondents who answered 9 or 10 (scale from 0-10). Red bars represent percent of respondents who answered 0 thru 6 (scale from 0-10). Respondents who answered 7 or 8 are not shown. The star is based on the following formula (green bar – red bar)*100+100. Star ranges from 0 (all respondents provided a rating from 0 to 6) to 200 (all respondents provided a rating of 9 or 10).

2018 City of Boise Citizen Survey   ↑/↓*Indicates statistically significant differences *Use caution, small sample sizes for these groups*

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2018 City of Boise Citizen Survey   ↑/↓*Indicates statistically significant differences *Use caution, small sample sizes for these groups*

Direction Boise Is Headed

Residents were asked to indicate if they felt that Boise was headed in the right or wrong direction.

While two-thirds residents believe that Boise is headed in the right direction, substantially more residents feel that the city is only "Somewhat" headed in the right direction (54%) than "Strongly" doing so (14%).

There are a few differences based on demographics where it is seen that both residents under 35 as well as new residents (< 5 years) have a more positive attitude regarding the direction the city is headed.

Figure 9: Direction City is Headed by Age and Tenure
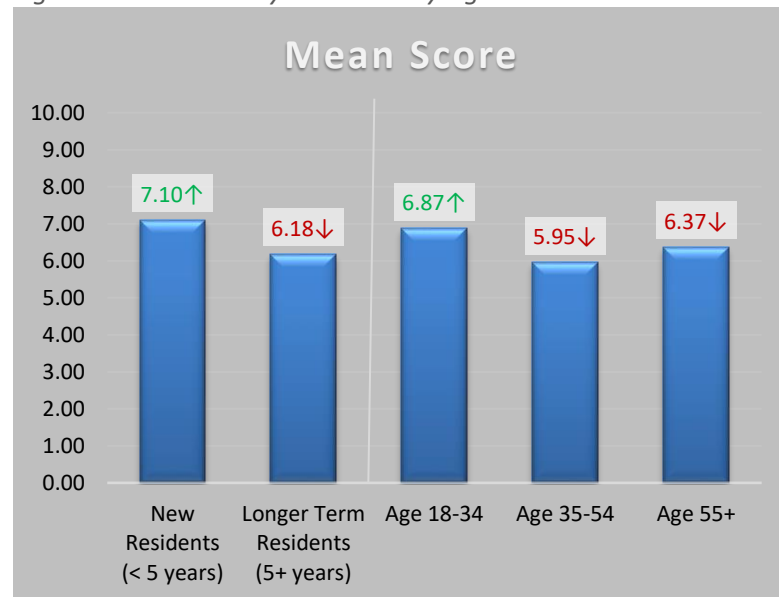
NWRG4—Overall, would you say that Boise is headed in the right or wrong direction?
Mean based on eleven-point scale where "0" means, "Strongly wrong direction" and "10" means "Strongly right direction." Arrows represent statistically significant differences between groups of respondents.

Figure 10: Direction Boise is Headed
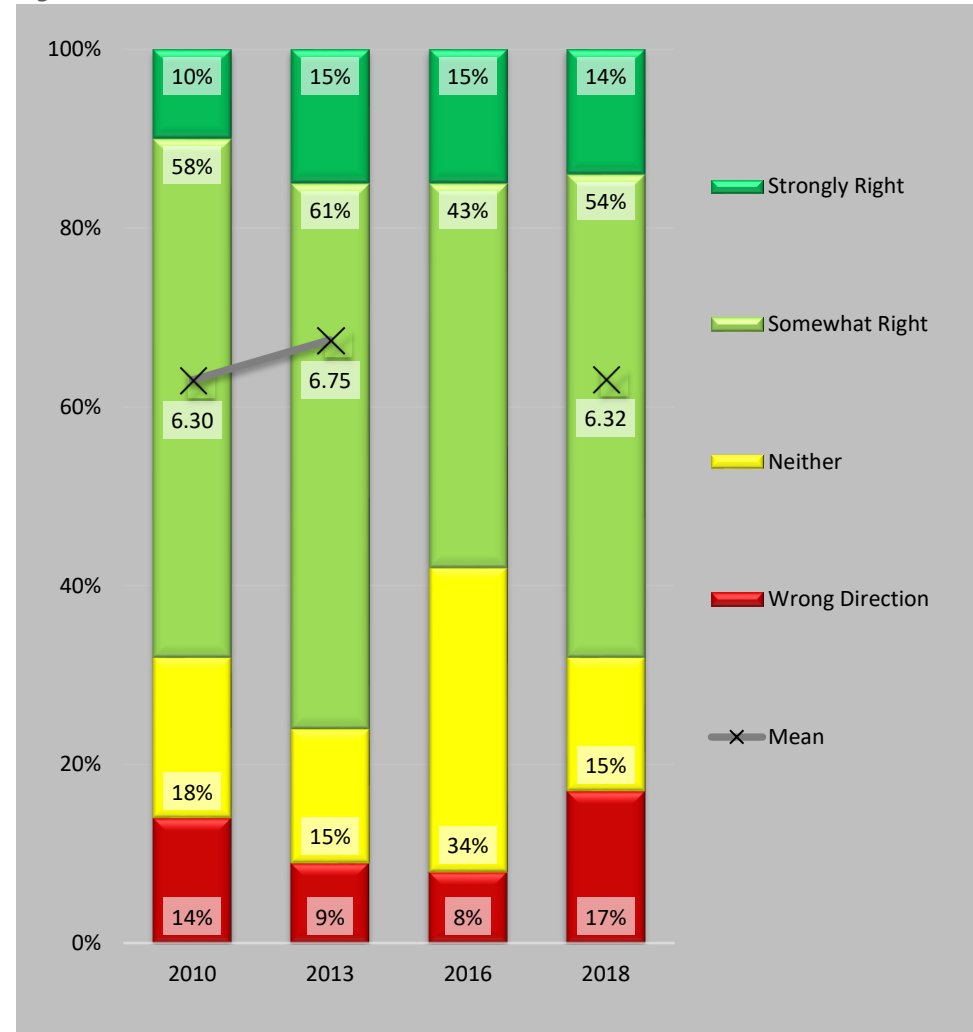
NWRG4—Overall, would you say that Boise is headed in the right or wrong direction?
Mean based on eleven-point scale where "0" means, "Strongly wrong direction" and "10" means "Strongly right direction."
Base: All respondents

2018 City of Boise Citizen Survey   ↑/↓*Indicates statistically significant differences *Use caution, small sample sizes for these groups*

Geographically, ratings are consistent across Boise's five neighborhoods.

Table 5: Direction City is Headed by Neighborhood

	Wrong Direction	Neutral	Somewhat Right	Strongly Right	Mean	*Sample Size*
Citywide	17%	15%	54%	14%	6.32	*(n=594)*
North/Northeast	20%	9%	57%	15%	6.30	*(n=111)*
Southeast	18%	15%	53%	14%	6.26	*(n=126)*
Bench	16%	15%	50%	18%	6.57	*(n=104)*
Southwest	10%	18%	67%	5%	6.46	*(n=53)*
West/Northwest	18%	19%	51%	13%	6.21	*(n=200)*

NWRG4—Overall, would you say that Boise is headed in the right or wrong direction?

Mean based on eleven-point scale where "0" means, "Strongly wrong direction" and "10" means "Strongly right direction. "Base: All respondents

Map 7: Direction City is Headed by Neighborhood

Maps illustrate differences in mean ratings by neighborhood.

2018 City of Boise Citizen Survey ↑/↓*Indicates statistically significant differences *Use caution, small sample sizes for these groups*
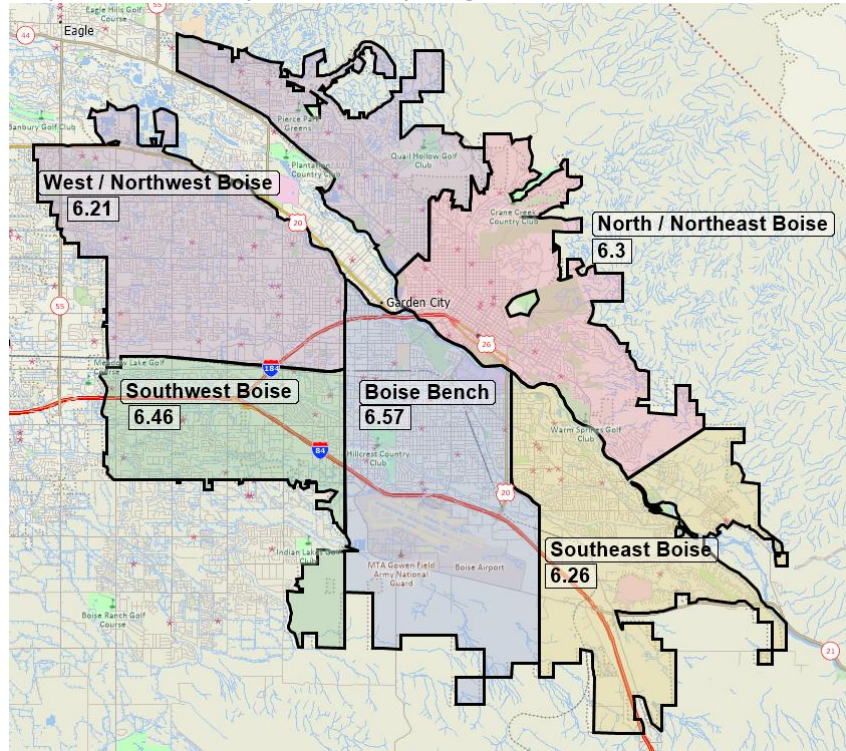
Benchmarked, Boise is rated below National and 4-Star benchmarks regarding the Direction the City is Headed. Boise rates in-line with other Mountain communities. Ratings for the Direction the City is Headed have seen a decline in other cities over the past 12-18 months. This is not reflected in the benchmark data yet as it was updated in 2015. The benchmarking data is currently being updated and new results are expected in the second quarter of 2018.

Figure 11: Direction Boise is Headed—Benchmarked
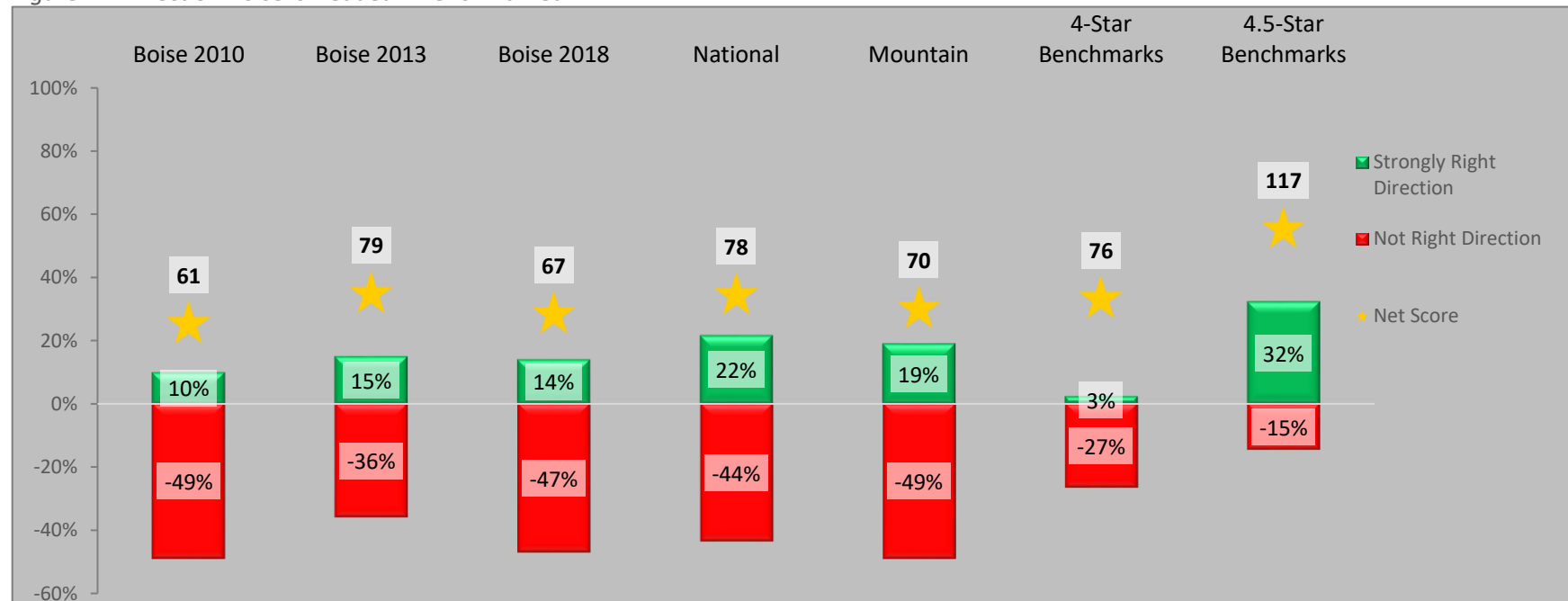
NWRG4—Overall, would you say that Boise is headed in the right or wrong direction?
Base: All respondents
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*Chart represents a modified Net Promoter Score (NPS) Green bars represent percent of respondents who answered 9 or 10 (scale from 0-10). Red bars represent percent of respondents who answered 0 thru 6 (scale from 0-10). Respondents who answered 7 or 8 are not shown. The star is based on the following formula (green bar – red bar)*100+100. Star ranges from 0 (all respondents provided a rating from 0 to 6) to 200 (all respondents provided a rating of 9 or 10).*

2018 City of Boise Citizen Survey   ↑/↓*Indicates statistically significant differences *Use caution, small sample sizes for these groups*

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Value of Services for Tax Dollars Paid

Nearly three-quarters of residents (73%) say that they are getting their money's worth for their tax dollar—consistent with findings in 2013.

As with the Overall Quality of Life, the only notable difference based on demographics is seen between households with and without children present.

Figure 12: Percent Definitely Getting Money's Worth by Family Type
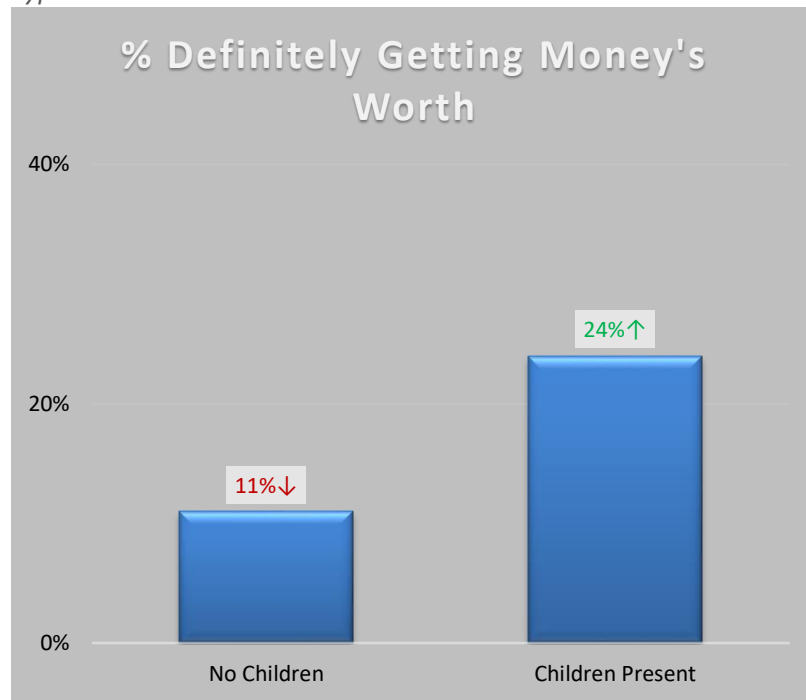
NWRG5—Do you feel you are getting your money's worth for your city tax dollar?

Figure 13: Value of Services for Tax Dollars Paid
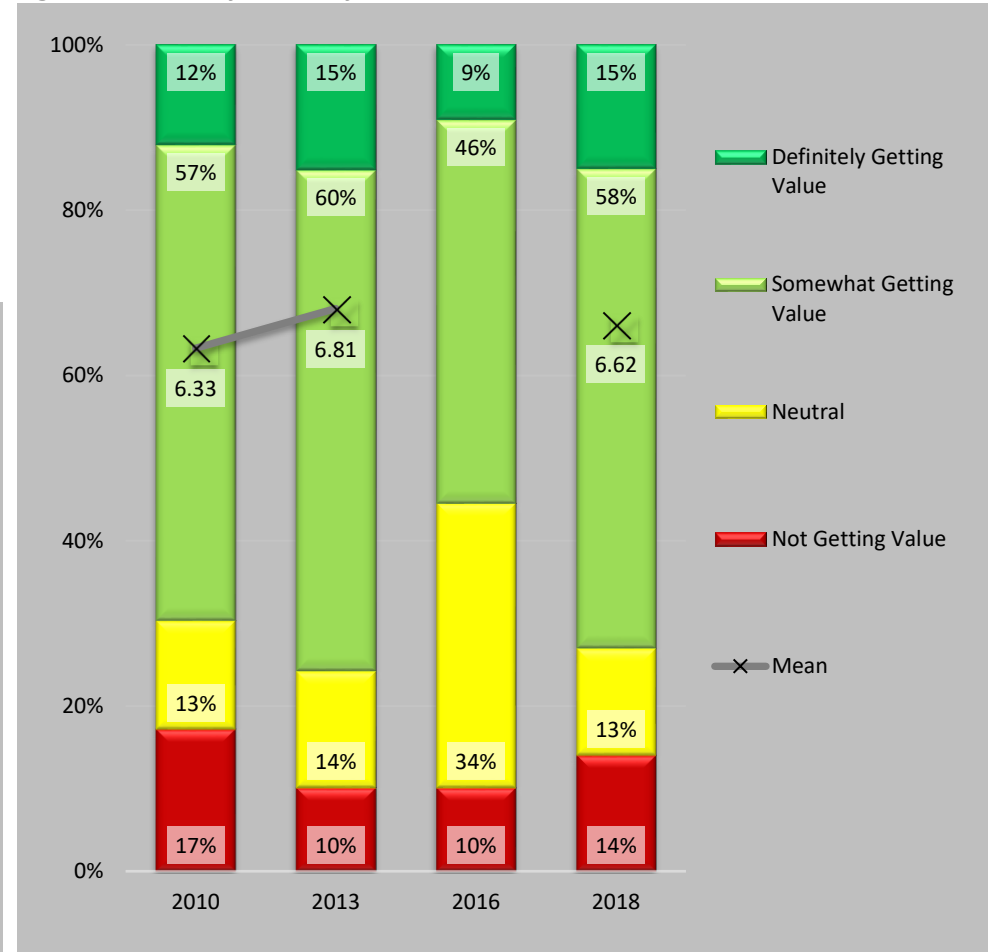
NWRG5—Do you feel you are getting your money's worth for your city tax dollar?
Mean based on eleven-point scale where "0" means, "Definitely not getting money's worth" and "10" means "Definitely getting money's worth."
Base: All respondents

2018 City of Boise Citizen Survey   ↑/↓*Indicates statistically significant differences *Use caution, small sample sizes for these groups*

Geographically, results are generally consistent across Boise's five neighborhoods, though residents living in Southeast Boise have a higher mean score than residents living elsewhere.

Table 6: Value of Services for Tax Dollars Paid by Neighborhood

	Not Getting Value	Neutral	Somewhat Getting Value	Definitely Getting Value	Mean	*Sample Size*
Citywide	14%	13%	58%	15%	6.62	*(n=594)*
North/Northeast	14%	12%	55%	19%	6.71	*(n=111)*
Southeast	3%	17%	57%	23%	7.14↑	*(n=126)*
Bench	17%	7%	63%	13%	6.62	*(n=104)*
Southwest	10%	7%	77%	6%	6.59	*(n=53)*
West/Northwest	19%	16%	52%	13%	6.29	*(n=200)*

NWRG5—Do you feel you are getting your money's worth for your city tax dollar?
Mean based on eleven-point scale where "0" means "Definitely not getting money's worth" and "10" means "Definitely getting money's worth." Base: All respondents

Map 8: Value of Services for Tax Dollars Paid by Neighborhood

Maps illustrate differences in mean ratings by neighborhood.

2018 City of Boise Citizen Survey   ↑/↓*Indicates statistically significant differences *Use caution, small sample sizes for these groups*
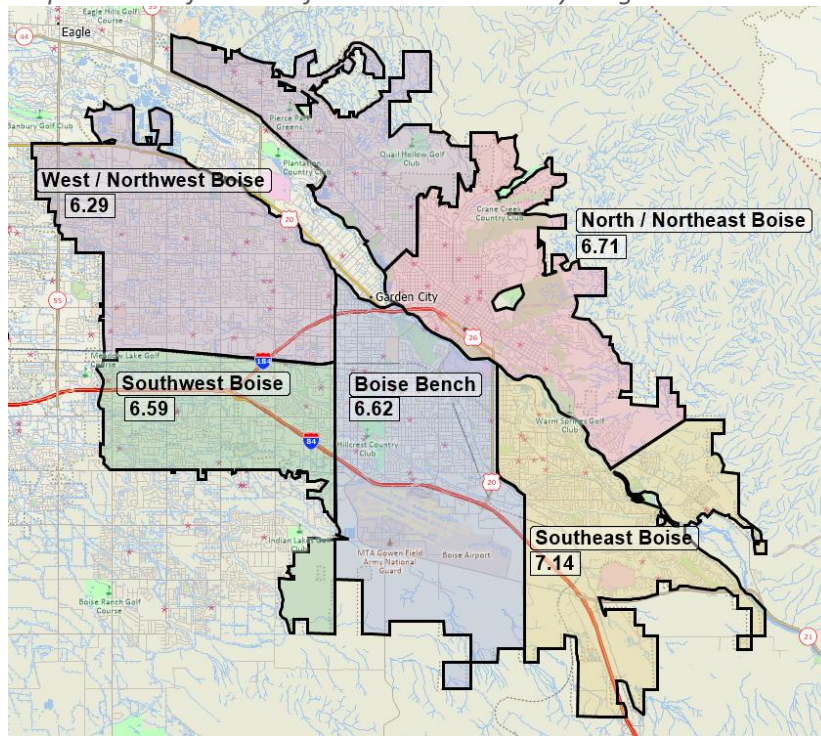
When Benchmarked, Boise performs higher than National and Regional benchmarks, and between 4-Star and 4.5-Star benchmarks.

Figure 14: Value of Services for Tax Dollars Paid—Benchmarked
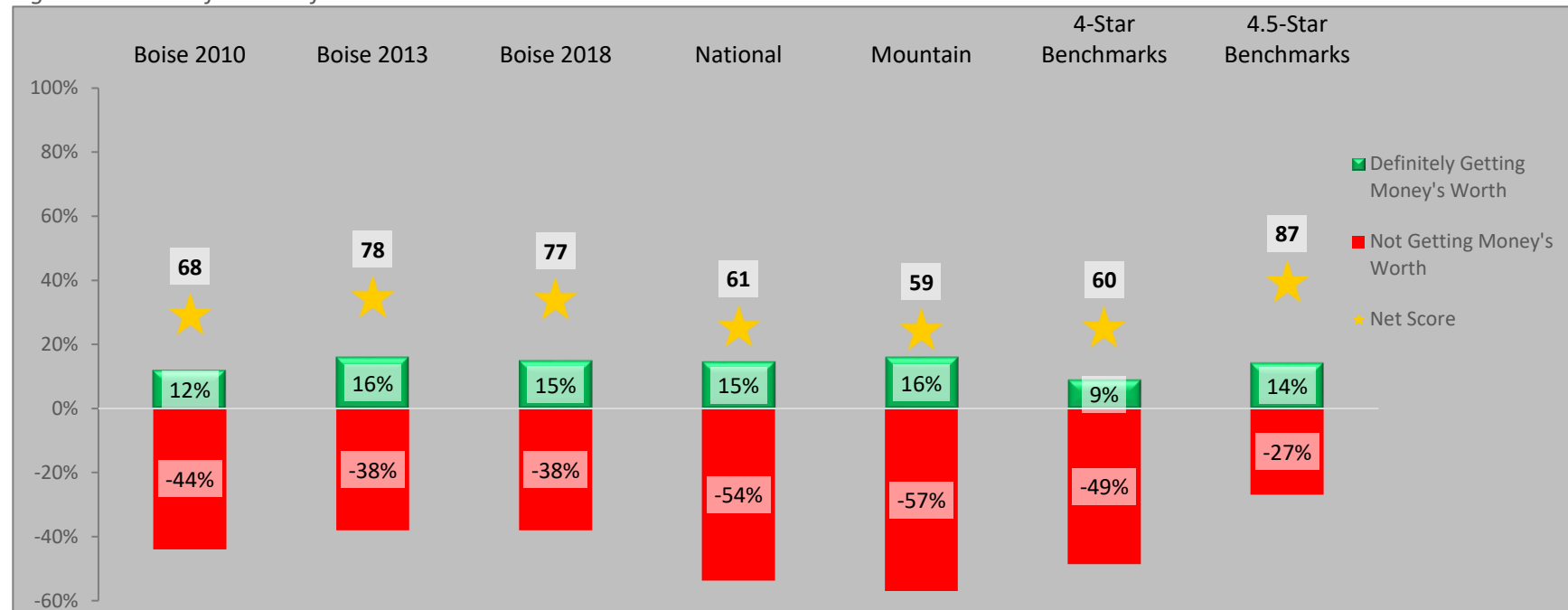
NWRG5—Do you feel you are getting your money's worth for your city tax dollar?
Base: All respondents

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Chart represents a modified Net Promoter Score (NPS) Green bars represent percent of respondents who answered 9 or 10 (scale from 0-10). Red bars represent percent of respondents who answered 0 thru 6 (scale from 0-10). Respondents who answered 7 or 8 are not shown. The star is based on the following formula (green bar – red bar)*100+100. Star ranges from 0 (all respondents provided a rating from 0 to 6) to 200 (all respondents provided a rating of 9 or 10).

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KEY COMMUNITY INDICATORS

Overall Ratings

The 2018 Citizen Survey asked 35 questions regarding the quality, and residents' perceptions of, various aspects of the City of Boise.

Factor analysis is a type of advanced analytics that looks at the responses to multiple questions and groups questions with highly correlated responses into factors . All 35 of the questions were analyzed, and the results showed that many of the answers were highly related (e.g., individual responses to questions dealing with government action were very similar). The scores of the related questions are combined to create a new variable called a dimension.

The use of factor analysis to create these dimensions simplifies reporting and provides for a more stable model when running other analytics such as the Key Drivers Analysis discussed later in this report.

The table on the next page shows which questions were highly related to one another and how they were grouped to create each of the seven dimensions: Public Safety, Environment, Quality of Life, Economy, Housing, Communications, and Transportation. See Appendix VI for a table illustrating how the questions were grouped into each dimension.

Figure 15: Overall Performance on Key Question Indicator Dimensions

Overall Key Community Dimension Scores

Dimension	Score
Public Safety	8.21
Environment	7.08
Quality of Life	6.50
Overall Mean	6.30
Economy	6.23
Housing	6.02
Communications	5.66
Transportation	4.42

2018 City of Boise Citizen Survey   ↑/↓*Indicates statistically significant differences *Use caution, small sample sizes for these groups*
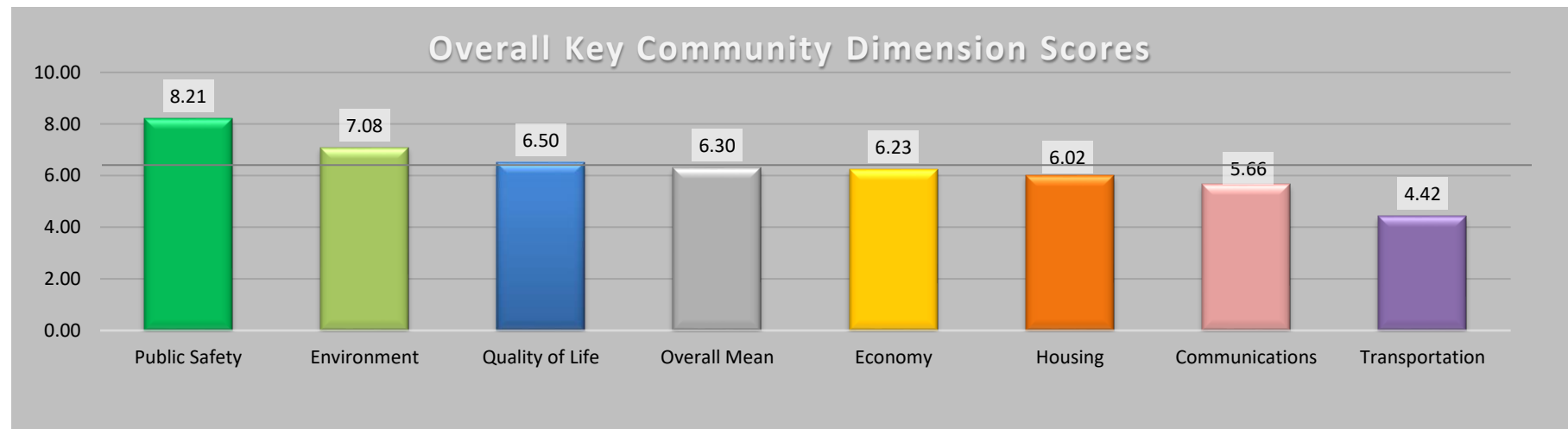
Grouped Ratings

With a mean score of 8.21 (high is 10), Public Safety is the highest scoring dimension in Boise. As is generally seen with safety, residents generally feel safer during the day, and in their own neighborhoods, than after dark.

- The two daytime safety attributes are the highest rated attributes among all 35 included in this analysis.

Table 7: Performance on Key Community Questions—Public Safety

Key Community Questions	2018
Overall	8.21
Neighborhood safety during the day	8.94
Downtown safety during the day	8.86
Neighborhood safety after dark	7.85
Downtown safety after dark	7.22

Note: Red dividing line in tables indicates the overall mean of the questions contained in that dimension.
Base: All respondents

Boise's environmental planning and actions also rate quite well with a mean score of 7.08.

- Within this dimension, Boise performs best on providing access to safe drinking water (4th highest attribute overall).
- Improvements could be made regarding promoting renewable energy options.

Table 8: Performance on Key Community Questions—Environment

Key Community Questions	2018
Overall	7.08
Provides access to safe drinking water	8.18
Preserves natural resources like open space & greenways	7.47
Promotes "green" behaviors like recycling	7.44
Supports access to a range of healthy and/or locally-produced food options	7.05
Maintains air quality	6.63
Promotes renewable energy options	5.75

Note: Red dividing line in tables indicates the overall mean of the questions contained in that dimension. Base: Group 2

2018 City of Boise Citizen Survey   ↑/↓*Indicates statistically significant differences *Use caution, small sample sizes for these groups*

With a mean score of 6.50, the dimension containing general Quality of Life attributes rates just above the City's overall average (6.30).

- Residents rate access to entertainment options such as parks, foothills, and open spaces the highest (3rd highest overall).

- The lowest rated attribute is the City's performance in providing safe and convenient transportation options. In fact, this is the fourth lowest scoring attribute among all 35 measured in this analysis.

Table 9: Performance on Key Community Questions—Quality of Life

Key Community Questions	2018
Overall	6.50
Access to parks, foothills, and open space	8.19
Access to libraries and related programs	7.68
Maximizes public safety	7.28
Access to recreation centers and classes	6.91
Supports visual and performing arts and cultural programs and events through funding and facilities	6.88
Provides Boise's historical and cultural amenities	6.83
Provides adequate social services such as housing, shelters, detox centers	5.27
Is planning for growth in the right ways	4.85
Provides safe and convenient transportation options	4.63

Note: Red dividing line in tables indicates the overall mean of the questions contained in that dimension.

Base: All respondents

With a mean score of 6.23, the dimension regarding Boise's Economy rates just below the City's overall average (6.30).

- The City's efforts to attract and support visitors and tourism is the highest attribute in this dimension.

- The attributes regarding the availability of reliable, high-speed Internet as well as high quality jobs and economic opportunities rate the lowest in this dimension.

Table 10: Performance on Key Community Questions—Economy

Key Community Questions	2018
Overall	6.23
Attracts and supports visitors and tourism	7.03
City efforts to promote a business-friendly environment	6.60
Efforts to develop and retain new businesses	6.27
Availability of reliable, high-speed Internet access at my home	5.76
Availability of high quality jobs and economic opportunities	5.60

Note: Red dividing line in tables indicates the overall mean of the questions contained in that dimension.

Base: Group 1

2018 City of Boise Citizen Survey   ↑/↓*Indicates statistically significant differences *Use caution, small sample sizes for these groups*

Housing is fifth out of the seven dimensions.

- Satisfaction with current housing conditions is the highest rated attribute in this dimension and eight highest overall.

- Overall affordability of housing in Boise is the lowest rated attribute in this dimension and 7th lowest overall.

Table 11: Performance on Key Community Questions—Housing

Key Community Questions	2018
Overall	6.02
Satisfaction with my current housing conditions	7.50
Availability of housing near my desired locations	5.60
Overall affordability of housing in Boise	4.93

Note: Red dividing line in tables indicates the overall mean of the questions contained in that dimension. Base: Group 2

Government transparency is rated sixth out of the seven dimensions. In this dimension…

- Boise does best at making information available, and

- Boise could improve upon communicating clearly with the public.

Table 12: Performance on Key Community Questions—Communications

Key Community Questions	2018
Overall	5.66
Boise's government makes information about services and programs available when I need it	6.03
Boise's government is open to citizen ideas and involvement	5.60
Boise's government addresses resident questions and concerns	5.58
Boise's government communicates clearly with the public	5.42

Note: Red dividing line in tables indicates the overall mean of the questions contained in that dimension. Base: Group 1

With a mean score of 4.42, Transportation is the lowest scoring dimension in Boise. The attributes within this dimension account for four out of five of the lowest rated attributes overall.

Table 13: Performance on Key Community Questions—Transportation

Key Community Questions	2018
Overall	4.42
Access to public transportation where you live	4.82
Availability and convenience of downtown parking	4.52
Public transportation goes to places I want or need to go	4.23
Frequency of public transportation services	4.13

Note: Red dividing line in tables indicates the overall mean of the questions contained in that dimension.
Base: All respondents

2018 City of Boise Citizen Survey   ↑/↓*Indicates statistically significant differences *Use caution, small sample sizes for these groups*

KEY DRIVERS ANALYSIS

Key Drivers Analysis uses a combination of factor and regression analysis to identify which areas have the greatest impact on residents' overall impressions of Boise as measured by its 5-Star Rating. The purpose of these analyses is to determine which questions in the survey are most closely associated with Boise's 5-Star Rating. While Key Drivers Analysis is somewhat complex, and a full description is beyond the scope of this report, in its simplest form, Key Drivers Analysis looks for a correlation between a respondent's 5-Star Rating and how he or she responded to each of the key questions. If there is a significant correlation between the two, then the question (or dimension) is a "driver" of the 5-Star Rating.

Key Drivers Analysis is useful, as it provides the City with specific areas of focus on which to improve. For example, the question "Planning for growth in the right ways" is a key driver of Boise's 5-Star Rating; however, satisfaction is relatively low in this area compared to other areas in the Quality of Life dimension. Key Drivers Analysis suggests that if Boise was to focus on improving in this area—and residents recognize this improvement—Boise's overall 5-Star Rating should increase.

Conversely, "Downtown safety during the day" is not a key driver of the 5-Star Rating. This does not mean that residents do or do not agree with this statement or that it is not important. In this case, it means that there is little variance in residents' opinions, and that there is no strong correlation between this and Boise's 5-Star Rating. More information on Key Driver Analysis is available in Appendix VI.

The first step in the analysis identifies the extent to which the seven overall dimensions identified earlier impact Boise's 5-Star Rating.

Five of the seven dimensions have a significant impact on Boise's 5-Star Rating: Communications, Quality of Life, Housing, Environment, and Public Safety.

The dimensions with a significant impact are indicated by the key symbol 🔑 in the figures on the following pages.

Key Drivers Analysis looks at relationships between individual survey questions or combinations of these questions and Boise's 5-Star Rating and identifies the questions that have the greatest influence on Boise's 5-Star Rating.

Figure 16: Key Drivers Analysis—Overall Dimensions

2018 City of Boise Citizen Survey   ↑/↓*Indicates statistically significant differences *Use caution, small sample sizes for these groups*
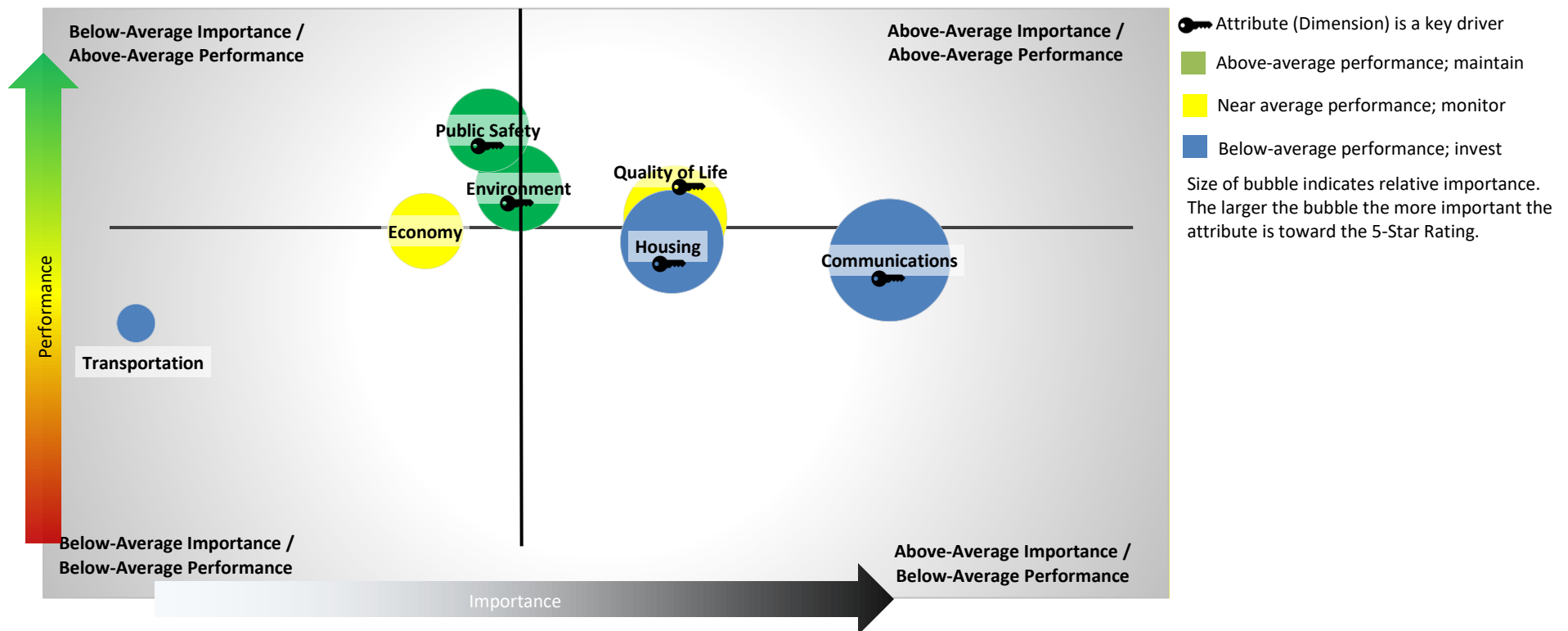
The second step in the analysis identifies the extent to which each of the individual key questions contained within the overall dimension is a key driver. Again, regression analysis is used to identify areas that drive Boise's 5-Star Rating. At the end of the Key Drivers section is a summary table that identifies the key drivers and relative performances for each dimension and attribute within dimensions.

Communications is the largest driver—that is, ratings for this dimension have the largest overall impact on Boise's 5-Star Rating.

One attribute within this dimension has a statistically significant impact.

- **Makes Information Available**
  - Highest impact and highest rated in this dimension--maintain

Figure 17: Key Drivers Analysis—Communications

2018 City of Boise Citizen Survey   ↑/↓*Indicates statistically significant differences *Use caution, small sample sizes for these groups*
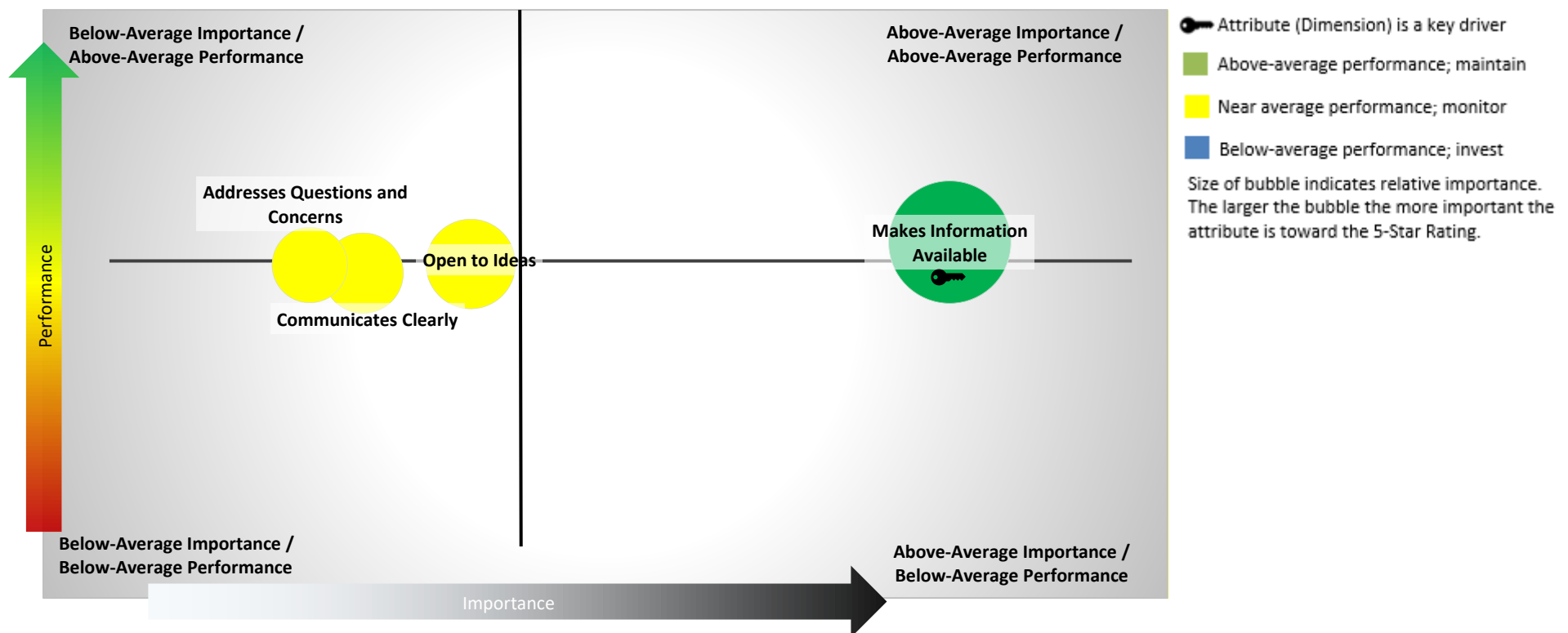
Quality of Life has the second largest impact over Boise's 5-Star Rating. Four of the nine attributes in this dimension have statistically significant impacts.

- **Planning for Growth**
  - Boise performs below average—improve
- **Access to Libraries and Related Programs**
  - Second highest rated attribute in this dimension—maintain
- **Maximizing Public Safety**
  - Third highest rated attribute in this dimension—maintain
- **Access to Parks, Foothills and Open Space**
  - Highest rated attribute in this dimension—maintain

Figure 18: Key Drivers Analysis—Quality of Life

2018 City of Boise Citizen Survey   ↑/↓*Indicates statistically significant differences *Use caution, small sample sizes for these groups*
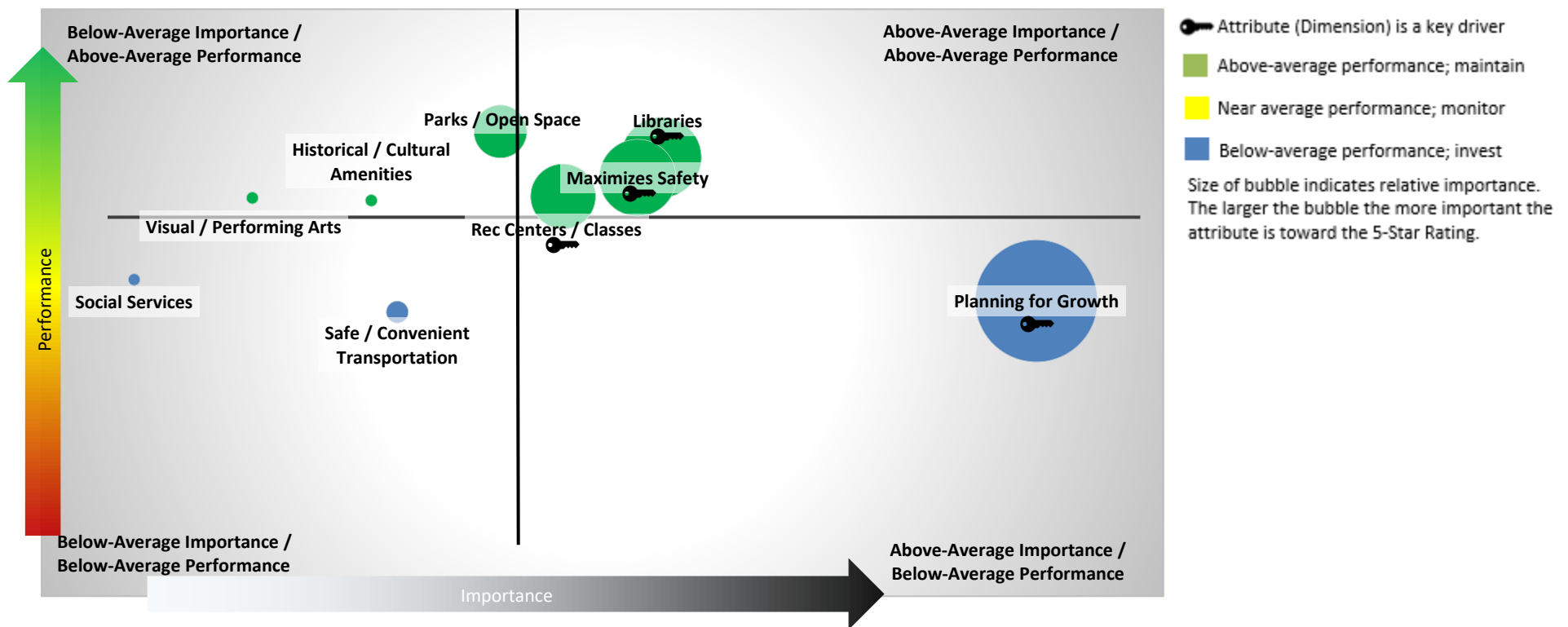
Housing is also a statistically significant driver of Boise's 5-Star Rating. Only one fo the three attributes within this dimension has a significant impact.

- **Satisfaction with Current Housing**
  - Boise is performing well—maintain

Figure 19: Key Drivers Analysis—Housing

2018 City of Boise Citizen Survey   ↑/↓*Indicates statistically significant differences *Use caution, small sample sizes for these groups*
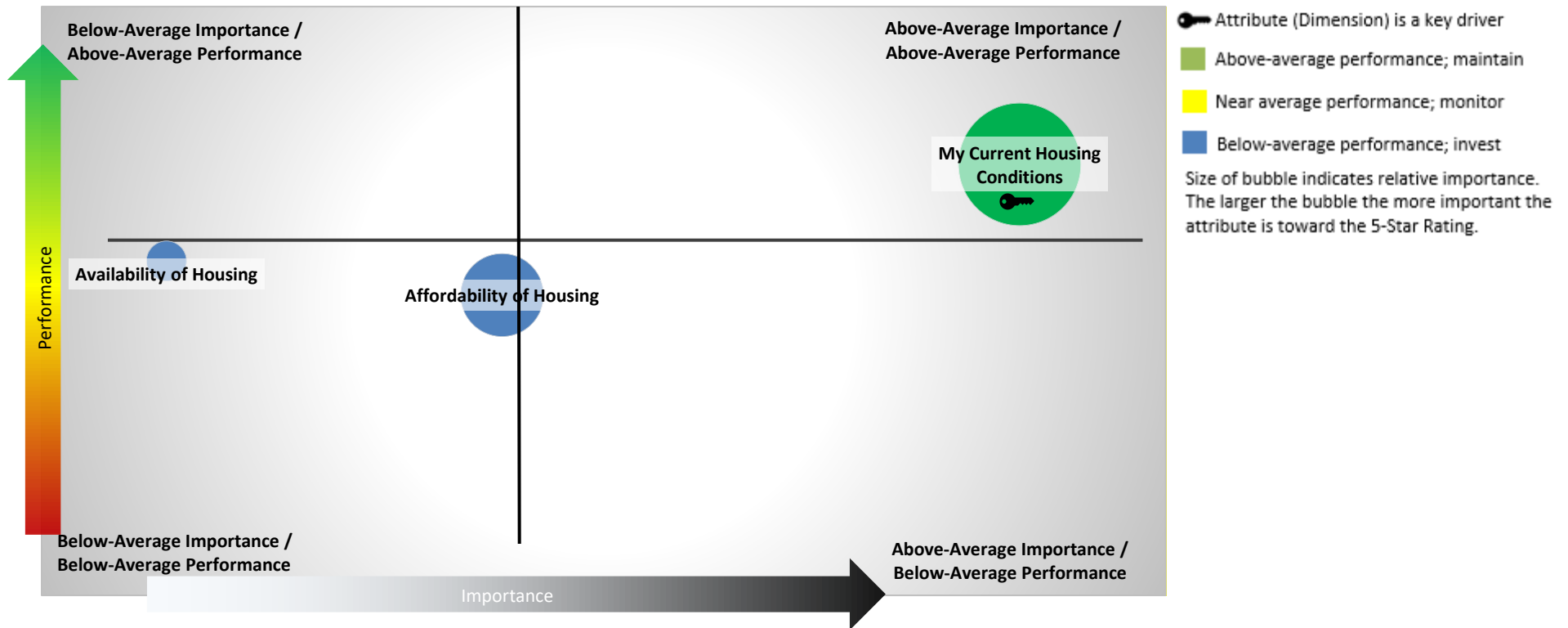
Boise's Environmental Actions is also a a significant driver of Boise's 5-Star Rating three out of the six attributes within this dimension have a significant impact.

- **Provides Access to Safe Drinking Water**
  - Highest rated attribute in this dimension—maintain
- **Promotes Renewable Energy Options**
  - Thsi is the lowest rated attribute in this dimension—improve
- **Preserving Natural Resources Like Open Space and Greenways**
  - Boise performs well here—maintain

Figure 20: Key Drivers Analysis—Environment

2018 City of Boise Citizen Survey   ↑/↓*Indicates statistically significant differences *Use caution, small sample sizes for these groups*
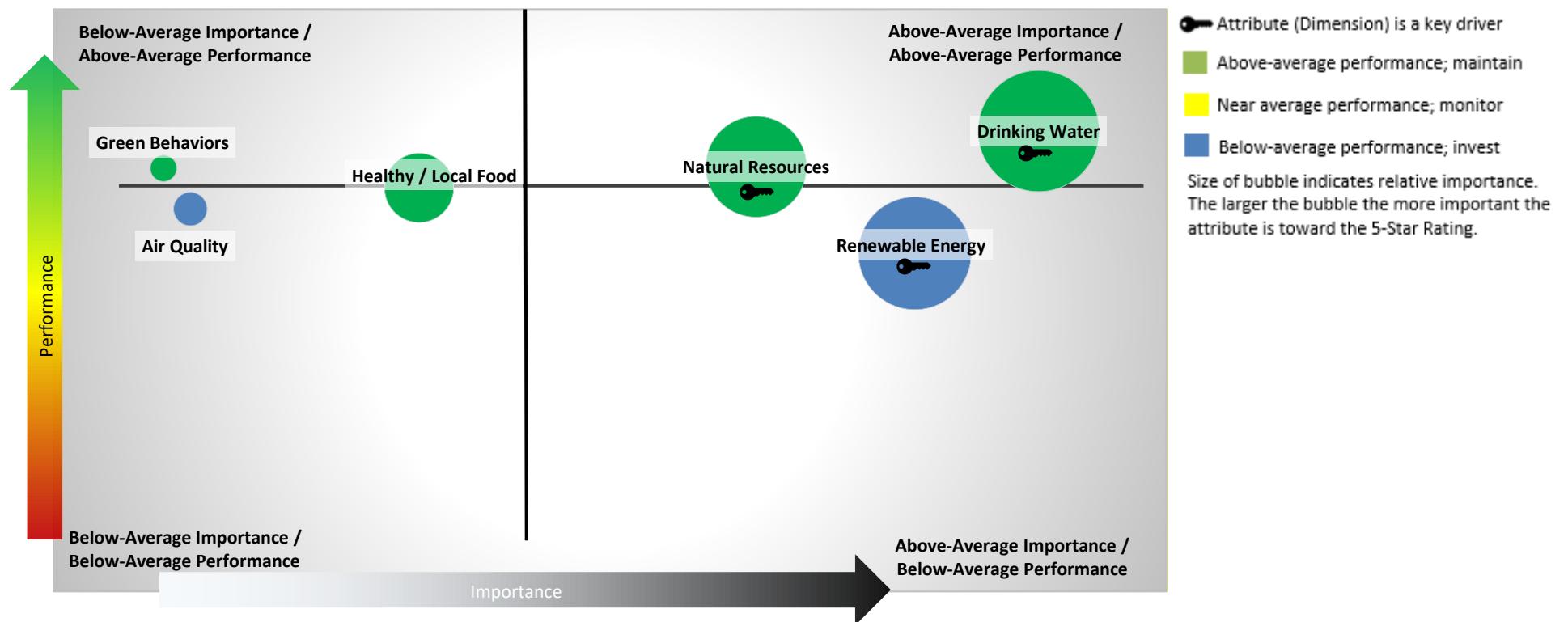
Public Safety is the last dimension that serves as a statistiacally significant driver of Boise's 5-Star Rating. Two out of the four attributes within this dimension have some impact.

- **Safety Downtown After Dark**
  - While this is the lowest rated attribute in this dimension it performs above average when compared to all other attributes—monitor.
- **Daytime Safety in Neighborhood**
  - This is this highest rated attribute overall—maintain.

Figure 21: Key Drivers Analysis—Public Safety

2018 City of Boise Citizen Survey   ↑/↓*Indicates statistically significant differences *Use caution, small sample sizes for these groups*
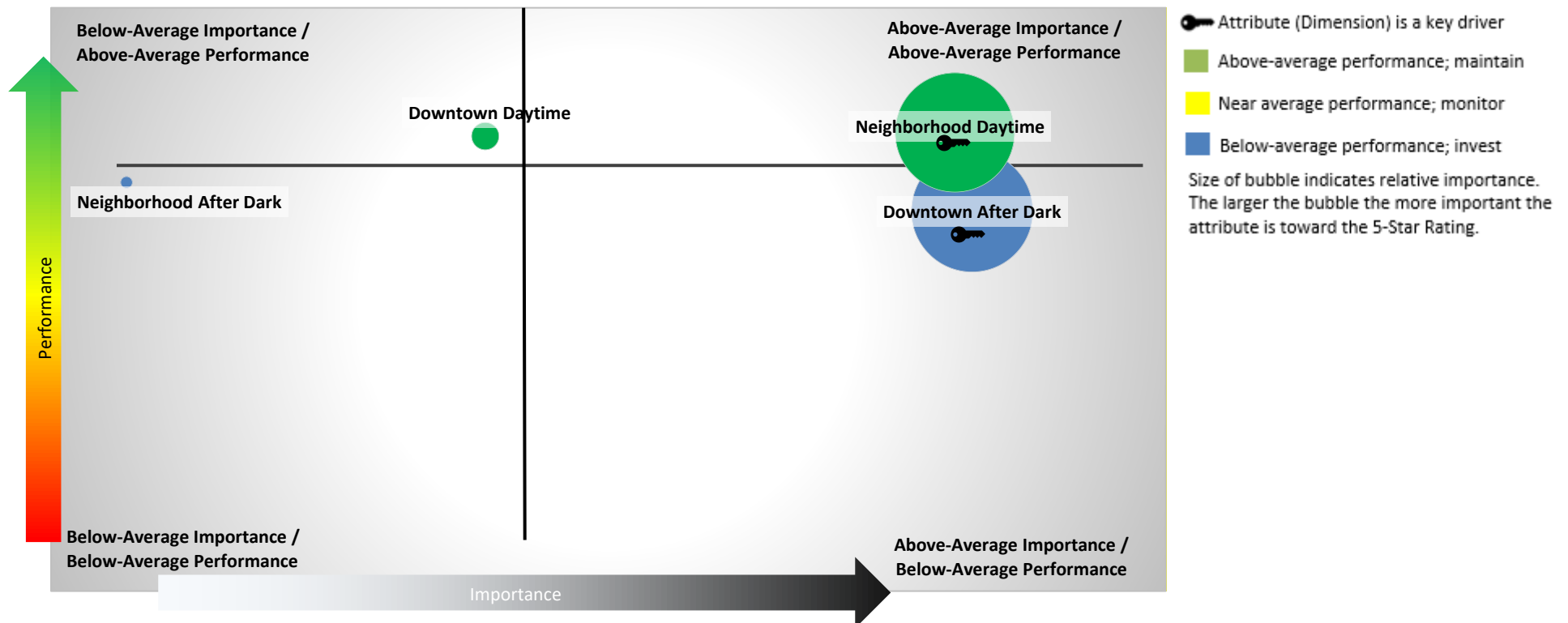
The Economy dimension is not a statistically significant driver of Boise's 5-Star Rating, nor are any of the attributes contained within it. However, we still recommend monitoring the following:

- **Attributes to Watch**
    - Availability of high quality jobs and economic opportunities—while not a driver it rates below average when compared to other attributes within this dimension and overall.

Figure 22: Key Drivers Analysis—Economy

2018 City of Boise Citizen Survey   ↑/↓*Indicates statistically significant differences *Use caution, small sample sizes for these groups*
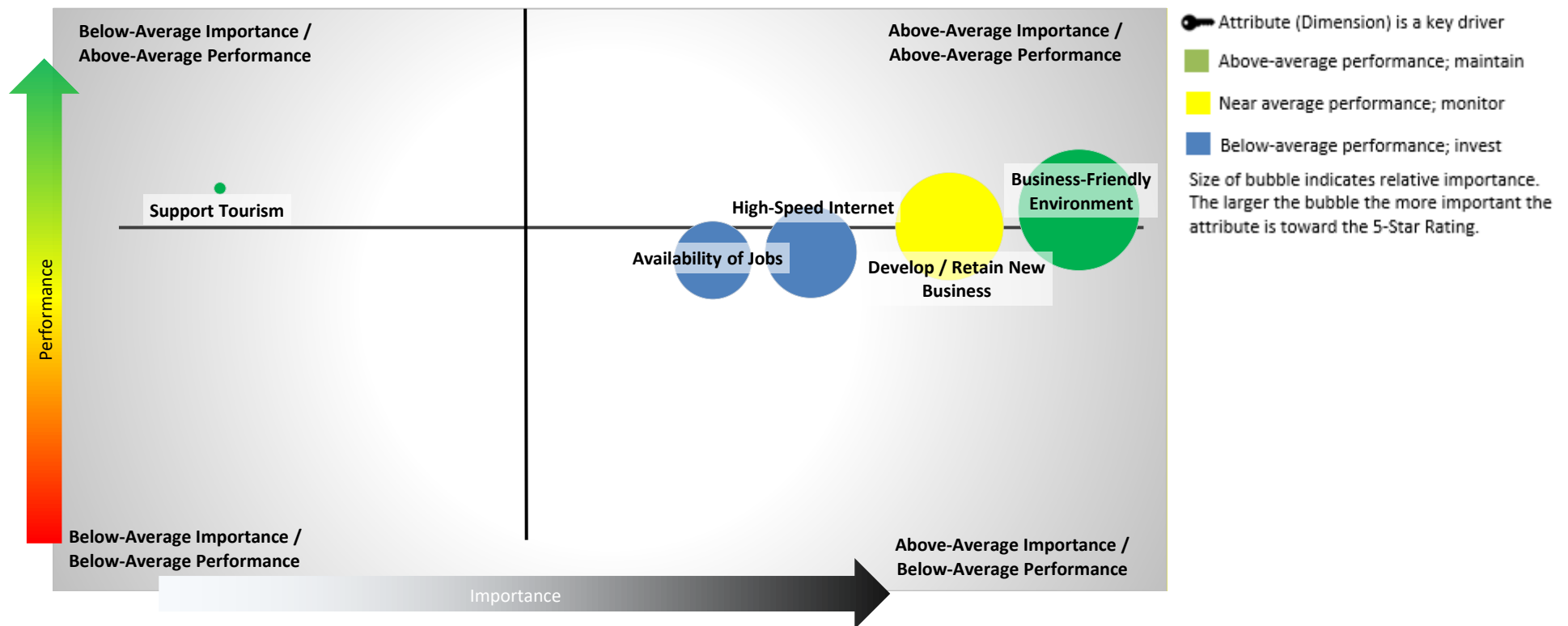
The final dimension, Transportation, is not a statistically significant driver of Boise's 5-Star Rating. However, one of the four attributes within this dimension does have some impact.

- **Attributes to watch**
  - Downtown Parking—This driver is the third lowest-rated attribute overall.

Figure 23: Key Drivers Analysis—Transportation

2018 City of Boise Citizen Survey ↑/↓*Indicates statistically significant differences *Use caution, small sample sizes for these groups*

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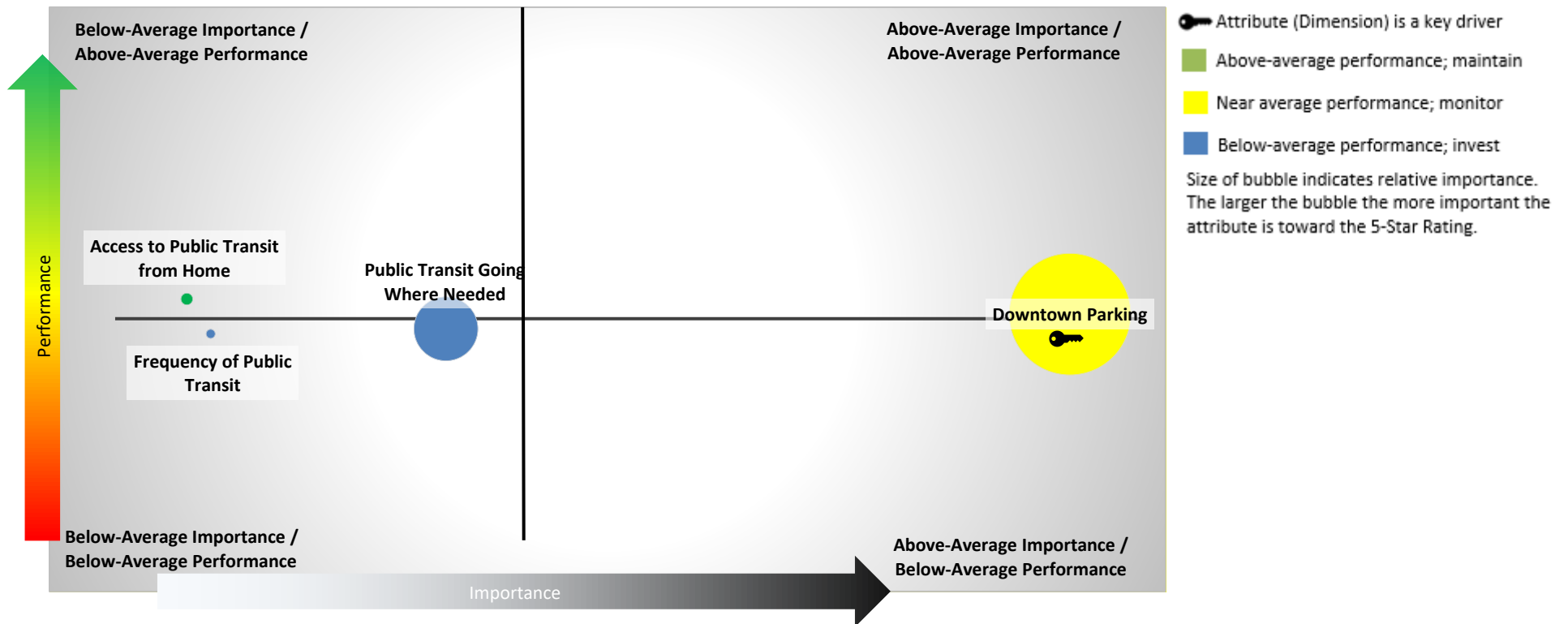
2018 City of Boise Citizen Survey ↑/↓*Indicates statistically significant differences *Use caution, small sample sizes for these groups*

CITY BUDGET PRIORITIES

MaxDiff Analysis

MaxDiff Scaling is a survey technique used to derive importance or preferences. The City identified nine key areas representing different functions of government: public transportation, economic diversity, parks and open spaces, safety and security, environmental sustainability, community services, art and cultural services, social services, and planning for growth.

Respondents were shown a screen containing three out of the nine functions and were asked to identify which of the three is most important and which is least important as shown in the questionnaire in Appendix VIII. The analysis is akin to asking a person, "If you were on a limited budget and could only afford two of these three items, which one must be kept and which one would you cut?" This puts respondents in a position where they must make real trade-offs. They must pick something as a top priority and they must pick something as a low priority.

The analysis results in a single chart, but a powerful one nonetheless. Not only does the analysis provide a rank-order of importance, but it provides an actual measure of how much more important one item is versus another. For example, in the chart below, the most important functions are: Safe and Secure City, Planning for Growth, and Environmental Sustainability. All three government functions are in close proximity, meaning they are similarly important to residents.

- Second tier functions are: Parks and Open Spaces and Social Services.
- Third tier functions are: Strong Diverse Economy, Community Services such as libraries and rec programs, and Public Transportation.
- Functions regarding the Arts, Cultural, and History programs are given very low priority among residents.

Figure 24: Overall City Priorities
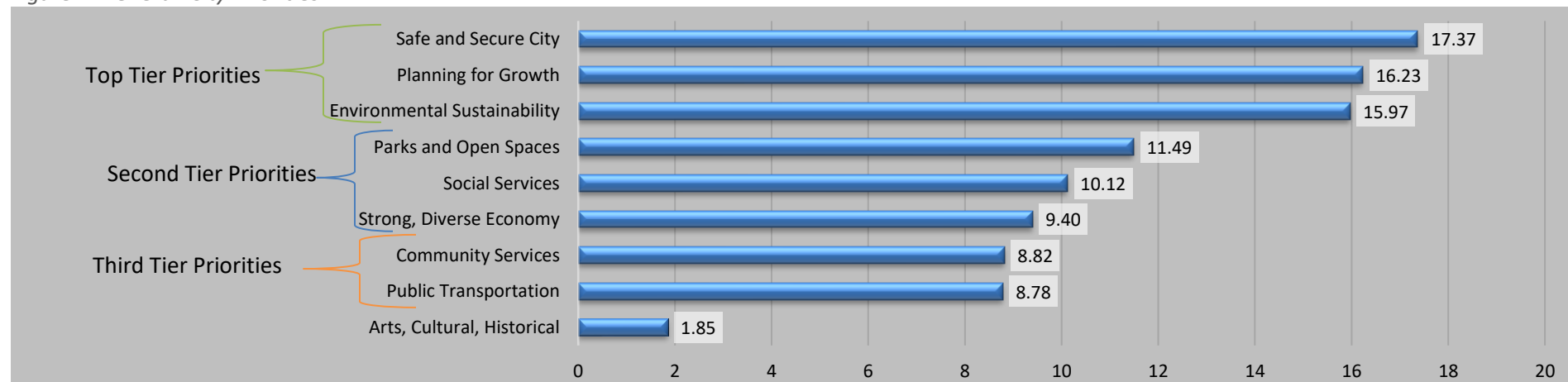
MaxDiff analysis Base: All respondents

2018 City of Boise Citizen Survey   ↑/↓*Indicates statistically significant differences *Use caution, small sample sizes for these groups*

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2018 City of Boise Citizen Survey   ↑/↓*Indicates statistically significant differences *Use caution, small sample sizes for these groups*

COMBINING KEY DRIVERS AND MAXDIFF

The Bigger Picture

The previous sections of the report presented two different types of analysis aimed at finding areas for improving residents' quality of life in Boise: Key Drivers and MaxDiff Scaling. The two types of analysis appear to indicate different areas of focus: Key Drivers indicate Communications and Quality of Life as the top importance and MaxDiff places safety and security as the top priority. While this initially appears contradictory, that is not the case as explained below.

The two analyses were designed to accomplish different goals. Key Drivers was designed to determine the attributes that are most important in increasing residents' overall perception of the City and their quality of life. It was designed with the assumption that the City is already doing a good job of meeting basic government functions and to uncover what actions can be taken to raise the bar.

MaxDiff was designed to determine which base functions of government are most important in keeping the City running using the concept of "base" government functions (e.g., if all else fails and the City must choose between doing A or doing B, which one should the City do?). This is why the method identified different top priorities: Key Drivers identified issues related to Communications as the area of primary importance, MaxDiff identified Safety as the top priority.

The concept of Maslow's Hierarchy of Needs can be used to demonstrate the differences between basic and higher-level needs and to illustrate how the two analytical methods interact to create a comprehensive view. At the bottom of the pyramid are Physiological and Safety needs. These are the most basic human needs and are generally accepted as the most basic function of any society. As seen throughout this report, Boise is doing a good job at providing a safe and secure environment. It is because these needs are being met that they do not appear as a major driver of Boise's 5-Star Rating.

The study shows that the City is doing a good job at securing the physiological and safety-related needs of its residents. These needs being met allows residents to focus on higher level needs such as social needs (housing / transportation), esteem (environment), and self-actualization needs (communications / quality of life). It is through meeting these higher level needs that Boise can further improve the quality of life for its residents.

Figure 25: Maslow's Hierarchy

Self Actualization (Communications & QofL)

Esteem (Environment)

Social Belonging (Housing / Economy)

Safety Needs (Safety)

Physiological (Transportation)
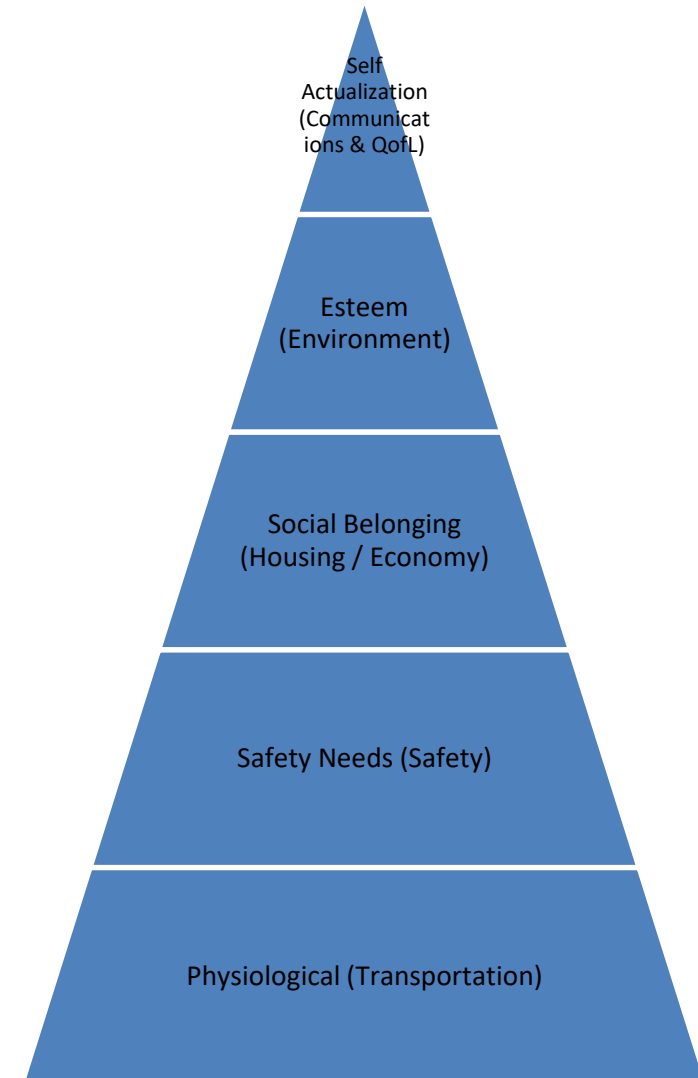
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FUNDING OF CITY SERVICES AND FACILITIES

While the City asked questions regarding taxation in previous surveys, the 2018 survey altered this question to get more granularity. Respondents were shown four statements regarding taxation and spending and asked which one comes closest to their views.

The new question shows that 66 percent of residents are willing to pay more in taxes in one way or another.

- Forty-two percent say that they are willing to pay more in taxes only if it will result in an increase in the level of services.
- Twenty-four percent say they are willing to pay more in taxes if it is necessary to support the increased costs of providing the current levels of service.

One-quarter of respondents do not want any tax increases.
- Fifteen percent say they are not willing to pay more taxes even if that means the city must reduce services due to increased costs.
- Nine percent say they are willing to reduce services provided it means lower property taxes.

Results are generally consistent across demographic and geographic cuts.

Figure 26: Taxes and Funding of Services and Facilities
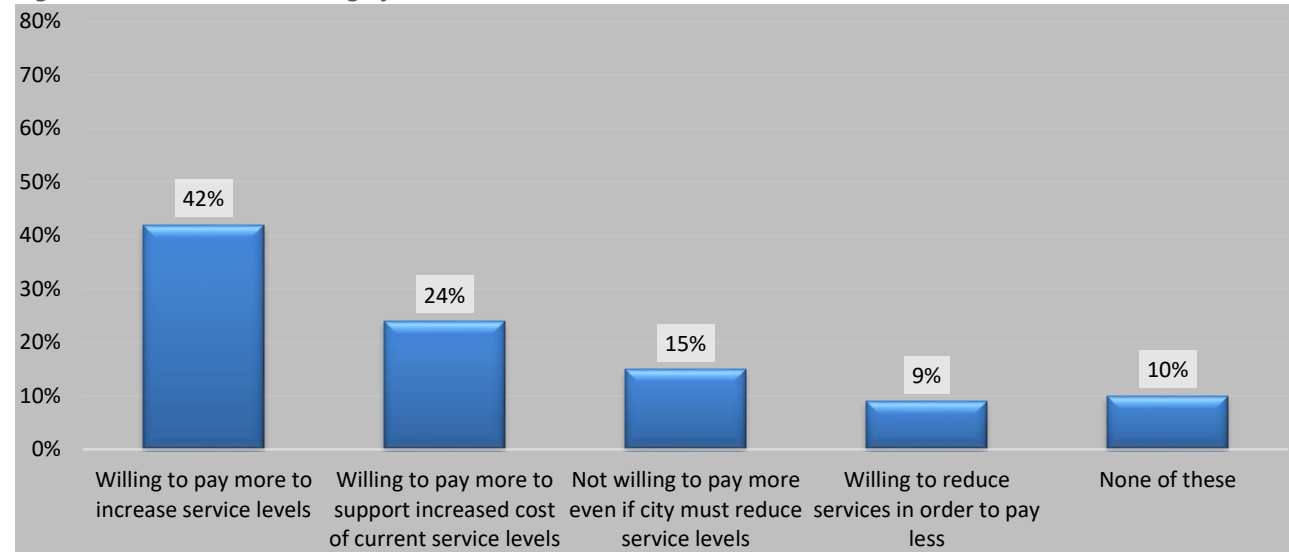
Table 14: Taxes and Funding of Services / Facilities - Neighborhood

	Pay More to Increase Levels	Pay More to Maintain Levels	Not Pay More Even if Must Reduce Levels	Reduce Levels to Pay Less	None of These	*Sample Size*
Citywide	42%	24%	15%	9%	10%	*(n=594)*
North/Northeast	42%	31%	10%	11%	7%	*(n=111)*
Southeast	44%	25%	15%	5%	12%	*(n=126)*
Bench	50%	28%	9%	8%	5%	*(n=104)*
Southwest	37%	18%	21%	9%	14%	*(n=53)*
West/Northwest	38%	20%	20%	11%	11%	*(n=200)*

TAXES—You support city services and facilities through a portion of property, sales and other taxes. Considering all city services on the one hand and taxes on the other, which of the following statements comes closest to your view?
Base: All respondents
- *I am willing to have the City reduce the level of services currently provided if it means my property taxes would be lower*
- *I am not willing to pay more taxes than I currently do even if it means the city must reduce services due to increased cost of providing the current levels of services*
- *I am willing to pay more in taxes if it is necessary to support the increased costs of providing the current levels of service*
- *I am willing to pay more in taxes only if it will result in an increase in the level of services*
- *NONE OF THE ABOVE IS ACCEPTABLE TO ME [UNREAD]*

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2018 City of Boise Citizen Survey   ↑/↓*Indicates statistically significant differences *Use caution, small sample sizes for these groups*

ACTIVITY PARTICIPATION

Participation in Past 12 Months

Boise residents have participated in a variety of activities over the past year. Most common are visiting parks or foothills, taking commercial flights, visiting the library, or attending a cultural event or a museum.

There are several differences in participation rates based on demographics:

- Parks are most popular among residents under 65—95 percent have visited a park in the past 12 months vs. 73 percent of residents 65 and older.
- Library services are least popular among lower income residents—56 percent of households with incomes of less than $35,000 have visited a library vs. 82 percent of other households.
- Newer residents are more likely to have participated in a cultural event or visited a museum—82 percent of those who have lived in Boise for less than 5 years vs. 63 percent of other residents.
- Arts and recreation programs are most popular among residents with children—just over half have registered vs. 22 percent of households without children.
- Renters are most likely to use public transportation—25 percent vs. only 9 percent of owners.

Figure 27: Participation in Activities
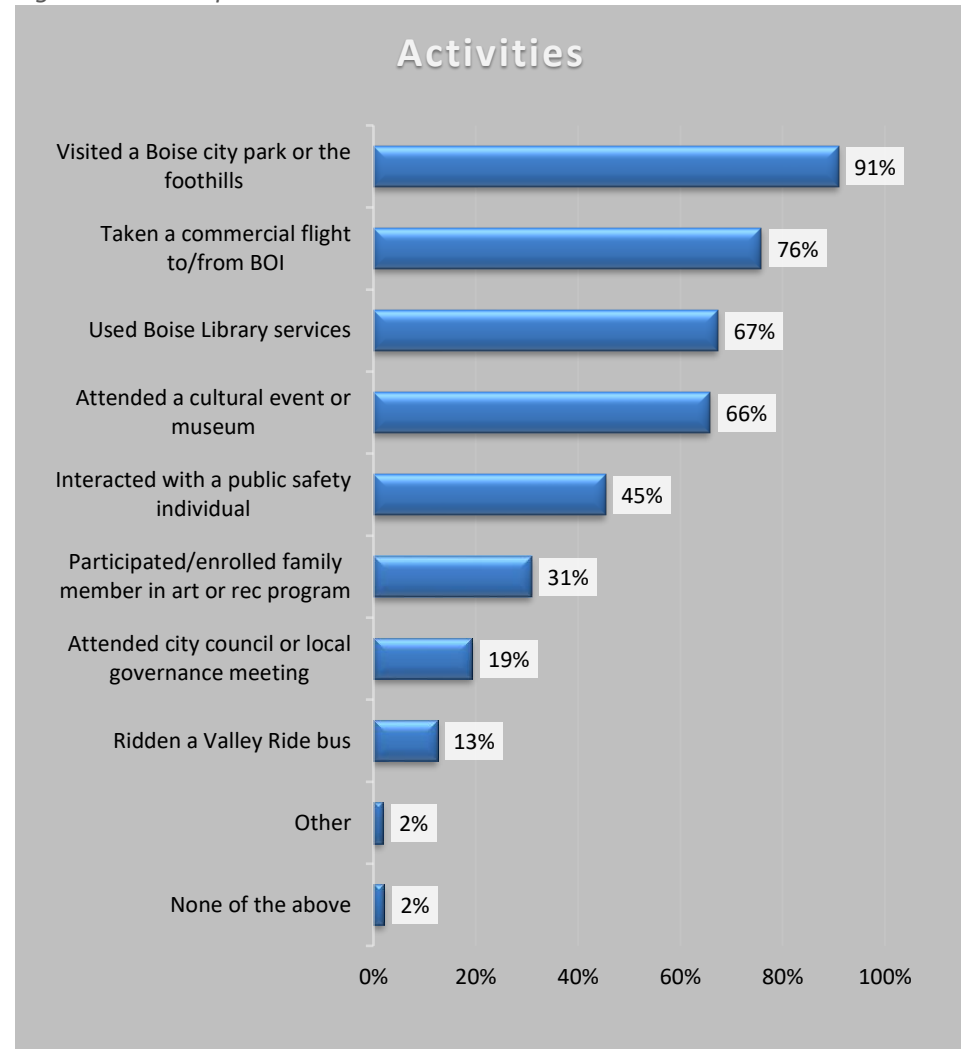
DEMO3 – In the past 12 months have you, personally…
Base: All respondents *Multiple Choice – May sum to >100%

2018 City of Boise Citizen Survey   ↑/↓*Indicates statistically significant differences *Use caution, small sample sizes for these groups*

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2018 City of Boise Citizen Survey   ↑/↓*Indicates statistically significant differences *Use caution, small sample sizes for these groups*

BOISE AS A PLACE TO LIVE

Most Important Issues Over Next 2 Years

In an open-ended question, residents were asked to describe the two most important issues for the City to address over the next two years. The verbatim responses (available in Appendix VIII) were categorized and coded. Categories were created for any response that was mentioned a minimum of 4-5% percent of the time.

The most commonly mentioned issues are Transportation / Infrastructure, Growth / Sprawl, and Traffic.

These are followed by Housing Affordability and Schools / Education.

There are no significant differences in perceived importance of issues based on demographics or geography.

Boise is not alone regarding these issues. Many cities are struggling with how to properly manage the challenges of growth and housing.

Figure 28: Most Important Issues Over the Next Two Years
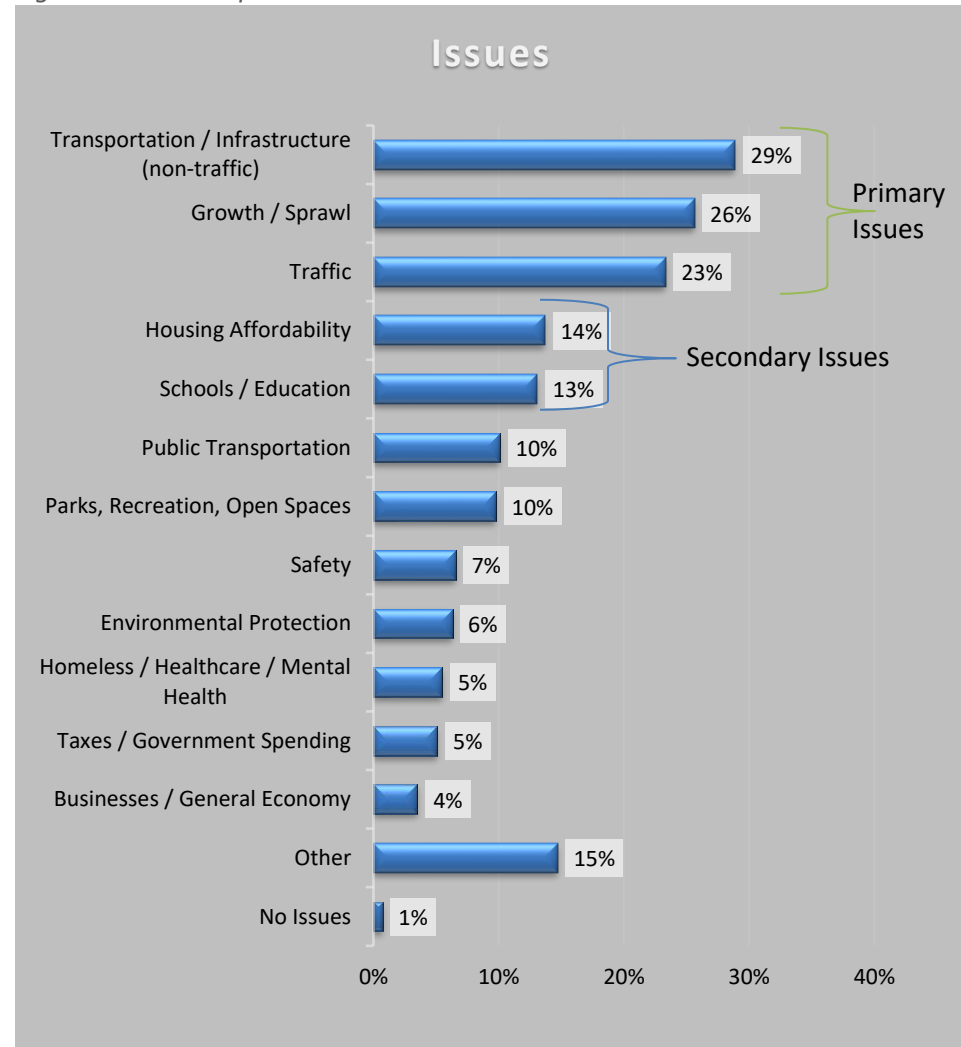
Q1 – Using a one or two-word phrase, what are the two most important issues for the City to address over the next two years? Please be as specific as possible.
Base: All respondents *Multiple Choice – May sum to >100%

2018 City of Boise Citizen Survey ↑/↓*Indicates statistically significant differences *Use caution, small sample sizes for these groups*

General Livability

As initially shown on [page 46](#) the 2018 survey contained nine (9) questions related to the general livability in Boise. The figure below provides trended data for most of these questions. Not all questions were asked during each phase, so data is not available across the board.

Boise has shown general improvements regarding access to parks, foothills, and open spaces, and findings have been relatively consistent regarding access to libraries, support for the arts, access to recreation centers, and planning for growth. As mentioned on [page 17](#), caution must be used when comparing results to the 2016 survey as the methodology and question scales differed drastically during that survey phase.

Except for "Planning for growth in the right ways," results are consistent across demographic and geographic characteristics.

Figure 29: General Livability – Overview
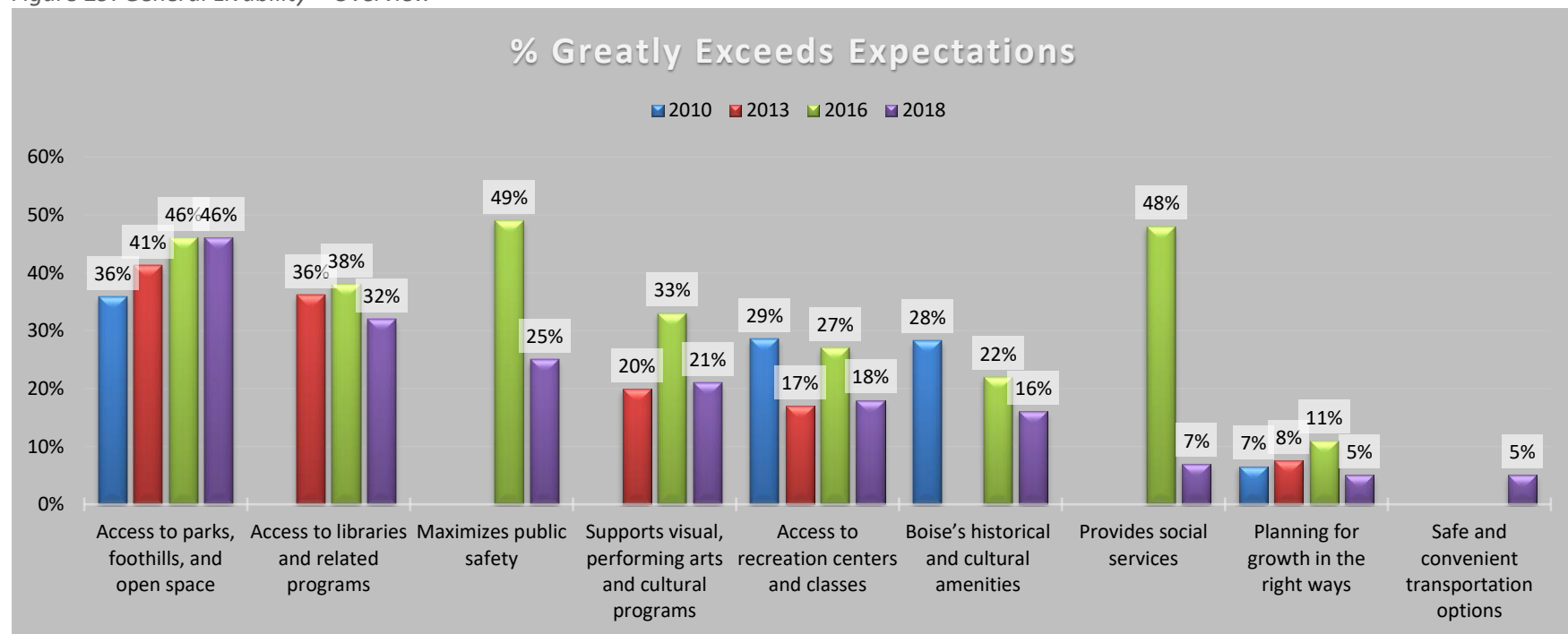
QOL1 – *Please rate Boise on each of the following*
Base: All respondents
For 2010, 2013 and 2018 data, chart shows the combined score of 9-10 on a scale from 0-10. For 2016 data, the chart shows the top score (4) on a scale from 1-4.

2018 City of Boise Citizen Survey   ↑/↓*Indicates statistically significant differences *Use caution, small sample sizes for these groups*

Planning for Growth—Demographic Differences

Resident attitudes vary regarding the job Boise is doing planning for growth in the right ways. The general trend is that newer, less established residents feel more positive than older, more established residents. Specific differences are:

- Length of residency— "New" residents (those who have lived in Boise for less than 5 years) provide significantly higher ratings than residents who have lived in Boise for five or more years.
- Ownership—Ratings are higher among renters than owners.
- Dwelling type—Residents living in multi-family dwellings provide higher ratings than those in single family homes—51% "Exceeds" or "Greatly Exceeds" expectations vs. 41%, respectively.
- Income— Residents with household incomes of less than $35,000 provide higher ratings than those with incomes of $35,000 or higher—53% "Exceeds" or "Greatly Exceeds" expectations vs. 40%, respectively.

Figure 30: Planning for Growth – by Demographic Breakouts

Mean Score

5.61↑	4.72↓	5.45↑	4.66↓	5.44↑	4.70↓	5.68↑	4.64↓
New Residents (< 5 years)	Longer Term Residents (5+ years)	Renters	Owners	Multi-Family	Single-Family	<$35k	$35k+

QOL1_B – Please rate Boise on each of the following…planning for growth in the right ways.
Mean based on an 11-point scale from 0 to 10
Base: All respondents

2018 City of Boise Citizen Survey ↑/↓*Indicates statistically significant differences *Use caution, small sample sizes for these groups*

Planning for Growth—Benchmarked

NWRG's CityMarks nationwide survey also includes a question regarding planning for growth. When Benchmarked, Boise scores near National and Regional benchmarks, but below 4-Star and 4.5-Star benchmarks.

Separate research has found that an overall driver for questions regarding planning for growth center around resident's (not) being aware of any specific plan. If a long-term growth plan does not exist, the City should work on creating one. If it does exist, the City should focus on making the plan known to residents.

Figure 31: Planning for Growth - Benchmarked
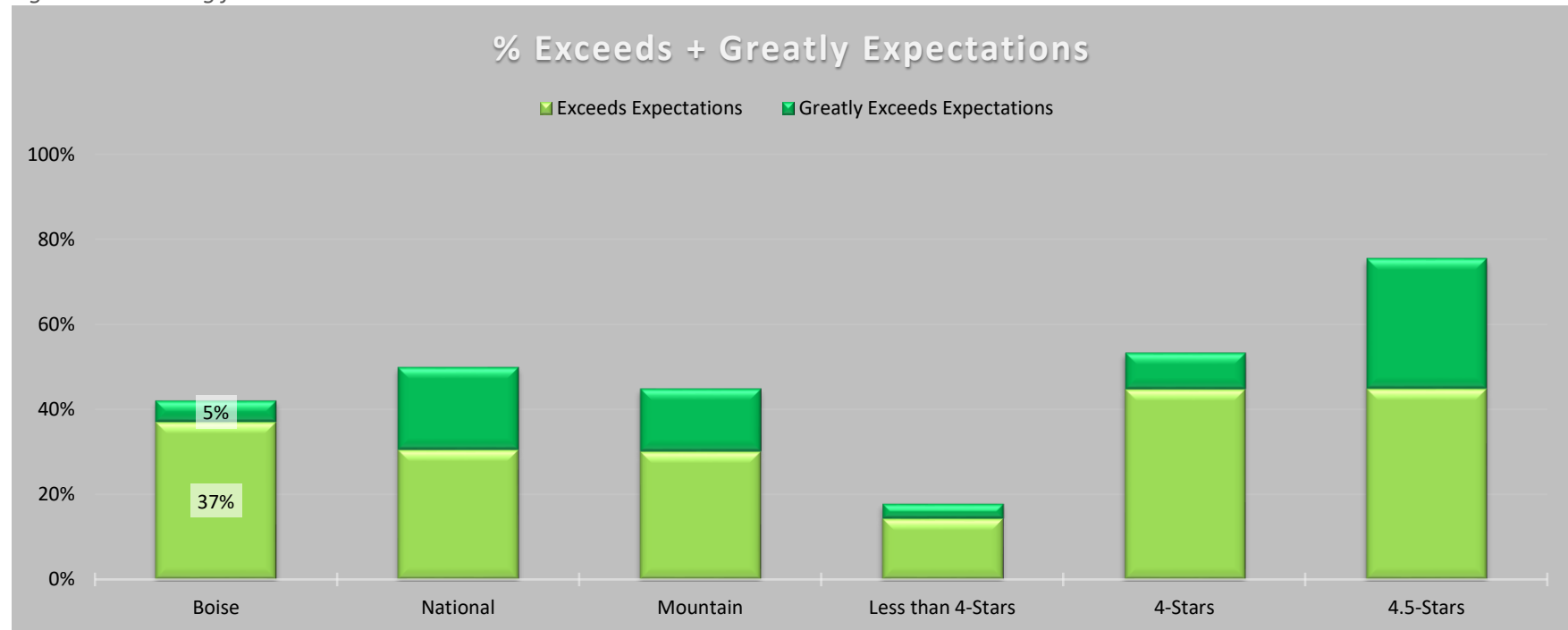
QOL1_B – *Please rate Boise on each of the following…planning for growth in the right ways.*
Base: All respondents
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2018 City of Boise Citizen Survey ↑/↓*Indicates statistically significant differences *Use caution, small sample sizes for these groups*

Growth in Boise

A new question was asked in 2018 regarding resident's attitudes toward growth in Boise. Overall, nearly two-thirds of residents see Boise's growth as a positive for the community, though their opinions differ. Those most likely to see Boise's growth as a positive are:

- New residents—79 percent who have lived in Boise for less than 5 years feel growth is positive vs. 59 percent of longer-term residents
- Younger—75 percent of residents under 35 vs. 58 percent of residents 35 and older
- Those living in multi-family homes—72 percent of residents in multi-family homes vs. 60 percent of single-family residents

Figure 32: Growth as a Positive for the Community
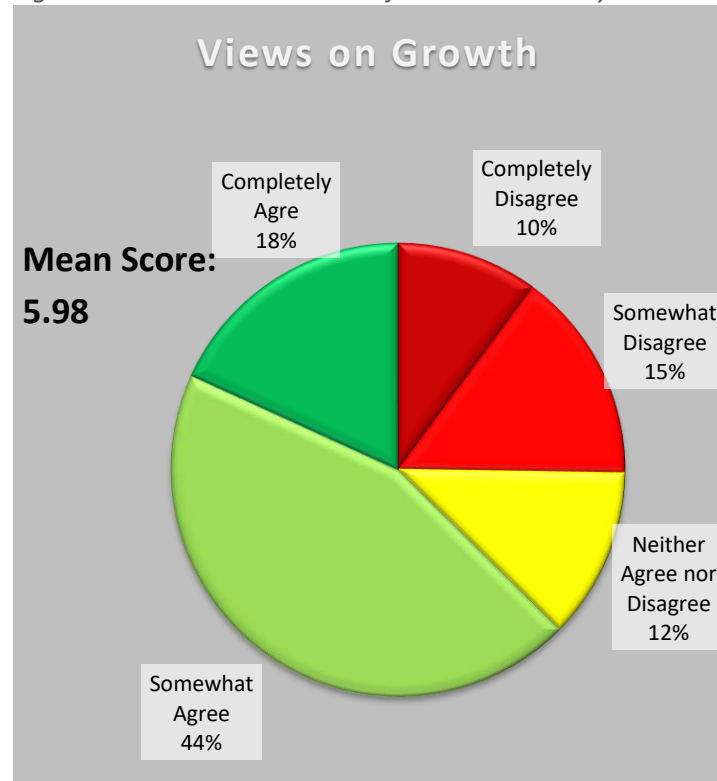
Figure 33: Attitudes on Growth by Demographics
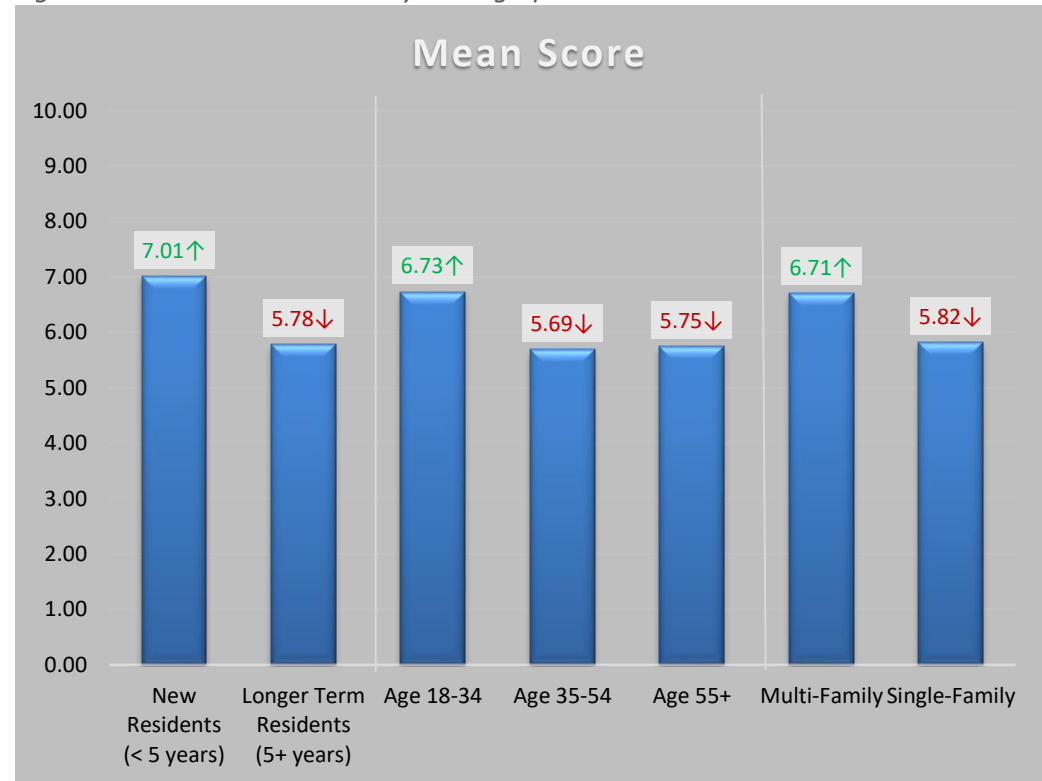
GROWTH – Based on what you have experienced, seen or heard, please specify the extent to which you agree or disagree that Boise's growth is a positive for the community.
Base: All Respondents
Mean based on an 11-point scale from 0 to 10

2018 City of Boise Citizen Survey   ↑/↓*Indicates statistically significant differences *Use caution, small sample sizes for these groups*

There are no statistically significant differences regarding Boise's growth based on geography.

Table 15: Attitudes Toward Growth by Neighborhood

	Completely Disagree	Disagree	Neutral	Agree	Completely Agree	Mean	*Sample Size*
Citywide	10%	15%	12%	44%	18%	5.98	*(n=594)*
North/Northeast	17%	17%	11%	39%	16%	5.46	*(n=111)*
Southeast	10%	17%	12%	42%	19%	5.84	*(n=126)*
Bench	6%	13%	10%	53%	17%	6.45	*(n=104)*
Southwest	3%	16%	11%	47%	22%	6.51	*(n=53)*
West/Northwest	11%	13%	15%	44%	17%	5.92	*(n=200)*

GROWTH—Please specify the extent to which agree or disagree that Boise's growth is a positive for the community.
Base: All Respondents– Mean based on an 11-point scale from 0 to 10

Map 9: Attitudes Toward Growth by Neighborhood

Maps illustrate differences in mean ratings by neighborhood.

2018 City of Boise Citizen Survey   ↑/↓*Indicates statistically significant differences *Use caution, small sample sizes for these groups*
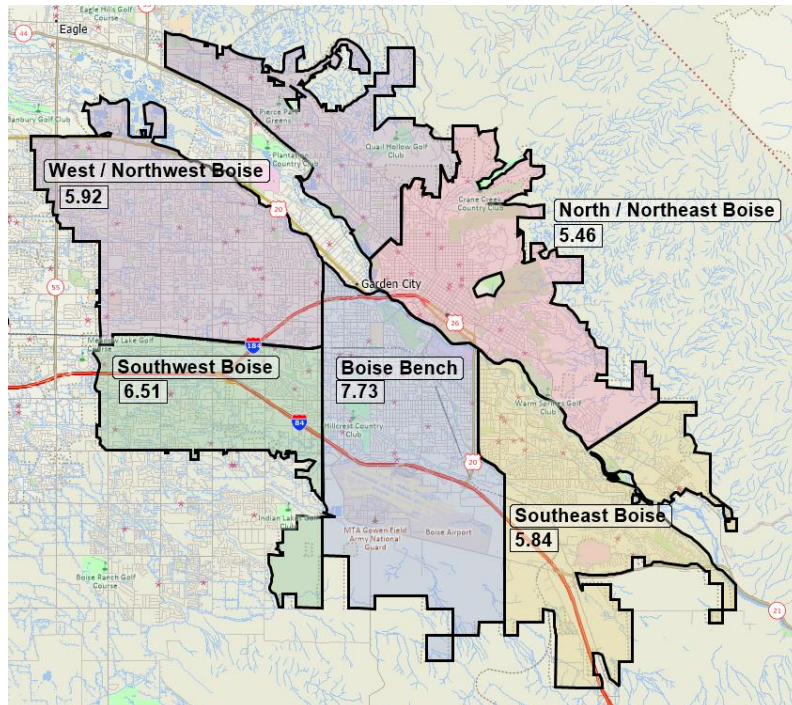
ECONOMIC DEVELOPMENT

Boise's Economic Progress

Five questions were asked regarding Boise's economic progress—four of them were also asked in previous years. Rating have stayed relatively consistent across the four trended questions. As mentioned on page 17, caution must be used when comparing results to the 2016 survey as the methodology and question scales differed drastically during that survey phase.

There are no differences across demographic or geographic characteristics for any of these questions.

Figure 34: Economic Development
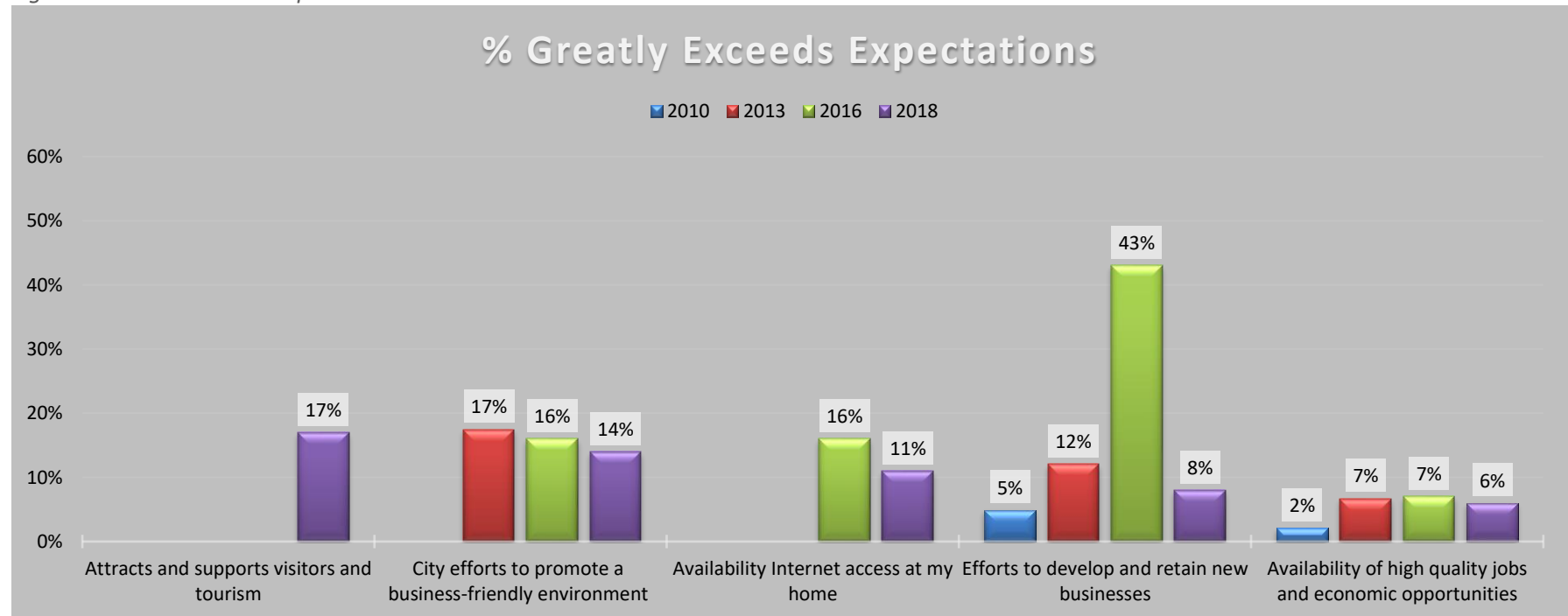
ECON – Please tell me how well the City of Boise does on each of the following…
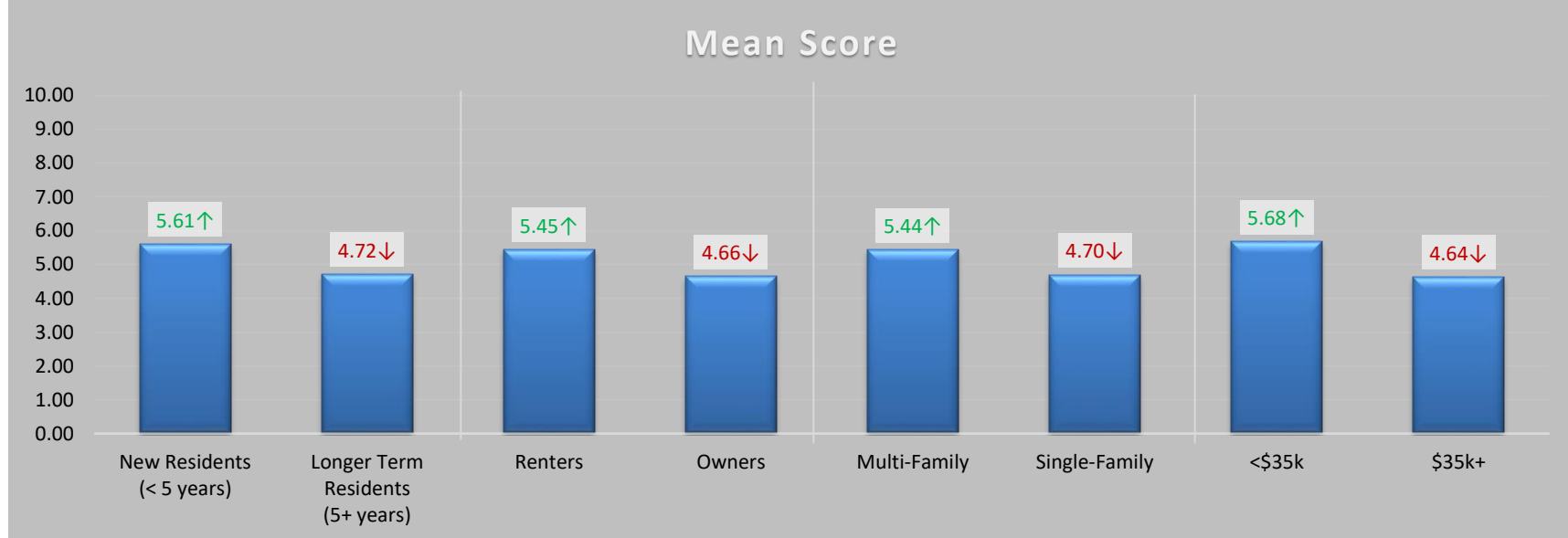Base: Group 1
For 2010, 2013 and 2018 data, chart shows the combined score of 9-10 on a scale from 0-10. For 2016 data, the chart shows the top score (4) on a scale from 1-4.

2018 City of Boise Citizen Survey   ↑/↓*Indicates statistically significant differences *Use caution, small sample sizes for these groups*

Availability of Jobs—Benchmarked

NWRG's CityMarks nationwide survey includes a question regarding the availability of quality jobs and economic opportunities. In this area, Boise does well, outscoring National, Regional, and 4-Star communities while only slightly below the ratings given by other 4.5-Star communities.

Figure 35: Availability of Jobs - Benchmarked
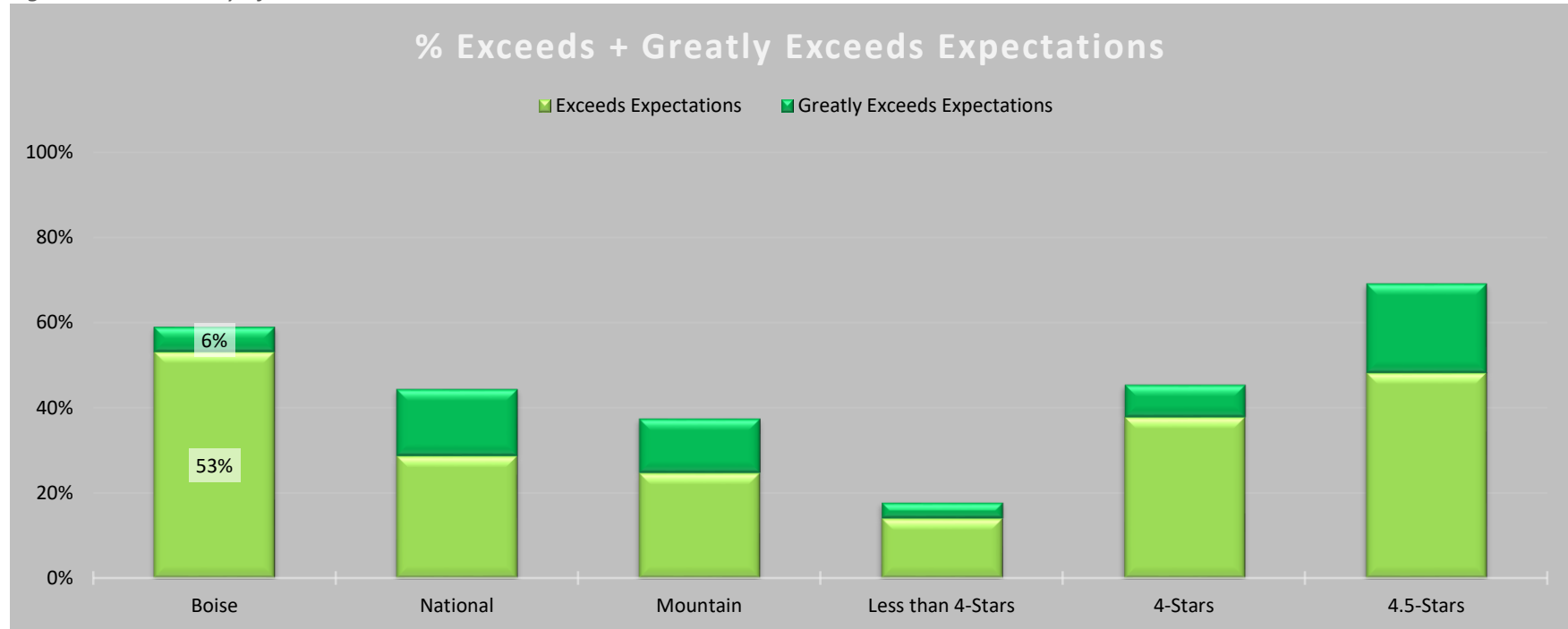
ECON_A – *Please rate Boise on each of the following…Availability of high quality jobs and economic opportunities.*
Base: Group 1
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2018 City of Boise Citizen Survey   ↑/↓*Indicates statistically significant differences *Use caution, small sample sizes for these groups*

HOUSING

Housing in Boise

Three questions were asked regarding housing in Boise—two of them were also asked in previous years. The overall affordability of housing is an area of potential concern as ratings have dropped every survey cycle since 2013. As mentioned on page 17, caution must be used when comparing results to the 2016 survey as the methodology and question scales differed drastically during that survey phase.

There are no differences across demographic or geographic characteristics for any of these questions.

Figure 36: Housing
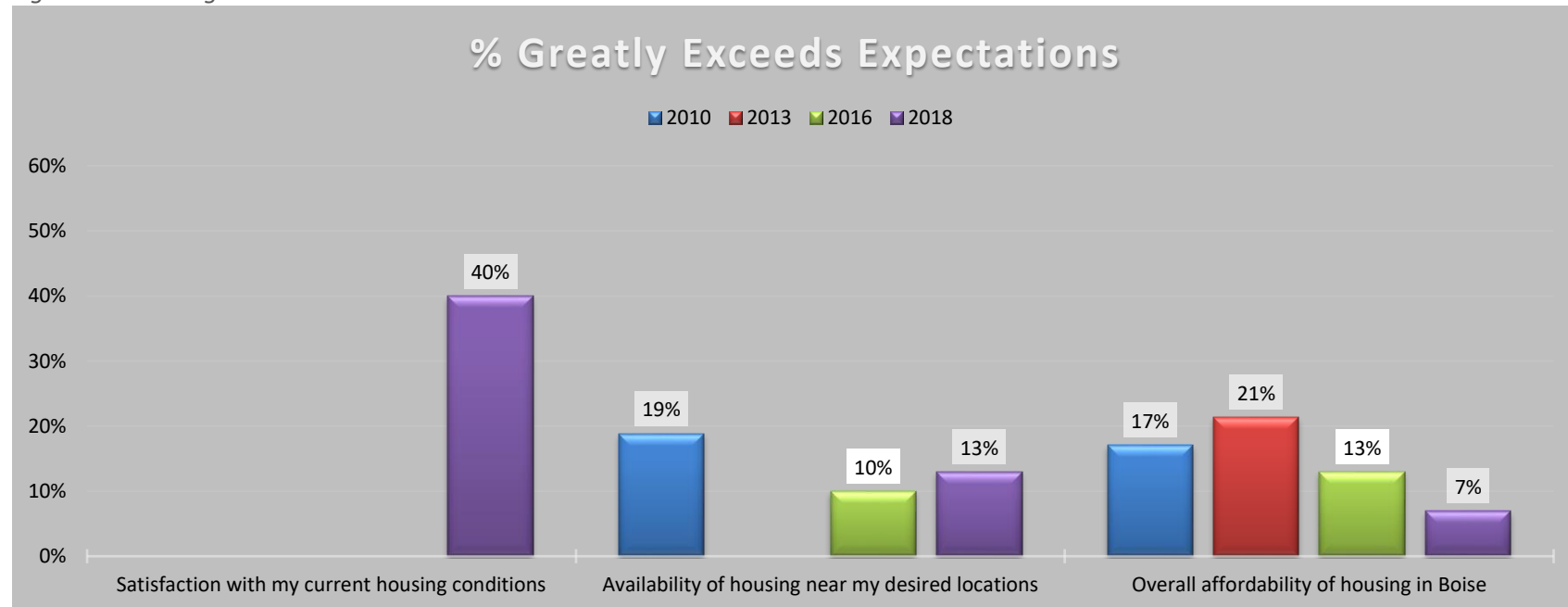
HOUSE – *Please tell me how well the City of Boise does on each of the following…*
Base: Group 2

For 2010, 2013 and 2018 data, chart shows the combined score of 9-10 on a scale from 0-10. For 2016 data, the chart shows the top score (4) on a scale from 1-4.

2018 City of Boise Citizen Survey   ↑/↓*Indicates statistically significant differences *Use caution, small sample sizes for these groups*

Availability of Housing—Benchmarked

NWRG's CityMarks nationwide survey includes a question regarding the availability and variety of housing options. When Benchmarked, Boise scores near National and Regional benchmarks, but below 4-Star and 4.5-Star benchmarks.

Figure 37: Availability of Housing - Benchmarked

HOUSE_A – *Please rate Boise on each of the following…Availability of housing near my desired locations*
Base: Group 2
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2018 City of Boise Citizen Survey   *↑/↓Indicates statistically significant differences *Use caution, small sample sizes for these groups*

Housing Levy

Residents were asked to indicate their level of support for a two-year property tax levy to establish an affordable housing fund.

Support for this levy is narrow; 58 percent of residents indicate that they would support the measure and one-third indicate they would not support (or would oppose) the measure.

Results are the same across geographic and demographic characteristics.

Figure 38: Support for Housing Levy
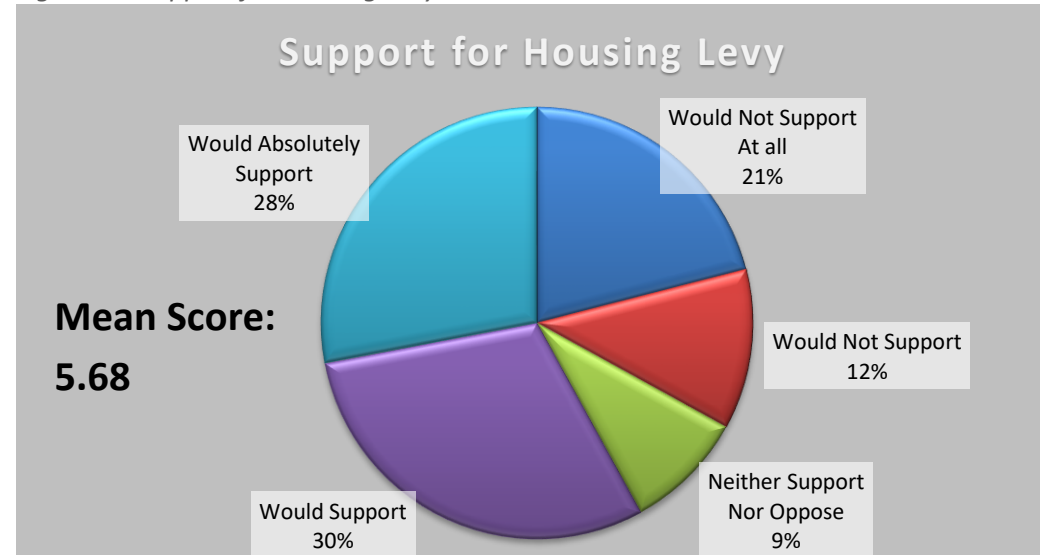
Map 10: Support for Housing Levy by Neighborhood
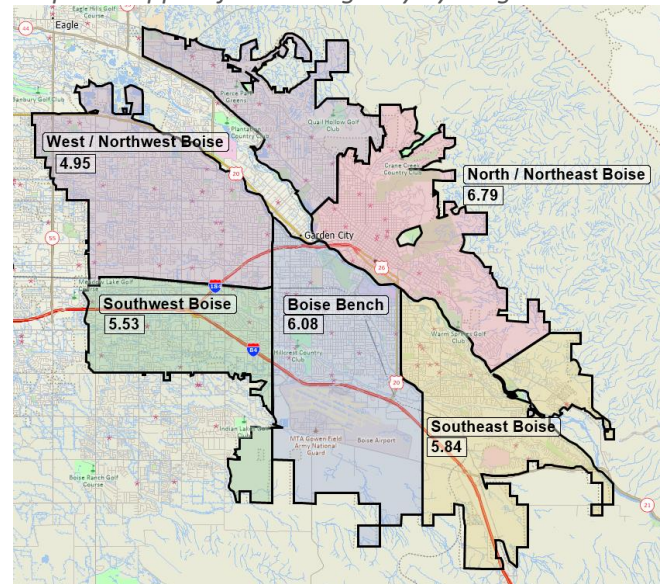
Maps illustrate differences in mean ratings by neighborhood.

LEVY – The City of Boise is considering establishing an affordable housing fund by collecting additional property taxes for a two-year period. The fund would provide affordable housing for people experiencing homelessness, low-wage workers, seniors, and people with disabilities. Use any number between "0" and "10" where "0" means "would not support a property tax levy like this at all" and "10" means "would absolutely support a levy like this" to indicate your level of support for this levy.
Base: Group 2– Mean based on an 11-point scale from 0 to 10

Table 16: Support for Housing Levy by Neighborhood

	Not Support at All	Not Support	Neutral	Somewhat Support	Absolutely Support	Mean	Sample Size
Citywide	21%	12%	9%	30%	28%	5.68	(n=309)
North/Northeast	15%	7%	0%	44%	34%	6.79	(n=48)
Southeast	22%	8%	9%	25%	35%	5.84	(n=68)
Bench	15%	14%	11%	30%	30%	6.08	(n=56)
Southwest	23%	14%	9%	21%	31%	5.53	(n=27)
West/Northwest	26%	13%	12%	28%	21%	4.95	(n=110)

2018 City of Boise Citizen Survey ↑/↓*Indicates statistically significant differences *Use caution, small sample sizes for these groups*

Housing Levy Support – Net Promoter Scores (NPS)

Another way of determining realistic support for a measure is to do a net-promoter type analysis. This analysis assumes that when push comes to shove (or pen to ballot) that the only people you can be sure will vote in favor of a property tax/housing levy are those who "Would Absolutely Support" the idea (9 or 10 on a scale from 0 to 10) and those who are against the issue (0 thru 3) will vote against it.

The crux to NPS analysis is that it also assumes that people who are neutral (4-6) will vote against the issue and those who only "Somewhat" support (7-8) the idea will end up split or abstaining (hence they are not shown). These assumptions are made because people generally tend to only vote in support of down ballot measures when they have strong feelings of support toward the issue.

The use of NPS analysis projects a different story regarding support for a housing levy and the issue appears much more divisive. While the charts on the previous page shows moderate levels of support, as explained in the previous paragraph, the NPS analysis shows the property tax levy would most likely not pass if put up for a vote.

Figure 39: Support for Property Tax Levy – Net Supporter Score
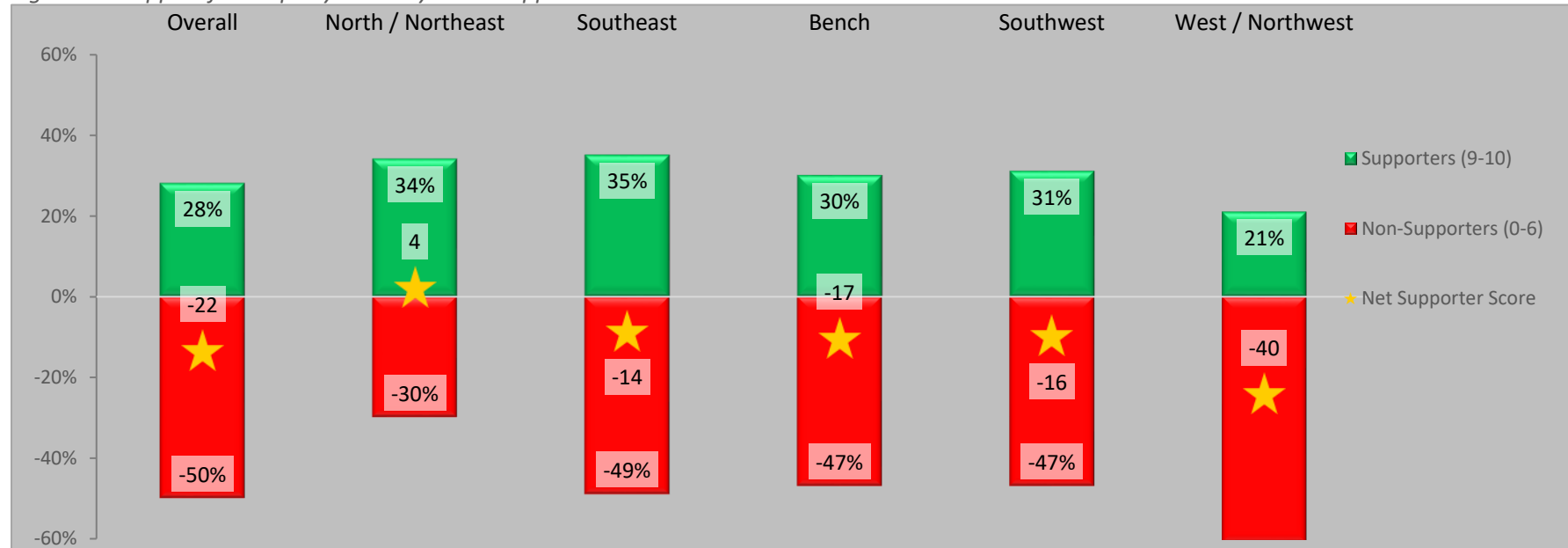
LEVY – The City of Boise is considering establishing an affordable housing fund by collecting additional property taxes for a two-year period. The fund would provide affordable housing for people experiencing homelessness, low-wage workers, seniors, and people with disabilities. Use any number between "0" and "10" where "0" means "would not support a property tax levy like this at all" and "10" means "would absolutely support a levy like this" to indicate your level of support for this levy.
Net Promoter Score is based on respondents who answered from 0-6 (inclusive) being categorized as "Non-supporters" and those who answered from 9-10 (inclusive) being categorized as "Supporters". The NPS is a subtraction of Non-Supports from Supporters.

2018 City of Boise Citizen Survey   ↑/↓*Indicates statistically significant differences *Use caution, small sample sizes for these groups*

ENVIRONMENT

Boise's Environmental Performance

Six questions were asked regarding Boise's environmental performance—five of them were also asked in previous years.

Ratings have increased regarding access to safe drinking water and decreased regarding preserving natural resources. Ratings for promoting "green" behaviors, air quality and access to healthy, locally-produced food have remained stable. As mentioned on page 17, caution must be used when comparing results to the 2016 survey as the methodology and question scales differed drastically during that survey phase.

There is only one area in which a difference is found across demographic or geographic characteristics. Residents who have lived in Boise for 5 years or longer are significantly more likely than new residents to say that Boise promotes "green" behaviors.

Figure 40: Environmental Performance
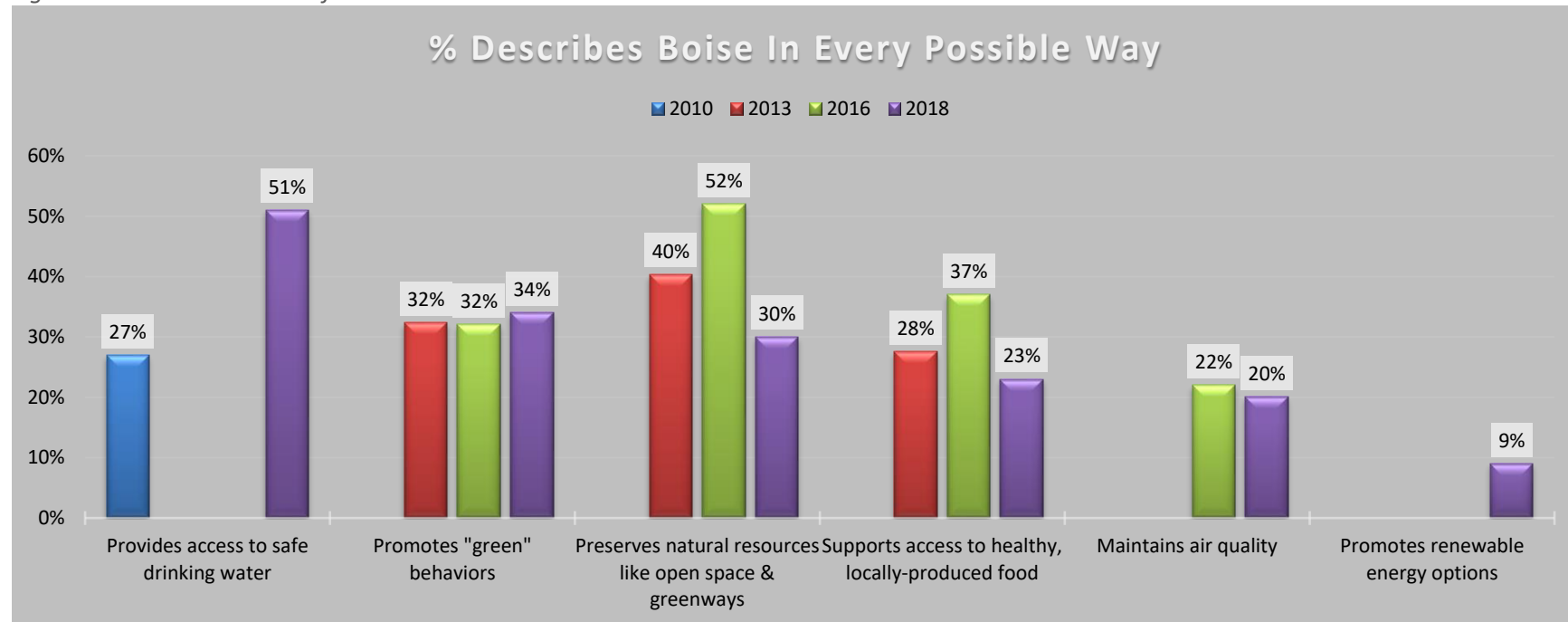
% Describes Boise In Every Possible Way

Legend: ■ 2010   ■ 2013   ■ 2016   ■ 2018

Category	2010	2013	2016	2018
Provides access to safe drinking water	27%			51%
Promotes "green" behaviors		32%	32%	34%
Preserves natural resources like open space & greenways		40%	52%	30%
Supports access to healthy, locally-produced food		28%	37%	23%
Maintains air quality			22%	20%
Promotes renewable energy options				9%

ENVIRO – Based on what you have experienced, seen or heard, please specify the extent to which each of the following describes Boise…
Base: Group 2
For 2010, 2013 and 2018 data, chart shows the combined score of 9-10 on a scale from 0-10. For 2016 data, the chart shows the top score (4) on a scale from 1-4.

2018 City of Boise Citizen Survey   ↑/↓*Indicates statistically significant differences *Use caution, small sample sizes for these groups*

Environmental Consciousness—Benchmarked

NWRG's CityMarks nationwide survey includes a question regarding "green" or sustainable behaviors. In this area, Boise does well, outscoring all other benchmarks.

Figure 41: Environmental Consciousness - Benchmarked
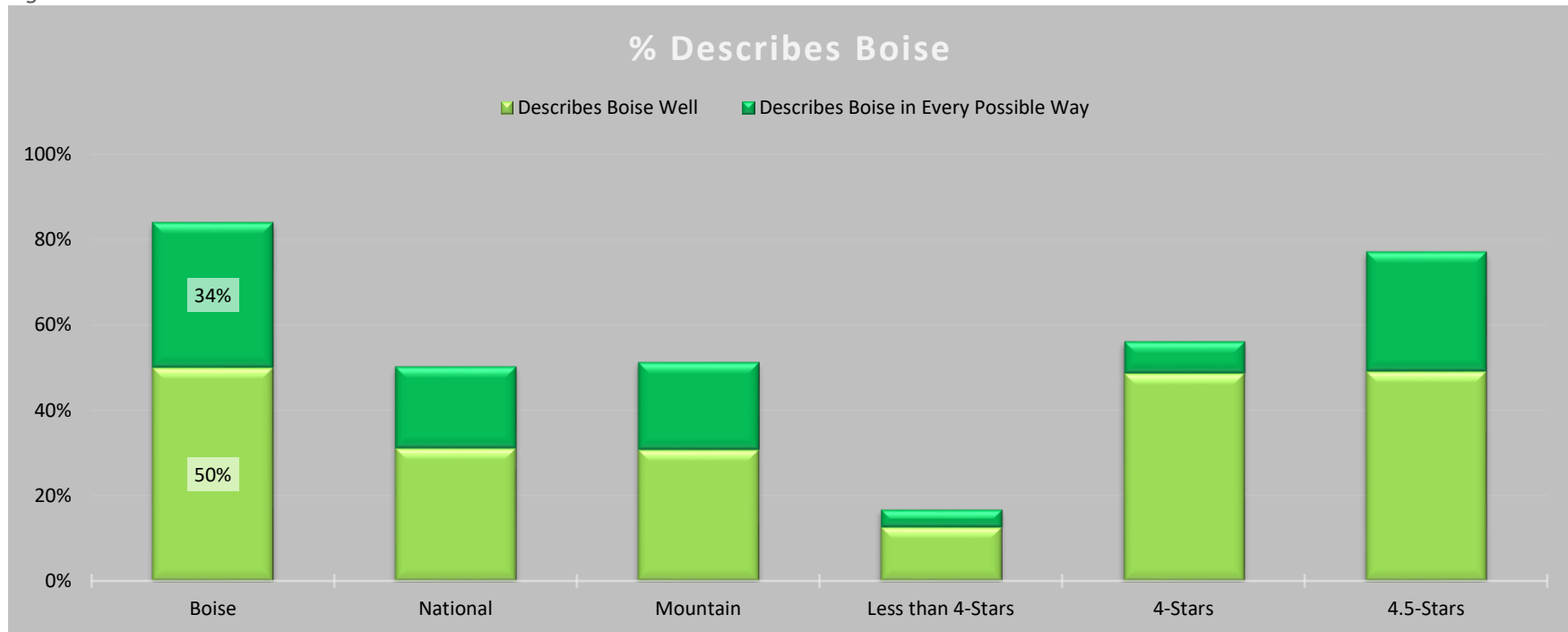
% Describes Boise

☐ Describes Boise Well   ☐ Describes Boise in Every Possible Way

ENVIRO – Based on what you have experienced, seen or heard, please specify the extent to which each of the following describes Boise…Promotes "green" behaviors like recycling.
Base: Group 2

2018 City of Boise Citizen Survey   ↑/↓*Indicates statistically significant differences *Use caution, small sample sizes for these groups*

COMMUNICATION

The Government's Performance in Communicating

Four questions were asked regarding Boise's performance in communicating with its residents—all of them were also asked in previous years.

There are two areas of concern: Boise being open to citizen ideas and involvement and Boise communicating clearly with the public. Both receive low scores and results have dropped consistently each survey from 2013 to present. As mentioned on page 17, caution must be used when comparing results to the 2016 survey as the methodology and question scales differed drastically during that survey phase.

The findings for these two areas are consistent with the finding on page 74 regarding planning for growth and indicate a general feeling among residents that the City is not being as forthcoming as they would like.

Figure 42: Government Communication
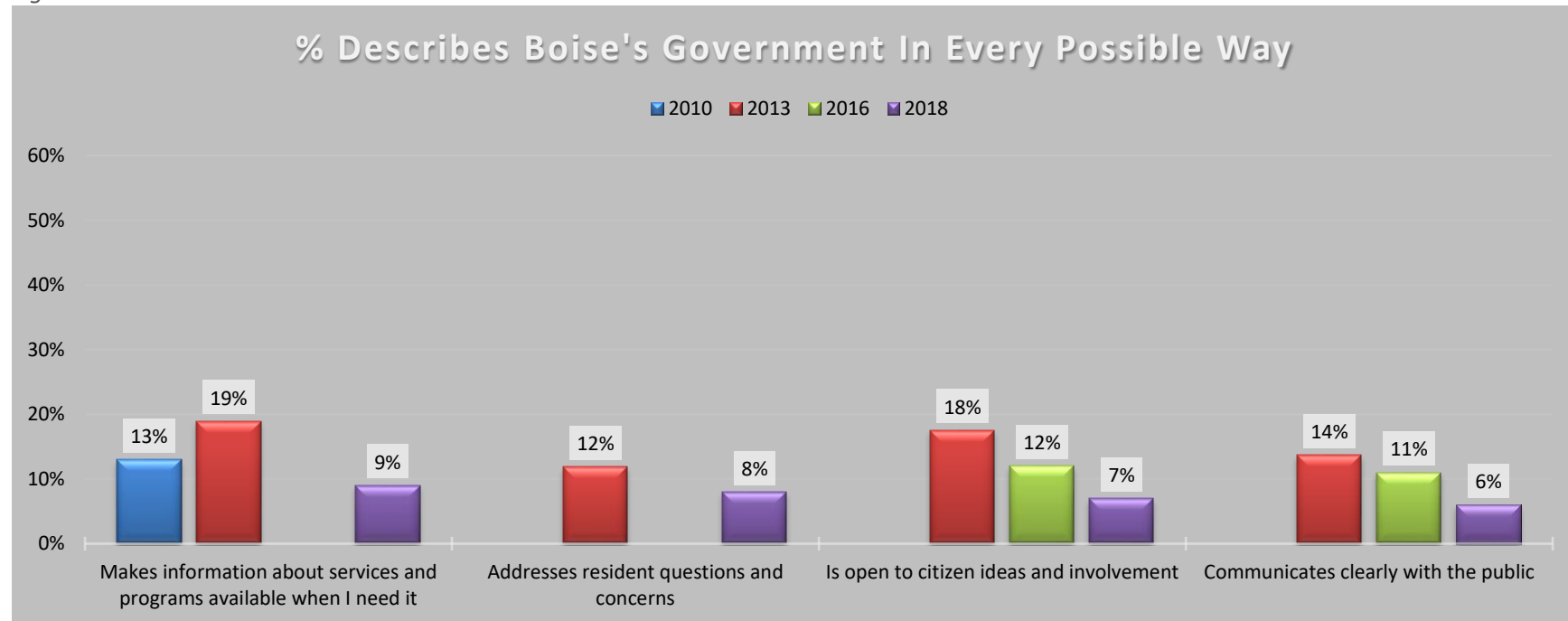
% Describes Boise's Government In Every Possible Way

■ 2010　■ 2013　■ 2016　■ 2018

	Makes information about services and programs available when I need it	Addresses resident questions and concerns	Is open to citizen ideas and involvement	Communicates clearly with the public
2010	13%			
2013	19%	12%	18%	14%
2016			12%	11%
2018	9%	8%	7%	6%

COMMS – Please specify the extent to which each of the following describes Boise's government...
Base: Group 1
For 2010, 2013 and 2018 data, chart shows the combined score of 9-10 on a scale from 0-10. For 2016 data, the chart shows the top score (4) on a scale from 1-4.

Government Communication—Benchmarked

NWRG's CityMarks nationwide survey includes two matching questions regarding government communication. One focused on making information available and the other about being open to citizen input. In both areas, Boise performs well relative to other communities.

For both benchmarked questions, Boise outperforms National, Regional, and 4-Star benchmarks, but falls short of other 4.5-Star benchmarks.

While Boise performs reasonably well compared to other communities in these areas, government communication is still an area that deserves scrutiny as a) the negative trend discussed on the previous page could cause issues if not addressed and b) it is something that City staff can directly address through direct actions.

Figure 43: Government Communication - Benchmarked
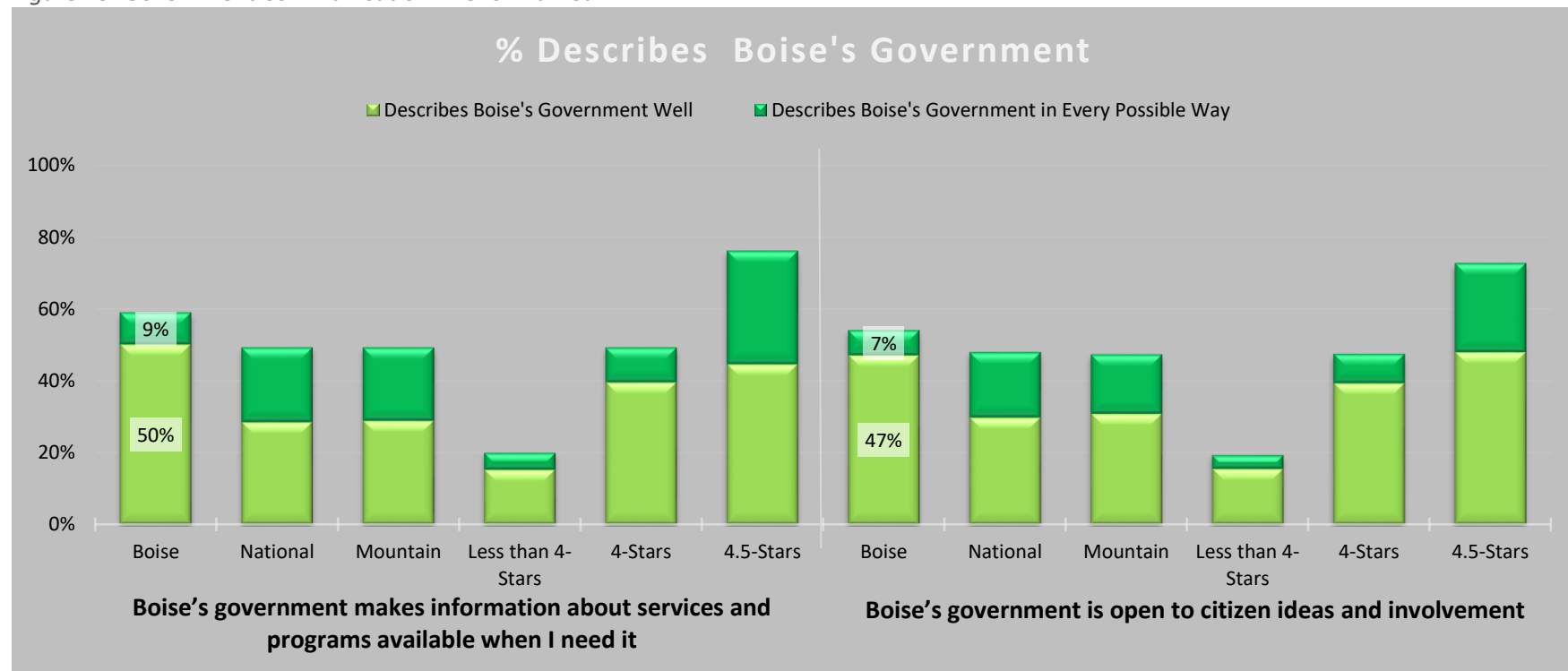
% Describes Boise's Government

Legend: ■ Describes Boise's Government Well ■ Describes Boise's Government in Every Possible Way

Boise's government makes information about services and programs available when I need it — Boise: 50% (well), 9% (every possible way)

Boise's government is open to citizen ideas and involvement — Boise: 47% (well), 7% (every possible way)

COMMS – *Please specify the extent to which each of the following describes Boise's government…Makes information about services and programs available when I need it | Is open to citizen ideas and involvement.*
Base: Group 1

2018 City of Boise Citizen Survey ↑/↓*Indicates statistically significant differences *Use caution, small sample sizes for these groups*

PUBLIC SAFETY

Crime in Boise

Residents feel that Boise is a safe city. Fifty-nine percent state they think crime is either "Not a Problem at All" (9%) or "Only a Small Problem" (50%) and only six percent think crime in Boise is a "Big Problem."

Residents who indicated crime was "Somewhat" or "A Big" problem were asked in a follow-up question to specify what they believed was the most serious police-related problem in their neighborhood. Traffic offenses such as speeding and running lights/stop signs were the most commonly mentioned issues. This was followed by drug-related crimes, car prowling, and residential burglary.

Figure 44: Crime in Boise
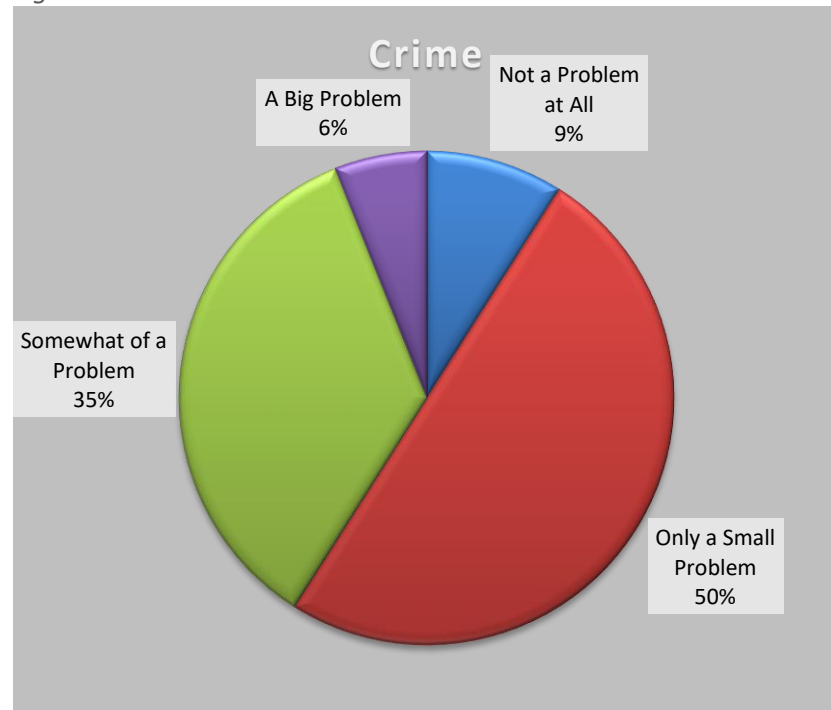
CRIME1 –Do you think that crime in Boise is. . .
Base: All Respondents

Table 17: Most Serious Police-Related Issues
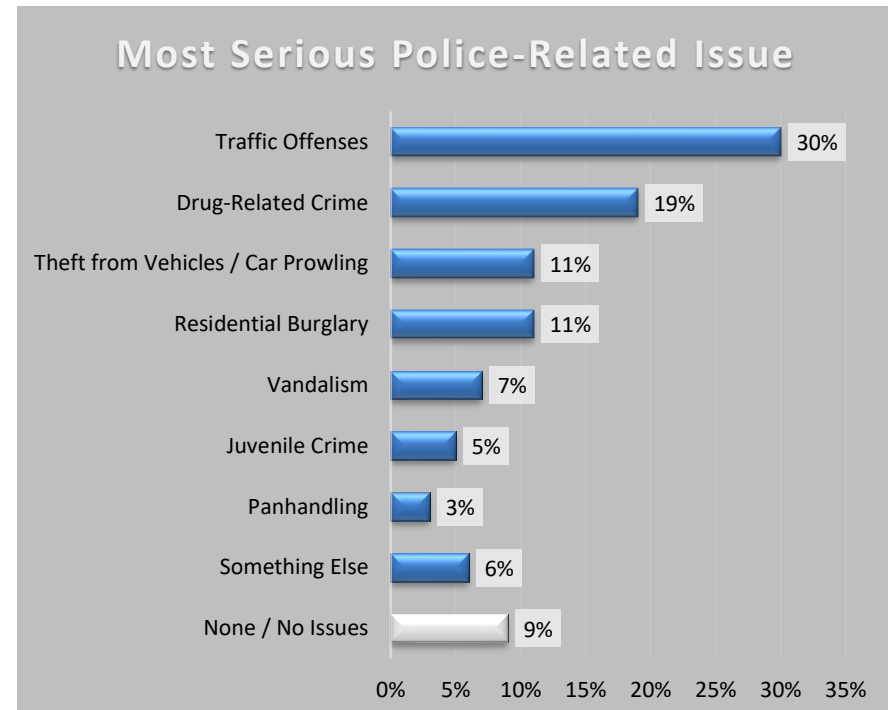
CRIME2 –What do you believe is the single most serious police-related problem in your neighborhood?
Base: Residents who feel Crime is a somewhat or a big problem

2018 City of Boise Citizen Survey   ↑/↓*Indicates statistically significant differences *Use caution, small sample sizes for these groups*

There are no significant differences in the perceived crime levels between neighborhoods. The same is true regarding opinions of the most serious police-related problems.

Figure 45: Crime in Boise by Neighborhood

Crime

Legend:
- Big Problem (red)
- Somewhat of a Problem (yellow)
- Small Problem (light green)
- Not a Problem at All (dark green)

	Citywide	North/Northeast	Southeast	Bench	Southwest	West/Northwest
Big Problem	6%	3%	3%	10%	0%	8%
Somewhat of a Problem	35%	23%	38%	33%	43%	38%
Small Problem	50%	60%	49%	45%	39%	51%
Not a Problem at All	9%	14%	10%	12%	18%	3%

CRIME1 –Do you think that crime in Boise is. . .
Base: All Respondents

2018 City of Boise Citizen Survey   ↑/↓*Indicates statistically significant differences *Use caution, small sample sizes for these groups*

Feelings of Safety

Residents feel safe in their City. As is generally seen, residents typically feel safer during the day then after dark.

The figure below only shows the percent who feel "Completely" safe (a score of 9 or 10 on a scale from 0 to 10). At least three-quarters of residents state they feel "Safe" (score of 6-8) or "Completely" safe (9-10).

Trended, safety levels have remained steady over the past 5+ years. As mentioned on page 17, caution must be used when comparing results to the 2016 survey as the methodology and question scales differed drastically during that survey phase.

As shown on the next page, there are no significant differences in feelings of safety at the neighborhood level.

Figure 46: Safety Downtown and in Neighborhoods
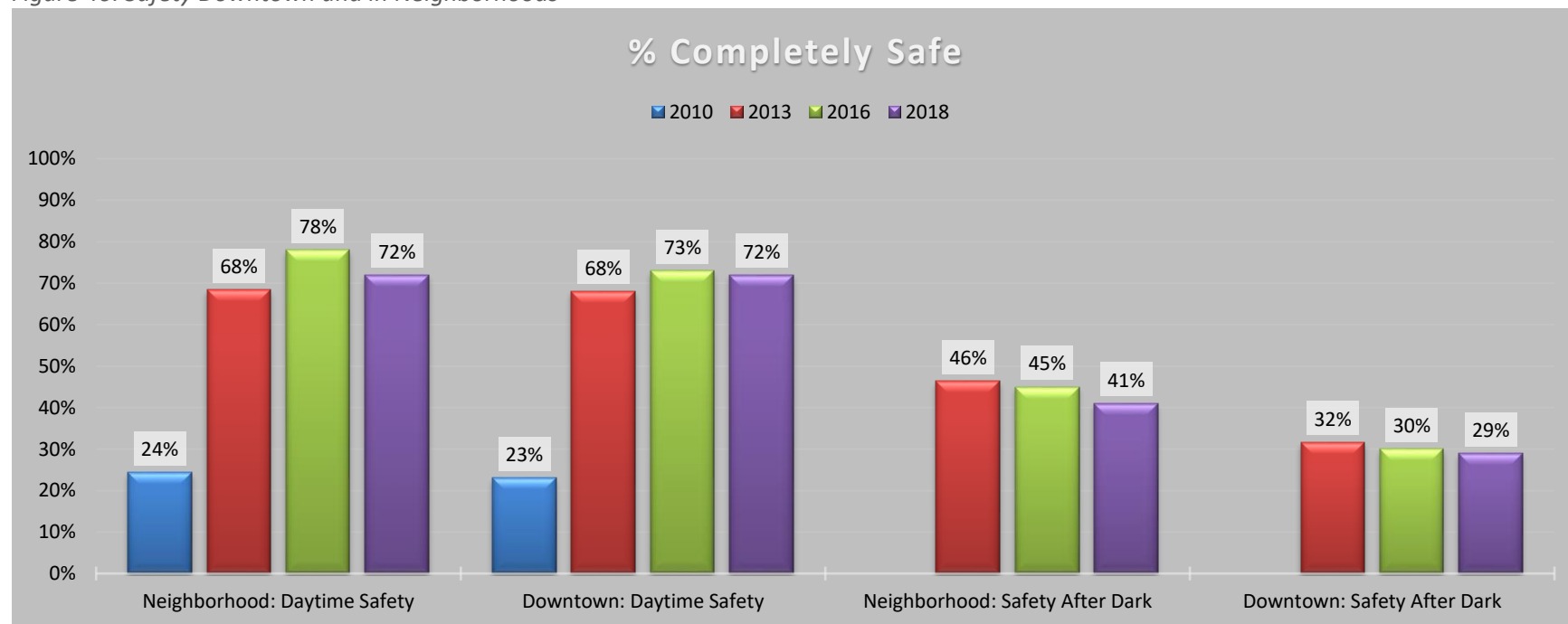
*CRIME3/4 – How safe or unsafe do you feel in your neighborhood/in downtown Boise?*
Base: All respondents
For 2010, 2013 and 2018 data, chart shows the combined score of 9-10 on a scale from 0-10. For 2016 data, the chart shows the top score (4) on a scale from 1-4.

2018 City of Boise Citizen Survey   ↑/↓*Indicates statistically significant differences *Use caution, small sample sizes for these groups*

Table 18: Daytime Safety in Neighborhood by Neighborhood

|	Not Safe	Neutral	Safe	Completely Safe	Mean	Sample Size
Citywide	1%	2%	25%	72%	8.94	*(n=594)*
North/Northeast	0%	1%	19%	80%	9.28↑	*(n=111)*
Southeast	1%	2%	15%	82%	9.18	*(n=126)*
Bench	1%	2%	31%	66%	8.70	*(n=104)*
Southwest	0%	1%	30%	69%	8.93	*(n=53)*
West/Northwest	1%	3%	30%	65%	8.76	*(n=200)*

CRIME3A— How safe or unsafe do you feel in your neighborhood during the day.

Base: All Respondents– Mean based on an 11-point scale from 0 to 10

Table 19: Safety After Dark in Neighborhood by Neighborhood

	Not Safe	Neutral	Safe	Completely Safe	Mean	Sample Size
Citywide	6%	5%	47%	41%	7.85	*(n=594)*
North/Northeast	4%	3%	42%	51%	8.28↑	*(n=111)*
Southeast	3%	5%	51%	41%	8.04	*(n=126)*
Bench	12%	9%	39%	39%	7.46	*(n=104)*
Southwest	2%	3%	58%	37%	8.13	*(n=53)*
West/Northwest	8%	4%	49%	39%	7.64	*(n=200)*

CRIME3B— How safe or unsafe do you feel in your neighborhood after dark.

Base: All Respondents– Mean based on an 11-point scale from 0 to 10

Map 11: Daytime Safety in Neighborhood by Neighborhood

Maps illustrate differences in mean ratings by neighborhood.

Map 12: Safety After Dark in Neighborhood by Neighborhood

Maps illustrate differences in mean ratings by neighborhood.

2018 City of Boise Citizen Survey   ↑/↓*Indicates statistically significant differences *Use caution, small sample sizes for these groups*
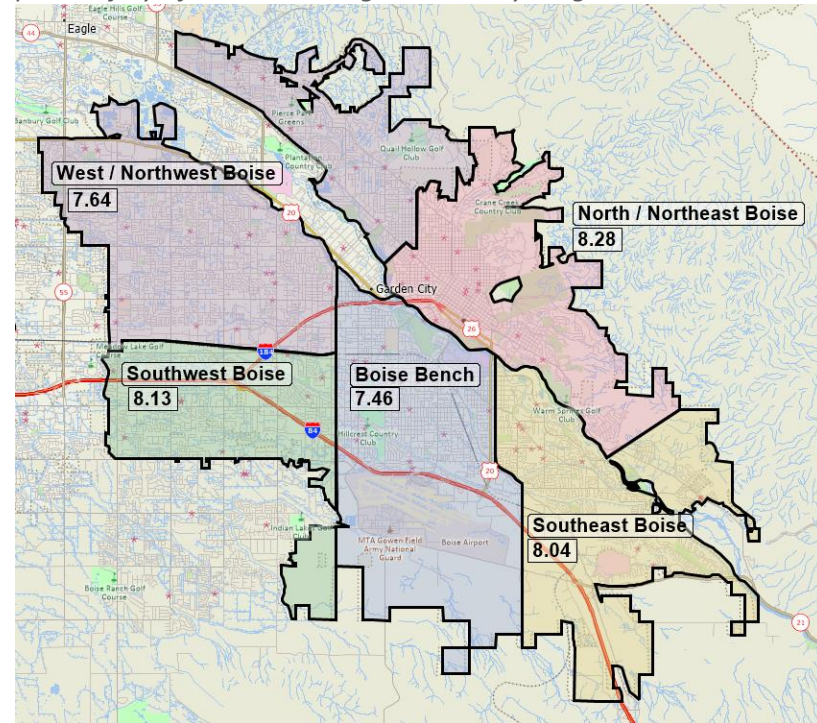
TRANSPORTATION

Availability of Transportation Options

Residents were asked a series of questions regarding transportation. Initially residents were asked to indicate their primary mode(s) of transportation around Boise. As expected, nearly all residents state that they drive a personal vehicle around town.

This was followed up by a series of questions asking residents to indicate their ease of travel by various modes. As expected, residents feel that a car is the most efficient method to get places, followed by walking, then biking, and finally public transportation. However, there are key differences:

- Lower income residents (<$35k) are significantly more likely to say they can get around using public transportation
- Residents in North / Northeast Boise are the least likely to drive and most likely to walk
- Residents in North / Northwest Boise are the least likely to say they can walk places—this is most likely due to their indications that walking is not safe in their neighborhood

Figure 47: Primary Transportation Mode
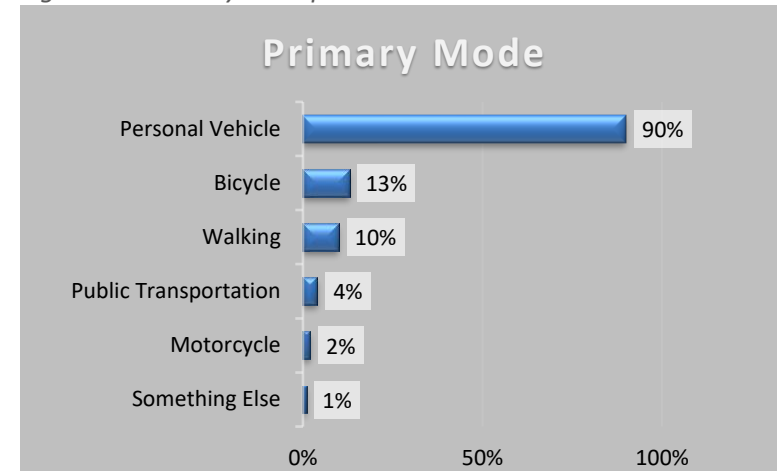
TRAN1 – Thinking about how you travel around Boise, what is your primary mode of transportation? Base: All respondents *Multiple Choice – May sum to >100%

Figure 48:Ease of Travel Through Boise

TRAN2 – How would you rate the ease of travel throughout Boise by. . .
Base: All respondents

For 2010, 2013 and 2018 data, chart shows the combined score of 9-10 on a scale from 0-10. For 2016 data, the chart shows the top score (4) on a scale from 1-4.

2018 City of Boise Citizen Survey ↑/↓*Indicates statistically significant differences *Use caution, small sample sizes for these groups*

Ease of Travel—Benchmarked

NWRG's CityMarks nationwide survey includes matching questions regarding getting around the city. Boise performs well regarding ease of travel by car, by foot, and by bike. However, Boise lags behind National, Mountain, 4 and 4.5-Star communities regarding travel by public transportation. Note, Regional comparisons (Mountain) include larger cities such as Salt Lake and Denver, both of which have extensive public transportation systems.

Figure 49: Ease of Travel - Benchmarked
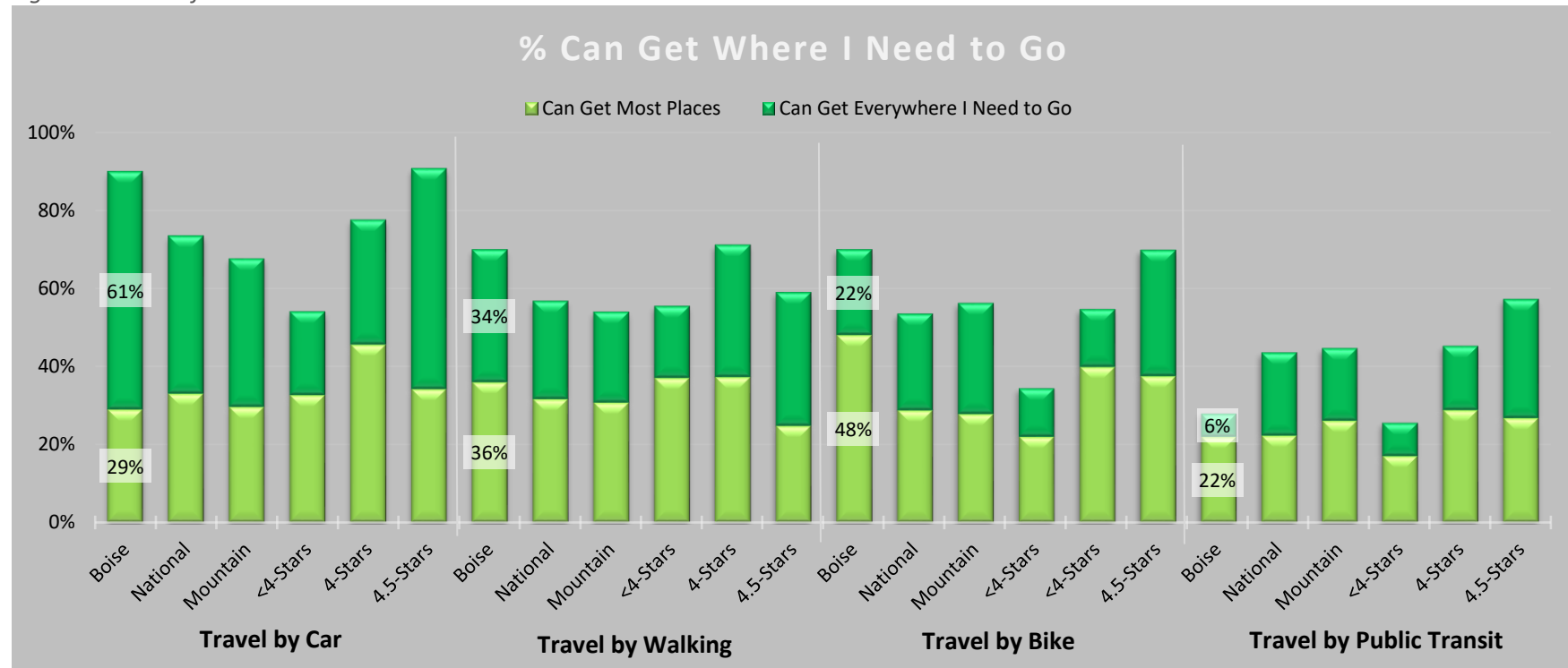
TRAN –How would you rate the ease of travel throughout Boise by…Car, Walking, Bike?
Base: All Respondents

2018 City of Boise Citizen Survey   ↑/↓*Indicates statistically significant differences *Use caution, small sample sizes for these groups*

Safety of Transportation Options

Residents were also asked to indicate how safe they feel when traveling by a variety of modes. Residents feel most safe traveling by car and least safe traveling by bike.

As mentioned earlier, there are a few differences in feelings toward safety while walking based on where residents live.

• Residents in North / Northeast Boise and Southeast Boise feel the safest while those in West / Northwest Boise feel the least safe while walking.

Figure 50: Safety of Travel Through Boise

% Safe + Completely Safe

■Safe ■Completely Safe

	Safe	Completely Safe
Car	45%	48%
Walking	53%	28%
Public Transportation	39%	32%
Bike	47%	8%

TRAN3 – How would you rate the safety of travel by…
Base: All respondents

2018 City of Boise Citizen Survey   ↑/↓*Indicates statistically significant differences* *Use caution, small sample sizes for these groups*

Boise's Transportation Performance

Residents were also asked to indicate how well Boise does regarding various general transportation services.

- Four out of ten residents state that access to public transportation where they live "Exceeds" or "Greatly Exceeds" their expectations.
- Just over one-third state the availability and convenience of downtown parking "Exceeds" or "Greatly Exceeds" their expectations.
- Twenty-eight percent state that public transportation going where they need to go and the frequency of public transportation "Exceeds" or "Greatly Exceeds" their expectations.

There are no differences based on demographic or geographic characteristics.

Figure 51: General Travel

% Exceeds + Greatly Exceeds Expectations

Exceeds Expectations   Greatly Exceeds Expectations

	Access to public transportation where you live	Availability and convenience of downtown parking	Public transportation goes to places I want or need to go	Frequency of public transportation services
Greatly Exceeds	14%	5%	6%	5%
Exceeds	25%	31%	22%	23%

TRAN4 – Please tell me how well the City of Boise does on each of the following…
Base: All respondents

2018 City of Boise Citizen Survey   ↑/↓*Indicates statistically significant differences *Use caution, small sample sizes for these groups*

APPENDICES

APPENDIX I—ADDRESS-BASED SAMPLING

The methodology for the 2018 Citizen Survey was significantly changed from previous years—further limiting the ability to benchmark against data from previous years. In previous years, a mail-only approach was used. In 2017, NWRG introduced an enhanced Address-Based Sampling methodology to increase response rates and reduce survey costs.

The sample frame was composed of a list of all addresses in Boise—as defined by census block groups—including those indicating that post office boxes are the only way they get mail. This list was then matched against a comprehensive database to determine if the household had a matching landline or cell phone number. Additionally, e-mail addresses were appended where possible.

a. If no matching phone number was found, the household was sent a letter signed by the Mayor asking them to complete the survey online or by calling a toll-free number.
b. If an e-mail address was found, the household was sent an e-mail inviting them to complete the survey online or by calling a toll-free number. Non-responders were contacted by phone.
c. If a matching phone number was found, the household was called and asked to complete the survey by phone.

The passage below from Centris Marketing Intelligence sums up a few of the key advantages of using Address-Based Sampling:

Recent advances in database technologies along with improvements in coverage of household addresses have provided a promising alternative for surveys that require representative samples of households. Obviously, each household has an address and virtually all households receive mail from the U.S. Postal Service (USPS)… Given the evolving problems associated with telephone surveys on the one hand, and the exorbitant cost of on-site enumeration of housing units in area probability sampling applications on the other, many researchers are considering the use of [USPS databases] for sampling purposes. Moreover, the growing problem of non-response—which is not unique to any individual mode of survey administration—suggests that more innovative approaches will be necessary to improve survey participation. These are among the reasons why multi-mode methods for data collection are gaining increasing popularity among survey and market researchers. It is in this context that address-based sample designs provide a convenient framework for an effective administration of surveys that employ multi-mode alternatives for data collection.[2]

[2] White Paper, Address Based Sampling, Centris Marketing Intelligence, December 2008.

2018 City of Boise Citizen Survey   ↑/↓*Indicates statistically significant differences *Use caution, small sample sizes for these groups*

Map 13: Location of Respondents

2018 City of Boise Citizen Survey   ↑/↓*Indicates statistically significant differences *Use caution, small sample sizes for these groups*
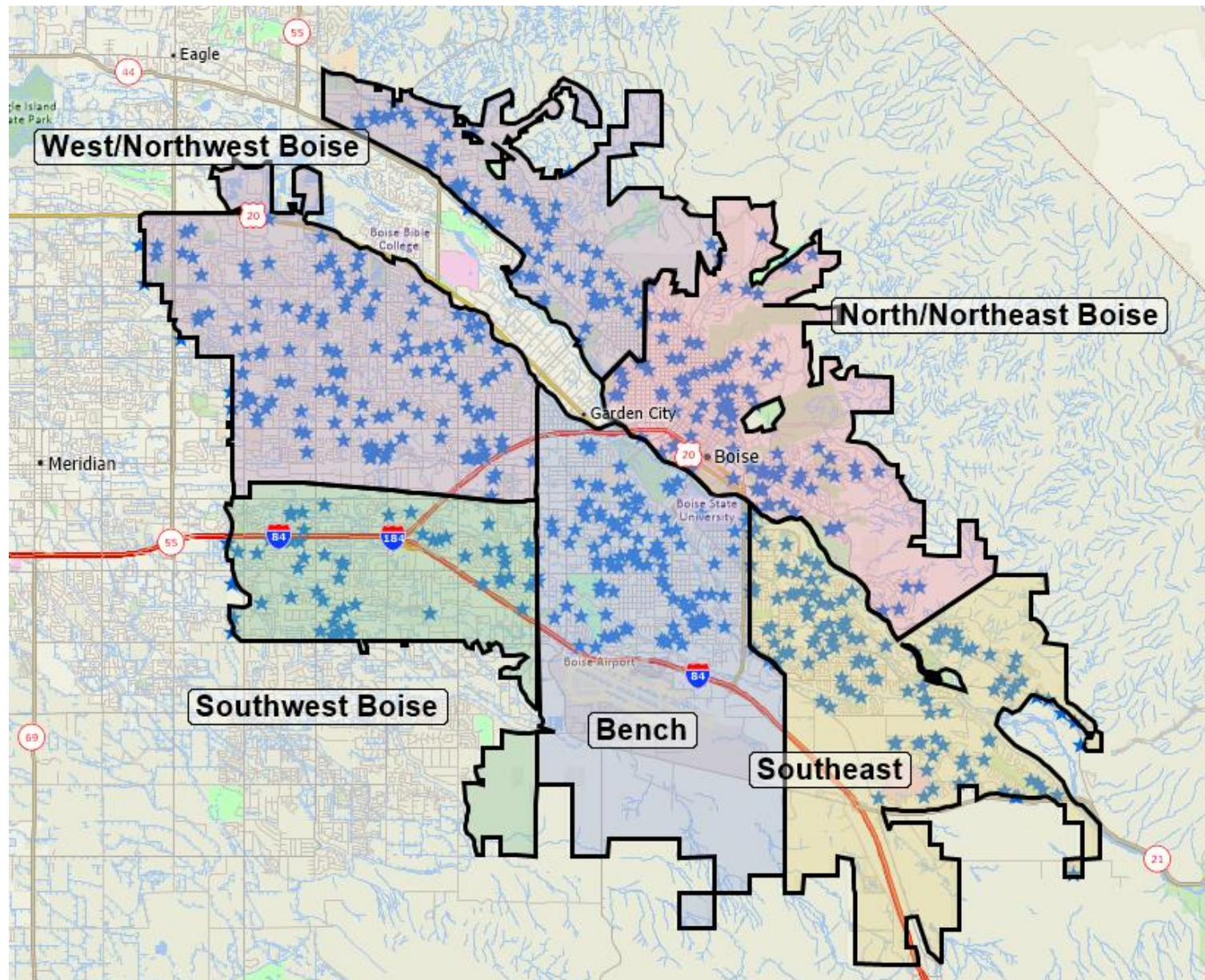
APPENDIX II—RESPONSE RATES

Response rates are calculated using formulas provided by the American Association for Public Opinion Research (www.aapor.org). The formula used takes into consideration the number of phone numbers dialed, the number of eligible contacts reached (18+, live in Boise, etc.), and the number of ineligible households dialed (no one over 18, not in Boise, etc.).

The AAPOR calculation is generally only used for telephone-based surveys. The reason for this is that precise disposition records can be kept each time a phone number is dialed, specifically for numbers dialed that did not result in a completed survey. With mail or online samples, the specific reasons for non-completion are unknown. While the AAPOR calculation can be applied, it is not as exact.

Table 20: Response Rates by Mode – Community Survey

	LANDLINE	CELL PHONE	TOTAL PHONE	E- MAIL-TO-ONLINE	SNAIL MAIL-TO-ONLINE	GRAND TOTAL
TOTAL COMPLETED INTERVIEWS	66	147	213	69	312	594
RESPONSE RATE	24.16%	11.76%	15.25%	1.33%	7.33%	4.67%
CONTACT RATE	40.46%	23.96%	29.26%	74.61%	97.2%	64.13%
COOPERATION RATE	62.99%	50.46%	53.96%	1.78%	5.54%	7.29%

Contact rate is the proportion of all cases in which some responsible member of the housing unit was reached for the survey. Cooperation rate is the proportion of all cases interviewed of all eligible units contacted. Response rates are the number of completed interviews with reporting units divided by the number of eligible reporting units in the sample.

2018 City of Boise Citizen Survey   ↑/↓*Indicates statistically significant differences *Use caution, small sample sizes for these groups*

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APPENDIX III—WEIGHTING

The weights were applied in two stages. The first stage weight adjusted for sample frame type by taking the proportion in the sample frame and dividing it by the proportion of completed interviews for each sample type. The second weight is a post-stratification weight to adjust for imperfections in the sample and to ensure that the final sample represents the general population in Boise. Specifically, a raking weight was applied to ensure that gender, age, race, and income distributions of the sample match those of all Boise residents.

While quotas were created to minimize the differences between the sampled population and the actual population, it is common to find that older individuals—those 55 years old and older—are over-represented in general population studies. Conversely, younger residents—those between 18 and 24 years of age—are under-represented in general population studies. The enhanced methodology used for this study provided a fairly representative sample, but weighting was still used to ensure that differences in responses over the years are not a factor of differences in the characteristics of the respondents in the final sample. The purpose of weighting is to create a multiplier to adjust the final sample distribution so that the survey results better reflect the population. This is done by applying a multiplier to each individual based on that person's age and gender. Older residents receive a smaller multiplier (e.g., 0.8) while younger residents receive a higher multiplier (e.g., 1.2).

Table 21: Weighting—Unweighted and Weighted Data Compared to Boise Population

	2018 Survey (unweighted)	2018 Survey (weighted)	Boise Population*
Gender			
Male	50%	49%	49%
Female	49%	51%	51%
Age**			
18–34	17%	27%	27%
35–54	35%	39%	37%
55 Plus	48%	34%	35%
Children in Household			
None	79%	68%	72%
One or More	24%	32%	28%
Dwelling Type			
Single-Family	75%	77%	69%
Multi-Family	24%	23%	31%
Home Ownership			
Own	79%	78%	57%
Rent	21%	22%	38%
Income			
Less than $35,000	17%	19%	34%
$35,000–$75,000	33%	30%	32%
$75,000–$150,000	34%	36%	25%
$150,000 or Greater	16%	15%	9%
Race/Ethnicity			
White *(not Hispanic)*	86%	85%	83%
Other	14%	15%	17%
% Hispanic *(multiple responses)*	3%	4%	9%
Years Lived in Boise			
<5	16%	16%	
5<10	12%	11%	n.a.
10 or More	72%	73%	
Mean	23.3 yrs.	23 yrs.	

Source for population figures: All data are 2012-2016 American Community Survey five-year estimates. With Head of Household adjustment

 **Note: Age was imputed for respondents who refused their age.*

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2018 City of Boise Citizen Survey   ↑/↓*Indicates statistically significant differences *Use caution, small sample sizes for these groups*

APPENDIX IV—UNWEIGHTED AND WEIGHTED BASE SIZES

Unless otherwise noted, all reported statistics are based on weighted base sizes. For reference, the table below provides both weighted and unweighted base sizes for each subgroup of respondents shown in this report.

Weighted versus Unweighted Base Sizes	
All Respondents	**Neighborhood**
(n = 594)	**Bench** All (n = 104, n_w weighted = 105) Group 1 (n = 48, n_w weighted = 45) Group 2 (n = 56, n_w weighted = 60)
Groups of Respondents	
Group 1 (n = 284, n_w weighted = 290)	**North / Northeast** All (n = 111, n_w weighted = 102) Group 1 (n = 62, n_w weighted = 54) Group 2 (n = 49, n_w weighted = 48)
Group 2 (n = 310, n_w weighted = 301)	
Residents who feel crime is a somewhat or a big problem (n = 256, n_w weighted = 241)	**Southeast** All (n = 126, n_w weighted = 115) Group 1 (n = 58, n_w weighted = 60) Group 2 (n = 68, n_w weighted = 55)
	Southwest All (n = 53, n_w weighted = 59) Group 1 (n = 26, n_w weighted = 35) Group 2 (n = 27, n_w weighted = 27)
	West / Northwest All (n = 200, n_w weighted = 210) Group 1 (n = 90, n_w weighted = 96) Group 2 (n = 110, n_w weighted = 114)

2018 City of Boise Citizen Survey   ↑/↓*Indicates statistically significant differences *Use caution, small sample sizes for these groups*

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2018 City of Boise Citizen Survey ↑/↓*Indicates statistically significant differences *Use caution, small sample sizes for these groups*

APPENDIX V—MARGIN OF ERROR

The margin of error is a statistic expressing the amount of random sampling error in a survey's results. The larger the margin of error, the less faith one should have that the survey's reported results are close to the true figures–that is, the figures for the whole population. The margin of error decreases as the sample size increases, but only to a point. Moreover, the margin of error is smaller when there is more dispersion in responses—for example, 50% respond yes and 50% respond no—than when opinions are very similar—for example, 90% respond yes and 10% respond no. The margin of error in the Boise Citizen Survey is generally no greater than plus or minus 3.7 percentage points at a 95 percent confidence level. This means that if the same question were asked of a different sample but using the same methodology, 95 times out of 100, the same result within the stated range would be achieved.

The following table provides additional insights into the margin of error with different sample sizes. The proportions shown in the table below

Table 22: Error Associated with Different Proportions at Different Sample Sizes

Sample Size	Maximum Margin of Error
30	17.8%
50	13.9%
100	9.8%
200	6.9%
300	5.7%
400	4.9%
600	4.0%
800	3.5%

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APPENDIX VI—DIMENSIONS

Dimension	Attributes	2018
Quality of Life	QOL1_B – Is planning for growth in the right ways	X
	QOL1_E – Access to parks, foothills, and open space	X
	QOL1_F – Access to recreation centers and classes	X
	QOL1_H – Access to libraries and related programs	X
	QOL1_I – Provides Boise's historical and cultural amenities	X
	QOL1_J – Provides safe and convenient transportation options	X
	QOL1_L – Maximizes public safety	X
	QOL1_N – Provides adequate social services such as housing, shelters, detox centers	X
	QOL1_P – Supports visual and performing arts and cultural programs and events through funding and facilities	X
Economy	ECON_A – Availability of high quality jobs and economic opportunities	X
	ECON_D – City efforts to promote a business-friendly environment	X
	ECON_E – Efforts to develop and retain new businesses	X
	ECON_F – Attracts and supports visitors and tourism	X
	ECON_G – Availability of reliable, high-speed Internet access at my home	X
Housing	HOUSE_A – Availability of housing near my desired locations	X
	HOUSE_B – Satisfaction with my current housing conditions	X
	HOUSE_C – Overall affordability of housing in Boise	X
Environment	ENVIRO_A – Promotes "green" behaviors like recycling	X
	ENVIRO_B – Preserves natural resources like open space and greenways	X
	ENVIRO_E – Maintains air quality	X
	ENVIRO_F – Supports access to a range of healthy and/or locally-produced food options	X
	ENVIRO_G – Provides access to safe drinking water	X
	ENVIRO_H – Promotes renewable energy options	X
Communications	COMMS_A – Boise's government makes information about services and programs available when I need it	X
	COMMS_B – Boise's government communicates clearly with the public	X
	COMMS_D – Boise's government addresses resident questions and concerns	X
	COMMS_E – Boise's government is open to citizen ideas and involvement	X
Safety	CRIME3_A – Neighborhood safety during the day	X
	CRIME3_B – Neighborhood safety after dark	X
	CRIME4_A – Downtown safety during the day	X
	CRIME4_B – Downtown safety after dark	X
Transportation	TRAN4_A – Availability and convenience of downtown parking	X
	TRAN4_B – Access to public transportation where you live	X
	TRAN4_C – Public transportation goes to places I want or need to go	X
	TRAN4_D – Frequency of public transportation services	X

2018 City of Boise Citizen Survey   ↑/↓*Indicates statistically significant differences *Use caution, small sample sizes for these groups*

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2018 City of Boise Citizen Survey   ↑/↓*Indicates statistically significant differences *Use caution, small sample sizes for these groups*

APPENDIX VII—MORE ON KEY DRIVERS

Resource Allocation Analysis

The final step in the analysis is to identify key areas where Boise may wish to allocate additional resources based on what is most important to residents (i.e., are Key Drivers of Boise's 5-Star Rating) and current performance within individual areas. Four resource allocation strategies are identified:

1. **Invest**: These are areas that are Key Drivers of Boise's 5-Star Rating and where residents' agreement is below average when compared to the overall mean within each dimension. Investing in these areas would have a significant impact on Boise's 5-Star Rating. In the table on the next page, these areas are highlighted in dark blue.

2. **Maintain**: These are areas identified as Key Drivers of Boise's 5-Star Rating and where residents' agreement is above average when compared to the overall mean within each dimension. Because of the impact of these items on Boise's rating, it is important to maintain existing levels of service in these areas as a decrease in the level of service would have a negative impact on Boise's 5-Star Rating. These areas are highlighted in dark green.

3. **Monitor**: These are areas identified as Key Drivers of Boise's 5-Star Rating and where residents' agreement is at or near average when compared to the overall mean within each dimension. Because of the impact of these items on Boise's rating and their mid-level satisfaction, these are areas to monitor and invest additional resources as available to improve performance. These items are highlighted in dark yellow.

4. **Non-Drivers**: These are areas that do not have a statistically significant impact on Boise's 5-Star Rating and fall into three categories:

    a. **Lower than average agreement**: These are areas where residents' agreement is below average when compared to the overall mean within each dimension. While these currently do not impact the City's 5-Star Rating, they should be monitored to prevent potential issues. These are highlighted in light blue.

    b. **Above average agreement:** These are areas where residents' agreement is above average when compared to the overall mean within each dimension. While these currently do not impact the City's 5-Star Rating, they are high performers and should be maintained. These are highlighted in light green.

    c. **Average agreement:** These are areas where residents' agreement is at or near average when compared to the overall mean within each dimension. While these currently do not impact the City's 5-Star Rating, the residents believe that performance is adequate and these should be maintained. These are highlighted in light yellow.

Table 23: Resource Allocation Analysis

Importance →

SATISFACTION (vertical, upward arrow)

Communications⬤	Quality of Life⬤	Housing⬤	Environment⬤	Safety⬤	Economy	Transportation
Makes information available⬤	Access to parks, foothills, and open space⬤	Satisfaction with my current housing conditions⬤	Provides access to safe drinking water⬤	Neighborhood safety during the day⬤	Attracts and supports visitors and tourism	Access to public transportation where you live
Is open to citizen ideas	Access to libraries and related programs⬤	Availability of housing near my desired locations	Preserves natural resources⬤	Downtown safety during the day	Business-friendly environment	Availability and convenience of downtown parking⬤
Addresses resident questions and concerns	Maximizes public safety⬤	Overall affordability of housing in Boise	Promotes "green"	Neighborhood safety after dark	Efforts to develop and retain new businesses	Public transportation goes to places I want or need to go
Communicates clearly	Access to recreation centers and classes		Supports access to a range of healthy or locally-produced food options	Downtown safety after dark⬤	Availability of reliable, high-speed Internet access at my home	Frequency of public transportation services
	Supports visual and performing arts and cultural programs		Maintains air quality		Availability of high quality jobs	
	Provides Boise's historical and cultural amenities		Promotes renewable energy⬤			
	Provides adequate social services					
	Is planning for growth in the right ways⬤					
	Provides safe and convenient transportation options					

⬤ = Key Driver;

■ (blue) = Key driver, lower than average agreement; invest   ■ (yellow) = Key driver, near average agreement; monitor   ■ (green) = Key driver, above average agreement; maintain

■ (light blue) = Not a driver, lower than average agreement; monitor   ■ (pale yellow) = Not a driver, near average agreement; maintain   ■ (pale green) = Not a driver, above average agreement; maintain

2018 City of Boise Citizen Survey   ↑/↓*Indicates statistically significant differences *Use caution, small sample sizes for these groups*

Explanation on How Key Driver's Works

This report makes use of regression analysis to identify Key Drivers of the City's 5-Star Rating. The purpose of this appendix is to illustrate why some Key Driver analysis may at times appear contradictory. In the case of Boise, readers may wonder why safety is not considered a key driver. In short, the reason safety is not a key driver is because there is no correlation between how they rate the City overall (5-Star Rating) and how they rate safety. More detail is provided below.

The examples below are for illustrative purposes only and the variables used for this illustration are NOT specific to Boise or the City of Boise's findings.

Planning for Growth – Why it is a Key Driver

A simple way to visualize the the relationship between the Star Rating and Boise's attributes is through the use of a scatter plot. The chart below shows the Star Rating (Y-axis) given by each respondent and the Planning for Growth score (X-axis) provided for the same respondent. Notice that the general trend that as the Planning for Growth score increases, so does the Star Rating.

A perfect correlation means that there is a 1-to-1 ratio between two variables and is represented by the green line in the chart below. The black line shows the slope is calculated using regression analysis. It provides a graphical illustration of the actual relationship between a given Star Rating and scores for Planning for Growth. As you can see, the slope of the two lines is similar.

While this is not perfect (which would be the 1-to-1 relationship shown in green), it illustrates the general relationship between Star Rating and Planning for Growth scores. Scatter Plots for the other drivers look similar to this one.

Chart: Five-star rating (5-pt scale) vs Planning for growth in ways that add value to your quality of life. R^2 Linear = 0.555. $y = 1.98 + 0.32 \times x$

2018 City of Boise Citizen Survey   ↑/↓*Indicates statistically significant differences *Use caution, small sample sizes for these groups*
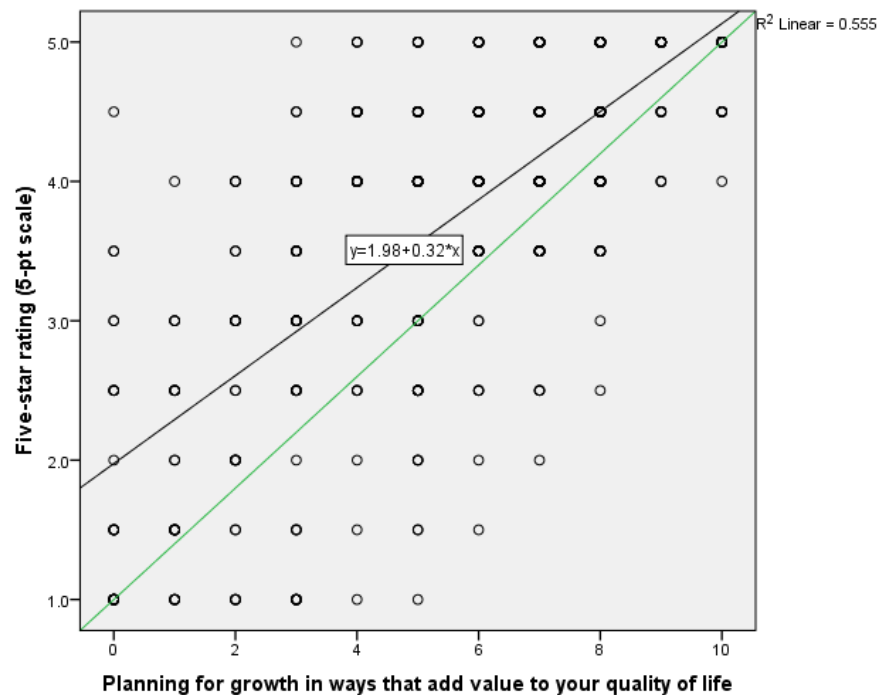
Ability of Police to Handle Emergencies – Why it is NOT a Key Driver

Now lets look at the scatter plot showing the Star Rating and the score for the ability of Boise Police to Handle Emergencies. Notice how there is much less of a pattern between these two attributes than there was for Planning for Growth. In the chart for Planning for Growth, there was there was a noticable drop-off in Star Rating as scores for Planning for Growth declined—that is, there was a fairly strong correlation betweent the two questions.

This correlation is not seen regarding Handling Emergencies. In fact, there are very few responses below 5, regardless of the overall Star Rating. In other words, respondents continued to give high ratings for Handling Emergencies regardless of the Star Rating (as noted via the red circle).

You will also notice that the two lines (the green perfect correlation line and black regression line) are much further apart and the slopes are drasticly different from one another indicating that there is less of a correlation between responses for Handling Emergencies and the ultimate Star Rating provided by the respondents.

The ability of the Police Department to handle emergencies in an effective manner

R^2 Linear = 0.183

$y = 1.78 + 0.26 * x$

2018 City of Boise Citizen Survey   ↑/↓*Indicates statistically significant differences *Use caution, small sample sizes for these groups*
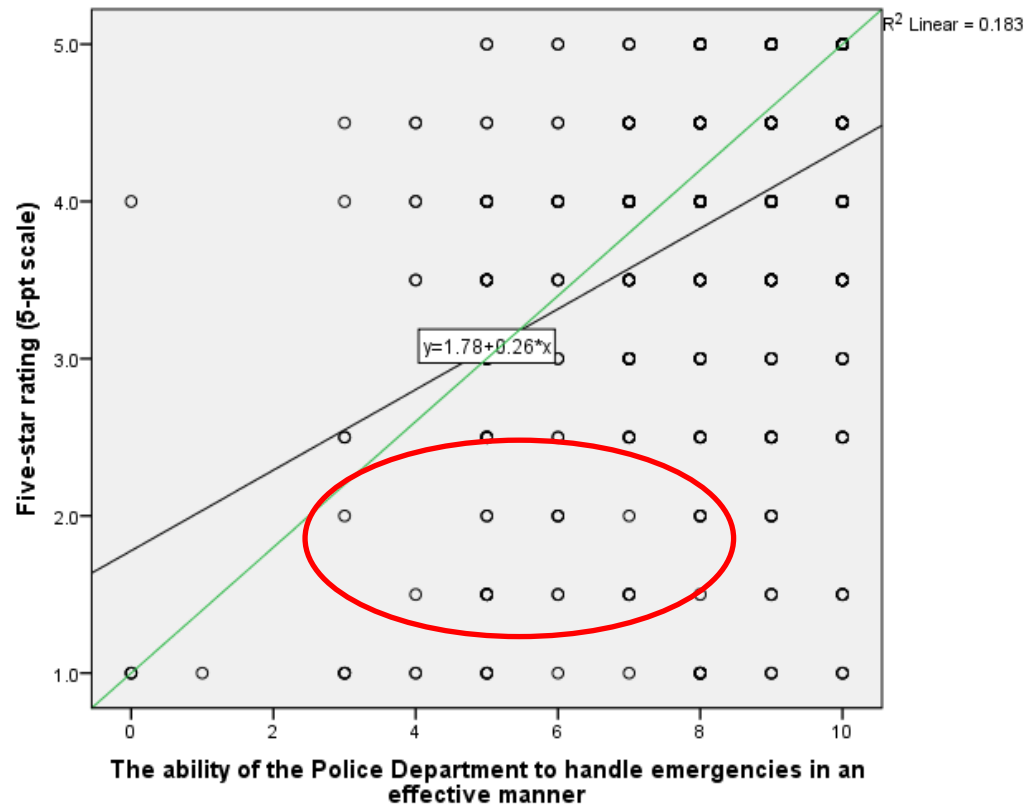
APPENDIX VIII — RESIDENT QUESTIONNAIRE

City of Boise 2018 Citizen Survey
City of Boise 2018 Citizen Survey **NWRG Project Number: BOISE_2018_Citizen** DATE UPDATED: 03/13/2018_v2 BY: Nathan Wiggin

TEXT CONVENTIONS

RED TEXT DENOTES PROGRAMMING INSTRUCTIONS

TEXT IN ALLCAPS IS NOT READ TO RESPONDENTS
Text in Yellow highlight indicates question is still being considered in conjunction with the client
Text in Grey highlight indicates questions to be deleted as necessary for time saving purposes

WEB PROGRAMMING INSTRUCTIONS

[ALL 98/99 OPTIONS SHOULD BE HIDDEN FOR WEB RESPONDENTS UNLESS/UNTIL THE RESPONDENT TRIES TO ENTER PAST THE QUESTION WITHOUT PROVIDING A RESPONSE]
[SHOW "UNREAD" RESPONSE OPTIONS, AND USE SENTENCE CASE (CAPITALIZE FIRST LETTER OF WORD / PHRASE ONLY)]
[RATING SCALES MUST BE SHOWN IN THE FORMAT BELOW:]

	Much Worse Than Other Communities										Much Better Than Other Communities
	0	1	2	3	4	5	6	7	8	9	10
Easy to get around by car	○	○	○	○	○	○	○	○	○	○	○
Public transportation available to where I need to go	○	○	○	○	○	○	○	○	○	○	○

SAMPLE PLAN	
Total # of Completes 500+	
Completes by Sample Type	
RDD Landline MAX	100
RDD Cellphone MAX	150
(Online)	250(+)
Quotas	
Male 18+	Minimum 221
Male 18-34	Minimum 46
Male 55+	Maximum 107
Female 18+	Maximum 279
Female 18-34	Minimum 41
Female 55+	Maximum 120

2018 City of Boise Citizen Survey   ↑/↓*Indicates statistically significant differences *Use caution, small sample sizes for these groups*

INTRODUCTION AND SCREENER
5 QUESTIONS
[BASE: ALL]
[NEW SECTION FOR TIMING]

INTROTEL [SHOW IF PHONE] Hello. This is _____ with Northwest Research Group, calling on behalf of the City of Boise [PRONOUNCED "BOY-SEE"]. We are conducting a survey to gather resident's opinions regarding the overall direction of and key issues facing the city and would like to include the opinions of your household.

The information will be used to help Boise [PRONOUNCED "BOY-SEE"] plan for the future and improve services to the community. This study is being conducted for research purposes only, and everything you say will be kept strictly confidential. This call may be monitored and/or recorded for quality control purposes.

(IF NECESSARY) Your phone number has been randomly chosen for this study.
(IF NECESSARY) The study should take about 15 minutes.

INTROWEB [SHOW IF WEB] Thank you for agreeing to complete this important survey for the City of Boise. Your household is one of a small number of households randomly selected to participate in this survey so your participation is vital to the success of this research.

The survey should take about 15 minutes and is being conducted for research purposes only. Your responses will be kept strictly confidential. Your input will be used to help Boise plan for the future and improve services to the community.

ASK CP0 IF SAMPLETYPE=CELLPHONE (2 or 5)

CP0 Are you currently driving a car or doing any activity requiring your full attention?
(IF YES:) When is a more convenient time to call you back?

00	NO – [CONTINUE]
01	YES – SCHEDULE CALLBACK [RETURN TO INTRO – THANK1]
998	[DO NOT SHOW] DON'T KNOW – SCHEDULE CALLBACK – THANK1
999	[DO NOT SHOW] PREFER NOT TO ANSWER – SCHEDULE CALLBACK – THANK1

SCR1 Do you live within Boise city limits? [PHONE NOTE: PRONOUNCED "BOY-SEE"]

00	NO – [SKIP TO THANK4]
01	YES
998	[DO NOT SHOW] DON'T KNOW [SKIP TOTHANK2]
999	[DO NOT SHOW] PREFER NOT TO ANSWER [SKIP TO THANK2]

SCR2   Just to make sure that our study is representative of the City of Boise, may I please have your age?

[WEB DISPLAY: "Please enter 999 if you prefer not to give your age."**]**

___ ENTER AGE
998   **[DO NOT SHOW]** DON'T KNOW
999   **[DO NOT SHOW]** PREFER NOT TO ANSWER

ASK SCR2B IF SCR2=998 OR 999

SCR2B   Which of the following categories does your age fall into?

01   18-24
02   25-34
03   35-44
04   45-54
05   55-64
06   65 or over
998   **[DO NOT SHOW]** DON'T KNOW
999   **[DO NOT SHOW]** PREFER NOT TO ANSWER

SCR5   Do you identify as . . .

01   Male
02   Female
03   Something else
998   **[DO NOT SHOW]** DON'T KNOW
999   **[DO NOT SHOW]** PREFER NOT TO ANSWER

RANDOMLY SPLIT SAMPLE INTO TWO ROUGHLY EQUAL GROUPS:
GROUP 1, AND GROUP 2

5-STAR RATING – OVERALL PERFORMANCE
6 QUESTIONS
[BASE: ALL]
[NEW SECTION FOR TIMING]

Q1   Using a **one or two-word phrase**, what are the two **most important** issues for the City to address over the next two years? Please be as specific as possible.

> OPEN-END RESPONSE

NWRG1   Using a scale from 0 to 10 where "0" means the quality of life in Boise "does not meet your expectations at all" and "10" means the quality of life "greatly exceeds your expectations", how would you rate the overall quality of life in Boise?

(IF DON'T KNOW/PREFER NOT TO ANSWER) Please use your best estimate, there are no right or wrong answers.

Does Not Meet Your Expectations at All										Greatly Exceeds Your Expectations
0	1	2	3	4	5	6	7	8	9	10

     998   **[DO NOT SHOW]** DON'T KNOW
     999   **[DO NOT SHOW]** PREFER NOT TO ANSWER

NWRG2   Using the same expectations scale, how would you rate the overall quality of services provided by the City of Boise?

(AS NEEDED: City services include police, fire, parks, libraries, etc.)

(IF DON'T KNOW/PREFER NOT TO ANSWER) Please use your best estimate, there are no right or wrong answers.

Does Not Meet Your Expectations at All										Greatly Exceeds Your Expectations
0	1	2	3	4	5	6	7	8	9	10

     998   **[DO NOT SHOW]** DON'T KNOW
     999   **[DO NOT SHOW]** PREFER NOT TO ANSWER

NWRG3   Compared with other cities and towns, how would you rate Boise as a place to live? Use a scale from 0 to 10 where 0 means "Significantly worse than other cities and towns" and 10 means "significantly better than other cities and towns"

(IF DON'T KNOW/PREFER NOT TO ANSWER) Please use your best estimate, there are no right or wrong answers.

Significantly worse than other cities and towns										Significantly better than other cities and towns
0	1	2	3	4	5	6	7	8	9	10

   998   **[DO NOT SHOW]** DON'T KNOW
   999   **[DO NOT SHOW]** PREFER NOT TO ANSWER

NWRG4   Using a scale from "0" to "10" where "0" means "Strongly headed in the wrong direction" and 10 means "Strongly headed in the right direction", overall, would you say that Boise is headed in the right or wrong direction?

(IF DON'T KNOW/PREFER NOT TO ANSWER) Please use your best estimate, there are no right or wrong answers.

Strongly headed in the wrong direction										Strongly headed in right direction
0	1	2	3	4	5	6	7	8	9	10

   998   **[DO NOT SHOW]** DON'T KNOW
   999   **[DO NOT SHOW]** PREFER NOT TO ANSWER

NWRG5   Thinking about city provided services in Boise, do you feel you are getting your money's worth for your tax dollar or not? Please use a scale from 0 to 10 where "0" means "definitely not getting your money's worth" and "10" means "definitely getting your money's worth."

(AS NEEDED: City services include police, fire, parks, libraries, etc.)

(IF DON'T KNOW/PREFER NOT TO ANSWER) Please use your best estimate, there are no right or wrong answers.

Definitely not getting your money's worth										Definitely getting your money's worth
0	1	2	3	4	5	6	7	8	9	10

   998   **[DO NOT SHOW]** DON'T KNOW
   999   **[DO NOT SHOW]** PREFER NOT TO ANSWER

TAXATION
2 QUESTIONS
[BASE: ALL]
[NEW SECTION FOR TIMING]

TAXES   You support City services through a portion of property, sales and other taxes. Considering all City services on one hand, and taxes on the other, which of the following statements comes closest to your view? As a resident of Boise. . .

(AS NEEDED: City services include police, fire, parks, libraries, etc.)

[PHONE ONLY -READ ALL 4 OPTIONS BEFORE ACCEPTING ANSWER – DO NOT READ THE 5TH OPTION]

[PROGRAMMING: ROTATE ORDER DISPLAYED AS EITHER 1,2,3,4 OR 4,3,2,1
5 SHOULD ALWAYS BE LAST]

01   I am willing to have the City reduce the level of services currently provided if it means my property taxes would be lower

02   I am not willing to pay more taxes than I currently do even if it means the city must reduce services due to increased cost of providing the current levels of services

03   I am willing to pay more in taxes if it is necessary to support the increased costs of providing the current levels of service

04   I am willing to pay more in taxes only if it will result in an increase in the level of services

05   **[DO NOT READ]** NONE OF THE ABOVE IS ACCEPTABLE TO ME

998   **[DO NOT SHOW]** DON'T KNOW

999   **[DO NOT SHOW]** PREFER NOT TO ANSWER

BUDGET PRIORITIES
9 QUESTION SETS / ASSUME 1.5 SETS / MINUTE + 1 OPEN-END QUESTIONS
[BASE: ALL]
[NEW SECTION FOR TIMING]

*Respondents will be shown three elements from the list below and asked to indicate which of these is the most important aspect of service and which is the least important as illustrated below. They will then be shown another three elements and asked the same question. The number of times they will be shown groupings of three elements and asked to identify most / least important is dependent on the number of attributes. **This will be programmed in SSIWEB - AND A UNIQUE ID WILL BE PASSED BACK AND FORTH.***

MAXDIFF   Cities are faced with complex decisions when allocating a limited amount of resources to competing priorities. For these questions, we would like to place you in a similar position.

We will take you through five questions. Each question will consist of three items. Please indicate which of the items is the most important, and which is the least important. The same attributes will appear multiple times. This is by design. This exercise is called MaxDiff and works by making sure that every item is matched up against every other item at least twice.

MD_A   Public transportation options

MD_B   A strong, diverse local economy
[**AS NEEDED:** Developing and attracting businesses to Boise through planning, business marketing, and land use

MD_C   Parks and open spaces such as neighborhood parks and foothills preservation

MD_D   A safe and secure city
[**AS NEEDED:** Public safety services such as police and fire services, ticket enforcement, criminal prosecution, and the public defender's office.]

MD_E   Environmental sustainability such as air and water quality

MD_F   Community services such as libraries, recreation programs, youth and senior programs

MD_G   Arts, cultural, and history programs and activities

MD_H   Social services such as affordable housing, shelters and detox centers

MD_I   Planning for growth

TABLE BELOW FOR ILLUSTRATIVE PURPOSES ONLY

Most Important	Thinking about how the City of Boise should prioritize its resources, and considering only the three attributes shown here, which is the Most Important and which is the Least Important?	Least Important
○	Environmental sustainability such as air and water quality	○
○	Arts, cultural, and history programs and activities	○
○	A safe and secure city	○

<table>
<tr><td colspan="3" align="center">**GENERAL LIVABILITY**
10 QUESTIONS
[BASE: ALL]
[NEW SECTION FOR TIMING]</td></tr>
</table>

QOL1   Using a scale from 0 to 10 where "0" means "does not meet your expectations at all" and "10" means "greatly exceeds your expectations", please tell me how well the City of Boise does on each of the following…

[INTERVIEWER: **PROBE FOR ANWSER BEFORE ACCEPTING DON'T KNOW/REFUSE: "PLEASE USE YOUR BEST ESTIMATE THERE ARE NO RIGHT OR WRONG ANWSERS"**]

RANDOMIZE DISPLAY ORDER

B Is planning for growth in the right ways

E Access to parks, foothills, and open space

F Access to recreation centers and classes

H Access to libraries and related programs

I Provides Boise's historical and cultural amenities

J Provides safe and convenient transportation options

L Maximizes public safety

N Provides adequate social services such as housing, shelters, detox centers

P Supports visual and performing arts and cultural programs and events through funding and facilities

DOES NOT MEET YOUR EXPECTATIONS AT ALL										GREATLY EXCEEDS YOUR EXPECTATIONS
0	1	2	3	4	5	6	7	8	9	10

998   [DO NOT SHOW] DON'T KNOW
999   [DO NOT SHOW] PREFER NOT TO ANSWER

GROWTH Using a scale where "0" means "completely disagree" and "10" means "completely agree," based on what you have experienced, seen or heard, please specify the extent to which agree or disagree that Boise's growth is a positive for the community.

Completely Disagree										Completely Agree
0	1	2	3	4	5	6	7	8	9	10

       998   **[DO NOT SHOW]** DON'T KNOW

       999   **[DO NOT SHOW]** PREFER NOT TO ANSWER

ECONOMIC DEVELOPMENT
4 QUESTIONS
[BASE: GROUP 1]
[NEW SECTION FOR TIMING]

[ASK ECON QUESTION OF GROUP 1 ONLY]

ECON   Continuing to use any number between "0" and "10" where "0" means "does not meet your expectations at all" and "10" means "greatly exceeds your expectations," please tell me how well the City of Boise does on each of the following…

RANDOMIZE DISPLAY ORDER

A   Availability of high quality jobs and economic opportunities

D   City efforts to promote a business-friendly environment

E   Efforts to develop and retain new businesses

F   Attracts and supports visitors and tourism

G   Availability of reliable, high-speed Internet access at my home

DOES NOT MEET YOUR EXPECTATIONS AT ALL										GREATLY EXCEEDS YOUR EXPECTATIONS
0	1	2	3	4	5	6	7	8	9	10

998   **[DO NOT SHOW]** DON'T KNOW
999   **[DO NOT SHOW]** PREFER NOT TO ANSWER

HOUSING
4 QUESTIONS
[BASE: GROUP 2]
[NEW SECTION FOR TIMING]

[ASK HOUSE AND LEVY QUESTIONS OF GROUP 2 ONLY]

HOUSE   Continuing to use any number between "0" and "10" where "0" means "does not meet your expectations at all" and "10" means "greatly exceeds your expectations," please tell me how well the City of Boise does on each of the following…

RANDOMIZE DISPLAY ORDER

A   Availability of housing near my desired locations (e.g., general area of Boise, neighborhood, etc.)

B   Satisfaction with my current housing conditions

C   Overall affordability of housing in Boise

DOES NOT MEET YOUR EXPECTATIONS AT ALL										GREATLY EXCEEDS YOUR EXPECTATIONS
0	1	2	3	4		5	6	7	8	9	10

998   **[DO NOT SHOW]** DON'T KNOW
999   **[DO NOT SHOW]** PREFER NOT TO ANSWER

LEVY   The City of Boise is considering establishing an affordable housing fund by collecting additional property taxes for a two year period. The fund would provide affordable housing for people experiencing homelessness, low-wage workers, seniors, and people with disabilities. Use any number between 0" and "10" where "0" means "would not support a property tax levy like this at all" and "10" means "would absolutely support a levy like this" to indicate your level of support for this levy.

WOULD NOT SUPPORT AT ALL										WOULD ABSOLUTELY SUPPORT
0	1	2	3	4		5	6	7	8	9	10

998   **[DO NOT SHOW]** DON'T KNOW
999   **[DO NOT SHOW]** PREFER NOT TO ANSWER

ENVIRONMENT
8 QUESTIONS
[BASE: GROUP 2]
[NEW SECTION FOR TIMING]

[ASK ENVIRO QUESTION OF GROUP 2 ONLY]

ENVIRO Continuing to use the scale where "0" means "not at all" and "10" means "in every way possible," based on what you have experienced, seen or heard, please specify the extent to which each of the following describes Boise.

RANDOMIZE DISPLAY ORDER

A Promotes "green" behaviors like recycling

B Preserves natural resources like open space & greenways

E Maintains air quality

F Supports access to a range of healthy and/or locally-produced food options

G Provides access to safe drinking water

H Promotes renewable energy options

Not At All										In Every Way Possible
0	1	2	3	4	5	6	7	8	9	10

998 **[DO NOT SHOW]** DON'T KNOW
999 **[DO NOT SHOW]** PREFER NOT TO ANSWER

2018 City of Boise Citizen Survey ↑/↓*Indicates statistically significant differences *Use caution, small sample sizes for these groups*

COMMUNICATION
8 QUESTIONS
[BASE: GROUP 1]
[NEW SECTION FOR TIMING]

COMMS Using the same scale, please specify the extent to which each of the following describes Boise's government.

RANDOMIZE DISPLAY ORDER

A Boise's government makes information about services and programs available when I need it

B Boise's government communicates clearly with the public

D Boise's government addresses resident questions and concerns

E Boise's government is open to citizen ideas and involvement

Not At All										In Every Way Possible
0	1	2	3	4	5	6	7	8	9	10

998   **[DO NOT SHOW]** DON'T KNOW
999   **[DO NOT SHOW]** PREFER NOT TO ANSWER

PUBLIC SAFETY
4 QUESTIONS
[BASE: ALL]
[NEW SECTION FOR TIMING]

CRIME1   The next question is about crime in Boise. Do you think that crime in Boise is. . .

01	Not a problem at all
02	Only a small problem
03	Somewhat of a problem
04	A big problem
998	**[DO NOT SHOW]** DON'T KNOW
999	**[DO NOT SHOW]** PREFER NOT TO ANSWER

ASK CRIME2 IF CRIME1 = 03, OR 04

CRIME2   What do you believe is the **single most** serious police-related problem in your neighborhood?

[RANDOMIZE RESPONSE OPTIONS 01 THRU 07 – ALWAYS DISPLAY 888/997/998/999 LAST]

01	Residential burglary
02	Juvenile crime
03	Drug-related crime
04	Theft from vehicles / car prowl
05	Vandalism
06	Traffic offenses such as speeding, reckless driving, or turn violations
07	Panhandling
888	Something else – please describe
997	**[DO NOT READ]** NONE / THERE ARE NO ISSUES INMY NEIGHBORHOOD
998	**[DO NOT SHOW]** DON'T KNOW
999	**[DO NOT SHOW]** PREFER NOT TO ANSWER

CRIME3   Using any number between "0" and "10" where "0" means "not at all safe" and "10" means "completely safe," how safe or unsafe do you feel in your neighborhood. . .

A   During the day

B   After dark

Not At All Safe										Completely Safe
0	1	2	3	4	5	6	7	8	9	10

998	**[DO NOT SHOW]** DON'T KNOW
999	**[DO NOT SHOW]** PREFER NOT TO ANSWER

2018 City of Boise Citizen Survey   ↑/↓*Indicates statistically significant differences *Use caution, small sample sizes for these groups*

CRIME4   Using the same scale between "0" and "10" where "0" means "not at all safe" and "10" means "completely safe," how safe or unsafe do you feel in Downtown Boise. . .

        A   During the day

        B   After dark

Not At All Safe										Completely Safe
0	1	2	3	4	5	6	7	8	9	10

        998   **[DO NOT SHOW]** DON'T KNOW

        999   **[DO NOT SHOW]** PREFER NOT TO ANSWER

2018 City of Boise Citizen Survey   ↑/↓*Indicates statistically significant differences *Use caution, small sample sizes for these groups*

TRANSPORTATION
13 QUESTIONS
[BASE: ALL]
[NEW SECTION FOR TIMING]

TRAN1   Thinking about how you travel around Boise, what is your primary mode of transportation?
[READ / SHOW LIST AND ENTER ALL THAT APPLY]
- 01   Bike
- 02   Walk
- 03   Public Transportation
- 04   Private vehicle (car, truck, etc.)
- 05   Motorcycle or scooter
- 888   **[DO NOT READ]** OTHER [SPECIFY]
- 998   **[DO NOT SHOW]** DON'T KNOW
- 999   **[DO NOT SHOW]** PREFER NOT TO ANSWER

TRAN2   Using any number between "0" and "10" where "0" means "I cannot get anywhere I want or need to go" and "10" means "I can get everywhere I want or need to go," how would you rate the e**ase of travel** throughout Boise by. . .
- **A** Bike
- **B** Car
- **C** Public Transportation
- **D** Walking

I Cannot Get Anywhere I Want or Need to Go										I Can Get Everywhere I Want or Need to Go
0	1	2	3	4	5	6	7	8	9	10

- 998   **[DO NOT SHOW]** DON'T KNOW
- 999   **[DO NOT SHOW]** PREFER NOT TO ANSWER

TRAN3   Now thinking about the **safety of travel** throughout Boise and using any number between "0" and "10" where "0" means "not at all safe" and "10" means "completely safe," how would you rate safety of travel by. . .

A   Bike

B   Car

C   Public Transportation

D   Walking

Not At All Safe										Completely Safe
0	1	2	3	4	5	6	7	8	9	10

998   **[DO NOT SHOW]** DON'T KNOW
999   **[DO NOT SHOW]** PREFER NOT TO ANSWER

TRAN4   Using any number between "0" and "10" where "0" means "does not meet your expectations at all" and "10" means "greatly exceeds your expectations," please tell me how well the City of Boise does on each of the following.

RANDOMIZE DISPLAY ORDER

A   Availability and convenience of downtown parking

B   Access to public transportation where you live

C   Public transportation goes to places I want or need to go

D   Frequency of public transportation services

DOES NOT MEET YOUR EXPECTATIONS AT ALL										GREATLY EXCEEDS YOUR EXPECTATIONS
0	1	2	3	4	5	6	7	8	9	10

998   **[DO NOT SHOW]** DON'T KNOW
999   **[DO NOT SHOW]** PREFER NOT TO ANSWER

STANDARD DEMOGRAPHICS
7 QUESTIONS
[BASE: ALL]
[NEW SECTION FOR TIMING]

DEMOINT   These final questions will help us group your answers with others.

DEMO1   Including yourself, how many people currently live in your household in each of the following age categories?

[IF NECESSARY / SHOW ON WEB: "Please include yourself when answering this question."**]**

A ـــــ   Under 5

B ـــــ   5 – 12

C ـــــ   13 – 17

D ـــــ   18 – 64

E ـــــ   65 and over

998   **[DO NOT SHOW]** DON'T KNOW
999   **[DO NOT SHOW]** PREFER NOT TO ANSWER

DEMO2   How many years have you lived in Boise?

[ALLOW FRACTIONAL ANSWERS]
[IF YOU HAVE LIVED IN BOISE FOR LES THAN 6 MONTHS, PLEASE ENTER "0"]
[IF YOU HAVE LIVED IN BOISE FOR 6 MONTHS TO 1 YEAR, PLESE ENTER "1"]
[IF YOU HAVE LIVED IN BOISE FOR 1 YEAR OR LONGER, PLEASE ENTER THE NUMBER OF YEARS]
ـــــ   ENTER NUMBER OF YEARS LIVED IN BOISE

998   **[DO NOT SHOW]** DON'T KNOW
999   **[DO NOT SHOW]** PREFER NOT TO ANSWER

DEMO3   In the past 12 months have you, personally,
[READ / SHOW LIST AND ENTER ALL THAT APPLY]

01   Ridden a Valley Ride bus (the Treasure Valley's public transportation system)

02   Taken a commercial flight departing from or arriving into the Boise airport

03   Visited a Boise city park or the foothills (e.g., Ann Morrison Park or the Greenbelt)

04   Participated or enrolled a family member in a City of Boise art or recreation program

05   Used the Boise Public Library or their services

06   Attended a cultural event or visited a museum

07   Attended a city council meeting or local community meeting related to city governance or planning

08   Interacted with a public safety individual (e.g., police, fire, paramedics)

888   Other (specify)

997   NONE OF THE ABOVE

998   **[DO NOT SHOW]** DON'T KNOW

999   **[DO NOT SHOW]** PREFER NOT TO ANSWER

DEMO4   Do you own or rent your residence?

01   OWN
02   RENT
998   **[DO NOT SHOW]** DON'T KNOW
999   **[DO NOT SHOW]** PREFER NOT TO ANSWER

DEMO5   Do you live in a . . .
[READ / SHOW LIST AND SELECT ONE ANSWER]

01   Single-family detached from any other house)

02   Building with two or more units (duplex, townhome, apartment, condominium)

03   Mobile home

888   **[DO NOT READ]** OTHER **[SPECIFY]**

998   **[DO NOT SHOW]** DON'T KNOW

999   **[DO NOT SHOW]** PREFER NOT TO ANSWER

RACE   Do you identify yourself as. . .
[READ / SHOW LIST AND ENTER ALL THAT APPLY]

[PHONE NOTATION: (IF NECESSARY)] **"We only ask to ensure we include the opinions from all the residents of Boise."]**

01	White
02	Hispanic, Latino, or Spanish origin
03	Black or African American
04	Asian
05	American Indian or Alaska Native
06	Middle Eastern or North African
07	Native Hawaiian or Other Pacific Islander
888	Some Other Race, Ethnicity, or Origin or Combination of Races (specify)
998	**[DO NOT SHOW]** DON'T KNOW
999	**[DO NOT SHOW]** PREFER NOT TO ANSWER

INCOME   What is the approximate total annual family income of all members of your household? Is it. . .
[MULTI-SELECT]

01	Less than $20,000
02	$20,000 to less than $35,000
03	$35,000 to less than $50,000
04	$50,000 to less than $75,000
05	$75,000 to less than $100,000
06	$100,000 to less than $150,000
07	$150,000 to less than $200,000
08	$200,000 or more
998	**[DO NOT SHOW]** DON'T KNOW
999	**[DO NOT SHOW]** PREFER NOT TO ANSWER

FUTURE RESEARCH
[BASE: ALL]
[NEW SECTION FOR TIMING]

FUTURE1   Would you be willing to participate in future research for the City of Boise?

    00   NO
    01   YES
    998   **[DO NOT SHOW]** DON'T KNOW
    999   **[DO NOT SHOW]** PREFER NOT TO ANSWER

ASK FUTURE2 IF FUTURE1=01

FUTURE2   May I please get your first name only?

    00   NO
    01   YES, **ENTER NAME** _____
    998   **[DO NOT SHOW]** DON'T KNOW
    999   **[DO NOT SHOW]** PREFER NOT TO ANSWER

ASK FUTURE3 IF (FUTURE1=1)

FUTURE3   Please enter your best contact email address?

    01   **EMAIL** ENTER EMAIL ADDRESS _____

            CONFIRM EMAIL ADDRESS _____ **[BOTH EMAILS MUST MATCH]**

    997   **DO NOT READ:** DO NOT HAVE AN EMAIL ADDRESS
    998   **[DO NOT SHOW]** DON'T KNOW
    999   **[DO NOT SHOW]** PREFER NOT TO ANSWER

ASK FUTURE4 AND FUTURE4W IF FUTURE1=1

FUTURE4   **[PHONE SHOW]** And to confirm, is your best contact number **[ENTER PHONE NUMBER]**

    00   NO **ENTER BEST NUMBER** _____
    01   YES
    998   **[DO NOT SHOW]** DON'T KNOW
    999   **[DO NOT SHOW]** PREFER NOT TO ANSWER

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FUTURE4W **[WEB/INBOUND CALL SHOW]** And finally, please provide your best contact number

     ENTER BEST NUMBER _____

    998   **[DO NOT SHOW]** DON'T KNOW

    999   **[DO NOT SHOW]** PREFER NOT TO ANSWER

THANKS

THANKEND   Thank you very much for your time. Your participation will assist the City of Boise better plan for the future and improve services to the community.
[PHONE NOTATION] **(INTERVIEWER: CODE IN CATI AS "COMPLETE")**
[WEB NOTATION] *You may now close your browser window.*

THANK1   I'm sorry for disturbing you. When would be a better time to call back?
[PHONE NOTATION] **(INTERVIEWER: SCHEDULE A CALLBACK IN NUTTY)**
[WEB NOTATION] *You may now close your browser window.*
[CODE AS CELL PHONE INCOMPLETE AND ALLOW SURVEY REENTRY. THE SURVEY SHOULD OPEN BACK UP TO INTROTEL]

THANK2   I'm sorry, but we cannot continue without that information. Have a good day/evening.
[PHONE NOTATION] **(INTERVIEWER: CODE IN CATI AS "SCREENER REFUSAL")**
[WEB NOTATION] *You may now close your browser window.*
[THESE SHOULD NOT FACTOR INTO THE INCIDENCE FORMULA]

THANK3   Thank you but we are only interviewing heads of household who are 18 years of age and older.
[PHONE NOTATION] **(INTERVIEWER: CODE IN CATI AS "NQ TERM: AGE")**
[WEB NOTATION] *You may now close your browser window.*

THANK4   Thank you but we are only interviewing residents of Boise.
[PHONE NOTATION] **(INTERVIEWER: CODE IN CATI AS "NQ TERM: GEO")**
[WEB NOTATION] *You may now close your browser window.*

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APPENDIX IX —OPEN ENDED RESPONSES TO Q1 (MOST IMPORTANT ISSUES FOR THE CITY TO ADDRESS OVER THE NEXT TWO YEARS)

Zoning and transportation	Rapid growth & tax increases	Growth, transit
Zoning	Rampant growth	Growth, traffic
Widen major streets/cleanup unsightly areas	Quiet neighborhoods	Growth, traffic
Welfare, indigent healthcare, refugee camp	Quality growth planning and zoning, vital downtown	Growth, roads
Welcoming immigrants, education spending	Public transportation//housing	Growth, public transportation
Welcome refugees. Encourage voter registration.	Public transportation, low income housing//ne	Growth, infrastructure and education
We should no payday loan, and apartment renting to high.	Public transportation, land management	Growth, high taxes
Water quality	Public transportation, downtown housing	Growth, economy
Water policies	Public transportation, affordable housing	Growth, cost of living/income
Veterans housing	Public transportation, traffic flows	Growth transportation
Urban sprawl	Public transportation like metro	Growth transportation
Urban sprawl, affordable housing	Public transportation and traffic patterns. Growth is positive, particularly when it means diversity increases in the city. We can handle the growth, but we need to develop effective public transportation - improving frequency and area covered and plan effective traffic patterns in and around the city.	Growth traffic
Urban sprawl (growth), traffic	Public transportation and smaller schoolers	Growth planning, modes of transit (paths, roadways, bike lanes)
Urban sprawl	Public transportation and road improvement	Growth needs to be controlled and infrastructure in place to handle the influx of new residents.
Unsustainable growth	Public transportation and no downtown stadium	Growth management
Unity growth	Public transportation and f35	Growth infrastructure
Uncontrolled growth; increasing home and tax prices	Public transportation and downtown parking	Growth and work
Uncontrolled development	Public transportation and affordable housing	Growth and transportation
Transportation//traffic//taxes	Public transportation & traffic	Growth and traffic

Traffic / infrastructure	Public transportation public reliable system	Growth and traffic
Transportation //dental health low-income	Public transportation	Growth and jobs
Trash/recycling and full day kindergarten access	Public transportation	Growth and infrastructure
Trash collection/big events for the city//ne	Public transportation	Growth and green space
Transportation//housing density	Public transit; sex trafficking	Growth and education
Transportation/growth, recreational options	Public transit, affordable urban housing	Growth and air quality
Transportation//housing cost for young	Public schooling and job creation	Growth jobs
Transportation; livability	Public education; vehicular congestion	Growth
Transportation, public transit	Provide better cheaper parking for those wishing to use the downtown facilities. Vote out the mayor and city council for better representation of people other than the north enders.	Growth
Transportation, rental/property values	Proposed baseball park, and proposed new downtown library - financial boondoggle	Growth
Transportation, growth planning	Property taxes//road maintenance	Growth
Transportation, community development	Promoting within	Growth
Transportation public transportation	Preserving open space and public transportation	Growth
Transportation infrastructure	Preserve open space. Transportation	Growth
Transportation and public health	Preserving public lands; traffic infrastructure	Growth
Transportation and parking fees	Preserving biking and walking priorities as city grows	Growth
Transportation and building permits	Preserve foothills open space and public access. Manage traffic and construction with foresight for future growth.	Growth
Transportation /parking. Affordable housing	Preservation of open spaces. Affordable housing.	Growth
Transportation	Preservation of open spaces.... Traffic.	Growth
Transportation	Potholes in the roads	Growth
Transit.	Pot holes handy parking	Growth
Traffic//schools	Population growth.	Growth
Traffic	Population growth, parking	Growth//road

Traffic/roads, schools	Population growth, and environmental protection	Growth and quality of life, public transportation
Traffic//police	Population grown and school quality	Grow education
Traffic//open space	Population control //less construction	Grow and education
Traffic//construction	Police misconduct	Good jobs. Funded education
Traffic////crime	Public transit	Controlled growth, maintaining the current high level of services at reasonable rates.
Traffic.	Public transportation education	Get more foothills, infrastructure
Traffic, healthcare//ne	Public transportation traffic	Gender issues
Traffic, healthcare	Plabic transportation//education	Gap population//more approachable to public
Traffic, utilities	Public education//housing//traffic	Future planning of road ways//parking enforcement//ne
Traffic, police services	Planning for grow//	Funding resources immigrants
Traffic, parking and affordable housing	Pedestrian friendly and more residential downtown	Funding for education, and helping with mental health (benefits, increase providers, hospitals, available in schools too)
Traffic, maintaining open land	Parks and roads	Friendly, livable
Traffic, job growth	Parking//benches//fountains//ne	Fixed pot holes
Traffic, housing (rental	Parking downtown and paying the teachers	Fix greenbelt and improve commuting options-vehicle and biking.
Traffic, housing	Parking down town	Five mile & ustick intersection
Traffic, housing	Parking availability downtown, too much traffic in old neighborhoods	Find permanent solutions for flooding related problems with the greenbelt. Listen citizens/neighborhood members regarding housing developments and balance between city growth and preservation of open spaces.
Traffic, foothills	Parking and traffic	Financial and housing
Traffic, development	Parking and homeless	Fiber-optic infrastructure and reducing the influence of meth in Boise
Traffic, development	Parking growth	Fast population growth; slow infrastructure growth
Traffic	Parking	Explosive growth, increased traffic
Traffic, Traffic	Overcrowding and housing shortage	Expensive parking; rising taxes

Traffic to eagle during rush hour, limiting development of natural resources-foothills	Overcrowded schools, continued recycling options	Expanding
Traffic the mayor	Overcrowded schools and overcrowded roads	Excessive growth
Traffic roads	Overcrowding/city growth and roads	Equality wage increase
Traffic managing growth	Outlandish growth	Environment crime
Traffic into and out of Boise; affordable homes for low-income citizens	Outdoor space, bike lanes	Environment and land use
Traffic infrastructure	Open spaces	Environmentalism//ne
Traffic improvements and available parking at a reasonable rate	Open space; urban density	Environment, growth
Traffic growth on east side and schools	Open space preservation	Ensuring an adequate and pure water supply
Traffic flows, available housing for all income levels	Open space	Electric vehicle infrastructure
Traffic flow, make sure database is secure	Open space	Elect new moderate-to-liberal leadership (at all levels), that can make things happen; successful education, wage increases for all non-executive workers, affordable health care for all.
Traffic flow, encourage downtown shopping areas	Open mark/	Efficient taxation
Traffic flow preservation of recreational areas	Open land and wildlife protection	Education/job paid
Traffic flow and schools	Open areas, traffic	Education//local homes
Traffic control, street repairs	Nothing//	Education//local economy
Traffic control and law enforcement	None	Education//growth
Traffic control	No to rezoning of hill rd., & city services	Education//affordable housing
Traffic congestion	No opinion	Education, healthcare
Traffic congestion	No fighter aircraft in Boise	Education traffic
Traffic congestion. Housing for the homeless.	No f35's in Boise; making downtown more accessible- parking and roads	Education on the elementary to many people// coming to community
Traffic congestion and limited street parking for nighttime events	Need for mass transit & multi-use stadium	Education homelessness
Traffic congestion	More schools in east Boise, better planning for new construction (zoning)	Education and transportation
Traffic congestion	More parking overall	Education and technology

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Traffic congestion	More bike lanes downtown and school improvements	Education and parking downtown
Traffic congestion	Mental health resources and excessive population growth	Education and minimum wage
Traffic and the homeless	Mental health	Education and infrastructure
Traffic and that dumb sports complex	Mass transit alternatives and tax relief for the elderly	Education traffic
Traffic and sustainable growth	Mass transit	Education
Traffic and homelessness	Mass transit	Education and health care
Traffic and growth	Marked no parking areas, traffic flow, bike on road enforcement- lanes are made for cars and bikes have their own and still use car lanes. Also, if we have traffic laws so do they...since they are an actual road. Make them wear fluorescent or reflectors. Sewer smell down at veterans memorial. New sidewalks at veterans park.	Education///traffic
Traffic and green zones	Managing growth, public safety//ne	Economy, small businesses
Traffic and green living	Manations mane fast grow slow down	Economy, population
Traffic and culp	Managing traffic. Addressing crime.	Easily travel through the street
Traffic and crime	Managing growth and traffic, equitable distribution of services	Downtown traffic congestion, and promotion of medium density population growth.
Traffic and costs	Managing growth and quality of life	Downtown parking.... I don't agree with recent increases in charges, fines hour extensions, Saturday meters.... nor do anyone I talk to!!!!
Traffic & traffic	Managing growth improving traffic	Downtown parking
Traffic, growth	Managing growth	Don't know traffic
Traffic housing for homeless	Managing growth	Do not waste tax dollars on public transportation and build more houses
Traffic	Managed growth and sustainability	Dk
Traffic	Managed growth	Development, infrastructure
Traffic	Manage growth,	Dealing with growth and avoiding the issues that other cities face, traffic, cost of housing, homelessness, crime, etc.

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Traffic	Make road auto friendly and stop the waste of money downtown	Cultural recreation (museums, zoo, etc.); recycling
Traffic	Maintaining open space and better transportation	Crime. Water
Traffic	Maintain safety throughout city. Keep taxes low.	Crime and traffic
Traffic	Maintain culture	Crime and traffic
Traffic	Lowering taxes	Crime
Traffic	Lower taxes, less spending	Crime
Traffic	Lower fees	Creating self-sufficient neighborhoods with close access (walking) to restaurant and services. Walkability
Traffic	Low income housing trailer parks	Costs
Traffic///infrastructure	Local traffic	Cost of living in north end, poor wages compared to other communities
Too much housing growth	Living cost	Cost of living
Too many liberals & too much big government	Limit people moving in	Cost of living
Too many hotels in downtown	Less one-way streets	Cost of housing, homelessness
Too many guns, pesticides	Leaving public space/parks/tails/land for wildlife amidst all this population growth.	Core values preservation
Too expensive	Law enforcement, more help for the homeless	Controlling/limiting growth. Preserving open spaces.
Too much growth	Last housing//	Controlling growth. Controlling crime that comes with a higher population.
They need to adapt to road construction. And litter pick up	Lack of affordable single-family housing; city wide public transportation	Controlling growth sensibly (minimize sprawl), maintain vitality of downtown (more retail)
Theft	Keeping spending low	Controlling growth and infrastructure needs
The rapid increase in population, traffic	Keeping new and easy programs to keep kids off the streets and seniors	Controlling growth / traffic; downtown development (baseball field!)
The keys	Keeping citizens safe is the growing violence in the country and the world. Secondly, mass transit transportation options as the valley grows. Parking is getting expensive	Controlled rent, eco-friendly

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	downtown so another option or uber coupons would help drive people downtown more often.	
The destruction of downtown Boise, making it difficult to access, including bikes lanes everywhere. Very hard to get from east Boise to west Boise with all the congested streets, and St. Luke's absurd take-over of east Boise, including the destruction of 3 major streets, Jefferson, bannock and Idaho streets. Too many 'refugees' that cost the taxpayers hundreds of thousands of dollars to educate, feed, house, etc. Too much emphasis on 'diversity'.	Keep some of the roads repaired//wish they could coordinate for these repairs	Controlled growth; an interstate by-way loop outside the city. Plan now!
Taxes///programs	Irrigation to expensive	Controlled growth, transit roadmap
Taxes, education	Infrastructure. Growth control	Controlled growth, affordable housing
Taxes housing	Infrastructure, sustainability	Controlled growth and residents' input on new developments
Tax not, no trolley	Infrastructure, reduce government waste	Controlled growth
Sync traffic lights, offender ticketing	Infrastructure, homeless people	Controlled growth
Sustainable growth	Infrastructure, growth	Control in growth, public transportation
Sustainability, the homeless	Infrastructure, education	Control growth//education
Street repair. Traffic.	Infrastructure, education	Control growth, support current residents
Street improvements to accommodate growth, including more bike lanes for safety	Infrastructure, commercial development in southeast Boise	Control growth without hurting existing neighbors and mass transit (a train)
Stop progressives.	Infrastructure, roads.	Control growth
Stop overdevelopment	Infrastructure traffic	Control growth
Stop open space building, lower property taxes	Infrastructure for growth (roads/transportation, housing)	Control growth ... Good traffic flow
Stop growth	Infrastructure and water	Construction planning and rental housing costs
Spending control, education investment	Infrastructure and walk ability	Construction and bus stop benches and weather coverage
Snow removal, traffic	Infrastructure and transportation	Conservation economic development

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Snow removal and road maintenance	Infrastructure and growth	Concerns for crime increasing, increasing taxes
Snow removal traffic control	Infrastructure and community	Compelling public transportation and appropriate residential and commercial growth
Smart growth. Gentrification of downtown areas.	Infrastructure and air quality	Community courtesy: noise pollution, air pollution, adult boredom, indoor activities, dogs in no-dog areas
Smart growth	Infrastructure (roads) and schools	Community and culture
Sidewalks and curbs for the fringe, too many parks need up dating our streets most of which looks like a po-dunk town.	Infrastructure parks	Code enforcement (or lack of). Traffic
Services to meet increased property tax base (i.e. Snow removal, etc.) Be watchful of what growth is approved by planning and zoning. Air quality.	Indoor play area, affordable child care	Code enforcement
Senior citizen benefits. Crime	Increase roads, and housing over developing	Climate///clean air
Seguridad desechos de basura	Inclusion/equal rights and protections for all and protecting the environment (foothills, river, etc.)	Cleanliness (by Broadway, vista interchanges). Common area beautification
Secure foothills for public use. Mass transportation.	Improving traffic and public transportation	Clean// pretty
Schools & transportation	Improve roads, limit apartment mega-complexes	Civil rights & gun control
Schools & city growth	Improve roads and preserve green spaces	City transportation
Schools	Improve downtown trafficability/parking. Expand times/days and density of bus service.	City planning, public transportation
School/s growth	Improve air quality & environmental awareness, controlled growth	City growth; quality of life
School & community security/safety	Implementing single payer healthcare and preventing the noisy planes from landing here	Children education
Scaling for increased traffic flow (ex. Broadway to front left turn is a 1-lane into a	Illegal aliens	Careless development and affordable housing

2-lane, causing constant back up). Reducing aggression of police officers (coming from a real city, why are they so mean? There is zero real crime here).

Safety, personality	Idk	Car traffic, over saturation of the population
Safety fire protection	I don't know transit system	Can't think
Safety community	I don't know	Bikeable streets, land preservation
Safety and traffic control	I am not sure.	Bike trails
Rod conditions and teacher salary's	Housing, parking	Bike paths, road repair
Road system responsibly growth	Housing shortage, refugee outreach programs	Bike paths, dedicated pickleball courts
Roads/traffic and supporting locals (i.e.; housing market)	Housing prices / transportation	Bike line ///control road
Roads//schools/legislators	Housing density	Bike lanes
Roads. Gross	Housing costs; open-space	Bike access, libraries
Roads, schools	Housing costs, traffic	Bicycle lanes, convenient bus lines
Roads, housing	Housing cost, growth	Better roads and education needs
Roads-transportation, and affordable housing	Housing availability	Bette roads
Roads to accommodate population, affordable housing	Housing affordability and protecting green space	Advocate patron. Bike road path
Roads improvement	Housing	Auto traffic -- school support
Roads and traffic; school buses halting traffic on main thoroughfares.	Housing	At a lot of our intersections there are cement dividers that really present a safety issue. They are small and very hard to see and not maintained at all. It is very easy to turn into another lane and damage your vehicles suspension system. They need to be removed and more thought into this before that try constructing them again.
Roads and multiple story housing (they need to build up rather than out)	Homelessness, affordable housing	Assessment amounts overvalued, developers purchasing small houses & building large houses in the east end not in alignment with neighborhood
Roads and parks	Homelessness and affordable housing	Air quality. Water quality/sustainability.

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Roads education	Homelessness / greenbelt	Air quality and public transportation
Roads jobs	Homelessness	Air growth
Roads	Homelessness//	Affordable housing, road infrastructure, mental health, education
Road, construction	Homeless population and affordable housing	Affordable housing, public transportation
Road wait transportation	Homeless population	Affordable housing, mass transit
Road structure/traffic and no open space	Homeless people	Affordable housing, cost of living.
Road safety	Homeless	Affordable housing,
Road quality, education/school rankings	Highways, road and housing	Affordable housing within the Boise area should be a priority. Maintenance of the foothills and other natural features should also be a priority.
Road quality	High taxes	Affordable housing for low income families. Not everyone can afford $1,300.00 rents.
Road infrastructure, housing taxes	High rent, parking	Affordable housing and walk/bikability
Road expansion and downtown parking friendly	High density, multi-level housing developments, traffic	Affordable housing and sustainable transportation (walkability, bikeability and efficient bus system)
Road conditions	Helping homeless and mental healthcare	Affordable housing and growth regulations
Rising housing costs resulting in overpriced rentals	Healthcare, & marijuana reform	Affordable housing and employment
Ridding Boise of homeless. Foothills space	Health insurance	Affordable housing and education
Retaining current communities with traffic controls and retaining open spaces with development	Health care	Affordable housing
Responsible growth and responsible city government	Health care	Affordable housing
Responsible growth	Gun control; resolving the foothills situation; ensuring a big enough demand for the baseball stadium.	Affordable housing
Renewable energy//growth for recreation for sorities	Gun control, school safety	Add dog parks
Refund city bill money; lower taxes	Growth//open space	Accessible, affordable parking and fair voting capabilities (I know part of that is not city but still key)

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Refugee housing	Growth//infrastructure	1) strict building requirements (visually appealing and making sure buildings are well constructed) 2) making sure there are plenty of green, open areas (not an all concrete city)
Reducing property taxes.	Growth//city transportation	1) green belt repair/enhancement, 2) transportation improvement
Reduce citizen billing costs	Growth//	1. Unchecked growth and loss of natural spaces 2. Wage base has not increased with cost of living
Recycling weekly;	Growth/ need for political changeover	1. Roads/construction 2. Protecting people
Recycling and traffic routes	Growth....traffic	1. Road lane expansion 2. Illegal drug use control
Recreation development no public baseball stadium funding	Growth. Bike safety	1. More projects and support for kids with special needs, out of school extra activities. 2. Safer or separated routes for bicycles and pedestrians.
Reasonable cost of housing; sidewalks in older neighborhoods	Growth, traffic	1. Maintaining open spaces. 2. Traffic - enforcement and amount.
Rapid transit and homeless	Growth, transportation, affordability for seniors	(1) availability of housing affordable to people and households earning low and moderate incomes. (2) traffic congestion
Rapid population growth and traffic concerns. Recreational access to foothills area and expanding when possible.	Growth, transportation	,.

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