

## BACKGROUND

In April 2007, the City of Twin Falls contracted with a local mailing service to send 5,000 community surveys to randomly-selected households within the City limits. Of these surveys, 985 were completed and returned by mid-May 2007, resulting in a response rate of 19.7 percent. The survey has an error margin of  $\pm 3.1$  percent at the 95 percent confidence level.

The survey was conducted as part of the City's General Plan public involvement, with the purpose of obtaining citizen input on a variety of important issues, including the following:

- City performance levels in the provision of basic services, such as police, fire, sewer, water, sanitation, etc.;
- Views regarding planning policies, new development and growth; and
- Preferences and priorities for community activities, facilities and recreation.

On May 23, 2007, a PowerPoint presentation was made to the General Plan Steering Committee in Twin Falls. That presentation and a cross-tabulation of each survey question are included in the Appendix to this report. The cross-tabulations include the following categories:

- All respondents
- Age groupings
  - 18-24 years
  - 25-34 years
  - 35-44 years
  - 45-54 years
  - 55-64 years
  - 65-74 years
  - 75+ years
- Geographic location
  - 21 geographic locations, based on one-mile grid (see map in Appendix)
- Children at home
  - Ages 0-5 years
  - Ages 6-11 years
  - Ages 12-18 years
  - No children living at home
- Length of time living in Twin Falls
  - 0-2 years
  - 3-5 years
  - 6-10 years
  - 11-20 years
  - 20+ years

This summary of survey results is organized as follows:

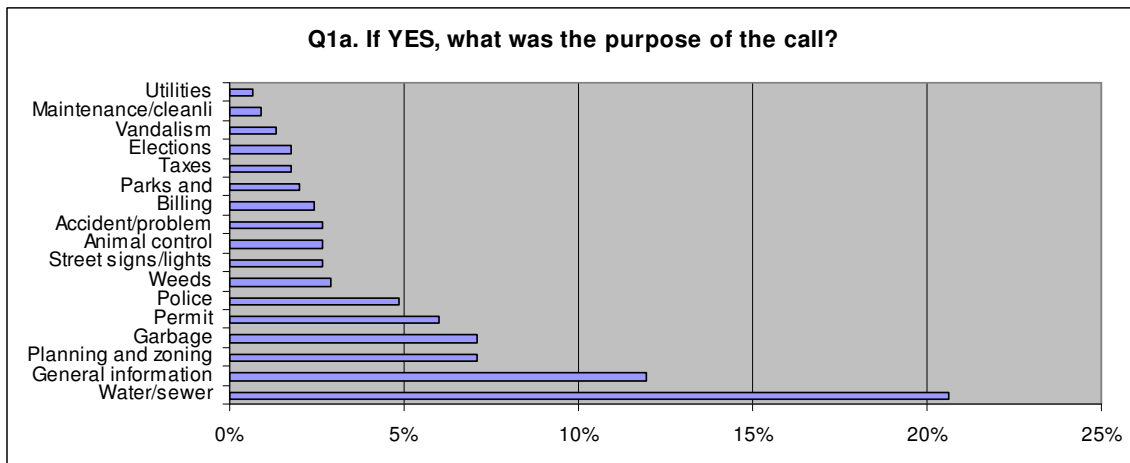
1. City Priorities and Levels of Performance
2. Community Development
3. Downtown
4. Growth and Development
5. Parks, Recreation and Cultural Arts
6. Police Department
7. City Website
8. Demographics

## I. City Priorities and Levels of Performance

### Experience with City Offices:

- ☐ Roughly half of respondents have contacted the City Offices during the past 2-3 years.
- ☐ Major reasons for calling the City Offices include water/sewer, general information, planning and zoning, garbage collection, permits and the police department.
- ☐ 90 percent feel that their question was answered; 56 percent had a positive experience, 26 percent had a neutral experience, and 18 percent reported a negative experience.

<b>1. Have you ever called the city offices for any reason during the past 2-3 years?</b>	
n=	928
Yes, a number of times	15%
Yes, once or twice	36%
No	44%
Don't recall	5%



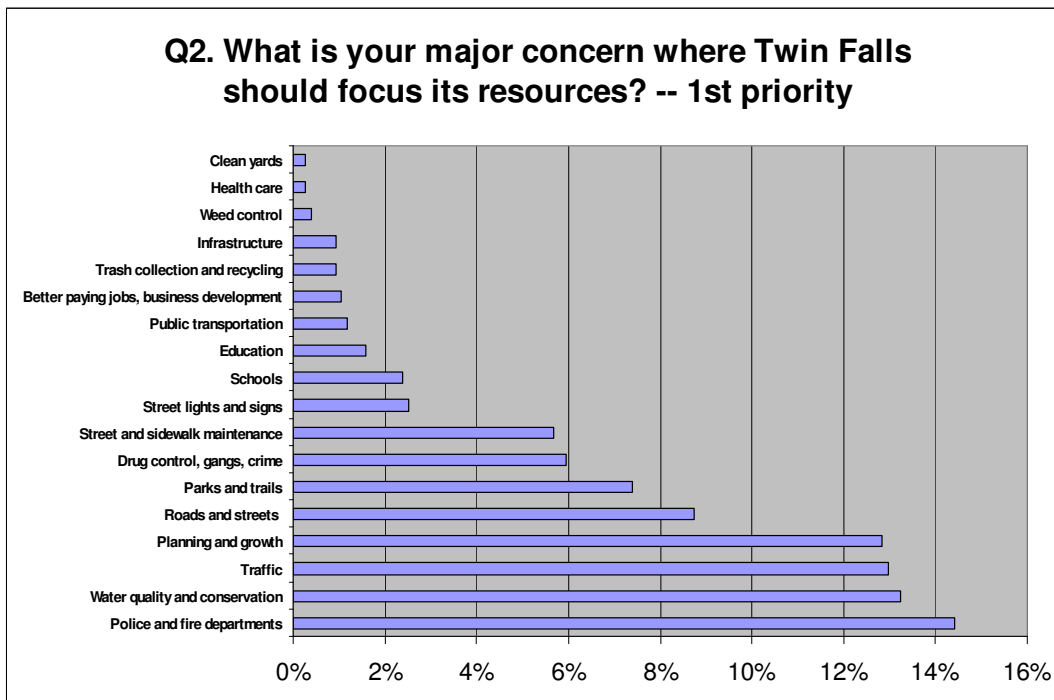
<b>1b. Was your question answered?</b>	
n=	454
Yes	90%
No	10%

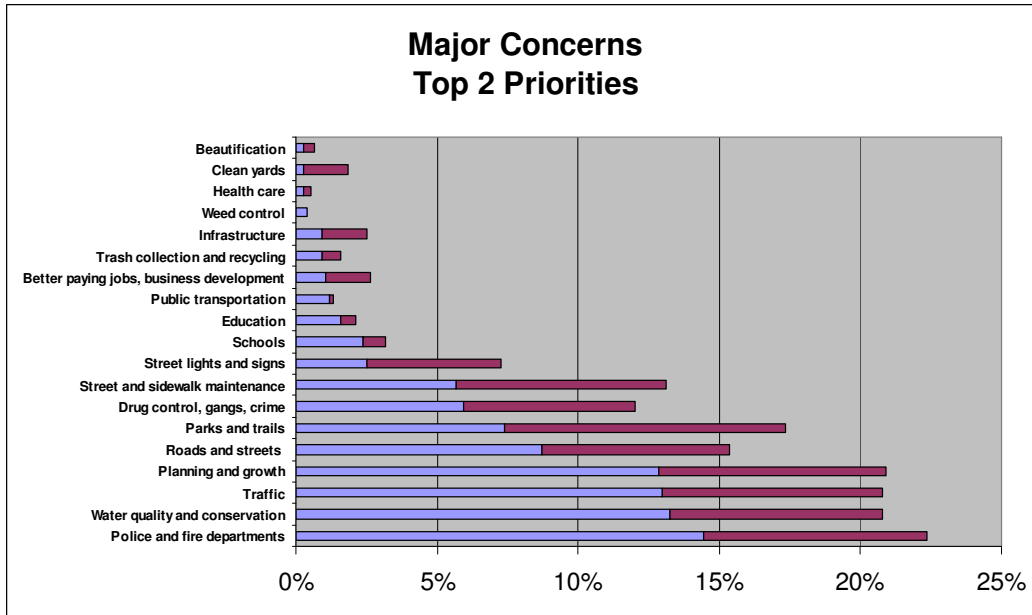
<b>1c. Did the experience leave you with a positive, negative or neutral feeling?</b>	
n=	462
Positive	56%
Negative	18%
Neutral	26%
Why?	
Prompt service	61%

<b>1c. Did the experience leave you with a positive, negative or neutral feeling?</b>	
Bad service	17%
Kind people	1%
Not knowledgeable	8%
Not friendly	3%
Slow service	2%
Other	9%

City Priorities and Service Performance Levels

- ☰ Top priorities for Twin Falls should be (in order of decreasing importance); police and fire departments; water quality and conservation; traffic; planning and growth; roads and streets; and parks and trails.
- ☰ Parks and trails were seen as more important by younger age groups than by older age groups.
- ☰ Two-thirds of respondents ranked Twin Falls' overall performance as *excellent* or *good*; one-third gave the City *fair* or *poor* markings.
- ☰ City performance ratings have improved in almost every category since 2005.





**Q3. How would you rate the overall performance of the City of Twin Falls in the past year?**

n=	887
Excellent	8%
Good	58%
Fair	30%
Poor	3%

Q4. CITY PERFORMANCE RATINGS				
	2005		2007	
	Excellent/Good	Fair/Poor	Excellent/Good	Fair/Poor
Police	81%	19%	89%	11%
Fire	97%	3%	95%	5%
City Administration/City Council	65%	35%	79%	21%
Street Lights	64%	36%	78%	22%
Water	80%	20%	86%	14%
Library	94%	6%	94%	6%
Airport	80%	20%	82%	18%
Golf Course	83%	17%	90%	10%
Weed Abatement	36%	64%	57%	43%
Street Maintenance	58%	42%	63%	37%
Traffic Signal Operation	55%	45%	73%	27%
Traffic Signs	71%	29%	79%	21%
Sewer Collection	90%	10%	95%	5%
Animal Control	70%	30%	77%	23%
Park Maintenance	93%	7%	93%	7%
Recreation Programs	88%	12%	87%	13%
Economic Development	71%	29%	75%	25%
Planning and Zoning	53%	47%	59%	41%
Garbage Collection	89%	11%	89%	11%
Wood Waste & Leaf Recycling	84%	16%	86%	14%
Building Inspection	76%	24%	77%	23%

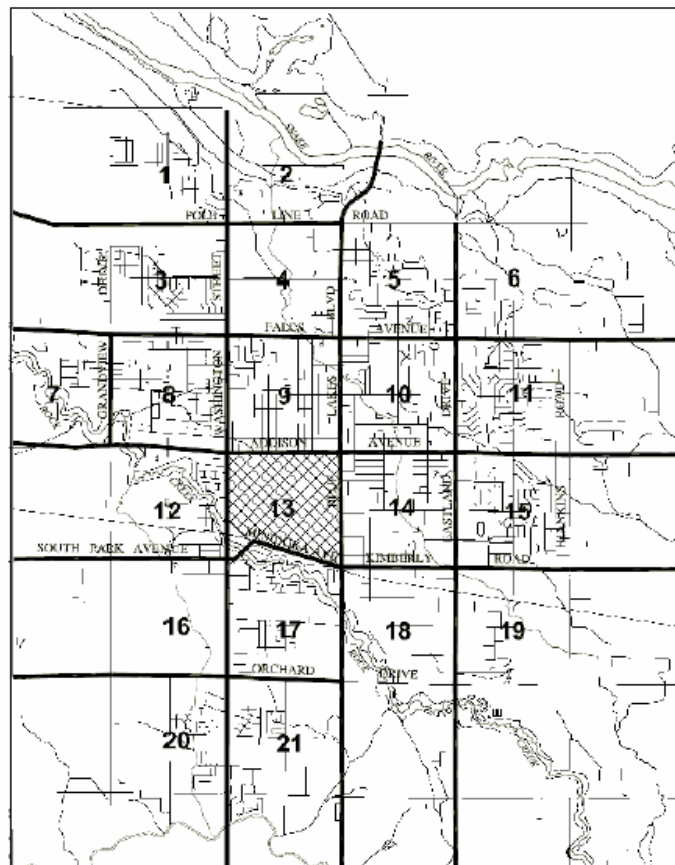
<b>Q4. Part 1: How important is it to you to have the following public services in Twin Falls? (1=Not Important and 5 = Very Important) How are we performing in the following areas? (1 = Poor and 4 = Excellent)</b>		
	<b>Importance</b>	<b>Performance</b>
<b><i>City Departments</i></b>		
a. Building Inspection	3.9	2.9
b. City Administration/City Council	4.0	2.9
c. Economic Development	4.0	2.9
d. Fire Department	4.8	3.7
e. Planning and Zoning	4.2	2.6
f. Police	4.7	3.4
g. Water Department	4.4	3.2
<b><i>Transportation Related</i></b>		
h. Airport	4.1	3.1
i. Public Transportation	3.7	2.3
j. Signage (Traffic signs, Directions)	4.3	3.0
k. Snow and Ice Control	4.2	2.6
l. Street Lights	4.3	3.0
m. Street Maintenance	4.5	2.7
n. Street Sweeping	3.6	3.1
o. Traffic Signal Operation	4.5	2.9
p. Pedestrian-Friendly Streets that Promote Walking	4.3	2.6
q. Sidewalks	4.3	2.7
r. Traffic Flow	4.6	2.5
s. Visual Appeal of Streets	4.0	2.8
t. Ease of Bicycle Travel	3.7	2.5
u. Residential Street Speeds and Low Traffic Noise	4.3	2.7
<b><i>Other Programs and Services</i></b>		
v. Animal Control	4.0	3.0
w. Municipal Band	3.3	3.5
x. Golf Course	3.1	3.3
y. Library	4.3	3.6
z. Park Maintenance	4.3	3.4
aa. Recreation Programs	4.1	3.2
ab. Sewer Collection	4.5	3.5
ac. Wood Waste and Leaf Recycling	3.9	3.2
ad. Trash Collection	4.5	3.4
ae. Weed Abatement	4.1	2.5
af. Water Conservation	4.3	3.0
ag. Crime Reduction	4.7	3.0
ah. Access to Elected Officials	4.0	2.8
ai. Arts and Cultural Events	3.7	3.0
aj. Cul-de-sacs	3.0	2.9
ak. Youth Activities	4.2	2.9

## II. Community Development

### Neighborhoods

#### Overview

- ☐ People generally feel safe in their neighborhoods.
- ☐ Most neighborhoods are clean and welcoming.
- ☐ People feel that their homes are fairly close to where they shop.
- ☐ There is not a strong desire for big box development to be located in most neighborhoods.
- ☐ While there is a sense of community in most neighborhoods, it is not strong.
- ☐ Many neighborhoods desire more parks, greenery and open spaces.
- ☐ The top three items most often given as the reason for liking one's neighborhood included: (1) quiet; (2) friendly people and neighbors; and (3) bushes, trees and greenery.



#### Shopping Opportunities

- ☐ Neighborhoods most likely to wish there were more shopping opportunities in their neighborhood (score of 3.5 and higher): 17, 20 and 21.
- ☐ Neighborhood retail centers are more desired by younger and middle-age groups (45 to 47 percent) than by older age groups (29 to 30 percent).

#### Sense of Community

- ☐ Neighborhoods with the strongest sense of community (score of 3.6 or higher): 2, 4, 5, 7, 10, 11, 16, 19 and 20.
- ☐ Neighborhoods with the least sense of community (score of 3.0 or lower): 8, 12, 13, 14 and 18.

### ***Affordable Housing***

- ☰ Neighborhoods most desirous of more affordable housing (score of 3.0 and lower): 7, 12 and 19.
- ☰ Younger age groups are less apt to feel that there is enough affordable housing in their neighborhoods than are older age groups.

### ***Maintenance and Cleanliness***

- ☰ Neighborhoods perceived as the most clean and welcoming (score of 4.0 and higher): 1, 4, 5, 6, 10, and 11.
- ☰ Neighborhoods perceived as the least clean and welcoming (score of 3.2 and lower): 12 and 13.

### ***Parks, Recreation and Open Spaces in Neighborhoods***

- ☰ Neighborhoods most likely to feel that they have enough parks, greenery and open spaces (score of 3.5 and higher): 4 and 10.
- ☰ Neighborhoods most likely to feel that they do not have enough parks, greenery and open spaces (score of 3.0 and lower): 3, 7, 9, 12, 18 and 19.
- ☰ Younger age groups are less likely to feel that they have enough parks, greenery and open spaces in their neighborhoods.
- ☰ Neighborhoods where more running/jogging paths are most wanted (score of 3.5 and higher): 1 and 17.
- ☰ Neighborhoods where more running/jogging paths are least desired (score of 2.9 and lower): 2, 4, 7, 8, 13, 16 and 21.
- ☰ Younger age groups feel a greater need for more running/jogging paths than do older age groups.
- ☰ Neighborhoods where more bike paths are most desired (score of 3.5 and higher): 12 and 18.
- ☰ Neighborhoods where bike paths are least desired (score of 2.9 and lower): 2, 4, 8 and 16.
- ☰ Younger age groups feel a greater need for more bike paths in their neighborhoods than do older neighborhoods.
- ☰ Younger age groups are less likely to walk in their neighborhoods because of poor street design, no sidewalks, unsafe/rundown sidewalks, no time/too busy, no street lighting, and for crime/safety reasons.
- ☰ Neighborhoods where the lack of sidewalks is most likely to stop walking (mentioned by 19 percent of respondents or more): 2, 8, 9, 13 and 18.
- ☰ Neighborhoods where the speed of traffic is most likely to keep people from walking (mentioned by 30 percent of respondents or more): 2, 3, 8, 12, 17 and 18.
- ☰ Neighborhoods where the lack of street lighting is most likely to keep people from walking (mentioned by 25 percent of respondents or more): 9, 12, 16, 18 and 19.

### ***Crime and Safety***

- ☰ Perceived as the most safe neighborhoods (score of 4.0 and higher): 1, 2 and 19.
- ☰ Perceived as the least safe neighborhoods (score of 3.0 and lower): 12, 13, 17 and 18.

### ***Traffic***

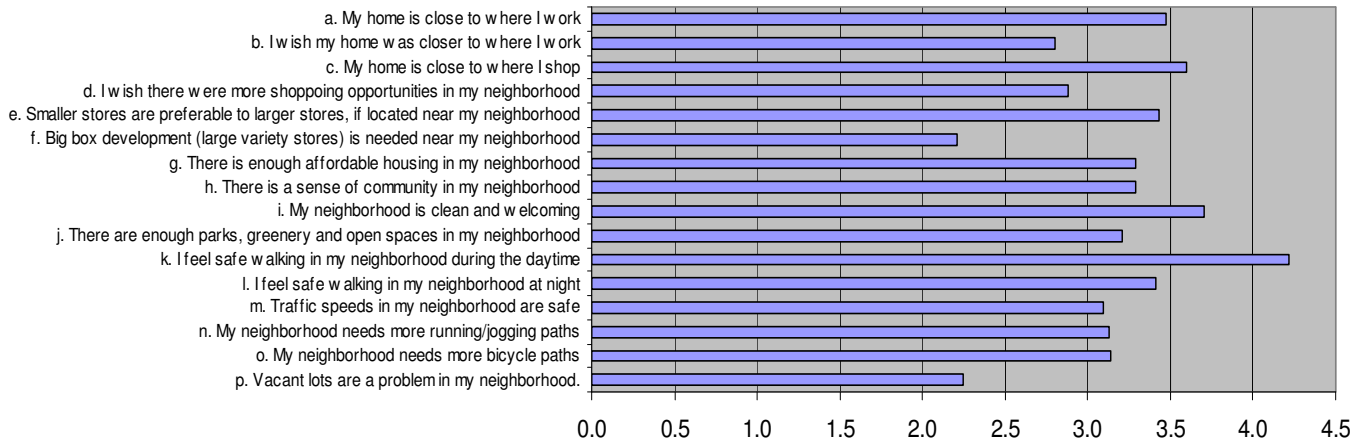
- ☰ Most likely to feel that traffic speeds in their neighborhood are safe (score of 3.5 and higher): 1 and 19.
- ☰ Most likely to feel that traffic speeds in their neighborhood are not safe (score of 2.8 and lower): 4, 9, 10, 12, 13 and 17.

### ***Most Desired Improvements by Neighborhood***

- ☰ *Area 1:* Street lights and signs
- ☰ *Area 2:* Enforce speed limits; lower speed limits

- ☰ Area 3: Street lights and signs
- ☰ Area 4: Street lights and signs
- ☰ Area 5: Street lights and signs
- ☰ Area 6: Street repair
- ☰ Area 7: Enforce speed limits; lower speed limits
- ☰ Area 8: Enforce speed limits; lower speed limits; street lights and signs
- ☰ Area 9: Sidewalks
- ☰ Area 10: Enforce speed limits; lower speed limits
- ☰ Area 11: Street lights and signs
- ☰ Area 12: Sidewalks; street lights and signs; street repair
- ☰ Area 13: Sidewalks
- ☰ Area 14: Enforce speed limits; lower speed limits
- ☰ Area 15: Street lights and signs
- ☰ Area 16: Street repair
- ☰ Area 17: Enforce speed limits; lower speed limits
- ☰ Area 18: Sidewalks; enforce speed limits; lower speed limits
- ☰ Area 19: Sidewalks; enforce speed limits; lower speed limits; street lights and signs; yard maintenance
- ☰ Area 20: Yard maintenance
- ☰ Area 21: Enforce speed limits; lower speed limits; street lights; signs

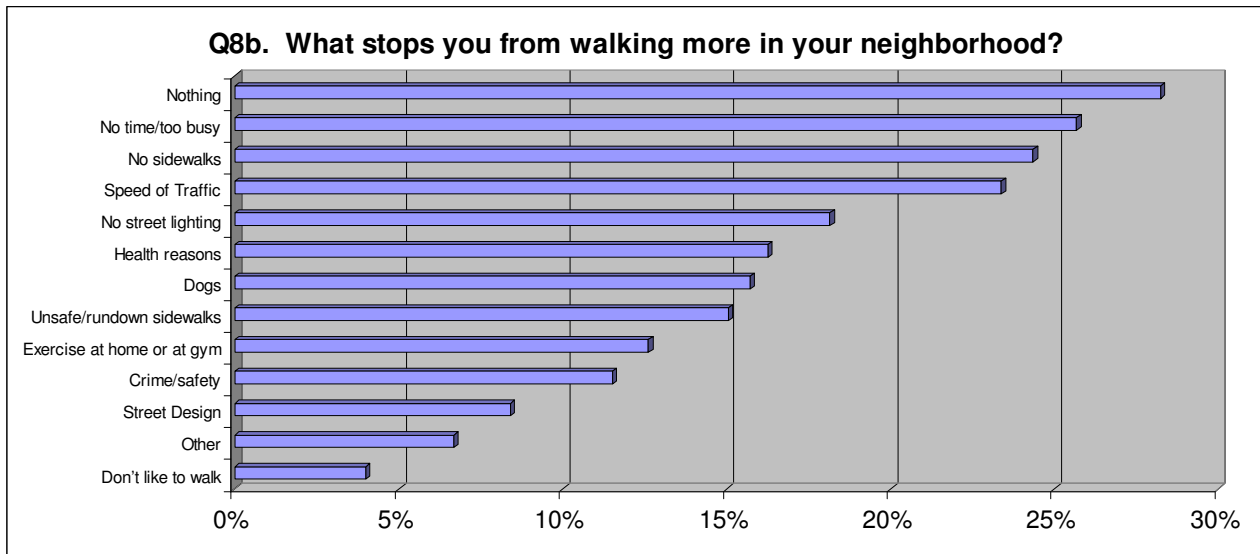
**Q5. Please tell us how you feel about each of the following statements. (1=Strongly Disagree and 5=Strongly Agree)**



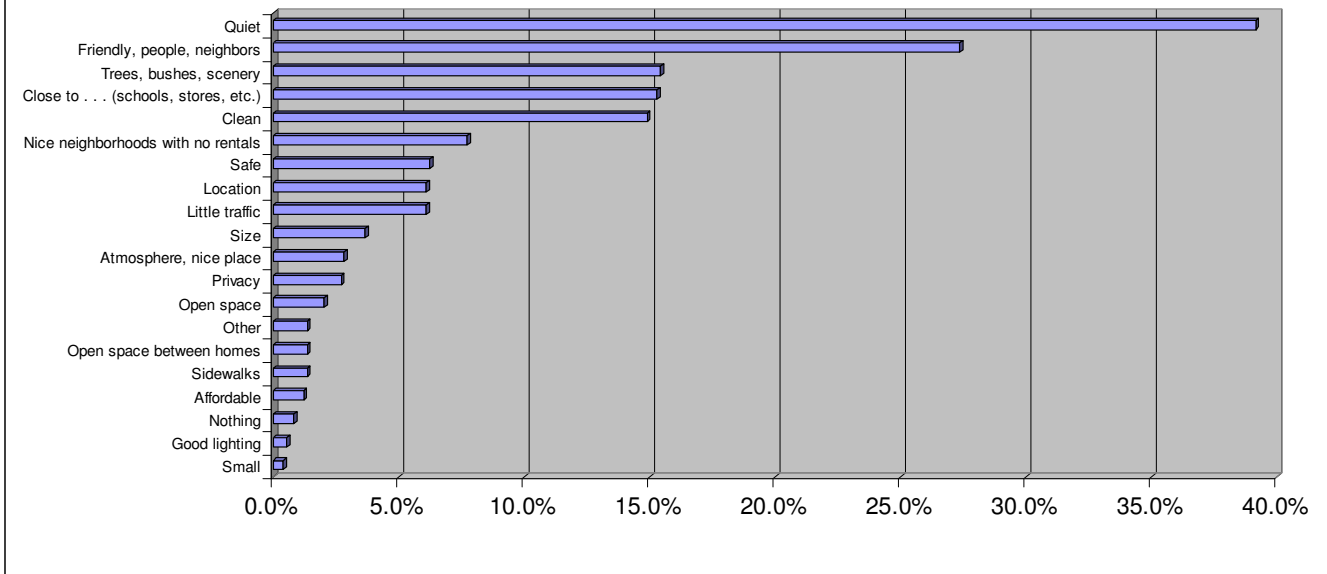
6. Does Twin Falls need more neighborhood-size retail centers scattered throughout the City?	ALL	AGE						
		18-24 yrs	25-34 yrs	35-44 yrs	45-54 yrs	55-64 yrs	65-74 yrs	75+
n=	908	34	65	122	173	226	131	128
Yes	37%	47%	46%	45%	47%	29%	30%	30%
No	44%	24%	38%	43%	39%	51%	51%	38%
Don't Know	19%	29%	15%	11%	14%	20%	19%	31%

<b>7. 1=Poor and 4=Excellent, and DK=Don't Know</b>	
n=	929
a. How do you rate Twin Falls as a place to live?	3.5
b. How do you rate your neighborhood as a place to live?	3.4
c. How do you rate Twin Falls as a place to raise children?	3.4
d. How do you rate Twin Falls as a place to retire?	3.4
e. How do you rate the overall quality of life in Twin Falls?	3.4

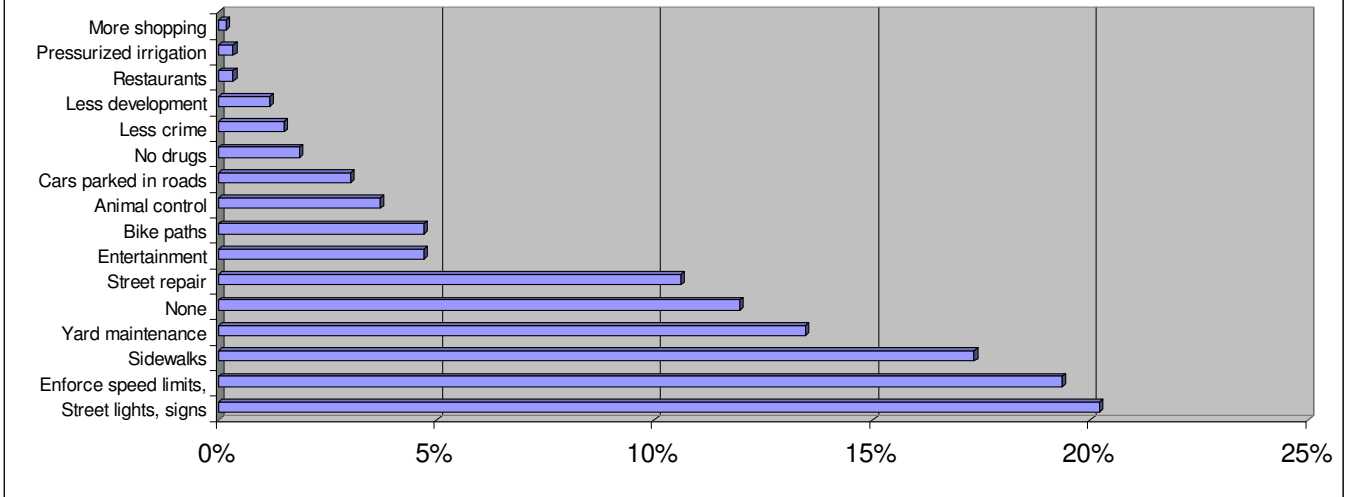
<b>8a. Do you walk or ride a bike in your neighborhood?</b>	
n=	905
Yes	76%
No	24%



### Q9. What do you like about your neighborhood?



### Q10. What specific improvements, if any, should be made to your neighborhood?

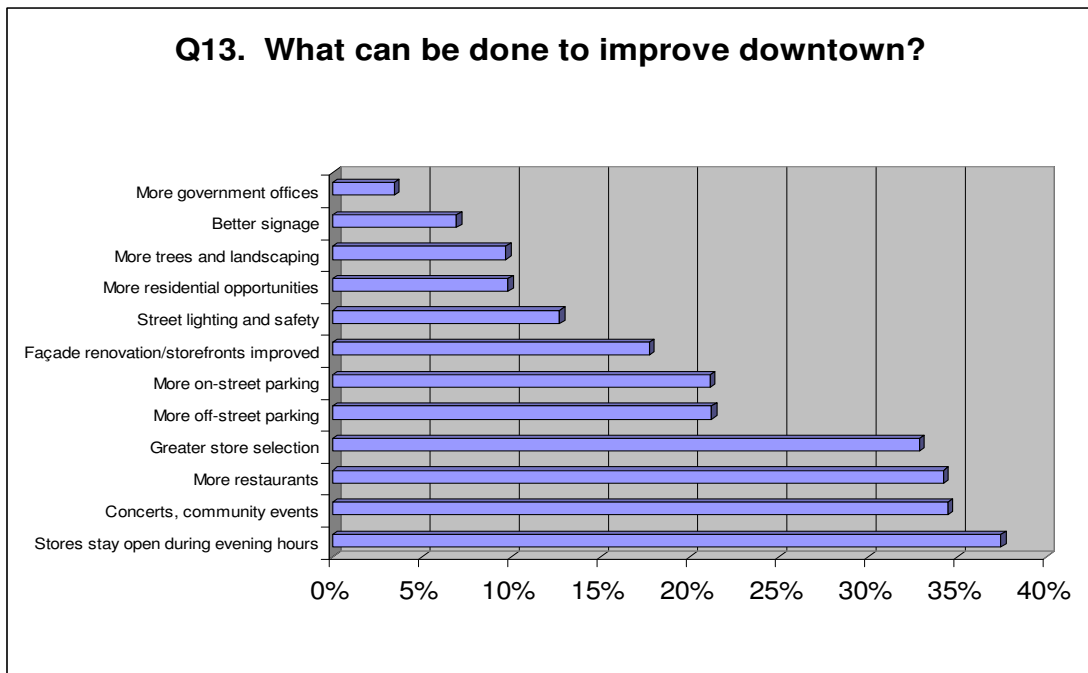
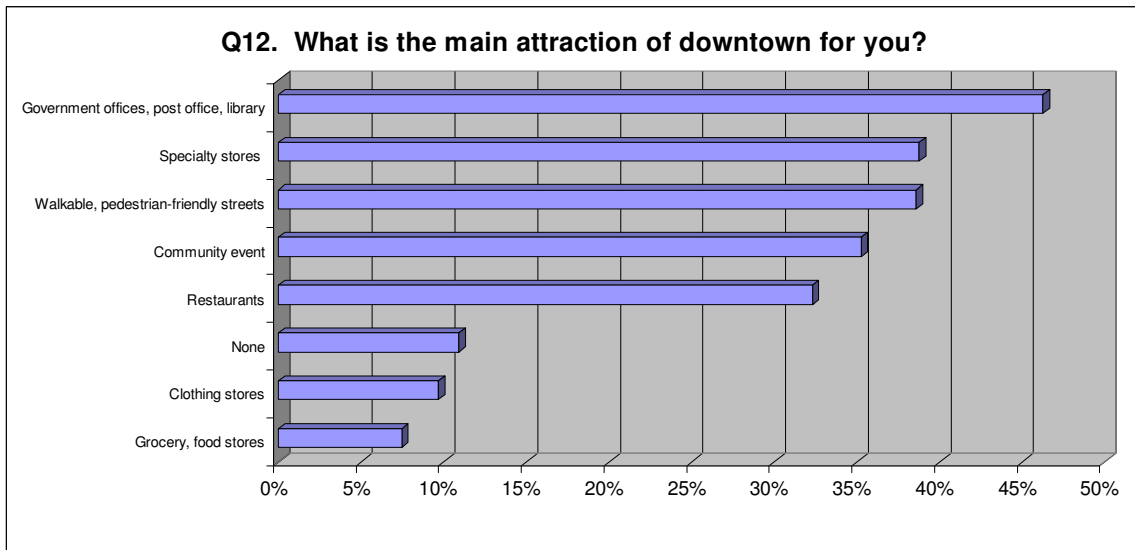


### III. Downtown

- ▣ Younger age groups are less likely to visit downtown on a weekly basis.
- ▣ Very few respondents (only 3 percent) state that they never visit downtown.
- ▣ The main attractions of downtown are its government offices, post office, library, specialty stores and pedestrian-friendly streets.

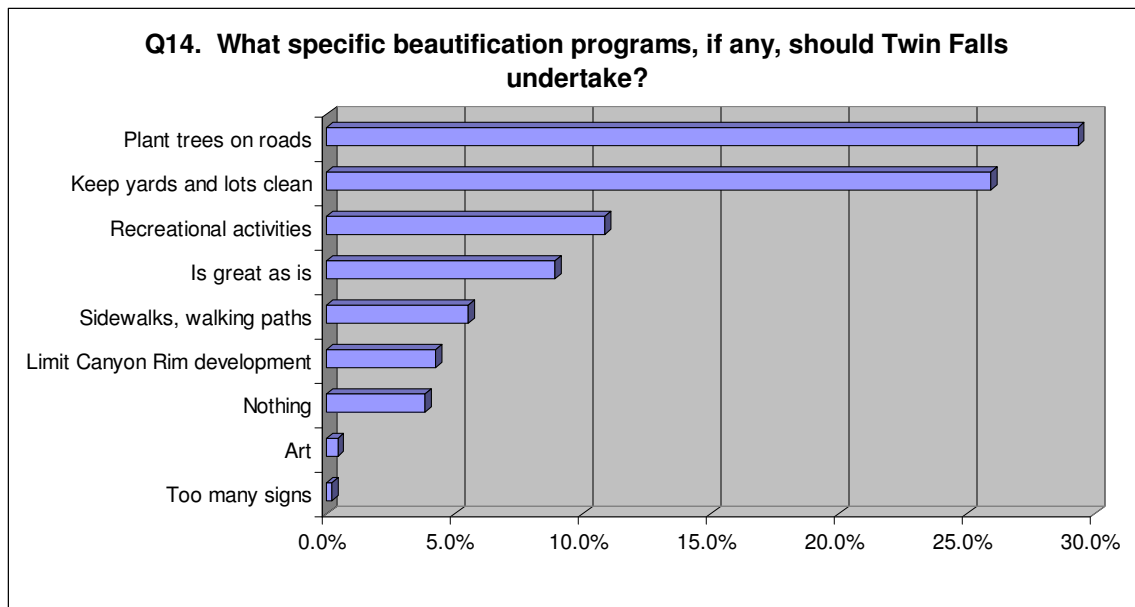
- ☞ The most-frequently requested improvements to downtown include extending store hours; concerts and community events; more restaurants; and more store selection.

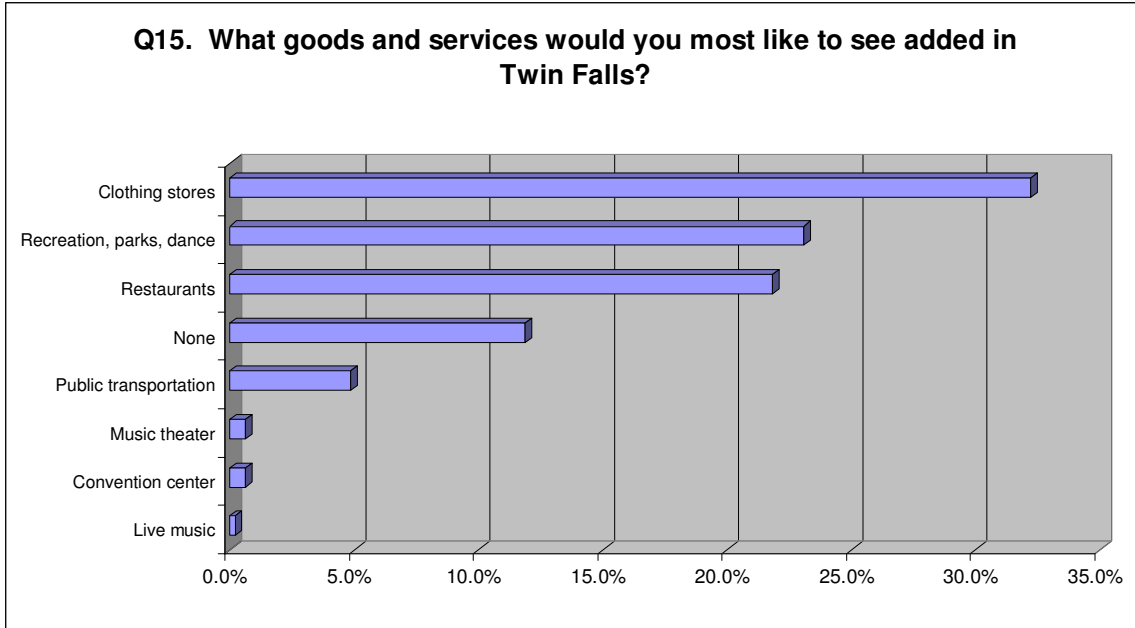
Q11. How often do you shop or visit Twin Falls' downtown?								
	ALL	AGE						
		18-24 yrs	25-34 yrs	35-44 yrs	45-54 yrs	55-64 yrs	65-74 yrs	75+ yrs
n=	915	34	66	121	176	224	133	131
Frequently (weekly)	27%	15%	18%	30%	32%	27%	33%	25%
Occasionally (monthly)	41%	44%	42%	39%	41%	42%	35%	46%
Seldom (2-3 times per year)	28%	35%	38%	26%	26%	28%	30%	25%
Never	3%	6%	2%	6%	2%	4%	2%	4%



#### IV. Growth and Development

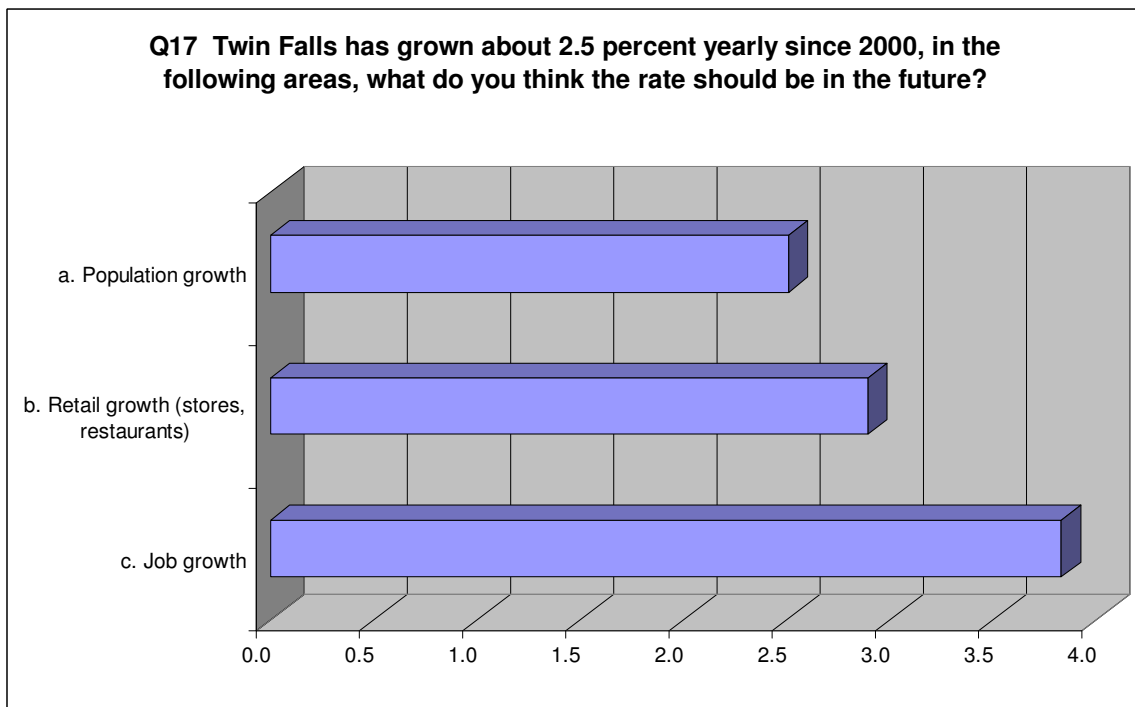
- ☞ The most frequently-requested beautification programs include planting trees on roads and keeping yards/lots clean.
- ☞ The most frequently-requested goods and services in Twin Falls include more clothing stores, more recreational opportunities and more restaurants.
- ☞ 56 percent of respondents are very or somewhat satisfied with the type of development that is taking place in Twin Falls; 37 percent are somewhat or very unsatisfied; and five percent are undecided.
- ☞ For those respondents who are somewhat or very unsatisfied, the most frequently mentioned complaint is that there is too much Canyon Rim development.
- ☞ Respondents would prefer that jobs and retail development grow at a somewhat faster pace than the City is currently experiencing, but that population growth slow somewhat over current levels.
- ☞ 26 percent of respondents would prefer that there is no more growth in the City, while 53 percent think that Twin Falls should eventually reach a size of 50,000 – 75,000 people (the City currently has a population of 42,000) – roughly a 20 to 80 percent increase over current levels.
- ☞ Only three percent of respondents indicated that they would prefer small-size lots in their neighborhood in the future, while 45 percent want the same size lots, 26 percent want bigger lots and another 26 percent say that lot size really doesn't matter.
- ☞ Respondents were asked to describe (open-ended question) how they would describe Twin Falls *today*, and how they would describe the City in the *future*. The most frequent description of Twin Falls today is that it is a nice place to live and raise a family (44 percent of respondents). However, 23 percent said that growth and development are occurring too quickly, with another 16 percent mentioning the traffic and 15 percent stating that the City is clean.
- ☞ In the *future*, 21 percent of respondents stated that they would like Twin Falls to be friendly and a good place to raise a family, with 19 percent requesting smart growth, 16 percent wanting less traffic congestion and better street maintenance, 15 percent describing the City as clean and safe, and 14 percent wanting more recreation.





**16a. How satisfied are you with the type of development that is currently taking place in Twin Falls?**

n=	911
1. Very satisfied	13%
2. Somewhat satisfied	43%
3. Somewhat unsatisfied	25%
4. Very unsatisfied	12%
5. Don't know	7%



**18. How big of a city do you think Twin Falls should eventually become? (As a comparison, the populations of major cities in Idaho are approximately as follows: Boise, 194,000; Nampa, 76,000; Idaho Falls, Meridian and Pocatello, 55,000). The current population of Twin Falls is about 40,000.**

n=	894
1. No more growth	26%
2. 50,000 - 75,000	53%
3. 75,000 - 100,000	17%
4. 100,000 - 200,000	3%
5. 200,000 or more	1%

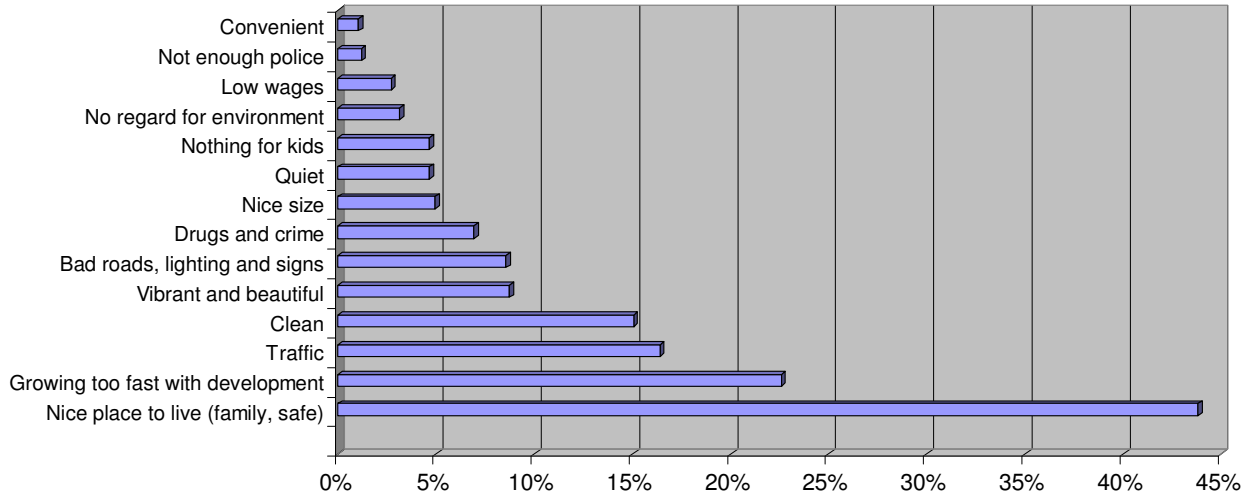
**20a. Tell us the approximate size of your lot**

n=	879
1. Apartment/don't own a lot	8%
2. Less than 5,000 sf	14%
3. 5,000 - 7,000 sf	18%
4. 7,000 - 10,000 sf	17%
5. 10,000 - 15,000 sf	13%
6. 15,000 - 20,000 sf	7%
7. 1/2 acre - 1 acre	11%
8. 1 acre or larger	11%

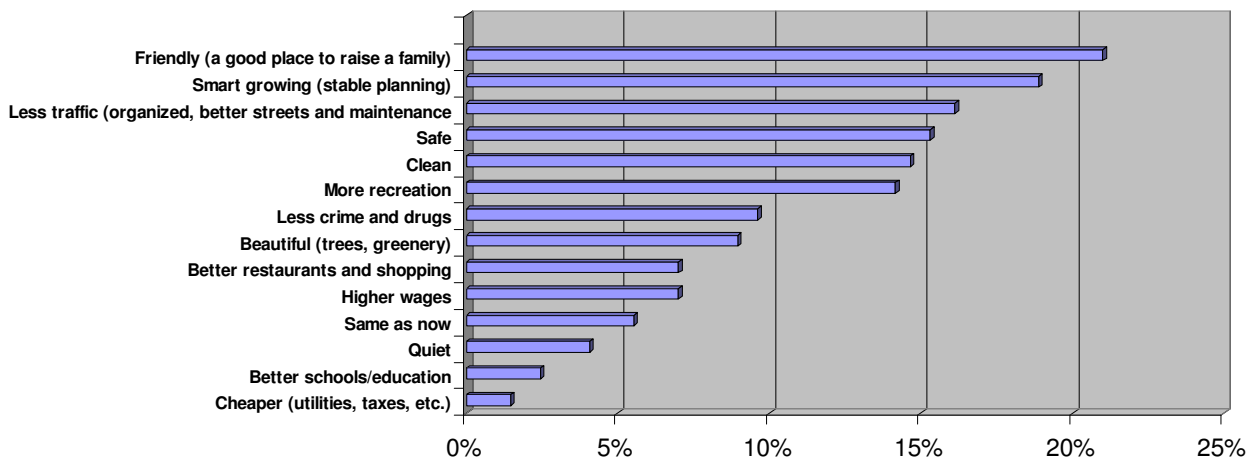
**20b. Would you prefer that future development in or near your neighborhood have....**

n=	870
Smaller Lots	3%
Bigger Lots	26%
Same Size	45%
Doesn't Matter	26%

**Q21. Today- Please describe what you see today in Twin Falls**



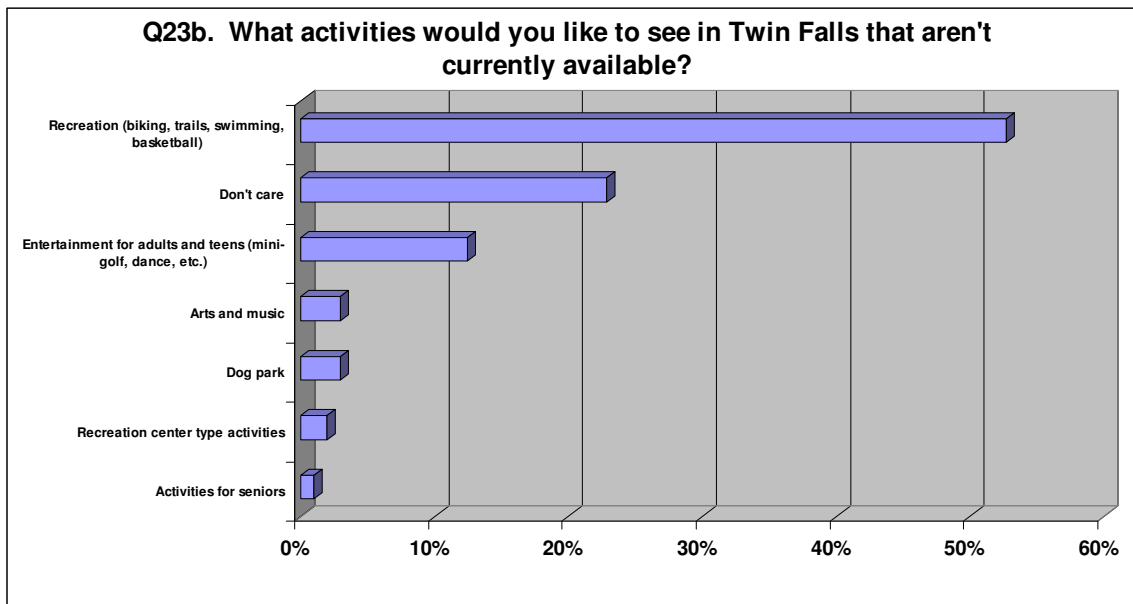
**Q21. Future- Tell us what you see in the future for Twin Falls**

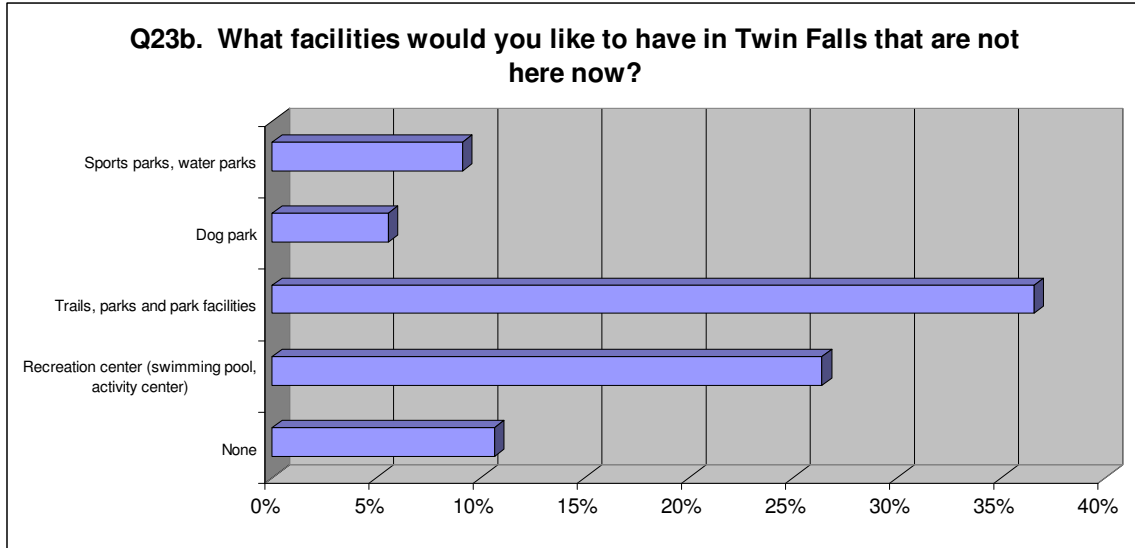


**V. Parks, Recreation and Cultural Arts**

- ☞ A list of parks most frequently used, and the specific improvements requested for each park, is included in the Appendix to this report.
- ☞ When asked what type of new activities are needed in Twin Falls, over half of the respondents (53 percent) chose recreational activities, with 23 percent saying that they don't care, and 12 percent requesting entertainment for adults and teens.

- ☞ When asked what type of additional facilities are needed in Twin Falls, 37 percent suggested parks and trail facilities, followed by 26 percent who wanted a recreation center. These facilities are more heavily favored by younger age groups than by older age groups.
- ☞ Neighborhood parks are considered the most needed form of parkland in Twin Falls (39 percent of respondents), followed by linear parks along the Canyon Rim (30 percent), and very large, natural open space reserves (26 percent). Older respondents are more likely to feel that no additional parkland is needed.
- ☞ 64 percent of respondents feel that it is important to have public parks within walking distance of their neighborhood. Younger age groups feel more strongly about neighborhood parks (86 percent) compared to older age groups (50 percent), but this is still a clear priority of all age groupings.
- ☞ The City's trails system has extensive usage by respondents, with 82 percent responding that a member of their household has used the trails system within the past year.
- ☞ The single biggest improvement to the trails system should be connecting gaps in the existing trails system (60 percent), followed by linking neighborhoods with the trail system (24 percent) and increased trail miles (24 percent). Although trail lighting was only mentioned by 20 percent of respondents overall, it was particularly important to younger age groups.
- ☞ The most-needed cultural activities in Twin Falls are concerts and music (42 percent), followed by visual arts and museums (38 percent) and theater and plays (34 percent).
- ☞ In terms of priorities for parks, recreation and community facilities, respondents gave first priority to the preservation of open spaces, followed by expanded airport service, and trails along the Canyon Rim.





**24. What type of parkland is most needed in Twin Falls?  
Pick up to two choices.**

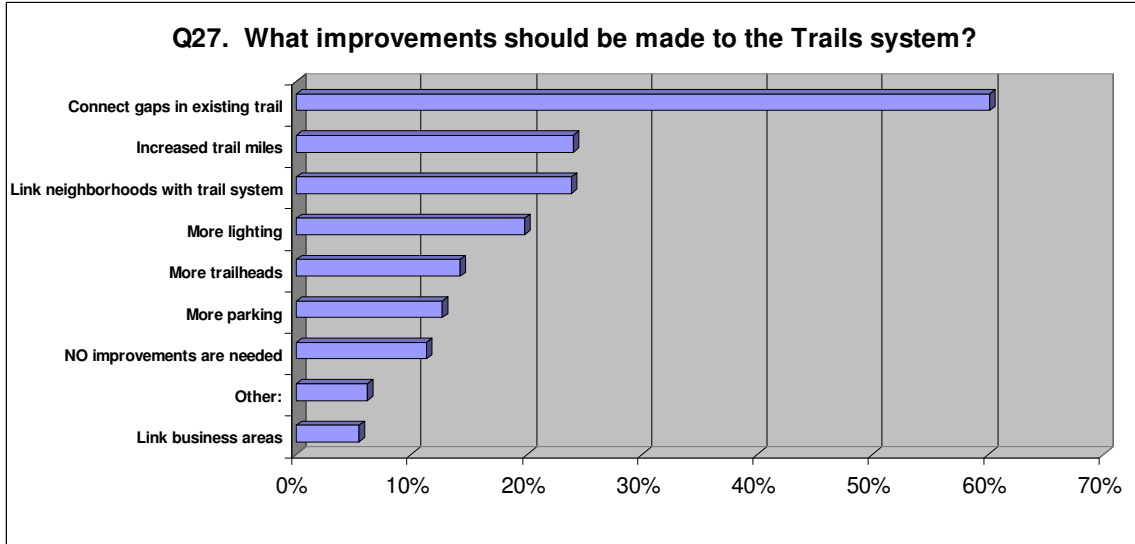
n=	846
Neighborhood parks	39%
Linear parks along Canyon Rim	30%
Very large, natural open space reserves	26%
Specialty parks (dogs, skateboard, BMX, etc.)	24%
Large, multi-use community parks	22%
Park land for sport fields	11%
NO additional park land is needed	11%

**25. From your perspective, is it important to have public parks within walking distance of your neighborhood (within 1/2 mile or ten minutes)?**

n=	880
Yes	64%
No	28%
Don't Know	8%

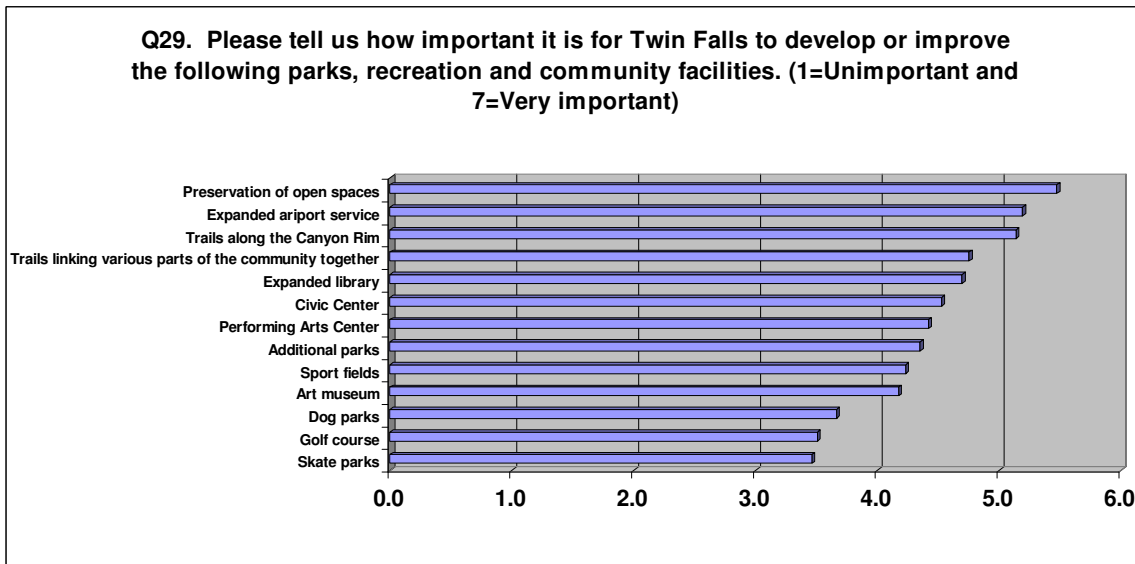
**26. How often do you or your family use the City's trails system?**

n=	899
Never	18%
Frequently (Weekly)	20%
Occasionally (Monthly)	28%
Seldom (a few times a year)	34%



**28. What type of cultural activities would you like to see improved or added to Twin Falls?**

n=	817
1. Visual arts, museums	38%
2. Lecture series	13%
3. Theater, plays	34%
4. Concerts and music	42%
5. Children's classes	21%
6. Dance	13%
7. Other	6%
8. None	17%

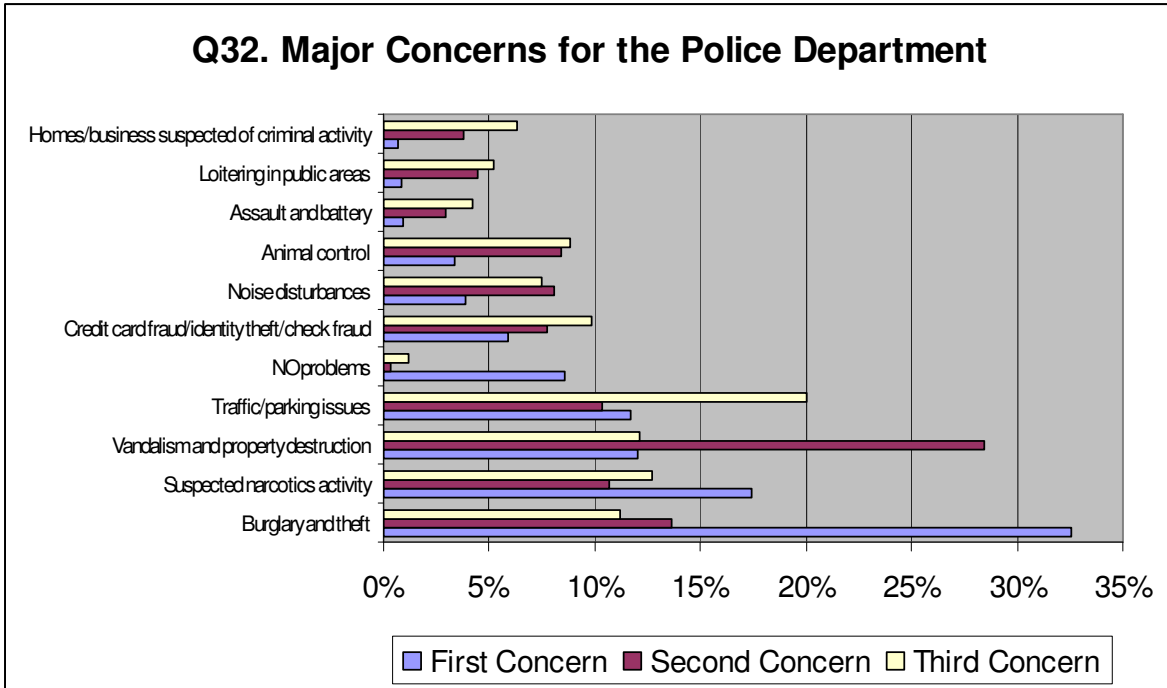


## VI. Police Department

- ☰ 92 percent of respondents feel safe in Twin Falls, but 44 percent feel less safe than they did five years ago. 43 percent feel as safe as, and three percent feel safer than they did five years ago.
- ☰ The biggest concern expressed, with regards to the police department, is burglary and theft, followed by vandalism and property destruction.
- ☰ The biggest concerns by neighborhood are as follows:
  - *Area 1:* Suspected narcotics activity
  - *Area 2:* Vandalism and property destruction
  - *Area 3:* Burglary and theft
  - *Area 4:* Burglary and theft
  - *Area 5:* Burglary and theft
  - *Area 6:* Suspected narcotics activity
  - *Area 7:* Burglary and theft
  - *Area 8:* Burglary and theft
  - *Area 9:* Suspected narcotics activity'
  - *Area 10:* Burglary and theft
  - *Area 11:* Burglary and theft
  - *Area 12:* Credit card fraud/identity theft/check fraud
  - *Area 13:* Suspected narcotics activity
  - *Area 14:* Burglary and theft
  - *Area 15:* Burglary and theft
  - *Area 16:* Burglary and theft
  - *Area 17:* Burglary and theft
  - *Area 18:* Burglary and theft
  - *Area 19:* Burglary and theft
  - *Area 20:* Burglary and theft
  - *Area 21:* Vandalism and property destruction

<b>30. Do you feel safe in Twin Falls?</b>	
n=	878
Yes	92%
No	8%

<b>31. Do you feel <i>safer</i> than, <i>less safe</i> than, or <i>as safe as</i>, compared to five years ago?</b>	
n=	893
Safer than	3%
Less safe than	44%
As safe as	43%
Don't know	10%



## VII. Website

- ☰ 30 percent of respondents have visited the City’s website, while 70 percent have not. Younger age groups are more likely to have used the website.
- ☰ The website is viewed as only somewhat helpful – a mean score of 3.1 on a scale of 1 to 5, with 1 meaning not helpful and 5 meaning very helpful.
- ☰ The website could be more helpful if it were more user friendly, including one-click links and bill pay.
- ☰ It appears that a fairly significant number of respondents are unaware of the website.

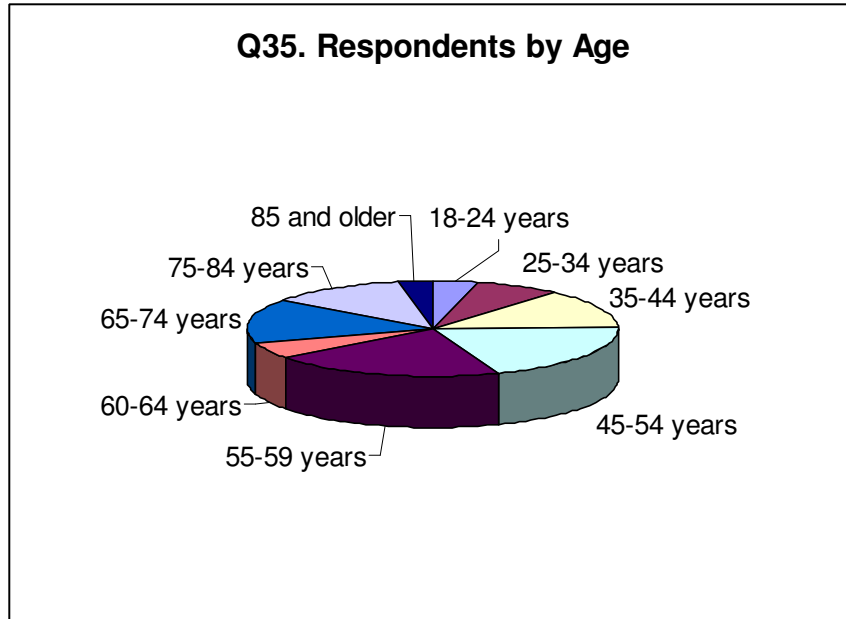
34a. Have you visited the City's website at www.tfid.org?	
n=	858
Yes	30%
No	70%

34b. if YES, how helpful is the website to you? 1=not helpful, 5=very helpful	
n=	265
Mean score	3.1

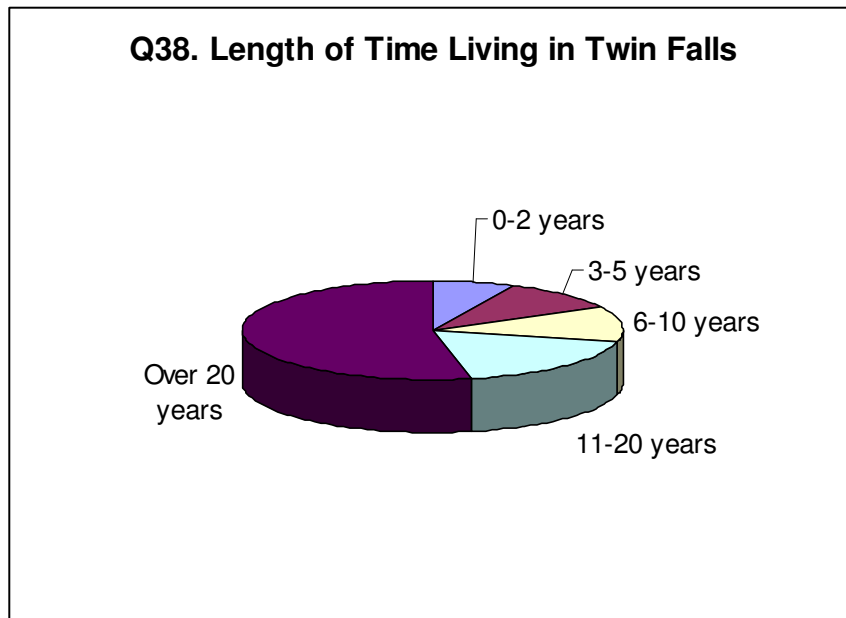
34c. What can we do to make it more helpful?	
n=	94
Update information	16%
City officials e-mails	3%
More user friendly/more info (more one-click links, bill pay)	43%
Let people know there is a website	20%

<b>34c. What can we do to make it more helpful?</b>	
n=	94
Other	20%

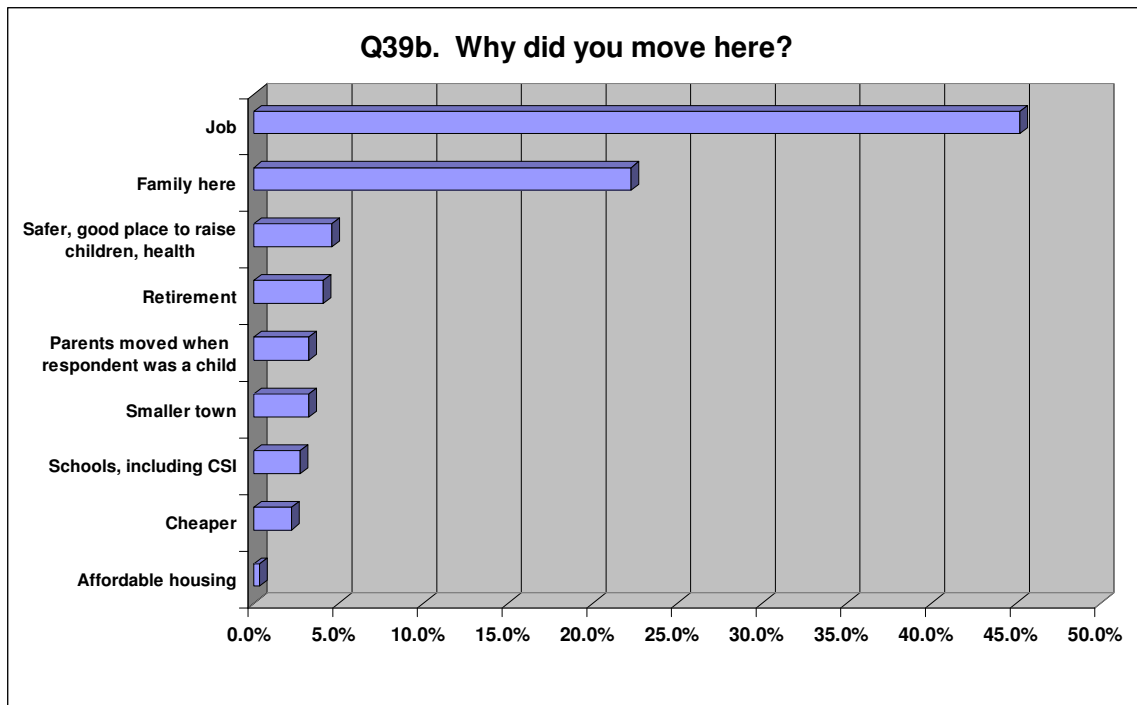
**VIII. Demographics**



<b>36. Do you have children living at home in any of the following age groups?</b>	
n=	909
0-5 years	12%
6-11 years	8%
12-18 years	15%
None	72%



<b>39a. If you are not from Twin Falls originally, where did you move from?</b>	
n=	599
Idaho	37%
Elsewhere	63%



<b>40. Are you a homeowner in the City of Twin Falls?</b>	
n=	911
Yes	83%
No	17%

<b>41. What is your highest level of educational attainment?</b>	
n=	905
Less than high school graduate	3%
High school graduate or equivalent	22%
Some college or associate's degree	40%
Bachelor's degree or higher	34%

