

# Community Preference Survey

## City of Spokane Valley Community Development Department

### Final Report

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# Executive Summary

## Introduction

In the Spring of 2004, Clearwater Research, working closely with the City of Spokane Valley Community Development Department, designed and executed a telephone survey with a random sample of 400 Spokane Valley adults. This Community Preference Survey was conducted as part of the City's comprehensive planning process and its major purpose was to gather representative community input on a variety of planning-related issues. Survey data was collected from March 18 to April 7, 2004.

## The Spokane Valley Community

The majority of respondents (83%) indicated they thought Spokane Valley was headed in the right direction. However, respondents did identify a number of important issues facing Spokane Valley. Concerns about the economy and planning-related matters were among the top issues respondents identified as facing the City.

## City Center / Community Identity

City Center. Sixty-two percent of respondents indicated that having a recognizable downtown or city center was important to the future of Spokane Valley. Female respondents, respondents at lower income levels, and respondents residing in one or two person households were most likely to report that having a recognizable downtown was important to the future of Spokane Valley. There was strong support among respondents for spending public money to create a city center. Seventy-four percent of respondents either somewhat or strongly supported Spokane Valley officials using public money to develop a city center. Only 2% strongly opposed the use of public money to create a city center. Over half of respondents (52%) felt the University City area would be the most ideal Spokane Valley location for a city center.

Community Identity. Only 26% of respondents thought Spokane Valley had a distinct identity or something that made it unique. Interestingly, almost the same percentage of respondents who said Spokane Valley does not have a community identity (74%) indicated that having a community identity was important to the future of Spokane Valley (76%). While many respondents (47%) felt community identity could be developed through social changes, others believed physical changes (28%) or a combination of both physical and social changes (25%) were the best means for accomplishing the development of community identity.

## Community Aesthetics

The typical pattern of development along the major streets of Spokane Valley did not appear to be of great concern to respondents. Just 22% expressed dissatisfaction with the current type of development along major streets. Further underscoring the general lack of concern about the typical pattern of development along major streets, only 23%

of respondents indicated adding street trees and landscaping to major streets should be a high priority for City officials. Interestingly, lower income respondents were much more apt than higher income respondents to report that making streets pedestrian-friendly should be a high priority for City officials.

Opinions regarding the priority City officials should place on stronger sign and billboard controls were very mixed. However, 67% of respondents indicated that Spokane Valley officials should place a medium or high priority on stronger sign and billboard control and as such, it is probable that the majority of residents would be supportive of stronger billboard control regulations. Respondents' opinions regarding the development of small commercial centers close to residential neighborhoods were also sharply divided. Just under half of respondents (46%) were supportive of developing small commercial centers close to residential neighborhoods.

One-third of respondents (33%) resided in an area that had recently been part of the Spokane Valley Sewer Project. Among those respondents who had direct experience with the Sewer Project there was substantial satisfaction with the quality of street reconstruction following the Sewer Project. Eighty-one percent were either very or somewhat satisfied with the reconstructed streets.

### **Public Services**

Underscoring a high level of confidence in the Spokane Valley police force, 85% of respondents indicated that the quality of police services was good, very good, or excellent. Fire protection services and library services were also viewed quite positively by respondents, with 95% and 83%, respectively, rating these services as good, very good, or excellent. The quality of street maintenance in Spokane Valley was not viewed in such a glowing fashion. Fifty-four percent of respondents indicated that street maintenance was fair or poor. However, of those respondents who gave fair or poor ratings, 60% indicated a willingness to pay additional taxes in order to have improved street maintenance.

Just 7% of respondents had had experience with the Spokane Valley Permit Center within the last year. Generally speaking, those respondents who did have experience with the Permit Center were very satisfied with the services they received.

### **Transportation**

Commuting Behavior. Eight percent of respondents reported that their home-to-work commute time was more than 30 minutes. The vast majority of respondents indicated they usually got to work by driving alone. Only 2% of respondents, respectively, said they typically got to work by using public transportation or by carpooling or van pooling.

Couplet. Sixty-nine percent of respondents agreed that the Sprague/Appleway Couplet has been a useful improvement to the overall roadway system in Spokane Valley. Just under one-third of respondents (31%) said Sprague should be returned to two-way traffic from University Road to Interstate 90. Not unexpectedly, respondents who

indicated the Sprague/Appleway Couplet had been a useful improvement were much less likely to indicate that Sprague, between University and I-90, should be returned to two-way traffic. Extending the Couplet East to Evergreen Road was supported by a slim 56% majority. Male respondents tended to be more favorably disposed to extending the Couplet East to Evergreen Road as well as to maintaining the Couplet rather than returning it to two-way traffic between University and I-90.

Development of Light Rail. Under half of respondents (48%) indicated they were supportive of the development of light rail in the Spokane region. Female respondents and more highly educated respondents were most likely to support the development of light rail in the region.

### **Parks and Recreation**

Both parks and recreational facilities were viewed positively by the majority of respondents. Eighty percent and 71% of respondents, respectively, indicated that the quality of parks and recreational facilities was good, very good, or excellent. Sixty-six percent of respondents reported there was a park in or close to their neighborhood while 59% said there were recreational facilities in or close to their neighborhood. Not surprisingly, those respondents who resided close to a park or to recreational facilities were more likely than those not in close proximity to such facilities to indicate the building of parks and recreational facilities should be a low priority for City officials.

### **Personal Safety**

The overwhelming majority of respondents felt that Spokane Valley was a safe place to live. Further, 95% of respondents said their neighborhood was a safe place to live highlighting a strong sense of personal safety among the majority of respondents.

# Introduction

## **Background and Study Purpose**

In the Spring of 2004, the City of Spokane Valley Community Development Department (SVCDD) contracted with Clearwater Research, Inc., to design and implement a community preference survey of Spokane Valley residents. The survey was conducted as part of the City's comprehensive planning and citizen participation process under the Washington State Growth Management Act. The major purpose of the survey was to solicit community input on land use, transportation, and capital facilities issues in order to inform the comprehensive planning process.

## **Scope of Work**

Clearwater Research, working closely with the SVCDD, designed and implemented a telephone survey with a random sample of 400 Spokane Valley adults in late March and early April of 2004.

# Method

## **Survey Instrument**

Clearwater Research collaborated with SVCDD representatives to design the Community Preference Survey questionnaire. The questionnaire covered core demographics as well as several other areas of interest:

- Community Development (City Center and Community Identity)
- Community Aesthetics
- Public Services
- Transportation (Couplet and Light Rail Issues plus Commuting Behavior)
- Parks and Recreation
- Personal Safety

Many questionnaire items were derived from similar planning-related studies focused on transportation, land use and community development. Other items were developed and customized exclusively to address issues unique to Spokane Valley. The survey was conducted in English only and the average interview length was thirteen minutes.

## **Sampling**

Clearwater Research obtained a probability sample of the target population, non-institutionalized adults residing within six Spokane Valley zip codes (99212, 99223, 99206, 99016, 99037, and 99216), using a 2-stage cluster sampling method. At the first stage, a set of households was selected via the telephone numbers randomly selected from the working banks in the zip codes outlined above. At the second stage, one adult

was selected at random from the set of eligible adults living in the household using the “most recent birthday” method. After introducing the survey to the person who happened to answer the phone call, the interviewer asked for the adult (18 years of age or older) in the household who had had the most recent birthday. This methodology is commonly used for obtaining probability samples for telephone survey projects. The overall sample size of 409 adults achieves a maximum 95% confidence interval of +/- 4.9% for binomial proportions (such as “yes”/“no” items).

### *Sample Production and Processing*

Clearwater Research used several techniques to design and process the sampled telephone numbers in order to produce the highest quality probability sample and data set in the most cost-efficient manner.

The sample design for the Community Preference Survey employed a list-assisted random digit dialing (RDD) sample methodology using a truncated telephone number frame based on *working banks*. A *bank* is defined here as a series of 100 telephone numbers specified by a 3-digit area code, a 3-digit exchange, and the first 2 digits of a 4-digit telephone line number, ranging from XXX-XXX-XX00 to XXX-XXX-XX99. A *working bank* is defined here as a series of 100 telephone numbers from XXX-XXX-XX00 to XXX-XXX-XX99, at least one of which is listed in an up-to-date telephone directory as reaching a household. The remaining banks of telephone numbers—those for which no listed household telephone number can be found—are called *zero banks*. The sample design did not include zero banks. This represents a slight decrease in sample coverage of households with telephones and thus increases the risk of bias associated with coverage error. However, compared with a full frame design, this design provides a significant increase in sample efficiency, keeping data collection costs manageable.

As an additional efficiency measure, Clearwater Research employed a service that marked identifiable business and non-working numbers in the sampled telephone numbers before the data collection began. These records were sequestered during the data collection process and were assigned appropriate final disposition codes at the end of the data collection field period.

During the field period, replicates of the sample records not identified as nonresidential were loaded into the Clearwater Research computer-assisted telephone interview (CATI) system and distributed to interviewers for calling. A sample record is resolved by calling it until a final disposition code has been assigned or until the maximum number of call attempts has been made during the field period.

### *Data Collection*

Clearwater Research collected data from March 18 to April 7, 2004. Interviewers were thoroughly briefed prior to data collection, and they rehearsed the questionnaire before conducting actual interviews. Additionally, monitoring staff listened to a sampling of interviews throughout the field period to maintain data quality.

Sampled telephone numbers were called according to a schedule designed to minimize bias problems associated with difficult-to-reach respondents. Each sample record was resolved by attempting it a minimum of eight times during the calling period or until a final disposition code (such as “completed interview” or “disconnected/nonworking number”) was assigned. The calling hours for the project were primarily weekday evenings and weekends. However, calls were also made during the daytime on weekdays in an attempt to capture potential respondents who could be reached at home during weekday business hours.

At the close of the field period, each sampled telephone number was assigned a final disposition that summarizes the separate outcomes of each call attempt for that number. The final dispositions for the Community Preference Survey sample are presented in Table 1. A total of 409 interviews were completed during the field period.

**Table 1: Final Dispositions**

CODE	DISPOSITION DESCRIPTION	RECORDS
1	Completed interview	409
2	Refused interview	617
3	Nonworking number	1132
4	Not a private residence	744
5	No eligible respondent at this number	226
6	Selected respondent not available during the interviewing period	40
7	Language barrier/Respondent unable to communicate	15
8	Interview terminated within questionnaire	56
9	Final technological barrier	10
10	Final busy/Final no answer/Final answering machine	526
Total		3775

### *Response Rates*

The response rate measures the relative success with which households sampled for the survey actually participated. For RDD samples, this is typically calculated as the percentage of households, assumed to be reachable via the sampled phone numbers, that completed interviews during the field period. The higher the response rate, the lower the potential will be for nonresponse bias in the data.

Clearwater Research typically calculates two widely used response rates developed and popularized by the Council of American Survey Research Organizations, which we refer to as the *CASRO* response rate and the *CASRO Upper Bound* response rate. The *CASRO* rate is a more conservative estimate, while the *Upper Bound* rate is a commonly used “best case” rate. The *CASRO* response rate for this project was 31.4%, and the *Upper Bound* rate was 38.0%.

## Data Preparation

Survey data were entered and automatically consolidated into a CATI database as the interviews were being conducted. Prior to analysis, Clearwater Research followed a comprehensive routine of data preparation. Data were converted from the CATI database and formatted for review and analysis in SPSS, a statistical analysis software package. Prior to analysis, the original survey variables and response categories were labeled, and additional variables were created for the analysis as needed. In addition, open-ended responses were examined and cleaned for overall comprehension. Finally, the individual cases (interviews) were weighted so the survey results would give the most accurate picture of the adult population in Spokane Valley.

## Coding

Clearwater Research has developed a standard set of procedures to prepare data for review and analysis. First, each variable was provided a unique label matching the CATI question number from the survey instrument. Next, each raw, labeled variable was recoded into a new variable to remove nonresponsive answers (e.g., Don't Know, Refused). These recoded variables were designated using an alphabetical subscript that identifies the resultant measurement scale. A complete listing of these recode subscripts is provided in Table 2.

**Table 2: Examples of Variable Subscript Labels**

LABEL	MEANING
M	A variable which has been coded for interval level analysis. Answers such as "Don't know," "Refused," and "No answer" recoded as system missing (e.g., Q005M).
D	A variable which has been coded for use as a dichotomous (two-category) variable. Answers such as "Don't know," "Refused," and "No answer" recoded as system missing (e.g., Q005D).
T	A variable which has been coded for use as a trichotomous (three-category) variable. Answers such as "Don't know," "Refused," and "No answer" recoded as system missing (e.g., Q005T).
C	A scaled or categorical variable which has been recoded into more than three categories. Answers such as "Don't know," "Refused," and "No answer" recoded as system missing (e.g., Q005C).

## Weighting

Weighting is a simple statistical adjustment (a multiplier) for each survey respondent in the data set. The purpose for weighting is usually to correct for bias in the unweighted survey results that can occur as a result of sample design or variations in patterns of response.

The database for the analysis was organized so that each case represented data from a single interview with an adult. The cases were then weighted to account for probabilities of selection that varied from household to household, and nonsampling error that might

arise from nonresponse and noncoverage of households without telephones. In the first step, a probability-of-selection weighting factor was calculated that included the number of eligible adults in the household and the number of residential telephone lines that served the household. In the second step, a poststratification factor was calculated to bring the proportions of age and sex in the sample in line with those in the population of adults in Spokane Valley. Two weights were produced in these calculations. The first weight is called the *relative* weight, which sums to the sample size and may be used with standard statistical software (such as SPSS) to calculate point estimates of population characteristics and approximate variance estimates for statistical tests. The second weight is called the expansion weight, which sums to the population size and must be used with specialized statistical software (such as SUDAAN) to calculate exact variance estimates.

Eight of the interviews were removed in preparing the survey data set because they lacked information essential for calculating case weights (i.e., age and number of residential phone lines). The weighted data set used for analysis of the survey results contains 401 cases.

## **Data Analysis**

Clearwater Research used SPSS to analyze the data. The initial analyses involved frequency tables and descriptive statistics (e.g., mean, standard deviation) to examine and characterize the distribution of responses for each variable. These descriptive statistics also guided the subsequent analyses.

In the second phase of the analysis patterns of relations between variables to identify meaningful similarities and dissimilarities among the data were examined. Chi-square tests were primarily used to explore differences in response patterns and outcomes across salient demographic variables.

## Findings and Interpretation

The results of the analysis are presented in the following order:

1. Demographics
2. The Spokane Valley Community
3. City Center / Community Identity
4. Community Aesthetics
5. Public Services
6. Transportation (Couplet and Light Rail Issues plus Commuting Behavior)
7. Parks and Recreation
8. Personal Safety

On the following pages, charts, tables, and descriptions of survey results include the question numbers for easy reference. For the full text of the questions and response categories for the Community Preference Survey, please refer to Appendix A.

Crosstabulations between core demographics (gender, age, education level, income, and household size) and the majority of substantive survey questions were examined during the analysis phase of this project.

During the course of the analysis the majority of demographic and substantive survey questions were recoded in a manner that grouped response categories together (e.g., responses of “strongly agree”, “somewhat agree” were grouped together and compared to the grouped responses of “strongly disagree” and “somewhat disagree”). This re-coding, or collapsing of response categories, facilitated interpretation of survey findings and in some instances made ‘n’ sizes sufficient to conduct viable statistical analysis.

In many instances, crosstabular relationships did not reveal informative patterns. As a result only two types of crosstabular relationships are presented in this report: 1) relationships that were statistically significant based on the chi square statistic, a statistical test of difference; or 2) statistically insignificant relationships that illustrated particularly noteworthy trends. All statistically significant crosstabulations are presented with reference to corresponding chi square statistics<sup>1</sup> and *p*-values<sup>2</sup>.

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<sup>1</sup>The results of chi square statistical tests present findings in relation to expected values. These expected values are calculated separately for each test using the frequency distributions of the variables being analyzed. Significant findings for these statistical tests are interpreted in terms of these expected values (i.e., how different the pattern of results is from the pattern we would expect if there was no relation between the variables).

<sup>2</sup> The *p*-value associated with a particular statistical test, indicated by the letter “*p*,” conveys the reliability of a particular finding. A *p*-value of less than .05. (i.e.,  $p < .05$ ), means that the result was likely to have occurred by random error or chance just 5 in 100 times. A *p*-value of less than .01. (i.e.,  $p < .01$ ), means that the result was likely to have occurred by random error or

## Demographics

The following section describes the demographics of the survey respondents.

**Table 3: Summary Characteristics of Survey Respondents**

	% OF RESPONDENTS
<b>GENDER (Q200)</b>	
Male	43.4%
Female	56.6%
<b>AGE (Q185)</b>	
Mean age in years	49.2
<b>INCOME (Q215)</b>	
Less than \$20,000	10.2%
\$20,000 to \$34,999	22.5%
\$35,000 to \$49,999	22.2%
\$50,000 to \$74,999	20.2%
\$75,000 or more	24.8%
<b>EDUCATION LEVEL (Q195)</b>	
Less than high school	3.5%
High school graduate/GED	20.9%
Some college but less than 4 years/technical school	35.9%
4-year college graduate or more	39.7%
<b>EMPLOYMENT STATUS (Q015)</b>	
Employed for wages	53.5%
Self-employed	10.5%
Out of work	2.8%
Homemaker	6.0%
Student	2.0%
Unable to work	2.5%
Retired	22.8%
<b>HOUSEHOLD SIZE (Q205)</b>	
1 person	22.2%
2 person	34.7%
3 person	17.7%
4 person	13.5%
5 or more person	11.9%
<b>OWN / RENT/ LEASE PLACE OF RESIDENCE (Q005)</b>	
Own	73.9%
Rent or lease	23.9%
Other	2.2%
<b>HOUSING UNIT LIVED IN (Q010)</b>	
Single family detached	81.0%
Duplex	4.4%
Apartment	10.8%
Townhouse or condominium	1.1%
Manufactured home	2.2%
Other	1.0%

chance just 1 in 100 times. A  $p$ -value of less than .001. (i.e.,  $p < .001$ ), means that the result was likely to have occurred by random error or chance just 1 in 1000 times.

### *Demographics Summary*

The sample, while not split evenly along gender lines, was comprised of a substantial proportion of men (43%). The average age of sampled respondents was 49 years and ranged from 18 to 99. Both income and education level were fairly evenly distributed among survey respondents. While a large proportion of survey respondents was employed for wages or self-employed (64%), a substantial portion of the remaining respondents were retired (23%).

One and two person households comprised 57% of the sample. The majority of respondents (74%) owned their place or residence and 19% of respondents lived in a housing unit other than a single-family detached home.

### *Demographics Used In Subsequent Analysis*

In the subsequent analysis described in the sections below, the following demographic variables are crosstabulated with substantive survey questions:

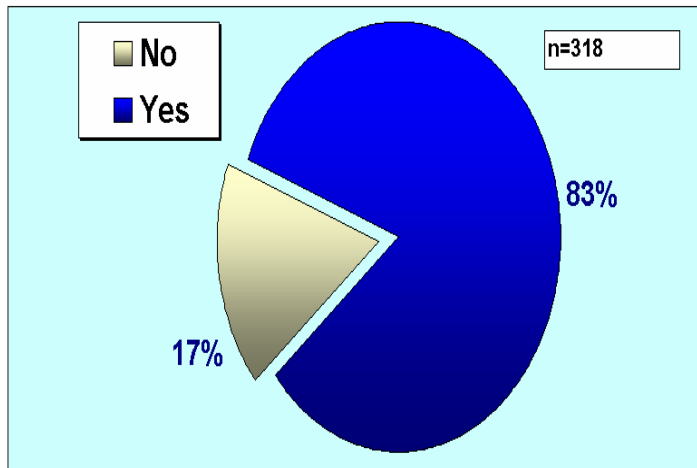
- Gender (male, female)
- Age (recoded into three groups: 18 to 44, 45 to 59, and 60 to 99)
- Educational Level (recoded into three groups: high school or less, some college, and four or more years of college)
- Income (recoded into three groups: less than \$35,000, \$35,000 to less than \$75,000, and \$75,000 or more)
- Household Size (recoded into two groups: 1 and 2 person households and 3 or more person households)

## The Spokane Valley Community

General questions about the direction Spokane Valley is headed and issues facing the City are covered in this segment of the analysis.

### Over 8 in 10 Think Spokane Valley is Headed in the Right Direction

**Figure 1: Spokane Valley Headed in the Right Direction (Q026)**



- The majority of survey respondents appeared optimistic about the direction Spokane Valley is headed. Only 17% of respondents indicated they thought Spokane Valley was not headed in the right direction.

### Demographics and Spokane Valley Headed in the Right Direction

**Table 4: Linkages Between Demographic Characteristics and Spokane Valley Headed in the Right Direction**

INDEPENDENT VARIABLE	SPOKANE VALLEY HEADED IN RIGHT DIRECTION	
	NO	YES
STATISTICALLY SIGNIFICANT		
GENDER		
Male	22.5%	77.5%
Female	12.8%	87.2%
INCOME		
Less than \$35,000	16.9%	83.1%
\$35,000 to less than \$75,000	6.7%	93.3%
\$75,000 or more	26.7%	73.3%

- Female respondents were more likely than their male counterparts to report that Spokane Valley is headed in the right direction (Pearson chi square = 5.1;  $p \leq .05$ ).

- Respondents in highest income category were less likely than those in the low and middle income categories to indicate that Spokane Valley is headed in the right direction (Pearson chi square = 14.7;  $p \leq .001$ ).
- Across income categories the majority of respondents reported that Spokane Valley is headed in the right direction. However, it appears that respondents making between \$35,000 and \$75,000 are the most convinced that Spokane Valley is headed in the right direction.

### *Economic and Planning Issues of Concern to Respondents*

**Table 5: Important Issues Facing Spokane Valley**

<b>Q027: In your opinion, what is the single most important issue facing Spokane Valley?</b>	
<b>Category</b>	<b>Percent</b>
Economy (Overall economic growth)	14.6%
Traffic/roads	12.9%
Jobs (Unemployment)	10.4%
Taxes	6.9%
Controlling/managing growth	5.3%
Education (Level of funding)	4.5%
Police services/safety	3.9%
Budget	3.7%
Central city government/planning	3.1%
Developing city center/downtown	2.6%
Environment (Degradation/aquifer protection)	2.0%
<i>Other</i>	16.0%
<i>Don't know</i>	13.9%
<i>Refused</i>	.3%
<b>Total</b>	<b>100.0%</b>

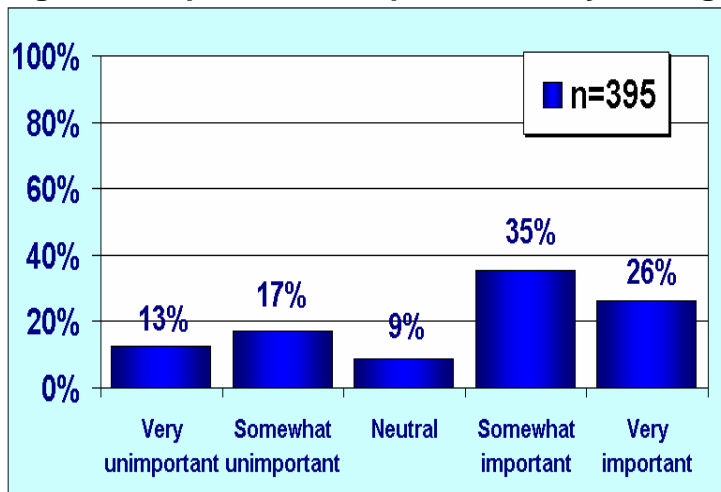
- Respondents were asked to name the single most important issue facing Spokane Valley. A list of potential response categories (important issues) was not read to respondents. Rather respondents self-identified a single issue they felt was the most important issue facing Spokane Valley.
- Economic issues were clearly of concern to many respondents. The economy / overall economic growth and jobs / unemployment were, combined, named by one-quarter (25%) of respondents.
- Urban planning-related issues (traffic / roads and controlling / managing growth) were also named by many respondents indicating that developing a comprehensive plan for Spokane Valley is likely very timely.

## City Center / Community Identity

This section of the analysis focuses on questions that examined a variety of land use and community development issues including the importance of Spokane Valley having a recognizable “city center” and a distinct “community identity”. Results from questions centered on options for changing the appearance of both new and existing development in Spokane Valley are also presented in this section.

### 61% Believe Having a Downtown is Important to the Future of Spokane Valley

Figure 2: Importance of Spokane Valley Having a Downtown (Q050)



- Respondents were asked how important it was to the future of Spokane Valley to have an area of the City that is recognized as a city center or downtown.
- Thirty percent of respondents indicated it was unimportant (very or somewhat) to the future of Spokane Valley to have an area of the City recognizable as a downtown.
- In contrast, 26% of respondents thought it was very important to the future of Spokane Valley to have recognizable downtown and another 35% indicated it was somewhat important for Spokane Valley to have a downtown.

## Demographics and Importance of Having City Center

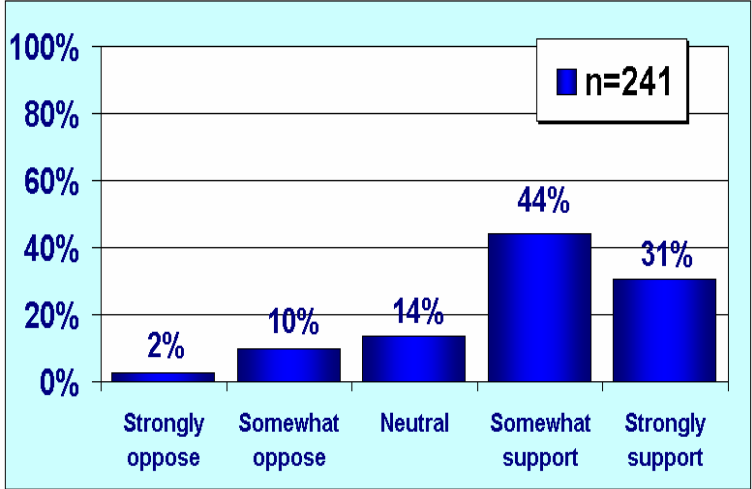
**Table 6: Linkages Between Demographic Characteristics and Importance of Having a City Center**

INDEPENDENT VARIABLE	IMPORTANCE OF HAVING A CITY CENTER	
	UNIMPORTANT OR NEUTRAL	IMPORTANT
STATISTICALLY SIGNIFICANT		
GENDER		
Male	43.6%	56.4%
Female	33.8%	66.2%
INCOME		
Less than \$35,000	23.8%	76.2%
\$35,000 to less than \$75,000	39.3%	60.7%
\$75,000 or more	46.4%	53.6%
HOUSEHOLD SIZE		
1 and 2 person households	31.8%	68.2%
3 or more person households	43.6%	56.4%

- Male respondents were less likely than female respondents to indicate that having a recognizable city center was important to the future of Spokane Valley (Pearson chi square = 4.0;  $p \leq .05$ ).
- Seventy-six percent of respondents in the lowest income category said it was important to the future of Spokane Valley to have a city center as compared to 54% of respondents in the highest income category (Pearson chi square = 11.9;  $p \leq .01$ ).
- Not surprisingly given their likely childless living circumstances, respondents living in 1 or 2 person households were more likely than those living in larger households to indicate that having a city center was important to the future of Spokane Valley (Pearson chi square = 5.7;  $p \leq .05$ )

*Nearly Three-Quarters Support Spending Public Money to Create a City Center*

**Figure 3: Support/Opposition to Spending Public Money to Create a City Center (Q055)**



- Respondents were asked how supportive they would be of Spokane Valley officials spending public money to promote the creation of a city center.
- Three-quarters of respondents (75%) indicated they were either somewhat or strongly supportive of Spokane Valley officials spending public money to create a city center.
- There was minimal opposition among survey participants to the spending of public money to create a city center. Just 2% of respondents were strongly opposed, and 10% somewhat opposed, to the spending of public money to create a city center.

*Demographics and Spending Public Money to Create a City Center*

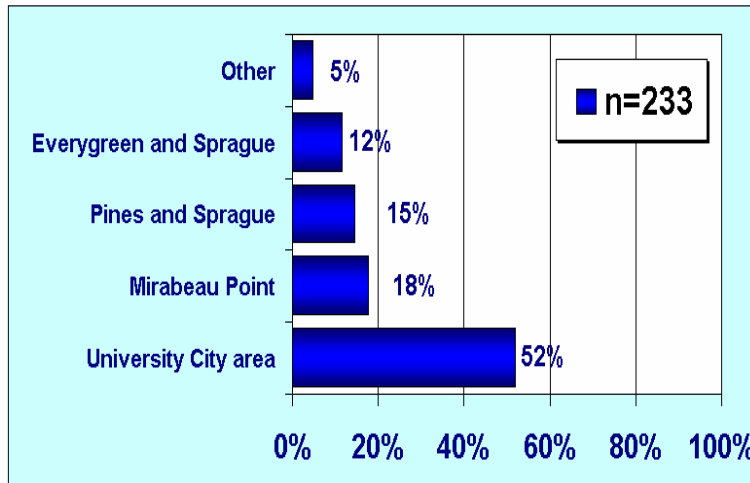
**Table 7: Linkages Between Demographic Characteristics and Support of Spending Public Money to Create a City Center**

INDEPENDENT VARIABLE	SUPPORT/OPOSE SPENDING PUBLIC MONEY TO CREATE CITY CENTER	
	OPPOSE OR NEUTRAL	SUPPORT
STATISTICALLY SIGNIFICANT		
GENDER		
Male	32.7%	67.3%
Female	20.1%	79.7%

- Given the fact that females were more inclined than males to indicate having a city center was important to the future of Spokane Valley, it is not unexpected that females were more likely than their male counterparts to support the spending of public money to create a city center (Pearson chi square = 4.9;  $p \leq .05$ ).

*Over Half Believe University City Area is Best Location for City Center*

**Figure 4: Most Ideal Location for Spokane Valley City Center (Q060)**



- Fifty-two percent of respondents indicated that the University City area would be the most ideal location for a city center.
- Although respondents did indicate that other areas of Spokane Valley would be the most ideal location for a city center, opinions were fragmented with no one area clearly emerging as a second most ideal location as compared to University City.

*Demographics and Most Ideal Location for City Center*

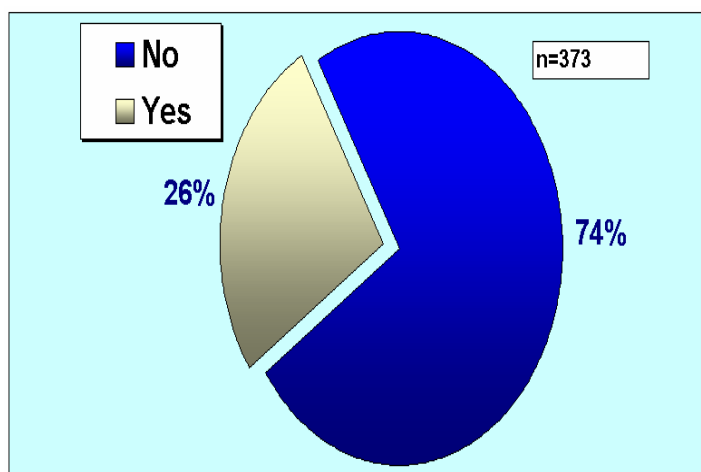
**Table 8: Linkages Between Demographic Characteristics and Most Ideal Location for City Center**

INDEPENDENT VARIABLE	MOST IDEAL LOCATION FOR CITY CENTER	
	UNIVERSITY CITY	OTHER LOCATION
<b>STATISTICALLY SIGNIFICANT</b>		
<b>EDUCATION LEVEL</b>		
High School or less	38.5%	61.5%
Some college (1 to 3 years)	66.7%	33.3%
4 or more years of college	46.4%	53.6%
<b>STATISTICALLY INSIGNIFICANT</b>		
<b>AGE</b>		
18 to 44	44.5%	55.5%
45 to 59	55.6%	44.4%
60 or older	63.5%	36.5%

- Respondents with some college education were more likely than their counterparts at other education levels, in particular those with no college education, to report that the University City area would be the most ideal location for a city center (Pearson chi square = 13.0;  $p \leq .001$ ).
- Although the relationship between age and ideal center city location was not statistically significant, it did reveal an interesting pattern. Older respondents were substantially more likely than younger respondents to indicate University City was the most ideal location for a city center.

### Only 26% Believe Spokane Valley Has a Distinct Identity

**Figure 5: Community Identity or Something that Makes Spokane Valley Unique (Q065)**



- Nearly three-quarters of respondents (74%) reported that Spokane Valley does not have a community identity or something that makes it unique.

### Demographics and Community Identity

**Table 9: Linkages Between Demographic Characteristics and Spokane Valley Having an Identity**

INDEPENDENT VARIABLE	DOES SPOKANE VALLEY HAVE IDENTITY OR SOMETHING THAT MAKES IT UNIQUE?	
	NO	YES
STATISTICALLY SIGNIFICANT		
GENDER		
Male	78.9%	21.1%
Female	68.9%	31.1%

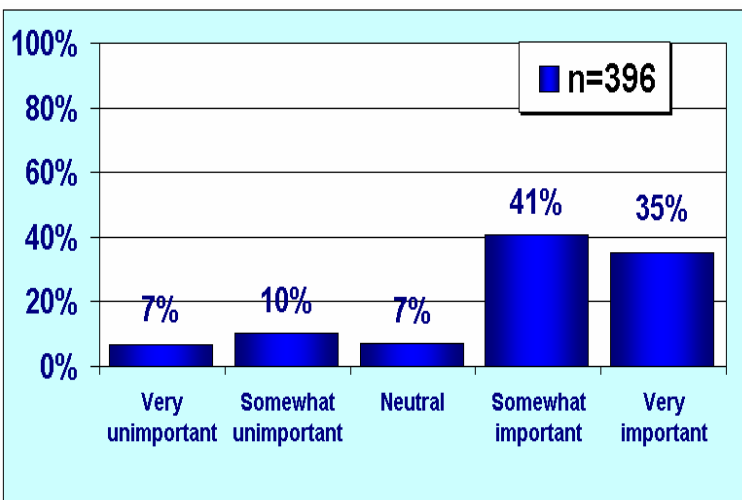
- Female respondents were slightly more likely than male respondents to indicate that Spokane Valley has an identity of something that makes it unique (Pearson chi square = 4.8;  $p \leq .05$ ).

### *Descriptions of Spokane Valley's Identity/Uniqueness*

- Respondents who indicated that Spokane Valley did have an identity or something that makes in unique (Q065) were asked to describe the City's identity or uniqueness (Q070).
- Although respondents gave a variety of descriptions of Spokane Valley's identity / uniqueness, several similar themes emerged. Five reoccurring descriptions were:
  - Friendly, wholesome, good place to raise a family
  - Mirabeau Point/Park, Centennial Trail
  - Parks and open space, tress and physical beauty
  - Small town or rural atmosphere
  - Everything needed is close by/convenient

### *Majority Believe Having a Community Identity is Important to Future of Spokane Valley*

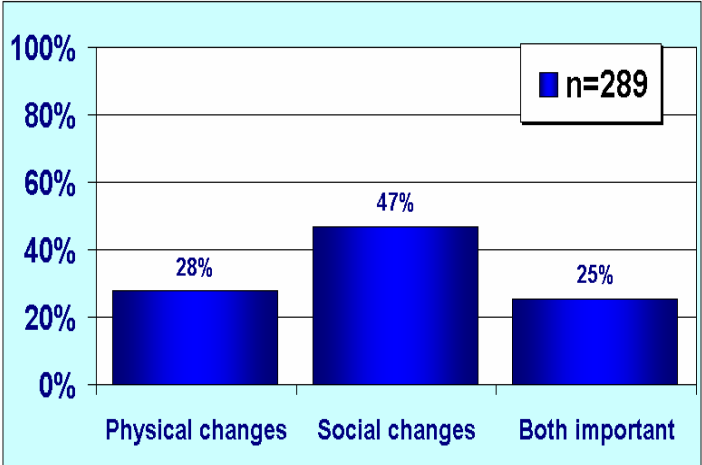
**Figure 6: Importance of Spokane Valley Having Community Identity (Q075)**



- Nearly the same percentages of respondents who indicated Spokane Valley does not have an identity or something that makes it unique (74%) reported that having a community identity was very or somewhat important to the future of Spokane Valley (76%).
- There were no statistically significant relationships between demographic characteristics and the importance of Spokane Valley having a community identity.

*Nearly Half Said Community Identity Development Best Accomplished Through Social Changes*

**Figure 7: Development of Community Identity Best Accomplished Through Physical or Social Changes (Q080)**



- Although nearly half of respondents (47%) felt that the development of a community identity could best be accomplished through social changes, another 28% indicated physical changes would be the best way to develop a community identity.
- Further, one-quarter of respondents (25%) felt physical and social changes were equally important to the development of a community identity.
- Taken together, these findings underscore mixed opinions regarding the best way to develop a community identity and highlight potential support for implementing both physical and social changes in the process of developing a community identity.

*Demographics and How Best to Develop Community Identity*

**Table 10: Linkages Between Demographic Characteristics and How Best to Develop a Community Identity**

INDEPENDENT VARIABLE	BEST WAY TO DEVELOP COMMUNITY IDENTITY		
	PHYSICAL CHANGES	SOCIAL CHANGES	BOTH EQUALLY IMPORTANT
<b>STATISTICALLY SIGNIFICANT INCOME</b>			
Less than \$35,000	29.3%	51.2%	19.5%
\$35,000 to less than \$75,000	20.7%	51.4%	27.9%
\$75,000 or more	36.8%	33.8%	29.4%

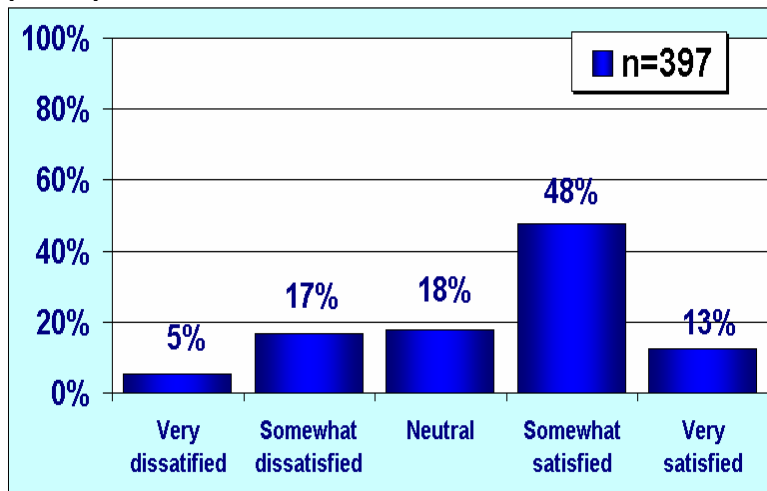
- Although the relationship between income and how best to develop a community identity was not statistically significant, it did highlight an interesting pattern of results. Respondents at the highest income level were more likely to indicate that community identity could best be accomplished through physical changes. Higher income respondents (those making more than \$35,000 per year) were also more likely than their lower income peers to report that physical and social change were both equally important to the development of a community identity.

## Community Aesthetics

This portion of the analysis is concentrated on questions that examine satisfaction with current development practices as well as questions that explore potential support for planning initiatives focused largely on community aesthetics.

### *Few Dissatisfied with Typical Development Along Major Streets*

**Figure 8: Satisfaction with Typical Pattern of Development Along Major Streets (Q120)**



- Just 22% of respondents expressed dissatisfaction with the typical pattern of development along the major streets of Spokane Valley.

### *Demographics and Satisfaction with Typical Pattern of Development Along Major Streets*

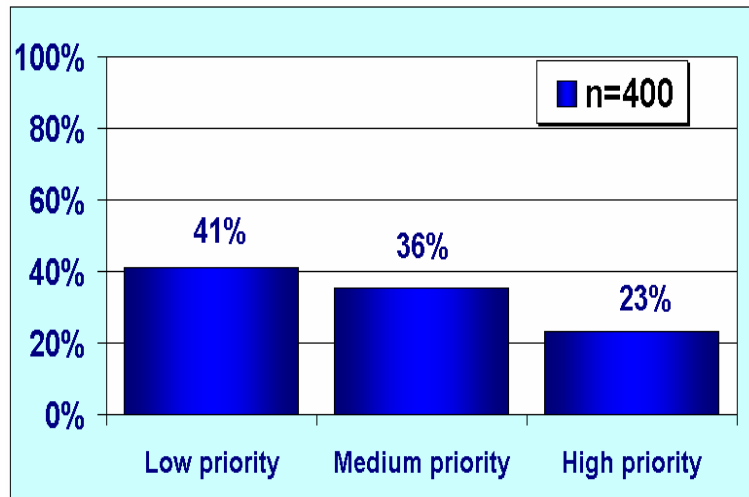
**Table 11: Linkages Between Demographic Characteristics and Satisfaction with Typical Pattern of Development Along Major Streets**

INDEPENDENT VARIABLE	SATISFACTION WITH TYPICAL PATTERN OF DEVELOPMENT ALONG MAJOR STREETS	
	DISSATISFIED OR NEUTRAL	SATISFIED
STATISTICALLY SIGNIFICANT		
AGE		
18 to 44	47.1%	52.9%
45 to 59	31.8%	68.2%
60 or older	32.5%	67.5%

- Although younger respondents did not express overwhelming dissatisfaction with the typical pattern of development along major streets, they were less likely than older respondents to report that the typical development was satisfactory to them (Pearson chi square = 9.2;  $p \leq .01$ ).

*23% Consider Adding Street Trees and Landscaping to Major Streets a High Priority*

**Figure 9: Priority Level: Adding Street Trees and Landscaping to Major Streets (Q125)**



- It appears that adding street trees and landscaping to major streets is viewed as a relatively low priority among many respondents (41%). However, another 59% of respondents indicated that the addition of street trees and landscaping should be a medium or high priority for city officials.

*Demographics and Priority of Adding Trees and Landscaping to Major Streets*

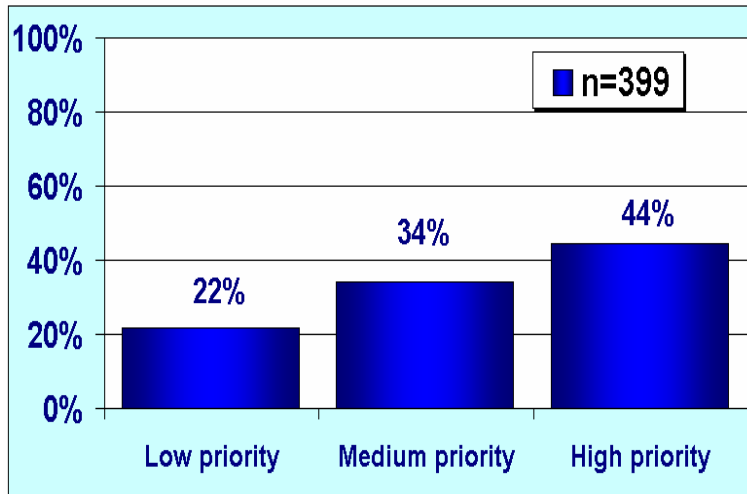
**Table 12: Linkages Between Demographic Characteristics and Priority of Adding Trees and Landscaping to Major Streets**

INDEPENDENT VARIABLE	ADDING STREET TREES AND LANDSCAPING TO MAJOR STREETS		
	LOW PRIORITY	MEDIUM PRIORITY	HIGH PRIORITY
<b>STATISTICALLY SIGNIFICANT</b>			
<b>EDUCATION LEVEL</b>			
High school or less	50.0%	30.4%	19.6%
Some college (1 to 3 years)	43.6%	37.1%	19.3%
4 or more years of college	33.1%	37.6%	29.3%

- Respondents at higher education levels were more inclined than those with a high school education or less to consider adding trees and landscaping to major streets a medium or high priority for Spokane Valley officials (Pearson chi square = 9.9;  $p \leq .05$ ).

#### 4 in 10 Consider Making Streets Pedestrian-Friendly a High Priority

**Figure 10: Priority Level: Making Major Streets Friendly for Pedestrians and Bicyclists (Q130)**



- Highlighting likely concern over the safety of major streets in Spokane Valley, 78% of respondents said making streets friendly for pedestrians and bicyclists should be either a high or medium priority for City officials.

#### Demographics and Priority of Making Streets Pedestrian-Friendly

**Table 13: Linkages Between Demographic Characteristics and Priority of Making Major Streets Friendly for Pedestrians and Bicyclists**

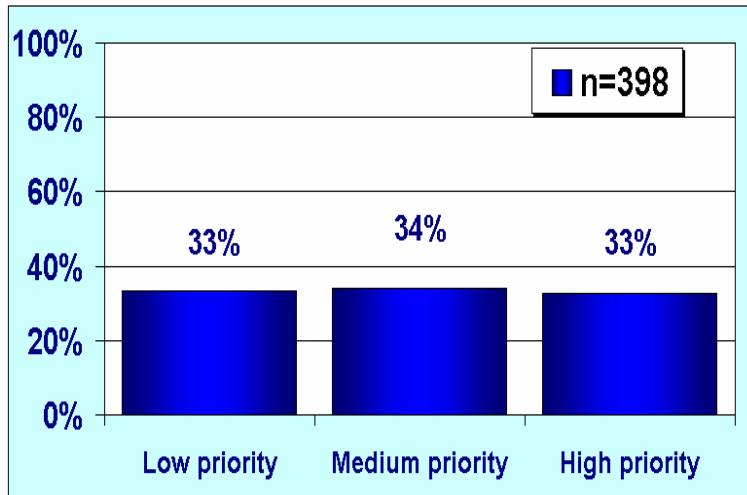
INDEPENDENT VARIABLE	MAKING STREET FRIENDLY FOR PEDESTRIANS AND BICYCLISTS		
	LOW PRIORITY	MEDIUM PRIORITY	HIGH PRIORITY
<b>STATISTICALLY SIGNIFICANT</b>			
<b>INCOME</b>			
Less than \$35,000	16.8	26.2%	57.0%
\$35,000 to less than \$75,000	21.3	38.0%	40.7%
\$75,000 or more	26.8	36.1%	37.1%

- Respondents at the lowest income level were substantially more likely, in particular when compared to those at the highest income level, to indicate making major streets pedestrian-friendly should be a high priority for Spokane Valley officials

(Pearson chi square = 10.6;  $p \leq .05$ ). This finding may be related to lower income individuals in Spokane Valley having more, and likely unfavorable experience, with walking or riding a bicycle on major streets.

### *Views Regarding Priority of Stronger Sign/Billboard Control Mixed*

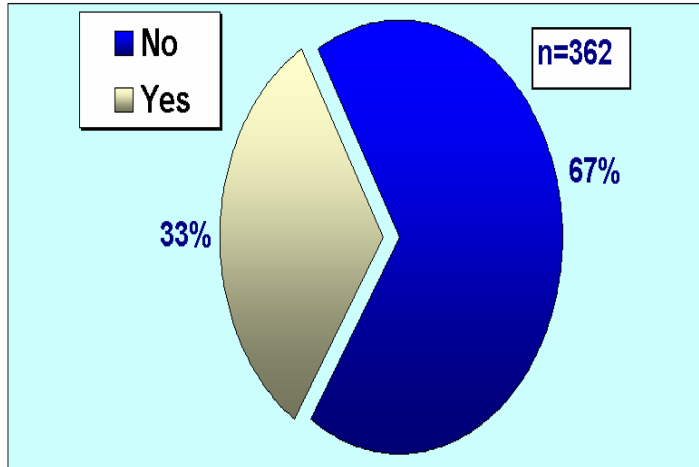
**Figure 11: Priority Level: Stronger Controls on Signs and Billboards in Spokane Valley (Q135)**



- The pattern of responses to Q135 suggests that respondents were sharply divided regarding the priority city officials should place on tighter sign and billboard control. However, with over two-thirds of respondents (67%) indicating that Spokane Valley officials should place a medium or high priority on stronger sign and billboard control, it is likely that majority of residents would be supportive of stronger billboard control regulations.
- There were no statistically significant relationships between demographic characteristics and the priority city officials should place on stronger sign and billboard control.

*1/3 Had Direct Experience with Spokane Valley Sewer Project*

**Figure 12: Reside in an Area that was Part of the Spokane Valley Sewer Project (Q136)**



- One-third of survey respondents reported they lived in an area that had recently been part of the Spokane Valley Sewer Project.

*Demographics and Reside in Area that was Part of Spokane Valley Sewer Project*

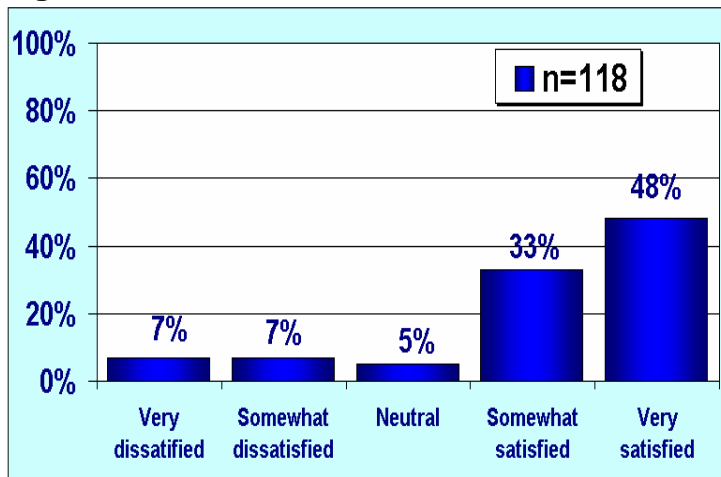
**Table 14: Linkages Between Demographic Characteristics and Living in an Area that was Part of Spokane Valley Sewer Project**

INDEPENDENT VARIABLE	RESIDE IN AREA THAT WAS RECENTLY PART OF SPOKANE VALLEY SEWER PROJECT	
	NO	YES
STATISTICALLY SIGNIFICANT		
AGE		
18 to 44	75.3%	24.7%
45 to 59	61.2%	38.8%
60 or older	56.4%	43.6%

- Older respondents were more likely than younger respondents to live in an area that has recently been part of the Spokane Valley Sewer Project. (Pearson chi square = 11.2;  $p \leq .01$ ).

## Only 14% Dissatisfied with Reconstructed Streets

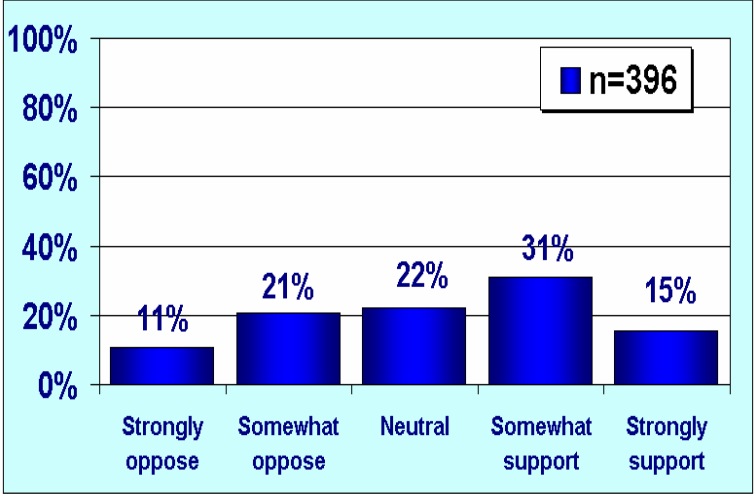
Figure 13: Level of Satisfaction with Reconstructed Streets (Q137)



- Respondents who reported they lived in an area that had recently been part of the Spokane Valley Sewer Project were asked how satisfied or dissatisfied they were with the reconstructed streets once the Sewer Project was completed.
- Eighty-one percent of survey respondents said they were satisfied (either very or somewhat) with the reconstructed streets.
- Further, nearly 50% reported they were very satisfied with the reconstructed streets indicating substantial satisfaction with the quality of street reconstruction coinciding with the Spokane Valley Sewer Project.
- This question was not compared to the various demographic characteristics because insufficient sample size did not allow for viable statistical analysis.

*Nearly Half Support Development of Small Commercial Centers Close to Residential Neighborhoods*

**Figure 14: Support/Opposition to Development of Small Commercial Centers Close to Residential Neighborhoods (Q140)**



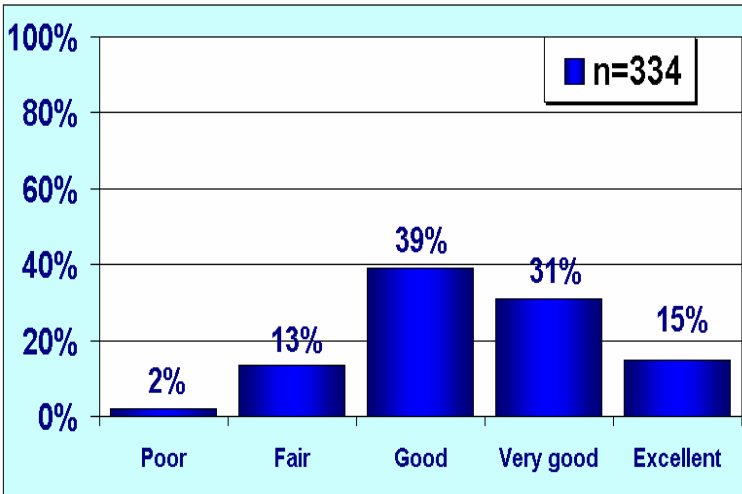
- Although 46% of respondents reported they were either very or somewhat supportive of the development of small commercial centers close to residential neighborhoods in Spokane Valley, many other respondents were neutral or opposed to this idea.
- If Spokane Valley officials decide to pursue the development of small commercial centers close to residential neighborhoods it might be useful to educate the general Spokane Valley population about the benefits of such development in order to prevent concern and build support for this initiative.

## Public Services

In this segment of the analysis results of questions that asked respondents to rate the quality of various public services are presented.

*85% Rated Police Services as Good, Very Good, or Excellent*

**Figure 15: Quality of Police Services (Q030)**



- Eighty-five percent of respondents reported that police services were good, very good, or excellent highlighting a generally high level of confidence in the Spokane Valley police force.

## Demographics and Quality of Police Services

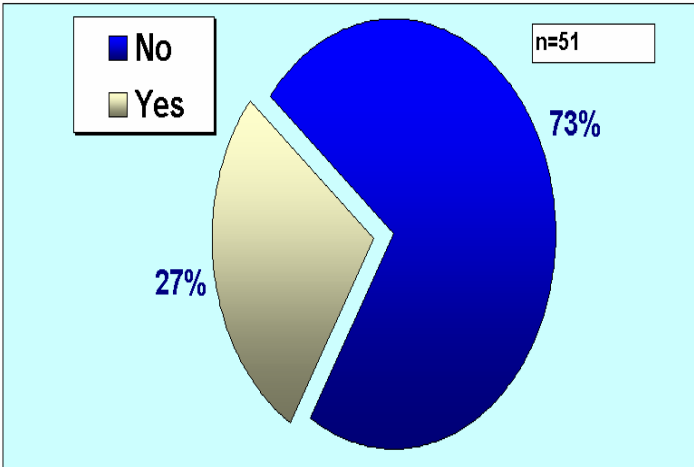
**Table 15: Linkages Between Demographic Characteristics and Quality of Police Services**

INDEPENDENT VARIABLE	QUALITY OF POLICE SERVICES		
	POOR OR FAIR	GOOD	VERY GOOD OR EXCELLENT
STATISTICALLY SIGNIFICANT			
GENDER			
Male	20.4%	42.6%	37.0%
Female	11.0%	35.8%	53.2%

- Female respondents were substantially more likely than their male counterparts to rate the quality of police services in Spokane Valley as very good or excellent (Pearson chi square = 10.5;  $p \leq .01$ ).

*27% Willing to Pay Additional Taxes to Have Improved Police Services*

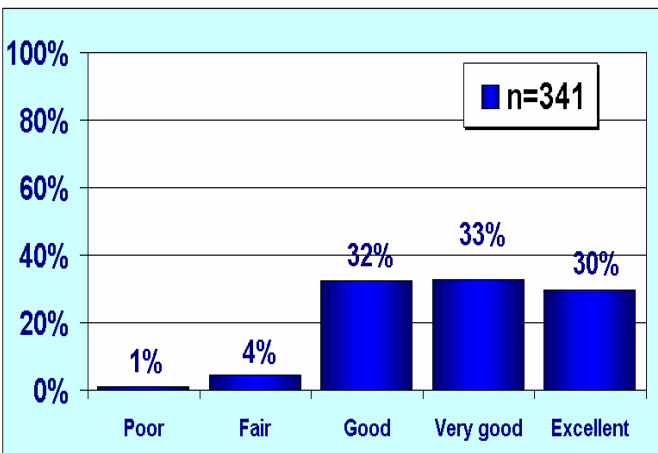
**Figure 16: Willingness to Pay Additional Taxes in Order to Have Improved Police Services (Q031)**



- Respondents who indicated police services were fair or poor were asked if they would be willing to pay additional taxes in order to have improved police services in Spokane Valley.
- Just over one-quarter of the respondents (27%) who gave lackluster ratings of the quality of police services said they would be willing to pay additional taxes for improved police services.
- This question was not compared to the various demographic characteristics because insufficient sample size did not allow for viable statistical analysis.

*95% Rated Fire Protection Services as Good, Very Good, or Excellent*

**Figure 17: Quality of Fire Protection Services (Q035)**



- The overwhelming majority of respondents were positive about the quality of fire protection services. Only 5% of respondents rated the quality of fire protection services fair or poor.

### Demographics and Quality of Fire Protection Services

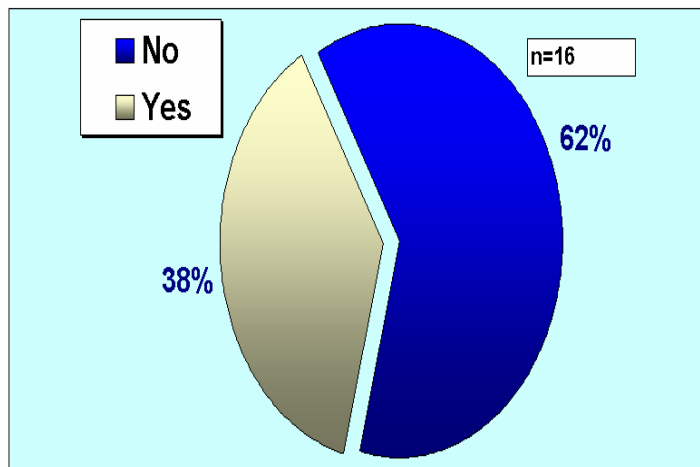
**Table 16: Linkages Between Demographic Characteristics and Quality of Fire Protection Services**

INDEPENDENT VARIABLE	QUALITY OF FIRE PROTECTION SERVICES		
	POOR, FAIR, OR GOOD	VERY GOOD	EXCELLENT
STATISTICALLY SIGNIFICANT			
AGE			
18 to 44	42.7%	36.8%	20.5%
45 to 59	32.6%	30.2%	37.2%
60 or older	31.0%	26.8%	42.3%

- Respondents in the oldest age group were more inclined than those in the two younger age groups to rate the quality of fire protection services as excellent (Pearson chi square = 15.3;  $p \leq .01$ ).

### 62% Would Not Pay Additional Taxes to Have Improved Fire Protection Services

**Figure 18: Willingness to Pay Additional Taxes in Order to Have Improved Fire Protection Services (Q036)**

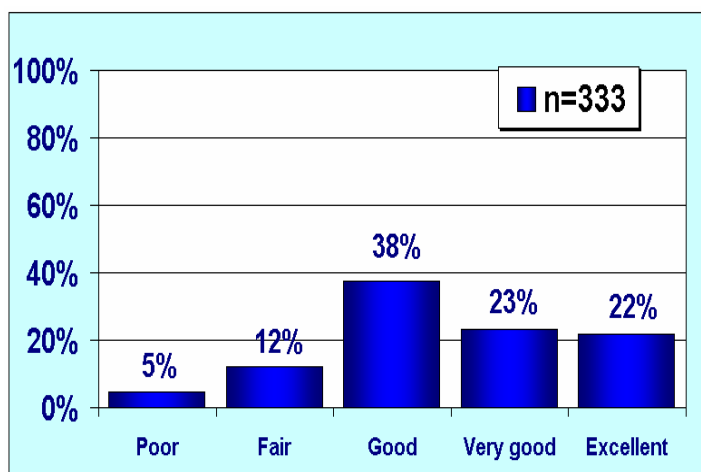


- Respondents who indicated fire protection services were fair or poor were asked if they would be willing to pay additional taxes in order to have improved fire protection services in Spokane Valley.

- Only 38% of respondents who gave negative ratings of the quality of fire protection services said they would be willing to pay additional taxes for improved fire protection services.
- This question was not compared to the various demographic characteristics because insufficient sample size did not allow for viable statistical analysis.

### 83% Rated Library Services as Good, Very Good, or Excellent

**Figure 19: Quality of Library Services (Q040)**



- The majority of respondents viewed library services in a positive light with 83% of respondents reporting that library services were either good, very good, or excellent.
- Seventeen percent of respondents rated the quality of library services in a more negative manner (i.e., ratings of poor or fair).

### Demographics and Quality of Library Services

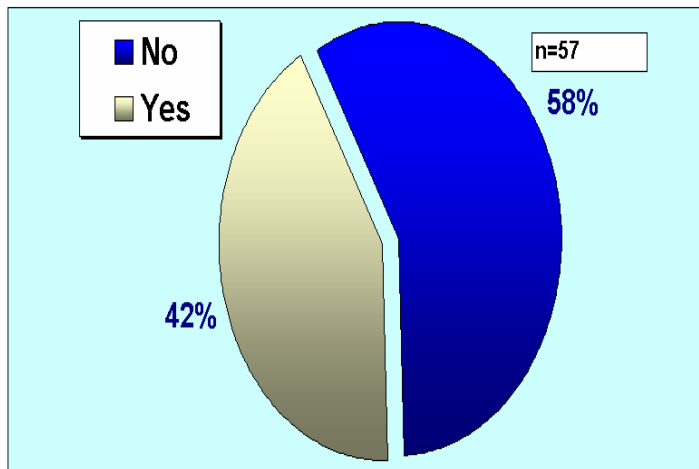
**Table 17: Linkages Between Demographic Characteristics and Quality of Library Services**

INDEPENDENT VARIABLE	QUALITY OF LIBRARY SERVICES		
	POOR OR FAIR	GOOD	VERY GOOD OR EXCELLENT
STATISTICALLY SIGNIFICANT			
GENDER			
Male	23.6%	35.7%	40.8%
Female	11.4%	39.8%	48.9%

- Similar to the pattern of responses for quality of police services, female respondents were more likely than male respondents to rate the quality of library services in Spokane Valley as very good or excellent (Pearson chi square = 8.8;  $p \leq .05$ ).

### *42% Willing to Pay Additional Taxes to Have Improved Library Services*

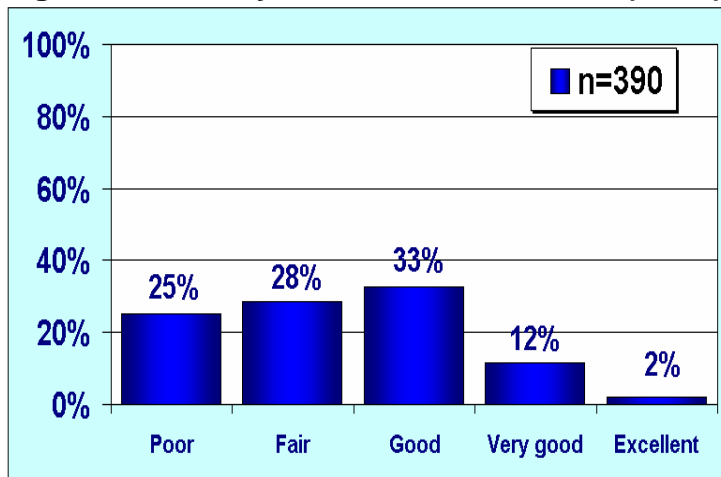
**Figure 20: Willingness to Pay Additional Taxes in Order to Have Improved Library Services (Q041)**



- Respondents who indicated library services were fair or poor were asked if they would be willing to pay additional taxes in order to have improved library services in Spokane Valley.
- Close to half of the respondents (42%) who rated the quality of library services as fair or poor said they would be willing to pay additional taxes to have improved library services.
- This question was not compared to the various demographic characteristics because insufficient sample size did not allow for viable statistical analysis.

## Over Half Rate Street Maintenance as Fair or Poor

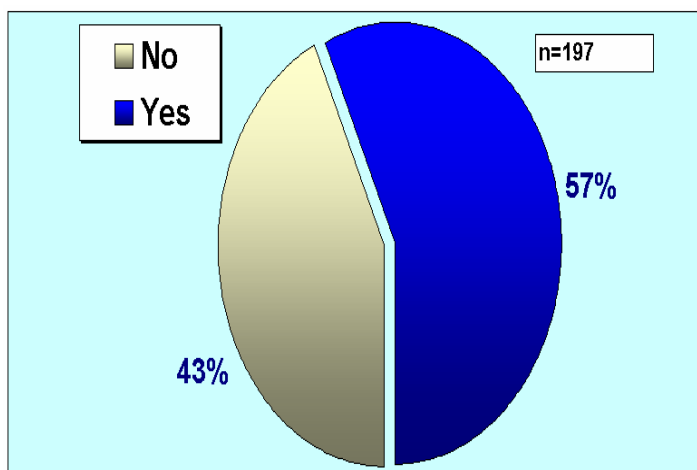
**Figure 21: Quality of Street Maintenance (Q045)**



- Fifty-three percent of respondents said street maintenance in Spokane Valley was just fair or poor.
- Only 14% of respondents indicated that street maintenance was very good or excellent.
- There were no statistically significant relationships between demographic characteristics and quality of street maintenance.

## Nearly 60% Willing to Pay Additional Taxes to Have Improved Street Maintenance

**Figure 22: Willingness to Pay Additional Taxes in Order to Have Improved Street Maintenance (Q046)**



- Respondents who indicated street maintenance was fair or poor were asked if they would be willing to pay additional taxes in order to have improved street maintenance in Spokane Valley.
- Fifty-seven percent said they would be willing to pay additional taxes for improved street maintenance. This finding highlights substantial support for enhanced street maintenance services.

### *Demographics and Willingness to Pay Additional Taxes for Improved Street Maintenance*

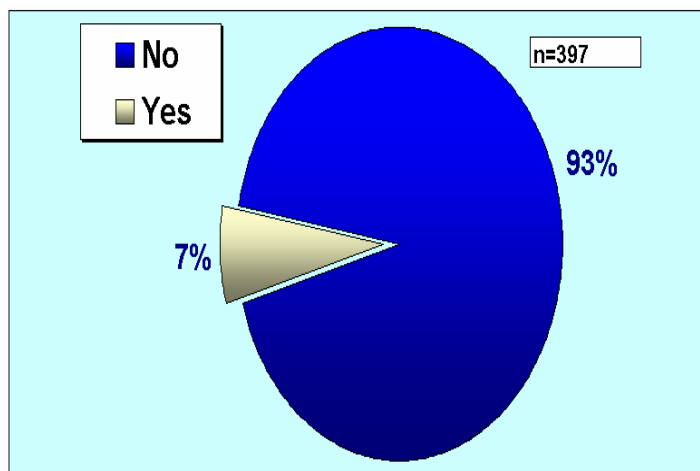
**Table 18: Linkages Between Demographic Characteristics and Willingness to Pay Additional Taxes for Improved Street Maintenance**

INDEPENDENT VARIABLE	WILLING TO PAY ADDITIONAL TAXES FOR IMPROVED STREET MAINTENANCE	
	NO	YES
STATISTICALLY INSIGNIFICANT		
GENDER		
Male	49.5%	50.5%
Female	36.6%	63.4%

- Although the relationship between gender and willingness to pay additional taxes for improved street maintenance was not statistically significant, it did reveal an interesting pattern. Female respondents were more likely than their male peers to indicate they would be willing to pay more taxes in order to have improved street maintenance in Spokane Valley.

### *7% Had Interaction with Spokane Valley's Permit Center*

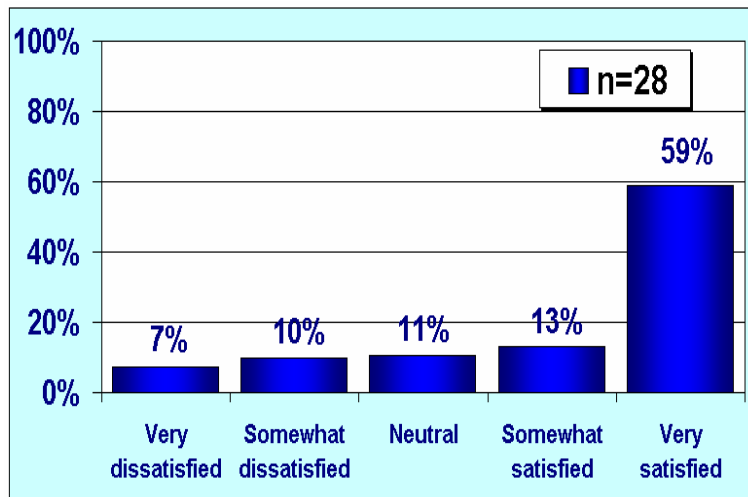
**Figure 23: Experience with Spokane Valley Permit Center in the Last Year (Q047)**



- Seven percent of respondents (n=29) reported that they had experience with the City of Spokane Valley’s permit center within the last year.
- There were no statistically significant relationships between demographic characteristics and experience with the City’s permit center within the last year.

*59% Very Satisfied with Services Received From Permit Center*

**Figure 24: Satisfaction with Services Received from City of Spokane Valley Permit Center (Q048)**



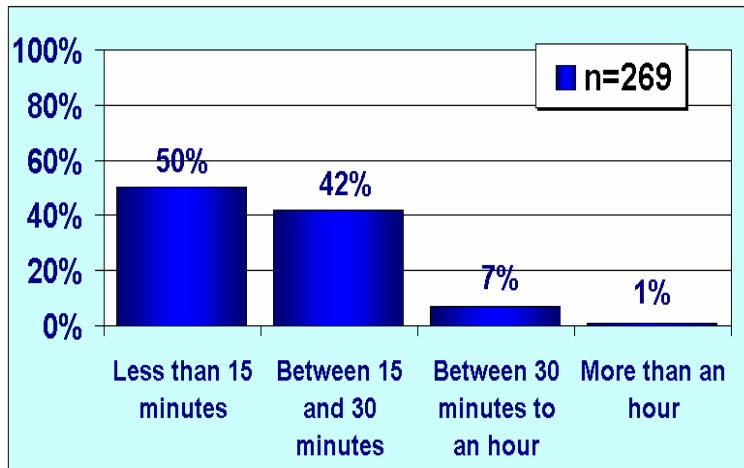
- Respondents who indicated they had received services from the City’s permit center were asked how they would rate their level of satisfaction with the services they received from the permit center.
- Nearly three-quarters of respondents (72%) indicated they were very or somewhat satisfied with the services they received from City’s permit center.
- Although a few respondents (17%) expressed dissatisfaction with the services they received from the City’s permit center, the overall pattern of responses indicates that the City’s permit center provided helpful assistance to the majority of respondents seeking permit services.

## Transportation

In this portion of the analysis results of several diverse transportation-related questions are presented.

### *Vast Majority Commute Less than 30 Minutes One Way*

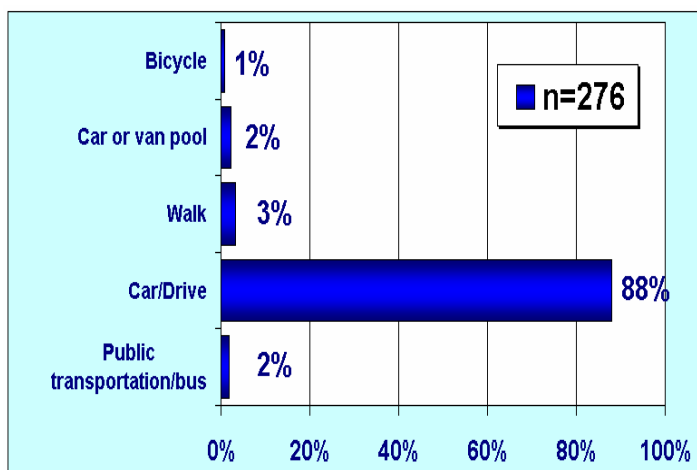
**Figure 25: Length of Time it Takes to Get from Home to Workplace (Q020)**



- Ninety-two percent of respondents reported that their home-to-work commute time was 30 minutes or less.
- There were no statistically significant relationships between demographic characteristics and home-to-work commute time.

### *Very Few Use Alternative to Driving a Car to Get to Work*

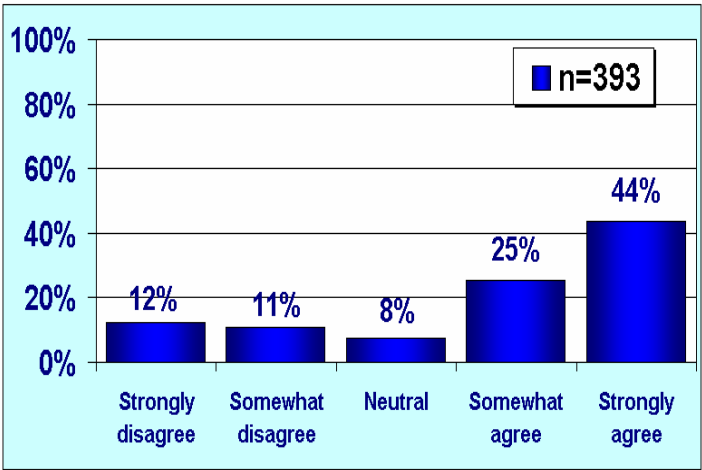
**Figure 26: Usual Method of Getting to Work (Q025)**



- Nearly 9 in 10 respondents (88%) said they usually got to work by driving. Just 2%, respectively, reported they usually got to work by using public transportation or by utilizing a carpool or van pool.
- This question was not compared to the various demographic characteristics because insufficient variation in responses did not allow for viable statistical analysis.

*Over 2/3s Agree that Sprague/Appleway Couplet Had Been Useful Improvement*

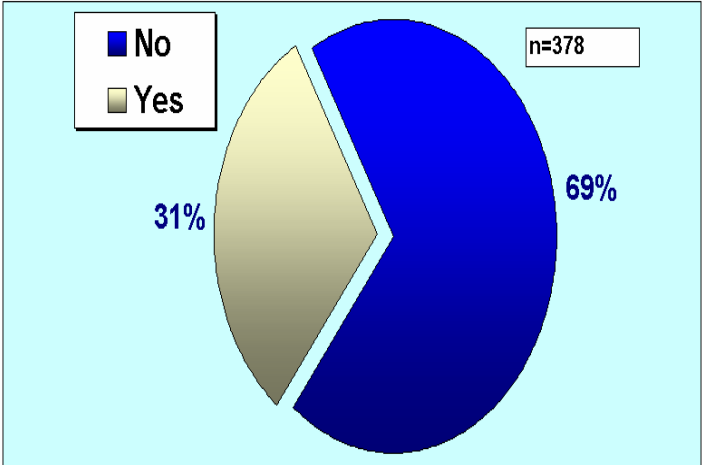
**Figure 27: Level of Agreement that Sprague/Appleway Couplet Had Been Useful Improvement to Overall Roadway System (Q090)**



- Over two-thirds of respondents (69%) somewhat or strongly agreed that the Sprague/Appleway Couplet had been a useful improvement to the overall roadway system in Spokane Valley.
- However, 23% somewhat or strongly disagreed that the Sprague/Appleway Couplet has been an improvement, underscoring that support of the Couplet is not universal among Spokane Valley residents.
- There were no statistically significant relationships between demographic characteristics and level of agreement that the Sprague/Appleway Couplet was a useful improvement to the overall roadway system in Spokane Valley.

*Nearly 1/3 Would Like to See A Portion of Sprague Returned to Two-Way Traffic*

**Figure 28: Return Sprague Avenue, from University Road to Interstate 90, to Two-Way Traffic (Q095)**



- While over two-thirds of respondents (69%) did not think Sprague Avenue, between University Road and Interstate 90, should be returned to two-way traffic, another 31% said Sprague should be returned to two-way traffic.

*Demographics and Returning Sprague Avenue to Two-Way Traffic*

**Table 19: Linkages Between Demographic Characteristics and Returning Portion of Sprague Avenue to Two-Way Traffic**

INDEPENDENT VARIABLE	RETURN SPRAGUE TO TWO-WAY TRAFFIC BETWEEN UNIVERSITY AND I-90	
	NO	YES
STATISTICALLY SIGNIFICANT		
GENDER		
Male	74.6%	25.4%
Female	63.8%	36.2%

- Female respondents were more likely than males to indicate they would like to see Sprague Avenue returned to two-way traffic between University and Interstate 90 (Pearson chi square = 5.1;  $p \leq .05$ ).

*Sprague/Appleway Couplet Has Been Improvement BY Returning Sprague Avenue to Two-Way Traffic*

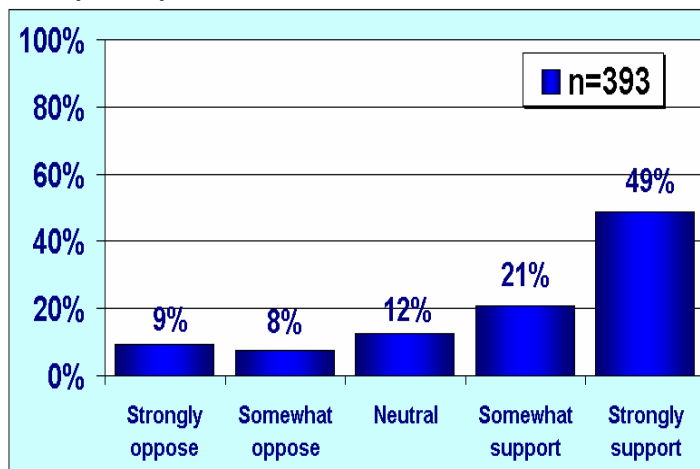
**Table 20: Sprague/Appleway Couplet Had Been Improvement BY Returning Sprague Avenue to Two-Way Traffic**

INDEPENDENT VARIABLE	RETURN SPRAGUE TO TWO-WAY TRAFFIC BETWEEN UNIVERSITY AND I-90	
	NO	YES
STATISTICALLY SIGNIFICANT COUPLET HAS BEEN USEFUL IMPROVEMENT		
Disagree or neutral	19.3%	80.7%
Agree	89.7%	10.3%

- Not surprisingly, those respondents who reported that the Sprague/Appleway Couplet had been a useful improvement to the roadway system in Spokane Valley were much less likely to indicate that Sprague, between University and I-90, should be returned to two-way traffic (Pearson chi square = 178.5;  $p \leq .001$ ).

*Nearly Half Strongly Support Appleway Being Extended East*

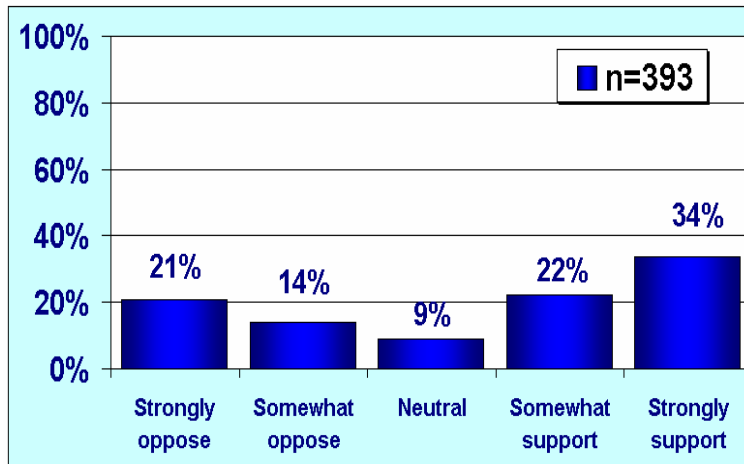
**Figure 29: Support/Opposition to Appleway Section of Couplet Being Extended East (Q100)**



- Seventy percent of respondents indicated they were strongly or somewhat supportive of extending the Appleway section of the couple east past University Road.
- There were no statistically significant relationships between demographic characteristics and support/opposition to extending the Appleway section of couplet east past University.

### 35% Oppose Couplet Being Extended East to Evergreen Road

**Figure 30: Support/Opposition to Couplet Being Extended East to Evergreen Road (Q101)**



- Although 56% of respondents indicated they were strongly or somewhat supportive of the couplet being extended east to Evergreen Road, another 35% were either strongly or somewhat opposed to this proposition.

### Demographics and Extending Couplet East to Evergreen Road

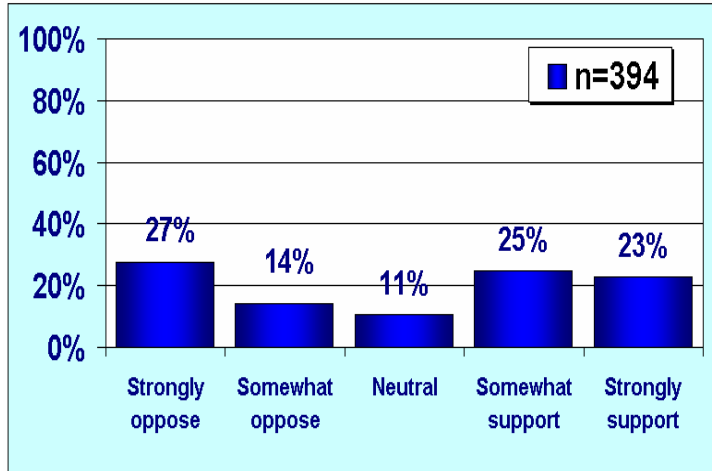
**Table 21: Linkages Between Demographic Characteristics and Extending Couplet East to Evergreen Road**

INDEPENDENT VARIABLE	SUPPORT/OPOSE EXTENDING COUPLET EAST TO EVERGREEN ROAD	
	OPPOSE OR NEUTRAL	SUPPORT
STATISTICALLY SIGNIFICANT		
GENDER		
Male	37.6%	62.4%
Female	49.3%	50.7%

- Generally speaking, male respondents appear to be more favorably disposed than females toward the couplet. In this instance male respondents were more likely than their female counterparts to indicate support for extending the couplet east to Evergreen Road (Pearson chi square = 5.4;  $p \leq .05$ ).

*27% Strongly Oppose Development of Light Rail in the Region*

**Figure 31: Support/Opposition to the Development of Light Rail in the Spokane Region (Q105)**



- There was not overwhelming support for the development of light rail in the Spokane region among survey respondents. Forty-eight percent respondents said they were strongly or somewhat supportive of the development of light rail in the region. The remaining 52% were either opposed to light rail development or neutral toward the proposal.

*Demographics and Development of Light Rail in Spokane Region*

**Table 22: Linkages Between Demographic Characteristics and Development of Light Rail in the Spokane Region**

INDEPENDENT VARIABLE	SUPPORT/OPOSE DEVELOPMENT OF LIGHT RAIL IN THE SPOKANE REGION		
	STRONGLY OPOSE	SOMEWHAT OPOSE OR NEUTRAL	SUPPORT
STATISTICALLY SIGNIFICANT			
GENDER			
Male	38.1%	21.7%	40.2%
Female	17.6%	27.8%	54.6%
EDUCATION LEVEL			
High School or less	38.4%	21.2%	40.4%
Some college (1 to 3 years)	23.2%	30.4%	46.4%
4 or more years of college	24.4%	22.4%	53.2%

- Female respondents were more likely than male respondents to support the development of light rail in the Spokane region (Pearson chi square = 20.9;  $p \leq .001$ ).

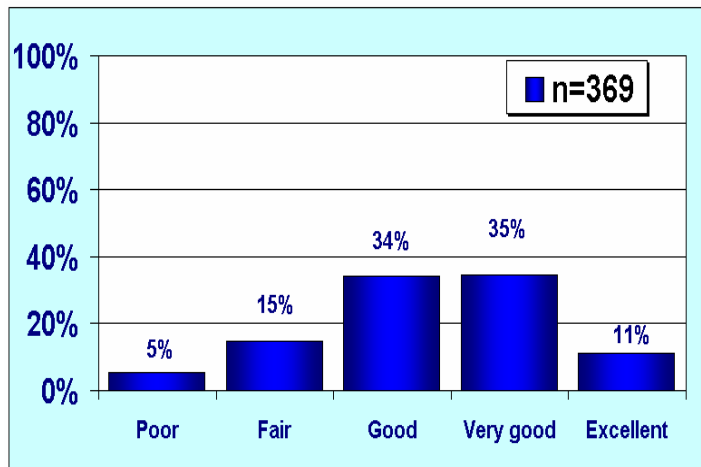
- More highly educated respondents were more likely to support the development of light rail in the Spokane region than their counterparts with less formal education (Pearson chi square = 10.5;  $p \leq .05$ ).

## Parks and Recreation

This segment of the analysis focuses on the quality of parks and recreational facilities in Spokane Valley as well as on the priority respondents place on building more parks and recreational facilities.

### 80% Gave Positive Ratings of the Quality of Parks in Spokane Valley

**Figure 32: Quality of Parks in Spokane Valley (Q155)**



- Eighty percent of respondents reported that the quality of parks in Spokane Valley was either good, very good, or excellent. While this finding is very positive, 20% of respondents said the quality of parks was only fair or poor indicating room for improving perceptions of Spokane Valley parks among some residents.

### Demographics and Quality of Spokane Valley Parks

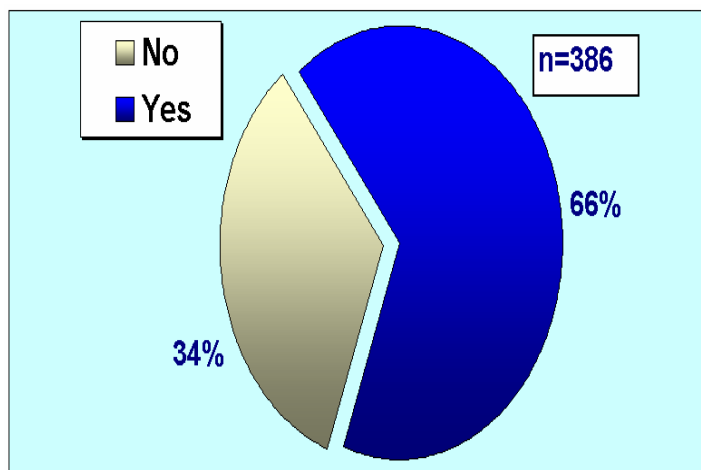
**Table 23: Linkages Between Demographic Characteristics and Quality of Spokane Valley Parks**

INDEPENDENT VARIABLE	QUALITY OF PARKS		
	POOR OR FAIR	GOOD	VERY GOOD OR EXCELLENT
STATISTICALLY SIGNIFICANT			
AGE			
18 to 44	23.8%	37.8%	38.3%
45 to 59	20.6%	34.3%	45.1%
60 or older	9.3%	25.3%	65.3%
INCOME			
Less than \$35,000	12.1%	39.4%	48.4%
\$35,000 to less than \$75,000	25.2%	27.3%	47.6%
\$75,000 or more	22.0%	39.6%	38.5%

- Respondents 60 years of age and older were substantially more likely than their younger counterparts to rate the quality of parks in Spokane Valley as very good or excellent (Pearson chi square = 16.7;  $p \leq .01$ ).
- Respondents at the two lower income levels were more likely than those in the highest income category to rate the quality of parks in Spokane Valley as very good or excellent (Pearson chi square = 9.9;  $p \leq .05$ ).

### *Two-Thirds Have a Park In or Close to Their Neighborhood*

**Figure 33: Park In or Close to Neighborhood (Q160)**



- Many respondents (66%) reported there was a park either in, or close to, their neighborhood.

### *Demographics and Park In or Close to Neighborhood*

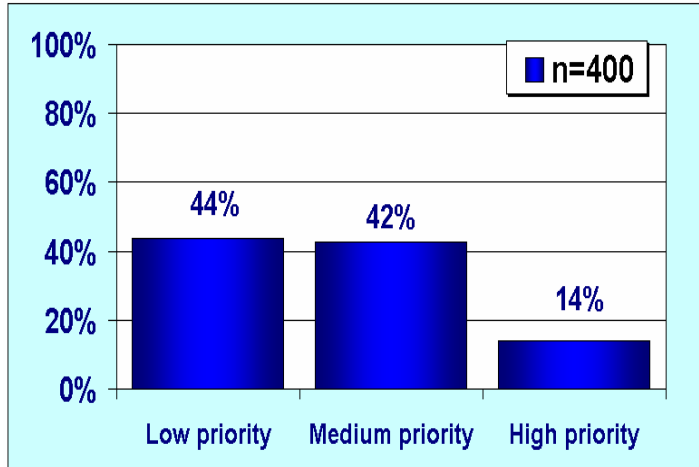
**Table 24: Linkages Between Demographic Characteristics and Having a Park in or Close to Neighborhood**

INDEPENDENT VARIABLE	PARK IN OR CLOSE TO NEIGHBORHOOD	
	NO	YES
STATISTICALLY SIGNIFICANT		
EDUCATION LEVEL		
High School or less	26.5%	73.5%
Some college (1 to 3 years)	28.4%	71.6%
4 or more years of college	43.1%	56.9%

- Respondents at the highest education level (4 or more years of college) were less likely than those with less formal education to indicate they have a park in or close to their neighborhood (Pearson chi square = 10.1;  $p \leq .01$ ).

*14% Believe Building More Parks is a High Priority*

**Figure 34: Priority Level: Building More Parks (Q165)**



- The majority of respondents (86%) indicated building more parks should be a low or medium priority for City officials.

*Demographics and Priority of Building More Parks*

**Table 25: Linkages Between Demographic Characteristics and Priority of Building More Parks**

INDEPENDENT VARIABLE	PRIORITY OF BUILDING MORE PARKS		
	LOW PRIORITY	MEDIUM PRIORITY	HIGH PRIORITY
<b>STATISTICALLY SIGNIFICANT</b>			
<b>EDUCATION LEVEL</b>			
High school or less	43.0%	49.0%	8.0%
Some college (1 to 3 years)	50.4%	38.8%	10.8%
4 or more years of college	37.3%	41.8%	20.9%

- Not unexpected, given their indication that there were not parks in or close to their neighborhoods (Q160 – Table 24), respondents in highest education category were more likely than those with less formal education to indicate building more parks should be a high priority for Spokane Valley officials (Pearson chi square = 13.1;  $p \leq .05$ ).

*Park In or Close to Neighborhood by Priority of Building More Parks*

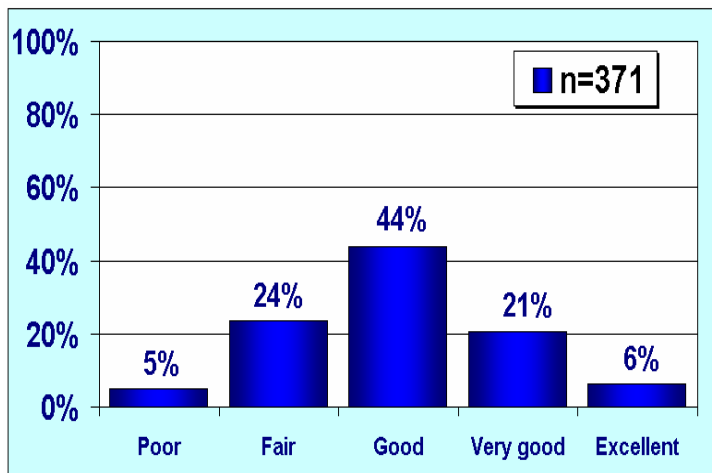
**Table 26: Park In or Close to Neighborhood BY Priority of Building More Parks**

INDEPENDENT VARIABLE	PRIORITY OF BUILDING MORE PARKS		
	LOW PRIORITY	MEDIUM PRIORITY	HIGH PRIORITY
STATISTICALLY INSIGNIFICANT PARK IN OR CLOSE TO NEIGHBORHOOD			
No	35.9%	50.0%	14.1%
Yes	46.6%	39.0%	14.5%

- Although the relationship between having a park in or close to your neighborhood and priority of building more parks was not statistically significant, it did expose a pattern the would logically be expected.
- Respondents who already have a park in close proximity to their neighborhood were more likely to indicate building more parks should be a low priority. Conversely, respondents who said they did not have a park close to their neighborhood were more likely to indicate building more parks should be a medium priority for City officials.

*27% Rated Quality of Recreational Facilities in Spokane Valley Very Good or Excellent*

**Figure 35: Quality of Recreational Facilities in Spokane Valley (Q170)**



- Many respondents (44%) said recreational facilities in Spokane Valley were “good”. However, a fairly substantial percentage of respondents (29%) said the quality of recreational facilities was just fair or poor, highlighting a potential need to improve actual recreational facilities and/or to improve perceptions of recreational facilities.

## Demographics and Quality of Spokane Valley Recreational Facilities

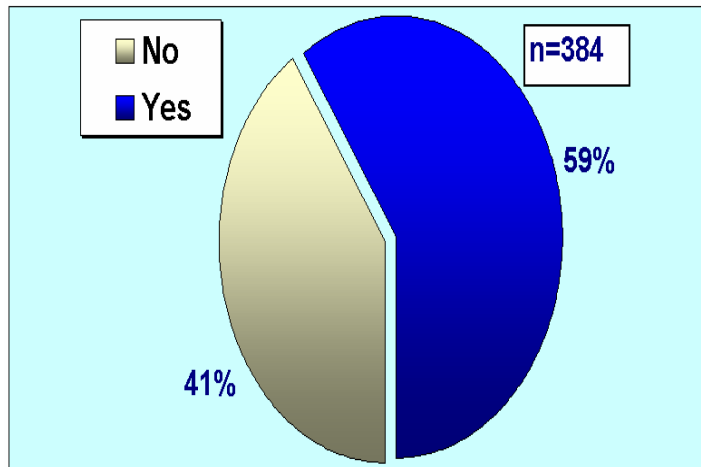
**Table 27: Linkages Between Demographic Characteristics and Quality of Spokane Valley Recreational Facilities**

INDEPENDENT VARIABLE	QUALITY OF RECREATIONAL FACILITIES		
	POOR OR FAIR	GOOD	VERY GOOD OR EXCELLENT
STATISTICALLY SIGNIFICANT			
AGE			
18 to 44	24.4%	45.1%	30.6%
45 to 59	39.6%	34.7%	25.7%
60 or older	25.0%	52.6%	22.4%

- Respondents between the ages of 45 and 59 were, comparatively, the harshest critics of Spokane Valley recreational facilities. Forty percent of respondents in this age group rated the quality of recreational facilities as fair or poor (Pearson chi square = 10.7;  $p \leq .05$ ).

## 59% Have Recreational Facilities In or Close to Their Neighborhood

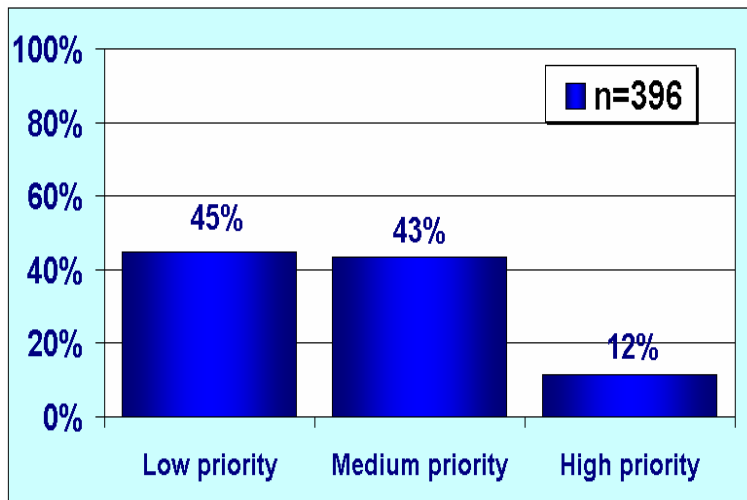
**Figure 36: Recreational Facilities In or Close to Neighborhood (Q175)**



- Recreational facility coverage appears to be relatively strong in Spokane Valley. Nearly 6 in 10 respondents (59%) reported there were recreational facilities either in, or close to, their neighborhood.
- There were no statistically significant relationships between demographic characteristics and having recreational facilities in or close to your neighborhood.

*Few Believe Building More Recreational Facilities is a High Priority*

**Figure 37: Priority Level: Building More Recreational Facilities (Q180)**



- Twelve percent of respondents indicated that building more recreational facilities should be a high priority for City officials. The remaining 88% of respondents were nearly evenly split between believing building more recreational facilities was a low priority (45%) or a medium priority (43%).

*Demographics and Priority of Building More Recreational Facilities*

**Table 28: Linkages Between Demographic Characteristics and Priority of Building More Recreational Facilities**

INDEPENDENT VARIABLE	PRIORITY OF BUILDING MORE RECREATIONAL FACILITIES		
	LOW PRIORITY	MEDIUM PRIORITY	HIGH PRIORITY
STATISTICALLY SIGNIFICANT			
GENDER			
Male	52.1%	38.9%	8.9%
Female	38.5%	47.3%	14.1%

- Female respondents were more inclined than their male peers to indicate the building of recreational facilities should be a medium or high priority for Spokane Valley officials (Pearson chi square = 7.9;  $p \leq .05$ ).

*Recreational Facilities In or Close to Neighborhood by Priority of Building More Recreational Facilities*

**Table 29: Recreational Facilities In or Close to Neighborhood BY Priority of Building More Recreational Facilities**

INDEPENDENT VARIABLE	PRIORITY OF BUILDING MORE RECREATIONAL FACILITIES		
	LOW PRIORITY	MEDIUM PRIORITY	HIGH PRIORITY
STATISTICALLY INSIGNIFICANT RECREATIONAL FACILITIES IN OR CLOSE TO NEIGHBORHOOD			
No	39.0%	46.8%	14.3%
Yes	50.2%	40.0%	9.8%

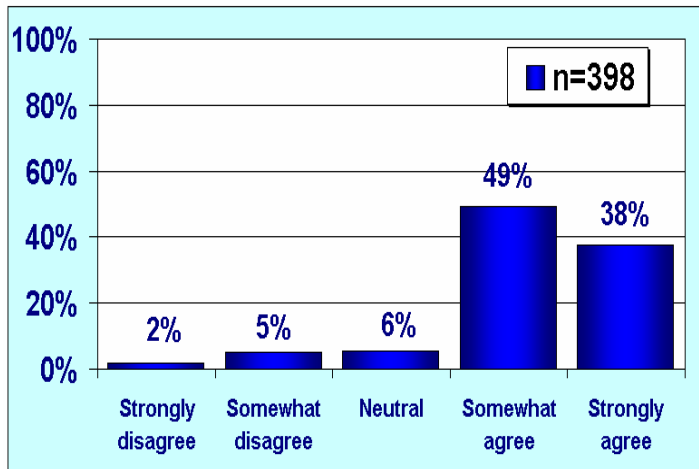
- Very similar to the pattern of responses for parks, the relationship between having recreational facilities in or close to your neighborhood and priority of building more recreational facilities while not statistically significant still revealed an expected pattern.
- Not surprisingly, respondents who resided close to recreational facilities were more likely to indicate building more recreational facilities should be a low priority. However, respondents who did not live close to recreational facilities were comparatively more inclined to indicate building more recreational facilities should be a medium or high priority for City officials.

## Personal Safety

Two questions about perceived safety of Spokane Valley and Spokane Valley neighborhoods are the focus on this final component of the analysis.

### *Vast Majority Agree that Spokane Valley is a Safe Place to Live*

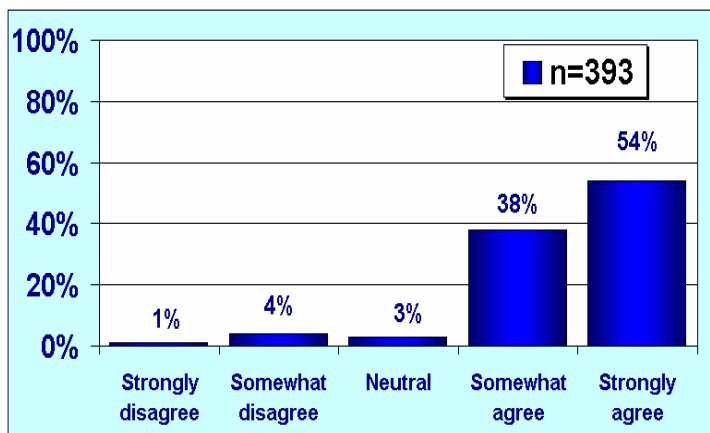
**Figure 38: Level of Agreement that Spokane Valley is a Safe Place to Live (Q145)**



- Seven percent of respondents disagreed when asked if they felt Spokane Valley was a safe place to live. Indeed, the overwhelming majority of respondents either strongly or somewhat agreed that Spokane Valley is a safe place to live.
- There were no statistically significant relationships between demographic characteristics and level of agreement that Spokane Valley is a safe place to live.

### *92% Agree Their Neighborhood is a Safe Place to Live*

**Figure 39: Level of Agreement that Neighborhood is a Safe Place to Live (Q150)**



- These findings point to Spokane Valley residents having a strong sense of being safe within their neighborhoods as nearly all respondents (92%) either strongly or somewhat agreed that their neighborhood was a safe place to live.

## Demographics and Neighborhood is a Safe Place to Live

**Table 30: Linkages Between Demographic Characteristics and Level of Agreement that Neighborhood is a Safe Place to Live**

INDEPENDENT VARIABLE	NEIGHBORHOOD IS A SAFE PLACE TO LIVE	
	ALL BUT STRONGLY AGREE	STRONGLY AGREE
STATISTICALLY SIGNIFICANT		
INCOME		
Less than \$35,000	52.8%	47.2%
\$35,000 to less than \$75,000	53.3%	46.7%
\$75,000 or more	29.9%	70.1%
STATISTICALLY INSIGNIFICANT		
GENDER		
Male	51.0%	49.0%
Female	41.6%	58.4%

- Respondents making more than \$75,000 per year were substantially more likely than their counterparts with smaller annual incomes to strongly agree that their neighborhood is a safe place to live (Pearson chi square = 15.3;  $p \leq .001$ ).
- Although the relationship between gender and level of agreement that your neighborhood is a safe place to live was not statistically significant, it is interesting to note that female respondents appeared to feel slightly more secure regarding the safety of their neighborhoods than did male respondents.

## Appendix A: Community Preference Survey

---

### INTROQ — EVERYONE GETS

---

Hello, my name is <INTERVIEWER NAME> and I'm calling on behalf of the City of Spokane Valley. We are gathering information about people's attitudes toward Spokane Valley in order to guide future decisions and plans for the area. This is an important research project, and we would appreciate your participation.

Let me just check to be sure I have dialed the right number. Did I reach <PHONE NUMBER>?

- |                                |                                |
|--------------------------------|--------------------------------|
| 01. NO ANSWER                  | 15. LANGUAGE BARRIER           |
| 02. BUSY                       | 23. DISCONNECTED/ NONWORKING   |
| 03. ANSWERING MACHINE          | 25. NOT A PRIVATE RESIDENCE    |
| 04. TECH BARRIER               | 26. NO ADULTS AT THIS NUMBER   |
|                                | 27. UNAVAIL. DUR. INT. PER.    |
| 06. FAX/ MODEM                 | 34. FINAL REF. NON-SEL /HANGUP |
| 10. COMMUNICATION BARRIER      | 41. YES (SKIP ADLTRESP)        |
| 14. FAST BUSY/ NOISE/ DEAD AIR | 42. NO (SKIP WRONGNUM)         |

---

### ANSMACH — GET IF INTROQ = 03

---

#### MESSAGE LEFT ON FIRST ENCOUNTER WITH ANSWERING MACHINE

Hi, my name is <INTERVIEWER NAME>, and I'm calling about a research study being conducted by Clearwater Research. I'll call back soon and tell you a little more about the study. Thank you very much. Good-bye.

#### MESSAGE LEFT ON SECOND ENCOUNTER WITH ANSWERING MACHINE

Hello, my name is <INTERVIEWER NAME>, calling from Clearwater Research on behalf of the City of Spokane Valley. I'm not selling anything. We are conducting an important research project that will be used to guide future plans for Spokane Valley. We would like to include every household that we call because it is very important to the success of the project.

We will try back soon. Or if you would like to schedule a convenient time to speak with us, please call us toll-free at 1-800-727-5016 and select option "1". When you call, please mention that your survey ID number is <CATI STUDY NUMBER>-<CATI RECORD NUMBER>.

We look forward to talking with you. Thank you very much. Goodbye.

1. LEFT FIRST MESSAGE
2. LEFT SECOND MESSAGE
3. ALREADY LEFT TWO MESSAGES
4. MACHINE FULL / NOT WORKING

---

**ADLTRESP** — GET IF INTROQ = 41

---

May I please speak with an adult who is age 18 or older?

1. YES - SPEAKING WITH ADULT (GO TO PRIVRES)
2. YES - ADULT IS COMING TO THE PHONE (GO TO PRIVRES)
3. NO (GO TO AVAIL)

---

**AVAIL** — GET IF ADLTRESP = 3

---

When would be the best time to reach an adult age 18 or older?

1. SET CALLBACK TIME
7. I DO NOT KNOW / I DO NOT UNDERSTAND (SET CALL BACK 48 HRS)

(NOTE: IF RESPONDENT DOES NOT KNOW OR DECLINES TO SAY WHEN, SET CALL BACK FOR 48 HOURS)

---

**PRIVRES** — EVERYONE GETS

---

[PROGRAMMING NOTE: only show INTRO if ADLTRESP = 2]

Hello, my name is <INTERVIEWER NAME> and I'm calling on behalf of the City of Spokane Valley. We are gathering information about people's attitudes toward Spokane Valley in order to guide future decisions and plans for the area. This is an important research project, and we would appreciate your participation.

Is this a private residence?

1. YES (GO TO LOCATE1)
2. NO (GO TO NONRES)

---

**NONRES** — ONLY GET IF PRIVRES = 2

---

Thank you very much, but we are only interviewing private residences. (DISP 25)

---

**WRONGNUM** — ONLY GET IF INTROQ = 42

---

Thank you very much. I seem to have dialed the wrong number. It's possible that your number may be called at a later time. (DISP 23 after 2<sup>nd</sup> instance)

---

**LOCATE1 — EVERYONE GETS**

---

What is your home zip code?

\_\_\_\_\_ (home zip code)

88888 DON'T HAVE AN ADDRESS (GO TO NONRES)

99999 DON'T KNOW/REFUSED (GO TO NONRES)

CONTINUE IF ZIP = 99212, 99223, 99206, 99016, 99037, 99216. OTHER ZIPS = NONRES.

---

**NONRES — ONLY GET IF LOCATE 1 = 88888 OR 99999 OR LOCATE2 = 2**

---

I'm sorry, but for this study for are only interviewing residences within specific areas. Thank you very much for your time. (DISP 24)

---

**ADULTS**

---

We need to randomly select one adult who lives in your household to be interviewed. I would like to speak to the adult who lives in this household who has had the most recent birthday. Would that be you?

1. YES (GO TO SECTION 1)
2. NO (GO TO GETADULT)

---

**GETADULT – ONLY GET IF ADULTS = 1**

---

May I speak with [HIM OR HER]?

1. YES, ADULT COMING TO THE PHONE
2. NO, GO TO THE NEXT SCREEN, PRESS CTRL END AND SCHEDULE A CALL-BACK

---

**YOURTHE1 - ONLY GET IF GETADULT = 1**

---

Hello, my name is <**INTERVIEWER NAME**> and I'm calling on behalf of the City of Spokane Valley. We are gathering information about people's attitudes toward Spokane Valley in order to guide future decisions and plans for the area. Taking part in this survey is up to you, and you don't have to answer any question you don't want to.

The interview takes about 10 minutes, but it could be a few minutes shorter or longer depending on your answers.

Are you willing to help us with this survey?

1. PERSON INTERESTED (CONTINUE)
2. TERMINATE (DISP 12)

---

### **Section 1**

---

First I'd like to ask you some questions about your current living and work situation.

---

#### **Q005 – EVERYONE GETS**

---

Do you currently own, rent, or lease your place of residence?

1. OWN
2. RENT OR LEASE
3. LIVE AT HOME WITH PARENTS
4. OTHER (SPECIFY)
  
7. DON'T KNOW / NOT SURE
9. REFUSED

---

#### **Q010 – EVERYONE GETS**

---

In what type of housing unit do you currently live? Do you live in a ...

1. Single family detached home
2. Duplex
3. Apartment
4. Townhouse or condominium; or
5. Manufactured home
6. OTHER (SPECIFY)
  
7. DON'T KNOW / NOT SURE
9. REFUSED

---

**Q015 – EVERYONE GETS**

---

Are you currently:

11. Employed for wages
12. Self-employed
13. Out of work for more than 1 year
14. Out of work for less than 1 year
15. Homemaker
16. Student
17. Retired
18. Unable to work
  
77. DON'T KNOW / NOT SURE
99. REFUSED

(IF Q015 > 12, SKIP TO SECTION 2)

---

**Q020 – ONLY GET IF Q015 < 13**

---

How long does it take you to get from home to your workplace?

1. Less than 15 minutes
2. Between 15 and 30 minutes
3. Between 30 minutes to an hour
4. More than an hour
  
7. DON'T KNOW / NOT SURE
9. REFUSED

---

**Q025 – ONLY GET IF Q015 < 13**

---

How do you usually get to work?

1. PUBLIC TRANSPORTATION / BUS
2. CAR / DRIVE
3. WALK
4. CAR OR VAN POOL
5. BICYCLE
6. OTHER (SPECIFY)
  
7. DON'T KNOW / NOT SURE
9. REFUSED

---

## SECTION 2

---

I am now going to ask you a set of questions about Spokane Valley.

---

### Q026 – EVERYONE GETS

---

In general terms, do you think Spokane Valley is headed in the right direction?

1. YES
2. NO
  
7. DON'T KNOW / NOT SURE
9. REFUSED

---

### Q027 – EVERYONE GETS

---

In your opinion what is the single most important issue facing Spokane Valley today?

INTERVIEWER: CODE OPEN-ENDED RESPONSE. IF MORE THAN ONE, PROBE FOR ONE CATEGORY. IF ANSWER CATEGORY IS NOT ON LIST OR RESPONDENT WILL NOT CHOOSE ONE, USE "OTHER" AND SPECIFY CATEGORY/CATEGORIES.

1. EDUCATION (LEVEL OF FUNDING)
2. JOBS (UNEMPLOYMENT)
3. ECONOMY (OVERALL ECONOMIC GROWTH)
4. ENVIRONMENT (DEGRADATION/AQUIFER PROTECTION)
5. OTHER (SPECIFY)
  
7. DON'T KNOW / NOT SURE
9. REFUSED

---

**Q030 – EVERYONE GETS**

---

**PUBLIC SERVICES**

How would you rate the following services provided by the City of Spokane Valley?

Would you say **police services** are:

1. Excellent
2. Very good
3. Good
4. Fair, or
5. Poor
  
7. DON'T KNOW / NOT SURE
9. REFUSED

---

**Q031 – ONLY GET IF Q030 = 4 OR 5**

---

Would you be willing to pay additional taxes in order to have improved police services in Spokane Valley?

1. YES
2. NO
  
7. DON'T KNOW / NOT SURE
9. REFUSED

---

**Q035 – EVERYONE GETS**

---

Would you say **fire protection services** are:

1. Excellent
2. Very good
3. Good
4. Fair, or
5. Poor
  
7. DON'T KNOW / NOT SURE
9. REFUSED

---

**Q036 – ONLY GET IF Q035 = 4 OR 5**

---

Would you be willing to pay additional taxes in order to have improved fire protection services in Spokane Valley?

1. YES
2. NO
  
7. DON'T KNOW / NOT SURE
9. REFUSED

---

**Q040 – EVERYONE GETS**

---

Would you say **library services** are:

1. Excellent
2. Very good
3. Good
4. Fair, or
5. Poor
  
7. DON'T KNOW / NOT SURE
9. REFUSED

---

**Q041 – ONLY GET IF Q040 = 4 OR 5**

---

Would you be willing to pay additional taxes in order to have improved library services in Spokane Valley?

1. YES
2. NO
  
7. DON'T KNOW / NOT SURE
9. REFUSED

---

**Q045 – EVERYONE GETS**

---

Would you say **street maintenance** is:

1. Excellent
2. Very good
3. Good
4. Fair, or
5. Poor
  
7. DON'T KNOW / NOT SURE
9. REFUSED

---

**Q046 – ONLY GET IF Q045 = 4 OR 5**

---

Would you be willing to pay additional taxes in order to have street maintenance in Spokane Valley improved?

1. YES
2. NO
  
7. DON'T KNOW / NOT SURE
9. REFUSED

---

**Q047 – EVERYONE GETS**

---

In past year, have you had any interaction with the City of Spokane Valley's permit center?

1. YES
2. NO
  
7. DON'T KNOW / NOT SURE
9. REFUSED

---

**Q048 – ONLY GET IF Q047 = 1**

---

How would you rate your level of satisfaction with the services you received from the City's permit center? Would you say you were...

1. Very satisfied
2. Somewhat satisfied
3. Neither satisfied nor dissatisfied
4. Somewhat dissatisfied
5. Very dissatisfied
  
7. DON'T KNOW / NOT SURE
9. REFUSED

---

**Q050 – EVERYONE GETS**

---

**CITY CENTER**

How important to the future of Spokane Valley is having an area of the City that is recognized as a "city center" or "downtown"? Would you say....

1. Very important
2. Somewhat important
3. Neither important nor unimportant
4. Somewhat unimportant
5. Very unimportant
  
7. DON'T KNOW / NOT SURE
9. REFUSED

---

**Q055 – GET IF Q050 = 1 OR 2**

---

How supportive would you be of Spokane Valley officials strategically spending public money to promote the creation of a city center that would have a mix of restaurants, retail, and public buildings like city hall? Would you say you...

1. Strongly support
2. Somewhat support
3. Neither support nor oppose
4. Somewhat oppose
5. Strongly oppose
  
7. DON'T KNOW / NOT SURE
9. REFUSED

---

**Q060** – GET IF Q050 = 1 OR 2

---

Which of the following areas of Spokane Valley would be the most ideal location for a city center?

1. University City area
2. Mirabeau Point area (MIRABEAU = MIRA – BOO)
3. Pines and Sprague
4. Evergreen and Sprague
5. OTHER (SPECIFY)
  
7. DON'T KNOW / NOT SURE
9. REFUSED

---

**Q065** – EVERYONE GETS

---

**CITY IDENTITY**

In your opinion, does Spokane Valley have an identity or something that makes it unique?

1. YES
2. NO
  
7. DON'T KNOW / NOT SURE
9. REFUSED

---

**Q070** – GET IF Q065 =1

---

How would you describe Spokane Valley's identity or uniqueness?

ENTER RESPONSE \_\_\_\_\_

---

**Q075** – EVERYONE GETS

---

How important to the future of Spokane Valley is having a "community identity"? Would you say....

1. Very important
2. Somewhat important
3. Neither important nor unimportant
4. Somewhat unimportant
5. Very unimportant
  
7. DON'T KNOW / NOT SURE
9. REFUSED

---

**Q080** – GET IF Q075 = 1 OR 2

---

Would development of a “community identity” best be accomplished through **physical changes** or through **social changes**. Examples of **physical changes** include things like the development of a city center or the building of gateways at the major points of entry into the city. An example of a **social change** would be more community events like Valleyfest.

1. PHYSICAL CHANGES
2. SOCIAL CHANGES
3. PHYSICAL AND SOCIAL CHANGES EQUALLY IMPORTANT
  
7. DON'T KNOW / NOT SURE
9. REFUSED

---

**Q090** – EVERYONE GETS

---

**TRANSPORTATION (COUPLET AND LIGHT RAIL)**

Do you agree or disagree that the Sprague/Appleway couplet has been a useful improvement to the overall roadway system in Spokane valley? Would you say you...

1. Strongly agree
2. Somewhat agree
3. Neither agree nor disagree
4. Somewhat disagree
5. Strongly disagree
  
7. DON'T KNOW / NOT SURE
9. REFUSED

IF NECESSARY: THE SPRAGUE/APPLEWAY **COUPLET** CONSISTS OF TWO PARALLEL ONE-WAY STREETS, SPRAGUE AVENUE WEST BOUND AND APPLEWAY BOULEVARD EAST BOUND. IT IS APPROXIMATELY 2 1/2 MILES LONG AND IS LOCATED AT THE WEST END OF THE CITY. THE SEPARATION BETWEEN SPRAGUE AND APPLEWAY VARIES BETWEEN ONE AND TWO BLOCKS. PRIOR TO THE COUPLET, THE MAIN THOROUGHFARE THROUGH SPOKANE VALLEY WAS SPRAGUE AVENUE.

---

**Q095** – EVERYONE GETS

---

Would you like to see Sprague Avenue, from University Road to Interstate 90, returned to two-way traffic?

1. YES
2. NO

- 7. DON'T KNOW / NOT SURE
- 9. REFUSED

---

**Q100 – EVERYONE GETS**

---

How supportive would you be of the Appleway section of the couplet being extended **east** past University Road? Would you say you...

- 1. Strongly support
- 2. Somewhat support
- 3. Neither support nor oppose
- 4. Somewhat oppose
- 5. Strongly oppose
  
- 7. DON'T KNOW / NOT SURE
- 9. REFUSED

---

**Q101– EVERYONE GETS**

---

How supportive would you be of the couplet being extended **east** to Evergreen Road?. This would result in Sprague changing to a one way east of University. Would you say you...

- 1. Strongly support
- 2. Somewhat support
- 3. Neither support nor oppose
- 4. Somewhat oppose
- 5. Strongly oppose
  
- 7. DON'T KNOW / NOT SURE
- 9. REFUSED

---

**Q105 – EVERYONE GETS**

---

The Spokane Transit Authority is currently studying the viability of building a light rail system from downtown Spokane to University City in Spokane Valley.

Recognizing that taxpayers in the Spokane region would likely pay some portion of the cost of the system, how supportive would you be of the development of light rail in the region? Would you say you...

1. Strongly support
2. Somewhat support
3. Neither support nor oppose
4. Somewhat oppose
5. Strongly oppose
  
7. DON'T KNOW / NOT SURE
9. REFUSED

---

**Q120 – EVERYONE GETS**

---

**AESTHETICS**

Now think about the general character of the development along the major streets of Spokane Valley, such as Sprague Avenue, Pines Road, and Sullivan Road.

What is your level of satisfaction with the typical pattern of development along the major streets? Would you say you are....

1. Very satisfied
2. Somewhat satisfied
3. Neither satisfied nor dissatisfied
4. Somewhat dissatisfied
5. Very dissatisfied
  
7. DON'T KNOW / NOT SURE
9. REFUSED

---

**Q125 – EVERYONE GETS****RANDOMIZE Q125 THRU Q135**

---

Next I will be asking your opinion about options for changing the appearance of both existing and new development in Spokane Valley. Recognizing that taxpayers in Spokane Valley would likely pay some portion of the cost, would you consider each of the following a high, medium, or low priority for city officials.

Do you consider **adding street trees and landscaping to major streets in Spokane Valley** a high, medium, or low priority for city officials.

1. HIGH PRIORITY
2. MEDIUM PRIORITY
3. LOW PRIORITY
  
7. DON'T KNOW / NOT SURE
9. REFUSED

---

**Q130** – EVERYONE GETS                      RANDOMIZE Q125 THRU Q135

---

Do you consider **making the major streets friendly for pedestrians and bicyclists by adding things like sidewalks, benches, and bike paths** a high, medium, or low priority for city officials.

1. HIGH PRIORITY
2. MEDIUM PRIORITY
3. LOW PRIORITY
  
7. DON'T KNOW / NOT SURE
9. REFUSED

---

**Q135** – EVERYONE GETS                      RANDOMIZE Q125 THRU Q135

---

Do you consider **stronger controls on signs and billboards in Spokane Valley** a high, medium, or low priority for city officials.

1. HIGH PRIORITY
2. MEDIUM PRIORITY
3. LOW PRIORITY
  
7. DON'T KNOW / NOT SURE
9. REFUSED

---

**Q136** – EVERYONE GETS

---

Do you live in an area that was recently part of the Spokane Valley Sewer Project?

1. YES
2. NO
  
7. DON'T KNOW / NOT SURE
9. REFUSED

IF NECESSARY: THE MAJOR GOAL OF THE SPOKANE VALLEY SEWER PROJECT IS TO PROTECT THE AQUIFER FROM WHICH SPOKANE VALLEY GETS ITS DRINKING WATER. THE PROJECT INVOLVES INSTALLING NEW SEWER LINES BENEATH STREETS.

---

**Q137 – ONLY GET IF Q136 = 1**

---

Once the Sewer Project was completed in your area, how satisfied or dissatisfied were you with the reconstructed streets? Were you...

1. Very satisfied
2. Somewhat satisfied
3. Neither satisfied nor dissatisfied
4. Somewhat dissatisfied
5. Very dissatisfied
  
7. DON'T KNOW / NOT SURE
9. REFUSED

---

**Q140 – EVERYONE GETS**

---

### **NEIGHBORHOOD / COMMUNITY CENTERS**

For the next question, please think of **small scale commercial centers** as areas that might have a restaurant, a day care center, and a small market or convenience store clustered together. Examples of these types of small commercial centers in Spokane Valley would be the area of 32<sup>nd</sup> and SR27 and the area of University and 16<sup>th</sup> Avenue.

How supportive would you be of the development of small scale commercial centers closer to residential neighborhoods in Spokane Valley? Would you say you would...

1. Strongly support
2. Somewhat support
3. Neither support nor oppose
4. Somewhat oppose
5. Strongly oppose
  
7. DON'T KNOW / NOT SURE
9. REFUSED

---

**Q145 – EVERYONE GETS**

---

**PERSONAL SAFETY**

Do you agree or disagree that Spokane Valley is a safe place to live. Would you say you....

1. Strongly agree
2. Somewhat agree
3. Neither agree nor disagree
4. Somewhat disagree
5. Strongly disagree
  
7. DON'T KNOW / NOT SURE
9. REFUSED

---

**Q150 – EVERYONE GETS**

---

Do you agree or disagree that your neighborhood is a safe place to live. Would you say you....

1. Strongly agree
2. Somewhat agree
3. Neither agree nor disagree
4. Somewhat disagree
5. Strongly disagree
  
7. DON'T KNOW / NOT SURE
9. REFUSED

---

**Q155 – EVERYONE GETS**

---

**PARKS AND RECREATION**

Generally speaking, how would you rate the quality of parks in Spokane Valley? Would you say they are....

1. Excellent
2. Very good
3. Good
4. Fair, or
5. Poor
  
7. DON'T KNOW / NOT SURE
9. REFUSED

---

**Q160 – EVERYONE GETS**

---

Is there a park in or close to your neighborhood?

1. YES
2. NO
  
7. DON'T KNOW / NOT SURE
9. REFUSED

---

**Q165 – EVERYONE GETS**

---

Recognizing that taxpayers in Spokane Valley would likely pay some portion of the cost, do you consider building more parks in the area a high, medium, or low priority for city officials?

1. HIGH PRIORITY
2. MEDIUM PRIORITY
3. LOW PRIORITY
  
7. DON'T KNOW / NOT SURE
9. REFUSED

---

**Q170 – EVERYONE GETS**

---

Generally speaking, how would you rate the quality of recreational facilities such as swimming pools, community centers, senior centers, and exercise opportunities in Spokane Valley? Would you say recreational facilities are....

1. Excellent
2. Very good
3. Good
4. Fair, or
5. Poor
  
7. DON'T KNOW / NOT SURE
9. REFUSED

---

**Q175 – EVERYONE GETS**

---

Are there recreational facilities in or close to your neighborhood?

1. YES
2. NO
  
7. DON'T KNOW / NOT SURE
9. REFUSED

---

**Q180 – EVERYONE GETS**

---

Recognizing that taxpayers in Spokane Valley would likely pay some portion of the cost, do you consider building more recreational facilities in the area a high, medium, or low priority for city officials?

1. HIGH PRIORITY
2. MEDIUM PRIORITY
3. LOW PRIORITY
  
7. DON'T KNOW / NOT SURE
9. REFUSED

---

**SECTION 3*****Demographics***

---

We're almost done now. I just have a few background questions that will be used for statistical purposes only.

---

**Q185 – EVERYONE GETS**

---

What is your age?

\_\_ \_\_ Enter age

777. DON'T KNOW / NOT SURE
999. REFUSED

---

**Q190 – ONLY GET IF Q185 = 777 OR 999**

---

I understand this is a sensitive question. Would you be willing to tell me which of the following categories best describes your age range?

[READ CHOICES]

1. Under 30
2. 30 to 44
3. 45 to 64
4. 65 or older
  
7. DON'T KNOW / NOT SURE
9. REFUSED

---

**Q195 – EVERYONE GETS**

---

What is the highest grade or year of school you completed?

[INTERVIEWER NOTE: READ ONLY IF NECESSARY]

1. Never attended school or only attended kindergarten
2. Grades 1 through 8 (elementary)
3. Grades 9 through 11 (some high school)
4. Grade 12 or GED (high school graduate)
5. College 1 year to 3 years (some college or technical school)
6. College 4 years or more (college graduate)
  
7. DON'T KNOW / NOT SURE
9. REFUSED

---

**Q200 – EVERYONE GETS**

---

**INTERVIEWER: CODE SEX OF RESPONDENT. IF NECESSARY, ASK:**

This may sound silly but I have to ask for research purposes: are you male or female?

1. MALE
2. FEMALE
  
7. DON'T KNOW / NOT SURE
9. REFUSED

---

**Q205**

---

How many people, including yourself, live in your household?

\_\_\_\_\_ (NUMBER OF PEOPLE)

---

**Q210**

---

How many **adults**, including yourself, live in your household?

\_\_\_\_\_ (NUMBER OF PEOPLE)

---

**Q215 – EVERYONE GETS**

---

Is your annual household income from all sources less than \$25,000?

[INTERVIEWER NOTE: IF RESPONDENT REFUSES AT ANY INCOME LEVEL, CODE REFUSED]

- 04 Less than \$25,000 **If “no,” ask 05; if “yes,” ask 03**
- 03 Less than \$20,000 **If “no,” code 04; if “yes,” ask 02**
- 02 Less than \$15,000 **If “no,” code 03; if “yes,” ask 01**
- 01 Less than \$10,000 **If “no,” code 02**
- 05 Less than \$35,000 **If “no,” ask 06**
- 06 Less than \$50,000 **If “no,” ask 07**
- 07 Less than \$75,000 **If “no,” code 08**
- 08 \$75,000 or more
  
- 77 DON'T KNOW / NOT SURE
- 99 REFUSED

---

**Q220 – EVERYONE GETS**

---

How many months or years have you lived in Spokane Valley?

01-99 Years

01-12 Months

\_\_ \_\_ \_\_ \_\_ Enter YEARS and then MONTHS (YYMM)

- 7777. DON'T KNOW / NOT SURE
- 9999. REFUSED

---

**Q225 – EVERYONE GETS**

---

Not including cell phones or numbers that are only used by a computer or fax machine, how many telephone numbers ring in your household?

1. 1
2. 2
3. 3
4. 4
5. 5
6. 6 OR MORE
  
7. DON'T KNOW/NOT SURE
9. REFUSED

---

**GOODBYE**

---

Those are all my questions. Thank you very much for taking the time to participate in this survey.

END CALL AS COMPLETED INTERVIEW

## Appendix B: Open-ended Responses

### Q005: Do you currently own, rent, or lease your place of residence?

Buying
Purchasing
Buying
Living with mother
Rent to own.
House-sitting for grandparents (do not have own residence)
Live with parents
Live with mother
Looking to buy a house
Own trailer, rent the space

### Q010: In what type of housing unit do you currently live?

Separate homes in one house
Retirement community
House

### Q025: How do you usually get to work?

Work at home
I haul a tractor--big truck, 2 ton.
Drive and then fly.
Home office
I work in my home
Work from home
Work from home.
Work from home.
Bus and car
Work from home.
Sometimes drive, and sometimes ride the bus, I alternate.
Work from home.
Work from home.
Work at home.

**Q27: In your opinion what is the single most important issue facing Spokane Valley today?**

<b>Codes</b>	<b>Description</b>
10	Centralized government/planning
11	Controlling/managing growth
12	Developing city center/downtown
13	Polices services/safety
14	Taxes/tax base
15	Traffic/roads
16	Transportation
17	Crime drugs
18	Sewer/sanitation
19	Budget/spending
20	Other
<b>Code</b>	<b>Response</b>
10	Being a new city determining the plan and putting the plan into practice
10	Central order.
10	City government
10	Get away from county influence
10	Getting everything together to really have a city.
10	Getting government figured out, leadership.
10	Getting the city started like repairs and with the government of the city.
10	Government
10	Government power.
10	Government, needs to stay small and true to its constituents.
10	Leadership
10	Organization
10	Planning commission
10	Planning in general.
10	The city needs to be more centralized.
10	The city's legal system
10	The managing, the governing of it.
10	Unity
11	Controlling growth
11	Growing too fast
11	Growth
11	Growth
11	Growth
11	Growth
11	Growth and development

**Q27: In your opinion what is the single most important issue facing Spokane Valley today?**

11	Growth management
11	Growth management housing and development
11	Growth, city planning
11	Growth, the city is growing too fast.
11	Growth.
11	I would like to see university city to begin growing again.
11	Land development
11	Limiting or controlling growth.
11	Maintaining good school system
11	Manage growth
11	Over development
11	Overcrowding
11	Overpopulation
11	Population, overall growth
11	They won't get a good return on city provided services due to sprawl and they are inexperienced
11	Too much growth
11	Urban growth
12	Central area
12	City center
12	City center
12	City core needs to be developed to promote economic prosperity
12	Creating city atmosphere
12	Development of a city center
12	Downtown, city center.
12	Location of city center
12	Maintaining a viable town center of some kind.
12	Revitalizing the downtown core area- u city.
12	There is no downtown and no structure. I think the name sucks too.
12	They need a downtown.
13	Adequate protection by police and fire keeping property taxes down
13	Law enforcement
13	More funding for police, fire, better hospital
13	Not being able to get a hold of the police department.
13	Police
13	Police and fire
13	Police department
13	Police force is a little overzealous.



**Q27: In your opinion what is the single most important issue facing Spokane Valley today?**

14	Taxes for income.
14	Taxes rising
14	Taxes.
14	They promised no new taxes
15	Appleway and Sprague two way
15	Appleway couplet
15	Appleway/Sprague couplet
15	Better streets
15	Construction, mainly the freeways.
15	Couplet issue, Sprague
15	Extend Appleway
15	I don't want them to remodel the couplets.
15	I think its traffic.
15	Improve street system
15	Overdevelopment of roads.
15	Potholes
15	Road and traffic situation.
15	Road conditions
15	Road construction on i90.
15	Roads
15	Roads
15	Roads
15	Roads
15	Roads
15	Roads
15	Roads
15	Roads
15	Roads
15	Roads
15	Roads and bridges.
15	Roads and traffic
15	Roads are terrible and need to be repaired
15	Roads especially the freeway.
15	Roads.
15	Roads.
15	Sprague Appleway couplet
15	Sprague Appleway couplet
15	Sprague avenue couplet.
15	Sprague Avenue.

**Q27: In your opinion what is the single most important issue facing Spokane Valley today?**

15	Sprague couplet
15	Street direction
15	Streets
15	The couplet
15	The couplet--streets in general.
15	The roads.
15	Traffic
15	Traffic
15	Traffic
15	Traffic
15	Traffic
15	Traffic
15	Traffic
15	Traffic
15	Traffic and crime
15	Traffic and roads
15	Traffic congestion
15	Traffic congestion
15	Traffic congestion.
15	Traffic flow.
15	Traffic.
15	Traffic.
16	Adequate public transportation
16	Public transportation
16	Spokane valley not paying taxes for bus systems
16	Transportation
16	Transportation.
16	Transportation.
16	Transportation.
16	Transportation-traffic and road development
17	Alcohol and drug abuse, family deterioration.
17	Crime
17	Crime and drugs
17	Crime and taxes
17	Crime.
17	Drug problem
17	Meth, all the drugs.
18	Product and waste management

**Q27: In your opinion what is the single most important issue facing Spokane Valley today?**

18	Sanitation
18	Sewage
18	Sewer system
18	Sewer system
18	Waste treatment.
19	A balanced positive budget without over taxation.
19	Budget
19	Budget
19	Cost to run the new government.
19	Deficit
19	Figure out how they are going to provide all the services with less money like they said they would.
19	Finances, to keep finances on track to avoid having to increase taxes and still accomplish or meet the goals the city sets for itself.
19	Financing the new city.
19	Fiscal responsibility don't spend it if you don't have it
19	Funds
19	Having enough money to provide services without raising taxes.
19	How much it's going to cost, new council and all.
19	How to deal with their financial business.
19	Money issues, financial problems
19	Money, their budget.
19	To get more bang for the buck.
20	Affordability of retired people. Are they going to be able to afford living in the Spokane Valley?
20	Beautification
20	Coalescing the entire county of Spokane under one government and the side effect would eliminate all city governments
20	Continuation of services prior to corporations, basically are we going to get what we got before we became a city in concern to property taxes?
20	Creating its own identity
20	Cultural diversity.
20	Doesn't think it should be a separate entity
20	Empty buildings and how to use them.
20	Establishing its identity as unique from shopping malls
20	Expanding business or bringing business to the area.
20	Filling the vacant buildings.

**Q27: In your opinion what is the single most important issue facing Spokane Valley today?**

20	Getting the gutters turned correctly on Sprague so that when you are riding your bike there you don't fall in and get hurt. They go with the traffic and they are spaced just enough so your tires go in and there is no other place to ride.
20	Health care
20	Homeless
20	Housing and developing the valley
20	Housing and grandfathering.
20	I just was totally against the incorporation.
20	I think we shouldn't even have Spokane valley
20	I'd like to see them get a different name.
20	Image
20	Maintenance of assets
20	Make itself known as a city.
20	More information for residents
20	Name
20	Noise from trains
20	Places having junkie cars out front of their place of residence.
20	Playgrounds for the children.
20	Retail
20	Safety at schools
20	School violence
20	Separating Spokane valley from Spokane.
20	Services.
20	Stupid by leaving Spokane
20	The businesses that are closing.
20	The fact that it isn't closer to my house
20	The political stand for people's rights here in the valley.
20	They spent too much to build a school. I didn't want the new city in the first place. I'm really irritated with the school district.
20	Whether it should exist.
20	Why don't we have a real name? Snowplowing--mine wasn't plowed at all this winter.
20	Youth/kids.
20	Zoning
20	Zoning
20	Zoning
20	Zoning

<b>Q060: Which of the following areas of Spokane Valley would be the most ideal location for a city center?</b>
Anywhere
Argon and Sprague
By I-90 and Sullivan
Close to mall there is a park called Mirabeau Park.
Closer to town
Downtown
Downtown Spokane
I think it should be centrally located.
Liberty Lake
Right in the middle
Sprague and University place
Sullivan & Sprague
University and Sprague
Valley Couplet
Where the valley mall is.

<b>Q070: How would you describe Spokane Valley's identity or uniqueness?</b>
A nice average place to live.
Beauty.
Being separate
By how friendly the people are that live here, and they're housing, the attitude that people have for other people that come from out of state.
Centennial Trail, and a sense of community.
Centrally located
Clean nice living.
Everything is so close.
For me personally it's Mirabeau Point.
Forced in under the City of Spokane. It came about because of the bickering within the city.
Friendly
Friendly, open-minded people.
Good
Good.
Great place to live
Has a lot of shopping.
Has about everything you need, as far as products, services, and recreation.
History, it's a conservative community.
Homes etc. are nicer.
I like the Centennial Trail and Dishman Hills Reserve Park.

**Q070: How would you describe Spokane Valley's identity or uniqueness?**

I like the parks. They're making the parks look better to enhance the look of Spokane Valley.

I think that the fact that it's new. Also it's pretty with the trees and everything.

I think the people and the whole town.

I think the valley has a wholesomeness; I see it as being very friendly, neighborly.

I think they improving. They're doing a lot of things to improve.

I wouldn't call it unique, I don't know what you'd call it.

In the valley

It's very quiet, peaceful, maintained and controlled so that you do not have to suffer the drug use and stuff downtown.

It has a lot of nice stores, and services.

It has a mall.

It has it's own identity but I don't know how strong it would be.

It is a good place to raise a family.

It is a nice area to live in.

It is more suburban-like.

It was originally a city, and should remain so.

It's "the valley"

It's a beautiful spot with good weather and it's productive.

It's a brand new city with a clean slate, not restricted by regulations of the past.

It's a little more rural.

It's a nice area, not in the city.

It's a small-town atmosphere.

It's different, it's Spokane valley instead of Spokane, and the atmosphere is different.

It's flat

It's in the valley

It's in the valley

Its just a neat place to live

It's just a valley. You just have to say you live in a valley and people know where it is.

It's like small town living.

It's not clustered, it's accessible. Beauty, trees everywhere. It's more county living.

It's rural and urban together

It's the fact that it is the valley. I identify it as the valley area between the downtown Spokane city and the Idaho lakes. Low Crime. Much safer than downtown. With the mall it has everything you need. Don't like to travel from downtown and I like to stay here for all my needs.

Just the fact that they broke away from Spokane.

Larger city with small town attitude

Less traffic, Centennial Trail through the valley.

Location, and it is more in touch with community.

Mirabeau Point

**Q070: How would you describe Spokane Valley's identity or uniqueness?**

Mirabeau Park area, the river.
Mirabeau Point and the Centennial Trail and the valley mall.
Mirabeau Point and the valley mall.
Mixed use of agriculture, commercial and residential.
More open, more spread out, more non-city feel
More room for families in living areas.
Not Spokane.
Open space for businesses and homes
Parks and Centennial Trail.
Particularly friendly people
Personal use of Mirabeau Point.
Pretty good of everything.
Quality of life is better.
Reasonable city government
Resources we have have not been used as they should.
Rural
Safe, open,
Schools are better more family-oriented.
Schools, housing development mostly new, mall, river
Simple country living.
Small town feel
Spacious suburbia.
Spacious, a little upscale, almost everything you need is here in the valley.
Spaulding's wrecking yard
Spokane valley
Spokane valley is trying to become a better place.
Spokane valley mall makes it unique.
Spokane valley mall.
Still fairly rural
Still living in the country but being in a city
Suburban
The businesses
The Centennial Trail
The community and the things you do in the community.
The community is a good place to raise kids.
The ease and ability to get around
The extension of Spokane. It's not as busy as Spokane.
The location.
The mall.
The mall.
The people.

**Q070: How would you describe Spokane Valley's identity or uniqueness?**

The river
The serenity of it the neighborhood concept is stronger there than other places.
The valley
The valley mall
The valley mall.
The views and prettiness of some of the areas of Spokane valley --not real congested and a lot of trees
They don't want to be Spokane.
They have lots of churches and a nice mall.
They should keep the name and not change it.
Very pleasant and helpful to deal with, easier to deal with than Spokane.
Very polite, willing to help, but the work sucks
Very secure and safe then most areas
We are in the outer areas of the county not right downtown.
We have all walks, rural, city, and no reasons to leave the valley.
We're new, we're growing, and we're getting better.
When they were first coming out with it- something caught my eye in the newspaper meth [chef] valley. It was talking about all the meth amphetamines that they were manufacturing, it's not a positive thing, it definitely is a big problem.
You can be in the country and then just a few minutes away from better things
You don't have to go anywhere else. Everything I need is right here.
You're close to nature and hiking trails and stuff.