

VISION 2030 COEUR D'ALENE



July 2014

Project Validation Study

Robinson Research was commissioned by CDA 2030 to conduct a 400-sample telephone survey with households in the Coeur d'Alene area. The purpose of the survey was to test a variety of projects that could be undertaken in Greater Coeur d'Alene.

Contents

METHODOLOGY 2

EXECUTIVE SUMMARY..... 3

DETAILED OBSERVATIONS 4

 Q.1 How important is it to you to have a vision and implementation plan? 5

 Q.2 What is the biggest challenge currently facing the Coeur d’Alene area?..... 6

 Q.3 What other challenges do you see? 7

 Community & Identity actions..... 8

 Education & Learning actions..... 10

 Environment & Recreation actions 12

 Growth & Development actions..... 14

 Health and Safety actions..... 16

 Jobs and Economy actions 18

 Category grand mean scores 20

 All actions rankings..... 21

 Q.25 Are there any ongoing, long-range planning projects? 22

 Q.26 Do you know the name of the project? 23

 Q.27 Had you heard about the CDA 2030 Project? 24

 Q.28 Where did you hear about CDA 2030? 25

 Q.29 Where would you expect to find information/updates about CDA 2030? 26

 Q.30 How familiar would you say you are with CDA 2030? 27

 Q.31 How would you describe CDA 2030?..... 28

 Q.32 CDA 2030 represents a broad range of input from people..... 30

 Q.33 CDA 2030 reflects core values that are relevant to our community today 31

 Q.34 CDA 2030 should be a part of our area’s decision-making process 31

 Q.35 It’s important that our local leaders work together for the vision plan..... 31

DEMOGRAPHIC PROFILE 32

FREQUENCIES..... 33

QUESTIONNAIRE..... 60

METHODOLOGY

Robinson Research was commissioned by CDA 2030 to conduct a 400-sample telephone survey with households in the Coeur d'Alene area. The geographic boundaries were Post Falls to the west, Rathdrum to the north, Hayden to the east, and Mica Bay to the south. The purpose of the survey was to test a number of projects under consideration by CDA 2030.

The telephone interviews were conducted at our facility from June 30, 2014 through July 21, 2014. No fewer than fifteen percent (15%) of the interviews were monitored in their entirety and an additional ten percent (10%) were called back by a supervisor for verification of key points of the data. Interim trial runs of the data were cross-tabulated by interviewer as a quality assurance procedure. Calls resulting in a no answer, busy signal, or respondent not available were set aside for subsequent attempts before a replacement was issued.

A 400-sample survey has a margin of error of +/-4.95%, which means that results have a ninety-five percent (95%) chance of coming within +/- 4.95 percentage points of results that would have been obtained if all qualifying households had been included.

Questions regarding this study may be directed to:



William D. Robinson
President
Robinson Research
1206 N. Lincoln St., Suite 200
Spokane, Washington 99201
(509) 489-4361
E-mail: billr@robinson-research.com

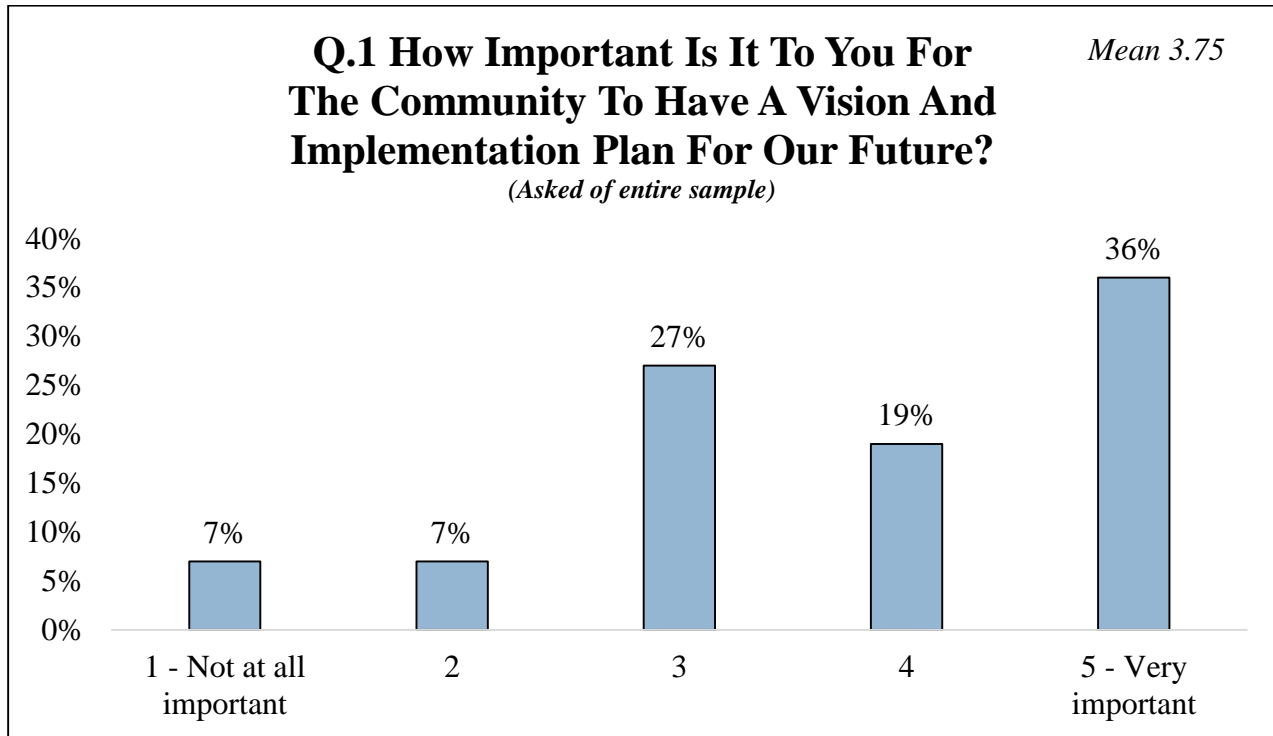
EXECUTIVE SUMMARY

- One in three respondents reported that it was very important for the community to have a vision and implementation plan
- One in five respondents cited population growth/overcrowding as the biggest challenge, another one in five mentioned traffic congestion
- Overall, population growth/overcrowding was mentioned as a challenge by three in ten participants
- Actions proposed for the CDA 2030 Vision Project scored better in the Education & Learning and Jobs & Economy topic areas than with the Community & Identity topic area
- The highest ranked action was the implementation of summer programs for intensive development of math and literary skills
- Development of specific recruitment strategies for targeted industries is the one other action that received a mean score above 4.00 (of 5.00 total)
- Of the twenty-one actions listed, creation of a master plan for revitalization of the East Sherman Avenue neighborhood ranked lowest
- In this survey, seventeen out of twenty-one actions tested above the midpoint (3.00) of the scale:
 - Create a public-private partnership to provide affordable child care
 - Promote a unified higher education system that offers enhanced, more diverse programs and opportunities
 - Implement summer programs for intensive development of math and literary skills offered to students who do not meet grade level requirements
 - Develop a voluntary public Pre-K program to better prepare more students for educational success
 - Encourage youth citizenship and service opportunities starting in elementary school
 - Expand residential curbside recycling options to include materials such as glass and yard waste
 - Create a public partnership to acquire ownership and preserve shoreline access to Lake Coeur d'Alene from Silver Beach to Higgins Point
 - Acquire railroad rights of way for major trail expansions and connections
 - Require and develop links between neighborhoods, schools, and parks with bike trails and bus systems
 - Conduct a feasibility study for a light rail or other express transit service linking CDA to Spokane Airport
 - Create a network of support services in the areas of mental health and substance abuse treatment to address the needs of the community
 - Expand medical services of our existing mobile health unit to provide comprehensive health, wellness and medical services
 - Establish substations for police at existing and new fire and EMS station locations

- Develop increased housing and shelter options for the homeless to address the needs of the community
 - Develop specific recruitment strategies for targeted industries and employers that provide living wage jobs with benefits
 - Create innovative local investment funds to support business startup, growth and retention
 - Create strategies for economic development that identify and promote specific types of business and industry clusters
- In this survey, four out of twenty-one actions tested below the midpoint (3.00) of the scale:
 - Secure funding to extend a multi-use trail from Lake Coeur d'Alene to Canfield Mountain
 - Construct a new state-of-the-art Museum of North Idaho
 - Construct a complex of public attractions- and events- related facilities
 - Create a master plan for revitalization of the East Sherman Avenue neighborhood

DETAILED OBSERVATIONS

Q.1 Using a one to five scale, where one means you not at all important and five means very important, how important is it to you for the Coeur d'Alene community to have a vision and implementation plan for our future?¹

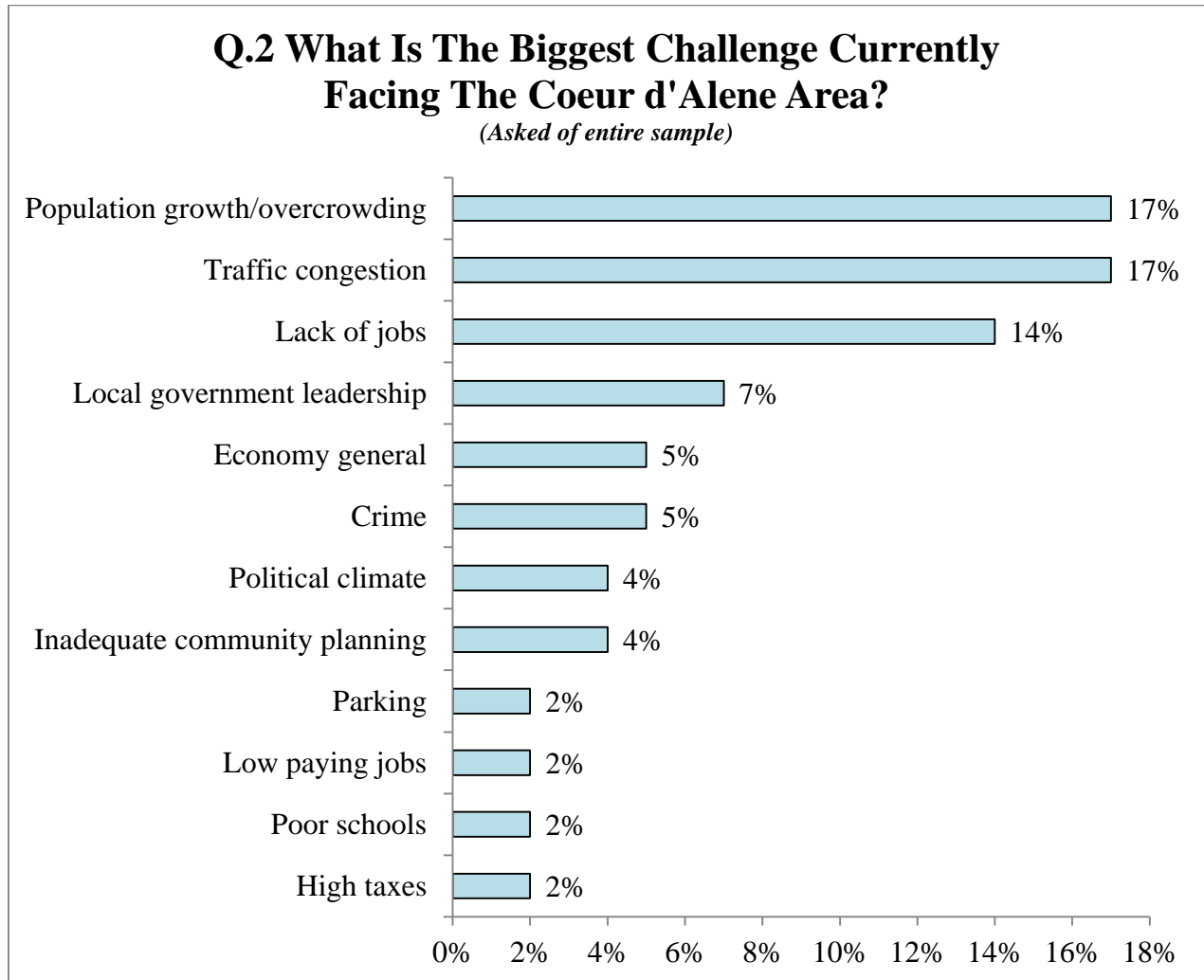


One in three (36%) respondents rated the statement at the top of the scale.

Participants who reported their politics as very conservative were significantly more likely to give a lower rating.

¹ This question was asked of all 400 respondents.

Q.2 In your opinion, what is the biggest challenge currently facing the Coeur d'Alene area?²



Population growth/overcrowding and traffic congestion were each mentioned by one in five (17%) respondents.

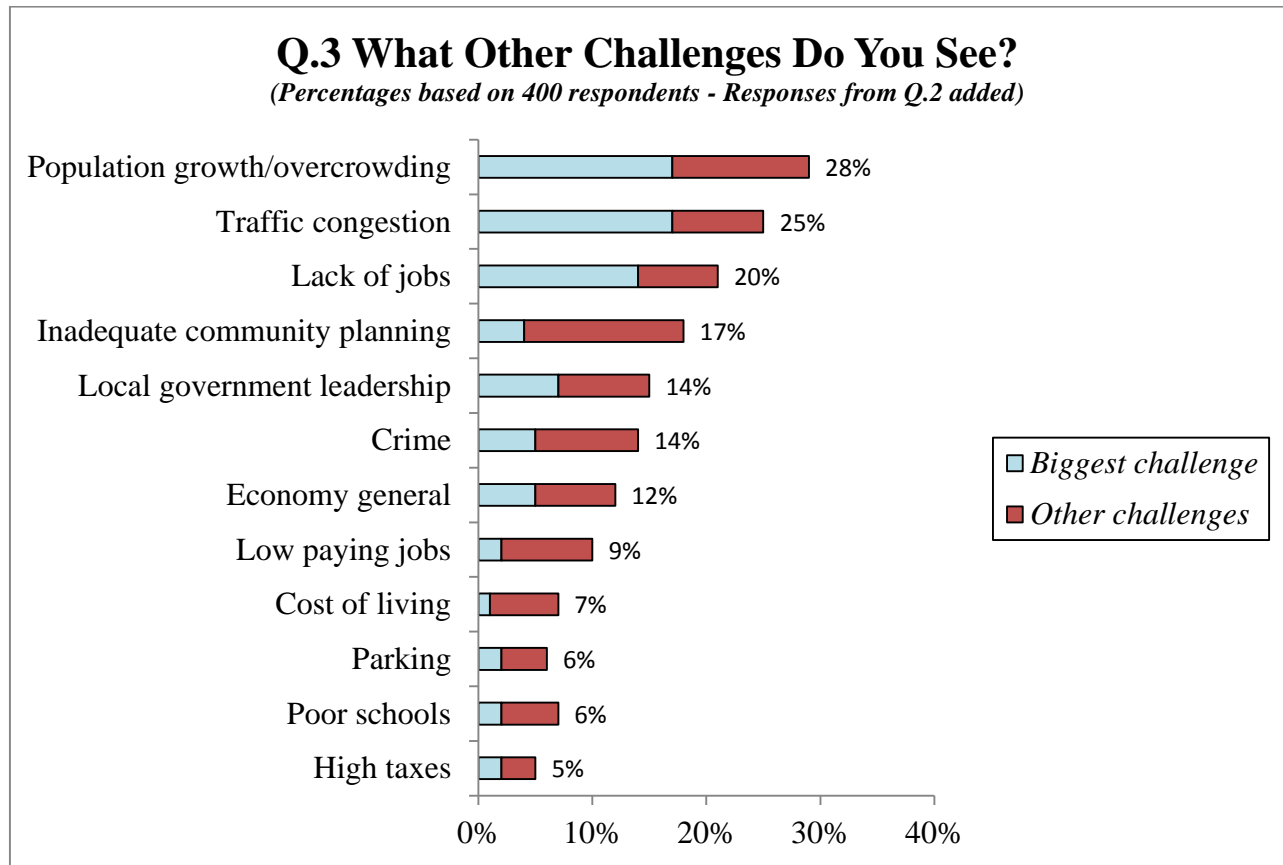
Respondents within the Coeur d'Alene city limits were less likely to mention traffic congestion.

Students and respondents in the 18 to 34 age group were more likely to cite lack of jobs as the biggest challenge.

Renters were less likely to mention population growth/overcrowding.

² This question was asked of all 400 respondents. Respondents were not read a list of responses from which to choose. Only one response was allowed.

Q.3 What other challenges do you see?³

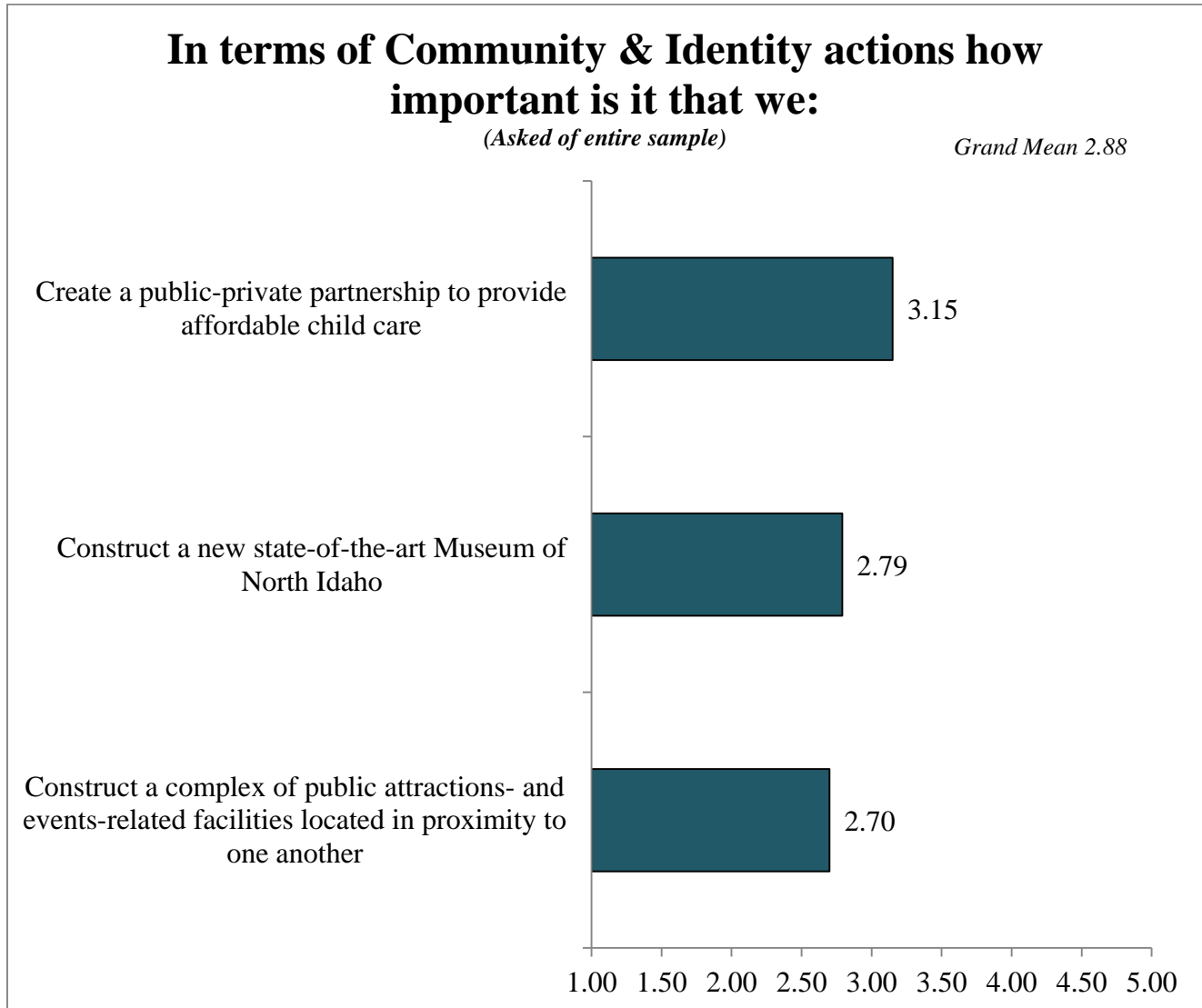


Population growth/overcrowding was mentioned by nearly three in ten (28%) respondents.

³ Respondents were not read a list of possible responses from which to choose. Multiple responses were allowed. Responses from Q.2 have been added to this graph to give a clearer overall picture of the public's perception of the biggest challenges. Percentages based on 400.

I will now read a brief list of major community actions that could be undertaken by the Coeur d'Alene community. These actions are organized in six topic areas. Please tell me how important each is to you, using a one to five scale, where one is not at all important and five is very important.

In terms of Community & Identity actions how important is it that we:⁴



Q.4 Create a public-private partnership to provide affordable child care

This action ranked first among the three tested, with a mean score of 3.15.

Participants who reported being very conservative were significantly more likely to give a lower rating.

Respondents who reported being liberal were significantly more likely to give a higher rating.

Participants in the 18 to 34 age group were significantly more likely to give a higher rating.

⁴ This series of questions was asked of all 400 respondents.

Renters were significantly more likely to give a higher rating.

Q.5 Construct a complex of public attractions- and events-related facilities located in proximity to one another

This action ranked lowest of the three tested, with a mean score of 2.70.

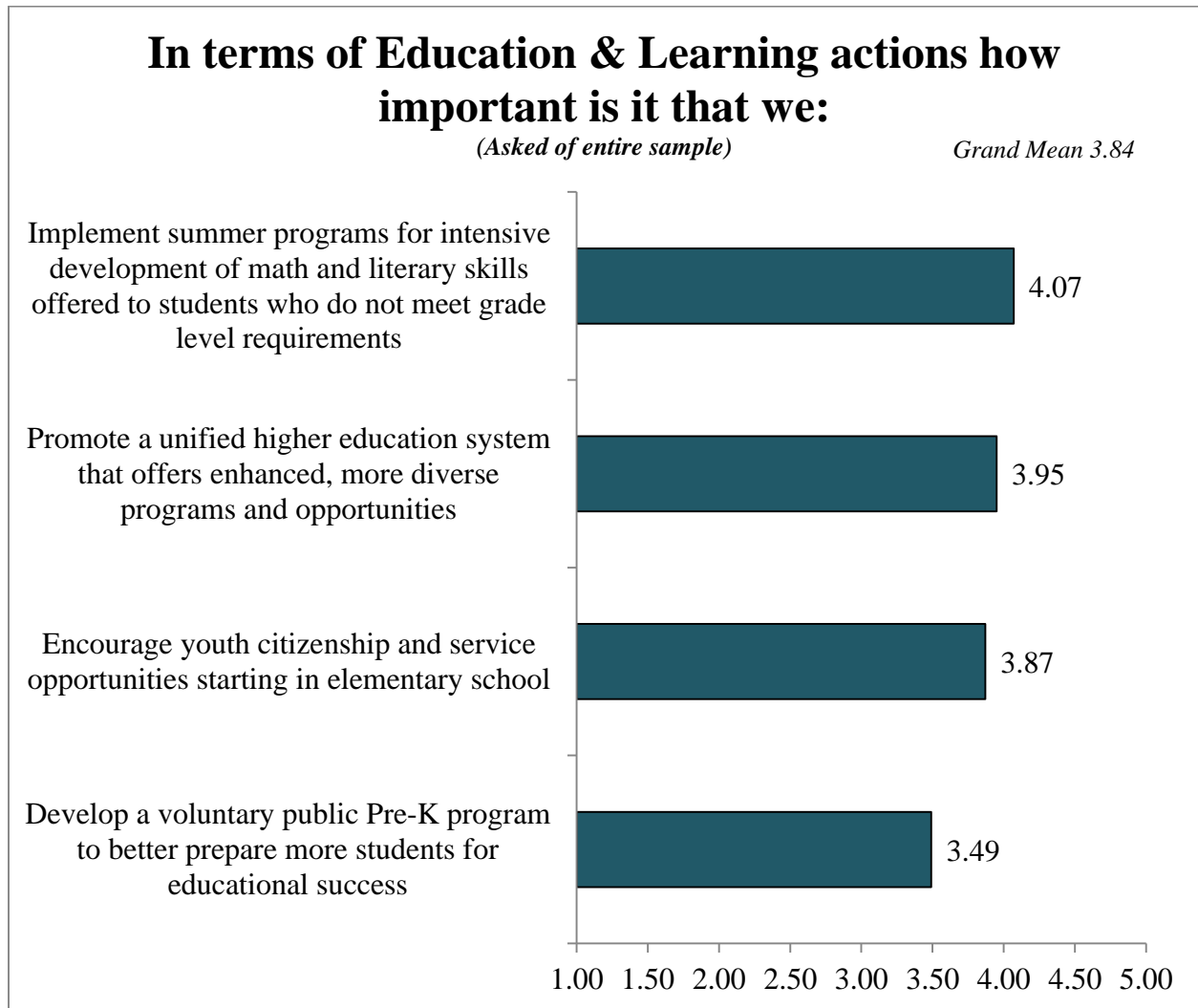
Participants who reported being conservative were significantly more likely to give a lower rating.

Q.6 Construct a new state-of-the-art Museum of North Idaho

This action ranked second among the three tested, with a mean score of 2.79.

Responses spanned the tested subsets quite evenly.

In terms of Education & Learning actions how important is it to:⁵



Q.7 Promote a unified higher education system that offers enhanced, more diverse programs and opportunities

This action ranked second among the four tested, with a mean score of 3.95.

Participants who reported being conservative were significantly more likely to give a lower rating.

⁵ This series of questions was asked of all 400 respondents.

Q.8 Implement summer programs for intensive development of math and literary skills offered to students who do not meet grade level requirements

This action ranked first of the four tested, with a mean score of 4.07.

Participants who reported being conservative were significantly more likely to give a lower rating.

Respondents 75 and older were more likely to give a higher rating.

Renters were more likely to give a higher rating.

Q.9 Develop a voluntary public Pre-K program to better prepare more students for educational success

This action ranked lowest among the four tested, with a mean score of 3.49.

Participants who reported being conservative were more likely to give a lower rating.

Respondents who reported being liberal were more likely to give a higher rating.

Participants who reported being unemployed were more likely to give a lower rating.

Respondents in the 18 to 34 age range were significantly more likely to give a higher rating.

Renters were more likely to give a higher rating.

Q.10 Encourage youth citizenship and service opportunities starting in elementary school

This action ranked third of the four tested, with a mean score of 3.87.

Participants who reported being conservative were significantly more likely to give a lower rating.

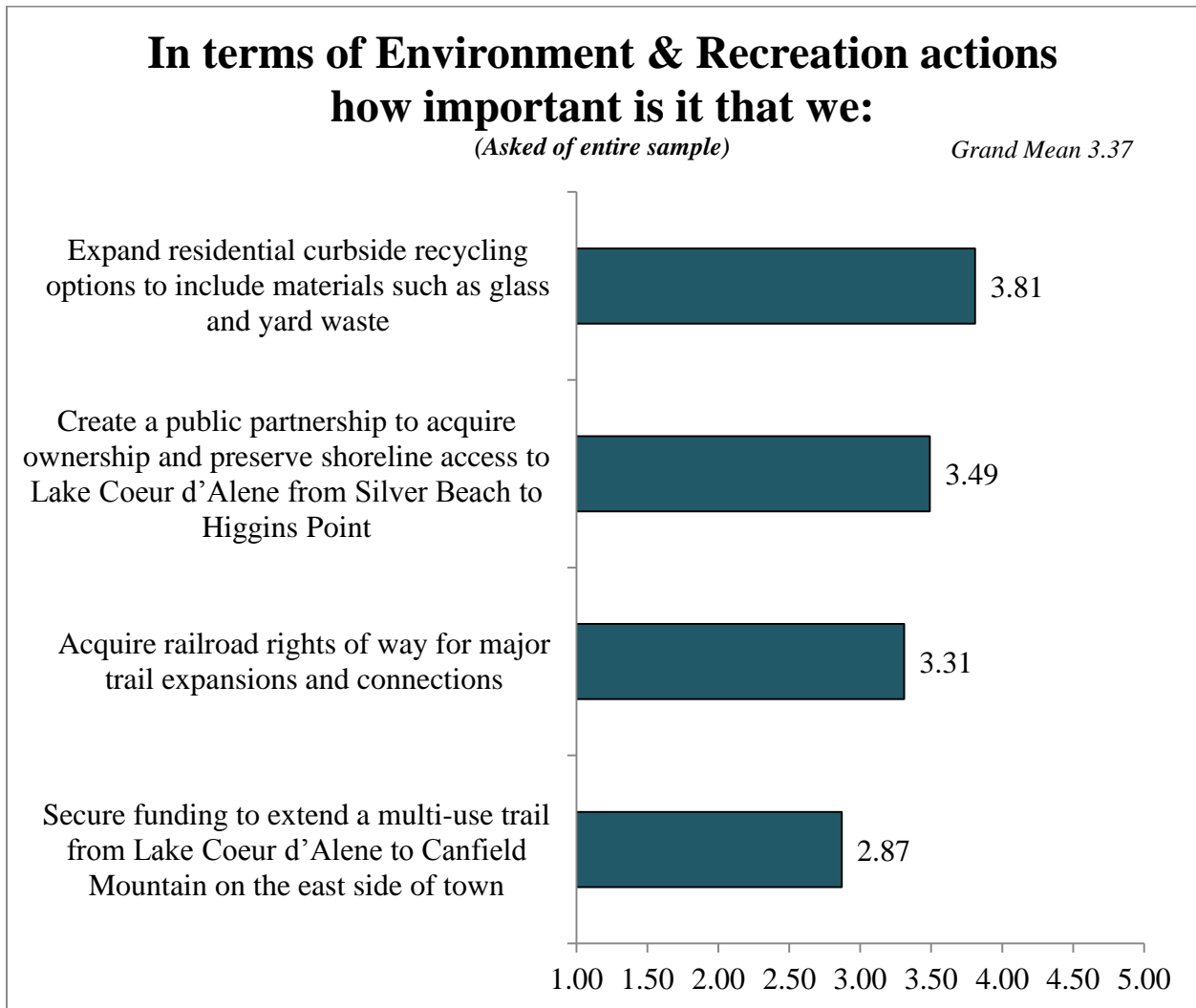
Respondents who reported being liberal were more likely to give a higher rating.

Females were significantly more likely than males to give a higher rating.

Students were more likely to give a higher rating.

Participants who reported being employed full-time were more likely to give a lower rating.

In terms of Environment & Recreation actions how important is it that we:⁶



Q.11 Expand residential curbside recycling options to include materials such as glass and yard waste

This action ranked first among the four tested, with a mean score of 3.37.

Participants who reported being conservative were significantly more likely to give a lower rating.

Moderates and liberals were more likely to give a higher rating.

Females were more likely to give a higher rating.

⁶ This series of questions was asked of all 400 respondents.

Q.12 Secure funding to extend a multi-use trail from Lake Coeur d'Alene to Canfield Mountain on the east side of town

This action ranked lowest of the four tested, with a mean score of 2.87.

Participants who reported being conservative were significantly more likely to give a lower rating.

Respondents who reported being liberal were more likely to give a higher rating.

Participants in the 35 to 44 age group were more likely to give a lower rating.

Respondents who demonstrated unaided awareness of CDA 2030 were more likely to give a higher rating.

Q.13 Create a public partnership to acquire ownership and preserve shoreline access to Lake Coeur d'Alene from Silver Beach to Higgins Point

This action ranked second among the four tested, with a mean score of 3.49.

Participants who reported being conservative were significantly more likely to give a lower rating.

Respondents who reported being liberal were more likely to give a higher rating.

Participants in the 35 to 44 age group were more likely to give a lower rating.

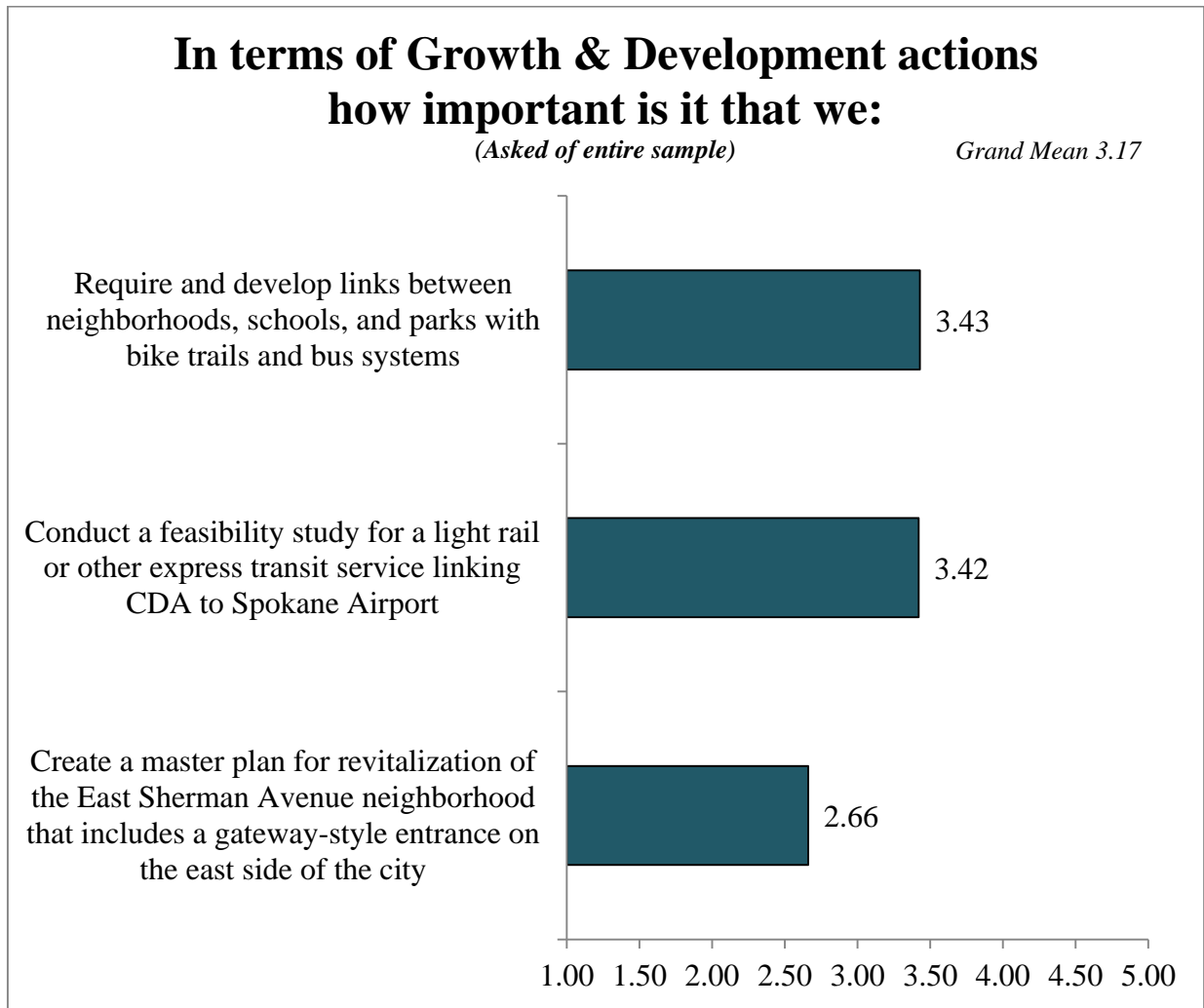
Q.14 Acquire railroad rights of way for major trail expansions and connections

This action ranked third of the four tested, with a mean score of 3.31.

Participants who reported being conservative were significantly more likely to give a lower rating.

Respondents who reported being liberal or very liberal were more likely to give a higher rating.

In terms of Growth & Development actions how important is it that we:⁷



Q.15 Create a master plan for revitalization of the East Sherman Avenue neighborhood that includes a gateway-style entrance on the east side of the city

This action ranked lowest in this category and was lowest of the 21 total actions tested: mean score of 2.66.

Participants who reported being conservative were significantly more likely to give a lower rating.

Respondents who reported being very liberal were more likely to give a higher rating.

Participants who reported being unemployed were significantly more likely to give a lower rating.

Respondents age 75 and older were more likely to give a higher rating.

Participants who had unaided awareness of CDA 2030 were more likely to give a higher rating.

⁷ This series of questions was asked of all 400 respondents.

Q.16 Require and develop links between neighborhoods, schools, and parks with bike trails and bus systems

This action ranked first of the three tested, with a mean score of 3.43.

Participants who reported being conservative were significantly more likely to give a lower rating.

Respondents who reported being liberal were more likely to give a higher rating.

Females were more likely than males to give a higher rating.

Respondents in the 18 to 34 age group were significantly more likely to give a higher rating.

Renters were more likely to give a higher rating.

Q.17 Conduct a feasibility study for a light rail or other express transit service linking CDA to Spokane Airport

This action ranked second among the three tested, with a mean score of 3.42.

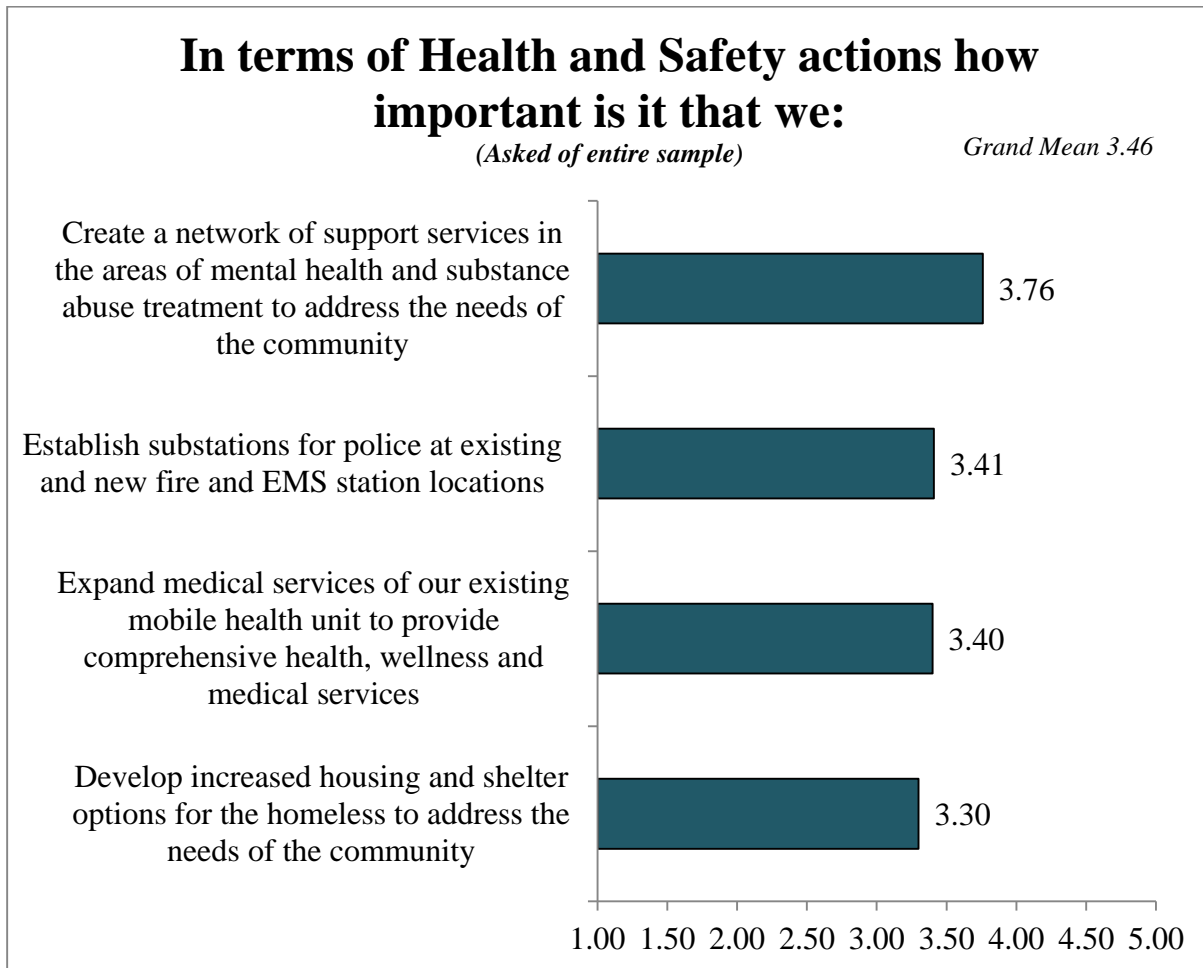
Participants who reported being conservative were more likely to give a lower rating.

Respondents who reported being very liberal were more likely to give a higher rating.

Participants in the 35 to 44 age group were more likely to give a lower rating.

Respondents who reported aided awareness of CDA 2030 were more likely to give a higher rating.

In terms of Health and Safety actions how important is it that we:⁸



Q.18 Create a network of support services in the areas of mental health and substance abuse treatment to address the needs of the community

This action ranked first among the four tested, with a mean score of 3.76.

Participants who reported being conservative were significantly more likely to give a lower rating.

Respondents who reported being liberal or very liberal were more likely to give a higher rating.

Females were more likely than males to give a higher rating.

Participants who resided within Coeur d'Alene were more likely than those who resided outside the city limits to give a higher rating.

Homemakers were more likely to give a higher rating.

⁸ This series of questions was asked of all 400 respondents.

Q.19 Expand medical services of our existing mobile health unit to provide comprehensive health, wellness and medical services

This action ranked third of the four tested, with a mean score of 3.40.

Participants who reported being conservative were significantly more likely to give a lower rating.

Respondents who reported being liberal or very liberal were more likely to give a higher rating.

Q.20 Establish substations for police at existing and new fire and EMS station locations

This action ranked second among the four tested, with a mean score of 3.41.

Participants who reported being conservative were significantly more likely to give a lower rating.

Respondents 75 and older were more likely to give a higher rating.

Q.21 Develop increased housing and shelter options for the homeless to address the needs of the community

This action ranked last of the four tested, with a mean score of 3.30.

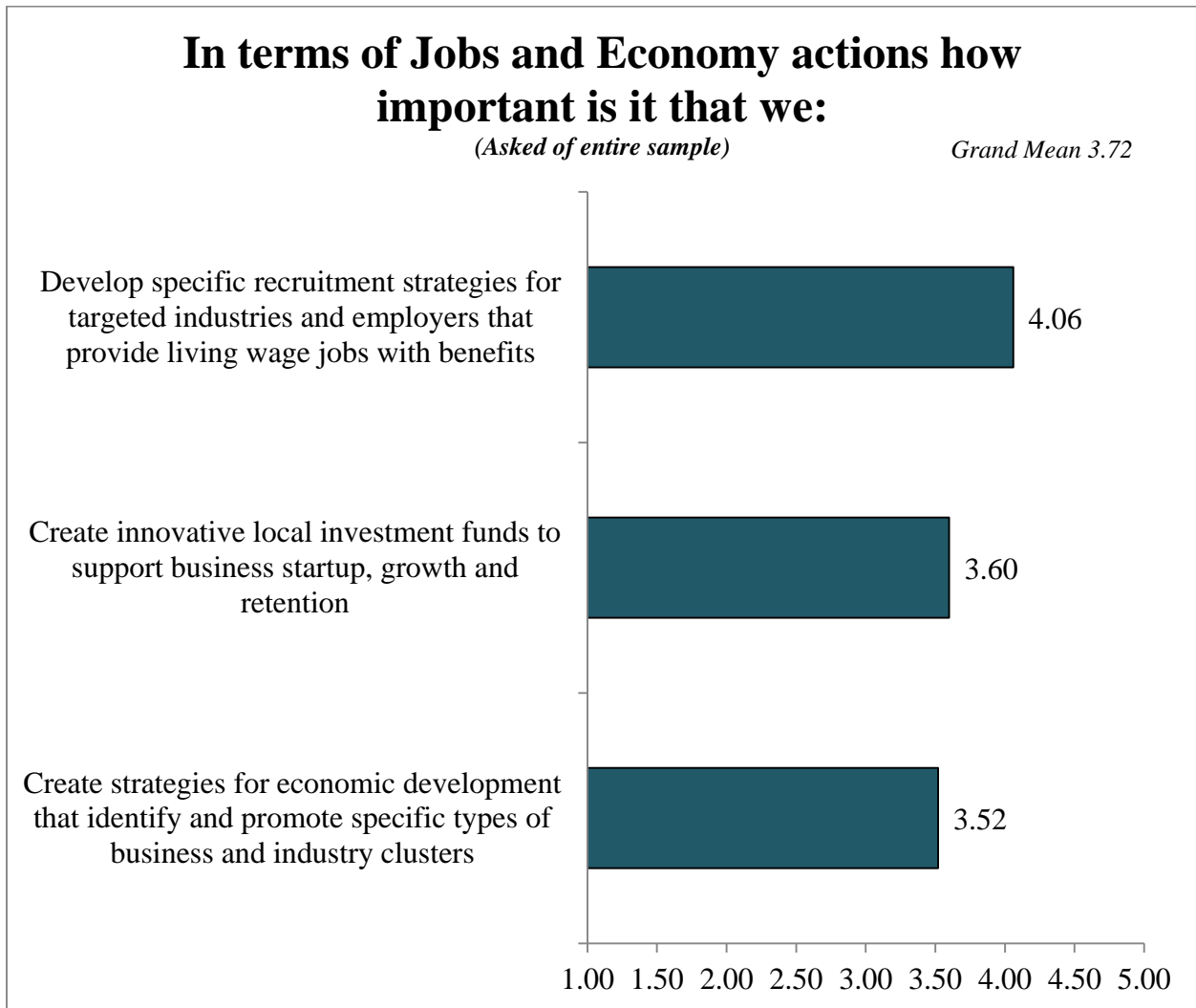
Participants who reported being conservative were significantly more likely to give a lower rating.

Respondents who reported being liberal were more likely to give a higher rating.

Females were significantly more likely to give a higher rating.

Participants who reported being disabled were more likely to give a higher rating.

In terms of Jobs and Economy actions how important is it that we: ⁹



Q.22 Develop specific recruitment strategies for targeted industries and employers that provide living wage jobs with benefits

This action ranked first among the three tested, with a mean score of 4.06.

Participants who reported being conservative were significantly more likely to give a lower rating.

Respondents 75 and older were more likely to give a higher rating.

⁹ This series of questions was asked of all 400 respondents.

Q.23 Create innovative local investment funds to support business startup, growth and retention

This action ranked second of the three tested, with a mean score of 3.60.

Participants who reported being conservative were significantly more likely to give a lower rating.

Students were significantly more likely to give this a lower rating.

Q.24 Create strategies for economic development that identify and promote specific types of business and industry clusters

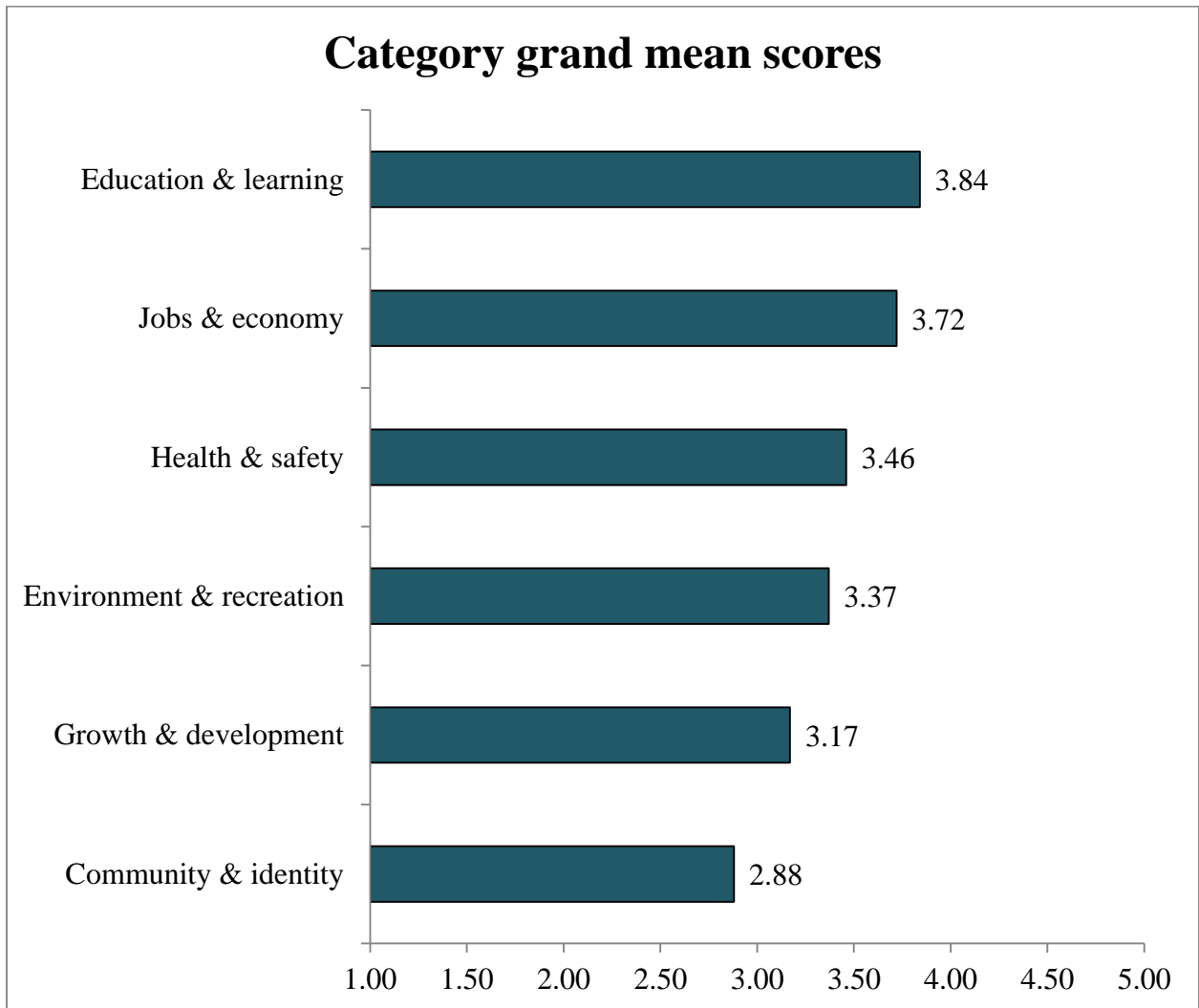
This action ranked lowest among the three tested.

Participants who reported being conservative were significantly more likely to give a lower rating.

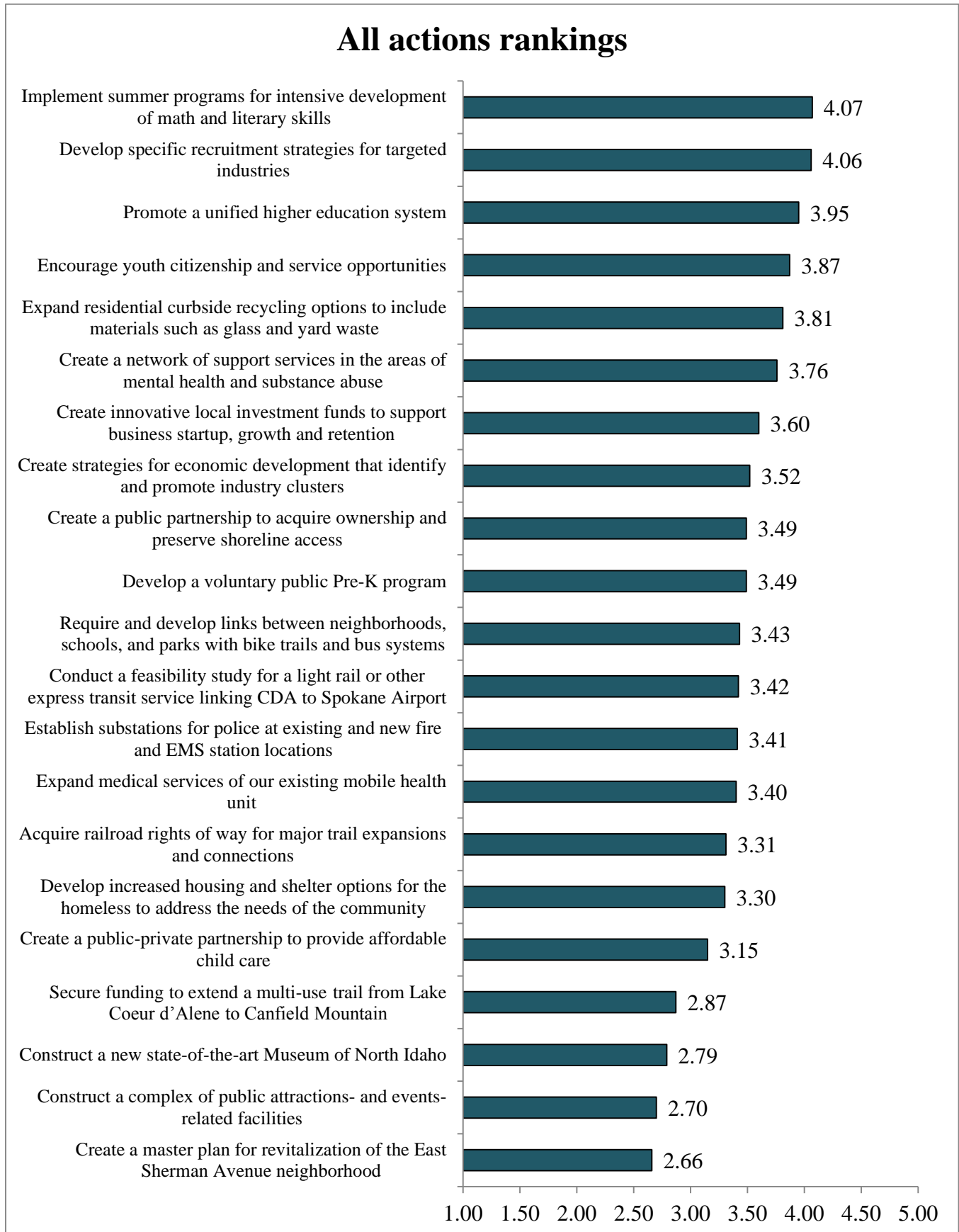
Respondents 75 and older were more likely to give a higher rating.

Participants in the 35 to 44 age group were more likely to give a lower rating.

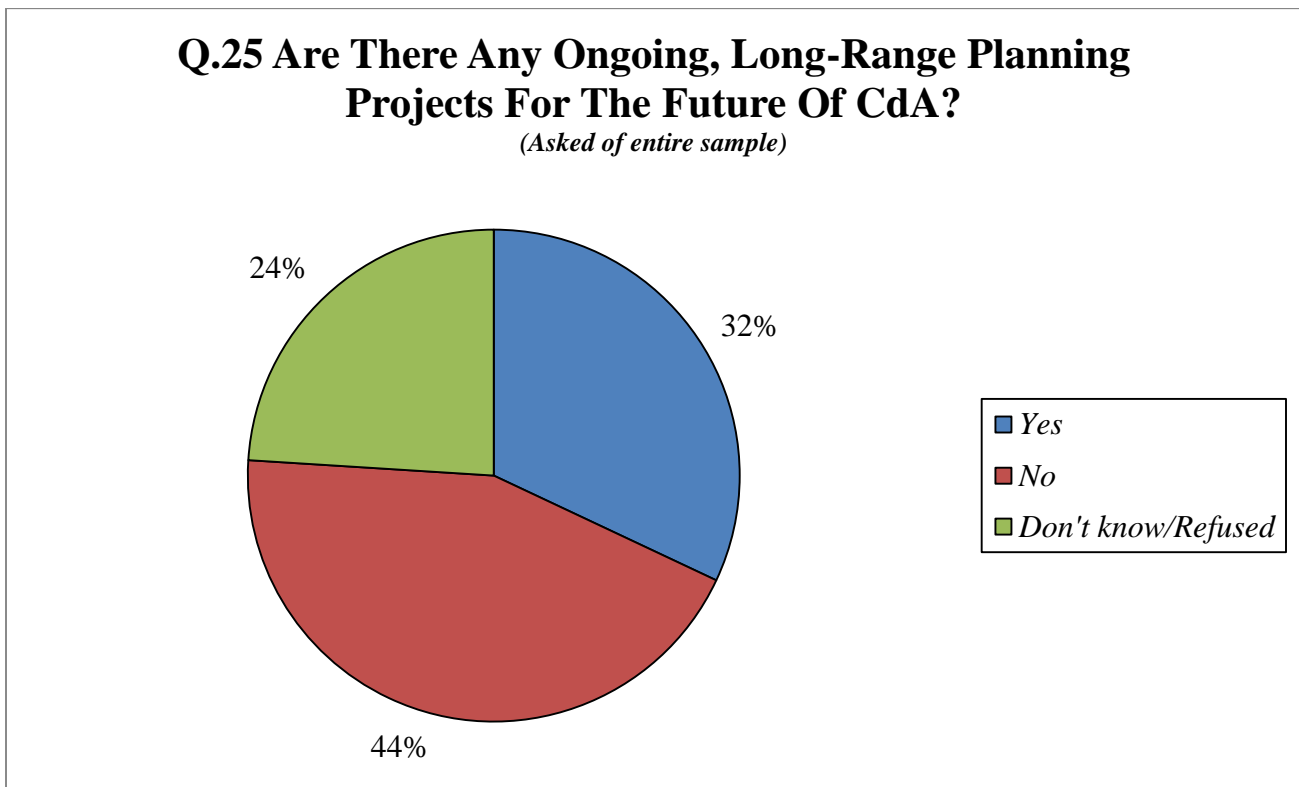
Category grand mean scores



All actions rankings



Q.25 To the best of your knowledge, are there any ongoing, long-range planning projects for the future of Coeur d'Alene and its surrounding areas? ¹⁰



One in three (32%) respondents reported awareness of an ongoing, long-range planning project for the future of Coeur d'Alene.

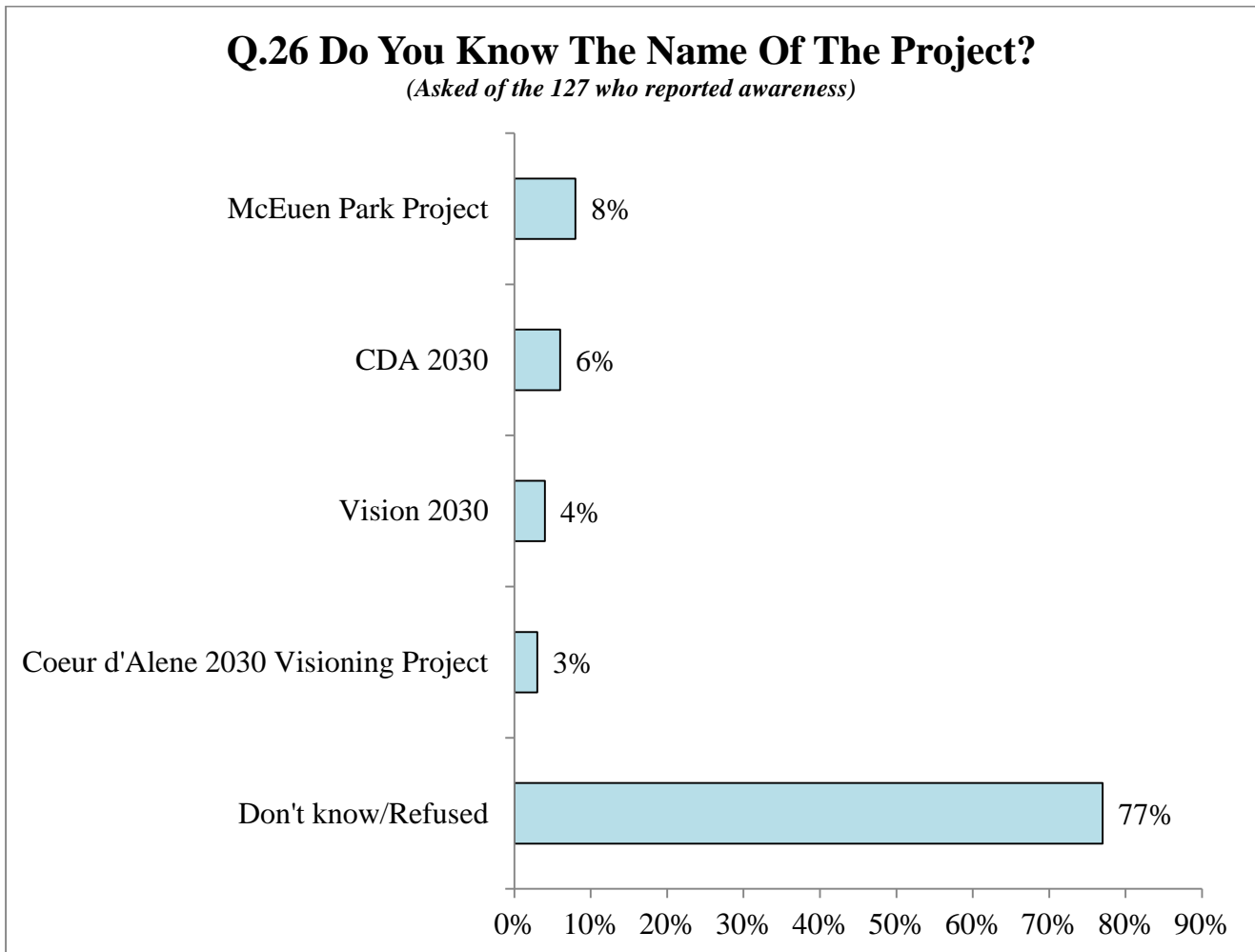
Participants who rated the importance of Coeur d'Alene having a long-range plan at the bottom of the scale were more likely than average to report being unfamiliar with any ongoing long-range planning.

Residents who reported being disabled (for employment purposes) were more likely than average to respond in the negative.

Respondents at the upper end of the household income scale were more likely than average to respond in the affirmative.

¹⁰ This question was asked of the entire sample.

Q.26 Do you know the name of the project?¹¹

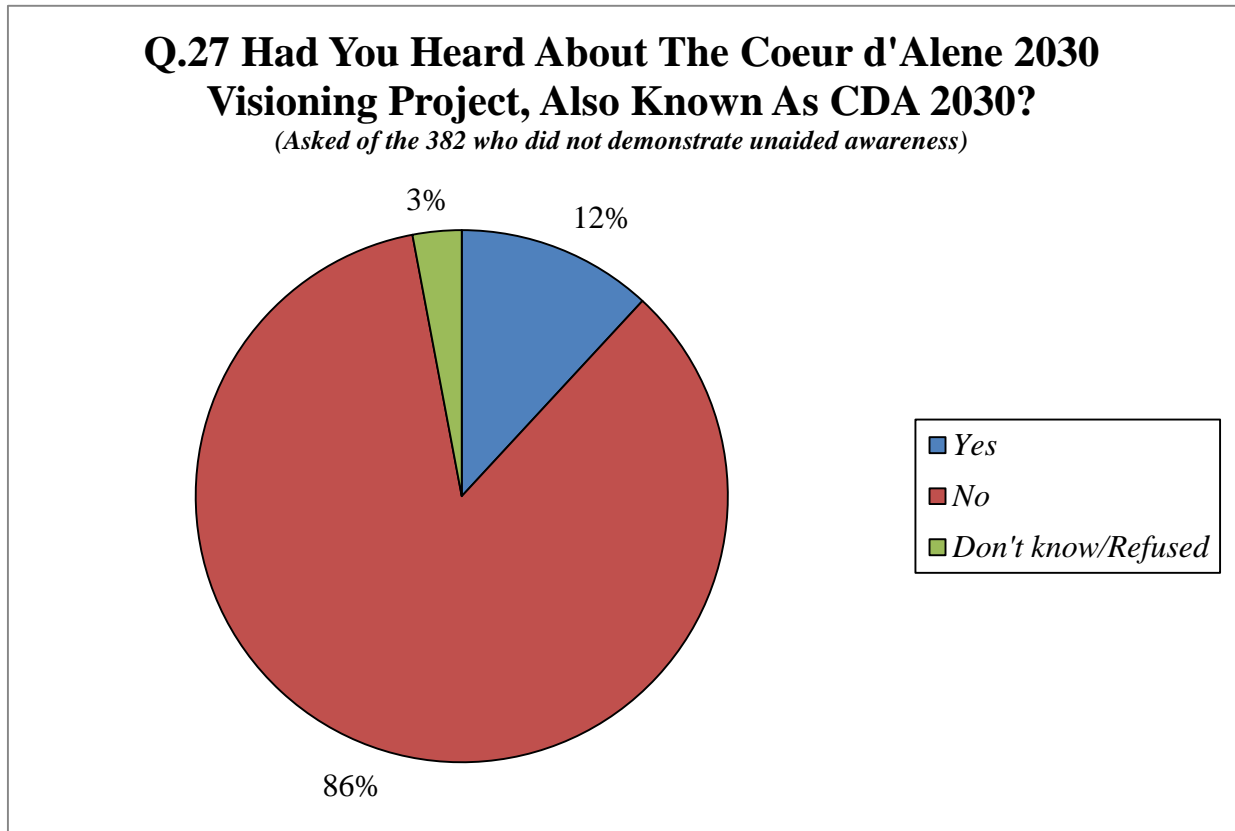


Sixteen respondents (4%) of the overall sampling were able to name CDA 2030 (or one of the variations) unaided.

Participants who lived outside of Coeur d'Alene were more likely than average to report not knowing.

¹¹ This question was asked of the 127 respondents who reported awareness of an ongoing, long-range planning process for Coeur d'Alene. Respondents were not read a list of possible responses from which to choose. Multiple responses were allowed.

Q.27 Before now, had you heard about the Coeur d'Alene 2030 Visioning Project, also known as CDA 2030?¹²

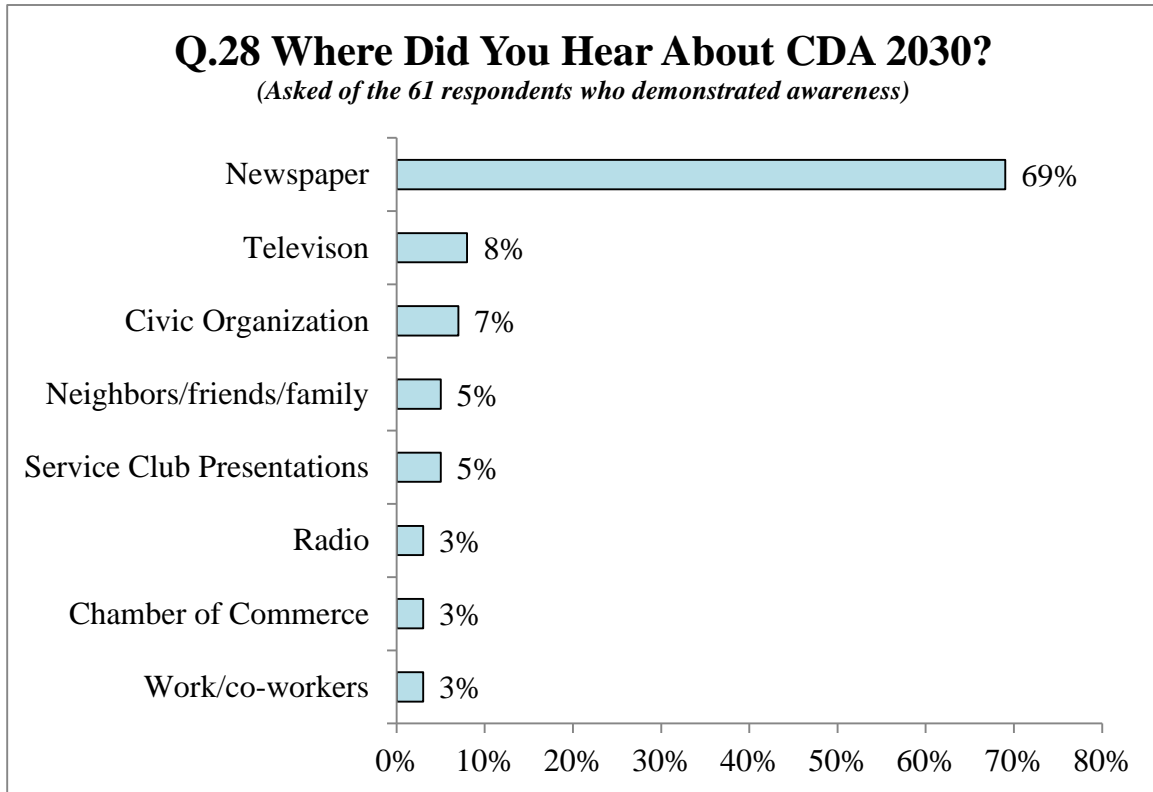


One in eight (12%) of the respondents who did not demonstrate unaided awareness of CDA 2030 reported awareness of the Coeur d'Alene 2030 Visioning Project.

Students were significantly more likely than average to respond in the negative.

¹² This question was asked of the 382 respondents who did not demonstrate unaided awareness of CDA 2030.

Q.28 Where did you hear about CDA 2030?¹³

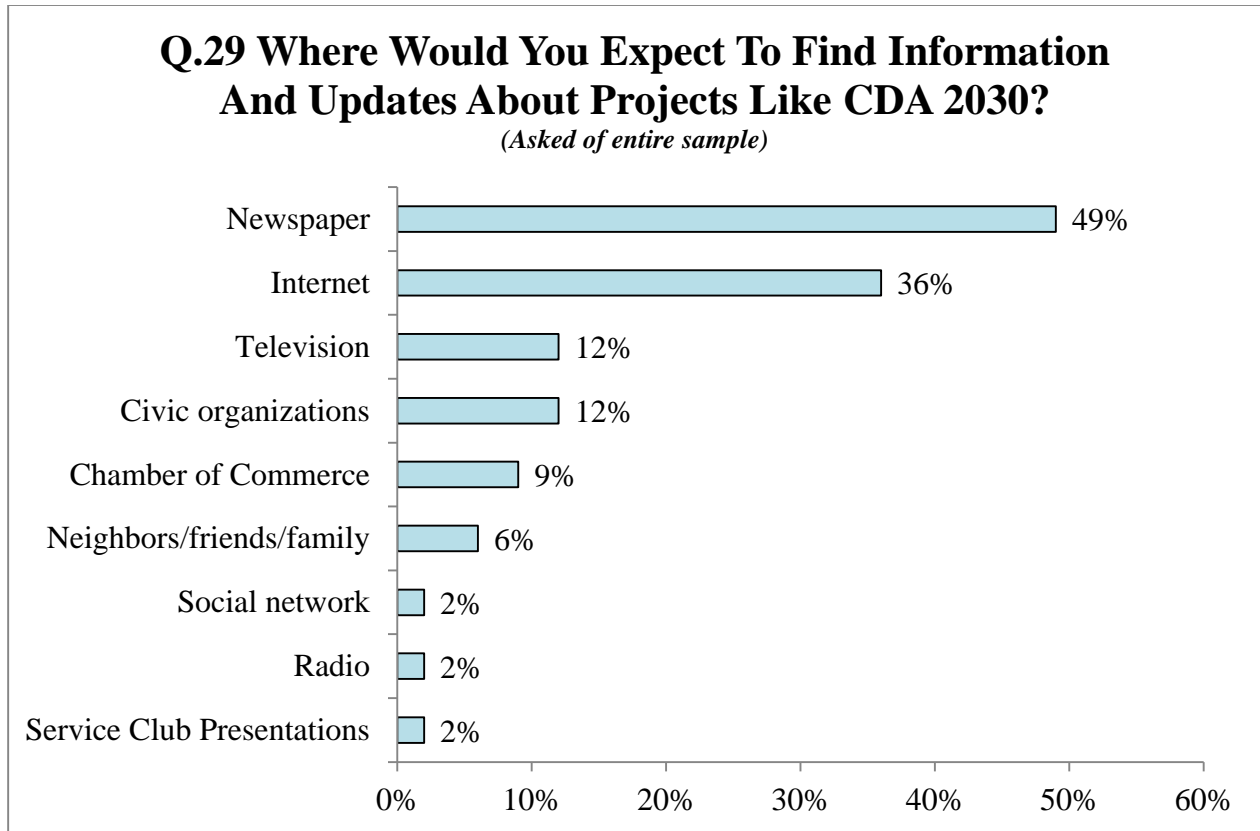


Seven in ten (69%) respondents reported hearing about CDA 2030 in the newspaper.

Homemakers were significantly more likely than average to report hearing about it in the newspaper.

¹³ This question was asked of the 61 respondents who demonstrated awareness. Respondents were not read a list of potential responses from which to choose. Multiple responses were allowed.

Q.29 Where would you expect to find information and updates about projects like CDA 2030?¹⁴



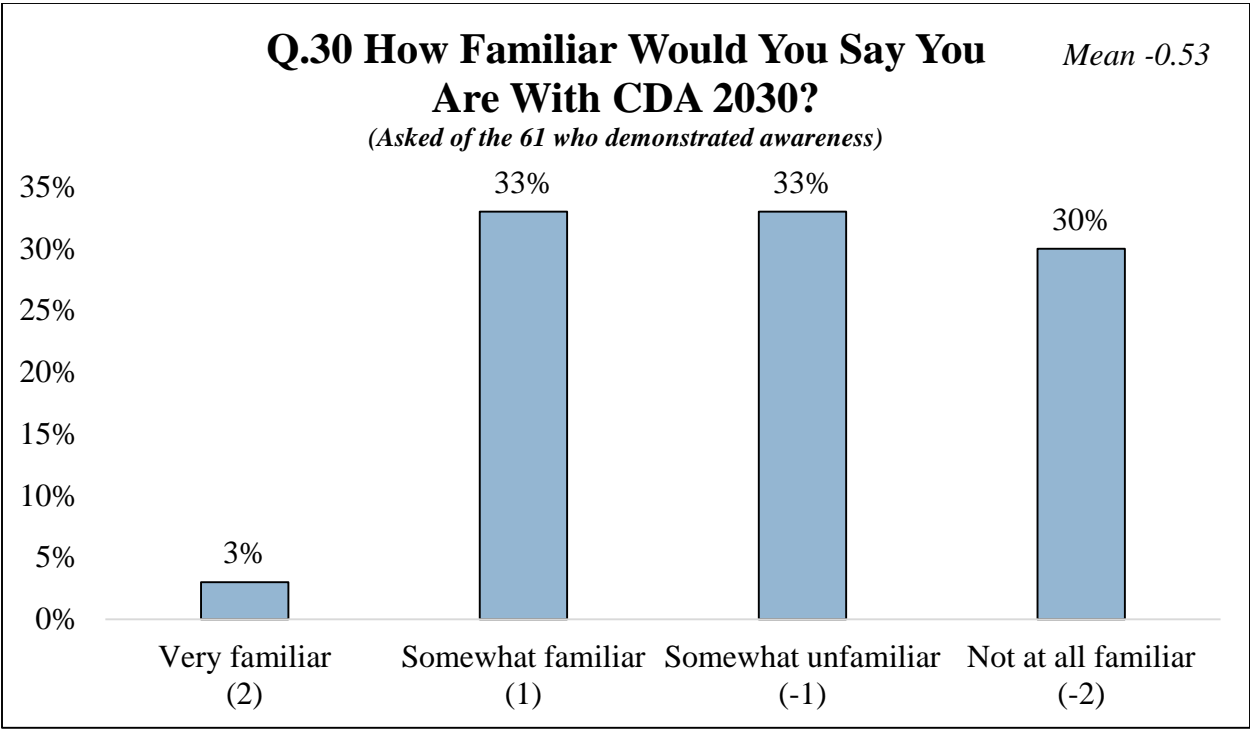
Half (49%) of respondents reported expecting to find information in the newspaper.

Participants in the 18 to 34 and 45 to 54 age ranges were more likely than average to mention the internet.

Respondents in the 18 to 34 age range were significantly less likely than average to mention the newspaper.

¹⁴ This question was asked of all 400 respondents. Respondents were not read a list of possible responses from which to choose. Multiple responses were allowed.

Q.30 How familiar would you say you are with CDA 2030?¹⁵



Three in five (63%) respondents reported their familiarity with CDA 2030 as somewhat or not at all familiar.

Participants who resided outside the city limits of Coeur d'Alene were more likely than average to report being less familiar.

Respondents in the 18 to 34 age group were significantly more likely than average to report being less familiar.

¹⁵ This question was asked of the 61 respondents who demonstrated awareness of CDA 2030.

Q.31 How would you describe CDA 2030 to someone who knew nothing about it?¹⁶

This question was asked of the 42 respondents who reported being very familiar, somewhat familiar, or somewhat unfamiliar with CDA 2030. We were left with 25 responses after removing those that were unable to cite any specific information about CDA 2030. With so few responses, it was not beneficial to code them.

It's a planning process to determine what they want us to see the city look like by 2030.

Nothing but existing politicians trying to extend long-term control. They want to be able to determine the future of Coeur d'Alene even after they are no longer in office.

They are setup to help make Coeur d'Alene a better place. They are trying to make the schools better and the city a prettier place to live and work.

It has been a while since I looked at what CDA 2030 is doing. They are taking a good, hard look at where they are and where they need to be. Right now they are attempting to get a diverse set of opinions and outlooks.

They are representative of all the citizen. All the citizens' opinions of what Coeur d'Alene should be.

CDA 2030 is an organization that is comprised of businesses and individuals that is attempting to make long-term plans for the greater Coeur d'Alene area. I think they are mostly concerned with school and bringing in jobs. I think they also have something to do with making the city better looking, more parks and green spaces, things like that.

A long-range plan for developing and implementing programs that are healthy and innovative for our community.

I'm kind of jaded. Because after the McEuen Park fiasco, the city is up to no good. They are spending our tax money poorly.

It is a visionary project looking at the needs of the community and finding ways to bring them to fruition. They need to look at how community partners can work together to combine resources and people that will help give opportunities to younger people, to bring higher wage jobs, and less minimum wage jobs.

Revitalize the downtown core for the future. Make it nicer, bring in more jobs, and basically to just revitalize it.

They're trying to make Coeur d'Alene a better place. They're trying to make the schools better and run other civic projects that will make this a better place to live and bring in more business.

They are a group of people that are conducting long-range planning for our community.

¹⁶ This question was asked of the 42 respondents who reported being very familiar, somewhat familiar, or somewhat unfamiliar with CDA 2030. Responses to this question were captured verbatim.

More expansion, utilizing all our green space to build, and enrich the rich. It will just result in projects for rich businessmen to make more money.

They are looking at the past to develop a future that will benefit all of us that live in Coeur d'Alene and the surrounding areas.

I guess that they deal with things such as how much fire and police protection the community needs. I'm not really sure.

Somebody is looking for a vision for 15 or 16 years from now. I couldn't really tell anyone about the specifics. I'm not that familiar.

I have only heard about it in the newspaper; from what I've heard from other people, it is a terrible waste of money. I've just heard people saying that they are going to be wasting more of our money. It will be like the McEuen Park thing.

I think they have something to do with McEuen Park. They're responsible for doing the new park.

The city is looking forward to the next twenty or thirty years. The city should have some long-range plans for when the money becomes available.

Another plan to spend tax dollars. It's just another organization that is going to waste our tax dollars on projects that we don't need.

I don't take it too seriously. They have no particular influence on what happens. Whoever has the big bucks will change it to whatever they want, regardless of what the people want.

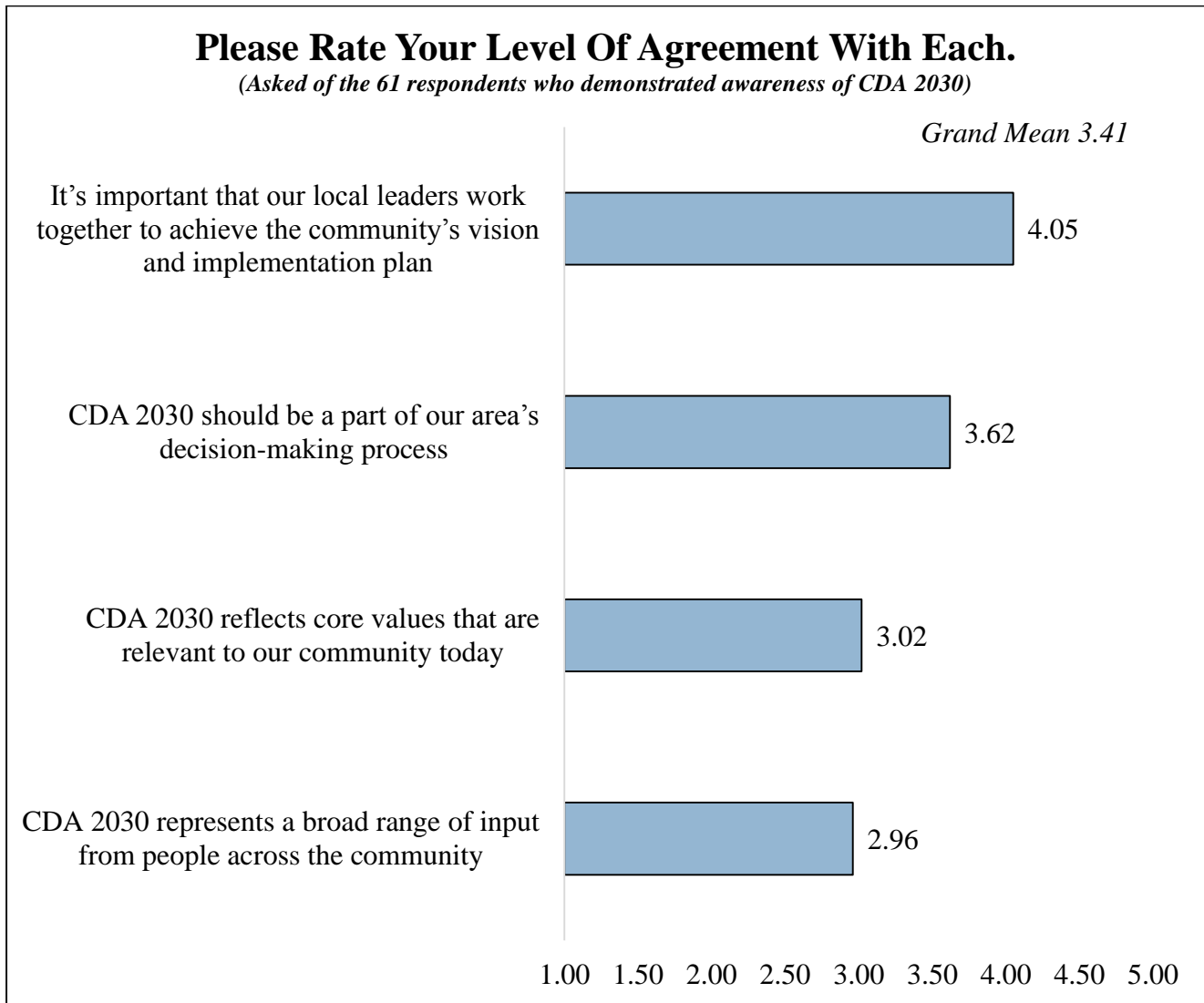
I can't say a lot about what they do. But now is the time to check it out, they are looking for input from people.

Visioning about what the community will need and what it should look like in the future. They think what the community most needs is a multi-purpose facility that seats 8,000 to 10,000 people.

It is a long-range planning process just beginning in the area of Coeur d'Alene and Post Falls. I do not know any details at this time.

They want to develop the lake shore for more housing. That's about the only thing I know about them.

I will now read a list of brief statements. Please rate your level of agreement with each, using the same scale we just used.¹⁷



Rankings for each statement closely corresponded with rankings of overall importance for the visioning plan.

Respondents who reported being very conservative were more likely than average to give a lower rating to each statement.

Q.32 CDA 2030 represents a broad range of input from people across the community

This statement ranked last among the four tested, with a mean score of 2.96.

Participants in the 35 to 44 age range were more likely than average to give a lower rating.

¹⁷ This series of questions was asked of the 61 respondents who demonstrated awareness of CDA 2030.

Q.33 CDA 2030 reflects core values that are relevant to our community today

This statement ranked third of the four tested, with a mean score of 3.02.

Q.34 CDA 2030 should be a part of our area's decision-making process

This statement ranked second among the four tested, with a mean score of 3.62.

Participants who were retired were more likely than average to give a higher rating.

Respondents in the \$50,000 to \$75,000 household income range were more likely than average to give a lower rating.

Q.35 It's important that our local leaders work together to achieve the community's vision and implementation plan

This statement ranked first of the four tested, with a mean score of 4.05.

Respondents 35 to 54 years old were more likely than average to give a lower rating.

Participants 75 or older were more likely than average to give a higher rating.

Respondents in the \$50,000 to \$75,000 household income range were more likely than average to give a lower rating.

DEMOGRAPHIC PROFILE

- 87% of respondents reported owning their homes

- Occupation status:
 - Retired 49%
 - Full-time 33%
 - Part-time 7%
 - Homemaker 5%
 - Unemployed 2%
 - Student 2%

- The average age was 60.88 years old

- 95% of respondents were Caucasian

- Political Leanings:
 - Very conservative 14%
 - Conservative 36%
 - Moderate 26%
 - Liberal 15%
 - Very liberal 3%

- The mean household income was \$50,560

- Half of the respondents were female (quotas used)

- Half of respondents resided within Coeur d'Alene (quotas used)

FREQUENCIES

Q.1 Using a one to five scale, where one means not at all important and five means very important, how important is it to you for the Coeur d'Alene community to have a vision and implementation plan for our future?

Total	400 100%
1 – Not at all important	26 7%
2	26 7%
3	109 27%
4	77 19%
5 – Very important	145 36%
Don't know/Refused	17 4%
Mean	3.75
Standard Deviation	1.22

Q.2 In your opinion, what is the biggest challenge currently facing the Coeur d'Alene area?

Total	400 100%
Traffic congestion	69 17%
Population growth/overcrowding	68 17%
Lack of jobs	54 14%
Local Government leadership	27 7%
Crime	20 5%
Economy general	19 5%
Inadequate community planning	15 4%
Political Climate	14 4%
High taxes	8 2%
Poor schools	7 2%
Low paying jobs	6 2%
Parking	6 2%
Cost of housing	5 1%
Residents/community	5 1%
Police out of control	5 1%
Tourism	4 1%
Cost of living	3 1%
Poor infrastructure	3 1%
Not enough cultural/arts activities	2 1%
Lack of information given to public	2 1%
Too many regulations	2 1%

Lack of fiscal responsibility	2 1%
Shopping	1
Travel distance	1
Low quality of living	1
Character of city changing	1
Drug/alcohol abuse	1
Not multicultural	1
Transients	1
Hydroplane races	1
Lack of medical care	1
Too many outsiders	1
Federal government	1
Too many apartments	1
The LCDC Project	1
Too much development	1
Hagadone	1
Selling water to other states	1
Don't know/Refused	38 10%

Q.3 What other challenges do you see?

Total	362 100%
Inadequate community planning	51 14%
Population growth/overcrowding	45 12%
Crime	34 9%
Low paying jobs	30 8%
Traffic congestion	30 8%
Local Government leadership	29 8%
Economy general	27 7%
Lack of jobs	27 7%
Cost of living	23 6%
Poor schools	18 5%
Parking	16 4%
High taxes	12 3%
Cost of housing	11 3%
Residents/community	10 3%
Poor infrastructure	10 3%
Lack of affordability	8 2%
Political Climate	6 2%
Tourism	6 2%
Shopping	5 1%
Not enough cultural/arts activities	4 1%
Winters/climate	3 1%

Too many regulations	3 1%
Travel distance	2 1%
McEuen Park Project	1
LGBT community	1
Youths committing crimes	1
Tribal disputes	1
Lack of lake access	1
Too many elderly people	1
Water supplies	1
Lack of unions	1
Agriculture under threat	1
Don't know/Refused	106 29%

I will now read a brief list of major community actions that could be undertaken by the Coeur d'Alene community. These actions are organized in six topic areas. Please tell me how important each is to you, using a one to five scale, where one is not at all important and five is very important.

In terms of Community & Identity actions how important is it that we:

Q.4 Create a public-private partnership to provide affordable child care

Total	400 100%
1 – Completely disagree	92 23%
2	46 12%
3	72 18%
4	78 20%
5 – Completely agree	105 26%
Don't know/Refused	7 2%
Mean	3.15
Standard Deviation	1.52

Q.5 Construct a complex of public attractions- and events-related facilities located in proximity to one another

Total	400 100%
1 – Completely disagree	91 23%
2	87 22%
3	112 28%
4	61 15%
5 – Completely agree	44 11%
Don't know/Refused	5 1%
Mean	2.70
Standard Deviation	1.28

Q.6 Construct a new state-of-the-art Museum of North Idaho

Total	400 100%
1 – Completely disagree	76 19%
2	87 22%
3	122 31%
4	63 16%
5 – Completely agree	46 12%
Don't know/Refused	6 2%
Mean	2.79
Standard Deviation	1.25

In terms of Education & Learning actions how important is it to:

Q.7 Promote a unified higher education system that offers enhanced, more diverse programs and opportunities

Total	400 100%
1 – Completely disagree	35 9%
2	21 5%
3	51 13%
4	106 27%
5 – Completely agree	178 45%
Don't know/Refused	9 2%
Mean	3.95
Standard Deviation	1.27

Q.8 Implement summer programs for intensive development of math and literary skills offered to students who do not meet grade level requirements

Total	400 100%
1 – Completely disagree	24 6%
2	30 8%
3	48 12%
4	87 22%
5 – Completely agree	208 52%
Don't know/Refused	3 1%
Mean	4.07
Standard Deviation	1.22

Q.9 Develop a voluntary public Pre-K program to better prepare more students for educational success

Total	400 100%
1 – Completely disagree	53 13%
2	51 13%
3	76 19%
4	80 20%
5 – Completely agree	135 34%
Don't know/Refused	5 1%
Mean	3.49
Standard Deviation	1.41

Q.10 Encourage youth citizenship and service opportunities starting in elementary school

Total	400 100%
1 – Completely disagree	26 7%
2	28 7%
3	79 20%
4	94 24%
5 – Completely agree	164 41%
Don't know/Refused	9 2%
Mean	3.87
Standard Deviation	1.22

In terms of Environment & Recreation actions how important is it that we:

Q.11 Expand residential curbside recycling options to include materials such as glass and yard waste

Total	400 100%
1 – Completely disagree	34 9%
2	34 9%
3	65 16%
4	100 25%
5 – Completely agree	161 40%
Don't know/Refused	6 2%
Mean	3.81
Standard Deviation	1.29

Q.12 Secure funding to extend a multi-use trail from Lake Coeur d'Alene to Canfield Mountain on the east side of town

Total	400 100%
1 – Completely disagree	75 19%
2	79 20%
3	114 29%
4	63 16%
5 – Completely agree	57 14%
Don't know/Refused	12 3%
Mean	2.87
Standard Deviation	1.31

Q.13 Create a public partnership to acquire ownership and preserve shoreline access to Lake Coeur d'Alene from Silver Beach to Higgins Point

Total	400 100%
1 – Completely disagree	52 13%
2	45 11%
3	72 18%
4	77 19%
5 – Completely agree	128 32%
Don't know/Refused	26 7%
Mean	3.49
Standard Deviation	1.42

Q.14 Acquire railroad rights of way for major trail expansions and connections

Total	400 100%
1 – Completely disagree	52 13%
2	53 13%
3	98 25%
4	93 23%
5 – Completely agree	93 23%
Don't know/Refused	11 3%
Mean	3.31
Standard Deviation	1.33

In terms of Growth & Development actions how important is it that we:

Q.15 Create a master plan for revitalization of the East Sherman Avenue neighborhood that includes a gateway-style entrance on the east side of the city

Total	400 100%
1 – Completely disagree	103 26%
2	77 19%
3	96 24%
4	68 17%
5 – Completely agree	42 11%
Don't know/Refused	14 4%
Mean	2.66
Standard Deviation	1.33

Q.16 Require and develop links between neighborhoods, schools, and parks with bike trails and bus systems

Total	400 100%
1 – Completely disagree	40 10%
2	46 12%
3	108 27%
4	111 28%
5 – Completely agree	93 23%
Don't know/Refused	2 1%
Mean	3.43
Standard Deviation	1.24

Q.17 Conduct a feasibility study for a light rail or other express transit service linking CDA to Spokane Airport

Total	400 100%
1 – Completely disagree	75 19%
2	34 9%
3	75 19%
4	74 19%
5 – Completely agree	139 35%
Don't know/Refused	3 1%
Mean	3.42
Standard Deviation	1.50

In terms of Health and Safety actions how important is it that we:

Q.18 Create a network of support services in the areas of mental health and substance abuse treatment to address the needs of the community

Total	400 100%
1 – Completely disagree	22 6%
2	35 9%
3	97 24%
4	98 25%
5 – Completely agree	140 35%
Don't know/Refused	8 2%
Mean	3.76
Standard Deviation	1.19

Q.19 Expand medical services of our existing mobile health unit to provide comprehensive health, wellness and medical services

Total	400 100%
1 – Completely disagree	44 11%
2	53 13%
3	97 24%
4	87 22%
5 – Completely agree	105 26%
Don't know/Refused	14 4%
Mean	3.40
Standard Deviation	1.32

Q.20 Establish substations for police at existing and new fire and EMS station locations

Total	400 100%
1 – Completely disagree	40 10%
2	58 15%
3	87 22%
4	111 28%
5 – Completely agree	94 24%
Don't know/Refused	10 3%
Mean	3.41
Standard Deviation	1.28

Q.21 Develop increased housing and shelter options for the homeless to address the needs of the community

Total	400 100%
1 – Completely disagree	56 14%
2	50 13%
3	102 26%
4	93 23%
5 – Completely agree	93 23%
Don't know/Refused	6 2%
Mean	3.30
Standard Deviation	1.34

In terms of Jobs and Economy actions how important is it that we:

Q.22 Develop specific recruitment strategies for targeted industries and employers that provide living wage jobs with benefits

Total	400 100%
1 – Completely disagree	23 6%
2	14 4%
3	67 17%
4	98 25%
5 – Completely agree	189 47%
Don't know/Refused	9 2%
Mean	4.06
Standard Deviation	1.15

Q.23 Create innovative local investment funds to support business startup, growth and retention

Total	400 100%
1 – Completely disagree	36 9%
2	34 9%
3	98 25%
4	102 26%
5 – Completely agree	119 30%
Don't know/Refused	11 3%
Mean	3.60
Standard Deviation	1.26

Q.24 Create strategies for economic development that identify and promote specific types of business and industry clusters

Total	400 100%
1 – Completely disagree	37 9%
2	42 11%
3	93 23%
4	105 26%
5 – Completely agree	105 26%
Don't know/Refused	18 5%
Mean	3.52
Standard Deviation	1.27

Q.25 To the best of your knowledge, are there any ongoing, long range planning projects for the future of Coeur d'Alene and its surrounding areas?

Total	400 100%
Yes	127 32%
No	177 44%
Don't know/Refused	96 24%

Q.26 Do you know the name of the project?

Total	127 100%
McEuen Park Project	10 8%
CDA 2030	7 6%
Vision 2030	5 4%
Coeur d'Alene 2030 Visioning Project	4 3%
10 Year Visioning Project	1 1%
Don't know/Refused	98 77%

Q.27 Before now, had you heard about the Coeur d'Alene 2030 Visioning Project, also known as CDA 2030?

Total	382 100%
Yes	44 12%
No	327 86%
Don't know/Refused	11 3%

Q.28 (IF AWARENESS DEMONSTRATED) Where did you hear about CDA 2030?

Total	61 100%
Newspaper	42 69%
Television	5 8%
Civic organizations	4 7%
Service Club Presentations	3 5%
Neighbors/ friends/ family	3 5%
Radio	2 3%
Work/ co-workers	2 3%
Chamber of Commerce	2 3%
Library	1 2%
Local government	1 2%
Don't know/Refused	2 3%

Q.29 Where would you expect to find information and updates about projects like CDA 2030?

Total	400 100%
Newspaper	194 49%
Internet	143 36%
Civic organizations	49 12%
Television	49 12%
Chamber of Commerce	36 9%
Neighbors/ friends/ family	25 6%
Service Club Presentations	8 2%
Radio	7 2%
Social network	7 2%
Local government	5 1%
Library	2 1%
Work/co-workers	1
Local businesses	1
Mailers	1
Don't know/Refused	30 8%

Q.30 (IF AWARENESS DEMONSTRATED) How familiar would you say you are with CDA 2030? Would you say...(READ LIST)

Total	61 100%
Very familiar (2)	2 3%
Somewhat familiar (1)	20 33%
Somewhat unfamiliar (-1)	20 33%
Not at all familiar (-2)	18 30%
Don't know/Refused	1 2%
Mean	-0.53
Standard Deviation	1.31

I will now read a list of brief statements. Please rate your level of agreement with each, using the same scale we just used. The first one is...

Q.31 CDA 2030 represents a broad range of input from people across the community

Total	61 100%
1 – Completely disagree	8 13%
2	13 21%
3	7 11%
4	9 15%
5 – Completely agree	9 15%
Don't know/Refused	15 25%
Mean	2.96
Standard Deviation	1.40

Q.32 CDA 2030 reflects core values that are relevant to our community today

Total	61 100%
1 – Completely disagree	11 18%
2	8 13%
3	11 18%
4	7 11%
5 – Completely agree	12 20%
Don't know/Refused	12 20%
Mean	3.02
Standard Deviation	1.48

Q.33 CDA 2030 should be a part of our area’s decision-making process

Total	61 100%
1 – Completely disagree	7 11%
2	5 8%
3	10 16%
4	13 21%
5 – Completely agree	20 33%
Don’t know/Refused	6 10%
Mean	3.62
Standard Deviation	1.38

Q.34 It’s important that our local leaders work together to achieve the community’s vision and implementation plan

Total	61 100%
1 – Completely disagree	4 7%
2	5 8%
3	6 10%
4	10 16%
5 – Completely agree	31 51%
Don’t know/Refused	5 8%
Mean	4.05
Standard Deviation	1.29

D.1 Do you currently own or rent your home?

Total	400 100%
Own	347 87%
Rent	41 10%
Don't know/Refused	12 3%

D.2 What is your current occupation status?

Total	400 100%
Retired	195 49%
Full-time	130 33%
Part-time	27 7%
Homemaker	21 5%
Disabled	12 3%
Unemployed	9 2%
Student	6 2%

D.3 May I ask your age, please?

Total	400 100%
18-34	34 9%
35-44	46 12%
45-54	49 12%
55-64	81 20%
65-74	96 24%
75+	94 24%
Mean	60.88
Median	62.89

D.4 What is your race or ethnicity? (ACCEPT MULTIPLE RESPONSES)

Total	400 100%
Caucasian	381 95%
Native American	7 2%
Hispanic	5 1%
Asian	1
Don't know/Refused	16 4%

D.5 In general, would you describe your political views as...(READ LIST)

Total	400 100%
Very conservative	54 14%
Conservative	144 36%
Moderate	102 26%
Liberal	59 15%
Very liberal	12 3%
Refused	29 7%

D.6 Which of the following categories best describes your total annual household income? (READ LIST)

Total	400 100%
Under \$15,000	19 5%
\$15,000 to \$25,000	50 13%
\$25,001 to \$35,000	60 15%
\$35,001 to \$50,000	59 15%
\$50,001 to \$75,000	63 16%
\$75,001 to \$100,000	30 8%
\$100,001 to \$150,000	20 5%
\$150,001 and up	10 3%
Don't know/Refused	89 22%
Mean	50.56
Standard Deviation	34.80

D.7 Gender

Total	400 100%
Male	200 50%
Female	200 50%

D.8 Location

Total	400 100%
Inside Coeur d'Alene	202 51%
Outside Coeur d'Alene	198 50%

QUESTIONNAIRE

Hello, this is (NAME) with Robinson Research, in Spokane. We're not selling or soliciting. We're conducting a brief survey about Coeur d'Alene. Is now an okay time to contribute your opinions?

Q.1 Using a one to five scale, where one means not at all important and five means very important, how important is it to you for the Coeur d'Alene community to have a vision and implementation plan for our future?

1 – Completely disagree

2

3

4

5 – Completely agree

Don't know/Refused

Q.2 In your opinion, what is the biggest challenge currently facing the Coeur d'Alene area? (DO NOT READ LIST – ACCEPT ONE RESPONSE)

Cost of housing

Cost of living

Crime

Economy general

High taxes

Inadequate community planning

Lack of affordability

Lack of jobs

Local Government leadership

Low paying jobs

Not enough cultural/arts activities

Parking

Political Climate

Poor schools

Population growth/overcrowding

Residents/community

Shopping

Tourism

Traffic congestion

Travel distance

Winters/climate

Other (SPECIFY)

Don't know/ Refused (GO TO Q.3)

Q.3 What other challenges do you see? (DO NOT READ LIST – ACCEPT MULTIPLE RESPONSES)

INSERT Q.2 LIST

I will now read a brief list of major community actions that could be undertaken by the Coeur d'Alene community. These actions are organized in six topic areas. Please tell me how important each is to you, using a one to five scale, where one is not at all important and five is very important.

In terms of Community & Identity actions how important is it that we:

- Q.4 Create a public-private partnership to provide affordable child care**
- Q.5 Construct a complex of public attractions- and events-related facilities located in proximity to one another**
- Q.6 Construct a new state-of-the-art Museum of North Idaho**

In terms of Education & Learning actions how important is it to:

- Q.7 Promote a unified higher education system that offers enhanced, more diverse programs and opportunities**
- Q.8 Implement summer programs for intensive development of math and literary skills offered to students who do not meet grade level requirements**
- Q.9 Develop a voluntary public Pre-K program to better prepare more students for educational success**
- Q.10 Encourage youth citizenship and service opportunities starting in elementary school**

In terms of Environment & Recreation actions how important is it that we:

- Q.11 Expand residential curbside recycling options to include materials such as glass and yard waste**
- Q.12 Secure funding to extend a multi-use trail from Lake Coeur d'Alene to Canfield Mountain on the east side of town**
- Q.13 Create a public partnership to acquire ownership and preserve shoreline access to Lake Coeur d'Alene from Silver Beach to Higgins Point**
- Q.14 Acquire railroad rights of way for major trail expansions and connections**

In terms of Growth & Development actions how important is it that we:

- Q.15 Create a master plan for revitalization of the East Sherman Avenue neighborhood that includes a gateway-style entrance on the east side of the city**
- Q.16 Require and develop links between neighborhoods, schools, and parks with bike trails and bus systems**
- Q.17 Conduct a feasibility study for a light rail or other express transit service linking CDA to Spokane Airport**

In terms of Health and Safety actions how important is it that we:

- Q.18 Create a network of support services in the areas of mental health and substance abuse treatment to address the needs of the community**
- Q.19 Expand medical services of our existing mobile health unit to provide comprehensive health, wellness and medical services**
- Q.20 Establish substations for police at existing and new fire and EMS station locations**
- Q.21 Develop increased housing and shelter options for the homeless to address the needs of the community**

In terms of Jobs and Economy actions how important is it that we:

- Q.22 Develop specific recruitment strategies for targeted industries and employers that provide living wage jobs with benefits**
- Q.23 Create innovative local investment funds to support business startup, growth and retention**
- Q.24 Create strategies for economic development that identify and promote specific types of business and industry clusters**

- Q.25 To the best of your knowledge, are there any ongoing, long range planning projects for the future of Coeur d'Alene and its surrounding areas?**

Yes (GO TO Q.26)

No (GO TO Q.27)

Don't know/Refused (GO TO Q.27)

Q.26 Do you know the name of the project? (DO NOT READ LIST – ACCEPT MULTIPLE RESPONSES)

CDA 2030

Coeur d'Alene 2030 Visioning Project

Vision 2030

Other (SPECIFY)

Don't know/Refused

Q.27 Before now, had you heard about the Coeur d'Alene 2030 Visioning Project, also known as CDA 2030?

Yes

No

Don't know/Refused

Q.28 (IF AWARENESS DEMONSTRATED) Where did you hear about CDA 2030? (DO NOT READ LIST – ACCEPT MULTIPLE RESPONSES)

- Service Club Presentations
- Civic organizations
- Internet
- Neighbors/friends/family
- Newspaper
- Radio
- Social network
- Television
- Work/co-workers
- Other (SPECIFY)
- Don't know/Refused

(IF NO AWARENESS) CDA 2030 is a comprehensive visioning process designed to engage the entire community in creating a new long-range vision for greater Coeur d'Alene.

Q.29 Where would you expect to find information and updates about projects like CDA 2030? (DO NOT READ LIST – ACCEPT MULTIPLE RESPONSES)

- Service Club Presentations
- Civic organizations
- Internet
- Neighbors/friends/family
- Newspaper
- Radio
- Social network
- Television
- Work/co-workers
- Other (SPECIFY)
- Don't know/Refused

Q.30 (IF AWARENESS DEMONSTRATED) How familiar would you say you are with CDA 2030? Would you say...(READ LIST)

- Very familiar
- Somewhat familiar
- Somewhat unfamiliar
- Not at all familiar (GO TO Q.32)
- (DO NOT READ) Don't know/Refused (GO TO Q.32)

Q.31 How would you describe CDA 2030 to someone who knew nothing about it?

RECORD RESPONSE VERBATIM

(IF AWARENESS OF CDA 2030 DEMONSTRATED) I will now read a list of brief statements. Please rate your level of agreement with each, using the same scale we just used. The first one is (READ AND ROTATE)

Q.32 CDA 2030 represents a broad range of input from people across the community

Q.33 CDA 2030 reflects core values that are relevant to our community today

Q.34 CDA 2030 should be a part of our area's decision-making process

Q.35 It's important that our local leaders work together to achieve the community's vision and implementation plan

The following questions are for demographic purposes only and will not be linked to your identity.

D.1 Do you currently own or rent your home?

Own

Rent

Don't know/Refused

D.2 What is your current occupation status?

Full-time

Part-time

Unemployed

Homemaker

Student

Retired

Disabled

Refused

D.3 May I ask your age, please?

_____ (ENTER 'X' FOR REFUSED)

D.4 What is your race or ethnicity? (ACCEPT MULTIPLE RESPONSES)

Caucasian

Native American

African American

Hispanic

Asian

Other (SPECIFY)

Don't know/Refused

D.5 In general, would you describe your political views as...(READ LIST)

- Very conservative
- Conservative
- Moderate
- Liberal, or
- Very liberal
- (DO NOT READ) Refused

D.6 Which of the following categories best describes your total annual household income? (READ LIST)

- Under \$15,000
- \$15,000 to \$25,000
- \$25,001 to \$35,000
- \$35,001 to \$50,000
- \$50,001 to \$75,000
- \$75,001 to \$100,000
- \$100,001 to \$150,000, or
- Over \$150,000
- (DO NOT READ) Don't know/Refused

So that I can tell my supervisor I spoke with you, may I ask for your first name only?

_____ (ENTER 'X' FOR REFUSED)

And to verify, I did dial...(READ PHONE NUMBER)

My supervisor may select your number to validate that this interview took place. Please be assured that this is not a sales effort of any type. Validation is required to guarantee good research practices. Thank you for participating, have a pleasant (DAY/EVENING).

D.7 Gender (BY OBSERVATION)

- Male
- Female

D.8 Location

- Inside Coeur d'Alene
- Outside Coeur d'Alene