Where do we grow from here?

Survey Results

*Survey Dates: June 1 – July 11, 2020*

WHERE DO WE GROW FROM HERE?

Help shape the Treasure Valley’s future.

Take a quick survey at [compassidaho.org](http://compassidaho.org)

Total survey participants: 3,145

Total survey data points: 81,323

Total comments via survey: 2,706

Additional comments received: 3
## Values

**Instructions**: Order your top five values above the line.

(n = 3,139)

<table>
<thead>
<tr>
<th>Value</th>
<th>Rank Order</th>
<th>Average Ranking (Lower Score = Higher Ranking)</th>
<th>Number of Times Ranked in Top 5</th>
</tr>
</thead>
<tbody>
<tr>
<td>Growth management</td>
<td>1</td>
<td>2.56</td>
<td>2,049</td>
</tr>
<tr>
<td>Affordability</td>
<td>2</td>
<td>2.85</td>
<td>1,855</td>
</tr>
<tr>
<td>Environmental Health</td>
<td>3</td>
<td>2.95</td>
<td>1,626</td>
</tr>
<tr>
<td>Outdoor Lifestyle</td>
<td>4</td>
<td>3.02</td>
<td>1,853</td>
</tr>
<tr>
<td>Economic Vitality</td>
<td>5</td>
<td>3.06</td>
<td>1,684</td>
</tr>
<tr>
<td>Effective Transportation</td>
<td>6</td>
<td>3.08</td>
<td>1,666</td>
</tr>
<tr>
<td>Transportation Options</td>
<td>7</td>
<td>3.23</td>
<td>1,085</td>
</tr>
<tr>
<td>Choices in where I live</td>
<td>8</td>
<td>3.43</td>
<td>906</td>
</tr>
</tbody>
</table>

**Value Rankings**

Lower Average Score = Higher Ranking

![Graph showing value rankings and their corresponding average rankings and number of times ranked in top 5](#)
Future Scenarios

Instructions: Rate each scenario on a scale of 1 to 5 stars
(1 star = less preferable; 5 stars = more preferable)

(n = 2,579)

Average Rating, 1 to 5 Stars
Higher Number = More preferable

- Let It Be: 2.37
- Ticket to Ride: 3.79
- Penny Lane: 2.66
- Come Together: 3.68
Implementation Strategies

*Instructions*: Rate each Implementation Strategy on a scale of 1 to 5 stars.

(1 star = do not support; 5 stars = strongly support)

(n = 2,560)

**Let It Be Implementation Strategies**

Average Rating, Higher Number = Stronger Support

- Vehicle Mile Traveled Tax: 2.30
- Urban Renewal District: 2.98
- HOV Lanes: 3.37
- Traffic Management: 3.61
- Transportation Demand Management: 3.63

**Ticket to Ride Implementation Strategies**

Average Rating, High Number = Stronger Support

- Local Option Sales Tax: 3.10
- Impact Fee Flexibility: 3.31
- Density Bonuses: 3.34
- Signal Priority: 3.44
- Open Space Levies: 4.01
Implementation Strategies, Cont.

**Penny Lane Implementation Strategies**
Average Rating, Higher Number = Stronger Support

```
<table>
<thead>
<tr>
<th>Strategy</th>
<th>Average Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>Location Based Mortgages</td>
<td>2.82</td>
</tr>
<tr>
<td>Small City Grants</td>
<td>2.94</td>
</tr>
<tr>
<td>Housing Tax Abatements</td>
<td>3.02</td>
</tr>
<tr>
<td>Dedicated Bus/Bike Funding</td>
<td>3.19</td>
</tr>
<tr>
<td>Livable Cities Initiatives</td>
<td>3.41</td>
</tr>
</tbody>
</table>
```

**Come Together Implementation Strategies**
Average Rating, Higher Number = Stronger Support

```
<table>
<thead>
<tr>
<th>Strategy</th>
<th>Average Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accessory Dwelling Units</td>
<td>3.65</td>
</tr>
<tr>
<td>Urban Growth Boundaries</td>
<td>3.66</td>
</tr>
<tr>
<td>Transfer of Building Rights</td>
<td>3.68</td>
</tr>
<tr>
<td>Adequate Facility Policies</td>
<td>4.06</td>
</tr>
<tr>
<td>Fiscal Impact Policies</td>
<td>4.10</td>
</tr>
</tbody>
</table>
```
Demographics

What is your zip code? (n = 2,995)

Number of Responses by Zip Code

- ZIP CODE: 75603 Irving, TX
- ZIP_CODE: 82714 Devils Tower, WY
- ZIP_CODE: 83638 McCall, ID
- ZIP_CODE: 83864 Mullan, ID
- ZIP_CODE: 84088 West Jordan, UT
- ZIP_CODE: 84107 Salt Lake City, UT
- ZIP_CODE: 84646 Moroni, UT
- ZIP_CODE: 84714 Beryl, UT
- ZIP_CODE: 84716 Boulder, UT
- ZIP_CODE: 94518 Concord, CA

The zip codes listed in the table above had a single response each.
What is your age? (n = 2,316)

- 25 and under 4% (101)
- 26 - 40 28% (644)
- 41 - 55 31% (727)
- 56 - 70 30% (682)
- 71 and older 7% (162)

What is your race/ethnicity? (n = 2,198)

- White, 89% (1,970)
- Latino/Hispanic 3% (61)
- Other/Mixed 6% (124)
- Black 1% (16)
- Asian/Pacific Islander 1% (20)
- American Indian/Alaska Native <1% (7)
What is your household income? (n = 2,126)

- Under $40,000 per year, 11% (242)
- $41,000 - $80,000 per year, 34% (718)
- $81,000 - $120,000 per year, 30% (631)
- Over $120,000 per year, 25% (535)

How did you learn about this survey? (n = 2,298)

- Email, 33% (748)
- Social media, 31% (704)
- News story, 11% (249)
- Other, 6% (148)
- Digital ad, 3% (73)
- Local radio, 5% (121)
- Word of mouth, 8% (180)
- Newspaper ad, 2% (45)
- Bus billboard/poster, 1% (14)
- Flyer/postcard, <1% (8)
- Streaming radio, <1% (8)