



	Presented
Date Action Taken:	2/8/10
Other:	
Verified by:	<i>[Signature]</i>

WASILLA CITY COUNCIL INFORMATIONAL MEMORANDUM

IM No. 10-04

TITLE: INFORMING THE COUNCIL ON RESULTS OF THE COMPREHENSIVE PLAN SURVEY.

Agenda of: February 8, 2010

Date: January 26, 2010

Originator: Marvin Yoder, Deputy Administrator

Route to:	Department	Signature/Date
	Chief of Police	
	Recreational and Cultural Services Manager	
	Director of Public Works	
X	Finance Director	<i>[Signature]</i> 01/22/10
X	Deputy Administrator	<i>[Signature]</i>
X	City Clerk	<i>[Signature]</i>

REVIEWED BY MAYOR VERNE E. RUPRIGHT: *[Signature]*

FISCAL IMPACT: yes\$ or no

Funds Available yes no

Account name/number: N/A

Attachments: Comprehensive Plan Survey, Executive Summary of Citizen Survey Results (3 pp)
Comprehensive Plan Survey for the City of Wasilla (12 pp)

SUMMARY STATEMENT:

This Comprehensive Plan Survey was conducted in the winter of 2009-2010 and is being presented to you.

Comprehensive Plan Survey

Executive Summary of Citizen Survey Results

Overview of the Methodology

The City of Wasilla conducted a comprehensive plan survey during the winter of 2009-2010. The purpose of the survey was to gather citizen input as part of a comprehensive long range planning effort. The survey was designed to obtain statistically valid results from households throughout City of Wasilla. The survey was administered by a combination of mail and phone.

Leisure Vision worked extensively with City of Wasilla officials, as well as members of the USKH project team, in the development of the survey questionnaire. This work allowed the survey to be tailored to issues of strategic importance to effectively plan the future system.

Leisure Vision mailed surveys to a random sample of 1,750 households throughout the City of Wasilla. Approximately three days after the surveys were mailed, each household that received a survey also received an automated voice message encouraging them to complete the survey. In addition, about two weeks after the surveys were mailed, Leisure Vision began contacting households by phone. Those who indicated they had not returned the survey were given the option of completing it by phone.

The goal was to obtain a total of at least 350 completed surveys from City of Wasilla households. This goal was accomplished, with a total of 352 surveys having been completed. The results of the random sample of 352 households have a 95% level of confidence with a precision of at least +/-5.2%.

The following pages summarize major survey findings.

Major Survey Findings

- **Most Important Interests for the City to Address.** Based on the sum of their top four choices, the subjects of interest that households feel it's most important for the City of Wasilla to address are: improved roadways and transportation (56%), more employment opportunities (47%), increase public safety (32%), and expand school services (30%).
- **Level of Satisfaction with Major City Services.** The major city services that the highest percentage of households are very or somewhat satisfied with are: public safety services (71%), garbage collection services (55%), parks and recreation programs/facilities (55%), customer service received from city employees (52%), and maintenance of city streets/facilities (52%).
- **Future of Wasilla.** Regarding the future of Wasilla, the statements that the highest percentage of respondents strongly agree or agree with are: Wasilla's built environment should promote healthy and active living (74%), Wasilla should enhance street connectivity (74%), Wasilla should ensure that the quality of housing is maintained (69%), Wasilla's streets should encourage pedestrian and bicycle movement (68%), and Wasilla should maintain downtown vitality (68%).
- **Level of Support for Various Economic Development Strategies.** Eighty-three percent (83%) of respondents are either very supportive or somewhat supportive of creating or expanding new industrial and employment areas in Wasilla, and 74% are very or somewhat supportive of expanding areas for redevelopment and development.
- **Level of Support for Various Neighborhood and Housing Development Strategies.** Seventy-seven percent (77%) of respondents are either very supportive or somewhat supportive of having stricter code enforcement to clean up property in Wasilla, and 67% are very or somewhat supportive of redevelopment of the Downtown area to strengthen its role as a town center.
- **Level of Support for Various Downtown Strategies.** Seventy-two percent (72%) of respondents are either very supportive or somewhat supportive of redevelopment of key blocks in the downtown area to strengthen the Downtown commercial and residential markets, 72% are very or somewhat supportive of encouraging revitalization in Downtown and surrounding neighborhoods, and 69% are very or somewhat supportive of encouraging a mix of national and local retail and commercial space Downtown.
- **Level of Support for Various Parks and Recreation Strategies.** Seventy-six percent

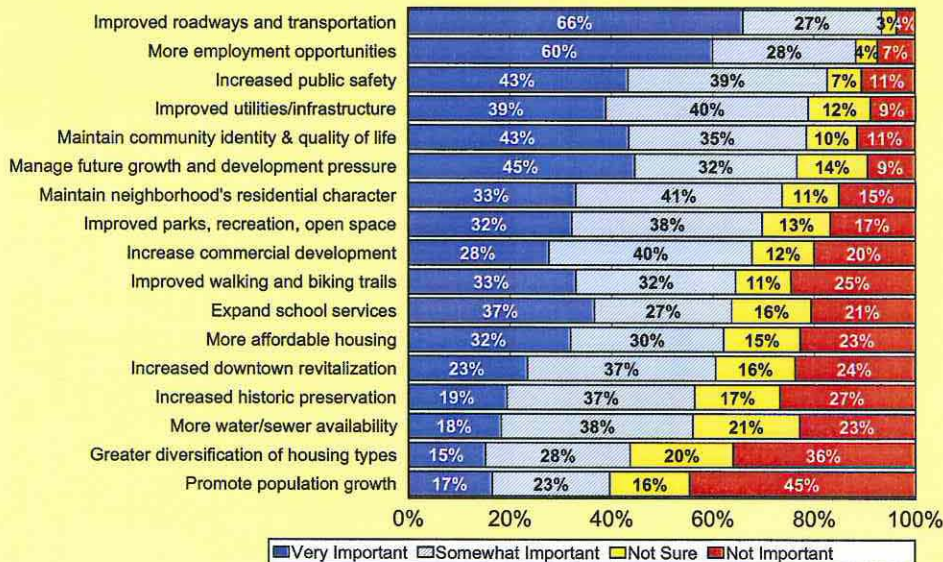
(76%) of respondents are either very supportive or somewhat supportive of improving the Lake Lucille Park to serve the entire City, 75% are very or somewhat supportive of developing/renovating smaller neighborhood parks, and 72% are very or somewhat supportive of providing a system of recreational trails/linear parks to connect neighborhood and regional parks.

Other Findings:

- Fifty percent (50%) of respondents are either very satisfied (10%) or satisfied (40%) with the overall quality of new commercial development in the City of Wasilla, compared to only 15% of respondents who are either dissatisfied (11%) or very dissatisfied (4%). The remaining respondents indicated “neutral” (30%) or “don’t know” (5%).
- Forty-nine percent (49%) of respondents are either very satisfied (12%) or satisfied (37%) with the quality of new neighborhood sub-divisions in the City of Wasilla, compared to only 12% who are dissatisfied (7%) or very dissatisfied (5%). The remaining respondents indicated “neutral” (29%) or “don’t know” (10%).
- Fifty-eight percent (58%) of respondents feel the condition of their neighborhood is staying about the same, 19% feel it’s getting better, and 19% feel it’s getting worse. The remaining respondents indicated “don’t know”.

Q1. Importance of Various Subjects of Interests for Residents of the City of Wasilla

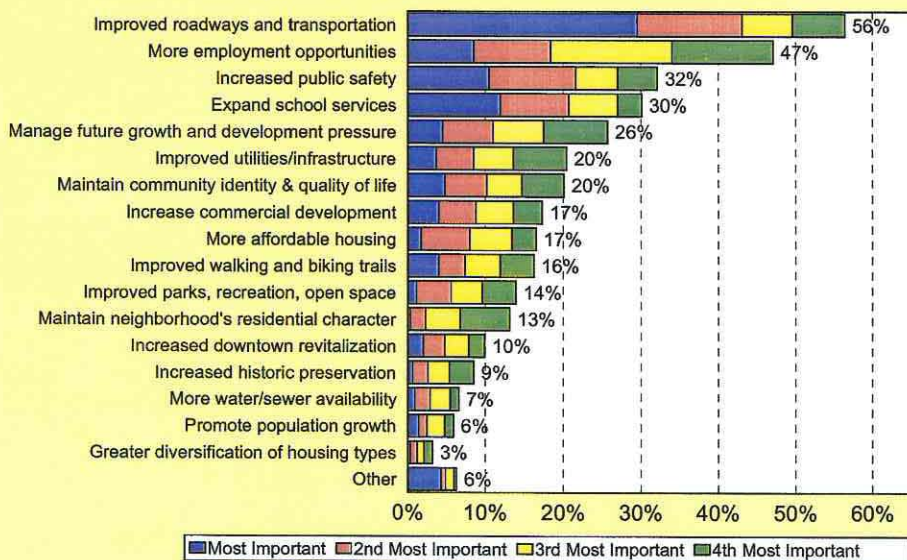
by percentage of respondents



Source: Leisure Vision/ETC Institute (January 2010)

Q2. Subjects of Interests That Are Most Important for the City of Wasilla to Address

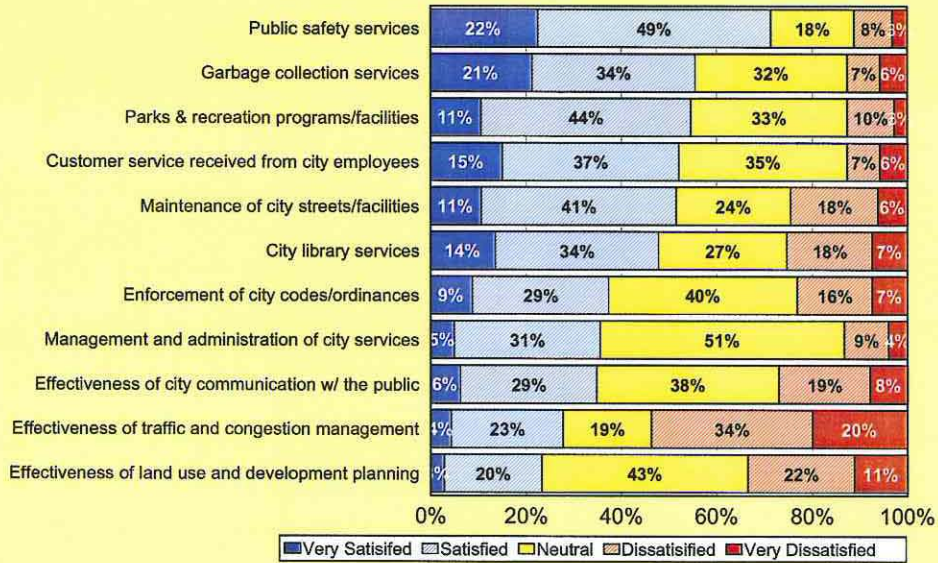
by percentage of respondents who selected the item as one of their top four choices



Source: Leisure Vision/ETC Institute (January 2010)

Q3. Level of Satisfaction with Major City Services in the City of Wasilla

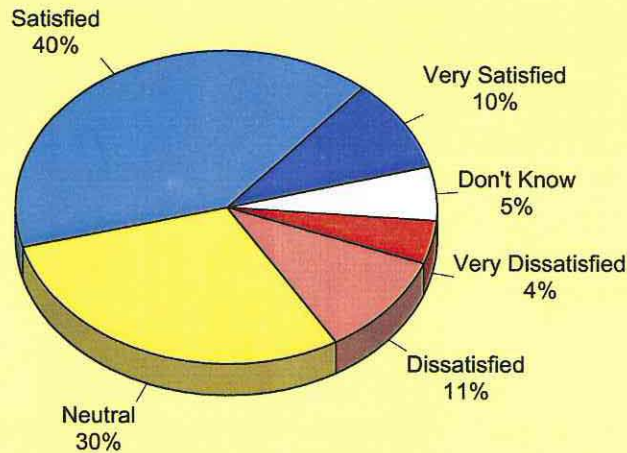
by percentage of respondents (excluding "don't know" responses)



Source: Leisure Vision/ETC Institute (January 2010)

Q4. Overall, How Satisfied Are You with the Quality of New Commercial Development in the City of Wasilla?

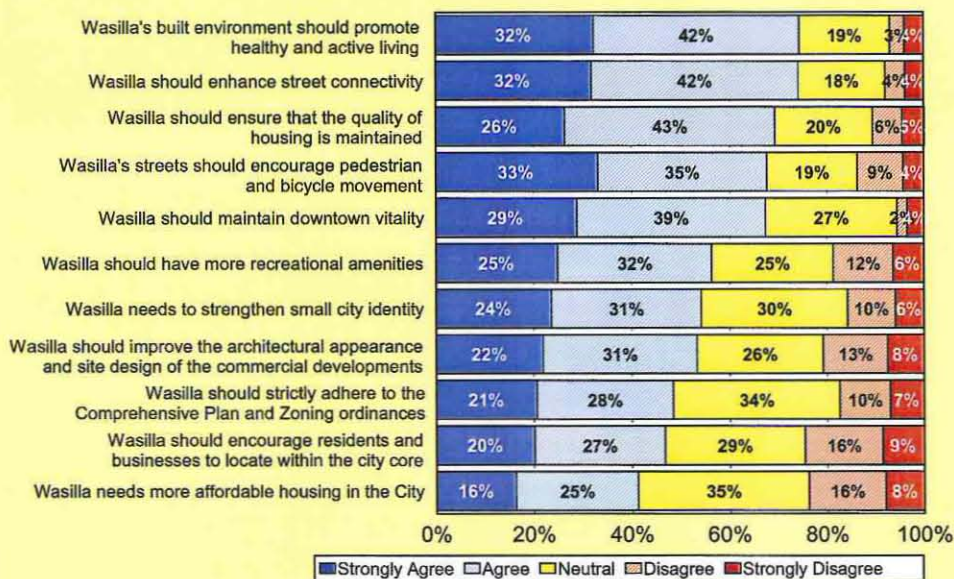
by percentage of respondents



Source: Leisure Vision/ETC Institute (January 2010)

Q5. Level of Agreement with Various Statements About the Future of Wasilla

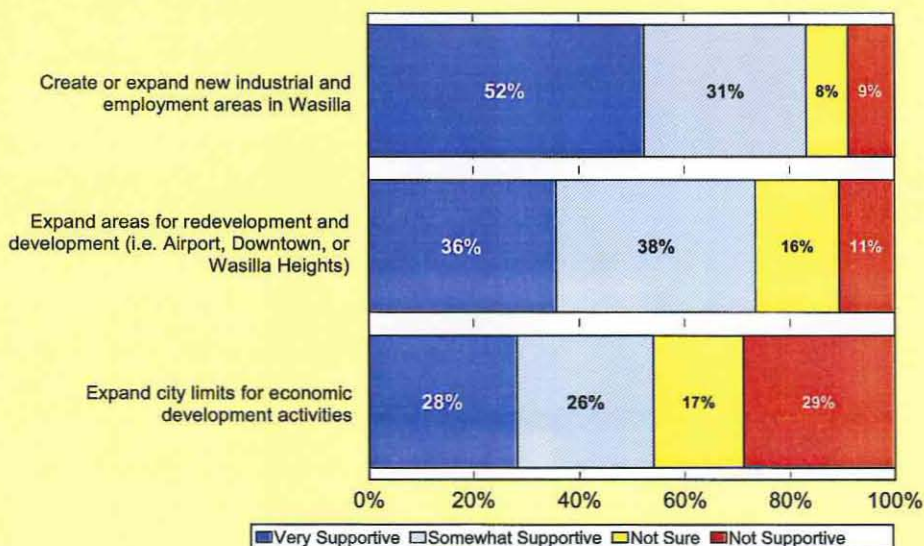
by percentage of respondents



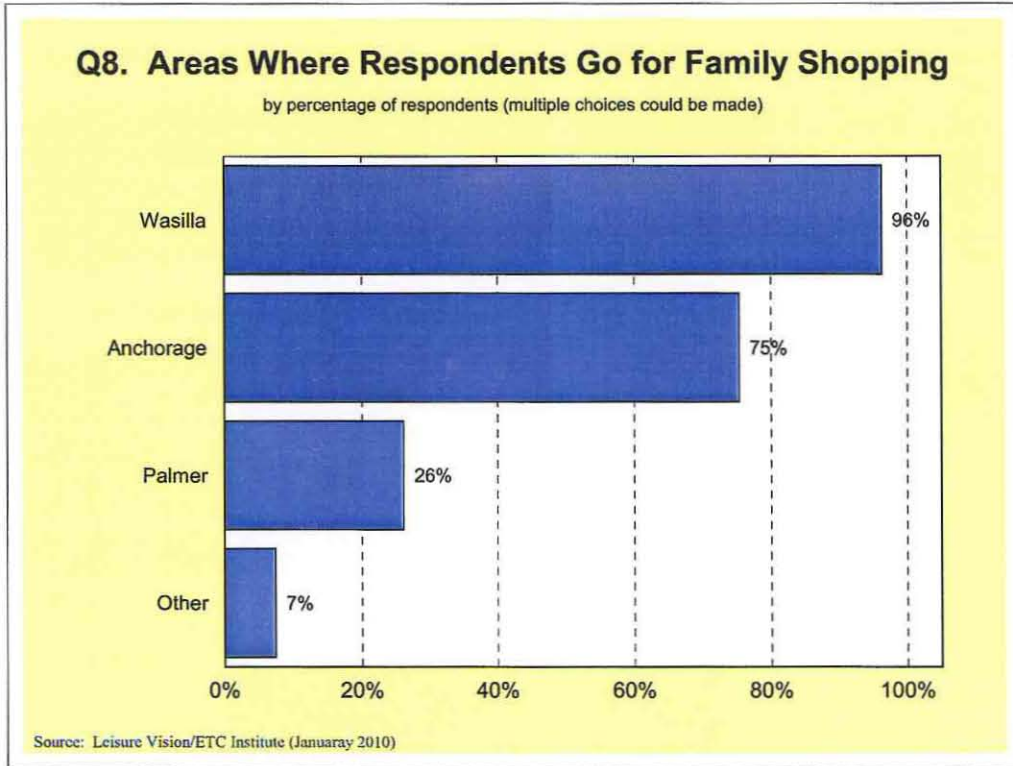
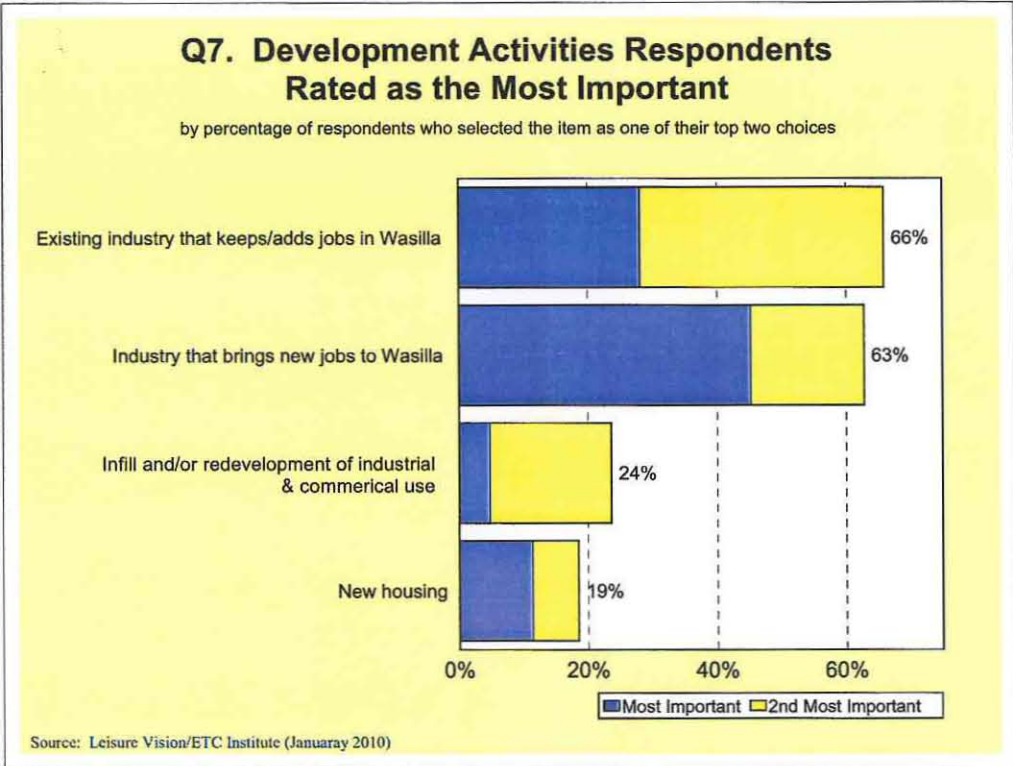
Source: Leisure Vision/ETC Institute (January 2010)

Q6. Level of Support for Various Implementation Measures for Economic Development Strategies That Could Be Taken

by percentage of respondents

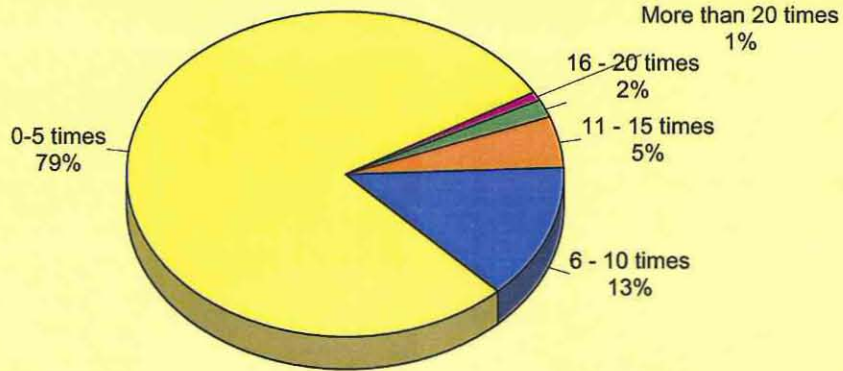


Source: Leisure Vision/ETC Institute (January 2010)



Q9. How Many Times a Month Do You or Other Family Members Travel Outside of Wasilla for Shopping?

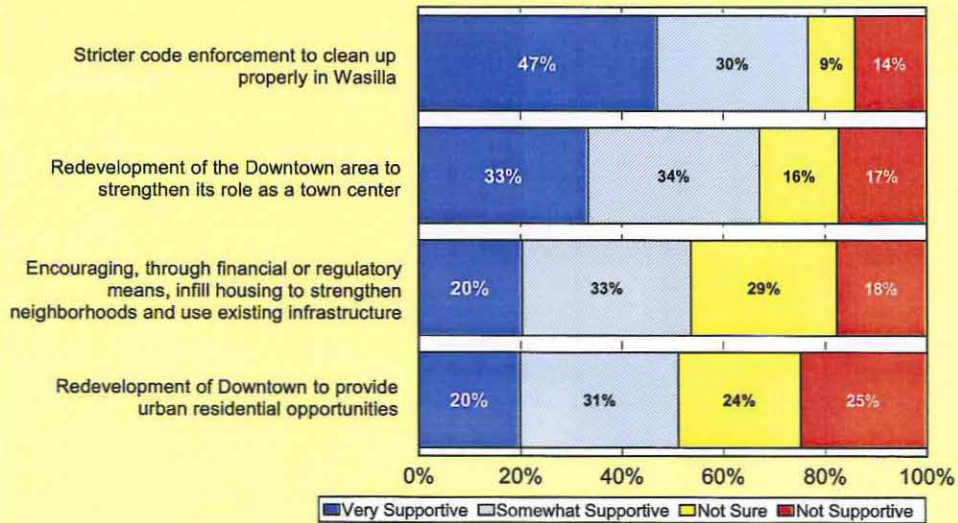
by percentage of respondents



Source: Leisure Vision/ETC Institute (January 2010)

Q10. Level of Support for Various Implementation Measures for Neighborhood and Housing Strategies That Could Be Taken

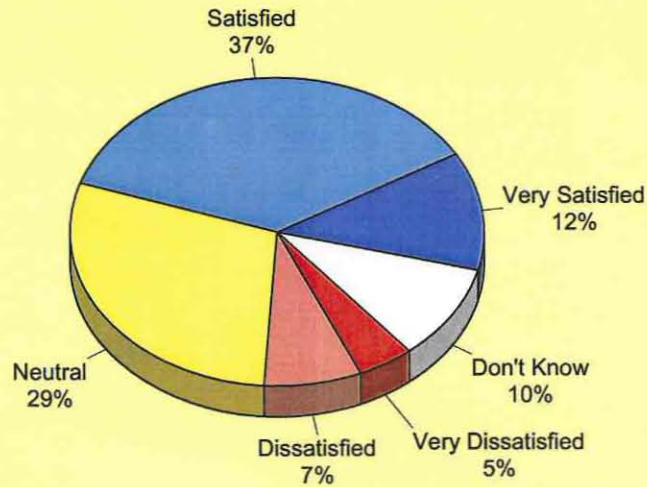
by percentage of respondents



Source: Leisure Vision/ETC Institute (January 2010)

Q11. Overall, How Satisfied Are You with the Quality of New Neighborhood Sub-Divisions in the City of Wasilla?

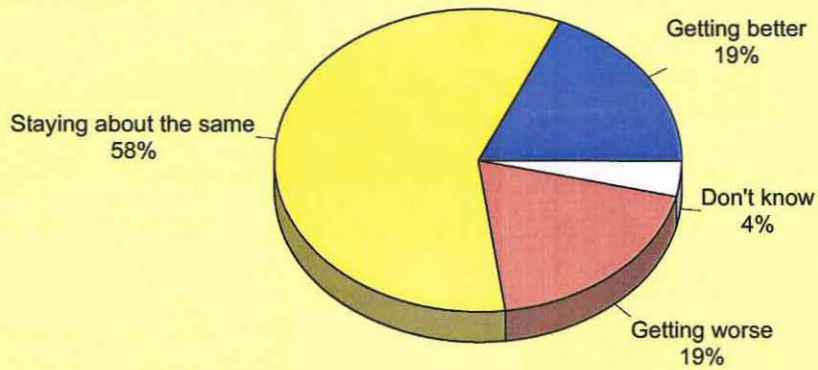
by percentage of respondents



Source: Leisure Vision/ETC Institute (January 2010)

Q12. Do You Generally Think the Condition of Your Neighborhood Is Getting Better, Worse, or Staying About the Same?

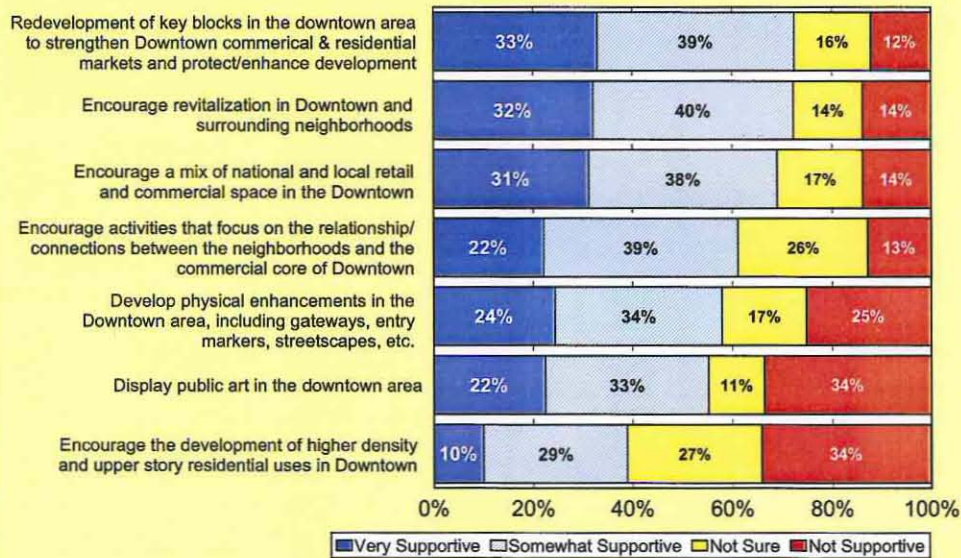
by percentage of respondents



Source: Leisure Vision/ETC Institute (January 2010)

Q14. Level of Support for Various Implementation Strategies for Downtown That Could Be Taken

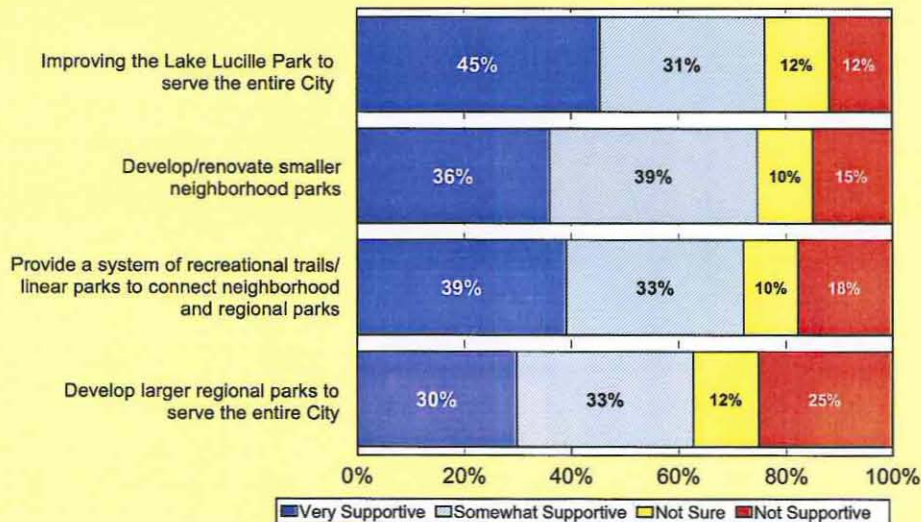
by percentage of respondents



Source: Leisure Vision/ETC Institute (January 2010)

Q15. Level of Support for Various Implementation Strategies for Enhancements to the Parks and Recreation Facilities in Wasilla

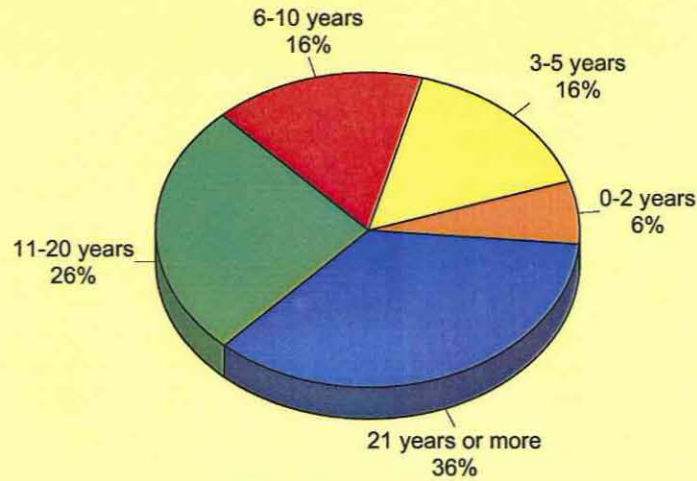
by percentage of respondents



Source: Leisure Vision/ETC Institute (January 2010)

Q16. Demographics: How Long Have You Lived in The Community?

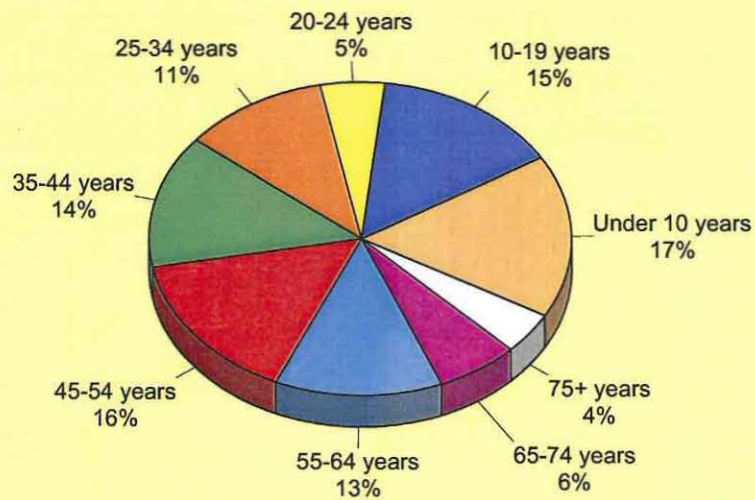
by percentage of respondents



Source: Leisure Vision/ETC Institute (January 2010)

Q17. Demographics: Ages of People in Household

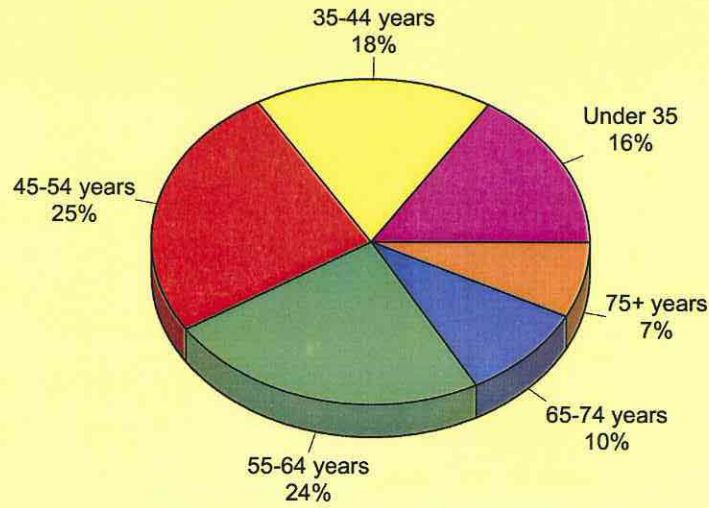
by percentage of household occupants



Source: Leisure Vision/ETC Institute (January 2010)

Q18. Demographics: Age of Respondents

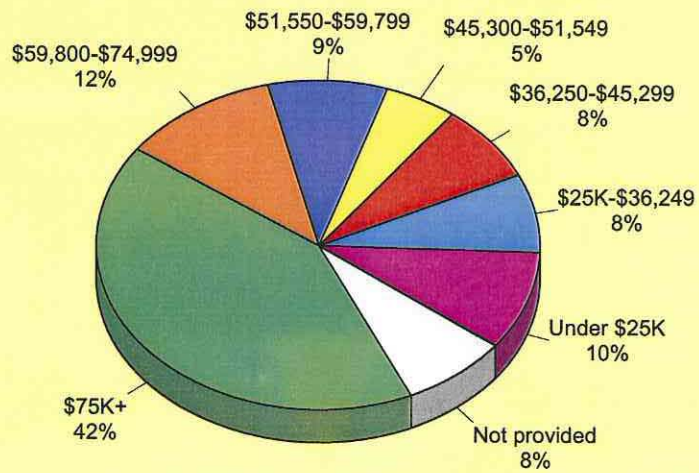
by percentage of respondents



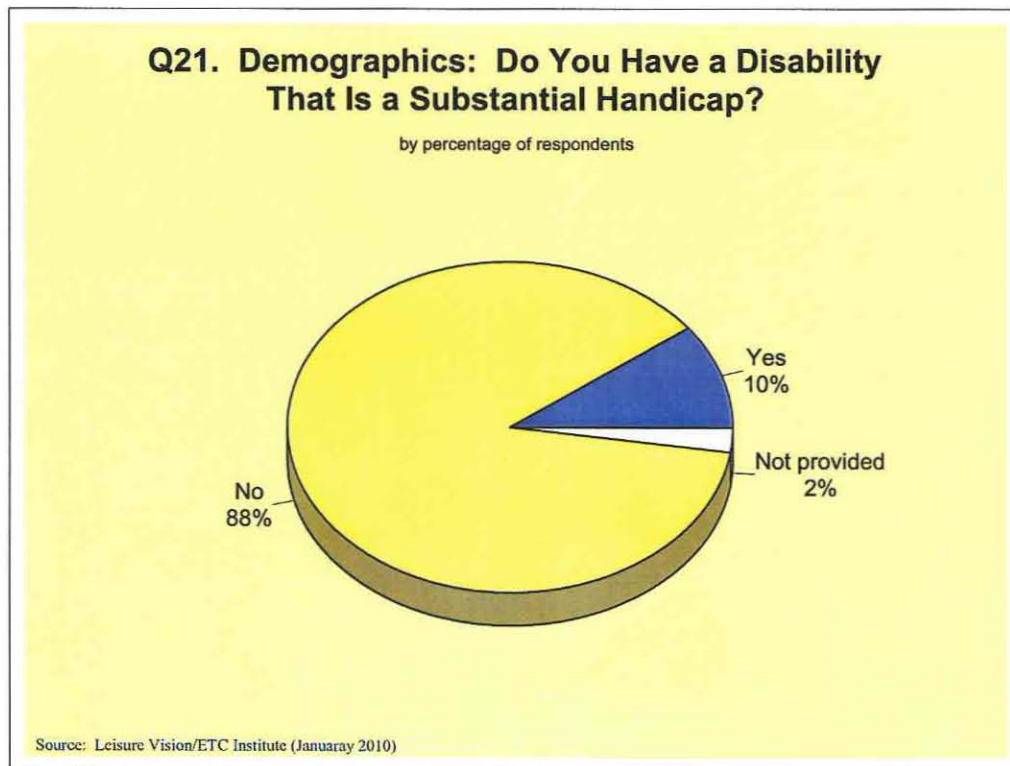
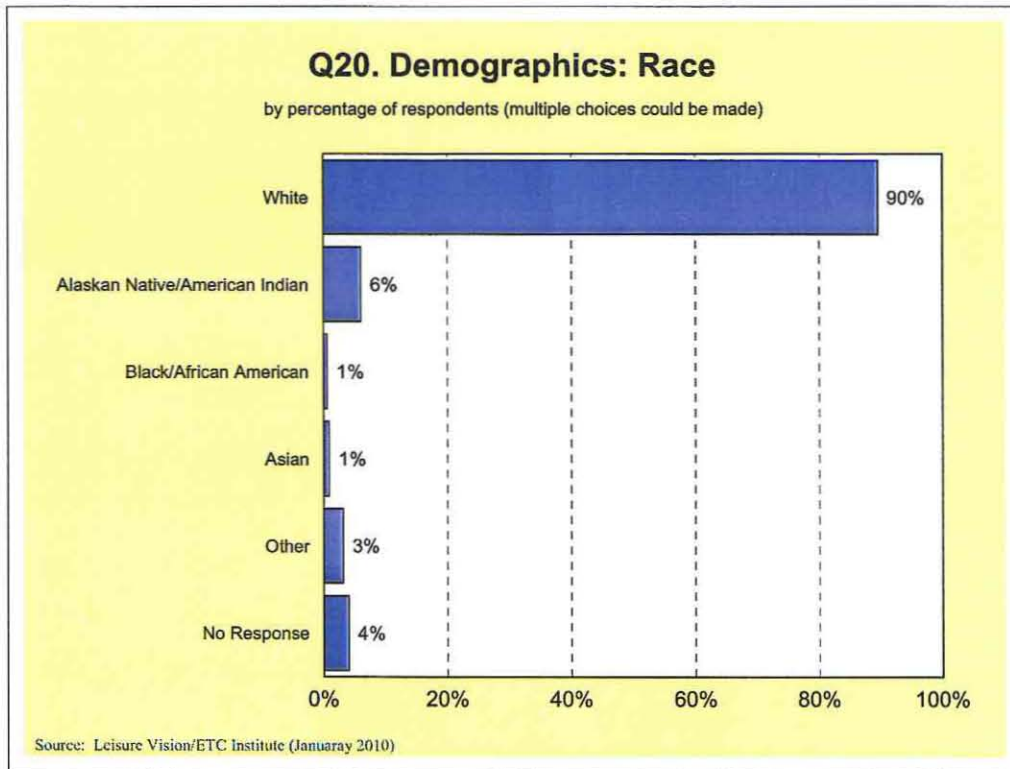
Source: Leisure Vision/ETC Institute (January 2010)

Q19. Demographics: Total Annual Household Income

by percentage of respondents

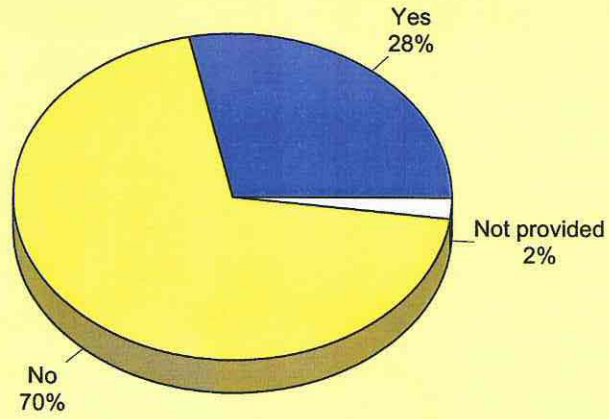


Source: Leisure Vision/ETC Institute (January 2010)



Q22. Demographics: Are You a Female Head of Household?

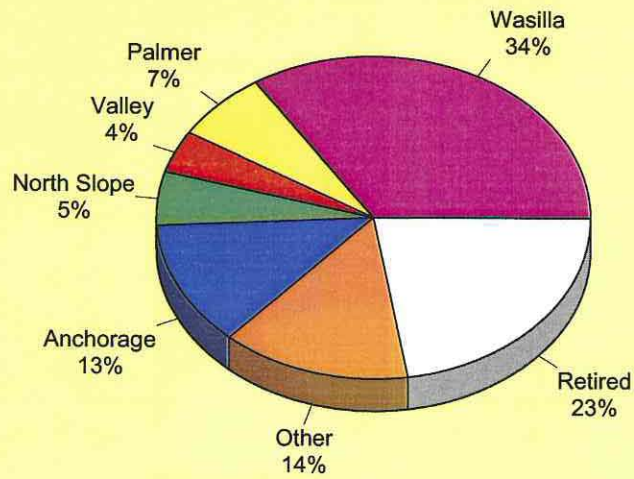
by percentage of respondents



Source: Leisure Vision/ETC Institute (January 2010)

Q23. Demographics: Where Do You Work?

by percentage of respondents



Source: Leisure Vision/ETC Institute (January 2010)

