

**City of Hailey, Idaho**

**Citizen Satisfaction Survey**

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**Conducted by Richard Caplan & Associates**



**February 27, 2009**

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Addendum:

City of Hailey Citizen Survey Document

### **Introduction and Methodology**

Richard Caplan & Associates has conducted a resident survey to assist Hailey officials better understand the attitudes and opinions about existing and potential city amenities and areas of service the city is providing. The city seeks to maximize over citizen satisfaction by ranking city services and improvements. The survey was supplemented with two focus groups, a public meeting and confidential interviews with community representatives.

The citizen survey was distributed to all Hailey households, Hailey employers and employees of several major employers located within the city. The survey was mailed with the city's December 2008 utility bills, to licensed city businesses, as well as made available through the front counter in City Hall, at the Hailey Public Library and on the City of Hailey web site. This broad distribution was intended to ensure that the survey was widely publicized and that a cross section of responses would provide meaningful insights and conclusions.

The Hailey citizen survey responses were anonymous and not coded by geographic area of the city to best reflect citywide opinions. A total of 456 completed surveys were received and tabulated, including responses from 337 residents and 119 completed surveys from either business persons or non-municipal employees. The residential response rate represents more than 10 percent of the city's approximately 3,300+ households. The total number of combined business and employee responses reflects an excellent response rate and provides statistically valid results within a 5 percent margin of error.

The survey contained a total of 80 existing and proposed projects and city services requiring responses. The 80 questions were focused on four areas:

- Potential capital improvements (27 questions)
- City services (41 questions)
- Priorities associated with the possible extension of the City of Hailey local option tax (L.O.T.), (6 questions) and
- Prioritization of potential recreation amenities under consideration associated with the proposed Quigley Canyon development (6 questions).

For purposes of conducting the survey and assisting the city in utilizing the results, the proposed capital improvements and city services were categorized by major function – streets and sidewalks, parks, police and fire, library, other city government projects and services. Overall, the survey found that the Hailey residents, business persons and persons employed within the city are satisfied with city government services and in general concurrence with many of the potential list of projects planned for the future. The survey results can guide the Mayor and City Council and city staff in prioritizing capital improvements and delivery of city services. It should be noted that certain projects entail safety related improvements that will factor into the city's priorities and may not be reflected in the citizen's opinions.

Two small sections were also included at the end of the survey regarding the potential use of future local option taxes (L.O.T.), and opinions regarding the proposed recreational amenities in Quigley Canyon.

The survey questions and the responses are presented using two ranking methods - levels of importance and citizen satisfaction. A one to five (1 to 5) ranking was utilized for each project and city service area using the following scale:

<b>For Potential Projects:</b>			<b>For City Services or L.O.T. Funding Option:</b>	
<b>5 =</b>	Very important	<b>- or -</b>	<b>5 =</b>	Very satisfied or very favorable
<b>4 =</b>	Important		<b>4 =</b>	Satisfied or favorable
<b>3 =</b>	Neutral		<b>3 =</b>	Neutral
<b>2 =</b>	Unimportant		<b>2 =</b>	Unsatisfied or unfavorable
<b>1 =</b>	Very unimportant		<b>1 =</b>	Very unsatisfied or very unfavorable

The total responses were tallied for each response and then a combined score was determined. Because of the total number of responses, the majority of the responses range from 2.0 to 4.0

The higher score (3.2 and above) reflects a more important, favorable or satisfied opinion by the community and the lower the score (3.15 or lower) the less important, unfavorable or dissatisfaction (under 2.9) regarding the project or service. For persons responding who were unfamiliar with a particular project or city service, a neutral response of “3” was counted.

The citizen survey also included an open ended question asking “Your Ideas” for specific city projects or needs not covered in the citizen survey. A copy of the survey document is attached to these survey findings.

The results of the survey questions are presented in several ways to enable the City of Hailey officials to utilize the findings. The tallied survey results are presented as follows:

I. Total Citizen Survey Results - The combined results for all questions use a weighted average based on the number of residents, business persons and employee results and are categorized as follows:

- A. Proposed improvements
- B. City services
- C. L.O.T. priorities
- D. Quigley Canyon potential projects

II. Results by Department for Proposed Projects and City Services – These responses enable the city to compare proposed projects and city services within each major function of the city including:

- A. Proposed Street Improvements
- B. Street Maintenance

- C. Parks & Trails Improvements
- D. Parks & Trail Maintenance
- E. Library & City Hall Services
- F. City Utilities Services & Rates
- G. Citywide Improvements
- H. Police & Fire Departments Improvements and Services

The tallied responses are also presented as a weighted average of all respondents and also grouped by:

- a) Residents
- b) Business persons and persons employed in Hailey.

Section III is a Summary of Difference in Survey Results By Response Group. This section presents those projects and services where there were the largest differences in the tallied results between the resident group and the business persons and employee responses.

Section IV is presents the “Your Ideas”. This provides a summary of ideas, comments, projects and city services not asked by the citizen survey. To further validate the citizen survey findings and provide an alternative way for input on citizen services, two confidential focus groups were conducted in January 2009 with a cross-section of 22 new and long-term residents representing other governmental entities, the Hailey Chamber of Commerce and several non-profit organizations in the community. A summary of comments from these persons attending these focus groups are presented as the end of the “Your Ideas” section.

Section V discusses the Implementation of Survey Priorities. This section offers funding options for the city to address the highest priority projects and the lowest ranked areas of service.

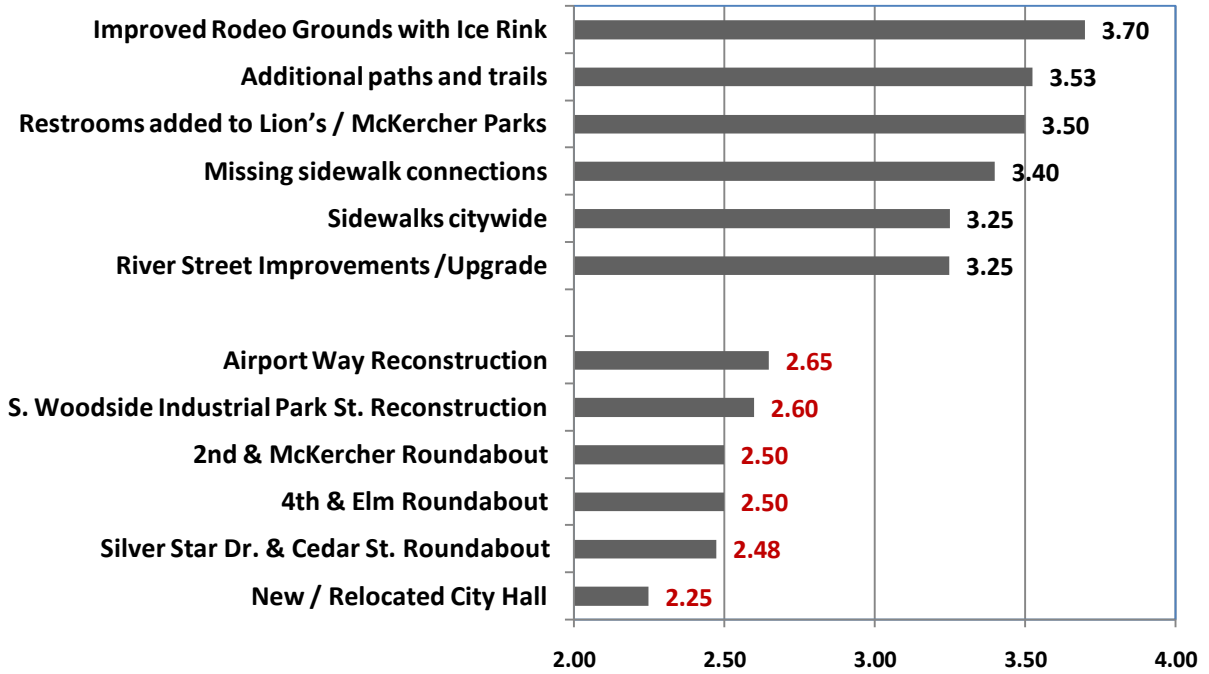
## **I. Total Citizen Survey Results**

The combined total of all 456 surveys are presented in the following four tables.

**Table I A - Proposed Projects**

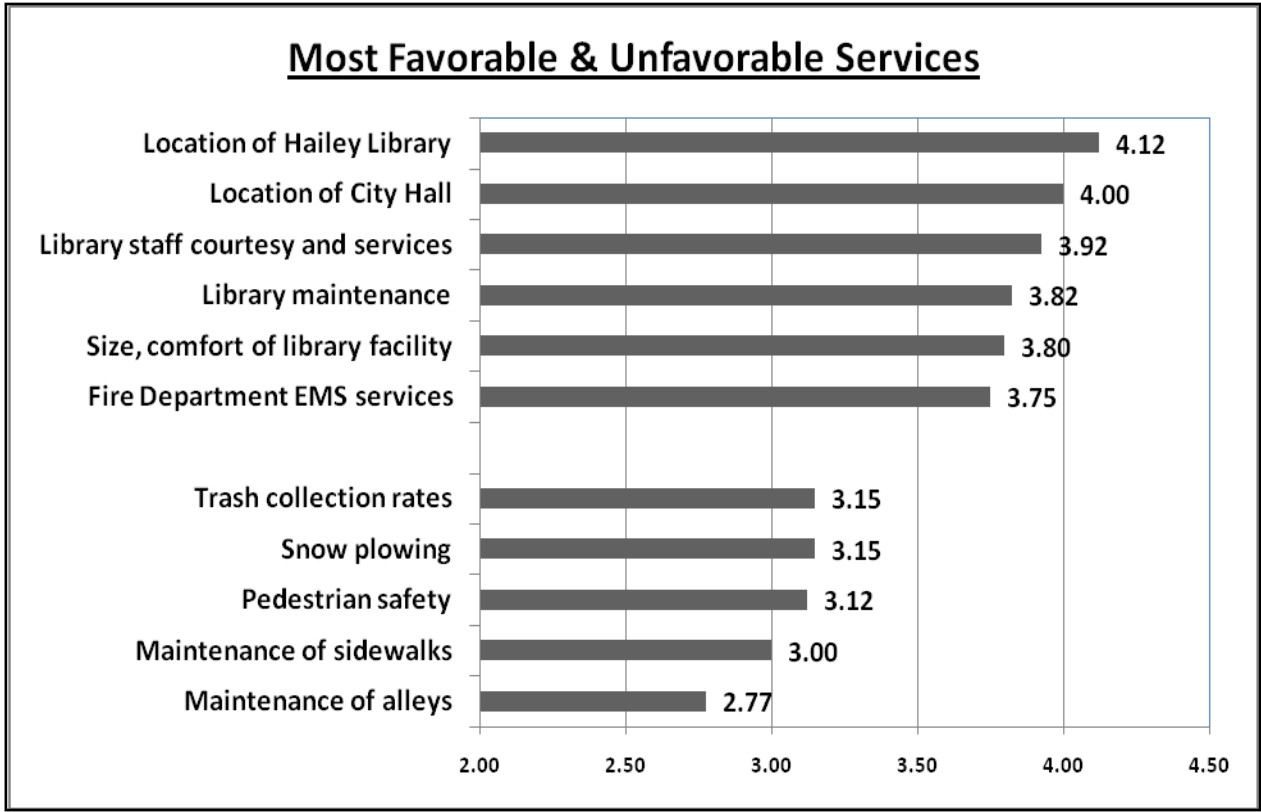
<b>Ranking; Proposed Project</b>	<b>Highest to Lowest Level of Importance</b>
<b>1. Improved Rodeo Grounds with Ice Rink</b>	<b>3.70</b>
<b>2. Additional paths and trails</b>	<b>3.53</b>
<b>3. Restrooms added to Lion's / McKercher Parks</b>	<b>3.50</b>
<b>4. Missing sidewalk connections</b>	<b>3.40</b>
<b>5. Sidewalks citywide</b>	<b>3.25</b>
<b>6. River Street Improvements / Upgrade</b>	<b>3.25</b>
<b>7. Woodside Blvd. Upgrade</b>	<b>3.15</b>
<b>8. Additional Active Parks with Playing Fields</b>	<b>3.15</b>
<b>9. Additional Passive / Pocket Parks</b>	<b>3.13</b>
<b>10. Underground power lines in Business District</b>	<b>3.05</b>
<b>11. Underground power lines in Old Hailey Residential areas</b>	<b>3.05</b>
<b>12. Library expansion to both 1<sup>st</sup> and 2<sup>nd</sup> floor of Fox Building</b>	<b>3.00</b>
<b>13. W. Bullion St. Reconstruction</b>	<b>2.98</b>
<b>14. New Fire Station – Woodside</b>	<b>2.95</b>
<b>15. E. Elm St. Reconstruction</b>	<b>2.85</b>
<b>16. New / Relocated Police Station</b>	<b>2.80</b>
<b>17. New Fire Station – North</b>	<b>2.78</b>
<b>18. Expanded Skate park</b>	<b>2.75</b>
<b>19. E. Myrtle St. Reconstruction</b>	<b>2.72</b>
<b>20. Second Avenue Reconstruction</b>	<b>2.70</b>
<b>21. City owned Community Housing</b>	<b>2.65</b>
<b>22. Airport Way Reconstruction</b>	<b>2.65</b>
<b>23. S. Woodside Industrial Park St. Reconstruction</b>	<b>2.60</b>
<b>24. 4th &amp; Elm Roundabout</b>	<b>2.50</b>
<b>25. 2nd &amp; McKercher Roundabout</b>	<b>2.50</b>
<b>26. Silver Star Dr. &amp; Cedar St. Roundabout</b>	<b>2.48</b>
<b>27. New / Relocated City Hall</b>	<b>2.25</b>

### Most Important & Least Important Projects



**Table I B - City Services**

<b>Ranking; City Service</b>	<b>Highest to Lowest Level of Satisfaction</b>
1. Location of Hailey Library	4.12
2. Location of City Hall	4.00
3. Library staff courtesy and services	3.92
4. Library maintenance	3.82
5. Size, comfort of library facility	3.80
6. Fire Department EMS services	3.75
7. City Hall hours of operation	3.72
8. Location of Hailey Fire Station	3.72
9. Library hours of operation	3.70
10. Quality of police services	3.70
11. Maintenance of trails and paths	3.65
12. Quality of trash services	3.65
13. Maintenance of city parks and playground equipment	3.62
14. Selection of library books / magazines	3.60
15. City staff courtesy services	3.57
16. City Hall maintenance	3.55
17. City newsletter and Website	3.55
18. Number of city parks	3.52
19. Library programs	3.52
20. Information distribution	3.52
21. Quality of tap water	3.52
22. Maintenance of streets	3.50
23. Maintenance of city skate park	3.50
24. Internet / Computer services	3.50
25. Police visibility in business areas	3.50
26. Police Dept. building location	3.50
27. Maintenance of street lights	3.45
28. City hall telephone service	3.42
29. Traffic flow	3.40
30. Fire safety inspection services	3.37
31. Fire alarm services	3.35
32. Police visibility in residential neighborhoods	3.28
33. Availability of public transit service	3.27
34. Traffic enforcement	3.22
35. Street signs visibility & maintenance	3.20
36. Water and sewer rates	3.20
37. Snow plowing	3.15
38. Trash collection rates	3.15
39. Pedestrian safety	3.12
40. Maintenance of sidewalks	3.00
41. Maintenance of alleys	2.77



All of the potential funding priorities for use of the local option tax (L.O.T.) received some level of favorable rating for use and/or extension. Use of the city’s local option tax for police and fire department services received the most favorable ranking.

**Table 1 C - Local Option Tax Priorities**

<b>Ranking; L.O.T. Priority</b>	<b>Most Favorable to Least Favorable Priority</b>
<b>1. Police &amp; Fire Department services</b>	<b>3.62</b>
<b>2. Street repairs &amp; improvements</b>	<b>3.55</b>
<b>3. Citywide improvements (Library, sidewalks, town square)</b>	<b>3.55</b>
<b>4. Public Transit (Mountain Rides)</b>	<b>3.55</b>
<b>5. Parks acquisition, maintenance &amp; improvements</b>	<b>3.50</b>
<b>6. City promotion &amp; special events (Chamber of Commerce)</b>	<b>3.05</b>

All except one of the potential recreation amenities in the proposed Quigley Canyon development registered some degree of importance in the survey. The only exception was the potential community housing units which received a “neutral” (3.00) ranking.

**Table 1 D - Quigley Canyon Potential Projects**

<b>Ranking; Potential Quigley Canyon Project</b>	<b>Most Important to Least Important Priority</b>
<b>1. New trails &amp; trailheads</b>	<b>3.80</b>
<b>2. New bike paths</b>	<b>3.80</b>
<b>3. Expand Nordic ski trails</b>	<b>3.52</b>
<b>4. Active playing fields</b>	<b>3.27</b>
<b>5. Public 18-hole golf course</b>	<b>3.02</b>
<b>6. Community Housing units</b>	<b>3.00</b>

## **II. Results by Department for Proposed Projects and City Services**

The responses by city department or function are presented in the following eight tables:

- Tables II A & B – Street Improvements and Maintenance
- Tables II C & D – Parks & Trails Improvements and Maintenance
- Table II E – Library & City Hall Services
- Tables II F & G – City Utilities Services & Citywide Improvements
- Table II H – Police and Fire Departments Improvements and Services

Overall, the difference in ranking between the residents, business persons and employees were not markedly different. Taken as a whole citywide, the Hailey Public Library received the highest satisfaction in level of service scores.

**Table II A - Proposed Street Improvements**

Proposed Improvement	Highest to Lowest Level of Importance		
	Weighted Average	Residents	Business Persons & Employees
1. Missing sidewalk connections	3.40	3.5	3.1
2. Sidewalks citywide	3.25	3.3	3.1
3. River Street Improvements / Upgrade	3.25	3.2	3.4
4. Woodside Blvd. Upgrade	3.15	3.2	3.0
5. W. Bullion St. Reconstruction	2.98	3.0	2.9
6. E. Elm St. Reconstruction	2.85	2.8	3.0
7. E. Myrtle St. Reconstruction	2.72	2.7	2.8
8. Second Avenue Reconstruction	2.70	2.7	2.7
9. Airport Way Reconstruction	2.65	2.6	2.8
10. S. Woodside Industrial Park St. Reconstruction	2.60	2.6	2.6
11. 4th & Elm Roundabout	2.50	2.5	2.5
12. 2nd & McKercher Roundabout	2.50	2.5	2.5
13. Silver Star Dr. & Cedar St. Roundabout	2.48	2.5	2.4

**Table II B – Street Maintenance**

Street Maintenance Service Area	Highest to Lowest Level of Satisfaction		
	Weighted Average	Residents	Business Persons & Employees
1. Maintenance of streets	3.50	3.5	3.5
2. Maintenance of street lights	3.45	3.6	3.4
3. Traffic flow	3.40	3.4	3.4
4. Availability of public transit service	3.27	3.5	3.2
5. Street signs visibility & maintenance	3.20	3.2	3.2
6. Snow plowing	3.15	3.3	3.1
7. Pedestrian safety	3.12	3.2	3.1
8. Maintenance of sidewalks	3.00	3.0	3.0
9. Maintenance of alleys	2.77	3.0	2.7

**Table II C – Parks & Trails Improvements**

Proposed Improvement	Highest to Lowest Level of Importance		
	Weighted Average	Residents	Business Persons & Employees
1. Improved Rodeo Grounds with Ice Rink	3.70	3.7	3.7
2. Additional paths and trails	3.53	3.6	3.3
3. Restrooms added to Lion's / McKercher Parks	3.50	3.6	3.2
4. Additional Active Parks with Playing Fields	3.15	3.2	3.0
5. Additional Passive / Pocket Parks	3.13	3.2	2.9
6. Expanded Skate Park	2.75	2.8	2.6

**Table II D – Parks & Trails Maintenance**

Proposed Improvement	Highest to Lowest Level of Satisfaction		
	Weighted Average	Residents	Business Persons & Employees
1. Maintenance of trails and paths	3.65	3.8	3.6
2. Maintenance of city parks and playground equipment	3.62	3.7	3.6
3. Number of city parks	3.52	3.6	3.5
4. Maintenance of city skate park	3.50	3.5	3.5

**Table II E – Library & City Hall Services**

Service Area	Highest to Lowest Level of Satisfaction		
	Weighted Average	Residents	Business Persons & Employees
1. Location of Hailey Library	4.12	4.2	4.1
2. Location of City Hall	4.00	4.0	4.0
3. Library staff courtesy and services	3.92	4.0	3.9
4. Library maintenance	3.82	3.9	3.8
5. Size, comfort of library facility	3.80	3.8	3.8
6. City Hall hours of operation	3.72	3.8	3.7
7. Library hours of operation	3.70	3.7	3.7
8. Selection of books / magazines	3.60	3.6	3.6
9. City staff courtesy services	3.57	3.8	3.5
10. City Hall maintenance	3.55	3.7	3.5
11. City newsletter and Website	3.55	3.7	3.5
12. Library programs	3.52	3.6	3.5
13. Information distribution	3.52	3.6	3.5
14. Internet / Computer services	3.50	3.5	3.5
15. City Hall telephone service	3.48	3.5	3.4

**Table II F – City Utilities**

Service Area, Rates	Highest to Lowest Level of Satisfaction		
	Weighted Average	Residents	Business Persons & Employees
1. Quality of trash services	3.65	3.8	3.6
2. Quality of tap water	3.52	3.9	3.4
3. Water and sewer rates	3.20	3.2	3.2
4. Trash collection rates	3.15	3.3	3.1

**Table II G – Citywide Improvements**

Service Area, Rates	Highest to Lowest Level of Importance		
	Weighted Average	Residents	Business Persons & Employees
1. Underground power lines in Business District	3.05	3.0	3.2
2. Underground power lines in Old Hailey Residential areas	3.05	3.0	3.2
3. Library expansion to both 1 <sup>st</sup> and 2 <sup>nd</sup> floor of Fox Building	3.00	3.1	2.7
4. City owned Community Housing	2.65	2.7	2.5
5. New / Relocated City Hall	2.25	2.2	2.4

**Table II H – Police and Fire Departments Improvements and Services**

Potential Improvement	Highest to Lowest Level of Importance		
	Weighted Average	Residents	Business Persons & Employees
1. New Fire Station – Woodside	2.95	3.0	2.8
2. New / Relocated Police Station	2.80	2.8	2.8
3. New Fire Station – North	2.78	2.8	2.7
Service Area	Highest to Lowest Level of Satisfaction		
	Weighted Average	Residents	Business Persons & Employees
1. Fire Department EMS services	3.75	3.9	3.7
2. Location of Hailey Fire Station	3.72	3.8	3.7
3. Quality of police services	3.70	3.7	3.7
4. Police visibility in business areas	3.50	3.5	3.5
5. Police Dept. building location	3.50	3.5	3.5
6. Fire safety inspection services	3.37	3.6	3.3
7. Fire alarm services	3.35	3.5	3.3
8. Police visibility in residential neighborhoods	3.28	3.2	3.3
9. Traffic enforcement	3.22	3.3	3.2

### **III. Summary of Difference in Survey Results by Response Group**

Overall, the score differences between the Hailey residents and business persons and employees were not markedly significant. Nevertheless, responses from residents placed a higher rating on expanding the Hailey Public Library and satisfaction with the quality of tap water, while responses from business persons and employees placed a higher importance on the potential Quigley Canyon Golf Course and more active playing fields.

Approximately 75 percent of the responses to the 80 question survey found the difference between the residents and business persons and employees not to be statistically significant. Those areas where there was the widest difference in scores between the two survey groups and the percentage difference between each group’s score are presented in the following Table III.

**Table III – Residents vs. Business Persons and Employees Score Variances**

<b>Residents Rated “More Important / More Satisfied” than Business Persons and Employees</b>	<b>Difference in Score</b>	<b>Business Persons and Employees Rated “More Important / More Satisfied” than Residents</b>	<b>Difference in Score</b>
<b>Library expansion to both 1<sup>st</sup> and 2<sup>nd</sup> floor of Fox Building</b>	<b>15% higher</b>	<b>Public 18-hole golf course (at Quigley Canyon)</b>	<b>15% higher</b>
<b>Quality of tap water</b>	<b>15% higher</b>	Active playing fields	9% higher
<b>Missing sidewalk connections</b>	<b>13% higher</b>	New / Relocated City Hall	8% higher
<b>Restrooms added to Lion’s / McKercher Parks</b>	<b>13% higher</b>	Airport Way Reconstruction	7% higher
<b>Maintenance of alleys</b>	<b>11% higher</b>	E. Elm St. Reconstruction	7% higher
<b>Additional Passive / Pocket Parks</b>	<b>10% higher</b>	Underground power lines in Business District	6% higher
Availability of public transit service	9% higher	Underground power lines in Old Hailey Residential areas	6% higher
Additional paths and trails	9% higher	L.O.T. for City promotion & special events (Chamber of Commerce)	6% higher
Fire safety inspection services	9% higher	River Street Improvements / Upgrade	6% higher
City staff courtesy services	9% higher		

#### **IV. “Your Ideas” and Focus Groups**

At the end of the Hailey citizen survey, there was an open-ended section for respondents to write their ideas that may not have been covered in the survey questions. Approximately one out of every four returned surveys included a range of comments.

All of the completed surveys and comments have been given to the Hailey City Administrator for further review and consideration.

There were many written comments regarding the proposed Quigley Canyon development. However, they are not included in the following listing since the city has held several public meetings on Quigley Canyon and will hold additional hearings on this issue giving the public sufficient opportunity for comment.

A summary and broad sampling of these constructive written survey comments regarding city services and city projects are as follows:

- Make Hailey pedestrian friendly – bike, walk, run (multiple comments)
- Better in-fill before annexing (multiple comments)
- More access to open space
- Better street lights in business district (multiple comments)
- Restaurant parking a huge issue
- Readdress Hailey city limits (Lion’s Park, Trails End, etc.)
- No sidewalks in Old Hailey (multiple comments)
- Purchase Old Sears Building for City Hall
- Create a Town Square for Hailey (multiple comments)
- More stop/yield signs (multiple comments)
- Street maintenance should stop burying fire hydrants
- Open space in Woodside should be keep open and not used for snow storage for select few
- Hire more police officers
- More events like last 4<sup>th</sup> of July
- No more apartments
- More (and improve) recycling (multiple comments); dumpsters are constantly overflowing
- Great job of snow removal
- City should not be involved in housing (multiple comments)
- Need bus shelters
- Promotion of Hailey that would invite year around business
- Consolidate Fire Departments
- Hailey sidewalks and streets are very dangerous due to ice and blocked visibility (multiple comments)
- Drug test all city employees
- If power lines are put underground include cable and individual houses – otherwise waste of expense
- Do not keep lights on all night at Keefer Park if only open from dusk to dawn

- Rename Main Street to Obama Boulevard
- Removal of barrier/street divider at Main & Cedar is dangerous
- Improve alleys between Main & River, Main & 1<sup>st</sup> as low or no traffic pathways – stripe and improve them
- Need a larger meeting room for larger public meetings (such as the auditorium at the Community College)
- Do a better job of plowing the turn lanes at Main & Airport Way
- The light at Countryside should not operate during 8 p.m. to 6 a.m.
- Make dark skies ordinance actually work – no exposed bulbs
- Install roundabout at Woodside & Fox Acre Road
- (Police) stop pulling over citizens for going 2 miles above speed limit
- Need improvements at Myrtle/5<sup>th</sup>/Buttercup/bike path – traffic comes in from all subdivisions
- Lower property taxes and a higher city tax on groceries where everybody helps to pay
- Get a REAL YMCA type facility – expand recreation facility (multiple comments)
- Consider a Frisbee golf course – good and inexpensive fun for people of all ages
- Snow removal in Deerfield is (expletive deleted)!
- Sidewalks & street signs in Woodside are greatly needed to promote safety
- Ice rink & Kayak Park off W. Buillion @ park across from Carbonati trail head – don't let Ketchum get this project
- Main Street needs better lighting at night to see pedestrians crossing the street (multiple comments)
- Make access to garages a #1 snow removal priority rather than alleys
- Extend bike path down Elm to Middle School
- Need a year round RV dump in Hailey
- Hailey museum needs to be on par with Library for importance – has been neglected by city
- West Meadow Drive/Highway 75 intersection is never plowed
- Good survey – Thank you.

### **Focus Group Comments**

Comments and suggestions offered by persons who participated in the focus groups mirrored many of the comments submitted on the citizen survey. Some of the comments and suggestions included the following:

- Find out information about city matters mainly through the newspaper or at the grocery store from other citizens
- Hailey is starting to lose its small town feel – due in part to sprawl
- City has been responsive to new businesses starting up and needing permits, licenses, etc.
- Sidewalks, sidewalks, sidewalks – more of them connecting, improve safety and better maintenance (multiple comments)
- City gives thoughtful consideration to new development proposals
- Night sky ordinance is great! (multiple comments)
- Little city bureaucracy
- More active playing fields

- “Take your life in your hands to cross Main Street”
- Better utilize Curtis Park
- Don’t take City Hall out of downtown
- Keep LOT – it has given city more confidence – better show what it will be used for in future – keep public informed
- Round up loose dogs (multiple comments); better enforcement
- Find ways for different governments to get together on issues/services – consolidate wherever possible
- Make Main Street more pedestrian friendly – less of a highway (multiple comments)
- Plan for a recreation center with an indoor pool
- Open space is an amenity and is BETTER than (many) parks
- Entrance to Hailey needs to be improved – especially the Rodeo grounds
- Any tax in a down economy will be resisted
- E-mails from the city need to be more specific re: particular purpose/issue
- Don’t just say “Ordinance no. \_\_\_” in paper or elsewhere – state nature of ordinance in notices
- Use River Street as a Main Street by-pass
- Need anew City Hall (Bullion & River?) – include housing and underground parking
- Need more traffic calming – bumps are good, keep trucks off residential streets
- Don’t be afraid to ask citizen for bonds if it is a reasonable amount
- Not enough curbs and gutters
- Have city be a leader in waste water clean-up – more brown water use
- Bring more tourists to city (events, attractions, etc.)
- P & Z website is great! Use website more

## **V. Implementation of Citizen Survey Priorities**

Of the highest six ranked projects identified in the citizen survey as most important, two of the projects (additional paths and trails and park restrooms) are budgeted for in the city's current five year capital improvement plan (C.I.P.). Two of the most important projects, both related to sidewalks, already receive a modest annual allocation within the C.I.P. However, because of their importance to the community, increased sidewalk city funding is warranted.

Based on the favorable responses associated with the questions regarding future use of the L.O.T., the allocation of future L.O.T. revenues for all of the projects ranked most important are consistent with citizen opinions.

Four of the six projects ranked most important (improve rodeo grounds and River Street improvements) are not currently funded in the city's C.I.P. Therefore, these projects are recommended for prime consideration and inclusion, pending voter approval, for additional funds if the city's local option tax is extended. Additional funding may also be utilized by reallocating resources and/or postponing projects earmarked from proposed capital projects that received a low, unimportant survey ranking. For example, Silver Star Drive and Cedar Street roundabout (2.48) has \$350,000 budgeted in year 2009 - 2010 in the C.I.P. or the Second Avenue reconstruction (2.70) has \$30,000 budgeted in year 2011 - 12 in the C.I.P.

Other potential funding sources for the city to consider that address these projects include:

- Impose a Recreation Admission Sales Tax - A recreation and/or admission sales may charge fees paid to use facilities for recreation. Examples include: Greens fees to a public golf course and cart rental, fees paid to health clubs, nightclub cover charges and/or admission charges at for-profit entertainment events.
- Adjust Franchise Fee(s) – Where possible and subject to voter authorization, increasing the franchise fee on electricity with the stated objective of improving lighting, improving alleys where overhead utility lines are present may be considered. Adjusting the franchise fee for rubbish may be considered for street and trail improvement projects needed, in part, due to trash truck traffic.
- Establish an Urban Renewal Authority – Idaho's Urban Renewal Law (Title 50, Chapter 20, and the Idaho Local Economic Development Act - Title 50, Chapter 29) allows a city to create an urban renewal authority (URA) and designate areas for projects aimed at revitalizing underutilized areas. The 1988 Local Economic Development Act authorizes the use of revenue allocation financing from increased property taxes to assist in the financing of urban renewal plans, encourage private development, prevent the decay of areas due to the inability of existing financing methods to promote needed public improvements and encourage private investment.

The following Table V ("Highest Ranked Projects Funding Status and Alternatives") presents the highest ranked projects from the citizen survey and indicates the projects with their current or potential funding opportunity.

**Table V – Highest Ranked Projects Funding Status and Alternatives**

Project; (Score)	Current Funding Status	Potential / Additional Funding Source			
		Renewed L.O.T.	Recreation Admission Sales Tax	Adjust Franchise Fee(s)	Establish U.R.A.
Improved Rodeo Grounds with Ice Rink (3.70)	Unbudgeted	√	√	-	√
Additional paths and trails (3.53)	Budgeted in C.I.P. 2010 -2011	√	√	√	-
Restrooms added to Lion's / McKercher Parks (3.50)	Budgeted in C.I.P. 2009 – 2011	√	√	-	-
Missing sidewalk connections (3.40)	Annual budget allocation in C.I.P.	√	-	√	√
Sidewalks citywide (3.25)	Annual budget allocation in C.I.P.	√	-	√	
River Street Improvements / Upgrade (3.25)	Unbudgeted	√	-	√	√

Thirty-six of the 41 areas of city services received some degree of “favorable” rating (3.20 or higher) from street sign visibility and maintenance (3.20) to the location of the Hailey Public Library (4.12). There were only five city service areas ranked in the “neutral range” (3.15 or lower). Three of these five areas are on-going Public Works Department responsibilities. These lowest rated services are:

- Snow plowing 3.15
- Trash collection rates 3.15
- Pedestrian safety 3.12
- Maintenance of sidewalks 3.00
- Maintenance of alleys 2.77

Improving lower ranked city service levels can be accomplished by a combination of:

- Reassigning existing department personnel to give more attention to these areas
- Assign projects and services as the highest priority for existing city personnel and/or
- Supplemental maintenance contract services.

**In conclusion, this survey, written comments and interviews found that Hailey residents' have a high degree of community pride, generally express an overall satisfaction with city government services and are well informed about local issues. Residents seek to remain informed about and participate in city issues.**

We hope that the results of this survey will be utilized to further enhance Hailey city government. The survey distribution and collection was assisted by members of the City Hall and Library staff with particular thanks for the cooperation and assistance of Tracy Anderson.

**RICHARD CAPLAN & ASSOCIATES**  
*February 27, 2009*

## City of Hailey Citizen Survey

Thank you for taking the time to complete this important survey. City leaders will use your input to prioritize capital improvements and improve city services so that your tax dollars are spent wisely.

- Capital improvement projects are generally expensive, large scale projects using funds outside of the City's day-to-day operating budget. Such projects are important for community safety and to maintain and enhance the quality of life. They routinely require additional funding such as bonds, annexation fees or special taxing districts.
- Your city property taxes, local option taxes, and various city fees pay for the daily operation of the City. Balancing these limited funds with the needs of our citizens requires a series of choices on the level of services to be provided by the City.

This survey seeks your opinion about capital projects and City services and is presented in the following six parts:

- Part I - Street Improvements and Street Maintenance
- Part II - Parks & Trails Improvements and Parks & Trails Maintenance
- Part III - Library and City Administration and Utility Services and Improvements
- Part IV - Police and Fire Improvements and Services
- Part V - Local Option Tax Financing Priorities
- Part VI - Quigley Canyon Projects

When you are finished, please return your completed survey no later than Friday, January 30<sup>th</sup> in one of the following methods:

- Return the completed survey with your city utility bill payment
- Drop in the "Capital Projects Survey" box at the Hailey Public Library or
- Fax the completed survey to 788-2924 at Hailey City Hall

### I. STREETS

Please rate your opinion regarding each of the following proposed street improvement projects using a scale of 1 to 5 where 5 means "Very Important" and 1 means "Very Unimportant." (*circle your response*) If no opinion, please circle Neutral, "3" or leave blank.

<b>PROPOSED IMPROVEMENTS</b>	<b>Very Important</b>	<b>Important</b>	<b>Neutral</b>	<b>Unimportant</b>	<b>Very Unimportant</b>
Woodside Blvd. Upgrade	5	4	3	2	1
River Street Improvements /Upgrade	5	4	3	2	1
W. Bullion St Reconstruction	5	4	3	2	1
Airport Way Reconstruction	5	4	3	2	1
South Woodside Industrial Park Street Reconstruction	5	4	3	2	1
E. Elm St Reconstruction	5	4	3	2	1
E. Myrtle St Reconstruction	5	4	3	2	1
4th & Elm Roundabout	5	4	3	2	1
Second Ave Reconstruction	5	4	3	2	1
Silver Star Dr. & Cedar St. Roundabout	5	4	3	2	1
2nd & McKercher Roundabout	5	4	3	2	1
Sidewalks citywide	5	4	3	2	1
Missing sidewalk connections	5	4	3	2	1

Please rate your satisfaction with the level of current city street and sidewalk related services provided for each of the following using a scale of 1 to 5 where 5 means “Very Satisfied” and 1 means “Very Unsatisfied.” (*circle your response*) If no opinion, please circle Neutral, “3” or leave blank.

<b><u>STREET MAINTENANCE</u></b>	<b><u>Very Satisfied</u></b>	<b><u>Satisfied</u></b>	<b><u>Neutral</u></b>	<b><u>Unsatisfied</u></b>	<b><u>Very Unsatisfied</u></b>
Maintenance of streets	5	4	3	2	1
Maintenance of alleys	5	4	3	2	1
Snow plowing	5	4	3	2	1
Street signs visibility & maintenance	5	4	3	2	1
Maintenance of sidewalks	5	4	3	2	1
Traffic flow	5	4	3	2	1
Maintenance of street lights	5	4	3	2	1
Pedestrian safety	5	4	3	2	1
Availability of public transit service	5	4	3	2	1

## II. PARKS & TRAILS

Please rate your opinion regarding each of the following proposed parks and trails improvement projects using a scale of 1 to 5 where 5 means “Very Important” and 1 means “Very Unimportant.” (*circle your response*) If no opinion, please circle Neutral, “3” or leave blank.

<b><u>IMPROVEMENTS</u></b>	<b><u>Very Important</u></b>	<b><u>Important</u></b>	<b><u>Neutral</u></b>	<b><u>Unimportant</u></b>	<b><u>Very Unimportant</u></b>
Restrooms added to Lion’s / McKercher Parks	5	4	3	2	1
Additional Active Parks with Playing Fields	5	4	3	2	1
Additional Passive / Pocket Parks	5	4	3	2	1
Additional paths and trails	5	4	3	2	1
Expanded Skate park	5	4	3	2	1
Improved Rodeo Grounds with added Hailey Ice Rink	5	4	3	2	1

Please rate your satisfaction with the level of current city parks and trails maintenance services provided for each of the following using a scale of 1 to 5 where 5 means “Very Satisfied” and 1 means “Very Unsatisfied.” (*circle your response*) If no opinion, please circle Neutral, “3” or leave blank.

<b><u>MAINTENANCE</u></b>	<b><u>Very Satisfied</u></b>	<b><u>Satisfied</u></b>	<b><u>Neutral</u></b>	<b><u>Unsatisfied</u></b>	<b><u>Very Unsatisfied</u></b>
Maintenance of trails and paths	5	4	3	2	1
Maintenance of city parks and playground equipment	5	4	3	2	1
Number of city parks	5	4	3	2	1
Maintenance of city skate park	5	4	3	2	1

### III. LIBRARY, CITY HALL & UTILITIES

Please rate your opinion regarding the current level of services provided at the Hailey Public Library and City Hall using a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Unsatisfied." (*circle your response*) If no opinion, please circle Neutral "3" or leave blank.

<u>CITY SERVICES</u>	<u>Very Satisfied</u>	<u>Satisfied</u>	<u>Neutral</u>	<u>Unsatisfied</u>	<u>Very Unsatisfied</u>
Library hours of operation	5	4	3	2	1
Selection of books / magazines	5	4	3	2	1
Internet / Computer services	5	4	3	2	1
Library programs	5	4	3	2	1
Size, comfort of library facility	5	4	3	2	1
Staff courtesy and services	5	4	3	2	1
Location of Hailey Library	5	4	3	2	1
Library maintenance	5	4	3	2	1
City Hall hours of operation	5	4	3	2	1
City staff courtesy services	5	4	3	2	1
Location of City Hall	5	4	3	2	1
City Hall maintenance	5	4	3	2	1
City telephone service	5	4	3	2	1
City newsletter and Website	5	4	3	2	1
Information distribution	5	4	3	2	1
<u>CITY UTILITIES</u>	<u>Very Satisfied</u>	<u>Satisfied</u>	<u>Neutral</u>	<u>Unsatisfied</u>	<u>Very Unsatisfied</u>
Quality of tap water	5	4	3	2	1
Water and sewer rates	5	4	3	2	1
Quality of trash services	5	4	3	2	1
Trash collection rates	5	4	3	2	1

Please rate your opinion regarding each of the following proposed citywide improvement projects using a scale of 1 to 5 where 5 means "Very Important" and 1 means "Very Unimportant." (*circle your response*) If no opinion, please circle Neutral, "3" or leave blank.

<u>CITYWIDE IMPROVEMENTS:</u>	<u>Very Important</u>	<u>Important</u>	<u>Neutral</u>	<u>Unimportant</u>	<u>Very Unimportant</u>
Library expansion to both 1 <sup>st</sup> and 2 <sup>nd</sup> floor of Fox Building	5	4	3	2	1
City owned Community Housing	5	4	3	2	1
New / Relocated City Hall	5	4	3	2	1
Underground power lines in Business District	5	4	3	2	1
Underground power lines in Old Hailey residential areas	5	4	3	2	1

### IV. HAILEY POLICE & FIRE DEPARTMENTS

Please rate your opinion regarding each of the following proposed police and fire departments improvement projects using a scale of 1 to 5 where 5 means "Very Important" and 1 means "Very Unimportant." (*circle your response*) If no opinion, please circle Neutral, "3" or leave blank.

<u>IMPROVEMENTS</u>	<u>Very Important</u>	<u>Important</u>	<u>Neutral</u>	<u>Unimportant</u>	<u>Very Unimportant</u>
New / Relocated Police Station	5	4	3	2	1
New Fire Station – Woodside	5	4	3	2	1
New Fire Station – North	5	4	3	2	1

Hailey strives to improve public safety services. Please rate your opinion regarding each of the following public safety services using a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Unsatisfied." (circle your response) No opinion circle Neutral "3".

<b><u>POLICE &amp; FIRE SERVICES</u></b>	<b><u>Very Satisfied</u></b>	<b><u>Satisfied</u></b>	<b><u>Neutral</u></b>	<b><u>Unsatisfied</u></b>	<b><u>Very Unsatisfied</u></b>
Quality of police services	5	4	3	2	1
Police visibility in business areas	5	4	3	2	1
Police visibility in residential neighborhoods	5	4	3	2	1
Police Dept. building location	5	4	3	2	1
Traffic enforcement	5	4	3	2	1
Fire Department EMS services	5	4	3	2	1
Fire safety inspection services	5	4	3	2	1
Location of Hailey Fire Station	5	4	3	2	1
Fire alarm services	5	4	3	2	1

#### V. LOCAL OPTION TAX (L.O.T.) FINANCING PRIORITIES

The current City of Hailey local option tax (LOT) expiring in 2010 has been allocated in the past to fund voter approved city and community services. Please rate your opinion regarding the future use(s) of the city's local option tax (LOT) using a scale of 1 ("Very Favorable") to 5 ("Very Unfavorable"). (circle your response)

<b><u>POTENTIAL PROJECT USES</u></b>	<b><u>Very Favorable</u></b>	<b><u>Favorable</u></b>	<b><u>Neutral</u></b>	<b><u>Unfavorable</u></b>	<b><u>Very Unfavorable</u></b>
Police & Fire Depts. services	5	4	3	2	1
Parks acquisition, maintenance & improvements	5	4	3	2	1
Street repairs & improvements	5	4	3	2	1
City promotion & special events (Chamber of Commerce)	5	4	3	2	1
Citywide improvements (Library, sidewalks, town square)	5	4	3	2	1
Public Transit (Mountain Rides)	5	4	3	2	1

#### VI. QUIGLEY CANYON

The developers of the proposed Quigley Canyon residential development under consideration by the City Council plan to offer several recreation amenities that will be available to Hailey citizens. Please rate your opinion regarding the following recreation projects related to Quigley Canyon using a scale of 1 ("Very Important") to 5 ("Very Unimportant"). (circle your response)

<b><u>POTENTIAL PROJECTS</u></b>	<b><u>Very Important</u></b>	<b><u>Important</u></b>	<b><u>Neutral</u></b>	<b><u>Unimportant</u></b>	<b><u>Very Unimportant</u></b>
Public 18-hole golf course	5	4	3	2	1
Active playing fields	5	4	3	2	1
Community Housing units	5	4	3	2	1
Expand Nordic ski trails	5	4	3	2	1
New trails & trailheads	5	4	3	2	1
New bike paths	5	4	3	2	1

**Your Ideas**

*Did we miss a needed project? We would like to hear from you if we haven't addressed a specific project or need that you would like to see undertaken.*

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**This concludes the survey. *Thank you for your time!***

Please return your completed survey no later than January 30<sup>th</sup> in one of the following methods:

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