

2025 IMAGINE GREAT FALLS

APPENDIX

City-Wide Survey

To launch the public participation phase for Imagine Great Falls, the City offered a 25 question survey to ascertain public opinion on a number of potential plan objectives. The survey was made available at the initial Open House, as part of over 40 presentations and also on-line on the City's website. Responses from 625 people were received. These responses, combined with the input derived from presentation exercises, the Open House and the working group reports, helped to form for the development of the Imagine Great Falls project. Below are the responses to the twenty three multiple choice questions and the two open-ended questions that made up the survey.

Multiple Choice Questions

Basic Demographics

Q27. Are you male or female?

Responses	Percent
Male	46.6%
Female	53.4%

Q28. What is your age?

Responses	Percent
20 or under	20.1%
21 - 34	14.6%
35 - 64	49.0%
Over 65	16.2%

Q1. How long have you lived in the city of Great Falls?

Responses	Percent
Less than one year	6.3%
Two to five years	14.5%
Six to ten years	9.2%
Over ten years	70.1%

Q2. The zipcode where you live is:

Responses	Percent
59401	18.4%
59402	0.0%
59403	0.5%
59404	45.0%
59405	32.2%
59414	0.8%
Other	3.0%

Q3. Do you currently own or rent your place of residence?

Responses	Percent
Own	83.4%
Rent	16.6%

Q4. Do you spend more than 30% of your income on housing costs? Your housing costs include principle, interest, insurance, and taxes for homeowners; rent and utilities for renters. To calculate take your monthly housing costs and divide it by your monthly income (ex. \$1000 monthly housing cost divided by \$3000 monthly income = .33 or 33% of your income goes to housing).

Responses	Percent
Yes	28.2%
No	50.3%
Don't Know	16.8%
N/A	4.7%

Q5. How likely are you to find housing in your price range?

Responses	Percent
Very Likely	25.4%
Likely	32.6%
Don't know	24.9%
Unlikely	13.0%
Very Unlikely	4.1%

Q6. Do you feel a sense of community pride in Great Falls?

Responses	Percent
Yes	61.4%
Uncertain	22.6%
No	16.0%

Q8. Since your arrival in Great Falls, is the overall quality of life in the city ...

Responses	Percent
Better	47.8%
Worse	16.7%
No Change	35.5%

Q10. Since your arrival in Great Falls, is the overall quality of life in your neighborhood ...

Responses	Percent
Better	35.6%
Worse	15.3%
No Change	49.2%

Q13. Community character

Responses	Percent
Very relevant	48.9%
Somewhat relevant	33.9%
Don't know	12.0%
Somewhat irrelevant	3.6%
Very irrelevant	1.5%

Q14. Efficient transportation

Responses	Percent
Very relevant	30.6%
Somewhat relevant	48.5%
Don't know	9.4%
Somewhat irrelevant	9.2%
Very irrelevant	2.2%

Q15. Economic growth

Responses	Percent
Very relevant	63.8%
Somewhat relevant	21.0%
Don't know	7.7%
Somewhat irrelevant	5.8%
Very irrelevant	1.7%

Q16. Safe and affordable housing

Responses	Percent
Very relevant	58.0%
Somewhat relevant	29.2%
Don't know	7.5%
Somewhat irrelevant	3.9%
Very irrelevant	1.4%

Q17. Cost effective community facilities

Responses	Percent
Very relevant	45.2%
Somewhat relevant	37.2%
Don't know	11.0%
Somewhat irrelevant	5.0%
Very irrelevant	1.7%

Q18. Governmental coordination and communication

Responses	Percent
Very relevant	52.6%
Somewhat relevant	27.4%
Don't know	12.6%
Somewhat irrelevant	4.4%
Very irrelevant	2.7%

Q19. Access to parks and open space

Responses	Percent
Very relevant	57.7%
Somewhat relevant	32.1%
Don't know	3.2%
Somewhat irrelevant	5.3%
Very irrelevant	1.8%

Q20. Maintaining a low level of pollution

Responses	Percent
Very relevant	44.5%
Somewhat relevant	37.0%
Don't know	6.0%
Somewhat irrelevant	9.2%
Very irrelevant	3.3%

Q21. Protecting neighborhoods

Responses	Percent
Very relevant	59.6%
Somewhat relevant	30.4%
Don't know	3.3%
Somewhat irrelevant	6.0%
Very irrelevant	0.7%

Q22. Improving public safety

Responses	Percent
Very relevant	50.8%
Somewhat relevant	36.5%
Don't know	6.7%
Somewhat irrelevant	4.4%
Very irrelevant	1.6%

Q23. Attracting businesses

Responses	Percent
Very relevant	71.0%
Somewhat relevant	17.3%
Don't know	4.8%
Somewhat irrelevant	4.6%
Very irrelevant	2.3%

Q24. Expanding retail opportunities

Responses	Percent
Very relevant	52.1%
Somewhat relevant	30.5%
Don't know	9.3%
Somewhat irrelevant	6.0%
Very irrelevant	2.2%

Q25. Improving building standards and landscaping

Responses	Percent
Very relevant	37.2%
Somewhat relevant	40.3%
Don't know	8.3%
Somewhat irrelevant	9.9%
Very irrelevant	4.3%

Open-ended Summary

7. What do you value about the city of Great Falls?

Open-ended questions allow a respondent to expand upon their answers. Respondents identified many attributes of the City they admired as well as noting additional sentiments they wished to share.

In the survey results, Great Falls valued its environment above all (48%). This response was followed by the appreciation for the City's people (38%) and the physical lay-out of the City (23%). Other repeated responses included comments relating to schools, safety, arts, activities, heritage and historic downtown, and economic assets.

Terms used to refer to the natural environment included the River's Edge Trail, the river, parks, clean air, outdoors and the access to recreational areas in the region and the State. Terms to describe sentiment about the people most often included the words friendliness, community, home town values, family, and a good place to raise kids. Terms used to describe the physical lay-out of the City included little traffic, small town feel, ease of travel, access to local services.

Other comments were made beyond those of the top three categories. The City's downtown and character were recognized. This appreciation included the City's industrial, agricultural and historic heritage, as well as recognition for *Alive at Five*, and other ongoing improvements in Downtown. Also, the City's schools and "safe" feel were expressed as values in the survey. Additionally, the arts and activities were important to residents, as were the City's opportunities for continued steady growth.

10. What are two things the city of Great Falls could do to improve its future?

Open-ended questions allow a respondent to expand upon their answers. Respondents were asked to identify two things the City could do to improve its future. This question truly generated the most open-ended responses. A number of people conveyed their personal feelings about their history living in the City and expanded on their beliefs and experiences here. In the final analysis, it can be said that the desire for jobs and new employers was of singular importance (55%); however, there was a strong recognition (in the collective) that enhanced amenities (38%), more activities (17%) and or upgrades and improvements to existing conditions (13%) are very important, supported and needed.

As part of the City's economic approach, residents want more jobs and to diversify the City's economy as the number one desire. The concept of diversity was far ranging. Answers ranged from expanding agribusiness and the local food movement, to renewable energy, to capitalizing on tourism and ties with Calgary and Canada, to enticing outside businesses and downtown development, along with more efforts to increase development on the waterfront, one person suggesting a beer garden. As part of this effort, some residents stated specifically that they wanted the City to be perceived as more "business friendly."

Along with the desire for more jobs, respondents focused on support for improved amenities, such as activities and services for all age groups, walkable neighborhoods, better parks, more bikepaths, and recreational activities for youth, recycling, enhanced art and cultural activities and downtown revitalization.

Community Presentations—Event or Group to Date	Date
Farmer's Market	8/4/12
Community Open House	8/6/12
Rotary Club at Meadowlark Country Club	8/28/12
Mayor's Radio Show	8/28/12
University of Great Falls	9/10/12
Great Falls Lions Club	9/11/12
Community Health Improvement Plan Steering Committee	9/13/12
Great Falls Ministerial Association	9/13/12
Real Estate Political Action Committee	9/14/12
Homeless Coalition	9/18/12
Downtown Chicks	9/18/12
Pachyderm Club	9/27/12
Junior League	10/2/12
Great Falls Real Estate Association	10/4/12
Conservation Roundtable	10/4/12
CM Russel High School	10/8/12
Parks Advisory Board	10/8/12
State Workforce Coordinating Committee	10/10/12

Community Presentations—Event or Group to Date	Date
Historic Preservation Board	10/10/12
Housing Task Force	10/10/12
Great Falls Vacation and Visitor's Bureau	10/16/12
Benefis	10/17/12
Workforce Job Service Staff meeting	10/19/12
Exchange Club	10/23/12
Native American Outreach—Paris Gibson High School	10/30/12
Council of Council Meeting	10/30/12
Dalquist Realtors	10/30/12
SCORE	11/1/12
Uptown Optimist Club	1/3/2013
Russell Country Sportsman	1/15/13
Electric City Lions Club	1/21/13
Neighborhood Open House, Council #4	1/24/13
Council of Council Meeting	1/30/13
Crimestoppers	2/14/13

Group	Date
Neighborhood Council #1	9/11/12
Neighborhood Council #2	10/10/12
Neighborhood Council #3	10/04/12
Neighborhood Council #4	8/23/12
Neighborhood Council #5	11/19/12
Neighborhood Council #6	9/05/12
Neighborhood Council #7	7/09/12
Neighborhood Council #8	10/18/12
Neighborhood Council #9	7/12/12