

# Survey of Boise County Registered Voters



## Planning and Zoning Issues

POPULUS, Inc.

# Presentation Outline

- ▶ *Methodology*
- ▶ *Profile of Respondents*
- ▶ *Constituency Segmentation*
- ▶ *Attitudes On Planning and Zoning Issues*
- ▶ *Awareness and Perceptions of Planning and Zoning Efforts*
- ▶ *Communications*
- ▶ *Conclusions*

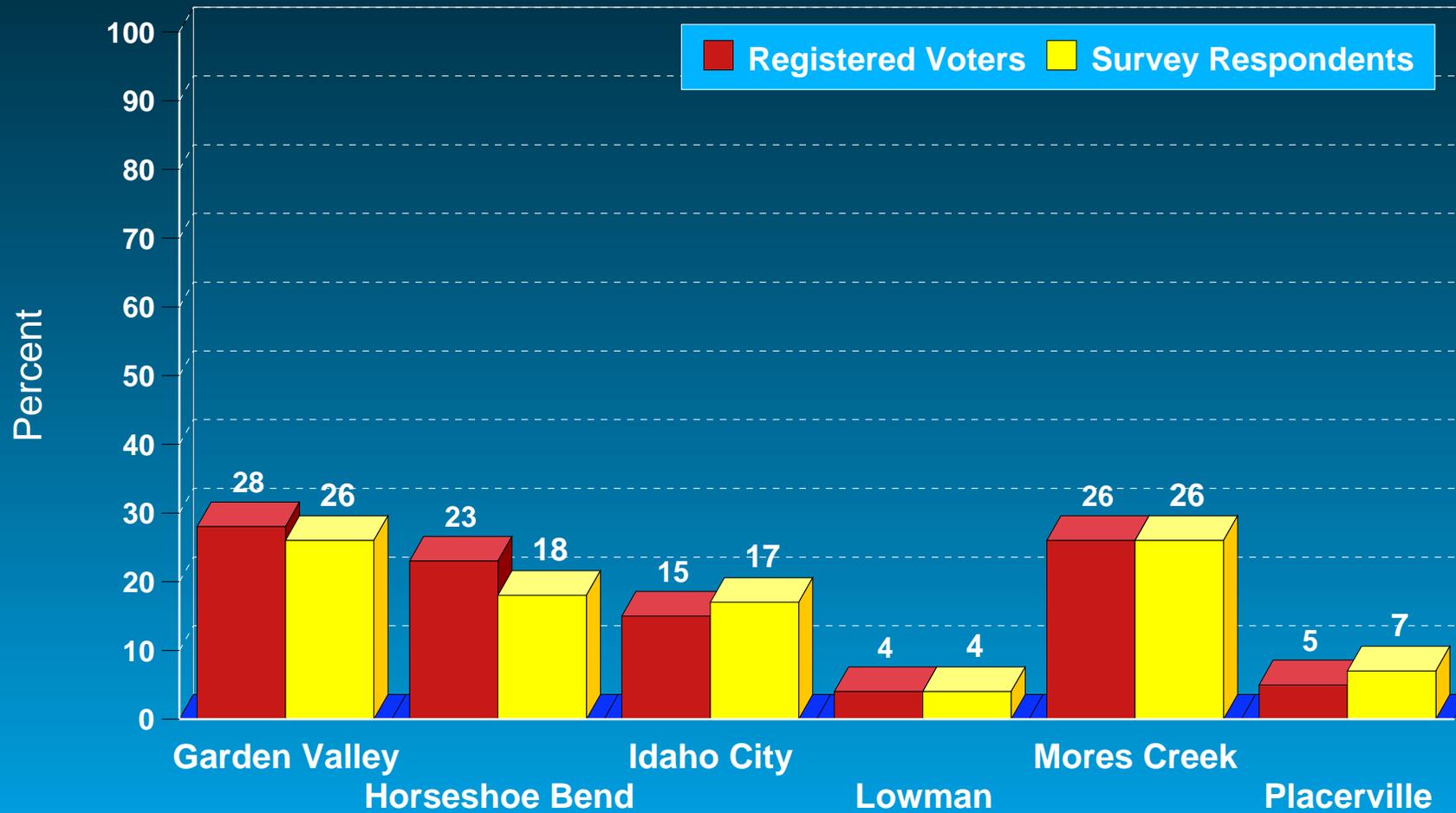


# Methodology

- ▶ *Mailed four-page survey to 4,250 registered voters on November 25, 1996*
- ▶ *As of December 31, 1996, 990 had returned a completed survey (23% response rate)*
- ▶ *Analysis of the data included both bivariate and multivariate techniques*
- ▶ *Sample size results in +/- 3.1% margin of error at the 95% confidence interval*

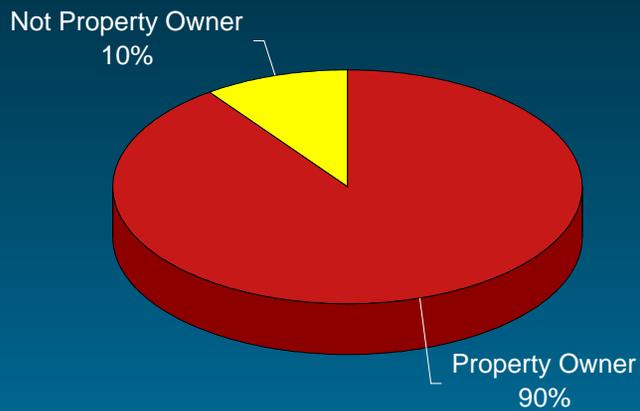


# Sample Validation



# Profile of Respondents

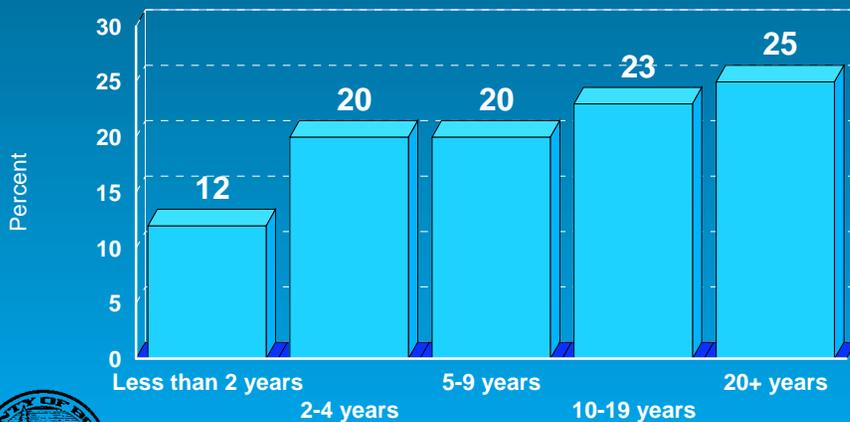
## Property Ownership



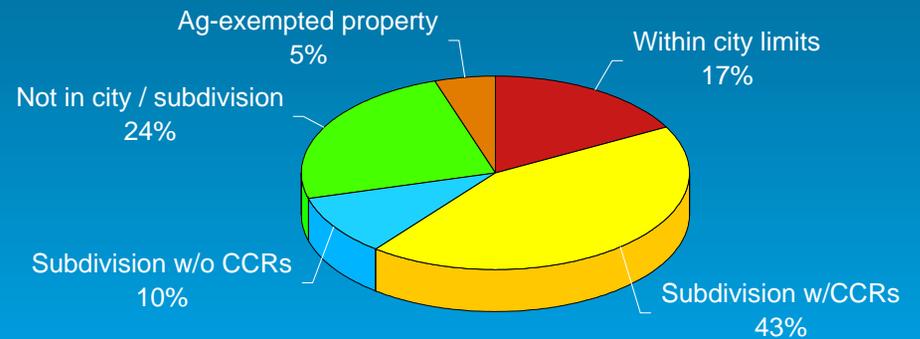
## Household Income



## Years Lived in Boise County

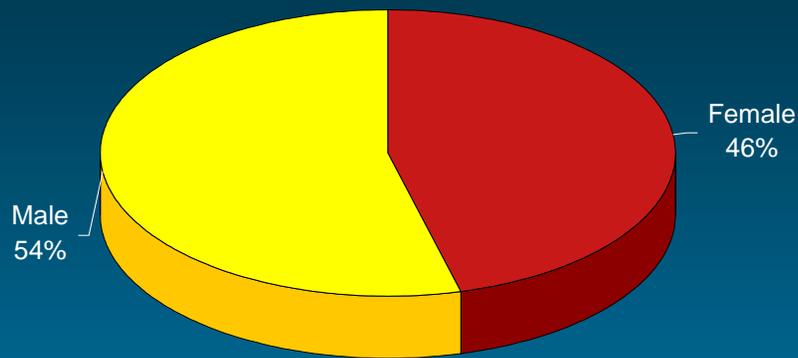


## Current Residence



# Profile of Respondents (continued)

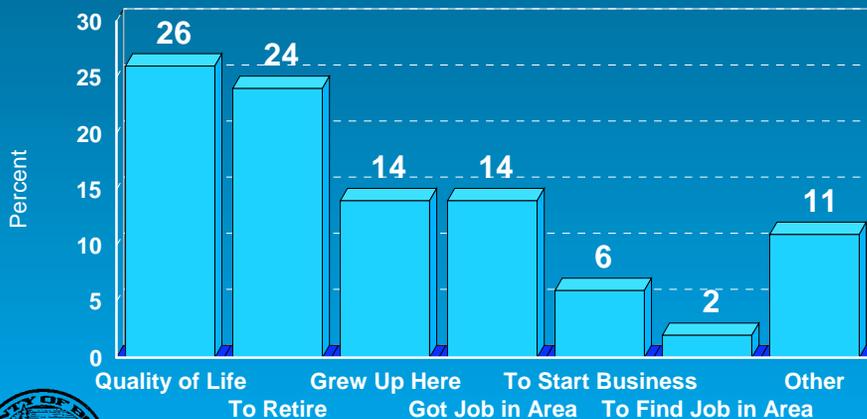
## Gender



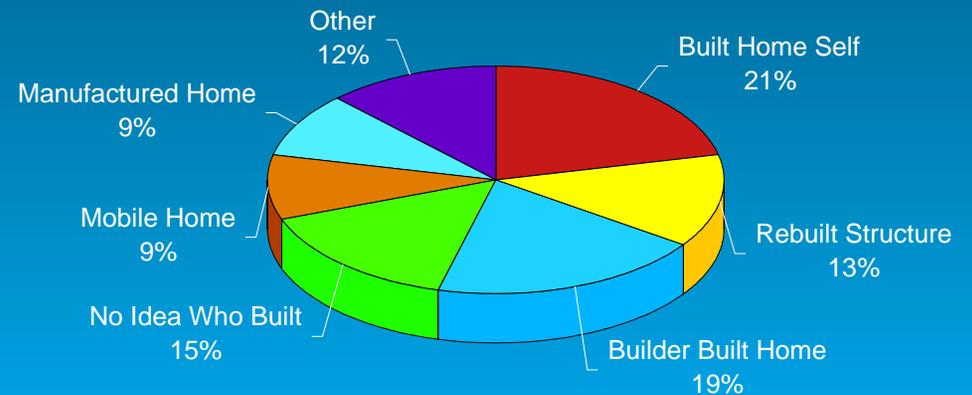
## Occupation



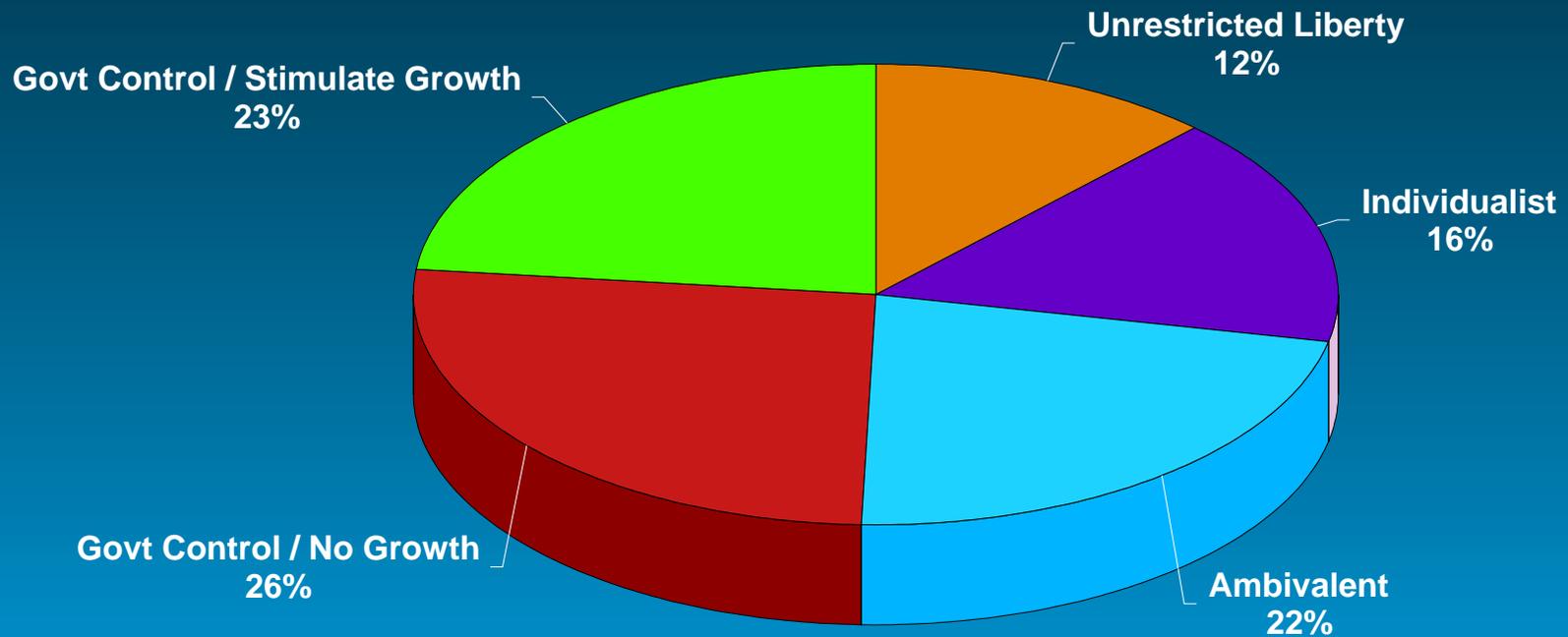
## Reasons Located in Boise County



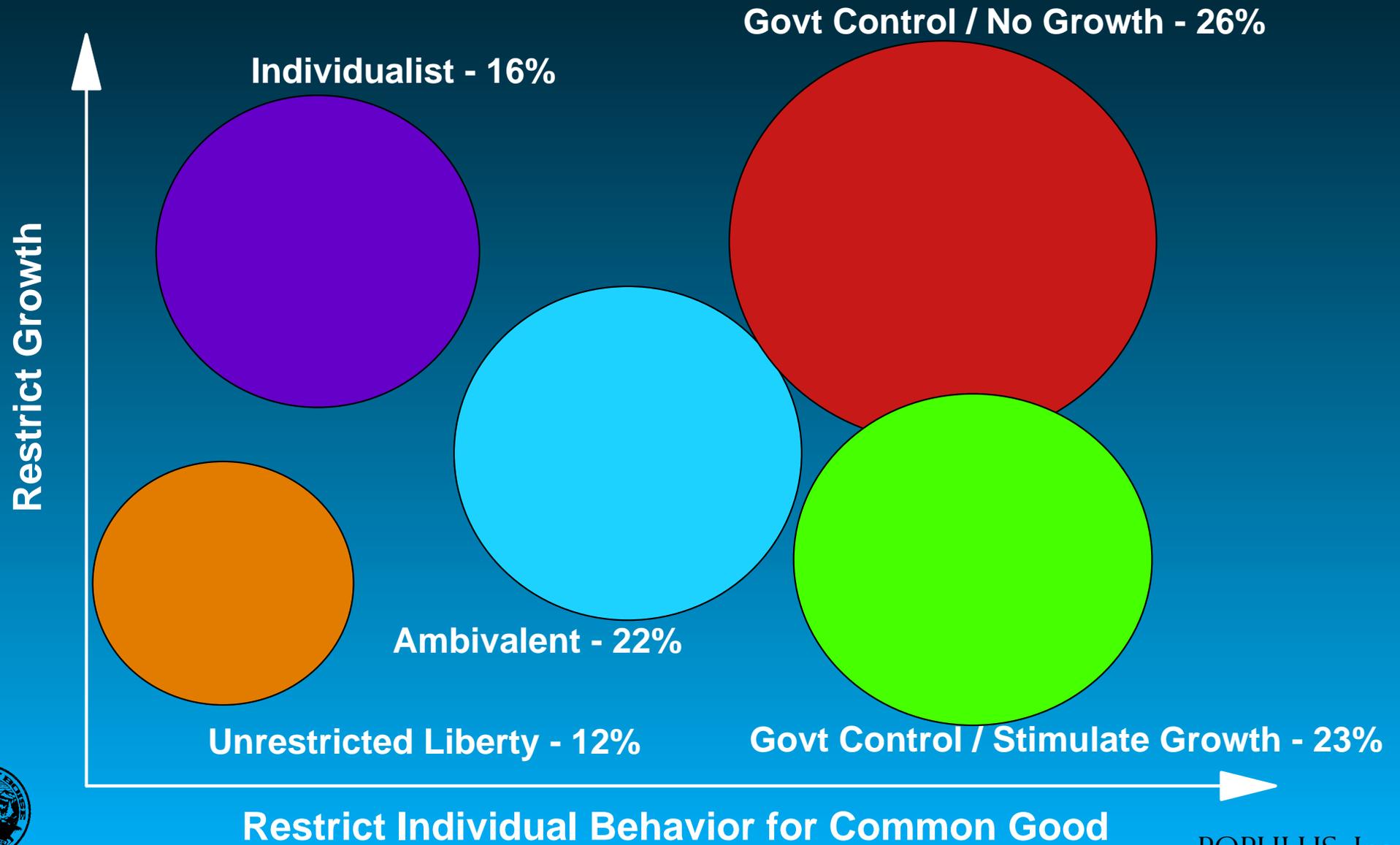
## Type of Residence



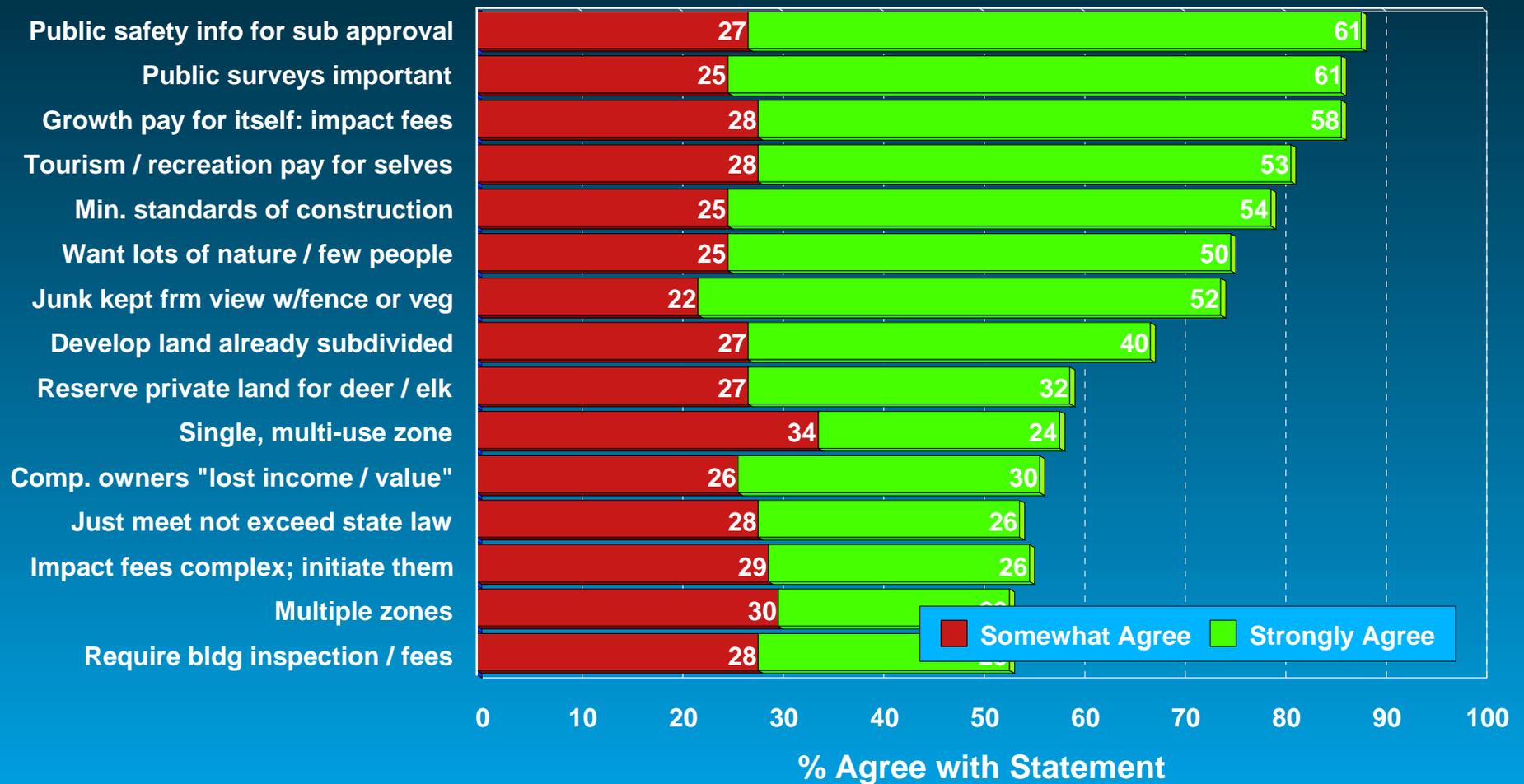
# Constituency Segmentation



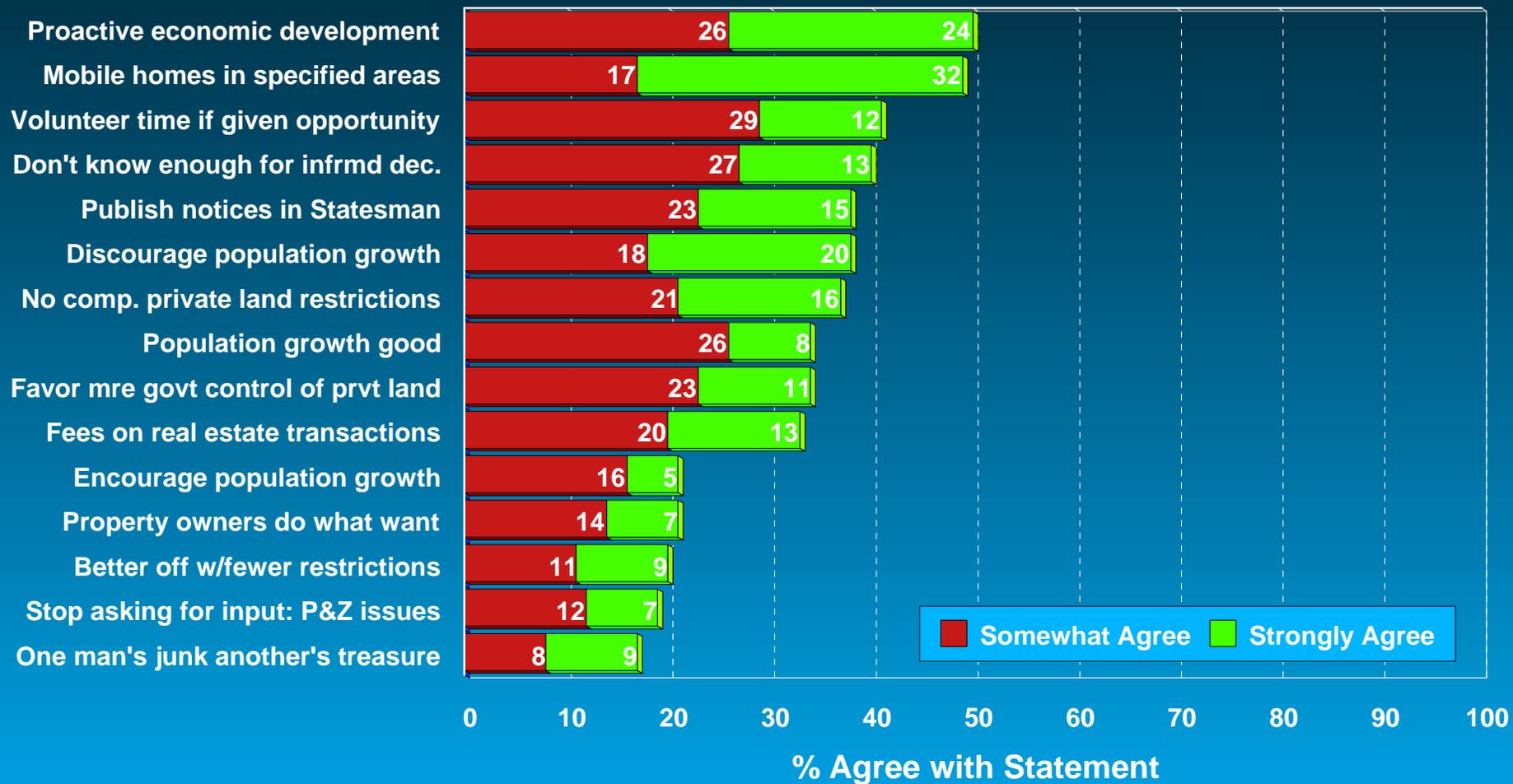
# A County Divided



# Attitude Statements: Highest Agreement Overall

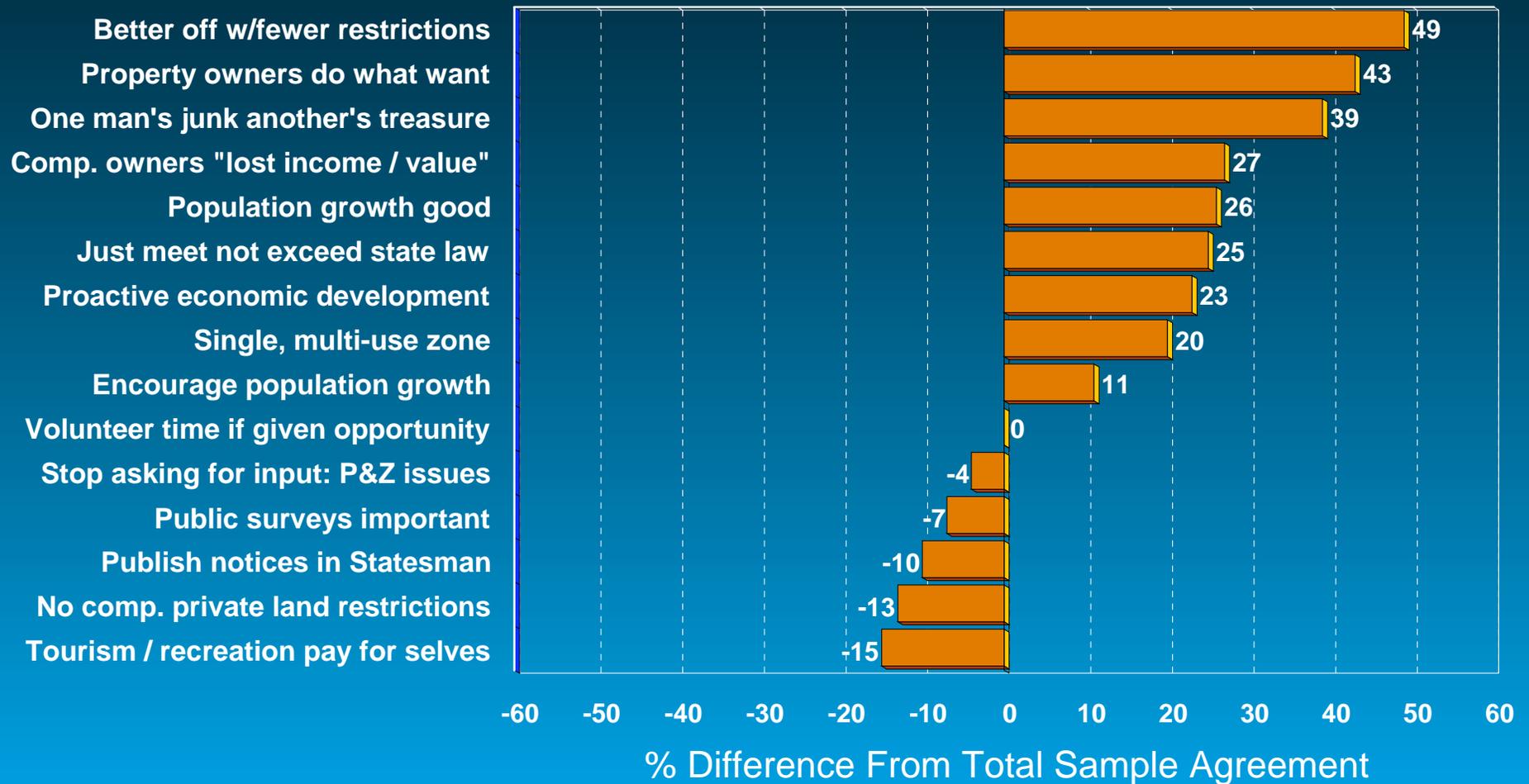


# Attitude Statements: Lowest Agreement Overall



# Attitude Profile: Unrestricted Liberty Segment

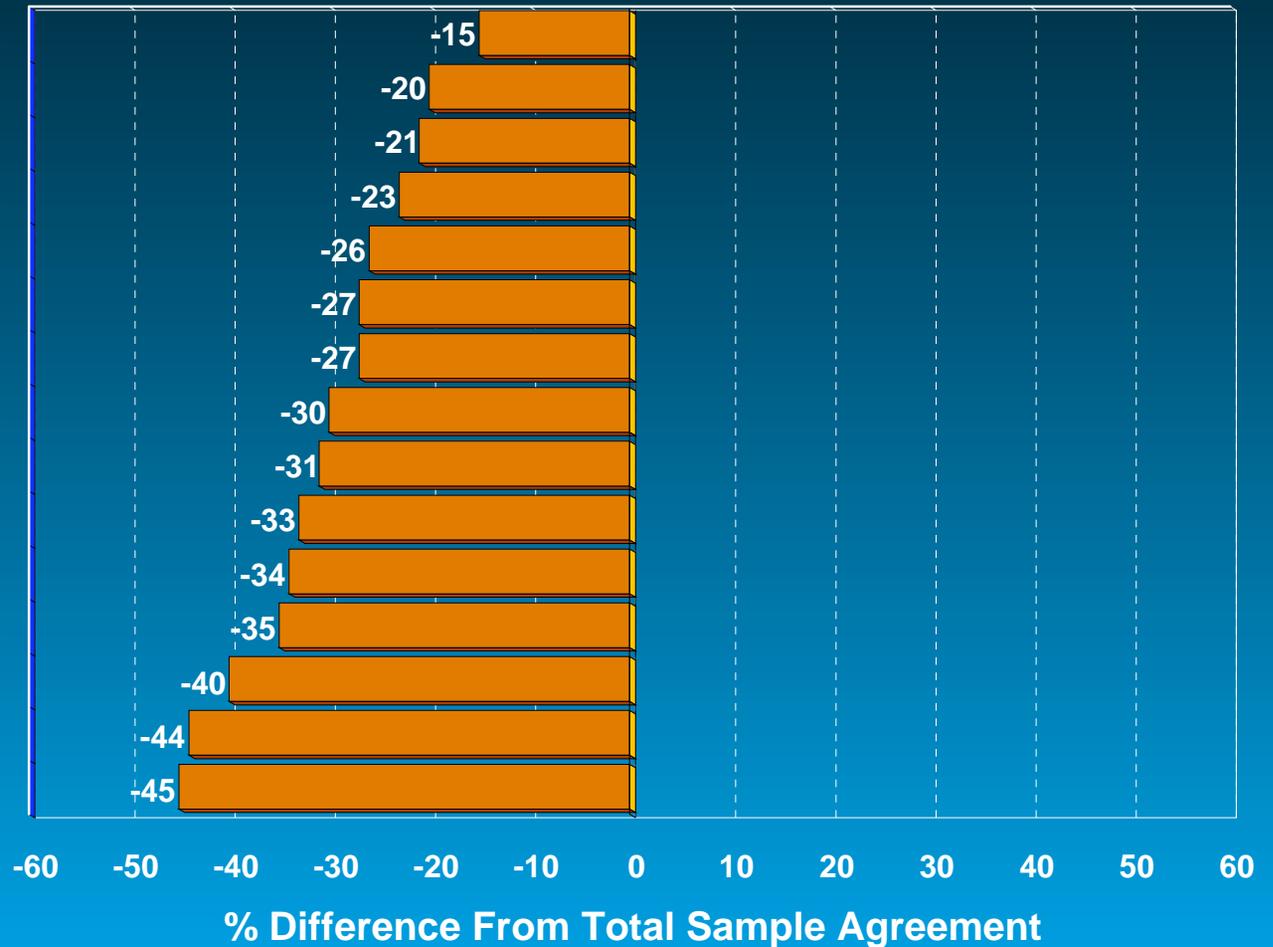
## Hates Restrictions / Approves Growth



# Attitude Profile: Unrestricted Liberty Segment (Continued)

## Hates Restrictions / Approves Growth

Public safety info for sub approval  
Growth pay for itself: impact fees  
Don't know enough for infrmd dec.  
Fees on real estate transactions  
Want lots of nature / few people  
Discourage population growth  
Favor mre govt control of prvt land  
Impact fees complex; initiate them  
Multiple zones  
Min. standards of construction  
Reserve private land for deer / elk  
Mobile homes in specified areas  
Develop land already subdivided  
Junk kept frm view w/fence or veg  
Require bldg inspection / fees



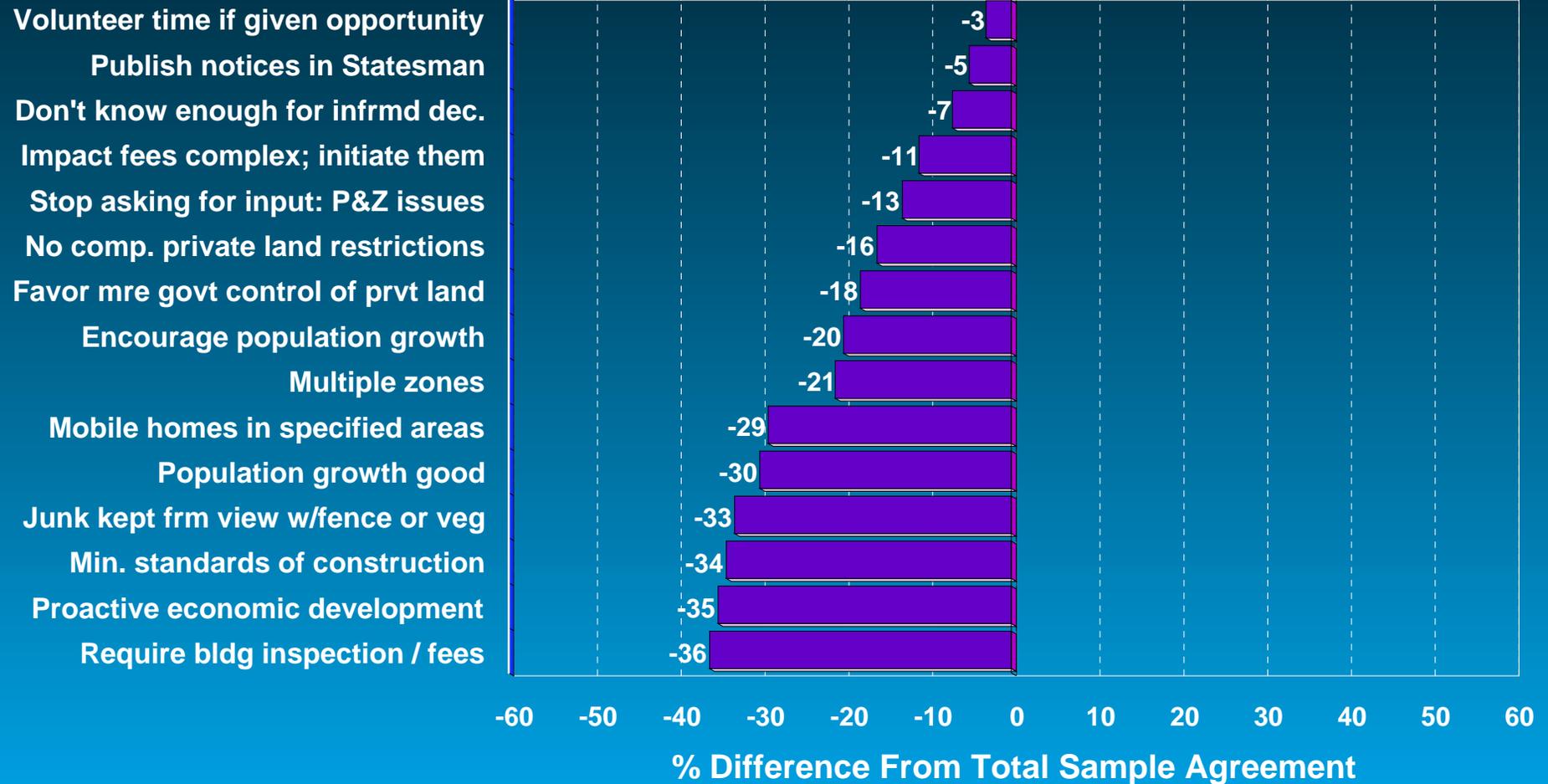
# Attitude Profile: Individualist Segment

## Discourage Growth / Allow Freedom



## Attitude Profile: Individualist Segment (Continued)

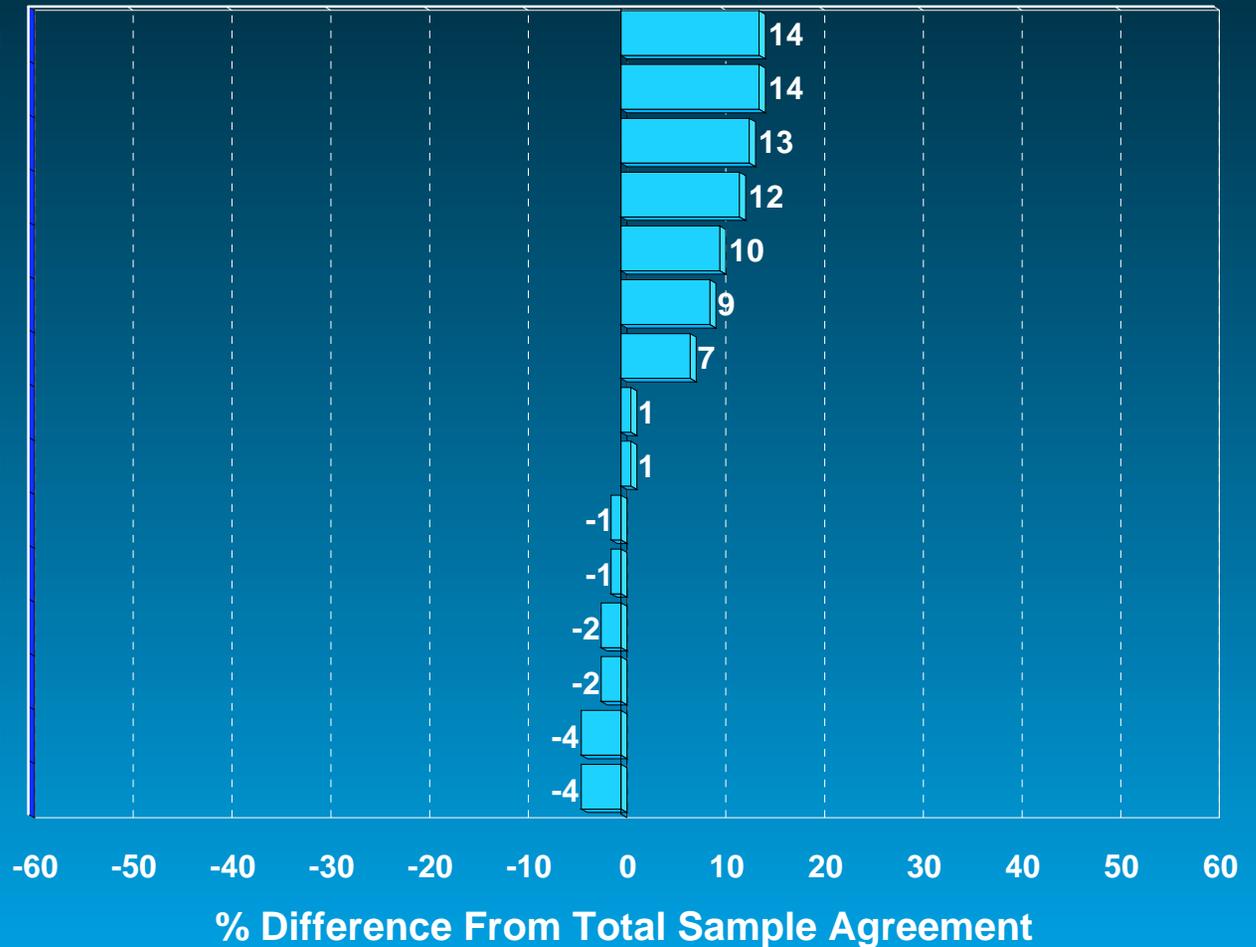
# Discourage Growth / Allow Freedom



# Attitude Profile: Ambivalent Segment

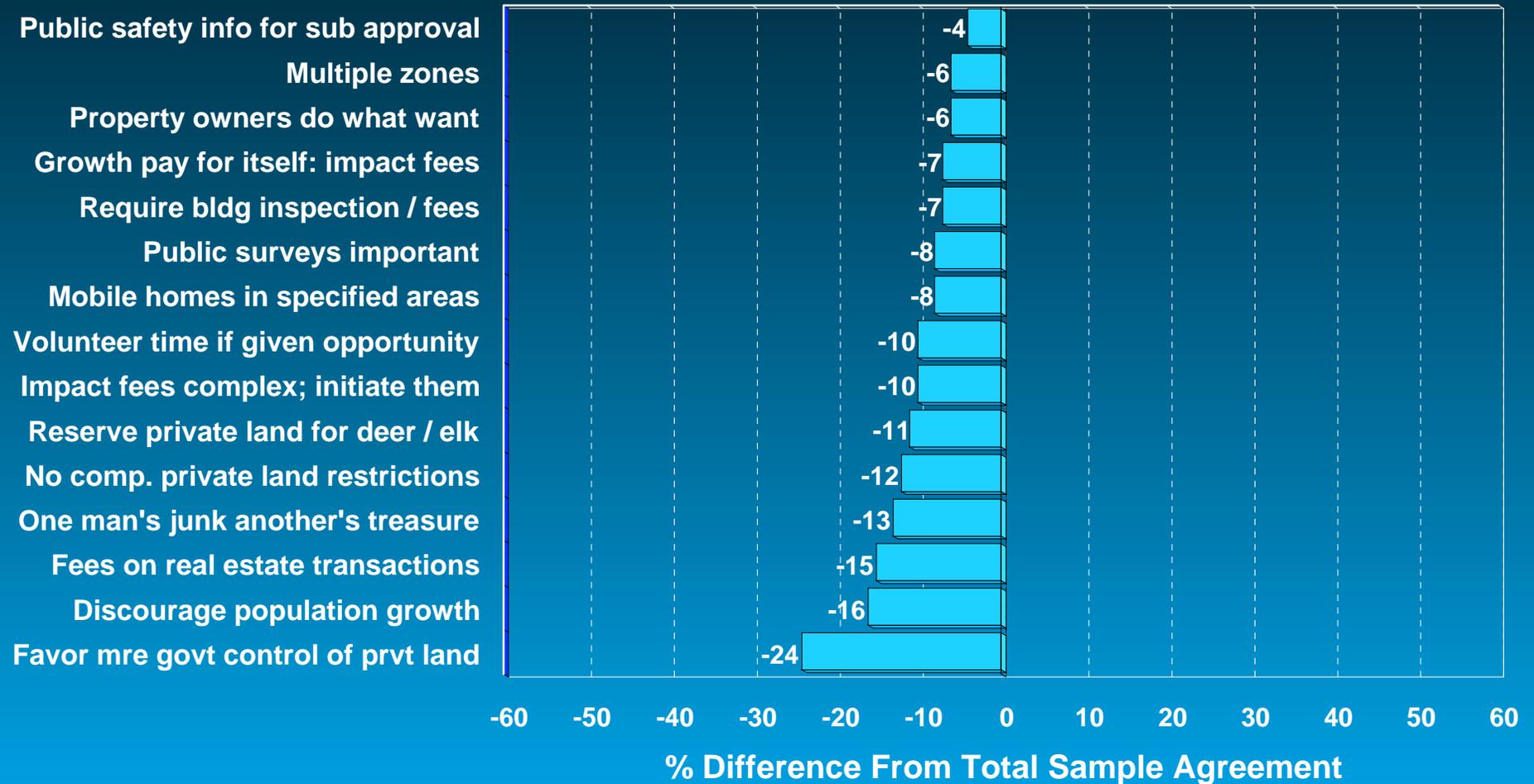
## Middle of the Road

- Junk kept frm view w/fence or veg
- Don't know enough for infrmd dec.
- Proactive economic development
- Comp. owners "lost income / value"
- Single, multi-use zone
- Just meet not exceed state law
- Min. standards of construction
- Better off w/fewer restrictions
- Develop land already subdivided
- Want lots of nature / few people
- Publish notices in Statesman
- Tourism / recreation pay for selves
- Encourage population growth
- Population growth good
- Stop asking for input: P&Z issues



# Attitude Profile: Ambivalent Segment (Continued)

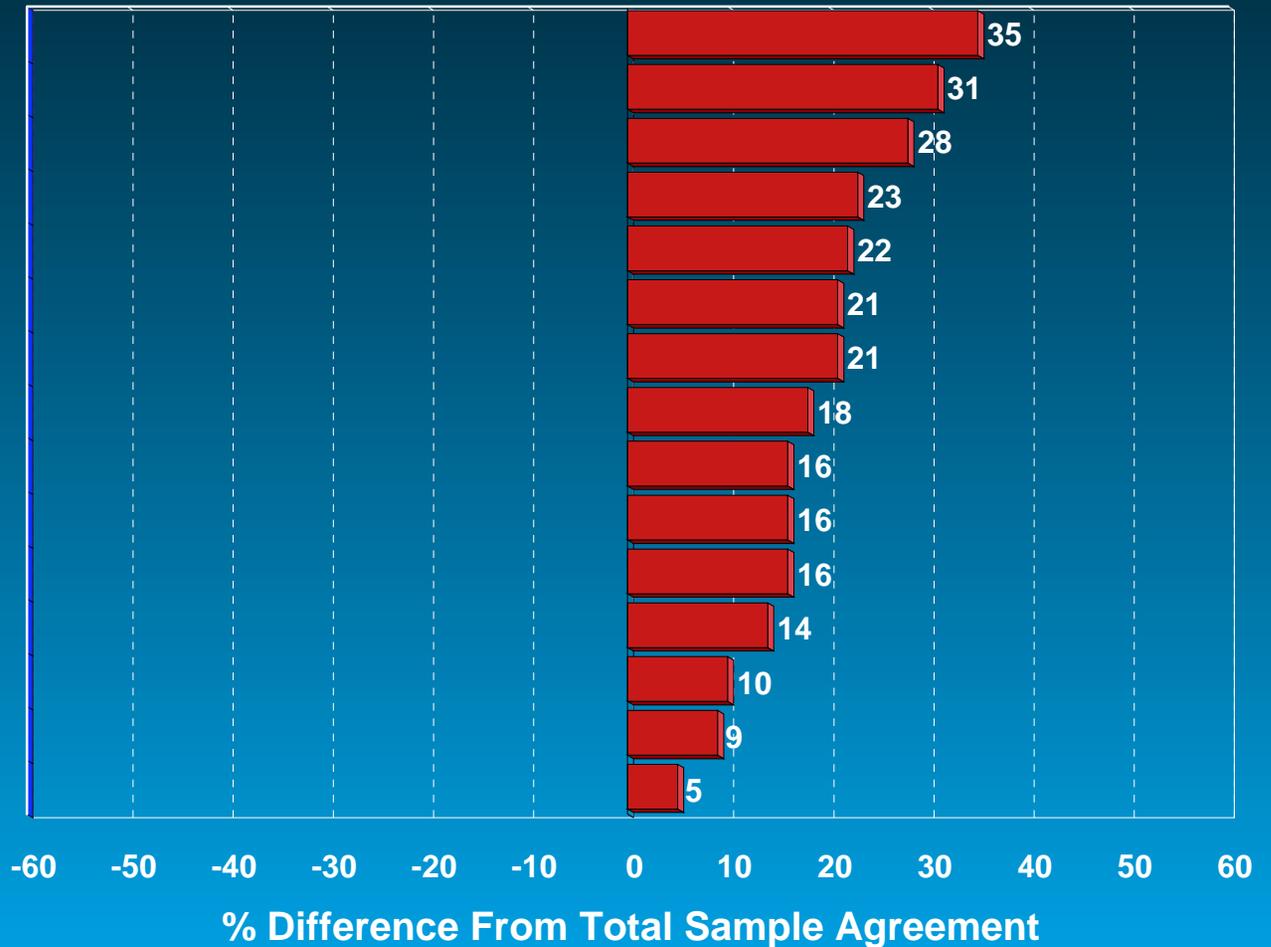
## Middle of the Road



# Attitude Profile: Government Control / No Growth Segment

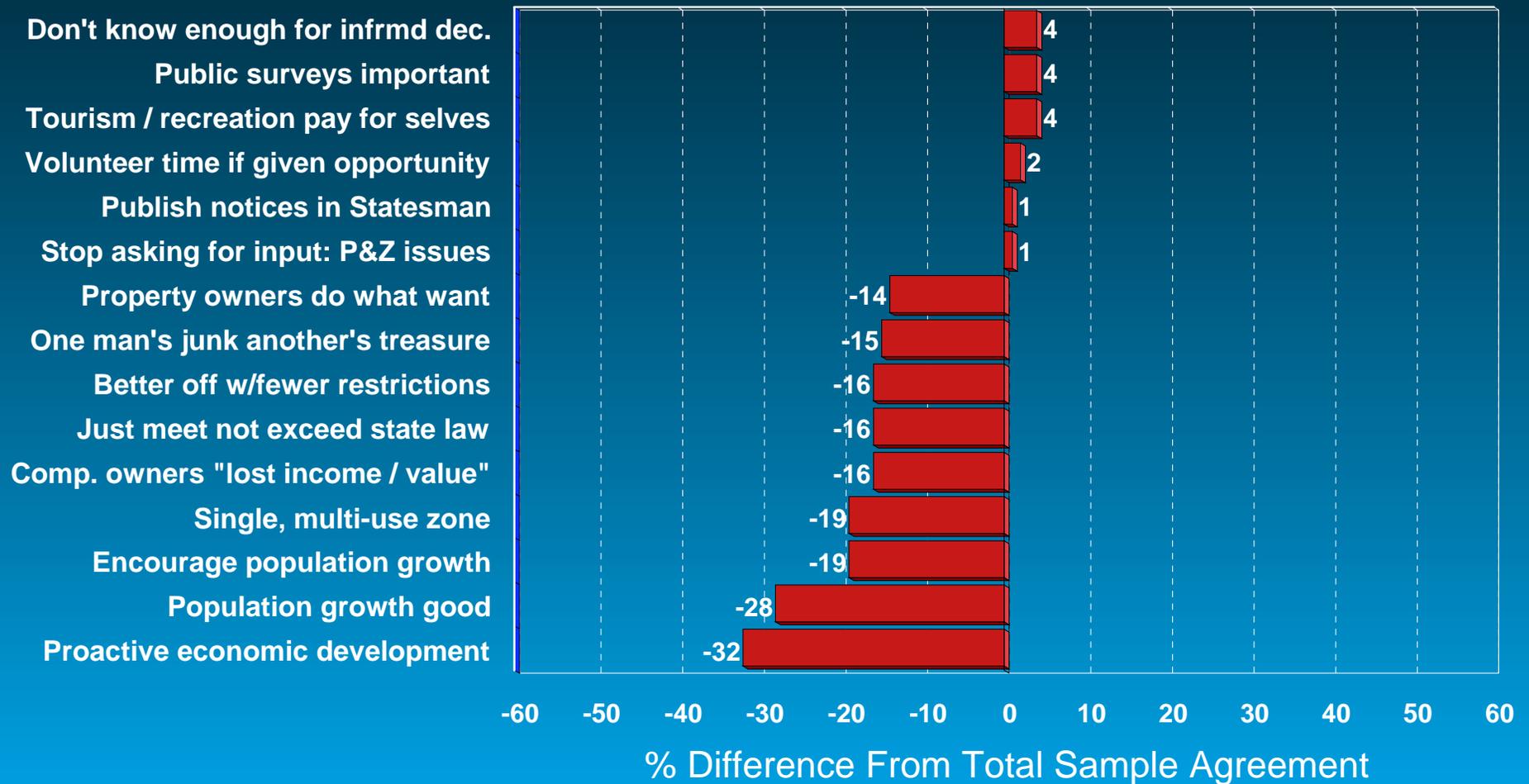
## Want Regulation to Discourage Growth

- Favor mre govt control of prvt land
- Discourage population growth
- Mobile homes in specified areas
- Reserve private land for deer / elk
- Multiple zones
- Require bldg inspection / fees
- Want lots of nature / few people
- Fees on real estate transactions
- Develop land already subdivided
- Min. standards of construction
- Impact fees complex; initiate them
- Junk kept frm view w/fence or veg
- No comp. private land restrictions
- Growth pay for itself: impact fees
- Public safety info for sub approval



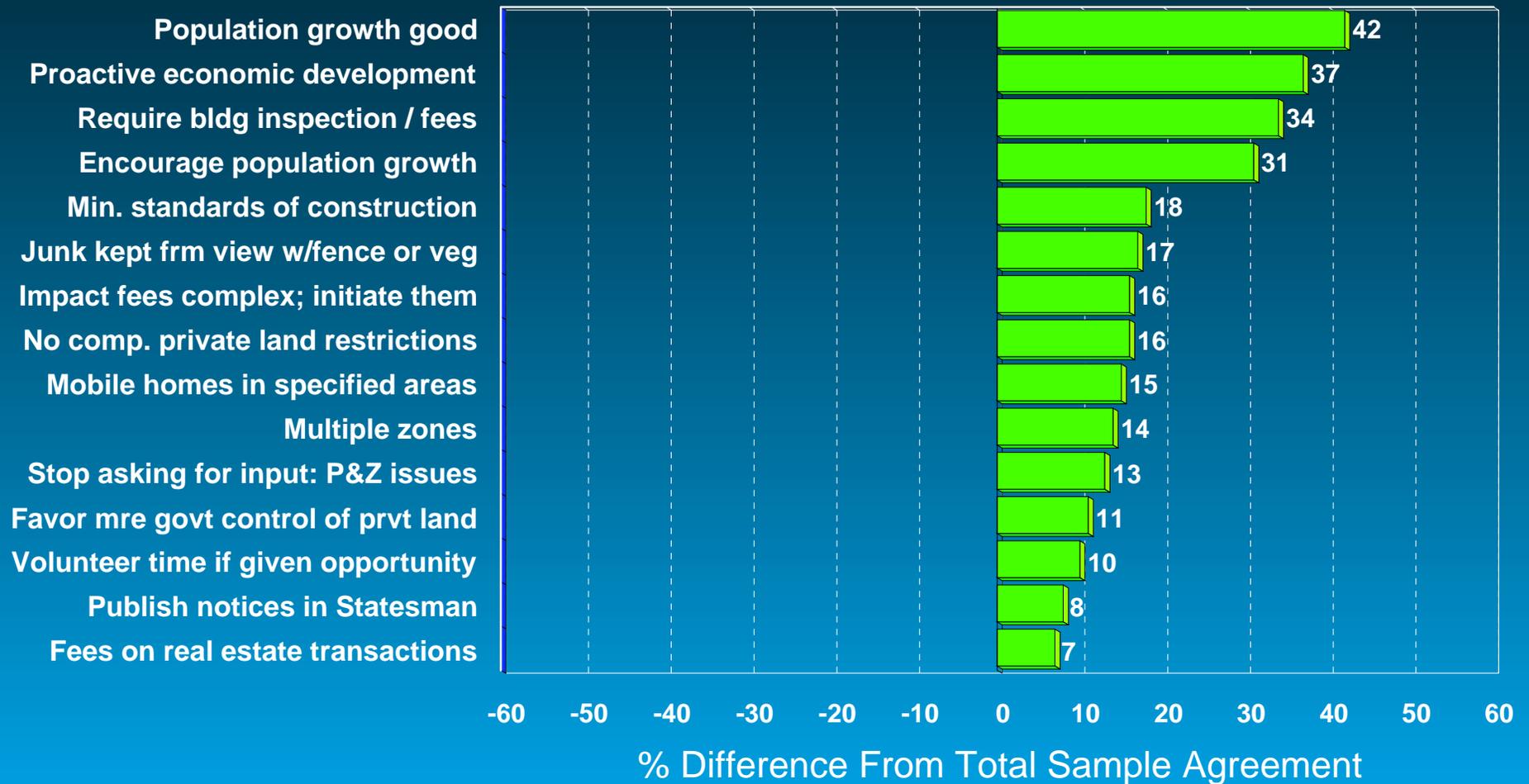
# Attitude Profile: Govt Control / No Growth Segment (Continued)

## Want Regulation to Discourage Growth



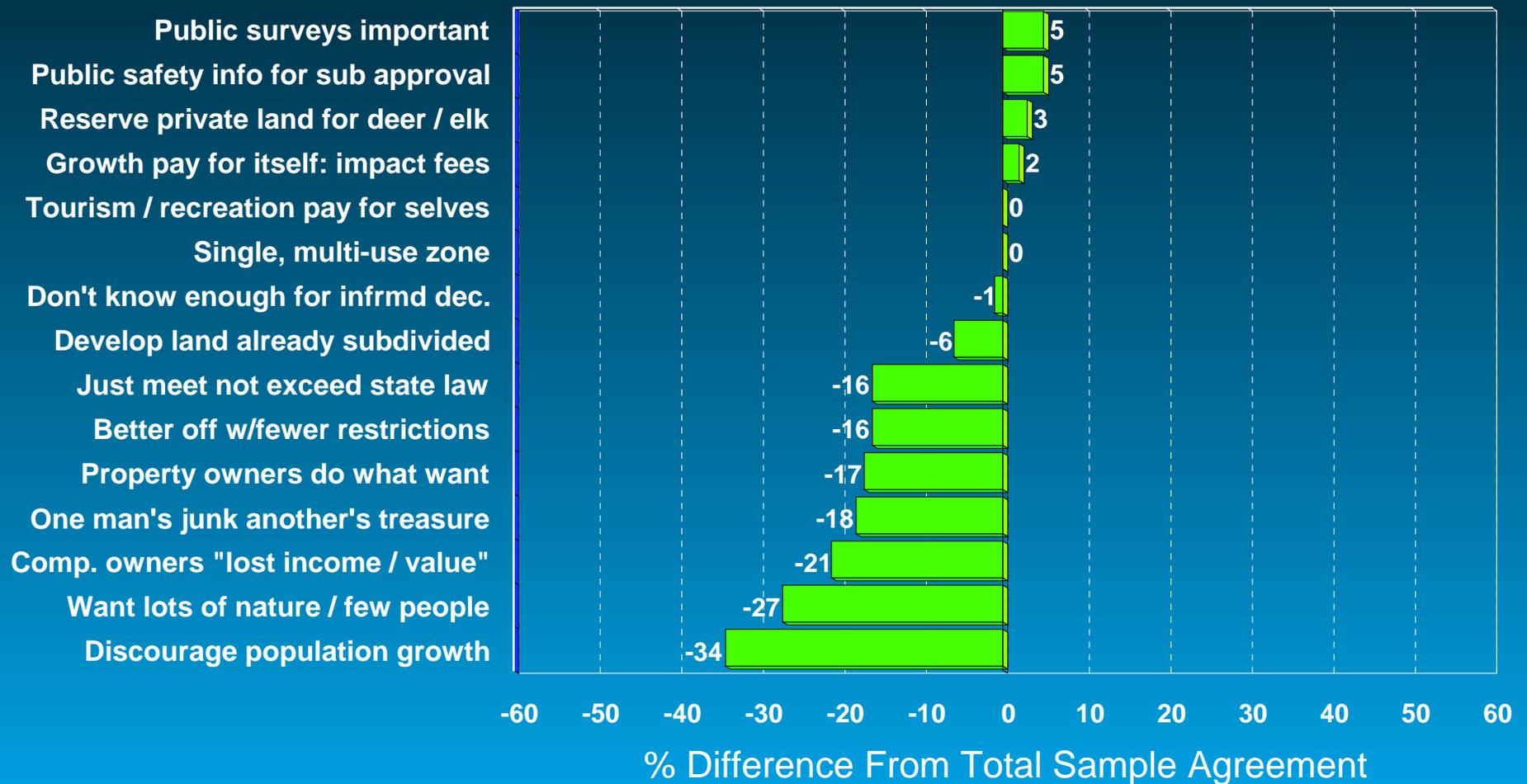
# Attitude Profile: Govt Control / Stimulate Growth Segment

## Regulation Necessary for Economic Development

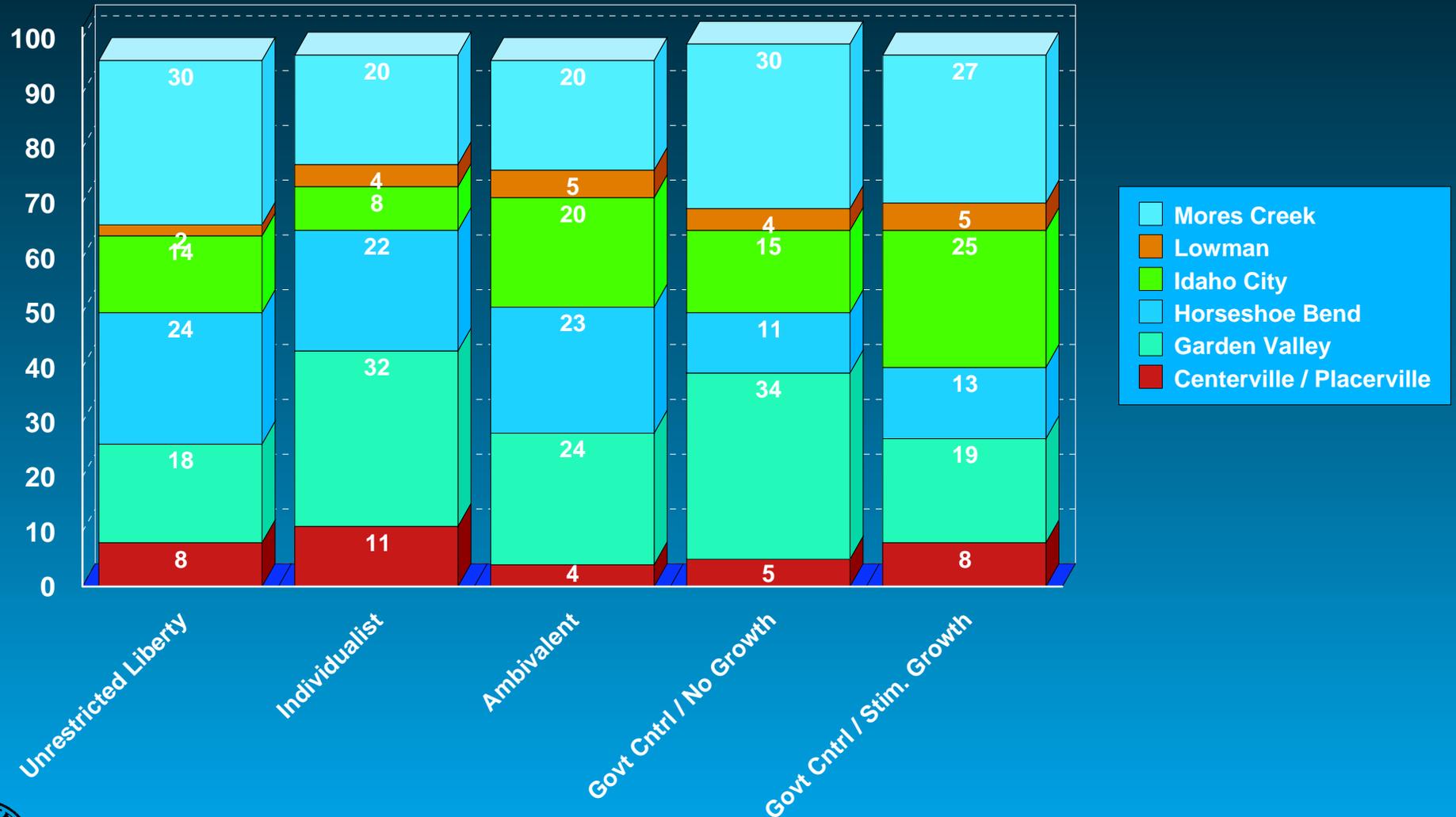


# Attitude Profile: Govt Control / Stimulate Growth Segment (Continued)

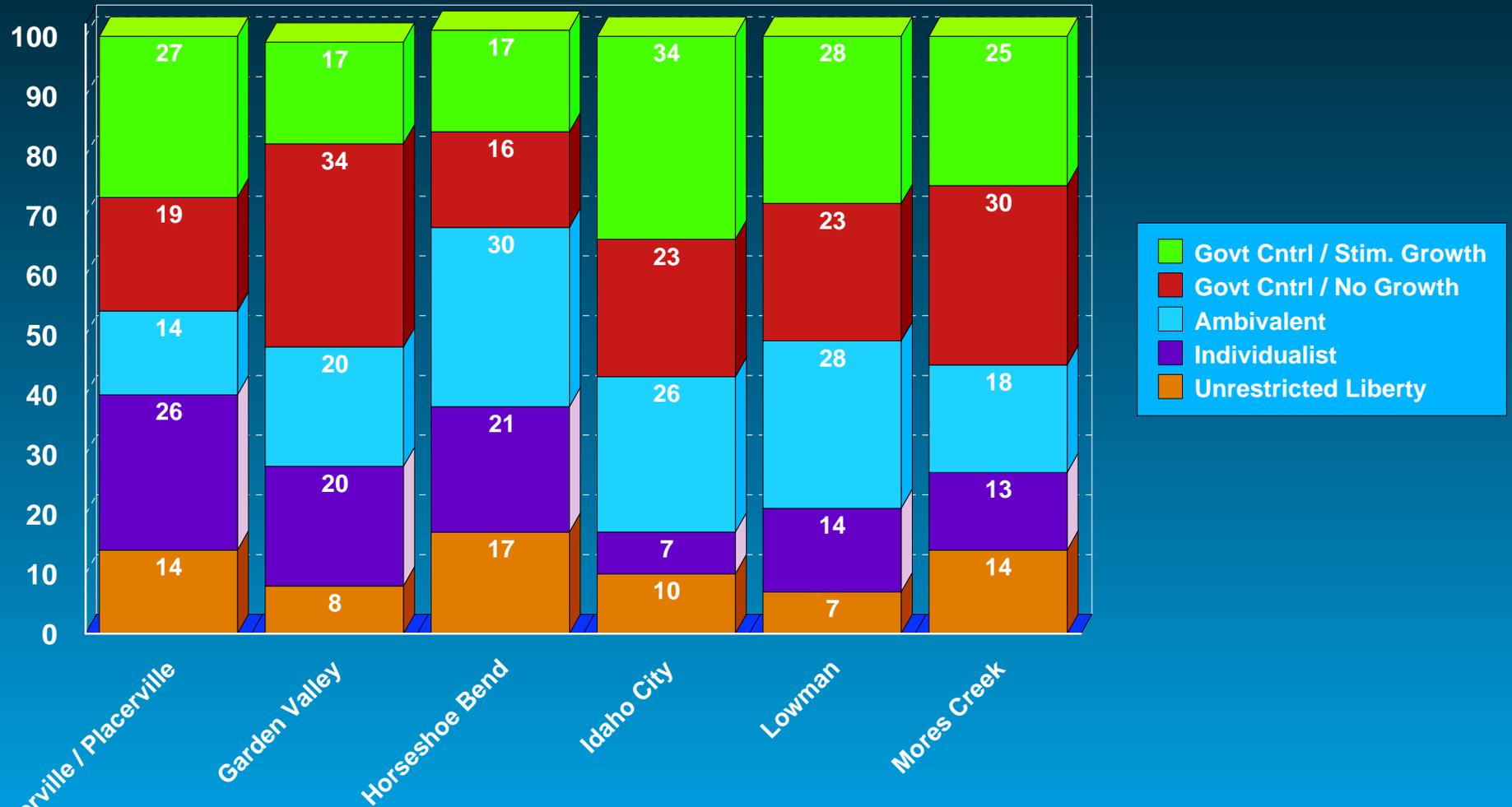
## Regulation Necessary for Economic Development



# Segments Defined by Region



# Regions Defined by Segment



## Demographic Profile:

# Unrestricted Liberty Segment

- ▶ *Tends to be male (62%)*
- ▶ *Average in age and household size*
- ▶ *More likely than most segments to have grown up / been born in Boise County (24%)*
- ▶ *Tend to have lived in Boise County a long time (59% have lived here 10 or more years)*
- ▶ *Among the most likely to live in a home built by self (25%) or to have rebuilt an existing structure (18%)*
- ▶ *Lowest HH income of all segments (37% with incomes below \$25,000 / year)*
- ▶ *More likely than most other segments to include farmers / ranchers (6%) and laborers (14%)*
- ▶ *More likely than most other segments to live outside a city or subdivision (36%) or on agricultural-exempted property (12%)*



## Demographic Profile:

# Individualist Segment

- ▶ *Tend to be slightly younger (42% are under age 45)*
- ▶ *Most likely to have lived in Boise County 20 years or more (41%)*
- ▶ *More likely than other segments to work outside the home and commute within Boise County (23%)*
- ▶ *Have larger HH size than most other segments (27% have four or more people in HH)*
- ▶ *Most likely segment to live in a mobile home (20%)*
- ▶ *Slightly less likely to own property in Boise County (14% do not own property)*
- ▶ *Middle income (42% have incomes between \$25,000 and \$50,000 per year)*
- ▶ *The least likely segment to be retired*
- ▶ *More likely than most other segments to live outside a city or subdivision (34%) or on agricultural-exempted property (11%)*



## Demographic Profile:

# Ambivalent Segment

- ▶ *Average in length of Boise County residence*
- ▶ *More likely than all other segments to be age 65 or older (28%) and retired*
- ▶ *More likely than most other segments to live in a manufactured home (14%)*
- ▶ *Average in income, number of people per HH, and type of occupation*



## Demographic Profile:

# Government Control / No Growth

- ▶ *Slightly newer residents of Boise County (39% have lived here five years or less)*
- ▶ *More likely than other segments to live in a subdivision with CC&Rs (56%)*
- ▶ *Most likely to work outside the home and commute outside Boise County to work (43%)*
- ▶ *More likely than other segments to live in two-person HHs (53%)*
- ▶ *Most likely segment to have located to Boise County for quality of life reasons (36%)*
- ▶ *Most likely segment to include people in professional / technical occupations (36%)*
- ▶ *One of the most affluence segments (37% have HH incomes of \$50,000 or more)*



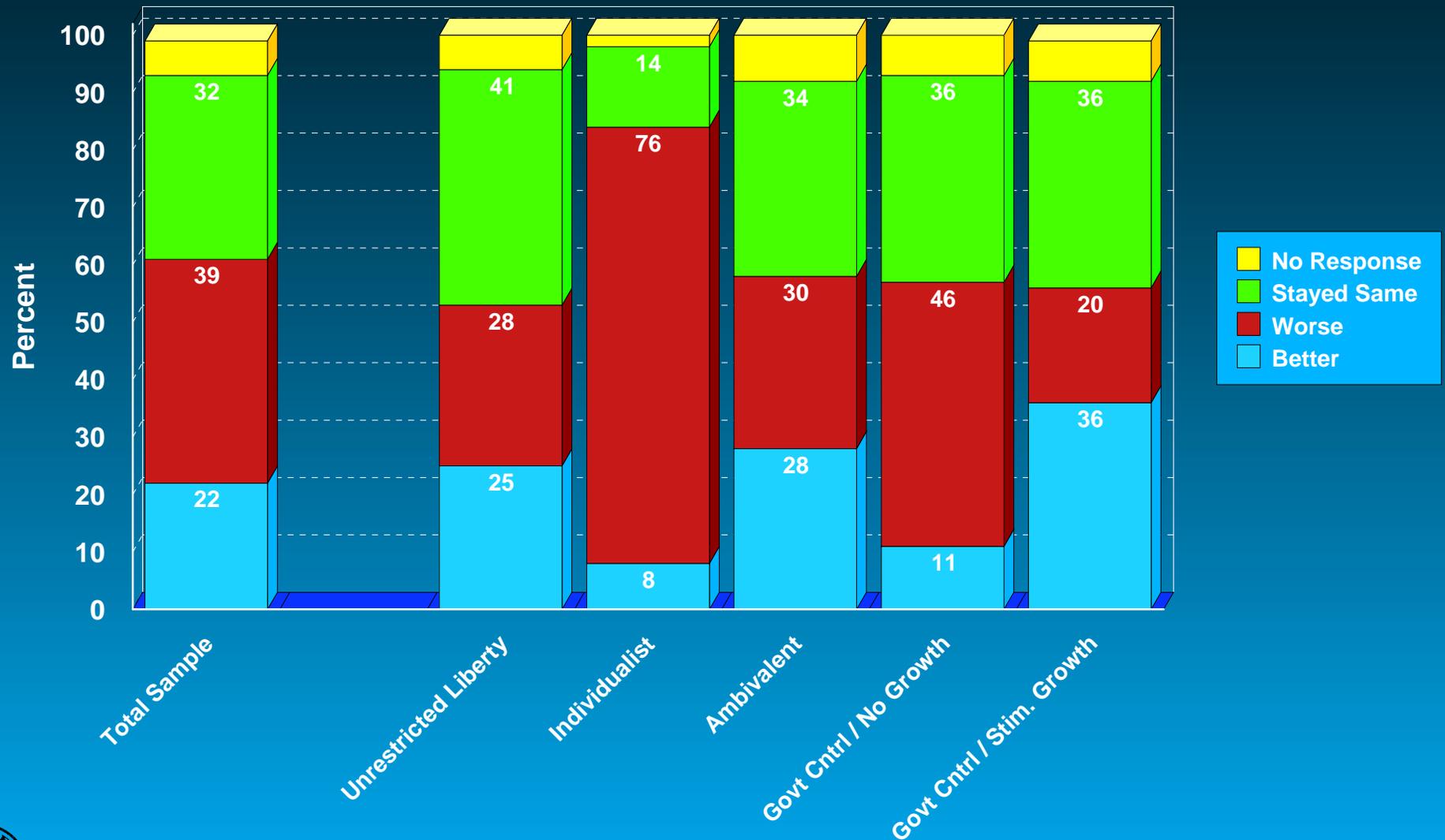
## Demographic Profile:

# Government Control / Stimulate Growth

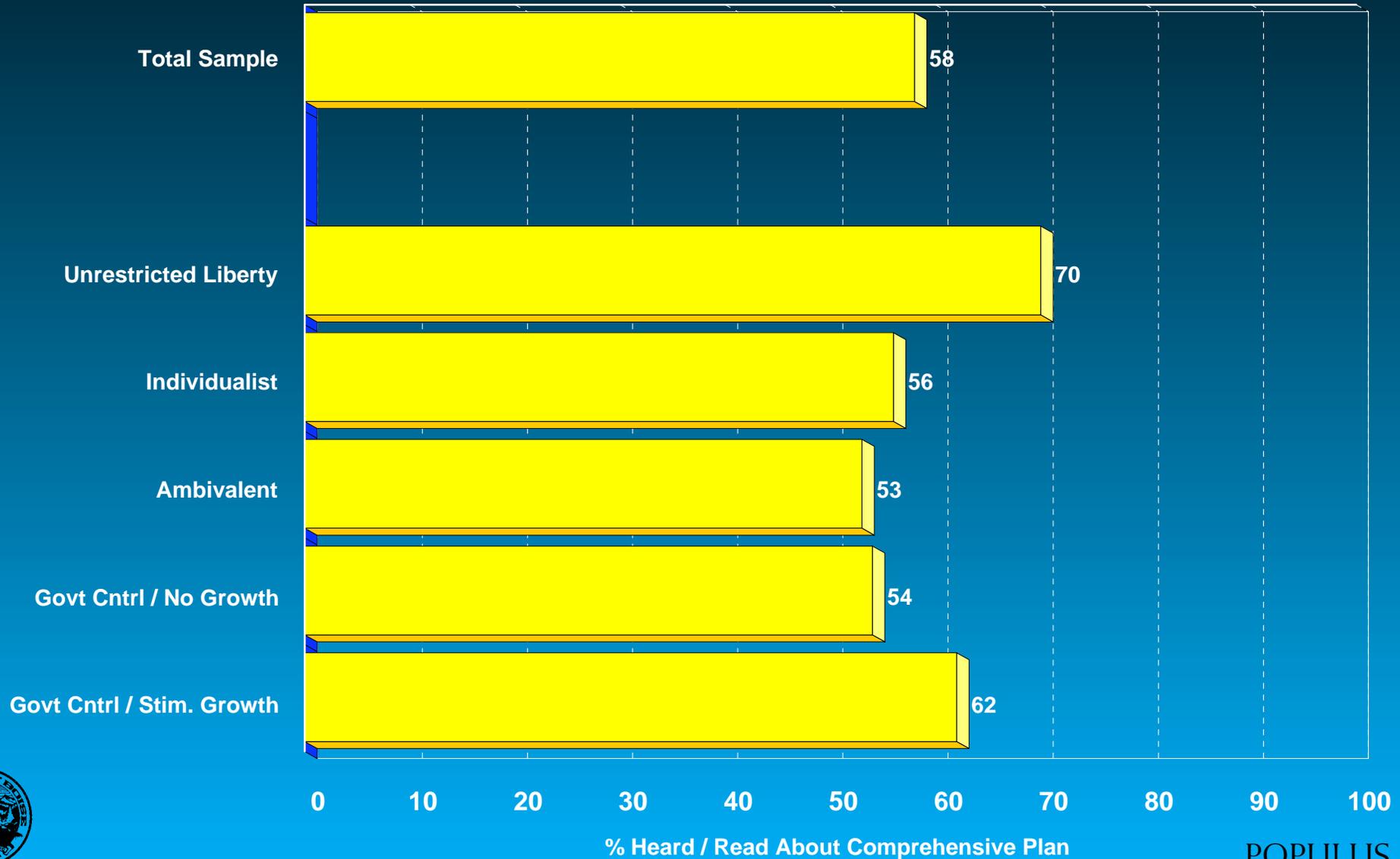
- ▶ *Relatively newer residents of Boise County (41% have lived here five years or less; only 6% grew up in Boise County)*
- ▶ *Majority live in a subdivision with CC&Rs (53%)*
- ▶ *More likely to be female (52%)*
- ▶ *More likely than other segments to live in a home built by a builder (27%)*
- ▶ *More likely than other segments to include government employees (10%) and teachers / school administrators (8%)*
- ▶ *One of the most affluence segments (40% have HH incomes of \$50,000 or more)*



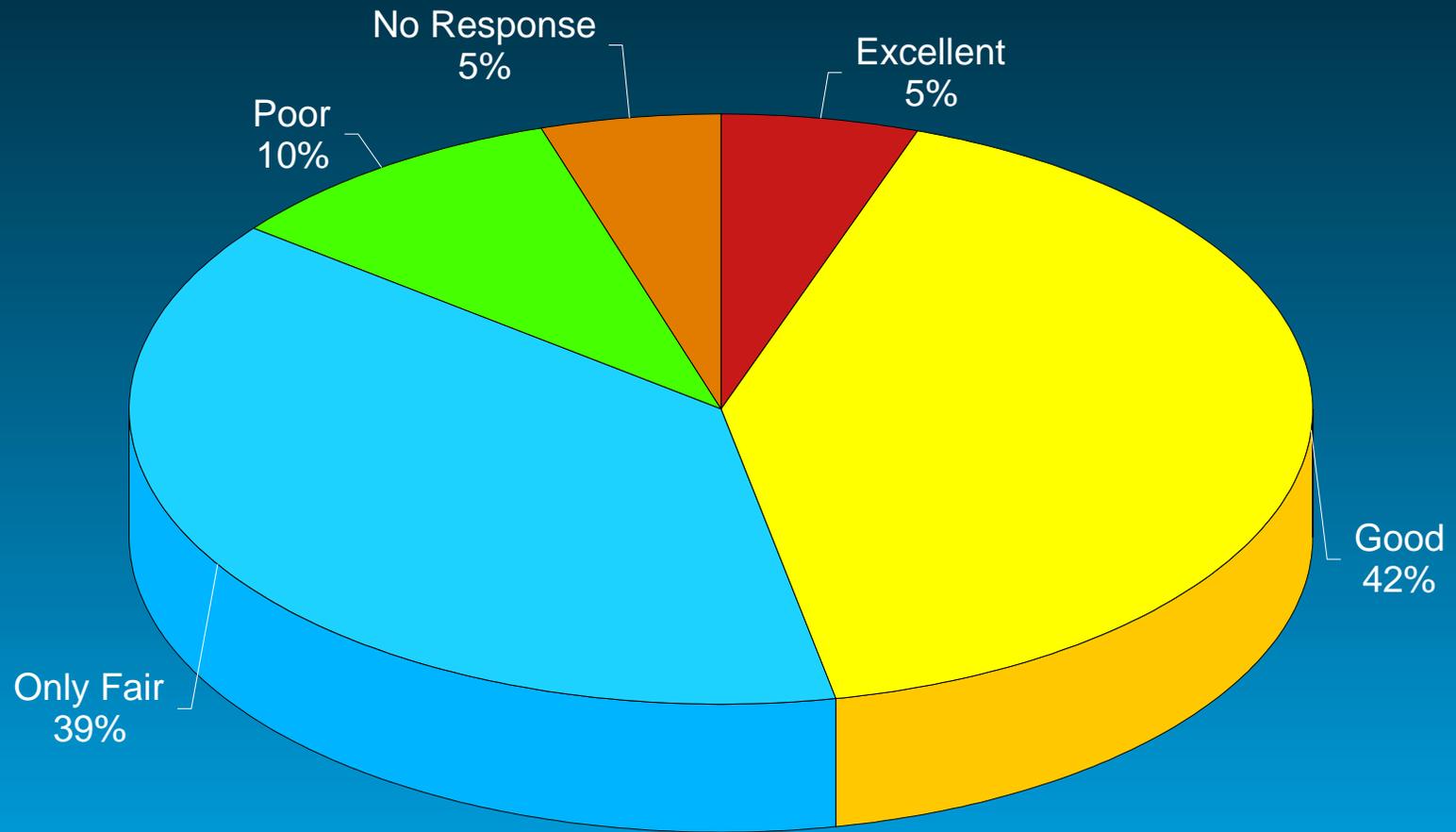
# Evaluation of Things in Boise County in Past Five Years



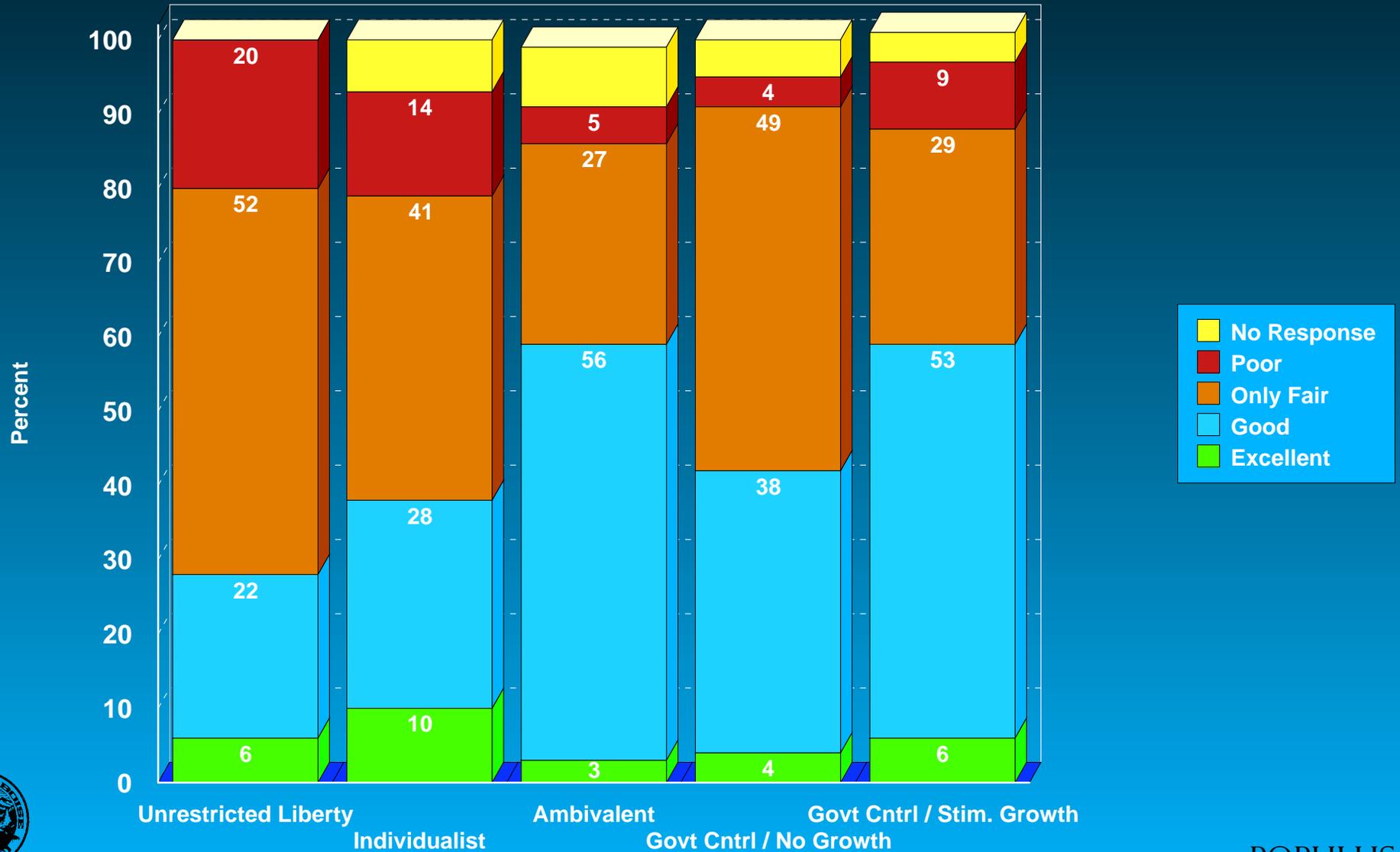
# Awareness of Boise County Comprehensive Plan



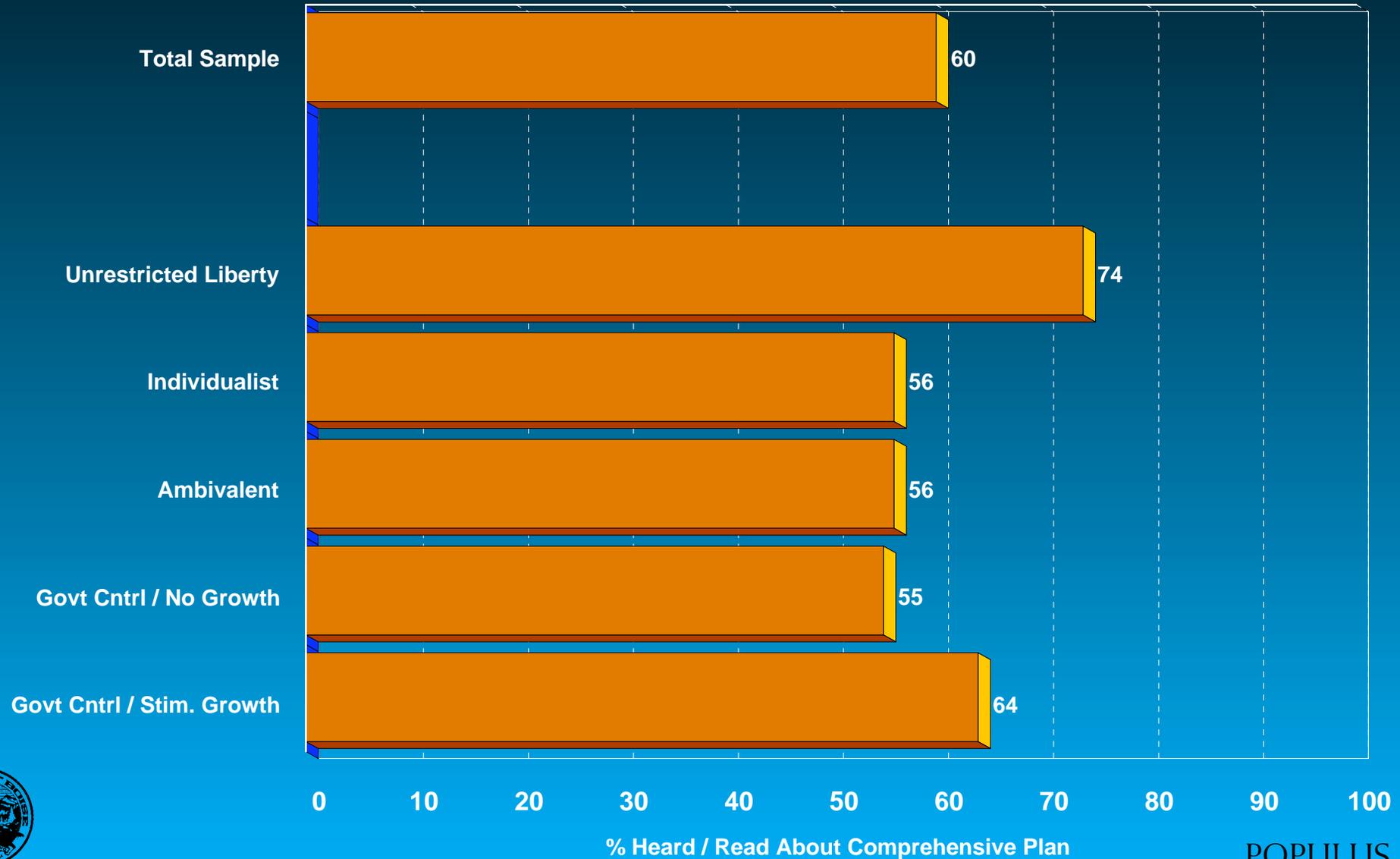
# Rating of Job Commissioners Are Doing in Developing Comprehensive Plan



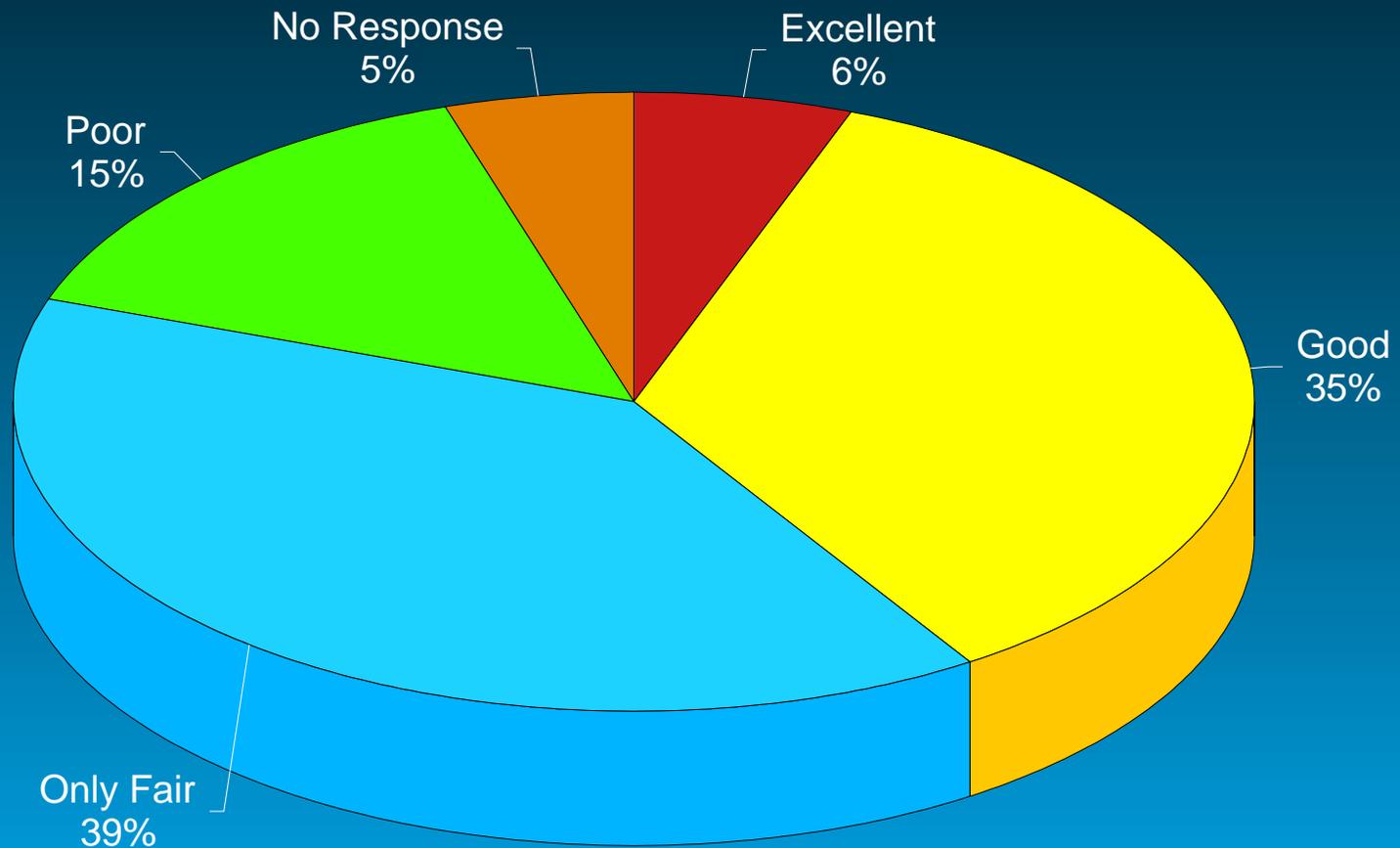
# Commissioners Job Rating By Segment



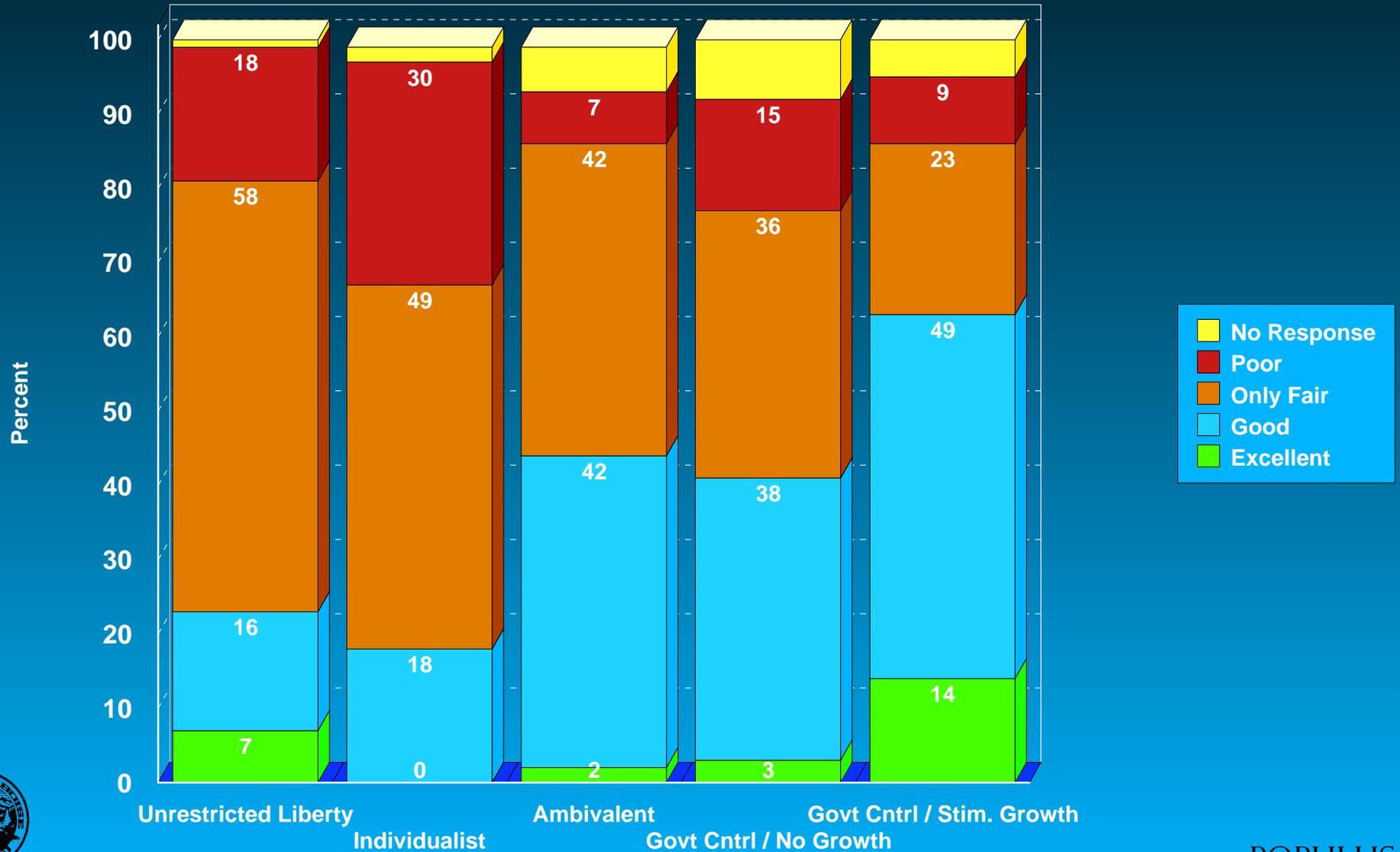
# Awareness of P&Z Commission's Efforts to Develop Zoning and Development Ordinance



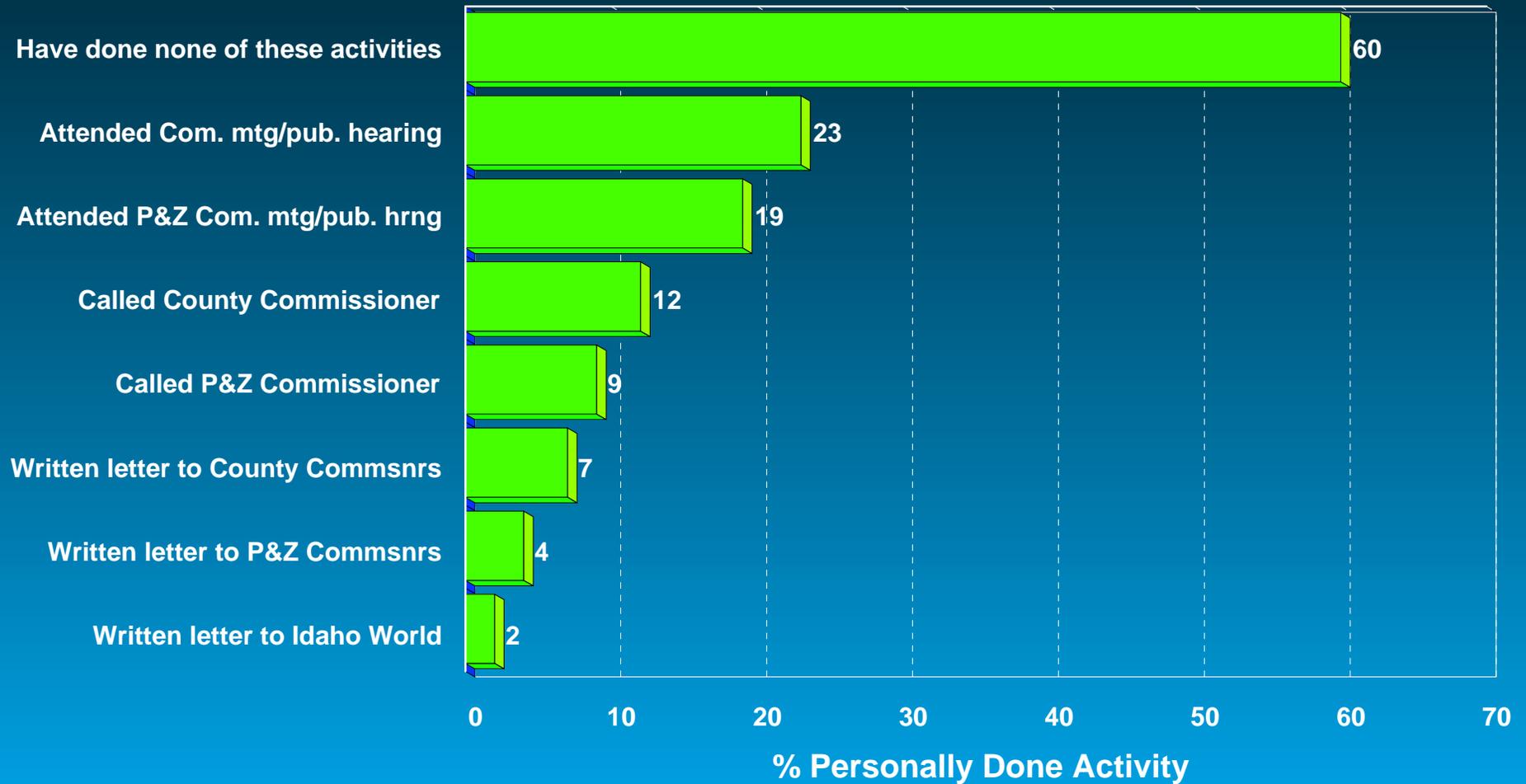
# Rating of Job P&Z Commission Is Doing in Developing Zoning and Development Ordinance



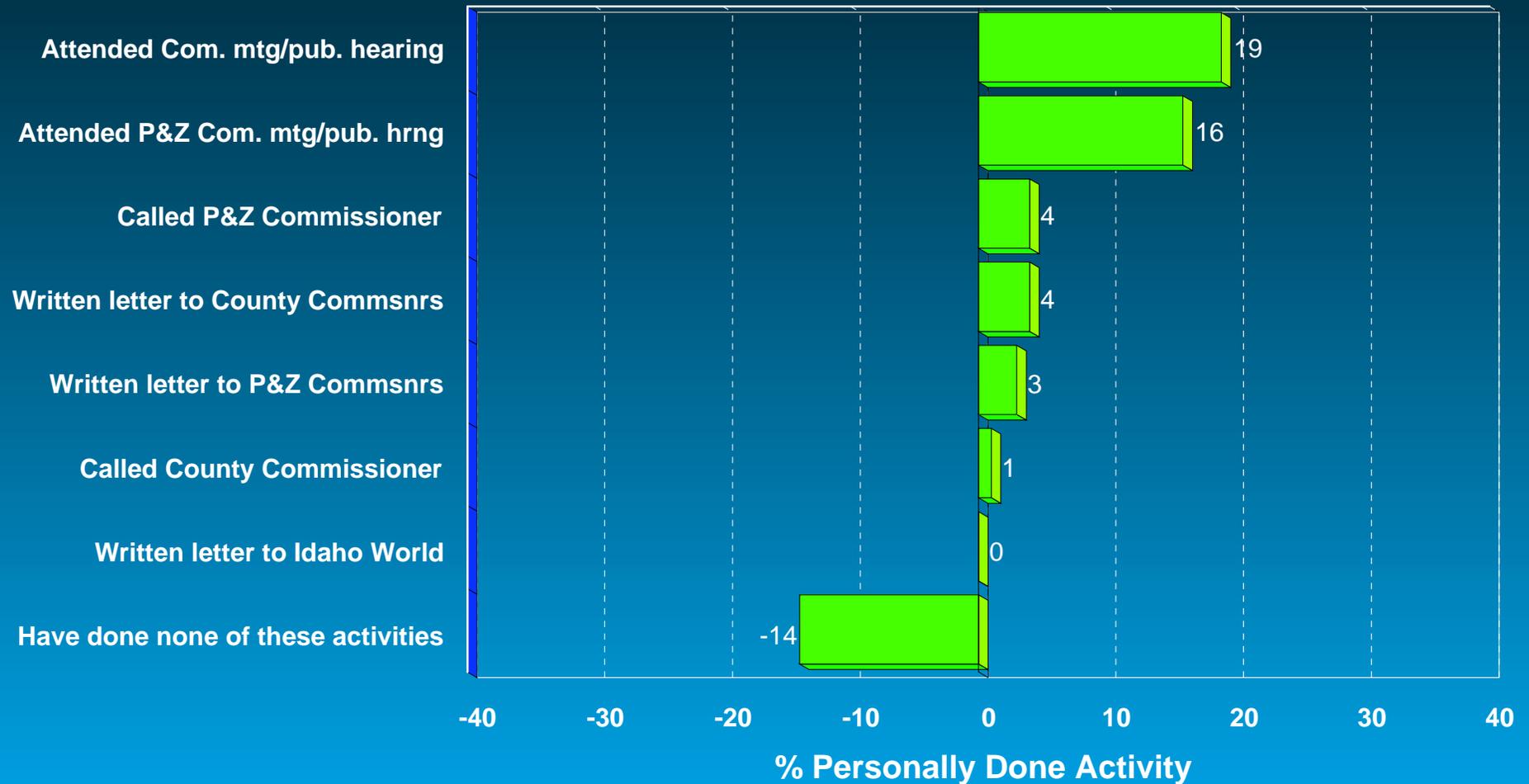
# P&Z Commissions Job Rating By Segment



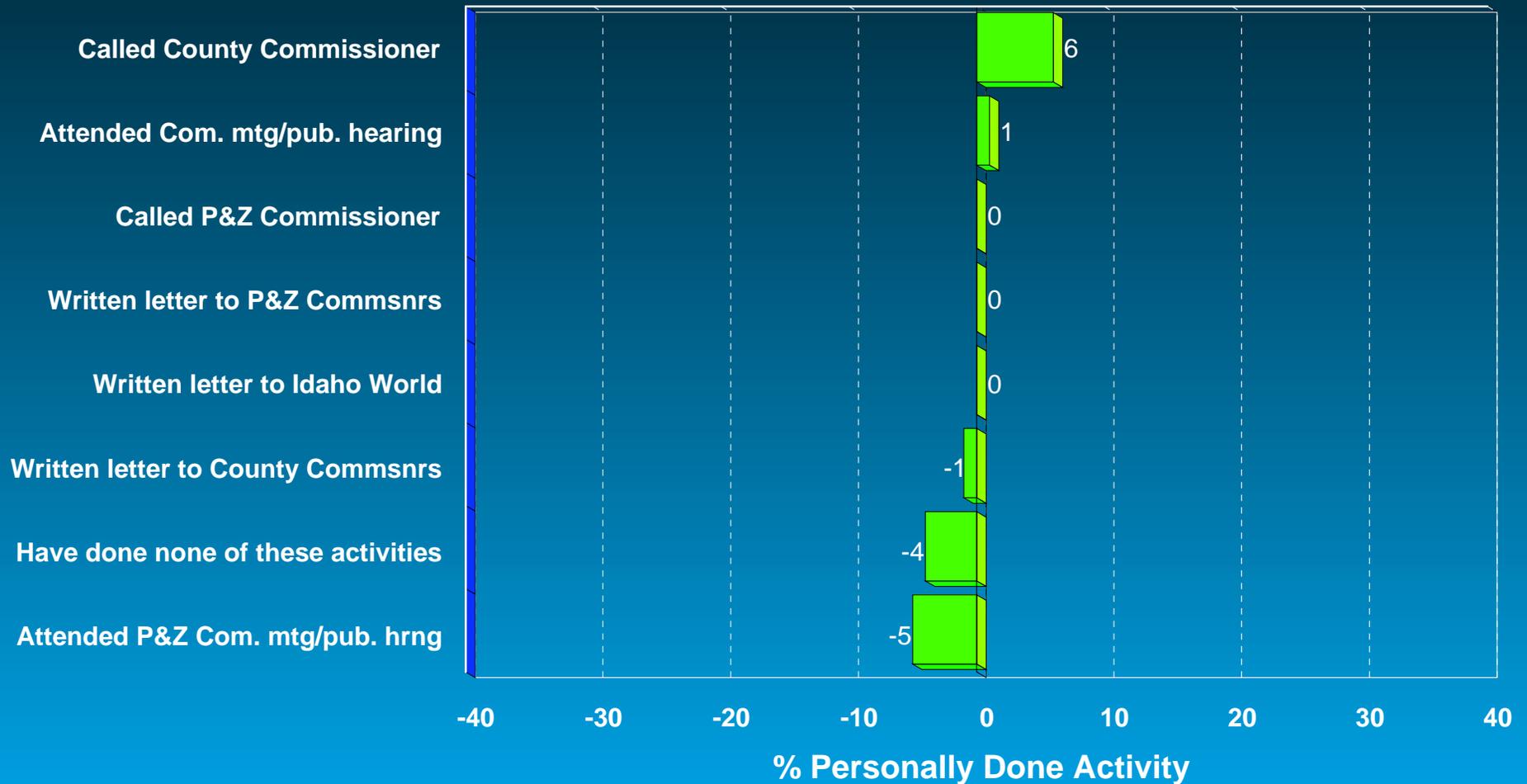
# Public Activism



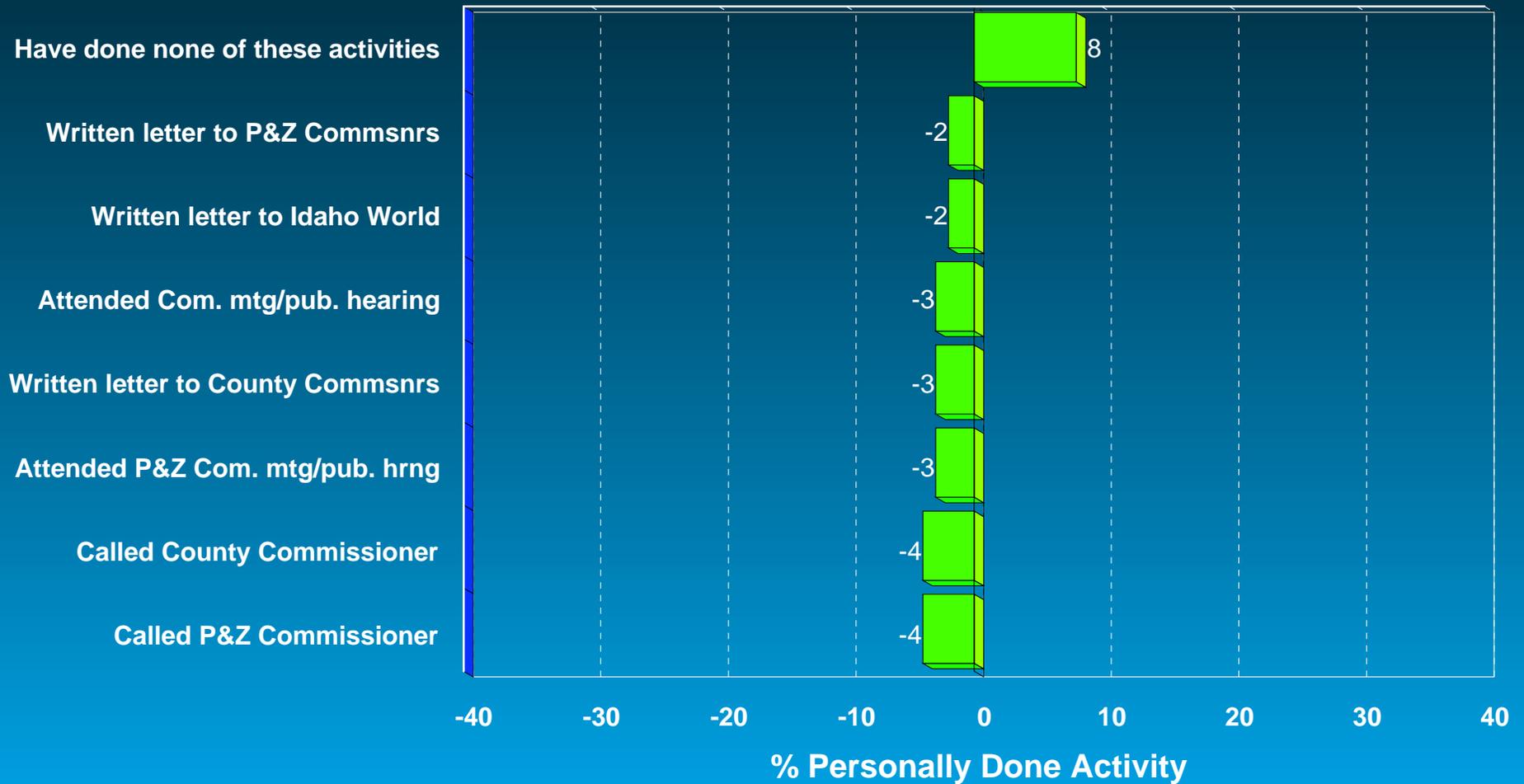
# Unrestricted Liberty Segment Has Been the Most Active



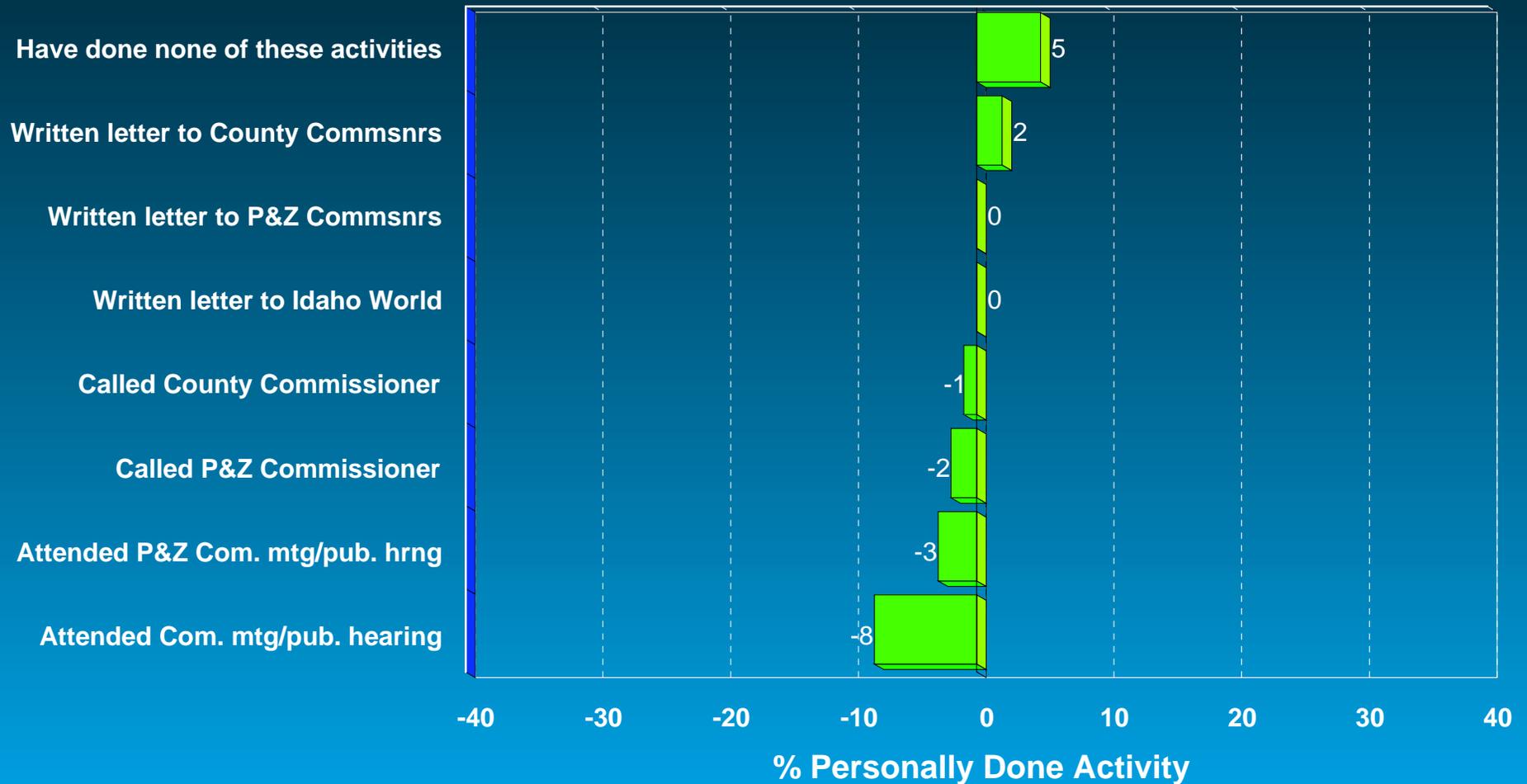
# Individualists Slightly More Likely to Call County Commissioners



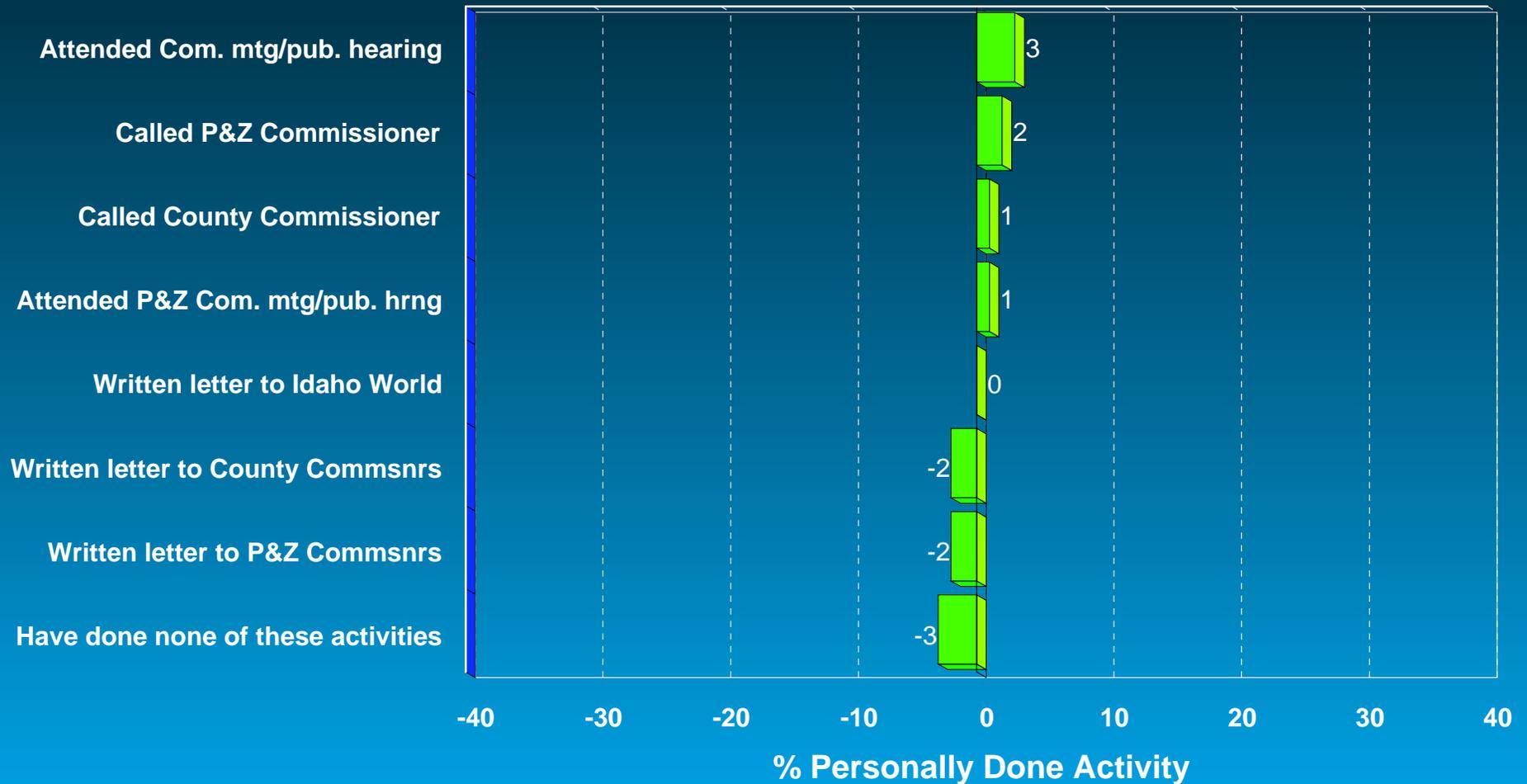
# Ambivalent Not Active



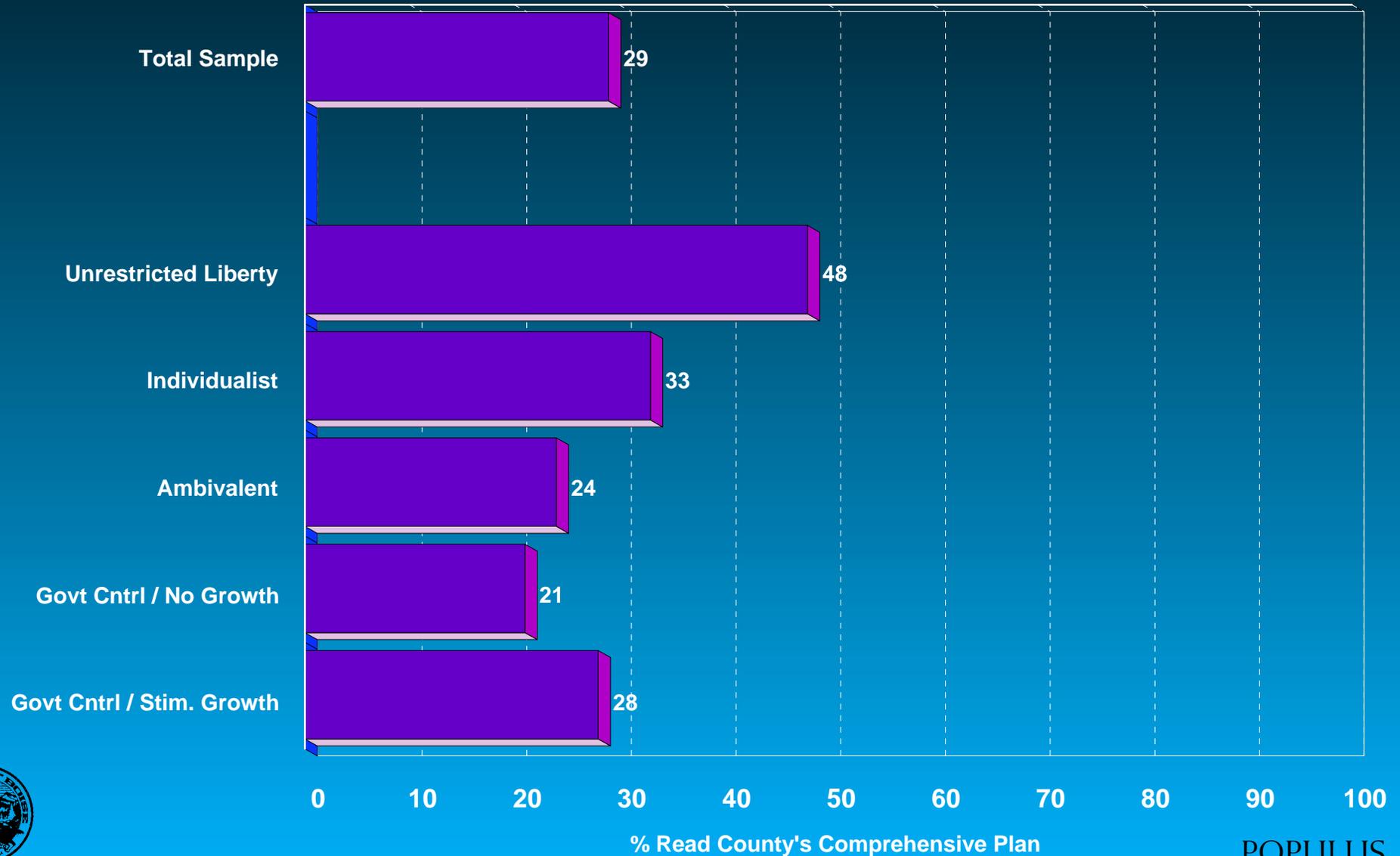
# Govt Control / No Growth Segment Has Not Been Active



# Govt Control / Stimulate Growth Has Been Slightly More Active

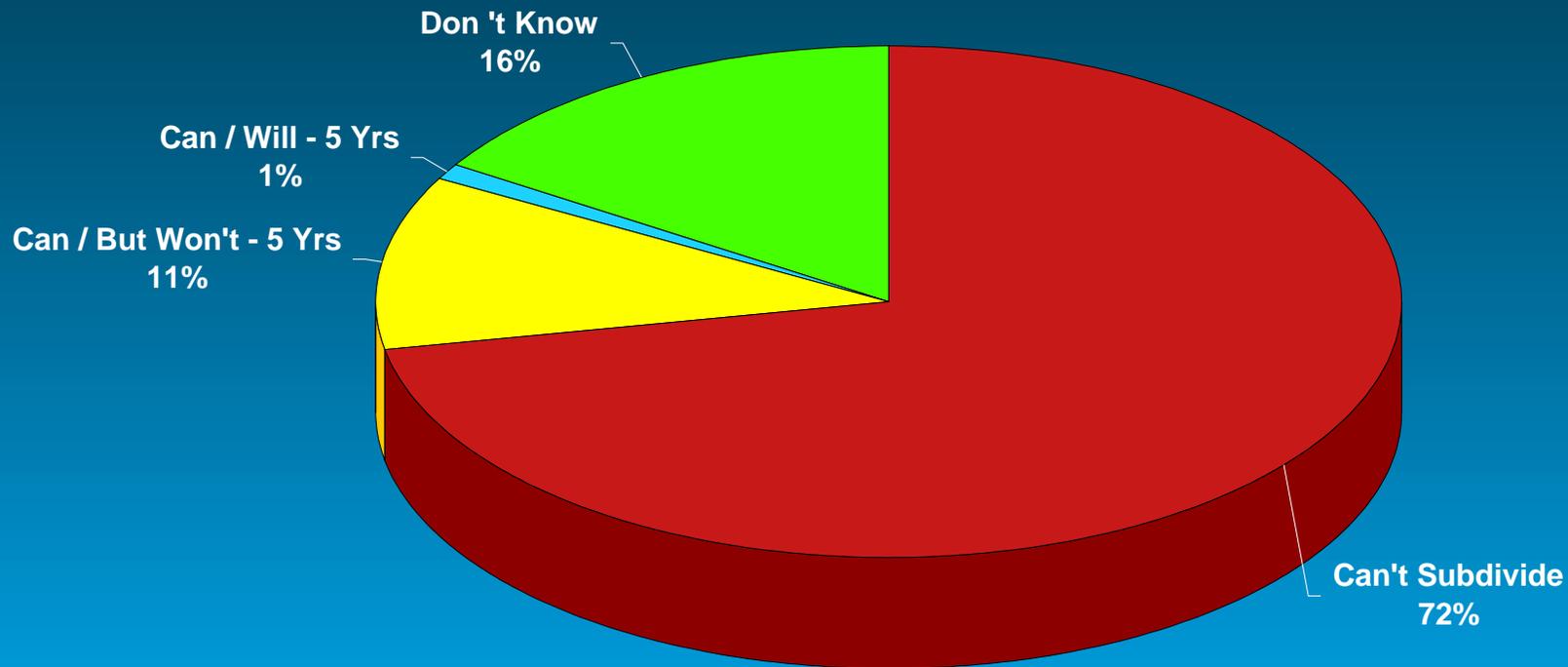


# Unrestricted Liberty Segment Is Most Likely to Have Read Comprehensive Plan



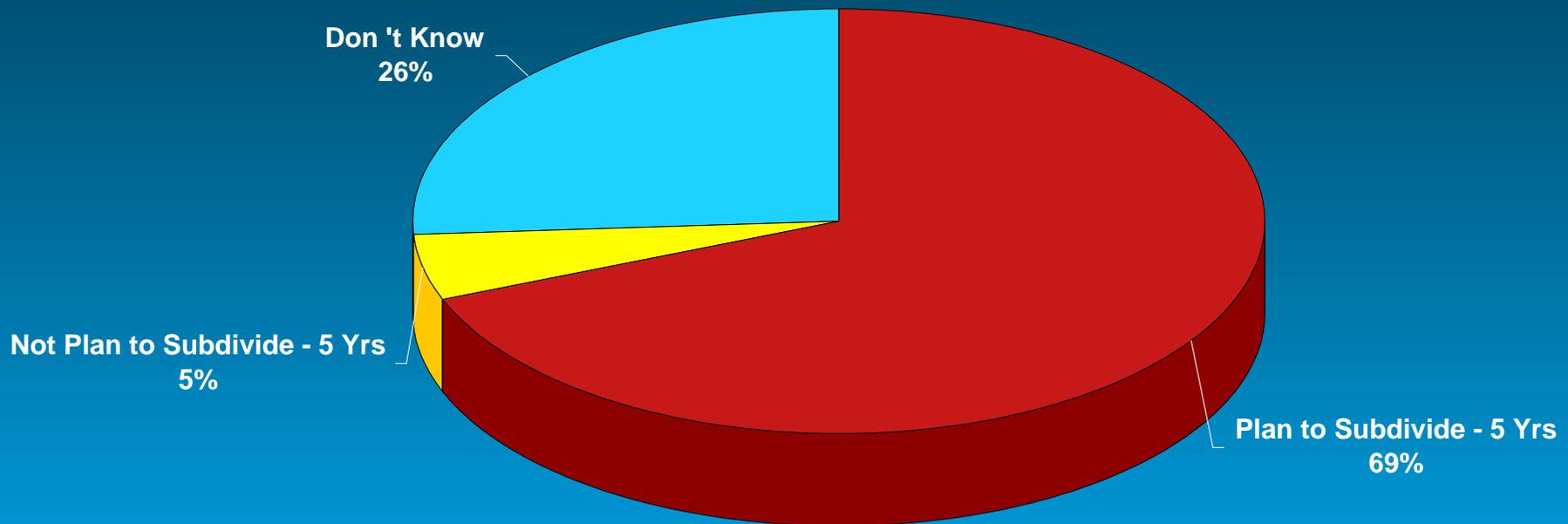
# Possibility of Subdividing Property Already in Subdivision

## Own Property in Existing Boise County Subdivision (72% of Total Sample)



# Possibility of Subdividing Property Not Already Subdivided

Own Property In Boise County Not Presently Subdivided  
(51% of Total Sample)

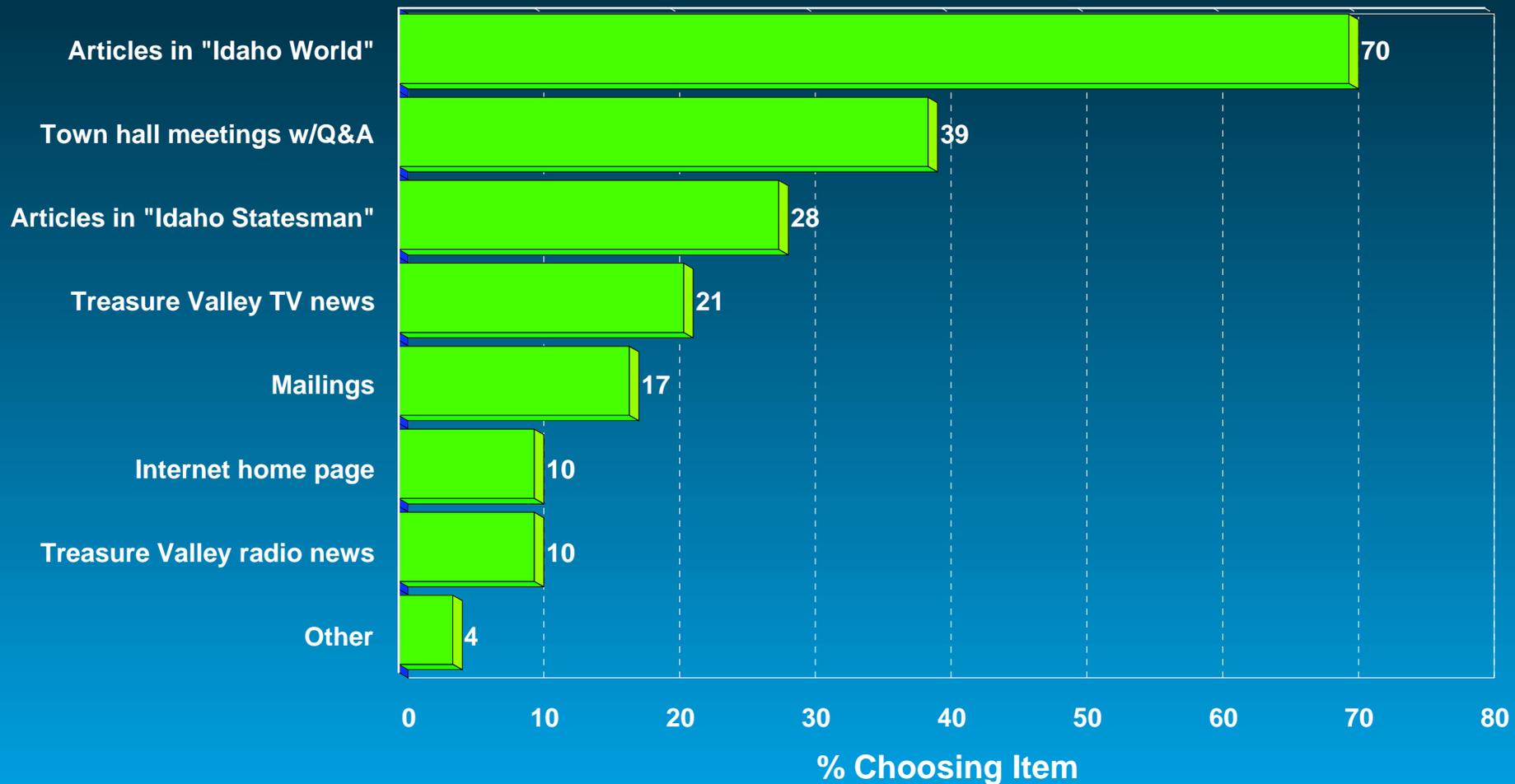


# Suggested Changes / Improvements for Handling Growth

	Total Sample (%)	Unrestricted Liberty (%)	Individualist (%)	Ambivalent (%)	Govt Cntrl No Growth (%)	Govt Cntrl Stim Growth (%)
Control Growth / Limit Subdivision	18	7	34	11	29	8
More Planning / Enforcement	16	9	4	9	18	30
Charge Impact Fees / Growth Pay	8	3	14	3	12	6
Improve Infrastructure / Services	8	12	7	8	7	10
Other	7	8	10	8	5	7
Improve Commission / Listen	4	8	2	5	2	4
Don't Regulate Land Use	2	9	3	1	0	0
Don't Know / No Response	37	43	25	54	28	34



# Best Way to Keep People Informed About P&Z Issues



# Conclusions

- ▶ *While people in Boise County are very divided on the issue of planning / zoning, more people favor some government controls than oppose them*
- ▶ *By a slim margin, people favor restricting growth rather than encouraging growth*
- ▶ *There is a mandate for the following actions:*
  - *Recording public safety information on public documents*
  - *Conducting public surveys*
  - *Having growth pay for itself through impact fees*
  - *Establishing tourism and recreation permits*
  - *Having building codes that establish at least minimum standards*
  - *Maintaining lots of nature and few people*
  - *Requiring property owners to cover / screen junk*



# Conclusions (continued)

- ▶ *Those most opposed to planning efforts have been the most active in attending meetings and hearings on this issue*
- ▶ *The best way to keep people informed about planning / zoning issues is with articles in the Idaho World*

