



# *The Matanuska-Susitna Borough*

## ***Community Survey, 2014 and Trends 2009-2014***

### *A Sourcebook of Community Attitudes*

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In Partnership with  
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## Introduction

The *Matanuska-Susitna Borough Community Survey* (Mat-Su Survey) is a cooperative research effort between the Justice Center at the University of Alaska Anchorage (UAA) and the Matanuska-Susitna Borough (Borough) and has been conducted annually since 2006. During the winter and spring of 2014, the survey was distributed to 2,491 adult heads-of-household in the Mat-Su Borough who were selected in a simple random sample: 1,003 completed surveys were returned and are included in the analysis described in this report.<sup>1</sup> The *Mat-Su Survey* asks residents questions concerning satisfaction with Borough services, use of Borough facilities, feelings of community, perceptions about crime, and opinions about revenue and taxation.

This sourcebook presents both the results from the *2014 Mat-Su Survey* and trends from 2009-2014. These findings provide useful information on how Borough citizens rate and use current Borough services, and will help the Borough prioritize projects, improve services, and better plan for community growth. Further, they provide important information to UAA so that it may advance community research. Finally, they serve as a useful reference for Mat-Su residents curious about how their neighbors view issues of local interest.

## Organization of the Sourcebook

The sourcebook follows the organization of the survey questionnaire itself (see Appendix B), which is made up of six major parts: I) Evaluation of Current Borough Services, II) Use of Borough Facilities, III) Life in Mat-Su Neighborhoods, IV) Local Government: Access, Policies and Practices, V) Open Space and Salmon and VI) Sample Characteristics. Part VII presents findings from a derived importance-performance analysis of the survey data.

Responses to each of the 190 questions (or “variables”) posed in the survey are displayed using a summary table and bar graph to illustrate aggregate answers (Table A); another table and line graph directly below shows trends in responses to these questions during the 2009-2014 period (Table B). Most of the survey questions used a four-point Likert scale, which gives respondents a range of options for expressing how strongly they feel about a certain issue. For example, rather than asking simply whether respondents are satisfied with Fire Department Services (Part I; Question 1a), the survey asks them to rate the service on an ascending four-point scale ranging from “very poor” to “very good,” with a fifth “don’t

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<sup>1</sup> The original drawn sample included 3,099 subjects; however, 608 addresses proved invalid as means of contacting the individuals in the sample.

know” option. The sourcebook summary tables and graphs present the proportions of all respondents who rated the service according to each component of this four-point scale. Additionally, each response was assigned a numerical score (very poor=0; poor=1; good=2; very good=3) and an average rating (ranging from 0 to 3) was computed for each Borough service. Other questions used a five-point scale; numerical values assigned to responses ranged from 0 for “strongly disagree” to 3 for “strongly agree.” “Neither agree nor disagree,” the neutral response, was assigned a value of 1.5. Higher average scores indicate higher overall satisfaction and lower scores indicate lower overall satisfaction. “Don’t know” responses were counted as missing and were not included in calculations of averages. The summary tables provide proportions only (no average scores) for questions requiring just a “yes” or “no” answer.

In addition to the summary table and bar graph shown in table A for each variable, there is also a table and line graph (shown in Table B) presenting the trend in the variable from 2009 to 2014. In the table, the first column gives the year. This is followed by the number of surveys received each year wherein there was a rated response given. For example, in 2014, 979 respondents answered the question about Fire Department Services, but only 650 answered either “very poor,” “poor,” “good,” or “very good.” One-third (32.8%) answered “don’t know;” those responses are not included in either the trend table or line graph. Percentages within each response category are in the next few columns. Last are the average ratings for each year; these are also shown on the graph on the right. In the case of Fire Department Services, the average across all five years is consistently above 2.00, which indicates that the “typical” respondent rated these services between “good” and “very good.” Lower averages indicate lower levels of satisfaction; higher averages indicate higher levels of satisfaction.

## **Methods**

In 2006, the Borough worked with the UAA Justice Center to develop the survey questionnaire. It was modified somewhat for the subsequent survey in 2007. In 2008, two new questions on race and ethnicity were added. That version was used in the 2009 survey. In 2010, a question was added that asked about support for a local tax on gasoline to raise money to pay for transportation improvements. New questions added in 2011 focus on usage of different forms of media for accessing information about the Mat-Su Borough, modes of commuting and use of public transportation, satisfaction with the regulation of various land uses, use and awareness of assorted emergency services, and degree of preparation for disasters. A module of questions was added in 2014 which ask about the role of salmon in the Mat-Su and environmental impacts on salmon, the importance of various natural features to personal health, and concerns about land use changes. The current survey comprises 16 pages and 190

questions (see Appendix B).

InfoUSA, a commercial mailing list company, used a stratified random sampling procedure to select 70 adult heads-of household—35 male and 35 female—from each of the 49 different census block groups in the Mat-Su Borough. However, in some block groups there were not enough adults eligible for selection. The final sample size was 3,099. Sampling from each of the census block groups presumably results in a sample that is considerably more rural, while a borough-wide sample can result in many more respondents from the more densely-populated areas of Wasilla and Palmer. While the stratified random sample approach ensures more representation from all parts of the Borough, it can also lead to respondent fatigue; some census block groups have so few residents that it is likely that someone in such a block group would be selected year after year to participate in the survey. To minimize this problem, sampling from each census block group, as opposed to borough-wide, is done every second year.

Guided by the Tailored Design Method (Dillman 2007) the UAA Justice Center mailed pre-notice letters to every individual selected for inclusion in the random sample in late January, approximately two weeks before the questionnaire was delivered. Over the next eleven weeks, the UAA Justice Center mailed the *Mat-Su Survey*, a follow-up postcard, and a replacement questionnaire to residents in the sample. To encourage participation, an incentive in the form of a \$2 bill was included in the first mailing of the questionnaire. Surveys could be completed by filling out the paper questionnaires provided, or by logging onto to a secure website and accessing the survey using a unique personal identification number (PIN). All completed surveys were delivered by mail to the UAA Justice Center, or downloaded from the Justice Center's secure server.

Survey collection, data entry, and database management occurred on-site at the UAA Justice Center. Sharon Chamard, Ph.D., an Associate Professor at the UAA Justice Center, supervised the project, did the data analysis, and prepared this report. Research aides Luke Barnes, Lily Fox, Kris Lyons, Daniel Reinhard and Derek Witte prepared the mailings, entered data from completed questionnaires into a statistical software package (SPSS), transcribed respondent comments into a word processing program, and did data cleaning and data quality inspections. Data entry began on January 23, 2014 and was finished on June 30, 2014. In addition to surveys received by mail, 106 surveys were completed over the Internet. A total of 1,003 completed or partially-completed surveys were received and entered into the electronic database.<sup>2</sup> There were 608 surveys returned by the United States Postal Service as undeliverable for

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<sup>2</sup> All surveys are confidential. During the data entry process neither the researchers nor staff members at the Borough or UAA know the identities of survey respondents because the returned surveys do not include identifying information such as name or address, and the mailing list is never connected to respondents' answers.

various reasons. Eighty-nine people included in the sample indicated they did not wish to participate, either by returning a blank survey, or communicating this desire by mail, e-mail, or phone to the project staff. Nine recipients of the survey were deceased and one was underage. Overall, this represents a 40.3% response rate.<sup>3</sup> The response rate on the *Mat-Su Survey* has been steadily declining for several years. This may be because the survey itself has been getting longer. Generally speaking, the more questions there are and the more time it takes to complete a survey, the lower the response rate. After cleaning the data, a process that involves checking for errors, such as numbers entered outside of an acceptable range, and double-checking a randomly-selected five percent of surveys for errors, analyses were conducted using the statistical software SPSS.

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<sup>3</sup> The response rate given here is the “maximum response rate,” as defined by the American Association for Public Opinion Research. This rate divides the total number of surveys that have been returned with answers on any items by the total number of deliverable addresses. Any addresses that were invalid (i.e., returned as “No such address,” or “Not deliverable as addressed” or “Moved – no forwarding address on file”) are not included in the calculated response rate.



## **Executive Summary of Survey Results**

### Part I. Evaluation of Current Borough Services

Based on a four-point scale, where “very poor” was equal to 0 and “very good” equal to 3, survey respondents tended to rate Borough services as “good,” with most average scores above 2. Some services were rated between “poor” and “good,” including “Code/Zoning Enforcement Services” (1.48), “Dissemination of News and Information” (1.57), “Permitting Center” (1.69), “Recycling Services” (1.73), “Community Enhancement Programs” (1.85), and “Roadway Maintenance Services” (1.87). The overall rating of Borough services was 1.87. Residents were quite satisfied with both fire (2.44) and ambulance (2.43) emergency services, and library services (2.23). All ratings for schools and recreational services were slightly above “good” on the four-point scale. Ratings from the 2014 survey are shown in the “a” tables in this section.

For every item except “Roadway Maintenance Services,” “Snowplow Services,” “Central Landfill Service,” and the overall rating of Borough services, a notable portion of respondents answered “don’t know” (ranging from 24% to 61%). The “b” tables show the percentages of survey respondents who rated the services; data from respondents who indicated “don’t know” or did not answer the questions are not included in the “b” tables.

Generally, for the Borough services measured here, there was little change in how they were rated compared to the last survey, conducted in 2012. Of the 19 services rated, 12 saw slight increases, while 7 saw small decreases. Over a longer time frame, from 2008 to 2014, none of the ratings declined significantly. The highest increases from 2008-2014 were seen in “Community Enhancement Programs” (7.6%), “Recycling Services” (7.5%), “Snowplow Services” (5.8%), “Athletics Fields” (5.3%), “Fire Department Services” (5.2%), and “Roadway Maintenance Services” (5.1%).

### Part II. Use of Borough Facilities

Seventy-one percent of respondents to the *2014 Mat-Su Survey* indicated that they use the Borough’s libraries. Between 2009 and 2012, average usage of libraries did not change; the most recent survey shows a slight decline, and compared to previous years, more respondents said they never use public libraries in the borough. With respect to individual facility use, while the libraries in Palmer and Wasilla are the most popular, libraries in the smaller communities were also used by nearby residents. Over the past five years, reported use of the Wasilla and Palmer Libraries has fluctuated, with drops overall from 2009 to 2014. Libraries in the smaller communities of Talkeetna, Sutton, and Trapper Creek

show large changes, but this may be due to the relatively small user base of those facilities—even small differences in the raw number is reflected in large differences in percent change.

Seventy-four percent of respondents stated that they use Borough recreational areas, with the Wasilla and Palmer Pools and assorted Borough trails being the most popular. Reported use of Borough recreational facilities has varied since 2009. With respect to individual facilities, there have been decreases for use of the Wasilla and Palmer pools and Brett Memorial Ice Arena, and increases in the use of both the Crevasse Moraine trails and “other Borough trails.”

There were new questions added in 2011 that obtained more details about commuting and use of public transportation. Since then, there has been a slight increase in the percentage of respondents reporting they use public transportation at all (from 7.3% to 10.2%). Reported use of Valley Mover has been steadily increasing. Reported use of MASCOT increased overall from 2011 to 2014, but there was a large decline in the past year. Very few survey respondents said they use any public transportation services at all, and these small numbers can result in large changes from year-to-year in percentages reporting use of particular services. Forty-nine percent of people who answered the question about commuting said they use a personal vehicle. Slightly more respondents reported using an aircraft (4.9%) than Share-a-Van (3.1%), and transit use was reported by fewer than three percent of respondents.

### Part III. Life in the Matanuska-Susitna Borough Neighborhoods

Borough residents report being generally happy with their neighborhoods and their feeling of community with neighbors. The report of the *2010 Mat-Su Borough Survey* commented on a pattern of noticeable declines from 2009 to 2010 in the average ratings for many variables in this section. Ratings have continued to increase from that low point, though few have returned to their 2009 levels. Still, most respondents rate their neighborhoods highly and generally report that their neighbors are trustworthy, get along, and are willing to help one another, but only 32 percent are willing to go so far as to say the neighborhood is close-knit. Respondents mostly see their neighbors as willing to intervene in cases of vandalism by juveniles, but less likely to take action in the case of truant children hanging out on street corners. Average ratings on measures of social interaction with neighbors were highest in 2009 and 2010, and since then have dropped steadily or remained consistently at a lower level. Overall though, a majority of respondents continue to report that they borrow items from and visit with their neighbors at least occasionally, know a good number of their neighbors, and have friends and relatives in the neighborhood.

Forms of physical neighborhood disorder (poor lighting, overgrown vegetation, rundown or neglected buildings and cars, empty lots, etc.) seem to be fairly common (between 12% and 56%) in

respondents' neighborhoods. However, forms of social neighborhood disorder (public drinking/drug use, prostitution, graffiti, homeless sleeping in the neighborhood, etc.) are quite uncommon, reported by between 1% and 12% of respondents. From 2009 to 2014, there has been little change in the percentages of respondents reporting both physical and social disorder, though there have been decreases in reported poor lighting, empty lots, and overgrown shrubs and trees.

Overall, respondents report little or no fear of crime in their neighborhoods, but average ratings on all measures of fear of crime have increased slightly in the past year. People feared being a victim of burglary more than they feared being a victim of a violent crime. Fear of crime rarely—if ever—prevents respondents from carrying out their normal activities in the neighborhood. About seven percent of respondents report being a victim of violent crime in their neighborhoods. This was an increase, though slight, from the previous four years. Nearly all of the respondents report taking some kind of precaution against crime in their home; the most common precaution was locking doors at night or when not at home (88.6%). Over 73 percent of respondents said they keep a firearm in the home for self-protection. Since 2009, use of the most commonly-used measures has not changed. There has, however, been a notable increase in reported use of home security system, which has almost doubled, from 16.8 percent to 30 percent.

#### Part IV. Local Government: Access, Policies, and Practices

About 30 percent of all respondents stated that they were satisfied with their opportunities to provide input on Borough decisions while 21 percent were dissatisfied. Most people agreed that when they phoned the Borough, they received the information they needed in a timely manner and from polite, professional staff. Ratings on all these measures have been consistent over the past three or four administrations of the *Mat-Su Survey*.

New questions were added in 2011 asking whether people currently access or would like to access Borough information through various media. As was the case then, traditional media—radio, newspapers and television—were used with much greater frequency than e-mail news releases, the Borough website, YouTube videos, and Facebook. There were slight increases in the percentages of respondents who said they would start to use these modern media in the future, with the exception of those who reported accessing Borough news on Facebook, which has increased nearly 300 percent since 2011. The Borough's website was used more often than e-mail or Facebook. YouTube is used very little by respondents to access Borough information. In comments, some residents indicated they were not even aware the Borough had a YouTube presence. Low usage of more modern media may reflect the fact that the average

age of *Mat-Su Survey* respondents was 53 years old and only 13 percent of respondents were under the age of 35.

Based on both quantitative and qualitative responses, most people really like living in the Mat-Su Borough, yet 39 percent of respondents do not believe that they are getting their money's worth for their tax dollars generally. Another 37 percent believe that current road maintenance is not as good as it should be for the tax dollars invested (while another 37 percent agreed that that road maintenance is worth what they pay in road service area taxes), and similar to the satisfaction rating on how tax dollars are spent, the average rating on current road maintenance has been steady since 2011. Forty-four percent of respondents report that they would like to see Borough funds spent to preserve open spaces; this number peaked in 2009 and following a drop in 2010 has gradually increased every year.

The *Mat-Su Survey* asked eleven questions about support for different taxes. Since 2009, support for five of these taxes increased, though in some cases by negligible amounts. The biggest increases were in support of gasoline taxes and impact fees on residential and commercial property developers, 17 percent and 8.8 percent, respectively. Impact fees on developers are one of the more popular taxes, but gasoline taxes (and property taxes) are among the least popular taxes of the eleven asked about in the survey. The strongest opposition was to a local gasoline tax (85% of respondents opposed this to some degree, though only 75% of respondents opposed such a tax if the revenues were directed towards transportation improvements rather than services in general) and an increased property tax (84% opposed).

Indeed, there was widespread lack of support for any of the taxes. A sales tax—seasonal or year-round—had the next largest opposition (54% and 63% respectively). Support for other taxes was mixed, though there was a slight preference given to “sin” taxes on tobacco and alcohol, with between 38 percent (alcohol) and 45 percent (tobacco) of respondents stating they “agree” or “strongly agree” with such taxes. Overall, respondents’ support for taxes has slightly decreased, they continue to most strongly oppose taxes that would most likely affect them—taxes on property and gasoline and a year-round sales tax—and be middle-of-the road on support for taxes on tobacco and alcohol (which affect only the purchasers of these products), and fees related to development and real estate transfers.

Sixty-two percent of respondents labeled traffic congestion a serious problem; this is a decrease compared to both 2012 and 2009. With respect to water quality in the borough, 43 percent of respondents agreed or strongly agreed that they were concerned. Since 2010, this rating has gradually increased. Sixty-six percent of respondents agreed or strongly agreed that the Borough needs to do a better job of

managing growth and development, while 60 percent agreed or strongly agreed that the Borough should designate commercial and industrial centers to minimize land use conflicts.

New questions on the *2011 Mat-Su Survey* asked respondents to rate how well the Borough is doing at regulating various land use effects, specifically noise, signs and billboards, commercial lighting, natural resource extraction, and private airstrips. As was the case in 2011, the distribution of responses for each of these questions was remarkably similar. While few people strongly agreed that the Borough is doing a good job in this regard, most people did not indicate they thought the Borough is doing a bad job either. The lowest levels of satisfaction concerned the regulation of natural resource extraction (the average rating of 1.47 is slightly below “neither agree nor disagree” on a five-point scale). All other average ratings were on the positive side of neutral, that is, they were above 1.50, though in no case was the average rating about 2.00 (“agree”). The highest level of satisfaction (1.81) was for regulation of signs and billboards. Since 2011, there has been little change up or down in these ratings.

In 2011, a question was added to the survey asking respondents whether they think the Borough should direct more resources to working with local businesses and non-profits to grow and diversify the local economy. Over 62 percent of people who answered this question agreed or strongly agreed, while only ten percent disagreed or strongly disagreed. Two additional questions pertaining to economic development were added to the survey in 2012. The first asked whether the Borough should “seek to develop our natural resources.” Over one-half (55%) of respondents agreed or strongly agreed, while 20 percent disagreed or strongly disagreed. Respondents were similarly enthusiastic about developing opportunities for business development of high technology, manufacturing, and aerospace. Fifty-nine percent agreed to some extent with this approach, and only 12 percent disagreed or strongly disagreed.

Several questions were added to the *2011 Mat-Su Survey* to assess residents’ use and awareness of emergency services, and their households’ preparation for disaster. Generally, the services that were the most used were also the services that respondents reported more awareness of. The ambulance service was both the most used and among the services most people were aware of—only fire services were known to more respondents. Respondents for the most part were reasonably aware of opportunities for training in CPR, First Aid and other emergency skills (52%), prevention or preparedness programs (41%), open houses at emergency stations (37%), and lectures or programs detailing the operations of local emergency services (26%). Respondents were also asked if they planned to use these services in the future. Several people wrote comments in the margin that this was a strange or stupid question, that one does not ordinarily plan to use emergency services, and so on. Despite this sentiment, 55 percent of people who answered the question said they planned to use “training in CPR, first aid, or

other emergency skills,” and 34 percent said they planned to engage with prevention or preparedness programs. In all seven varieties of services asked about in these questions, there were increases, sometimes modest, in the percentages of respondents who indicated they plan to use the service in the future.

Overall, it seems that survey respondents think the borough is vulnerable to a natural or man-made disaster (50%), and only 14 percent think the borough is prepared to recover from such an event, should it be widespread (but a third of respondents indicated they didn’t know how to answer this question or the question asking about Borough preparation for a pandemic). There was strong support for the statement that residents should take personal responsibility for preparing for disasters (91% agreed or strongly agreed), and much less support for the notion that the Borough government is responsible for preparing residents for disaster (only 30% agreed or strongly agreed). Not surprisingly then, most respondents (60%) said they are prepared for a natural or man-made disaster, and 73 percent claim to have set aside supplies in their homes in case of disaster. Even higher percentages (84%) say they keep the area around their homes clear of wildfire hazards. There was little change in any of these measures from 2011.

#### Part V. Open Space and Salmon

A set of additional questions focusing on salmon and the environment was added to the *2014 Mat-Su Survey* at the request of the Nature Conservancy. On the whole, respondents had positive views about salmon and their contribution to life and the economy in the Mat-Su Borough. They were also likely to agree or strongly agree with statements supportive of environmental protection and management.

Respondents were asked to rank seven items based on their importance to their own health. Many people completing the survey ranked multiple items as the most important, rather than prioritizing items and assigning a unique rank number to each. For the tables shown in this part of the report, responses are only included if the respondent did indeed assign a unique number to each item. Clean drinking water was ranked as the most important factor contributing to health by 53.7 percent of the respondents, followed by air quality, which was ranked as the most important by 38.9 percent. Respondents were also asked to rank order things they were concerned about related to land use. Sizeable numbers were concerned about pollution of rivers, lakes and streams (31.1% ranking it as most important); poorly-planned growth and development (30% ranking it as most important); and job opportunities for Mat-Su residents and loss of fish and wildlife habitat (25.9% and 24.6% ranking these as most important, respectively).

When asked about involvement with fishing for subsistence or commercial purposes, over two-thirds of survey respondents reported fishing for salmon for family food in the past year, while far fewer were involved directly or indirectly in a commercial manner. About a third of the respondents eat salmon at least once a week or every day, with similar numbers reporting to eat salmon at least once a month. Seven percent said they do not eat salmon because they don't like it.

## Part VI. Sample Characteristics

More men than women returned questionnaires (52% male, 48% female, with 33 people declining to answer the gender question). This is the first time in the history of the *Mat-Su Survey* that more men than women participated. The majority of respondents were white (90%), with Alaska Natives and American Indians comprising about five percent of the sample. Four percent self-identified as being of Hispanic or Latino/a background or origin; this is a large decrease from previous years, though the overall number of Hispanic or Latino/a respondents has always been very low. The average age of respondents was 52.6 years old. Since 2009, the average age of survey takers has increased from 50 years old.

Most respondents were married (66%), and the typical household included between two and three people, but not quite one child. Families with children had an average of 1.3 of those children enrolled in Mat-Su Borough School District schools. The most typical level of education reported by respondents was "some college, no degree" (32%), while roughly equal numbers of respondents (19-21%) said they had a high school degree or equivalent or a bachelor's degree. Consistent with previous years, about 11 percent of respondents had earned a graduate degree. About one-third (32%) of respondents reported a household income of less than \$50,000, and 26 percent had a household income of \$100,000 or more. Most were employed full time (45%) or retired (20%), and of those who answered the question, 69 percent commuted within the Mat-Su Borough, while 26 percent commuted either to the Anchorage Bowl, Eagle River or Chugiak.

Eighty-nine percent of survey respondents owned their own home, which is likely valued at \$200,000 or more, and only 11 percent had a second home outside the Borough. Seventy-nine percent stated that their address is posted for emergency responders.

The average respondent has lived in the Borough for just close to 19 years; since 2009, length of residency has increased from 16 years. Respondents, on average, have lived in their current home for eleven to twelve years, though about one-third (32%) have lived in their current home for five or fewer

years. The overwhelming majority of respondents see themselves staying in the Borough for the long term (88%). Two-thirds of those who said they plan to leave expect to do so within the next five years.



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## Part I.

# Evaluation of Current Borough Services



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## Evaluation of Current Borough Services – Summary

Based on a four-point scale, where “very poor” was equal to 0 and “very good” equal to 3, survey respondents tended to rate Borough services as “good,” with most average scores above 2. Some services were rated between “poor” and “good,” including “Code/Zoning Enforcement Services” (1.48), “Dissemination of News and Information” (1.57), “Permitting Center” (1.69), “Recycling Services” (1.73), “Community Enhancement Programs” (1.85), and “Roadway Maintenance Services” (1.87). The overall rating of Borough services was 1.87. Residents were quite satisfied with both fire (2.44) and ambulance (2.43) emergency services, and library services (2.23). All ratings for schools and recreational services were slightly above “good” on the four-point scale. Ratings from the 2014 survey are shown in the “a” tables in this section.

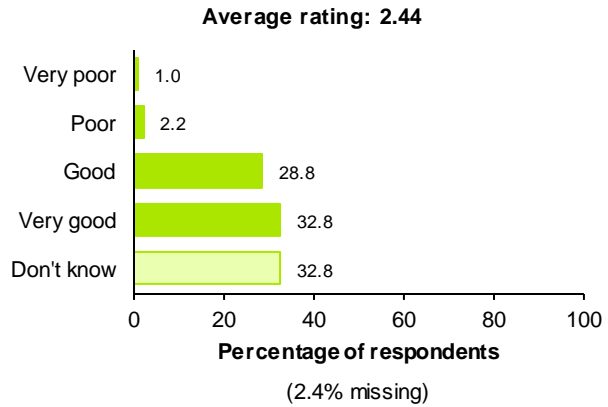
For every item except “Roadway Maintenance Services,” “Snowplow Services,” “Central Landfill Service,” and the overall rating of Borough services, a notable portion of respondents answered “don’t know” (ranging from 24% to 61%). The “b” tables show the percentages of survey respondents who rated the services; data from respondents who indicated “don’t know” or did not answer the questions are not included in the “b” tables.

Generally, for the Borough services measured here, there was little change in how they were rated compared to the last survey, conducted in 2012. Of the 19 services rated, 12 saw slight increases, while 7 saw small decreases. Over a longer time frame, from 2008 to 2014, none of the ratings declined significantly. The highest increases from 2008-2014 were seen in “Community Enhancement Programs” (7.6%), “Recycling Services” (7.5%), “Snowplow Services” (5.8%), “Athletics Fields” (5.3%), “Fire Department Services” (5.2%), and “Roadway Maintenance Services” (5.1%).

**Table 1.1a. Evaluation of Fire Department Services, 2014**

Question 1.1. How would you rate these Emergency Services? **Fire Department Services**

| Response           | Frequency    | Percentage     | Ratings |                               |
|--------------------|--------------|----------------|---------|-------------------------------|
|                    |              |                | Value   | Percentage of rated responses |
| Very poor          | 10           | 1.0 %          | 0.00    | 1.5 %                         |
| Poor               | 22           | 2.2            | 1.00    | 3.4                           |
| Good               | 289          | 28.8           | 2.00    | 44.5                          |
| Very good          | 329          | 32.8           | 3.00    | 50.6                          |
| Don't know         | 329          | 32.8           |         |                               |
| <b>Total valid</b> | <b>979</b>   | <b>97.6 %</b>  |         |                               |
| Missing            | 24           | 2.4            |         |                               |
| <b>Total</b>       | <b>1,003</b> | <b>100.0 %</b> |         |                               |



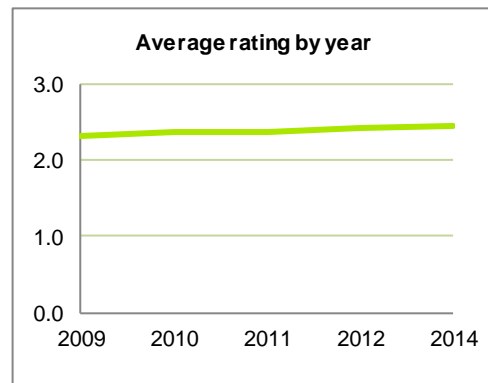
*“Emergency services need to expand to include manned fire stations at locations outside the general area of Wasilla city limits.”*

**Table 1.1b. Evaluation of Fire Department Services: Trends 2009–2014**

Question 1.1. How would you rate these Emergency Services? **Fire Department Services**

| Year | n   | Percent responding |             |             |                  | Average rating |
|------|-----|--------------------|-------------|-------------|------------------|----------------|
|      |     | Very poor (0.00)   | Poor (1.00) | Good (2.00) | Very good (3.00) |                |
| 2009 | 916 | 2.9 %              | 5.1 %       | 49.0 %      | 42.9 %           | 2.32           |
| 2010 | 579 | 1.9                | 4.0         | 50.1        | 44.0             | 2.36           |
| 2011 | 758 | 2.9                | 4.4         | 46.6        | 46.2             | 2.36           |
| 2012 | 554 | 1.8                | 3.1         | 46.6        | 48.6             | 2.42           |
| 2014 | 650 | 1.5                | 3.4         | 44.5        | 50.6             | 2.44           |

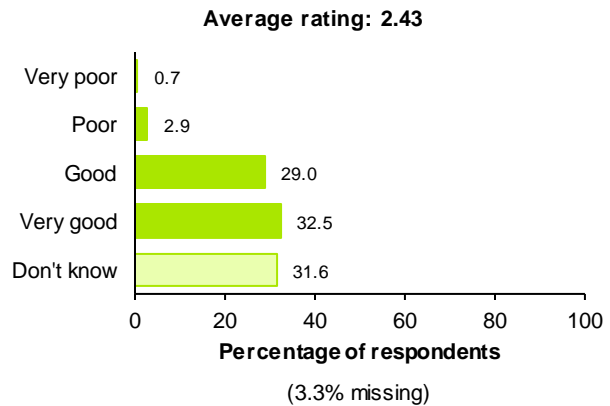
Percent change in average rating from 2009–2014: 5.2 %



**Table 1.2a. Evaluation of Ambulance Services, 2014**

Question 1.2. How would you rate these Emergency Services? **Ambulance Services**

| Response           | Frequency    | Percentage     | Ratings |                               |
|--------------------|--------------|----------------|---------|-------------------------------|
|                    |              |                | Value   | Percentage of rated responses |
| Very poor          | 7            | 0.7 %          | 0.00    | 1.1 %                         |
| Poor               | 29           | 2.9            | 1.00    | 4.4                           |
| Good               | 291          | 29.0           | 2.00    | 44.6                          |
| Very good          | 326          | 32.5           | 3.00    | 49.9                          |
| Don't know         | 317          | 31.6           |         |                               |
| <b>Total valid</b> | <b>970</b>   | <b>96.7 %</b>  |         |                               |
| Missing            | 33           | 3.3            |         |                               |
| <b>Total</b>       | <b>1,003</b> | <b>100.0 %</b> |         |                               |



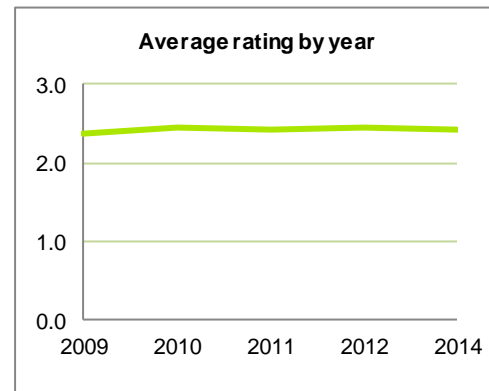
*“Borough Emergency Services are extremely important and should be fully funded. The borough is so widespread and emergency services must be available for everyone.”*

**Table 1.2b. Evaluation of Ambulance Services: Trends 2009–2014**

Question 1.2. How would you rate these Emergency Services? **Ambulance Services**

| Year | n   | Percent responding |             |             |                  | Average rating |
|------|-----|--------------------|-------------|-------------|------------------|----------------|
|      |     | Very poor (0.00)   | Poor (1.00) | Good (2.00) | Very good (3.00) |                |
| 2009 | 928 | 1.5 %              | 5.4 %       | 46.6 %      | 46.6 %           | 2.38           |
| 2010 | 574 | 1.4                | 3.1         | 44.6        | 50.9             | 2.45           |
| 2011 | 730 | 2.2                | 4.5         | 41.6        | 51.6             | 2.43           |
| 2012 | 541 | 1.1                | 4.4         | 43.8        | 50.6             | 2.44           |
| 2014 | 653 | 1.1                | 4.4         | 44.6        | 49.9             | 2.43           |

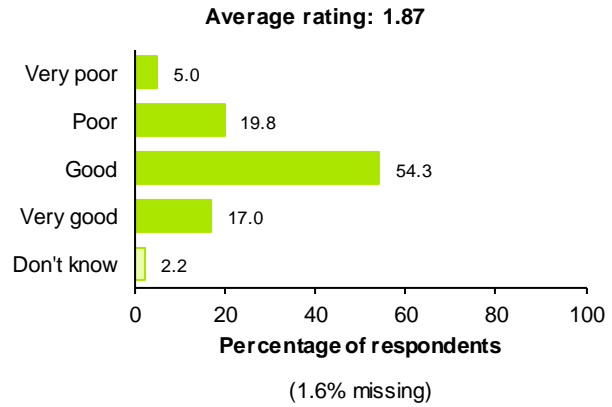
Percent change in average rating from 2009–2014: 2.1 %



**Table 2.1a. Evaluation of Roadway Maintenance Services, 2014**

Question 2.1. How would you rate these Road Maintenance Services? **Roadway Maintenance Services**

| Response           | Frequency    | Percentage     | Ratings |                               |
|--------------------|--------------|----------------|---------|-------------------------------|
|                    |              |                | Value   | Percentage of rated responses |
| Very poor          | 50           | 5.0 %          | 0.00    | 5.2 %                         |
| Poor               | 199          | 19.8           | 1.00    | 20.6                          |
| Good               | 545          | 54.3           | 2.00    | 56.5                          |
| Very good          | 171          | 17.0           | 3.00    | 17.7                          |
| Don't know         | 22           | 2.2            |         |                               |
| <b>Total valid</b> | <b>987</b>   | <b>98.4 %</b>  |         |                               |
| Missing            | 16           | 1.6            |         |                               |
| <b>Total</b>       | <b>1,003</b> | <b>100.0 %</b> |         |                               |



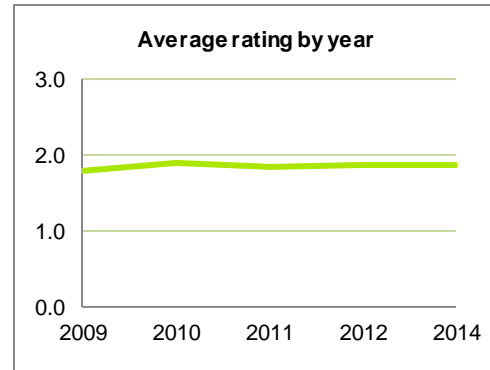
*“Road maintenance crews use too much road material (rock/sand) on the roads. This is a waste of money and a health concern in the spring when clouds of dust in air occur during sweeping. It is a waste of our money dropping sand on roads that are dry and not in need of it. Use the money elsewhere.”*

**Table 2.1b. Evaluation of Roadway Maintenance Services: Trends 2009–2014**

Question 2.1. How would you rate these Road Maintenance Services? **Roadway Maintenance Services**

| Year | n     | Percent responding |             |             |                  | Average rating |
|------|-------|--------------------|-------------|-------------|------------------|----------------|
|      |       | Very poor (0.00)   | Poor (1.00) | Good (2.00) | Very good (3.00) |                |
| 2009 | 1,372 | 5.0 %              | 26.6 %      | 54.2 %      | 14.2 %           | 1.78           |
| 2010 | 894   | 3.7                | 21.6        | 57.9        | 16.8             | 1.88           |
| 2011 | 1,135 | 5.3                | 23.3        | 55.0        | 16.5             | 1.83           |
| 2012 | 821   | 4.5                | 21.9        | 57.6        | 16.0             | 1.85           |
| 2014 | 965   | 5.2                | 20.6        | 56.5        | 17.7             | 1.87           |

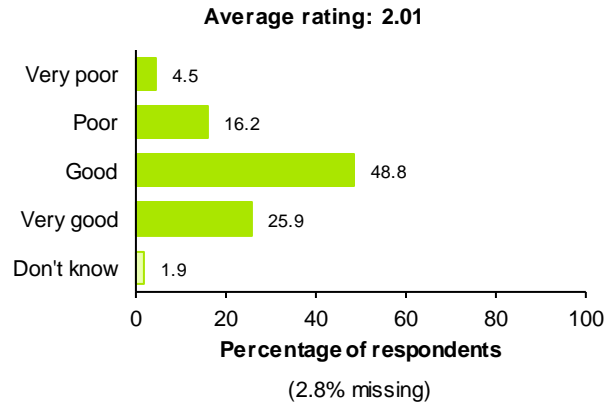
Percent change in average rating from 2009–2014: 5.1 %



**Table 2.2a. Evaluation of Snowplow Services, 2014**

Question 2.2. How would you rate these Road Maintenance Services? **Snowplow Services**

| Response           | Frequency    | Percentage     | Ratings |                               |
|--------------------|--------------|----------------|---------|-------------------------------|
|                    |              |                | Value   | Percentage of rated responses |
| Very poor          | 45           | 4.5 %          | 0.00    | 4.7 %                         |
| Poor               | 162          | 16.2           | 1.00    | 16.9                          |
| Good               | 489          | 48.8           | 2.00    | 51.2                          |
| Very good          | 260          | 25.9           | 3.00    | 27.2                          |
| Don't know         | 19           | 1.9            |         |                               |
| <b>Total valid</b> | <b>975</b>   | <b>97.2 %</b>  |         |                               |
| Missing            | 28           | 2.8            |         |                               |
| <b>Total</b>       | <b>1,003</b> | <b>100.0 %</b> |         |                               |

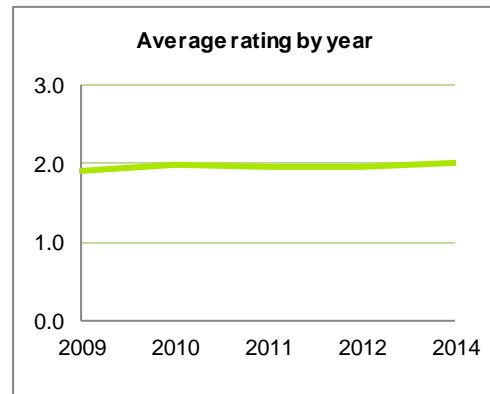


*“The folks doing snow removal work very hard, but sometimes it takes them too long to get things cleared. More manpower or equipment may be needed.”*

**Table 2.2b. Evaluation of Snowplow Services: Trends 2009–2014**

Question 2.2. How would you rate these Road Maintenance Services? **Snowplow Services**

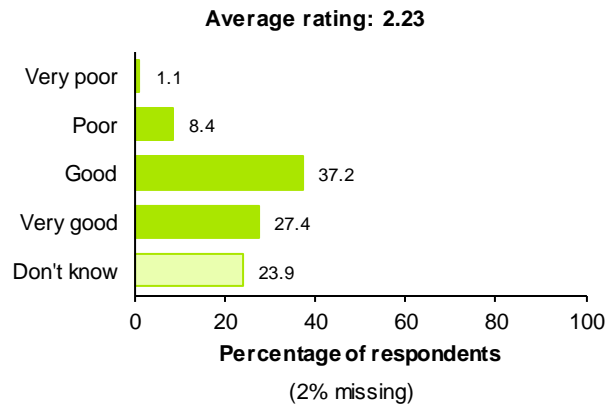
| Year   | n     | Percent responding |             |             |                  | Average rating |
|--|-------|--------------------|-------------|-------------|------------------|----------------|
|  |       | Very poor (0.00)   | Poor (1.00) | Good (2.00) | Very good (3.00) |                |
| 2009   | 1,363 | 5.9 %              | 20.4 %      | 51.1 %      | 22.5 %           | 1.90           |
| 2010   | 879   | 4.7                | 18.0        | 52.3        | 25.0             | 1.98           |
| 2011   | 1,110 | 5.5                | 16.3        | 54.4        | 23.8             | 1.96           |
| 2012   | 810   | 5.4                | 19.0        | 49.9        | 25.7             | 1.96           |
| 2014   | 956   | 4.7                | 16.9        | 51.2        | 27.2             | 2.01           |
| Percent change in average rating from 2009–2014: |       |                    |             |             |                  | 5.8 %          |



**Table 3.1a. Evaluation of Library Services, 2014**

Question 3.1. How would you rate these Educational Services/Resources? **Library Services**

| Response           | Frequency    | Percentage     | Ratings |                               |
|--------------------|--------------|----------------|---------|-------------------------------|
|                    |              |                | Value   | Percentage of rated responses |
| Very poor          | 11           | 1.1 %          | 0.00    | 1.5 %                         |
| Poor               | 84           | 8.4            | 1.00    | 11.3                          |
| Good               | 373          | 37.2           | 2.00    | 50.2                          |
| Very good          | 275          | 27.4           | 3.00    | 37.0                          |
| Don't know         | 240          | 23.9           |         |                               |
| <b>Total valid</b> | <b>983</b>   | <b>98.0 %</b>  |         |                               |
| Missing            | 20           | 2.0            |         |                               |
| <b>Total</b>       | <b>1,003</b> | <b>100.0 %</b> |         |                               |



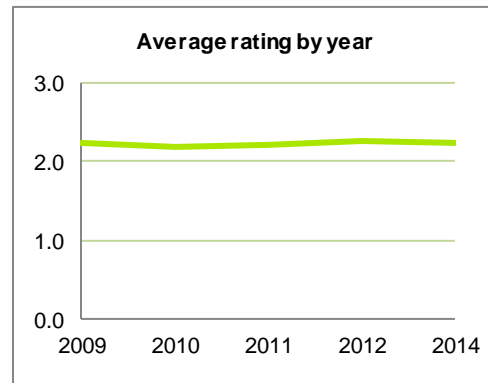
*“The libraries have small collections and limited books (my four year old read everything for her age already). But the friendly service and good programs make up for it.”*

**Table 3.1b. Evaluation of Library Services: Trends 2009–2014**

Question 3.1. How would you rate these Educational Services/Resources? **Library Services**

| Year | n     | Percent responding |             |             |                  | Average rating |
|------|-------|--------------------|-------------|-------------|------------------|----------------|
|      |       | Very poor (0.00)   | Poor (1.00) | Good (2.00) | Very good (3.00) |                |
| 2009 | 1,111 | 1.4 %              | 10.3 %      | 52.3 %      | 36.0 %           | 2.23           |
| 2010 | 746   | 1.5                | 11.0        | 54.6        | 33.0             | 2.19           |
| 2011 | 901   | 2.0                | 10.2        | 51.2        | 36.6             | 2.22           |
| 2012 | 649   | 1.1                | 10.9        | 49.8        | 38.2             | 2.25           |
| 2014 | 743   | 1.5                | 11.3        | 50.2        | 37.0             | 2.23           |

Percent change in average rating from 2009–2014: 0.0 %

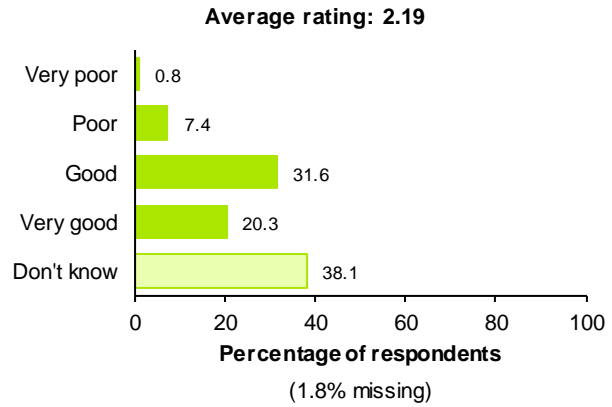




**Table 3.2a. Evaluation of Elementary Schools, 2014**

Question 3.2. How would you rate these Educational Services/Resources? **Elementary Schools**

| Response           | Frequency    | Percentage     | Ratings |                               |
|--------------------|--------------|----------------|---------|-------------------------------|
|                    |              |                | Value   | Percentage of rated responses |
| Very poor          | 8            | 0.8 %          | 0.00    | 1.3 %                         |
| Poor               | 74           | 7.4            | 1.00    | 12.3                          |
| Good               | 317          | 31.6           | 2.00    | 52.6                          |
| Very good          | 204          | 20.3           | 3.00    | 33.8                          |
| Don't know         | 382          | 38.1           |         |                               |
| <b>Total valid</b> | <b>985</b>   | <b>98.2 %</b>  |         |                               |
| Missing            | 18           | 1.8            |         |                               |
| <b>Total</b>       | <b>1,003</b> | <b>100.0 %</b> |         |                               |



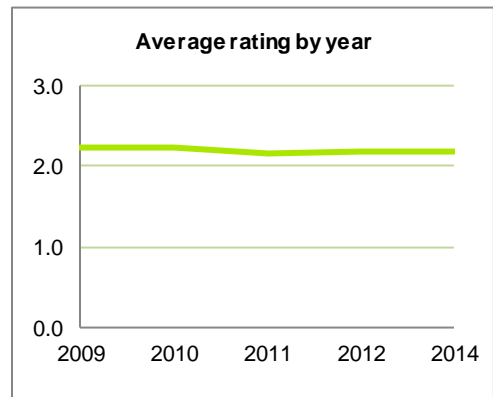
*“It is also very important to fund our schools. If it takes more taxes to do so, I believe it should be done. Our future depends on an educated population.”*

**Table 3.2b. Evaluation of Elementary Schools: Trends 2009–2014**

Question 3.2. How would you rate these Educational Services/Resources? **Elementary Schools**

| Year | n   | Percent responding |             |             |                  | Average rating |
|------|-----|--------------------|-------------|-------------|------------------|----------------|
|      |     | Very poor (0.00)   | Poor (1.00) | Good (2.00) | Very good (3.00) |                |
| 2009 | 932 | 1.4 %              | 9.1 %       | 56.7 %      | 33.8 %           | 2.22           |
| 2010 | 606 | 1.3                | 9.1         | 55.4        | 34.2             | 2.22           |
| 2011 | 705 | 3.0                | 10.9        | 53.9        | 32.2             | 2.15           |
| 2012 | 529 | 2.5                | 11.2        | 53.7        | 32.7             | 2.17           |
| 2014 | 603 | 1.3                | 12.3        | 52.6        | 33.8             | 2.19           |

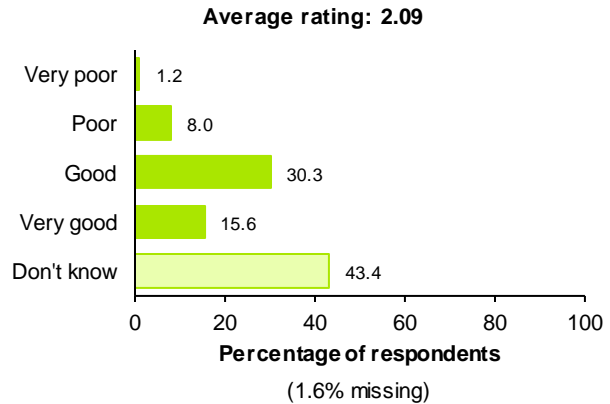
Percent change in average rating from 2009–2014: -1.4 %



**Table 3.3a. Evaluation of Middle Schools, 2014**

Question 3.3. How would you rate these Educational Services/Resources? **Middle Schools**

| Response           | Frequency    | Percentage     | Ratings |                               |
|--------------------|--------------|----------------|---------|-------------------------------|
|                    |              |                | Value   | Percentage of rated responses |
| Very poor          | 12           | 1.2 %          | 0.00    | 2.2 %                         |
| Poor               | 80           | 8.0            | 1.00    | 14.5                          |
| Good               | 304          | 30.3           | 2.00    | 55.1                          |
| Very good          | 156          | 15.6           | 3.00    | 28.3                          |
| Don't know         | 435          | 43.4           |         |                               |
| <b>Total valid</b> | <b>987</b>   | <b>98.4 %</b>  |         |                               |
| Missing            | 16           | 1.6            |         |                               |
| <b>Total</b>       | <b>1,003</b> | <b>100.0 %</b> |         |                               |



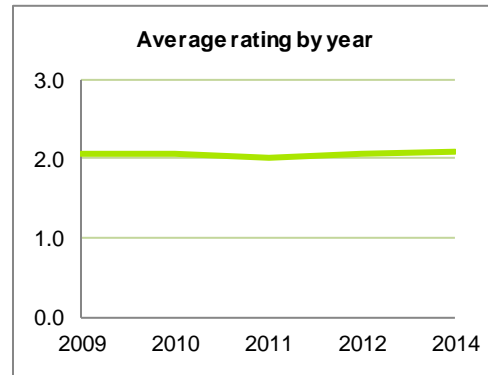
*“I am very tired of paying so much school tax. I have no children and have never used the Mat-Su school system. I’m losing my home because of taxes. I’m poor and can’t afford them and I’m sick of paying for other peoples’ kids. It’s sad to lose your home you have paid for in full for your old age and then get stuck with high taxes.”*

**Table 3.3b. Evaluation of Middle Schools: Trends 2009–2014**

Question 3.3. How would you rate these Educational Services/Resources? **Middle Schools**

| Year | n   | Percent responding |             |             |                  | Average rating |
|------|-----|--------------------|-------------|-------------|------------------|----------------|
|      |     | Very poor (0.00)   | Poor (1.00) | Good (2.00) | Very good (3.00) |                |
| 2009 | 849 | 2.5 %              | 15.8 %      | 56.5 %      | 26.3 %           | 2.06           |
| 2010 | 554 | 2.9                | 14.8        | 55.6        | 26.7             | 2.06           |
| 2011 | 646 | 4.0                | 15.3        | 57.0        | 23.7             | 2.00           |
| 2012 | 493 | 3.0                | 15.0        | 53.8        | 28.2             | 2.07           |
| 2014 | 552 | 2.2                | 14.5        | 55.1        | 28.3             | 2.09           |

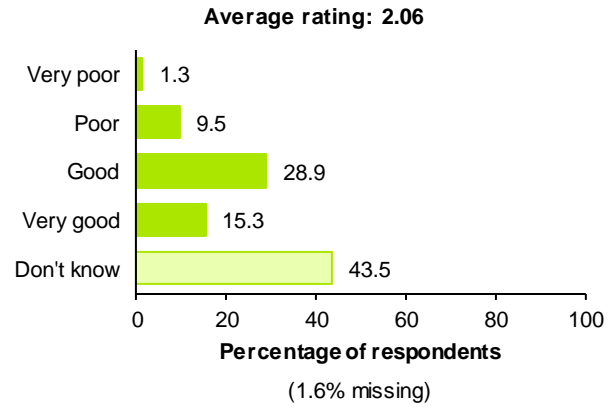
Percent change in average rating from 2009–2014: 1.5 %



**Table 3.4a. Evaluation of High Schools, 2014**

Question 3.4. How would you rate these Educational Services/Resources? **High Schools**

| Response           | Frequency    | Percentage     | Ratings |                               |
|--------------------|--------------|----------------|---------|-------------------------------|
|                    |              |                | Value   | Percentage of rated responses |
| Very poor          | 13           | 1.3 %          | 0.00    | 2.4 %                         |
| Poor               | 95           | 9.5            | 1.00    | 17.2                          |
| Good               | 290          | 28.9           | 2.00    | 52.6                          |
| Very good          | 153          | 15.3           | 3.00    | 27.8                          |
| Don't know         | 436          | 43.5           |         |                               |
| <b>Total valid</b> | <b>987</b>   | <b>98.4 %</b>  |         |                               |
| Missing            | 16           | 1.6            |         |                               |
| <b>Total</b>       | <b>1,003</b> | <b>100.0 %</b> |         |                               |



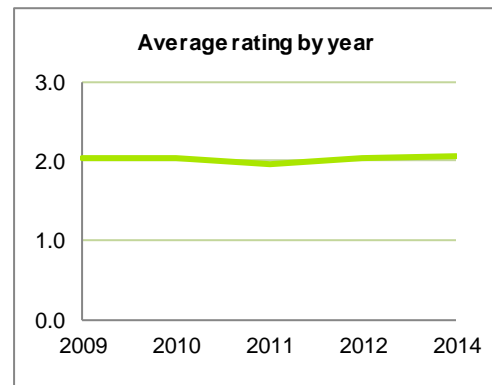
*“The level of teaching at high school (and to a lesser degree at the middle schools it seems) can often be disappointing. Some teachers are amazing. Some appear enthusiastic but have poor skills others seem to hate their jobs or appear lazy and waste students and class time. Teaching is a hard job but any job should require our full efforts. Dead-weight teachers discourage students.”*

**Table 3.4b. Evaluation of High Schools: Trends 2009–2014**

Question 3.4. How would you rate these Educational Services/Resources? **High Schools**

| Year | n   | Percent responding |             |             |                  | Average rating |
|------|-----|--------------------|-------------|-------------|------------------|----------------|
|      |     | Very poor (0.00)   | Poor (1.00) | Good (2.00) | Very good (3.00) |                |
| 2009 | 842 | 3.0 %              | 16.3 %      | 56.5 %      | 25.3 %           | 2.03           |
| 2010 | 553 | 3.3                | 15.6        | 55.3        | 25.9             | 2.04           |
| 2011 | 663 | 5.6                | 16.6        | 54.8        | 23.1             | 1.95           |
| 2012 | 488 | 3.7                | 16.4        | 52.3        | 27.7             | 2.04           |
| 2014 | 551 | 2.4                | 17.2        | 52.6        | 27.8             | 2.06           |

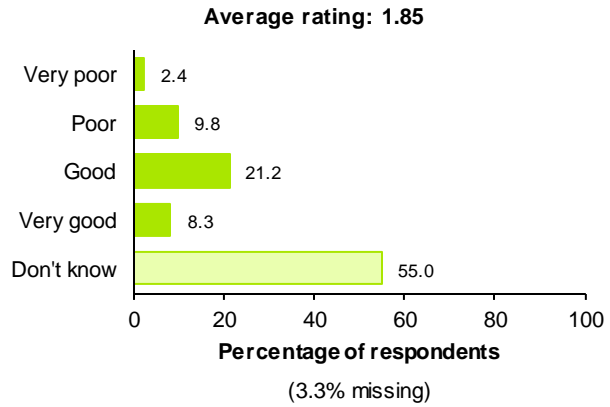
Percent change in average rating from 2009–2014: 1.5 %



**Table 3.5a. Evaluation of Community Enhancement Programs, 2014**

Question 3.5. How would you rate these Educational Services/Resources? **Community Enhancement Programs**

| Response           | Frequency    | Percentage     | Ratings |                               |
|--------------------|--------------|----------------|---------|-------------------------------|
|                    |              |                | Value   | Percentage of rated responses |
| Very poor          | 24           | 2.4 %          | 0.00    | 5.7 %                         |
| Poor               | 98           | 9.8            | 1.00    | 23.4                          |
| Good               | 213          | 21.2           | 2.00    | 51.0                          |
| Very good          | 83           | 8.3            | 3.00    | 19.9                          |
| Don't know         | 552          | 55.0           |         |                               |
| <b>Total valid</b> | <b>970</b>   | <b>96.7 %</b>  |         |                               |
| Missing            | 33           | 3.3            |         |                               |
| <b>Total</b>       | <b>1,003</b> | <b>100.0 %</b> |         |                               |



*“We need more community parks for children and low-fee physical exercise programs offered in each small community.”*

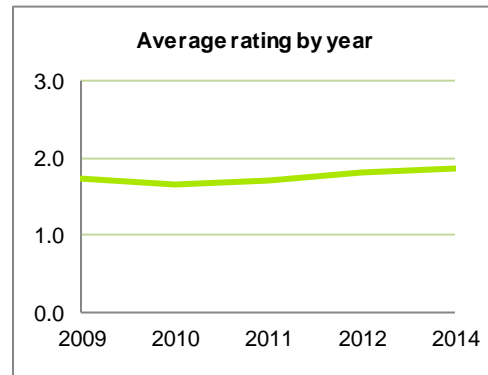
**Table 3.5b. Evaluation of Community Enhancement Programs: Trends 2009–2014**

Question 3.5. How would you rate these Educational Services/Resources?

**Community Enhancement Programs**

| Year | n   | Percent responding |             |             |                  | Average rating |
|------|-----|--------------------|-------------|-------------|------------------|----------------|
|      |     | Very poor (0.00)   | Poor (1.00) | Good (2.00) | Very good (3.00) |                |
| 2009 | 607 | 6.6                | 27.2        | 54.0        | 12.2             | 1.72           |
| 2010 | 409 | 8.1                | 29.6        | 50.9        | 11.5             | 1.66           |
| 2011 | 466 | 8.6                | 28.1        | 46.6        | 16.7             | 1.71           |
| 2012 | 362 | 7.2                | 23.2        | 50.8        | 18.8             | 1.81           |
| 2014 | 418 | 5.7                | 23.4        | 51.0        | 19.9             | 1.85           |

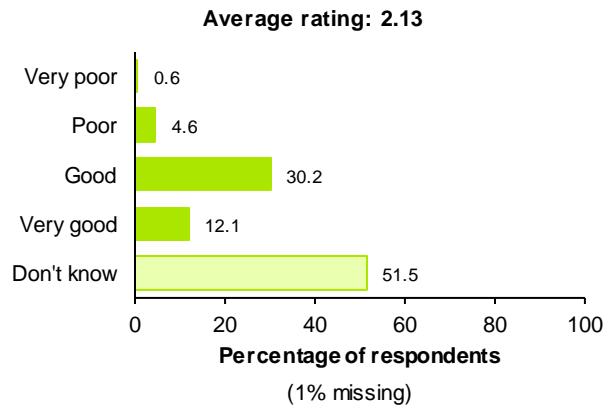
Percent change in average rating from 2009–2014: 7.6 %



**Table 4.1a. Evaluation of Wasilla Swimming Pool, 2014**

Question 4.1. How would you rate these Recreational Services? **Wasilla Swimming Pool**

| Response           | Frequency    | Percentage     | Ratings |                               |
|--------------------|--------------|----------------|---------|-------------------------------|
|                    |              |                | Value   | Percentage of rated responses |
| Very poor          | 6            | 0.6 %          | 0.00    | 1.3 %                         |
| Poor               | 46           | 4.6            | 1.00    | 9.7                           |
| Good               | 303          | 30.2           | 2.00    | 63.7                          |
| Very good          | 121          | 12.1           | 3.00    | 25.4                          |
| Don't know         | 517          | 51.5           |         |                               |
| <b>Total valid</b> | <b>993</b>   | <b>99.0 %</b>  |         |                               |
| Missing            | 10           | 1.0            |         |                               |
| <b>Total</b>       | <b>1,003</b> | <b>100.0 %</b> |         |                               |



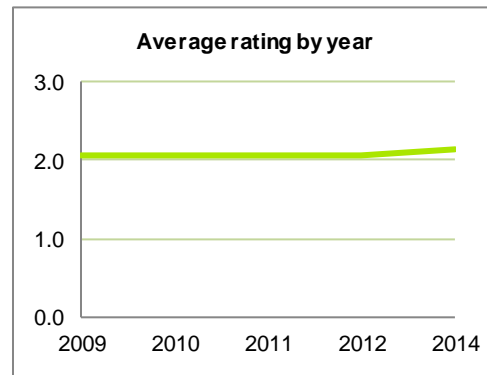
*“The staff are excellent, but there are health risks from mold on the roof.”*

**Table 4.1b. Evaluation of Wasilla Swimming Pool: Trends 2009–2014**

Question 4.1. How would you rate these Recreational Services? **Wasilla Swimming Pool**

| Year | n   | Percent responding |             |             |                  | Average rating |
|------|-----|--------------------|-------------|-------------|------------------|----------------|
|      |     | Very poor (0.00)   | Poor (1.00) | Good (2.00) | Very good (3.00) |                |
| 2009 | 706 | 3.0 %              | 10.8 %      | 62.6 %      | 23.7 %           | 2.07           |
| 2010 | 470 | 1.9                | 10.4        | 67.0        | 20.6             | 2.06           |
| 2011 | 567 | 2.5                | 10.1        | 65.3        | 22.2             | 2.07           |
| 2012 | 419 | 1.0                | 12.2        | 65.6        | 21.2             | 2.07           |
| 2014 | 476 | 1.3                | 9.7         | 63.7        | 25.4             | 2.13           |

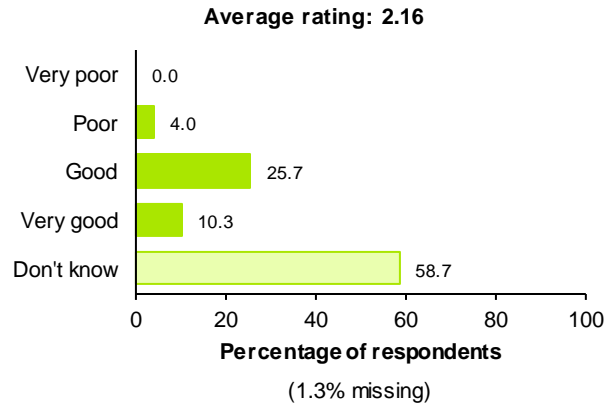
Percent change in average rating from 2009–2014: 2.9 %



**Table 4.2a. Evaluation of Palmer Swimming Pool, 2014**

Question 4.2. How would you rate these Recreational Services? **Palmer Swimming Pool**

| Response           | Frequency    | Percentage     | Ratings |                               |
|--------------------|--------------|----------------|---------|-------------------------------|
|                    |              |                | Value   | Percentage of rated responses |
| Very poor          | 0            | 0.0 %          | 0.00    | 0.0 %                         |
| Poor               | 40           | 4.0            | 1.00    | 10.0                          |
| Good               | 258          | 25.7           | 2.00    | 64.3                          |
| Very good          | 103          | 10.3           | 3.00    | 25.7                          |
| Don't know         | 589          | 58.7           |         |                               |
| <b>Total valid</b> | <b>990</b>   | <b>98.7 %</b>  |         |                               |
| Missing            | 13           | 1.3            |         |                               |
| <b>Total</b>       | <b>1,003</b> | <b>100.0 %</b> |         |                               |



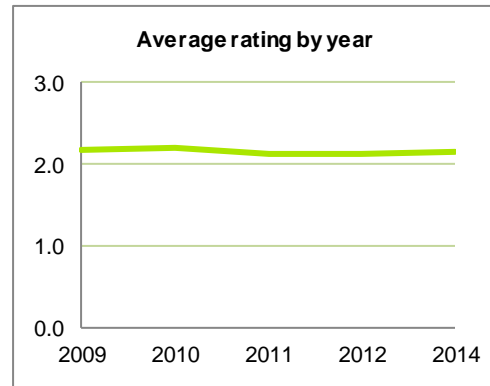
*“I do not use the high school pools or Borough pools because their water temperatures are too cold. I literally freeze to the bone when in these pools.”*

**Table 4.2b. Evaluation of Palmer Swimming Pool: Trends 2009–2014**

Question 4.2. How would you rate these Recreational Services? **Palmer Swimming Pool**

| Year | n   | Percent responding |             |             |                  | Average rating |
|------|-----|--------------------|-------------|-------------|------------------|----------------|
|      |     | Very poor (0.00)   | Poor (1.00) | Good (2.00) | Very good (3.00) |                |
| 2009 | 631 | 1.9 %              | 7.4 %       | 62.0 %      | 28.7 %           | 2.17           |
| 2010 | 422 | 0.9                | 5.2         | 67.1        | 26.8             | 2.20           |
| 2011 | 511 | 2.2                | 8.0         | 64.2        | 25.6             | 2.13           |
| 2012 | 361 | 1.1                | 9.1         | 66.5        | 23.3             | 2.12           |
| 2014 | 401 | 0.0                | 10.0        | 64.3        | 25.7             | 2.16           |

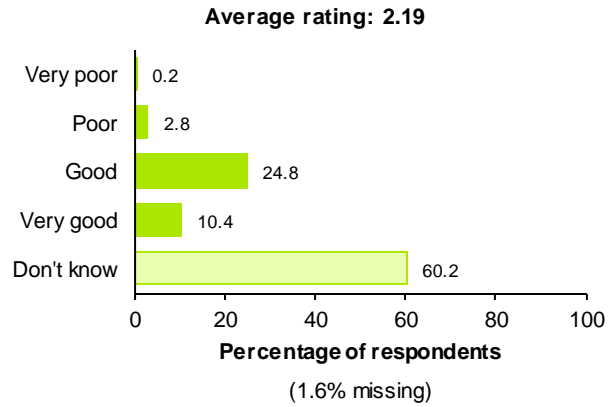
Percent change in average rating from 2009–2014: -0.5 %



**Table 4.3a. Evaluation of Brett Memorial Ice Arena, 2014**

Question 4.3. How would you rate these Recreational Services? **Brett Memorial Ice Arena**

| Response           | Frequency    | Percentage     | Ratings |                               |
|--------------------|--------------|----------------|---------|-------------------------------|
|                    |              |                | Value   | Percentage of rated responses |
| Very poor          | 2            | 0.2 %          | 0.00    | .5 %                          |
| Poor               | 28           | 2.8            | 1.00    | 7.3                           |
| Good               | 249          | 24.8           | 2.00    | 65.0                          |
| Very good          | 104          | 10.4           | 3.00    | 27.2                          |
| Don't know         | 604          | 60.2           |         |                               |
| <b>Total valid</b> | <b>987</b>   | <b>98.4 %</b>  |         |                               |
| Missing            | 16           | 1.6            |         |                               |
| <b>Total</b>       | <b>1,003</b> | <b>100.0 %</b> |         |                               |



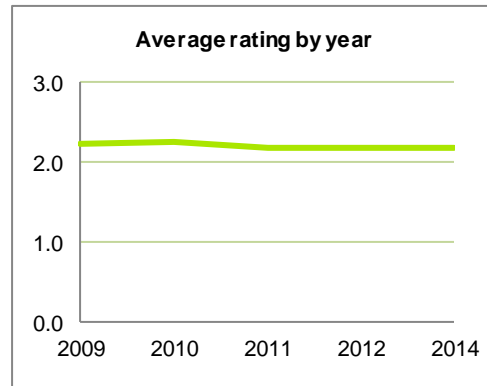
*“I would like to see the ice arena be upgraded and better utilized by a greater number of Borough residents.”*

**Table 4.3b. Evaluation of Brett Memorial Ice Arena: Trends 2009–2014**

Question 4.3. How would you rate these Recreational Services? **Brett Memorial Ice Arena**

| Year | n   | Percent responding |             |             |                  | Average rating |
|------|-----|--------------------|-------------|-------------|------------------|----------------|
|      |     | Very poor (0.00)   | Poor (1.00) | Good (2.00) | Very good (3.00) |                |
| 2009 | 589 | 0.8 %              | 5.6 %       | 61.8 %      | 31.7 %           | 2.24           |
| 2010 | 413 | 1.2                | 4.8         | 62.0        | 32.0             | 2.25           |
| 2011 | 466 | 0.6                | 8.4         | 62.9        | 28.1             | 2.18           |
| 2012 | 348 | 1.7                | 8.0         | 62.1        | 28.2             | 2.17           |
| 2014 | 383 | 0.5                | 7.3         | 65.0        | 27.2             | 2.19           |

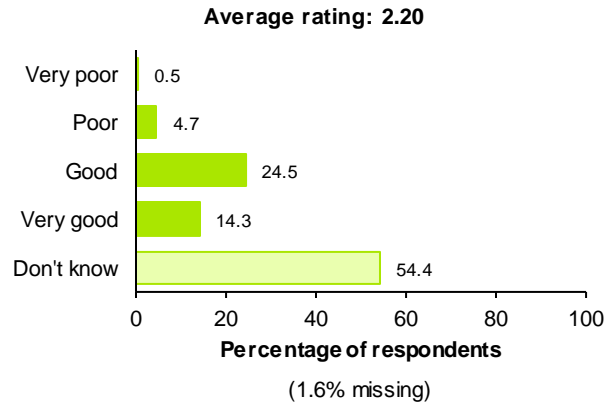
Percent change in average rating from 2009–2014: -2.2 %



**Table 4.4a. Evaluation of Athletic Fields, 2014**

Question 4.4. How would you rate these Recreational Services? **Athletic Fields**

| Response           | Frequency    | Percentage     | Ratings |                               |
|--------------------|--------------|----------------|---------|-------------------------------|
|                    |              |                | Value   | Percentage of rated responses |
| Very poor          | 5            | 0.5 %          | 0.00    | 1.1 %                         |
| Poor               | 47           | 4.7            | 1.00    | 10.7                          |
| Good               | 246          | 24.5           | 2.00    | 55.8                          |
| Very good          | 143          | 14.3           | 3.00    | 32.4                          |
| Don't know         | 546          | 54.4           |         |                               |
| <b>Total valid</b> | <b>987</b>   | <b>98.4 %</b>  |         |                               |
| Missing            | 16           | 1.6            |         |                               |
| <b>Total</b>       | <b>1,003</b> | <b>100.0 %</b> |         |                               |



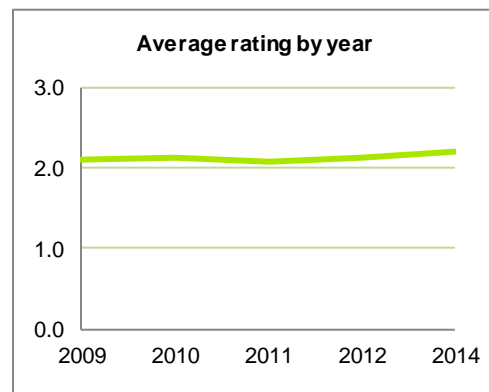
*“We need more community recreation centers. The Menard Sports complex is great but also very expensive particularly for turf time. My husband and I quit playing co-ed indoor soccer because of the high cost of turf fees. For a growing community, more access to indoor recreation is important.”*

**Table 4.4b. Evaluation of Athletic Fields: Trends 2009–2014**

Question 4.4. How would you rate these Recreational Services? **Athletic Fields**

| Year | n   | Percent responding |             |             |                  | Average rating |
|------|-----|--------------------|-------------|-------------|------------------|----------------|
|      |     | Very poor (0.00)   | Poor (1.00) | Good (2.00) | Very good (3.00) |                |
| 2009 | 686 | 1.6 %              | 10.6 %      | 64.6 %      | 23.2 %           | 2.09           |
| 2010 | 491 | 2.9                | 9.8         | 61.3        | 26.1             | 2.11           |
| 2011 | 544 | 2.9                | 10.7        | 63.6        | 22.8             | 2.06           |
| 2012 | 409 | 1.7                | 9.3         | 64.1        | 24.9             | 2.12           |
| 2014 | 441 | 1.1                | 10.7        | 55.8        | 32.4             | 2.20           |

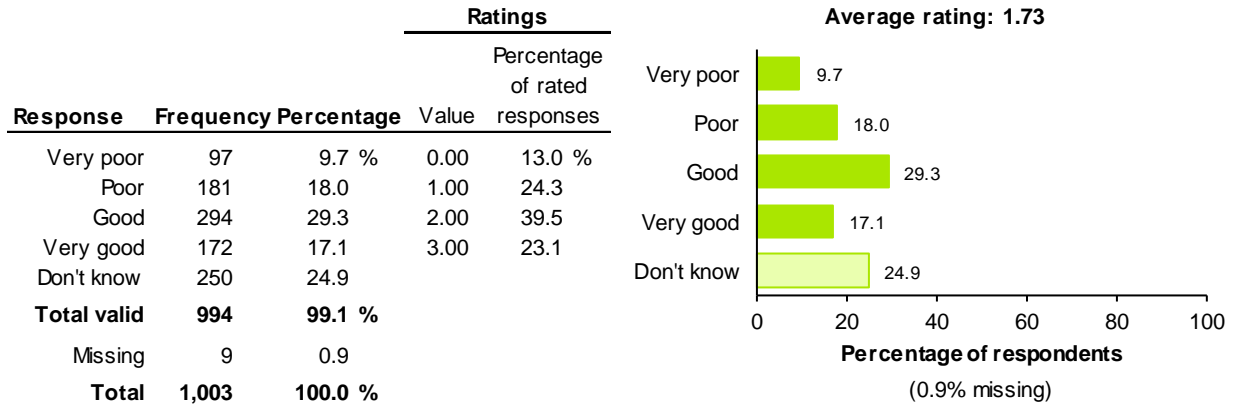
Percent change in average rating from 2009–2014: 5.3 %





**Table 5.1a. Evaluation of Recycling Services, 2014**

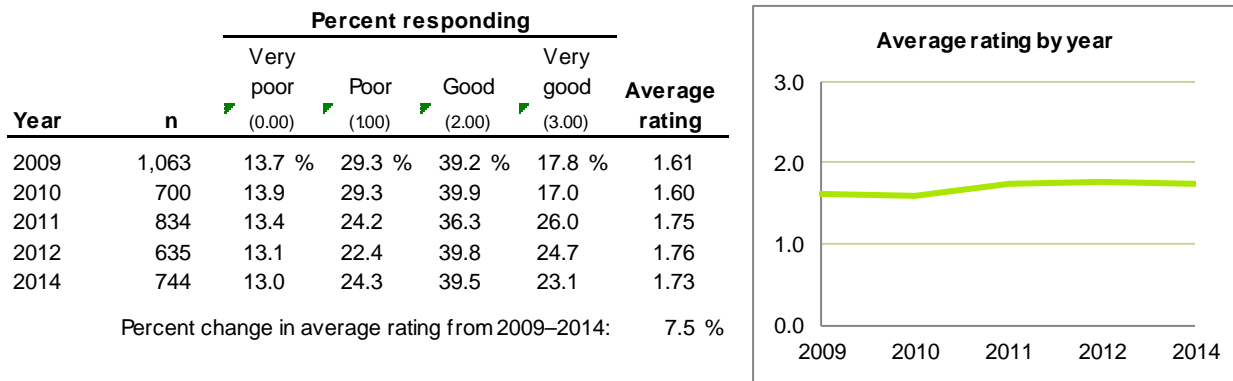
Question 5.1. How would you rate these Public Sanitation Services? **Recycling Services**



*“I would like to see the Borough requiring recycling and getting the facilities and support to make this a reality.”*

**Table 5.1b. Evaluation of Recycling Services: Trends 2009–2014**

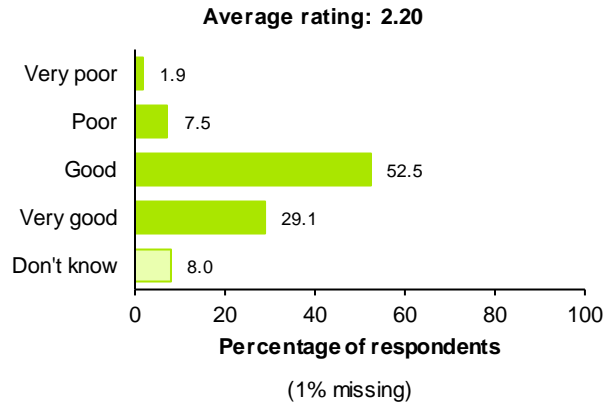
Question 5.1. How would you rate these Public Sanitation Services? **Recycling Services**



**Table 5.2a. Evaluation of Central Landfill Services, 2014**

Question 5.2. How would you rate these Public Sanitation Services? **Central Landfill Services**

| Response           | Frequency    | Percentage     | Ratings |                               |
|--------------------|--------------|----------------|---------|-------------------------------|
|                    |              |                | Value   | Percentage of rated responses |
| Very poor          | 19           | 1.9 %          | 0.00    | 2.1 %                         |
| Poor               | 75           | 7.5            | 1.00    | 8.2                           |
| Good               | 527          | 52.5           | 2.00    | 57.7                          |
| Very good          | 292          | 29.1           | 3.00    | 32.0                          |
| Don't know         | 80           | 8.0            |         |                               |
| <b>Total valid</b> | <b>993</b>   | <b>99.0 %</b>  |         |                               |
| Missing            | 10           | 1.0            |         |                               |
| <b>Total</b>       | <b>1,003</b> | <b>100.0 %</b> |         |                               |



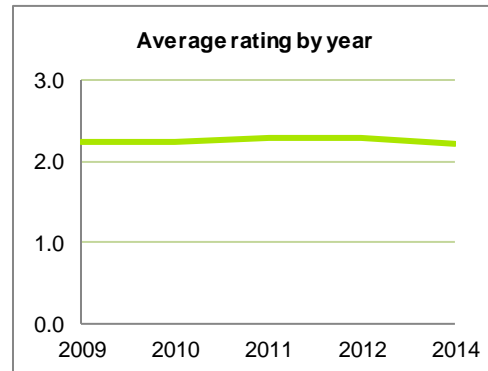
*“People should be able to use disposal coupons at landfills or transfer sites for the calendar year, not for short period.”*

**Table 5.2b. Evaluation of Central Landfill Services: Trends 2009–2014**

Question 5.2. How would you rate these Public Sanitation Services? **Central Landfill Services**

| Year | n     | Percent responding |             |             |                  | Average rating |
|------|-------|--------------------|-------------|-------------|------------------|----------------|
|      |       | Very poor (0.00)   | Poor (1.00) | Good (2.00) | Very good (3.00) |                |
| 2009 | 1,267 | 1.6 %              | 7.3 %       | 58.2 %      | 33.0 %           | 2.23           |
| 2010 | 828   | 1.9                | 4.5         | 61.6        | 32.0             | 2.24           |
| 2011 | 1,001 | 2.0                | 5.3         | 55.2        | 37.5             | 2.28           |
| 2012 | 755   | 1.7                | 5.3         | 56.6        | 36.4             | 2.28           |
| 2014 | 913   | 2.1                | 8.2         | 57.7        | 32.0             | 2.20           |

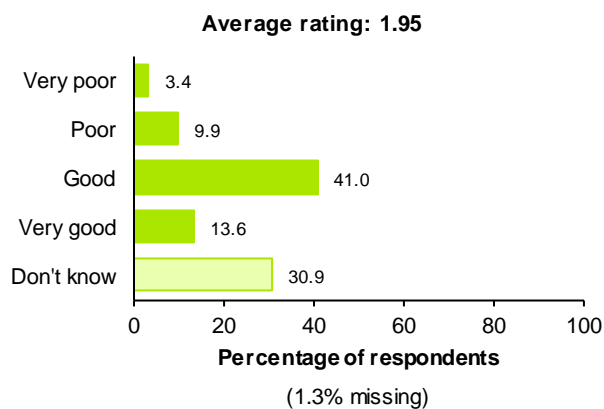
Percent change in average rating from 2009–2014: -1.3 %



**Table 6.1a. Evaluation of Animal Care & Regulation Services, 2014**

Question 6.1. How would you rate these General/Miscellaneous Services? **Animal Care & Regulation Services**

| Response           | Frequency    | Percentage     | Ratings |                               |
|--------------------|--------------|----------------|---------|-------------------------------|
|                    |              |                | Value   | Percentage of rated responses |
| Very poor          | 34           | 3.4 %          | 0.00    | 5.0 %                         |
| Poor               | 99           | 9.9            | 1.00    | 14.6                          |
| Good               | 411          | 41.0           | 2.00    | 60.4                          |
| Very good          | 136          | 13.6           | 3.00    | 20.0                          |
| Don't know         | 310          | 30.9           |         |                               |
| <b>Total valid</b> | <b>990</b>   | <b>98.7 %</b>  |         |                               |
| Missing            | 13           | 1.3            |         |                               |
| <b>Total</b>       | <b>1,003</b> | <b>100.0 %</b> |         |                               |



*“Animal control does not pick up loose dogs and does not respond to complaints about people not taking care of horses and dogs in a timely manner.”*

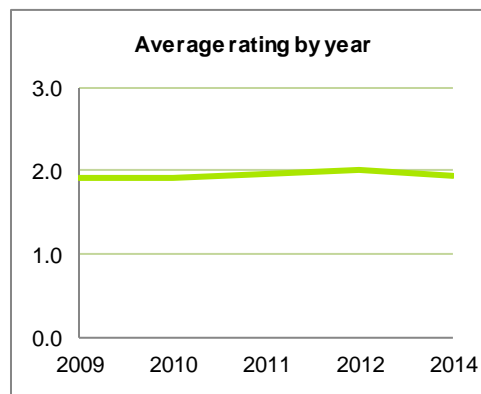
**Table 6.1b. Evaluation of Animal Care & Regulation Services: Trends 2009–2014**

Question 6.1. How would you rate these General/Miscellaneous Services?

**Animal Care & Regulation Services**

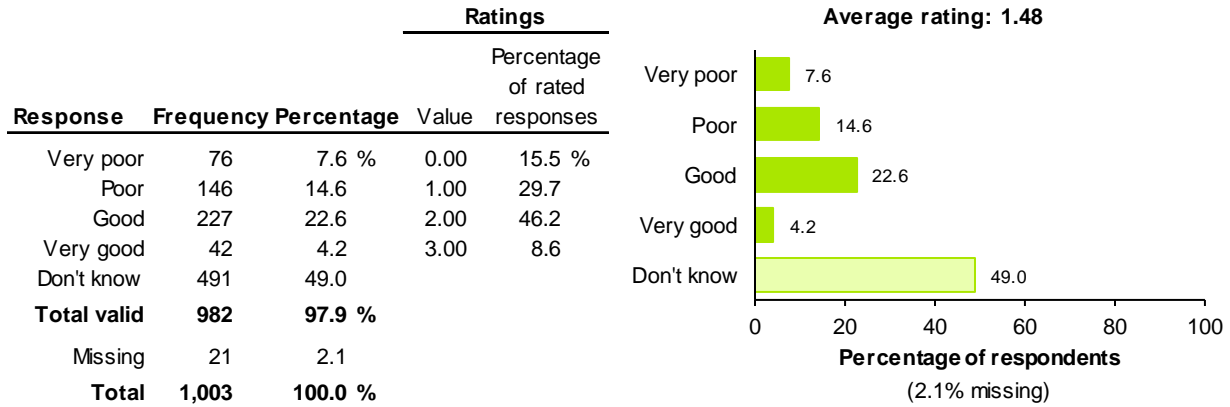
| Year | n     | Percent responding |             |             |                  | Average rating |
|------|-------|--------------------|-------------|-------------|------------------|----------------|
|      |       | Very poor (0.00)   | Poor (1.00) | Good (2.00) | Very good (3.00) |                |
| 2009 | 1,039 | 4.8 %              | 17.2 %      | 59.3 %      | 18.7 %           | 1.92           |
| 2010 | 667   | 5.2                | 16.5        | 60.4        | 17.8             | 1.91           |
| 2011 | 819   | 4.8                | 16.5        | 55.4        | 23.3             | 1.97           |
| 2012 | 575   | 4.0                | 15.0        | 57.2        | 23.8             | 2.01           |
| 2014 | 680   | 4.0                | 15.0        | 57.2        | 23.8             | 1.95           |

Percent change in average rating from 2009–2014: 1.6 %



**Table 6.2a. Evaluation of Code/Zoning Enforcement Services, 2014**

Question 6.2. How would you rate these General/Miscellaneous Services? **Code/Zoning Enforcement Services**

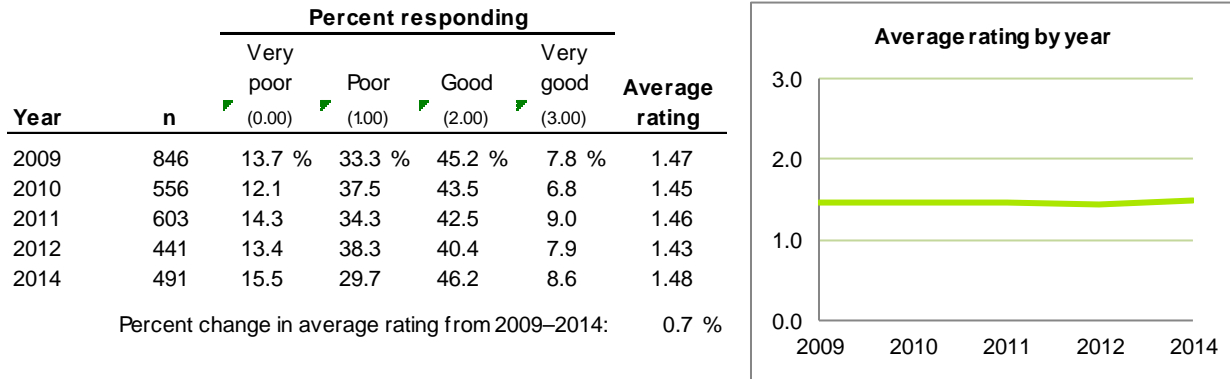


*“Part of my neighborhood is junky. I feel several houses are health, safety and fire hazards; however, I feel due to the lack of zoning, I have no resources.”*

**Table 6.2b. Evaluation of Code/Zoning Enforcement Services: Trends 2009–2014**

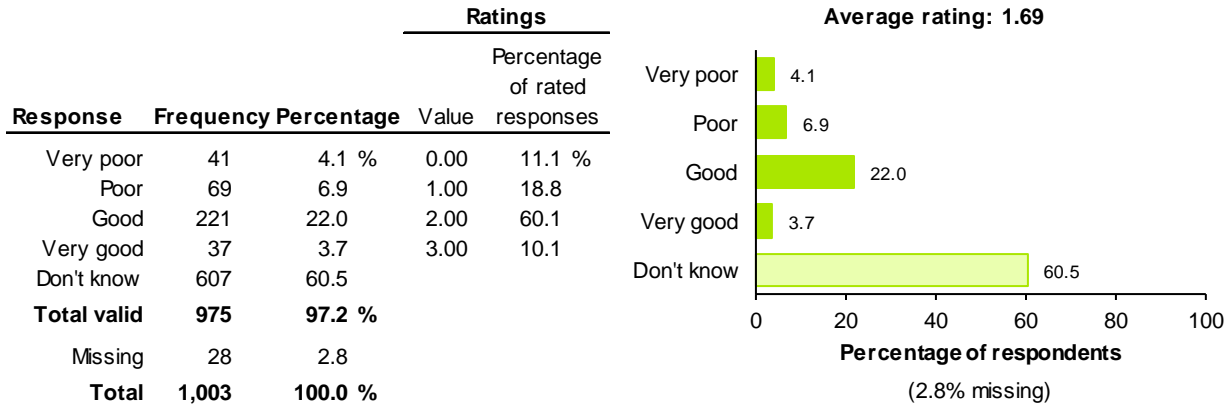
Question 6.2. How would you rate these General/Miscellaneous Services?

**Code/Zoning Enforcement Services**



**Table 6.3a. Evaluation of Permitting Center, 2014**

Question 6.3. How would you rate these General/Miscellaneous Services?  
**Permitting Center**



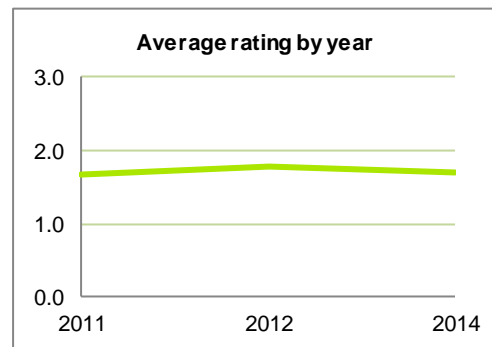
*“Borough permitting regulations have contributed to me losing a business and property.”*

**Table 6.3b. Permitting Center: Trends 2011–2014\***

Question 6.3. How would you rate these General/Miscellaneous Services?  
**Permitting Center**

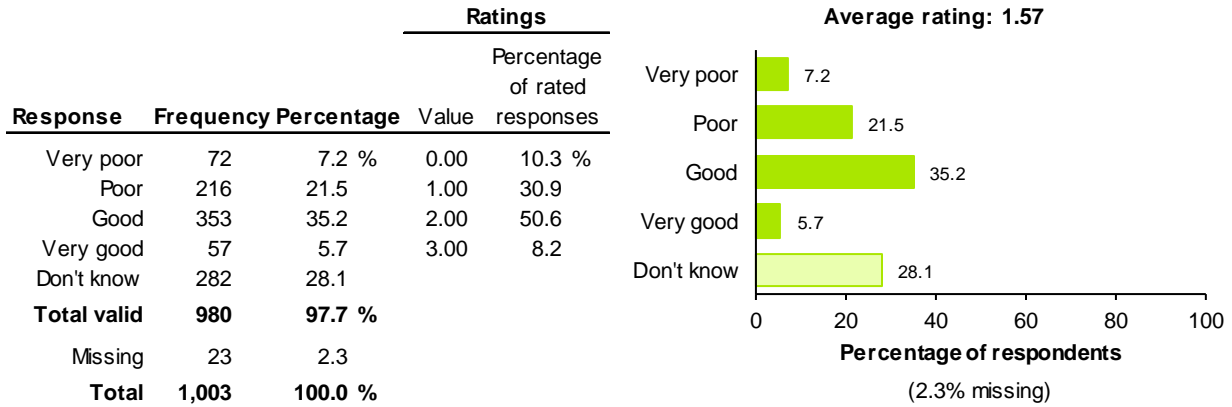
| Year   | n   | Percent responding |             |             |                  | Average rating |
|--|-----|--------------------|-------------|-------------|------------------|----------------|
|  |     | Very poor (0.00)   | Poor (1.00) | Good (2.00) | Very good (3.00) |                |
| 2011   | 411 | 9.7 %              | 25.3 %      | 53.0 %      | 11.9 %           | 1.67           |
| 2012   | 289 | 6.9                | 21.8        | 58.1        | 13.1             | 1.78           |
| 2014   | 368 | 11.1               | 18.8        | 60.1        | 10.1             | 1.69           |
| Percent change in average rating from 2011–2014: |     |                    |             |             |                  | 1.2 %          |

\* This question was added to the survey in 2011.



**Table 6.4a. Evaluation of Borough News and Information Dissemination, 2014**

Question 6.4. How would you rate these General/Miscellaneous Services?  
**Dissemination of news and information by the Borough Government**



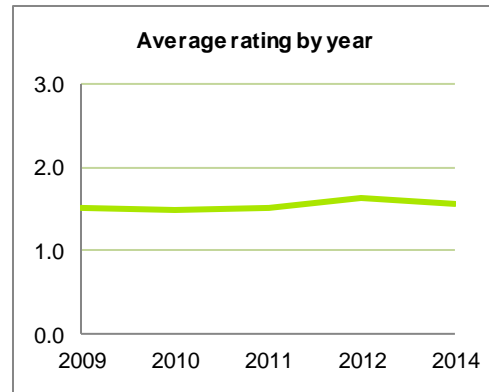
*“I didn’t know [Borough news releases by email and Borough YouTube videos] existed.”*

**Table 6.4b. Evaluation of Borough News and Information Dissemination: Trends 2009–2014**

Question 6.4. How would you rate these General/Miscellaneous Services?  
**Dissemination of news and information by the Borough Government**

| Year | n     | Percent responding |             |             |                  | Average rating |
|------|-------|--------------------|-------------|-------------|------------------|----------------|
|      |       | Very poor (0.00)   | Poor (1.00) | Good (2.00) | Very good (3.00) |                |
| 2009 | 1,098 | 10.8 %             | 33.6 %      | 48.6 %      | 7.0 %            | 1.52           |
| 2010 | 728   | 9.1                | 37.4        | 48.2        | 5.4              | 1.50           |
| 2011 | 824   | 11.4               | 34.0        | 46.8        | 7.8              | 1.51           |
| 2012 | 617   | 7.1                | 33.9        | 49.3        | 9.7              | 1.62           |
| 2014 | 698   | 10.3               | 30.9        | 50.6        | 8.2              | 1.57           |

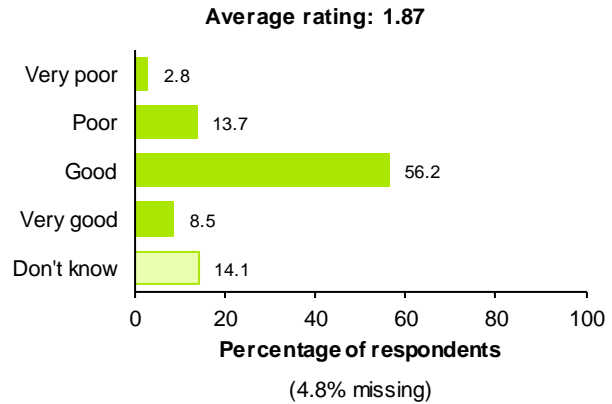
Percent change in average rating from 2009–2014: 3.3 %



**Table 6.5a. Overall Evaluation of Borough Services, 2014**

Question 6.5. Your Overall Rating of Borough Services

| Response           | Frequency    | Percentage     | Ratings |                               |
|--------------------|--------------|----------------|---------|-------------------------------|
|                    |              |                | Value   | Percentage of rated responses |
| Very poor          | 28           | 2.8 %          | 0.00    | 3.4 %                         |
| Poor               | 137          | 13.7           | 1.00    | 16.8                          |
| Good               | 564          | 56.2           | 2.00    | 69.3                          |
| Very good          | 85           | 8.5            | 3.00    | 10.4                          |
| Don't know         | 141          | 14.1           |         |                               |
| <b>Total valid</b> | <b>955</b>   | <b>95.2 %</b>  |         |                               |
| Missing            | 48           | 4.8            |         |                               |
| <b>Total</b>       | <b>1,003</b> | <b>100.0 %</b> |         |                               |



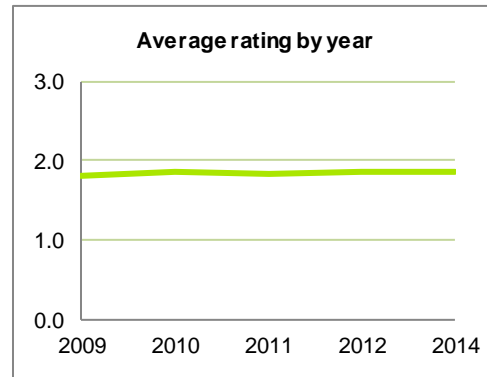
*“Borough services are good, generally. People need to not expect the government to do everything for them. People need to be responsible for their families.”*

**Table 6.5b. Overall Evaluation of Borough Services: Trends 2009–2014**

Question 6.5. Your Overall Rating of Borough Services

| Year | n     | Percent responding |             |             |                  | Average rating |
|------|-------|--------------------|-------------|-------------|------------------|----------------|
|      |       | Very poor (0.00)   | Poor (1.00) | Good (2.00) | Very good (3.00) |                |
| 2009 | 1,233 | 3.7 %              | 18.7 %      | 70.7 %      | 6.9 %            | 1.81           |
| 2010 | 814   | 2.7                | 17.3        | 72.0        | 8.0              | 1.85           |
| 2011 | 950   | 3.5                | 18.2        | 70.3        | 8.0              | 1.83           |
| 2012 | 691   | 3.0                | 19.4        | 67.3        | 10.3             | 1.85           |
| 2014 | 814   | 3.4                | 16.8        | 69.3        | 10.4             | 1.87           |

Percent change in average rating from 2009–2014: 3.3 %





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## Part II.

# Use of Borough Facilities



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## Use of Borough Facilities – Summary

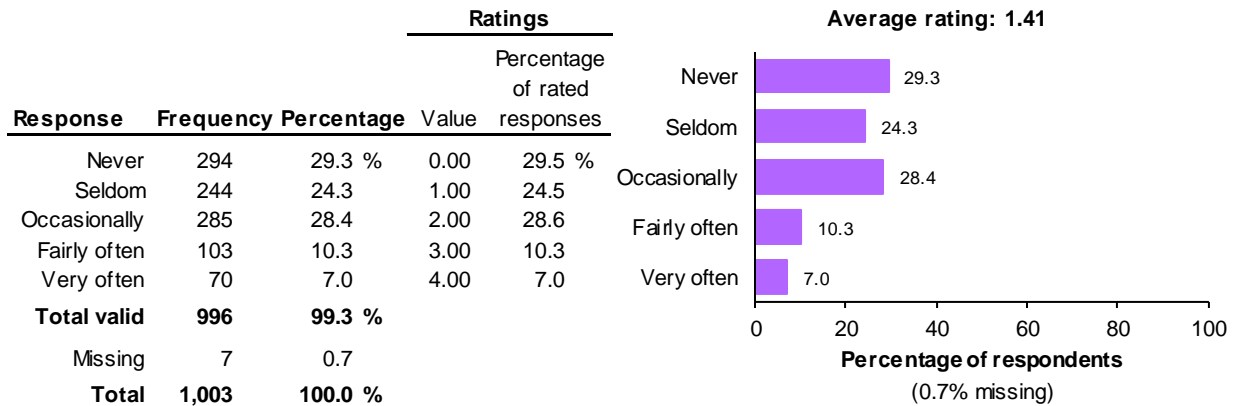
Seventy-one percent of respondents to the *2014 Mat-Su Survey* indicated that they use the Borough’s libraries. Between 2009 and 2012, average usage of libraries did not change; the most recent survey shows a slight decline, and compared to previous years, more respondents said they never use public libraries in the borough. With respect to individual facility use, while the libraries in Palmer and Wasilla are the most popular, libraries in the smaller communities were also used by nearby residents. Over the past five years, reported use of the Wasilla and Palmer Libraries has fluctuated, with drops overall from 2009 to 2014. Libraries in the smaller communities of Talkeetna, Sutton, and Trapper Creek show large changes, but this may be due to the relatively small user base of those facilities—even small differences in the raw number is reflected in large differences in percent change.

Seventy-four percent of respondents stated that they use Borough recreational areas, with the Wasilla and Palmer Pools and assorted Borough trails being the most popular. Reported use of Borough recreational facilities has varied since 2009. With respect to individual facilities, there have been decreases for use of the Wasilla and Palmer pools and Brett Memorial Ice Arena, and increases in the use of both the Crevasse Moraine trails and “other Borough trails.”

There were new questions added in 2011 that obtained more details about commuting and use of public transportation. Since then, there has been a slight increase in the percentage of respondents reporting they use public transportation at all (from 7.3% to 10.2%). Reported use of Valley Mover has been steadily increasing. Reported use of MASCOT increased overall from 2011 to 2014, but there was a large decline in the past year. Very few survey respondents said they use any public transportation services at all, and these small numbers can result in large changes from year-to-year in percentages reporting use of particular services. Forty-nine percent of people who answered the question about commuting said they use a personal vehicle. Slightly more respondents reported using an aircraft (4.9%) than Share-a-Van (3.1%), and transit use was reported by fewer than three percent of respondents.

**Table 7a. Frequency of Public Library Use, 2014**

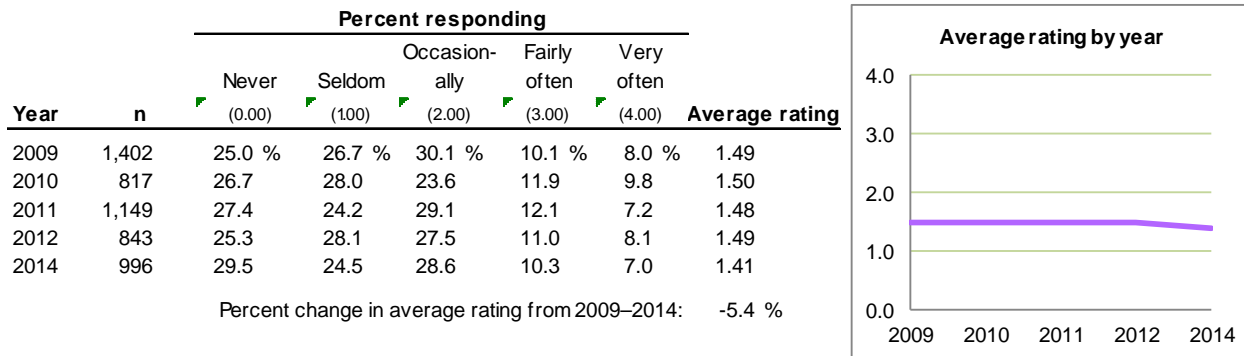
Question 7. How often do you use Borough Public Libraries?



*“The Palmer Library is dusty and only has books for Republicans. It is woefully inadequate for the needs of the community.”*

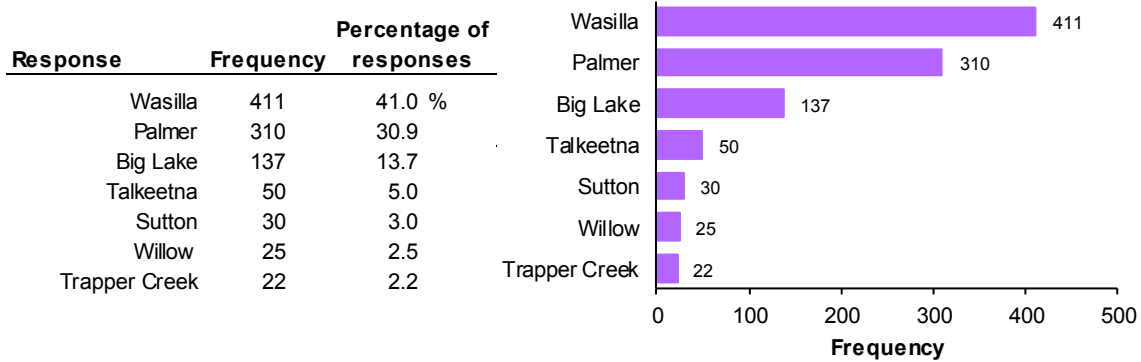
**Table 7b. Frequency of Public Library Use: Trends 2009–2014**

Question 7. How often do you use Borough Public Libraries?



**Table 8a. Public Libraries Used, 2014**

Question 8. Which (if any) of these Borough libraries do you use? (Please check all that apply.)



*“The Palmer Library hours are absurd – not open on a Saturday afternoon? Unacceptable.”*

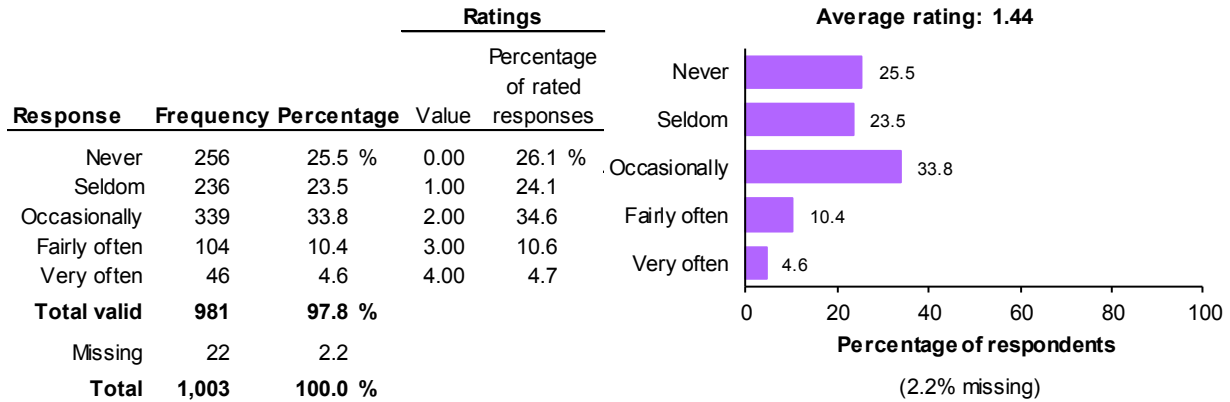
**Table 8b. Public Libraries Used: Trends 2009–2014**

Question 8. Which (if any) of these Borough libraries do you use? (Please check all that apply.)

| Library       | Percent responding |        |        |        |        | Percent change from 2008–2014: |
|---------------|--------------------|--------|--------|--------|--------|--------------------------------|
|               | 2009               | 2010   | 2011   | 2012   | 2014   |                                |
| Wasilla       | 46.4 %             | 44.8 % | 41.3 % | 45.0 % | 41.0 % | -11.6 %                        |
| Palmer        | 37.5               | 34.7   | 37.5   | 25.4   | 30.9   | -17.6                          |
| Big Lake      | 7.6                | 7.7    | 9.1    | 10.1   | 13.7   | 80.3                           |
| Willow        | 3.6                | 5.6    | 4.4    | 5.2    | 2.5    | -30.6                          |
| Sutton        | 2.2                | 1.9    | 2.8    | 2.6    | 3.0    | 36.4                           |
| Talkeetna     | 4.3                | 4.4    | 4.2    | 1.7    | 5.0    | 16.3                           |
| Trapper Creek | 2.1                | 1.0    | 2.1    | 0.8    | 2.2    | 4.8                            |

**Table 9a. Frequency of Recreational Facility Use, 2014**

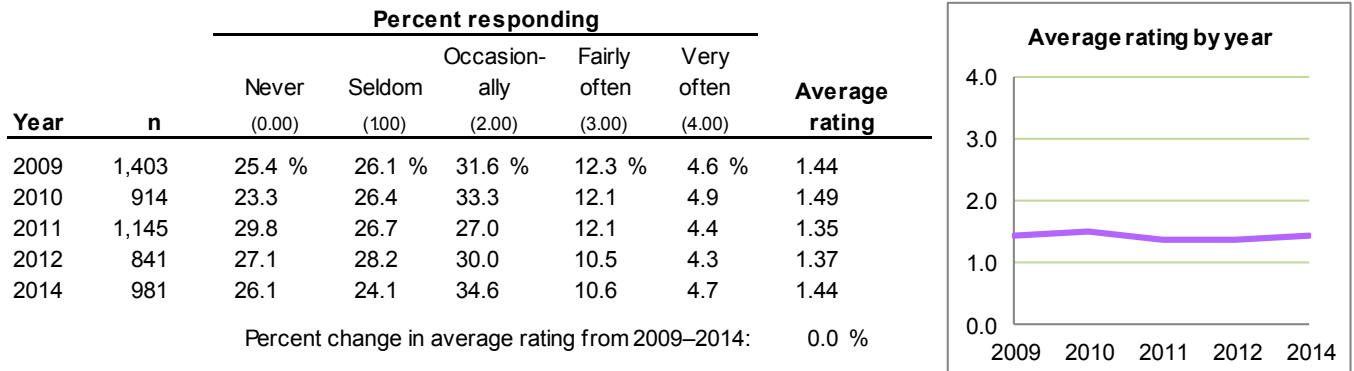
Question 9. How often do you use Borough Recreational Facilities?



*“I would like to see [the Mat-Su Borough] become a world-class recreation area for skiing, mountain biking, backpacking, fishing-all outdoor sports. We have amazing natural areas for everything.”*

**Table 9b. Frequency of Recreational Facility Use: Trends 2009–2014**

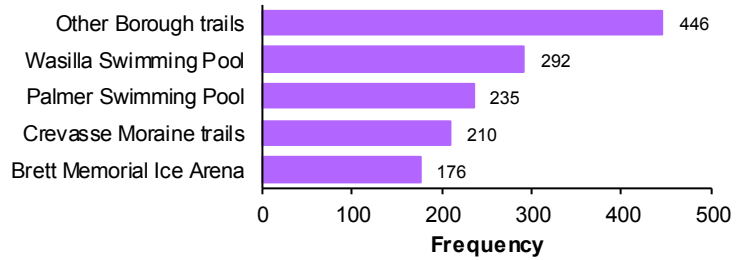
Question 9. How often do you use Borough Recreational Facilities?



**Table 10a. Recreational Facilities Used, 2014**

Question 10. Which (if any) of these Borough Recreational Facilities do you use?  
(Please check all that apply.)

| Response                 | Frequency | Percentage |
|--------------------------|-----------|------------|
| Other Borough trails     | 446       | 44.5 %     |
| Wasilla Swimming Pool    | 292       | 29.1       |
| Palmer Swimming Pool     | 235       | 23.4       |
| Crevasse Moraine trails  | 210       | 20.9       |
| Brett Memorial Ice Arena | 176       | 17.5       |



“My wife and I thoroughly enjoy the recreational opportunities here, i.e. hiking, biking, etc. We also enjoy the lake and Hatcher Pass. We love the Crevasse/Moraine Trails! We use them weekly.”

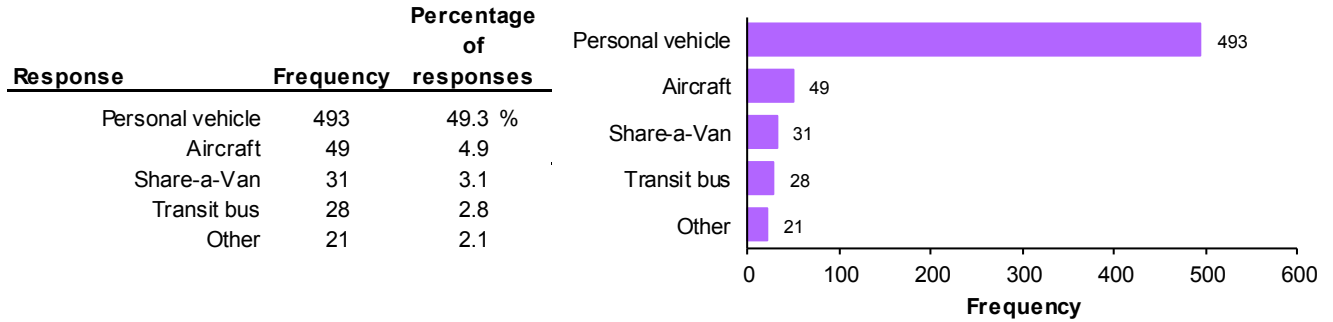
**Table 10b. Recreational Facilities Used: Trends 2009–2014**

Question 10. Which (if any) of these Borough Recreational Facilities do you use?  
(Please check all that apply.)

| Recreational facility    | Percent responding |        |        |        |        | Percent change from 2008–2014: |
|--------------------------|--------------------|--------|--------|--------|--------|--------------------------------|
|                          | 2009               | 2010   | 2011   | 2012   | 2014   |                                |
| Other Borough trails     | 40.4 %             | 41.5 % | 40.8 % | 39.9 % | 44.5 % | 10.1 %                         |
| Wasilla Swimming Pool    | 32.4               | 33.3   | 29.1   | 32.3   | 29.1   | -10.2                          |
| Palmer Swimming Pool     | 27.9               | 26.9   | 25.2   | 25.1   | 23.4   | -16.1                          |
| Crevasse Moraine trails  | 19.9               | 23.0   | 19.1   | 20.2   | 20.9   | 5.0                            |
| Brett Memorial Ice Arena | 19.6               | 22.0   | 17.4   | 17.8   | 17.5   | -10.7                          |

**Table 11a. Modes of Commuting Outside of Borough, 2014**

Question 11. If you commute outside of the Borough for work, how do you commute?  
(Please check all that apply.)



“The cost of travel from Mat-Su to Anchorage for work is staggering and that is why I would move away. Mass transit is not available for my work hours, nor is share-a-van service, due to my non-traditional work schedule. I pay \$200-\$250 a week for fuel.”

**Table 11b. Modes of Commuting Outside Borough: Trends 2011–2014\***

Question 11. If you commute outside of the Borough for work, how do you commute?  
(Please check all that apply.)

| Mode of Commuting | Percent responding |        |        | Percent change from 2011–2013/14: |
|-------------------|--------------------|--------|--------|-----------------------------------|
|                   | 2011               | 2012   | 2014   |                                   |
| Personal vehicle  | 47.4 %             | 48.9 % | 49.3 % | 4.0 %                             |
| Aircraft          | 4.5                | 3.2    | 4.9    | 8.9                               |
| Share-a-Van       | 3.0                | 3.2    | 3.1    | 3.3                               |
| Transit bus       | 1.4                | 1.8    | 2.8    | 100.0 †                           |
| Other             | 1.8                | 1.2    | 2.1    | 16.7                              |

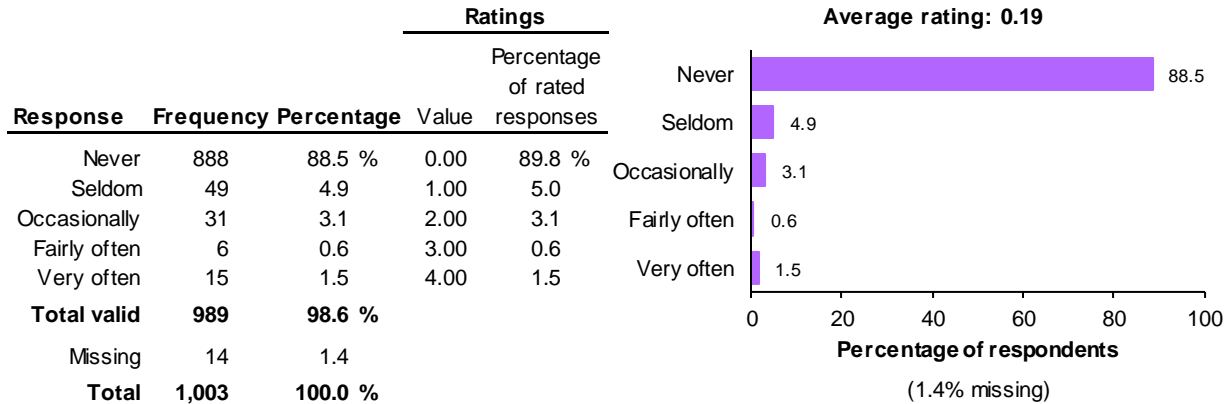
\* This question was added to the survey in 2011.

† This increase should be interpreted with extreme caution because the base numbers are very small.



**Table 12a. Frequency of Public Transportation Use, 2014**

Question 12. How often do you use the Public Transportation in the Borough?



“I would like to see more public transportation, maybe some Saturday service.”

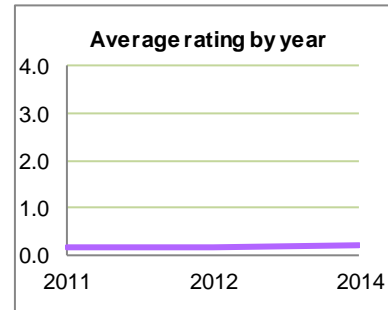
**Table 12b. Frequency of Public Transportation Use: Trends 2011–2014\***

Question 12. How often do you use the Public Transportation in the Borough?

| Year | n     | % responding |               |                      |                     |                   | Average rating |
|------|-------|--------------|---------------|----------------------|---------------------|-------------------|----------------|
|      |       | Never (0.00) | Seldom (1.00) | Occasion-ally (2.00) | Fairly often (3.00) | Very often (4.00) |                |
| 2011 | 1,140 | 92.7 %       | 3.3 %         | 2.0 %                | 0.9 %               | 1.1 %             | 0.14           |
| 2012 | 839   | 90.7         | 5.7           | 2.0                  | 0.4                 | 1.2               | 0.16           |
| 2014 | 989   | 89.8         | 5.0           | 3.1                  | 0.6                 | 1.5               | 0.19           |

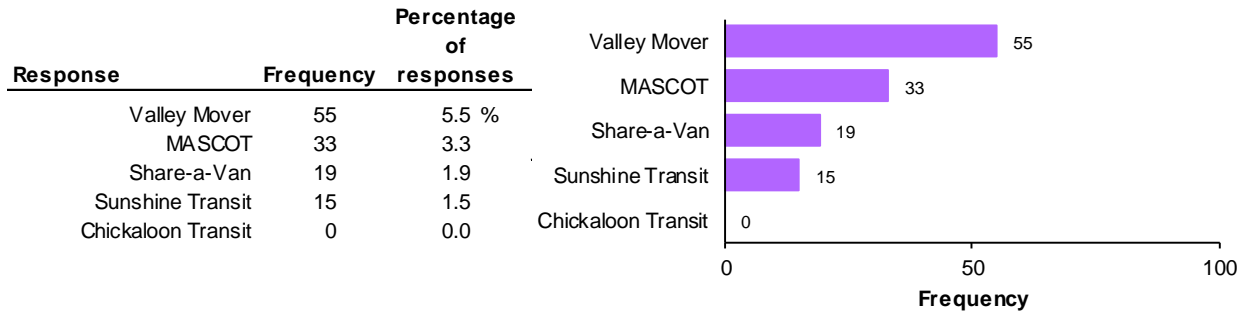
Percent change in average rating from 2011–2014: 35.7 %

\* This question was added to the survey in 2011.



**Table 13a. Public Transportation Services Used, 2014**

Question 13. Which (if any) of these Public Transportation Services do you use?  
(Please check all that apply.)



*“I would like to see a commuter train service between Mat Su and Anchorage. A nice train with Internet and a coffee bar should convince people to use it!! This would be money well spent and not on Knik bridges or ferry bridges!*

**Table 13b. Public Transportation Services Used: Trends 2011–2014\***

Question 13. Which (if any) of these Public Transportation Services do you use?  
(Please check all that apply.)

| Mode of Commuting  | Percent responding |       |       | Percent change from 2011–2014: |
|--------------------|--------------------|-------|-------|--------------------------------|
|                    | 2011               | 2012  | 2014  |                                |
| Valley Mover       | 3.7 %              | 3.4 % | 5.5 % | 48.6 %                         |
| MASCOT             | 2.6                | 5.8   | 3.3   | 26.9 †                         |
| Share-a-Van        | 1.9                | 1.8   | 1.9   | 0.0 †                          |
| Sunshine Transit   | 1.1                | 0.4   | 1.5   | 36.4 †                         |
| Chickaloon Transit | 0.2                | 0.4   | 0.0   | -100.0 †                       |

\* This question was added to the survey in 2011. Previous years' surveys asked specifically about use of MASCOT. Of the respondents who answered that question, the percentages reporting some use of MASCOT (whether it was seldom, occasional, fairly often, or often) was 9.2% in 2009 and 7.0% in 2010.

† This increase should be interpreted with extreme caution because the base numbers are very small.

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## Part III.

# Life in Matanuska-Susitna Borough Neighborhoods



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## Life in the Matanuska-Susitna Borough Neighborhoods – Summary

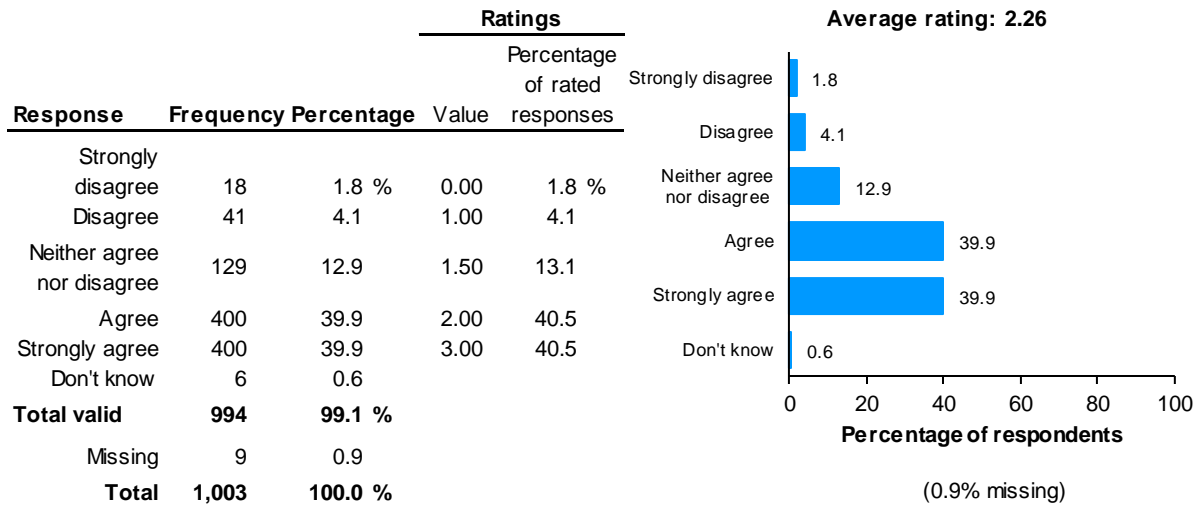
Borough residents report being generally happy with their neighborhoods and their feeling of community with neighbors. The report of the *2010 Mat-Su Borough Survey* commented on a pattern of noticeable declines from 2009 to 2010 in the average ratings for many variables in this section. Ratings have continued to increase from that low point, though few have returned to their 2009 levels. Still, most respondents rate their neighborhoods highly and generally report that their neighbors are trustworthy, get along, and are willing to help one another, but only 32 percent are willing to go so far as to say the neighborhood is close-knit. Respondents mostly see their neighbors as willing to intervene in cases of vandalism by juveniles, but less likely to take action in the case of truant children hanging out on street corners. Average ratings on measures of social interaction with neighbors were highest in 2009 and 2010, and since then have dropped steadily or remained consistently at a lower level. Overall though, a majority of respondents continue to report that they borrow items from and visit with their neighbors at least occasionally, know a good number of their neighbors, and have friends and relatives in the neighborhood.

Forms of physical neighborhood disorder (poor lighting, overgrown vegetation, rundown or neglected buildings and cars, empty lots, etc.) seem to be fairly common (between 12% and 56%) in respondents' neighborhoods. However, forms of social neighborhood disorder (public drinking/drug use, prostitution, graffiti, homeless sleeping in the neighborhood, etc.) are quite uncommon, reported by between 1% and 12% of respondents. From 2009 to 2014, there has been little change in the percentages of respondents reporting both physical and social disorder, though there have been decreases in reported poor lighting, empty lots, and overgrown shrubs and trees.

Overall, respondents report little or no fear of crime in their neighborhoods, but average ratings on all measures of fear of crime have increased slightly in the past year. People feared being a victim of burglary more than they feared being a victim of a violent crime. Fear of crime rarely—if ever—prevents respondents from carrying out their normal activities in the neighborhood. About seven percent of respondents report being a victim of violent crime in their neighborhoods. This was an increase, though slight, from the previous four years. Nearly all of the respondents report taking some kind of precaution against crime in their home; the most common precaution was locking doors at night or when not at home (88.6%). Over 73 percent of respondents said they keep a firearm in the home for self-protection. Since 2009, use of the most commonly-used measures has not changed. There has, however, been a notable increase in reported use of home security system, which has almost doubled, from 16.8 percent to 30 percent.

**Table 14.1a. Evaluation of Neighborhood as a Place to Live, 2014**

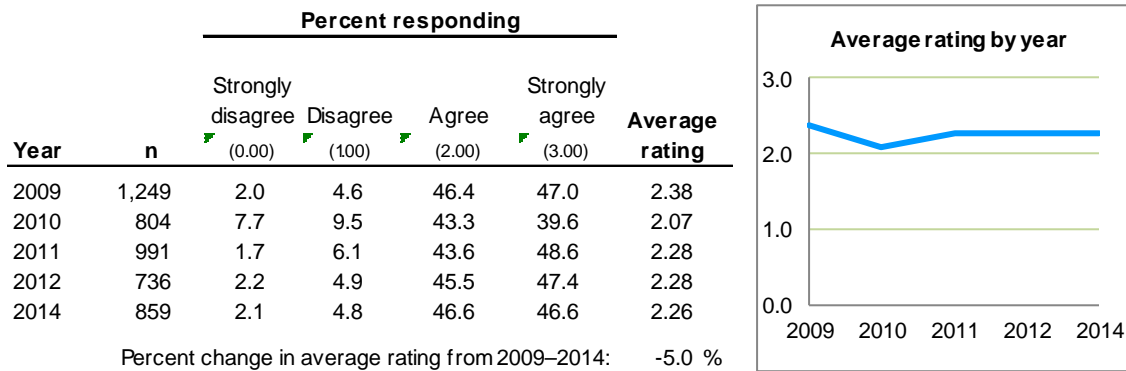
Question 14.1. Personally, I would rate my neighborhood as an excellent place to live.



*“Life here is very good overall.”*

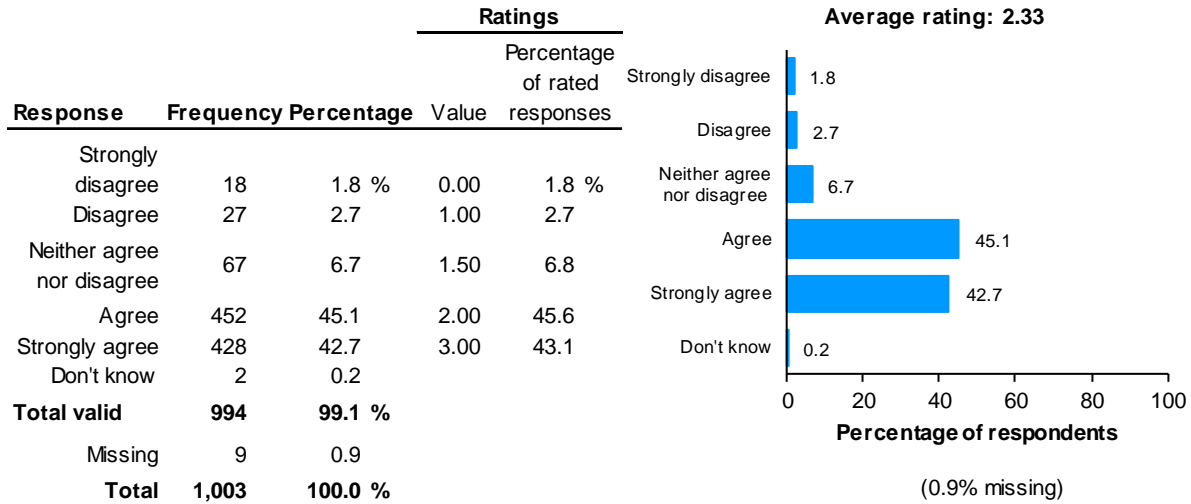
**Table 14.1b. Evaluation of Neighborhood as a Place to Live: Trends 2009–2014**

Question 14.1. Personally, I would rate my neighborhood as an excellent place to live.



**Table 14.2a. Evaluation of Neighborhood as a Place to Live, 2014**

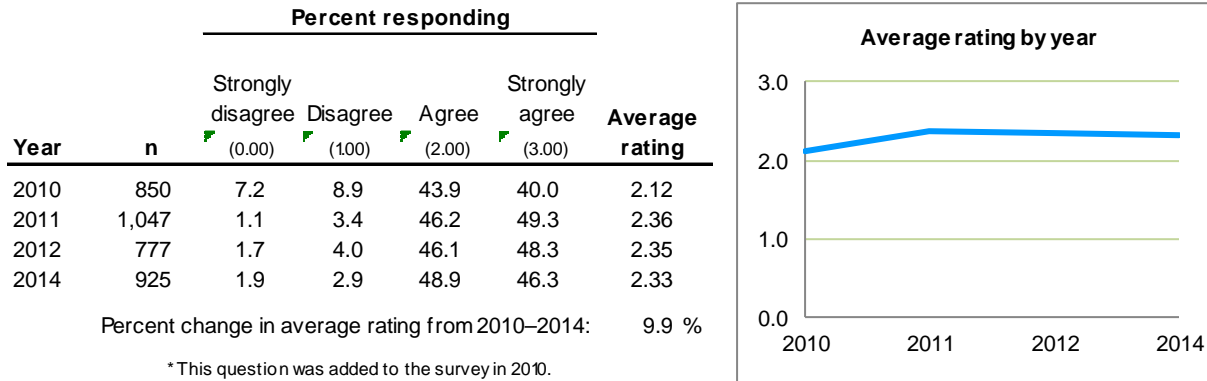
Question 14.2. On the whole, I like this neighborhood as a place to live.



*“Life in the valley is different than in Anchorage. People enjoy a small-town feel and country lifestyle.”*

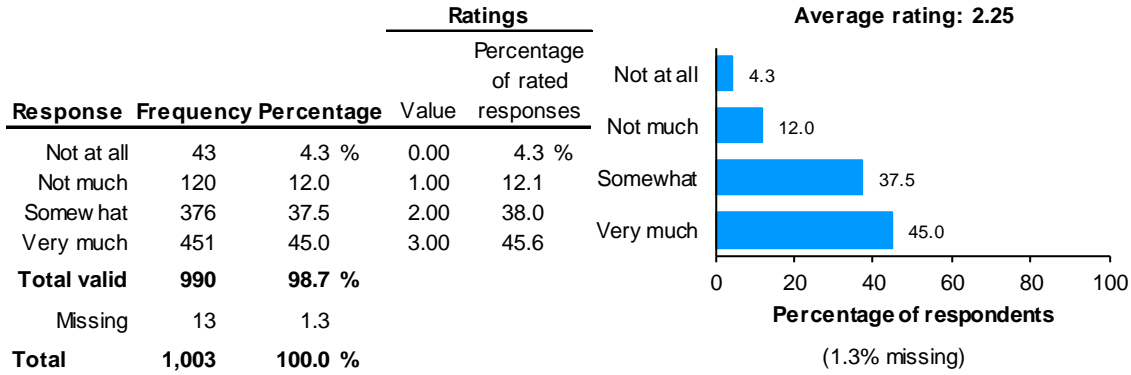
**Table 14.2b. Evaluation of Neighborhood as a Place to Live: Trends 2010–2014**

Question 14.2. On the whole, I like this neighborhood as a place to live.



**Table 14.3a. Moving Away and Missing the Neighborhood, 2014**

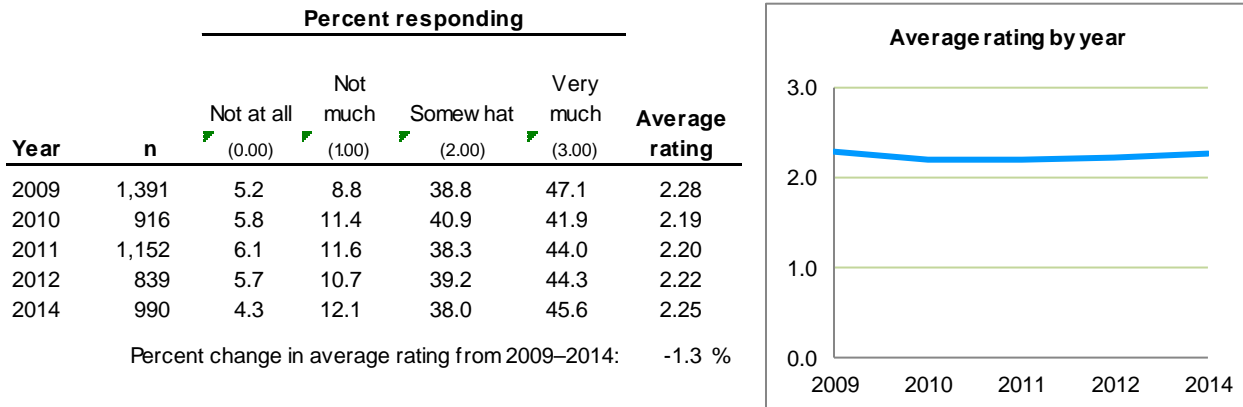
Question 14.3. Suppose that for some reason you HAD to move away from this neighborhood. Would you miss the neighborhood very much, somewhat, not much, or not at all?



*“I came from Texas and I absolutely love it here!”*

**Table 14.3b. Moving Away and Missing the Neighborhood: Trends 2009–2014**

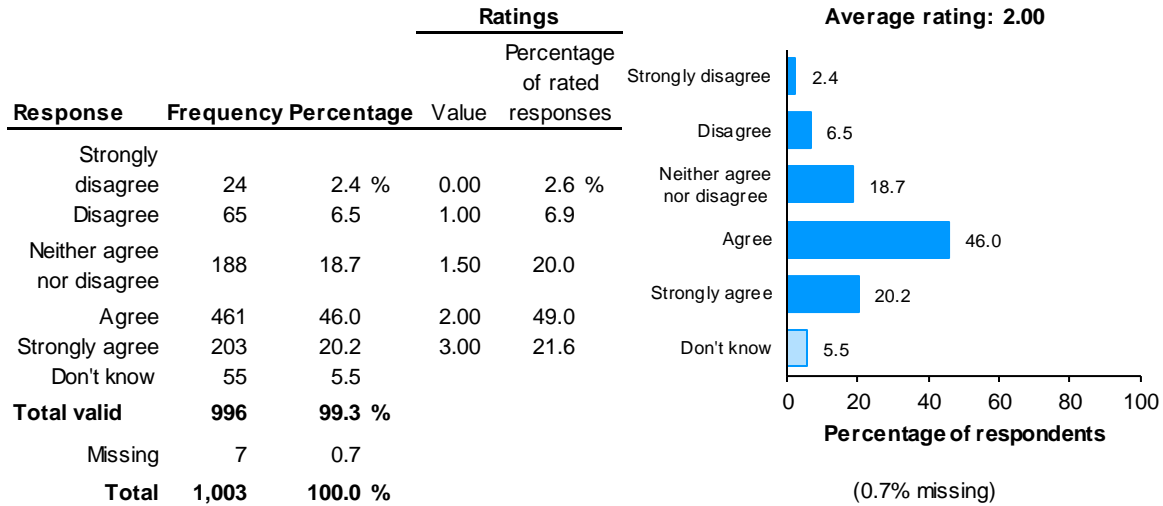
Question 14.3. Suppose that for some reason you HAD to move away from this neighborhood. Would you miss the neighborhood very much, somewhat, not much, or not at all?





**Table 15.1a. People in Neighborhood are Trustworthy, 2014**

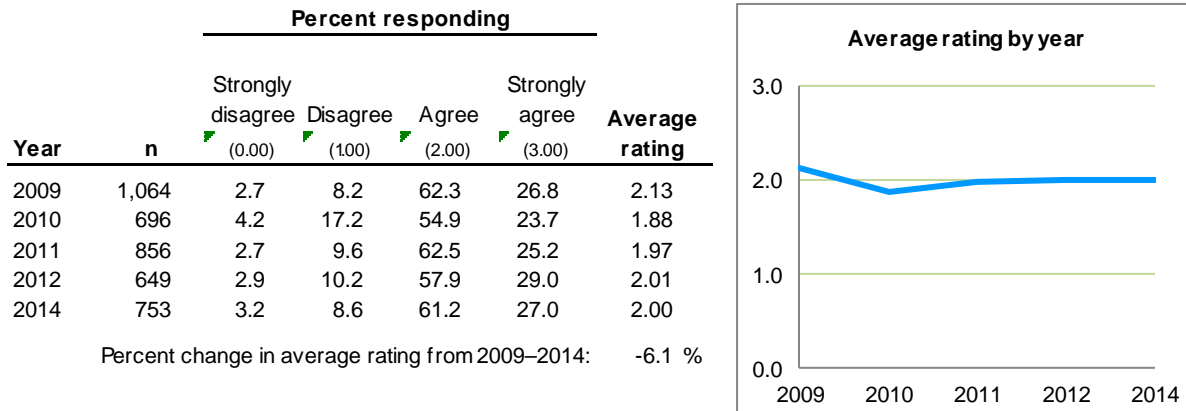
Question 15.1. Please indicate the extent to which you agree or disagree with each of the following statements: **People in my neighborhood can be trusted.**



*“I am very happy here! The people are so nice. I lived in Anchorage for 43 years and could not feel that I was as happy with that city as I am with Wasilla. This is like a whole new world for me and I just love it!”*

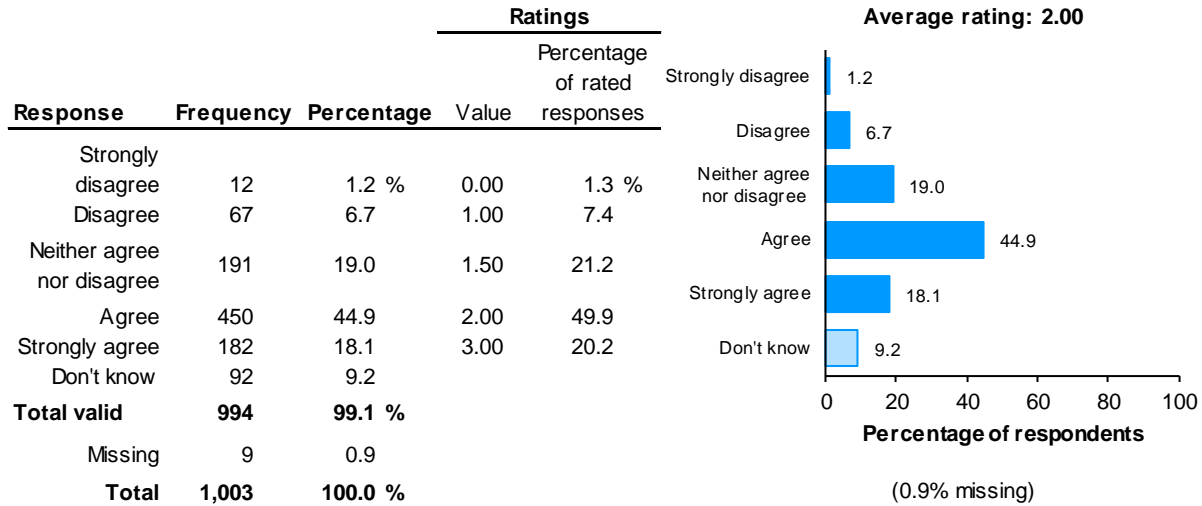
**Table 15.1b. People in Neighborhood are Trustworthy: Trends 2009–2014**

Question 15.1. Please indicate the extent to which you agree or disagree with each of the following statements: **People in my neighborhood can be trusted.**



**Table 15.2a. People in Neighborhood Get Along with Each Other, 2014**

Question 15.2. Please indicate the extent to which you agree or disagree with each of the following statements:  
**People in my neighborhood generally get along with each other.**

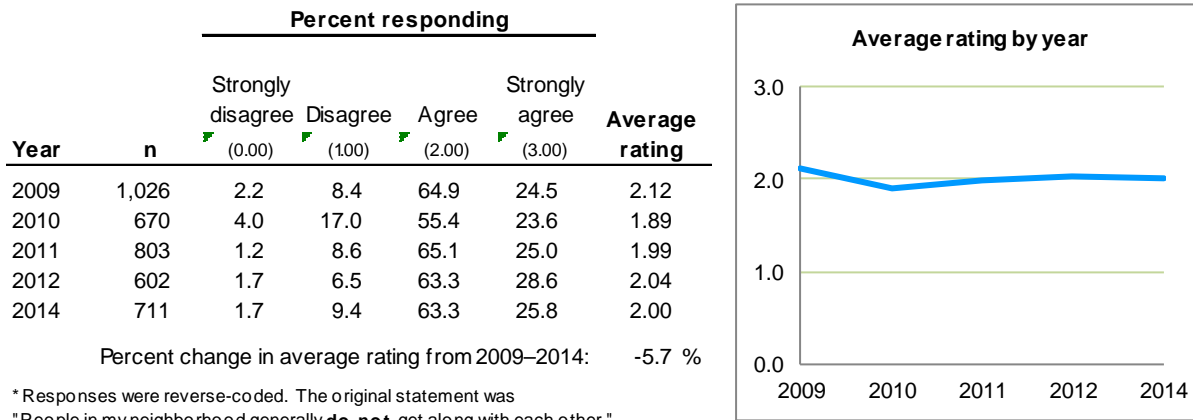


\* Responses were reverse-coded. The original statement was "People in my neighborhood generally **do not** get along with each other." Results can be interpreted in the same manner as other variables in this section.

*“Open space, wild live, clean air, silence, clean water, and good neighbors make the Mat-Su Valley one of best places to live.”*

**Table 15.2b. People in Neighborhood Get Along with Each Other: Trends 2009–2014**

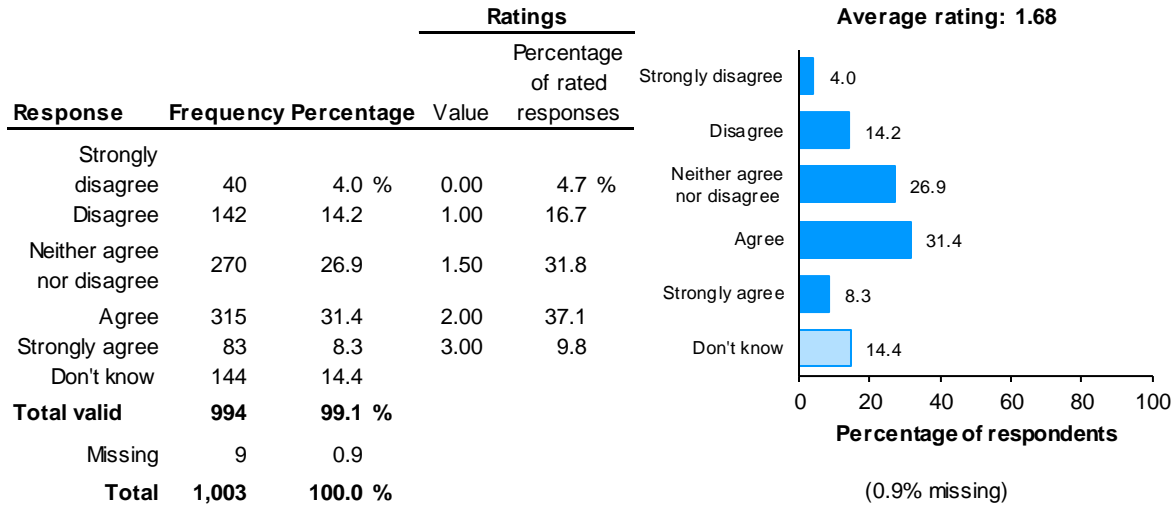
Question 15.2. Please indicate the extent to which you agree or disagree with each of the following statements:  
**People in my neighborhood generally get along with each other.**



\* Responses were reverse-coded. The original statement was "People in my neighborhood generally **do not** get along with each other." Results can be interpreted in the same manner as other variables in this section.

**Table 15.3a. People in Neighborhood Share Same Values, 2014**

Question 15.3. Please indicate the extent to which you agree or disagree with each of the following statements: **People in my neighborhood share the same values.**

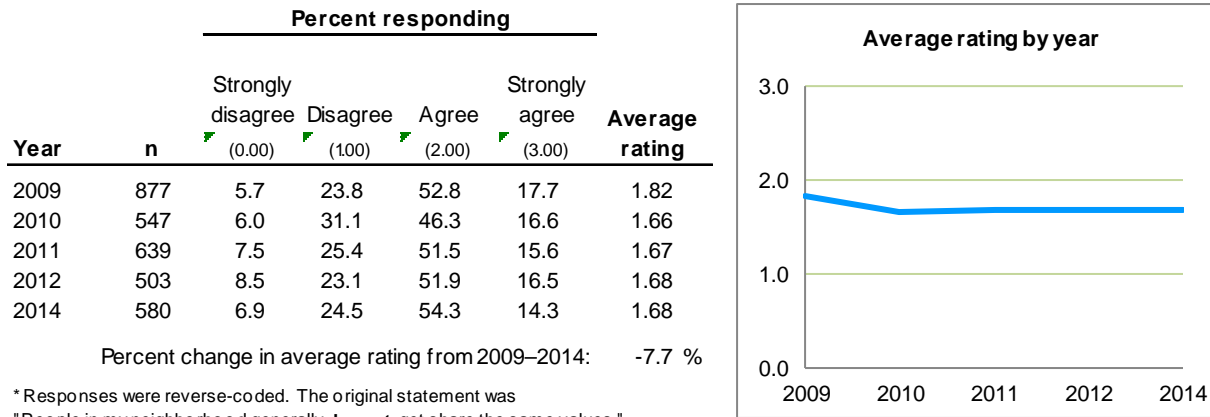


\* Responses were reverse-coded. The original statement was "People in my neighborhood **do not** share the same values." Results can be interpreted in the same manner as other variables in this section.

*"I like our small town sense of community. I know my neighbors and we look out for each other."*

**Table 15.3b. People in Neighborhood Share Same Values: Trends 2009–2014**

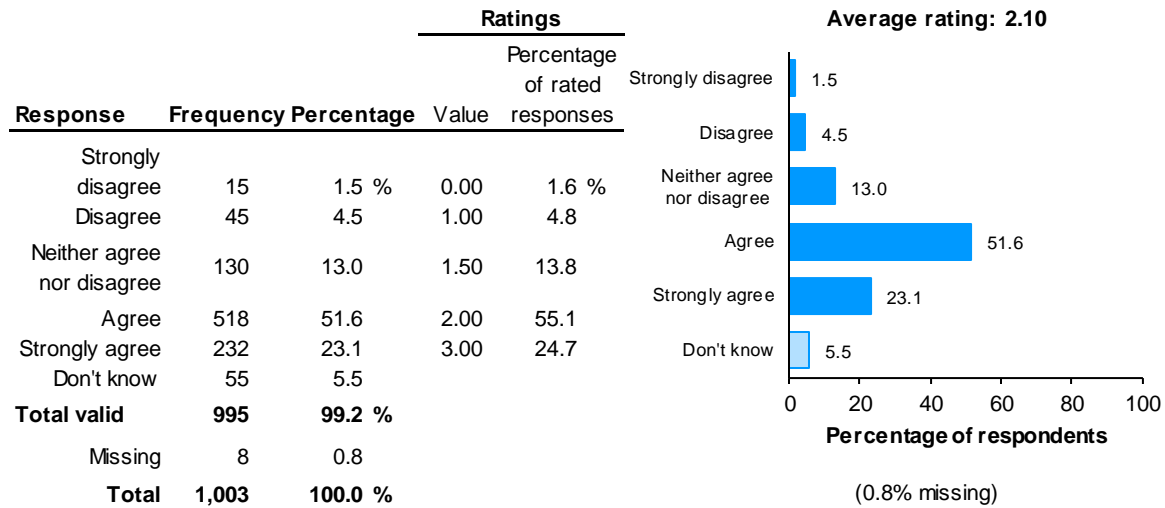
Question 15.3. Please indicate the extent to which you agree or disagree with each of the following statements: **People in my neighborhood share the same values.**



\* Responses were reverse-coded. The original statement was "People in my neighborhood generally **do not** get share the same values." Results can be interpreted in the same manner as other variables in this section.

**Table 15.4a. People in Neighborhood are Willing to Help Their Neighbors, 2014**

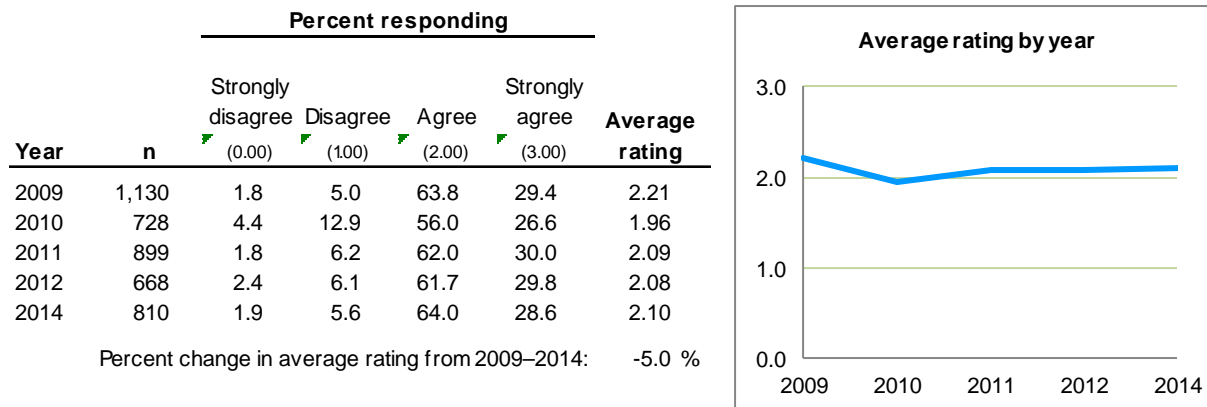
Question 15.4. Please indicate the extent to which you agree or disagree with each of the following statements: **People in my neighborhood are willing to help their neighbors.**



*“I am privileged to live in an area that remains mostly unchanged for the past 50 years. We have no Borough services, maintain our own road, and subsequently care for one another. This area remains a great place to live because we control our environment (private property-no public access), and are responsible for and to one another.”*

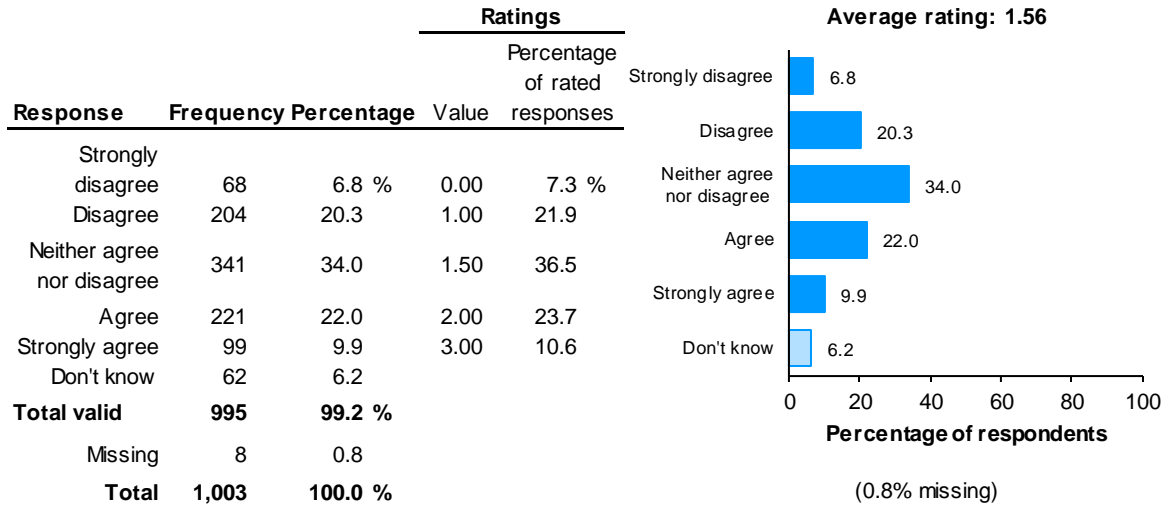
**Table 15.4b. People in Neighborhood are Willing to Help Their Neighbors: Trends 2009–2014**

Question 15.4. Please indicate the extent to which you agree or disagree with each of the following statements: **People in my neighborhood are willing to help their neighbors.**



**Table 15.5a. Neighborhood is Close-Knit, 2014**

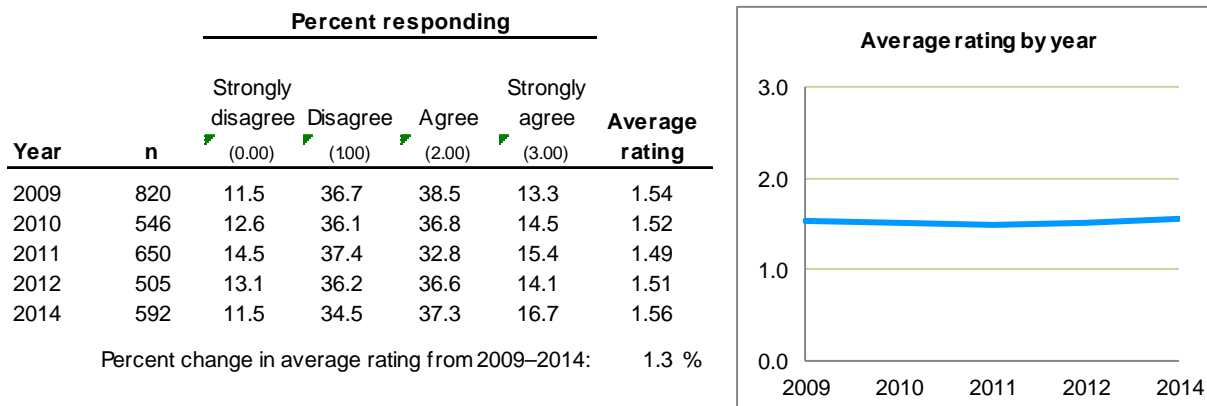
Question 15.5. Please indicate the extent to which you agree or disagree with each of the following statements: *Mine is a close-knit neighborhood.*



*“Although I live in a small close-knit subdivision, there has been a lot of drugs and burglary in other subdivisions nearby.”*

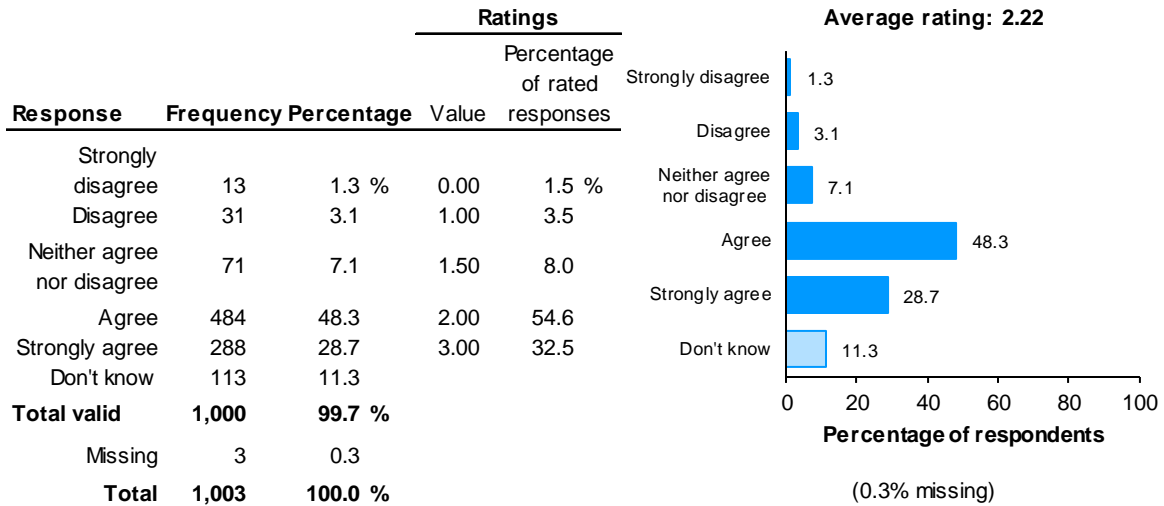
**Table 15.5b. Neighborhood is Close-Knit: Trends 2009–2014**

Question 15.5. Please indicate the extent to which you agree or disagree with each of the following statements: *Mine is a close-knit neighborhood.*



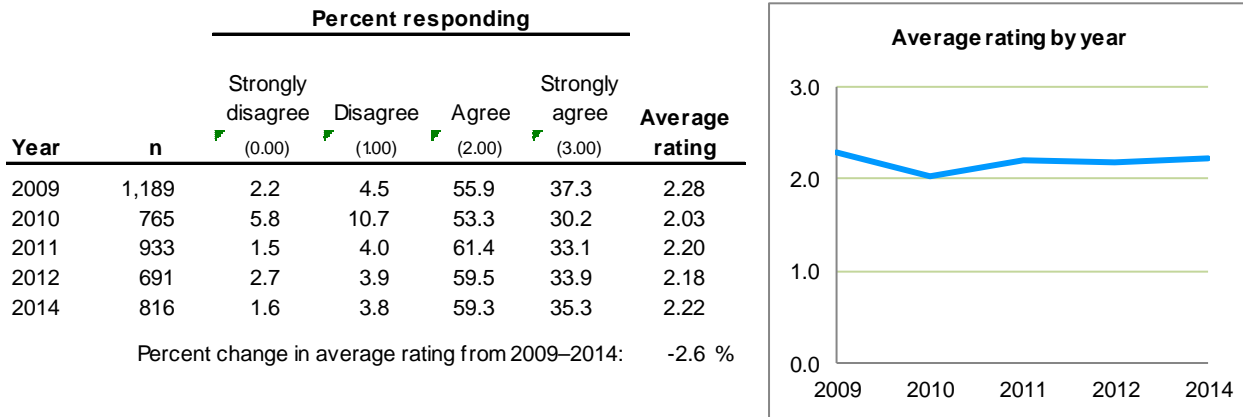
**Table 16.1a. Intervention by Neighbors Against Children Spray-Painting Graffiti, 2014**

Question 16.1. Please indicate the extent to which you agree or disagree with each of the following statements: **One or more of my neighbors could be counted on to intervene if children were spray-painting graffiti on a local building.**



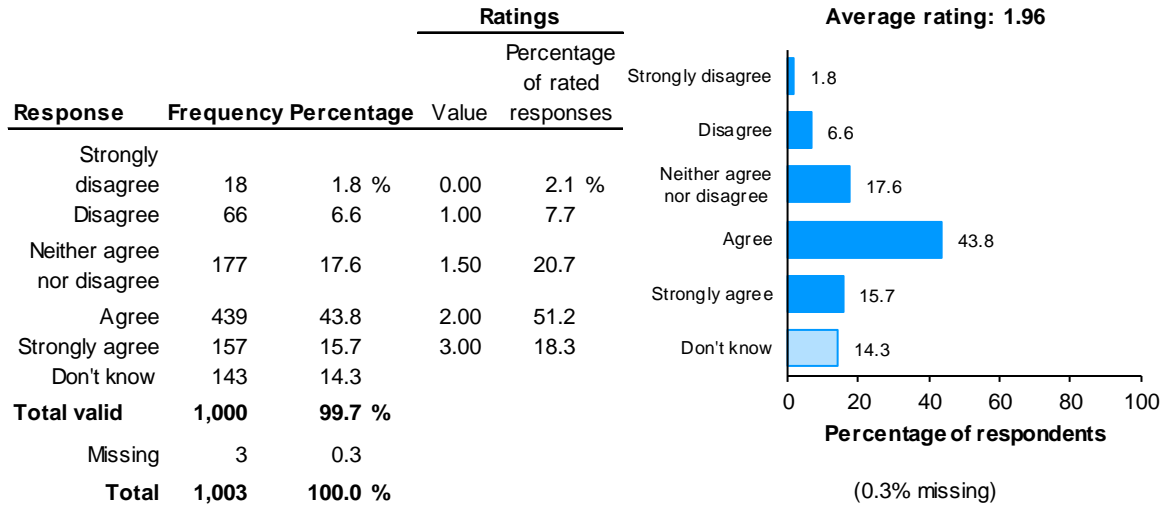
**Table 16.1b. Intervention by Neighbors Against Children Spray-Painting Graffiti: Trends 2009–2014**

Question 16.1. Please indicate the extent to which you agree or disagree with each of the following statements: **One or more of my neighbors could be counted on to intervene if children were spray-painting graffiti on a local building.**



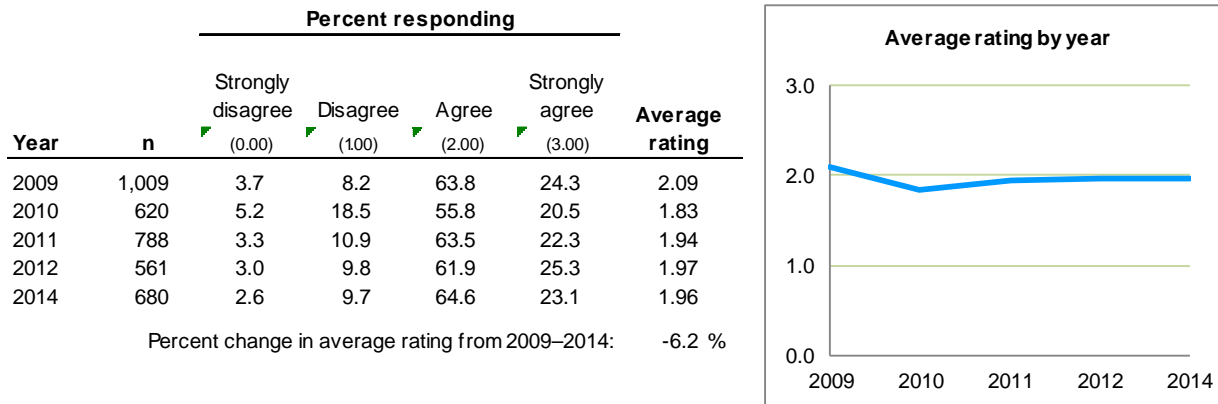
**Table 16.2a. Intervention by Neighbors Against Disrespectful Children, 2014**

Question 16.2. Please indicate the extent to which you agree or disagree with each of the following statements: **One or more of my neighbors could be counted on to intervene if children were showing disrespect toward an adult.**



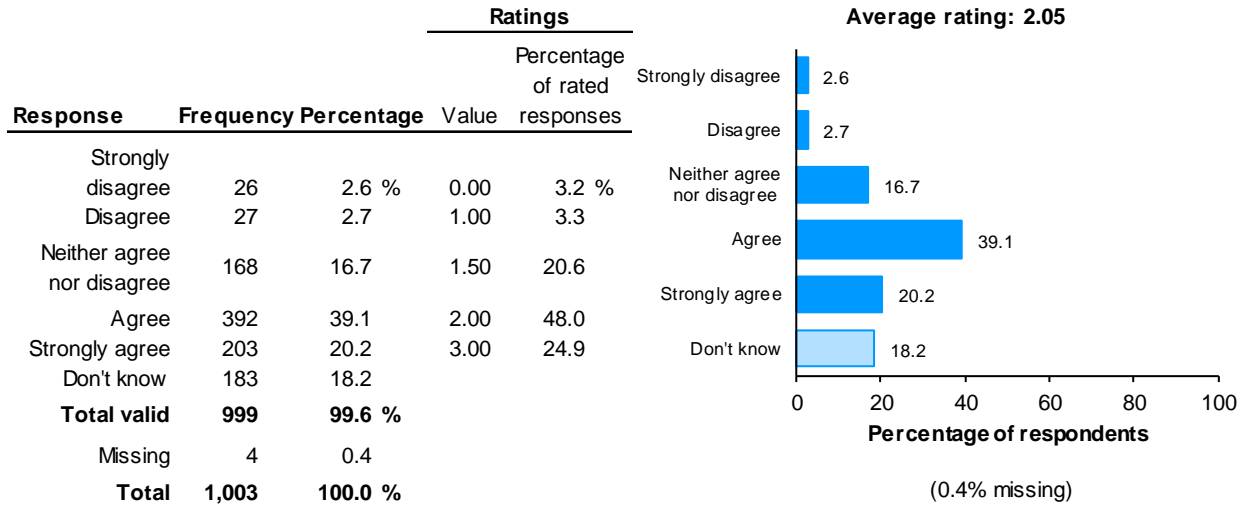
**Table 16.2b. Intervention by Neighbors Against Disrespectful Children: Trends 2009–2014**

Question 16.2. Please indicate the extent to which you agree or disagree with each of the following statements: **One or more of my neighbors could be counted on to intervene if children were showing disrespect toward an adult.**



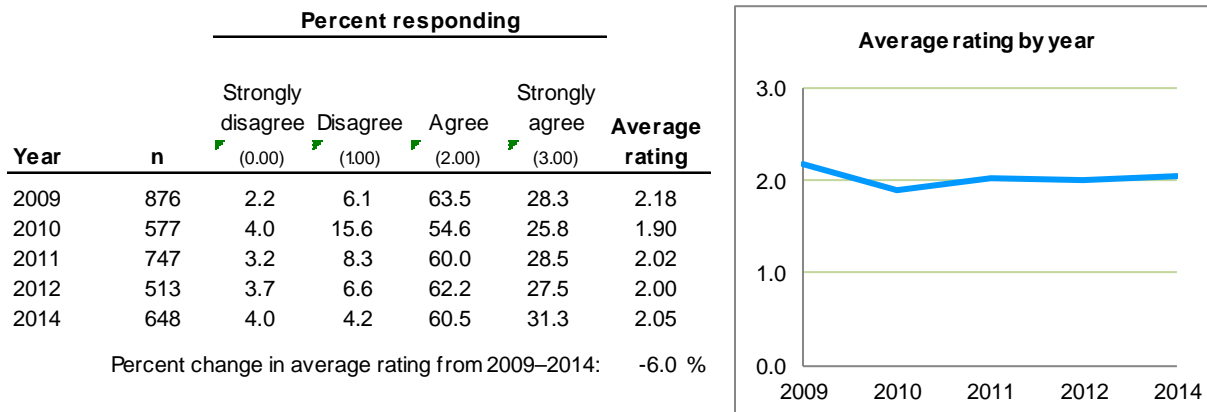
**Table 16.3a. Intervention by Neighbors Against Budget Cuts to Fire Station, 2014**

Question 16.3. Please indicate the extent to which you agree or disagree with each of the following statements:  
**One of more of my neighbors would intervene if the fire station closest to their home were threatened with budget cuts.**



**Table 16.3b. Intervention by Neighbors Against Budget Cuts to Fire Station: Trends 2009–2014**

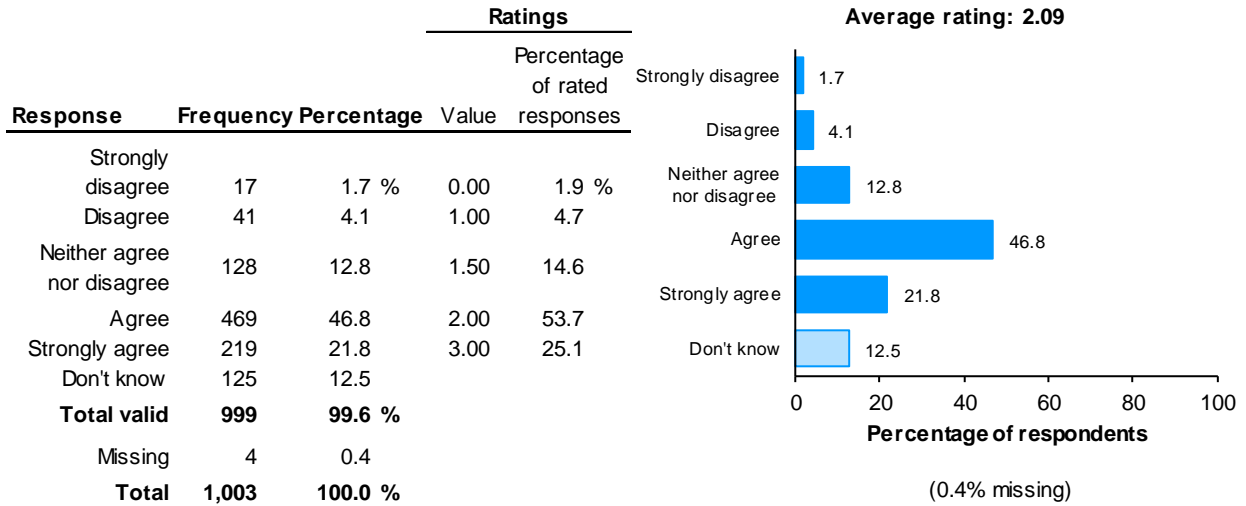
Question 16.3. Please indicate the extent to which you agree or disagree with each of the following statements:  
**One of more of my neighbors would intervene if the fire station closest to their home were threatened with budget cuts.**





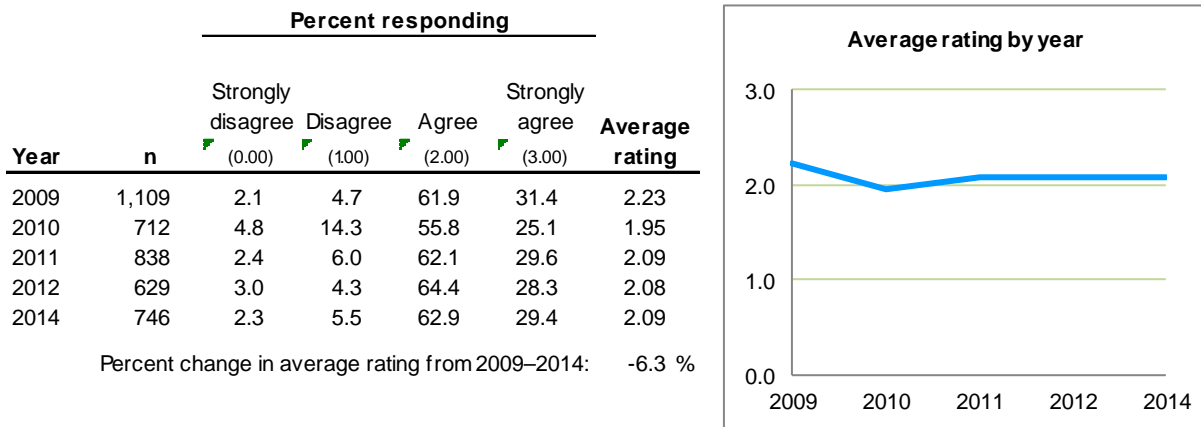
**Table 16.4a. Intervention by Neighbors Against Fight Near Home, 2014**

Question 16.4. Please indicate the extent to which you agree or disagree with each of the following statements:  
**One of my neighbors could be counted on to intervene if a fight broke out in front of their home.**



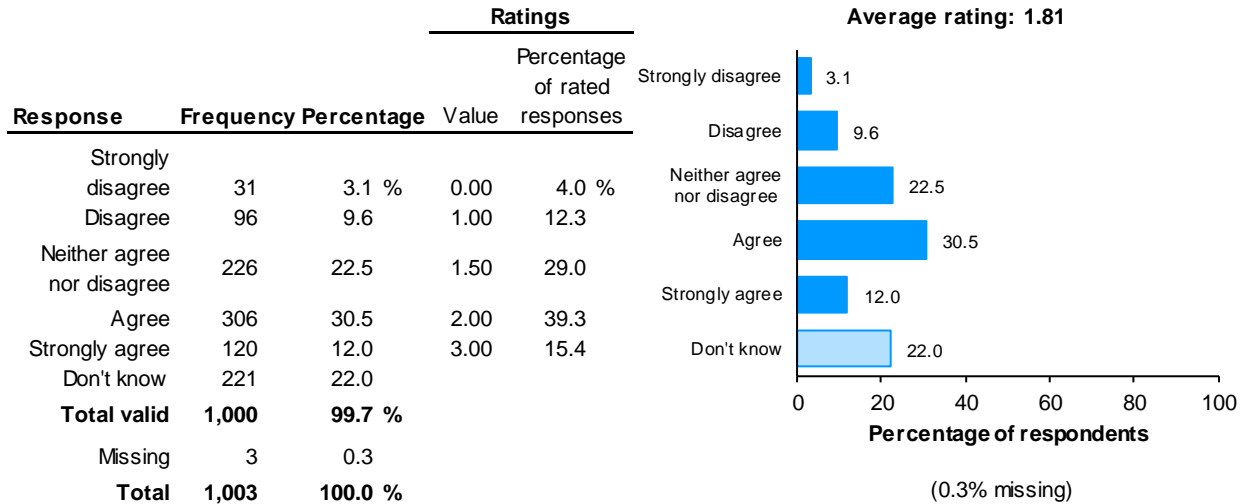
**Table 16.4b. Intervention by Neighbors Against Fight Near Home: Trends 2009–2014**

Question 16.4. Please indicate the extent to which you agree or disagree with each of the following statements:  
**One of my neighbors could be counted on to intervene if a fight broke out in front of their home.**



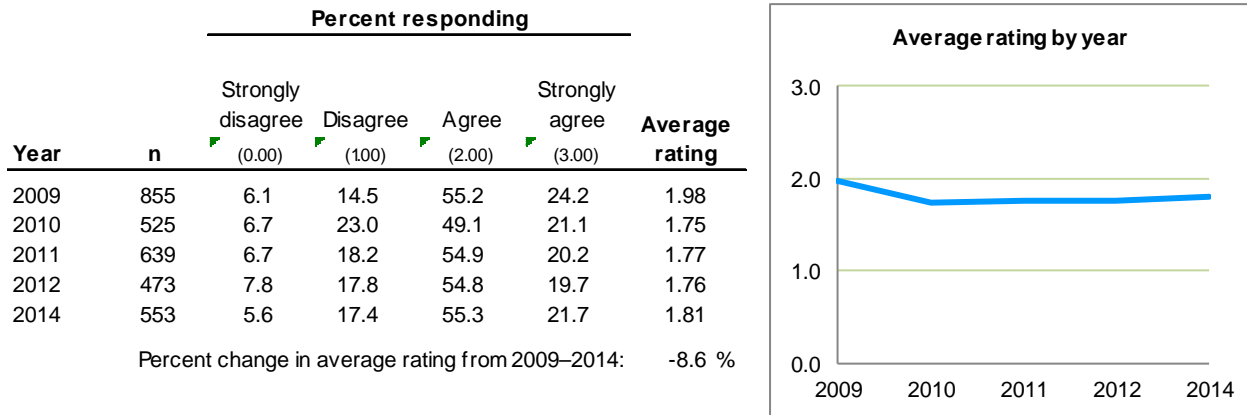
**Table 16.5a. Intervention by Neighbors Against Truant and Loitering Children, 2014**

Question 16.5. Please indicate the extent to which you agree or disagree with each of the following statements:  
**At least one of my neighbors would intervene if children were skipping school and hanging out on a neighborhood street corner.**



**Table 16.5b. Intervention by Neighbors Against Truant and Loitering Children: Trends 2009–2014**

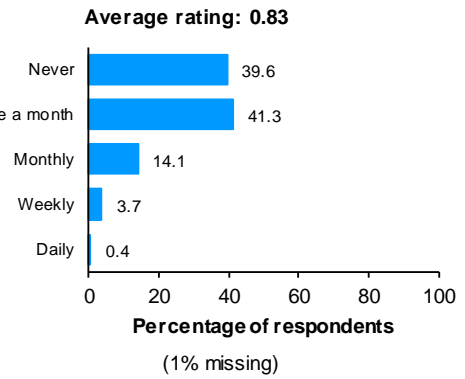
Question 16.5. Please indicate the extent to which you agree or disagree with each of the following statements:  
**At least one of my neighbors would intervene if children were skipping school and hanging out on a neighborhood street corner.**



**Table 17.1a. Borrowing Items from Neighbors, 2014**

Question 17.1. How often do you borrow something from or loan something to a neighbor?

| Response               | Frequency Percentage |                | Ratings |                               |
|------------------------|----------------------|----------------|---------|-------------------------------|
|                        | Value                | Percentage     | Value   | Percentage of rated responses |
| Never                  | 397                  | 39.6 %         | 0.00    | 40.0 %                        |
| Less than once a month | 414                  | 41.3           | 1.00    | 41.7                          |
| Monthly                | 141                  | 14.1           | 2.00    | 14.2                          |
| Weekly                 | 37                   | 3.7            | 3.00    | 3.7                           |
| Daily                  | 4                    | 0.4            | 4.00    | .4                            |
| <b>Total valid</b>     | <b>993</b>           | <b>99.0 %</b>  |         |                               |
| Missing                | 10                   | 1.0            |         |                               |
| <b>Total</b>           | <b>1,003</b>         | <b>100.0 %</b> |         |                               |

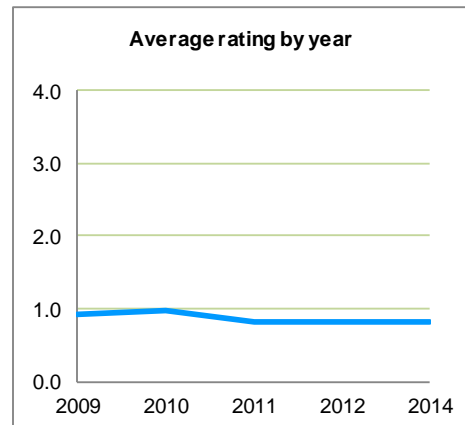


**Table 17.1b. Borrowing Items from Neighbors: Trends 2009–2014**

Question 17.1. How often do you borrow something from or loan something to a neighbor?

| Year | n     | Percent responding |                                  |                   |                  |                 | Average rating |
|------|-------|--------------------|----------------------------------|-------------------|------------------|-----------------|----------------|
|      |       | Never<br>(0.00)    | Less than once a month<br>(1.00) | Monthly<br>(2.00) | Weekly<br>(3.00) | Daily<br>(4.00) |                |
| 2009 | 1,399 | 33.8               | 45.7                             | 14.7              | 5.2              | 0.6             | 0.93           |
| 2010 | 910   | 32.9               | 45.4                             | 14.6              | 6.2              | 1.0             | 0.97           |
| 2011 | 1,143 | 41.5               | 40.1                             | 13.2              | 4.8              | 0.4             | 0.83           |
| 2012 | 833   | 40.5               | 42.4                             | 12.5              | 3.7              | 1.0             | 0.82           |
| 2014 | 993   | 40.0               | 41.7                             | 14.2              | 3.7              | 0.4             | 0.83           |

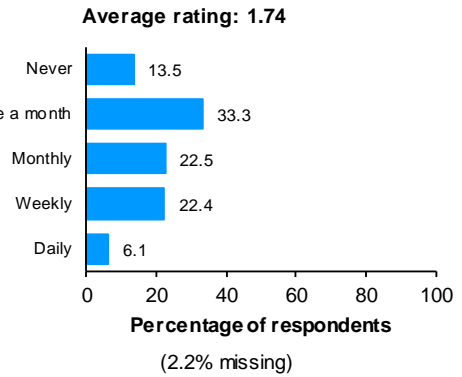
Percent change in average rating from 2009–2014: -10.8 %



**Table 17.2a. Visiting with Neighbors, 2014**

Question 17.2. How often do you visit with a neighbor, out in the neighborhood or in one of your homes?

| Response               | Frequency Percentage |                               | Ratings |                               |
|------------------------|----------------------|-------------------------------|---------|-------------------------------|
|                        | Value                | Percentage of rated responses | Value   | Percentage of rated responses |
| Never                  | 135                  | 13.5 %                        | 0.00    | 13.8 %                        |
| Less than once a month | 334                  | 33.3                          | 1.00    | 34.0                          |
| Monthly                | 226                  | 22.5                          | 2.00    | 23.0                          |
| Weekly                 | 225                  | 22.4                          | 3.00    | 22.9                          |
| Daily                  | 61                   | 6.1                           | 4.00    | 6.2                           |
| <b>Total valid</b>     | <b>981</b>           | <b>97.8 %</b>                 |         |                               |
| Missing                | 22                   | 2.2                           |         |                               |
| <b>Total</b>           | <b>1,003</b>         | <b>100.0 %</b>                |         |                               |



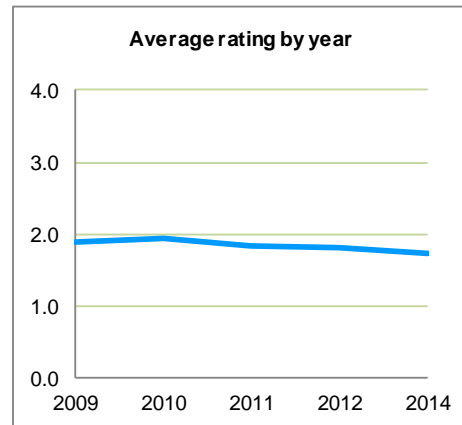
*“Talkeetna is full of the happiest people on earth! No better place to live!”*

**Table 17.2b. Visiting with Neighbors: Trends 2009–2014**

Question 17.2. How often do you visit with a neighbor, out in the neighborhood or in one of your homes?

| Year | n     | Percent responding |                               |                |               |              | Average rating |
|------|-------|--------------------|-------------------------------|----------------|---------------|--------------|----------------|
|      |       | Never (0.00)       | Less than once a month (1.00) | Monthly (2.00) | Weekly (3.00) | Daily (4.00) |                |
| 2009 | 1,392 | 11.5               | 30.4                          | 22.8           | 28.0          | 7.3          | 1.89           |
| 2010 | 905   | 12.5               | 28.3                          | 20.2           | 30.1          | 9.0          | 1.95           |
| 2011 | 1,139 | 14.8               | 30.0                          | 20.3           | 27.5          | 7.4          | 1.83           |
| 2012 | 824   | 14.4               | 30.0                          | 22.5           | 26.8          | 6.3          | 1.81           |
| 2014 | 981   | 13.8               | 34.0                          | 23.0           | 22.9          | 6.2          | 1.74           |

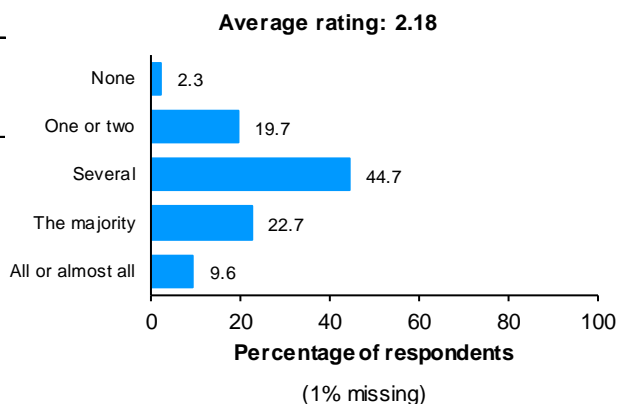
Percent change in average rating from 2009–2014: -7.9 %



**Table 17.3a. Knowing Neighbors by Sight or Name, 2014**

Question 17.3. How many of your neighbors would you say that you know by sight or by name?

| Response           | Frequency    | Percentage     | Ratings |                               |
|--------------------|--------------|----------------|---------|-------------------------------|
|                    |              |                | Value   | Percentage of rated responses |
| None               | 23           | 2.3 %          | 0.00    | 2.3 %                         |
| One or two         | 198          | 19.7           | 1.00    | 19.9                          |
| Several            | 448          | 44.7           | 2.00    | 45.1                          |
| The majority       | 228          | 22.7           | 3.00    | 23.0                          |
| All or almost all  | 96           | 9.6            | 4.00    | 9.7                           |
| <b>Total valid</b> | <b>993</b>   | <b>99.0 %</b>  |         |                               |
| Missing            | 10           | 1.0            |         |                               |
| <b>Total</b>       | <b>1,003</b> | <b>100.0 %</b> |         |                               |



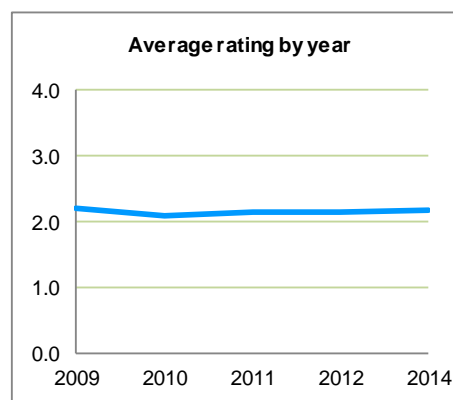
*“Our neighbors believe in keeping to themselves unless someone is in need of assistance.”*

**Table 17.3b. Knowing Neighbors by Sight or Name: Trends 2009–2014**

Question 17.3. How many of your neighbors would you say that you know by sight or by name?

| Year | n     | Percent responding |                   |                |                     |                          | Average rating |
|------|-------|--------------------|-------------------|----------------|---------------------|--------------------------|----------------|
|      |       | None (0.00)        | One or two (1.00) | Several (2.00) | The majority (3.00) | All or almost all (4.00) |                |
| 2009 | 1,403 | 2.2                | 18.3              | 46.3           | 22.5                | 10.7                     | 2.21           |
| 2010 | 915   | 2.5                | 22.4              | 45.8           | 22.0                | 7.3                      | 2.09           |
| 2011 | 1,147 | 2.5                | 20.9              | 45.0           | 22.1                | 9.4                      | 2.15           |
| 2012 | 830   | 2.8                | 21.6              | 43.7           | 21.7                | 10.2                     | 2.15           |
| 2014 | 993   | 2.3                | 19.9              | 45.1           | 23.0                | 9.7                      | 2.18           |

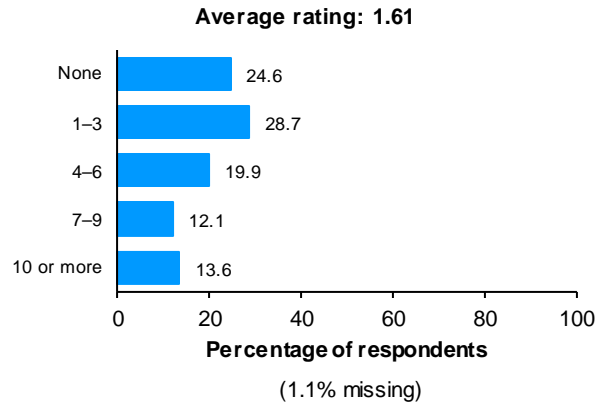
Percent change in average rating from 2009–2014: -1.4 %



**Table 17.4a. Friends and Relatives in Neighborhood, 2014**

Question 17.4. Not counting those who live with you, how many friends and relatives do you have in your neighborhood?

| Response           | Frequency    | Percentage     | Ratings |                               |
|--------------------|--------------|----------------|---------|-------------------------------|
|                    |              |                | Value   | Percentage of rated responses |
| None               | 247          | 24.6 %         | 0.00    | 24.9 %                        |
| 1-3                | 288          | 28.7           | 1.00    | 29.0                          |
| 4-6                | 200          | 19.9           | 2.00    | 20.2                          |
| 7-9                | 121          | 12.1           | 3.00    | 12.2                          |
| 10 or more         | 136          | 13.6           | 4.00    | 13.7                          |
| <b>Total valid</b> | <b>992</b>   | <b>98.9 %</b>  |         |                               |
| Missing            | 11           | 1.1            |         |                               |
| <b>Total</b>       | <b>1,003</b> | <b>100.0 %</b> |         |                               |

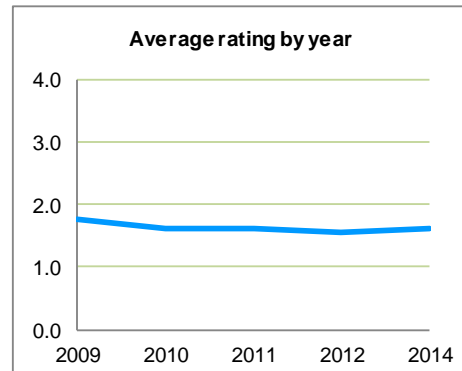


**Table 17.4b. Friends and Relatives in Neighborhood: Trends 2009–2014**

Question 17.4. Not counting those who live with you, how many friends and relatives do you have in your neighborhood?

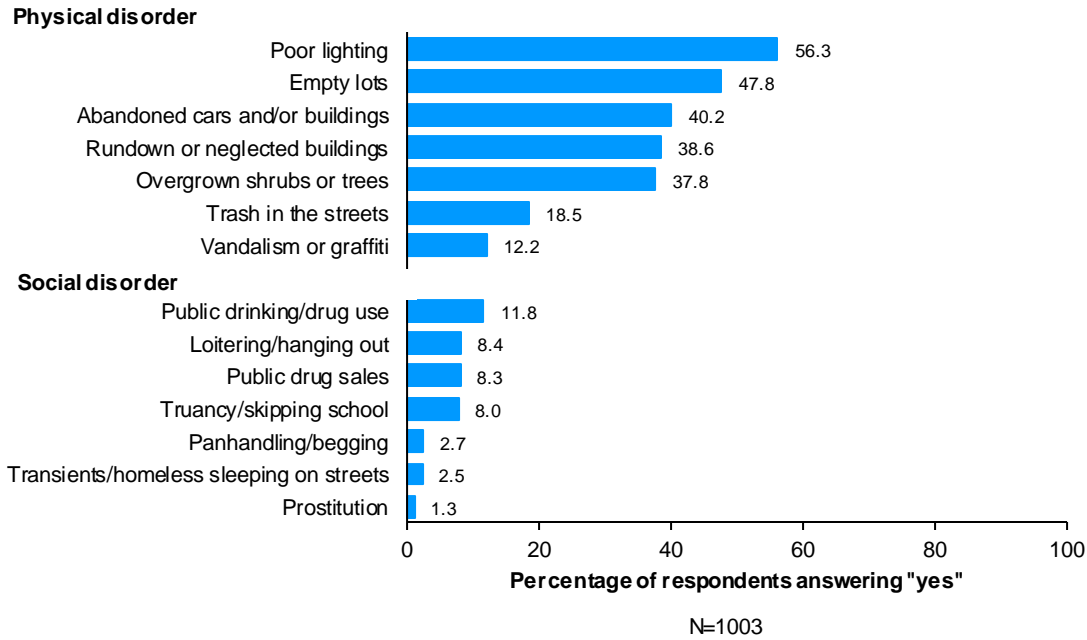
| Year | n     | Percent responding |            |            |            |                   | Average rating |
|------|-------|--------------------|------------|------------|------------|-------------------|----------------|
|      |       | None (0.00)        | 1-3 (1.00) | 4-6 (2.00) | 7-9 (3.00) | 10 or more (4.00) |                |
| 2009 | 1,401 | 19.1               | 30.2       | 22.3       | 11.5       | 16.8              | 1.77           |
| 2010 | 913   | 22.2               | 32.0       | 21.5       | 9.9        | 14.5              | 1.62           |
| 2011 | 1,146 | 21.9               | 33.1       | 20.2       | 10.2       | 14.6              | 1.62           |
| 2012 | 833   | 25.9               | 29.5       | 20.4       | 10.4       | 13.7              | 1.56           |
| 2014 | 992   | 24.9               | 29.0       | 20.2       | 12.2       | 13.7              | 1.61           |

Percent change in average rating from 2009–2014: -9.0 %



**Table 18a. Neighborhood Conditions, 2014**

Question 18. Do any of the following conditions exist in your neighborhood?



*“The worst problem I see in the area is a nasty drug problem. More resources should be tapped to clean up the meth problem.”*

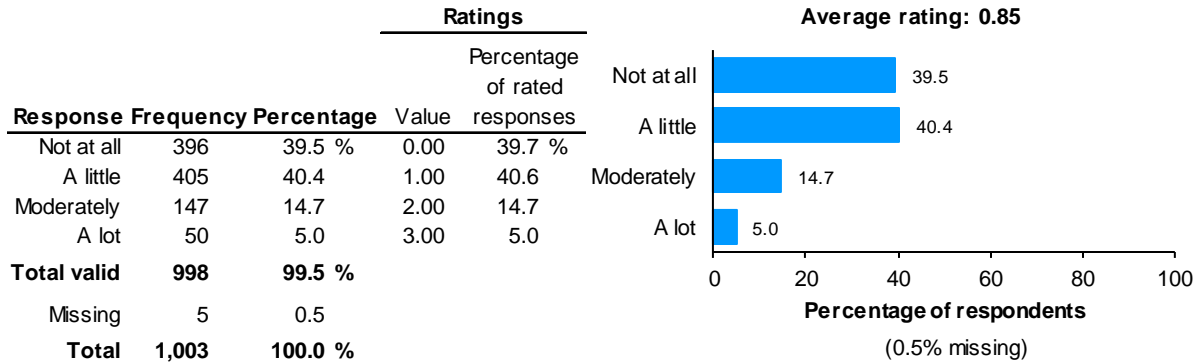
**Table 18b. Neighborhood Conditions: Trends 2009–2014**

Question 18. Do any of the following conditions exist in your neighborhood?

| Response                                | 2009   | 2010   | 2011   | 2012   | 2014   | Percent change from 2009–2014: |
|---|--------|--------|--------|--------|--------|--------------------------------|
| <b>Physical disorder</b>                |        |        |        |        |        |                                |
| Poor lighting                           | 62.1 % | 56.2 % | 55.0 % | 57.5 % | 56.3 % | -9.3 %                         |
| Empty lots                              | 53.5   | 48.7   | 48.5   | 46.7   | 47.8   | -10.7                          |
| Abandoned cars and/or buildings         | 38.7   | 35.2   | 36.3   | 34.4   | 40.2   | 3.9                            |
| Rundown or neglected buildings          | 36.6   | 33.2   | 35.4   | 33.4   | 38.6   | 5.5                            |
| Overgrown shrubs or trees               | 43.5   | 45.4   | 46.5   | 44.4   | 37.8   | -13.1                          |
| Trash in the streets                    | 17.0   | 13.6   | 15.4   | 16.8   | 18.5   | 8.8                            |
| Vandalism or graffiti                   | 14.5   | 13.1   | 12.5   | 13.3   | 12.2   | -15.9                          |
| <b>Social disorder</b>                  |        |        |        |        |        |                                |
| Public drinking/drug use                | 11.6 % | 10.5 % | 9.7 %  | 10.9 % | 11.8 % | 1.7 %                          |
| Loitering/hanging out                   | 10.3   | 10.6   | 8.5    | 9.9    | 8.4    | -18.4                          |
| Public drug sales                       | 7.6    | 8.1    | 8.0    | 7.0    | 8.3    | 9.2                            |
| Truancy/skipping school                 | 9.0    | 9.1    | 8.6    | 9.6    | 8.0    | -11.1                          |
| Panhandling/begging                     | 2.7    | 2.4    | 2.2    | 3.4    | 2.7    | 0.0                            |
| Transients/homeless sleeping on streets | 3.1    | 3.4    | 1.9    | 2.8    | 2.5    | -19.4                          |
| Prostitution                            | 1.5    | 1.3    | 1.0    | 1.4    | 1.3    | -13.3                          |

**Table 19.1a. Fear of Victimization--Burglary, 2014**

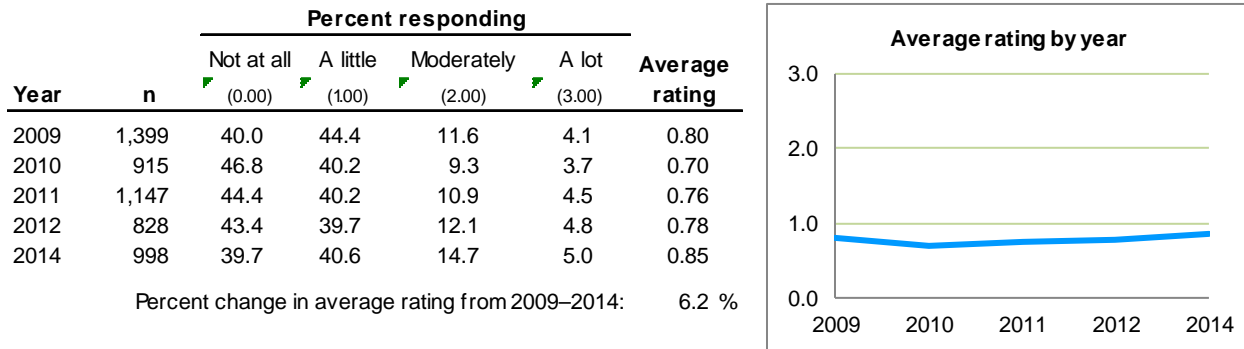
Question 19.1. To what extent are you fearful that you or members of your household will be the victim of burglary (while you or your loved ones are at home)?



*“We need borough-wide police, so they could start slowing the burglaries that are rampant throughout the borough!”*

**Table 19.1b. Fear of Victimization--Burglary: Trends 2009–2014**

Question 19.1. To what extent are you fearful that you or members of your household will be the victim of burglary (while you or your loved ones are at home)?

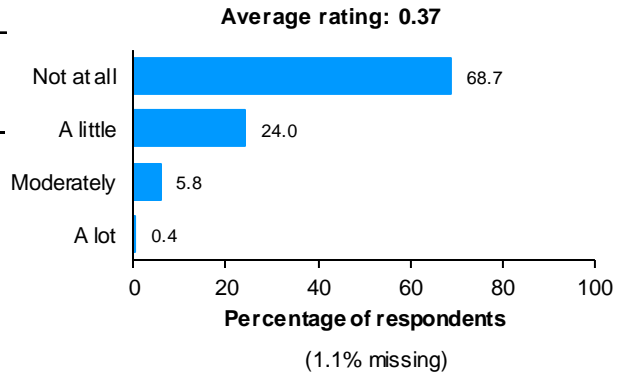




**Table 19.2a. Fear of Victimization--Sexual Assault, 2014**

Question 19.2. To what extent are you fearful that you or a member of your household will be the victim of a sexual assault?

| Response           | Frequency    | Percentage     | Ratings |                               |
|--------------------|--------------|----------------|---------|-------------------------------|
|                    |              |                | Value   | Percentage of rated responses |
| Not at all         | 689          | 68.7 %         | 0.00    | 69.5 %                        |
| A little           | 241          | 24.0           | 1.00    | 24.3                          |
| Moderately         | 58           | 5.8            | 2.00    | 5.8                           |
| A lot              | 4            | 0.4            | 3.00    | 0.4                           |
| <b>Total valid</b> | <b>992</b>   | <b>98.9 %</b>  |         |                               |
| Missing            | 11           | 1.1            |         |                               |
| <b>Total</b>       | <b>1,003</b> | <b>100.0 %</b> |         |                               |

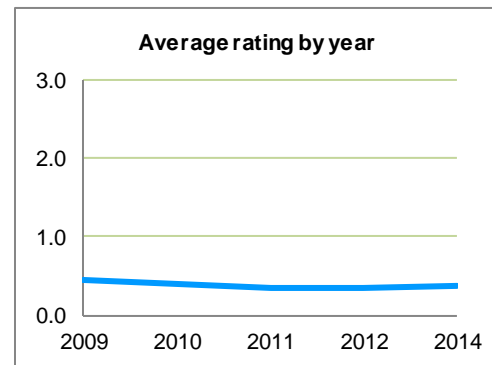


**Table 19.2b. Fear of Victimization--Sexual Assault: Trends 2009–2014**

Question 19.2. To what extent are you fearful that you or a member of your household will be the victim of a sexual assault?

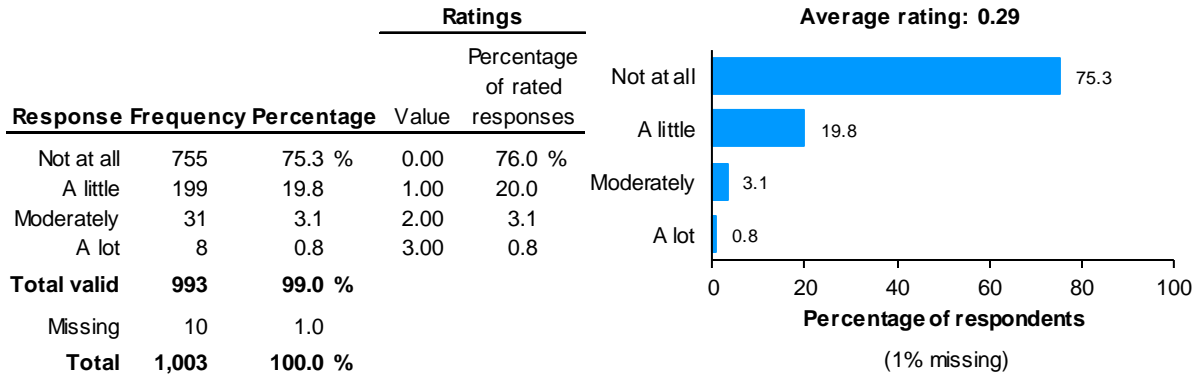
| Year | n     | Percent responding   |                    |                      |                 | Average rating |
|------|-------|----------------------|--------------------|----------------------|-----------------|----------------|
|      |       | Not at all<br>(0.00) | A little<br>(1.00) | Moderately<br>(2.00) | A lot<br>(3.00) |                |
| 2009 | 1,398 | 62.2                 | 31.8               | 5.0                  | 1.0             | 0.45           |
| 2010 | 916   | 67.4                 | 27.0               | 5.0                  | 0.7             | 0.39           |
| 2011 | 1,145 | 71.1                 | 23.9               | 3.8                  | 1.2             | 0.35           |
| 2012 | 827   | 70.5                 | 23.9               | 5.2                  | 0.4             | 0.35           |
| 2014 | 992   | 69.5                 | 24.3               | 5.8                  | 0.4             | 0.37           |

Percent change in average rating from 2009–2014: -17.8 %



**Table 19.3a. Fear of Victimization–Murder, 2014**

Question 19.3. To what extent are you fearful that you or a member of your household will be the victim of a murder?

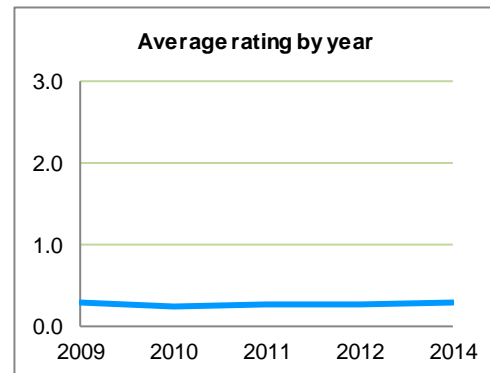


*“There have been multiple break-ins, an arson fire where a house was lost, and two drug-related homicides within a mile of my home in either direction. It is a cause of concern.”*

**Table 19.3b. Fear of Victimization–Murder: Trends 2009–2014**

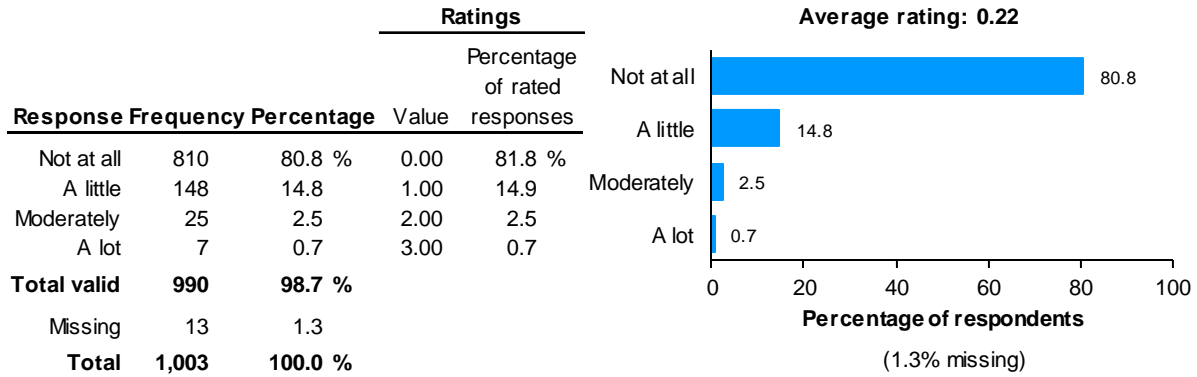
Question 19.3. To what extent are you fearful that you or a member of your household will be the victim of a murder?

| Year   | n     | Percent responding |                 |                   |              | Average rating |
|--|-------|--------------------|-----------------|-------------------|--------------|----------------|
|  |       | Not at all (0.00)  | A little (1.00) | Moderately (2.00) | A lot (3.00) |                |
| 2009   | 1,396 | 74.8               | 21.8            | 3.0               | 0.4          | 0.29           |
| 2010   | 915   | 79.3               | 18.1            | 2.1               | 0.4          | 0.24           |
| 2011   | 1,146 | 79.5               | 17.3            | 2.3               | 1.0          | 0.25           |
| 2012   | 823   | 78.0               | 18.6            | 2.4               | 1.0          | 0.26           |
| 2014   | 993   | 76.0               | 20.0            | 3.1               | 0.8          | 0.29           |
| Percent change in average rating from 2009–2014: |       |                    |                 |                   |              | 0.0 %          |



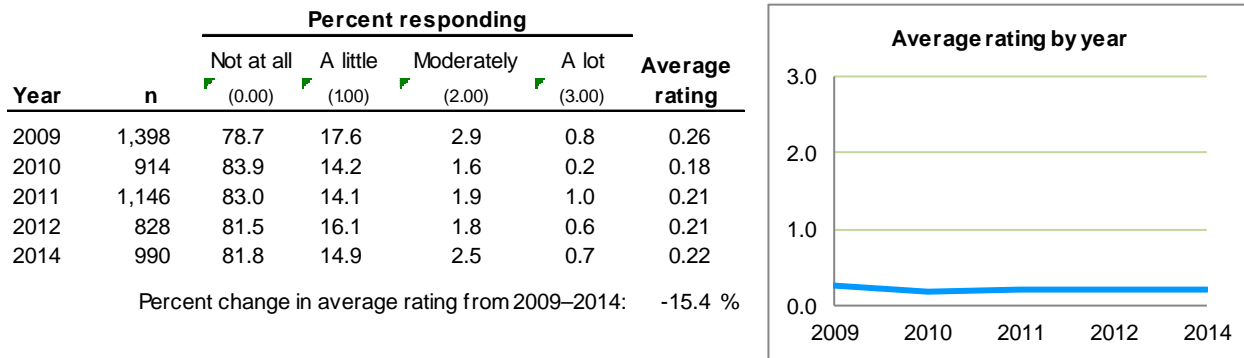
**Table 19.4a. Fear of Victimization--Kidnapping, 2014**

Question 19.4. To what extent are you fearful that you or a member of your household will be the victim of a kidnapping?



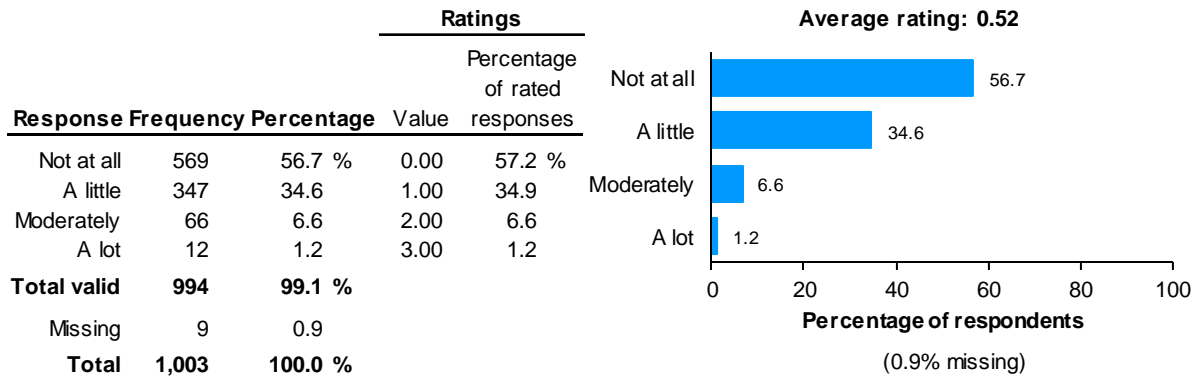
**Table 19.4b. Fear of Victimization--Kidnapping: Trends 2009–2014**

Question 19.4. To what extent are you fearful that you or a member of your household will be the victim of a kidnapping?



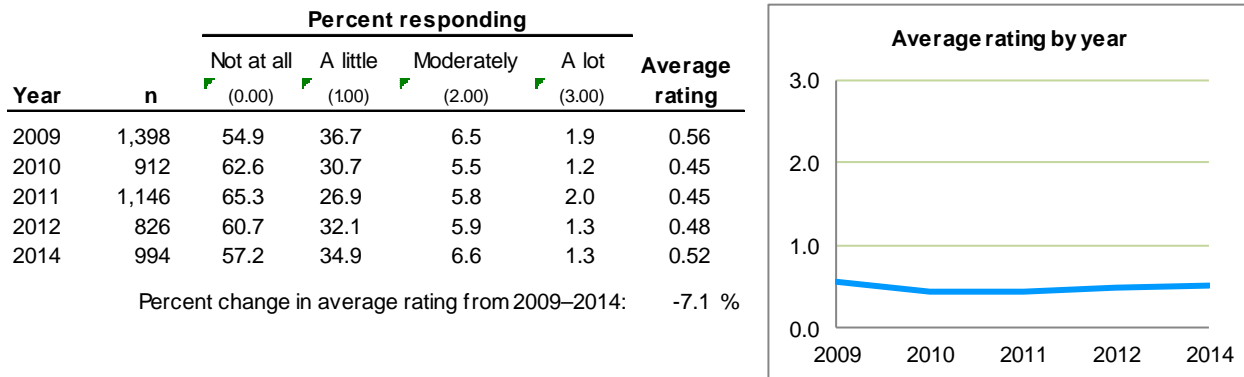
**Table 19.5a. Fear of Victimization--Attack with Weapon, 2014**

Question 19.5. To what extent are you fearful that you or a member of your household will be attacked with a weapon?



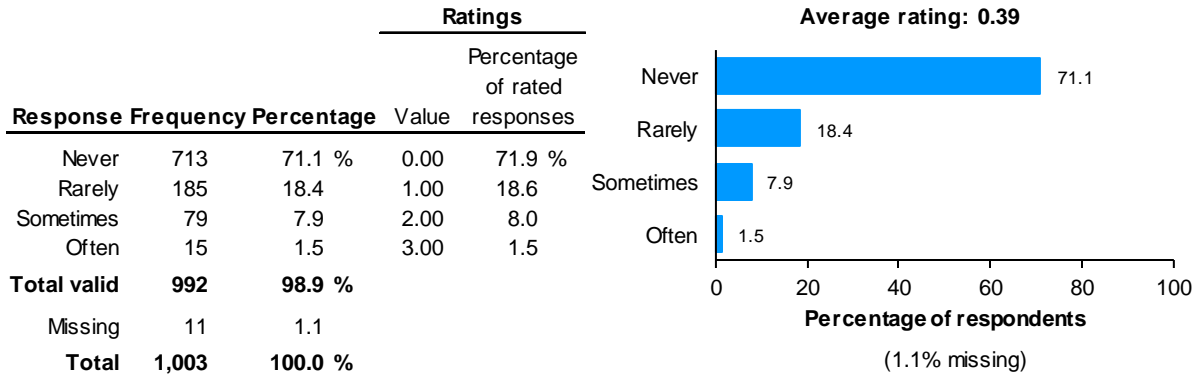
**Table 19.5b. Fear of Victimization--Attack with Weapon: Trends 2009–2014**

Question 19.5. To what extent are you fearful that you or a member of your household will be attacked with a weapon?



**Table 19.6a. Activities in Neighborhood Prevented by Fear of Crime , 2014**

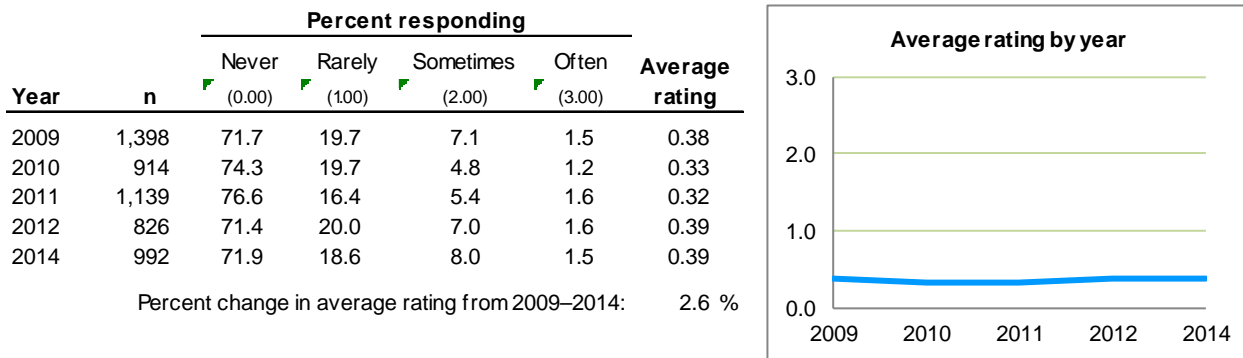
Question 19.6. How often does worry about crime prevent you from doing things you would like to do in your neighborhood?



*“I see a crime being posted about almost every day on the Facebook group called ‘Stop Valley Thieves.’ We need to get the crime down.”*

**Table 19.6b. Activities in Neighborhood Prevented by Fear of Crime: Trends 2009–2014**

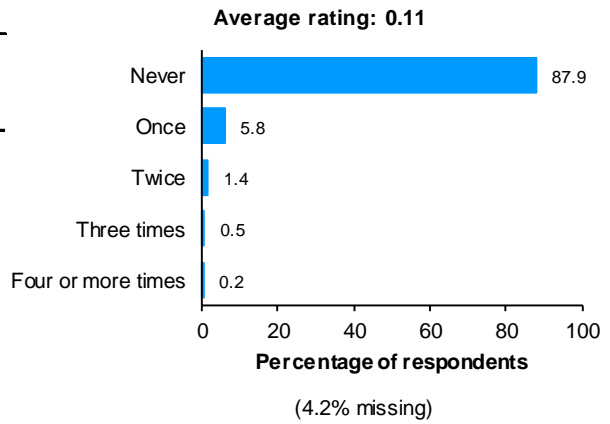
Question 19.6. How often does worry about crime prevent you from doing things you would like to do in your neighborhood?



**Table 20.1a. Incidence of Fights Involving Weapons in Neighborhood, 2014**

Question 20.1. How often has each of the following things happened in your neighborhood in the past 6 months?  
**A fight in which a weapon was used**

| Response           | Frequency    | Percentage     | Ratings |                               |
|--------------------|--------------|----------------|---------|-------------------------------|
|                    |              |                | Value   | Percentage of rated responses |
| Never              | 882          | 87.9 %         | 0.00    | 91.8 %                        |
| Once               | 58           | 5.8            | 1.00    | 6.0                           |
| Twice              | 14           | 1.4            | 2.00    | 1.5                           |
| Three times        | 5            | 0.5            | 3.00    | 0.5                           |
| Four or more times | 2            | 0.2            | 4.00    | 0.2                           |
| <b>Total valid</b> | <b>961</b>   | <b>95.8 %</b>  |         |                               |
| Missing            | 42           | 4.2            |         |                               |
| <b>Total</b>       | <b>1,003</b> | <b>100.0 %</b> |         |                               |



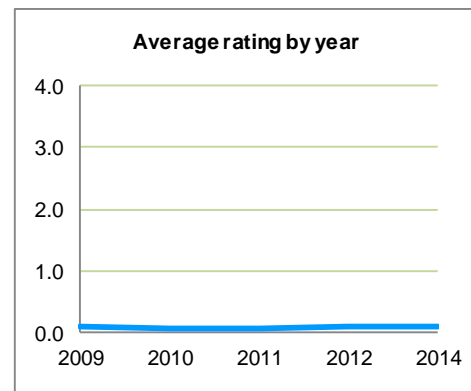
“Drugs and other unlawful behaviors and increasing crimes are a concern.”

**Table 20.1b. Incidence of Fights Involving Weapons in Neighborhood: Trends 2009–2014**

Question 20.1. How often has each of the following things happened in your neighborhood in the past 6 months?  
**A fight in which a weapon was used**

| Year | n     | Percent responding |             |              |                    |                           | Average rating |
|------|-------|--------------------|-------------|--------------|--------------------|---------------------------|----------------|
|      |       | Never (0.00)       | Once (1.00) | Twice (2.00) | Three times (3.00) | Four or more times (4.00) |                |
| 2009 | 1,336 | 92.1               | 5.9         | 1.1          | 0.4                | 0.5                       | 0.11           |
| 2010 | 895   | 93.4               | 5.4         | 0.8          | 0.3                | 0.0                       | 0.08           |
| 2011 | 1,078 | 95.2               | 3.6         | 0.8          | 0.4                | 0.0                       | 0.06           |
| 2012 | 800   | 93.5               | 5.0         | 0.8          | 0.3                | 0.4                       | 0.09           |
| 2014 | 961   | 91.8               | 6.0         | 1.5          | 0.5                | 0.2                       | 0.11           |

Percent change in average rating from 2009–2014: 0.0 %

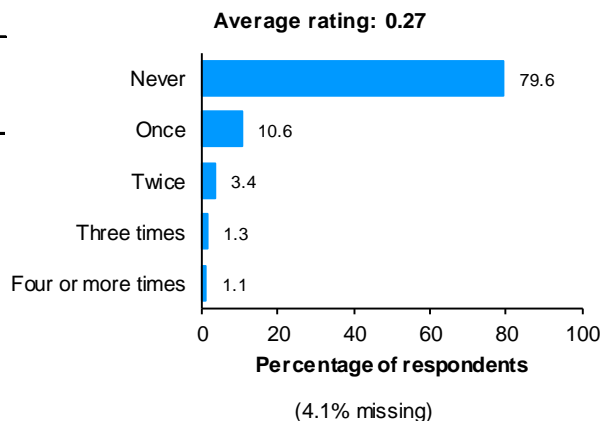


**Table 20.2a. Incidence of Violent Arguments Between Neighbors, 2014**

Question 20.2. How often has each of the following things happened in your neighborhood in the past 6 months?

**A violent argument between neighbors**

| Response           | Frequency    | Percentage     | Ratings |                               |
|--------------------|--------------|----------------|---------|-------------------------------|
|                    |              |                | Value   | Percentage of rated responses |
| Never              | 798          | 79.6 %         | 0.00    | 83.0 %                        |
| Once               | 106          | 10.6           | 1.00    | 11.0                          |
| Twice              | 34           | 3.4            | 2.00    | 3.5                           |
| Three times        | 13           | 1.3            | 3.00    | 1.4                           |
| Four or more times | 11           | 1.1            | 4.00    | 1.1                           |
| <b>Total valid</b> | <b>962</b>   | <b>95.9 %</b>  |         |                               |
| Missing            | 41           | 4.1            |         |                               |
| <b>Total</b>       | <b>1,003</b> | <b>100.0 %</b> |         |                               |



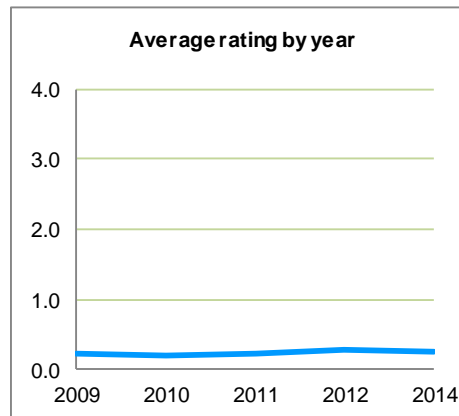
**Table 20.2b. Incidence of Violent Arguments Between Neighbors: Trends 2009–2014**

Question 20.2. How often has each of the following things happened in your neighborhood in the past 6 months?

**A violent argument between neighbors**

| Year | n     | Percent responding |             |              |                    |                           | Average rating |
|------|-------|--------------------|-------------|--------------|--------------------|---------------------------|----------------|
|      |       | Never (0.00)       | Once (1.00) | Twice (2.00) | Three times (3.00) | Four or more times (4.00) |                |
| 2009 | 1,336 | 85.0               | 10.0        | 2.8          | 0.8                | 1.3                       | 0.23           |
| 2010 | 893   | 86.9               | 8.3         | 3.1          | 1.0                | 0.7                       | 0.20           |
| 2011 | 1,082 | 86.1               | 8.7         | 2.1          | 1.6                | 1.5                       | 0.24           |
| 2012 | 797   | 82.9               | 10.4        | 3.9          | 1.3                | 1.5                       | 0.28           |
| 2014 | 962   | 83.0               | 11.0        | 3.5          | 1.4                | 1.1                       | 0.27           |

Percent change in average rating from 2009–2014: 17.4 % †

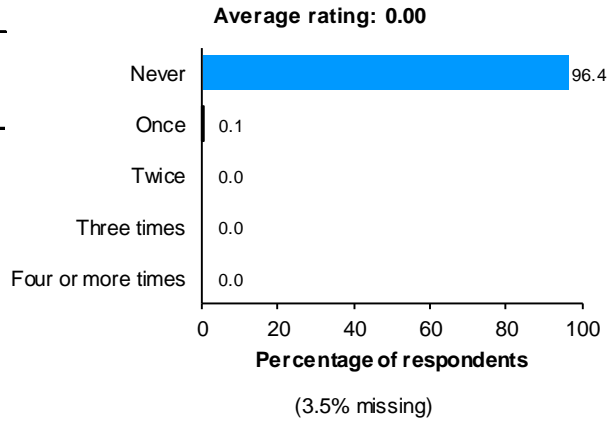


† This increase should be interpreted with extreme caution because the base numbers are very small.

**Table 20.3a. Incidence of Gang Violence in Neighborhood, 2014**

Question 20.3. How often has each of the following things happened in your neighborhood in the past 6 months?  
**A gang fight**

| Response           | Frequency    | Percentage     | Ratings |                               |
|--------------------|--------------|----------------|---------|-------------------------------|
|                    |              |                | Value   | Percentage of rated responses |
| Never              | 967          | 96.4 %         | 0.00    | 99.9 %                        |
| Once               | 1            | 0.1            | 1.00    | 0.1                           |
| Twice              | 0            | 0.0            | 2.00    | 0.0                           |
| Three times        | 0            | 0.0            | 3.00    | 0.0                           |
| Four or more times | 0            | 0.0            | 4.00    | 0.0                           |
| <b>Total valid</b> | <b>968</b>   | <b>96.5 %</b>  |         |                               |
| Missing            | 35           | 3.5            |         |                               |
| <b>Total</b>       | <b>1,003</b> | <b>100.0 %</b> |         |                               |

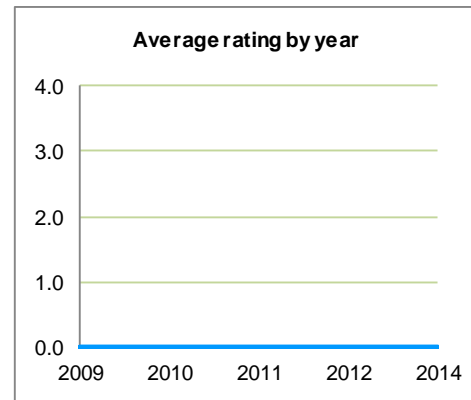


**Table 20.3b. Incidence of Gang Violence in Neighborhood: Trends 2009–2014**

Question 20.3. How often has each of the following things happened in your neighborhood in the past 6 months?  
**A gang fight**

| Year | n     | Percent responding |             |              |                    |                           | Average rating |
|------|-------|--------------------|-------------|--------------|--------------------|---------------------------|----------------|
|      |       | Never (0.00)       | Once (1.00) | Twice (2.00) | Three times (3.00) | Four or more times (4.00) |                |
| 2009 | 1,360 | 99.3               | 0.2         | 0.3          | 0.1                | 0.1                       | 0.01           |
| 2010 | 897   | 99.7               | 0.2         | 0.0          | 0.1                | 0.0                       | 0.01           |
| 2011 | 1,092 | 99.5               | 0.2         | 0.1          | 0.2                | 0.0                       | 0.01           |
| 2012 | 801   | 99.8               | 0.2         | 0.0          | 0.0                | 0.0                       | 0.01           |
| 2014 | 968   | 99.9               | 0.1         | 0.0          | 0.0                | 0.0                       | 0.01           |

Percent change in average rating from 2009–2014: 0.0 %

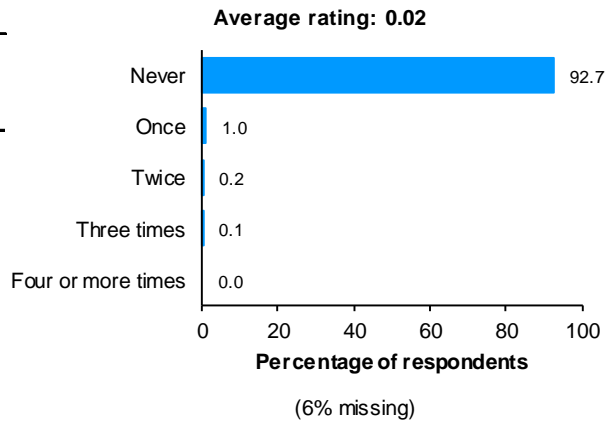




**Table 20.4a. Incidence of Sexual Assaults or Rapes in Neighborhood, 2014**

Question 20.4. How often has each of the following things happened in your neighborhood in the past 6 months?  
**A sexual assault or rape**

| Response           | Frequency    | Percentage     | Ratings |                               |
|--------------------|--------------|----------------|---------|-------------------------------|
|                    |              |                | Value   | Percentage of rated responses |
| Never              | 930          | 92.7 %         | 0.00    | 98.6 %                        |
| Once               | 10           | 1.0            | 1.00    | 1.1                           |
| Twice              | 2            | 0.2            | 2.00    | 0.2                           |
| Three times        | 1            | 0.1            | 3.00    | 0.1                           |
| Four or more times | 0            | 0.0            | 4.00    | 0.0                           |
| <b>Total valid</b> | <b>943</b>   | <b>94.0 %</b>  |         |                               |
| Missing            | 60           | 6.0            |         |                               |
| <b>Total</b>       | <b>1,003</b> | <b>100.0 %</b> |         |                               |



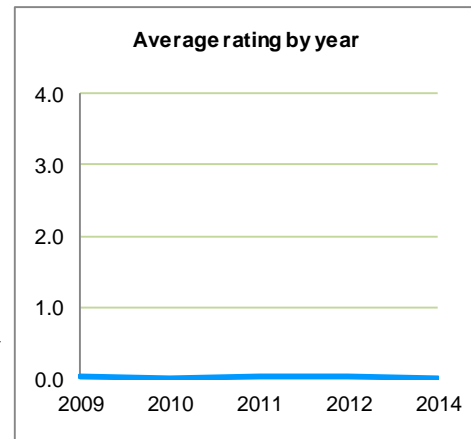
**Table 20.4b. Incidence of Sexual Assaults or Rapes in Neighborhood: Trends 2009–2014**

Question 20.4. How often has each of the following things happened in your neighborhood in the past 6 months?  
**A sexual assault or rape**

| Year | n     | Percent responding |             |              |                    |                           | Average rating |
|------|-------|--------------------|-------------|--------------|--------------------|---------------------------|----------------|
|      |       | Never (0.00)       | Once (1.00) | Twice (2.00) | Three times (3.00) | Four or more times (4.00) |                |
| 2009 | 1,332 | 97.3               | 2.1         | 0.3          | 0.2                | 0.1                       | 0.04           |
| 2010 | 890   | 98.4               | 1.3         | 0.1          | 0.2                | 0.0                       | 0.02           |
| 2011 | 1,064 | 98.4               | 1.0         | 0.3          | 0.2                | 0.1                       | 0.03           |
| 2012 | 795   | 98.1               | 1.5         | 0.3          | 0.0                | 0.1                       | 0.03           |
| 2014 | 943   | 98.6               | 1.1         | 0.2          | 0.1                | 0.0                       | 0.02           |

Percent change in average rating from 2009–2014: -50.0 % †

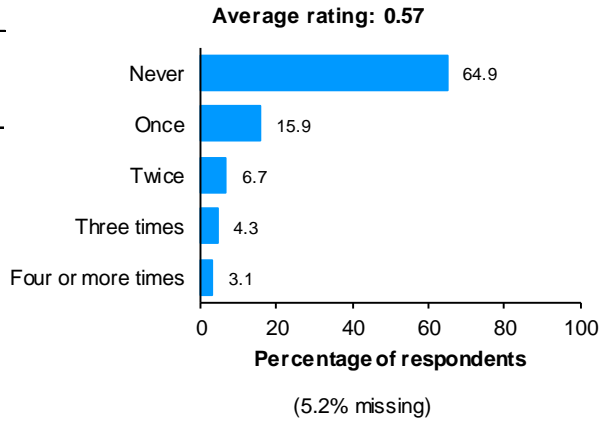
† This increase should be interpreted with extreme caution because the base numbers are very small.



**Table 20.5a. Incidence of Robberies, Burglaries, or Muggings in Neighborhood, 2014**

Question 20.5. How often has each of the following things happened in your neighborhood in the past 6 months?  
**A robbery, burglary, or mugging**

| Response           | Frequency    | Percentage     | Ratings |                               |
|--------------------|--------------|----------------|---------|-------------------------------|
|                    |              |                | Value   | Percentage of rated responses |
| Never              | 651          | 64.9 %         | 0.00    | 68.5 %                        |
| Once               | 159          | 15.9           | 1.00    | 16.7                          |
| Twice              | 67           | 6.7            | 2.00    | 7.0                           |
| Three times        | 43           | 4.3            | 3.00    | 4.5                           |
| Four or more times | 31           | 3.1            | 4.00    | 3.3                           |
| <b>Total valid</b> | <b>951</b>   | <b>94.8 %</b>  |         |                               |
| Missing            | 52           | 5.2            |         |                               |
| <b>Total</b>       | <b>1,003</b> | <b>100.0 %</b> |         |                               |



*“There are people getting stolen from all over the valley and there seems to be terrible response from the people I talk to. Ask someone who has his checkbook and checks stolen in a robbery.”*

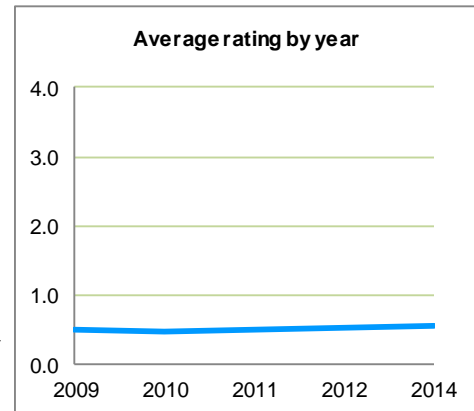
**Table 20.5b. Incidence of Robberies, Burglaries, or Muggings in Neighborhood: Trends 2009–2014**

Question 20.5. How often has each of the following things happened in your neighborhood in the past 6 months?  
**A robbery, burglary, or mugging**

| Year | n     | Percent responding |             |              |                    |                           | Average rating |
|------|-------|--------------------|-------------|--------------|--------------------|---------------------------|----------------|
|      |       | Never (0.00)       | Once (1.00) | Twice (2.00) | Three times (3.00) | Four or more times (4.00) |                |
| 2009 | 1,323 | 70.6               | 16.5        | 7.6          | 1.9                | 3.5                       | 0.51           |
| 2010 | 894   | 72.7               | 15.8        | 6.0          | 2.4                | 3.1                       | 0.48           |
| 2011 | 1,084 | 71.6               | 15.4        | 6.9          | 2.7                | 3.4                       | 0.51           |
| 2012 | 805   | 69.3               | 17.5        | 6.7          | 4.1                | 2.4                       | 0.53           |
| 2014 | 951   | 68.5               | 16.7        | 7.0          | 4.5                | 3.3                       | 0.57           |

Percent change in average rating from 2009–2014: 11.8 % †

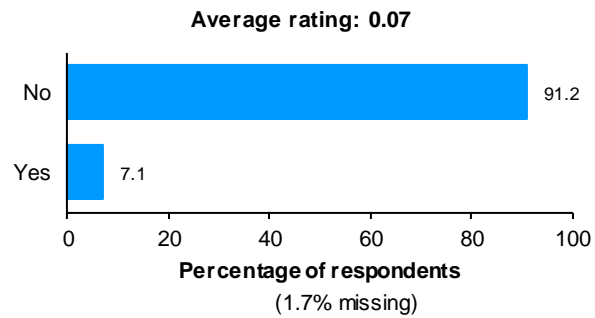
† This increase should be interpreted with extreme caution because the base numbers are very small.



**Table 21a. Victimization by Violence While Living in Neighborhood, 2014**

Question 21. While you have lived in this neighborhood, has anyone every used violence, such as in a mugging, fight, or sexual assault, against you, or any member of your household anywhere in your neighborhood?

| Response           | Frequency    | Percentage     | Ratings |                               |
|--------------------|--------------|----------------|---------|-------------------------------|
|                    |              |                | Value   | Percentage of rated responses |
| No                 | 915          | 91.2 %         | 0.00    | 92.8 %                        |
| Yes                | 71           | 7.1            | 1.00    | 7.2                           |
| <b>Total valid</b> | <b>986</b>   | <b>98.3 %</b>  |         |                               |
| Missing            | 17           | 1.7            |         |                               |
| <b>Total</b>       | <b>1,003</b> | <b>100.0 %</b> |         |                               |



“I have been shot at, lost my home to arson, was robbed, and the police were no help at all.”

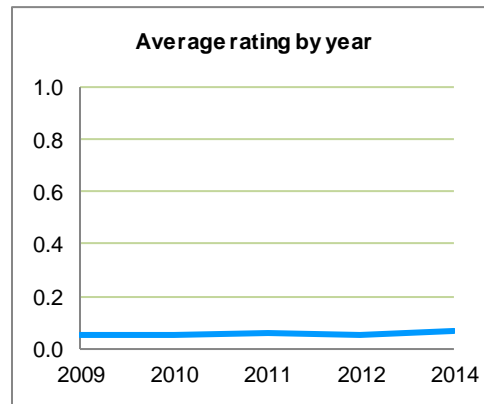
**Table 21b. Victimization by Violence While Living in Neighborhood: Trends 2009–2014**

Question 21. While you have lived in this neighborhood, has anyone every used violence, such as in a mugging, fight, or sexual assault, against you, or any member of your household anywhere in your neighborhood?

| Year | n     | Percent responding |            | Average rating |
|------|-------|--------------------|------------|----------------|
|      |       | No (0.00)          | Yes (1.00) |                |
| 2009 | 1,385 | 94.6               | 5.4        | 0.05           |
| 2010 | 909   | 94.6               | 5.4        | 0.05           |
| 2011 | 1,136 | 94.4               | 5.6        | 0.06           |
| 2012 | 825   | 95.2               | 4.8        | 0.05           |
| 2014 | 986   | 92.8               | 7.2        | 0.07           |

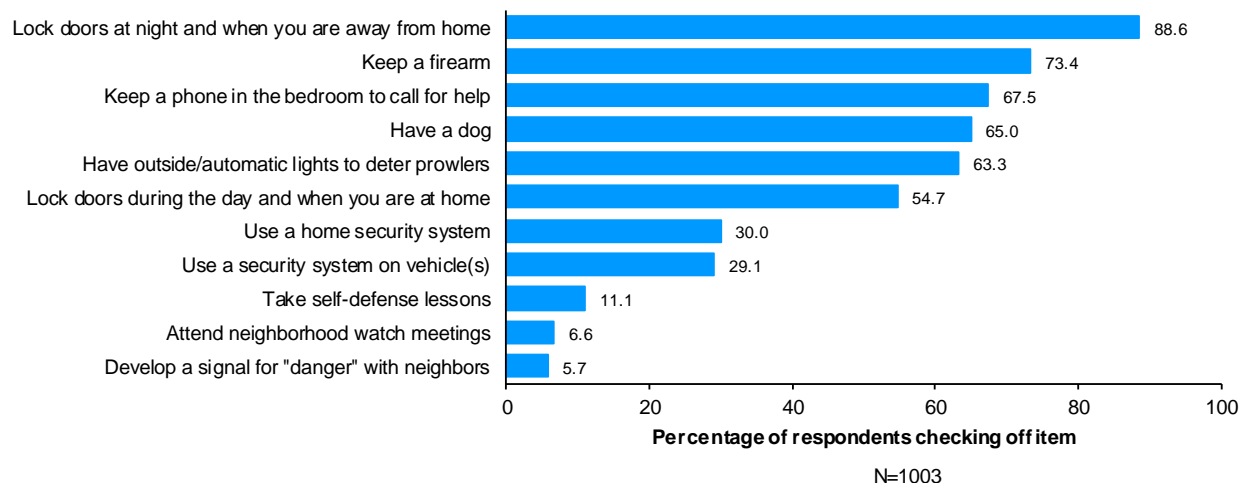
Percent change in average rating from 2009–2014: 40.0 % †

† This increase should be interpreted with extreme caution because the base numbers are very small.



**Table 22a. Strategies for Self-Protection, 2014**

Question 22. Below is a list of things people may do for self-protection or to feel more secure in their homes and neighborhoods. Which of these things do you do? Please check all that apply.



*“I am from Africa where you need armed guards and electric fences. I don’t even have to lock things here. In Africa we needed dogs for survival, but here they are just pets; we don’t need them for security.”*

**Table 22b. Strategies for Self-Protection: Trends 2009–2014**

Question 22. Below is a list of things people may do for self-protection or to feel more secure in their homes and neighborhoods. Which of these things do you do? Please check all that apply.

| Response  | Percent responding |        |        |        |        | Percent change from 2009–2014: |
|---|--------------------|--------|--------|--------|--------|--------------------------------|
|   | 2009               | 2010   | 2011   | 2012   | 2014   |                                |
| Lock doors at night and when you are away from home | 90.8 %             | 90.8 % | 90.9 % | 91.1 % | 88.6 % | -2.4 %                         |
| Keep a firearm                                      | 71.1               | 70.6   | 72.3   | 69.3   | 73.4   | 3.2                            |
| Keep a phone in the bedroom to call for help        | 70.5               | 69.2   | 69.8   | 67.9   | 67.5   | -4.3                           |
| Have a dog  | 63.1               | 61.4   | 63.4   | 59.3   | 65.0   | 3.0                            |
| Have outside/automatic lights to deter prowlers     | 65.6               | 57.0   | 61.5   | 61.9   | 63.3   | -3.5                           |
| Lock doors during the day and when you are at home  | 52.3               | 48.4   | 49.7   | 57.3   | 54.7   | 4.6                            |
| Use a home security system                          | 16.8               | 21.9   | 25.2   | 28.6   | 30.0   | 78.6                           |
| Use a security system on vehicle(s)                 | 28.9               | 28.5   | 28.9   | 33.4   | 29.1   | 0.7                            |
| Take self-defense lessons                           | 7.7                | 10.2   | 9.6    | 9.5    | 11.1   | 43.7                           |
| Attend neighborhood watch meetings                  | 7.0                | 7.8    | 7.7    | 5.4    | 6.6    | -5.8                           |
| Develop a signal for "danger" with neighbors        | 4.9                | 3.5    | 5.3    | 5.2    | 5.7    | 16.6                           |

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## Part IV.

# Local Government: Access, Policies, and Practices



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## Local Government: Access, Policies, and Practices - Summary

About 30 percent of all respondents stated that they were satisfied with their opportunities to provide input on Borough decisions while 21 percent were dissatisfied. Most people agreed that when they phoned the Borough, they received the information they needed in a timely manner and from polite, professional staff. Ratings on all these measures have been consistent over the past three or four administrations of the *Mat-Su Survey*.

New questions were added in 2011 asking whether people currently access or would like to access Borough information through various media. As was the case then, traditional media—radio, newspapers and television—were used with much greater frequency than e-mail news releases, the Borough website, YouTube videos, and Facebook. There were slight increases in the percentages of respondents who said they would start to use these modern media in the future, with the exception of those who reported accessing Borough news on Facebook, which has increased nearly 300 percent since 2011. The Borough’s website was used more often than e-mail or Facebook. YouTube is used very little by respondents to access Borough information. In comments, some residents indicated they were not even aware the Borough had a YouTube presence. Low usage of more modern media may reflect the fact that the average age of *Mat-Su Survey* respondents was 53 years old and only 13 percent of respondents were under the age of 35.

Based on both quantitative and qualitative responses, most people really like living in the Mat-Su Borough, yet 39 percent of respondents do not believe that they are getting their money’s worth for their tax dollars generally. Another 37 percent believe that current road maintenance is not as good as it should be for the tax dollars invested (while another 37 percent agreed that that road maintenance is worth what they pay in road service area taxes), and similar to the satisfaction rating on how tax dollars are spent, the average rating on current road maintenance has been steady since 2011. Forty-four percent of respondents report that they would like to see Borough funds spent to preserve open spaces; this number peaked in 2009 and following a drop in 2010 has gradually increased every year.

The *Mat-Su Survey* asked eleven questions about support for different taxes. Since 2009, support for five of these taxes increased, though in some cases by negligible amounts. The biggest increases were in support of gasoline taxes and impact fees on residential and commercial property developers, 17 percent and 8.8 percent, respectively. Impact fees on developers are one of the more popular taxes, but gasoline taxes (and property taxes) are among the least popular taxes of the eleven asked about in the survey. The strongest opposition was to a local gasoline tax (85% of respondents opposed this to some degree, though only 75% of respondents opposed such a tax if the revenues were

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directed towards transportation improvements rather than services in general) and an increased property tax (84% opposed).

Indeed, there was widespread lack of support for any of the taxes. A sales tax—seasonal or year-round—had the next largest opposition (54% and 63% respectively). Support for other taxes was mixed, though there was a slight preference given to “sin” taxes on tobacco and alcohol, with between 38 percent (alcohol) and 45 percent (tobacco) of respondents stating they “agree” or “strongly agree” with such taxes. Overall, respondents’ support for taxes has slightly decreased, they continue to most strongly oppose taxes that would most likely affect them—taxes on property and gasoline and a year-round sales tax—and be middle-of-the road on support for taxes on tobacco and alcohol (which affect only the purchasers of these products), and fees related to development and real estate transfers.

Sixty-two percent of respondents labeled traffic congestion a serious problem; this is a decrease compared to both 2012 and 2009. With respect to water quality in the borough, 43 percent of respondents agreed or strongly agreed that they were concerned. Since 2010, this rating has gradually increased. Sixty-six percent of respondents agreed or strongly agreed that the Borough needs to do a better job of managing growth and development, while 60 percent agreed or strongly agreed that the Borough should designate commercial and industrial centers to minimize land use conflicts.

New questions on the *2011 Mat-Su Survey* asked respondents to rate how well the Borough is doing at regulating various land use effects, specifically noise, signs and billboards, commercial lighting, natural resource extraction, and private airstrips. As was the case in 2011, the distribution of responses for each of these questions was remarkably similar. While few people strongly agreed that the Borough is doing a good job in this regard, most people did not indicate they thought the Borough is doing a bad job either. The lowest levels of satisfaction concerned the regulation of natural resource extraction (the average rating of 1.47 is slightly below “neither agree nor disagree” on a five-point scale). All other average ratings were on the positive side of neutral, that is, they were above 1.50, though in no case was the average rating about 2.00 (“agree”). The highest level of satisfaction (1.81) was for regulation of signs and billboards. Since 2011, there has been little change up or down in these ratings.

In 2011, a question was added to the survey asking respondents whether they think the Borough should direct more resources to working with local businesses and non-profits to grow and diversify the local economy. Over 62 percent of people who answered this question agreed or strongly agreed, while only ten percent disagreed or strongly disagreed. Two additional questions pertaining to economic development were added to the survey in 2012. The first asked whether the Borough should “seek to develop our natural resources.” Over one-half (55%) of respondents agreed or strongly agreed,



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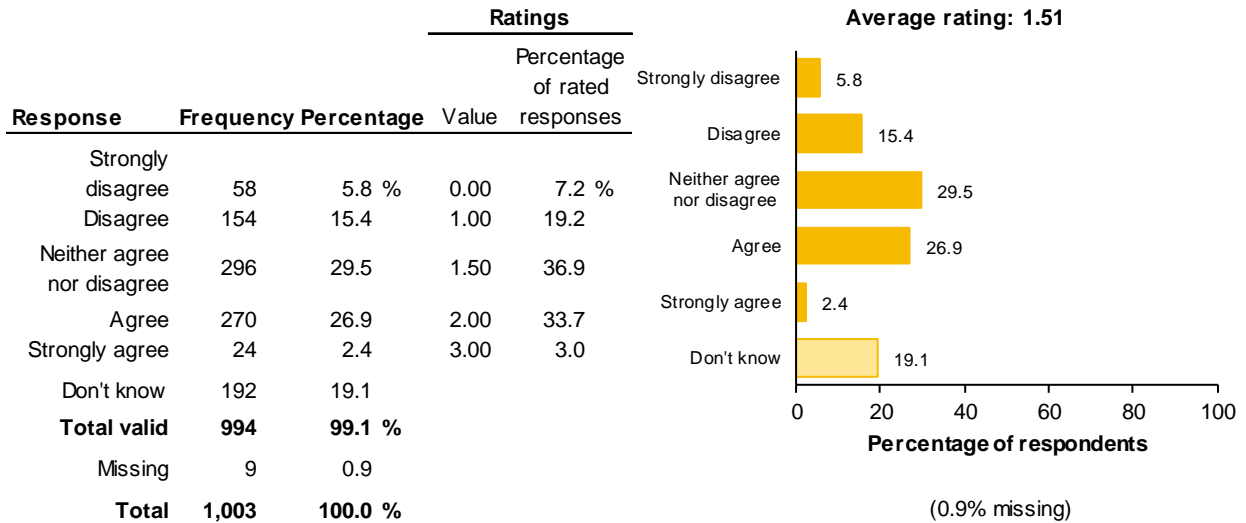
while 20 percent disagreed or strongly disagreed. Respondents were similarly enthusiastic about developing opportunities for business development of high technology, manufacturing, and aerospace. Fifty-nine percent agreed to some extent with this approach, and only 12 percent disagreed or strongly disagreed.

Several questions were added to the *2011 Mat-Su Survey* to assess residents' use and awareness of emergency services, and their households' preparation for disaster. Generally, the services that were the most used were also the services that respondents reported more awareness of. The ambulance service was both the most used and among the services most people were aware of—only fire services were known to more respondents. Respondents for the most part were reasonably aware of opportunities for training in CPR, First Aid and other emergency skills (52%), prevention or preparedness programs (41%), open houses at emergency stations (37%), and lectures or programs detailing the operations of local emergency services (26%). Respondents were also asked if they planned to use these services in the future. Several people wrote comments in the margin that this was a strange or stupid question, that one does not ordinarily plan to use emergency services, and so on. Despite this sentiment, 55 percent of people who answered the question said they planned to use “training in CPR, first aid, or other emergency skills,” and 34 percent said they planned to engage with prevention or preparedness programs. In all seven varieties of services asked about in these questions, there were increases, sometimes modest, in the percentages of respondents who indicated they plan to use the service in the future.

Overall, it seems that survey respondents think the borough is vulnerable to a natural or man-made disaster (50%), and only 14 percent think the borough is prepared to recover from such an event, should it be widespread (but a third of respondents indicated they didn't know how to answer this question or the question asking about Borough preparation for a pandemic). There was strong support for the statement that residents should take personal responsibility for preparing for disasters (91% agreed or strongly agreed), and much less support for the notion that the Borough government is responsible for preparing residents for disaster (only 30% agreed or strongly agreed). Not surprisingly then, most respondents (60%) said they are prepared for a natural or man-made disaster, and 73 percent claim to have set aside supplies in their homes in case of disaster. Even higher percentages (84%) say they keep the area around their homes clear of wildfire hazards. There was little change in any of these measures from 2011.

**Table 23.1a. Satisfaction with Opportunities for Input on Borough Decisions, 2014**

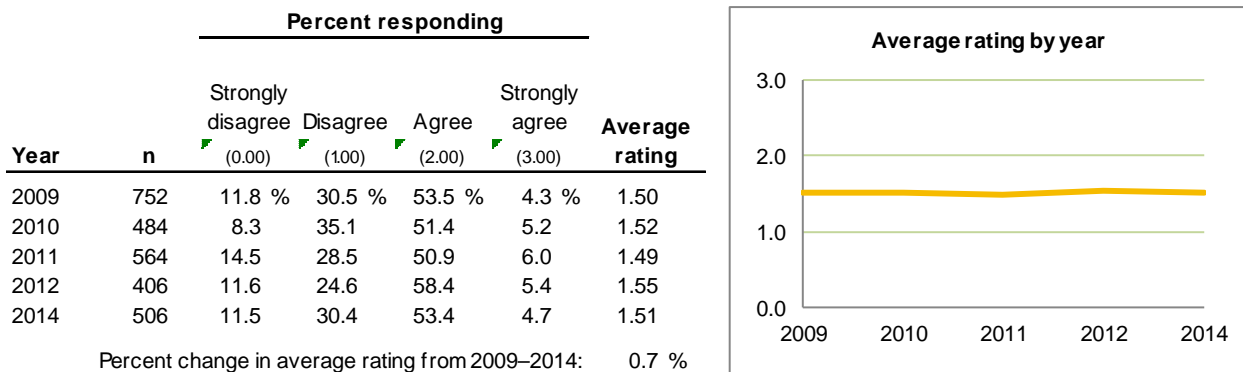
Question 23.1. Please indicate the extent to which you agree or disagree with each of the following statements:  
**Overall, I am satisfied with the opportunities the Borough provides to give input on decisions.**



*“I do not want any taxes raised until spending is controlled. I wish as an average resident, I had more say in how the monies are spent. It is a long drive to go to Borough meetings and can be dangerous in winter since we would be driving in the dark. Is there a process on the internet we could have input into Borough business? My husband and I cannot afford to take off work and then pay for a hotel to go to these meetings.”*

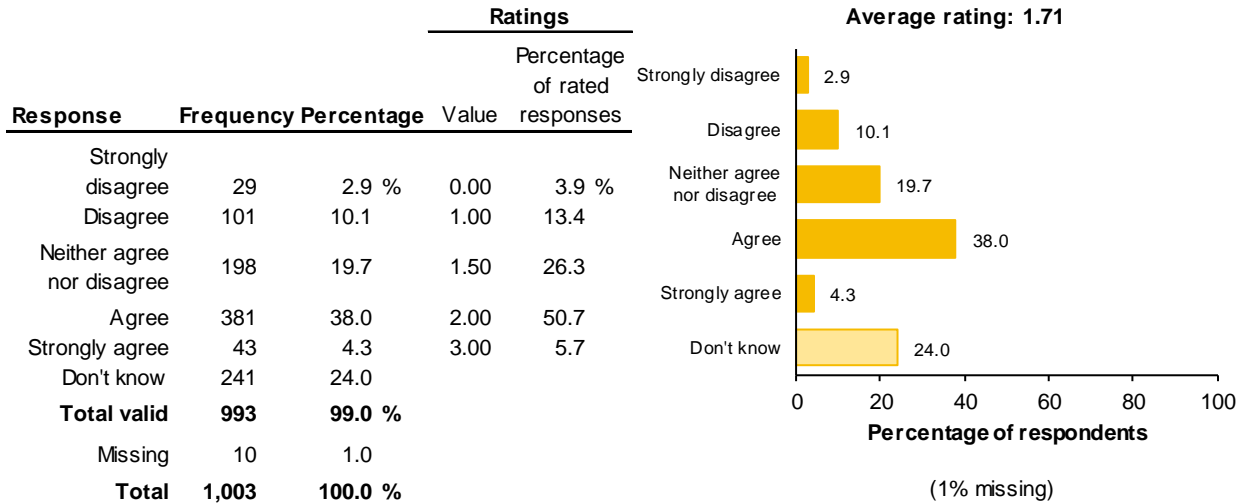
**Table 23.1b. Satisfaction with Opportunities for Input on Borough Decisions: Trends 2009-2014**

Question 23.1. Please indicate the extent to which you agree or disagree with each of the following statements:  
**Overall, I am satisfied with the opportunities the Borough provides to give input on decisions.**



**Table 23.2a. Timeliness of Borough Information, 2014**

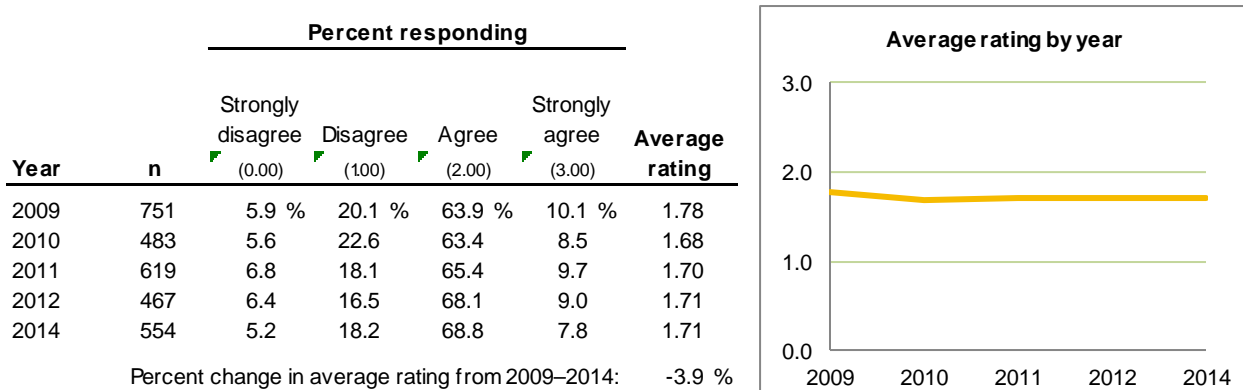
Question 23.2. Please indicate the extent to which you agree or disagree with each of the following statements:  
**When I call the Borough, I usually get the information I need in a timely manner.**



*“I believe that the Borough policies on not informing a community/neighborhoods of changes that directly affect the neighbors is illegal. And if the Borough believes that everyone home has computer access, it is mistaken and must inform everyone by mail of changes the Borough wishes to enact so everyone has a voice. Not just a few individuals.”*

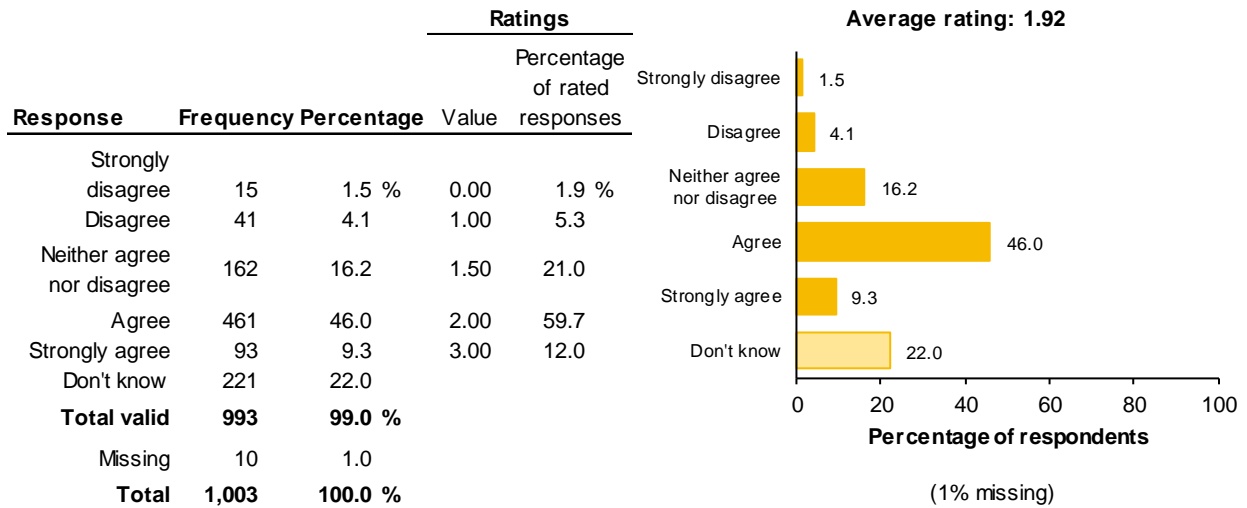
**Table 23.2b. Timeliness of Borough Information: Trends 2009-2014**

Question 23.2. Please indicate the extent to which you agree or disagree with each of the following statements:  
**When I call the Borough, I usually get the information I need in a timely manner.**



**Table 23.3a. Politeness of Borough Employees, 2014**

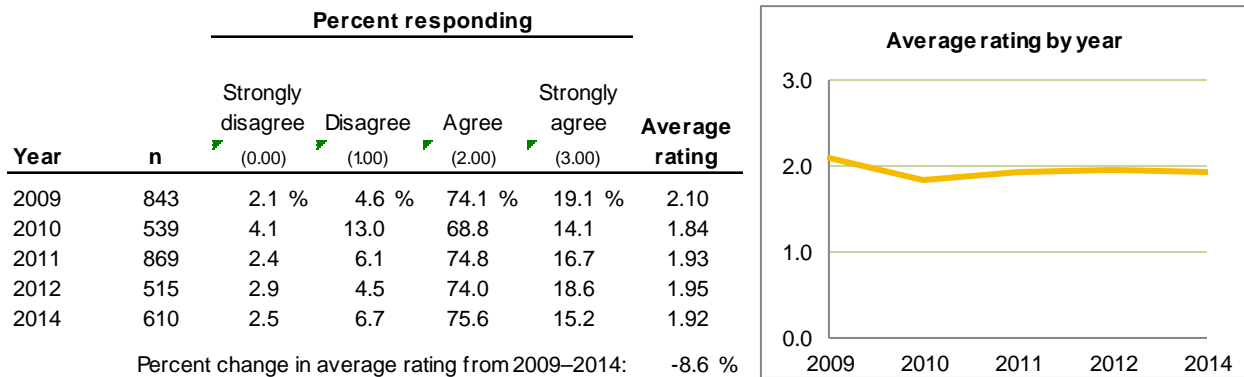
Question 23.3. Please indicate the extent to which you agree or disagree with each of the following statements:  
**When I call the Borough, the person I speak with is usually polite and professional.**



*“The Matsu Borough government building needs to be bulldozed into the swamp and ALL but one employee needs to be fired. I have never been to the building without a feeling of fear and never left it feeling I have been served. Less government is better.”*

**Table 23.3b. Politeness of Borough Employees: Trends 2009-2014**

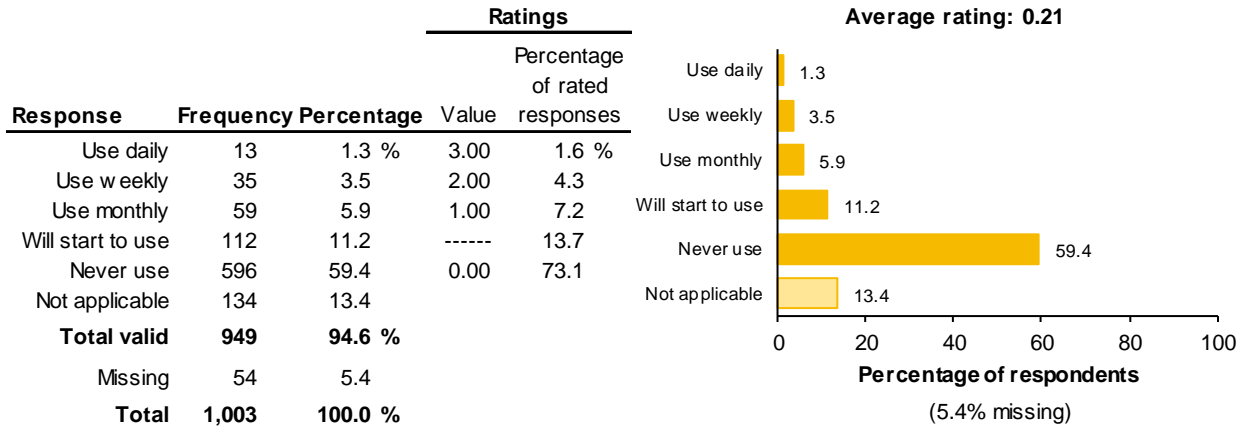
Question 23.3 Please indicate the extent to which you agree or disagree with each of the following statements:  
**When I call the Borough, the person I speak with is usually polite and professional.**



**Table 24.1a. Access to Borough News Releases by Email, 2014**

Question 24.1. Following is a list of ways the Borough disseminates news and information. Please indicate if you currently access or would like to access Borough information using these methods.

**Borough news release by email**

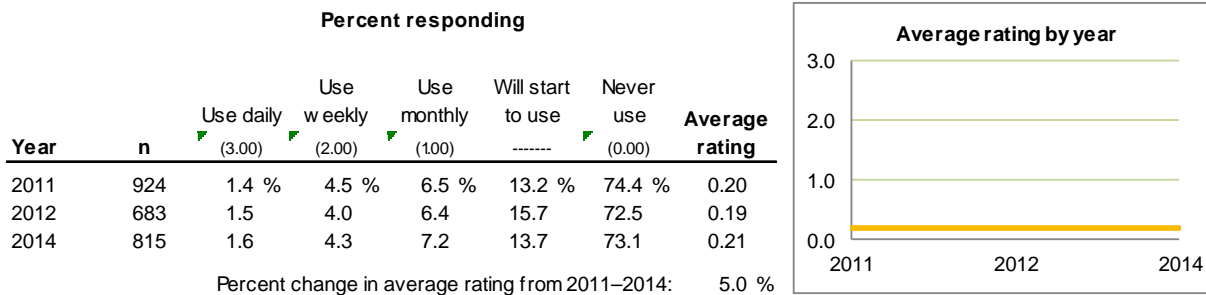


*“I would like to be more involved but I really do not know where to get info or how to participate.”*

**Table 24.1b. Access to Borough News Releases by Email: Trends 2011-2014\***

Question 24.1. Following is a list of ways the Borough disseminates news and information. Please indicate if you currently access or would like to access Borough information using these methods.

**Borough news release by email**

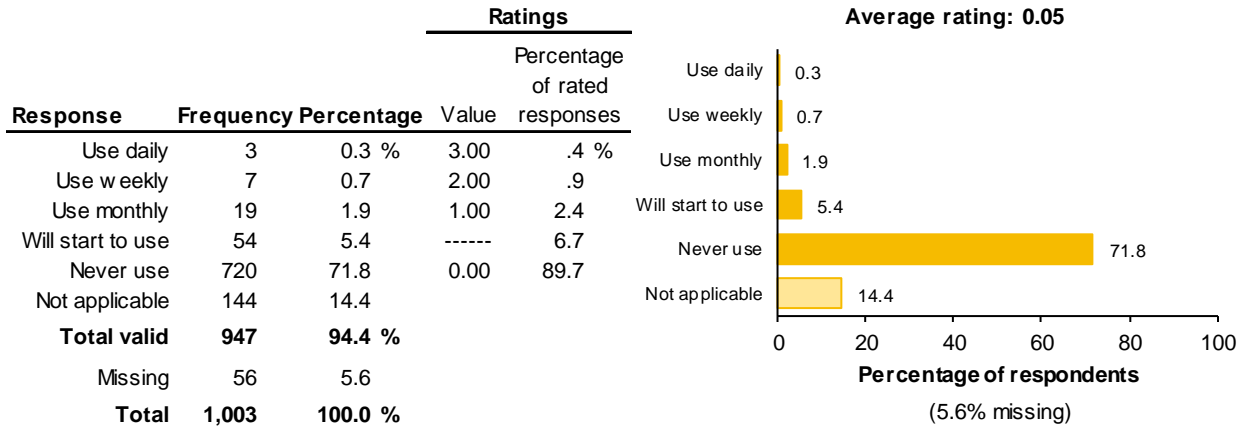


\* This question was added to the survey in 2011.

**Table 24.2a. Access to Borough YouTube Videos, 2014**

Question 24.2. Following is a list of ways the Borough disseminates news and information. Please indicate if you currently access or would like to access Borough information using these methods.

**Borough YouTube videos**

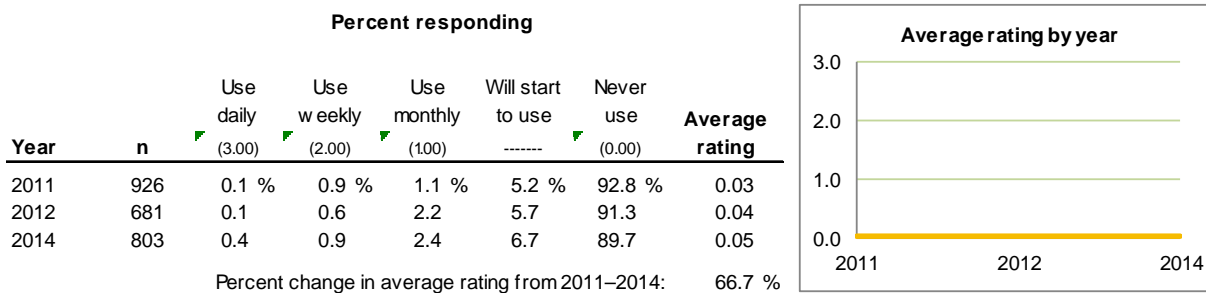


*“I didn’t know [Borough news releases by email and Borough YouTube videos] existed.”*

**Table 24.2b. Access to Borough YouTube Videos: Trends 2011-2014\***

Question 24.2. Following is a list of ways the Borough disseminates news and information. Please indicate if you currently access or would like to access Borough information using these methods.

**Borough YouTube videos**

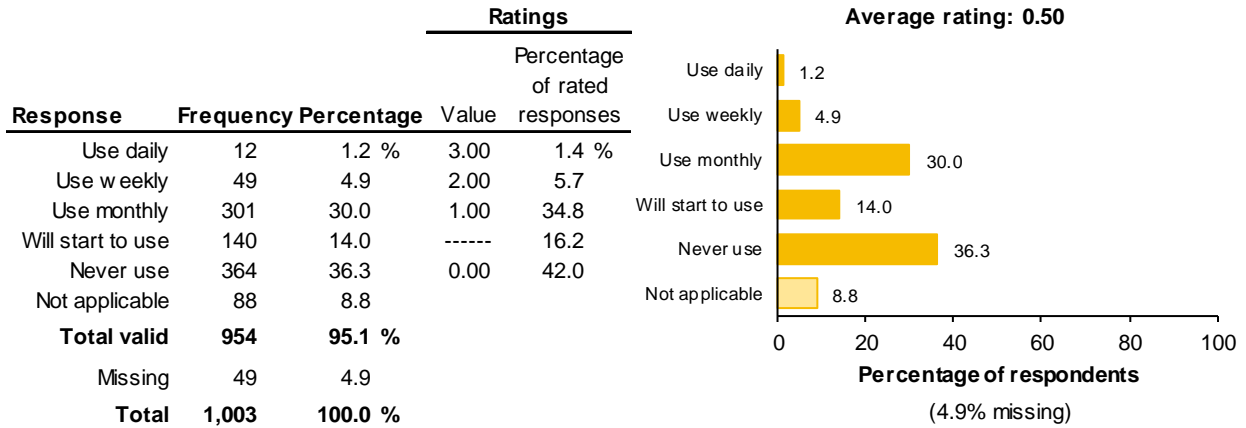


\* This question was added to the survey in 2011.

**Table 24.3a. Access to Borough's Website, 2014**

Question 24.3. Following is a list of ways the Borough disseminates news and information. Please indicate if you currently access or would like to access Borough information using these methods.

**Borough's website**

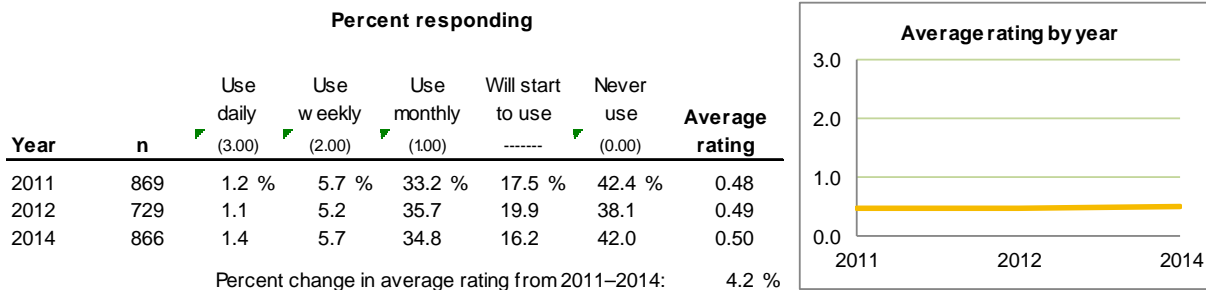


*“The Borough website must be updated.”*

**Table 24.3b. Access to Borough's Website: Trends 2011-2014\***

Question 24.3. Following is a list of ways the Borough disseminates news and information. Please indicate if you currently access or would like to access Borough information using these methods.

**Borough's website**

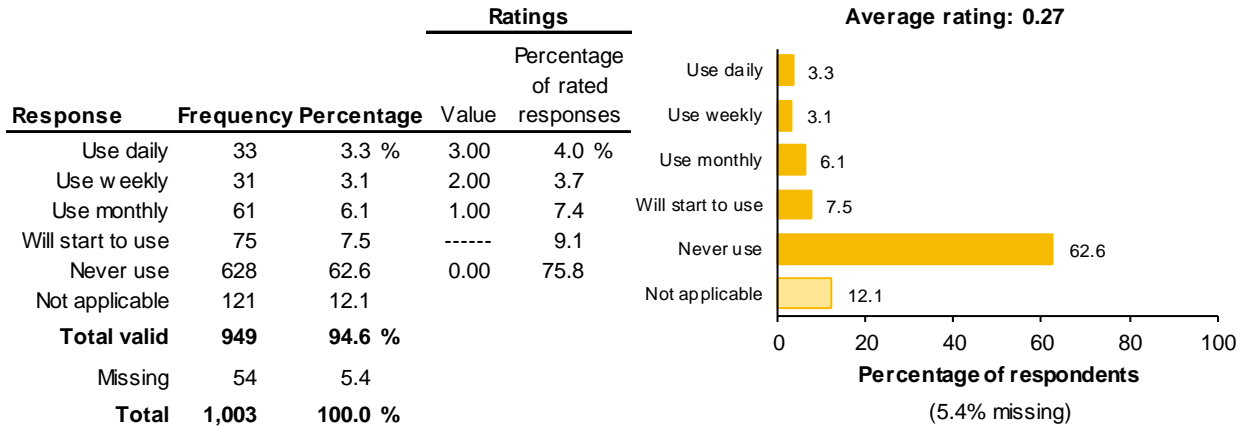


\* This question was added to the survey in 2011.

**Table 24.4a. Access to Borough News on Facebook, 2014**

Question 24.4. Following is a list of ways the Borough disseminates news and information. Please indicate if you currently access or would like to access Borough information using these methods.

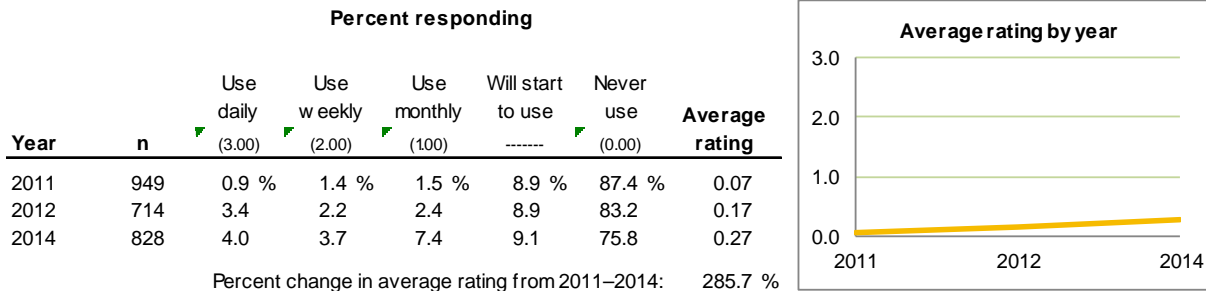
**Borough news on Facebook**



**Table 24.4b. Access to Borough News on Facebook: Trends 2011-2014\***

Question 24.4. Following is a list of ways the Borough disseminates news and information. Please indicate if you currently access or would like to access Borough information using these methods.

**Borough news on Facebook**



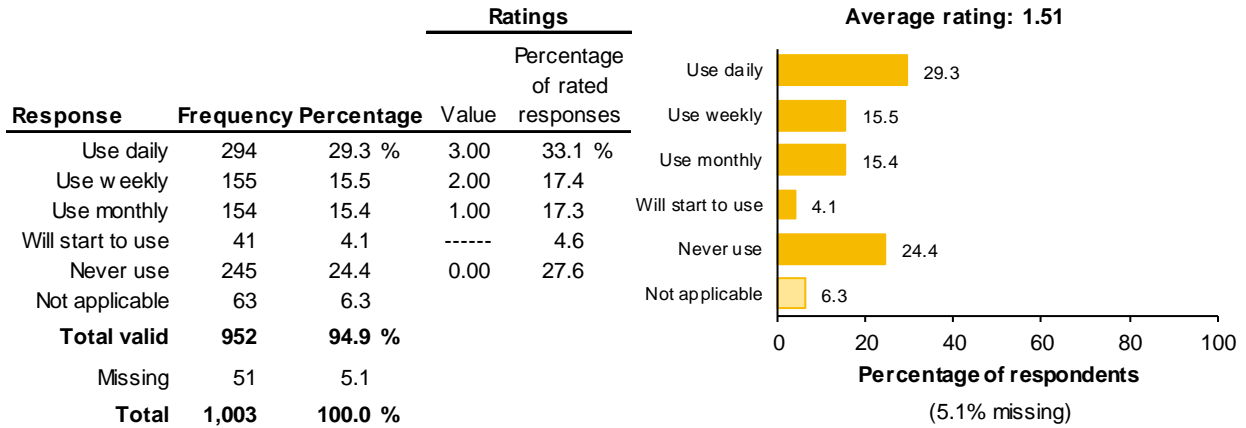
\* This question was added to the survey in 2011.



**Table 24.5a. Access to Local Radio, 2014**

Question 24.5. Following is a list of ways the Borough disseminates news and information. Please indicate if you currently access or would like to access Borough information using these methods.

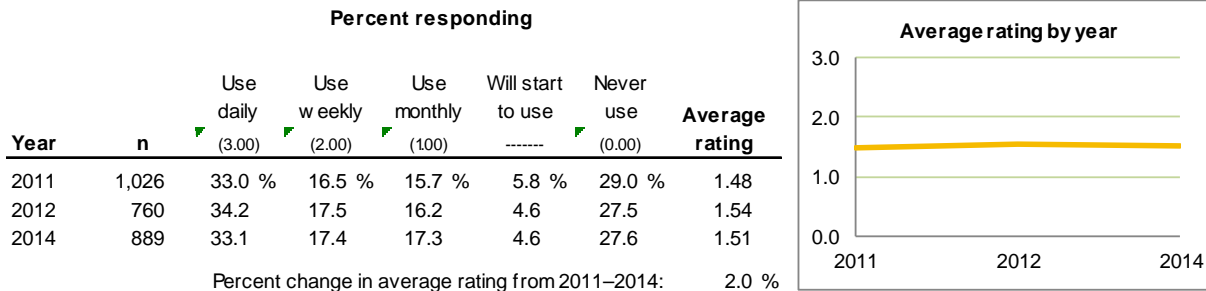
**Local radio**



**Table 24.5b. Access to Local Radio: Trends 2011-2014\***

Question 24.5. Following is a list of ways the Borough disseminates news and information. Please indicate if you currently access or would like to access Borough information using these methods.

**Local radio**

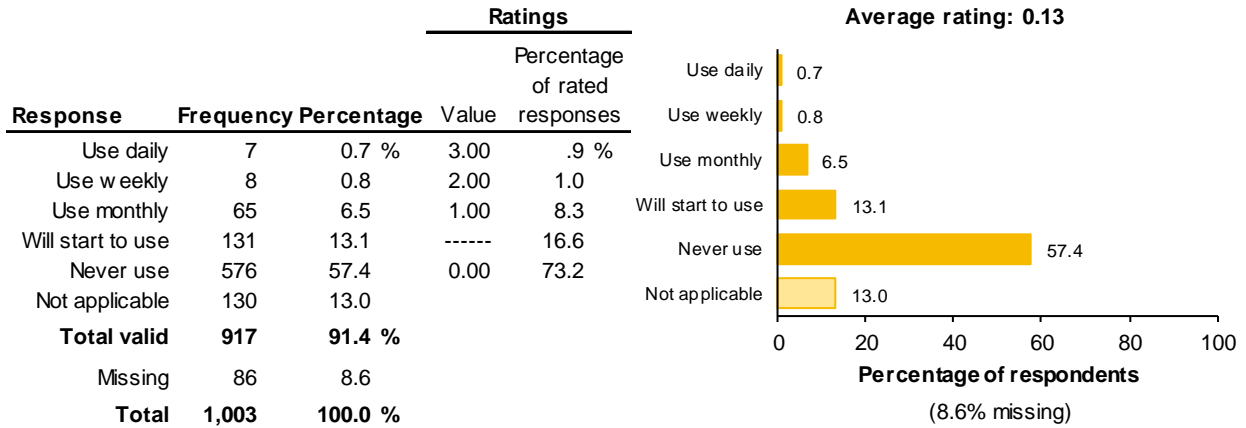


\* This question was added to the survey in 2011.

**Table 24.6a. Access to Mat-Su Borough Annual Report, 2014**

Question 24.6. Following is a list of ways the Borough disseminates news and information. Please indicate if you currently access or would like to access Borough information using these methods.

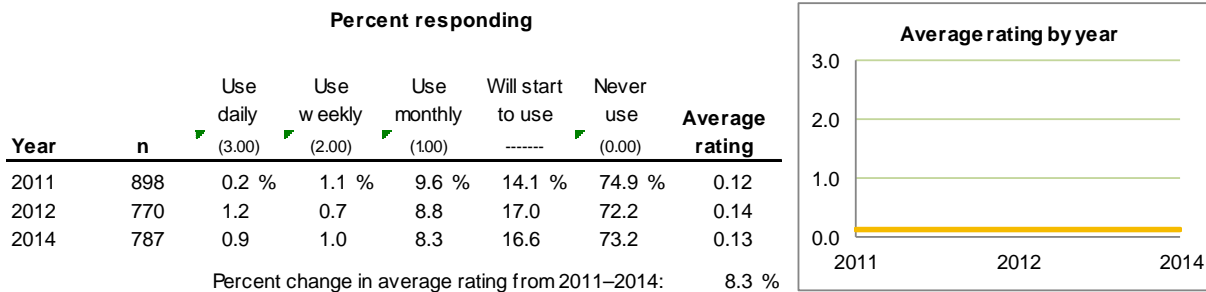
**Mat-Su Borough Annual Report**



**Table 24.6b. Access to Mat-Su Borough Annual Report: Trends 2011-2014\***

Question 24.6. Following is a list of ways the Borough disseminates news and information. Please indicate if you currently access or would like to access Borough information using these methods.

**Mat-Su Borough Annual Report**

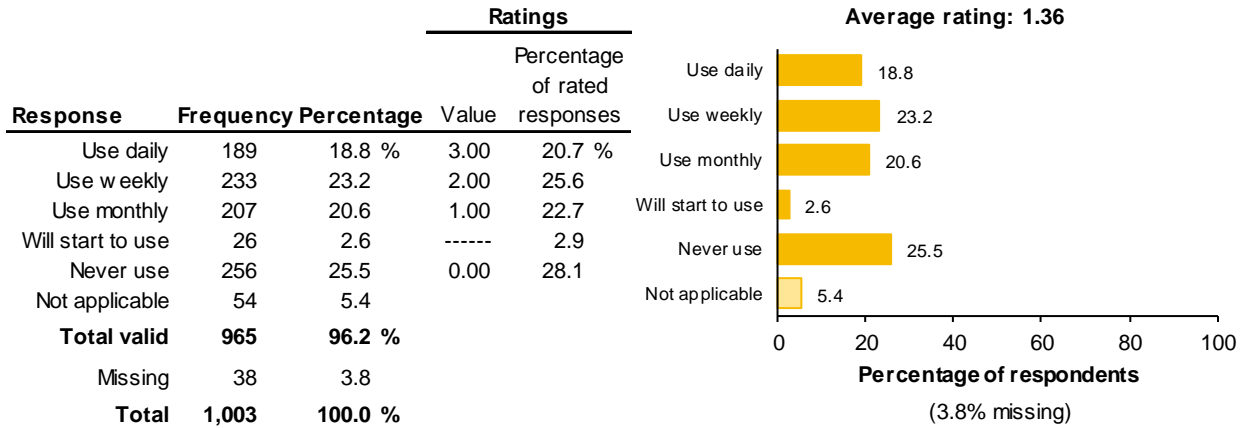


\* This question was added to the survey in 2011.

**Table 24.7a. Access to Local Newspapers, 2014**

Question 24.7. Following is a list of ways the Borough disseminates news and information. Please indicate if you currently access or would like to access Borough information using these methods.

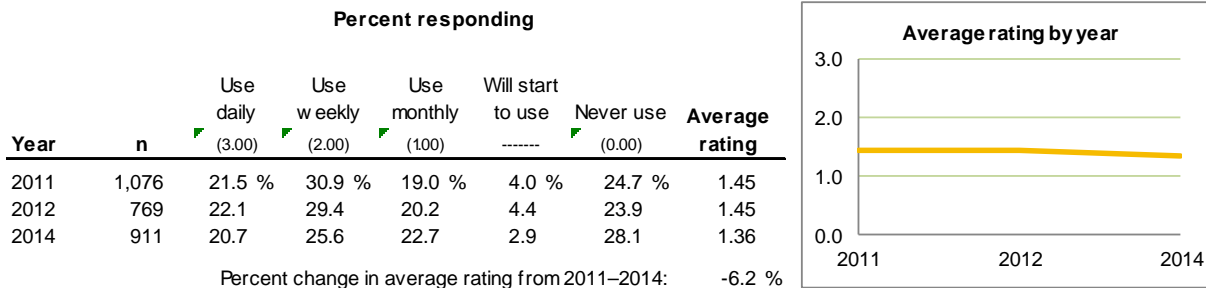
**Local newspapers**



**Table 24.7b. Access to Local Newspapers: Trends 2011-2014\***

Question 24.7. Following is a list of ways the Borough disseminates news and information. Please indicate if you currently access or would like to access Borough information using these methods.

**Local newspapers**

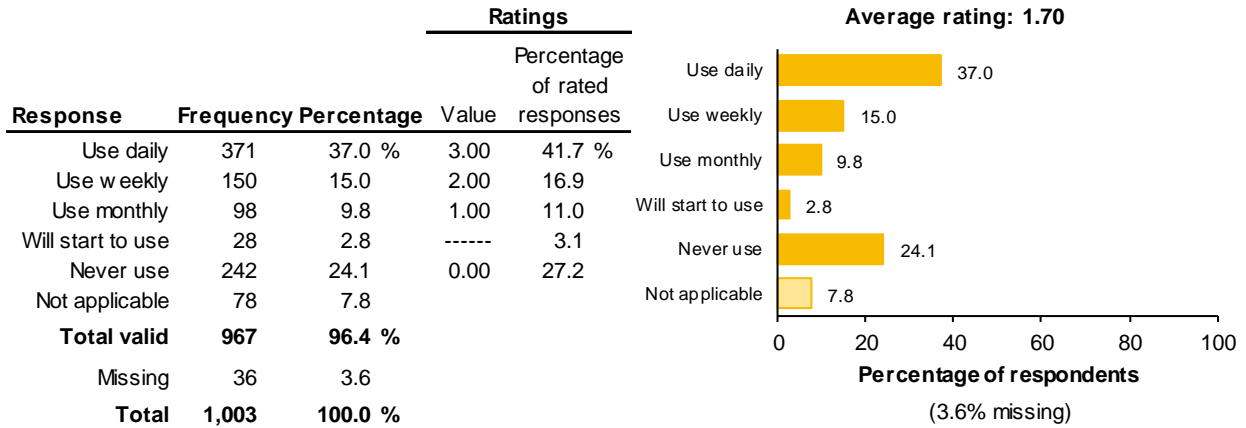


\* This question was added to the survey in 2011.

**Table 24.8a. Access to Local TV News Programs, 2014**

Question 24.8. Following is a list of ways the Borough disseminates news and information. Please indicate if you currently access or would like to access Borough information using these methods.

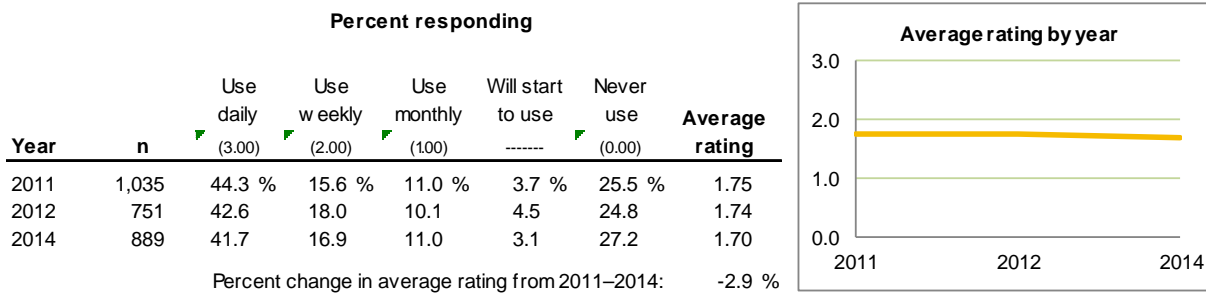
**Local TV News Programs**



**Table 24.8b. Access to Local TV News Programs: Trends 2011-2014\***

Question 24.8. Following is a list of ways the Borough disseminates news and information. Please indicate if you currently access or would like to access Borough information using these methods.

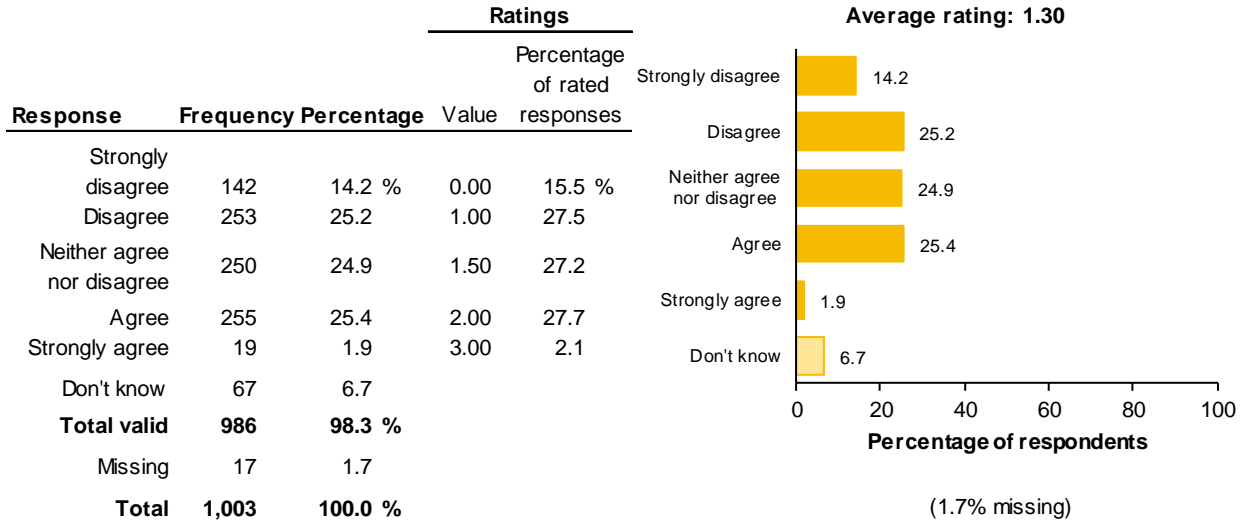
**Local TV news programs**



\* This question was added to the survey in 2011.

**Table 25.1a. Money's Worth for Taxes Paid to Borough, 2014**

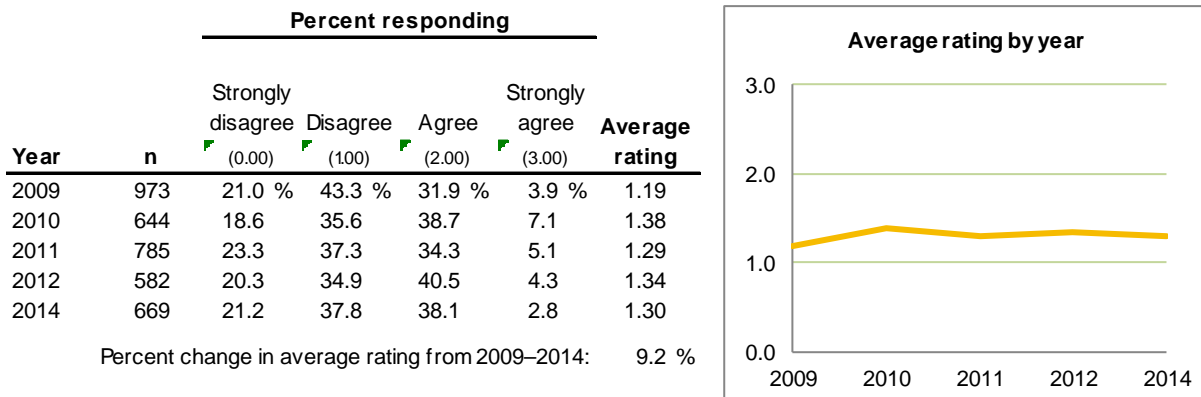
Question 25.1. Please indicate how much you agree or disagree with each of the following statements:  
***I feel I am getting my money's worth for the taxes I pay to the Mat-Su Borough.***



*“The Mat Su Borough, like most local, state, and federal agencies, is very wasteful and not accountable for money spent. And the easy way out of accountability is to raise more and more taxes. How immature and insane is that?”*

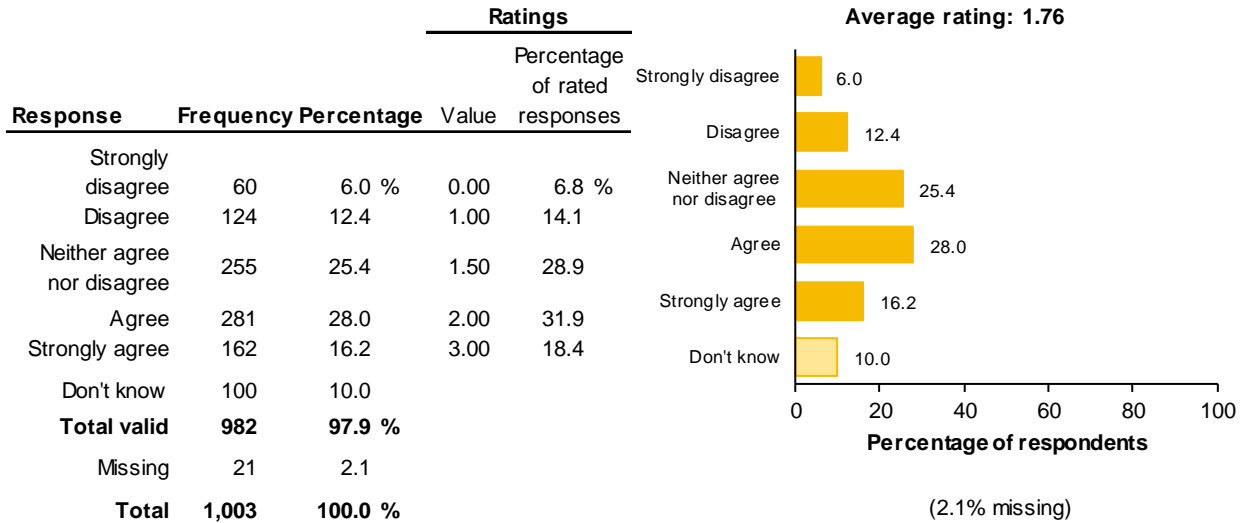
**Table 25.1b. Money's Worth for Taxes Paid to Borough: Trends 2009-2014**

Question 25.1. Please indicate how much you agree or disagree with each of the following statements:  
***I feel I am getting my money's worth for the taxes I pay to the Mat-Su Borough.***



**Table 25.2a. Use of Funds to Support Open Spaces in the Borough, 2014**

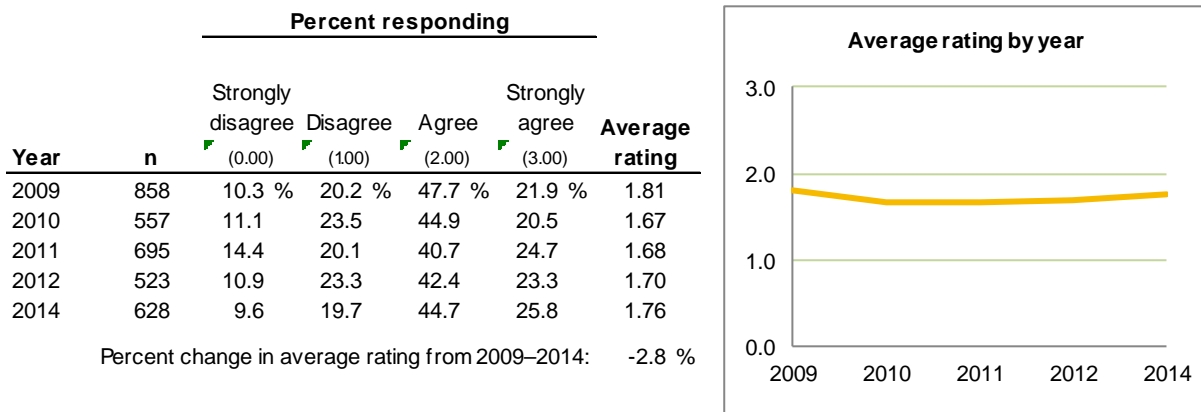
Question 25.2. Please indicate how much you agree or disagree with each of the following statements:  
**Funds should be spent to preserve open spaces in the Borough.**



*“Although I support environmentally sound development, I would like to see ‘open spaces’ retained without development for human recreation.”*

**Table 25.2b. Use of Funds to Support Open Spaces in the Borough: Trends 2009-2014**

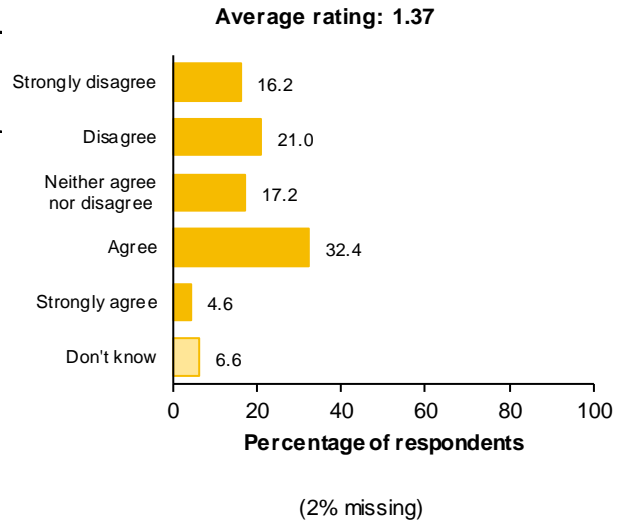
Question 25.2. Please indicate how much you agree or disagree with each of the following statements:  
**Funds should be spent to preserve open spaces in the Borough.**



**Table 25.3a. Road Maintenance and Road Service Taxes, 2014**

Question 25.3. Please indicate how much you agree or disagree with each of the following statements:  
**The current level of road maintenance in my area is worth what I pay in road service area taxes.**

| Response                   | Frequency    | Percentage     | Ratings |                               |
|----------------------------|--------------|----------------|---------|-------------------------------|
|                            |              |                | Value   | Percentage of rated responses |
| Strongly disagree          | 162          | 16.2 %         | 0.00    | 17.7 %                        |
| Disagree                   | 211          | 21.0           | 1.00    | 23.0                          |
| Neither agree nor disagree | 173          | 17.2           | 1.50    | 18.9                          |
| Agree                      | 325          | 32.4           | 2.00    | 35.4                          |
| Strongly agree             | 46           | 4.6            | 3.00    | 5.0                           |
| Don't know                 | 66           | 6.6            |         |                               |
| <b>Total valid</b>         | <b>983</b>   | <b>98.0 %</b>  |         |                               |
| Missing                    | 20           | 2.0            |         |                               |
| <b>Total</b>               | <b>1,003</b> | <b>100.0 %</b> |         |                               |



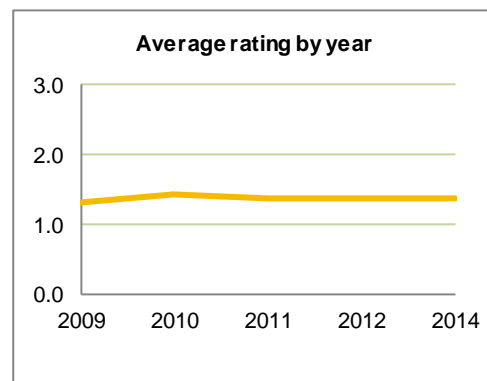
*“I would like to see South Burma Rd and side streets off it maintained better. There are massive water puddles all year. It would not take much to make those drainable which would provide better access to our homes year round or seasonally. We pay high land taxes but I see no or little compensation for that.”*

**Table 25.3b. Road Maintenance and Road Service Taxes: Trends 2009-2014**

Question 25.3. Please indicate how much you agree or disagree with each of the following statements:  
**The current level of road maintenance in my area is worth what I pay in road service area taxes.**

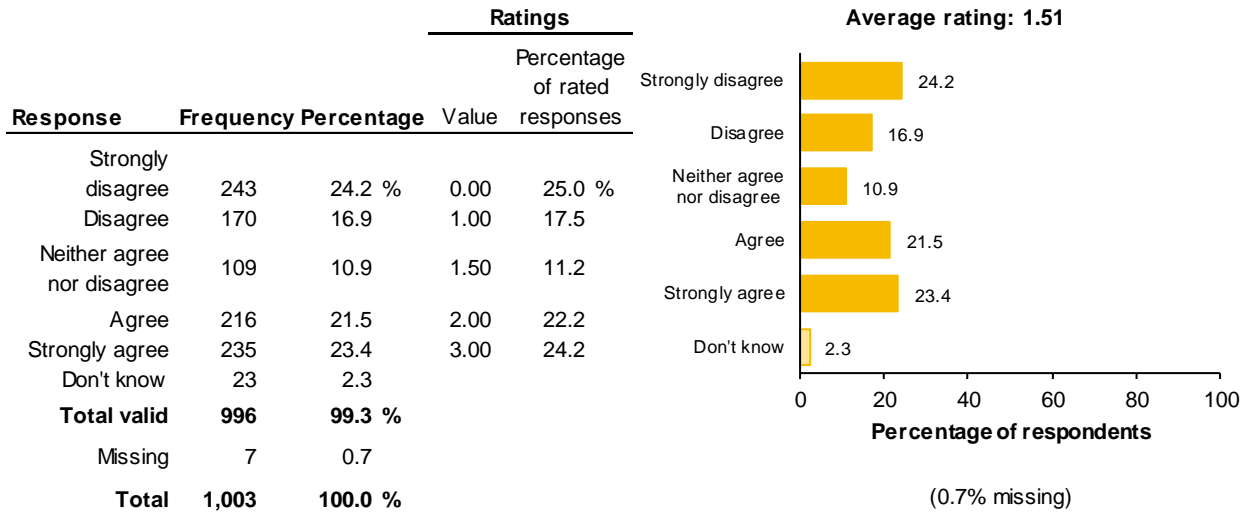
| Year | n     | Percent responding       |                 |              |                       | Average rating |
|------|-------|--------------------------|-----------------|--------------|-----------------------|----------------|
|      |       | Strongly disagree (0.00) | Disagree (1.00) | Agree (2.00) | Strongly agree (3.00) |                |
| 2009 | 1,100 | 20.6 %                   | 20.6 %          | 39.8 %       | 5.9 %                 | 1.31           |
| 2010 | 687   | 18.5                     | 29.3            | 44.5         | 7.7                   | 1.43           |
| 2011 | 884   | 20.8                     | 32.7            | 39.7         | 6.8                   | 1.36           |
| 2012 | 665   | 22.4                     | 28.7            | 42.4         | 6.5                   | 1.36           |
| 2014 | 744   | 21.8                     | 28.4            | 43.7         | 6.2                   | 1.37           |

Percent change in average rating from 2009–2014: 4.6 %



**Table 26.1a. Support for Tobacco Tax Increase, 2014**

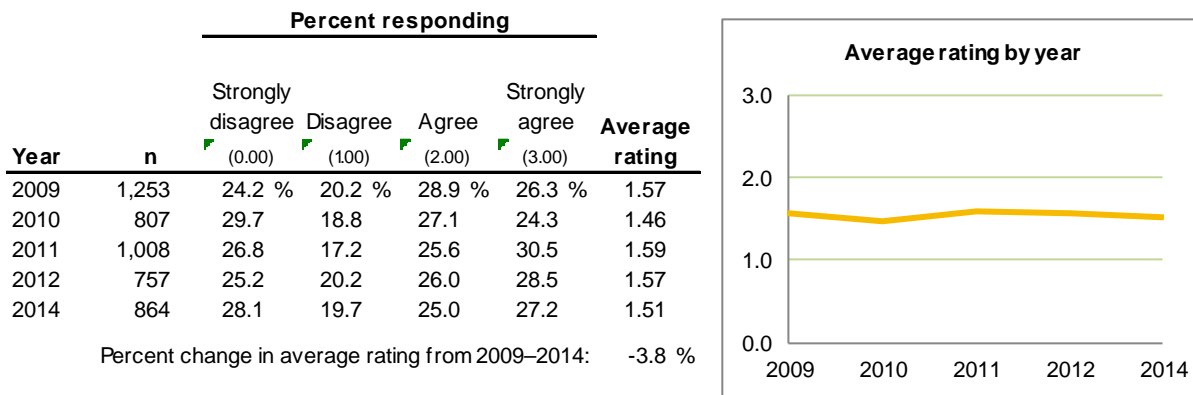
Question 26.1. Please indicate how much you agree or disagree with each of the following statements:  
***I would support an increase in the tobacco tax to raise money to pay for services.***



*“We are concerned about high property taxes. My family would like the Borough to expand its funding source and decrease its use of property taxes as a primary funding source. My family would support other taxes if that would reduce property tax.”*

**Table 26.1b. Support for Tobacco Tax Increase: Trends 2009-2014**

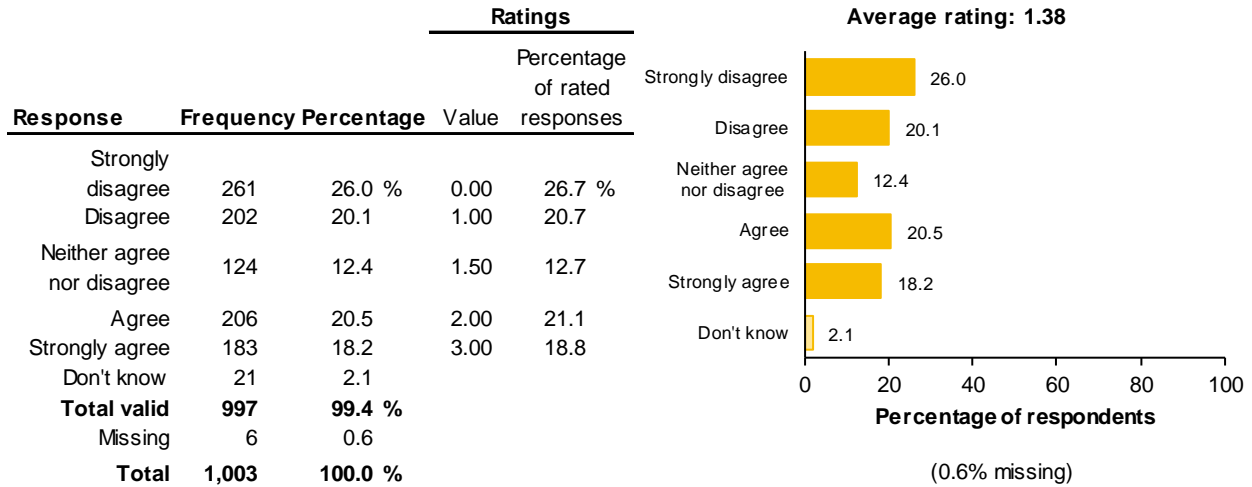
Question 26.1. Please indicate how much you agree or disagree with each of the following statements:  
***I would support an increase in the tobacco tax to raise money to pay for services.***





**Table 26.2a. Support for Local Alcohol Tax, 2014**

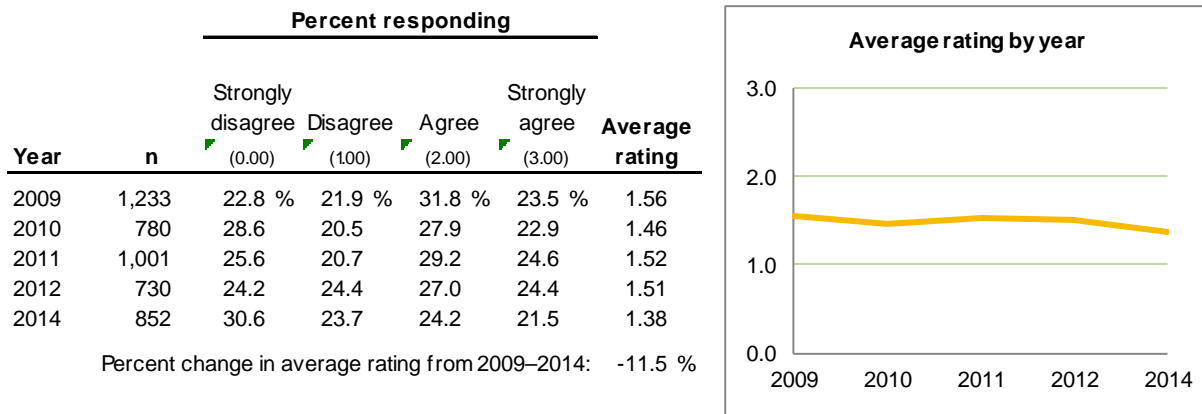
Question 26.2. Please indicate how much you agree or disagree with each of the following statements:  
***I would support local tax on alcoholic beverages to raise money to pay for services.***



*“I will pay more in taxes so that quality services can be offered. I will contribute to our community so that our quality of life can be improved.”*

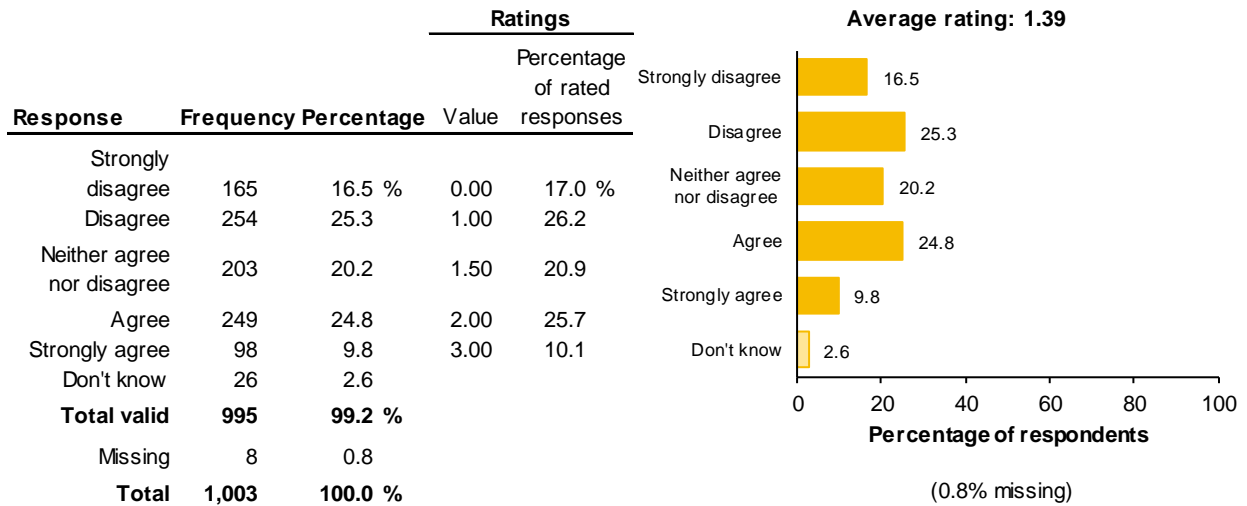
**Table 26.2b. Support for Local Alcohol Tax: Trends 2009-2014**

Question 26.2. Please indicate how much you agree or disagree with each of the following statements:  
***I would support local tax on alcoholic beverages to raise money to pay for services.***



**Table 26.3a. Support for Hotel Bed Tax Increase, 2014**

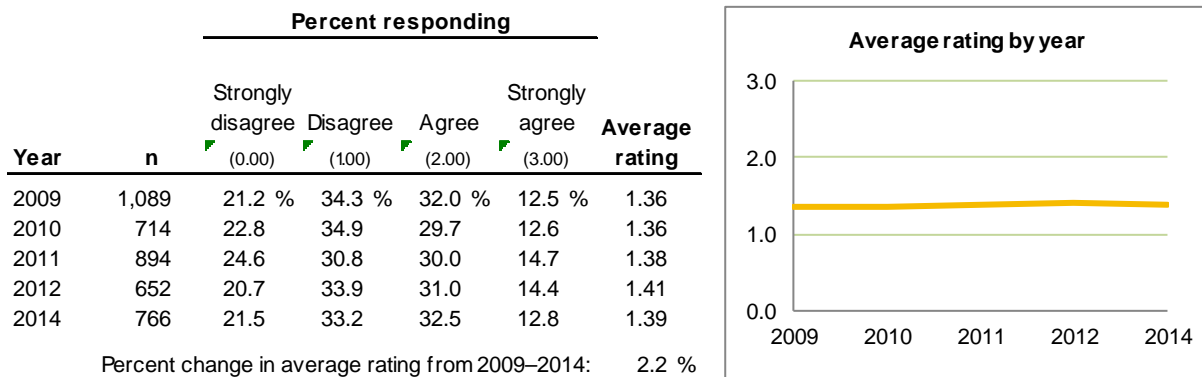
Question 26.3. Please indicate how much you agree or disagree with each of the following statements:  
***I would support an increase in the bed tax (charged at hotels) to pay for services.***



*“The government's control and taxation is becoming overwhelming.”*

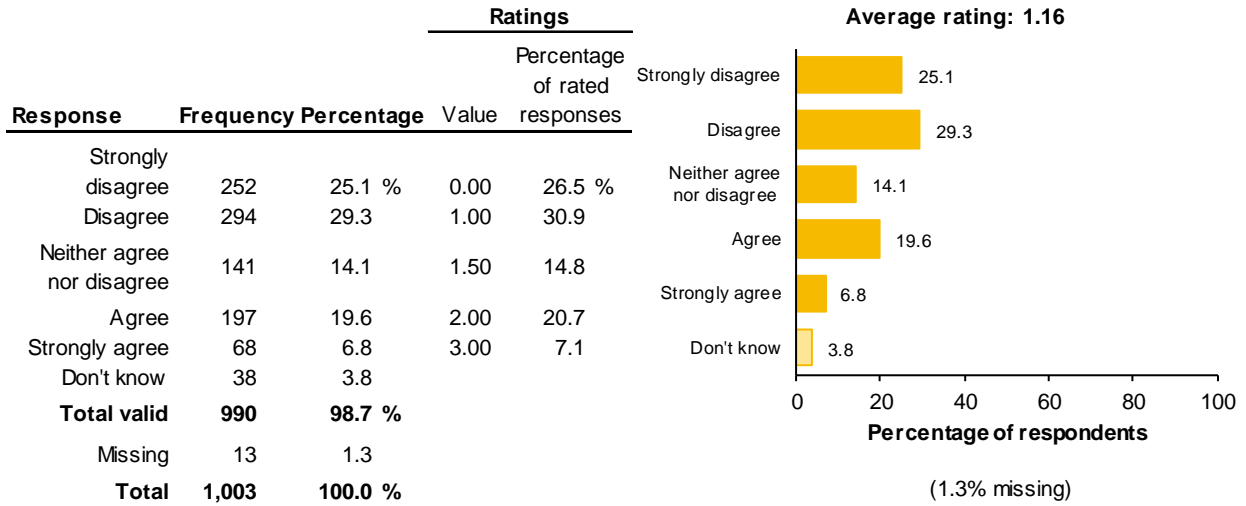
**Table 26.3b. Support for Hotel Bed Tax Increase: Trends 2009-2014**

Question 26.3. Please indicate how much you agree or disagree with each of the following statements:  
***I would support an increase in the bed tax (charged at hotels) to pay for services.***



**Table 26.4a. Support for Seasonal Sales Tax, 2014**

Question 26.4. Please indicate how much you agree or disagree with each of the following statements:  
***I would support a seasonal sales tax to raise money to pay for services.***



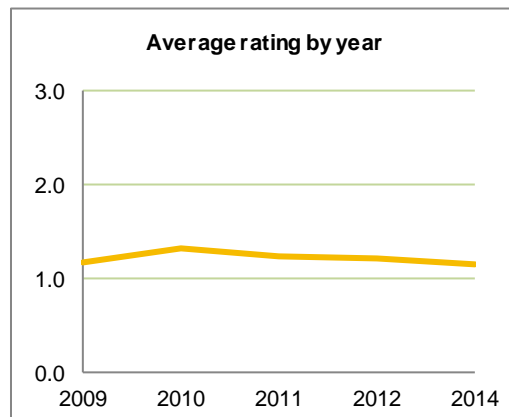
*“A sales tax is desirable only if it decreases amount of property tax.”*

**Table 26.4b. Support for Seasonal Sales Tax: Trends 2009-2014**

Question 26.4. Please indicate how much you agree or disagree with each of the following statements:  
***I would support a seasonal sales tax to raise money to pay for services.***

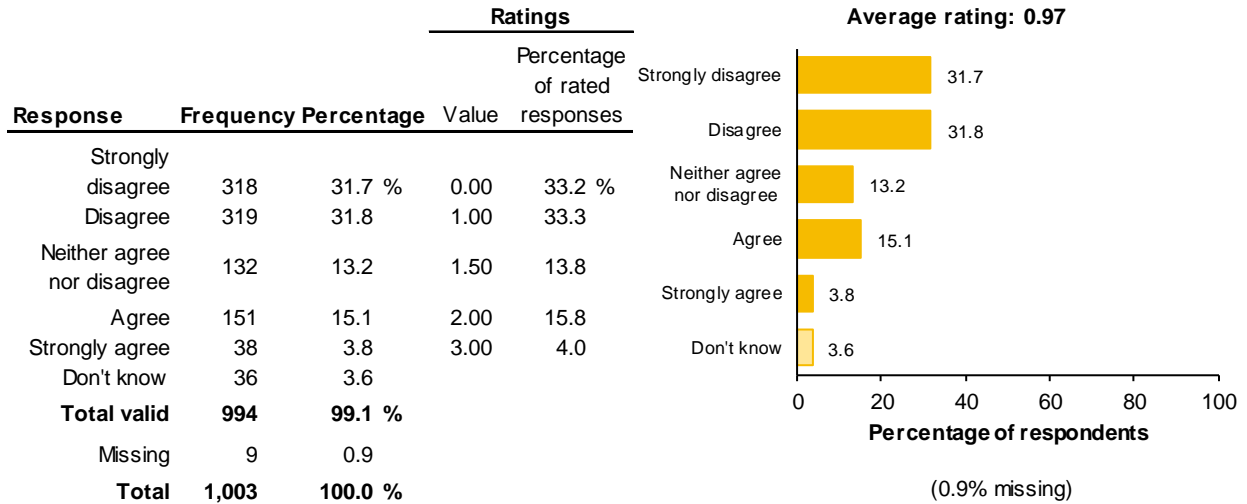
| Year | n     | Percent responding       |                 |              |                       | Average rating |
|------|-------|--------------------------|-----------------|--------------|-----------------------|----------------|
|      |       | Strongly disagree (0.00) | Disagree (1.00) | Agree (2.00) | Strongly agree (3.00) |                |
| 2009 | 1,143 | 29.4 %                   | 35.0 %          | 25.0 %       | 10.6 %                | 1.17           |
| 2010 | 757   | 25.4                     | 34.1            | 28.3         | 12.3                  | 1.31           |
| 2011 | 943   | 28.7                     | 33.3            | 27.3         | 10.7                  | 1.24           |
| 2012 | 689   | 29.5                     | 34.1            | 26.0         | 10.4                  | 1.22           |
| 2014 | 811   | 31.1                     | 36.3            | 24.3         | 8.4                   | 1.16           |

Percent change in average rating from 2009–2014: -0.9 %



**Table 26.5a. Support for Year-Round Sales Tax, 2014**

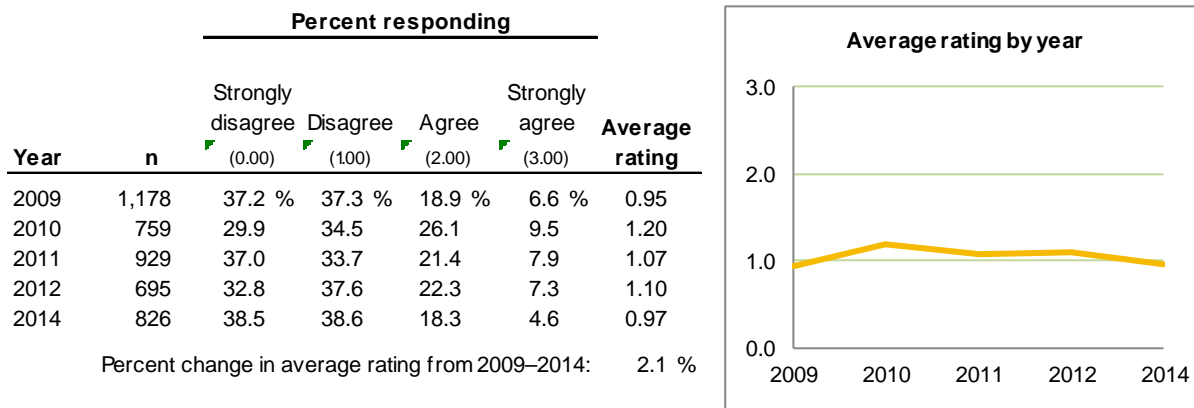
Question 26.5. Please indicate how much you agree or disagree with each of the following statements:  
***I would support a year-round sales tax to raise money to pay for services.***



*“Property taxes are EXTREMELY overpriced. We should utilize a sales tax year-round on purchases to take the burden off property owners to assist paying for ALL services.”*

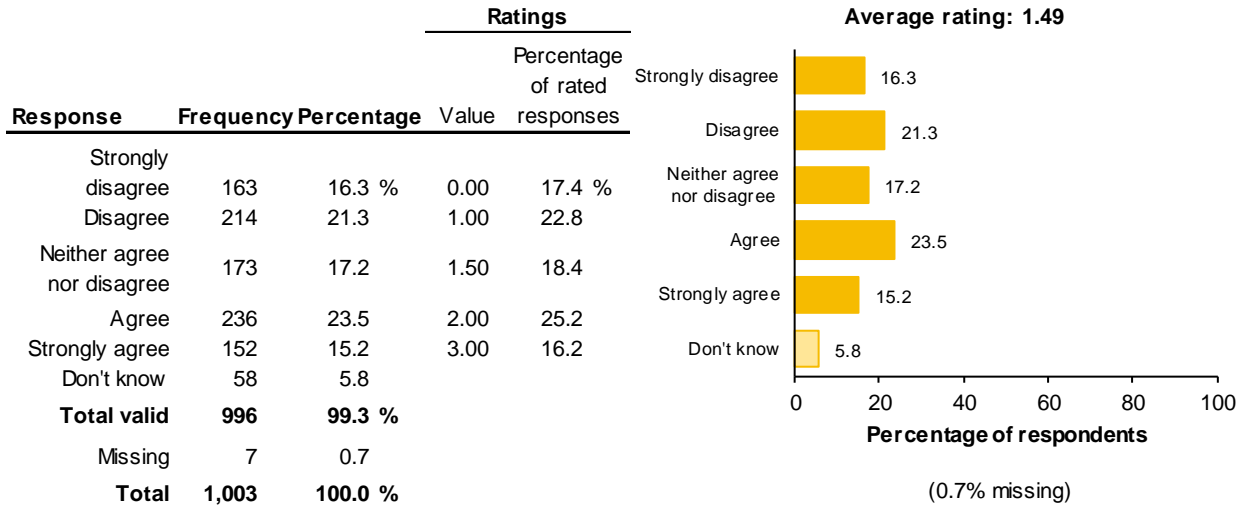
**Table 26.5b. Support for Year-Round Sales Tax: Trends 2009-2014**

Question 26.5. Please indicate how much you agree or disagree with each of the following statements:  
***I would support a year-round sales tax to raise money to pay for services.***



**Table 26.6a. Support for Residential and Commercial Property Impact Fee, 2014**

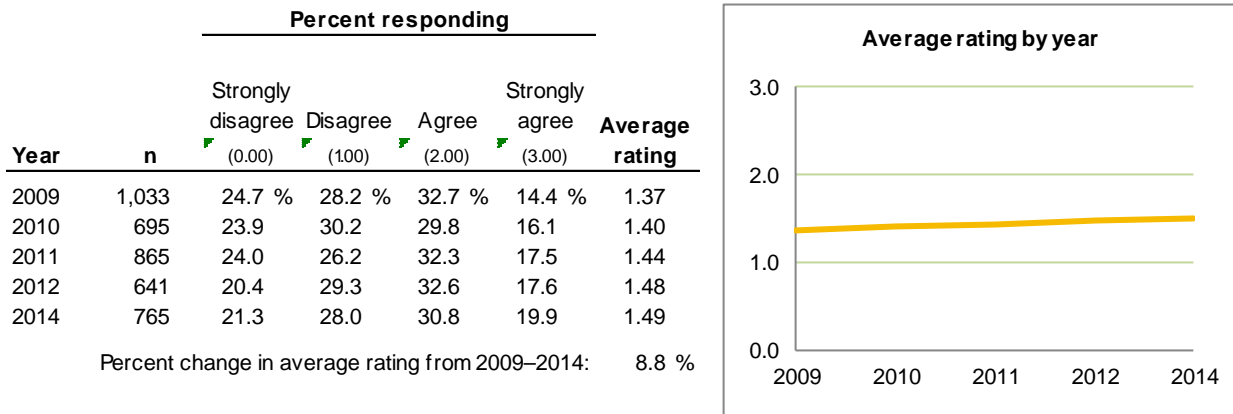
Question 26.6. Please indicate how much you agree or disagree with each of the following statements:  
***I would support imposing an impact fee on developers for residential and commercial properties to raise money to pay for services.***



*“If you need more tax money to provide more services, collect it from the developers who are creating the need for those services.”*

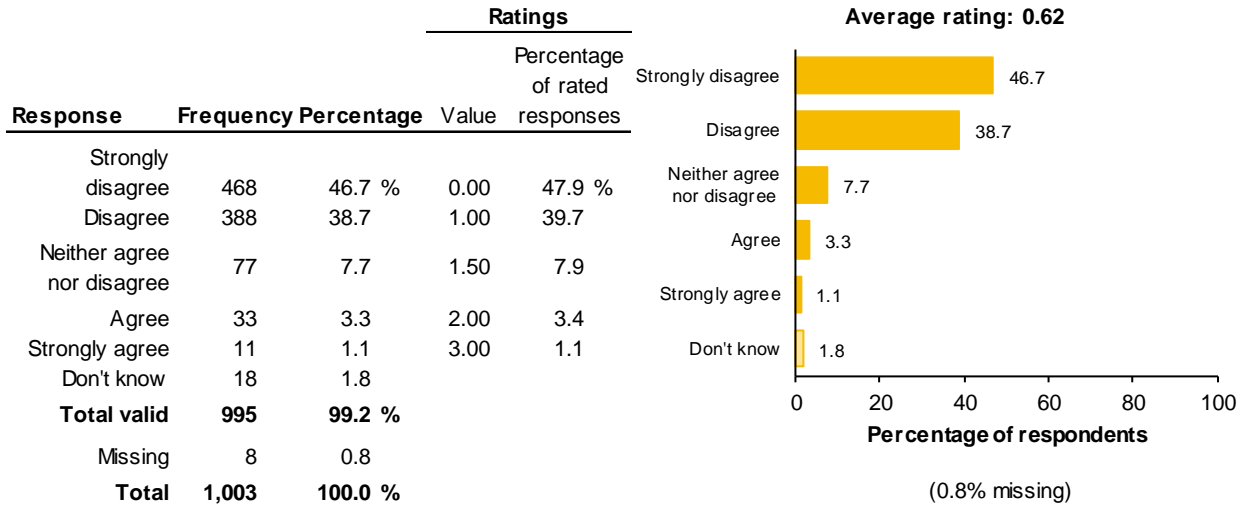
**Table 26.6b. Support for Residential and Commercial Property Impact Fee: Trends 2009-2014**

Question 26.6. Please indicate how much you agree or disagree with each of the following statements:  
***I would support imposing an impact fee on developers for residential and commercial properties to raise money to pay for services.***



**Table 26.7a. Support for Local Gasoline Tax to Support Services, 2014**

Question 26.7. Please indicate how much you agree or disagree with each of the following statements:  
***I would support a local tax on gasoline to raise money to pay for services.***

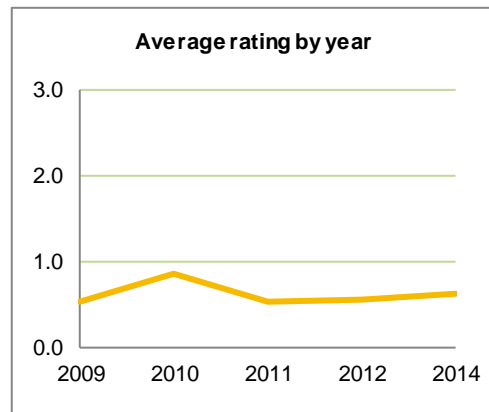


*“Lower gas taxes and prices would raise the economy because people would get out and travel, eat, and shop more. In the direction we are going more people think about what it costs to go places (operating expenses).”*

**Table 26.7b. Support for Local Gasoline Tax to Support Services: Trends 2009-2014**

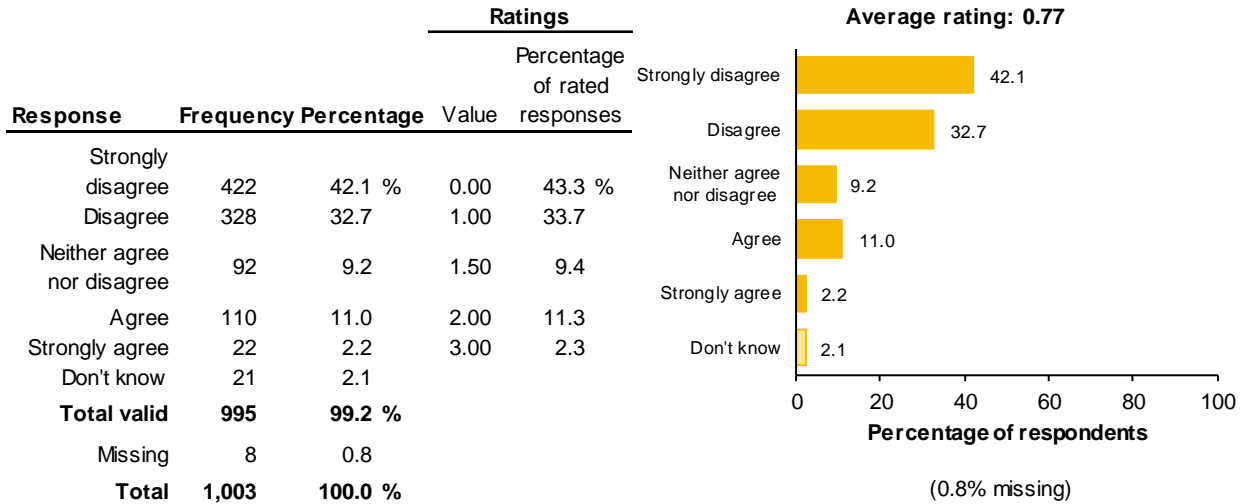
Question 26.7. Please indicate how much you agree or disagree with each of the following statements:  
***I would support a local tax on gasoline to raise money to pay for services.***

| Year   | n     | Percent responding       |                 |              |                       | Average rating |
|--|-------|--------------------------|-----------------|--------------|-----------------------|----------------|
|  |       | Strongly disagree (0.00) | Disagree (1.00) | Agree (2.00) | Strongly agree (3.00) |                |
| 2009   | 1,289 | 53.2 %                   | 41.6 %          | 3.8 %        | 1.4 %                 | 0.53           |
| 2010   | 829   | 46.2 %                   | 37.8 %          | 7.5 %        | 8.6 %                 | 0.84           |
| 2011   | 1,048 | 59.6 %                   | 36.1 %          | 3.1 %        | 1.1 %                 | 0.52           |
| 2012   | 776   | 58.1 %                   | 36.7 %          | 4.1 %        | 1.0 %                 | 0.54           |
| 2014   | 900   | 52.0 %                   | 43.1 %          | 3.7 %        | 1.2 %                 | 0.62           |
| Percent change in average rating from 2009–2014: |       |                          |                 |              |                       | 17.0 %         |



**Table 26.8a. Support for Local Gasoline Tax to Support Transportation Improvements, 2014**

Question 26.8. Please indicate how much you agree or disagree with each of the following statements:  
***I would support a local tax on gasoline to raise money to pay for transportation improvements.***



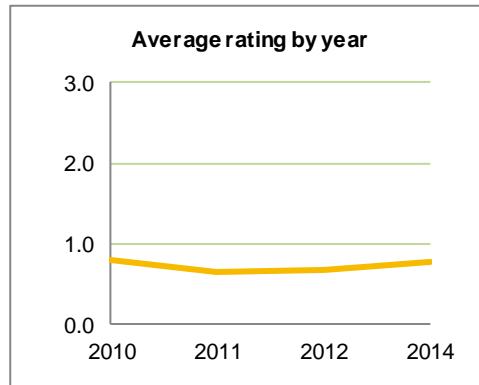
*“An increase in taxes on residents of the Matanuska-Susitna Borough will only provide more money available for wasteful spending. Rather than adding new taxes or increasing existing taxes to generate revenue for services, start using current revenue from taxes more efficiently.”*

**Table 26.8b. Support for Local Gasoline Tax to Support Transportation Improvements: Trends 2010–2014\***

Question 26.8. Please indicate how much you agree or disagree with each of the following statements:  
***I would support a local tax on gasoline to raise money to pay for transportation improvements.***

| Year | n     | Percent responding       |                 |              |                       | Average rating |
|------|-------|--------------------------|-----------------|--------------|-----------------------|----------------|
|      |       | Strongly disagree (0.00) | Disagree (1.00) | Agree (2.00) | Strongly agree (3.00) |                |
| 2010 | 808   | 50.5 %                   | 32.9 %          | 8.7 %        | 7.9 %                 | 0.81           |
| 2011 | 1,021 | 56.0                     | 32.6            | 8.9          | 2.4                   | 0.65           |
| 2012 | 768   | 53.6                     | 33.1            | 11.2         | 2.1                   | 0.68           |
| 2014 | 882   | 47.8                     | 37.2            | 12.5         | 2.5                   | 0.77           |

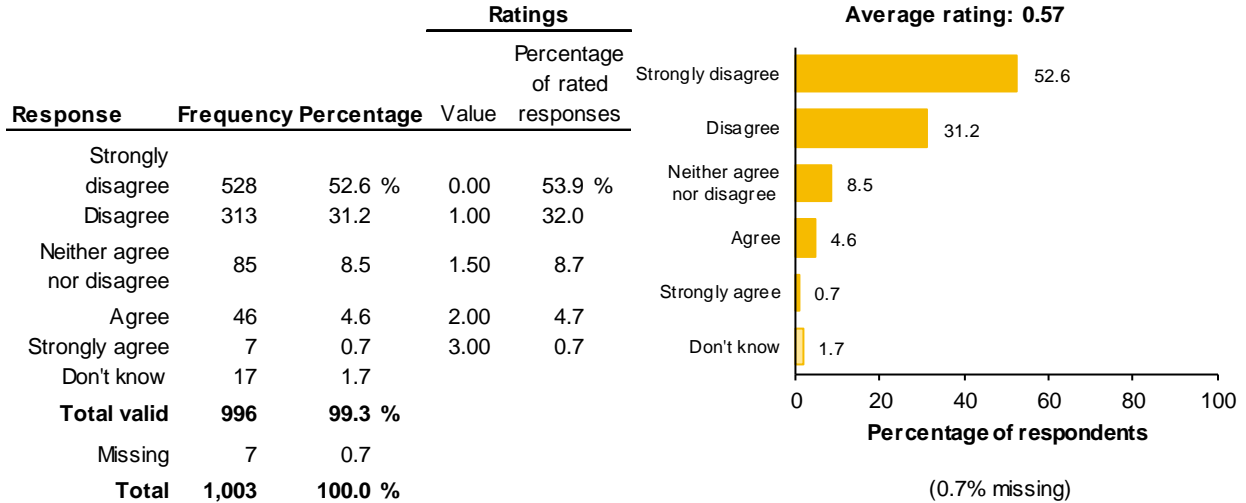
Percent change in average rating from 2010–2014: -4.9 %



\*This question was added to the survey in 2010.

**Table 26.9a. Support for Property Tax Increase, 2014**

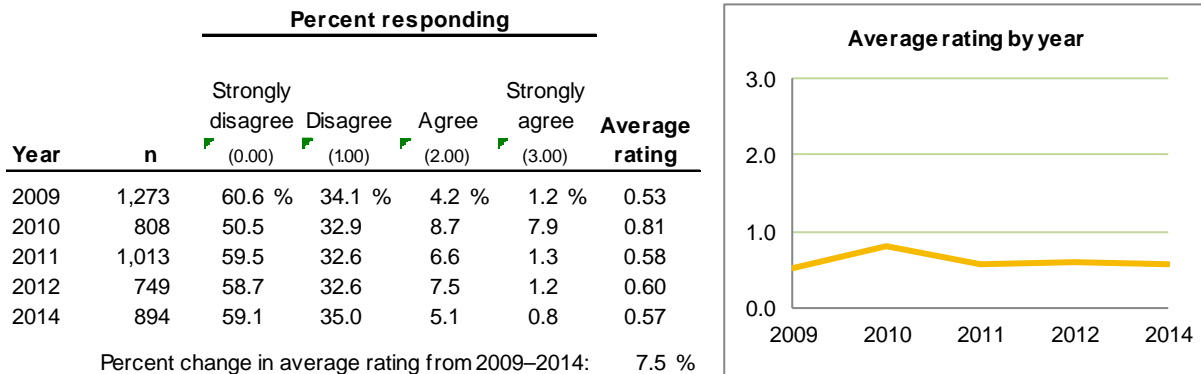
Question 26.9. Please indicate how much you agree or disagree with each of the following statements:  
***I would support increased property taxes to raise money to pay for services.***



*“Borough property taxes lean too heavy on homeowners to pay for everything. People who rent get services and homeowners support it.”*

**Table 26.9b. Support for Property Tax Increase: Trends 2009-2014**

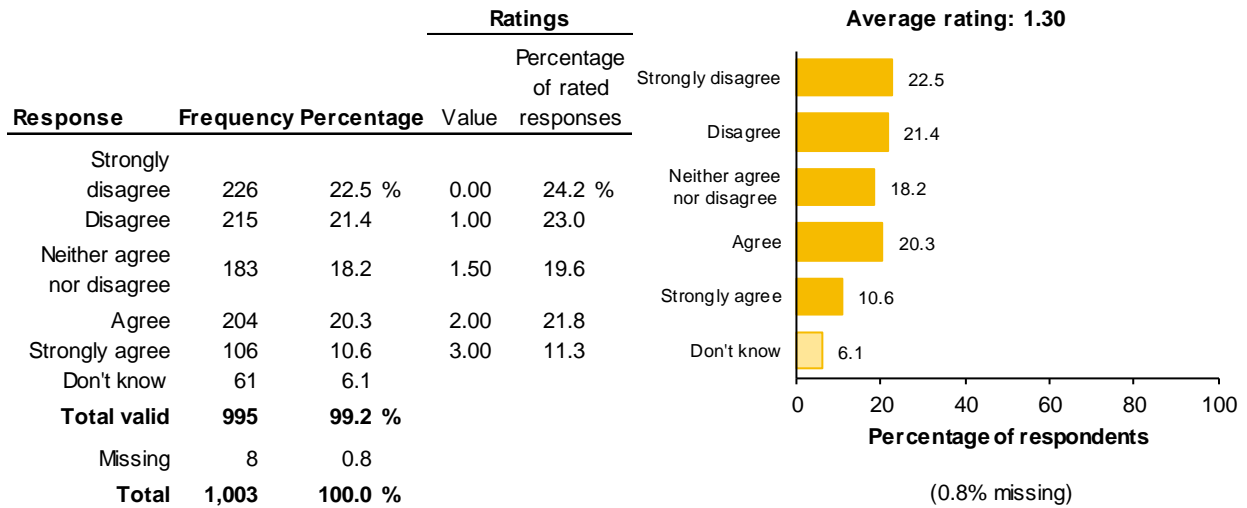
Question 26.9. Please indicate how much you agree or disagree with each of the following statements:  
***I would support increased property taxes to raise money to pay for services.***





**Table 26.10a. Support for Gravel Extracting Tax, 2014**

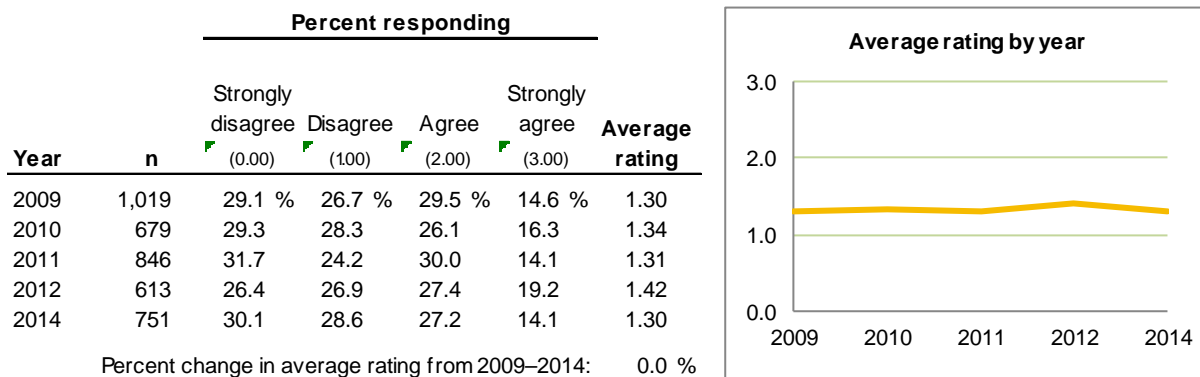
Question 26.10. Please indicate how much you agree or disagree with each of the following statements:  
***I would support a gravel extracting tax to raise money to pay for services.***



*“Gravel pits should pay taxes plus extra.”*

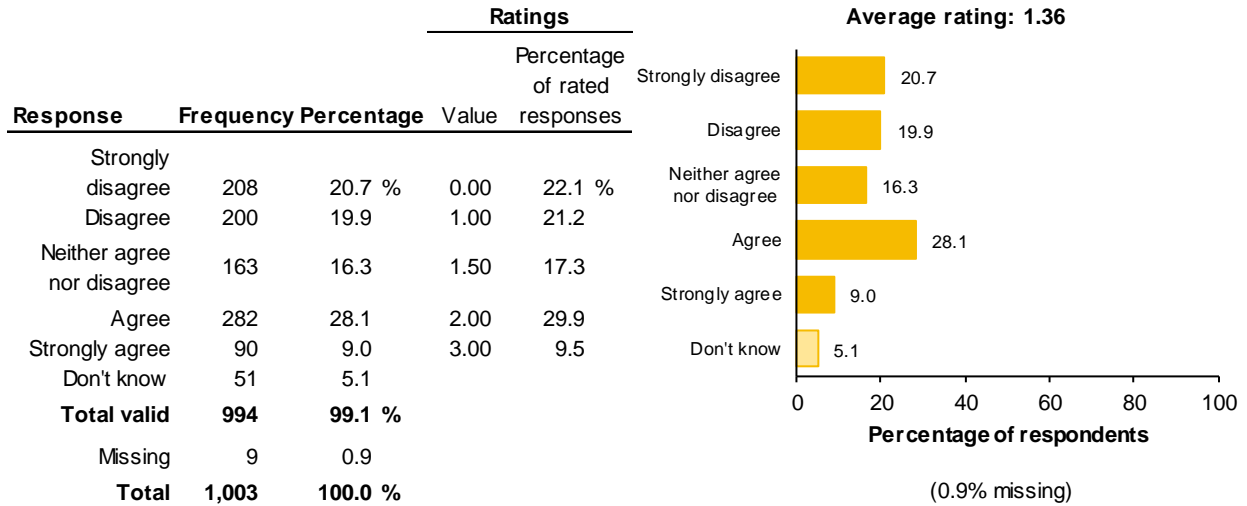
**Table 26.10b. Support for Gravel Extracting Tax: Trends 2009-2014**

Question 26.10. Please indicate how much you agree or disagree with each of the following statements:  
***I would support a gravel extracting tax to raise money to pay for services.***



**Table 26.11a. Support for Real Estate Transfer Fee, 2014**

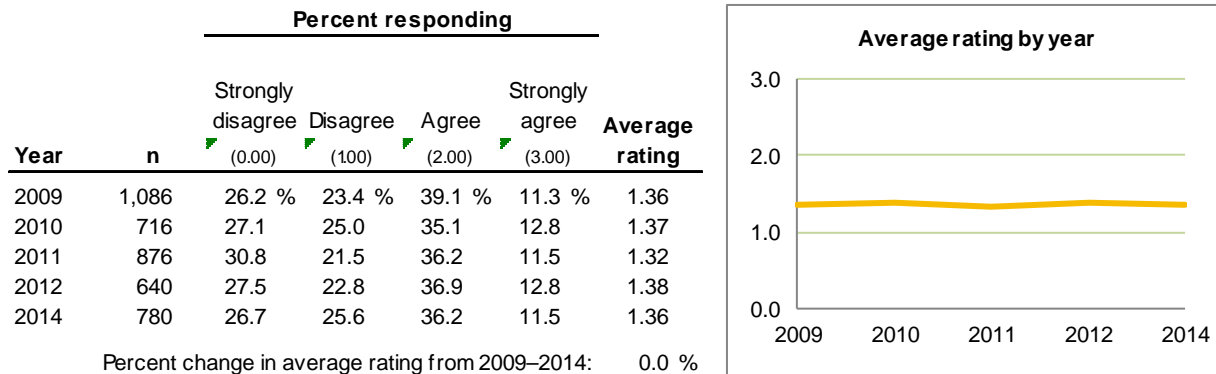
Question 26.11. Please indicate how much you agree or disagree with each of the following statements:  
***I would support a real estate transfer fee of \$25 to raise money to pay for services.***



*“Smaller government and lower taxes please.”*

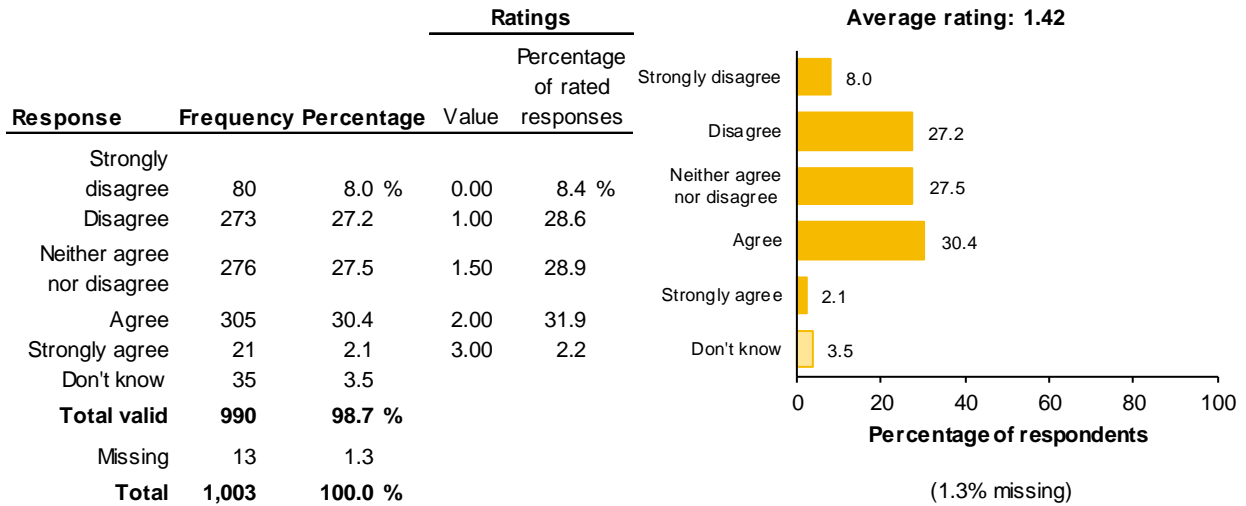
**Table 26.11b. Support for Real Estate Transfer Fee: Trends 2009-2014**

Question 26.11. Please indicate how much you agree or disagree with each of the following statements:  
***I would support a real estate transfer fee of \$25 to raise money to pay for services.***



**Table 27.1a. Satisfaction with Development of Mat-Su Borough, 2014**

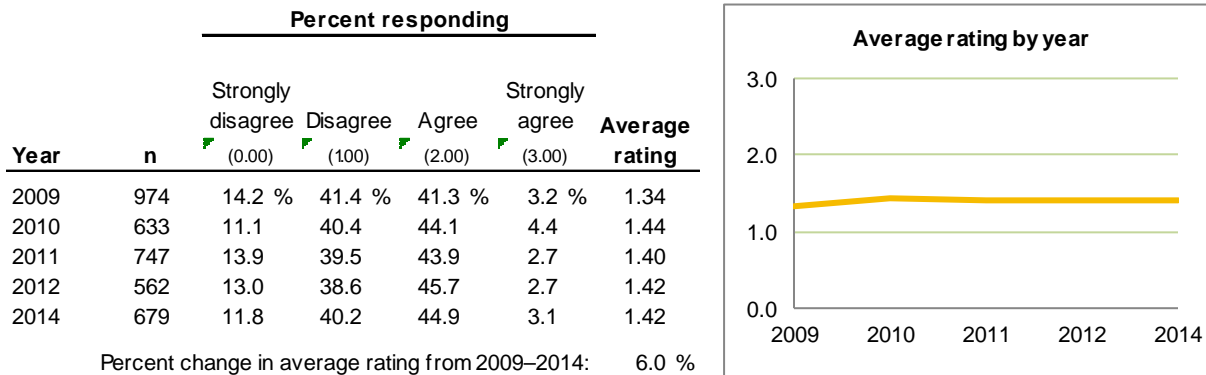
Question 27.1. Please indicate how much you agree or disagree with each of the following statements:  
**As of today, I am satisfied with the way the Mat-Su Borough has been developed.**



*“There needs to be some form of zoning and planning to development of the borough. Allowing developers to build ‘willy-nilly’ is ridiculous. This will have a negative long term impact on the borough as a whole.”*

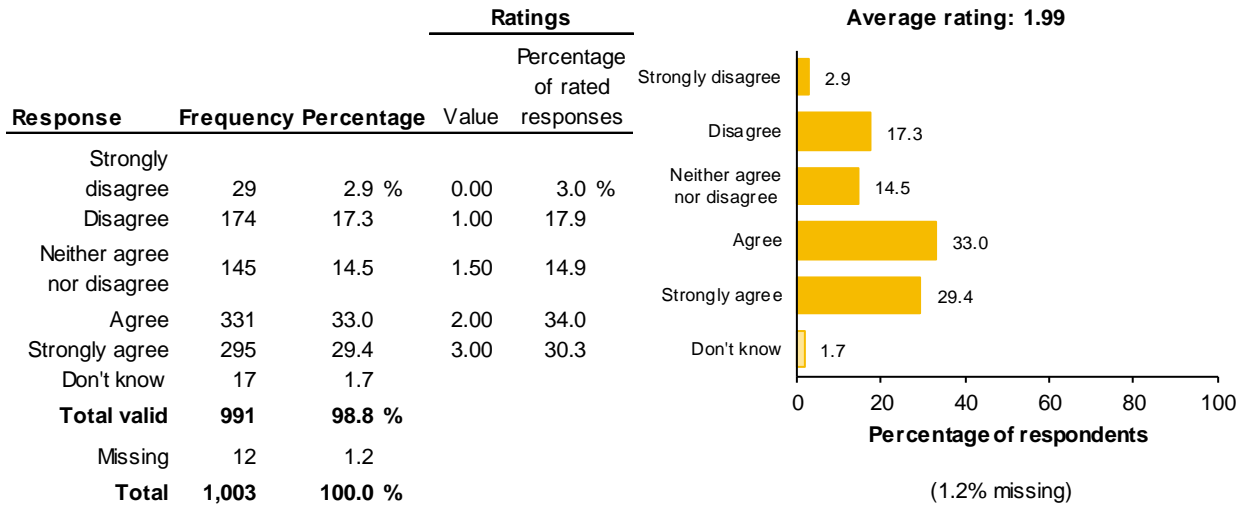
**Table 27.1b. Satisfaction with Development of Mat-Su Borough: Trends 2009-2014**

Question 27.1. Please indicate how much you agree or disagree with each of the following statements:  
**As of today, I am satisfied with the way the Mat-Su Borough has been developed.**



**Table 27.2a. Traffic Congestion as a Problem in the Borough, 2014**

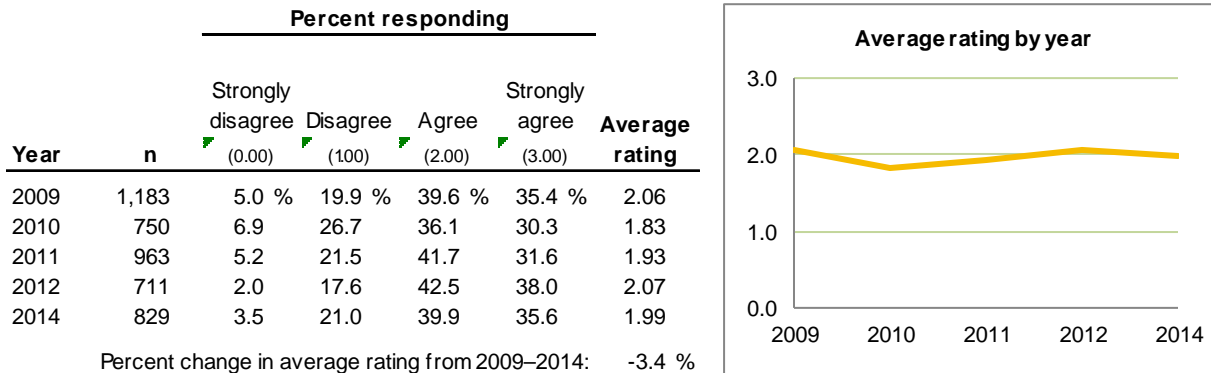
Question 27.2. Please indicate how much you agree or disagree with each of the following statements:  
**Traffic congestion is a serious problem in the Mat-Su Borough.**



*“The traffic during summer months is getting a little much. I have lived in the valley when the population was about 8,000 people. It’s getting big. We need to plan for the future because it will probably get bigger.”*

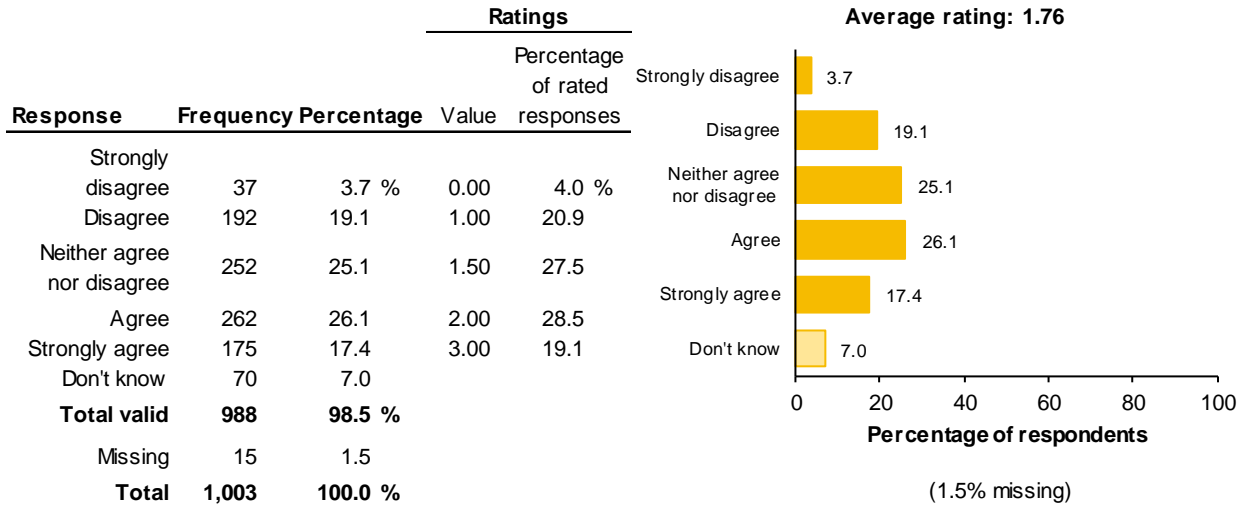
**Table 27.2b. Traffic Congestion as a Problem in the Borough: Trends 2009-2014**

Question 27.2. Please indicate how much you agree or disagree with each of the following statements:  
**Traffic congestion is a serious problem in the Mat-Su Borough.**



**Table 27.3a. Concern about Water Quality in the Borough, 2014**

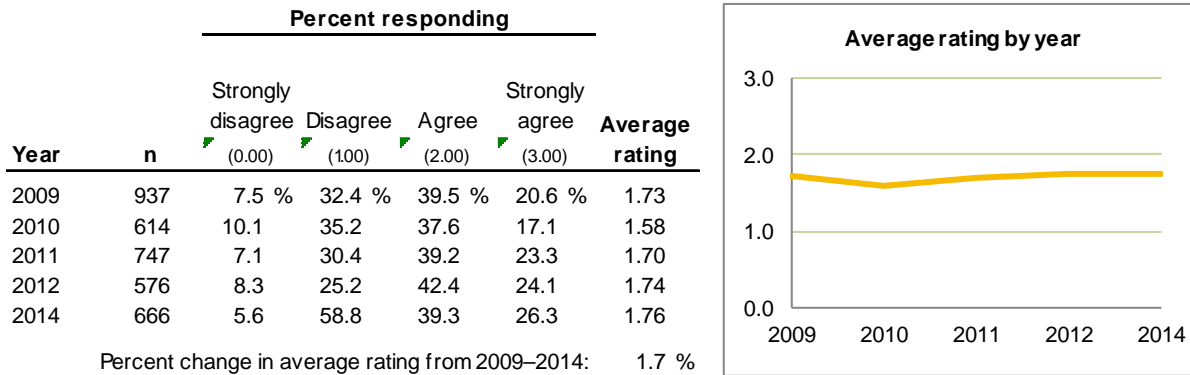
Question 27.3. Please indicate how much you agree or disagree with each of the following statements:  
***I am very concerned about water quality in the Borough. (Drinking Water and Surface Water Bodies)***



*“I like everything about Wasilla but the drinking water. I use ‘bottled’ water here for drinking.”*

**Table 27.3b. Concern about Water Quality in the Borough: Trends 2009-2014**

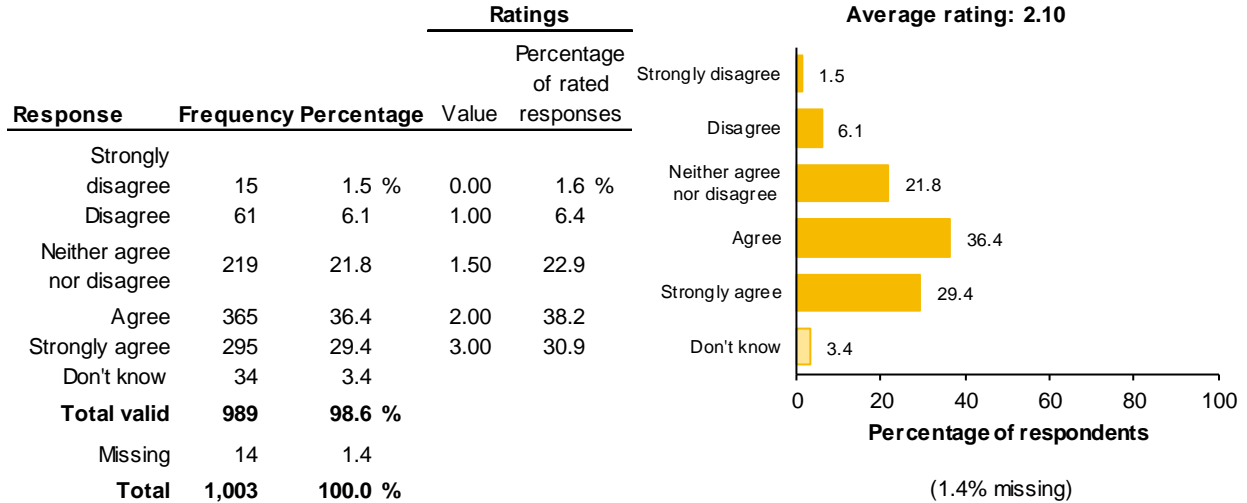
Question 27.3. Please indicate how much you agree or disagree with each of the following statements:  
***I am very concerned about water quality in the Borough. (Drinking Water and Surface Water Bodies)***



\* This question was slightly changed in 2011 to include this addition after the main statement: "(Drinking Water and Surface Water Bodies)"

**Table 27.4a. Management of Growth and Development in the Borough, 2014**

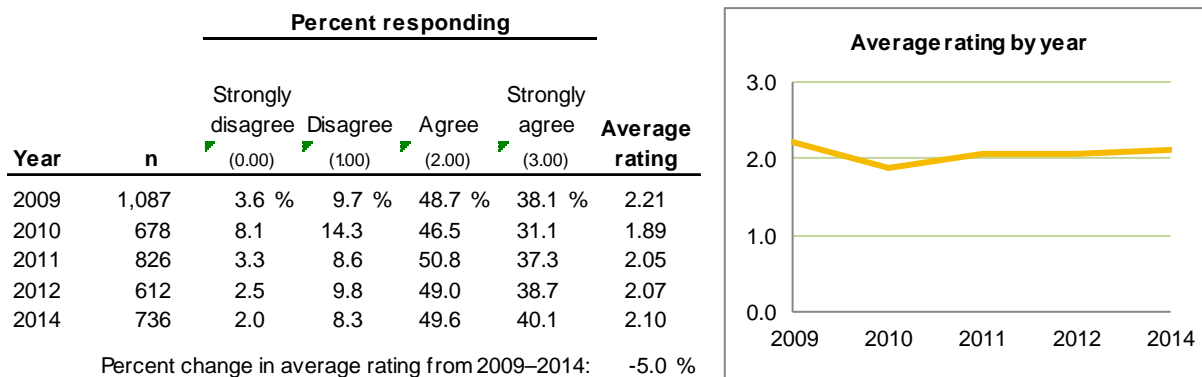
Question 27.4. Please indicate how much you agree or disagree with each of the following statements:  
***In the future, the Mat-Su Borough must do a better job of managing growth and development.***



*“I know many people are opposed to planning and zoning restrictions, and have the attitude that ‘you can’t tell me what to do.’ The rest of the country has already learned that unplanned development is a big mistake and ultimately leads to many of the problems we have in the south Mat-Su, including traffic problems, sprawling strip malls, groundwater contamination problems, etc. We need to have a road map for the future so we are not completely over-run by ourselves.”*

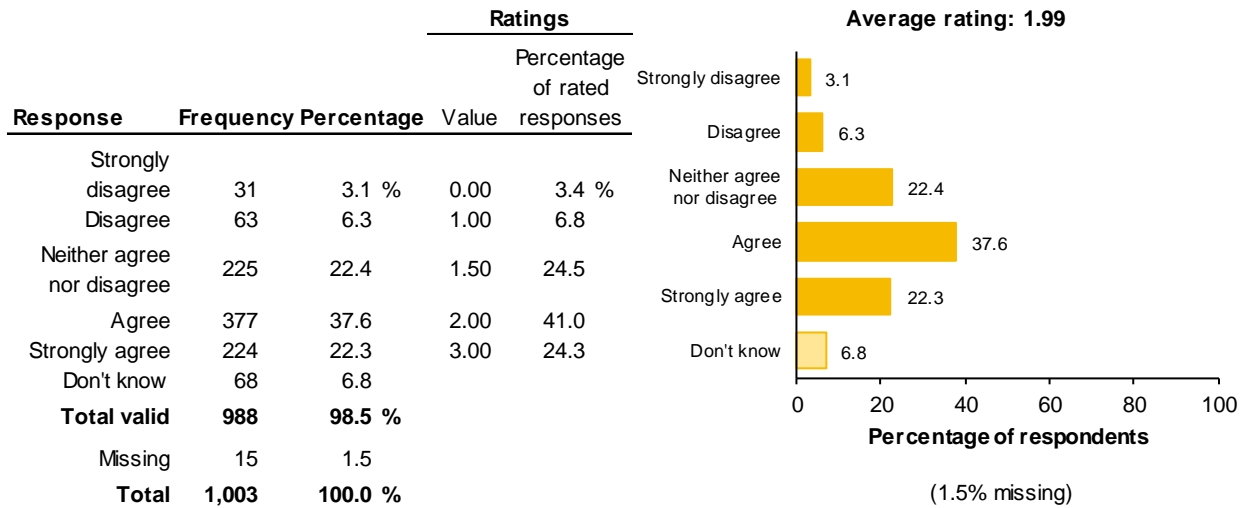
**Table 27.4b. Management of Growth and Development in the Borough: Trends 2009-2014**

Question 27.4. Please indicate how much you agree or disagree with each of the following statements:  
***In the future, the Mat-Su Borough must do a better job of managing growth and development.***



**Table 27.5. Designation of Commercial and Industrial Centers, 2014**

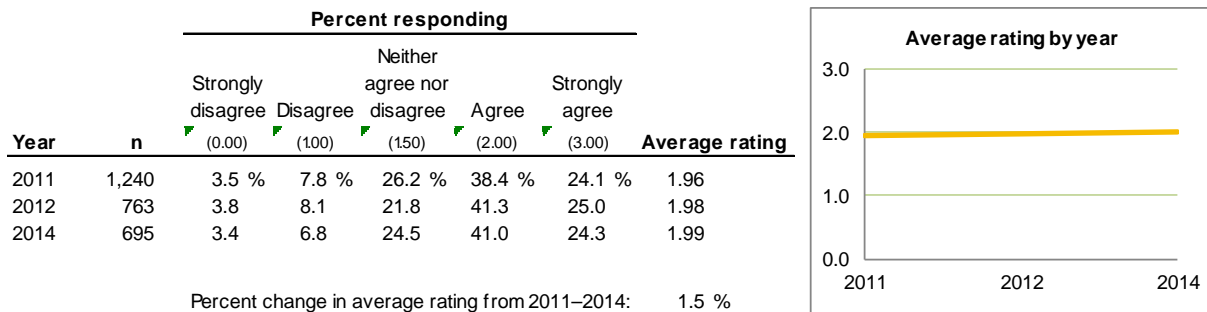
Question 27.5. Please indicate how much you agree or disagree with each of the following statements:  
**The Borough should designate commercial and industrial centers to minimize land use conflicts.**



*“Live and let live. Don’t restrict us to death! Let cities or subdivisions set land use rules in their borders. Any Borough land can be planned by the Borough.”*

**Table 27.5b. Designation of Commercial and Industrial Centers: Trends 2011–2014\***

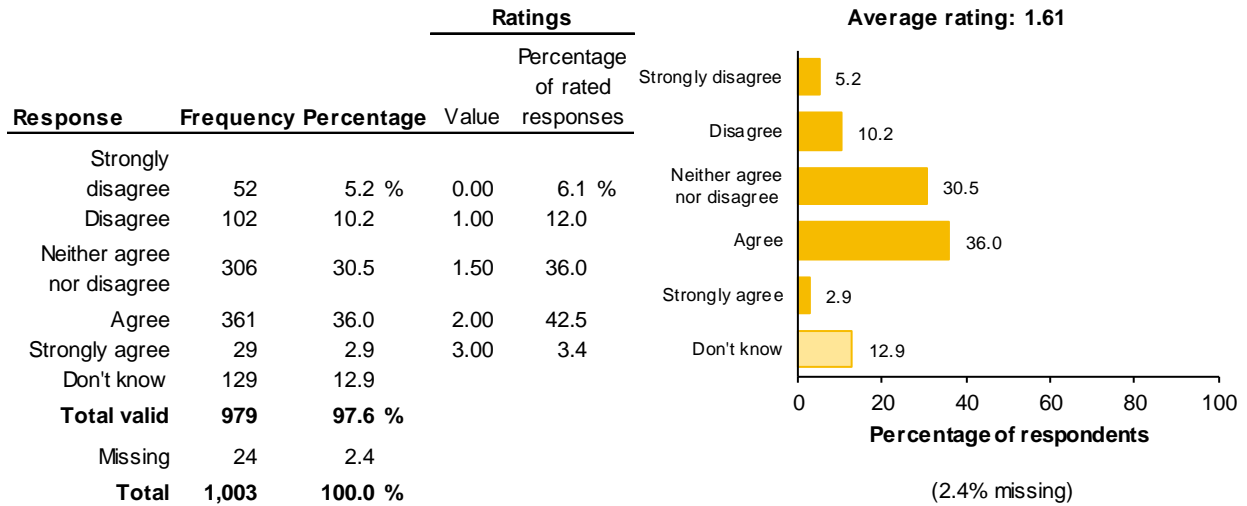
Question 27.5. Please indicate how much you agree or disagree with each of the following statements:  
**The Borough should designate commercial and industrial centers to minimize land use conflicts.**



\*This question was added to the survey in 2011.

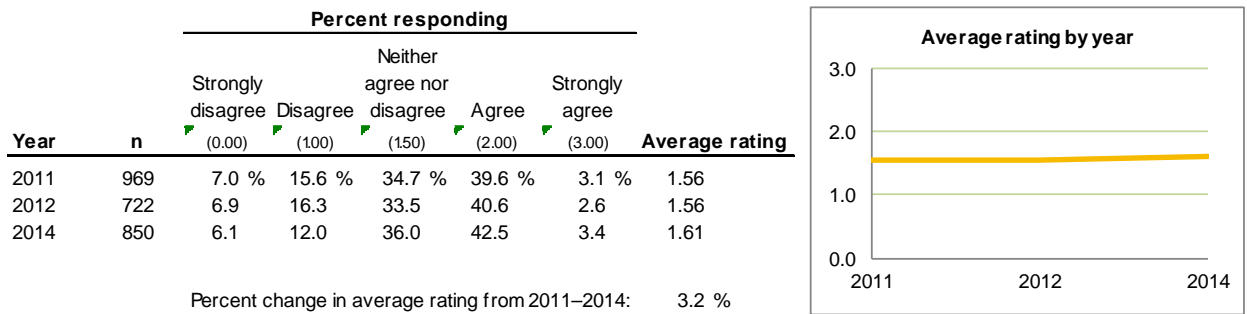
**Table 28.1a. Regulation of Noise, 2014**

Question 28.1. I believe that the Borough is doing a good job of regulating the following land use effects:  
**Noise**



**Table 28.1b. Regulation of Noise: Trends 2011–2014\***

Question 28.1. I believe that the Borough is doing a good job of regulating the following land use effects:  
**Noise**

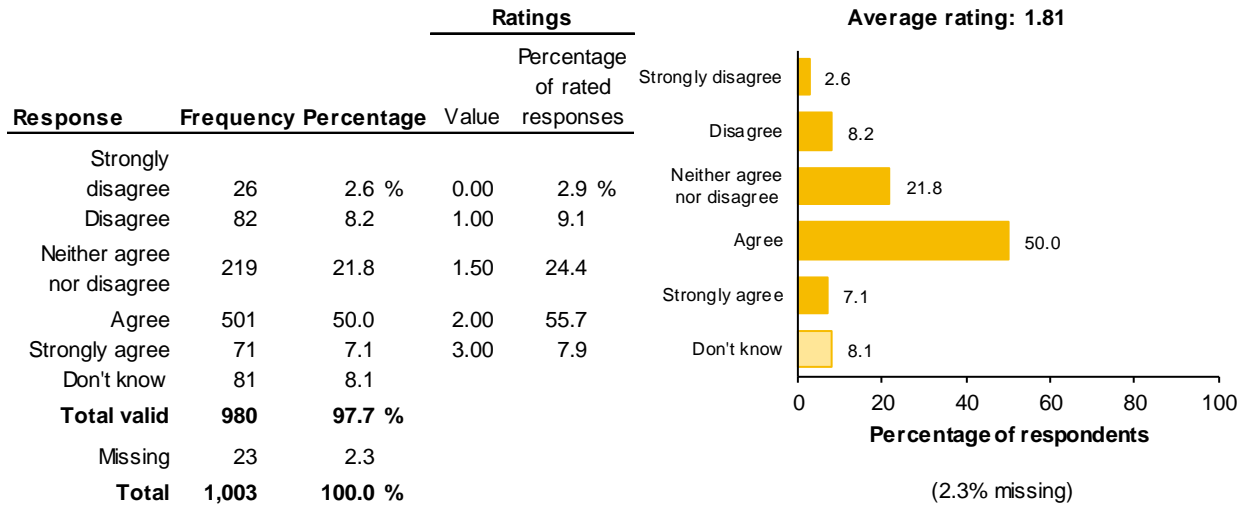


\*This question was added to the survey in 2011.



**Table 28.2a. Regulation of Signs and Billboards, 2014**

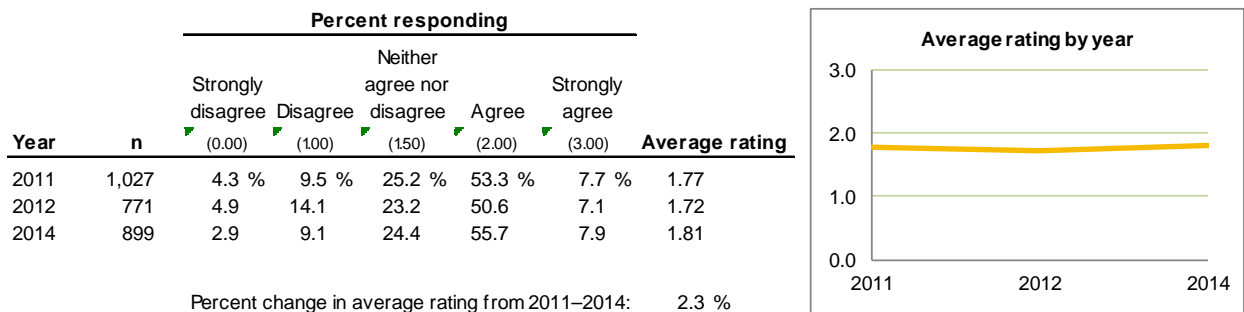
Question 28.2. I believe that the Borough is doing a good job of regulating the following land use effects:  
**Signs and billboards**



*“I strongly feel that businesses with inflatable, distracting signs flipping and flopping around should be notified that these types of signs are no longer permitted in the Mat-Su. These signs are hideous and only take away from the natural beauty and splendor that we love in the valley and why we choose to call it home. They are also distracting to drivers.”*

**Table 28.2b. Regulation of Signs and Billboards: Trends 2011–2014\***

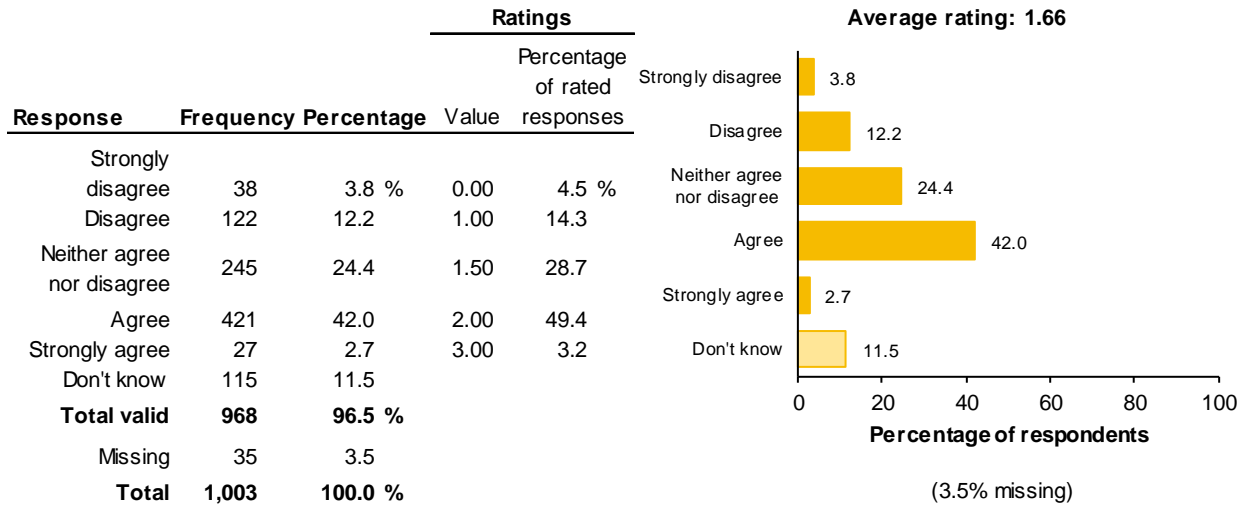
Question 28.2. I believe that the Borough is doing a good job of regulating the following land use effects:  
**Signs and billboards**



\*This question was added to the survey in 2011.

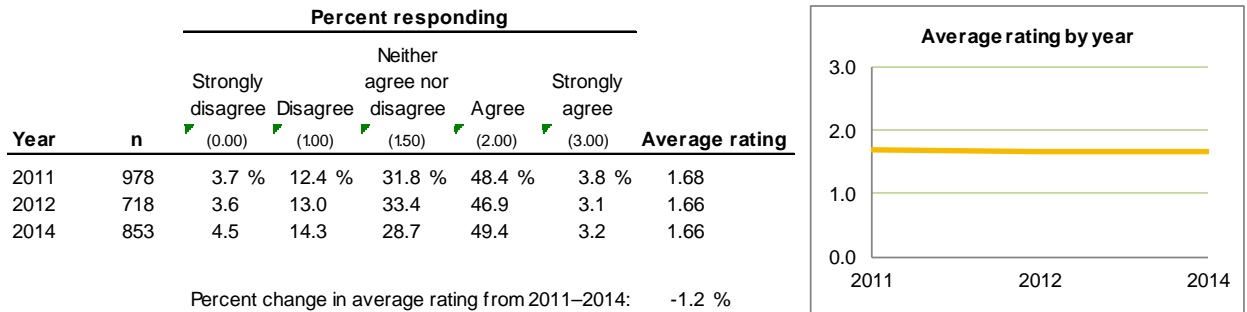
**Table 28.3a. Regulation of Commercial Lighting, 2014**

Question 28.3. I believe that the Borough is doing a good job of regulating the following land use effects:  
**Commercial lighting**



**Table 28.3b. Regulation of Commercial Lighting: Trends 2011–2014\***

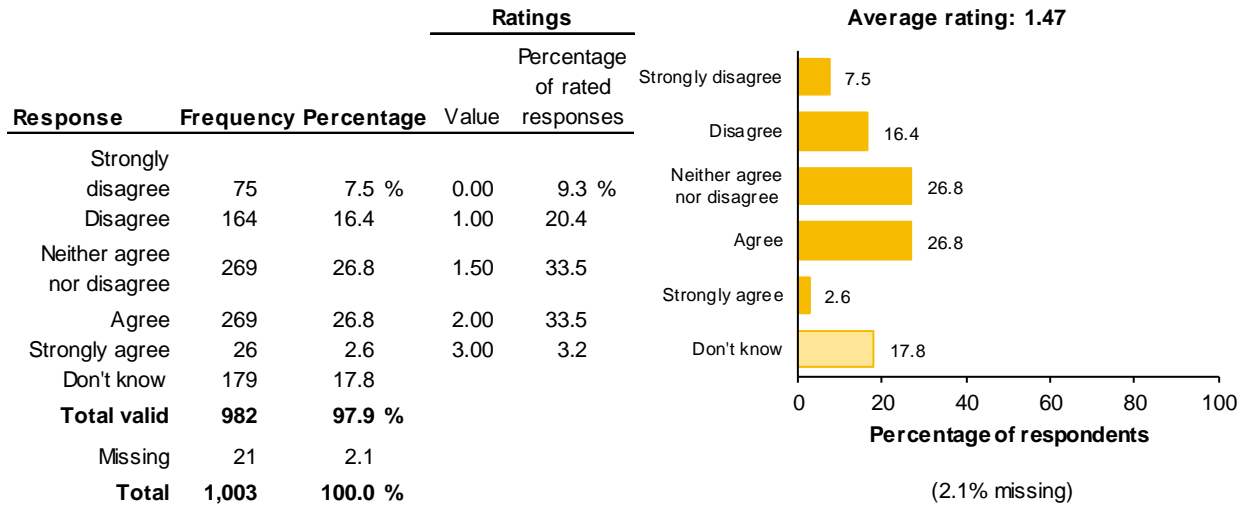
Question 28.3. I believe that the Borough is doing a good job of regulating the following land use effects:  
**Commercial lighting**



\*This question was added to the survey in 2011.

**Table 28.4a. Regulation of Natural Resource Extraction, 2014**

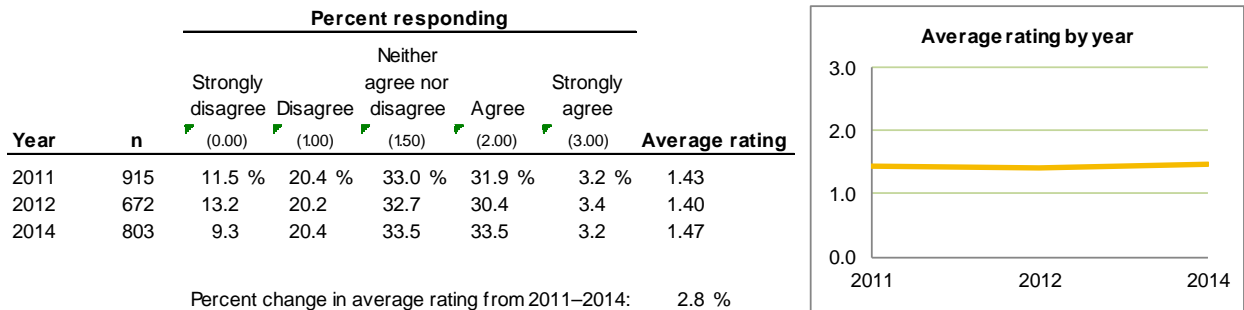
Question 28.4. I believe that the Borough is doing a good job of regulating the following land use effects:  
**Natural resource extraction (i.e., natural gas, timber, gravel, etc.)**



*“Growth is proceeding without proper planning and zoning. For example, anyone can open up a gravel pit right next to a home.”*

**Table 28.4b. Regulation of Natural Resource Extraction: Trends 2011–2014\***

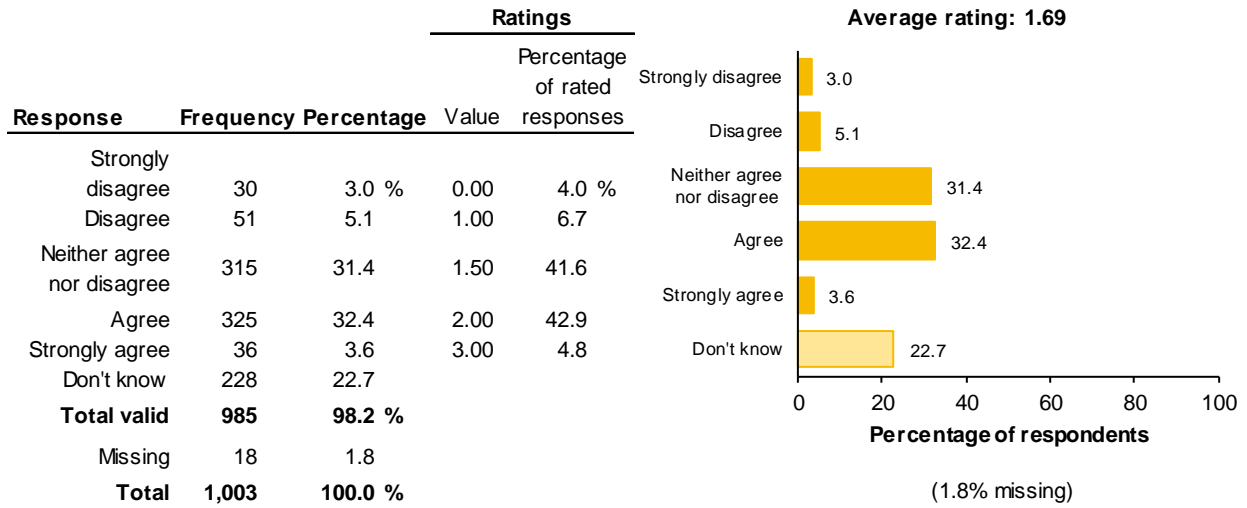
Question 28.4. I believe that the Borough is doing a good job of regulating the following land use effects:  
**Natural resource extraction (i.e., natural gas, timber, gravel, etc.)**



\*This question was added to the survey in 2011.

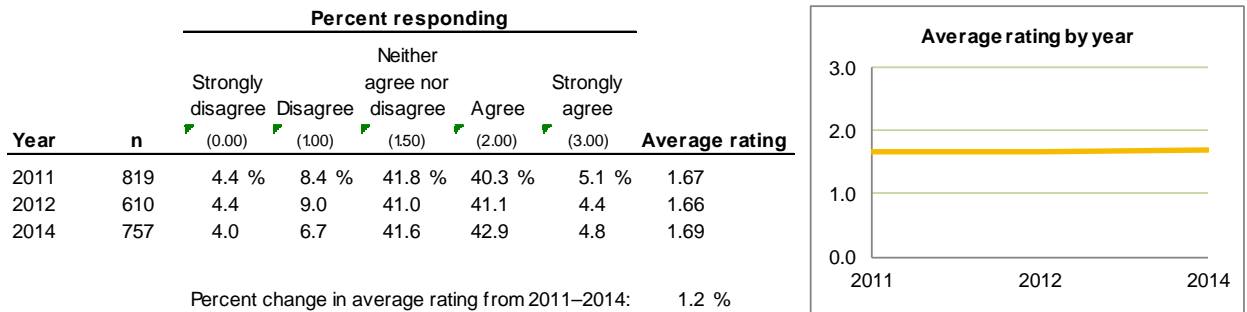
**Table 28.5a. Regulation of Private Airstrips, 2014**

Question 28.5. I believe that the Borough is doing a good job of regulating the following land use effects:  
**Private airstrips**



**Table 28.5b. Regulation of Private Airstrips: Trends 2011–2014\***

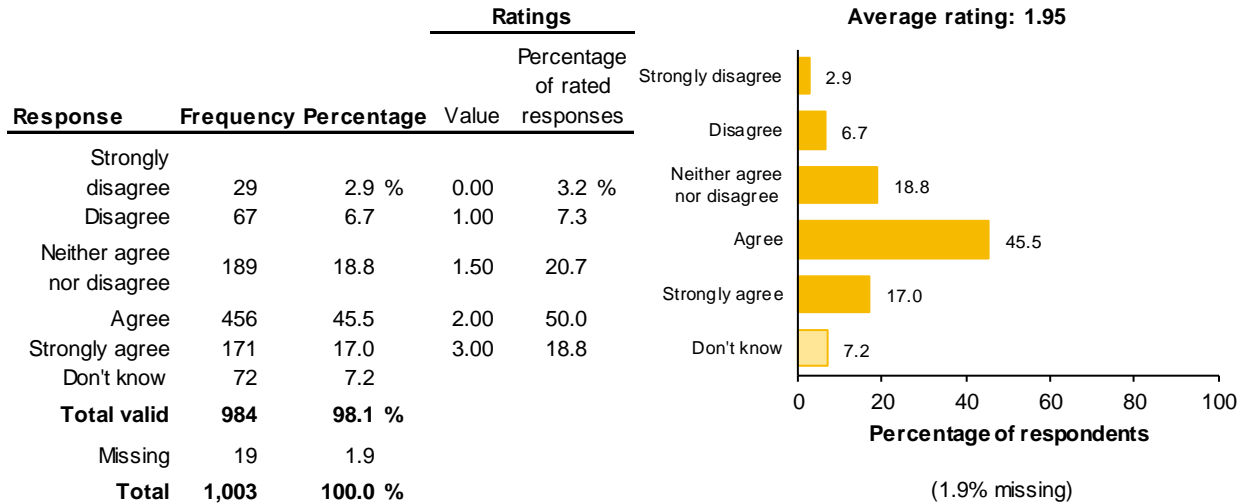
Question 28.5. I believe that the Borough is doing a good job of regulating the following land use effects:  
**Private airstrips**



\*This question was added to the survey in 2011.

**Table 29.1a. Local Businesses and Non-Profits, 2014**

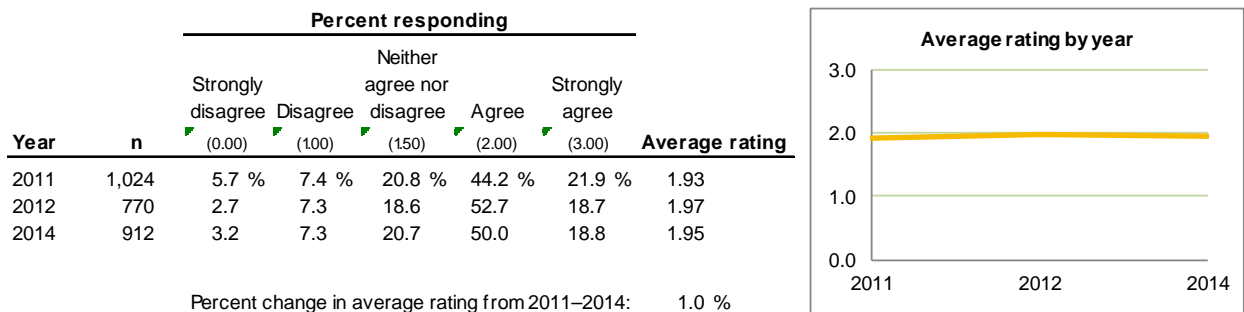
Question 29.1. Please indicate how much you agree or disagree with the following statement:  
**The Borough should direct more resources to working with local businesses and non-profits to grow and diversify the local economy.**



*“Water and sewer should be provided to companies for a term to bring them to the valley and bring more business opportunities and employment.”*

**Table 29.1b. Local Businesses and Non-Profits: Trends 2011–2014\***

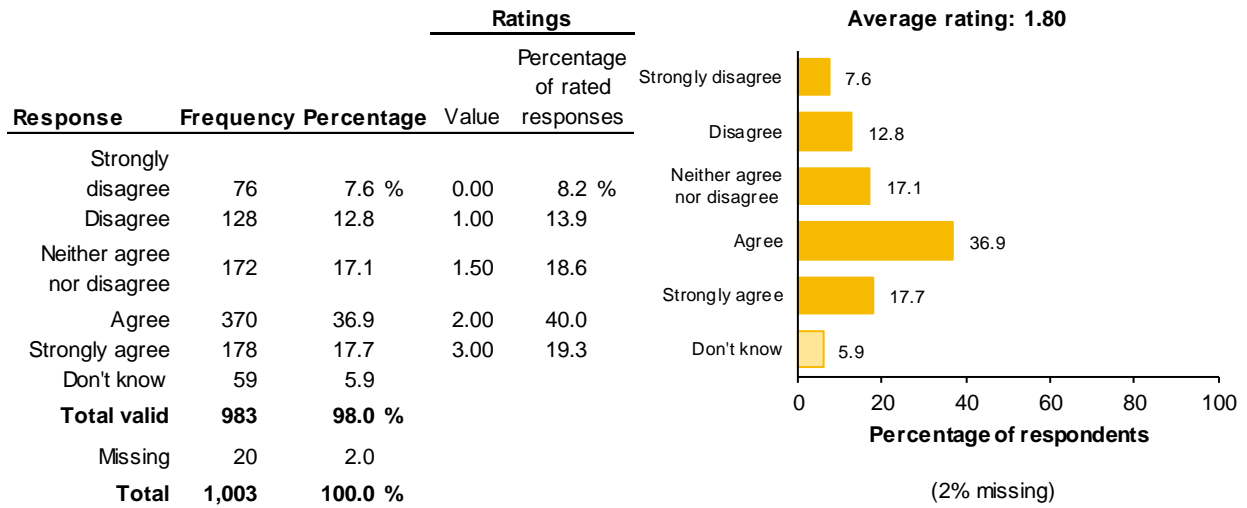
Question 29.1. Please indicate how much you agree or disagree with the following statement:  
**The Borough should direct more resources to working with local businesses and non-profits to grow and diversify the local economy.**



\*This question was added to the survey in 2011.

**Table 29.2a. Development of Natural Resources, 2014**

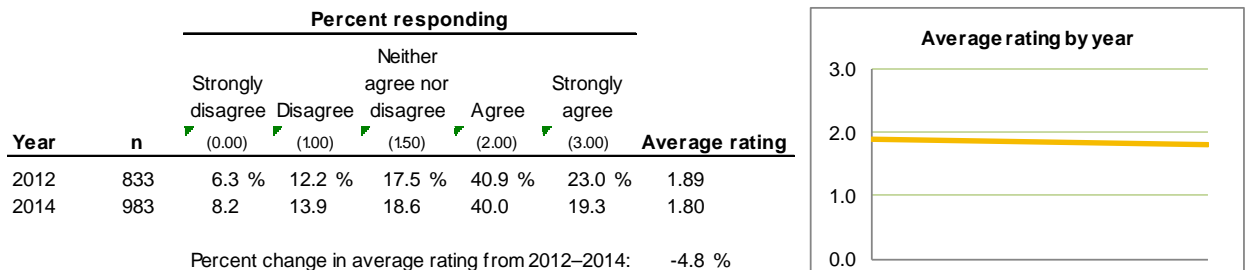
Question 29.2. Please indicate how much you agree or disagree with the following statement:  
**The Borough should seek to develop our natural resources, such as timber, gravel, coal, and other minerals.**



*“Change is inevitable and Alaska must develop its natural resources to continue growing. A long-range view should be taken when considering any project. Alaska will be here long after we are gone. Sacrificing air or water quality or renewable resources for short-term financial gain is a path we cannot follow. Permitting should be a rigorous process that should include as much public input as possible.”*

**Table 29.2b. Development of Natural Resources: Trends 2012–2014\***

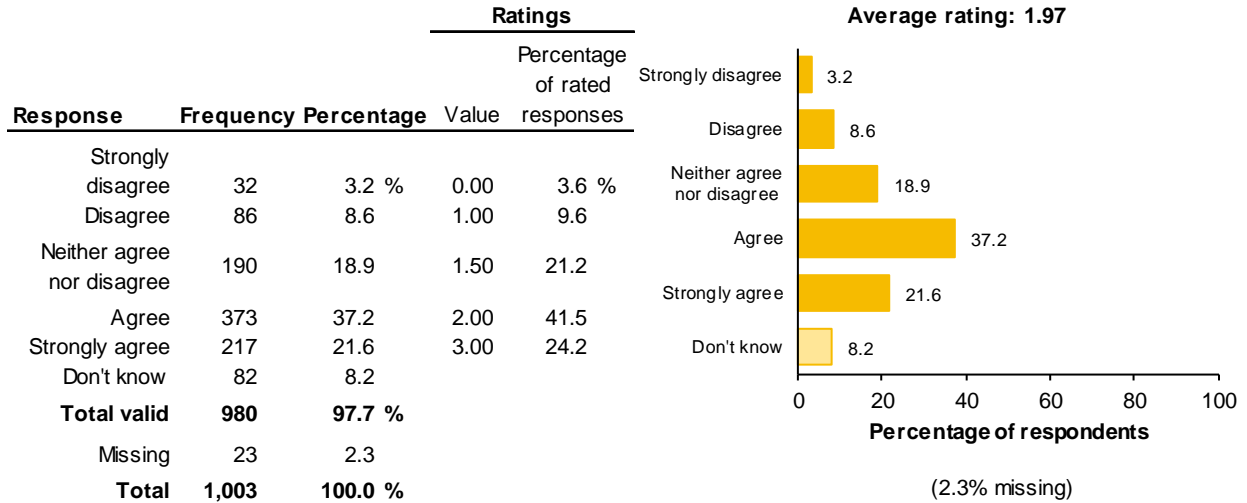
Question 29.2. Please indicate how much you agree or disagree with the following statement:  
**The Borough should seek to develop our natural resources, such as timber, gravel, coal, and other minerals.**



\*This question was added to the survey in 2012.

**Table 29.3a. Business Development of High Tech., Manufacturing, and Aerospace, 2014**

Question 29.3. Please indicate how much you agree or disagree with the following statement:  
**The Borough should seek to develop opportunities for business development of high technology, manufacturing, and aerospace.**

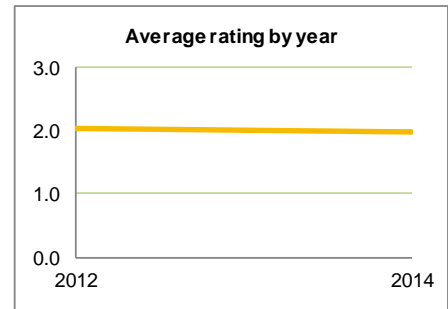


*“I support the development of industry in the Valley that would provide more jobs. We have an educated and active population that doesn't have to commute to Anchorage if jobs are available and pay enough in the Valley.”*

**Table 29.3b. Business Development of High Tech., Manufacturing, and Aerospace: Trends 2012–2014\***

Question 29.3. Please indicate how much you agree or disagree with the following statement:  
**The Borough should seek to develop opportunities for business development of high technology, manufacturing, and aerospace.**

| Year   | n   | Percent responding       |                 |                                   |              |                       | Average rating |
|--|-----|--------------------------|-----------------|-----------------------------------|--------------|-----------------------|----------------|
|  |     | Strongly disagree (0.00) | Disagree (1.00) | Neither agree nor disagree (1.50) | Agree (2.00) | Strongly agree (3.00) |                |
| 2012   | 832 | 2.9 %                    | 6.2 %           | 20.7 %                            | 44.7 %       | 25.4 %                | 2.03           |
| 2014   | 980 | 3.6 %                    | 9.6 %           | 21.2 %                            | 41.5 %       | 24.2 %                | 1.97           |
| Percent change in average rating from 2012–2014: |     |                          |                 |                                   |              |                       | -3.0 %         |



\*This question was added to the survey in 2012.

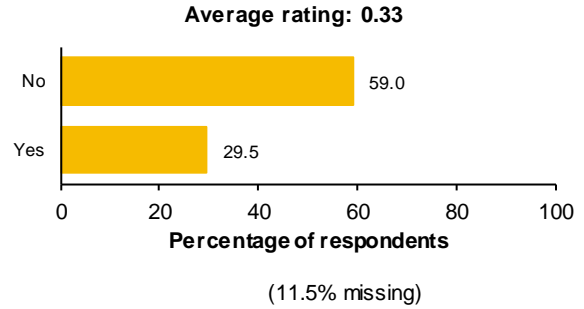
**Table 30.1a. Use and Awareness of Ambulance Services, 2014**

Question 30.1. For the emergency services listed below, please indicate whether you have used the service, whether you are aware of the service, and whether you plan to use the service in the future:

**Ambulance Service**

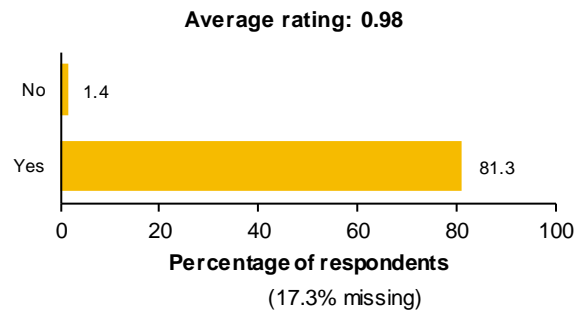
*I have used this service.*

| Response           | Frequency    | Percentage     | Ratings |                               |
|--------------------|--------------|----------------|---------|-------------------------------|
|                    |              |                | Value   | Percentage of rated responses |
| No                 | 592          | 59.0 %         | 0.00    | 66.7 %                        |
| Yes                | 296          | 29.5           | 1.00    | 33.3                          |
| <b>Total valid</b> | <b>888</b>   | <b>88.5 %</b>  |         |                               |
| Missing            | 115          | 11.5           |         |                               |
| <b>Total</b>       | <b>1,003</b> | <b>100.0 %</b> |         |                               |



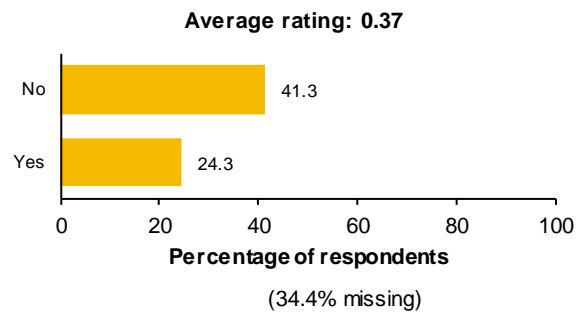
*I am aware of this service.*

| Response           | Frequency    | Percentage     | Ratings |                               |
|--------------------|--------------|----------------|---------|-------------------------------|
|                    |              |                | Value   | Percentage of rated responses |
| No                 | 14           | 1.4 %          | 0.00    | 1.7 %                         |
| Yes                | 815          | 81.3           | 1.00    | 98.3                          |
| <b>Total valid</b> | <b>829</b>   | <b>82.7 %</b>  |         |                               |
| Missing            | 174          | 17.3           |         |                               |
| <b>Total</b>       | <b>1,003</b> | <b>100.0 %</b> |         |                               |



*I plan to use this service in the future.*

| Response           | Frequency    | Percentage     | Ratings |                               |
|--------------------|--------------|----------------|---------|-------------------------------|
|                    |              |                | Value   | Percentage of rated responses |
| No                 | 414          | 41.3 %         | 0.00    | 62.9 %                        |
| Yes                | 244          | 24.3           | 1.00    | 37.1                          |
| <b>Total valid</b> | <b>658</b>   | <b>65.6 %</b>  |         |                               |
| Missing            | 345          | 34.4           |         |                               |
| <b>Total</b>       | <b>1,003</b> | <b>100.0 %</b> |         |                               |





**Table 30.1b. Use and Awareness of Ambulance Services: Trends  
2011–2014\***

Question 30.1. For the emergency services listed below, please indicate whether you have used the service, whether you are aware of the service, and whether you plan to use the service in the future:

**Ambulance Service**

*I have used this service.*

| Response | Percent responding |        |        | Percent change<br>from 2011–2014: |
|----------|--------------------|--------|--------|-----------------------------------|
|          | 2011               | 2012   | 2014   |                                   |
| No       | 58.5 %             | 62.4 % | 66.7 % | 14.0 %                            |
| Yes      | 41.5               | 37.6   | 33.3   | -19.7                             |

*I am aware of this service.*

| Response | Percent responding |       |       | Percent change<br>from 2011–2014: |
|----------|--------------------|-------|-------|-----------------------------------|
|          | 2011               | 2012  | 2014  |                                   |
| No       | 13.1 %             | 6.3 % | 1.7 % | -87.1 %                           |
| Yes      | 86.9               | 93.7  | 98.3  | 13.1                              |

*I plan to use this service in the future.*

| Response | Percent responding |        |        | Percent change<br>from 2011–2014: |
|----------|--------------------|--------|--------|-----------------------------------|
|          | 2011               | 2012   | 2014   |                                   |
| No       | 64.6 %             | 59.6 % | 62.9 % | -2.6 %                            |
| Yes      | 35.4               | 40.4   | 37.1   | 4.8                               |

\* These questions were added to the survey in 2011.

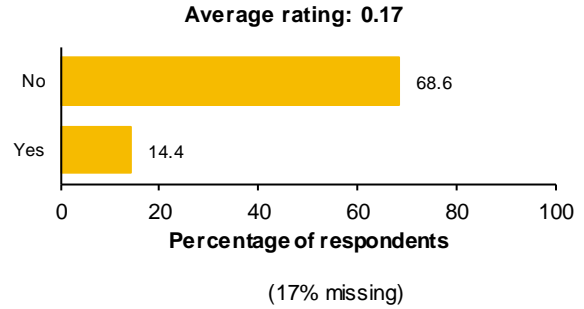
**Table 30.2a. Use and Awareness of Fire Department Services, 2014**

Question 30.2. For the emergency services listed below, please indicate whether you have used the service, whether you are aware of the service, and whether you plan to use the service in the future:

**Fire Department Service**

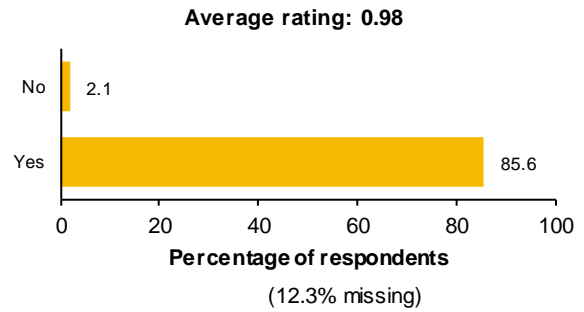
*I have used this service.*

| Response           | Frequency    | Percentage     | Ratings |                               |
|--------------------|--------------|----------------|---------|-------------------------------|
|                    |              |                | Value   | Percentage of rated responses |
| No                 | 688          | 68.6 %         | 0.00    | 82.7 %                        |
| Yes                | 144          | 14.4           | 1.00    | 17.3                          |
| <b>Total valid</b> | <b>832</b>   | <b>83.0 %</b>  |         |                               |
| Missing            | 171          | 17.0           |         |                               |
| <b>Total</b>       | <b>1,003</b> | <b>100.0 %</b> |         |                               |



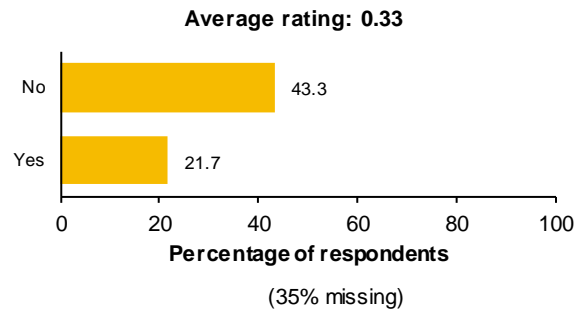
*I am aware of this service.*

| Response           | Frequency    | Percentage     | Ratings |                               |
|--------------------|--------------|----------------|---------|-------------------------------|
|                    |              |                | Value   | Percentage of rated responses |
| No                 | 21           | 2.1 %          | 0.00    | 2.4 %                         |
| Yes                | 859          | 85.6           | 1.00    | 97.6                          |
| <b>Total valid</b> | <b>880</b>   | <b>87.7 %</b>  |         |                               |
| Missing            | 123          | 12.3           |         |                               |
| <b>Total</b>       | <b>1,003</b> | <b>100.0 %</b> |         |                               |



*I plan to use this service in the future.*

| Response           | Frequency    | Percentage     | Ratings |                               |
|--------------------|--------------|----------------|---------|-------------------------------|
|                    |              |                | Value   | Percentage of rated responses |
| No                 | 434          | 43.3 %         | 0.00    | 66.6 %                        |
| Yes                | 218          | 21.7           | 1.00    | 33.4                          |
| <b>Total valid</b> | <b>652</b>   | <b>65.0 %</b>  |         |                               |
| Missing            | 351          | 35.0           |         |                               |
| <b>Total</b>       | <b>1,003</b> | <b>100.0 %</b> |         |                               |



**Table 30.2b. Use and Awareness of Fire Department Services: Trends  
2011–2014\***

*Question 30.2. For the emergency services listed below, please indicate whether you have used the service, whether you are aware of the service, and whether you plan to use the service in the future:*

**Fire Department Service**

*I have used this service.*

| Response | Percent responding |        |        | Percent change<br>from 2011–2014: |
|----------|--------------------|--------|--------|-----------------------------------|
|          | 2011               | 2012   | 2014   |                                   |
| No       | 71.3 %             | 76.8 % | 82.7 % | 16.0 %                            |
| Yes      | 28.7               | 23.2   | 17.3   | -39.8                             |

*I am aware of this service.*

| Response | Percent responding |       |       | Percent change<br>from 2011–2014: |
|----------|--------------------|-------|-------|-----------------------------------|
|          | 2011               | 2012  | 2014  |                                   |
| No       | 15.6 %             | 7.5 % | 2.4 % | -84.7 %                           |
| Yes      | 84.4               | 92.5  | 97.6  | 15.6                              |

*I plan to use this service in the future.*

| Response | Percent responding |        |         | Percent change<br>from 2011–2014: |
|----------|--------------------|--------|---------|-----------------------------------|
|          | 2011               | 2012   | 2013/14 |                                   |
| No       | 67.3 %             | 62.7 % | 66.6 %  | -1.2 %                            |
| Yes      | 32.7               | 37.3   | 33.4    | 2.4                               |

\* These questions were added to the survey in 2011.

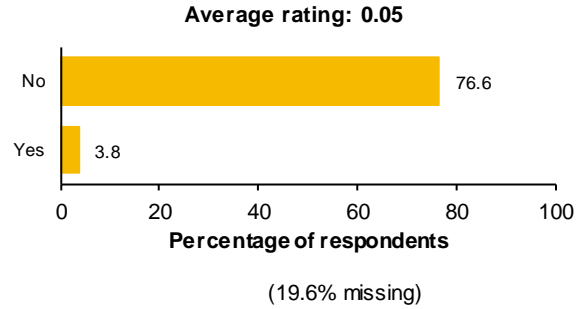
**Table 30.3a. Use and Awareness of Rescue Services, 2014**

Question 30.3. For the emergency services listed below, please indicate whether you have used the service, whether you are aware of the service, and whether you plan to use the service in the future:

**Rescue Service**

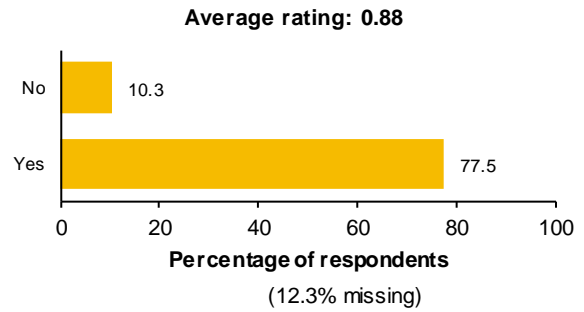
*I have used this service.*

| Response           | Frequency    | Percentage     | Ratings |                               |
|--------------------|--------------|----------------|---------|-------------------------------|
|                    |              |                | Value   | Percentage of rated responses |
| No                 | 768          | 76.6 %         | 0.00    | 95.3 %                        |
| Yes                | 38           | 3.8            | 1.00    | 4.7                           |
| <b>Total valid</b> | <b>806</b>   | <b>80.4 %</b>  |         |                               |
| Missing            | 197          | 19.6           |         |                               |
| <b>Total</b>       | <b>1,003</b> | <b>100.0 %</b> |         |                               |



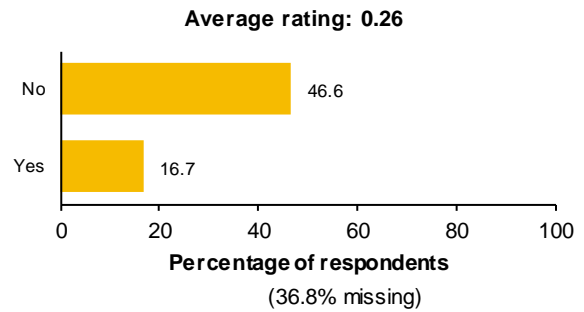
*I am aware of this service.*

| Response           | Frequency    | Percentage     | Ratings |                               |
|--------------------|--------------|----------------|---------|-------------------------------|
|                    |              |                | Value   | Percentage of rated responses |
| No                 | 103          | 10.3 %         | 0.00    | 11.7 %                        |
| Yes                | 777          | 77.5           | 1.00    | 88.3                          |
| <b>Total valid</b> | <b>880</b>   | <b>87.7 %</b>  |         |                               |
| Missing            | 123          | 12.3           |         |                               |
| <b>Total</b>       | <b>1,003</b> | <b>100.0 %</b> |         |                               |



*I plan to use this service in the future.*

| Response           | Frequency    | Percentage     | Ratings |                               |
|--------------------|--------------|----------------|---------|-------------------------------|
|                    |              |                | Value   | Percentage of rated responses |
| No                 | 467          | 46.6 %         | 0.00    | 73.7 %                        |
| Yes                | 167          | 16.7           | 1.00    | 26.3                          |
| <b>Total valid</b> | <b>634</b>   | <b>63.2 %</b>  |         |                               |
| Missing            | 369          | 36.8           |         |                               |
| <b>Total</b>       | <b>1,003</b> | <b>100.0 %</b> |         |                               |



**Table 30.3b. Use and Awareness of Rescue Services: Trends  
2011–2014\***

Question 30.3. For the emergency services listed below, please indicate whether you have used the service, whether you are aware of the service, and whether you plan to use the service in the future:

**Rescue Service**

*I have used this service.*

| Response | Percent responding |        |        | Percent change from 2011–2014: |
|----------|--------------------|--------|--------|--------------------------------|
|          | 2011               | 2012   | 2014   |                                |
| No       | 82.7 %             | 88.4 % | 95.3 % | 15.3 %                         |
| Yes      | 17.3               | 11.6   | 4.7    | -72.8                          |

*I am aware of this service.*

| Response | Percent responding |        |        | Percent change from 2011–2014: |
|----------|--------------------|--------|--------|--------------------------------|
|          | 2011               | 2012   | 2014   |                                |
| No       | 25.1 %             | 16.6 % | 11.7 % | -53.4 %                        |
| Yes      | 74.9               | 83.4   | 88.3   | 17.9                           |

*I plan to use this service in the future.*

| Response | Percent responding |        |        | Percent change from 2011–2014: |
|----------|--------------------|--------|--------|--------------------------------|
|          | 2011               | 2012   | 2014   |                                |
| No       | 73.9 %             | 70.3 % | 73.7 % | -0.3 %                         |
| Yes      | 26.1               | 29.7   | 26.3   | 0.8                            |

\* These questions were added to the survey in 2011.

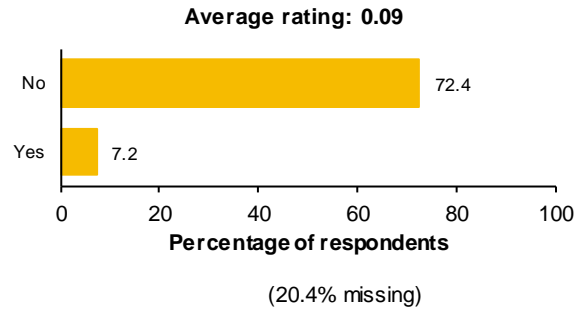
**Table 30.4a. Use and Awareness of Prevention or Preparedness Programs, 2014**

Question 30.4. For the emergency services listed below, please indicate whether you have used the service, whether you are aware of the service, and whether you plan to use the service in the future:

**Prevention or Preparedness Program**

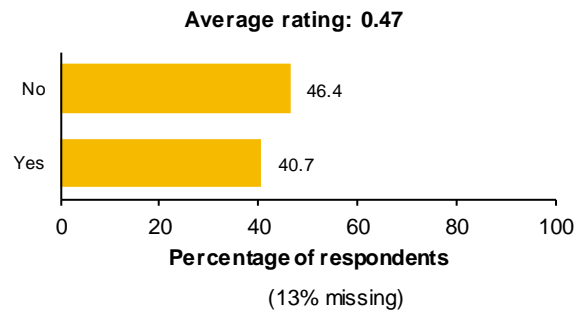
*I have used this service.*

| Response           | Frequency    | Percentage     | Ratings |                               |
|--------------------|--------------|----------------|---------|-------------------------------|
|                    |              |                | Value   | Percentage of rated responses |
| No                 | 726          | 72.4 %         | 0.00    | 91.0 %                        |
| Yes                | 72           | 7.2            | 1.00    | 9.0                           |
| <b>Total valid</b> | <b>798</b>   | <b>79.6 %</b>  |         |                               |
| Missing            | 205          | 20.4           |         |                               |
| <b>Total</b>       | <b>1,003</b> | <b>100.0 %</b> |         |                               |



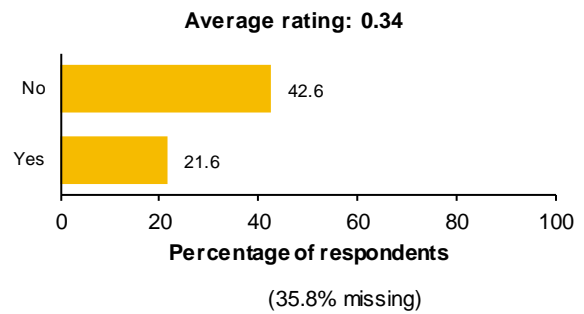
*I am aware of this service.*

| Response           | Frequency    | Percentage     | Ratings |                               |
|--------------------|--------------|----------------|---------|-------------------------------|
|                    |              |                | Value   | Percentage of rated responses |
| No                 | 465          | 46.4 %         | 0.00    | 53.3 %                        |
| Yes                | 408          | 40.7           | 1.00    | 46.7                          |
| <b>Total valid</b> | <b>873</b>   | <b>87.0 %</b>  |         |                               |
| Missing            | 130          | 13.0           |         |                               |
| <b>Total</b>       | <b>1,003</b> | <b>100.0 %</b> |         |                               |



*I plan to use this service in the future.*

| Response           | Frequency    | Percentage     | Ratings |                               |
|--------------------|--------------|----------------|---------|-------------------------------|
|                    |              |                | Value   | Percentage of rated responses |
| No                 | 427          | 42.6 %         | 0.00    | 66.3 %                        |
| Yes                | 217          | 21.6           | 1.00    | 33.7                          |
| <b>Total valid</b> | <b>644</b>   | <b>64.2 %</b>  |         |                               |
| Missing            | 359          | 35.8           |         |                               |
| <b>Total</b>       | <b>1,003</b> | <b>100.0 %</b> |         |                               |



**Table 30.4b. Use and Awareness of Prevention or Preparedness Programs: Trends 2011–2014\***

Question 30.4. For the emergency services listed below, please indicate whether you have used the service, whether you are aware of the service, and whether you plan to use the service in the future:

**Prevention or Preparedness Program**

*I have used this service.*

| Response | Percent responding |        |        | Percent change from 2011–2014: |
|----------|--------------------|--------|--------|--------------------------------|
|          | 2011               | 2012   | 2014   |                                |
| No       | 83.6 %             | 87.0 % | 91.0 % | 8.8 %                          |
| Yes      | 16.4               | 13.0   | 9.0    | -45.0                          |

*I am aware of this service.*

| Response | Percent responding |        |        | Percent change from 2011–2014: |
|----------|--------------------|--------|--------|--------------------------------|
|          | 2011               | 2012   | 2014   |                                |
| No       | 61.6 %             | 54.6 % | 53.3 % | -13.5 %                        |
| Yes      | 38.4               | 45.4   | 46.7   | 21.6                           |

*I plan to use this service in the future.*

| Response | Percent responding |        |        | Percent change from 2011–2014: |
|----------|--------------------|--------|--------|--------------------------------|
|          | 2011               | 2012   | 2014   |                                |
| No       | 73.5 %             | 65.9 % | 66.3 % | -9.7 %                         |
| Yes      | 26.5               | 34.1   | 33.7   | 26.9                           |

\* These questions were added to the survey in 2011.

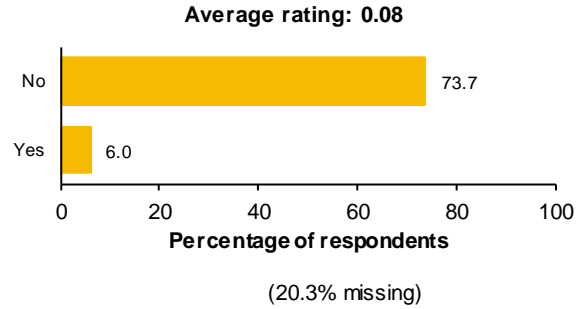
**Table 30.5a. Use and Awareness of Lectures on Local Emergency Services, 2014**

Question 30.5. For the emergency services listed below, please indicate whether you have used the service, whether you are aware of the service, and whether you plan to use the service in the future:

**Lecture or programs detailing the operations of local emergency services**

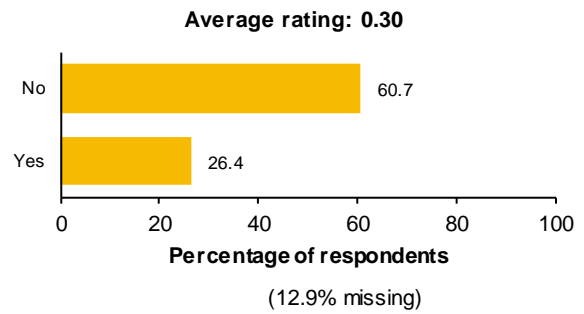
*I have used this service.*

| Response           | Frequency    | Percentage     | Ratings |                               |
|--------------------|--------------|----------------|---------|-------------------------------|
|                    |              |                | Value   | Percentage of rated responses |
| No                 | 739          | 73.7 %         | 0.00    | 92.5 %                        |
| Yes                | 60           | 6.0            | 1.00    | 7.5                           |
| <b>Total valid</b> | <b>799</b>   | <b>79.7 %</b>  |         |                               |
| Missing            | 204          | 20.3           |         |                               |
| <b>Total</b>       | <b>1,003</b> | <b>100.0 %</b> |         |                               |



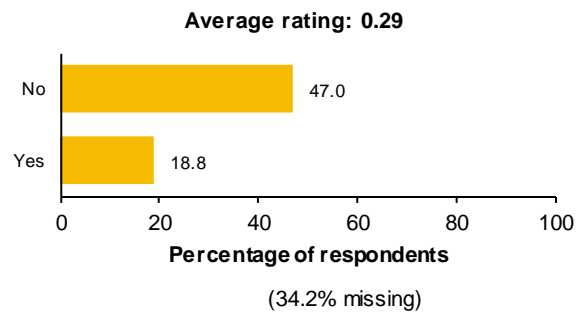
*I am aware of this service.*

| Response           | Frequency    | Percentage     | Ratings |                               |
|--------------------|--------------|----------------|---------|-------------------------------|
|                    |              |                | Value   | Percentage of rated responses |
| No                 | 609          | 60.7 %         | 0.00    | 69.7 %                        |
| Yes                | 265          | 26.4           | 1.00    | 30.3                          |
| <b>Total valid</b> | <b>874</b>   | <b>87.1 %</b>  |         |                               |
| Missing            | 129          | 12.9           |         |                               |
| <b>Total</b>       | <b>1,003</b> | <b>100.0 %</b> |         |                               |



*I plan to use this service in the future.*

| Response           | Frequency    | Percentage     | Ratings |                               |
|--------------------|--------------|----------------|---------|-------------------------------|
|                    |              |                | Value   | Percentage of rated responses |
| No                 | 471          | 47.0 %         | 0.00    | 71.4 %                        |
| Yes                | 189          | 18.8           | 1.00    | 28.6                          |
| <b>Total valid</b> | <b>660</b>   | <b>65.8 %</b>  |         |                               |
| Missing            | 343          | 34.2           |         |                               |
| <b>Total</b>       | <b>1,003</b> | <b>100.0 %</b> |         |                               |





**Table 30.5b. Use and Awareness of Lectures on Local Emergency Services:  
Trends 2011–2014\***

Question 30.5. For the emergency services listed below, please indicate whether you have used the service, whether you are aware of the service, and whether you plan to use the service in the future:

**Lecture or programs detailing the operations of local emergency services**

*I have used this service.*

| Response | Percent responding |        |        | Percent change<br>from 2011–2014: |
|----------|--------------------|--------|--------|-----------------------------------|
|          | 2011               | 2012   | 2014   |                                   |
| No       | 85.8 %             | 90.0 % | 92.5 % | 7.8 %                             |
| Yes      | 14.2               | 10.0   | 7.5    | -47.0                             |

*I am aware of this service.*

| Response | Percent responding |        |        | Percent change<br>from 2011–2014: |
|----------|--------------------|--------|--------|-----------------------------------|
|          | 2011               | 2012   | 2014   |                                   |
| No       | 71.8 %             | 70.7 % | 69.7 % | -2.9 %                            |
| Yes      | 28.2               | 29.3   | 30.3   | 7.5                               |

*I plan to use this service in the future.*

| Response | Percent responding |        |        | Percent change<br>from 2011–2014: |
|----------|--------------------|--------|--------|-----------------------------------|
|          | 2011               | 2012   | 2014   |                                   |
| No       | 78.9 %             | 73.8 % | 71.4 % | -9.5 %                            |
| Yes      | 21.1               | 26.2   | 28.6   | 35.5                              |

\* These questions were added to the survey in 2011.

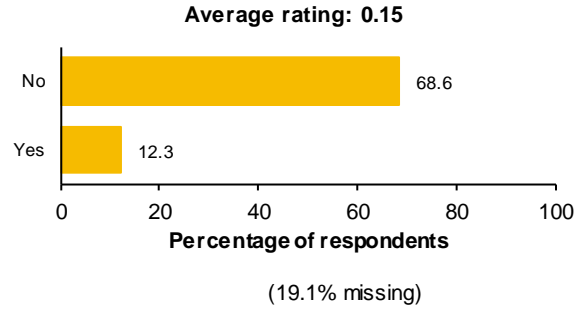
**Table 30.6a. Use and Awareness of Open Houses at Emergency Stations, 2014**

Question 30.6. For the emergency services listed below, please indicate whether you have used the service, whether you are aware of the service, and whether you plan to use the service in the future:

**Open House at an emergency station**

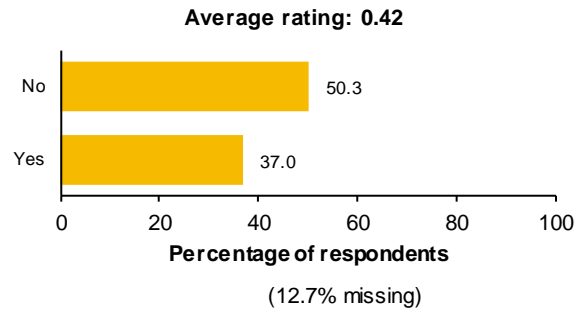
*I have used this service.*

| Response           | Frequency    | Percentage     | Ratings |                               |
|--------------------|--------------|----------------|---------|-------------------------------|
|                    |              |                | Value   | Percentage of rated responses |
| No                 | 688          | 68.6 %         | 0.00    | 84.8 %                        |
| Yes                | 123          | 12.3           | 1.00    | 15.2                          |
| <b>Total valid</b> | <b>811</b>   | <b>80.9 %</b>  |         |                               |
| Missing            | 192          | 19.1           |         |                               |
| <b>Total</b>       | <b>1,003</b> | <b>100.0 %</b> |         |                               |



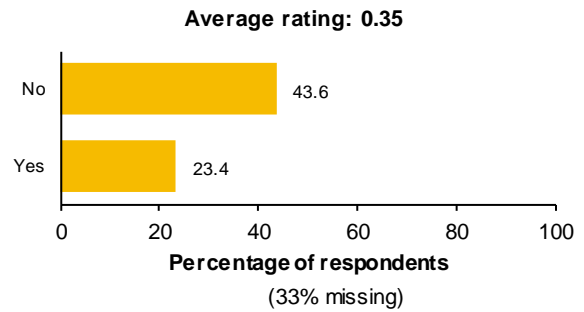
*I am aware of this service.*

| Response           | Frequency    | Percentage     | Ratings |                               |
|--------------------|--------------|----------------|---------|-------------------------------|
|                    |              |                | Value   | Percentage of rated responses |
| No                 | 505          | 50.3 %         | 0.00    | 57.6 %                        |
| Yes                | 371          | 37.0           | 1.00    | 42.4                          |
| <b>Total valid</b> | <b>876</b>   | <b>87.3 %</b>  |         |                               |
| Missing            | 127          | 12.7           |         |                               |
| <b>Total</b>       | <b>1,003</b> | <b>100.0 %</b> |         |                               |



*I plan to use this service in the future.*

| Response           | Frequency    | Percentage     | Ratings |                               |
|--------------------|--------------|----------------|---------|-------------------------------|
|                    |              |                | Value   | Percentage of rated responses |
| No                 | 437          | 43.6 %         | 0.00    | 65.0 %                        |
| Yes                | 235          | 23.4           | 1.00    | 35.0                          |
| <b>Total valid</b> | <b>672</b>   | <b>67.0 %</b>  |         |                               |
| Missing            | 331          | 33.0           |         |                               |
| <b>Total</b>       | <b>1,003</b> | <b>100.0 %</b> |         |                               |



**Table 30.6b. Use and Awareness of Open Houses at Emergency Stations: Trends 2011–2014\***

Question 30.6. For the emergency services listed below, please indicate whether you have used the service, whether you are aware of the service, and whether you plan to use the service in the future:

**Open House at an emergency station**

*I have used this service.*

| Response | Percent responding |        |        | Percent change from 2011–2014: |
|----------|--------------------|--------|--------|--------------------------------|
|          | 2011               | 2012   | 2014   |                                |
| No       | 81.6 %             | 85.6 % | 84.8 % | 4.0 %                          |
| Yes      | 18.4               | 14.4   | 15.2   | -17.6                          |

*I am aware of this service.*

| Response | Percent responding |        |        | Percent change from 2011–2014: |
|----------|--------------------|--------|--------|--------------------------------|
|          | 2011               | 2012   | 2014   |                                |
| No       | 63.2 %             | 63.4 % | 57.6 % | -8.8 %                         |
| Yes      | 36.8               | 36.6   | 42.4   | 15.2                           |

*I plan to use this service in the future.*

| Response | Percent responding |        |        | Percent change from 2011–2014: |
|----------|--------------------|--------|--------|--------------------------------|
|          | 2011               | 2012   | 2014   |                                |
| No       | 72.5 %             | 65.7 % | 65.0 % | -10.3 %                        |
| Yes      | 27.5               | 34.3   | 35.0   | 27.2                           |

\* These questions were added to the survey in 2011.

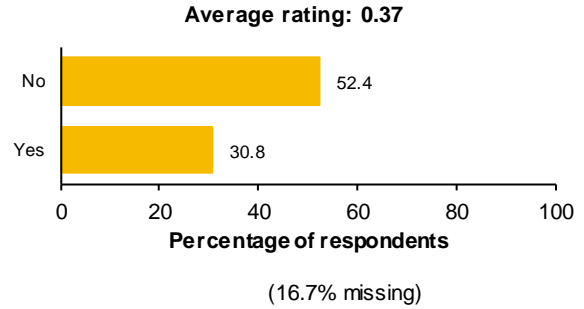
**Table 30.7a. Use and Awareness of CPR and First Aid Training, 2014**

Question 30.7. For the emergency services listed below, please indicate whether you have used the service, whether you are aware of the service, and whether you plan to use the service in the future:

**Training in CPR, First Aid, or other emergency skills**

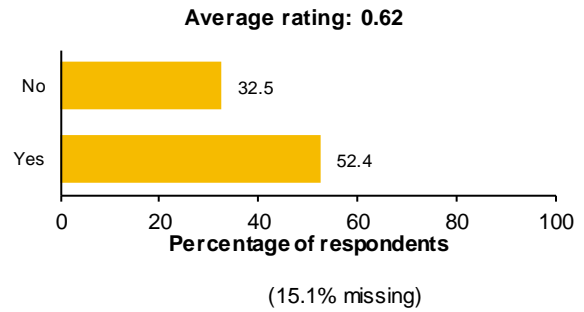
*I have used this service.*

| Response           | Frequency    | Percentage     | Ratings |                               |
|--------------------|--------------|----------------|---------|-------------------------------|
|                    |              |                | Value   | Percentage of rated responses |
| No                 | 526          | 52.4 %         | 0.00    | 63.0 %                        |
| Yes                | 309          | 30.8           | 1.00    | 37.0                          |
| <b>Total valid</b> | <b>835</b>   | <b>83.3 %</b>  |         |                               |
| Missing            | 168          | 16.7           |         |                               |
| <b>Total</b>       | <b>1,003</b> | <b>100.0 %</b> |         |                               |



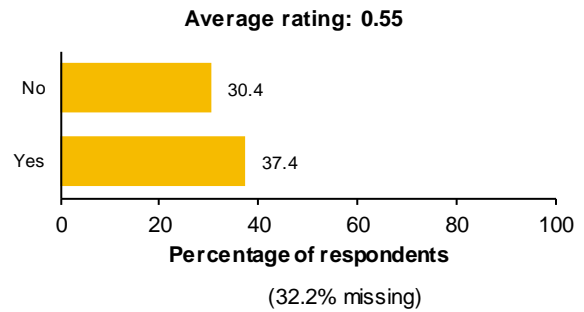
*I am aware of this service.*

| Response           | Frequency    | Percentage     | Ratings |                               |
|--------------------|--------------|----------------|---------|-------------------------------|
|                    |              |                | Value   | Percentage of rated responses |
| No                 | 326          | 32.5 %         | 0.00    | 38.3 %                        |
| Yes                | 526          | 52.4           | 1.00    | 61.7                          |
| <b>Total valid</b> | <b>852</b>   | <b>84.9 %</b>  |         |                               |
| Missing            | 151          | 15.1           |         |                               |
| <b>Total</b>       | <b>1,003</b> | <b>100.0 %</b> |         |                               |



*I plan to use this service in the future.*

| Response           | Frequency    | Percentage     | Ratings |                               |
|--------------------|--------------|----------------|---------|-------------------------------|
|                    |              |                | Value   | Percentage of rated responses |
| No                 | 305          | 30.4 %         | 0.00    | 44.9 %                        |
| Yes                | 375          | 37.4           | 1.00    | 55.1                          |
| <b>Total valid</b> | <b>680</b>   | <b>67.8 %</b>  |         |                               |
| Missing            | 323          | 32.2           |         |                               |
| <b>Total</b>       | <b>1,003</b> | <b>100.0 %</b> |         |                               |



**Table 30.7b. Use and Awareness of CPR and First Aid Training:  
Trends 2011–2014\***

*Question 30.7. For the emergency services listed below, please indicate whether you have used the service, whether you are aware of the service, and whether you plan to use the service in the future:  
**Training in CPR, First Aid, or other emergency skills***

*I have used this service.*

| Response | Percent responding |        |        | Percent change from 2011–2014: |
|----------|--------------------|--------|--------|--------------------------------|
|          | 2011               | 2012   | 2014   |                                |
| No       | 63.8 %             | 62.1 % | 63.0 % | -1.3 %                         |
| Yes      | 36.2               | 37.9   | 37.0   | 2.2                            |

*I am aware of this service.*

| Response | Percent responding |        |        | Percent change from 2011–2014: |
|----------|--------------------|--------|--------|--------------------------------|
|          | 2011               | 2012   | 2014   |                                |
| No       | 40.7 %             | 37.9 % | 38.3 % | -6.1 %                         |
| Yes      | 59.3               | 62.1   | 61.7   | 4.2                            |

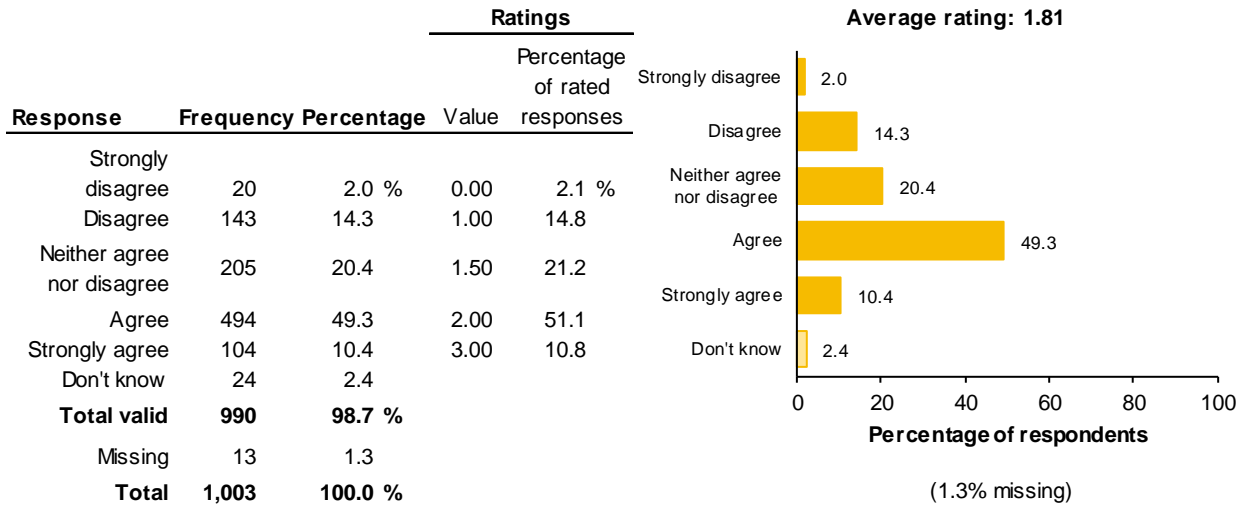
*I plan to use this service in the future.*

| Response | Percent responding |        |        | Percent change from 2011–2014: |
|----------|--------------------|--------|--------|--------------------------------|
|          | 2011               | 2012   | 2014   |                                |
| No       | 52.7 %             | 44.1 % | 44.9 % | -14.8 %                        |
| Yes      | 47.3               | 55.9   | 55.1   | 16.5                           |

\* These questions were added to the survey in 2011.

**Table 31.1a. Household Preparation for Disaster, 2014**

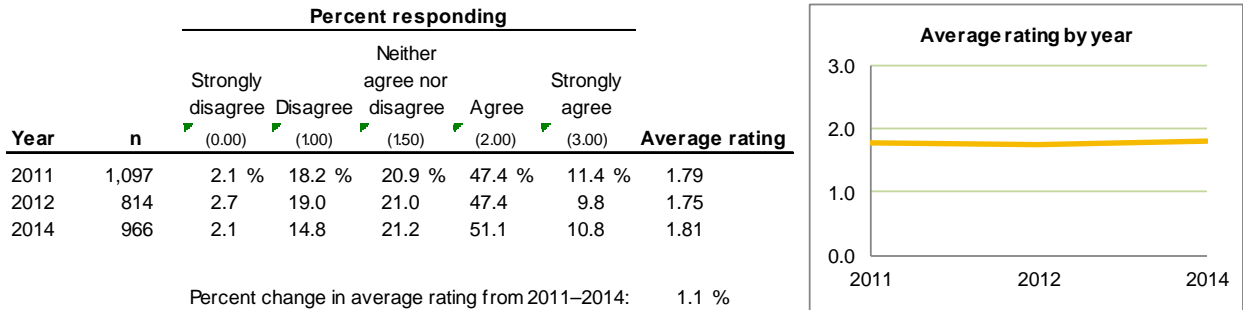
Question 31.1. Please indicate how much you agree or disagree with each of the following statements:  
**My household is prepared for a natural or man-made disaster.**



*“We all should prepare!”*

**Table 31.1a. Household Preparation for Disaster: Trends 2011–2014\***

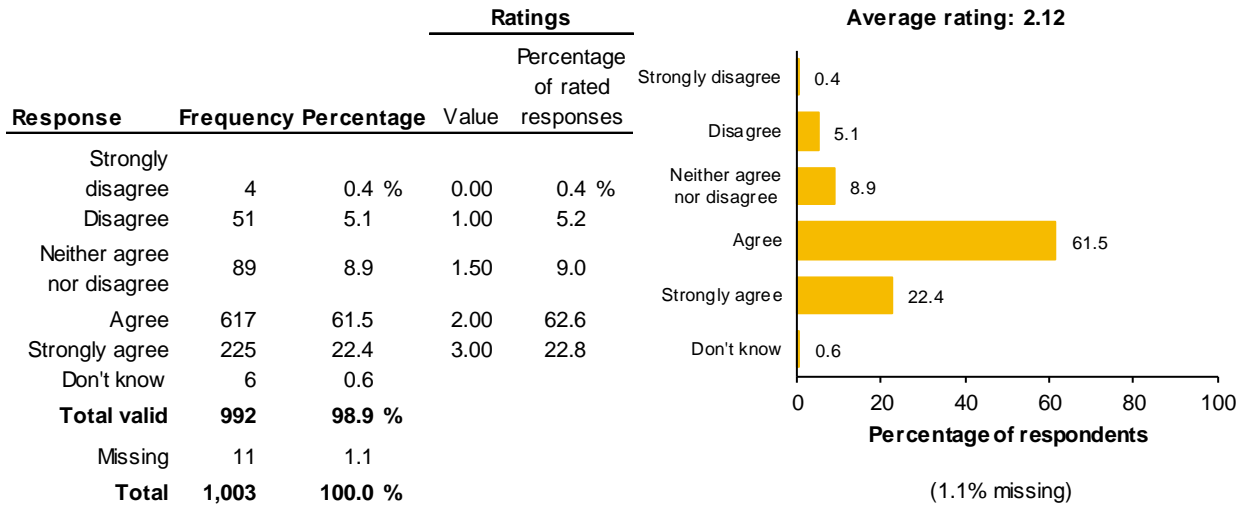
Question 31.1. Please indicate how much you agree or disagree with each of the following statements:  
**My household is prepared for a natural or man-made disaster.**



\*This question was added to the survey in 2011.

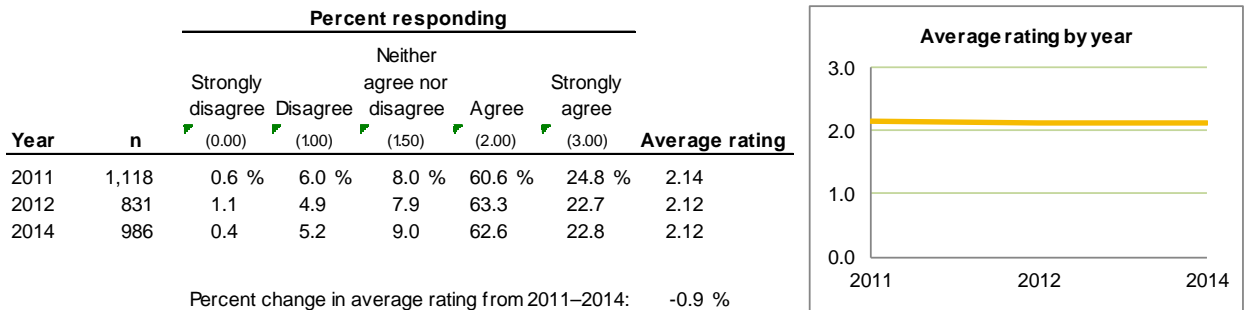
**Table 31.2a. Home Clear of Wildfire Hazards, 2014**

Question 31.2. Please indicate how much you agree or disagree with each of the following statements:  
***I keep the area around my home clear of wildfire hazards.***



**Table 31.2b. Home Clear of Wildfire Hazards: Trends 2011–2014\***

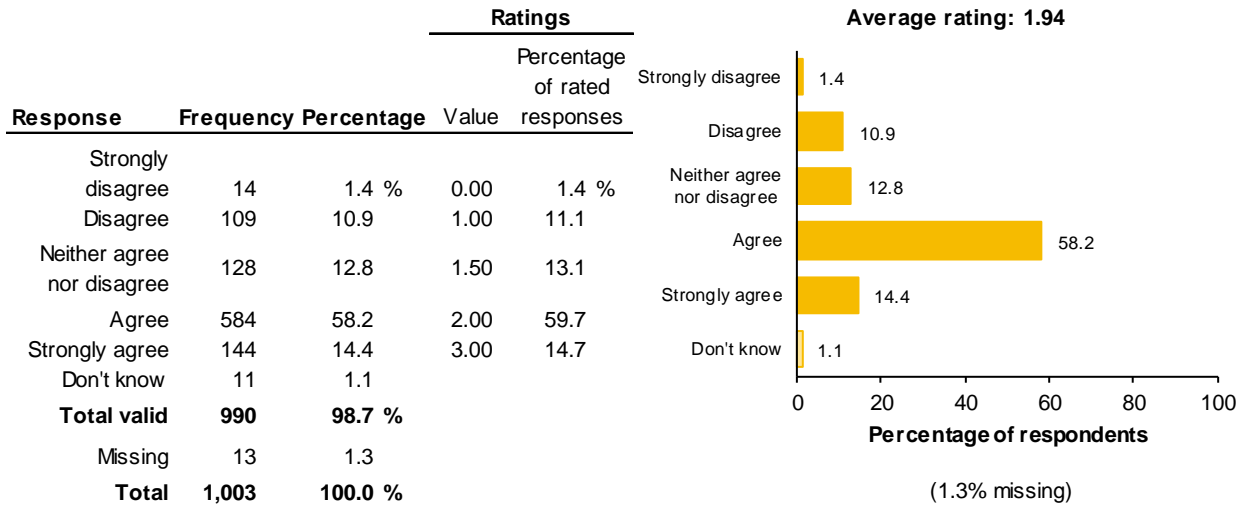
Question 31.2. Please indicate how much you agree or disagree with each of the following statements:  
***I keep the area around my home clear of wildfire hazards.***



\*This question was added to the survey in 2011.

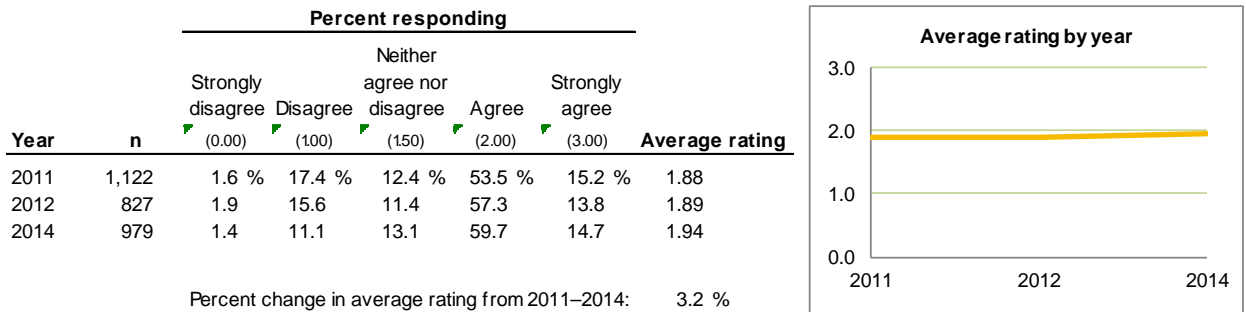
**Table 31.3a. Disaster Supplies Set Aside, 2014**

Question 31.3. Please indicate how much you agree or disagree with each of the following statements:  
***I have supplies set aside in my home for use in case of a disaster.***



**Table 31.3b. Disaster Supplies Set Aside: Trends 2011–2014\***

Question 31.3. Please indicate how much you agree or disagree with each of the following statements:  
***I have supplies set aside in my home for use in case of a disaster.***

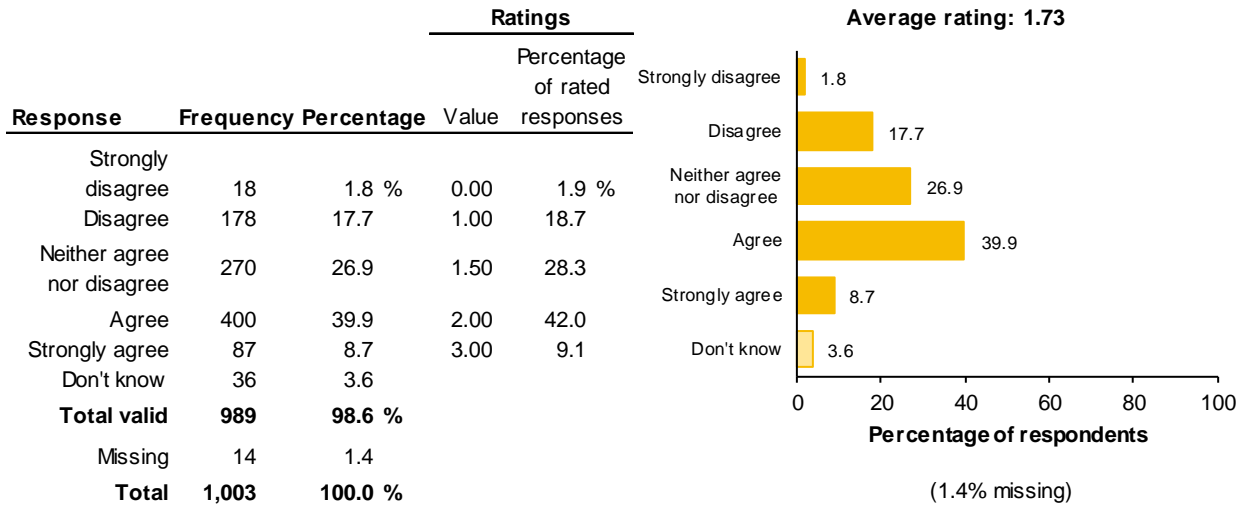


\*This question was added to the survey in 2011.



**Table 31.4a. Independence from Others in a Disaster, 2014**

Question 31.4. Please indicate how much you agree or disagree with each of the following statements:  
***In the event of a disaster I and my family will be independent of others for assistance.***



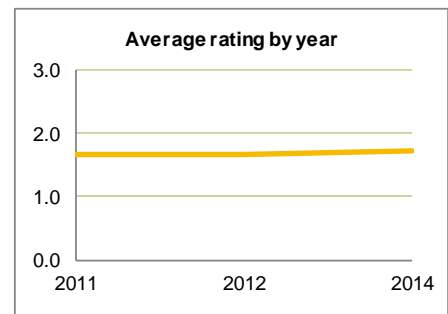
*“It depends how big a disaster and if we can leave.”*

**Table 31.4b. Independence from Others in a Disaster: Trends 2011–2014\***

Question 31.4. Please indicate how much you agree or disagree with each of the following statements:  
***In the event of a disaster I and my family will be independent of others for assistance.***

| Year | n     | Percent responding       |                 |                                   |              |                       | Average rating |
|------|-------|--------------------------|-----------------|-----------------------------------|--------------|-----------------------|----------------|
|      |       | Strongly disagree (0.00) | Disagree (1.00) | Neither agree nor disagree (1.50) | Agree (2.00) | Strongly agree (3.00) |                |
| 2011 | 1,080 | 3.9 %                    | 23.2 %          | 27.9 %                            | 33.7 %       | 11.3 %                | 1.66           |
| 2012 | 777   | 2.8                      | 23.2            | 27.9                              | 37.6         | 8.5                   | 1.66           |
| 2014 | 953   | 1.9                      | 18.7            | 28.3                              | 42.0         | 9.1                   | 1.73           |

Percent change in average rating from 2011–2014: 4.2 %

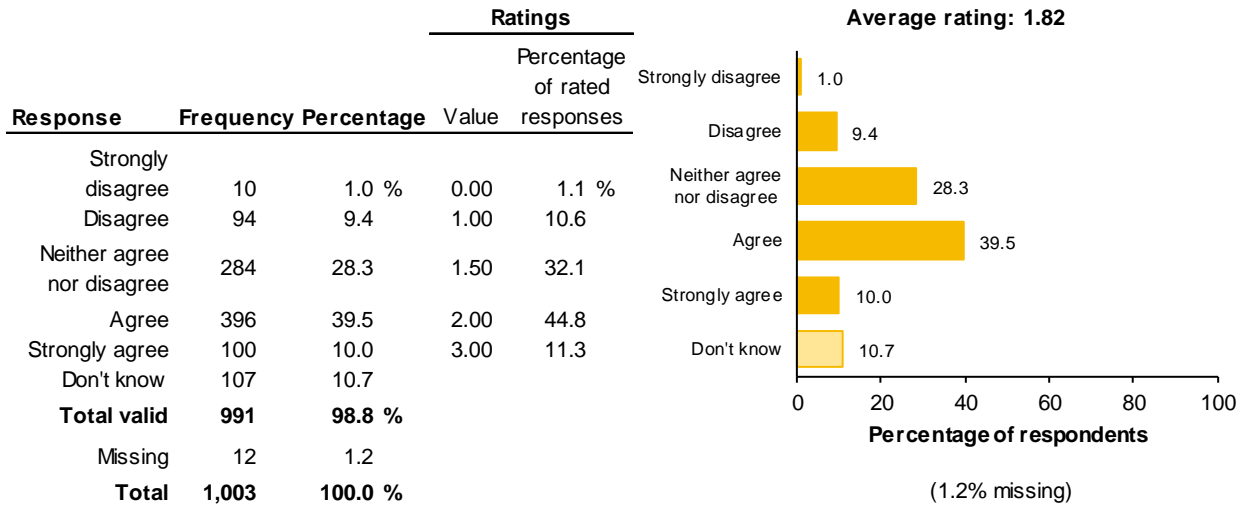


\*This question was added to the survey in 2011.

Note: In 2011, this question was worded as "In the event of a disaster I and my family will be dependent of others for assistance." It was reworded in 2012 to remove ambiguity. Results from 2011 shown above have been reverse-coded.

**Table 31.5a. Borough Vulnerability to Disaster, 2014**

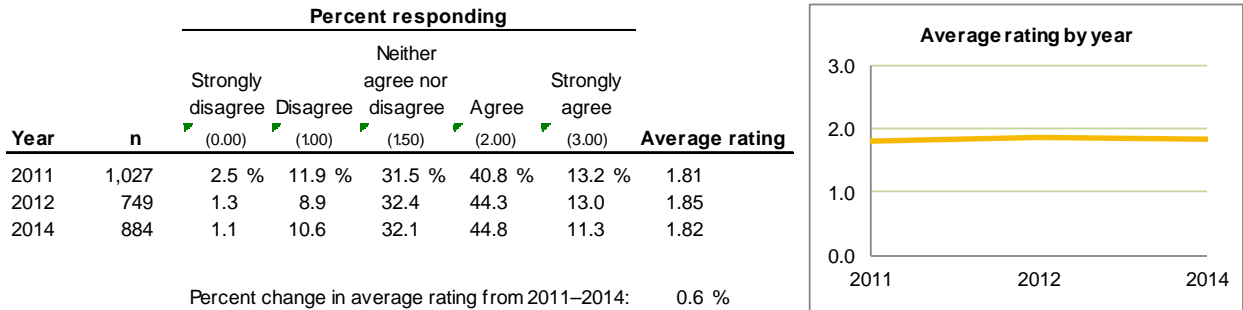
Question 31.5. Please indicate how much you agree or disagree with each of the following statements:  
***I believe the borough is vulnerable to a natural or man-made disaster.***



*“The Borough needs a trial run.”*

**Table 31.5b. Borough Vulnerability to Disaster: Trends 2011–2014\***

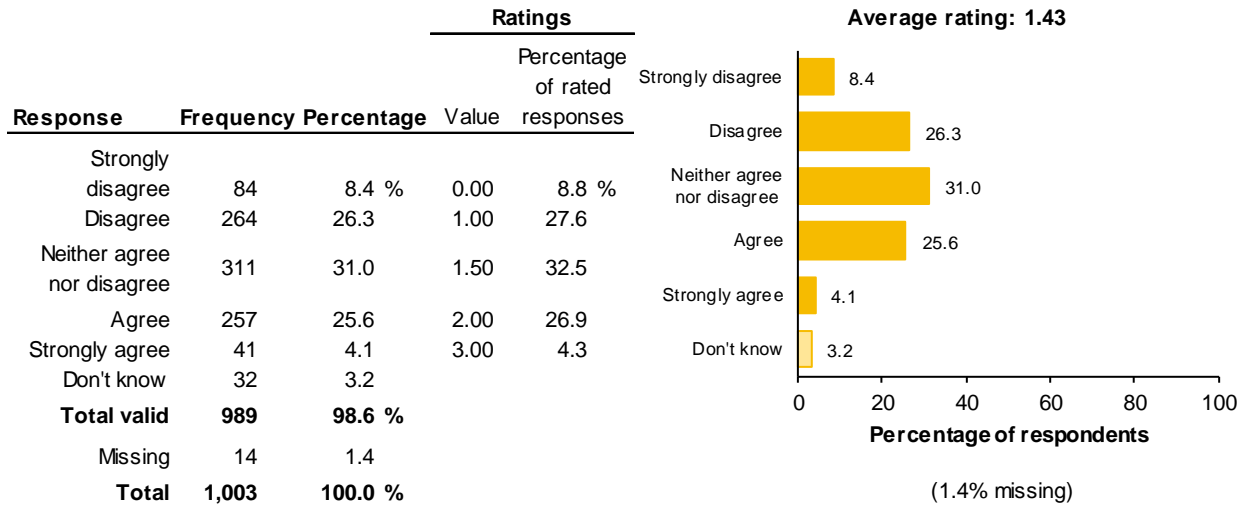
Question 31.5. Please indicate how much you agree or disagree with each of the following statements:  
***I believe the borough is vulnerable to a natural or man-made disaster.***



\*This question was added to the survey in 2011.

**Table 31.6a. Borough Government Responsibility for Preparing Residents for Disasters, 2014**

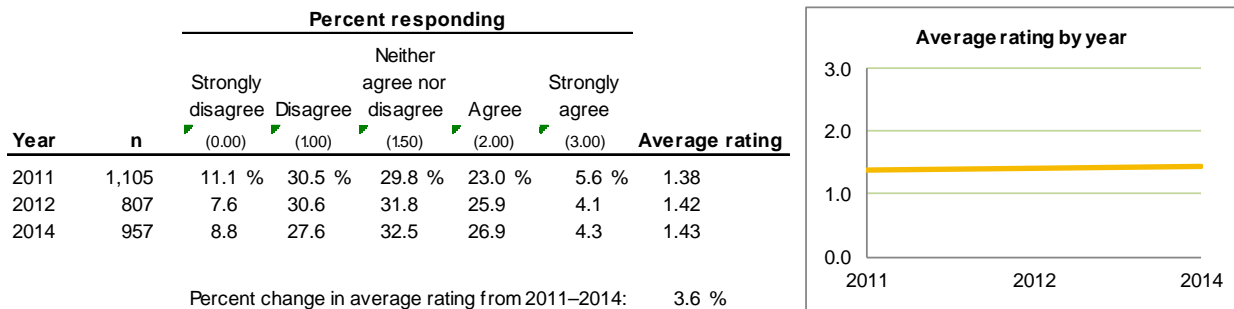
Question 31.6. Please indicate how much you agree or disagree with each of the following statements:  
***I believe the borough government is responsible for preparing residents for disasters.***



*“The Borough should not be accountable for residents’ irresponsible decisions/actions. Why is the Borough responsible for mitigating flood control along rivers (e.g., Matanuska River)? If a person decides to build a house in the floodplain along a river, that person should be liable for all costs associated for cleanup and repair of damages to their property as a result from a flood or high water. It is not the government’s responsibility to pay for citizens’ poor decisions.”*

**Table 31.6b. Borough Government Responsibility for Preparing Residents for Disasters: Trends 2011–2014\***

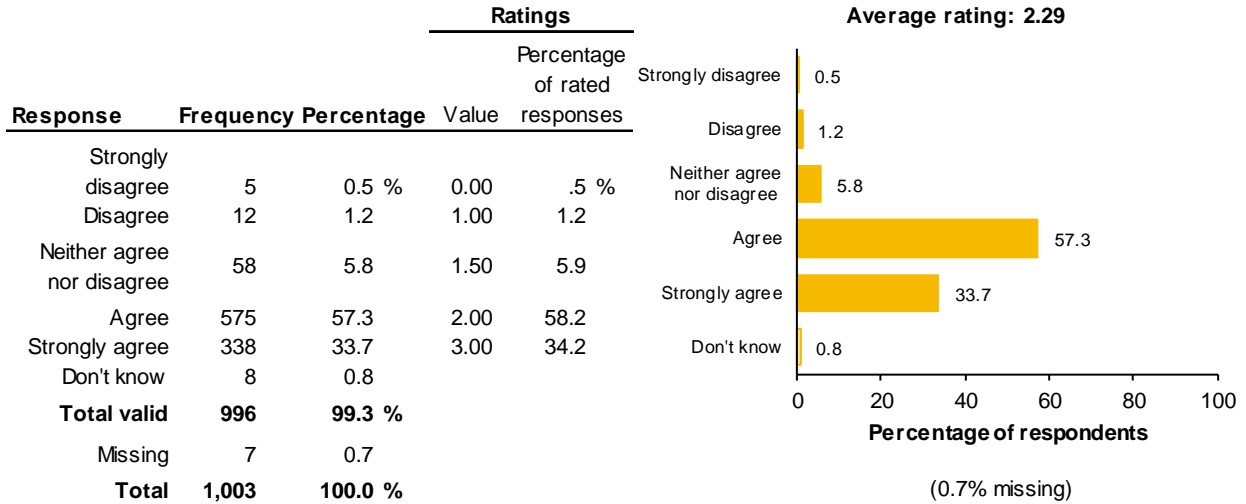
Question 31.6. Please indicate how much you agree or disagree with each of the following statements:  
***I believe the borough government is responsible for preparing residents for disasters.***



\*This question was added to the survey in 2011.

**Table 31.7a. Personal Responsibility of Residents in Preparing for Disasters, 2014**

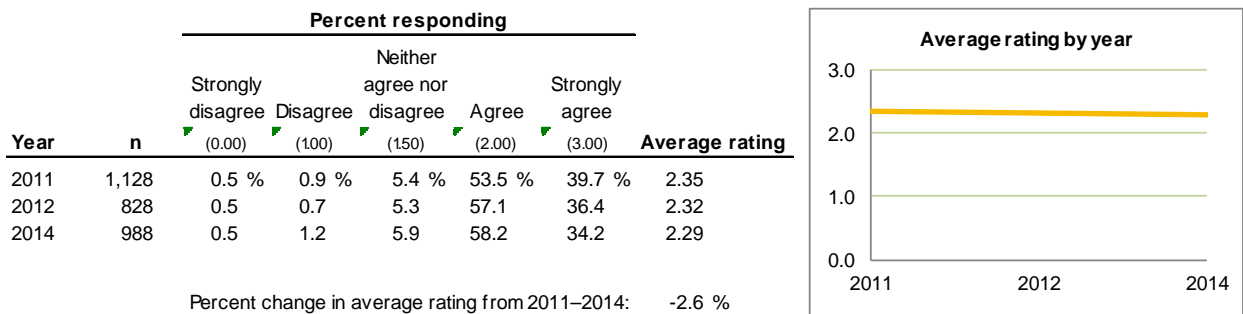
Question 31.7. Please indicate how much you agree or disagree with each of the following statements:  
***I believe residents should take personal responsibility in preparing for disasters.***



*“A lot of Borough issues arise from people with urban expectations wanting a rural life with all the urban amenities. A rural lifestyle has a certain amount of associated risks, i.e., delayed emergency response. If you choose to live 5-10-20 miles away from services, you are assuming those risks.”*

**Table 31.7b. Personal Responsibility of Residents in Preparing for Disasters: Trends 2011–2014\***

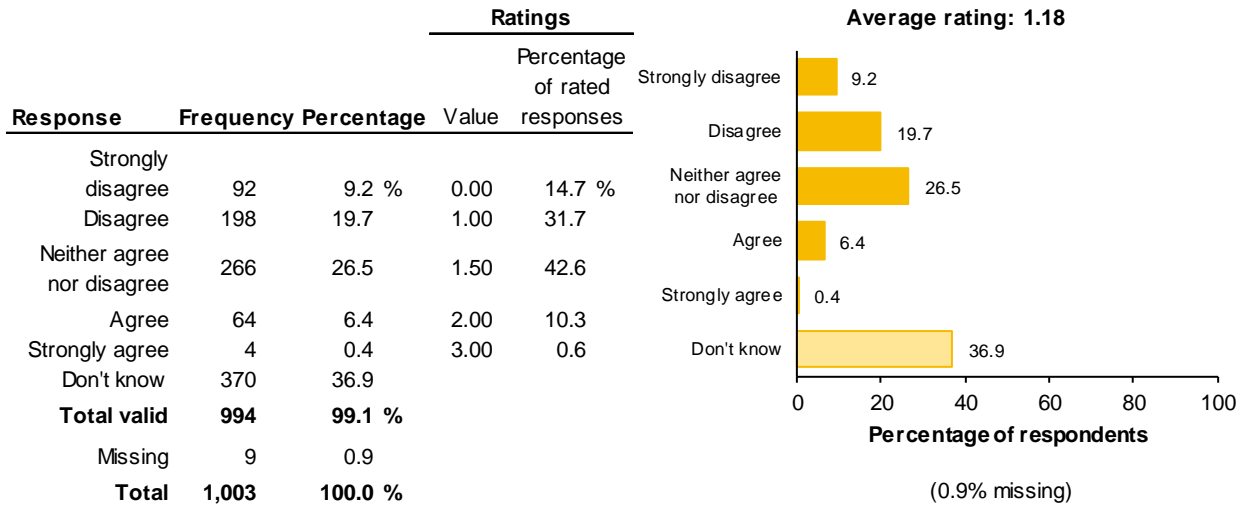
Question 31.7. Please indicate how much you agree or disagree with each of the following statements:  
***I believe residents should take personal responsibility in preparing for disasters.***



\*This question was added to the survey in 2011.

**Table 31.8a. Borough Preparation for a Pandemic, 2014**

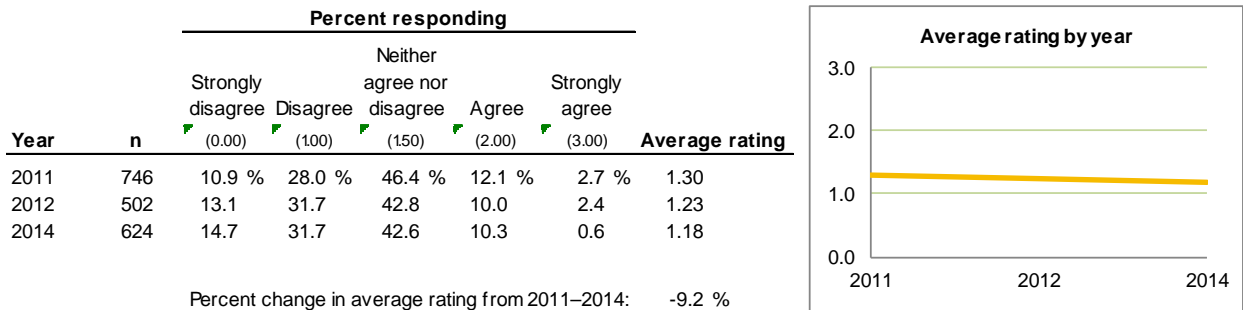
Question 31.8. Please indicate how much you agree or disagree with each of the following statements:  
**I believe the borough is prepared for an outbreak of Pandemic (influenza) disease.**



*“We ran out of vaccines by January (not good).”*

**Table 31.8b. Borough Preparation for a Pandemic: Trends 2011–2014\***

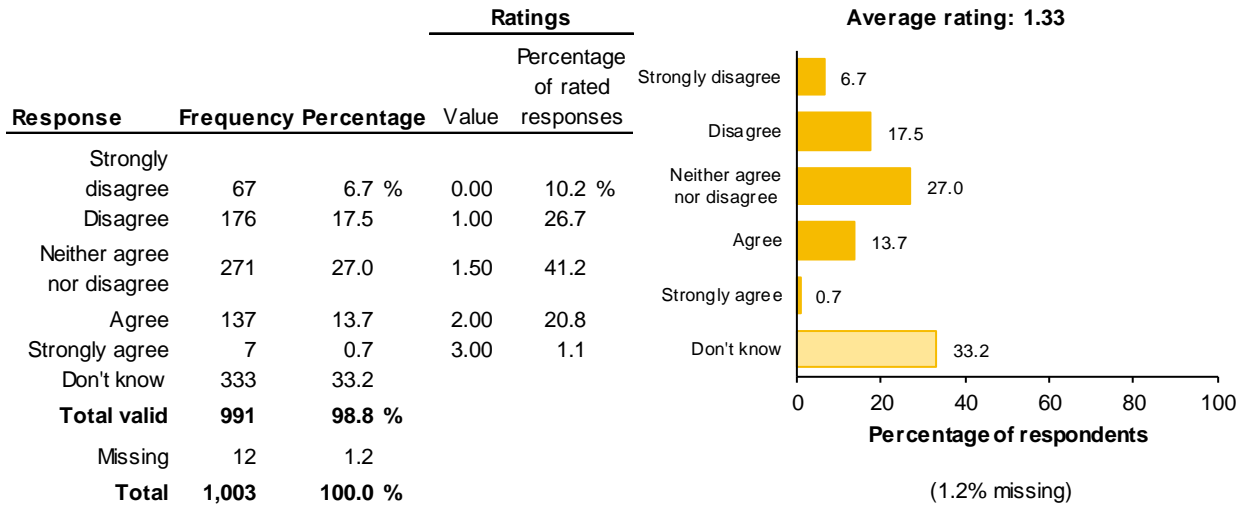
Question 31.8. Please indicate how much you agree or disagree with each of the following statements:  
**I believe the borough is prepared for an outbreak of Pandemic (influenza) disease.**



\*This question was added to the survey in 2011.

**Table 31.9a. Recovery of Borough from Widespread Disaster, 2014**

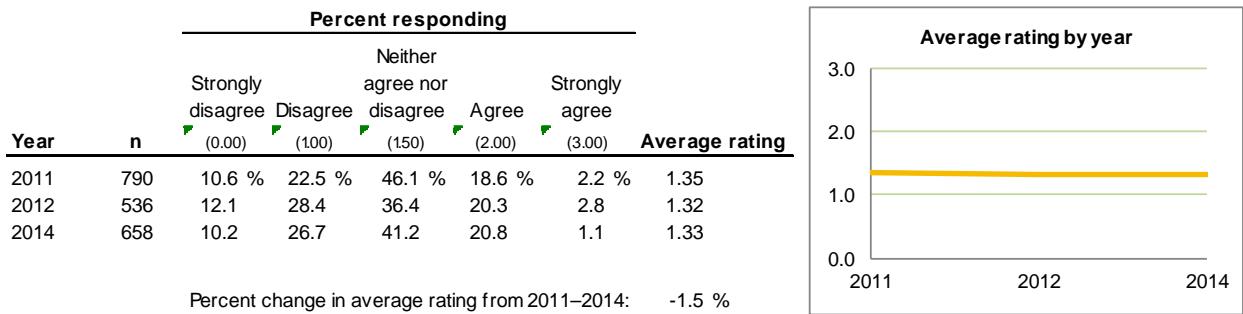
Question 31.9. Please indicate how much you agree or disagree with each of the following statements:  
***I believe the borough is prepared to recover from a widespread disaster.***



*“When a disaster/flood came FEMA/the government failed to repair the road. The guys in the helicopter were a joke. But it will get better right?”*

**Table 31.9b. Recovery of Borough from Widespread Disaster: Trends 2011–2014\***

Question 31.9. Please indicate how much you agree or disagree with each of the following statements:  
***I believe the borough is prepared to recover from a widespread disaster.***



\*This question was added to the survey in 2011.

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## Part V.

# Open Space and Salmon



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## Open Space and Salmon – Summary

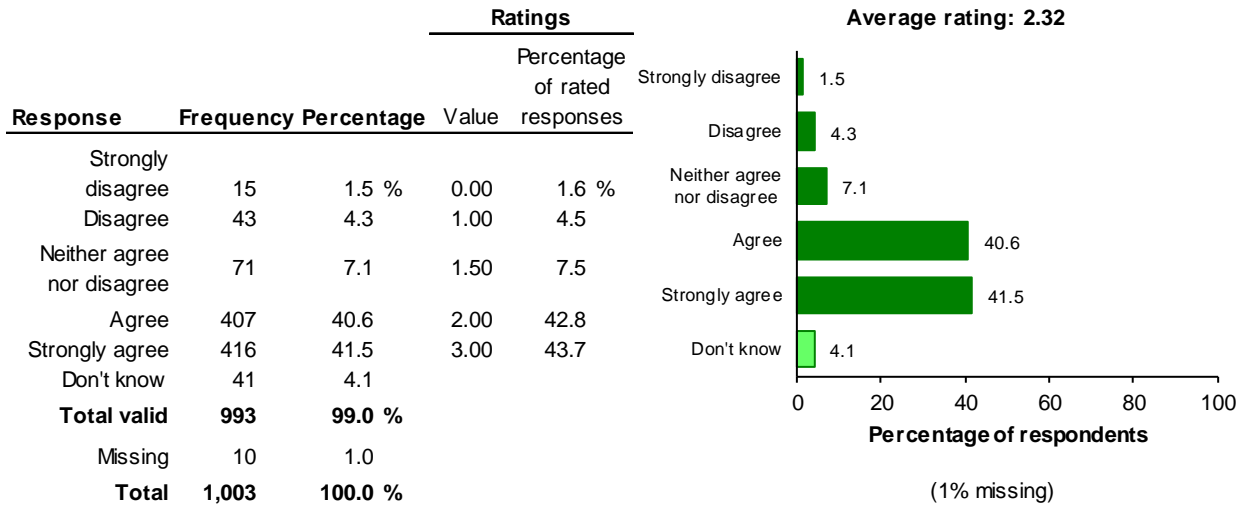
A set of additional questions focusing on salmon and the environment was added to the *2014 Mat-Su Survey* at the request of the Nature Conservancy. On the whole, respondents had positive views about salmon and their contribution to life and the economy in the Mat-Su Borough. They were also likely to agree or strongly agree with statements supportive of environmental protection and management.

Respondents were asked to rank seven items based on their importance to their own health. Many people completing the survey ranked multiple items as the most important, rather than prioritizing items and assigning a unique rank number to each. For the tables shown in this part of the report, responses are only included if the respondent did indeed assign a unique number to each item. Clean drinking water was ranked as the most important factor contributing to health by 53.7 percent of the respondents, followed by air quality, which was ranked as the most important by 38.9 percent. Respondents were also asked to rank order things they were concerned about related to land use. Sizeable numbers were concerned about pollution of rivers, lakes and streams (31.1% ranking it as most important); poorly-planned growth and development (30% ranking it as most important); and job opportunities for Mat-Su residents and loss of fish and wildlife habitat (25.9% and 24.6% ranking these as most important, respectively).

When asked about involvement with fishing for subsistence or commercial purposes, over two-thirds of survey respondents reported fishing for salmon for family food in the past year, while far fewer were involved directly or indirectly in a commercial manner. About a third of the respondents eat salmon at least once a week or every day, with similar numbers reporting to eat salmon at least once a month. Seven percent said they do not eat salmon because they don't like it.

**Table 32.1. Importance of Salmon to Mat-Su Economy, 2014**

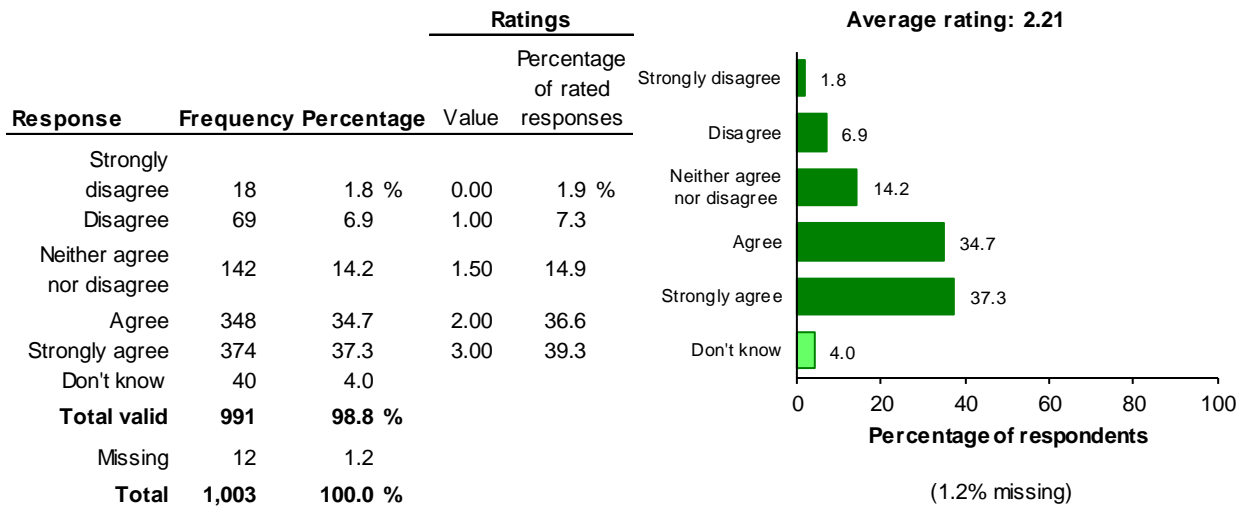
Question 32.1. Please indicate how much you agree or disagree with each of the following statements:  
**Salmon are important to the Mat-Su economy.**



*“Salmon use is important for subsistence, tourism and commercial use.”*

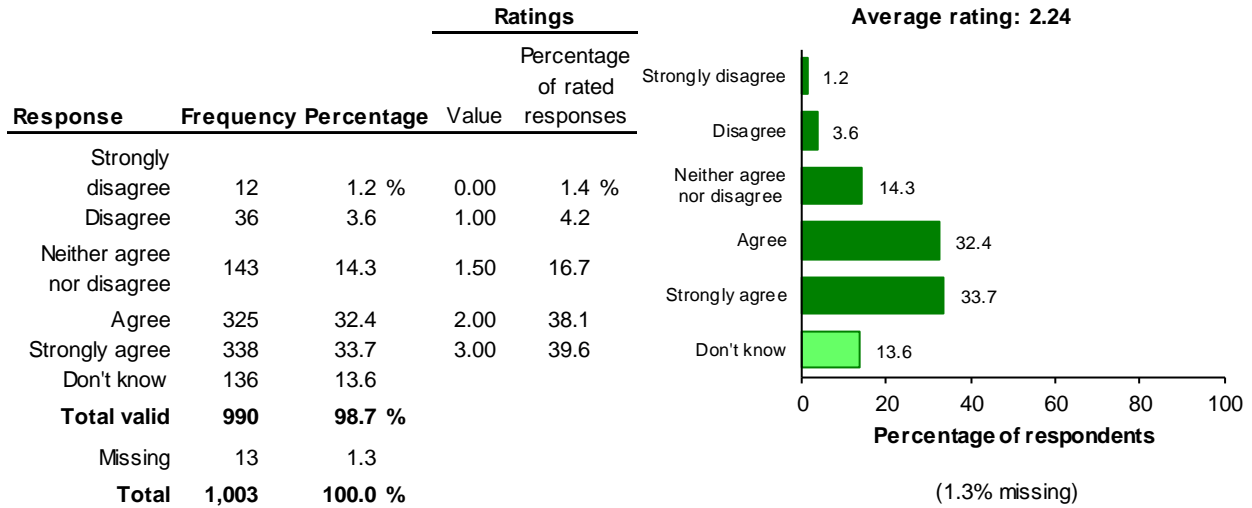
**Table 32.2. Essentiality of Salmon to Mat-Su Life, 2014**

Question 32.2. Please indicate how much you agree or disagree with each of the following statements:  
**Salmon are essential to the Mat-Su way of life.**



**Table 32.3. Salmon Problems in the Mat-Su Borough, 2014**

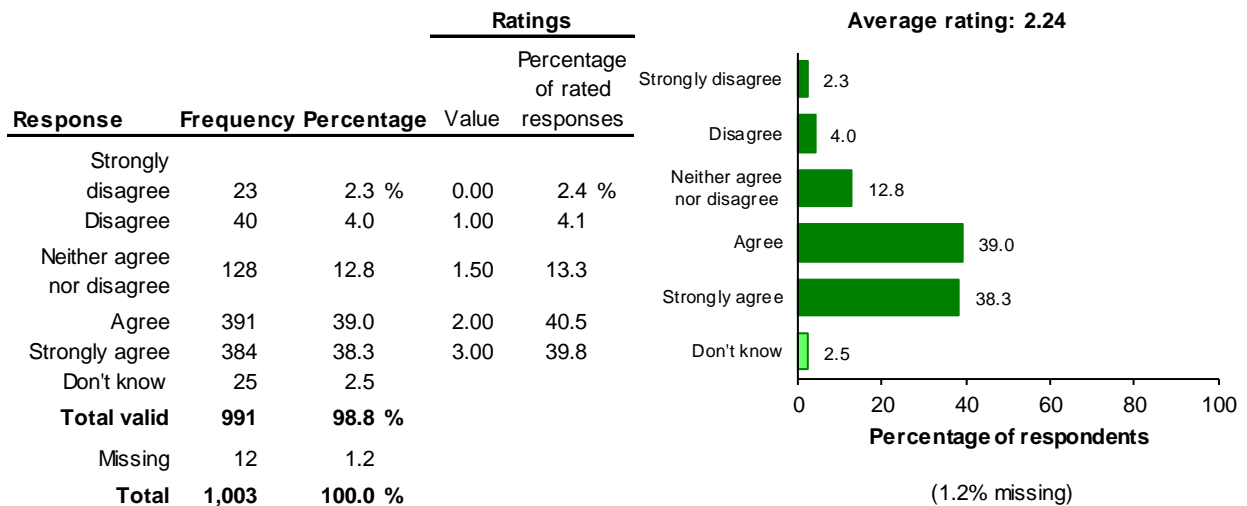
Question 32.3. Please indicate how much you agree or disagree with each of the following statements:  
**Salmon are facing long-term problems in the Mat-Su borough.**



*“I am concerned about local threats to salmon runs, including contamination issues around Big Lake.”*

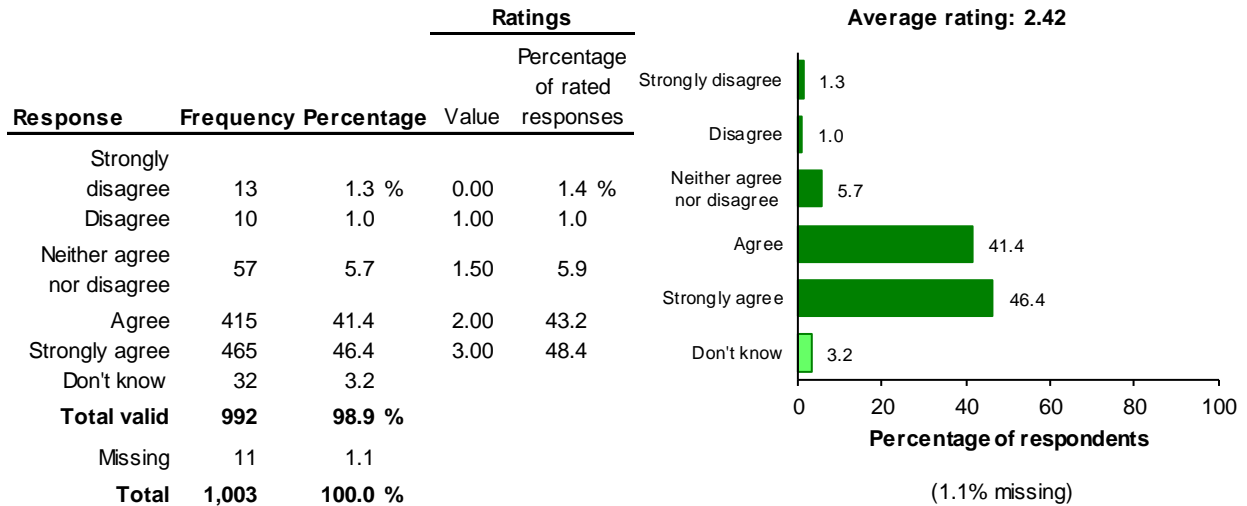
**Table 32.4. Protection of Salmon and their Habitat, 2014**

Question 32.4. Please indicate how much you agree or disagree with each of the following statements:  
**Even in difficult economic times, we should still find money to protect and manage salmon and their habitat.**



**Table 32.5. Water Quality and Salmon Abundance, 2014**

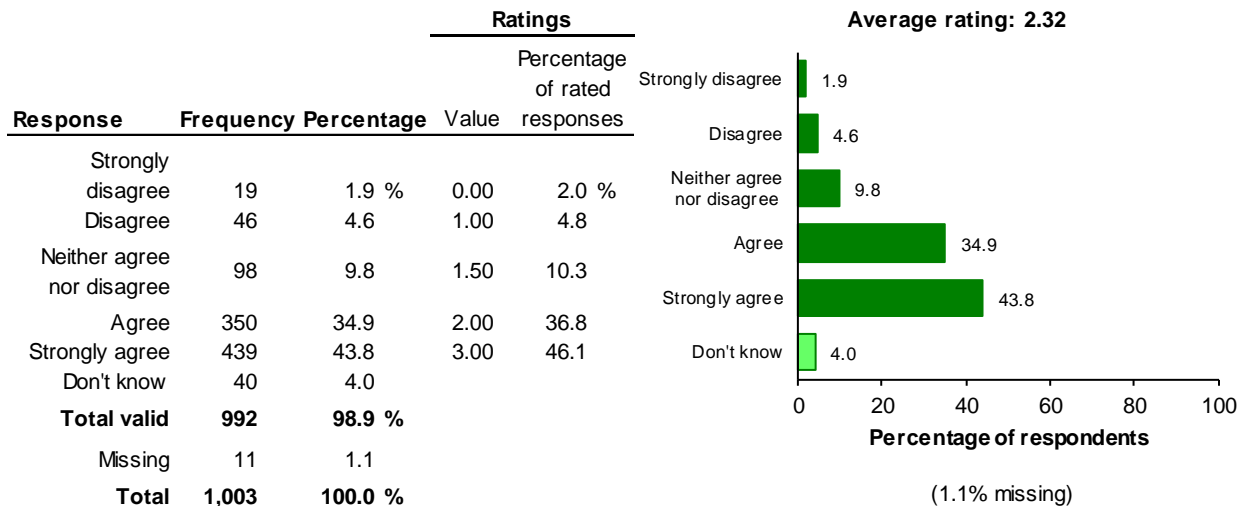
Question 32.5. Please indicate how much you agree or disagree with each of the following statements:  
**The health of streams, rivers and ground water that flow into salmon spawning areas affects the abundance of salmon.**



*“We need to wake up to the fact that there should be at least a 200’ wide greenbelt adjacent to all flowing creeks, rivers, streams and spawning lakes.”*

**Table 32.6. Protection of Land Around Salmon Streams, 2014**

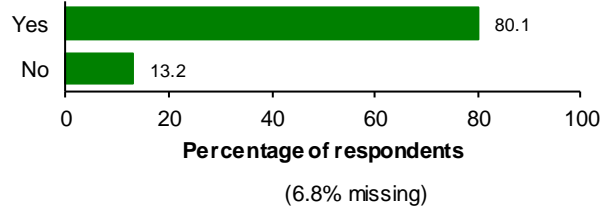
Question 32.6. Please indicate how much you agree or disagree with each of the following statements:  
**Changes to land around salmon streams can negatively affect salmon, so it is just as important to protect the forests, wetlands, and tundra around the streams as the streams themselves.**



**Table 33. Contribution of Environment to Health, 2014**

Question 33. Do you think a healthy Mat-Su environment contributes to your personal health?

| Response           | Frequency    | Percentage     |
|--------------------|--------------|----------------|
| Yes                | 803          | 80.1 %         |
| No                 | 132          | 13.2           |
| <b>Total valid</b> | <b>935</b>   | <b>93.2 %</b>  |
| Missing            | 68           | 6.8            |
| <b>Total</b>       | <b>1,003</b> | <b>100.0 %</b> |



**Table 34. Importance of Environmental Factors to Health, 2014**

Question 34. How important are the following to your health? Please RANK by importance, with 1 being the most important to you and 7 being the least important to you.

Percent responding (n=707)\*

| Response  | Most important |      |      |      | Least important |      |      |
|---|----------------|------|------|------|-----------------|------|------|
|   | 1              | 2    | 3    | 4    | 5               | 6    | 7    |
| Clean drinking water                              | 53.7           | 32.8 | 5.8  | 3.0  | 2.7             | 1.6  | 0.4  |
| Air quality                                       | 38.9           | 36.1 | 12.4 | 5.0  | 2.7             | 2.4  | 2.5  |
| Fishing, hunting, and other harvest of wild foods | 15.1           | 8.4  | 23.4 | 13.6 | 10.4            | 9.7  | 19.5 |
| Rivers and lakes                                  | 9.6            | 8.1  | 16.3 | 28.8 | 19.7            | 12.9 | 4.5  |
| Quiet space                                       | 9.5            | 5.0  | 14.9 | 11.5 | 12.1            | 16.6 | 30.3 |
| Open space, parks, greenbelts, and farmland       | 6.8            | 5.1  | 16.0 | 15.8 | 23.5            | 23.2 | 9.5  |
| Trails for walking and biking                     | 4.4            | 4.4  | 14.8 | 13.8 | 18.1            | 20.8 | 23.8 |

\* This table only includes the 707 respondents who answered "yes" to question 33, and who gave each item on the list a unique ranking number.

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*“Access to open space is VERY different than ‘open space’ alone. Access makes ‘open space’ less desirable as wildlife habitat and introduces pollution, habitat degradation etc.”*

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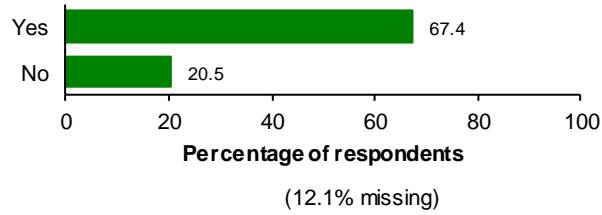
*“Save the environment!”*

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**Table 35. Concern about Land Use Change, 2014**

Question 35. The use of land in the Mat-Su is changing. Are you concerned about land use change?

| Response           | Frequency    | Percentage     |
|--------------------|--------------|----------------|
| Yes                | 676          | 67.4 %         |
| No                 | 206          | 20.5           |
| <b>Total valid</b> | <b>882</b>   | <b>87.9 %</b>  |
| Missing            | 121          | 12.1           |
| <b>Total</b>       | <b>1,003</b> | <b>100.0 %</b> |



**Table 36. Concern About Land Use, 2014**

Question 36. What are you most concerned about? Please RANK by importance, with 1 being the most important to you and 8 being the least important to you.

Percent responding (n=634)\*

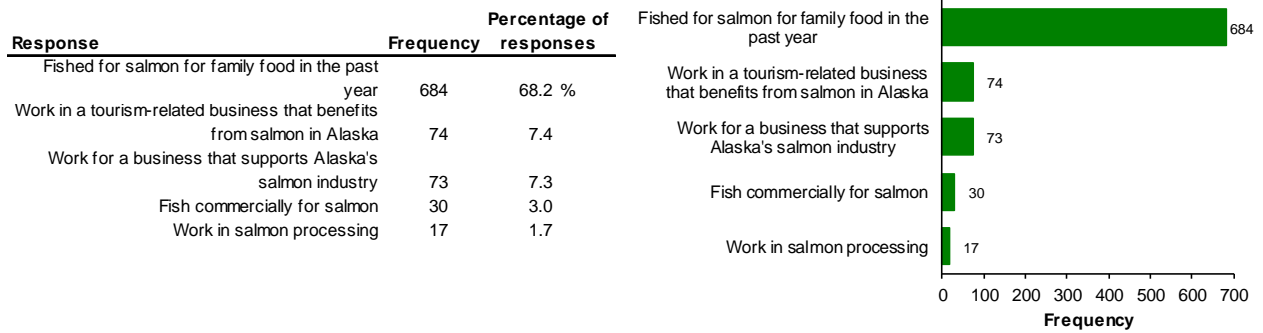
| Response                                | Most important |      |      |      | Least important |      |      |      |
|---|----------------|------|------|------|-----------------|------|------|------|
|   | 1              | 2    | 3    | 4    | 5               | 6    | 7    | 8    |
| Pollution of rivers, lakes, and streams | 31.1           | 18.0 | 20.7 | 14.4 | 7.6             | 5.2  | 2.5  | 0.5  |
| Poorly-planned growth and development   | 30.0           | 17.8 | 15.6 | 13.2 | 9.5             | 7.3  | 3.5  | 3.0  |
| Job opportunities for Mat-Su residents  | 25.9           | 12.8 | 9.0  | 8.9  | 14.6            | 13.8 | 9.7  | 5.4  |
| Loss of fish and wildlife habitat       | 24.6           | 18.4 | 15.7 | 15.7 | 10.0            | 8.9  | 5.1  | 1.8  |
| Farmland being converted to other uses  | 18.7           | 14.9 | 15.2 | 10.0 | 14.3            | 10.8 | 8.7  | 7.4  |
| Access to open space for recreation     | 13.5           | 9.2  | 7.5  | 15.6 | 15.6            | 16.8 | 12.5 | 9.4  |
| Availability of affordable housing      | 9.5            | 6.8  | 7.6  | 7.1  | 9.0             | 13.0 | 18.7 | 28.1 |
| Increased flood risk                    | 5.4            | 3.3  | 6.7  | 7.7  | 8.1             | 12.3 | 24.2 | 32.2 |

\* This table only includes the 634 respondents who answered "yes" to question 35, and who gave each item on the list a unique ranking number.

*“The Borough needs to plan for more trails for non-motorized uses. This could be a world class destination for hiking, biking, cross-country skiing, running, etc., which would bring in tourist dollars, but not the way it is managed for unconstrained usage by ATVs, snowmobiles, etc. The two can co-exist but not without proper planning.”*

**Table 37. Role of Salmon in Household, 2014**

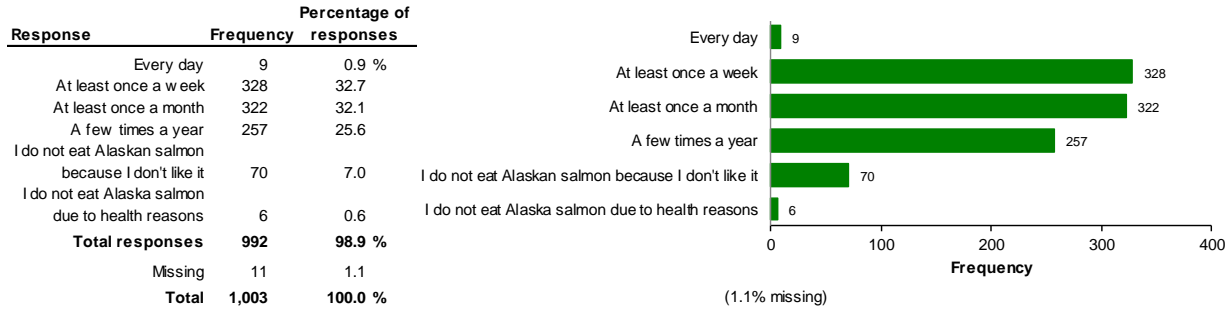
Question 33. Which of the following applies to you and members of your household? (Please check all that apply.)



*“Although I love fish, especially halibut and salmon, I do not partake because of mismanagement and overfishing.”*

**Table 38. Frequency of Salmon Consumption, 2014**

Question 38. Thinking back over the past twelve months, how often do you personally eat salmon caught in Alaska?





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## Part VI.

# Sample Characteristics



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## Sample Characteristics – Summary

More men than women returned questionnaires (52% male, 48% female, with 33 people declining to answer the gender question). This is the first time in the history of the *Mat-Su Survey* that more men than women participated. The majority of respondents were white (90%), with Alaska Natives and American Indians comprising about five percent of the sample. Four percent self-identified as being of Hispanic or Latino/a background or origin; this is a large decrease from previous years, though the overall number of Hispanic or Latino/a respondents has always been very low. The average age of respondents was 52.6 years old. Since 2009, the average age of survey takers has increased from 50 years old.

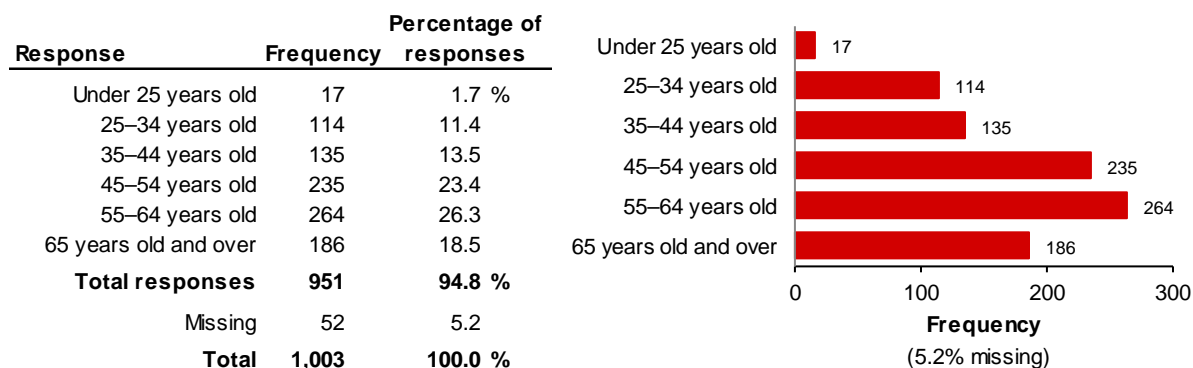
Most respondents were married (66%), and the typical household included between two and three people, but not quite one child. Families with children had an average of 1.3 of those children enrolled in Mat-Su Borough School District schools. The most typical level of education reported by respondents was “some college, no degree” (32%), while roughly equal numbers of respondents (19-21%) said they had a high school degree or equivalent or a bachelor’s degree. Consistent with previous years, about 11 percent of respondents had earned a graduate degree. About one-third (32%) of respondents reported a household income of less than \$50,000, and 26 percent had a household income of \$100,000 or more. Most were employed full time (45%) or retired (20%), and of those who answered the question, 69 percent commuted within the Mat-Su Borough, while 26 percent commuted either to the Anchorage Bowl, Eagle River or Chugiak.

Eighty-nine percent of survey respondents owned their own home, which is likely valued at \$200,000 or more, and only 11 percent had a second home outside the Borough. Seventy-nine percent stated that their address is posted for emergency responders.

The average respondent has lived in the Borough for just close to 19 years; since 2009, length of residency has increased from 16 years. Respondents, on average, have lived in their current home for eleven to twelve years, though about one-third (32%) have lived in their current home for five or fewer years. The overwhelming majority of respondents see themselves staying in the Borough for the long term (88%). Two-thirds of those who said they plan to leave expect to do so within the next five years.

**Table 39a. Respondent Background — Age, 2014**

Question 39. How old were you on your last birthday?



**Table 39b. Respondent Background — Age: Trends 2009–2014**

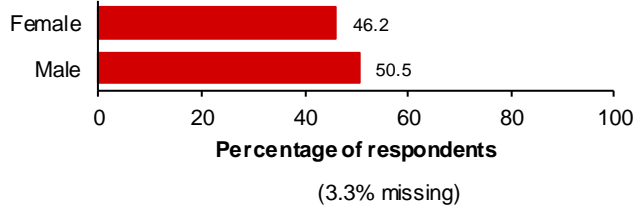
Question 39. How old were you on your last birthday?

| Response              | Percent responding |                    |                    |                    |                    | Percent change from 2009–2014: |
|-----------------------|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------------------|
|                       | 2009               | 2010               | 2011               | 2012               | 2014               |                                |
| <i>Average age</i>    | <i>50.34 years</i> | <i>50.33 years</i> | <i>51.49 years</i> | <i>51.95 years</i> | <i>52.62 years</i> | 4.5 %                          |
| Under 25 years old    | 6.6 %              | 1.9 %              | 3.2 %              | 2.0 %              | 1.8 %              | -72.7 %                        |
| 25–34 years old       | 12.0               | 14.2               | 12.7               | 12.1               | 12.0               | 0.0                            |
| 35–44 years old       | 17.7               | 17.0               | 16.6               | 15.7               | 14.2               | -19.8                          |
| 45–54 years old       | 25.4               | 26.8               | 22.7               | 23.6               | 24.7               | -2.8                           |
| 55–64 years old       | 23.8               | 25.1               | 24.0               | 28.7               | 27.8               | 16.8                           |
| 65 years old and over | 14.5               | 14.9               | 20.8               | 17.9               | 19.6               | 35.2                           |

**Table 40a. Respondent Background — Gender, 2014**

*Question 40. What is your gender?*

| <b>Response</b>    | <b>Frequency</b> | <b>Percentage</b> |
|--------------------|------------------|-------------------|
| Female             | 463              | 46.2 %            |
| Male               | 507              | 50.5              |
| <b>Total valid</b> | <b>970</b>       | <b>96.7 %</b>     |
| Missing            | 33               | 3.3               |
| <b>Total</b>       | <b>1,003</b>     | <b>100.0 %</b>    |



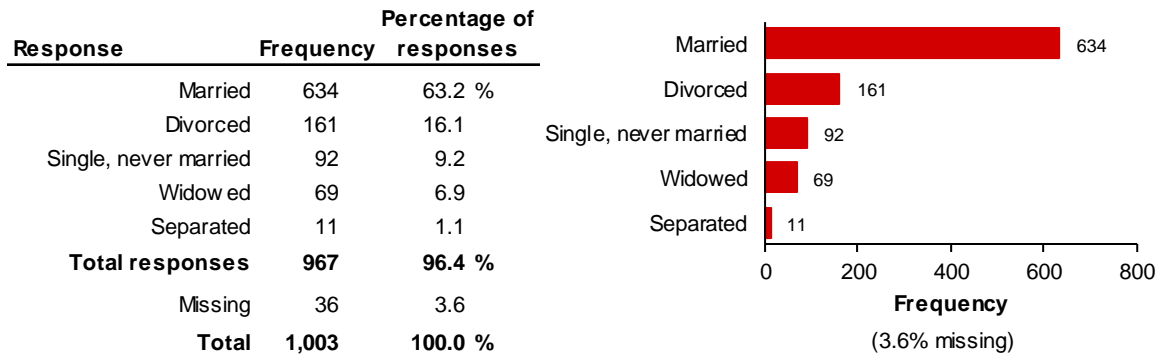
**Table 40b. Respondent Background —Gender: Trends 2009–2014**

*Question 40. What is your gender?*

| <b>Response</b> | <b>2009</b> | <b>2010</b> | <b>2011</b> | <b>2012</b> | <b>2014</b> | <b>Percent change from 2009–2014:</b> |
|-----------------|-------------|-------------|-------------|-------------|-------------|---------------------------------------|
| Female          | 58.7 %      | 56.0 %      | 57.7 %      | 53.0 %      | 47.7 %      | -18.7 %                               |
| Male            | 41.3        | 44.0        | 42.3        | 47.0        | 52.3        | 26.6                                  |

**Table 41a. Respondent Background — Marital Status, 2014**

*Question 41. What is your marital status?*



**Table 41b. Respondent Background — Marital Status: Trends 2009–2014**

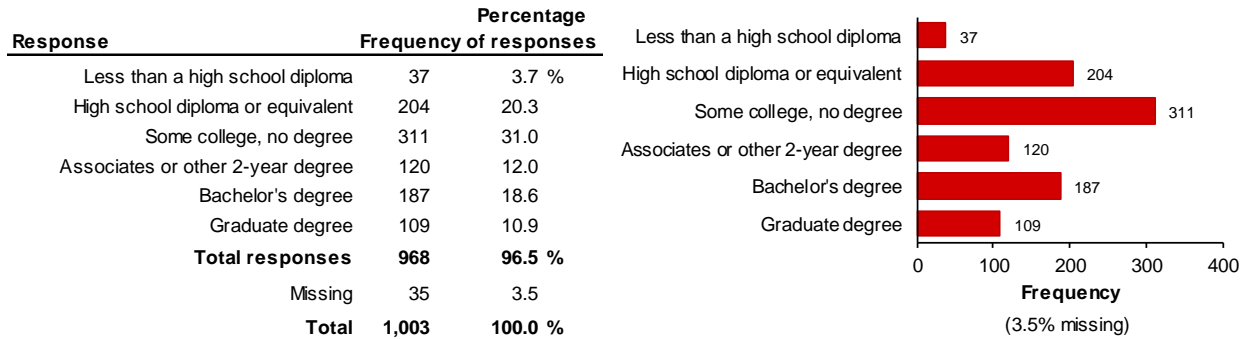
*Question 41. What is your marital status?*

| Response              | Percent responding |        |        |        |        | Percent change from 2009–2014: |
|-----------------------|--------------------|--------|--------|--------|--------|--------------------------------|
|                       | 2009               | 2010   | 2011   | 2012   | 2014   |                                |
| Married               | 76.0 %             | 75.3 % | 73.4 % | 75.1 % | 65.6 % | -13.7 %                        |
| Divorced              | 12.0               | 10.8   | 11.3   | 11.7   | 16.6   | 38.3                           |
| Single, never married | 7.5                | 7.6    | 8.9    | 8.0    | 9.5    | 26.7 †                         |
| Widow ed              | 3.8                | 4.7    | 5.5    | 3.6    | 7.1    | 86.8 †                         |
| Separated             | 0.7                | 1.7    | 0.8    | 1.3    | 1.1    | 57.1 †                         |

† Large changes should be interpreted with extreme caution because of the small base numbers.

**Table 42a. Respondent Background — Education, 2014**

Question 42. What is your highest level of formal education?



**Table 42b. Respondent Background — Education: Trends 2009–2014**

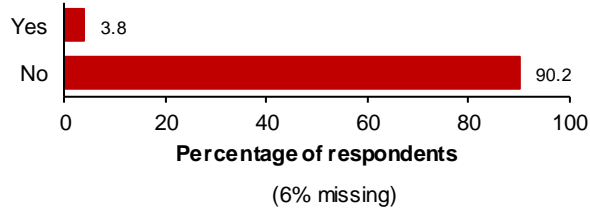
Question 42. What is your highest level of formal education?

| Response                          | Percent responding |       |       |       |       | Percent change from 2009–2014: |
|-----------------------------------|--------------------|-------|-------|-------|-------|--------------------------------|
|                                   | 2009               | 2010  | 2011  | 2012  | 2014  |                                |
| Less than a high school diploma   | 2.2 %              | 1.7 % | 3.2 % | 2.1 % | 3.8 % | 72.7 %                         |
| High school diploma or equivalent | 18.7               | 20.4  | 19.0  | 20.5  | 21.1  | 12.8                           |
| Some college, no degree           | 35.1               | 30.1  | 33.3  | 33.0  | 32.1  | -8.5                           |
| Associates or other 2-year degree | 13.0               | 13.8  | 12.1  | 12.7  | 12.4  | -4.6                           |
| Bachelor's degree                 | 19.3               | 21.5  | 19.1  | 19.4  | 19.3  | 0.0                            |
| Graduate degree                   | 11.6               | 12.5  | 13.2  | 12.3  | 11.3  | -2.6                           |

**Table 43a. Respondent Background — Hispanic or Latino/a Origin, 2014**

*Question 43. Are you of Hispanic or Latino/a background or origin ?*

| <b>Response</b>    | <b>Frequency</b> | <b>Percentage</b> |
|--------------------|------------------|-------------------|
| Yes                | 38               | 3.8 %             |
| No                 | 905              | 90.2              |
| <b>Total valid</b> | <b>943</b>       | <b>94.0 %</b>     |
| Missing            | 60               | 6.0               |
| <b>Total</b>       | <b>1,003</b>     | <b>100.0 %</b>    |



**Table 43b. Respondent Background — Hispanic or Latino/a Origin: Trends 2009–2014**

*Question 43. Are you of Hispanic or Latino/a background or origin ?*

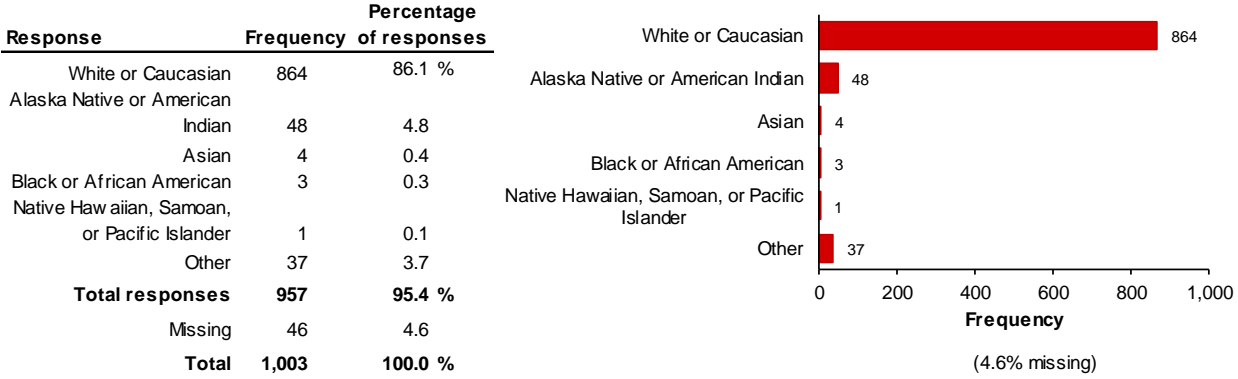
| <b>Response</b> | <b>Percent responding</b> |       |       |       |       | <b>Percent change from 2009–2014:</b> |
|-----------------|---------------------------|-------|-------|-------|-------|---------------------------------------|
|                 | 2009                      | 2010  | 2011  | 2012  | 2014  |                                       |
| Yes             | 5.5 %                     | 2.9 % | 4.5 % | 5.9 % | 4.0 % | -27.3 % †                             |
| No              | 94.5                      | 97.1  | 95.5  | 94.1  | 96.0  | 1.6                                   |

† Large changes should be interpreted with extreme caution because of the small base numbers.



**Table 44a. Respondent Background — Race/Ethnicity, 2014**

Question 44. What race or ethnicity would you say *best* describes you?



**Table 44b. Respondent Background — Race/Ethnicity: Trends 2009–2014**

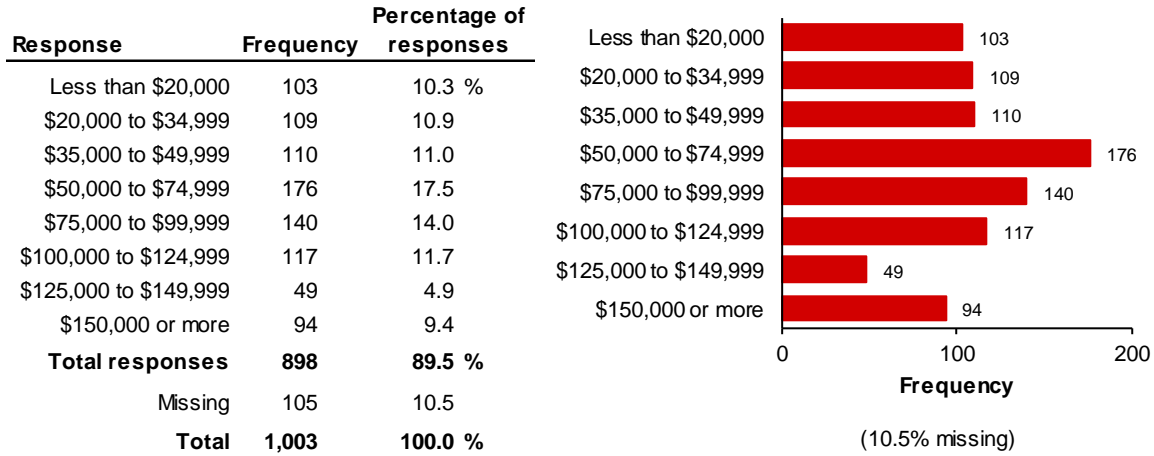
Question 44. What race or ethnicity would you say *best* describes you?

| Response                                     | Percent responding |        |        |        |        | Percent change from 2009–2014: |
|--|--------------------|--------|--------|--------|--------|--------------------------------|
|  | 2009               | 2010   | 2011   | 2012   | 2104   |                                |
| White or Caucasian                           | 90.2               | 90.3 % | 91.7 % | 91.8 % | 90.3 % | 0.1 %                          |
| Alaska Native or American Indian             |                    |        |        |        |        |                                |
| Indian                                       | 3.5                | 4.4    | 3.6    | 3.6    | 5.0    | 42.9 †                         |
| Asian  | 1.1                | 0.9    | 0.8    | 0.9    | 0.4    | -63.6 †                        |
| Native Hawaiian, Samoan, or Pacific Islander | 0.3                | 0.2    | 0.2    | 0.3    | 0.4    | 33.3 †                         |
| Black or African American                    | 0.5                | 0.5    | 0.2    | 0.1    | 0.3    | -40.0 †                        |
| Other  | 4.3                | 3.7    | 3.5    | 3.3    | 3.7    | -14.0 †                        |

† Large changes should be interpreted with extreme caution because of the small base numbers.

**Table 45a. Respondent Background — Household Income, 2014**

Question 45. What is your best estimate of your total household income from last year?



**Table 45b. Respondent Background — Household Income: Trends 2009–2014**

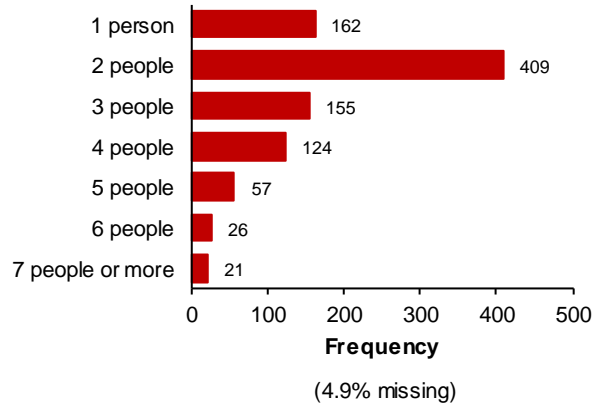
Question 45. What is your best estimate of your total household income from last year?

| Response               | Percent responding |       |        |        |        | Percent change from 2009–2014: |
|------------------------|--------------------|-------|--------|--------|--------|--------------------------------|
|                        | 2009               | 2010  | 2011   | 2012   | 2014   |                                |
| Less than \$20,000     | 7.7 %              | 7.1 % | 11.4 % | 7.9 %  | 11.5 % | 49.4 %                         |
| \$20,000 to \$34,999   | 10.0               | 11.3  | 10.5   | 10.1   | 12.1   | 21.0                           |
| \$35,000 to \$49,999   | 15.4               | 12.1  | 13.9   | 12.6   | 12.2   | -20.8                          |
| \$50,000 to \$74,999   | 22.5               | 22.5  | 24.0   | 22.8   | 19.6   | -12.9                          |
| \$75,000 to \$99,999   | 19.2               | 19.6  | 15.9   | 19.2   | 15.6   | -18.8                          |
| \$100,000 or more      | 25.2               | 27.3  | 24.4   | 27.4   | 29.0   | 15.1                           |
| \$100,000 to \$124,999 | -----              | ----- | -----  | 14.2 % | 13.0 % | -----                          |
| \$125,000 to \$149,999 | -----              | ----- | -----  | 5.6    | 5.5    | -----                          |
| \$150,000 or more      | -----              | ----- | -----  | 7.6    | 10.5   | -----                          |

**Table 46a. Respondent Background — Number of People in Household, 2014**

*Question 46. Including yourself, how many people live in your household?*

| <b>Response</b>        | <b>Frequency</b> | <b>Percentage of responses</b> |
|------------------------|------------------|--------------------------------|
| 1 person               | 162              | 16.2 %                         |
| 2 people               | 409              | 40.8                           |
| 3 people               | 155              | 15.5                           |
| 4 people               | 124              | 12.4                           |
| 5 people               | 57               | 5.7                            |
| 6 people               | 26               | 2.6                            |
| 7 people or more       | 21               | 2.1                            |
| <b>Total responses</b> | <b>954</b>       | <b>95.1 %</b>                  |
| Missing                | 49               | 4.9                            |
| <b>Total</b>           | <b>1,003</b>     | <b>100.0 %</b>                 |



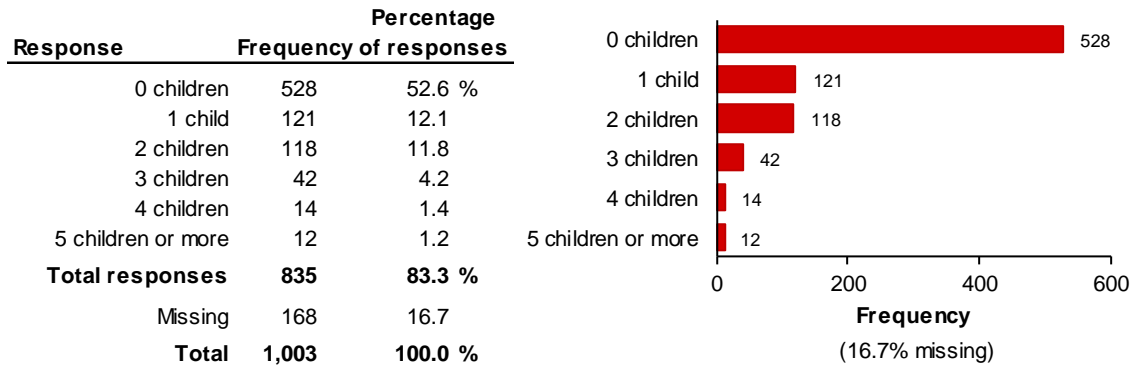
**Table 46b. Respondent Background — Number of People in Household: Trends 2009–2014**

*Question 46. Including yourself, how many people live in your household?*

| <b>Response</b>  | <b>Percent responding</b> |                    |                    |                    |                    | <b>Percent change from 2009–2014:</b> |
|------------------|---------------------------|--------------------|--------------------|--------------------|--------------------|---------------------------------------|
|                  | 2009                      | 2010               | 2011               | 2012               | 2014               |                                       |
| <i>Average</i>   | <i>2.95 people</i>        | <i>2.85 people</i> | <i>2.76 people</i> | <i>2.80 people</i> | <i>2.66 people</i> | -9.8 %                                |
| 1 person         | 12.2 %                    | 12.8 %             | 15.2 %             | 13.2 %             | 17.0 %             | 39.3 %                                |
| 2 people         | 42.1                      | 40.3               | 43.2               | 43.2               | 42.9               | 1.9                                   |
| 3 people         | 17.4                      | 18.8               | 15.5               | 16.4               | 16.3               | -6.3                                  |
| 4 people         | 13.7                      | 16.1               | 13.1               | 14.8               | 13.0               | -5.1                                  |
| 5 people         | 8.9                       | 6.7                | 7.1                | 6.4                | 6.0                | -32.6                                 |
| 6 people         | 3.5                       | 2.9                | 3.7                | 3.5                | 2.7                | -22.9                                 |
| 7 people or more | 2.2                       | 2.3                | 2.3                | 2.5                | 2.0                | -9.1                                  |

**Table 47a. Respondent Background — Number of Minor Children in Household, 2014**

*Question 47. How many children under the age of 18 currently live in your home?*



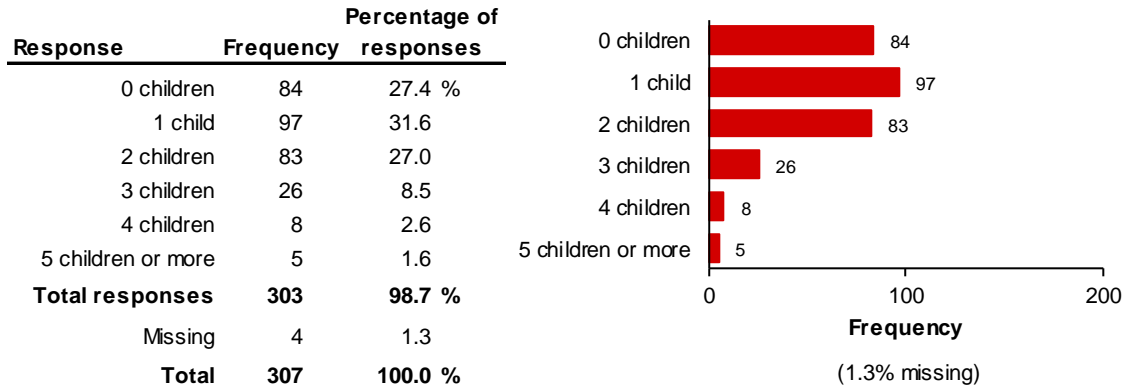
**Table 47b. Respondent Background — Number of Minor Children in Household: Trends 2009–2014**

*Question 47. How many children under the age of 18 currently live in your home?*

| Response           | Percent responding   |                      |                      |                      |                      | Percent change from 2009–2014: |
|--------------------|----------------------|----------------------|----------------------|----------------------|----------------------|--------------------------------|
|                    | 2009                 | 2010                 | 2011                 | 2012                 | 2014                 |                                |
| <i>Average</i>     | <i>0.77 children</i> | <i>0.75 children</i> | <i>0.71 children</i> | <i>0.77 children</i> | <i>0.73 children</i> | -5.2 %                         |
| 0 children         | 62.4 %               | 62.7 %               | 64.9 %               | 62.9 %               | 63.2 %               | 1.3 %                          |
| 1 child            | 14.4                 | 14.7                 | 13.9                 | 13.2                 | 14.5                 | 0.7                            |
| 2 children         | 12.3                 | 14.2                 | 12.1                 | 14.7                 | 14.1                 | 14.6                           |
| 3 children         | 7.3                  | 5.3                  | 5.4                  | 4.8                  | 5.0                  | -31.5                          |
| 4 children         | 2.6                  | 1.3                  | 2.4                  | 3.0                  | 1.7                  | -34.6                          |
| 5 children or more | 1.0                  | 2.0                  | 1.3                  | 1.4                  | 1.4                  | 40.0                           |

**Table 48a. Respondent Background — Number of Children in Mat-Su Borough School District Schools, 2014**

Question 48. How many of your children currently attend Mat-Su Borough School District schools?\*



\* Only the answers from respondents who reported having children under the age of 18 living in their homes (see Table 47a.) are included in this table.

**Table 48b. Respondent Background — Number of Children in Mat-Su Borough School District Schools: Trends 2009–2014**

Question 48. How many of your children currently attend Mat-Su Borough School District schools?\*

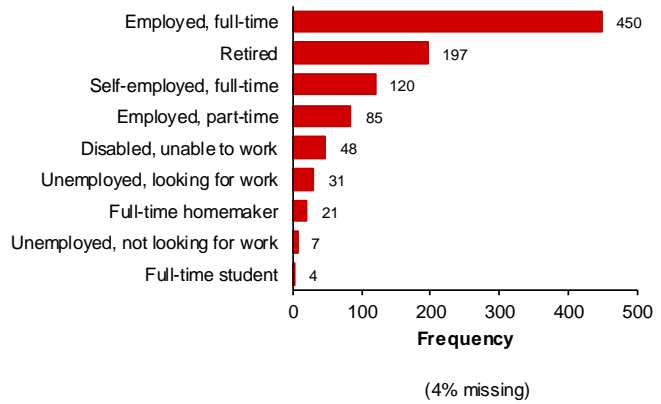
| Response           | Percent responding   |                      |                      |                      |                      | Percent change from 2009–2014: |
|--------------------|----------------------|----------------------|----------------------|----------------------|----------------------|--------------------------------|
|                    | 2009                 | 2010                 | 2011                 | 2012                 | 2014                 |                                |
| <i>Average</i>     | <i>1.35 children</i> | <i>1.32 children</i> | <i>1.29 children</i> | <i>1.60 children</i> | <i>1.33 children</i> | -1.5 %                         |
| 0 children         | 25.8 %               | 27.6 %               | 29.8 %               | 28.5 %               | 27.7 %               | 7.4 %                          |
| 1 child            | 35.6                 | 33.9                 | 27.4                 | 27.0                 | 32.0                 | -10.1                          |
| 2 children         | 23.1                 | 24.8                 | 31.1                 | 31.1                 | 27.4                 | 18.6                           |
| 3 children         | 11.1                 | 8.8                  | 8.5                  | 9.4                  | 8.6                  | -22.5                          |
| 4 children         | 3.0                  | 3.4                  | 2.1                  | 2.6                  | 2.6                  | -13.3                          |
| 5 children or more | 1.4                  | 1.6                  | 1.1                  | 1.5                  | 1.6                  | 14.3                           |

\* Only the answers from respondents who reported having children under the age of 18 living in their homes (see Table 47a.) are included in this table.

**Table 49a. Respondent Background — Employment Status, 2014**

Question 49. Which of the following best describes your current *primary* employment status?

| Response                         | Frequency    | Percentage of responses |
|----------------------------------|--------------|-------------------------|
| Employed, full-time              | 450          | 44.9 %                  |
| Retired                          | 197          | 19.6                    |
| Self-employed, full-time         | 120          | 12.0                    |
| Employed, part-time              | 85           | 8.5                     |
| Disabled, unable to work         | 48           | 4.8                     |
| Unemployed, looking for work     | 31           | 3.1                     |
| Full-time homemaker              | 21           | 2.1                     |
| Unemployed, not looking for work | 7            | 0.7                     |
| Full-time student                | 4            | 0.4                     |
| <b>Total responses</b>           | <b>963</b>   | <b>96.0 %</b>           |
| Missing                          | 40           | 4.0                     |
| <b>Total</b>                     | <b>1,003</b> | <b>100.0 %</b>          |



**Table 49b. Respondent Background — Employment Status: Trends 2009–2014**

Question 49. Which of the following best describes your current *primary* employment status?

| Response                         | Percent responding |        |        |        |        | Percent change from 2009–2014: |
|----------------------------------|--------------------|--------|--------|--------|--------|--------------------------------|
|                                  | 2009               | 2010   | 2011   | 2012   | 2014   |                                |
| Employed, full-time              | 43.6 %             | 46.5 % | 41.0 % | 43.5 % | 46.7 % | 7.1 %                          |
| Retired                          | 18.3               | 16.5   | 22.8   | 20.9   | 20.5   | 12.0                           |
| Self-employed, full-time         | 12.4               | 11.3   | 11.1   | 10.8   | 12.5   | 0.8                            |
| Employed, part-time              | 8.2                | 9.5    | 8.1    | 8.6    | 8.8    | 7.3                            |
| Disabled, unable to work         | 3.2                | 3.5    | 3.4    | 3.7    | 5.0    | 56.3 †                         |
| Unemployed, looking for work     | 3.2                | 3.0    | 2.6    | 2.5    | 3.2    | 0.0                            |
| Full-time homemaker              | 8.6                | 7.5    | 9.2    | 7.5    | 2.2    | -74.4 †                        |
| Unemployed, not looking for work | 1.2                | 1.6    | 0.7    | 1.5    | 0.7    | -41.7 †                        |
| Full-time student                | 1.2                | 0.7    | 1.1    | 1.0    | 0.4    | -66.7 †                        |

† Large changes should be interpreted with extreme caution because of the small base numbers.

**Table 50a. Respondent Background — Type of Employment, 2010-2014\****Question 50a. If you are employed: What type of work do you do?*

| Response   | Percent responding |                |                |                | Percent change<br>from 2010–2014: † |
|--|--------------------|----------------|----------------|----------------|-------------------------------------|
|  | 2010               | 2011           | 2012           | 2014           |                                     |
| Architecture and Engineering Occupations                   | 1.4 %              | 1.4 %          | 1.4 %          | 1.9 %          | 37.2 %                              |
| Arts, Design, Entertainment, Sports, and Media Occupations | 1.5                | 0.3            | 0.5            | 1.0            | -32.0                               |
| Building and Grounds Cleaning and Maintenance Occupations  | 0.9                | 0.9            | 1.4            | 1.5            | 57.6                                |
| Business and Financial Operations Occupations              | 2.6                | 3.4            | 2.5            | 2.9            | 11.7                                |
| Community and Social Services Occupations                  | 1.3                | 1.9            | 3.7            | 2.2            | 69.5                                |
| Computer and Mathematical Occupations                      | 0.3                | 0.9            | 1.9            | 1.0            | 285.2                               |
| Construction Occupations                                   | 5.1                | 3.5            | 5.0            | 5.6            | 9.7                                 |
| Education, Training, and Library Occupations               | 4.7                | 5.3            | 5.4            | 4.7            | -1.3                                |
| Extraction Occupations                                     | 1.2                | 1.3            | 1.7            | 3.1            | 155.9                               |
| Farming, Fishing, and Forestry Occupations                 | 0.7                | 0.8            | 0.6            | 0.6            | -13.3                               |
| Food Preparation and Serving Related Occupations           | 1.2                | 1.4            | 0.6            | 1.6            | 32.1                                |
| Healthcare Practitioners and Technical Occupations         | 2.8                | 2.7            | 2.2            | 3.5            | 22.6                                |
| Healthcare Support Occupations                             | 1.4                | 1.9            | 2.7            | 1.0            | -27.8                               |
| Installation, Maintenance, and Repair Occupations          | 1.8                | 2.0            | 2.2            | 2.8            | 54.1                                |
| Legal Occupations  | 0.7                | 0.5            | 0.4            | 0.2            | -71.1                               |
| Life, Physical, and Social Science Occupations             | 0.9                | 1.2            | 0.7            | 1.1            | 15.6                                |
| Management Occupations                                     | 3.8                | 2.0            | 2.7            | 3.6            | -5.5                                |
| Military Specific Occupations                              | 0.4                | 1.2            | 0.7            | 1.2            | 177.3                               |
| Office and Administrative Support Occupations              | 3.9                | 5.1            | 3.7            | 2.5            | -35.8                               |
| Personal Care and Service Occupations                      | 0.9                | 1.5            | 2.8            | 2.4            | 152.1                               |
| Production Occupations                                     | 1.0                | 1.6            | 0.7            | 1.7            | 63.7                                |
| Protective Service Occupations                             | 1.3                | 1.8            | 1.1            | 1.6            | 23.3                                |
| Sales and Related Occupations                              | 4.1                | 4.1            | 3.1            | 4.1            | 0.8                                 |
| Transportation and Material Moving Occupations             | 1.5                | 2.7            | 3.6            | 3.5            | 137.9                               |
| Not enough information given by respondent to classify     | 1.6                | 2.2            | 3.4            | 6.3            | 304.4                               |
| <b>Total responses</b>                                     | <b>47.0 %</b>      | <b>51.4 %</b>  | <b>54.7 %</b>  | <b>61.4 %</b>  |                                     |
| Missing  | 53.0               | 48.6           | 45.3           | 39.6           |                                     |
| <b>Total</b>   | <b>100.0 %</b>     | <b>100.0 %</b> | <b>100.0 %</b> | <b>100.0 %</b> |                                     |

**Table 50b. Respondent Background — Zip Code of Place of Employment, 2009–2014**

*Question 50b. If you are employed: What is the zip code where you work?*

| Response                | Percent responding |            |            |            |            | Percent change<br>from 2009–2014: |
|-------------------------|--------------------|------------|------------|------------|------------|-----------------------------------|
|                         | 2009               | 2010       | 2011       | 2012       | 2014       |                                   |
| Mat-Su Borough          | 71.1 %             | 66.5 %     | 67.8 %     | 68.7 %     | 68.5 %     | -3.7 %                            |
| <i>Wasilla</i>          | 34.5               | 34.5       | 29.1       | 41.2       | 43.4       | 25.6                              |
| <i>Palmer</i>           | 27.7               | 23.5       | 28.0       | 22.1       | 17.6       | -36.4                             |
| <i>Talkeetna</i>        | 3.2                | 3.1        | 3.7        | 0.7        | 2.4        | -24.0                             |
| <i>Big Lake</i>         | 1.1                | 1.9        | 3.2        | 1.4        | 1.8        | 61.5                              |
| <i>Sutton</i>           | 1.5                | 0.0        | 0.9        | 0.5        | 1.5        | 1.0 †                             |
| <i>Houston</i>          | 0.9                | 0.0        | 0.9        | 0.5        | 0.7        | -24.6                             |
| <i>Skwentna</i>         | 0.0                | 0.0        | 0.0        | 0.0        | 0.7        | -----                             |
| <i>Trapper Creek</i>    | 1.1                | 0.0        | 0.0        | 0.5        | 0.4        | -64.1                             |
| <i>Willow</i>           | 1.1                | 3.1        | 2.0        | 1.8        | 0.0        | -----                             |
| <i>Elsewhere in MSB</i> | 0.0                | 0.3        | 0.0        | 0.0        | 0.0        | -----                             |
| Anchorage               | 24.9               | 25.2       | 28.3       | 28.0       | 25.9       | 4.1                               |
| Elsew here in Alaska    | 3.5                | 8.1        | 3.4        | 3.0        | 5.5        | 55.9                              |
| Out of State            | 0.2                | 0.2        | 0.5        | 0.5        | 0.0        | -----                             |
| <b>n</b>                | <b>538</b>         | <b>757</b> | <b>534</b> | <b>439</b> | <b>541</b> |                                   |

† This change should be interpreted with extreme caution because the base numbers are very small.



**Table 51a. Respondent Background — Business Ownership, 2014**

Question 51. If you are currently self-employed, do you own a business in the Mat-Su Borough?



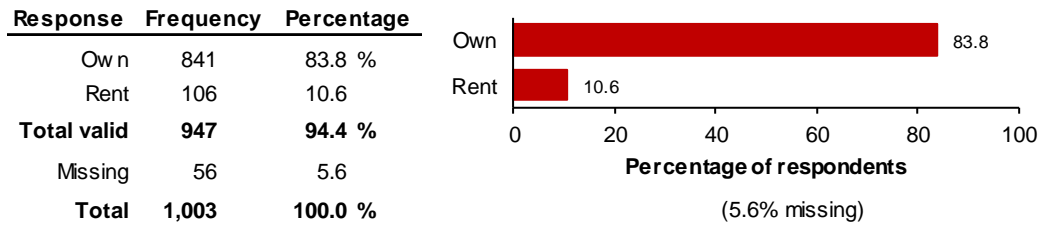
**Table 51b. Respondent Background — Business Ownership:  
Trends 2009–2014**

Question 51. If you are currently self-employed, do you own a business in the Mat-Su Borough?

| Response | Percent responding |        |        |        |        | Percent change<br>from 2009–2014: |
|----------|--------------------|--------|--------|--------|--------|-----------------------------------|
|          | 2009               | 2010   | 2011   | 2012   | 2014   |                                   |
| Yes      | 33.7 %             | 30.6 % | 31.9 % | 36.8 % | 34.0 % | 0.9 %                             |
| No       | 66.3               | 69.4   | 68.1   | 63.2   | 66.0   | -0.5                              |

**Table 52a. Respondent Background — Home Ownership, 2014**

*Question 52. Do you own your home or do you rent?*



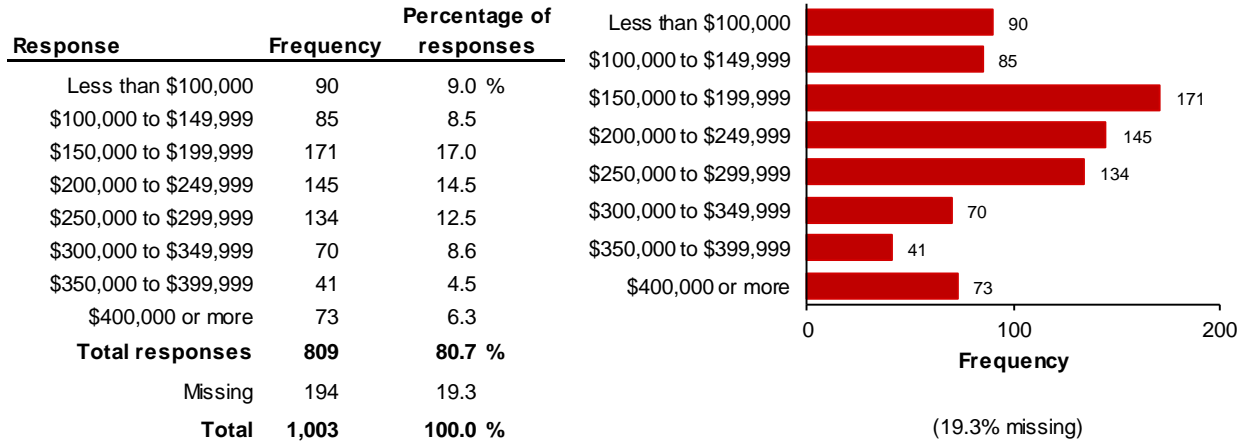
**Table 52b. Respondent Background — Home Ownership: Trends 2009–2014**

*Question 52. Do you own your home or do you rent?*

| Response | 2009   | Percent responding |        |        |        | 2014   | Percent change from 2009–2014: |
|----------|--------|--------------------|--------|--------|--------|--------|--------------------------------|
|          |        | 2010               | 2011   | 2012   |        |        |                                |
| Own      | 92.0 % | 88.8 %             | 88.7 % | 88.2 % | 88.8 % | -3.5 % |                                |
| Rent     | 8.0    | 11.2               | 11.3   | 11.8   | 11.2   | 40.0   |                                |

**Table 53a. Respondent Background — Value of Home, 2014**

Question 53. What is your best estimate of your home's current market value?



**Table 53b. Respondent Background — Value of Home: Trends 2009–2014**

Question 53. What is your best estimate of your home's current market value?

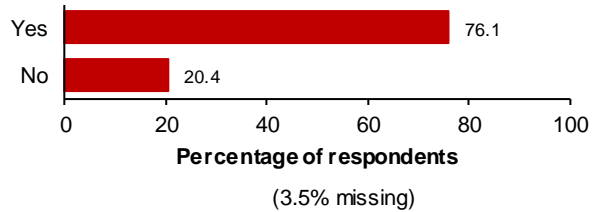
| Response                | Percent responding |       |       |       |        | Percent change from 2009–2014: |
|-------------------------|--------------------|-------|-------|-------|--------|--------------------------------|
|                         | 2009               | 2010  | 2011  | 2012  | 2014   |                                |
| Less than \$75,000*     | 5.8 %              | 7.3 % | 5.3 % | ----- | -----  | -----                          |
| Less than \$100,000     |                    |       |       | 6.1 % | 11.1 % |                                |
| \$75,000 to \$124,999*  | 8.0                | 6.6   | 7.2   | ----- | -----  | -----                          |
| \$100,000 to \$149,000  |                    |       |       | 11.2  | 10.5   |                                |
| \$125,000 to \$199,999  | 27.1               | 28.4  | 27.7  | ----- | -----  | -----                          |
| \$150,000 to \$199,999* |                    |       |       | 21.5  | 21.1   |                                |
| \$200,000 to \$299,999* | 37.2               | 36.8  | 35.5  | 36.4  | 34.5   | -7.3 %                         |
| \$200,000 to \$249,999  |                    |       |       | 20.3  | 17.9   |                                |
| \$250,000 to \$299,999  |                    |       |       | 16.1  | 16.6   |                                |
| \$300,000 or more*      | 21.9               | 20.9  | 24.3  | 24.9  | 22.8   | 4.1                            |
| \$300,000 to \$349,999  |                    |       |       | 11.1  | 8.7    |                                |
| \$350,000 to \$399,999  |                    |       |       | 5.8   | 5.1    |                                |
| \$400,000 or more       |                    |       |       | 8.0   | 9.0    |                                |

\* These categories for home value were created when the survey was first administered in 2006. They have been modified and expanded to better measure home values at the high end of the scale.

**Table 54a. Respondent Background — Posting of Residential Address for First Responders, 2014**

*Question 54. Whether you own or rent your home, is your address number posted where it can be seen by first responders in case of an emergency?*

| <b>Response</b>    | <b>Frequency</b> | <b>Percentage</b> |
|--------------------|------------------|-------------------|
| Yes                | 763              | 76.1 %            |
| No                 | 205              | 20.4              |
| <b>Total valid</b> | <b>968</b>       | <b>96.5 %</b>     |
| Missing            | 35               | 3.5               |
| <b>Total</b>       | <b>1,003</b>     | <b>100.0 %</b>    |



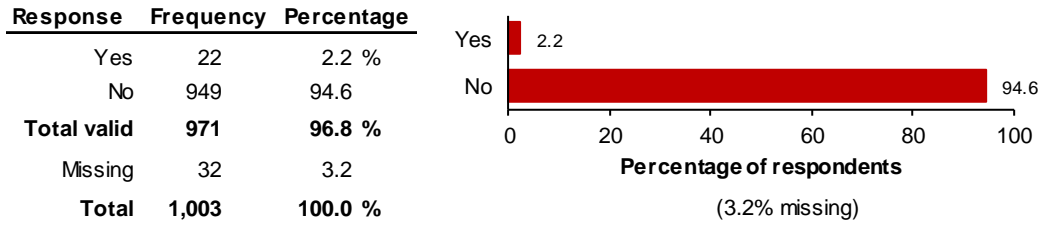
**Table 54b. Respondent Background — Posting of Residential Address for First Responders: Trends 2009–2014**

*Question 54. Whether you own or rent your home, is your address number posted where it can be seen by first responders in case of an emergency?*

| <b>Response</b> | <b>Percent responding</b> |        |        |        |        | <b>Percent change from 2009–2014:</b> |
|-----------------|---------------------------|--------|--------|--------|--------|---------------------------------------|
|                 | 2009                      | 2010   | 2011   | 2012   | 2014   |                                       |
| Yes             | 75.9 %                    | 77.6 % | 77.3 % | 79.8 % | 78.8 % | 3.8 %                                 |
| No              | 24.1                      | 22.4   | 22.7   | 20.2   | 21.2   | -12.0                                 |

**Table 55a. Respondent Background — Condominium Residence, 2014**

*Question 55. Do you live in a condominium?*



**Table 55b. Respondent Background — Condominium Residence: Trends 2009–2014**

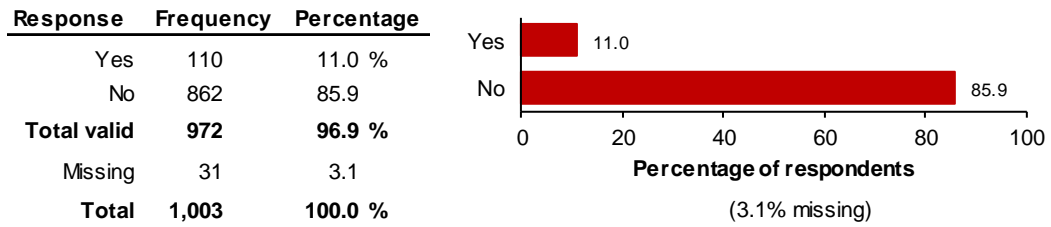
*Question 55. Do you live in a condominium?*

| Response | Percent responding |       |       |       |       | Percent change from 2009–2014: |
|----------|--------------------|-------|-------|-------|-------|--------------------------------|
|          | 2009               | 2010  | 2011  | 2012  | 2014  |                                |
| Yes      | 1.7 %              | 1.3 % | 1.4 % | 1.3 % | 2.3 % | 35.3 % †                       |
| No       | 98.3               | 98.7  | 98.6  | 98.7  | 97.7  | -0.6                           |

† Large changes should be interpreted with extreme caution because of the small base numbers.

**Table 56a. Respondent Background — Second Home Outside Borough, 2014**

*Question 56. Do you currently have a second home outside the Mat-Su Borough?*



**Table 56b. Respondent Background — Second Home Outside Borough: Trends 2009–2014**

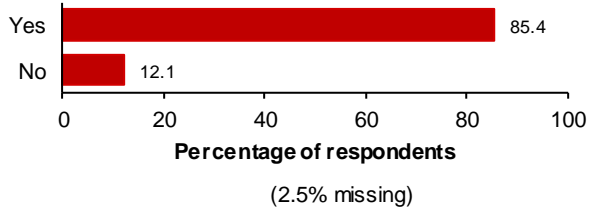
*Question 56. Do you currently have a second home outside the Mat-Su Borough?*

| Response | 2009   | Percent responding |        |        |        | 2014  | Percent change from 2009–2014: |
|----------|--------|--------------------|--------|--------|--------|-------|--------------------------------|
|          |        | 2010               | 2011   | 2012   |        |       |                                |
| Yes      | 10.7 % | 13.4 %             | 11.7 % | 13.0 % | 11.3 % | 5.6 % |                                |
| No       | 89.3   | 86.6               | 88.3   | 87.0   | 88.7   | -0.7  |                                |

**Table 57a. Respondent Background — Long-term Residence in Borough, 2014**

*Question 57. Do you see yourself staying in the Mat-Su Borough for the long term?*

| <b>Response</b>    | <b>Frequency</b> | <b>Percentage</b> |
|--------------------|------------------|-------------------|
| Yes                | 857              | 85.4 %            |
| No                 | 121              | 12.1              |
| <b>Total valid</b> | <b>978</b>       | <b>97.5 %</b>     |
| Missing            | 25               | 2.5               |
| <b>Total</b>       | <b>1,003</b>     | <b>100.0 %</b>    |



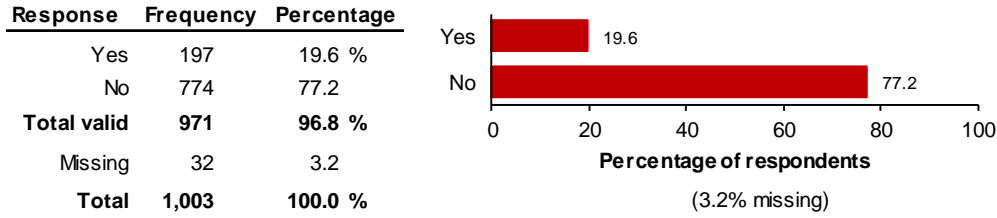
**Table 57b. Respondent Background — Long-term Residence in Borough: Trends 2009–2014**

*Question 57. Do you see yourself staying in the Mat-Su Borough for the long term?*

| <b>Response</b> | <b>Percent responding</b> |        |        |        |        | <b>Percent change from 2009–2014:</b> |
|-----------------|---------------------------|--------|--------|--------|--------|---------------------------------------|
|                 | 2009                      | 2010   | 2011   | 2012   | 2014   |                                       |
| Yes             | 87.1 %                    | 84.2 % | 84.3 % | 86.3 % | 87.6 % | 0.6 %                                 |
| No              | 12.9                      | 15.8   | 15.7   | 13.7   | 12.4   | -3.9                                  |

**Table 58a. Respondent Background — Future Plans to Leave Borough, 2014**

*Question 58. Do you see yourself leaving the Mat-Su Borough to live somewhere else in the foreseeable future?*



**Table 58b. Respondent Background — Future Plans to Leave Borough: Trends 2009–2014**

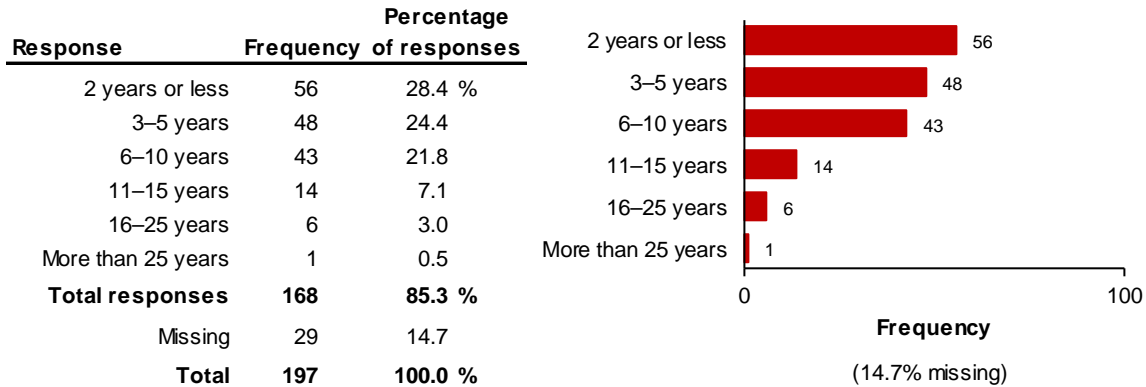
*Question 58. Do you see yourself leaving the Mat-Su Borough to live somewhere else in the foreseeable future?*

| Response | Percent responding |        |        |        |        | Percent change from 2009–2014: |
|----------|--------------------|--------|--------|--------|--------|--------------------------------|
|          | 2009               | 2010   | 2011   | 2012   | 2014   |                                |
| Yes      | 20.1 %             | 22.6 % | 22.8 % | 20.3 % | 20.3 % | 1.0 %                          |
| No       | 79.9 %             | 77.4 % | 77.2 % | 79.7 % | 79.7 % | -0.3 %                         |



**Table 59a. Respondent Background — Time before Leaving Mat-Su, 2014**

*Question 59. If you do see yourself leaving, how many more years do you expect to live in the Mat-Su Borough before you leave?\**



\* Only the answers from the 197 respondents who indicated they plan to leave the Mat-Su Borough in the foreseeable future (see Table 58a.) are included here.

**Table 59b. Respondent Background — Time before Leaving Mat-Su: Trends 2009–2014**

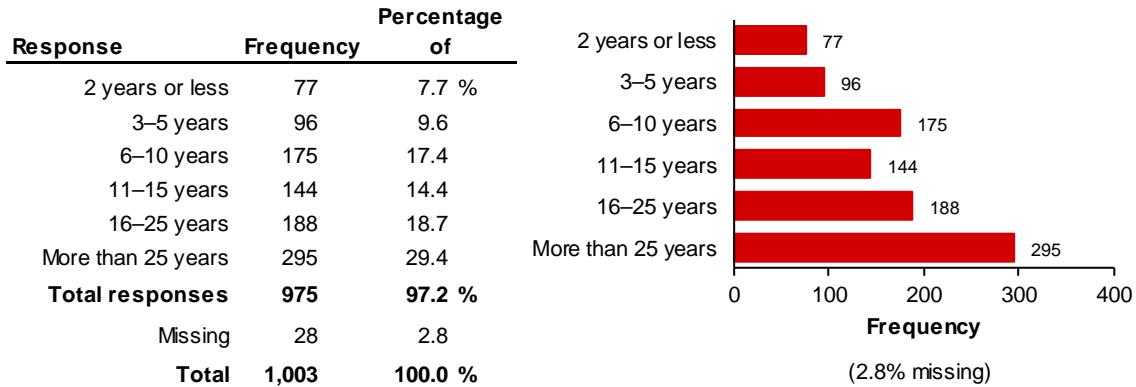
*Question 59. If you do see yourself leaving, how many more years do you expect to live in the Mat-Su Borough before you leave?\**

| Response           | Percent responding |                  |                  |                  |                  | Percent change from 2009–2014: |
|--------------------|--------------------|------------------|------------------|------------------|------------------|--------------------------------|
|                    | 2009               | 2010             | 2011             | 2012             | 2014             |                                |
| <i>Average</i>     | <i>5.1 years</i>   | <i>5.4 years</i> | <i>5.0 years</i> | <i>5.4 years</i> | <i>6.1 years</i> | 19.6 %                         |
| 2 years or less    | 38.6 %             | 37.4 %           | 34.3 %           | 35.3 %           | 33.3 %           | -13.7 %                        |
| 3–5 years          | 37.3               | 32.2             | 34.3             | 30.8             | 28.6             | -23.3                          |
| 6–10 years         | 19.1               | 22.2             | 26.2             | 25.6             | 25.6             | 34.0                           |
| 11–15 years        | 2.1                | 5.8              | 3.3              | 3.8              | 8.3              | 295.2                          |
| 16–25 years        | 2.1                | 1.2              | 1.4              | 3.8              | 3.6              | 71.4                           |
| More than 25 years | 0.8                | 1.2              | 0.5              | 0.8              | 0.6              | -----                          |

\* Only the answers from the 197 respondents who indicated they plan to leave the Mat-Su Borough in the foreseeable future (see Table 58a.) are included here.

**Table 60a. Respondent Background — Time Lived in Mat-Su, 2014**

*Question 60. How many years have you lived in the Mat-Su Borough?*



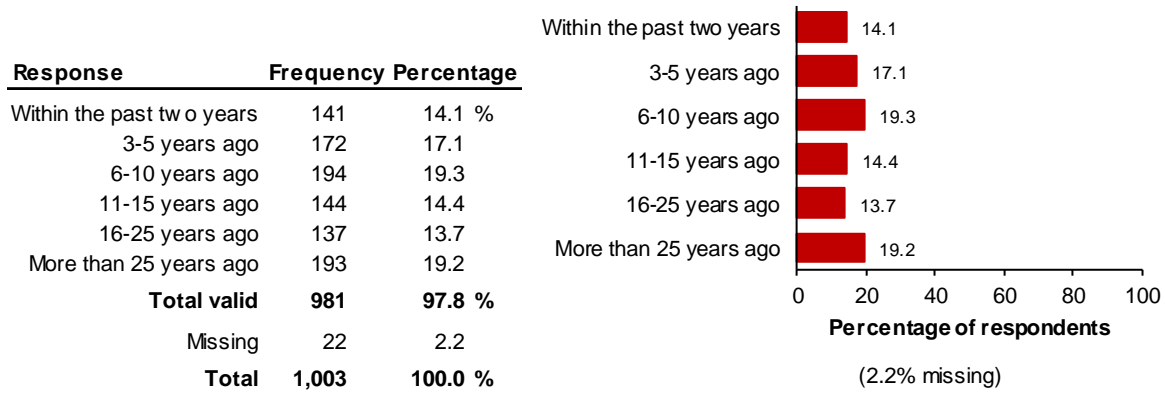
**Table 60b. Respondent Background — Time Lived in Mat-Su: Trends 2009–2014**

*Question 60. How many years have you lived in the Mat-Su Borough?*

| <b>Response</b>    | <b>Percent responding</b> |            |            |            |            | <b>Percent change from 2009–2014:</b> |
|--------------------|---------------------------|------------|------------|------------|------------|---------------------------------------|
|                    | 2009                      | 2010       | 2011       | 2012       | 2014       |                                       |
| <i>Average</i>     | 16.4 years                | 16.9 years | 17.2 years | 18.4 years | 18.8 years | 14.6 %                                |
| 2 years or less    | 8.8 %                     | 7.6 %      | 6.3 %      | 8.8 %      | 7.9 %      | -10.2 %                               |
| 3–5 years          | 16.2                      | 16.5       | 13.5       | 10.4       | 9.8        | -39.5                                 |
| 6–10 years         | 18.5                      | 19.5       | 21.2       | 19.4       | 17.9       | -3.2                                  |
| 11–15 years        | 11.4                      | 10.6       | 11.8       | 10.3       | 14.8       | 29.8                                  |
| 16–25 years        | 21.0                      | 15.5       | 20.4       | 20.4       | 19.3       | -8.1                                  |
| More than 25 years | 24.0                      | 30.3       | 20.9       | 30.7       | 30.3       | 26.3                                  |

**Table 61a. Respondent Background — Length of Residence in Current Home, 2014**

Question 61. When did you move to your current home? (Please provide year and month, if known)



**Table 61b. Respondent Background — Length of Residence in Current Home: Trends 2009–2014**

Question 61. When did you move to your current home?  
(Please provide year and month, if known)

| Response                  | Percent responding |        |        |        |        | Percent change from 2009–2014: |
|---------------------------|--------------------|--------|--------|--------|--------|--------------------------------|
|                           | 2009               | 2010   | 2011   | 2012   | 2014   |                                |
| <i>Average year</i>       | 1998               | 1999   | 2000   | 2000   | 2002   |                                |
| Within the past two years | 15.9 %             | 16.5 % | 12.0 % | 18.2 % | 14.4 % | -9.4 %                         |
| 3-5 years ago             | 25.9               | 24.5   | 19.3   | 17.4   | 17.5   | -32.4                          |
| 6-10 years ago            | 22.3               | 22.7   | 27.0   | 22.6   | 19.8   | -11.2                          |
| 11-15 years ago           | 13.4               | 13.5   | 15.5   | 13.7   | 14.7   | 9.7                            |
| 16-25 years ago           | 11.8               | 12.5   | 15.1   | 15.3   | 14.0   | 18.6                           |
| More than 25 years ago    | 10.8               | 10.4   | 11.0   | 12.8   | 19.7   | 82.4                           |



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## Part VII.

# Derived Importance- Performance Analysis

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## Introduction to Derived Importance-Performance Analysis

Using the same data as the trend analysis, specifically five years of Mat-Su Borough residents' answers to questions concerning satisfaction with Borough services, this derived importance-performance analysis determines which services are most important to residents in order to guide policymakers when setting priorities and allocating resources. Tables shown in the following section of this report include results from previous years' derived importance-performance analyses. Graphs displaying the key drivers of satisfaction (Figure A) and derived importance (Figure B) only include data from 2014.

Derived importance-performance analysis, sometimes known as "key driver analysis," is commonly used in marketing, and increasingly, in urban studies, as a means of assessing what qualities or services are most important to customers or citizens. It goes beyond a simple analysis of what qualities or services are rated highly. In this particular analysis, the goal was to determine which Borough services are associated with respondents' assessment of Borough services overall.

### Variables Used in the Analysis

#### **Criterion variable**

Your overall rating of Borough services (Q. 6.5)

#### **Predictor variables**

Ratings of

- Fire Department Services (Q. 1.1)
- Ambulance Services (Q. 1.2)
- Roadway Maintenance Services (Q. 2.1)
- Snowplow Services (Q. 2.2)
- Library Services (Q. 3.1)
- Elementary Schools (Q. 3.2)
- Middle Schools (Q. 3.3)
- High Schools (Q. 3.4)
- Community Enhancement Programs (Q. 3.5)
- Wasilla Swimming Pool (Q. 4.1)
- Palmer Swimming Pool (Q. 4.2)
- Brett Memorial Ice Arena (Q. 4.3)
- Athletic Fields (Q. 4.4)

- Recycling Services (Q. 5.1)
- Central Landfill Services (Q. 5.2)
- Animal Care & Regulation Services (Q. 6.1)
- Code/Zoning Enforcement Services (Q. 6.2)
- Permitting Center (Q. 6.3)
- Dissemination of News and Information by the Borough Government (Q. 6.4)
- Regulation of noise (Q. 28.1)
- Regulation of signs and billboards (Q 28.2)
- Regulation of commercial lighting (Q 28.3)
- Regulation of natural resource extraction (Q 28.4)
- Regulation of private airstrips (Q 28.5)

### Measuring Derived Importance

Derived importance is based on the association between the criterion variable (in this case, a respondent's overall rating of Borough services) and predictor variables (a respondent's rating of the Borough services included in Parts I and IV of the *Mat-Su Survey*). There are a number of different ways to measure the association between criterion and predictor variables, including multiple regression and bivariate correlation. This analysis used yet another method, that of partial correlation. A partial correlation coefficient is a measure of the association between the criterion variable and one of the predictor variables while the effects of the remaining predictor variables are held constant—it shows the unique contribution of a predictor variable to the criterion variable.

Interpreting a partial correlation coefficient is straightforward. Its value can range from +1.0 to -1.0. A positive coefficient indicates that the two variables share directionality. If one increases, the other increases. If one decreases, the other decreases. A negative coefficient indicates that as one variable increases, the other decreases. The greater the value of the coefficient, regardless of whether it is positive or negative, the stronger the relationship between the two variables.

In addition to calculating partial correlation coefficients, these coefficients were standardized by dividing each coefficient by the value of the largest coefficient in that set of calculations and multiplying by 100. Using this method, the largest coefficient in each set would always equal 100. This allows for more ready comparison from year to year. To illustrate the calculation, assume the largest partial correlation coefficient among predictor variables in 2014 was .771 (for "Dissemination of News"). This was converted to 100 by dividing the coefficient by itself and multiplying by 100: e.g.,  $(.771/.771)*100 =$



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$1 \times 100 = 100$ . Another predictor variable, let's say "High Schools," had a partial correlation coefficient of  $-.154$ . Using the calculation described above, the standardized score in this case is  $-19.9$ : e.g.,  $(-.154 / .771) \times 100 = -0.199 \times 100 = -19.9$ .

### Measuring Performance

Most of the variables listed above used the same scale when asking people for their opinion about the Borough service: "very poor", "poor," "good" and "very good." Each of these possible responses was assigned a numeric value for purposes of analysis: 0 for "very poor," 1 for "poor," 2 for "good," and 3 for "very good." Questions asking about whether the Borough is doing a good job of regulating land use effects (Q. 28) used a five-point scale ranging from "strongly disagree" to "strongly agree." The numeric values assigned to the responses were 0 for "strongly disagree," 1 for "disagree," 1.5 for "neither agree nor disagree," 2 for "agree," and 3 for "strongly agree." Performance was measured by adding all respondents' answers for each predictor variable and calculating the average score. Then the average score was converted to a score out of 100 by multiplying it by 33.3. In this fashion, an average score of 0 would coincide with a percentage score of 0.0, 1 with 33.3, 2 with 66.7, and 3 with 100.0.

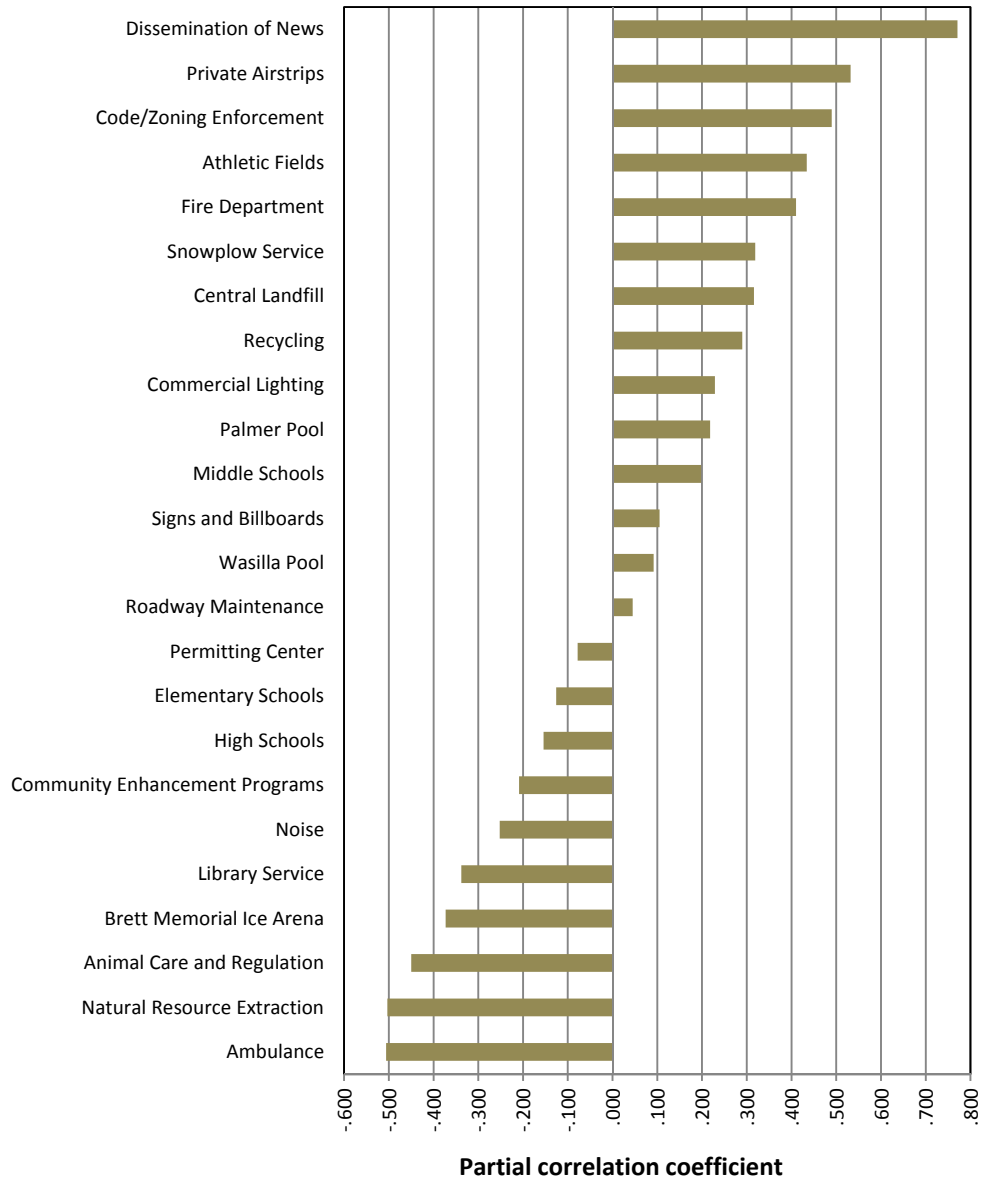
## **Results**

### Derived Importance

This section first describes the variables in terms of both derived importance and performance. Figure A shows the partial correlation coefficients for the predictor variables (services provided by the Borough) for 2014. The services are sorted in order of the value of the coefficient. For example, the strongest predictor of survey respondents' overall rating of Borough services was regulation of "Dissemination of News" with a coefficient of  $.771$ . This indicates a strong and positive relationship between "Dissemination of News" and overall ratings of Borough services. People who were satisfied with the job the Borough is doing on disseminating news also tended to be satisfied with Borough services overall. On the other hand, "Ambulance" had a partial correlation coefficient of  $-.506$ , which suggests a strong and negative relationship. People who rated "Ambulance" highly tended to rate overall Borough services poorly, while respondents who rated "Ambulance" poorly tended to have a high rating for Borough services overall. Bars to the right of the center line (labeled  $".000"$ ) indicate

positive associations, while bars to the left of the center line show negative relationships. The higher a variable is on the vertical, or side axis, the more it is a driver of satisfaction.

**Figure A. Key Drivers of Satisfaction, 2014**



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## Performance Measures

Table 62 shows the performance measures for the predictor variables for the years 2009 through 2014, sorted by the values for 2014. Again, for a particular variable, this measure was calculated by multiplying the average of all survey responses, which ranged from 0 to 3, by 33.3. A variable where every respondent rated the service as “very good” would have a performance score of 100.0; if every respondent rated the service as “very poor” the score would be 0.0. For the first time since 2006, “Ambulance Services” slipped from being the highest-rated service by respondents to the second-highest rated service at 79.9, following “Fire Department Services” which scored 81.3. Regulation of “Natural Resource Extraction” climbed out of being the lowest-rated service with a score of 47.3; all the variables associated with the new questions first asked in 2011 concerning satisfaction with the regulation of various land use effects scored relatively low on the performance measure. Considering the variables that have been measured in all years from 2009-2014, “Code/Zoning Enforcement,” after seeing an increase in ratings in 2011, dropped back to the bottom of the list. “Dissemination of News” continues to have a very low performance score.

The general pattern is little change in the relative rankings of services over the five years shown in Table 62, and either improvement or insignificant levels of negative change in ratings for each service.

**Table 62. Performance Measures, 2009-2014**

| <b>Service</b>                 | <b>Performance</b> |             |             |             |             |
|--------------------------------|--------------------|-------------|-------------|-------------|-------------|
|                                | <b>2009</b>        | <b>2010</b> | <b>2011</b> | <b>2012</b> | <b>2014</b> |
| Fire Department Services       | 77.3               | 78.6        | 78.6        | 80.6        | 81.3        |
| Ambulance Services             | 79.3               | 81.6        | 80.9        | 81.3        | 79.9        |
| Library Service                | 74.3               | 72.9        | 73.9        | 74.9        | 73.6        |
| Central Landfill               | 74.3               | 74.6        | 75.9        | 75.9        | 73.3        |
| Brett Memorial Ice Arena       | 74.7               | 74.9        | 72.6        | 72.3        | 72.6        |
| Elementary Schools             | 74.0               | 73.9        | 71.6        | 72.3        | 72.6        |
| Athletic Fields                | 69.7               | 70.3        | 68.6        | 70.6        | 72.3        |
| Palmer Swimming Pool           | 72.3               | 73.3        | 70.9        | 70.6        | 71.3        |
| Wasilla Swimming Pool          | 69.0               | 68.6        | 68.9        | 68.9        | 70.3        |
| Middle Schools                 | 68.7               | 68.6        | 66.6        | 68.9        | 68.9        |
| High Schools                   | 67.7               | 67.9        | 64.9        | 67.9        | 67.9        |
| Snowplow Service               | 63.3               | 65.9        | 65.3        | 65.3        | 66.6        |
| Animal Care and Regulation     | 64.0               | 63.6        | 65.6        | 66.9        | 63.6        |
| Roadway Maintenance            | 59.3               | 62.6        | 60.9        | 61.6        | 61.6        |
| Signs and Billboards           | -----              | -----       | 58.9        | 57.3        | 60.3        |
| Community Enhancement Programs | 57.3               | 55.3        | 55.9        | 60.3        | 59.6        |
| Private Airstrips              | -----              | -----       | 55.6        | 55.3        | 55.9        |
| Recycling                      | 53.7               | 53.3        | 58.3        | 58.6        | 55.6        |
| Permitting Center              | -----              | -----       | 55.6        | 59.3        | 54.6        |
| Commercial Lighting            | -----              | -----       | 48.6        | 55.3        | 54.3        |
| Noise                          | -----              | -----       | 51.9        | 51.9        | 52.6        |
| Dissemination of News          | 50.7               | 50.0        | 50.3        | 53.9        | 50.3        |
| Natural Resource Extraction    | -----              | -----       | 47.6        | 46.6        | 47.3        |
| Code/Zoning Enforcement        | 49.0               | 48.3        | 56.9        | 47.6        | 47.0        |

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## Combining Derived Importance and Performance

Figure B brings together the derived importance and performance measures in a graph that plots each of the twenty-four Borough services measured in the *Mat-Su Survey* based on its X value (derived importance) and Y value (performance). Negative values for derived performance were substituted with zeros. Both the horizontal and vertical axes have been divided at the point of the arithmetical average of the values depicted in the graph (the average for derived importance is 24.0 and 63.9 for performance). These dividing points are shown as dashed lines. Based on these lines, the graph is divided into four quadrants. Variables included in the upper-right hand quadrant, Quadrant I, are those that are above average on performance and on derived importance. Those in Quadrant II, in the upper-left hand corner, are above average on performance but below average on derived importance. The lower-left hand corner, Quadrant III, contains variables that are below average both on performance and derived importance. Finally, Quadrant IV, in the lower-right hand section of the graph, includes variables that are below average on performance and above average on derived importance.

What does this all mean? How is each quadrant to be interpreted by planners and policy-makers?

- Quadrant I – “Keep Up the Good Work” – residents rate these services highly and think they are important.
- Quadrant II – “Possible Overkill” – residents rate these services highly but do not consider them especially important.
- Quadrant III – “Low Priority” – residents rate these services lower than average and do not think they are particularly important.
- Quadrant IV – “Concentrate Here” – residents think these services are important but give them low ratings.

**Figure B. Derived Importance, Overall Rating of Borough Services, 2014**

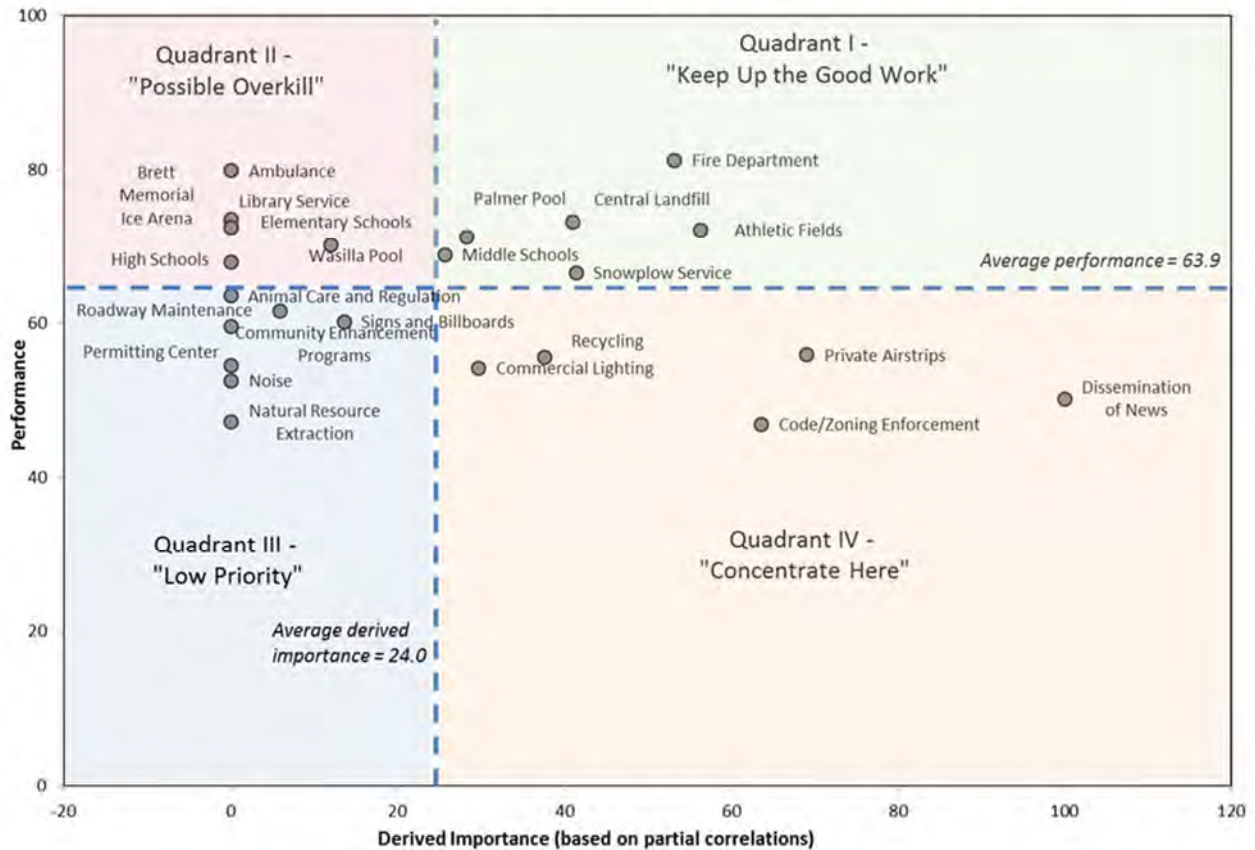


Table 63 shows which quadrant each Borough service fell into during 2009 to 2014. Services are sorted by their locations in quadrants in 2014. Over the years shown in the table, there has been a fair amount of movement of services to different quadrants. Of particular note is “Snowplow Service” which moved from Quadrant IV to Quadrant I. This indicates a shift from a quadrant containing services residents think are important but rate below average, to a quadrant with services that are considered important and rated above average.

Some services (those predominantly located in Quadrants I and II) have generally been consistently rated highly, but there has been some variation in the extent to which they are seen as important. These services include elementary, middle, and high schools; both Palmer and Wasilla pools; libraries; emergency services (ambulance and fire); central landfill; and in more recent years, recreational facilities.

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Services that are not highly correlated with overall satisfaction and also rated below average are found in Quadrant III. These include “Animal Care and Regulation;” regulation of noise, billboards, and natural resource extraction; “Community Enhancement Programs;” “Permitting Center” and “Roadway Maintenance.” Focusing efforts here is not expected to increase the average overall rating of Borough services.

Quadrant IV contains the services that could benefit from increased attention. Residents consider these services to be important, but rate them low. Relative to other services, increasing resident satisfaction in these areas should result in greater overall satisfaction with Borough services. Included in this category are “Dissemination of News” (which has not moved from this category in since 2009) and two additions to the 2011 survey, regulation of commercial lighting and private airstrips. “Recycling” and “Code/Zoning Enforcement” are also in this quadrant.

“Community Enhancement Programs” and “Code/Zoning Enforcement,” after being located fairly consistently in Quadrant IV from 2007-2010, moved to Quadrant III, indicating that residents’ level of satisfaction with these services is not as strongly associated with their level of overall satisfaction with Borough services. Satisfaction with “Snowplow Service” has continued; it has been rated above the average rating for two years. Conversely, “Animal Care and Regulation,” previously rated above the average rating, moved in 2014 to below the average rating,

**Table 63. Location of Services within Quadrants, 2009-2014**

| Service                        | Quadrant |      |      |      |      |
|--------------------------------|----------|------|------|------|------|
|                                | 2009     | 2010 | 2011 | 2012 | 2014 |
| Palmer Pool                    | II       | II   | II   | I    | I    |
| Snowplow Service               | IV       | III  | II   | I    | I    |
| Fire Department                | II       | I    | I    | II   | I    |
| Central Landfill               | I        | II   | I    | II   | I    |
| Middle Schools                 | II       | I    | II   | II   | I    |
| Athletic Fields                | III      | II   | II   | II   | I    |
| Elementary Schools             | I        | II   | II   | I    | II   |
| Library Service                | II       | II   | II   | I    | II   |
| Brett Memorial Ice Arena       | III      | II   | II   | I    | II   |
| High Schools                   | II       | II   | I    | II   | II   |
| Wasilla Pool                   | I        | II   | II   | II   | II   |
| Ambulance                      | I        | II   | II   | II   | II   |
| Animal Care and Regulation     | IV       | III  | I    | I    | III  |
| Noise                          | ---      | ---  | III  | III  | III  |
| Natural Resource Extraction    | ---      | ---  | III  | III  | III  |
| Community Enhancement Programs | IV       | IV   | III  | III  | III  |
| Roadway Maintenance            | II       | IV   | IV   | III  | III  |
| Signs and Billboards           | ---      | ---  | III  | IV   | III  |
| Permitting Center              | ---      | ---  | IV   | IV   | III  |
| Private Airstrips              | ---      | ---  | III  | III  | IV   |
| Recycling                      | II       | III  | III  | III  | IV   |
| Code/Zoning Enforcement        | IV       | IV   | III  | IV   | IV   |
| Commercial Lighting            | ---      | ---  | IV   | IV   | IV   |
| Dissemination of News          | IV       | IV   | IV   | IV   | IV   |



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# Part VIII.

## Respondents' Comments



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The last question of the survey asked recipients if they had any comments they wished to add. Thirty-three percent of respondents wrote comments on the last page of the survey (or entered them into the available text field at the end of the on-line version of the survey), and some also wrote comments next to questions throughout the questionnaire. This section of the report includes many of the comments offered by respondents, organized into several broad areas in line with those in the questionnaire: emergency services; road maintenance services; education; recreational and public facilities; quality of life; satisfaction with interaction with the Borough government; taxation policy; zoning and land use (including traffic, water quality, and land use conflicts); regulation of land use effects; economic development; and comments about the survey itself. Comments included here have been edited for spelling and grammar.

### **Emergency Services and Public Safety**

The Mat-Su Borough Community Survey asked respondents to evaluate fire department and ambulance services. Respondents generally thought highly of these emergency services, recommended that personnel in these fields be paid more, and wanted higher service levels, especially in the rural areas of the Borough.

The Alaska State Troopers have policing responsibility for much of the Borough; the larger communities of Wasilla and Palmer have their own municipal police departments. The survey did not include any questions about satisfaction with policing services because the Borough government does not provide policing. Yet respondents offered mixed comments about policing, with several asking for more Alaska State Troopers in their area. Several respondents also commented on drug problems in the borough and requested that action be taken by police or other parts of the criminal justice system.

### **Fire Protection and Emergency Medical Services**

- They don't care about the little guys who die and whose homes burn less than a mile from a fire station because of poor road access.
- We need more support for public safety, EMS, and Fire.
- Do we have ladders that would reach the tops of buildings?
- Emergency services need to expand to include manned fire stations at locations outside the general area of Wasilla city limits.

- 
- We live too far from the fire house or ambulance service for them to effectively be any use to us.
  - The Borough needs to get this issue with ambulance and fire responders settled. We need coverage.
  - Please, please, please, increase the amount of full time medics/emergency personnel available to respond to emergencies!
  - Paid emergency responders
  - We need more fire and police stations, and fire stations need to be manned 24/7.
  - I think the Borough needs to have more full-time ambulance and fire crews.
  - Emergency responders, fire fighters, and EMTs—they just reduced the hours they are allowed to work during the week to 29.9, because of the Affordable Care Act. The Mat-Su Borough does not have a full-time emergency services department. They rely on responders.
  - Give on-call emergency services responders what they deserve. Make them permanent part-time status.
  - The fire department and ambulance have had cuts that just do not make sense. They cannot work if there is overtime?
  - My only advice is to find a way to get our emergency responders to allow them more than 29.9 hours a week. They have to calculate their training time plus response time. It doesn't allow them much in their pay check.
  - Fire, Forestry and EMS are absolutely amazing in this area (99676).
  - The Houston Fire Rescue saved my life in 2013. They are the best.
  - It might also be worth considering stationing an ambulance crew in Knik Goose Bay Road to reduce response times to the Knik/Fairview areas.
  - We need to put more ambulances on the street. This is a law suit waiting to happen.
  - Borough Emergency Services are extremely important and should be fully funded. The borough is so widespread and emergency services must be available for everyone.
  - Dispatch for 911 should be in the Borough, not in Anchorage.

- 
- I think that most amenities are expensive and the providers don't care about their clients in the least bit. Also, I think it's crazy that just because of my street address, when dialing 911 I have to be "switched over" to the correct department. 911 is 911.
  - I am upset with the Borough's actions that are driving away all of our first responders. Soon we will have to pay for something for which everyone has volunteered for years because the Borough does not know how to keep volunteers.

### Law Enforcement

- More State Troopers
- We need better Palmer Police dispatches and 911 System. AST and Palmer Police need to work together on crimes. Mostly the Palmer Police and Palmer dispatch need to work more with the public and not just pass it off to AST dispatch.
- I would like trooper responses to be more available when needed.
- More State Troopers!!
- Police should help people with more than traffic stops. I have been shot at, lost my home to arson, was robbed, and the police were no help at all.
- Police seem very helpful and courteous.
- This community has become overrun by drugs. The police and troopers spend too much time pulling over little old ladies for minor traffic violations. They need to crack down on all the drug dealers instead of letting them go with a slap on the wrist. Also the prisons are too full because the Palmer Prosecution office does not work with probationers enough. The system is broken and needs a major overhaul. It's all about the money for the AK DOC and inmates fail before they have a chance to succeed. We need more resources to help inmates return to society for a second chance. They did their time in prison, now give them a chance instead of discrimination.
- The Wasilla Police Department is never out. You only see them on Friday or Saturday nights.
- Law enforcement is dependent upon overtaxed AST assets. The Borough should investigate a police force in the form of sheriff/deputies.
- Police and trooper services need to expand (more personnel).
- Bust hard drug users and bust all drug dealers.
- A greater law enforcement presence should also be considered. Our once peaceful neighborhood now sees many "code red" Trooper responses. Response times are long. Sometime it will be too long for someone.
- More police

- Greater police presence
- Borough-wide police, so they could start slowing the burglaries that are rampant throughout the borough! I know this would be a hard task (such a huge area).
- Increase police/trooper monitoring of the Palmer-Wasilla Hwy and Knik Goose Bay Road to decrease speeding
- We need more police.
- More police and State Troopers
- More vigilance on drug issues and theft
- Why is there no evaluation of police services?
- Public safety and Law enforcement need to be expanded and funded to match the fast pace of growth in the valley. Control of drug and alcohol use should be a priority.
- Big Lake needs a full time Trooper living here and a Trooper station to respond quickly. There are a lot of break-ins out in the quiet areas and a lot of speeding.
- More Trooper patrols in subdivisions
- More law enforcement presence on roads listed as high risk such as KGB
- They are many other crimes than DUI. I realize it is a problem. I don't drink much and when do I take a cab. It seems like so many official resources are utilized on this one problem that it is on the border of harassment. Maybe if there is some schooling in high school made mandatory in order to drive it might help in a generation. There are people getting stolen from all over the valley and there seems to be terrible response from people I talk to. Ask someone who has his checkbook and checks stolen in a robbery.
- Drug use in the Mat-Su Borough must be addressed, not the acute high profile narcotics. Rather, start with addressing the chronic use of marijuana that in turn leads in a small yet impactful use of stronger illicit narcotics. The cul-de-sacs around my new home in the new subdivision I'm in are littered with syringes. The drug deals are going down, you call the police and NOTHING HAPPENS. It's everywhere in Wasilla! Do you want to live here?
- New York addressed the problem of murders by busting jay walkers and 3 years later the murder rate dropped like crazy. Start with the little things and the big issues will get addressed. If law enforcement has no tolerance for the little infractions then serious infractions will follow. Go ahead, pass a cop in Wasilla doing 55mph where the speed limit is 45mph and nothing happens. I've encountered times when cops let drunks (or nearly so) go because they're friends or friends of friends! There is inconsistency among police and a tolerance for law breakers.....you get what you get and I don't see it getting better. So, when a disaster or something that really stresses a community happens, what do you expect will happen?

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## Roads Maintenance and Snowplow Services

Survey respondents were asked to rate roadway maintenance services and snowplow services. As in previous years, the majority of comments was very critical, and focused on issues such as driveways being plowed in and general dissatisfaction with how quickly snow is removed.

### Roadway Maintenance Services

- Road maintenance on many roads is terrible. Since I moved here in 1984, Burma Rd has needed to be paved. It still is not paved.
- Street signs would be nice, and filling in of potholes.
- The Road maintenance this winter got changed. I don't like it.
- I live in a rural gated community-the oldest gated community in Alaska. We maintain our own roads.
- We live off the grid and maintain our own local roads. The local road is supposed to be a borough road but we have never seen it plowed. We plow it along with some other homesteaders in the area. The other homesteaders also maintain the road in the summer.
- I don't think the Borough does anything on roads in my area. The state maintains the Glenn Hwy. Secondary roads are maintained by local residents.
- Road maintenance is hit or miss. Seems like when the road is repaired / graded one time it's good, but the next time it's worse than before it was done.
- Other lack of road maintenance where Anchorage does a much better job is road striping. This is done on a yearly basis within Anchorage for all intersections each spring. I have seldom if ever seen any borough crews out refreshing any of the borough's intersections. There should be an annual budget for this!!! Many of the intersections now have little if any striping making it dangerous to drive.
- We live on KGB Road. The road needs to be widened to promote better traffic flow. Keeping trees and brush cut back far from the road has greatly helped us to spot moose – good job! The red road markers placed a year or two ago are a waste of money. They are ugly, were knocked out by plows, and are not needed! The noise strips cut into the pavement already remind us of the road edge.
- I would like to see South Burma Rd and side streets off it maintained better. There are massive water puddles all year. It would not take much to make those drainable which would provide better access to our homes year round or seasonally. We pay high land taxes but I see no or little compensation for that.
- S Ridgecrest Rd, S Elizabeth Dr and Keeter are often hard to access. 4x4's get stuck in mud, water too deep, (currently) too slippery.
- We need more lights especially on the interior streets. We need to trim and or cut some shrubs or dead trees that laying almost on the road.

- Plan for the future in regards to transportation infrastructure. Move forward more quickly with road projects, such as Seward Meridian extension and Bogard Road extension.
- Make current roads more lanes.
- I have lived in a lot of snowy and rural regions and these are some of the worst roads I've seen. Does AK hate striping and filling potholes and repaving?
- I would like to see updated, newly-paved roads.
- The biggest problem I see is the road system in Wasilla. Worst I've ever seen. Too fast through town. Poor flow. Not enough turn lanes. Poor signage. Road runs through the middle of town. Two lanes where there should be four. No alternate route in case of a disaster. Generally I feel UNSAFE on the roads around Wasilla. With the growth in the area there must be major improvements in the road system for SAFETY and ease of use.
- A little extra effort on the potholes in the non-paved side roads, please. Getting dangerous sometimes. Thanks.
- Road maintenance crews use too much road material (rock/sand) on the roads. Waste of money! Health concern in the spring when clouds of dust in air occur during sweeping. Waste of our money dropping sand on roads that are dry and not in need of it. Use the money elsewhere.
- We still have the same chuck holes in the road that were here 12 yrs. ago when we first moved here.
- Better road upkeep would be nice
- Better road maintenance and earlier snow removal.

### Snowplow Services

- In general, good, but they always bury my driveway entrance.
- Don't like the plow guy plowing berms into driveways.
- You make subdivisions but do not plow roads! Snow plowing is good
- It's just the time frame—one time it's the next day, the next time it might be 3-4 days.
- A street snowplower plowed the road and took out one of my driveway light poles and I didn't know if I had recourse to have the Borough pay for another one.
- I commute into Anchorage on a daily basis. Since I have moved to Alaska from Minnesota 15 years ago, I have seen a degrading of the level and quality of road maintenance during the winter months and especially during overnight snow storms. This is most noticeable after crossing the Knik river bridges traveling towards Anchorage. I know that is not the Mat-Su Borough's responsibility but it does impact the quality of life for the borough residences traveling to Anchorage.



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- Thank you, too for the snowplowing that is done on my side road. I really appreciate that as there are very few days I cannot travel in a year, even on a side road.
  - Excellent job snow plowing the roads
  - Road Maintenance/snow plowing went downhill when they outsourced it to private companies.
  - Sanding on Mat-Su roads is out of hand!
  - The Mat-Su Borough is charging me \$2500 each year in home taxes and refuses to sand or plow their road in front of anyone's houses on West North Land Dr. The Mat-Su Borough's road service on my road is notably very bad
  - Snow removal sucks
  - The folks doing snow removal work very hard, but sometimes it takes them too long to get things cleared. More manpower or equipment may be needed.

## **Educational Services and Resources**

### Libraries

- The libraries have small collections and limited books (my four-year-old read everything for her age already). But the friendly service and good programs make up for it.
- The library should be bigger in Wasilla.
- The Palmer Library is dusty and only has books for Republicans. It is woefully inadequate for the needs of the community.
- The Palmer Library hours are absurd – not open on a Saturday afternoon? Unacceptable.
- I love the beautiful new senior center, and appreciate frequent community use of the depot and visitor center areas. I love that the Palmer library is part of the wider network of libraries. Readers can browse the entire contents of all Mat-Su libraries at home, as well as order books from the far flung libraries in the borough.
- Overall I am satisfied with most services in the valley. The library is weak but with high speed internet etc. it's not a big problem.
- I live in the Bush. Library staff has always been helpful and kind.
- The libraries and the arts could use some more support.

### Schools

Schools generated a lot of comments. Some respondents wrote that schools are not adequately funded, while others were unsatisfied with the amount of school taxes they pay. A few said they think

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the schools are not very good. School vouchers and home schooling factored into several comments. Several respondents commented on a lack of particular services, in particular post-secondary educational opportunities.

- More support for schools
- Without full funding for our schools we cannot serve the needs of ALL of our Valley students.
- Our elementary school is great (boundary exempt) because the school we use is closer than the one we are zoned for. Middle and high school are of concern.
- Schools should be funded fully and school services and facilities should be first priority!
- Borough schools should be fully funded. Without full funding for our schools we cannot serve the needs of ALL of our Valley students.
- Need more money for public education. Schools need help.
- It is also very important to fund our schools. If it takes more taxes to do so, I believe it should be done. Our future depends on an educated population.
- Schools need more funding, and better programs. Education is one of the most important things for a community.
- Schools should be fully funded. Kids are our primary concern, resource, and responsibility.
- Schools are underfunded by the Borough and the State.
- I would like to see the schools stop getting budget cuts!
- I think schools need more funding and/or better management. They should eat lunch in a lunchroom (not their classroom) and have two outdoor recesses a day. I also feel the schools are behind on education. The current curriculum is not challenging enough. I am disappointed in my 5th graders homework and “big” projects. I don’t feel our kids are being educated/challenged enough to enter “the real world.” I think we need to spend more resources on education.
- I am not pleased with the current school funding and I am not pleased with the focus of the current governor to continue to ignore the voters’ demands.
- Get The Mat-Su School District’s spending under control.
- I wish they would not waste so much money on the school system. I wish they would quit taking money set aside for projects and using up that money in frivolous ways.
- School construction is over the top expensive, and for no reason but enriching contractors. Private industry builds smarter and less expensively than our school districts. Maybe our school reps need

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to be schooled in building smart not wastefully. After working on several school projects before taking my current job, I was amazed at the lack of planning and oversight. Schools are currently built and remodeled to maximize costs and future maintenance expenses. This is a waste of my tax dollars and voting for school bonds isn't in my future.

- I am very tired of paying so much school tax. I have no children and have not ever used the Mat-Su school system. I'm losing my home because of taxes. I'm poor and can't afford them and I'm sick of paying for other peoples' kids. It's sad to lose your home you have paid for in full for your old age and then get stuck with high taxes.
- Truancy laws should be in place. "Home-schooled" students aren't all "schooled."
- The level of teaching at high school (and to a lesser degree at the middle schools it seems) can often be disappointing. Some teachers are amazing. Some appear enthusiastic but have poor skills others seem to hate their jobs or appear lazy and waste students and class time. Teaching is a hard job but any job should require our full efforts. Dead-weight teachers discourage students.
- Schools are poorly regulated. Well know teachers lessen work to promote higher grades for funding. I would home school before putting my child in public school.
- After meeting a number of people who attended public schools in this borough, I've advised parents with young children that the standards of education here leave a lot to be desired. I would never have moved here with a school-aged child –with the possible exception of certain schools in Palmer.
- We homeschool our children. They have scored higher on every test that they have taken within the Borough/State. However, the state spends up to 10 times more money ""educating"" the public school children than what I am given through the correspondence system. This inequality should be addressed. Educate the public school children for \$2000 per year and see how they do. "
- The school system in the valley is bloated with too many overpaid administrators and useless programs. We homeschool our children and want no part of public education. Stick to the basics, cut the touchy-feely crap, and forget about raising my taxes!!!!!"
- Public education must be placed on a competitive basis and include mandatory parental involvement.
- I think school vouchers are a very good Idea. Everyone should have a chance to get a better education. Our schools today are at its lowest in the world.
- It would be nice to have more checks and balances for charter schools. Someone needs to check into their practices, but I don't foresee anything being done for the kids that fall through the cracks at these schools.
- The Borough needs to provide equitable opportunities for charter schools to occupy public facilities.
- Keep our public school system

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- I wish that we would fund public education. Forget the vouchers. If parents want private education, than pay for it themselves. My parents paid for our private school education. I became a public school educator. Give teachers job security, pensions, and improve the educational standards. I met a ‘teacher’ who had not one iota of knowledge about education. She came from a business background and was hired! She screams and yells at her classes. She wants to teach Kindergarten. RIGHT.
  - Against funding for private/religious schooling with tax money for more occupational oriented schooling.
  - Schools do a terrible job of lighting entrances and parking lots at night even when hosting events.
  - Nice that all the high schools have turf fields now.
  - Fix up Wasilla High School. It is a sick building. This is probably a Federal task.
  - There should be more accountability for home-schooling. If I had kids, I would not live in Alaska. UAA interviewed me to teach a class they wanted me to take to get into a program. The state is dependent on people to move here with specific degrees that one cannot get in this state. Yet, it is very difficult to attract and retain good professionals in the state in many fields.
  - The Borough should make every attempt to improve post-secondary education. That would bring higher paying jobs to the borough and provide people to fill those jobs. To rely on resource extraction will degrade the environment and the quality of living in the borough.
  - I have been going to school for Social Work through UAF’s distance education program. I would like such options for further education become more accessible to all, as well as Social Work Services. We are vastly underserved in my area and teen suicide, domestic violence and substance abuse often goes unnoticed or treated, to the detriment of all.
  - I wish we had more educational classes and other activities in the Talkeetna area. They are mostly in Anchorage and Wasilla.

## **Recreational Facilities**

Respondents commented on issues related to pools, athletic fields, trails and parks, and though not specifically asked about in the survey, services for seniors.

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## Pools

- There is need for an indoor swimming pool in the upper Borough.
- Build a new swimming pool north of Wasilla.
- I would use a swimming pool to swim laps if there were one in my area. 60 miles is a bit far.
- The price of swimming increased drastically this year. The pools are always very busy. There should be a discount for elders and disabled people who are on a limited budget.
- Borough pools are getting overcrowded. They either need to stay open longer or open earlier. Or build a bigger pool.
- I enjoy the borough pools.
- Improving current pools and/or creating an aquatic center will attract many people from all over the state for events and for hotel stays and trips to restaurants. Development of Hatcher Pass for ski events will also do the same. These things will bring business to the Mat-Su plus more physical development opportunities for our children and adults.
- Mold at the Wasilla pool concerns me and children often get sick, but the classes and teachers are good.
- I need a salt water pool.
- I would like to see the ice arena and pools be upgraded and better utilized by a greater number of Borough residents.
- I do not use the high school pools or borough pools because their water is too cold. And as I have an ankle stainless steel plate and a hip replacement, I literally freeze to the bone when in these pools.
- Because I use the Palmer pool, I must report that the faucets in the shower area are in a terrible state. They have not been maintained to my knowledge since the 1980s at least. Last year the Jacuzzi was upgraded at a cost of many, many thousands of dollars. Simple replacement of the 12 antique shower heads would cost but a tiny fraction of that Jacuzzi upgrade. The pool is an important recreational opportunity for the entire community from infants to the oldest of seniors. Come on folks! What needs to happen to get this accomplished?

## Athletic Fields

- Public Athletic Fields? Where?
- We need more community recreation centers. The Menard Sports complex is great but also very expensive particularly for turf time. My husband and I quit playing co-ed indoor soccer because of the high cost of turf fees. For a growing community, more access to indoor recreation is important.

## Trails, Parks and Recreation

- Preserve the Parks and hunting grounds for future generations to enjoy!!!!

- I enjoy the biking and jogging trails. Don't believe they are thorough maintained, however.
- My wife and I thoroughly enjoy the recreational opportunities here, i.e. hiking, biking, etc. We also enjoy the lake and Hatcher Pass. We love the Crevasse/Moraine Trails! We use them weekly.
- I would love to see more developed running/walking trails around town that connect to each other. Cross country ski trails closer to town.
- Protect dog mushing trails with permanent easements and signage
- Winter trail grooming grants
- Access to traditional trails, whether dedicated or not, should be preserved. I love where I live. I love my neighborhood. I love all the trails that we have access to. I would love it if there were some way that we could get large 4 wheel vehicles to quit coming back onto the trails as they tear up the area so that it is unusable during the summer. I would also love it if they could add a bike/running trail going down the Fishhook Roads. Everyone in our neighborhood runs/bikes and it is very unsafe to run along Palmer-Fishhook and Wasilla-Fishhook. We can run on the 4 wheeler trail parts of the year but it becomes too muddy/icy for much of the year. A sidewalk/running trail would increase access to physical fitness along these roads.
- Would hope that more bike/walking paths be developed in the Meadow Lakes areas. Children must ride on a major road or in the ditches/ATV paths when on their bicycles.
- I wish we had more recreational trails in Wasilla. It seems that Palmer has many, but Wasilla has few.
- The Borough needs to plan for more trails for non-motorized uses. This could be a world class destination for hiking, biking, cross-country skiing, running, etc., which would bring in tourist dollars, but not the way it is managed for unconstrained usage by ATVs, snowmobiles, etc. The two can co-exist but not without proper planning.
- Need more walking trails.
- I would like to see it become a world class recreation area for skiing, mountain biking, backpacking, fishing-all outdoor sports. We have amazing natural areas for everything.
- We need trails, sidewalks, and safe outdoor opportunities.
- More community parks for children, low fee physical exercise programs offered in each small community and a plan.
- More opportunity for kids and areas kids can be productive having fun and staying out of trouble. Indoor areas for long winters.
- Bike trails from Sutton to the hospital on the Glenn Hwy.
- We need a public gymnasium.

- We need community development programs, workout classes, after-school programs for children, and affordable family recreational Facilities, with more hours open.
- More focus on outdoor sports and family activities
- I would like to see a water park (indoor) or a ski park.
- The Borough wastes our money. There is no clear movement on Hatcher Pass for skiing. Our access to outdoor areas is being limited with no movement from the Borough.
- Please leave Hatcher Pass alone.

### Shooting

- We need more gun ranges. Free and open areas to enjoy the sport of target shooting.
- We need a safe place to shoot our guns. How hard can it be to bulldoze out a pit?

### ATVs

Many respondents wrote that ATVs and the like are creating conflicts between trail users and damaging the trails themselves; while a few commented that there should be more opportunities for off-road trail uses.

- My #1 concern is ATV rights. I love seeing people out with their families riding snow machines and ATVs along the roads. People who move to the Valley need to understand this is our way of life and should be TOLERANT of it.
- There needs to be an established ATV trail into town so people could still use them and not interfere with automobiles.
- Designate 4 wheeler and snowmachine corridors that don't impact residential development, and limit access to parking areas (thieves use these trails also).
- Restrict the use of ATVs and snowmachines in urban areas. They lower property values and harm areas along the road such as Bogard and N. Trunk Roads.
- ATV use on Mat-Su roads is getting worse!
- Trails are ruined by 4 Wheelers and snowmachines. More areas for horses to be ridden without snowmachines or vehicles tearing up trails along side roads.
- Roadsides are a constant eyesore due to 4-wheelers, etc. destroying vegetation. Rather than grasses and wildflowers with appropriate mowing as seen throughout the lower 48, we are left with dusty or muddy trails (created by a minority) and whatever brush is hardy enough to survive.

## **Other Borough Services**

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General comments about other Borough services are included here as well.

- Animal control does not pick up loose dogs and does not respond to complaints about people not taking care of horses and dogs in a timely manner.
- Lower dog pound fees! Voters just approved the new structure which has LESS services? (I can get a dog euthanized but not get vaccinations anymore?) Employees should not present as a no-kill.
- I live remote, feel like services up here are minimal yet still pay same tax structure. And still love living here!
- We don't get any road services in this neighborhood [Sutton].
- We don't have a bit of services out in Trapper Creek.
- The Borough is a big place. My responses reflect my views and experience living in Glacier View Community. If I lived in Palmer or Wasilla I expect they would be different. Trash hauling. Why does Glacier View residents have to pay a fee to put trash in the Borough dumpster when residents (Lake Louise) do not?
- Wasilla should bifurcate itself from the Mat-Su Borough and create our own Borough. There is a huge difference between the wants and desires of Wasilla area people as opposed to the liberal tree huggers in Palmer and Sutton!
- Borough services are good, generally. People need to not expect the government to do everything for them. People need to be responsible for their families.
- The Borough does not provide any services to our remote community. Although they collect property taxes from us, it is the State that provides law enforcement and firefighting services. The Borough has provided a dump, which is nothing more than a pit dug down into the water table, with no maintenance of the site.
- Borough efforts should go bettering the community quality of life (clean air and water, safety, open space, trails, etc.).

### Public Transportation and Commuting

Only three percent of respondents reported using public transportation for their commutes, perhaps because of issues mentioned by some respondents. Several people mentioned the need for commuter rail into Anchorage.

- I used to use Valley Mover, but stopped because of safety concerns. Once a driver would have crashed if I did not shout, as he was watching his rear mirror and had not realized the cars in front had stopped. Valley Mover take chances on dangerous ice roads; there are no safety belts.
- I would love to use public transportation if it were more “user friendly” and available more often.



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- I would like to see more public transportation, maybe some Saturday service.
  - Public transportation should be less than owning/driving a car but in Alaska this is not the case. If public transportation was "free" in Anchorage, Palmer, and Wasilla, there would be fewer cars on the road. Drivers would spend less fuel idling at red lights. Congestion and pollution would be less. Unlike other cities, there are fewer roads but more cars as the area grows.
  - I love the Mat-Su community. However, the employment situation is such that I have to commute. I feel I can no longer deal with the loss of time I spend commuting.
  - The cost of travel from Mat-Su to Anchorage for work is staggering and that is why I would move away. Mass transit is not available for my work hours, nor is share-a-van service, due to my non-traditional work schedule. I pay \$200-\$250 a week for fuel.
  - I used to use share-a-van a few years ago and loved it. I changed departments and could no longer use it because of a change in hours and being on call a lot. It saved me a lot of money and I could get a nap.
  - I truly wish there was an additional route to get to Anchorage. I would even be willing to pay a toll both ways. The Glenn Hwy is a mess in the early mornings (0500-0800) and between 4-630 pm on a daily basis. I commuted to JBER for 17 years and would love to have my time back. I don't see the point of not even having a TRAM or a rail system to Anchorage. The commute is a nightmare and will only get worse before it gets better as the Mat-Su Valley grows. Our infrastructure has always been lacking. In the unfortunate event of a natural disaster, the Valley would be cut off from Anchorage – where all of our supplies arrive through our port.
  - I would like to see a commuter train service between Mat Su and Anchorage. A nice train with Internet and a coffee bar should convince people to use it!! This would be money well spent and not on Knik bridges or ferry bridges!
  - There should be a daily commuter train for people to take who work in Anchorage. We need a bus system between Palmer and Wasilla

## **Quality of Life**

Comments in this area are mixed. Many people had positive things to say about living in the Mat-Su Borough. But conflicts about use of firearms, and values, and some public safety concerns, were also voiced by survey respondents.

- Great place to raise a family.
- Talkeetna is full of the happiest people on earth! No better place to live!
- Love Valley Life!
- Best Place in the World

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- For me and my family, it is good for us living in here, because we found our neighborhood peaceful and quiet, and three of my children are working at the school district.
  - Yahoo – Mat-Su
  - I am very happy here! The people are so nice. I lived in Anchorage, AK for 43 years and could not feel that I was as happy with that city as I am with Wasilla. This is like a whole new world for me and I just love it!
  - Life in the valley is different than in Anchorage. People enjoy a small-town feel and country lifestyle.
  - Life here is very good overall.
  - We chose the Palmer area to live, its beauty and size. Prefer the small town feeling. Live outside city limits. I do not like big city growth.
  - One of the advantages of living in the MSB is the independence afforded residents in rural/outlying areas. Our way of life depends on a less crowded region.
  - I am privileged to live in an area that remains mostly unchanged for the past 50 years. We have no Borough services, maintain our own road, and subsequently care for one another. This area remains a great place to live because we control our environment (private property-no public access), and are responsible for and to one another.
  - We love Palmer!
  - One of the reasons I left Anchorage was to raise my family in a rural environment without a lot of city rules. I have lived in AK since 1957 and like the 'old ways.' I don't want to bother anyone or be bothered. Too much bureaucracy. I believe I can take care of myself for the most part. I'll help people but I won't do everything for them. I just want to be left alone pretty much. I love Alaska, the land, fish and animals. The luckiest people in the world live in Alaska! I have flown in AK for 43 years.
  - Taxes, food and cost of living extremely high. Services: roads, public pools etc. not the best, but Mat-Su Valley still the best place we ever lived. Crime free, people look out for each other and are kind. Open space, wild life, clean air, silence, clean water, good neighbors make Mat-Su Valley one of best places to live.
  - The Mat-Su Borough is a beautiful place to live.
  - We love living in the Valley and have high hopes for a great future!
  - I enjoy living in the Matsu Borough and am satisfied with the services on a whole. We like our privacy where we live. We're unhappy with our neighbors but this is a part of life we don't always get to choose!

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- I like the small town feel way better than living in Anchorage. Too much crime in the city. We like the area we live in because it is not crowded.
  - I like our small town sense of community. I know my neighbors and we look out for each other. Most of us up here cringe to think of the day when we are overtaken by the development of the South Mat-Su. We really don't want that.
  - 54 years in this state. Moved here from Anchorage to get away from little L.A. only to find Mat-Su has the same idiots out here.
  - We Love the openness in our neighborhood. We are concerned that businesses pop up in neighborhoods, and that many non-running cars and trash fill some properties. This trash runs down the neighborhood!
  - It has been difficult living close to people who have about 1 hundred (or close to that) cars junked in their yards. A towing and wrecking yard near Pond Lily/Arctic Rose Rd. is leaking oil, not gasoline – all leaking into the water table as cars accumulate on the land. The Borough says three running cars per yard but you don't uphold that ruling. Let's keep America clean!! Alaska should be the most beautiful of states, not a dump.

### Firearms

- Too many gun nuts.
- Attitudes about guns make me feel unsafe. Road signs are shot full of holes. In my subdivision of 5 acre lots neighbors feel it is ok to shoot high-powered rifles on their lot. Lackadaisical attitudes and disrespect for others rights to not be shot.
- The Borough needs to take responsibility for private property shootings in our neighborhoods. In January 2014 a pistol was used to shoot a moose off my front porch. The bullet missed and broke two panels of glass on my home's entry door. If i wasn't upstairs at the time my family and I would have been killed. There is a police report including the bullet removed from my window. It will cost me \$400 to replace the door. Is hunting in neighborhoods the new law?

### Crime

- I came from Texas and I absolutely love it here! I'm only concerned about the crime out here! I've also noticed a lot of people are starting to beg for money at our Walmart! I see a crime being posted about almost every day on the Facebook group called "Stop Valley Thieves" We need to get the crime down!
- The alcohol/sexual abuse/drug trade is very prevalent in the mile 13 Knik-Goose Bay Road area. I wish more was being done to clean it up. I would say it is a high crime area with a really slow response time from the Troopers. There have been multiple break-ins, an arson fire where a house was lost, and two drug-related homicides within a mile of my home in either direction. It is a cause of concern.

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- Take a hard stand on drugs in valley. Encourage long-term housing (treatment centers). Jails are only the band aid approach to dealing with drugs (no pot). Be innovative in the state to establish these facilities.
  - Please have our narcotics task force find and arrest “all” known heroin pushers and dealers.
  - I am fearful of drug use in the Borough and think there needs to be much more emphasis on treatment when people are incarcerated here in Alaska.
  - The worst problem I see in the area is a nasty drug problem. More resources should be tapped to clean up the meth problem.
  - Although I live in a small close knit subdivision there has been a lot of drugs and burglary in other subdivisions nearby.
  - Drugs and other unlawful behaviors and increasing crimes are a concern.

### **Interaction with Local Government**

This section includes comments about how the Borough disseminates information and the appropriate function of Borough government. Many respondents’ also remarked about the importance of fiscal responsibility on the part of Borough government. There were very few positive comments about the Borough government. Some people seemed to base their views on an ideology supportive of reduced government in general, while others raised specific concerns related to their experiences with the Borough government.

### Dissemination of Information

- The Borough website must be updated.
- I didn’t know [Borough news releases by email and Borough YouTube videos] existed.
- I would like to be more involved but I really do not know where to get info or how to participate.

### The Function of Borough Government

- The less that government interferes with our lives, the better. We know what is best for ourselves, for the land, for the wildlife, for the future, and Borough/State/Federal interference just makes a mess of it all. As a Native American, I ask you to get out of our lives and let us be. I don't want your services, I don't want your taxes, I am a slave on my own land because of busy-bodies who want to plan my life for me. I can't own land without paying your damn taxes to fund every little freebie someone might desire. I want to be left alone. Here's the best thing that government (City, Borough, State, Federal) can do: Get out of my life.

- I do not want any taxes raised until spending is controlled. I wish as an average resident, I had more say in how the monies are spent. It is a long drive to go to borough meetings and can be dangerous in winter since we would be driving in the dark. Is there a process on the internet we could have input into borough business? My husband and I cannot afford to take off work and then pay for a hotel to go to these meetings.
- I believe that the Borough policies on not informing a community/neighborhoods of changes that directly affect the neighbors is illegal. And if the Borough believes that everyone has computer access is mistaken and must inform everyone by mail of changes the Borough wishes to enact so everyone has a voice. Not just a few individuals.
- I believe people live in Mat-Su in order to have personal freedoms. They want the Borough to not be intruders into their life. They worry that Alaska is starting to be ruled by government workers from "California". Mat-Su residences mostly want K.I.S. (Keep it Simple) and not more government regulation—that's why they live here. Orderly economic opportunities are accepted. I want to see a "can do" attitude from government with common sense.
- 'Government' has gone off the tracks at the federal and state levels, and the corruption at both levels rivals any that one finds in so-called 3rd World Countries. The borough ranks somewhat higher but it all comes from the 'top' and I expect it too will succumb to the 'American Way.'
- Decrease government involvement
- Borough management is appallingly incompetent. The Assembly is driven by the desires of the political parties' ideology rather than the needs of the land, community, and people.
- We are stuck here. I can't afford to leave and have to work all the time just to survive. I went down to the Borough before filling out this survey. There was an awful lot of people doing nothing. I don't feel that the Borough level of government is necessary and I think it should be dissolved. We don't need it here. We do not get our money's worth! It looked to me like a scam; way too many people on the payroll for the amount of impact on our lives.
- We don't need Anchorage politicians ruining the Mat-Su Borough way of life. They should keep their views and politicians out of Mat Su Borough.
- The Mat-Su should not follow the decisions made in and for the Anchorage Borough.
- This Borough is run by unions and good old boy big business.
- It would be nice if some of the graft and corruption in our civil services would stop.
- They don't care about people.
- The Borough assembly and Borough government in general don't seem to pay attention to, or have any respect for people whose views differ with theirs. They make decisions based on politics rather than by listening to constituents, or common sense.
- The Mat-Su Borough should have an ombudsman.

- The Mat-Su Borough government building needs to be bulldozed into the swamp and ALL but one employee needs to be fired. I have never been to the building without a feeling of fear and never left it feeling I have been served. Less government is better.
- People don't want such strict regulations that their way of life is inhibited.
- Keep rules and regulations to a minimum.

### Fiscal Responsibility

- Lower administrative overhead and costs through optimization of services and elimination of ineffective and unnecessary programs and nepotism in government and services.
- Eliminate wasteful programs and influence of special interests within government.
- Decrease government; don't grow it to the detriment of Borough residents.
- I don't trust the Mat-Su Borough on how they spend money and the inappropriate relationship to developers, and other purchases.
- How about cutting out the FAT and non-essential crap from the budget? Has that thought ever crossed your minds?
- The Borough needs to manage its finances better! You're taxing property owners to death. Major reason why I'll be leaving soon.
- Stop raising taxes. Be efficient with what you already collect.
- To gain voter confidence, SOMEONE should cut government waste and publish the results.
- I'm concerned about the purchase of the ferry at Point McKenzie. That was a massive amount of money which was terribly wasted, then to say the Borough will give the ferry away? Oh my gosh!!
- Stop wasting money on a ferry.
- Let's see, there was that 80-million dollar ferry. We will be more active in the Borough, especially when my property taxes double and the money goes where?
- The problem is not the income of the Borough, they just spend money like it grew on trees!! They need me to show them how to not spend. I pay over \$10,000 per year in taxes. I feel my money is wasted.
- We feel the Borough has been unwise in its use of public money to support projects that private enterprise is unwilling to risk undertaking. We are particularly concerned about large, expensive capital projects promoted both by the state and the borough. These include the Susitna Dam project, the Knik Arm Bridge, the failed ferry and ferry terminal project, and the rail link to Point McKenzie. The McKenzie Point prison is another example, where it is costing the government more money to house inmates than to leave them in out of state facilities, as well as creating new burdens on borough facilities by increasing prison related population growth. These projects have diverted

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money from support services, such as schools, libraries, infrastructure, and borough citizen services, and spent large amounts on projects that have either failed or have proven of dubious value, or have been aimed to benefit a small number of businesses or individuals.

## **Taxes**

The predominant view of most respondents who wrote about taxes is that they are too high, in particular property taxes. Several people suggested adopting a sales tax to reduce the burden on property owners.

### Property Taxes

- We are concerned about high property taxes. My family would like the Borough to expand its funding source and decrease its use of property taxes as a primary funding source. My family would support other taxes if that would reduce property tax.
- Since we moved here from Eagle River in 2004, I have considered the property taxes excessively high. Also, the process for challenging the annual assessment is unreasonably complicated.
- We have a remote cabin that has no road access to it, we still are taxed for borough emergency and road services for this property...WHY???
- Property taxes are the highest in the country. I pay \$5,000 on an \$189,000 property.
- Borough property taxes lean too heavy on homeowners to pay for everything. People who rent get services and homeowners support it.

### Other Taxes

- I will pay more in taxes so that quality services can be offered. I will contribute to our community so that our quality of life can be improved.
- We spend a lot of money and pay a lot of taxes and are getting our money's worth.
- I would like to see sales tax implemented but not without deleting property taxes. There is no need for both!
- Initiate a sales tax with real reduction of property taxes.
- A sales tax is desirable only if it decreases amount of property tax.
- Road taxes should be from gas tax.

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- If a human looks at this questionnaire, you will see that I use virtually none of the Borough services, but I still have to pay all the current taxes. I am not excited about considering any additional taxes; reduce your spending! I have to do that in my household. I have watched the valley become filled with people wanting to be given more services than they had where ever they come from. All at the expense of forest and wildlife.
  - If you need more tax money to provide more services, collect it from the developers who are creating the need for those services.

## **Development and Growth**

Many respondents commented that development and growth is good for the Mat-Su Borough, while others expressed concerns that the area will become overdeveloped. This section of comments includes those on economic development, in particular what kind is preferable; natural resource development; agriculture; and planning.

### Economic Development

- ‘Development’ is another way to say rape the land until it’s not worth living on!!!
- We need to grow business opportunities and promote local hire and development.
- I support the development of industry in the Valley that would provide more jobs. We have an educated and active population that doesn't have to commute to Anchorage if jobs are available and pay enough in the Valley.
- I wish that the Borough would enhance local communities and services (including septic) and base economic development on the positive foundations that exist, rather than dream up pie-in-the-sky projects for the future.
- Stay the hell out of it altogether!
- I think it is very important to get more development in the Mat-Su. The private sector will make the Mat-Su grow if the government can get out of the way.
- In most cases the governing authorities should guide rather than limit growth in commerce and industry.
- You ask my opinion about Borough services, the directions the Borough should be going in the future, and where we get the money to pay for it I am NOT supportive of growth at all costs. It is not the Borough’s job to promote private business. If industry is encouraged it should be progressive “green” industry that contributes to quality of life, and that keeps the money here in Alaska rather than sending it out of state.



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- I cannot afford to live here much longer. A tourist based economy does not supply the income necessary to sustain a living. I would not recommend living here to anyone who is not financially independent.
  - Staying in the Mat-Su depends on job availability, growth, and basic cost of living.
  - We'd like to see more jobs so people can take care of their families.
  - Jobs, jobs, jobs for entry-level people. I am certified as a clinical assistant and can't find work in my field at all!
  - As a community, we need to encourage our own economy. Earned wealth spreads around and trickles down. But poverty encourages crime. So, promote (small) business! It encourages people to work for themselves, promotes positive self-image and reduces time and incentive for crime. Positive needs more opportunity (more fairs, grass roots events, and farmer markets, churches; relax unneeded food production restriction laws) and negative needs less opportunity (less bars, fight clubs, pawn shops, cash advances, etc). Our Matanuska Valley was-and-is ideal farming conditions. There is no good reason why we cannot promote our valley to be the bread basket to our state. And we should then expand exporting. Increased production=increased revenue for state and local government.
  - The only reasons we are considering leaving are little job opportunity for high-earning professionals and the quality of schools.
  - As the economy and economic opportunities are sluggish to grow, issues of theft, drug and alcohol abuse grow. Bring real training and job opportunities for the poor and low middle class to change the environment of the Valley. The biggest complaint is people whom make a living off government assistance and live out hopelessness for change of their circumstances. Bring better education and jobs to the Valley and see the change.
  - I would like to see the Borough play a more active role in job growth/development to entice manufacturers to establish businesses here.
  - Water and sewer should be provided to companies for a term to bring them to the valley and bring more business opportunities and employment.
  - Focus on health resources including behavioral and primary care access is critical to socioeconomic stability.
  - We would definitely like to not see "chain" stores, fast food places, lots of commercial buildings. We are definitely advocates of slow or even no growth. The reason we moved to Palmer is because of the small-town, farm community atmosphere. I believe we should do everything we can to help the farmers keep their farms and preserve their livelihoods.

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- No more strip malls or coffee huts.
  - More places to shop.
  - We need more shopping malls, restaurants, more entertainment!
  - More diversity of stores. By the time Anchorage was this size there was so much more to offer. More entertainment. Just one theatre? With only two “night clubs” in Wasilla there is just not enough to do.
  - We are hoping that Kohls, Pet Smart, and Best Buy make their way out here. We miss these stores.
  - NO WALMART or other big box stores.
  - No more UGLY cheap flat/square metal buildings.
  - The Borough needs to build affordable housing.
  - Building affordable housing will turn Mat Su into another Anchorage which will lead to more crime, vagrants, and low lifes.

### Natural Resource Development

The most controversial issue concerning natural resource development was coal.

- Our politicians are very backward-thinking in their support of coal and methane development. We need some out-of-the-box ideas to develop jobs and economic stimulus, not the same old thing.
- We have legislators who think that God will provide. Pat Robertson thinks the world will end next week. We need to protect ourselves and our environment from ourselves.
- Open up responsible coal mining in Chickaloon.
- Develop coal production.
- I support coal mining in the borough.
- Keep coal out of our Borough!
- I don't believe there should be any coal mines in the Mat Valley.
- Change is inevitable and Alaska must develop its natural resources to continue growing. A long-range view should be taken when considering any project. Alaska will be here long after we are gone. Sacrificing air or water quality or renewable resources for short-term financial gain is a path we cannot follow. Permitting should be a rigorous process that should include as much public input as possible.

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- We should mine, log, fish and do anything else that adds jobs to the community. The key is to be wise stewards – not abuse resources, but wise use.
  - Actively and aggressively pursue revenue from natural resources that are available. Stop rolling over to every threat from “greenies”. No environmental group has contributed any monies or revenue toward any government or individual except their own board members.
  - I’m not opposed to resource extraction per se, but it has to be done intelligently and in a sustainable manner. There is also nothing wrong with leaving mineral resources in the ground for extraction by future generations with better technology than we have now.
  - Promote natural gas.
  - I am irritated by underselling (low cost) timber to be hauled out on over-weighted trucks for chips to be exported, with absolutely no benefit (and significant detriment) to the local community.
  - We primarily fish the Copper River. While we care about salmon we care more about clean energy and the health of the planet as a whole. I would strongly support any hydroprojects for energy that the borough could back or help get started.

### Agriculture

Several people commented on the importance of retaining agricultural land.

- We must preserve farmland and encourage an agricultural economy.
- I will say most concerning is all farm land disappearing. I think we need to be self-sufficient in some of our basics such as milk, eggs and vegetables if we were ever cut off from the lower 48 supplies. That I believe is something people are willing to invest time and money in.
- I am very concerned about the loss of farm land, fishing and recreational sites, and conservation of water ways in the Mat-Su Valley. The hunting and fishing lifestyles are a big part of our life here in the Mat-Su Valley. We try very hard to live a life style that binds natural resources and the civilized world. My family and I hunt wild meats and prefer them and catch our own fish every year. We buy local foods when available and spend our money at local shops, stores, restaurants, etc. The health of our community is a very important part of our lives along with the nature around us. Even though our borough needs strength it should not come at a price of our lakes, rivers, forests, wetlands, and farm land which is what built this great land in the first place.
- I love living in Alaska and the borough and I don’t wish to leave. I am concerned about the loss of farmland to not well-controlled development in the core areas of the borough. I think the Borough government should take a stronger role in planning and control of development to prevent further loss of quality of life here. The farmland we save will come in handy in the future.
- We must preserve our farmland and greenspace. We can develop resources responsibly and safely (some resources) but we must plan and zone appropriately. Neighborhoods with house on house? (I live in one! Yeesh!) How about we leave some land for a park? (Parks don’t make \$). Our community has the potential to be an amazing well-planned, and dynamic place to live.

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## Planning

- Planning is a must!
- There needs to be some form of zoning and planning to development of the borough. Allowing developers to build 'willy-nilly' is ridiculous. This will have a negative long term impact on the borough as a whole.
- The city needs planning—a town square or some character. Wasilla is a big drive through at 55 mph. A road should go around Wasilla. I'm tired of Wasilla feeling like the hub for services but no town feel.
- Better planning and management of infrastructure such as public water, sewer, roads, traffic, commercial developments. Better future planning for art and cultural centers, parks, and trails. More consistency in planning and zoning of commercial spaces. Rapid growth in population necessitates more attention to all aspects of community development and planning. One of biggest concerns is increasing number of homes on septic and possible water table contamination in the future. Public water and sewer systems are needed.
- I have followed future growth and planning for years since mid-80s. It is "very important" that the Mat-Su Borough enforce what regulations we have otherwise depletion of water quality which affects fisheries, habitat, land values. Our enforcement division of the Planning Department needs to enforce, be it, setback regulations, density of property, (size of structure to size of lot), condos to land-use areas. The Valley has been the fastest growing area in Alaska for the last 15 years. It is essential that there be greenbelts within subdivisions otherwise it will continue to be exploitation. No accountability. Believe it is not required but a recommendation to developers still. "Responsible planning" for the Valley to attract folks to stay here in all aspects of a lifestyle, not just reasonably priced homes. Future generations with pride of a hometown.
- Better planning for aesthetic development.
- I grew up in Eagle River. I see that because of poor planning the town is an eye sore to drive through. I hope that Wasilla does not become the same way. The Mat Su Borough is very large and has much potential for growth, I hope that development is done in a Careful, thoughtful manner that will protect the land, and make this a safe, desirable place to live, work and raise a family.
- My greatest concern regarding the borough is the overall poor planning and its eventual impact on the quality of life and attractiveness of living in the borough. A case in point is the continued assault on education budgets and related academic achievement and graduating a structured body with a literacy level that creates future opportunity. The borough seems to be hostage to a certain mindset that all taxes and government involvement are to be kept to a minimum without having any resulting negative impact. Regardless of the mode of employment creation in the borough whether it be service based or technology based, the borough will reap the greatest benefit by having a resident population that can competently and effectively secure those employment opportunities. Having a poorly educated and employable resident population will assure the borough does not advance and progress to the level necessary to assure an attractive quality of life.
- I know many people are opposed to planning and zoning restrictions, and have the attitude that 'you can't tell me what to do.' The rest of the country has already learned that unplanned development is a big mistake and ultimately leads to many of the problems we have in the south

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Mat-Su, including traffic problems, sprawling strip malls, groundwater contamination problems, etc. We need to have a road map for the future so we are not completely over-run by ourselves.

- Planning should emphasize protection of environmental and wildlife resources. i.e., viewsheds, watersheds, wildlife corridors, etc.
- The city of Wasilla needs planning and restructure of layout for a “downtown” or city center to both help business and ease Parks Hwy congestion.
- I moved to Alaska in 1965, and it breaks my heart to see such a lack caring for this land. Deteriorating road system, massive junk piles around the Borough, half built “homes” sitting unfinished for years and such a lack of planning for future development. A lot needs to be done to prepare this area for the next generation.

### **Land Use and Zoning**

Most people who commented on zoning and land use supported more rigorous enforcement of laws, or improved regulations. Specific areas of concern included unsightly premises, incompatible adjacent land uses, the appropriate level of government regulation over land use, and concern about cell towers.

### Code Enforcement

- Effective code enforcement to clean up neighborhoods will enhance existing communities and add quality of life. Wash-away the Valley Trash syndrome.
- In the Mat-Su there are private inspectors that are doing a great job and are a fraction of the cost that Borough government would cost.
- Code/Zoning enforcement/response is negligible AT BEST!
- Part of my neighborhood is junky. I feel several houses are health, safety and fire hazards; however, I feel due to the lack of zoning, I have no resources.
- I would like to have a building codes compliance and enforcement
- Return to inspections of buildings and property for development.
- Make sure that zoning is enforced or it looks junky.
- The Borough needs to implement more clean-up of unsightly homes in the Houston and Meadow Lakes area. Most properties are very unsightly. Especially off of Schrock Rd and Pittman Road. There are junk vehicles off of Church Road, abandoned there by vandals. Most of this area is trashy and sales property values are lower because of this. Homes need to be completed with paint and/or siding by a specific period of time. Perhaps zoning needs to be set-up and enforced!

### Land Use

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- I do not like all of the cell towers popping up.
  - I think the unregulated proliferation of towers (most likely cell phone towers) throughout the valley, is a disgusting situation. It reflects badly on Borough land use management.
  - I am concerned that some areas are going to get over developed thus ruining the beauty and naturalism of it. I am very concerned about the Hatcher Pass area and the loss of all the farmlands which is what started this area in the first place. The history of this area really needs to be protected better, and publicized more. I am gathering bits and pieces here and there but it is hard to get. There is some great history to the area.
  - Tourism businesses should NOT be permitted in residential areas!!
  - One other area I see is the lack of planning for building and many areas/homes that look like junk yards. Maybe fire hazards. I don't want to tell people what to do, but some places need to be cleaned up for the sake of everyone and fire safety.
  - Growth is proceeding without proper planning and zoning. For example, anyone can open up a gravel pit right next to a home.
  - Lack of zoning is a concern. We are fearful borough concerns for growth will be addressed at our "quality of life" expense. Commercial development at the expense of residential tranquility is a concern.
  - Your intermix of commercial and residential properties should be straightened out – many people live right next door to noisy commercial entities
  - What you see as you drive around the valley says it all. In my neighborhood there is a house with at least 20 cars spread all over his property in all different age and condition. It looks like a junk yard. He had a dump truck, unregistered for 10 years parked in street. Most neighborhoods are like mine, no codes or covenants, junk cars, old trailers. Our community cell towers, gravel pits, clear-cut lots waiting for more construction of office buildings that will be half used, while there is street after street especially in strip mall city Wasilla with rundown, empty office bldgs. Teen homelessness, teen pregnancy, domestic violence, child neglect. All the Mayor and Assembly care about is their own pockets, family and friends' pockets, and developing with no foresight. There will be no change. This is the valley.
  - Please don't zone the fun out of the Mat-Su. Let the people enjoy the area.
  - Live and let live. Don't restrict us to death! Let cities or subdivisions set land use rules in their borders. Any Borough land can be planned by the Borough.

## Traffic

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Several respondents expressed concern about growth in the region outstripping road capacity, and a few stressed the need for more roads out of the area in case of emergency. The issue of getting to Anchorage was a common one—many respondents urged construction of the Knik Arm Crossing.

- With continued growth in the area a by-pass road needs to be developed to route traffic around the most congested areas.
- Main roads are underbuilt to handle traffic and future growth.
- The Borough is always playing catch-up with increased traffic. They need to be ahead of game.
- Road development is important for safety, commerce and tourism.
- Due to the lack of planning most all residential developments have been allowed to be islands unto themselves. This isolation forces everyone on to the few common through-roads to get anywhere. There is very few alternate routes to travel on. An effort should be made to interconnect neighborhoods together to provide alternate routes when needed. It may be too late, but you don't see this in the lower 48 in most cities.
- Roads need to be developed and maintained in anticipation of traffic densities and future use instead of playing catch up in the areas.
- The traffic during summer months is getting a little much. I have lived in the valley when the population was about 8,000 people. It's getting big. We need to plan for the future because it will probably get bigger.
- Increase Glenn Highway to 3-Lanes from Wasilla to Anchorage, and or alternate route to Anchorage for alleviation of traffic congestion.
- Traffic is horrendous, and there is little if any enforcement of traffic laws by police and not enough troopers to do anything. Some of the worst driving I have ever seen.
- Crime and lawlessness is out of control in rural parts of the Borough. People in the Borough could care less about traffic laws, especially stop signs and red lights. Borough drivers are very aggressive drivers.
- The traffic situation is horrifying. Drivers' education should be mandatory before anyone under 21 is allowed to drive. Speed limits should be more strictly enforced and reckless drivers should be stopped and cited for threatening our lives with such carelessness.
- Traffic is a major issue – Please-Please do something with the Parks Highway – quit wasting money studying, make a decision and take action!
- I would like to see more paved roads in subdivisions.
- Build the Knik Arm Bridge already!

- The Knik Bridge would be an INCREDIBLE opportunity for growth in the Mat Su! Something that is really important to me is thoughtful development of roads and infrastructure down Knik Goose Bay Road and other main thoroughfares so the Valley maintains a safe and homey "feel."
- Abandon KABATA.
- I'd like to see a highway by-pass around Wasilla.
- More help from state for major road systems giving access to remote areas for recreation, hunting, fishing and resource development. I am totally against toll bridges, roads and any other freedom limiting tolls.

## Environment

There were only four questions on the survey that asked specifically about the environment (concerning preservation of open spaces, drinking water quality, recycling, and landfill services). Many respondents elaborated on these issues.

- We enjoy natural resources of fishing and hunting and recreation: hiking, skiing etc. We'd like to see wise stewardship and management of land, fish and game, but not regulation that prohibits using and enjoying what is here and given to us by God. Balance.
- Access to open space is VERY different than "open space" alone. Access makes "open space" less desirable as wildlife habitat and introduces pollution, habitat degradation etc.
- The MSB must do a better job planning. Otherwise, wildlife habitat will continue to be destroyed at unprecedented rates and the MSB will end up just like all other states in the lower-48.....with a lack of suitable wildlife habitat (NOT just "open space").
- Develop green spaces
- We need to maintain our water rights!
- I like everything about Wasilla but the drinking water. I use 'bottled' water here for drinking.
- We need to wake up to the fact that there should be at least a 200' wide greenbelt adjacent to all flowing creeks, rivers, streams and spawning lakes.
- I think the 75' setback from lakes and streams is detrimental to water quality. People who build on waterfront property want to see the water, so they cut all the trees and brush, and put in a lawn.



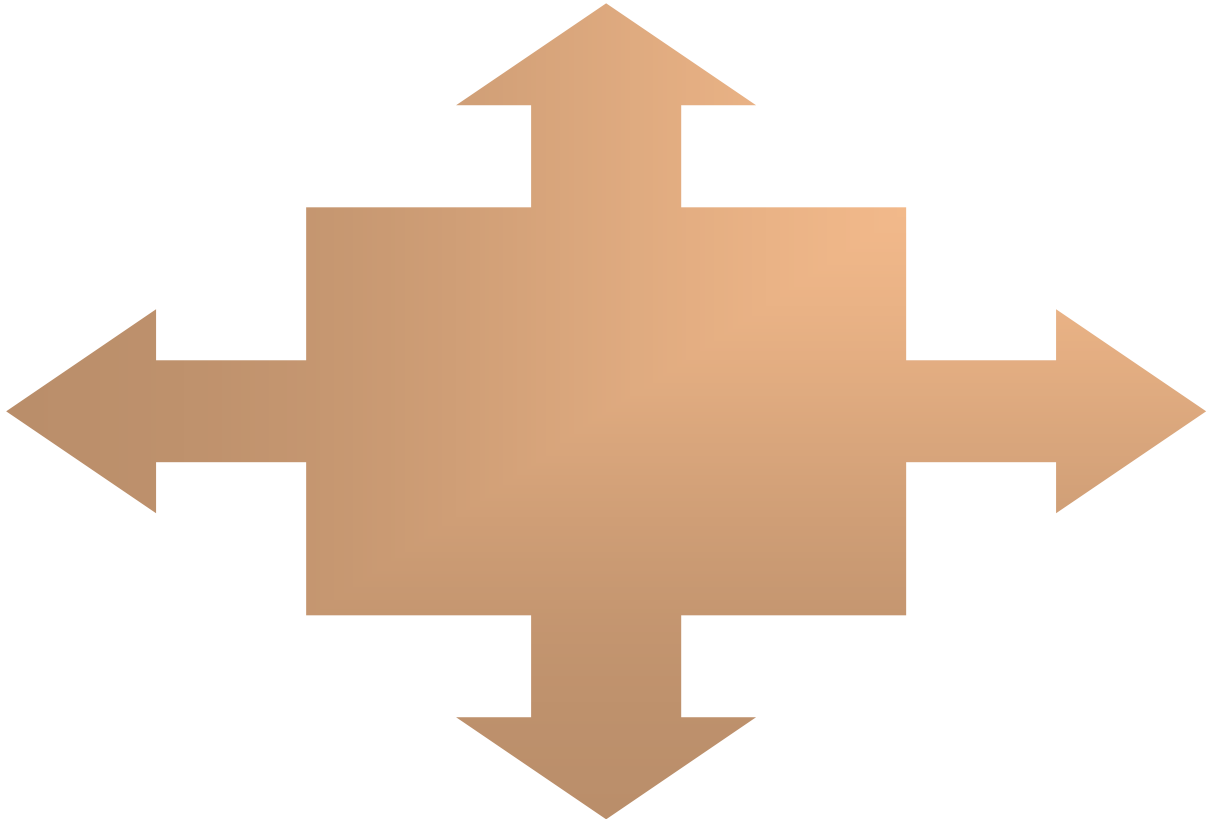
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- Although I support environmentally sound development, I would like to see ‘open spaces’ retained without development for human recreation.
  - Door to door style recycling
  - I would like to see more rural services.
  - I would like to see the Borough requiring recycling and getting the facilities and support to make this a reality.
  - More recycling-especially glass.
  - I am very disappointed there is no recycling program in this borough. I take mine to Fairbanks when I go to my office every other week. I telework in Talkeetna.
  - We need recycling centers for cars/trash/etc. so that extra garbage is used properly.
  - Cost is too high for pickup.
  - Dump fees don’t make sense.

### **Thoughts about the Mat-Su Survey**

- I’m living in a rural area 60 miles outside of the cities of Palmer, and Wasilla, so I don’t use the Borough facilities. I also found that a lot of the questions really don’t apply to me.
- With so many of us living in rural areas filling out this survey is a little bizarre. You really should have a question on here about do you live in a neighborhood, somewhat rural area or very rural. Without determining this I feel your gathered information is going to be very inaccurate. There are different views of each type of living.
- You did not define what a Neighborhood is in part 3. Is it just street, subdivision, town, etc.?
- You didn’t break out where people lived, i.e., city, town or rural. I live in a rural area so answers to questions will be very different for people in Wasilla vs. Talkeetna. I don’t expect good light, but some in a town probably would. Did this survey get sent to people in Wasilla etc., or just outside city limits?
- The questions did not always allow exact answers. For example, I am Self-Employed Part-Time.
- Thank you for the \$2.00 bill! I am so happy to have it and plan to frame it. Otherwise, I would have returned it to you.
- Thank you for doing this survey.
- Thank you for taking the time to do this survey work.

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- Thank you for reaching out with this survey. Hopefully, this can be the start of positive change.
  - Thanks for the \$2. We'll be using it to support Palmer businesses (probably Palmer City AleHouse).
  - Thank you for the \$2.00 bill you mailed with information wanted on Mat-Su Borough living.
  - I thank the Borough for the opportunity to express my opinions.
  - Thank you for the opportunity to take this survey and give you feedback about life in the Mat-Su.
  - This survey asks stupid questions on what I think others would do and think.
  - This was a very long survey. Maybe find a way to shorten it.
  - The number on the survey is linked to my name and address, so you really cannot provide confidentiality.
  - Yes, it is a waste of taxpayers' money to send me money (\$2) in order to bribe me into responding to this liberal bent questionnaire! Perfect example of FAT in the budget. However, I'm keeping the two dollars because you already waste way too much of my hard earned money! And you're damned right I'm entitled to it!
  - There's a strong bias in this survey toward the idea that government planning is both essential and inevitable. Those of us who want the government less involved – or removed entirely – often have no viable choices.
  - All of this is probably anathema to you, and what I've said pisses you off, because it flies in the face of everything that's important to you: Government control, government expansion, enslavement of the people. Here's the problem: too many people covet the largesse of others. To use force to acquire it themselves would be a crime, so instead, they 'vote' that the government do the dirty work on their behalf. That's what this survey is all about. To find out to what extent people are willing to put up with it all.
  - Residents of the Mat-Su Valley prefer to live here not only for the seclusion and quiet but also to avoid the liberal/progressivism ensued in virtually every major city across the U.S. "Social Justice" and "sustainable development" are eloquent phrases for social engineering For which this questionnaire carries rich undertones. Citizens of the Mat-Su believe very strongly in the Constitution, care deeply for traditional American values, and are strongly opposed to bureaucratic/government interference. The UAA Social Justice department should continue to focus on regurgitating its liberal ideology down the throats of its constituents. As far as the Mat-Su Borough and its citizens, we'll handle our own. Good day.

# Matanuska~Susitna Community Survey



Winter 2013/2014

Please return your completed questionnaire  
in the enclosed pre-stamped envelope to:

The Justice Center, University of Alaska Anchorage

3211 Providence Drive

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Anchorage, AK 99508

Your answers are completely confidential. When you submit your completed questionnaire, your name will be deleted from the mailing list and never connected to your answers in any way. When the dataset is made public, no names, addresses, or pin numbers will be connected to your answers, and no answers to essay questions will be included in the public data file. This survey is voluntary, and you may skip any questions you do not want to answer. However, it would be very helpful if you take about 30 minutes to share your experiences and opinions about the Borough. You must be 18 or older to participate. There are no direct benefits for participating in this study. Whether you complete the survey or not will have no effect on the services you currently receive from the Borough. Some questions in this survey ask about your fear of being a victim of crime and about crime in your neighborhood. You may experience discomfort thinking about these issues. If you have any questions about your rights as a research participant, contact Dr. Dianne Toebe, Compliance Officer for the Office of Research and Graduate Studies, at 907-786-1099. Returning your completed questionnaire grants your consent for the information you provide to be used for this research. The project director is Dr. Sharon Chamard, who can be reached at 907-786-1813 or [sechamard@uaa.alaska.edu](mailto:sechamard@uaa.alaska.edu).

Thank you very much for helping with this important study.

### **Part I: Evaluation of Current Borough Services**

**Please fill in one bubble for each service.**

1. How would you rate these Emergency Services?

|                          | Very Poor             | Poor                  | Good                  | Very Good             | Don't Know            |
|--------------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Fire Department Services | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Ambulance Services       | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

2. How would you rate these Road Maintenance Services?

|                              | Very Poor             | Poor                  | Good                  | Very Good             | Don't Know            |
|------------------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Roadway Maintenance Services | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Snowplow Services            | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

3. How would you rate these Educational Services/Resources?

|                                | Very Poor             | Poor                  | Good                  | Very Good             | Don't Know            |
|--------------------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Library Services               | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Elementary Schools             | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Middle Schools                 | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| High Schools                   | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Community Enhancement Programs | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

4. How would you rate these Recreational Services?

|                          | Very Poor             | Poor                  | Good                  | Very Good             | Don't Know            |
|--------------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Wasilla Swimming Pool    | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Palmer Swimming Pool     | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Brett Memorial Ice Arena | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Athletic Fields          | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

5. How would you rate these Public Sanitation Services?

|                           | Very Poor             | Poor                  | Good                  | Very Good             | Don't Know            |
|---------------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Recycling Services        | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Central Landfill Services | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

6. How would you rate these General/Miscellaneous Services?

|   | Very Poor             | Poor                  | Good                  | Very Good             | Don't Know            |
|---|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Animal Care & Regulation Services                               | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Code/Zoning Enforcement Services                                | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Permitting Center   | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Dissemination of news and information by the Borough government | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| <b>Your Overall Rating of Borough Services</b>                  | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

**Part II: Use of Borough Facilities**

7. How often do you use Borough Public Libraries?

- Never ⇒(Please fill bubble then **skip to question 9.**)
- Seldom
- Occasionally
- Fairly Often
- Very Often

8. Which (if any) of these Borough libraries do you use? (Please check all that apply.)

- Big Lake Public Library
- Palmer Public Library
- Sutton Public Library
- Talkeetna Public Library
- Trapper Creek Public Library
- Wasilla Public Library
- Willow Public Library

9. How often do you use Borough Recreational Facilities?

- Never ⇒(Please fill bubble then **skip to question 11.**)
- Seldom
- Occasionally
- Fairly Often
- Very Often

10. Which (if any) of these Borough Recreational Facilities do you use? (Please check all that apply.)
- Palmer Swimming Pool
  - Wasilla Swimming Pool
  - Brett Memorial Ice Arena
  - Crevasse Moraine Trails
  - Other Borough Trails
11. If you commute outside of the Borough for work, how do you commute? (Please check all that apply.)
- Personal Vehicle
  - Transit Bus
  - Share-A-Van
  - Aircraft
  - Other (Please specify) \_\_\_\_\_
12. How often do you use Public Transportation in the Borough?
- Never⇒(Please fill bubble then **skip to question 14.**)
  - Seldom
  - Occasionally
  - Fairly Often
  - Very Often
13. Which (if any) of these Public Transportation Services do you use? (Please check all that apply.)
- MASCOT
  - Valley Mover
  - Share-A-Van
  - Chickaloon Transit
  - Sunshine Transit

**Part III: Life in the Matanuska-Susitna Borough Neighborhoods**

14. The Mat-Su Borough as a Place to Live

|   | Strongly disagree     | Disagree              | Neither agree nor disagree | Agree                 | Strongly agree        | Don't Know            |
|---|-----------------------|-----------------------|----------------------------|-----------------------|-----------------------|-----------------------|
| Personally, I would rate my neighborhood as an excellent place to live. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>      | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| On the whole, I like this neighborhood as a place to live.              | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>      | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

|   | Not at all            | Not much              | Somewhat              | Very much             |
|---|-----------------------|-----------------------|-----------------------|-----------------------|
| Suppose that for some reason you HAD to move away from this neighborhood. Would you miss the neighborhood very much, somewhat, not much, or not at all? | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Feelings of Community

15. Please indicate the extent to which you agree or disagree with each of the following statements.

|  | Strongly disagree     | Disagree              | Neither agree nor disagree | Agree                 | Strongly agree        | Don't Know            |
|--|-----------------------|-----------------------|----------------------------|-----------------------|-----------------------|-----------------------|
| People in my neighborhood can be trusted.                                    | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>      | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| People in my neighborhood generally <i>do not</i> get along with each other. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>      | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| People in my neighborhood <i>do not</i> share the same values.               | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>      | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| People in my neighborhood are willing to help their neighbors.               | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>      | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Mine is a close-knit neighborhood.   | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>      | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Neighborhood Informal Social Control

16. Please indicate the extent to which you agree or disagree with each of the following statements.

|  | Strongly disagree     | Disagree              | Neither agree nor disagree | Agree                 | Strongly agree        | Don't Know            |
|--|-----------------------|-----------------------|----------------------------|-----------------------|-----------------------|-----------------------|
| One or more of my neighbors could be counted on to intervene if children were spray-painting graffiti on a local building.     | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>      | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| At least one of my neighbors would intervene if children were showing disrespect toward an adult.                              | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>      | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| One or more of my neighbors would intervene if the fire station closest to their home was threatened with budget cuts.         | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>      | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| One or more of my neighbors could be counted on to intervene if a fight broke out in front of their home.                      | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>      | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| At least one of my neighbors would intervene if children were skipping school and hanging out on a neighborhood street corner. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>      | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

17. Social Ties

|  | Never                 | Less than once<br>a month | Monthly               | Weekly                | Daily                 |
|--|-----------------------|---------------------------|-----------------------|-----------------------|-----------------------|
| How often do you borrow something from or loan something to a neighbor?                                | <input type="radio"/> | <input type="radio"/>     | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| How often do you visit with a neighbor, out in the neighborhood or in one of your homes?               | <input type="radio"/> | <input type="radio"/>     | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
|  | None                  | One or two                | Several               | The majority          | All or almost all     |
| How many of your neighbors would you say that you know by sight or by name?                            | <input type="radio"/> | <input type="radio"/>     | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
|  | None                  | 1-3                       | 4-6                   | 7-9                   | 10 or more            |
| Not counting those who live with you, how many friends and relatives do you have in your neighborhood? | <input type="radio"/> | <input type="radio"/>     | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

18. Do any of the following conditions exist in your neighborhood?

|   | No                    | Yes                   |
|---|-----------------------|-----------------------|
| Abandoned cars and/or buildings         | <input type="radio"/> | <input type="radio"/> |
| Rundown or neglected buildings          | <input type="radio"/> | <input type="radio"/> |
| Poor lighting                           | <input type="radio"/> | <input type="radio"/> |
| Overgrown shrubs or trees               | <input type="radio"/> | <input type="radio"/> |
| Trash in streets                        | <input type="radio"/> | <input type="radio"/> |
| Empty lots                              | <input type="radio"/> | <input type="radio"/> |
| Public drinking/public drug use         | <input type="radio"/> | <input type="radio"/> |
| Public drug sales                       | <input type="radio"/> | <input type="radio"/> |
| Vandalism or graffiti                   | <input type="radio"/> | <input type="radio"/> |
| Prostitution                            | <input type="radio"/> | <input type="radio"/> |
| Panhandling/begging                     | <input type="radio"/> | <input type="radio"/> |
| Loitering/hanging out                   | <input type="radio"/> | <input type="radio"/> |
| Truancy/youth skipping school           | <input type="radio"/> | <input type="radio"/> |
| Transients/homeless sleeping on streets | <input type="radio"/> | <input type="radio"/> |



19. Crime in the Community

To what extent are you fearful that you or members of your household will be...

|  | Not at all            | A little              | Moderately            | A lot                 |
|--|-----------------------|-----------------------|-----------------------|-----------------------|
| the victim of burglary (while you or your loved ones are at home)? | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| the victim of a sexual assault?                                    | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| the victim of a murder?  | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| the victim of a kidnapping?  | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| attacked with a weapon?  | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

|   | Never                 | Rarely                | Sometimes             | Often                 |
|---|-----------------------|-----------------------|-----------------------|-----------------------|
| How often does worry about crime prevent you from doing things you would like to do in your neighborhood? | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

20. How often has each of the following things happened in your neighborhood during the past 6 months?

|                                      | Never                 | Once                  | Twice                 | 3 times               | 4 or more times       |
|--------------------------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| A fight in which a weapon was used   | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| A violent argument between neighbors | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| A gang fight                         | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| A sexual assault or rape             | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| A robbery, burglary, or mugging      | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

21. While you have lived in this neighborhood, has anyone ever used violence, such as in a mugging, fight, or sexual assault, against you, or any member of your household anywhere in your neighborhood?  No  Yes

22. Below is a list of things people may do for self-protection or to feel more secure in their homes and neighborhoods. Which of these things do you do? Please check all that apply.

- Lock doors at night and when you are away from home
- Lock doors during the day and when you are at home
- Use a home security system
- Use a security system on vehicle(s)
- Have a dog
- Take self-defense lessons
- Keep a firearm
- Develop a signal for "danger" with neighbors
- Keep a phone in the bedroom to call for help
- Have outside/automatic lights to deter prowlers
- Attend neighborhood watch meetings
- Other (please specify) \_\_\_\_\_

**Part IV: Local Government: Access, Policies, and Practices**

Public Access to Borough Government

23. Please indicate the extent to which you agree or disagree with each of the following statements.

|   | Strongly disagree     | Disagree              | Neither agree nor disagree | Agree                 | Strongly agree        | Don't Know            |
|---|-----------------------|-----------------------|----------------------------|-----------------------|-----------------------|-----------------------|
| Overall, I am satisfied with the opportunities the Borough provides to give input on decisions. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>      | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| When I call the Borough, I usually get the information I need in a timely manner.               | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>      | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| When I call the Borough, the person I speak with is usually polite and professional.            | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>      | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

24. Following are a list of ways the Borough disseminates news and information. Please indicate if you currently access or would like to access Borough information using these methods.

|                                | Use daily             | Use weekly            | Use monthly           | Will start to use     | Never use             | Not Applicable        |
|--------------------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Borough news releases by email | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Borough YouTube videos         | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Borough's website              | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Borough news on Facebook       | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Local radio                    | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Mat-Su Borough Annual Report   | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Local newspapers               | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Local TV news programs         | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Borough Spending Efficiency and Priorities

25. Please indicate how much you agree or disagree with each of the following statements.

|  | Strongly disagree     | Disagree              | Neither agree nor disagree | Agree                 | Strongly agree        | Don't Know            |
|--|-----------------------|-----------------------|----------------------------|-----------------------|-----------------------|-----------------------|
| I feel I am getting my money's worth for the taxes I pay to the Mat-Su Borough.                  | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>      | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Funds should be spent to preserve open spaces in the Borough.                                    | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>      | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| The current level of road maintenance in my area is worth what I pay in road service area taxes. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>      | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Revenue and Taxation

26. Please indicate how much you agree or disagree with each of the following statements.

|  | Strongly disagree     | Disagree              | Neither agree nor disagree | Agree                 | Strongly agree        | Don't Know            |
|--|-----------------------|-----------------------|----------------------------|-----------------------|-----------------------|-----------------------|
| I would support an increase in the tobacco tax to raise money to pay for services.   | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>      | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| I would support a local tax on alcoholic beverages to raise money to pay for services.   | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>      | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| I would support an increase in the bed tax (charged at hotels) to pay for services.  | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>      | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| I would support a <i>seasonal</i> sales tax to raise money to pay for services.  | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>      | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| I would support a <i>year-round</i> sales tax to raise money to pay for services.  | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>      | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| I would support imposing an impact fee on developers for residential and commercial properties to raise money to pay for services. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>      | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| I would support a local tax on gasoline to raise money to pay for services.  | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>      | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| I would support a local tax on gasoline to raise money to pay for transportation improvements.                                     | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>      | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| I would support increased property taxes to raise money to pay for services.   | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>      | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| I would support a gravel extracting tax to raise money to pay for services.  | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>      | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| I would support a real estate transfer fee of \$25 to raise money to pay for services.   | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>      | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Zoning and Land Use Issues

27. Please indicate how much you agree or disagree with each of the following statements.

|  | Strongly disagree     | Disagree              | Neither agree nor disagree | Agree                 | Strongly agree        | Don't Know            |
|--|-----------------------|-----------------------|----------------------------|-----------------------|-----------------------|-----------------------|
| As of today, I am satisfied with the way the Mat-Su Borough has been developed.                  | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>      | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Traffic congestion is a <i>serious</i> problem in the Mat-Su Borough.                            | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>      | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| I am very concerned about water quality in the Borough.(Drinking Water and Surface Water Bodies) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>      | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| In the future, the Mat-Su Borough must do a better job of managing growth and development.       | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>      | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| The Borough should designate commercial and industrial centers to minimize land use conflicts.   | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>      | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

28. I believe that the Borough is doing a good job of regulating the following land use effects.

|   | Strongly disagree     | Disagree              | Neither agree nor disagree | Agree                 | Strongly agree        | Don't Know            |
|---|-----------------------|-----------------------|----------------------------|-----------------------|-----------------------|-----------------------|
| Noise   | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>      | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Signs and billboards  | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>      | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Commercial lighting   | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>      | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Natural Resource Extraction (i.e., Natural Gas, Timber, Gravel, etc.) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>      | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Private airstrips   | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>      | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Economic Development

29. Please indicate how much you agree or disagree with each of the following statements.

|  | Strongly disagree     | Disagree              | Neither agree nor disagree | Agree                 | Strongly agree        | Don't Know            |
|--|-----------------------|-----------------------|----------------------------|-----------------------|-----------------------|-----------------------|
| The Borough should direct more resources to working with local businesses and non-profits to grow and diversify the local economy. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>      | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| The Borough should seek to develop our natural resources, such as timber, gravel, coal, and other minerals.                        | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>      | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| The Borough should seek to develop opportunities for business development of high technology, manufacturing, and aerospace.        | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>      | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Emergency Services

30. For the emergency services listed below, please indicate whether you have used the service, whether you are aware of the service, and whether you plan to use the service in the future:

|   | I have used this service |                       | I am aware of this service |                       | I plan to use this service in the future |                       |
|---|--------------------------|-----------------------|----------------------------|-----------------------|--|-----------------------|
|   | Yes                      | No                    | Yes                        | No                    | Yes                                      | No                    |
| Ambulance Service   | <input type="radio"/>    | <input type="radio"/> | <input type="radio"/>      | <input type="radio"/> | <input type="radio"/>                    | <input type="radio"/> |
| Fire Department Service   | <input type="radio"/>    | <input type="radio"/> | <input type="radio"/>      | <input type="radio"/> | <input type="radio"/>                    | <input type="radio"/> |
| Rescue Service  | <input type="radio"/>    | <input type="radio"/> | <input type="radio"/>      | <input type="radio"/> | <input type="radio"/>                    | <input type="radio"/> |
| Prevention or Preparedness program                                      | <input type="radio"/>    | <input type="radio"/> | <input type="radio"/>      | <input type="radio"/> | <input type="radio"/>                    | <input type="radio"/> |
| Lecture or program detailing the operations of local emergency services | <input type="radio"/>    | <input type="radio"/> | <input type="radio"/>      | <input type="radio"/> | <input type="radio"/>                    | <input type="radio"/> |
| Open House at an emergency station                                      | <input type="radio"/>    | <input type="radio"/> | <input type="radio"/>      | <input type="radio"/> | <input type="radio"/>                    | <input type="radio"/> |
| Training in CPR, First Aid or other Emergency Skills                    | <input type="radio"/>    | <input type="radio"/> | <input type="radio"/>      | <input type="radio"/> | <input type="radio"/>                    | <input type="radio"/> |

31. Please indicate how much you agree or disagree with each of the following statements.

|   | Strongly disagree     | Disagree              | Neither agree nor disagree | Agree                 | Strongly agree        | Don't Know            |
|---|-----------------------|-----------------------|----------------------------|-----------------------|-----------------------|-----------------------|
| My household is prepared for a natural or man-made disaster.        | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>      | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| I keep the area around my home clear of wildfire hazards.           | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>      | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| I have supplies set aside in my home for use in case of a disaster. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>      | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

|  | Strongly disagree     | Disagree              | Neither agree nor disagree | Agree                 | Strongly agree        | Don't Know            |
|--|-----------------------|-----------------------|----------------------------|-----------------------|-----------------------|-----------------------|
| In the event of a disaster I and my family will be independent of others for assistance. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>      | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| I feel the borough is vulnerable to a natural or man-made disaster.                      | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>      | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| I believe the borough government is responsible for preparing residents for disasters.   | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>      | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| I believe residents should take personal responsibility in preparing for disasters.      | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>      | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| I believe the borough is prepared for an outbreak of Pandemic (influenza) disease.       | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>      | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| I believe the borough is prepared to recover from a widespread disaster.                 | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>      | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

**Part V: Open Space and Salmon**

32. Please indicate how much you agree or disagree with each of the following statements.

|   | Strongly disagree     | Disagree              | Neither agree nor disagree | Agree                 | Strongly agree        | Don't Know            |
|---|-----------------------|-----------------------|----------------------------|-----------------------|-----------------------|-----------------------|
| Salmon are important to the Mat-Su economy.   | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>      | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Salmon are essential to the Mat-Su way of life.   | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>      | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Salmon are facing long-term problems in the Mat-Su borough.   | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>      | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Even in difficult economic times, we should still find money to protect and manage salmon and their habitat.  | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>      | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| The health of streams, rivers and ground water that flow into salmon spawning areas affects the abundance of salmon.  | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>      | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Changes to the land around salmon streams can negatively affect salmon, so it is just as important to protect the forests, wetlands, and tundra around the streams as the streams themselves. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>      | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

33. Do you think a healthy Mat-Su environment contributes to your personal health? (If you answered No, **please skip to question #35.**)  No  Yes

34. How important are the following to your health? Please **RANK** by importance, with 1 being the most important to you and 7 being the least important to you.

\_\_\_\_\_ Fishing, hunting, and other harvest of wild foods

\_\_\_\_\_ Clean drinking water

\_\_\_\_\_ Air quality

\_\_\_\_\_ Open space, parks, greenbelts, and farmland

\_\_\_\_\_ Trails for walking and biking

\_\_\_\_\_ Rivers and lakes

\_\_\_\_\_ Quiet space

35. The use of land in the Mat-Su is changing. Are you concerned about land use change? (If you answered No, **please skip to question #37.**)  No  Yes

36. What are you most concerned about? Please **RANK** by importance, with 1 being the most important to you and 8 being the least important to you.

\_\_\_\_\_ Job opportunities for Mat-Su residents

\_\_\_\_\_ Poorly-planned growth and development

\_\_\_\_\_ Farmland being converted to other uses

\_\_\_\_\_ Pollution of rivers, lakes, and streams

\_\_\_\_\_ Access to open space for recreation

\_\_\_\_\_ Loss of fish and wildlife habitat

\_\_\_\_\_ Increased flood risk

\_\_\_\_\_ Availability of affordable housing

37. Which of the following applies to you and members of your household? Please check all that apply.

- Fished for salmon for family food in the last year
- Fish commercially for salmon
- Work in salmon processing
- Work in a tourism-related business that benefits from salmon in Alaska
- Work for a business that supports Alaska's salmon industry

38. Thinking back over the past twelve months, how often do you personally eat salmon caught in Alaska?

- Every day  A few times a year
- At least once a week  I do not eat Alaskan salmon because I don't like it
- At least once a month  I do not eat Alaskan salmon due to health reasons

## **Part VI: Respondent Background Information**

This demographic information helps researchers at the university to better understand features of community and civic attitudes as they relate to individual characteristics. These responses will be kept confidential, and your answers to these and all of the questions in this survey will not be traceable to you.

If there are any questions that you do not wish to answer, please simply skip those items and move onto the next question in the survey. Your answers are valuable whether you choose to answer every question or not.

39. How old were you on your last birthday? \_\_\_\_\_
40. What is your gender?       Female       Male
41. What is your marital status?
- Single, Never Married
  - Married
  - Separated
  - Divorced
  - Widowed
42. What is your highest level of formal education?
- Less than a High School Diploma
  - High School Diploma or Equivalent
  - Some College, No Degree
  - Associates or Other 2-year Degree
  - Bachelor's Degree
  - Graduate Degree
43. Are you of Hispanic or Latino/a background or origin?       No       Yes
44. What race or ethnicity would you say best describes you?
- Alaska Native or American Indian
  - Asian
  - Black or African American
  - Native Hawaiian, Samoan, or Other Pacific Islander
  - White or Caucasian
  - Other  
(specify) \_\_\_\_\_
45. What is your best estimate of your total household income from last year?
- Less than \$20,000
  - \$20,000 to \$34,999
  - \$35,000 to \$49,999
  - \$50,000 to \$74,999
  - \$75,000 to \$99,999
  - \$100,000 to \$124,999
  - \$125,000 to \$149,999
  - \$150,000 or more



46. Including yourself, how many people currently live in your household?  
(If you live by yourself, please enter "1" and **skip to question 49.**) \_\_\_\_\_
47. How many children under the age of 18 currently live in your home?  
(Please enter "0" if no children live with you, and **skip to question 49.**) \_\_\_\_\_
48. How many of your children currently attend Mat-Su Borough School District Schools? \_\_\_\_\_
49. Which of the following best describes your current **primary** employment status?
- Self-employed, Full-time
  - Employed, Full-time
  - Full-time Homemaker ⇒ Please fill bubble then **skip to question 52.**
  - Full-time Student ⇒ Please fill bubble then **skip to question 52.**
  - Employed, Part-time
  - Disabled, Unable to Work ⇒ Please fill bubble then **skip to question 52.**
  - Unemployed, Looking for Work ⇒ Please fill bubble then **skip to question 52.**
  - Unemployed, Not Looking for Work ⇒ Please fill bubble then **skip to question 52.**
  - Retired ⇒ Please fill bubble then **skip to question 52.**
50. If you are Employed:  
What type of work do you do? \_\_\_\_\_  
  
What is the zip code where you work? \_\_\_\_\_
51. If you are currently self-employed, do you own a business in the Mat-Su Borough?  No  Yes
52. Do you own your home or do you rent? (If you rent, please fill the "rent" bubble, then **skip to question 54.**)  Own  Rent
53. If you do own your home, what is your best estimate of its current market value?
- |  |  |
|--|--|
| <input type="radio"/> Less than \$100,000    | <input type="radio"/> \$250,000 to \$299,999 |
| <input type="radio"/> \$100,000 to \$149,999 | <input type="radio"/> \$300,000 to \$349,999 |
| <input type="radio"/> \$150,000 to \$199,999 | <input type="radio"/> \$350,000 to \$399,999 |
| <input type="radio"/> \$200,000 to \$249,999 | <input type="radio"/> \$400,000 or more      |
54. Whether you own or rent your home, is your address number posted where it can be seen by first responders in case of an emergency?  No  Yes
55. Do you live in a condominium?  No  Yes
56. Do you currently have a second home outside the Mat-Su Borough?  No  Yes

57. Do you see yourself staying in the Mat-Su Borough for the long term?  No  Yes
58. Do you see yourself leaving the Mat-Su Borough to live somewhere else in the foreseeable future?  No  Yes
59. If you do see yourself leaving, how many more years do you expect to live in the Mat-Su Borough before you leave? \_\_\_\_\_
60. How many years have you lived in the Mat-Su Borough? \_\_\_\_\_
61. When did you move to your current home? (Please provide year and month, if known)
- Month \_\_\_\_\_ Year \_\_\_\_\_
62. Is there anything else that you would like to tell us about life in the Mat-Su Borough, your preferences for future growth and planning, or your opinions about Borough services?