Community Needs Assessment Survey
City of Missoula City& Missoula County

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Table of Contents

Overview & Methodology

Fall 2018, the City of Missoula and Missoula County partnered to conduct a Community Needs Assessment Survey. The City of Missoula and Missoula County created an online survey using Survey Monkey. The online survey was distributed October 1-22, 2018 using multiple approaches - email listservs, postcards, links on Missoulaevents.net, and Americorps VistaVolunteers, to name a few. The purpose of the survey was to examine perceptions regarding satisfaction with municipal and county services more broadly.

The City of Missoula and Missoula County requested that a research team from the University of Montana's Social Science Research Laboratory (SSRL) aggregate and report findings. Dr. Sara Rinfret worked with a graduate student who is well versed in data analysis to organize and report aggregate level findings.

Although survey methodology is scientifically rigorous, there are limitations. For instance, the sample size is unknown for this research due to the variety of distribution lists used to invite respondents to participate. The survey was conducted online, which could limit the participation of individuals that do not have access to Internet. We suggest that these limitations should be considered when examining the aggregate data in this report.

The following report provides an overview of the demographic data of the 393 respondents that opted to take the online survey. Aggregate level data of responses per survey question are presented in this report. We used the Statistical Package for the Social Sciences (SPSS) to examine the data. The research team used NVivo, a qualitative software to visualize responses for respondents that selected "other" for their response to a variety of survey questions.

Section I: Overview of Demographic Data

The majority of respondents were within the ages of 27-64. Participants varied in their total household income with approximately 18 percent earning 50,000-74,999 dollars per year. Moreover, 30.8 percent make less than 49,999 dollars per year. More than half the sample indicated that they are "employed for wages."

Demographic	Percentage
Age	
18-24	2.3%
25-34	16.8%
35-44	26.5%
45-54	14.0%
55-64	16.3%
65-74	8.4%
75 or older	2.3%
Prefer not to answer	13.3%
Total Household Income	
$0 - $25,000	7.1%
$25,000 - $34,999	6.9%
$35,000 - $49,999	16.8%
$50,000 - $74,999	18.6%
$75,000 - $99,999	15.1%
$100,000 - $149,000	14.3%
$150,000 or more	6.4%
Prefer not to answer	14.8%
Professional or employment status	
Disabled/unable to work	1.0%
Employed for wages	54.6%
Elected Official	0.3%
Military	0.0%
Not employed, looking for work	0.0%
Not employed, not looking for work	1.5%
Retired	8.7%
Self-employed	17.1%
Student	2.6%
Other (Please Specify	0.8%
Prefer not to answer	13.5%

Approximately, 19 percent of respondents work for a nonprofit community service agency and almost 15 percent preferred not to indicate their current occupation.

Type of Work	Percentage
City or County Government	8.2%
Community Development	2.0%
Construction	2.0%
Faith-based Community Service Agency	0.0%
For-profit Organization	8.7%
Health Care (for- or non-profit)	6.9%
Higher Education (college, university or adult Education)	5.1%
Mental Health Care Agency (for- or non-profit)	1.8%
Non-profit Community Service Agency	19.6%
Primary/Secondary Education (K-12)	2.6%
Real Estate, Rental and Leasing	12.8%
State Government	5.4%
Other (please specify)	1.3%
Not applicable	8.9%
Prefer not to Answer	14.8%

The majority of city respondents reside in the Northside neighborhood (10 percent). By way of comparison, approximately 17 percent of county respondents reside in Lolo, Montana.

Location	Percentage
City	
Captain John Mullan	5.7%
Fairviews / Pattee Canyon	4.0%
Franklin to the Fort	9.1%
Grant Creek	3.0%
Heart of Missoula	4.7%
Lewis and Clark	5.7%
Lower Rattlesnake	3.7%
Miller Creek	4.0%
Moose Can Gully	4.4%
Northside	10.1%
Riverfront	5.0%
River Road	4.7%
Rose Park	6.4%
South 39th Street	3.4%
Southgate Triangle	2.7%
Two Rivers	1.3%
University District	8.4%
Upper Rattlesnake	5.4%
Westside	6.0%
I don't know	2.0%
Other	0.3%
County	
Bonner-Milltown Community	6.2%
Clinton	4.9%
East Missoula Community	12.3%
Evaro-Finley-O'Keefe Community	4.9%
Huson	3.7%
Lolo Community	17.3%
Seeley Lake Community	3.7%
Swan Valley Community	3.7%
Target Range area	14.8%
Turah	1.2%
West Valley Community (Frenchtown/Wye)	12.3%
I don't know	1.2%
Other	13.6%

Section II: Aggregate Level Survey Data per Question

The final section of this report illustrates the aggregate level data for each question listed on the online survey. Please note that due to rounding error, each column total may not equal 100 percent. The respondents that decided to report "other" responses to questions were captured using NVivo. NVivo software assists in the classification of "other" responses to detect themes. The larger words indicate the most used term across respondents for that particular question.

Section 1: Location

Do you live in the City of Missoula or Missoula County?

Scale	Percentage (%)	Count
City of Missoula	78.8%	309
Missoula County	21.2%	83

Section 1a: Location (City of Missoula)

From the list below, select the neighborhood where you live. [City Only]

Neighborhood	Percentage (%)	Count
Captain John Mullan	5.7%	17
Fairviews / Pattee Canyon	4.0%	12
Franklin to the Fort	9.1%	27
Grant Creek	3.0%	9
Heart of Missoula	4.7%	14
Lewis and Clark	5.7%	17
Lower Rattlesnake	3.7%	11
Miller Creek	4.0%	12
Moose Can Gully	4.4%	13
Northside	10.1%	30
Riverfront	5.0%	15
River Road	4.7%	14
Rose Park	6.4%	19
South 39th Street	3.4%	10
Southgate Triangle	2.7%	8
Two Rivers	1.3%	4
University District	8.4%	25
Upper Rattlesnake	5.4%	16
Westside	6.0%	18
I don't know	2.0%	6
Other (please specify)	0.3%	1

From the list below, select <u>two</u> actions you believe should be the <u>top</u> priorities for the City of Missoula

Actions	Percentage (%)	Count
Assist nonprofits providing public services	7.8%	45
Improve infrastructure (roads, sidewalks, water, sewer, broadband, etc.)	**17.7%**	**102**
Expand infrastructure (roads, sidewalks, water, sewer, broadband, etc.)	9.5%	55
Improve public facilities (transitional housing, senior center, mental health center, day care, nursing home, parks, libraries, fire station, etc.)	**15.9%**	**92**
Increase housing that is affordable to all income levels	**31.5%**	**182**
Rehabilitate residential homes	1.9%	12
Support business development and job creation	11.8%	67
Other (please specify)	3.8%	22

Other Word Cloud:

From the list below, select two actions you believe should be the top priorities in your neighborhood.

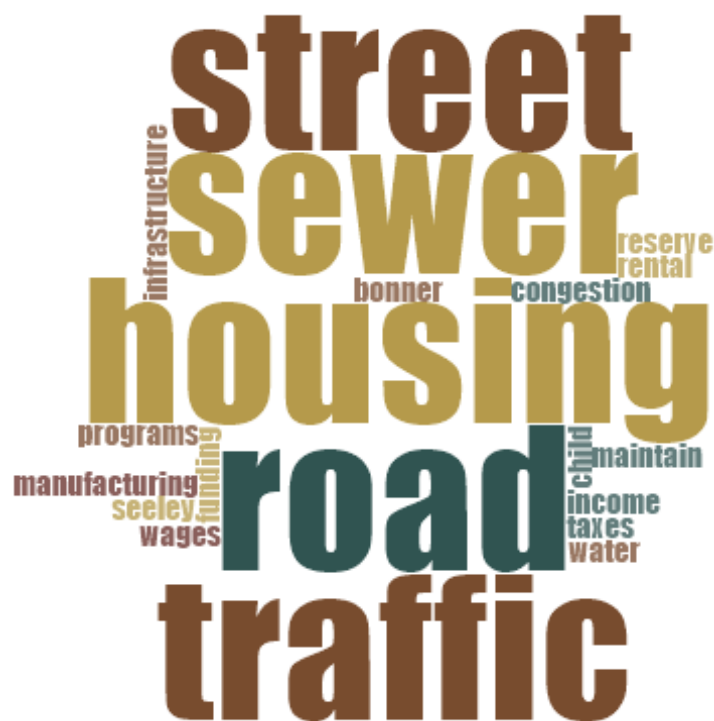| Scale	Percentage (%)	Count
Assist nonprofits providing public services	8.9%	50
Improve infrastructure (roads, sidewalks, water, sewer, broadband, etc.)	**24.9%**	**140**
Expand infrastructure (roads, sidewalks, water, sewer, broadband, etc.)	**13.2%**	**74**
Improve public facilities (transitional housing, senior center, mental health center, day care, nursing home, parks, libraries, fire station, etc.)	11.6%	65
Increase housing that is affordable to all income levels	**22.6%**	**127**
Rehabilitate residential homes	8.2%	46
Support business development and job creation	5.2%	29
Other (please specify)	5.5%	31

Other Word Cloud:

Section 1b: Location (Missoula County)

From the list below, select the Missoula County community where you live.

Community	Percentage (%)	Count
Bonner-Milltown Community	6.2%	5
Clinton	4.9%	4
East Missoula Community	12.3%	10
Evaro-Finley-O'Keefe Community	4.9%	4
Huson	3.7%	3
Lolo Community	17.3%	14
Seeley Lake Community	3.7%	3
Swan Valley Community	3.7%	3
Target Range area	14.8%	12
Turah	1.2%	1
West Valley Community (Frenchtown/Wye)	12.3%	10
I don't know	1.2%	1
Other (please specify)	13.6%	11

From the list below, select two actions you believe should be the top priorities for Missoula County.

Action	Percentage (%)	Count
Assist nonprofits providing public services	10.1%	16
Improve and/or expand infrastructure (roads, sidewalks, water, sewer, etc.)	**23.4%**	**37**
Expand infrastructure (roads, sidewalks, water, sewer, broadband, etc.)	12.7%	20
Improve public facilities (parks, libraries, etc.)	1.9%	3
Increase housing that is affordable to all income levels	**29.1%**	**46**
Support business development and job creation	**13.9%**	**22**
Rehabilitate residential homes	3.8%	6
Other (please specify)	5.1%	8

Other Word Cloud:

From the list below, select two actions you believe should be the top priorities your community.

Action	Percentage (%)	Count
Assist nonprofits providing public services	11.7%	18
Improve and/or expand infrastructure (roads, sidewalks, water, sewer, etc.)	**18.2%**	**28**
Expand infrastructure (roads, sidewalks, water, sewer, broadband, etc.)	14.3%	22
Improve public facilities (parks, libraries, etc.)	7.1%	11
Increase housing that is affordable to all income levels	**22.7%**	**35**
Support business development and job creation	**14.9%**	**23**
Rehabilitate residential homes	5.8%	9
Other (please specify)	5.2%	8

Other Word Cloud:

manufacturing incentives expensive street pave children land preserve health build addiction taxes open space blackfoot bridge agricultural drug child control income meth dust housing

Section 2: General Survey

From the list below, select two housing initiatives you would prioritize in your neighborhood or community.

Initiative	Percentage (%)	Count
Accessible housing for persons with disabilities	4.3%	28
Development subsidies to construct housing that is affordable for low- and moderate-income households	**19.9%**	**130**
Down payment assistance for low- and moderate-income homebuyers	**20.2%**	**132**
Fair housing education and counseling	2.8%	18
Homelessness services	11.5%	75
Housing education and counseling for renters, homebuyers, and homeowners	10.1%	66
Rental assistance for low- and moderate-income renters	12.7%	83
Resources for rehabilitation of existing homes	**13.3%**	**87**
Other (please specify)	5.4%	35

Other Word Cloud:

In your opinion from the list below, which two areas should be priorities with respect to homelessness?

Area	Percentage (%)	Count
Diversion Specialists that keep at-risk households housed and prevent them from entering the homeless system	**26.0%**	**170**
Expansion of rental education classes to cover more topics and include courses for case managers, volunteers, landlords, etc.	2.8%	18
Housing Navigators that assist individuals and families in finding permanent housing	**13.8%**	**90**
Increased supply of permanent supportive housing	13.1%	86
Landlord liaison that can mediate challenges between landlord and tenant	5.5%	36
Mental health and substance use treatment services	**35.2%**	**230**
Other (please specify)	3.7%	24

Other Word Cloud:

In the homeownership market, which of the following income groups need more affordable housing (refer to the below 2018 income-limits table)? (Choose all that apply)

Group	Percentage (%)	Count
0%-30% Extremely Low Income	55.4%	190
31% to 50% Very Low Income	69.7%	239
51% to 80% Moderate Income	**73.8%**	**253**
81% to 100% Area Median Income	42.0%	144
100% to 120% Middle Income	28.3%	97
	Reported by the percent of respondents who selected each group	

In the rental market, which of the following income groups need more affordable housing**?**

Group	Percentage (%)	Count
0%-30% Extremely Low Income	80.2%	275
31% to 50% Very Low Income	**86.0%**	**295**
51% to 80% Moderate Income	58.0%	199
81% to 100% Area Median Income	24.2%	83
100% to 120% Middle Income	15.2%	52
	Reported by the percent of respondents who selected each group	

From the list below, select two strategies that are most likely to result in increased business growth and job creation in the Missoula area.

Strategy	Percentage (%)	Count
Expand and/or improve broadband internet coverage	9.2%	62
Expand and/or improve the City's roads, sidewalks, water, sewer	4.4%	30
Financial resources for commercial property improvements and real estate development	7.7%	52
Increase air travel options at Missoula International Airport	11.3%	76
Increase the supply of housing that is affordable to the workforce	**26.4%**	**178**
Increase workforce development training	**14.1%**	**95**
Micro-loans for small businesses	**12.9%**	**87**
Preserve and improve community assets (parks, open space, libraries, museums)	7.4%	50
Provide coaching and mentorship to small business owners	6.7%	45

From the list below, select three Public Infrastructure strategies you would prioritize for the Missoula area.

Strategy	Percentage (%)	Count
Bike lanes and trails	11.5%	110
Broadband internet coverage and access	**16.8%**	**161**
Lighting on streets and trails	**15.3%**	**146**
Parks and open spaces	11.3%	108
Sidewalks	14.0%	134
Streets and roads	**20.2%**	**193**
Water / Sewer	8.7%	83
Other (please specify)	2.3%	22

Other Word Cloud:

From the list below, select three Public Infrastructure strategies you would prioritize for your neighborhood/community

Strategy	Percentage (%)	Count
Bike lanes and trails	12.4%	116
Broadband internet coverage and access	14.7%	137
Lighting on streets and trails	**17.4%**	**162**
Parks and open spaces	12.6%	118
Sidewalks	**16.3%**	**152**
Streets and roads	**18.5%**	**173**
Water / Sewer	6.4%	60
Other (please specify)	1.6%	15

Other Word Cloud:

From the list below, select three Public Services would you prioritize for the Missoula area.

Public Service	Percentage (%)	Count
Alcohol and drug treatment services	**11.9%**	**119**
Childcare and early childhood services	11.4%	114
Crime awareness / prevention services	5.2%	52
Disability / special needs services	2.6%	26
Food and nutrition services	4.4%	44
Healthcare services	5.6%	56
Homelessness services, including prevention	**14.9%**	**149**
Housing counseling and education services	4.1%	41
Mental health services	**21.2%**	**212**
Senior services	6.1%	61
Services for survivors of domestic violence	2.8%	28
Suicide prevention services	5.2%	52
Youth Services	3.8%	38
Other (please specify)	0.8%	8

Other Word Cloud:

From the list below, select three Public Services you would prioritize for your neighborhood/community.

Public Service	Percentage (%)	Count
Alcohol and drug treatment services	**10.4%**	**103**
Childcare and early childhood services	**12.0%**	**118**
Crime awareness / prevention services	7.5%	74
Disability / special needs services	4.1%	40
Food and nutrition services	3.9%	38
Healthcare services	6.4%	63
Homelessness services, including prevention	9.9%	98
Housing counseling and education services	5.1%	50
Mental health services	**18.1%**	**179**
Senior services	8.1%	80
Services for survivors of domestic violence	2.5%	25
Suicide prevention services	4.5%	44
Youth Services	6.1%	60
Other (please specify)	1.5%	15

Other Word Cloud:

In your opinion, how do you feel your life will be affected within the next three years, based on the direction Missoula is heading?

Group	Percentage (%)	Count
Much worse	8.7%	30
Worse	23.0%	79
The Same	30.9%	106
Better	36.2%	124
Much better	1.2%	4

Is there anything else you would like to share?

Section 3: Demographics

1. **Select the range that represents your age?**

Group	Percentage (%)	Count
Under 18 years old	0.0%	0
18-24	2.3%	9
25-34	16.8%	66
35-44	26.5%	104
45-54	14.0%	55
55-64	16.3%	64
65-74	8.4%	33
75 or older	2.3%	9
Prefer not to answer	13.3%	52

2. **Select the range that best represents your annual household income?**

Group	Percentage (%)	Count
Less than $25,000	8.4%	28
$25,000 to 34,999	8.1%	27
$35,000 to $49,999	19.8%	66
$50,000 to $74,999	21.9%	73
$75,000 to $99,999	17.7%	59
$100,000 to $149,999	16.8%	56
$150,000 or more	7.5%	25
Prefer not to answer	14.8%	58

3. **What is your professional or employment status? (Select one)**

Group	Percentage (%)	Count
Disabled/unable to work	1.0%	4
Employed for wages	54.6%	214
Elected official	0.3%	1
Military	0.0%	0
Not employed, looking for work	0.0%	0
Not employed, NOT looking for work	1.5%	6
Retired	8.7%	34
Self-employed	17.1%	67
Student	2.6%	10
Other (please specify)	0.8%	3
Prefer not to answer	13.5%	53

4. **Which of the following categories best describes the industry in which you work?**

Group	Percentage (%)	Count
City or County Government	8.2%	32
Community Development	2.0%	8
Construction	2.0%	8
Faith-based Community Service Agency	0.0%	0
For-profit Organization	8.7%	34
Health Care (for- or non-profit)	6.9%	27
Higher Education (college, university or adult Education)	5.1%	20
Mental Health Care Agency (for- or non-profit)	1.8%	7
Non-profit Community Service Agency	19.6%	77
Primary/Secondary Education (K-12)	2.6%	10
Real Estate, Rental and Leasing	12.8%	50
State Government	5.4%	21
Other (please specify)	1.3%	5
Not applicable	8.9%	35
Prefer not to answer	14.8%	58