



Strategic Plan Survey

Summary of Results

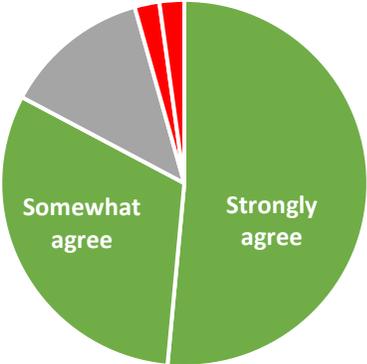
August 1, 2023



Core values reflect what we stand for and believe in. Below are the 8 stated core values that currently guide Liberty Lake's city government. Please rate each one according to how relevant and important you believe them to be as a core value that currently describes Liberty Lake.

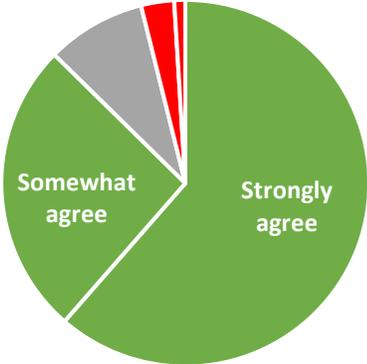
Civic Pride

Agree = 82%



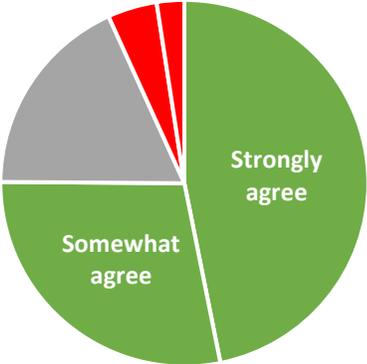
Community Investment

Agree = 87%



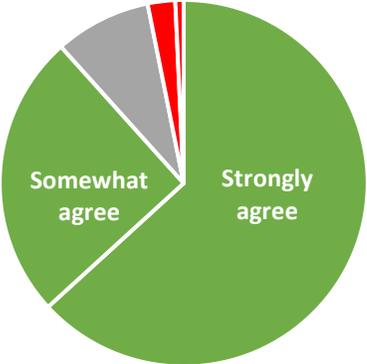
Environmental Sustainability

Agree = 75%



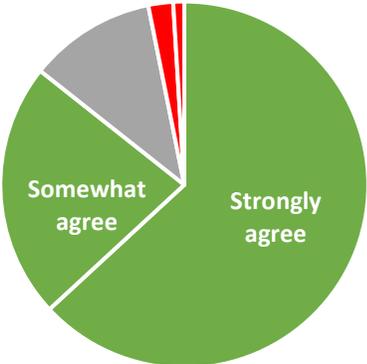
Family-Centered Activities

Agree = 88%



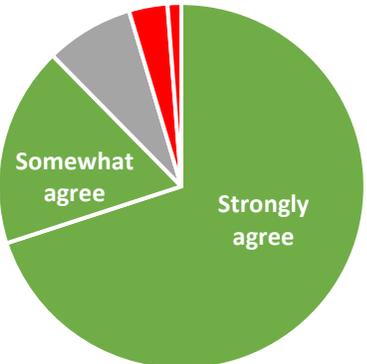
Financial Sustainability

Agree = 86%



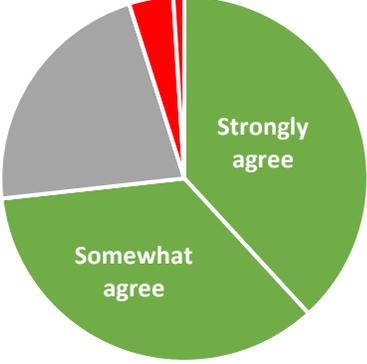
Integrity

Agree = 88%



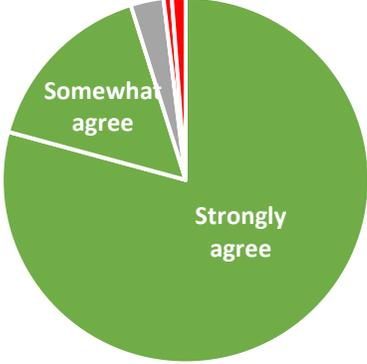
Partnership

Agree = 73%



Quality of Life

Agree = 95%

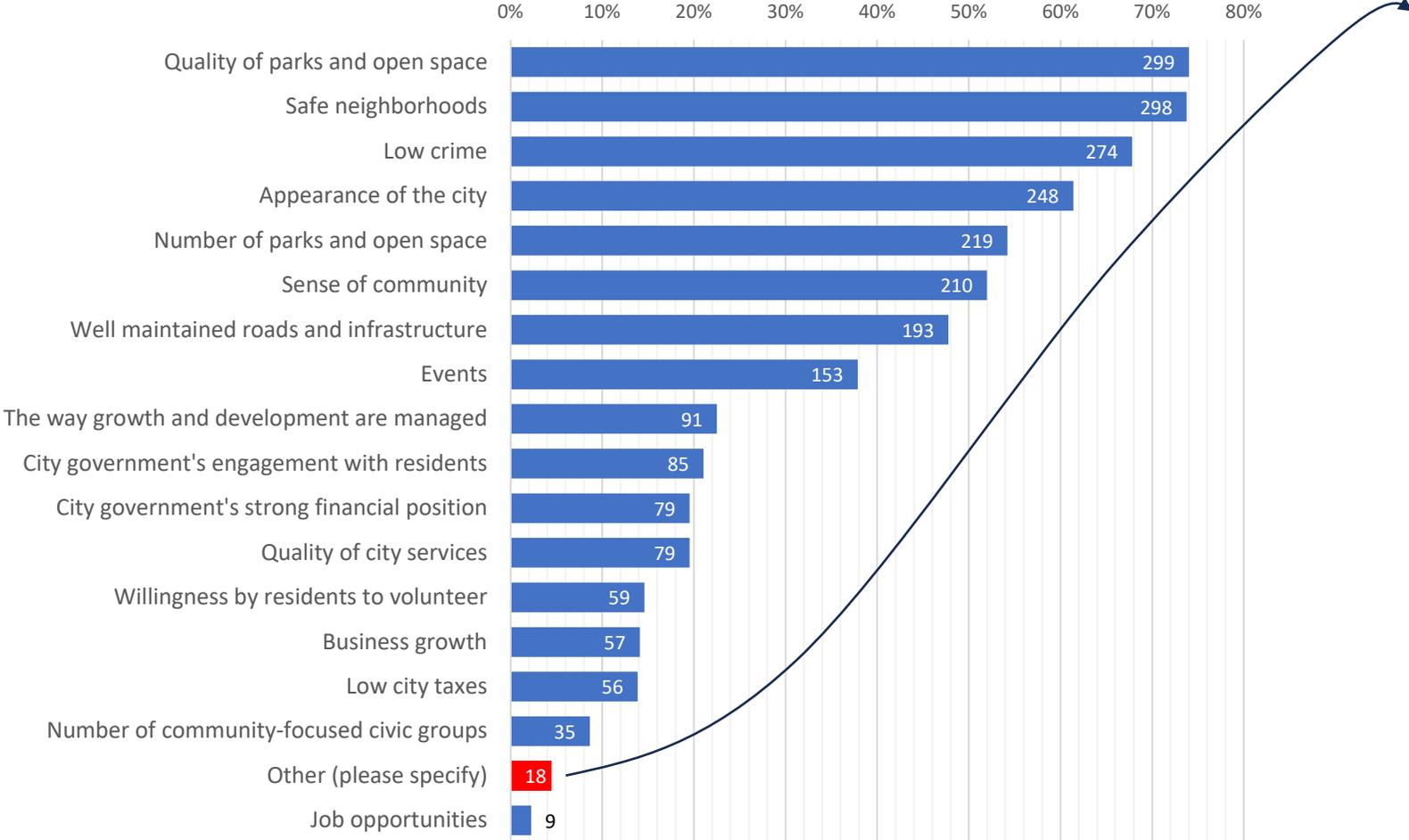


What value or values do you think should be added to the city's core values? Please provide up to three values that you feel also represent with the city stands for and believes in¹.

| | |
|---|----|
| Inclusivity | 21 |
| Safety | 20 |
| Transparency | 17 |
| Responsible Growth | 13 |
| Education | 11 |
| Community | 9 |
| Honesty | 9 |
| Accountability | 9 |
| Natural Preservation | 8 |
| Seniors | 7 |
| Diversity | 7 |
| Respect | 6 |
| Conservative Values | 6 |
| Environmental Stewardship | 6 |
| Affordability | 5 |
| <i>67 other entries w/ 4 or fewer tallies</i> | 4 |

¹ Question invited a free text response. Entries listed above are paraphrased versions of actual survey responses.

What makes you feel MOST SATISFIED about living or working in Liberty Lake? (Please check up to 7).

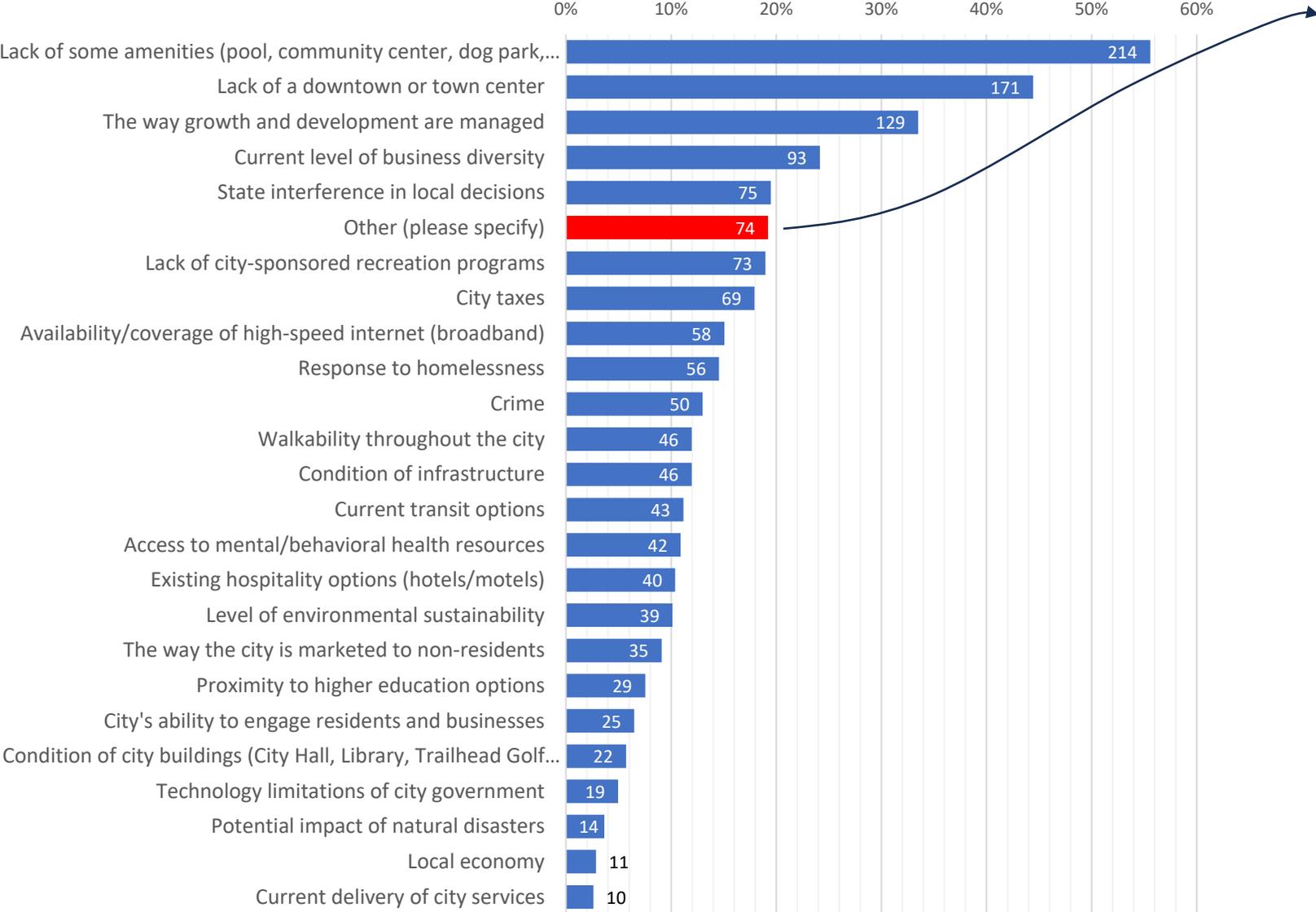


Other (please specify)²: 5%

| | |
|---------------------|---|
| Walkability | 4 |
| Conservative Values | 2 |
| Trail Access | 2 |
| Amenities | 1 |
| Bike Friendly | 1 |
| City Leadership | 1 |
| Family Friendly | 1 |
| Library | 1 |
| My Hometown | 1 |
| Police | 1 |
| Property Values | 1 |
| Restaurants | 1 |
| Schools | 1 |
| Small Town Pride | 1 |
| Transit Access | 1 |
| Mountain Views | 1 |

² Question included a free text field linked to the 'Other (please specify)' choice. Entries listed above are paraphrased versions of actual survey responses.

What makes you feel MOST UNSATISFIED about living or working in Liberty Lake? (Please check up to 7).

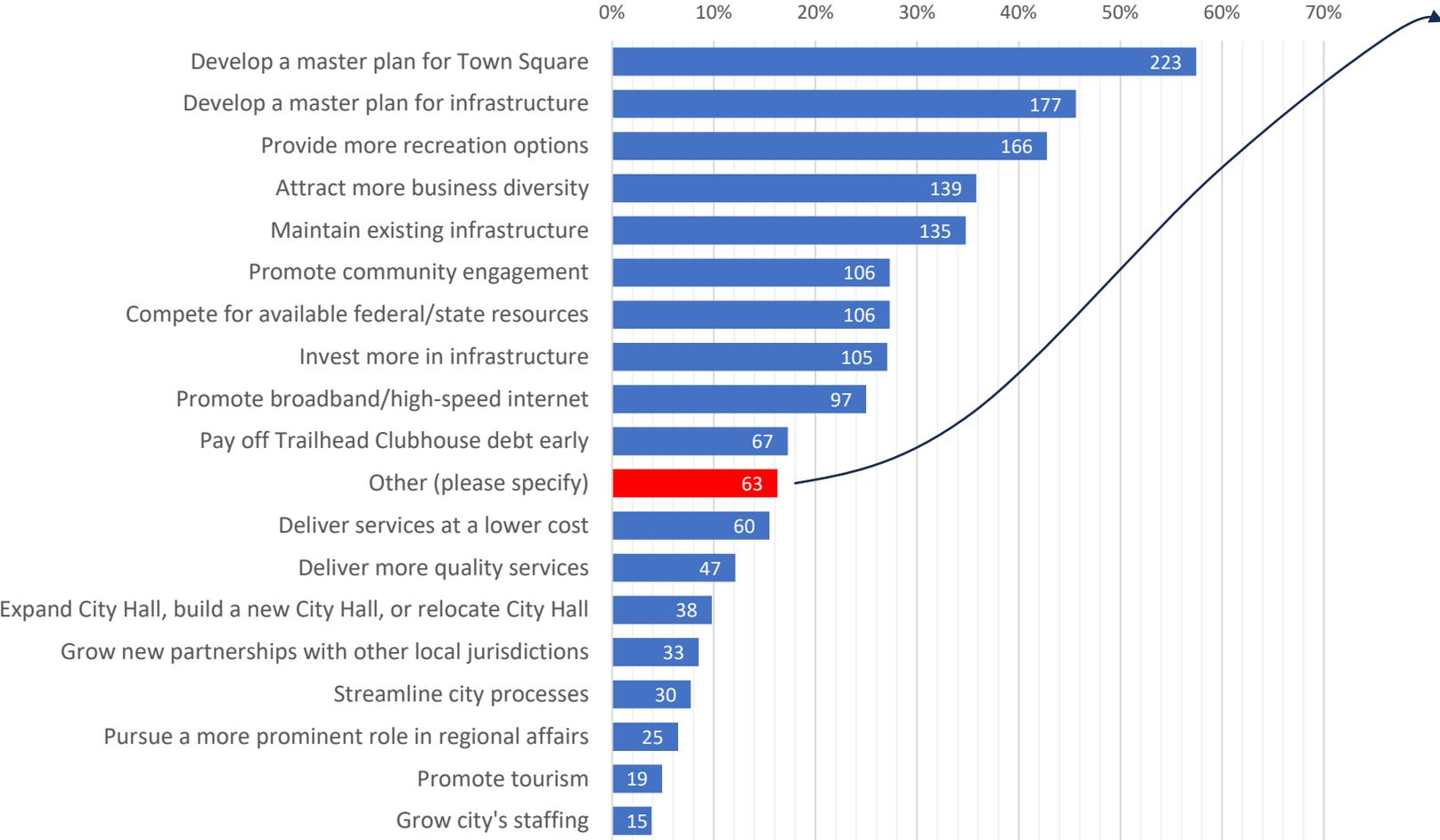


Other (please specify)³: 19%

| | |
|-----------------------|---|
| Lack of Restaurants | 6 |
| Traffic Congestion | 5 |
| Library Censorship | 5 |
| City Council | 4 |
| Lack of Pool | 4 |
| Growth | 3 |
| Road Conditions | 3 |
| Too Many Apartments | 3 |
| Lack of Dog Park | 2 |
| Lack of Downtown | 2 |
| Lack of Pickleball | 2 |
| Lack of Senior Center | 2 |
| Too Many Dentists | 2 |
| Too Many Homeless | 2 |
| Too Religious | 2 |
| 40 other entries | 1 |

³ Question included a free text field linked to the 'Other (please specify)' choice. Entries listed above are paraphrased versions of actual survey responses.

Which of these future opportunities are you most interested in seeing the city address? (Please check up to 7).



Other (please specify)⁴: 16%

| | |
|----------------------------------|---|
| Add City Pool | 7 |
| Add More/Better Restaurants | 5 |
| Manage Growth | 4 |
| Prohibit Apartments | 4 |
| Manage Traffic | 4 |
| Add Senior Activities/Recreation | 3 |
| Build City Complex | 2 |
| Design New Library | 2 |
| Add More Grocery Options | 2 |
| Add More Police | 2 |
| 35 other entries | 1 |

⁴ Question included a free text field linked to the 'Other (please specify)' choice. Entries listed above are paraphrased versions of actual survey responses.

How would you rank these focus areas in order of importance? (Reorder by dragging each item to create your list).

| Answer Option | Top 5 | Middle 4 | Bottom 5 |
|--|-------|----------|----------|
| Public Safety | 76% | 14% | 11% |
| Planning and growth management | 67% | 20% | 13% |
| Revenues and financial management | 48% | 31% | 22% |
| Amenities and sense of place | 45% | 36% | 20% |
| Public engagement and trust | 42% | 32% | 26% |
| City facilities and infrastructure | 40% | 35% | 25% |
| Business retention or expansion | 35% | 35% | 30% |
| Adapting to changing realities | 33% | 35% | 33% |
| Housing availability and affordability | 30% | 24% | 46% |
| High quality or equitable service delivery | 21% | 35% | 44% |
| City brand and reputation | 20% | 34% | 46% |
| Partnerships with other governments | 20% | 25% | 55% |
| Transit or transportation | 16% | 31% | 52% |
| Tourism promotion | 7% | 15% | 78% |

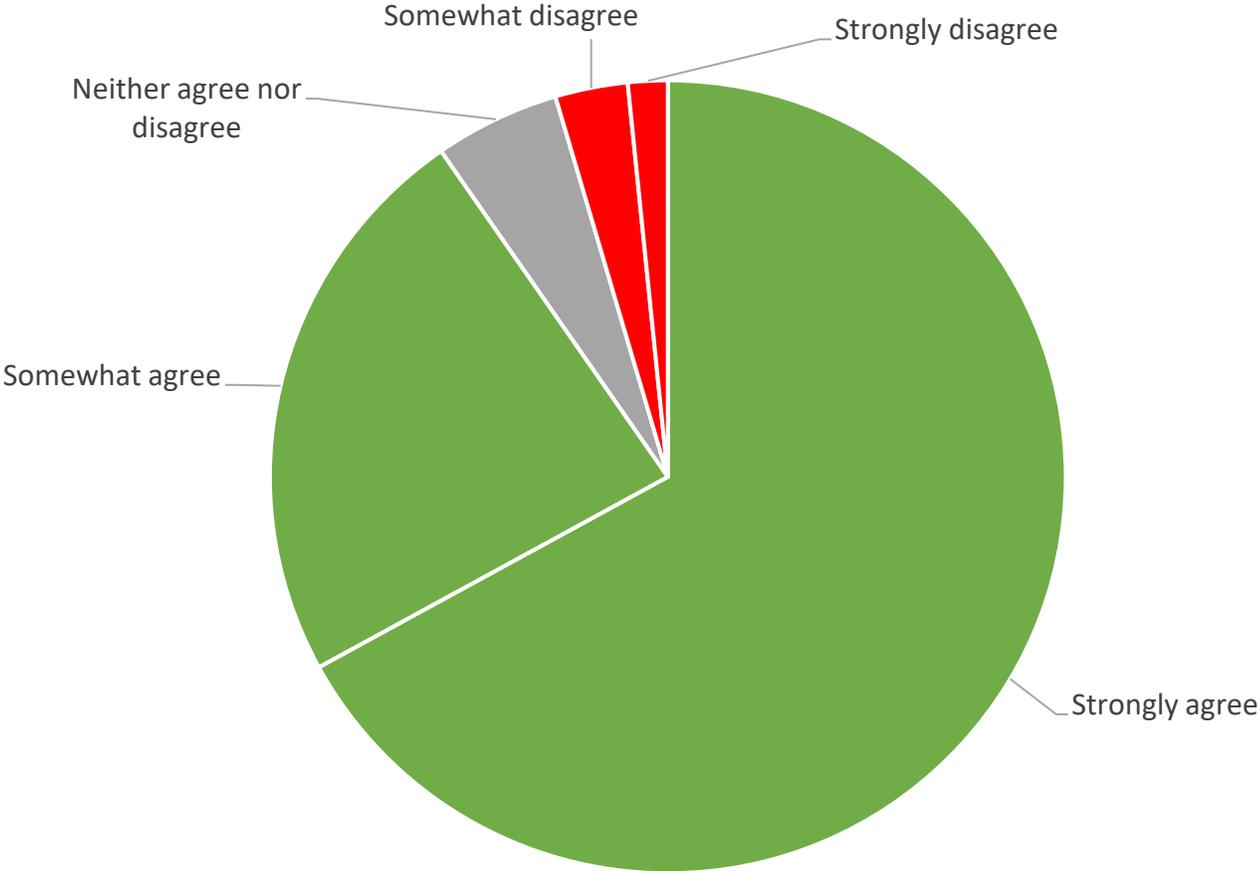
Vision Statement

The Liberty Lake community will maintain an environment that preserves and enhances natural surrounding through the harmony of planned architectural design and green space. Our community will achieve its quality of life by creating a safe, friendly environment in which community involvement promotes recreational opportunities and civic pride. Liberty Lake encourages and supports leading edge technology and a progressive business environment, which ensures a diverse, prosperous, and financially secure community.

Adopted in 2001: “intended to provide guidance for public and private decision makers who will be responsible for the future of the City of Liberty Lake in the next 20 years.”

"The Liberty Lake community will maintain an environment that preserves and enhances natural surrounding through the harmony of planned architectural design and green space."

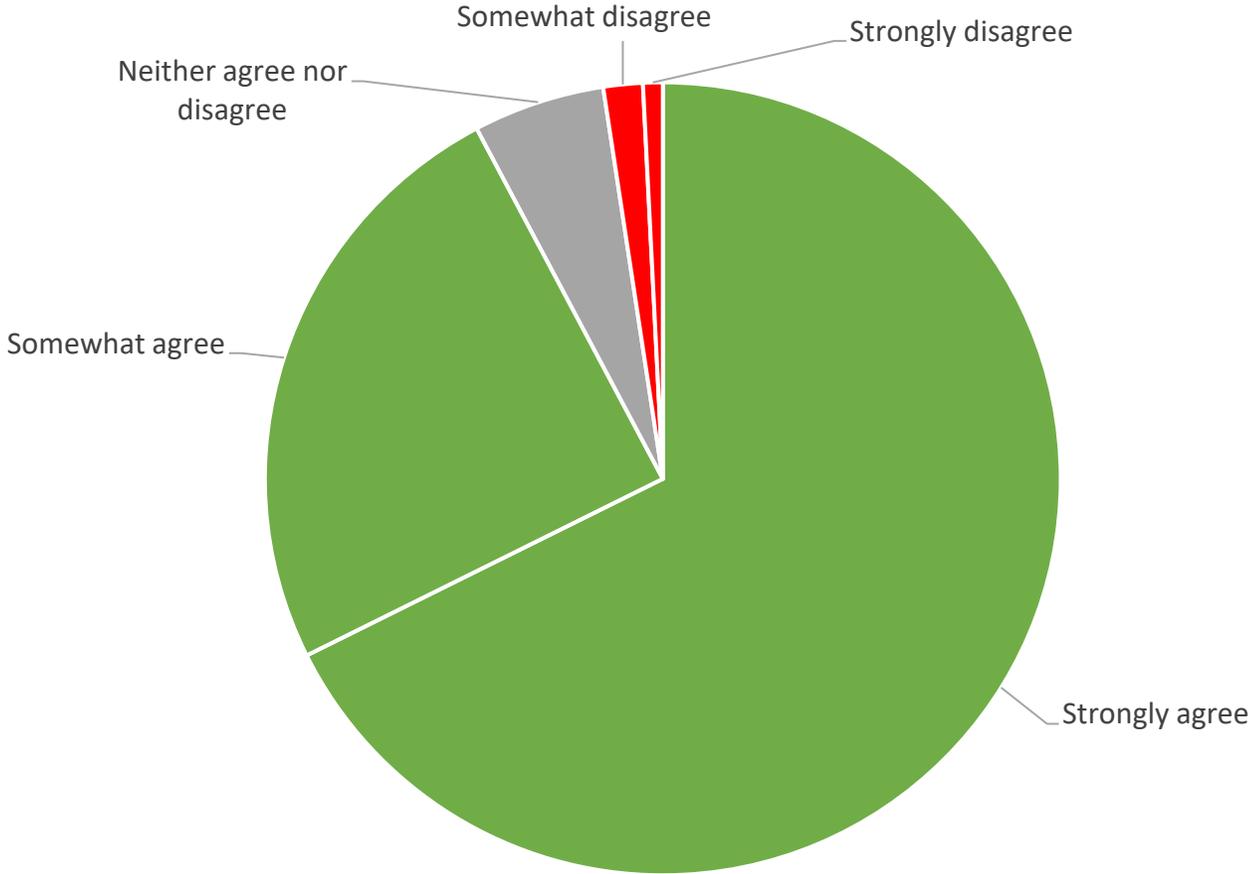
Core Principle
Harmony between growth and nature



Agree = 90%

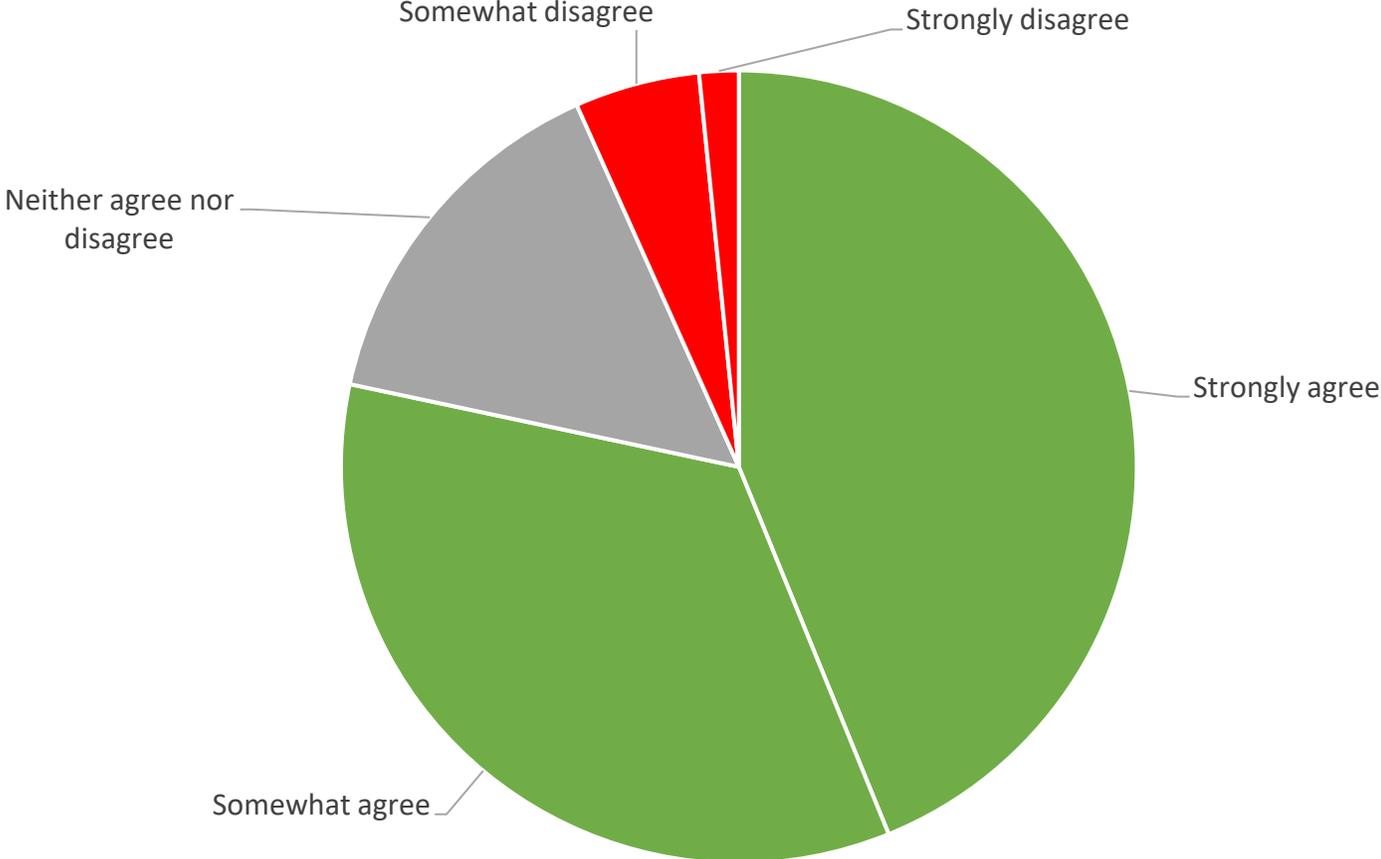
"Our community will achieve its quality of life by creating a safe, friendly environment in which community involvement promotes recreational opportunities and civic pride."

Core Principle
Quality of life



Agree = 92%

"Liberty Lake encourages and supports leading edge technology and a progressive business environment, which ensures a diverse, prosperous, and financially secure community."



Core Principle
Economic vitality

Agree = 78%

Are there pieces of the city's vision statement that need to be updated to ensure it remains relevant and appropriate for the next 20 years? (Is there anything you feel is missing, needs to be added, or needs to be reapproached?)⁵

| | |
|---|----|
| Promote Inclusion | 12 |
| Prohibit Apartments | 8 |
| Sustainable Growth | 8 |
| Preserve Green Space | 7 |
| Business Diversity | 7 |
| Minimize Politics | 6 |
| More Recreation Options | 6 |
| Manage Traffic | 5 |
| Create a True Downtown | 5 |
| Broadband | 4 |
| Preserve Conservative Values | 4 |
| Financial Solvency | 4 |
| Invest in Infrastructure | 4 |
| Make Community Safe for Everyone | 4 |
| <i>15 other entries with 3 or fewer tallies</i> | 3 |

⁵ Question invited a free text response. Entries listed above are paraphrased versions of actual survey responses.



Thank You!

Questions?

August 1, 2023

