

COMMUNITY OUTREACH AND PUBLIC INVOLVEMENT



The people that make up the City of Mountain Home are deeply passionate about their community, and as a result the City took steps to ensure that the planning process for this Plan update was highly inclusive of residents.

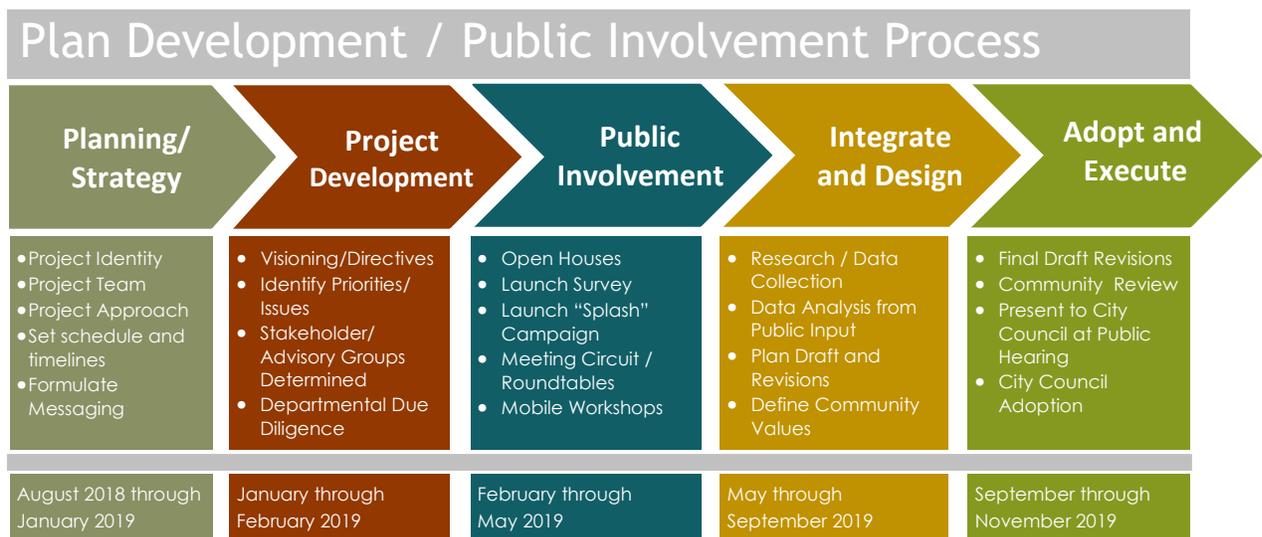
Since developing the Plan relied so heavily on broad public input, City staff employed a “Splash” campaign strategy in posing the update to the public and stakeholders to garner input. The “Splash” strategy was to receive input and post details in as many public venues as possible:

- Newsletters were emailed at regular intervals
- A public & online survey was left open on the City’s website for nearly two months to ensure ample time for residents to provide input
- A webpage dedicated to the Plan update was linked to the City’s website
- Stakeholder and Advisory Committee meetings were held
- Presentations were conducted at the high school
- Public Open Houses, Mobile Workshops and Roundtable Circuits were held throughout the community
- Inserts were put into utility bills
- A variety of social media methods (such as Facebook and Instagram) were utilized

The goal was to uncover the desires, hopes, interests and priorities of the community to ascertain where they envisioned their community going in the coming years, as well as to learn where they *didn't* want the community to go. The Public was instrumental in determining priorities and setting community goals.

PLAN DEVELOPMENT PROCESS OVERVIEW

The process included over a year of diligent work by City departments, Stakeholders, consultants and over 1,400 residents of Mountain Home. Statistically, for a community the size of Mountain Home, the level of public involvement achieved was greatly successful. The flow chart below depicts the process and timelines for the compilation of this Plan update.

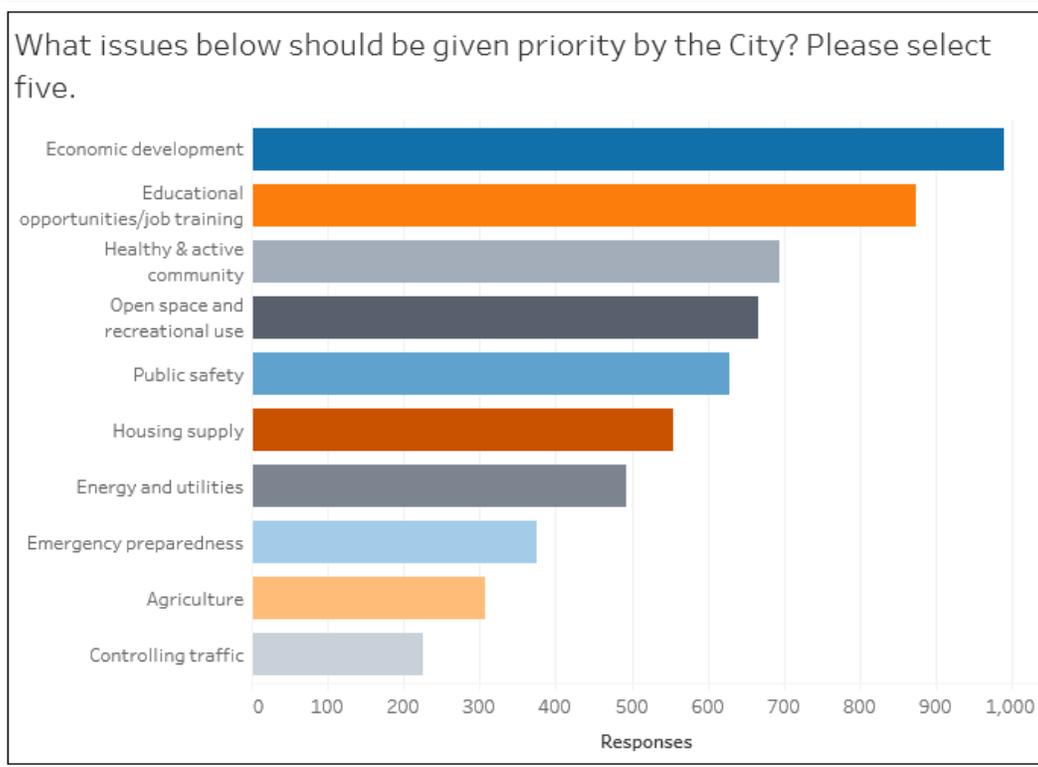


THE COMMUNITY'S VOICE



One of the most effective and proven ways of gathering information from a community-at-large is via online surveys. Online surveys allow the researchers (in this case the City) to focus on very specific topics and subtopics; and the nature of the automated survey allows for accurate and concise filtering of the data once collected. The survey performed for this Plan update was provided by Idaho Policy Institute, a division of Boise State University.

Survey results by topic will be included throughout various chapters of this Plan, and the full survey results can be found in **Appendix A**. Shown below is one of the most critical questions of the public campaign: *"What issues should be given priority by the City?"*. The responses to this question were the foundation upon which this Plan was written.



In short, the public's priorities clearly focus around those things that directly affect their potential future prosperity:

100% of those that responded to this question indicated that Economic Development was a priority, followed by Educational Opportunities at 88%

Subsequently the results of the above responses were then cross-referenced with age demographic—see results shown on the table on the next page.



THE COMMUNITY'S VOICE



As prefaced on the previous page, the responses taken from one of the most critical survey questions:

"What issues should be given priority by the City?"

were cross-referenced by age demographics allowing the city to further define priorities.

The data in the table is important in helping the City to fully understand the mindsets and the patterns that shape the community's needs and decisions.

What issues below should be given priority by the City? Please select five.

	Please select your age range.						Prefer not to answer
	18-24	25-34	35-44	45-54	55-64	65 or over	
Agriculture	6.67%	5.24%	4.95%	5.20%	4.30%	5.67%	7.00%
Controlling traffic	3.33%	2.45%	3.55%	4.53%	5.62%	4.41%	3.50%
Economic development	13.21%	16.98%	19.16%	18.21%	16.85%	18.28%	13.23%
Educational opportunities/ job training	15.77%	15.88%	15.33%	14.74%	13.22%	13.45%	17.51%
Emergency preparedness	6.41%	5.32%	4.95%	6.45%	7.93%	8.19%	10.89%
Energy and utilities	9.36%	6.84%	8.60%	8.57%	9.91%	8.61%	6.23%
Healthy & active community	12.69%	13.94%	11.68%	10.50%	12.33%	9.66%	10.12%
Housing supply	9.74%	11.06%	9.91%	9.83%	8.37%	7.98%	7.39%
Open space and recreational use	13.08%	13.77%	11.59%	10.12%	9.80%	10.29%	9.73%
Public safety	9.74%	8.53%	10.28%	11.85%	11.67%	13.45%	14.40%



- The **darker the blue color of a particular cell/block**, the more people in that age group selected the corresponding topic as a priority.
- Here, again, **economic development was the prevailing priority across nearly all age groups**, followed again by Education/Training Opportunities.

City Council Objectives for the Next 10 Years



Preserve Small Town Feel

Many choose to live in Mountain Home for its small town charm. Protecting and fostering the current “small town feel” was one of the most often seen comments during the public outreach campaign. So while growth in Mountain Home is inevitable due to its proximity to one of the nation’s fastest growing cities, City officials have made this a critical goal to work diligently towards preserving and fostering.

Promote Community Health and Well-being

Elmore County is among the lowest ranked counties in Idaho relative to community health and well-being; as the largest city in Elmore County, Mountain Home has made a commitment to enacting policy and practices that help improve overall community health. Only healthy communities thrive, which is why this objective will remain top of mind during all future planning for the City.

Livability - Providing Amenities and Resources

Updating Mountain Home to ensure it remains a great place to live is important to City staff and officials. By providing amenities that speak to the priorities of our citizens, within all demographic groups, the City will keep families enriched and engaged. Doing so also enhances perceptions of Mountain Home by those who may seek to relocate or invest here.

Build Relationships with Statewide Partners

Due to Mountain Home’s proximity to Mountain Home Air Force Base, to State highways intersecting our community, and proximity to Boise; and due to being a rural town with limited resources; partnerships with outside agencies are critical to the success of everything that the City wants to achieve. The City is eager to develop new, and nurture existing, relationships to aid Mountain Home in the continual process of keeping Mountain Home a great place to live.

Maximize Resources & Remove Internal/External Silos

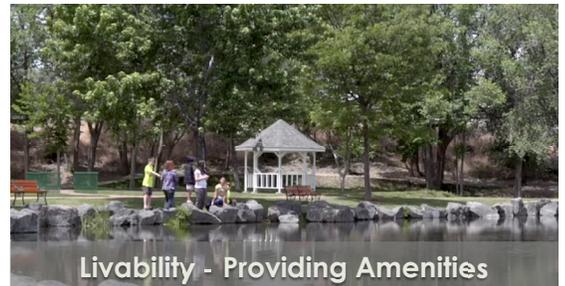
In organizations like cities that have many departments—often in multiple locations—it’s common to see a certain level of disconnectedness. Mountain Home is making a concerted effort to overcome this common problem by taking steps to improve integration between departments. By working collaboratively with frequent communication the goal is to realize value in efficiencies for the City, which can thereby work to maximize impact and budget.



Preserve Small Town Feel



Promote Community Health/Well-being



Livability - Providing Amenities



Build Relationships with Partners



Maximize Resources / Remove Silos



MISSION & PRIORITIES CHARTING A NEW PATH

The process and tasks undertaken for the development and compilation of this updated Comprehensive Plan was a very important next step for the community of Mountain Home. An historic town with roots that go further back than many of the larger cities in Idaho, Mountain Home has seen many decades of prosperity; but so too has it seen decades of decline.

Below is the culmination of this planning effort: the **City's Top 5 Priority Issues** as identified during the process. They are the very apex of this Plan update, and are reflected as such by the depth into which each of these chapters goes for future planning.

The City Administration and City Council charged with this update take the future of this community very seriously, and they are excited to embark on this next phase of innovative and well-planned community improvement.

