

TWIN FALLS COUNTY COMPREHENSIVE PLAN UPDATE

Community Workshop Slides
Planning Week — January 21-24, 2020



Project Background

- Comprehensive plan evaluation began in January 2019
- Initial report presented to County Commissioners in April 2019
- Commissioners decision to pursue complete rewrite of the comprehensive plan and update to the County's zoning code
- This project is the beginning of that effort

Findings and Recommendations



Improve plan format – create a graphically rich, interactive document that is better organized, has more detailed and user-friendly maps and is more accessible to the public



Update plan content to refocus the effort on a community-wide vision, community values, and establish clear goals, policy and actions to implement priorities



Overhaul the approach – process to update both the plan and code needs to be outreach focused and community driven, with a content that reflects the future and does not simply state the present

Why Update the Comprehensive Plan?

- **Prioritize community needs** related to:
 - Infrastructure and utilities
 - Public health and safety
 - Housing and education
 - Service delivery
 - Community assets
 - Economic growth
 - Environmental protection
 - And more....
- **Set goals and develop strategies** for accomplishing the change you want to see
- Define where and how **growth** should occur in the future
- **Protect community character** and heritage
- Access available **funding** to get things done

Define your community values

Twin Falls County Planning Week

- Community workshops
- Stakeholder roundtables
- Steering committee meeting
- Community survey



DEMOGRAPHIC SUMMARY

Twin Falls County, ID



Geography: County

KEY FACTS

87,835

Population



32,456

Households

35.4

Median Age

\$42,987

Median Disposable Income

EDUCATION

11%

No High School Diploma



30%

High School Graduate



40%

Some College



19%

Bachelor's/Grad/Prof Degree

INCOME



\$52,475

Median Household Income



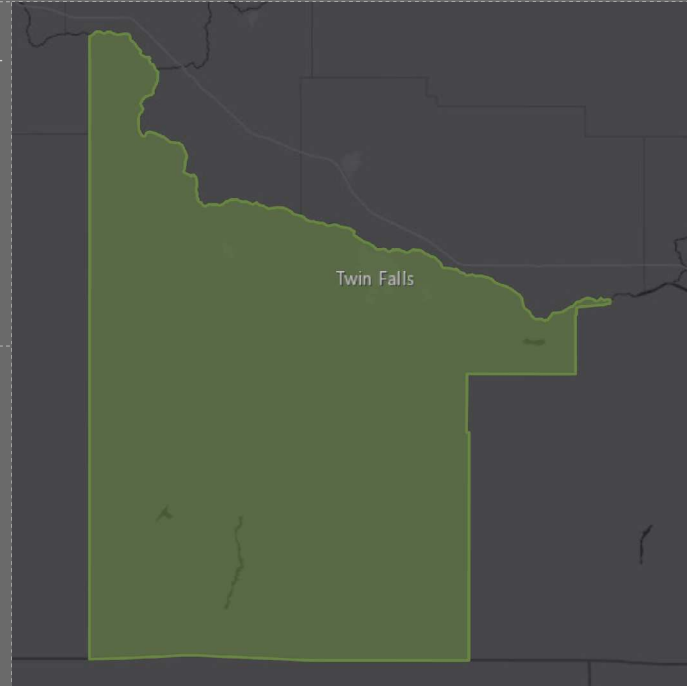
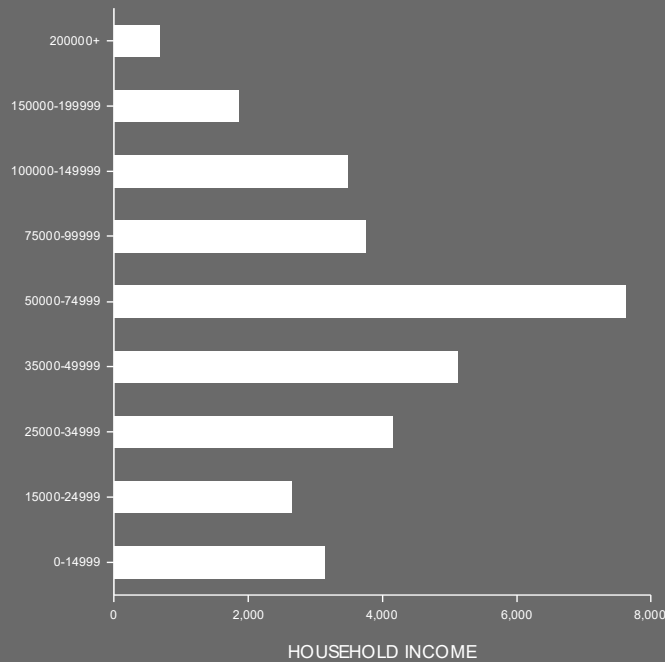
\$25,030

Per Capita Income



\$111,653

Median Net Worth



EMPLOYMENT



55%

White Collar



31%

Blue Collar



15%

Services

3.3%

Unemployment Rate

KEY FACTS

87,835

Population



2.7

Average Household Size

35.4

Median Age

\$52,475

Median Household Income

EDUCATION

11%

No High School Diploma



30%

High School Graduate



40%

Some College



19%

Bachelor's/Grad/Prof Degree

BUSINESS



3,596

Total Businesses



39,755

Total Employees

EMPLOYMENT



55%

White Collar



31%

Blue Collar



15%

Services

3.3%

Unemployment Rate

INCOME



\$52,475

Median Household Income



\$25,030

Per Capita Income



\$111,653

Median Net Worth

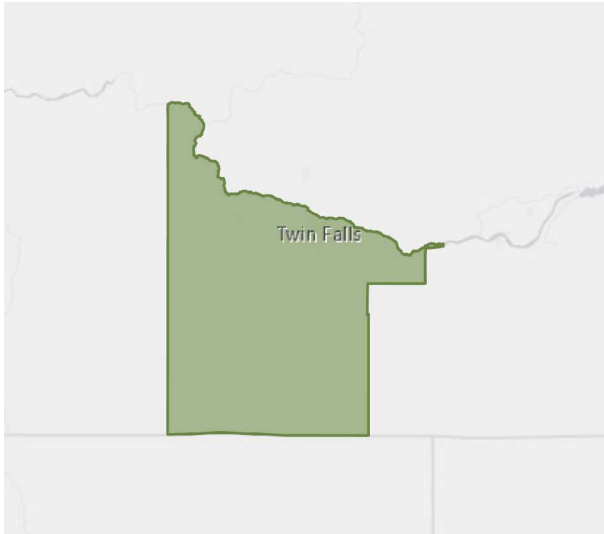
Households By Income

The largest group: \$50,000 - \$74,999 (23.5%)

The smallest group: \$200,000+ (2.1%)

Indicator	Value	Difference	
<\$15,000	9.7%	-1.0%	<div style="width: 100%; height: 10px; background-color: #008000;"></div>
\$15,000 - \$24,999	8.2%	-0.8%	<div style="width: 100%; height: 10px; background-color: #008000;"></div>
\$25,000 - \$34,999	12.8%	+3.9%	<div style="width: 100%; height: 10px; background-color: #000080;"></div>
\$35,000 - \$49,999	15.8%	+3.4%	<div style="width: 100%; height: 10px; background-color: #000080;"></div>
\$50,000 - \$74,999	23.5%	+6.0%	<div style="width: 100%; height: 10px; background-color: #000080;"></div>
\$75,000 - \$99,999	11.5%	-1.1%	<div style="width: 100%; height: 10px; background-color: #008000;"></div>
\$100,000 - \$149,999	10.7%	-4.4%	<div style="width: 100%; height: 10px; background-color: #008000;"></div>
\$150,000 - \$199,999	5.7%	-0.8%	<div style="width: 100%; height: 10px; background-color: #008000;"></div>
\$200,000+	2.1%	-5.2%	<div style="width: 100%; height: 10px; background-color: #008000;"></div>

Bars show deviation from United States



POPULATION TRENDS AND KEY INDICATORS

Twin Falls County, ID

87,835	32,456	2.68	35.4	\$52,475	\$191,900	70	134	48
Population	Households	Avg Size Household	Median Age	Median Household Income	Median Home Value	Wealth Index	Housing Affordability	Diversity Index

MORTGAGE INDICATORS



\$7,711

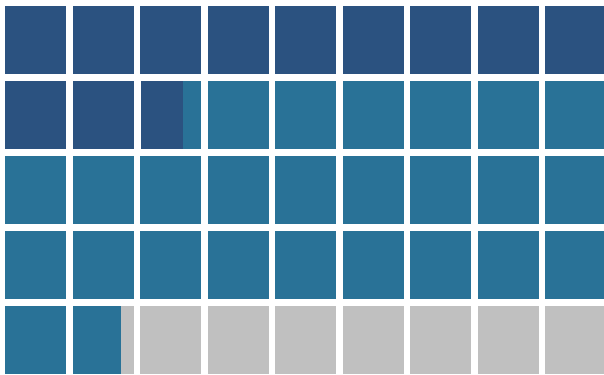
Avg Spent on Mortgage & Basics



17.9%

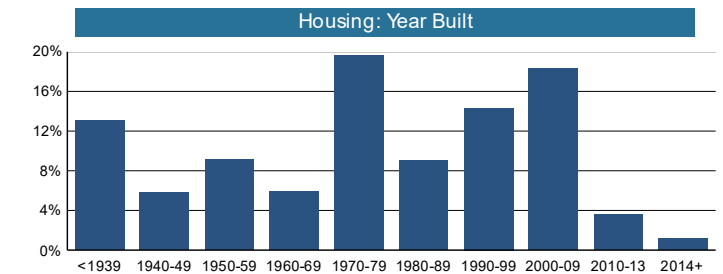
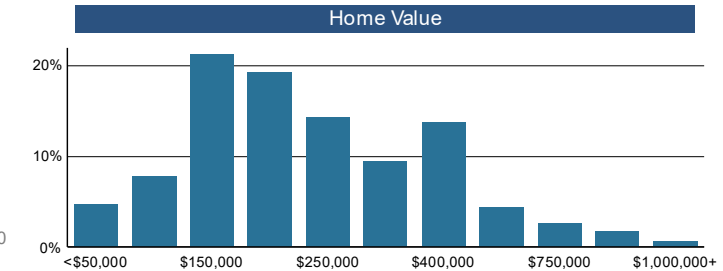
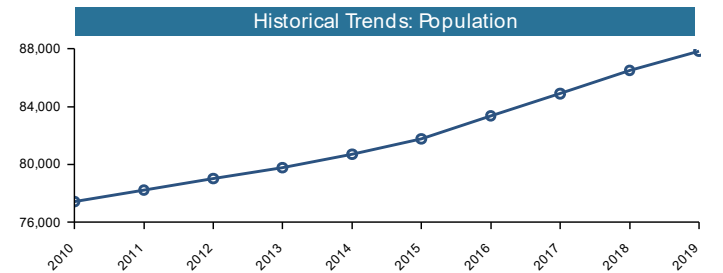
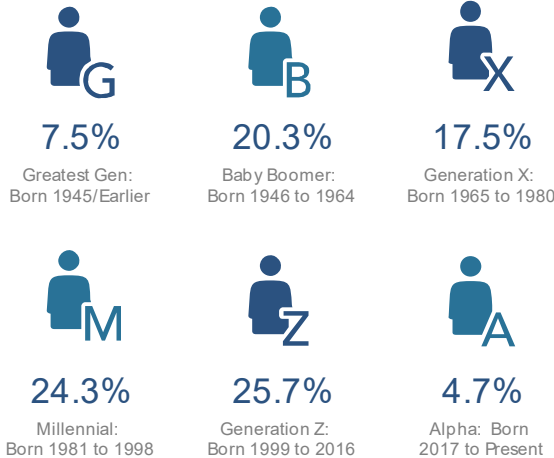
Percent of Income for Mortgage

POPULATION BY AGE



■ Under 18 (26%) ■ Ages 18 to 64 (58%) ■ Aged 65+ (16%)

POPULATION BY GENERATION



U.S. Census Bureau, Esri forecasts for 2019 and 2024, Esri Vintage 2019 Time Series

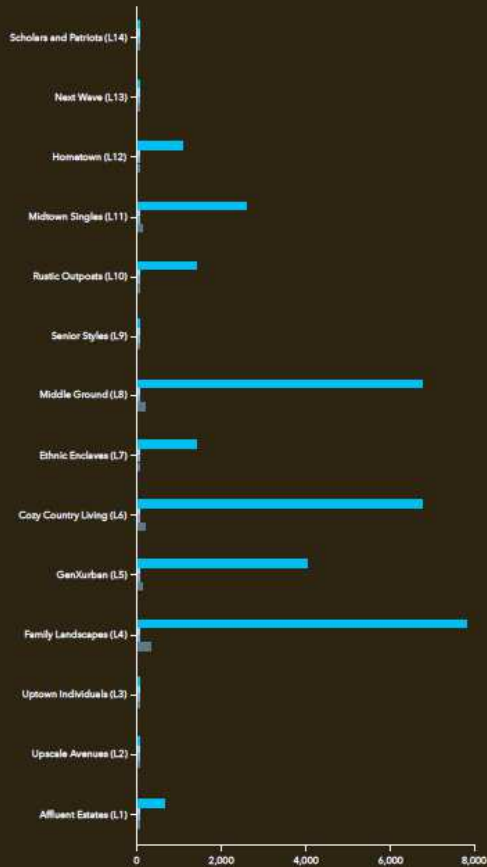


TAPESTRY SEGMENTATION

The Fabric of America's Neighborhoods

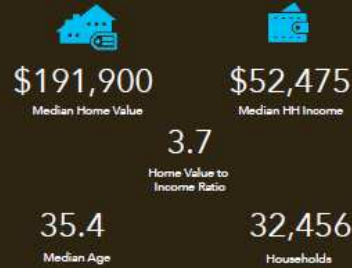
Tapestry LifeMode

[learn more](#)

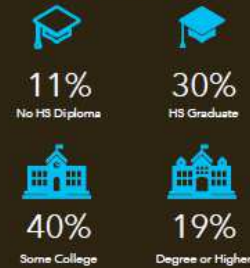


Households HHs % % US HHs Index

Key Facts



Education



Twin Falls County, ID



Age Profile



Dots show comparison to Twin Falls County

Households By Income

The largest group: \$50,000 - \$74,999 (23.5%)

The smallest group: \$200,000+ (2.1%)

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\$200,000+	2.1%	-5.2%

Bars show deviation from United States

Tapestry Segments

	4C Middleburg 7,796 households	24.0% of Households
	11D Set to Impress 2,589 households	8.0% of Households
	6A Green Acres 2,571 households	7.9% of Households



Twin Falls County, ID (16083)



Middleburg

Dominant Tapestry Segment

KEY FACTS



87,835
Total Population



\$191,900
Median Home Value



1.4%
2010-19 Pop Growth Rate



3,596
Businesses



88,279
Daytime Population



\$25,030
Per Capita Income

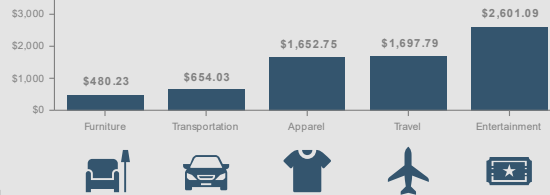


2.7
Avg Household Size



\$52,475
Median Household Income

KEY SPENDING FACTS



© Esri 2019
Spending facts are average annual dollars per household



GROUP WORK FORMAT



Small groups



Review materials



2 exercises



Report out



Go!

EXERCISE #1

Defining Community Values



01

What brought you here tonight – what is so important about the future of Twin Falls County that compelled you to participate in this process?

02

What do you value most about living in Twin Falls County?

EXERCISE #2

Imagine Twin Falls County 20 years in the future...

Identifying Opportunities and Constraints



HERITAGE ASSETS
LIKE AGRICULTURE



ACCESS TO PUBLIC
RECREATION AND
OPEN SPACE



GREATER HOUSING
VARIETY AND
AVAILABILITY



ECONOMIC
DIVERSIFICATION



HISTORIC AND
CULTURAL
RESOURCES



GREATER
TRANSPORTATION
CONNECTIVITY



ENVIRONMENTAL
HAZARDS

DEFINE
OPPORTUNITIES
FOR...

Protecting, enhancing or expanding a heritage asset – mineral resources, water resources, prime agricultural, timber or ranch lands.



DEFINE
OPPORTUNITIES
FOR...

Protecting, enhancing or expanding access to public recreation and open space.

DEFINE
OPPORTUNITIES
FOR...

Greater housing variety and availability in the County –
what do these look like and where should they go?



DEFINE
OPPORTUNITIES
FOR...

Economic diversification in the County - what does this look like and where would it occur?

DEFINE
OPPORTUNITIES
FOR...

Preserving or enhancing a historic or cultural asset that reflects Twin Falls County's history and uniqueness.



DEFINE
OPPORTUNITIES
FOR...

Greater connectivity in the County - whether by car, bike, foot or transit.



DEFINE
LIMITATIONS
DUE TO...

Environmental hazards, natural and man-made constraints.

Next Steps

- Community survey
- Plan Framework
- Draft Plan
- FEEDBACK!
- Zoning regulations



**Help shape the future of Twin Falls
County by participating in the county's
Comprehensive Plan Update.**

Visit the webpage for more information.

[HTTPS://2020.TWINFALLSCOUNTY.ORG](https://2020.twinfallscounty.org)

YOUR IDEAS MATTER!



VISION