AGENDA ITEM or FINAL CONTRACT REVIEW SUBMITTAL FORM

AgendaTitle:
2013 Gunnison County, CO Citizen Survey Results

Action Requested: Discussion

Parties to the Agreement:

Term Begins: **Term Ends:** **Grant Contract #:**

Summary:
To present the report on our 2013 Citizen Survey

Fiscal Impact: None

Submitted by: Linda Nienhueser **Submitter's Email Address:** lnienhueser@gunnisoncounty.org

Finance Review: ○ Required ◉ Not Required

Comments:

Reviewed by: Discharge Date:

County Attorney Review: ○ Required ◉ Not Required

Comments:

Reviewed by: Discharge Date: Certificate of Insurance Required

Yes ○ No ○

County Manager Review:

Comments:

Reviewed by: GUNCOUNTY1\MBIRNIE Discharge Date: 12/20/2013

○ Consent Agenda ○ Regular Agenda ◉ Worksession Time Allotted:

Agenda Date: 2/11/2014 Follow Up Agenda Date:

Revised April 2013

The National Citizen Survey™

Gunnison County, CO
2013

Benchmark Report

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Understanding the Benchmark Comparisons

Comparison Data

NRC's database of comparative resident opinion is comprised of resident perspectives gathered in citizen surveys from approximately 500 jurisdictions whose residents evaluated local government services and gave their opinion about the quality of community life. Gunnison County chose to have comparisons made to the entire database and a subset of similar jurisdictions from the database (jurisdictions in the Western region with populations less than 40,000). A benchmark comparison (the average rating from all the comparison jurisdictions where a similar question was asked) has been provided when a similar question on the Gunnison County Survey was included in NRC's database and there were at least five jurisdictions in which the question was asked. For most questions compared to the entire dataset, there were more than 100 jurisdictions included in the benchmark comparison.

The jurisdictions in the database represent a wide geographic and population range as shown in the table below.

Jurisdiction Characteristic	Percent of Jurisdictions
Region	
West Coast[1]	17%ile
West[2]	20%ile
North Central West[3]	11%ile
North Central East[4]	13%ile
South Central[5]	9%ile
South[6]	25%ile
Northeast West[7]	3%ile
Northeast East[8]	2%ile
Population	
Less than 40,000	41%ile
40,000 to 74,999	20%ile
75,000 to 149,000	16%ile
150,000 or more	23%ile

[1] Alaska, Washington, Oregon, California, Hawaii
[2] Montana, Idaho, Wyoming, Colorado, Utah, Nevada, Arizona, New Mexico
[3] North Dakota, South Dakota, Nebraska, Kansas, Iowa, Missouri, Minnesota
[4] Illinois, Indiana, Ohio, Michigan, Wisconsin
[5] Oklahoma, Texas, Louisiana, Arkansas
[6] West Virginia, Virginia, Kentucky, Tennessee, Mississippi, Alabama, Georgia, Florida, South Carolina, North Carolina, Maryland, Delaware, Washington DC
[7] New York, Pennsylvania, New Jersey
[8] Connecticut, Rhode Island, Massachusetts, New Hampshire, Vermont, Maine

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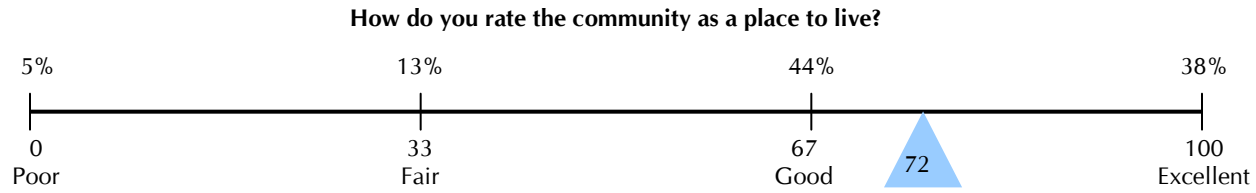
Putting Evaluations onto the 100-point Scale

Although responses to many of the evaluative questions were made on a 4 point scale with 1 representing the best rating and 4 the worst, the benchmarks are reported on a common scale where 0 is the worst possible rating and 100 is the best possible rating. The 95 percent confidence interval around an average score on the 100-point scale is no greater than plus or minus three points based on all respondents.

The 100-point scale is not a percent. It is a conversion of responses to an average rating. Each response option is assigned a value that is used in calculating the average score. For example, "excellent" = 100, "good" = 67, "fair" = 33 and "poor" = 0. If everyone reported "excellent," then the average rating would be 100 on the 100-point scale. Likewise, if all respondents gave a "poor", the result would be 0 on the 100-point scale. If half the respondents gave a score of "excellent" and half gave a score of "poor," the average would be in the middle of the scale (like the center post of a teeter totter) between "fair" and "good." An example of how to convert survey frequencies into an average rating appears below.

Example of Converting Responses to the 100-point Scale

How do you rate the community as a place to live?						
Response option	Total with "don't know"	Step1: Remove the percent of "don't know" responses	Total without "don't know"	Step 2: Assign scale values	Step 3: Multiply the percent by the scale value	Step 4: Sum to calculate the average rating
Excellent	36%ile	= 36 ÷ (100-5) =	38%ile	100	= 38%ile x 100 =	38
Good	42%ile	= 42 ÷ (100-5) =	44%ile	67	= 44%ile x 67 =	30
Fair	12%ile	= 12 ÷ (100-5) =	13%ile	33	= 13%ile x 33 =	4
Poor	5%ile	= 5 ÷ (100-5) =	5%ile	0	= 5%ile x 0 =	0
Don't know	5%ile		--			
Total	100%ile		100%ile			**72**



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Interpreting the Results

Average ratings are compared when similar questions are included in NRC's database, and there are at least five jurisdictions in which the question was asked. Where comparisons are available, three numbers are provided in the table. The first column is your jurisdiction's rating on the 100-point scale. The second column is the rank assigned to your jurisdiction's rating among jurisdictions where a similar question was asked. The third column is the number of jurisdictions that asked a similar question. The fourth shows the comparison of your jurisdiction's average rating (column one) to the benchmark.

Where comparisons for quality ratings were available, Gunnison County's results were generally noted as being "above" the benchmark, "below" the benchmark or "similar" to the benchmark. For some questions – those related to resident behavior, circumstance or to a local problem – the comparison to the benchmark is designated as "more," "similar" or "less" (for example, the percent of crime victims, residents visiting a park or residents identifying code enforcement as a problem.) In instances where ratings are considerably higher or lower than the benchmark, these ratings have been further demarcated by the attribute of "much," (for example, "much less" or "much above"). These labels come from a statistical comparison of Gunnison County's rating to the benchmark where a rating is considered "similar" if it is within the margin of error; "above," "below," "more" or "less" if the difference between your jurisdiction's rating and the benchmark is greater the margin of error; and "much above," "much below," "much more" or "much less" if the difference between your jurisdiction's rating and the benchmark is more than twice the margin of error.

This report contains benchmarks at the national level, as well as for jurisdictions in the Western region with populations less than 40,000.

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National Benchmark Comparisons

Overall Community Quality Benchmarks				
	Gunnison average rating	Rank	Number of jurisdictions for comparison	Comparison to benchmark
The overall quality of life in Gunnison County	72	150	394	Above
Your neighborhood as a place to live	74	96	259	Above
Gunnison County as a place to live	79	109	327	Above
Recommend living in Gunnison County to someone who asks	85	134	221	Similar
Remain in Gunnison County for the next five years	85	101	220	Similar

Community Transportation Benchmarks				
	Gunnison average rating	Rank	Number of jurisdictions for comparison	Comparison to benchmark
Ease of car travel in Gunnison County	71	11	256	Much above
Ease of bus travel in Gunnison County	56	32	190	Much above
Ease of bicycle travel in Gunnison County	76	6	255	Much above
Ease of walking in Gunnison County	75	19	249	Much above
Availability of paths and walking trails	70	39	227	Much above
Traffic flow on County roads	66	5	288	Much above

Frequency of Bus Use Benchmarks				
	Gunnison average rating	Rank	Number of jurisdictions for comparison	Comparison to benchmark
Ridden a local bus within Gunnison County	44	20	164	Much more

Drive Alone Benchmarks				
	Gunnison average rating	Rank	Number of jurisdictions for comparison	Comparison to benchmark
Average percent of work commute trips made by driving alone	51	198	206	Much less

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Transportation and Parking Services Benchmarks				
	Gunnison average rating	Rank	Number of jurisdictions for comparison	Comparison to benchmark
Road repair	49	181	377	Similar
Snow removal on County roads and highways	72	14	258	Much above
Bus or transit services	63	25	189	Much above
Amount of public parking	60	17	202	Much above

Housing Characteristics Benchmarks				
	Gunnison average rating	Rank	Number of jurisdictions for comparison	Comparison to benchmark
Availability of affordable quality housing	35	230	264	Much below
Variety of housing options	43	189	217	Much below

Housing Costs Benchmarks				
	Gunnison average rating	Rank	Number of jurisdictions for comparison	Comparison to benchmark
Experiencing housing costs stress (housing costs 30% or MORE of income)	35	98	210	Similar

Built Environment Benchmarks				
	Gunnison average rating	Rank	Number of jurisdictions for comparison	Comparison to benchmark
Overall quality of new development in Gunnison County	43	217	242	Much below
Overall appearance of Gunnison County	68	83	299	Much above

Population Growth Benchmarks				
	Gunnison average rating	Rank	Number of jurisdictions for comparison	Comparison to benchmark
Population growth seen as too fast	12	197	213	Much less

Nuisance Problems Benchmarks				
	Gunnison average rating	Rank	Number of jurisdictions for comparison	Comparison to benchmark
To what degree, if at all, are run down buildings, weed lots or junk vehicles a problem in Gunnison County?	9	99	213	Similar

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Planning and Community Code Enforcement Services Benchmarks				
	Gunnison average rating	Rank	Number of jurisdictions for comparison	Comparison to benchmark
Land use, planning and zoning	44	158	251	Similar
Code enforcement (weeds, abandoned buildings, etc.)	43	200	311	Below
Animal control	53	189	283	Similar

Economic Sustainability and Opportunities Benchmarks				
	Gunnison average rating	Rank	Number of jurisdictions for comparison	Comparison to benchmark
Employment opportunities	28	210	266	Much below
Shopping opportunities	29	230	249	Much below
Gunnison County as a place to work	42	246	294	Much below
Overall quality of business and service establishments in Gunnison County	51	163	217	Below

Economic Development Services Benchmarks				
	Gunnison average rating	Rank	Number of jurisdictions for comparison	Comparison to benchmark
Economic development	34	216	247	Much below
Agricultural/farm advisor	64	2	12	Much above

Job and Retail Growth Benchmarks				
	Gunnison average rating	Rank	Number of jurisdictions for comparison	Comparison to benchmark
Retail growth seen as too slow	60	30	213	Much more
Jobs growth seen as too slow	88	41	215	Much more

Personal Economic Future Benchmarks				
	Gunnison average rating	Rank	Number of jurisdictions for comparison	Comparison to benchmark
Positive impact of economy on household income	15	154	208	Below

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Community and Personal Public Safety Benchmarks				
	Gunnison average rating	Rank	Number of jurisdictions for comparison	Comparison to benchmark
Safety in your neighborhood during the day	95	31	297	Much above
Safety in your neighborhood after dark	85	34	287	Much above
Safety in Gunnison County's downtown area during the day	94	30	254	Much above
Safety in Gunnison County's downtown area after dark	81	35	259	Much above
Safety from violent crime (e.g., rape, assault, robbery)	83	63	250	Much above
Safety from property crimes (e.g., burglary, theft)	73	49	251	Much above
Environmental hazards, including toxic waste	85	33	213	Much above

Crime Victimization and Reporting Benchmarks				
	Gunnison average rating	Rank	Number of jurisdictions for comparison	Comparison to benchmark
Victim of crime	13	63	223	Similar
Reported crimes	85	86	221	More

Public Safety Services Benchmarks				
	Gunnison average rating	Rank	Number of jurisdictions for comparison	Comparison to benchmark
Sheriff services	70	162	370	Similar
Fire services	80	99	313	Similar
Ambulance or emergency medical services	79	92	288	Similar
Crime prevention	63	133	302	Similar
Fire prevention and education	68	111	245	Similar
Traffic enforcement on County roads and highways	62	102	324	Above
Municipal courts	58	85	178	Similar
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	60	88	240	Above

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Contact with Sheriff and Fire Departments Benchmarks				
	Gunnison average rating	Rank	Number of jurisdictions for comparison	Comparison to benchmark
Had contact with the Gunnison County Sheriff's Department	39	50	133	Similar
Overall impression of most recent contact with the Gunnison County Sheriff's Department	71	50	135	Similar

Community Environment Benchmarks				
	Gunnison average rating	Rank	Number of jurisdictions for comparison	Comparison to benchmark
Cleanliness of Gunnison County	68	83	228	Above
Quality of overall natural environment in Gunnison County	87	2	228	Much above
Preservation of natural areas such as open space, farmlands and greenbelts	69	24	223	Much above
Air quality	86	1	210	Much above

Frequency of Recycling Benchmarks				
	Gunnison average rating	Rank	Number of jurisdictions for comparison	Comparison to benchmark
Recycled used paper, cans or bottles from your home	85	120	212	Similar

Utility Services Benchmarks				
	Gunnison average rating	Rank	Number of jurisdictions for comparison	Comparison to benchmark
Power (electric and/or gas) utility	71	12	121	Above
Sewer services	72	40	265	Much above
Drinking water	74	29	282	Much above
Storm drainage	65	49	314	Much above
Recycling	64	219	310	Similar

Community Recreational Opportunities Benchmarks				
	Gunnison average rating	Rank	Number of jurisdictions for comparison	Comparison to benchmark
Recreational opportunities	85	4	261	Much above
Gunnison County open space	79	4	21	Much above
Availability of historic sites	64	3	12	Much above

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Participation in Parks and Recreation Opportunities Benchmarks				
	Gunnison average rating	Rank	Number of jurisdictions for comparison	Comparison to benchmark
Participated in a recreation program or activity	78	2	212	Much more
Visited a neighborhood park or County park	94	19	217	Much more

Parks and Recreation Services Benchmarks				
	Gunnison average rating	Rank	Number of jurisdictions for comparison	Comparison to benchmark
County parks	78	56	280	Much above
Recreation programs or classes	74	39	285	Much above
Recreation centers or facilities	78	12	238	Much above
Nature programs or classes	68	3	10	Much above

Cultural and Educational Opportunities Benchmarks				
	Gunnison average rating	Rank	Number of jurisdictions for comparison	Comparison to benchmark
Opportunities to attend cultural activities	54	106	261	Similar
Educational opportunities	65	67	234	Above

Participation in Cultural and Educational Opportunities Benchmarks				
	Gunnison average rating	Rank	Number of jurisdictions for comparison	Comparison to benchmark
Used Gunnison County public libraries or their services	74	75	193	Similar
Participated in religious or spiritual activities in Gunnison County	44	116	157	Less

Cultural and Educational Services Benchmarks				
	Gunnison average rating	Rank	Number of jurisdictions for comparison	Comparison to benchmark
Public schools	64	101	214	Similar
Public library services	72	178	298	Similar

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Community Health and Wellness Access and Opportunities Benchmarks				
	Gunnison average rating	Rank	Number of jurisdictions for comparison	Comparison to benchmark
Availability of affordable quality health care	43	174	213	Much below
Availability of affordable quality food	53	133	173	Below
Availability of preventive health services	55	80	169	Similar

Health and Wellness Services Benchmarks				
	Gunnison average rating	Rank	Number of jurisdictions for comparison	Comparison to benchmark
Health services	53	118	166	Below
Mental health services	53	4	19	Much above
Drug and alcohol services	49	4	16	Much above
Adult protective services	53	3	13	Much above

Community Quality and Inclusiveness Benchmarks				
	Gunnison average rating	Rank	Number of jurisdictions for comparison	Comparison to benchmark
Sense of community	67	53	263	Much above
Openness and acceptance of the community toward people of diverse backgrounds	56	146	244	Similar
Availability of affordable quality child care	38	175	215	Much below
Gunnison County as a place to raise children	74	136	323	Above
Gunnison County as a place to retire	60	155	306	Similar

Services Provided for Population Subgroups Benchmarks				
	Gunnison average rating	Rank	Number of jurisdictions for comparison	Comparison to benchmark
Services to seniors	59	139	258	Similar
Services to youth	60	92	237	Above
Services to low-income people	54	47	217	Above

Civic Engagement Opportunities Benchmarks				
	Gunnison average rating	Rank	Number of jurisdictions for comparison	Comparison to benchmark
Opportunities to participate in community matters	62	63	216	Above
Opportunities to volunteer	72	35	219	Much above

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Participation in Civic Engagement Opportunities Benchmarks				
	Gunnison average rating	Rank	Number of jurisdictions for comparison	Comparison to benchmark
Attended a meeting of local elected officials or other local public meeting	41	7	218	Much more
Watched a meeting of local elected officials or other County-sponsored public meeting on cable television, the Internet	15	173	178	Much less
Volunteered your time to some group or activity in Gunnison County	68	5	214	Much more
Participated in a club or civic group in Gunnison County	46	8	185	Much more
Provided help to a friend or neighbor	99	2	183	More

Voter Behavior Benchmarks				
	Gunnison average rating	Rank	Number of jurisdictions for comparison	Comparison to benchmark
Registered to vote	89	48	217	More
Voted in last general election	87	20	217	Much more

Use of Information Sources Benchmarks				
	Gunnison average rating	Rank	Number of jurisdictions for comparison	Comparison to benchmark
Read Gunnison County Newsletter	68	119	158	Much less
Visited the Gunnison County Web site	67	75	216	More

Local Government Media Services and Information Dissemination Benchmarks				
	Gunnison average rating	Rank	Number of jurisdictions for comparison	Comparison to benchmark
Cable television	51	92	168	Similar
Public information services	60	120	237	Similar

Social Engagement Opportunities Benchmarks				
	Gunnison average rating	Rank	Number of jurisdictions for comparison	Comparison to benchmark
Opportunities to participate in social events and activities	65	47	208	Much above
Opportunities to participate in religious or spiritual events and activities	69	64	172	Similar

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Contact with Immediate Neighbors Benchmarks				
	Gunnison average rating	Rank	Number of jurisdictions for comparison	Comparison to benchmark
Has contact with neighbors at least several times per week	55	39	201	More

Public Trust Benchmarks				
	Gunnison average rating	Rank	Number of jurisdictions for comparison	Comparison to benchmark
The value of services for the taxes paid to Gunnison County	47	229	347	Below
The overall direction that Gunnison County is taking	40	257	284	Much below
The job Gunnison County government does at welcoming citizen involvement	45	177	264	Below
Overall image or reputation of Gunnison County	71	83	294	Much above

Services Provided by Local, State and Federal Governments Benchmarks				
	Gunnison average rating	Rank	Number of jurisdictions for comparison	Comparison to benchmark
Services provided by Gunnison County	61	209	370	Similar
Services provided by the Federal Government	40	141	217	Similar
Services provided by the State Government	47	63	218	Above

Contact with County Employees Benchmarks				
	Gunnison average rating	Rank	Number of jurisdictions for comparison	Comparison to benchmark
Had contact with County employee(s) in last 12 months	70	13	252	Much more

Perceptions of County Employees (Among Those Who Had Contact) Benchmarks				
	Gunnison average rating	Rank	Number of jurisdictions for comparison	Comparison to benchmark
Knowledge	74	98	276	Similar
Responsiveness	72	103	277	Similar
Courtesy	74	102	235	Similar
Overall impression	71	117	317	Similar

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Jurisdictions Included in National Benchmark Comparisons

Auburn, AL	53,380
Dothan, AL	65,496
Gulf Shores, AL	9,741
Vestavia Hills, AL	34,033
Fort Smith, AR	86,209
Casa Grande, AZ	48,571
Chandler, AZ	236,123
Dewey-Humboldt, AZ	3,894
Flagstaff, AZ	65,870
Fountain Hills, AZ	22,489
Gilbert, AZ	208,453
Globe, AZ	7,532
Goodyear, AZ	65,275
Green Valley, AZ	21,391
Maricopa County, AZ	3,817,117
Mesa, AZ	439,041
Nogales, AZ	20,837
Peoria, AZ	154,065
Phoenix, AZ	1,445,632
Pinal County, AZ	375,770
Queen Creek, AZ	26,361
Sahuarita, AZ	25,259
Scottsdale, AZ	217,385
Surprise, AZ	117,517
Tempe, AZ	161,719
Yuma, AZ	93,064
Apple Valley, CA	69,135
Benicia, CA	26,997
Brea, CA	39,282
Carlsbad, CA	105,328
Citrus Heights, CA	83,301
Concord, CA	122,067
Coronado, CA	18,912
Cupertino, CA	58,302
El Cerrito, CA	23,549
Elk Grove, CA	153,015
Encinitas, CA	59,518
Fremont, CA	214,089
Hayward, CA	144,186
La Mesa, CA	57,065
Laguna Beach, CA	22,723
Laguna Hills, CA	30,344
Livermore, CA	80,968
Marin County, CA	252,409
Menlo Park, CA	32,026
Mission Viejo, CA	93,305
Modesto, CA	201,165
Monterey, CA	27,810
Newport Beach, CA	85,186
Novato, CA	51,904
Palm Springs, CA	44,552
Palo Alto, CA	64,403
Pasadena, CA	137,122
Richmond, CA	103,701
Riverside, CA	303,871
San Carlos, CA	28,406
San Diego, CA	1,307,402
San Francisco, CA	805,235
San Jose, CA	945,942
San Rafael, CA	57,713
Santa Clarita, CA	176,320
Santa Monica, CA	89,736
Seaside, CA	33,025
South Lake Tahoe, CA	21,403
Sunnyvale, CA	140,081
Temecula, CA	100,097
Thousand Oaks, CA	126,683
Ventura, CA	111,889
Visalia, CA	124,442
Walnut Creek, CA	64,173
Woodland, CA	55,468
Adams County, CO	441,603
Arapahoe County, CO	572,003
Arvada, CO	106,433
Aspen, CO	6,658
Aurora, CO	325,078
Boulder County, CO	294,567
Boulder, CO	97,385
Broomfield, CO	55,889
Castle Pines, CO	10,360
Castle Rock, CO	48,231
Centennial, CO	100,377
Commerce City, CO	45,913
Crested Butte, CO	1,487
Denver, CO	600,158
Douglas County, CO	285,465
Englewood, CO	30,255
Erie, CO	18,135
Estes Park, CO	5,858
Fort Collins, CO	143,986
Fruita, CO	12,646
Georgetown, CO	1,034
Greeley, CO	92,889
Gunnison County, CO	15,324
Highlands Ranch, CO	96,713
Hudson, CO	2,356
Jefferson County, CO	534,543
Lafayette, CO	24,453
Lakewood, CO	142,980
Larimer County, CO	299,630
Littleton, CO	41,737
Lone Tree, CO	10,218
Longmont, CO	86,270
Louisville, CO	18,376
Mesa County, CO	146,723
Montrose, CO	19,132
Northglenn, CO	35,789
Parker, CO	45,297
Pueblo, CO	106,595
Rifle, CO	9,172
Salida, CO	5,236
Thornton, CO	118,772

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Vail, CO	5,305
Westminster, CO	106,114
Wheat Ridge, CO	30,166
Windsor, CO	18,644
Coventry, CT	2,990
Hartford, CT	124,775
Windsor, CT	29,044
Dover, DE	36,047
Milford, DE	9,559
Rehoboth Beach, DE	1,327
Brevard County, FL	543,376
Cape Coral, FL	154,305
Charlotte County, FL	159,978
Clearwater, FL	107,685
Cooper City, FL	28,547
Dade City, FL	6,437
Dania Beach, FL	29,639
Delray Beach, FL	60,522
Destin, FL	12,305
Escambia County, FL	297,619
Gainesville, FL	124,354
Hallandale Beach, FL	37,113
Jupiter, FL	55,156
Lee County, FL	618,754
Miami Beach, FL	87,779
North Palm Beach, FL	12,015
Oakland Park, FL	41,363
Ocala, FL	56,315
Oviedo, FL	33,342
Palm Beach County, FL	1,320,134
Palm Coast, FL	75,180
Panama City, FL	36,484
Pasco County, FL	464,697
Polk County, FL	602,095
Port Orange, FL	56,048
Port St. Lucie, FL	164,603
Sanford, FL	53,570
Sarasota County, FL	379,448
Sarasota, FL	51,917
Winter Garden, FL	34,568
Albany, GA	77,434
Cartersville, GA	19,731
Conyers, GA	15,195
Decatur, GA	19,335
McDonough, GA	22,084
Peachtree City, GA	34,364
Roswell, GA	88,346
Sandy Springs, GA	93,853
Savannah, GA	136,286
Smyrna, GA	51,271
Snellville, GA	18,242
Suwanee, GA	15,355
Honolulu, HI	953,207
Altoona, IA	14,541
Ames, IA	58,965
Ankeny, IA	45,582
Bettendorf, IA	33,217
Cedar Falls, IA	39,260
Cedar Rapids, IA	126,326
Clive, IA	15,447
Davenport, IA	99,685
Des Moines, IA	203,433
Indianola, IA	14,782
Iowa City, IA	67,862
Marion, IA	33,309
Muscatine, IA	22,886
Urbandale, IA	39,463
Waverly, IA	9,874
West Des Moines, IA	56,609
Boise, ID	205,671
Hailey, ID	7,960
Jerome, ID	10,890
Meridian, ID	75,092
Moscow, ID	23,800
Pocatello, ID	54,255
Post Falls, ID	27,574
Twin Falls, ID	44,125
Bloomington, IL	76,610
Centralia, IL	13,032
Collinsville, IL	25,579
Crystal Lake, IL	40,743
Elmhurst, IL	44,121
Freeport, IL	25,638
Highland Park, IL	29,763
Lake Zurich, IL	19,631
Lyons, IL	10,729
Naperville, IL	141,853
O'Fallon, IL	28,281
Oak Park, IL	51,878
Orland Park, IL	56,767
Park Ridge, IL	37,480
Peoria County, IL	186,494
Riverside, IL	8,875
Rockford Park District, IL	152,871
Sangamon County, IL	197,465
Sherman, IL	4,148
Skokie, IL	64,784
Sugar Grove, IL	8,997
Wilmington, IL	5,724
Brownsburg, IN	21,285
Fishers, IN	76,794
Munster, IN	23,603
Noblesville, IN	51,969
Abilene, KS	6,844
Derby, KS	22,158
Edgerton, KS	1,671
Garden City, KS	26,658
Gardner, KS	19,123
Johnson County, KS	544,179
Lawrence, KS	87,643
Merriam, KS	11,003
Olathe, KS	125,872
Roeland Park, KS	6,731
Shawnee, KS	62,209
Wichita, KS	382,368
Bowling Green, KY	58,067
Paducah, KY	25,024
New Orleans, LA	343,829

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Andover, MA	8,762
Barnstable, MA	45,193
Bedford, MA	13,320
Cambridge, MA	105,162
Concord, MA	17,668
Holden, MA	17,346
Hopkinton, MA	14,925
Needham, MA	28,886
Southborough, MA	9,767
Wrentham, MA	10,955
Annapolis, MD	38,394
Baltimore County, MD	805,029
Baltimore, MD	620,961
Dorchester County, MD	32,618
Gaithersburg, MD	59,933
Hyattsville, MD	17,557
La Plata, MD	8,753
Montgomery County, MD	971,777
Rockville, MD	61,209
Takoma Park, MD	16,715
Freeport, ME	1,485
Lewiston, ME	36,592
Saco, ME	18,482
Scarborough, ME	4,403
South Portland, ME	25,002
Ann Arbor, MI	113,934
Battle Creek, MI	52,347
Bloomfield Hills, MI	3,869
East Lansing, MI	48,579
Escanaba, MI	12,616
Farmington Hills, MI	79,740
Flushing, MI	8,389
Holland, MI	33,051
Howell, MI	9,489
Hudsonville, MI	7,116
Jackson County, MI	160,248
Kalamazoo, MI	74,262
Meridian Charter Township, MI	39,688
Midland, MI	41,863
Novi, MI	55,224
Oakland Township, MI	16,779
Otsego County, MI	24,164
Petoskey, MI	5,670
Port Huron, MI	30,184
Rochester Hills, MI	70,995
Rochester, MI	12,711
Royal Oak, MI	57,236
Sterling Heights, MI	129,699
Whitewater Township, MI	2,597
Albert Lea, MN	18,016
Beltrami County, MN	44,442
Blaine, MN	57,186
Bloomington, MN	82,893
Carver County, MN	91,042
Chanhassen, MN	22,952
Coon Rapids, MN	61,476
Dakota County, MN	398,552
Duluth, MN	86,265
East Grand Forks, MN	8,601
Eden Prairie, MN	60,797
Edina, MN	47,941
Elk River, MN	22,974
Hopkins, MN	17,591
Hutchinson, MN	14,178
Lakeville, MN	55,954
Mankato, MN	39,309
Maple Grove, MN	61,567
Mayer, MN	1,749
Minneapolis, MN	382,578
New Brighton, MN	21,456
Olmsted County, MN	144,248
Plymouth, MN	70,576
Savage, MN	26,911
Scott County, MN	129,928
Shorewood, MN	7,307
St. Cloud, MN	65,842
St. Louis County, MN	200,226
St. Louis Park, MN	45,250
Washington County, MN	238,136
Blue Springs, MO	52,575
Boonville, MO	8,319
Branson, MO	10,520
Cape Girardeau, MO	37,941
Clayton, MO	15,939
Columbia, MO	108,500
Harrisonville, MO	10,019
Jefferson City, MO	43,079
Kansas City, MO	459,787
Lee's Summit, MO	91,364
Maryland Heights, MO	27,472
Platte City, MO	4,691
Raymore, MO	19,206
Richmond Heights, MO	8,603
Riverside, MO	2,937
Rolla, MO	19,559
Saint Joseph, MO	76,780
Wentzville, MO	29,070
Billings, MT	104,170
Missoula, MT	66,788
Asheville, NC	83,393
Cabarrus County, NC	178,011
Cary, NC	135,234
Chapel Hill, NC	57,233
Charlotte, NC	731,424
Davidson, NC	10,944
Durham, NC	228,330
Fayetteville, NC	200,564
High Point, NC	104,371
Hillsborough, NC	6,087
Huntersville, NC	46,773
Indian Trail, NC	33,518
Mecklenburg County, NC	919,628
Mooresville, NC	32,711
Morrisville, NC	18,576
Pinehurst, NC	13,124
Stallings, NC	13,831
Wake Forest, NC	30,117
Weddington, NC	9,459

The National Citizen Survey™ by National Research Center, Inc.

Wilmington, NC	106,476
Winston-Salem, NC	229,617
Wahpeton, ND	7,766
Grand Island, NE	48,520
La Vista, NE	15,758
Lincoln, NE	258,379
Papillion, NE	18,894
Brookline, NH	4,991
Dover, NH	29,987
Lebanon, NH	13,151
Summit, NJ	21,457
Las Cruces, NM	97,618
Los Alamos County, NM	17,950
Rio Rancho, NM	87,521
San Juan County, NM	130,044
Henderson, NV	257,729
Las Vegas, NV	583,756
North Las Vegas, NV	216,961
Reno, NV	225,221
Sparks, NV	90,264
Washoe County, NV	421,407
Geneva, NY	13,261
New York City, NY	8,175,133
Ogdensburg, NY	11,128
Blue Ash, OH	12,114
Dublin, OH	41,751
Hamilton, OH	62,477
Hudson, OH	22,262
Piqua, OH	20,522
Springboro, OH	17,409
Upper Arlington, OH	33,771
West Carrollton, OH	13,143
Westerville, OH	36,120
Broken Arrow, OK	98,850
Edmond, OK	81,405
Norman, OK	110,925
Oklahoma City, OK	579,999
Tulsa, OK	391,906
Albany, OR	50,158
Ashland, OR	20,078
Corvallis, OR	54,462
Dallas, OR	14,583
Forest Grove, OR	21,083
Hermiston, OR	16,745
Lake Oswego, OR	36,619
Lane County, OR	351,715
McMinnville, OR	32,187
Medford, OR	74,907
Portland, OR	583,776
Springfield, OR	59,403
Tualatin, OR	26,054
Umatilla, OR	6,906
Wilsonville, OR	19,509
Carlisle, PA	18,682
Chambersburg, PA	20,268
Cranberry Township, PA	28,098
Kennett Square, PA	6,072
Kutztown Borough, PA	5,012
Lower Providence Township, PA	25,436
Peters Township, PA	21,213
Radnor Township, PA	31,531
State College, PA	42,034
West Chester, PA	18,461
East Providence, RI	47,037
Newport, RI	24,672
Greer, SC	25,515
Rock Hill, SC	66,154
Rapid City, SD	67,956
Sioux Falls, SD	153,888
Bristol, TN	26,702
Cookeville, TN	30,435
Franklin, TN	62,487
Johnson City, TN	63,152
Morristown, TN	29,137
Sevierville, TN	14,807
White House, TN	10,255
Arlington, TX	365,438
Austin, TX	790,390
Baytown, TX	71,802
Benbrook, TX	21,234
Bryan, TX	76,201
Burleson, TX	36,690
College Station, TX	93,857
Colleyville, TX	22,807
Corpus Christi, TX	305,215
Cross Roads, TX	1,563
Dallas, TX	1,197,816
Denton, TX	113,383
Duncanville, TX	38,524
El Paso, TX	649,121
Flower Mound, TX	64,669
Fort Worth, TX	741,206
Friendswood, TX	35,805
Galveston, TX	47,743
Georgetown, TX	47,400
Houston, TX	2,099,451
Hurst, TX	37,337
Hutto, TX	14,698
La Porte, TX	33,800
League City, TX	83,560
McAllen, TX	129,877
McKinney, TX	131,117
New Braunfels, TX	57,740
Pearland, TX	91,252
Pflugerville, TX	46,936
Plano, TX	259,841
Round Rock, TX	99,887
Rowlett, TX	56,199
San Antonio, TX	1,327,407
San Marcos, TX	44,894
Southlake, TX	26,575
Sugar Land, TX	78,817
Temple, TX	66,102
The Woodlands, TX	93,847
Tomball, TX	10,753
Tyler, TX	96,900
Watauga, TX	23,497
Westlake, TX	992

The National Citizen Survey™ by National Research Center, Inc.

Park City, UT	7,558
Provo, UT	112,488
Riverdale, UT	8,426
Salt Lake City, UT	186,440
Sandy, UT	87,461
Springville, UT	29,466
Albemarle County, VA	98,970
Arlington County, VA	207,627
Ashland, VA	7,225
Botetourt County, VA	33,148
Charlottesville, VA	43,475
Chesapeake, VA	222,209
Chesterfield County, VA	316,236
Fredericksburg, VA	24,286
Hampton, VA	137,436
Hanover County, VA	99,863
Herndon, VA	23,292
Lexington, VA	7,042
Lynchburg, VA	75,568
Montgomery County, VA	94,392
Newport News, VA	180,719
Norfolk, VA	242,803
Prince William County, VA	402,002
Purcellville, VA	7,727
Radford, VA	16,408
Reston, VA	58,404
Virginia Beach, VA	437,994
Williamsburg, VA	14,068
Winchester, VA	26,203
York County, VA	65,464
Montpelier, VT	7,855
Airway Heights, WA	6,114
Auburn, WA	70,180
Bainbridge Island, WA	23,025
Bellevue, WA	122,363
Edmonds, WA	39,709
Federal Way, WA	89,306
Gig Harbor, WA	7,126
Hoquiam, WA	8,726
Kenmore, WA	20,460
Kirkland, WA	48,787
Lynnwood, WA	35,836
Maple Valley, WA	22,684
Mountlake Terrace, WA	19,909
Pasco, WA	59,781
Redmond, WA	54,144
Renton, WA	90,927
Sammamish, WA	45,780
SeaTac, WA	26,909
Spokane Valley, WA	89,755
Tacoma Public Works, WA	198,397
Tacoma, WA	198,397
Vancouver, WA	161,791
West Richland, WA	11,811
Woodland, WA	5,509
Yakima, WA	91,067
Chippewa Falls, WI	13,661
Columbus, WI	4,991
De Pere, WI	23,800
Eau Claire, WI	65,883
Grafton, WI	11,459
Madison, WI	233,209
Merrill, WI	9,661
Oshkosh, WI	66,083
River Falls, WI	15,000
Sheboygan, WI	49,288
Wauwatosa, WI	46,396
Wind Point, WI	1,723
Casper, WY	55,316
Gillette, WY	29,087

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Populations under 40,000 in the Western Region Benchmark Comparisons

Overall Community Quality Benchmarks				
	Gunnison average rating	Rank	Number of jurisdictions for comparison	Comparison to benchmark
The overall quality of life in Gunnison County	72	20	47	Similar
Your neighborhood as a place to live	74	23	40	Similar
Gunnison County as a place to live	79	19	47	Similar
Recommend living in Gunnison County to someone who asks	85	22	35	Similar
Remain in Gunnison County for the next five years	85	16	35	Similar

Community Transportation Benchmarks				
	Gunnison average rating	Rank	Number of jurisdictions for comparison	Comparison to benchmark
Ease of car travel in Gunnison County	71	4	37	Much above
Ease of bus travel in Gunnison County	56	12	30	Above
Ease of bicycle travel in Gunnison County	76	4	36	Much above
Ease of walking in Gunnison County	75	7	36	Much above
Availability of paths and walking trails	70	11	34	Much above
Traffic flow on County roads	66	2	38	Much above

Frequency of Bus Use Benchmarks				
	Gunnison average rating	Rank	Number of jurisdictions for comparison	Comparison to benchmark
Ridden a local bus within Gunnison County	44	8	28	Much more

Drive Alone Benchmarks				
	Gunnison average rating	Rank	Number of jurisdictions for comparison	Comparison to benchmark
Average percent of work commute trips made by driving alone	51	28	31	Much less

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Transportation and Parking Services Benchmarks				
	Gunnison average rating	Rank	Number of jurisdictions for comparison	Comparison to benchmark
Road repair	49	27	48	Similar
Snow removal on County roads and highways	72	3	33	Much above
Bus or transit services	63	10	30	Above
Amount of public parking	60	2	30	Much above

Housing Characteristics Benchmarks				
	Gunnison average rating	Rank	Number of jurisdictions for comparison	Comparison to benchmark
Availability of affordable quality housing	35	25	36	Below
Variety of housing options	43	23	33	Below

Housing Costs Benchmarks				
	Gunnison average rating	Rank	Number of jurisdictions for comparison	Comparison to benchmark
Experiencing housing costs stress (housing costs 30% or MORE of income)	35	18	30	Similar

Built Environment Benchmarks				
	Gunnison average rating	Rank	Number of jurisdictions for comparison	Comparison to benchmark
Overall quality of new development in Gunnison County	43	31	34	Much below
Overall appearance of Gunnison County	68	17	43	Above

Population Growth Benchmarks				
	Gunnison average rating	Rank	Number of jurisdictions for comparison	Comparison to benchmark
Population growth seen as too fast	12	29	30	Much less

Nuisance Problems Benchmarks				
	Gunnison average rating	Rank	Number of jurisdictions for comparison	Comparison to benchmark
To what degree, if at all, are run down buildings, weed lots or junk vehicles a problem in Gunnison County?	9	14	30	Similar

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Planning and Community Code Enforcement Services Benchmarks				
	Gunnison average rating	Rank	Number of jurisdictions for comparison	Comparison to benchmark
Land use, planning and zoning	44	24	39	Similar
Code enforcement (weeds, abandoned buildings, etc.)	43	22	41	Similar
Animal control	53	24	38	Similar

Economic Sustainability and Opportunities Benchmarks				
	Gunnison average rating	Rank	Number of jurisdictions for comparison	Comparison to benchmark
Employment opportunities	28	22	37	Similar
Shopping opportunities	29	34	40	Much below
Gunnison County as a place to work	42	27	39	Much below
Overall quality of business and service establishments in Gunnison County	51	22	36	Similar

Economic Development Services Benchmarks				
	Gunnison average rating	Rank	Number of jurisdictions for comparison	Comparison to benchmark
Economic development	34	29	34	Much below
Agricultural/farm advisor	64	Not available	Not available	Not available

Job and Retail Growth Benchmarks				
	Gunnison average rating	Rank	Number of jurisdictions for comparison	Comparison to benchmark
Retail growth seen as too slow	60	11	31	Much more
Jobs growth seen as too slow	88	8	31	Much more

Personal Economic Future Benchmarks				
	Gunnison average rating	Rank	Number of jurisdictions for comparison	Comparison to benchmark
Positive impact of economy on household income	15	22	29	Below

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Community and Personal Public Safety Benchmarks				
	Gunnison average rating	Rank	Number of jurisdictions for comparison	Comparison to benchmark
Safety in your neighborhood during the day	95	13	40	Above
Safety in your neighborhood after dark	85	12	42	Above
Safety in Gunnison County's downtown area during the day	94	12	37	Above
Safety in Gunnison County's downtown area after dark	81	13	37	Much above
Safety from violent crime (e.g., rape, assault, robbery)	83	18	39	Similar
Safety from property crimes (e.g., burglary, theft)	73	15	39	Above
Environmental hazards, including toxic waste	85	5	33	Much above

Crime Victimization and Reporting Benchmarks				
	Gunnison average rating	Rank	Number of jurisdictions for comparison	Comparison to benchmark
Victim of crime	13	8	30	Similar
Reported crimes	85	9	30	Much more

Public Safety Services Benchmarks				
	Gunnison average rating	Rank	Number of jurisdictions for comparison	Comparison to benchmark
Sheriff services	70	28	50	Similar
Fire services	80	13	38	Similar
Ambulance or emergency medical services	79	14	38	Similar
Crime prevention	63	22	44	Similar
Fire prevention and education	68	13	33	Similar
Traffic enforcement on County roads and highways	62	8	40	Above
Municipal courts	58	16	34	Similar
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	60	8	33	Much above

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Contact with Sheriff and Fire Departments Benchmarks				
	Gunnison average rating	Rank	Number of jurisdictions for comparison	Comparison to benchmark
Had contact with the Gunnison County Sheriff's Department	39	12	21	Similar
Overall impression of most recent contact with the Gunnison County Sheriff's Department	71	7	21	Similar

Community Environment Benchmarks				
	Gunnison average rating	Rank	Number of jurisdictions for comparison	Comparison to benchmark
Cleanliness of Gunnison County	68	16	32	Similar
Quality of overall natural environment in Gunnison County	87	2	35	Much above
Preservation of natural areas such as open space, farmlands and greenbelts	69	8	32	Much above
Air quality	86	1	31	Much above

Frequency of Recycling Benchmarks				
	Gunnison average rating	Rank	Number of jurisdictions for comparison	Comparison to benchmark
Recycled used paper, cans or bottles from your home	85	24	30	Less

Utility Services Benchmarks				
	Gunnison average rating	Rank	Number of jurisdictions for comparison	Comparison to benchmark
Power (electric and/or gas) utility	71	4	21	Similar
Sewer services	72	8	38	Above
Drinking water	74	6	42	Much above
Storm drainage	65	7	39	Above
Recycling	64	25	36	Similar

Community Recreational Opportunities Benchmarks				
	Gunnison average rating	Rank	Number of jurisdictions for comparison	Comparison to benchmark
Recreational opportunities	85	4	41	Much above
Gunnison County open space	79	Not available	Not available	Not available
Availability of historic sites	64	Not available	Not available	Not available

The National Citizen Survey™ by National Research Center, Inc.

Participation in Parks and Recreation Opportunities Benchmarks				
	Gunnison average rating	Rank	Number of jurisdictions for comparison	Comparison to benchmark
Participated in a recreation program or activity	78	2	33	Much more
Visited a neighborhood park or County park	94	7	32	More

Parks and Recreation Services Benchmarks				
	Gunnison average rating	Rank	Number of jurisdictions for comparison	Comparison to benchmark
County parks	78	15	42	Above
Recreation programs or classes	74	11	41	Much above
Recreation centers or facilities	78	7	36	Much above
Nature programs or classes	68	Not available	Not available	Not available

Cultural and Educational Opportunities Benchmarks				
	Gunnison average rating	Rank	Number of jurisdictions for comparison	Comparison to benchmark
Opportunities to attend cultural activities	54	16	40	Above
Educational opportunities	65	4	33	Much above

Participation in Cultural and Educational Opportunities Benchmarks				
	Gunnison average rating	Rank	Number of jurisdictions for comparison	Comparison to benchmark
Used Gunnison County public libraries or their services	74	20	32	Similar
Participated in religious or spiritual activities in Gunnison County	44	11	27	More

Cultural and Educational Services Benchmarks				
	Gunnison average rating	Rank	Number of jurisdictions for comparison	Comparison to benchmark
Public schools	64	15	27	Similar
Public library services	72	28	43	Similar

The National Citizen Survey™ by National Research Center, Inc.

Community Health and Wellness Access and Opportunities Benchmarks				
	Gunnison average rating	Rank	Number of jurisdictions for comparison	Comparison to benchmark
Availability of affordable quality health care	43	22	32	Below
Availability of affordable quality food	53	18	29	Similar
Availability of preventive health services	55	8	28	Above

Health and Wellness Services Benchmarks				
	Gunnison average rating	Rank	Number of jurisdictions for comparison	Comparison to benchmark
Health services	53	13	23	Similar
Mental health services	53	Not available	Not available	Not available
Drug and alcohol services	49	Not available	Not available	Not available
Adult protective services	53	Not available	Not available	Not available

Community Quality and Inclusiveness Benchmarks				
	Gunnison average rating	Rank	Number of jurisdictions for comparison	Comparison to benchmark
Sense of community	67	12	39	Much above
Openness and acceptance of the community toward people of diverse backgrounds	56	25	37	Similar
Availability of affordable quality child care	38	25	33	Below
Gunnison County as a place to raise children	74	20	43	Similar
Gunnison County as a place to retire	60	30	43	Below

Services Provided for Population Subgroups Benchmarks				
	Gunnison average rating	Rank	Number of jurisdictions for comparison	Comparison to benchmark
Services to seniors	59	21	36	Similar
Services to youth	60	13	34	Above
Services to low-income people	54	5	27	Much above

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Civic Engagement Opportunities Benchmarks				
	Gunnison average rating	Rank	Number of jurisdictions for comparison	Comparison to benchmark
Opportunities to participate in community matters	62	13	36	Above
Opportunities to volunteer	72	10	38	Much above

Participation in Civic Engagement Opportunities Benchmarks				
	Gunnison average rating	Rank	Number of jurisdictions for comparison	Comparison to benchmark
Attended a meeting of local elected officials or other local public meeting	41	3	32	Much more
Watched a meeting of local elected officials or other County-sponsored public meeting on cable television, the Internet	15	23	24	Much less
Volunteered your time to some group or activity in Gunnison County	68	4	31	Much more
Participated in a club or civic group in Gunnison County	46	5	29	Much more
Provided help to a friend or neighbor	99	2	30	More

Voter Behavior Benchmarks				
	Gunnison average rating	Rank	Number of jurisdictions for comparison	Comparison to benchmark
Registered to vote	89	7	30	More
Voted in last general election	87	8	31	More

Use of Information Sources Benchmarks				
	Gunnison average rating	Rank	Number of jurisdictions for comparison	Comparison to benchmark
Read Gunnison County Newsletter	68	19	25	Much less
Visited the Gunnison County Web site	67	10	32	More

Local Government Media Services and Information Dissemination Benchmarks				
	Gunnison average rating	Rank	Number of jurisdictions for comparison	Comparison to benchmark
Cable television	51	15	23	Similar
Public information services	60	17	34	Similar

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Social Engagement Opportunities Benchmarks				
	Gunnison average rating	Rank	Number of jurisdictions for comparison	Comparison to benchmark
Opportunities to participate in social events and activities	65	12	35	Much above
Opportunities to participate in religious or spiritual events and activities	69	10	29	Above

Contact with Immediate Neighbors Benchmarks				
	Gunnison average rating	Rank	Number of jurisdictions for comparison	Comparison to benchmark
Has contact with neighbors at least several times per week	55	7	30	More

Public Trust Benchmarks				
	Gunnison average rating	Rank	Number of jurisdictions for comparison	Comparison to benchmark
The value of services for the taxes paid to Gunnison County	47	29	39	Below
The overall direction that Gunnison County is taking	40	42	45	Much below
The job Gunnison County government does at welcoming citizen involvement	45	32	41	Below
Overall image or reputation of Gunnison County	71	17	38	Much above

Services Provided by Local, State and Federal Governments Benchmarks				
	Gunnison average rating	Rank	Number of jurisdictions for comparison	Comparison to benchmark
Services provided by Gunnison County	61	29	44	Similar
Services provided by the Federal Government	40	16	30	Similar
Services provided by the State Government	47	5	30	Above

Contact with County Employees Benchmarks				
	Gunnison average rating	Rank	Number of jurisdictions for comparison	Comparison to benchmark
Had contact with County employee(s) in last 12 months	70	2	35	Much more

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Perceptions of County Employees (Among Those Who Had Contact) Benchmarks				
	Gunnison average rating	Rank	Number of jurisdictions for comparison	Comparison to benchmark
Knowledge	74	17	38	Similar
Responsiveness	72	17	39	Similar
Courtesy	74	19	33	Similar
Overall impression	71	16	42	Similar

The National Citizen Survey™ by National Research Center, Inc.

Jurisdictions Included in Populations under 40,000 in the Western Region Benchmark Comparisons

Dewey-Humboldt, AZ	3,894
Fountain Hills, AZ	22,489
Globe, AZ	7,532
Green Valley, AZ	21,391
Nogales, AZ	20,837
Queen Creek, AZ	26,361
Sahuarita, AZ	25,259
Benicia, CA	26,997
Brea, CA	39,282
Coronado, CA	18,912
El Cerrito, CA	23,549
Laguna Beach, CA	22,723
Laguna Hills, CA	30,344
Menlo Park, CA	32,026
Monterey, CA	27,810
San Carlos, CA	28,406
Seaside, CA	33,025
South Lake Tahoe, CA	21,403
Aspen, CO	6,658
Castle Pines, CO	10,360
Crested Butte, CO	1,487
Englewood, CO	30,255
Erie, CO	18,135
Estes Park, CO	5,858
Fruita, CO	12,646
Georgetown, CO	1,034
Hudson, CO	2,356
Lafayette, CO	24,453
Lone Tree, CO	10,218
Louisville, CO	18,376
Montrose, CO	19,132
Northglenn, CO	35,789
Rifle, CO	9,172
Salida, CO	5,236
Vail, CO	5,305
Wheat Ridge, CO	30,166
Windsor, CO	18,644
Hailey, ID	7,960
Jerome, ID	10,890
Moscow, ID	23,800
Post Falls, ID	27,574
Los Alamos County, NM	17,950
Ashland, OR	20,078
Dallas, OR	14,583
Forest Grove, OR	21,083
Forest Grove, OR	21,083
Hermiston, OR	16,745
Lake Oswego, OR	36,619
McMinnville, OR	32,187
Tualatin, OR	26,054
Umatilla, OR	6,906
Wilsonville, OR	19,509
Park City, UT	7,558
Park City, UT	7,558
Riverdale, UT	8,426
Springville, UT	29,466
Airway Heights, WA	6,114
Bainbridge Island, WA	23,025
Edmonds, WA	39,709
Gig Harbor, WA	7,126
Hoquiam, WA	8,726
Kenmore, WA	20,460
Lynnwood, WA	35,836
Maple Valley, WA	22,684
Mountlake Terrace, WA	19,909
SeaTac, WA	26,909
West Richland, WA	11,811
Woodland, WA	5,509
Gillette, WY	29,087

The National Citizen Survey™ by National Research Center, Inc.

The National Citizen Survey™

Gunnison County, CO
2013

Report of Open-ended Question

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Some people have direct experience with Gunnison County planning and building permit services and some people know about the services another way. Please share the background behind your evaluation of these services in question #11. 4
Direct experience 4
Direct experience in permitting process-too expensive ..... **Error! Bookmark not defined.**
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Word of mouth-including newspapers and radio 6
Perceive government actions/decisions contrary to voter input 6
Accessed government communication channels 6
None/don't know 6
Other-feedback on other services 7

The National Citizen Survey™ by National Research Center, Inc.

Survey Background

About The National Citizen Survey™

The National Citizen Survey™ (The NCS™) is a collaborative effort between National Research Center, Inc. (NRC) and the International City/County Management Association (ICMA).

The survey and its administration are standardized to assure high quality survey methods and comparable results across The National Citizen Survey™ jurisdictions. Participating households are selected at random and the household member who responds is selected without bias. Multiple mailings give each household more than one chance to participate with self-addressed and postage paid envelopes. Results are statistically weighted to reflect the proper demographic composition of the entire community.

The National Citizen Survey™ customized for this jurisdiction was developed in close cooperation with local jurisdiction staff. Gunnison County staff selected items from a menu of questions about services and community problems; they defined the jurisdiction boundaries NRC used for sampling; and they provided the appropriate letterhead and signatures for mailings. Gunnison County staff also determined local interest in a variety of add-on options to The National Citizen Survey™ Basic Service.

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Understanding the Results

About Closed-ended and Open-ended Questions

Questions can either be asked in a closed-ended or open-ended manner. A closed-ended question is one where a set of response options is listed on the survey. Those taking the survey respond to each option listed. Open-ended questions have no answer choices from which respondents select their response. Instead, respondents must "create" their own answers and state them in their own words. The verbatim responses are categorized by topic area using codes. An "other" category is used for responses falling outside the coded categories. In general, a code is assigned when at least 5-10% of responses will fit the code.

Advantages of an open-ended question include:

- Responses are not prompted, allowing respondents to provide answers that are not anticipated or well known.
- This type of question tends to capture response options that come to mind most quickly.
- The final result can be richer, since verbatim responses are included in an appendix, giving you and others a chance to "hear" the voice of respondents in their own words.
- There is a smaller risk of missing important dimensions.

Verbatims

Respondents were asked to record their opinions about services in the following question:

- Some people have direct experience with Gunnison County planning and building permit services and some people know about the services another way. Please share the background behind your evaluation of these services in question #11.

The verbatim responses were categorized by topic area and those topics are reported in the following table with the percent of responses given in each category. Those verbatim responses are grouped by the first topic listed in each comment whenever a respondent mentioned more than a single topic. Verbatim comments that contain more than one topic nevertheless appear only once (in the category of the first topic listed).

Results from the open-ended question are best understood by reviewing the table of frequencies that summarize responses as well as the actual verbatim responses themselves. Two hundred eighty-nine surveys were completed by Gunnison County residents; of these 110 wrote in responses for the open-ended question.

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Some people have direct experience with Gunnison County planning and building permit services and some people know about the services another way. Please share the background behind your evaluation of these services in question #11.	
	Percent of Respondents
Direct experience	39%
Worked in local government	9%
Word of mouth-including newspapers and radio	8%
Perceive government actions/decisions contrary to voter input	6%
Accessed government communication channels	3%
None/don't know	21%
Other-feedback on other services	14%
Total	100%

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Verbatim Responses to Open-ended Questions

The following pages contain the respondents' verbatim responses as written on the survey and have not been edited for spelling or grammar. Responses have been organized by coded topic areas.

Some people have direct experience with Gunnison County planning and building permit services and some people know about the services another way. Please share the background behind your evaluation of these services in question #11.

Direct experience

- Sorry to loose Joanna Williams - former building inspector was difficult - they have a big job with all the rules. (lur) I believe they were often times store to the work.
- Participation by choice
- Interaction during a recent building project
- Just finished a remodel of our house last year. Went through the permit process.
- Building permit process several times
- Direct experience
- Had some direct contact with county commissioners regarding a proposed bridge from a subdivisions to blu land and the myriad of concerns of the impact of such a bridge including biking safety. Walkers safety and the safety of the residential areas involved. I never received any information the commissioners decision of year may but the proposal seems to have disappeared from the screen.
- Having lived here for almost 20 years has enabled me to deal with these services.
- Currently waiting for contact from county building permit services
- Direct experience and direct contact
- Use the services & contact on a monthly basis.
- When I checked on building permit info. I was treated rude I know they are busy in the summer, but there is no reason to be treated like trash
- Direct experiance, participation etc.
- I work closely with Gunnison county's wildlife conservation coordinator, Jim Cochren, I greatly appreciate Gunnison county's efforts to negate a federal listing for Gunnison sage-grouse.
- I have processed applications through the community development dept. As a private citizen, but I have also interacted closely because I was a county commissioner.
- I have owned this property for many years. 20 yrs ago had no difficulty getting permit for an addition.
- I am an electrical contractor, I pull electrical permits online.
- Too many people in the depts against any development I'm in the construction industry.
- General contractor building & planning
- The director of building permit services is one of the most self centered, unhelpful, selfish, individuals I've ever met!!
- Direct contact
- Direct Involvement with planning & permits
- Planning dept/building dept - super efficient
- I worked to Jim Furey (Furey engineering) for a few years & as such I had to go to the courthouse to look up records. My husband and I built our house and needed into town the bldg permit services.

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- Worked w/ planning & building permit folks, very easy to talk to.
- Very prompt permit place for my home addition.
- Local builder/carpenter self employed
- Great customer service
- Planning/building permit services allowed construction of home against original county approval permit. County drainage and EPA wetlands compromised. No county follow-up. Eventual lawsuit and litigation to correct against current home law no county direction during build.
- Get rid of the lur-cut. The red tape. Too much bureacracy
- We have found the building permits limited in information the consumer needs we were misinformed more than once.
- Have built 5 homes on the valley lived here 24 yrs taxes are too high- i.e., linkage fee fair, water 4. Does not support infrastructure so family's can move here to work and play. Not enough jobs that provide health ins.
- Seems to take longer to obtain permits than it should
- The lur + building permit processes have all but halted new growth in the county and in my opinion are too strict & too costly to comply with and are totally ridiculous !!!
- Everything seems to have a fee with it! The input from community members seems to be ignored when final decisions are at hand.
- Direct experience-very complicated process with no specific laws or guidelines in place.
- I feel that the Gunnison county "planning & building" permit projects is very cumbersome!!!
- Gunnison County is known for being difficult to build. Businesses leave our valley due to conflicts issues. Tourism - isn't the only business. We saw that the past few years.
- Building permits service- seems to lack objectivity in handling permits.
- I have been a builder in this county for 30 years. The regulations are over the top and drive people away. I think that the county govt. spends too much money and doesn't care what the people think-in spite of this survey.
- Too many rules & regulations! Throw out the Lur!!!
- It seems that you are working towards zero growth with all the excessive regulations & fees.
- Regulations not entirely clear. Not so difficult as could be.
- Gunnison county L.U.R. Is far too restrictive and is counter-productive in several areas. Many people find it cumbersome to apply for a project, especially since both com. Dev. Dept and public works must receive submittals of plans & applications.
- Lur is way too strict, permit process is way too involved & deters growth house additions
- I am a contractor-office typically tells you can't - rather than you could approach it this way. To difficult and expensive to get permits
- Building permit applications, address change fiasco.

Worked in local government

- Served: 4 yrs city plan, 4 yrs county plan, 12 Yrs on city council in county
- Used to work for the county.
- Recent county employee
- Involved in permitting, regulation drafting w/ planning commision, planning dept., bocc
- I have worked for Gunn. Co. Planning bldg & environs in the past and also remain informed to a degree.
- Personal and professional history with area planning departments.
- Work for Gunnison parks and rec.
- Interact with city planning fairly regularly thru work.

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Word of mouth-including newspapers and radio

- The things I am told by builders, lawyers and other trademans I associate with. All are frustrated dealing with government that loves telling them how to spend their money.
- Many of the brokers in the county
- Through a contractor (building permit) everything went smooth and on time.
- I dont know that much about the countys policies. I live in the city and work for the city I know what I see and hear-about when I'm in county.
- Never had personal experience but I hear about their rudeness and impatience with the general public
- Living in the valley for 22 yrs, The Gunnison County Shopper, radio
- It has a horrible reputation as a department for being rude and unprofessional
- Aware of what friends and acquaintances are doing in the community - read the paper

Input on Other County Services and Actions

Disagree with government actions/decisions

- See comment on cover page. Re: ignoring voters directions & spending
- New jail building and courthouse were done without public support. Road closures on public lands.
- Other comments: 1) The recent capital construction projects are unnecessary the jail, the court house, paving of cottonwood-maintain/fix what is already in existence instead. 2) Bus service needs to be expanded to include a "late bus" so people can go to CB for a night out & return on bus. Also, number of stop locations need to be increased in the county.
- I think Gunnison county planning does what it feels like. They keep raising taxes for projects the people of Gunnison feel it's not necessary. We have voted no for so many projects. But they build them anyway, and raise our taxes.
- The county is zoned and fixed by law and restrictions for wealthy people not middle class or working families.
- Gunnison County failed it's citizens when they built / remodeled a separate jail, courthouse, police dept, and dispatch ctr. These project should of been united in one building to serve the too bad the leadership doesn't play well together or have forsight to serve the public. Epic failure!!!
- We are a small town w/a small population! Gunnison County is spending money it doesn't have, by increasing our taxes. We're struggling to make ends meet. Please don't tear down the county bldg & build a new one we don't need. Don't pave cottonwood pass-the snow closes it every winter. Etc etc etc!

Accessed government communication channels

- Attended public meetings. Contributed on yourGunnisoncounty.com
- Looked up local info online, visit parks often
- Subscribe to website-very informative and I am able to voice concerns

None/don't know

- None

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- None
- None
- Haven't really dealt w/ any of these services
- None
- None
- No experience. I rent an apartment
- No experiences.
- No experience
- Only lived here a few years. I'm retired 90 years old
- I have not accessed the county planning services
- No experience with county employees last 12 mo.
- Really not involved enough to offer an opinion.
- Don't have experience w/ building permit process
- No recent experience
- None
- None
- Boobs
- Not applicable

Other-feedback on other services

- Pave cottonwood pass!
- Although I recycle everything I can, Gunnison should start recycling all plastics #1-7- Crested Butte does, there is no reason Gunnison shouldn't.
- Use libraries often excellent pool at rec center. Buses need to run earlier & later in summer. Support recent co. Commissioners. Had to make several more calls then were necessary to arrange for absentee ballot at county office.
- 1) library is good but always crowded; 2)Would appreciate access to BLM land from Van Tuyl trail & Van Tuyl to Gunnison river park; 3) Lots of opportunities for involvement; 4) High speed train to Denver or better & more affordable air options trains rail 5) Collaborating educational opportunities between WSCU & CUN 6) Vocational/experimental programs
- Keep being somewhat strong on oil & gas (natural) in your politics & stance. Belong to 1 or 2 enviro. groups. I am anti fracking.
- We are avid readers and avail ourselves of our library services constantly. The growth of their services require presently a new facility to house and expand.
- Not so good here for older folks needing Dr. care could use more updated lo-income over 65, etc. type apts. With taxi type services & doctors, cost of living, housing food, etc. Is very high here.
- I love Gunnison as a whole, I don't agree w/ the political situations or employment opportunities. Letting more business come to Gunnison
- They are over paid and the county road wants!
- Get some clean manufacturing plant-or let someone do something to create jobs.
- The recycling program could be improved by accepting more items especially plastic containers. Bus transportation could be improved between Crested and Gunnison, a few more times during the day night.
- Born & raised in gunny
- Just say no! (to growth) how wrong. . .
- Poor response to challenge of property assessment value were went up 38% when entire county, state, US went down!

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- Recycle needs to be more encouraged in town my neighbor is a city employee who has his lawn mowed by a city employer on a work day/work hours!
- We have children, so we frequently visit the library rec center parks.

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The National Citizen Survey™

Gunnison County, CO
2013

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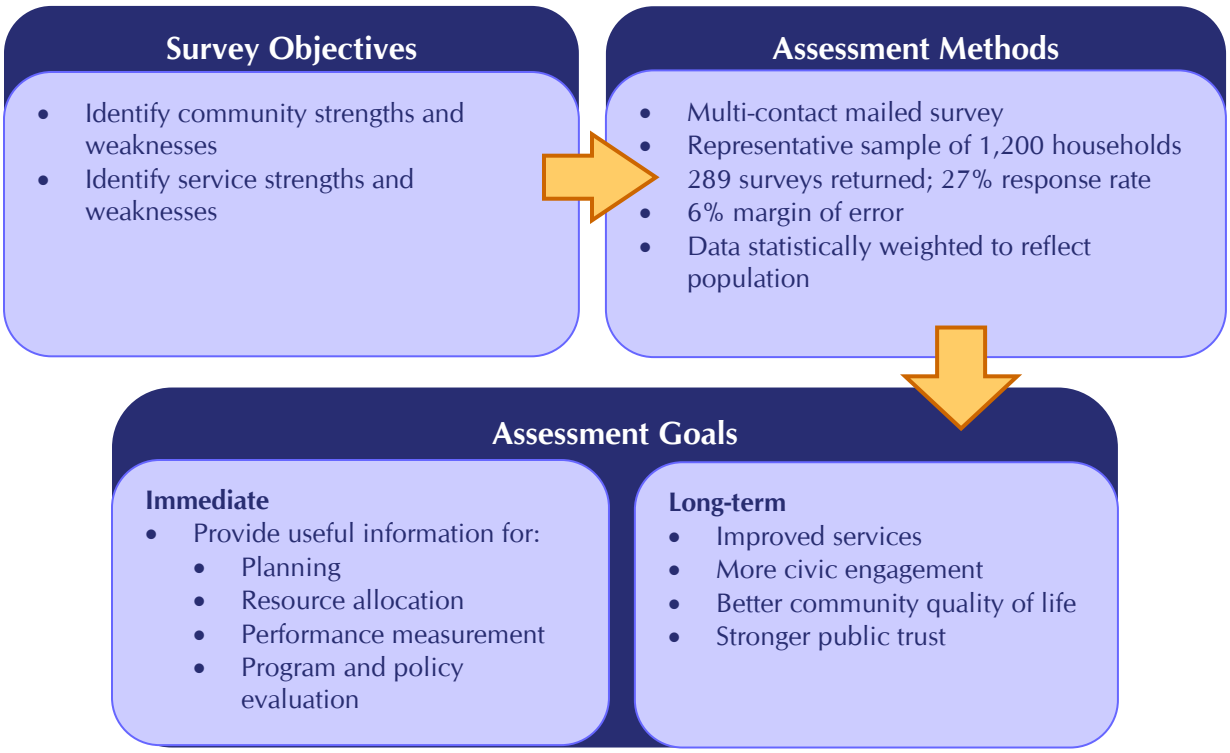
Survey Background

About The National Citizen Survey™

The National Citizen Survey™ (The NCS) is a collaborative effort between National Research Center, Inc. (NRC) and the International City/County Management Association (ICMA). The NCS was developed by NRC to provide a statistically valid survey of resident opinions about community and services provided by local government. The survey results may be used by staff, elected officials and other stakeholders for community planning and resource allocation, program improvement and policy making.

Figure 1: The National Citizen Survey™ Methods and Goals



The NCS focuses on a series of community characteristics and local government services, as well as issues of public trust. Resident behaviors related to civic engagement in the community also were measured in the survey.

The National Citizen Survey™ by National Research Center, Inc.

FIGURE 2: THE NATIONAL CITIZEN SURVEY™ FOCUS AREAS

The survey and its administration are standardized to assure high quality research methods and directly comparable results across The National Citizen Survey™ jurisdictions. Participating households are selected at random and the household member who responds is selected without bias. Multiple mailings give each household more than one chance to participate with self-addressed and postage-paid envelopes. Results are statistically weighted to reflect the proper demographic composition of the entire community. A total of 289 completed surveys were obtained, providing an overall response rate of 27%. Typically, response rates obtained on citizen surveys range from 25% to 40%.

The National Citizen Survey™ customized for Gunnison County was developed in close cooperation with local jurisdiction staff. Gunnison County staff selected items from a menu of questions about services and community issues and provided the appropriate letterhead and signatures for mailings. Gunnison County staff also augmented The National Citizen Survey™ basic service through a variety of options including a custom set of benchmark comparisons, an open-ended question and several custom questions.

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Understanding the Results

As shown in Figure 2, this report is based around respondents' opinions about eight larger categories: community quality, community design, public safety, environmental sustainability, recreation and wellness, community inclusiveness, civic engagement and public trust. Each section begins with residents' ratings of community characteristics and is followed by residents' ratings of service quality. For all evaluative questions, the percent of residents rating the service or community feature as "excellent" or "good" is presented. To see the full set of responses for each question on the survey, please see *Appendix A: Complete Survey Frequencies*.

Margin of Error

The margin of error around results for the Gunnison County survey (289 completed surveys) is plus or minus six percentage points. This is a measure of the precision of your results; a larger number of completed surveys gives a smaller (more precise) margin of error, while a smaller number of surveys yields a larger margin of error. With your margin of error, you may conclude that when 60% of survey respondents report that a particular service is "excellent" or "good," somewhere between 54-66% of all residents are likely to feel that way.

Comparing Survey Results

Certain kinds of services tend to be thought better of by residents in many communities across the country. For example, public safety services tend to be received better than transportation services by residents of most American counties. Where possible, the better comparison is not from one service to another in Gunnison County, but from Gunnison County services to services like them provided by other jurisdictions.

Interpreting Comparisons to Previous Years

This report contains comparisons with prior years' results. In this report, we are comparing this year's data with existing data in the graphs. Differences between years can be considered "statistically significant" if they are greater than eight percentage points. Trend data for your jurisdiction represent important comparison data and should be examined for improvements or declines. Deviations from stable trends over time, especially, represent opportunities for understanding how local policies, programs or public information may have affected residents' opinions.

Benchmark Comparisons

NRC's database of comparative resident opinion is comprised of resident perspectives gathered in citizen surveys from approximately 500 jurisdictions whose residents evaluated local government services and gave their opinion about the quality of community life. The comparison evaluations are from the most recent survey completed in each jurisdiction; most communities conduct surveys every year or in alternating years. NRC adds the latest results quickly upon survey completion, keeping the benchmark data fresh and relevant.

Gunnison County chose to have comparisons made to the entire database and a subset of similar jurisdictions from the database (jurisdictions with populations under 40,000 in the Western region). A benchmark comparison (the average rating from all the comparison jurisdictions where a similar question was asked) has been provided when a similar question on the Gunnison County survey was included in NRC's database and there were at least five jurisdictions in which the question was asked. For most questions compared to the entire dataset, there were more than 100 jurisdictions included in the benchmark comparison.

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Where comparisons for quality ratings were available, Gunnison County results were generally noted as being "above" the benchmark, "below" the benchmark or "similar" to the benchmark. For some questions – those related to resident behavior, circumstance or to a local problem – the comparison to the benchmark is designated as "more," "similar" or "less" (for example, the percent of crime victims, residents visiting a park or residents identifying code enforcement as a problem.) In instances where ratings are considerably higher or lower than the benchmark, these ratings have been further demarcated by the attribute of "much," (for example, "much less" or "much above"). These labels come from a statistical comparison of Gunnison County's rating to the benchmark.

"Don't Know" Responses and Rounding

On many of the questions in the survey respondents may answer "don't know." The proportion of respondents giving this reply is shown in the full set of responses included in *Appendix A*. However, these responses have been removed from the analyses presented in the body of the report. In other words, the tables and graphs display the responses from respondents who had an opinion about a specific item.

For some questions, respondents were permitted to select more than one answer. When the total exceeds 100% in a table for a multiple response question, it is because some respondents did select more than one response. When a table for a question that only permitted a single response does not total to exactly 100%, it is due to the customary practice of percentages being rounded to the nearest whole number.

For more information on understanding The NCS report, please see *Appendix B: Survey Methodology*.

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Executive Summary

This report of Gunnison County's survey results provides the opinions of a representative sample of residents about community quality of life, service delivery, civic participation and unique issues of local interest. A periodic sounding of resident opinion offers staff, elected officials and other stakeholders an opportunity to identify challenges and to plan for and evaluate improvements and to sustain services and amenities for long-term success.

Most residents experienced a good quality of life in Gunnison County and believed the county was a good place to live. The overall quality of life in Gunnison County was rated as "excellent" or "good" by 85% of respondents. A majority reported they plan on staying in Gunnison County for the next five years.

A variety of characteristics of the community was evaluated by those participating in the study. The three characteristics receiving the most favorable ratings were air quality, recreational opportunities and the quality of the overall natural environment. The three characteristics receiving the least positive ratings were employment opportunities, shopping opportunities and the availability of affordable quality housing.

Ratings of community characteristics were compared to the benchmark database. Of the 31 characteristics for which comparisons were available, 18 were above the national benchmark comparison, four were similar to the national benchmark comparison and nine were below.

Residents in Gunnison County were very civically engaged. While only 41% had attended a meeting of local elected public officials or other local public meeting in the previous 12 months, 99% had provided help to a friend or neighbor. A majority had volunteered their time to some group or activity in Gunnison County, which was higher than the benchmark.

In general, survey respondents demonstrated trust in local government. Forty-three percent rated the overall direction being taken by Gunnison County as "good" or "excellent." This was lower than the benchmark. Those residents who had interacted with an employee of Gunnison County in the previous 12 months gave high marks to those employees. Most rated their overall impression of employees as "excellent" or "good."

On average, residents gave favorable ratings to many local government services. County services rated were able to be compared to the benchmark database. Of the 32 services for which comparisons were available, 14 were above the benchmark comparison, 15 were similar to the benchmark comparison and three were below.

Respondents were asked to rate how frequently they participated in various activities in Gunnison County. The most popular activities included providing help to a friend or neighbor and visiting a neighborhood park or County park, while the least popular activities were watching a meeting of local elected officials or other County-sponsored public meeting on television or the Internet and attending a meeting of local elected officials or other local public meeting. Generally, participation rates in the various activities in the community were higher than other communities.

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A Key Driver Analysis was conducted for Gunnison County which examined the relationships between ratings of each service and ratings of Gunnison County's services overall. Those key driver services that correlated most strongly with residents' perceptions about overall county service quality have been identified. By targeting improvements in key services, Gunnison County can focus on the services that have the greatest likelihood of influencing residents' opinions about overall service quality. Services found to be influential in ratings of overall service quality from the Key Driver Analysis were:

- Recreation centers or facilities
- Public information services
- Economic development
- Code enforcement

Of these services, those deserving the most attention may be those that were below or similar to the benchmark comparisons or those that have ratings that are trending down: public information services, economic development and code enforcement. For recreation centers and facilities services, Gunnison County was above the benchmark and should continue to ensure high quality performance.

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Community Ratings

Overall Community Quality

Overall quality of community life may be the single best indicator of success in providing the natural ambience, services and amenities that make for an attractive community. The National Citizen Survey™ contained many questions related to quality of community life in Gunnison County – not only direct questions about quality of life overall and in neighborhoods, but questions to measure residents' commitment to Gunnison County. Residents were asked whether they planned to move soon or if they would recommend Gunnison County to others. Intentions to stay and willingness to make recommendations provide evidence that Gunnison County offers services and amenities that work.

Most of Gunnison County's residents gave high ratings to their neighborhoods and the community as a place to live. Further, a majority reported they would recommend the community to others and plan to stay for the next five years.

Figure 3: Ratings of Overall Community Quality by Year

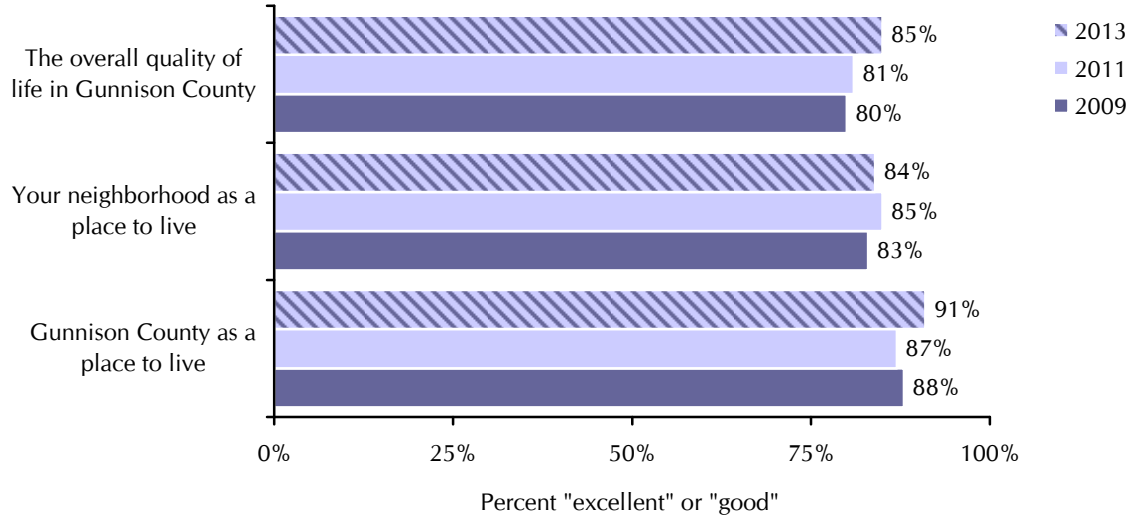

Figure 4: Likelihood of Remaining in Community and Recommending Community by Year

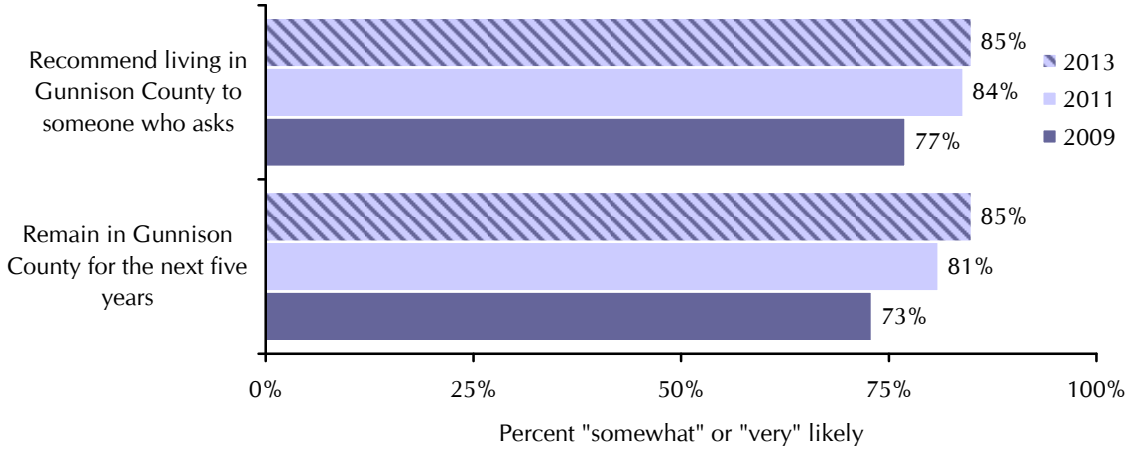

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FIGURE 5: OVERALL COMMUNITY QUALITY BENCHMARKS

	National comparison	Populations under 40,000 in the Western region comparison
The overall quality of life in Gunnison County	Above	Similar
Your neighborhood as a place to live	Above	Similar
Gunnison County as a place to live	Above	Similar
Remain in Gunnison County for the next five years	Similar	Similar
Recommend living in Gunnison County to someone who asks	Similar	Similar

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Community Design

Transportation

The ability to move easily throughout a community can greatly affect the quality of life of residents by diminishing time wasted in traffic congestion and by providing opportunities to travel quickly and safely by modes other than the automobile. High quality options for resident mobility not only require local government to remove barriers to flow but they require government programs and policies that create quality opportunities for all modes of travel.

Residents responding to the survey were given a list of six aspects of mobility to rate on a scale of "excellent," "good," "fair" and "poor." Ease of walking in Gunnison County was given the most positive rating, followed by ease of bicycle travel. These ratings tended to be higher than the benchmarks and similar to years past.

Figure 6: Ratings of Transportation in Community by Year

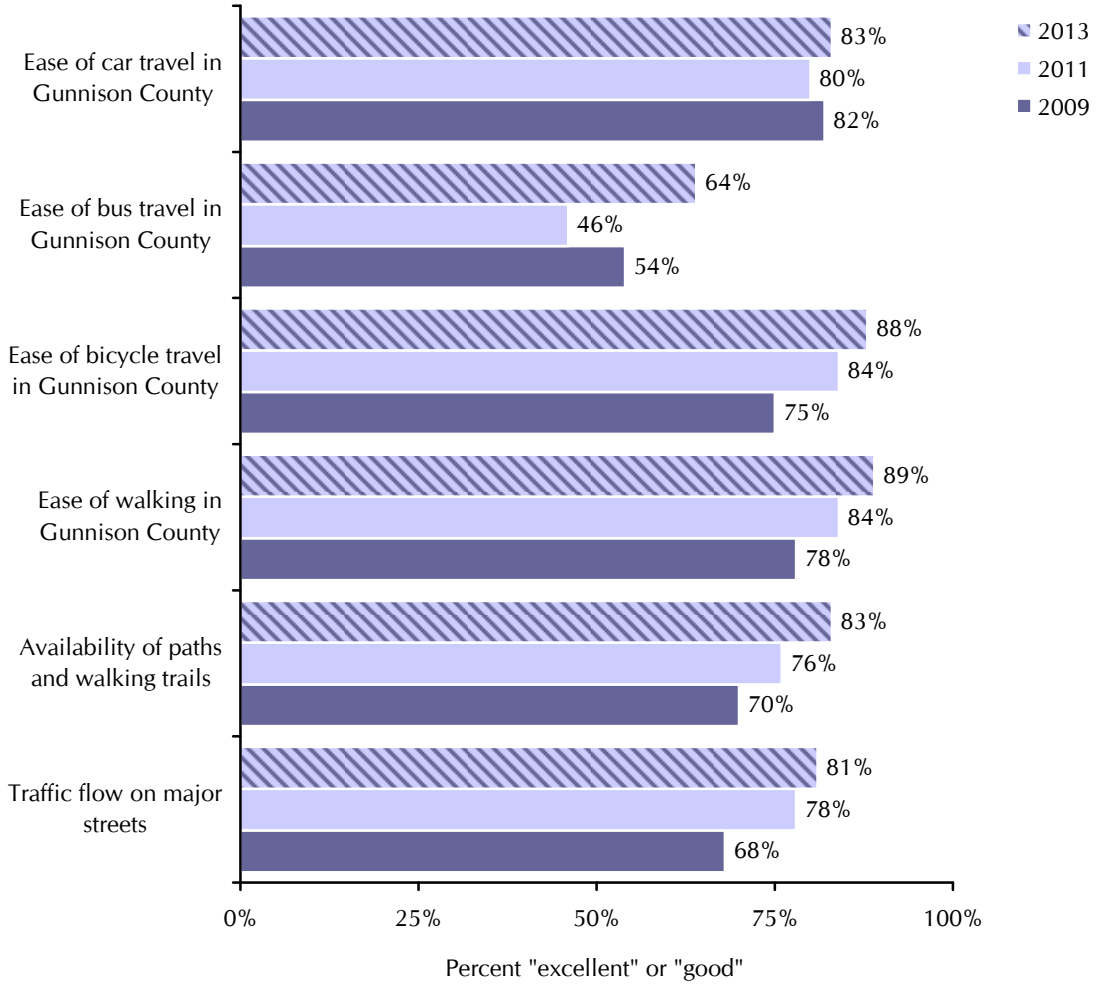

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FIGURE 7: COMMUNITY TRANSPORTATION BENCHMARKS BY YEAR

	National comparison	Populations under 40,000 in the Western region comparison
Ease of bus travel in Gunnison County	Much above	Above
Ease of car travel in Gunnison County	Much above	Much above
Ease of walking in Gunnison County	Much above	Much above
Ease of bicycle travel in Gunnison County	Much above	Much above
Availability of paths and walking trails	Much above	Much above
Traffic flow on County roads	Much above	Much above

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Four transportation services were rated in Gunnison County. Compared to most communities across America, ratings tended to be favorable. Ratings for bus or transit services and amount of public parking have increased over time.

FIGURE 8: RATINGS OF TRANSPORTATION AND PARKING SERVICES BY YEAR

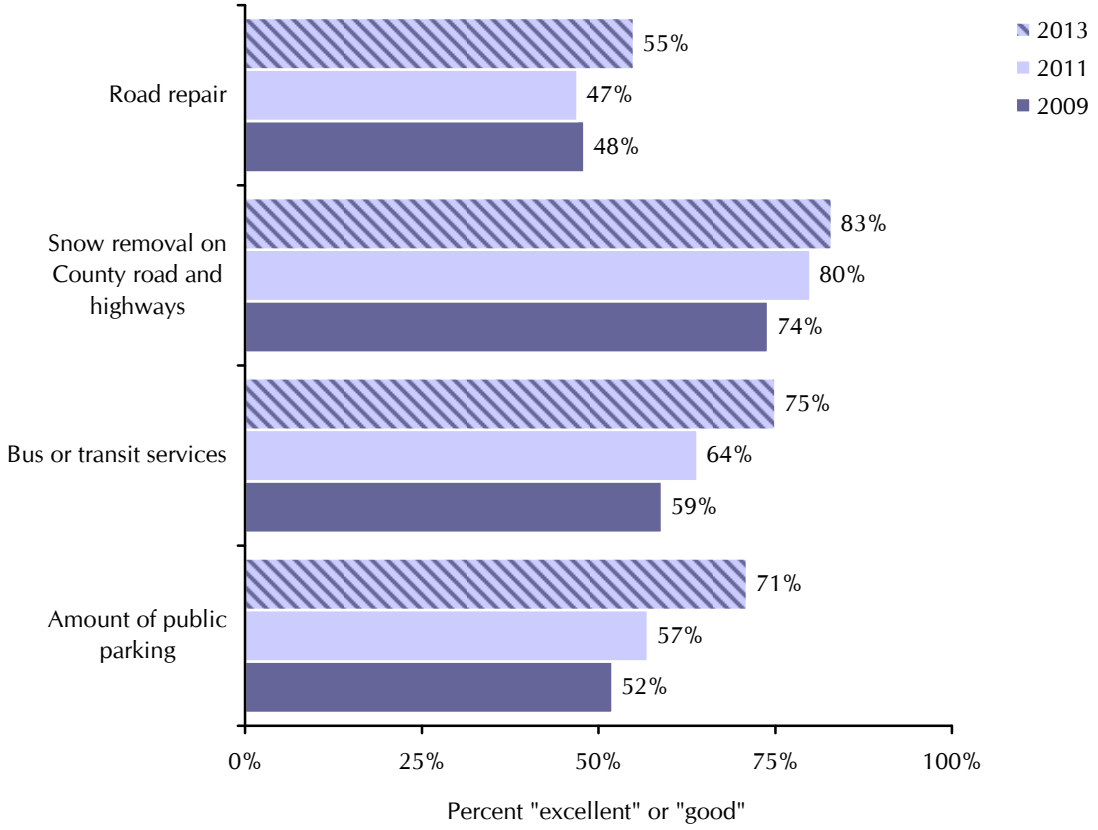

FIGURE 9: TRANSPORTATION AND PARKING SERVICES BENCHMARKS

	National comparison	Populations under 40,000 in the Western region comparison
Road repair	Similar	Similar
Snow removal on County roads and highways	Much above	Much above
Bus or transit services	Much above	Above
Amount of public parking	Much above	Much above

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By measuring choice of travel mode over time, communities can monitor their success in providing attractive alternatives to the traditional mode of travel, the single-occupied automobile. When asked how they typically traveled to work, single-occupancy (SOV) travel was the overwhelming mode of use. However, 12% of work commute trips were made by a motorized vehicle with others, 19% by bicycle and 10% by foot.

FIGURE 10: FREQUENCY OF BUS USE IN LAST 12 MONTHS BY YEAR

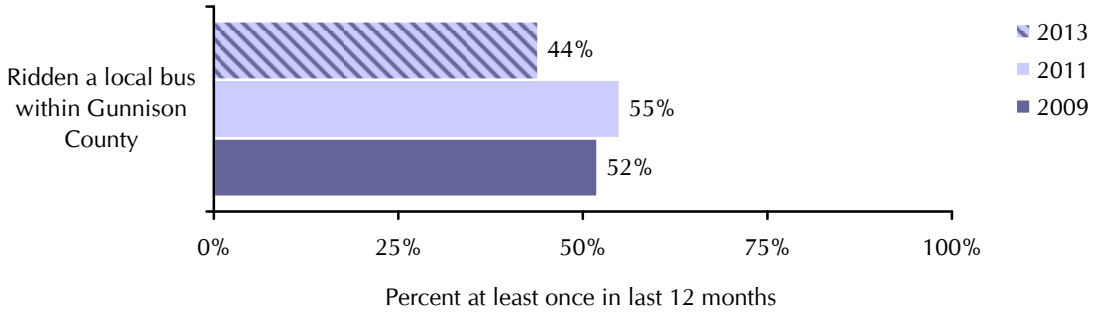

FIGURE 11: FREQUENCY OF BUS USE BENCHMARKS

	National comparison	Populations under 40,000 in the Western region comparison
Ridden a local bus within Gunnison County	Much more	Much more

FIGURE 12: MODE OF TRAVEL USED FOR WORK COMMUTE BY YEAR

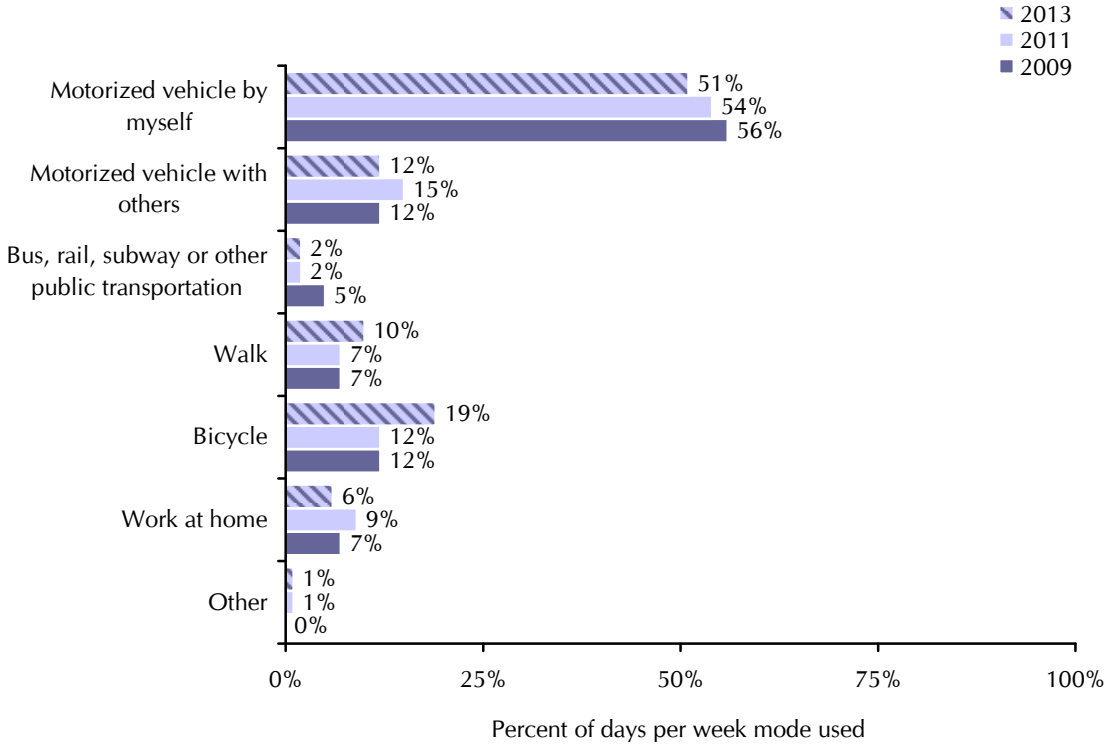

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FIGURE 13: DRIVE ALONE BENCHMARKS

	National comparison	Populations under 40,000 in the Western region comparison
Average percent of work commute trips made by driving alone	Much less	Much less

The National Citizen Survey™ by National Research Center, Inc.

Housing

Housing variety and affordability are not luxuries for any community. When there are too few options for housing style and affordability, the characteristics of a community tilt toward a single group, often of well-off residents. While this may seem attractive to a community, the absence of affordable townhomes, condominiums, mobile homes, single family detached homes and apartments means that in addition to losing the vibrancy of diverse thoughts and lifestyles, the community loses the service workers that sustain all communities – police officers, school teachers, house painters and electricians. These workers must live elsewhere and commute in at great personal cost and to the detriment of traffic flow and air quality. Furthermore lower income residents pay so much of their income to rent or mortgage that little remains to bolster their own quality of life or local business.

The survey of Gunnison County residents asked respondents to reflect on the availability of affordable housing as well as the variety of housing options. The availability of affordable housing was rated as "excellent" or "good" by 27% of respondents, while the variety of housing options was rated as "excellent" or "good" by 40% of respondents. The rating of perceived affordable housing availability was worse in Gunnison County than the ratings, on average, in comparison jurisdictions. Ratings for variety of housing options have improved over time.

FIGURE 14: RATINGS OF HOUSING IN COMMUNITY BY YEAR

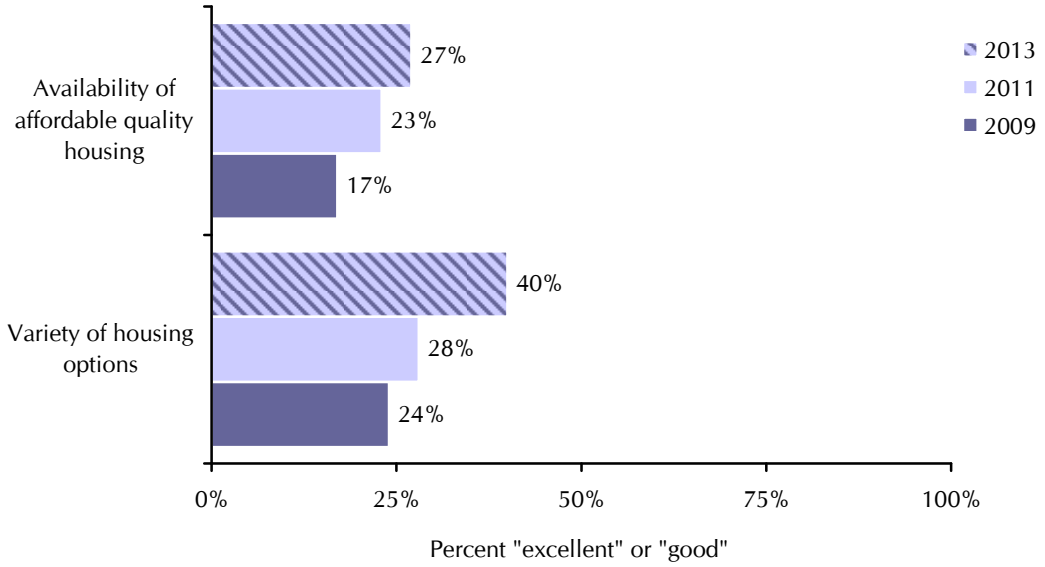

FIGURE 15: HOUSING CHARACTERISTICS BENCHMARKS

	National comparison	Populations under 40,000 in the Western region comparison
Availability of affordable quality housing	Much below	Below
Variety of housing options	Much below	Below

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To augment the perceptions of affordable housing in Gunnison County, the cost of housing as reported in the survey was compared to residents' reported monthly income to create a rough estimate of the proportion of residents of Gunnison County experiencing housing cost stress. Thirty-five percent of survey participants were found to pay housing costs of more than 30% of their monthly household income.

FIGURE 16: PROPORTION OF RESPONDENTS EXPERIENCING HOUSING COST STRESS BY YEAR

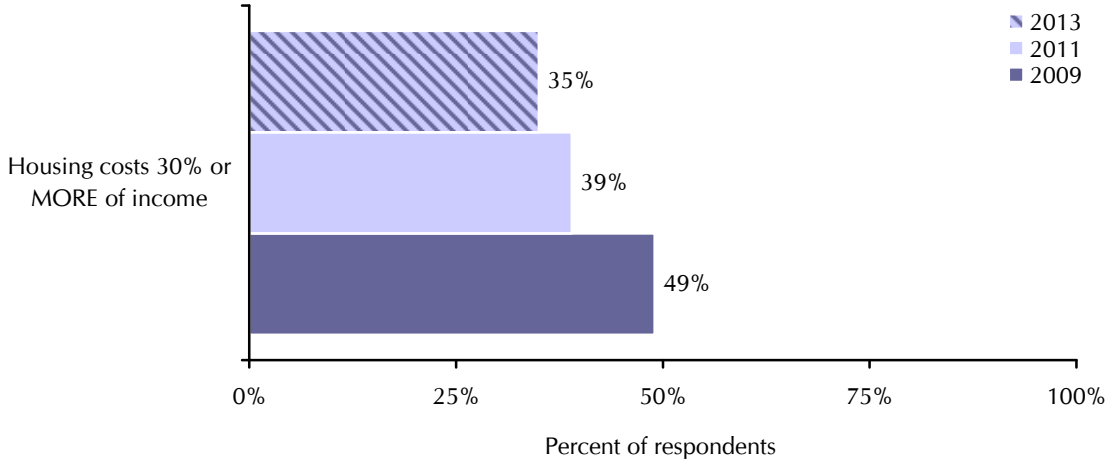

FIGURE 17: HOUSING COSTS BENCHMARKS

	National comparison	Populations under 40,000 in the Western region comparison
Experiencing housing costs stress (housing costs 30% or MORE of income)	Similar	Similar

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Land Use and Zoning

Community development contributes to a feeling among residents and even visitors of the attention given to the speed of growth, the location of residences and businesses, the kind of housing that is appropriate for the community and the ease of access to commerce, green space and residences. Even the community's overall appearance often is attributed to the planning and enforcement functions of the local jurisdiction. Residents will appreciate an attractive, well-planned community. The NCS questionnaire asked residents to evaluate the quality of new development, the appearance of Gunnison County and the speed of population growth. Problems with the appearance of property were rated, and the quality of land use planning, zoning and code enforcement services were evaluated.

The overall quality of new development in Gunnison County was rated as excellent by 9% of respondents and as good by an additional 30%. The overall appearance of Gunnison County was rated as "excellent" or "good" by 77% of respondents and was higher than the benchmark. When rating to what extent run down buildings, weed lots or junk vehicles were a problem in Gunnison County, 9% thought they were a "major" problem. The rating for population growth seen as too fast was much less than the national benchmark and has stayed the same compared to the previous survey year.

FIGURE 18: RATINGS OF THE COMMUNITY'S "BUILT ENVIRONMENT" BY YEAR

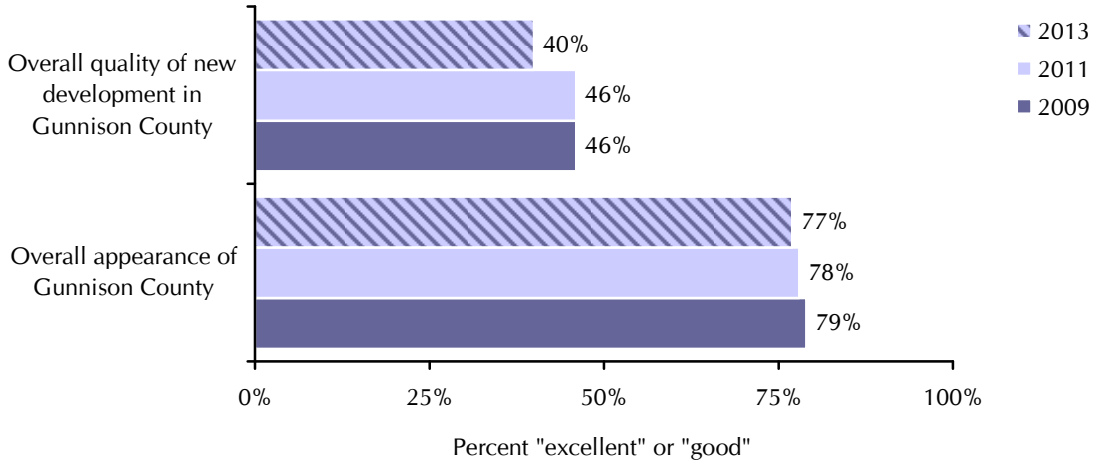


FIGURE 19: BUILT ENVIRONMENT BENCHMARKS

	National comparison	Populations under 40,000 in the Western region comparison
Overall quality of new development in Gunnison County	Much below	Much below
Overall appearance of Gunnison County	Much above	Above

The National Citizen Survey™ by National Research Center, Inc.

FIGURE 20: RATINGS OF POPULATION GROWTH BY YEAR

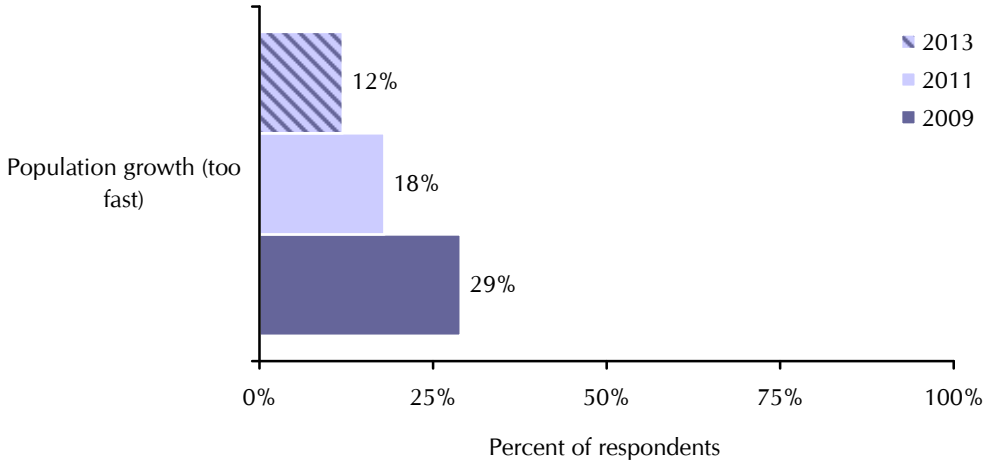


FIGURE 21: POPULATION GROWTH BENCHMARKS

	National comparison	Populations under 40,000 in the Western region comparison
Population growth seen as too fast	Much less	Much less

FIGURE 22: RATINGS OF NUISANCE PROBLEMS BY YEAR

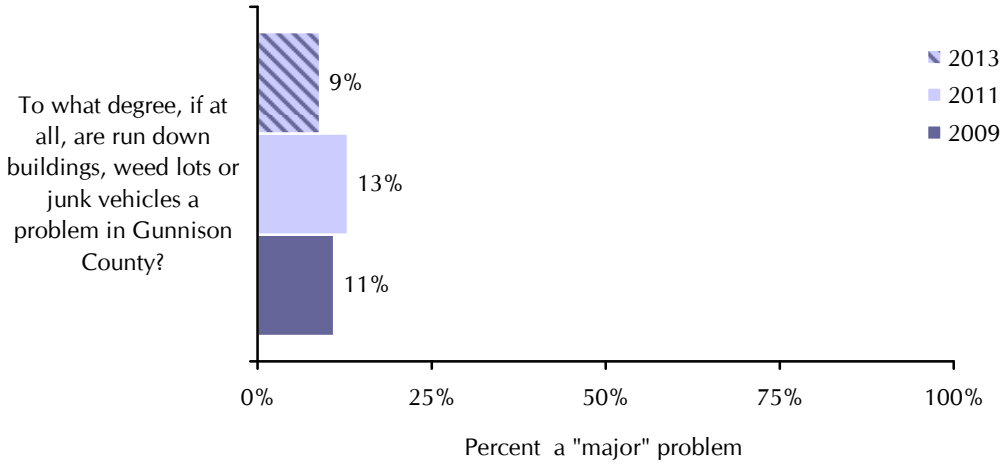


FIGURE 23: NUISANCE PROBLEMS BENCHMARKS

	National comparison	Populations under 40,000 in the Western region comparison
To what degree, if at all, are run down buildings, weed lots or junk vehicles a problem in Gunnison County?	Similar	Similar

The National Citizen Survey™ by National Research Center, Inc.

FIGURE 24: RATINGS OF PLANNING AND COMMUNITY CODE ENFORCEMENT SERVICES BY YEAR

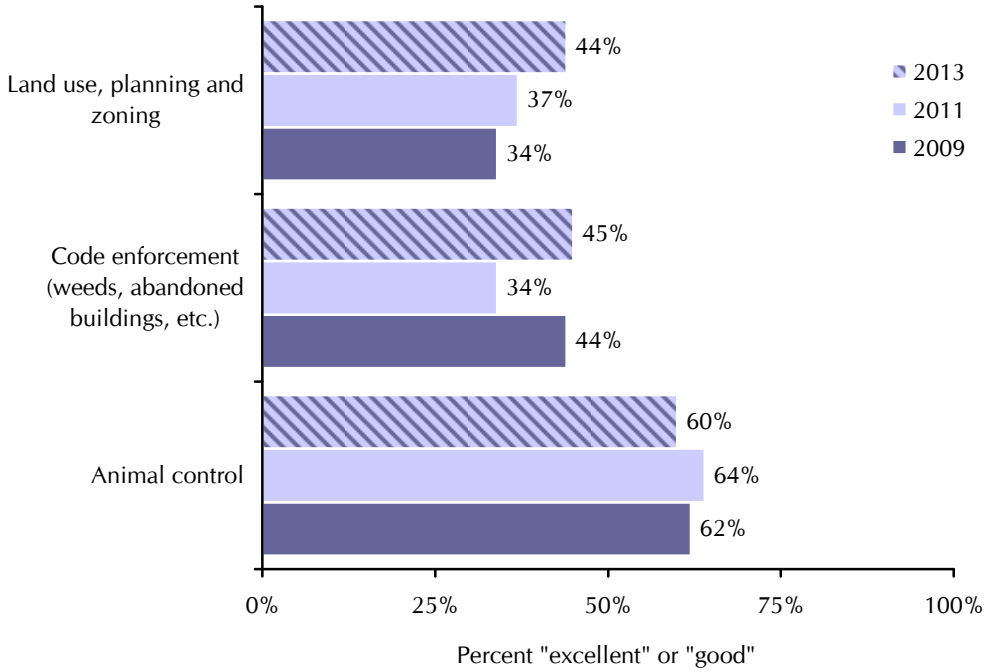


FIGURE 25: PLANNING AND COMMUNITY CODE ENFORCEMENT SERVICES BENCHMARKS

	National comparison	Populations under 40,000 in the Western region comparison
Land use, planning and zoning	Similar	Similar
Code enforcement (weeds, abandoned buildings, etc)	Below	Similar
Animal control	Similar	Similar

The National Citizen Survey™ by National Research Center, Inc.

Economic Sustainability

The United States has been in recession since late 2007 with an accelerated downturn occurring in the fourth quarter of 2008. Officially we emerged from recession in the third quarter of 2009, but high unemployment lingers, keeping a lid on a strong recovery. Many readers worry that the ill health of the economy will color how residents perceive their environment and the services that local government delivers. NRC researchers have found that the economic downturn has chastened Americans' view of their own economic futures but has not colored their perspectives about community services or quality of life.

Survey respondents were asked to rate a number of community features related to economic opportunity and growth. The most positively rated features were overall quality of business and services establishments in Gunnison County and Gunnison County as a place to work. Receiving the lowest rating was employment opportunities. Ratings for Gunnison County as a place to work have increased over time.

Figure 26: Ratings of Economic Sustainability and Opportunities by Year

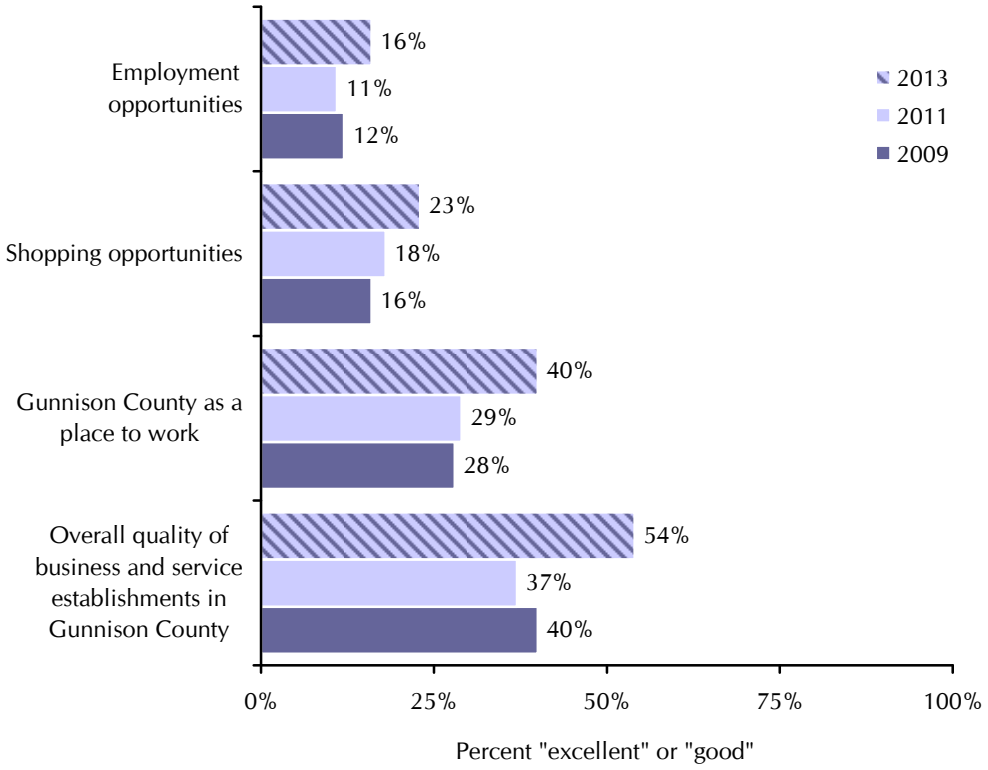


Figure 27: Economic Sustainability and Opportunities Benchmarks

	National comparison	Populations under 40,000 in the Western region comparison
Employment opportunities	Much below	Similar
Shopping opportunities	Much below	Much below
Gunnison County as a place to work	Much below	Much below
Overall quality of business and service establishments in Gunnison County	Below	Similar

The National Citizen Survey™ by National Research Center, Inc.

Residents were asked to evaluate the speed of jobs growth and retail growth on scale from "much too slow" to "much too fast." When asked about the rate of jobs growth in Gunnison County, 88% responded that it was "too slow," while 60% reported retail growth as "too slow." More residents in Gunnison County compared to other jurisdictions believed that retail growth was too slow and more residents believed that jobs growth was too slow.

FIGURE 28: RATINGS OF RETAIL AND JOB GROWTH BY YEAR

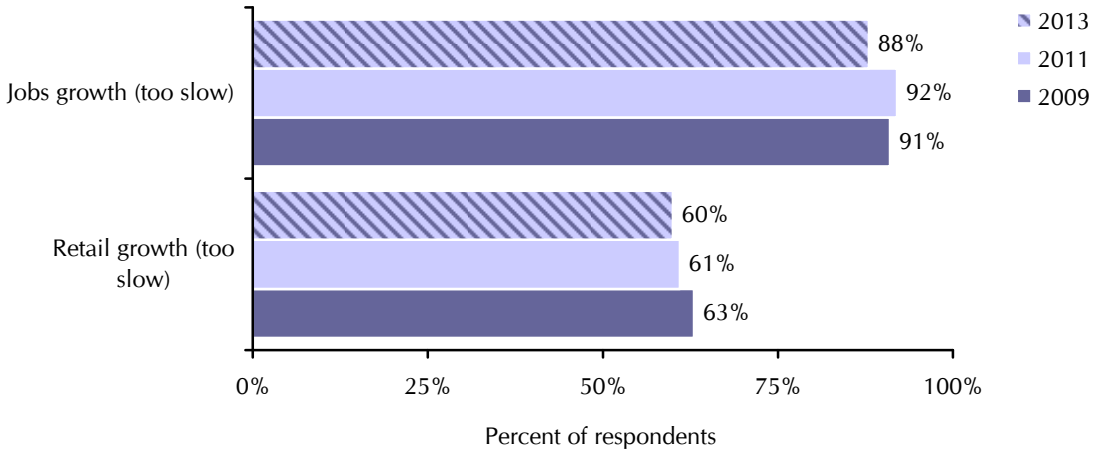
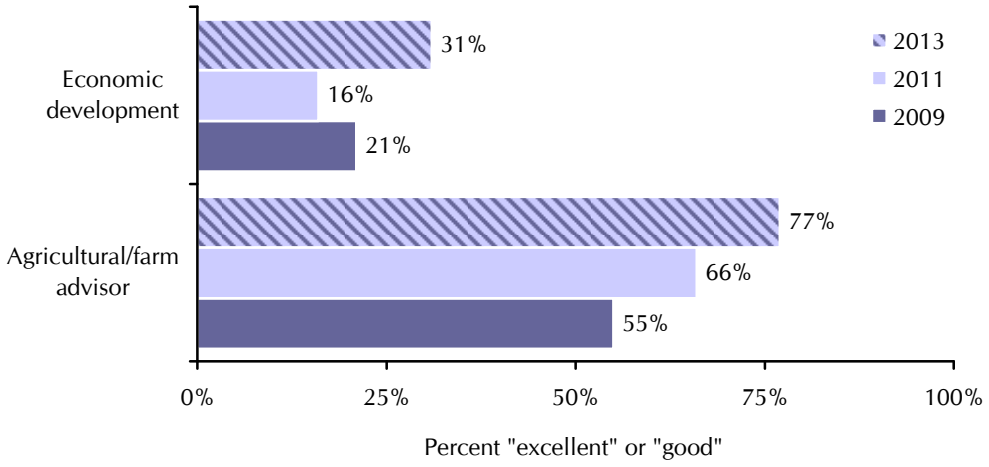


FIGURE 29: RETAIL AND JOB GROWTH BENCHMARKS

	National comparison	Populations under 40,000 in the Western region comparison
Retail growth seen as too slow	Much more	Much more
Jobs growth seen as too slow	Much more	Much more

FIGURE 30: RATINGS OF ECONOMIC DEVELOPMENT SERVICES BY YEAR



The National Citizen Survey™ by National Research Center, Inc.

FIGURE 31: ECONOMIC DEVELOPMENT SERVICES BENCHMARKS

	National comparison	Populations under 40,000 in the Western region comparison
Economic development	Much below	Much below
Agricultural/farm advisor	Much above	Not available

Residents were asked to reflect on their economic prospects in the near term. Fifteen percent of Gunnison County residents expected that the coming six months would have a "somewhat" or "very" positive impact on their family. The percent of residents with an optimistic outlook on their household income was less than comparison jurisdictions.

FIGURE 32: RATINGS OF PERSONAL ECONOMIC FUTURE BY YEAR

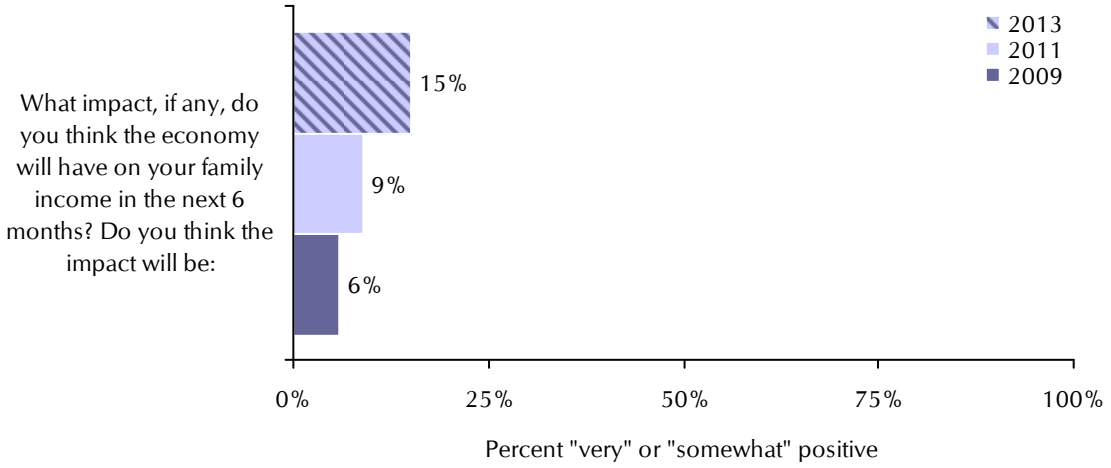


FIGURE 33: PERSONAL ECONOMIC FUTURE BENCHMARKS

	National comparison	Populations under 40,000 in the Western region comparison
Positive impact of economy on household income	Below	Below

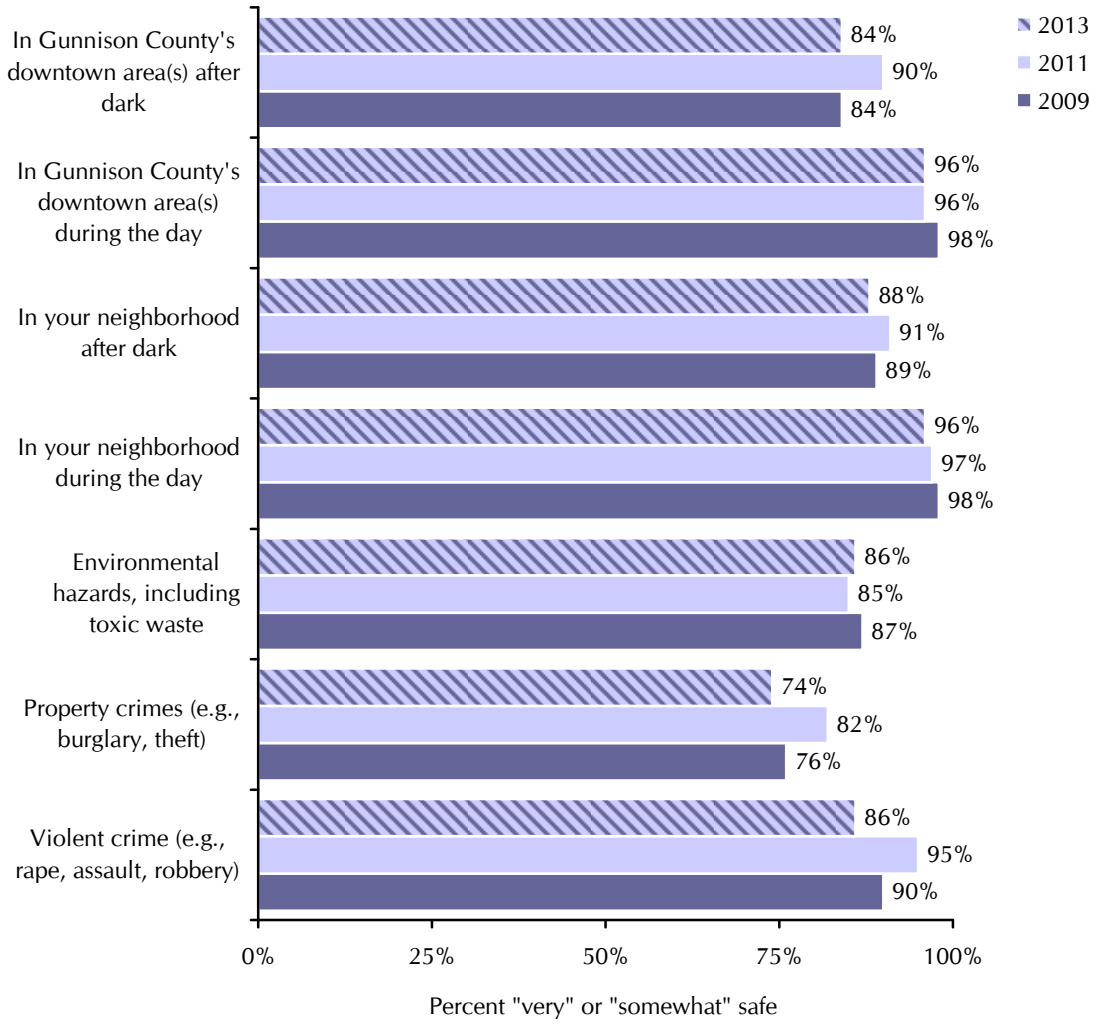
The National Citizen Survey™ by National Research Center, Inc.

Public Safety

Safety from violent or property crimes creates the cornerstone of an attractive community. No one wants to live in fear of crime, fire or natural hazards and communities in which residents feel protected or unthreatened are communities that are more likely to show growth in population, commerce and property value.

Residents were asked to rate their feelings of safety from violent crimes, property crimes, fire and environmental dangers and to evaluate the local agencies whose main charge is to provide protection from these dangers. Most gave positive ratings of safety in Gunnison County. Eighty-six percent of those completing the questionnaire said they felt "very" or "somewhat" safe from violent crimes and 86% felt "very" or "somewhat" safe from environmental hazards. Daytime sense of safety was better than nighttime safety.

Figure 34: Ratings of Community and Personal Public Safety by Year



The National Citizen Survey™ by National Research Center, Inc.

FIGURE 35: COMMUNITY AND PERSONAL PUBLIC SAFETY BENCHMARKS

	National comparison	Populations under 40,000 in the Western region comparison
Safety in your neighborhood during the day	Much above	Above
Safety in your neighborhood after dark	Much above	Above
Safety in Gunnison County's downtown area during the day	Much above	Above
Safety in Gunnison County's downtown area after dark	Much above	Much above
Safety from violent crime (e.g., rape, assault, robbery)	Much above	Similar
Safety from property crimes (e.g., burglary, theft)	Much above	Above
Environmental hazards, including toxic waste	Much above	Much above

The National Citizen Survey™ by National Research Center, Inc.

As assessed by the survey, 13% of respondents reported that someone in the household had been the victim of one or more crimes in the past year. Of those who had been the victim of a crime, 85% had reported it to police. Compared to other jurisdictions about the same percent of Gunnison County residents had been victims of crime in the 12 months preceding the survey and a higher percent of residents had reported their most recent crime victimization to the police.

FIGURE 36: CRIME VICTIMIZATION AND REPORTING BY YEAR

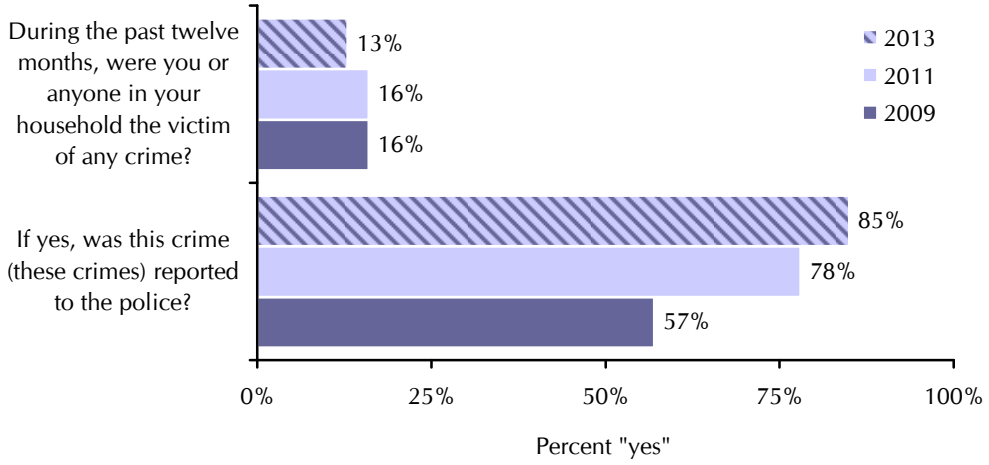


FIGURE 37: CRIME VICTIMIZATION AND REPORTING BENCHMARKS

	National comparison	Populations under 40,000 in the Western region comparison
Victim of crime	Similar	Similar
Reported crimes	More	Much more

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Residents rated eight County public safety services; of these, two were rated above the benchmark comparison, six were rated similar to the benchmark comparison and zero were rated below the benchmark comparisons. Fire services and ambulance or emergency medical services received the highest ratings, while municipal courts and emergency preparedness received the lowest ratings. Most were rated similar compared to previous years.

FIGURE 38: RATINGS OF PUBLIC SAFETY SERVICES BY YEAR

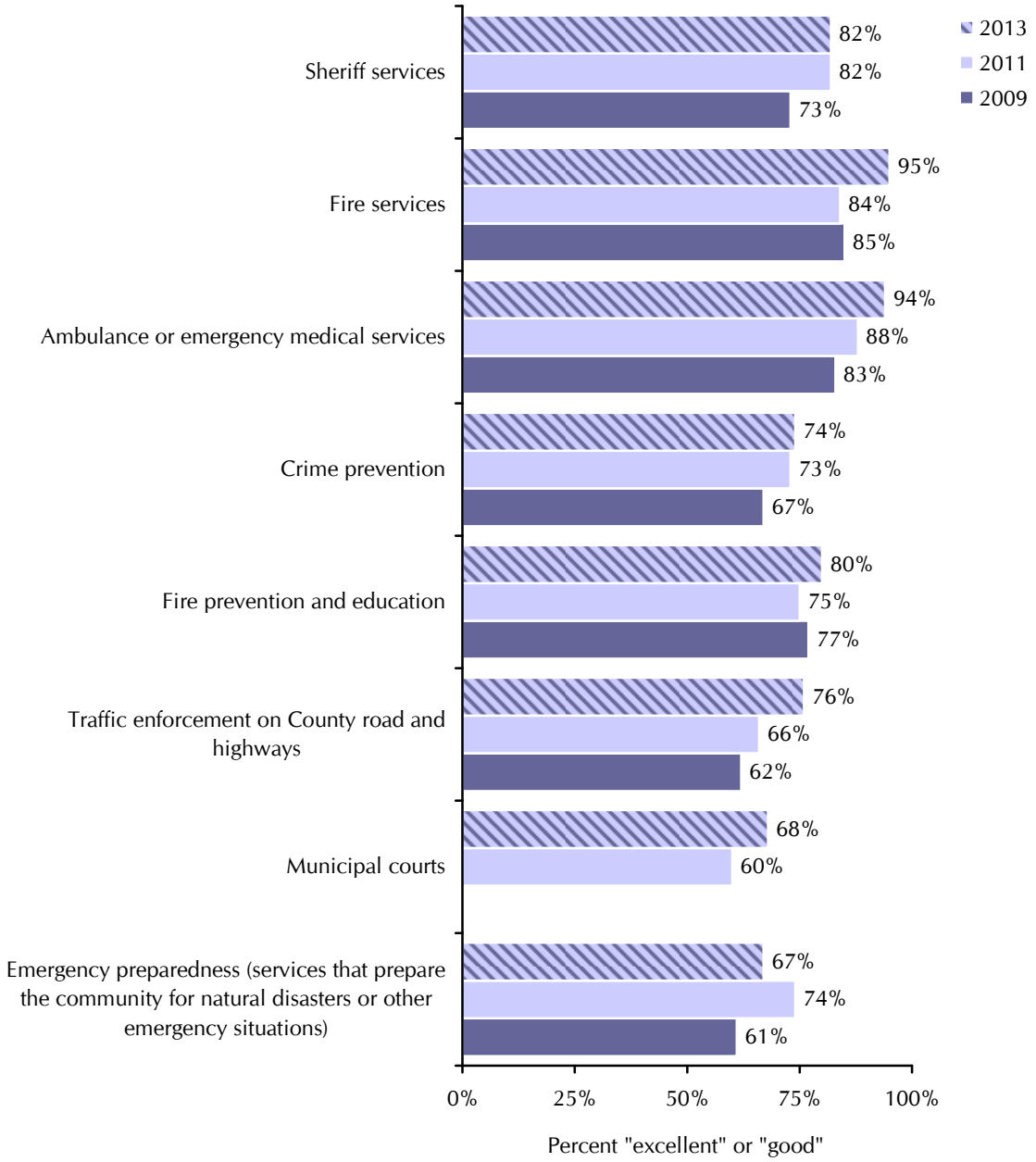

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FIGURE 39: PUBLIC SAFETY SERVICES BENCHMARKS

	National comparison	Populations under 40,000 in the Western region comparison
Sheriff services	Similar	Similar
Fire services	Similar	Similar
Ambulance or emergency medical services	Similar	Similar
Crime prevention	Similar	Similar
Fire prevention and education	Similar	Similar
Traffic enforcement on County roads and highways	Above	Above
Municipal courts	Similar	Similar
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	Above	Much above

FIGURE 40: CONTACT WITH SHERIFF DEPARTMENT BY YEAR

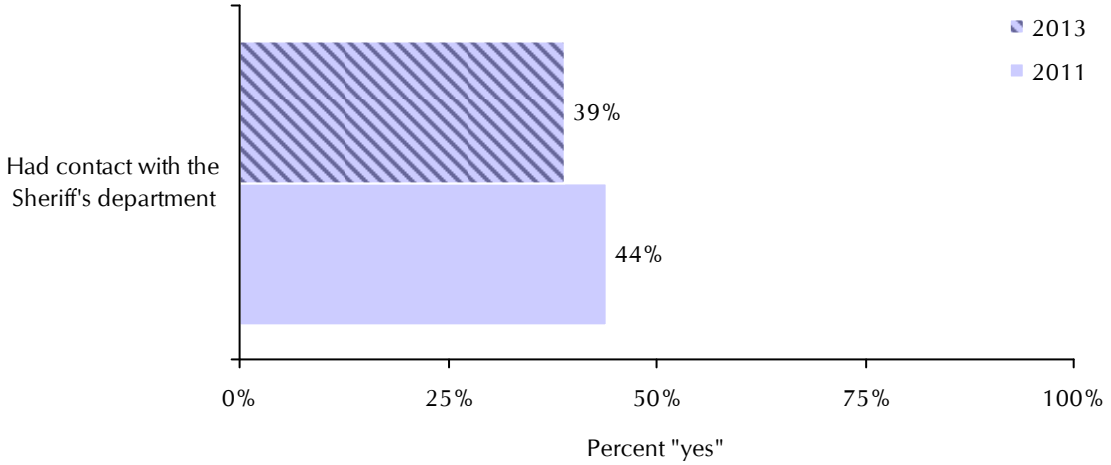
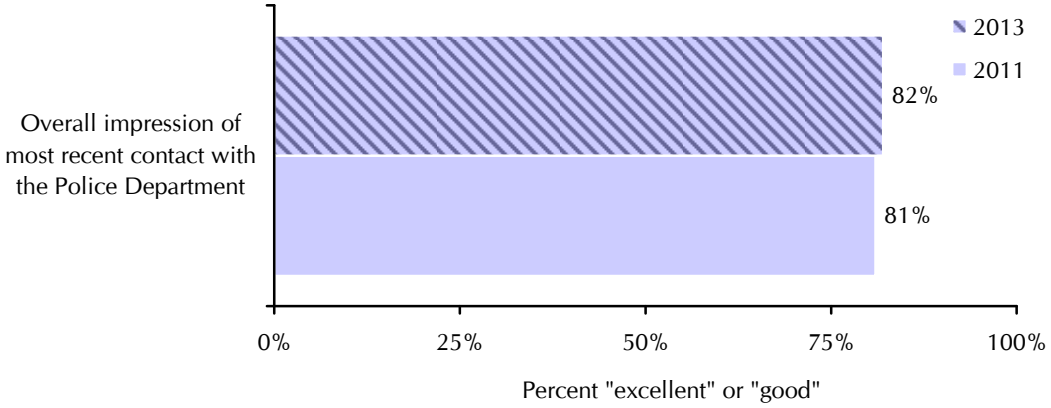


FIGURE 41: RATINGS OF SHERIFF EMPLOYEES BY YEAR



The National Citizen Survey™ by National Research Center, Inc.

FIGURE 42: CONTACT WITH SHERIFF DEPARTMENT BENCHMARKS

	National comparison	Populations under 40,000 in the Western region comparison
Had contact with the Gunnison County Sheriff's Department	Similar	Similar
Overall impression of most recent contact with the Gunnison County Sheriff's Department	Similar	Similar

The National Citizen Survey™ by National Research Center, Inc.

Environmental Sustainability

Residents value the aesthetic qualities of their hometowns and appreciate features such as overall cleanliness and landscaping. In addition, the appearance and smell or taste of the air and water do not go unnoticed. These days, increasing attention is paid to proper treatment of the environment. At the same time that they are attending to community appearance and cleanliness, cities, counties, states and the nation are going "Green." These strengthening environmental concerns extend to trash haul, recycling, sewer services, the delivery of power and water and preservation of open spaces. Treatment of the environment affects air and water quality and, generally, how habitable and inviting a place appears.

Residents of Gunnison County were asked to evaluate their local environment and the services provided to ensure its quality. The overall quality of the natural environment was rated as "excellent" or "good" by 94% of survey respondents. Air quality received the highest rating, and it was above the benchmark. Ratings for Gunnison County's natural environment have remained stable over time.

Figure 43: Ratings of the Community's Natural Environment by Year

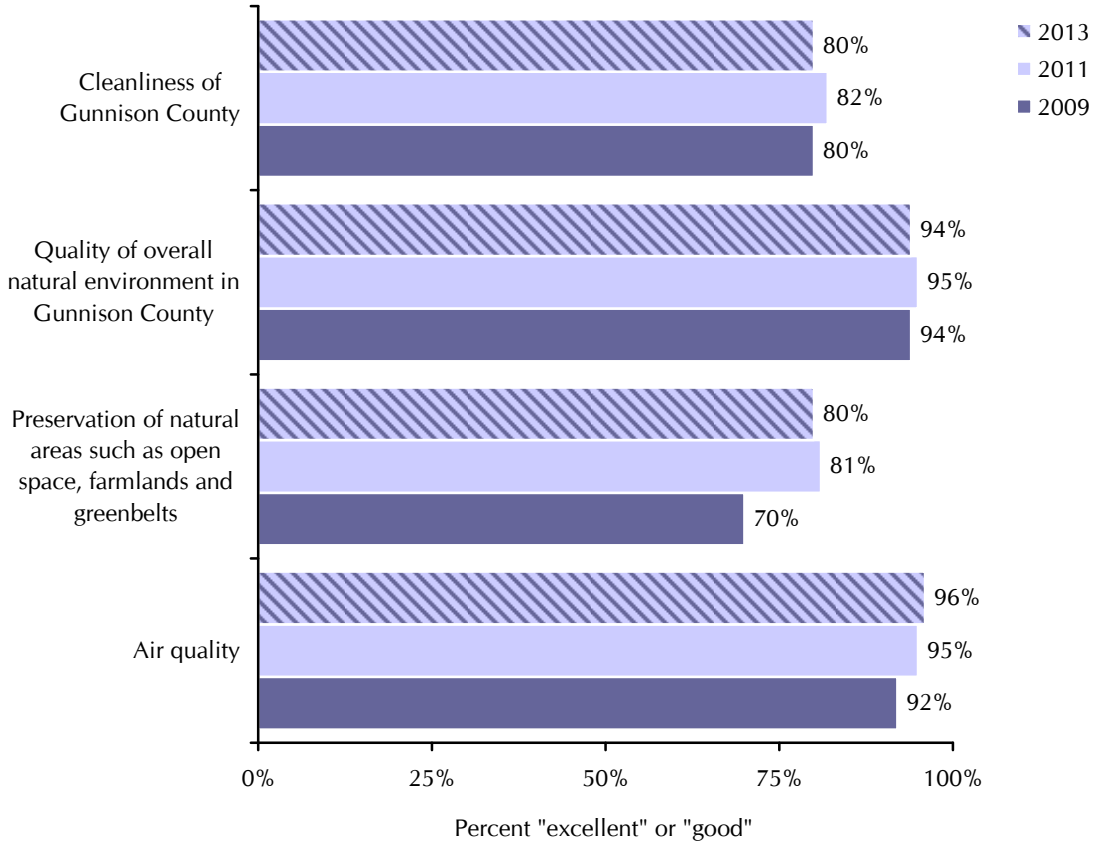


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FIGURE 44: COMMUNITY ENVIRONMENT BENCHMARKS

	National comparison	Populations under 40,000 in the Western region comparison
Cleanliness of Gunnison County	Above	Similar
Quality of overall natural environment in Gunnison County	Much above	Much above
Preservation of natural areas such as open space, farmlands and greenbelts	Much above	Much above
Air quality	Much above	Much above

Resident recycling was about the same as recycling reported in comparison communities across the nation and has remained stable over time.

FIGURE 45: FREQUENCY OF RECYCLING IN LAST 12 MONTHS BY YEAR

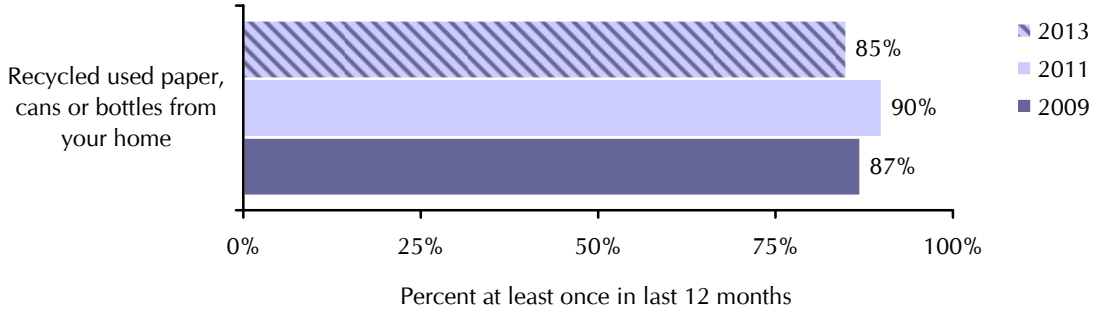

FIGURE 46: FREQUENCY OF RECYCLING BENCHMARKS

	National comparison	Populations under 40,000 in the Western region comparison
Recycled used paper, cans or bottles from your home	Similar	Less

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Of the five utility services rated by those completing the questionnaire, four were higher than the benchmark comparison, one was similar and zero were below the national benchmark comparison. Many of these service ratings trends were similar when compared to the last survey.

FIGURE 47: RATINGS OF UTILITY SERVICES BY YEAR

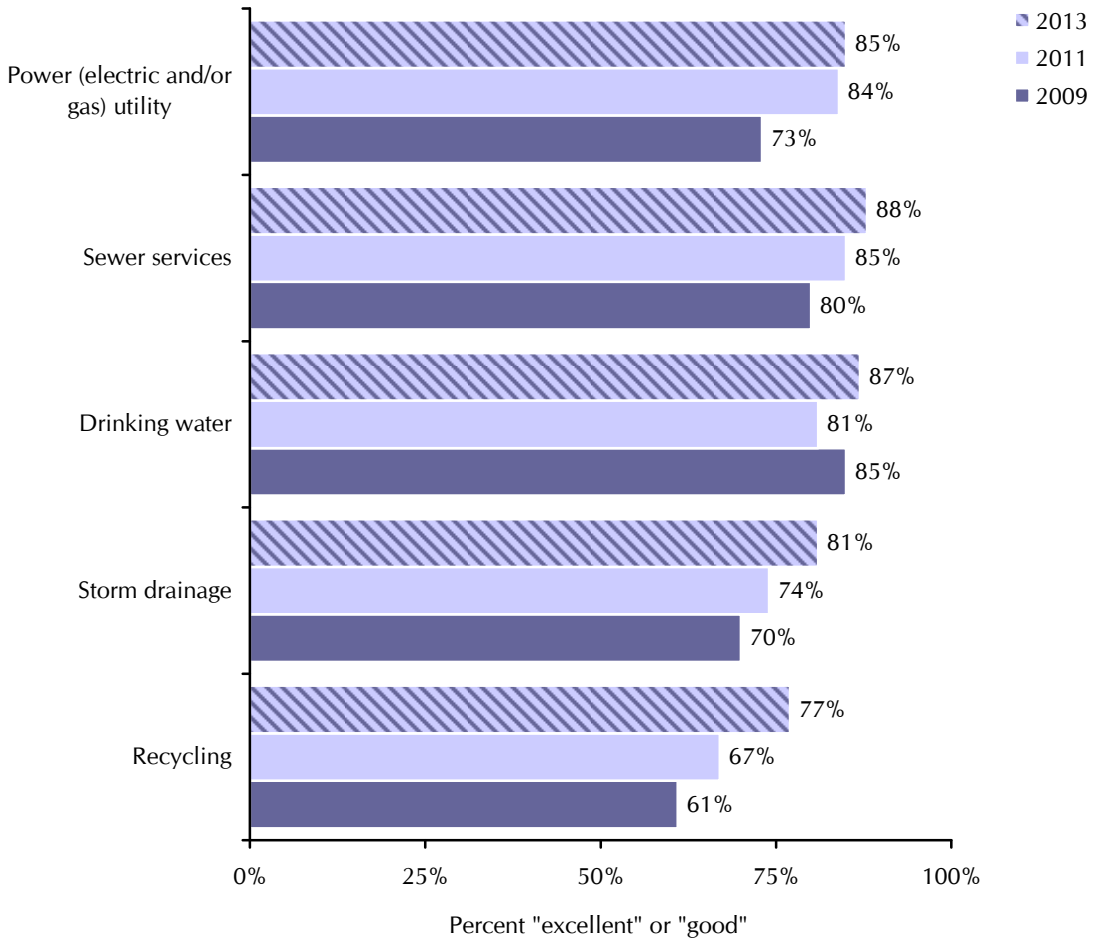

FIGURE 48: UTILITY SERVICES BENCHMARKS

	National comparison	Populations under 40,000 in the Western region comparison
Power (electric and/or gas) utility	Above	Similar
Sewer services	Much above	Above
Drinking water	Much above	Much above
Storm drainage	Much above	Above
Recycling	Similar	Similar

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Recreation and Wellness

Parks and Recreation

Quality parks and recreation opportunities help to define a community as more than the grind of its business, traffic and hard work. Leisure activities vastly can improve the quality of life of residents, serving both to entertain and mobilize good health. The survey contained questions seeking residents' perspectives about opportunities and services related to the community's parks and recreation services.

Recreation opportunities in Gunnison County were rated positively as were services related to parks and recreation. Three were rated higher than the benchmark. Availability of historic sites received the lowest rating and was higher than the national benchmark. Parks and recreation ratings have generally remained stable over time.

Figure 49: Ratings of Community Recreational Opportunities by Year

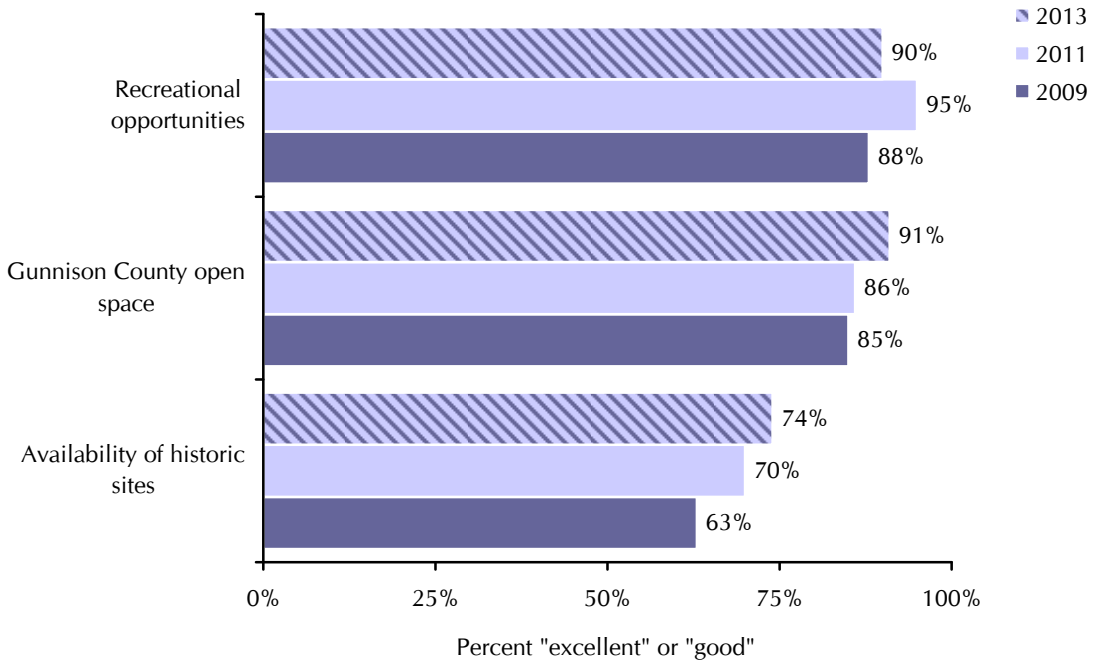

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FIGURE 50: COMMUNITY RECREATIONAL OPPORTUNITIES BENCHMARKS

	National comparison	Populations under 40,000 in the Western region comparison
Recreational opportunities	Much above	Much above
Gunnison County open space	Much above	Not available
Availability of historic sites	Much above	Not available

Resident use of County parks and recreation facilities tells its own story about the attractiveness and accessibility of those services. The percent of residents that had visited a neighborhood or County park was greater than the percent of users in comparison jurisdictions. Similarly, recreation program use in Gunnison County was higher than use in comparison jurisdictions. Ratings for recreation use in Gunnison County have remained stable over time.

FIGURE 51: PARTICIPATION IN PARKS AND RECREATION OPPORTUNITIES BY YEAR

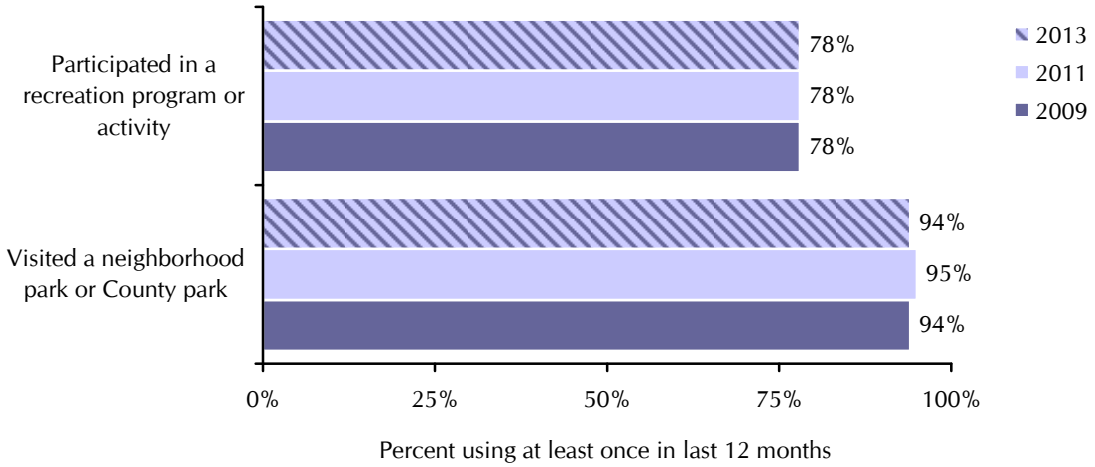

FIGURE 52: PARTICIPATION IN PARKS AND RECREATION OPPORTUNITIES BENCHMARKS

	National comparison	Populations under 40,000 in the Western region comparison
Participated in a recreation program or activity	Much more	Much more
Visited a neighborhood park or County park	Much more	More

The National Citizen Survey™ by National Research Center, Inc.

FIGURE 53: RATINGS OF PARKS AND RECREATION SERVICES BY YEAR

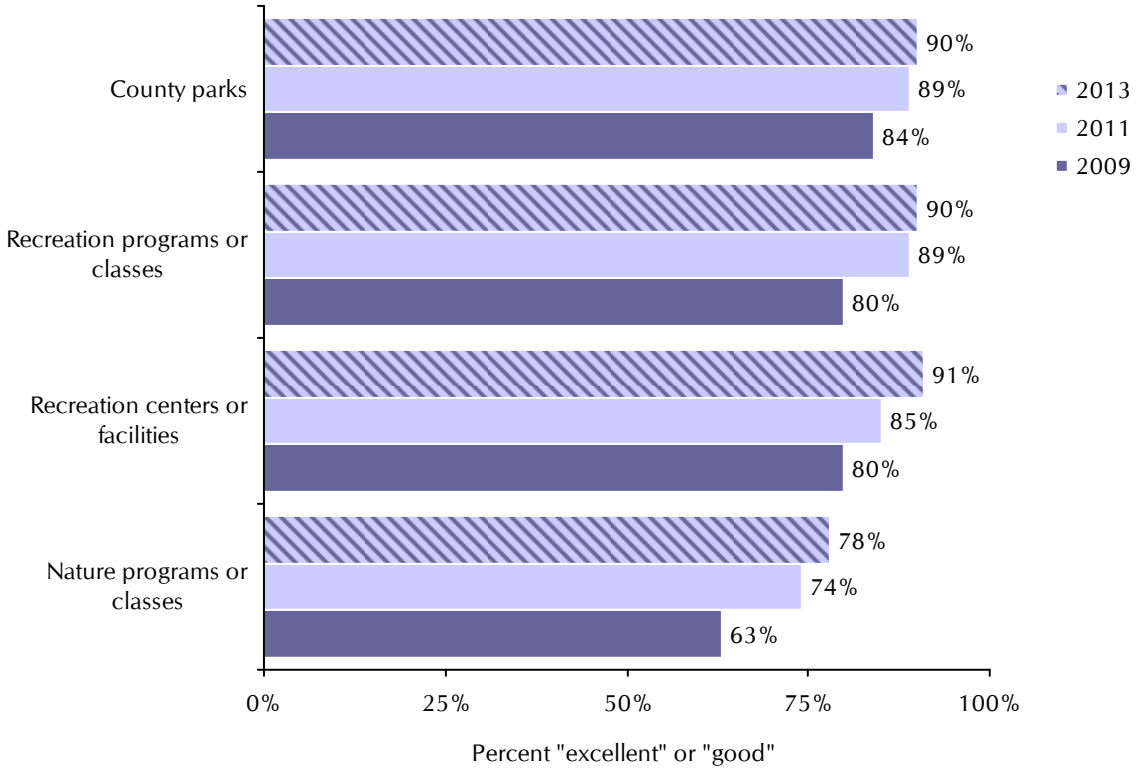

FIGURE 54: PARKS AND RECREATION SERVICES BENCHMARKS

	National comparison	Populations under 40,000 in the Western region comparison
County parks	Much above	Above
Recreation programs or classes	Much above	Much above
Recreation centers or facilities	Much above	Much above
Nature programs or classes	Much above	Not available

The National Citizen Survey™ by National Research Center, Inc.

Culture, Arts and Education

A full service community does not address only the life and safety of its residents. Like individuals who simply go to the office and return home, a community that pays attention only to the life sustaining basics becomes insular, dreary and uninspiring. In the case of communities without thriving culture, arts and education opportunities, the magnet that attracts those who might consider relocating there is vastly weakened. Cultural, artistic, social and educational services elevate the opportunities for personal growth among residents. In the survey, residents were asked about the quality of opportunities to participate in cultural and educational activities.

Opportunities to attend cultural activities was rated as "excellent" or "good" by 57% of respondents. Educational opportunities were rated as "excellent" or "good" by 76% of respondents. Compared to the benchmark data, educational opportunities were above the average of comparison jurisdictions across the nation, while cultural activity opportunities were similar to the national benchmark comparison.

Seventy-four percent of Gunnison residents used a County library at least once in the 12 months preceding the survey. This participation rate for library use was similar to comparison jurisdictions and has remained stable over time.

FIGURE 55: RATINGS OF CULTURAL AND EDUCATIONAL OPPORTUNITIES BY YEAR

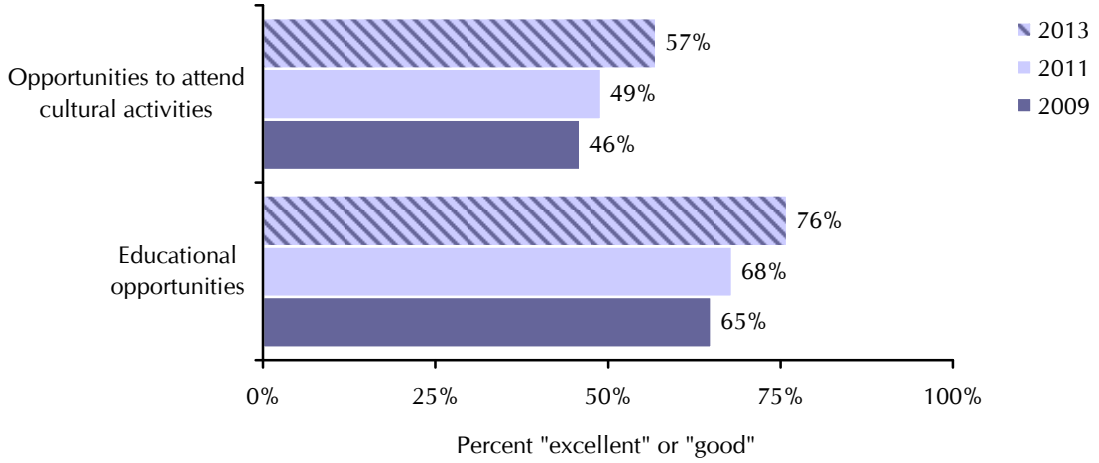

FIGURE 56: CULTURAL AND EDUCATIONAL OPPORTUNITIES BENCHMARKS

	National comparison	Populations under 40,000 in the Western region comparison
Opportunities to attend cultural activities	Similar	Above
Educational opportunities	Above	Much above

The National Citizen Survey™ by National Research Center, Inc.

FIGURE 57: PARTICIPATION IN CULTURAL AND EDUCATIONAL OPPORTUNITIES BY YEAR

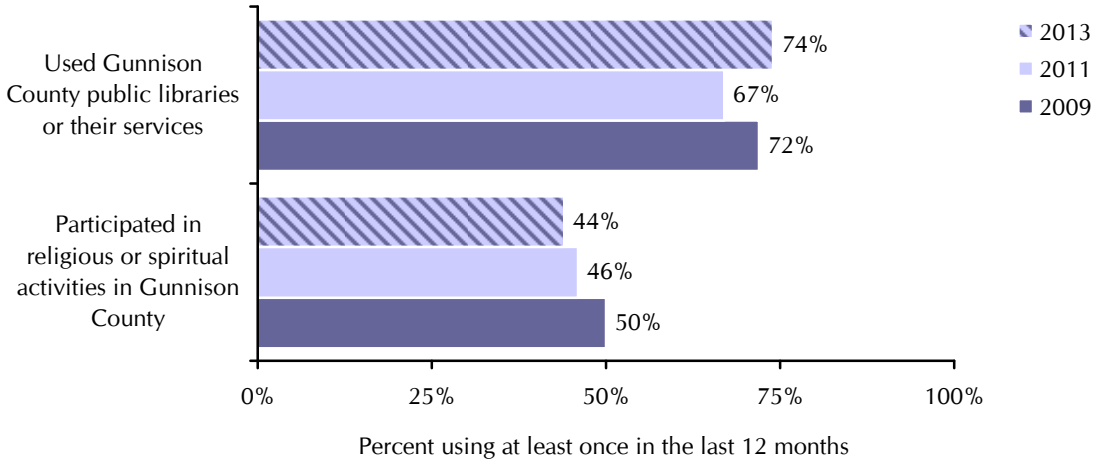

FIGURE 58: PARTICIPATION IN CULTURAL AND EDUCATIONAL OPPORTUNITIES BENCHMARKS

	National comparison	Populations under 40,000 in the Western region comparison
Used Gunnison County public libraries or their services	Similar	Similar
Participated in religious or spiritual activities in Gunnison County	Less	More

FIGURE 59: PERCEPTION OF CULTURAL AND EDUCATIONAL SERVICES BY YEAR

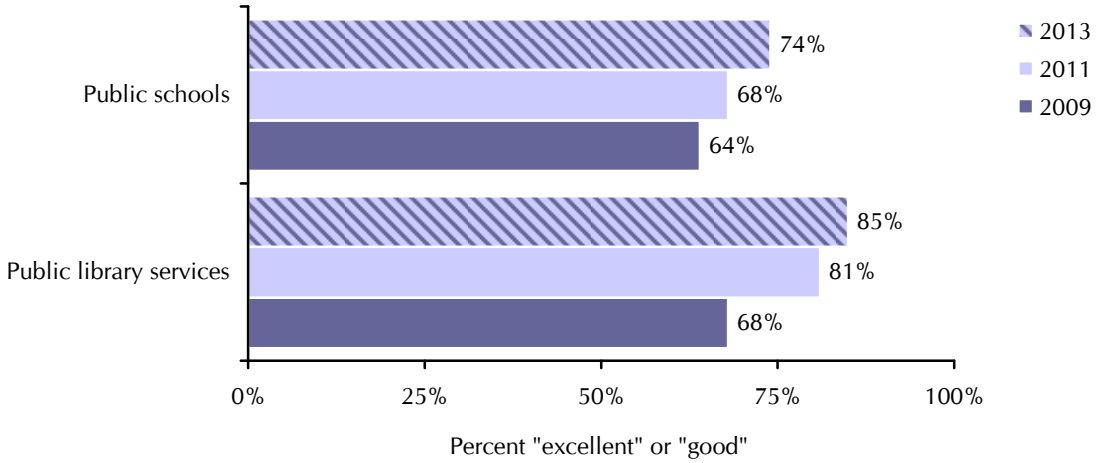

FIGURE 60: CULTURAL AND EDUCATIONAL SERVICES BENCHMARKS

	National comparison	Populations under 40,000 in the Western region comparison
Public schools	Similar	Similar
Public library services	Similar	Similar

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Health and Wellness

Healthy residents have the wherewithal to contribute to the economy as volunteers or employees and they do not present a burden in cost and time to others. Although residents bear the primary responsibility for their good health, local government provides services that can foster that well being and that provide care when residents are ill.

Residents of Gunnison County were asked to rate the community's health services as well as the availability of health care, high quality affordable food and preventive health care services. The availability of preventive health services was rated most positively for Gunnison County, while the availability of affordable quality health care was rated less favorably by residents. All ratings of community health and wellness access and opportunities in Gunnison County have increased over time.

FIGURE 61: RATINGS OF COMMUNITY HEALTH AND WELLNESS ACCESS AND OPPORTUNITIES BY YEAR

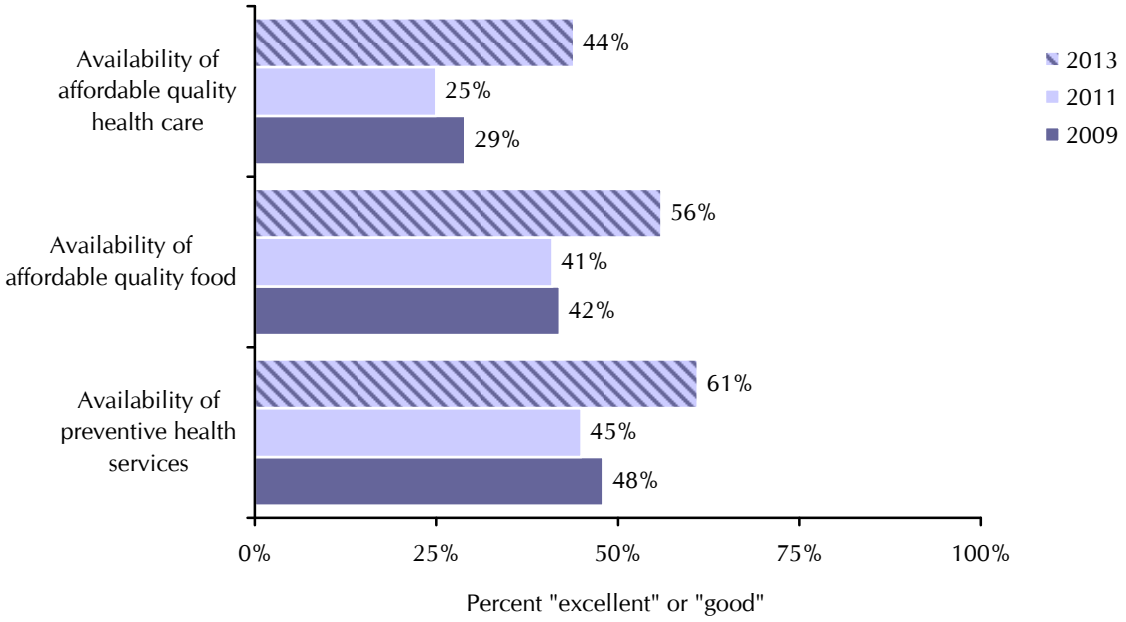

FIGURE 62: COMMUNITY HEALTH AND WELLNESS ACCESS AND OPPORTUNITIES BENCHMARKS

	National comparison	Populations under 40,000 in the Western region comparison
Availability of affordable quality health care	Much below	Below
Availability of affordable quality food	Below	Similar
Availability of preventive health services	Similar	Above

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Of the four health-related services offered in Gunnison County, three were above the benchmark and one was below the benchmark.

FIGURE 63: RATINGS OF HEALTH AND WELLNESS SERVICES BY YEAR

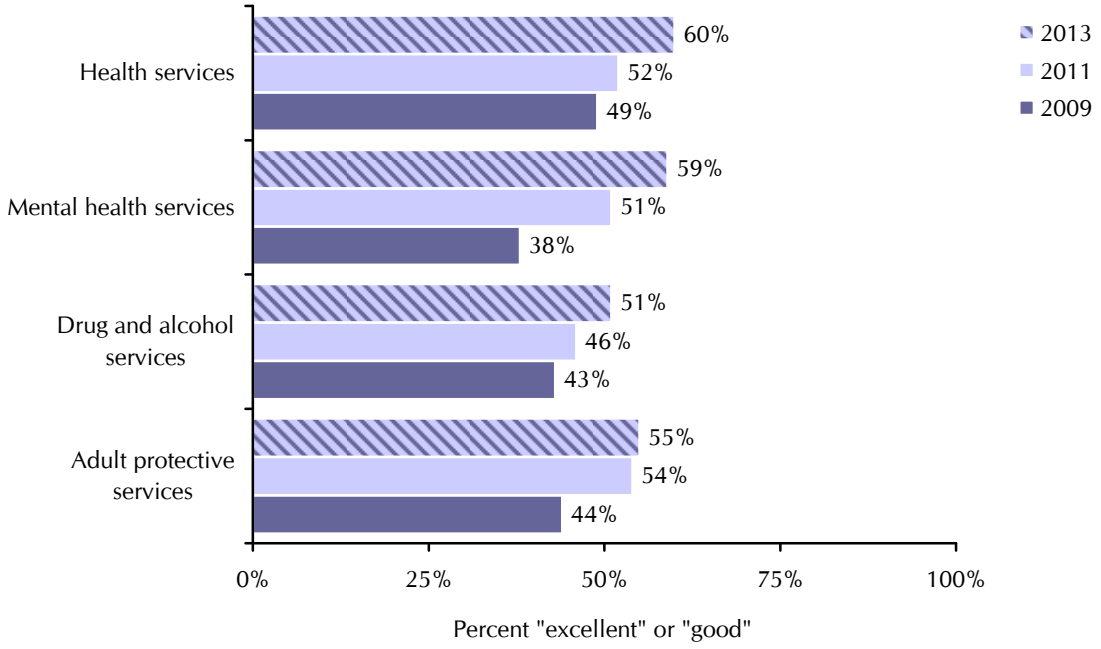

FIGURE 64: HEALTH AND WELLNESS SERVICES BENCHMARKS

	National comparison	Populations under 40,000 in the Western region comparison
Health services	Below	Similar
Mental health services	Much above	Not available
Drug and alcohol services	Much above	Not available
Adult protective services	Much above	Not available

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Community Inclusiveness

Diverse communities that include among their residents a mix of races, ages, wealth, ideas and beliefs have the raw material for the most vibrant and creative society. However, the presence of these features alone does not ensure a high quality or desirable space. Surveyed residents were asked about the success of the mix: the sense of community, the openness of residents to people of diverse backgrounds and the attractiveness of Gunnison County as a place to raise children or to retire. They were also questioned about the quality of services delivered to various population subgroups, including older adults, youth and residents with few resources. A community that succeeds in creating an inclusive environment for a variety of residents is a community that offers more to many.

A high percentage of residents rated Gunnison County as an "excellent" or "good" place to raise kids and a moderate percentage rated it as an "excellent" or "good" place to retire. Most residents felt that the local sense of community was "excellent" or "good." A majority of survey respondents felt Gunnison County was open and accepting towards people of diverse backgrounds. Availability of affordable quality child care was rated the lowest by residents and was below the national benchmark. Ratings of community quality and inclusiveness have remained stable over time.

Figure 65: Ratings of Community Quality and Inclusiveness by Year

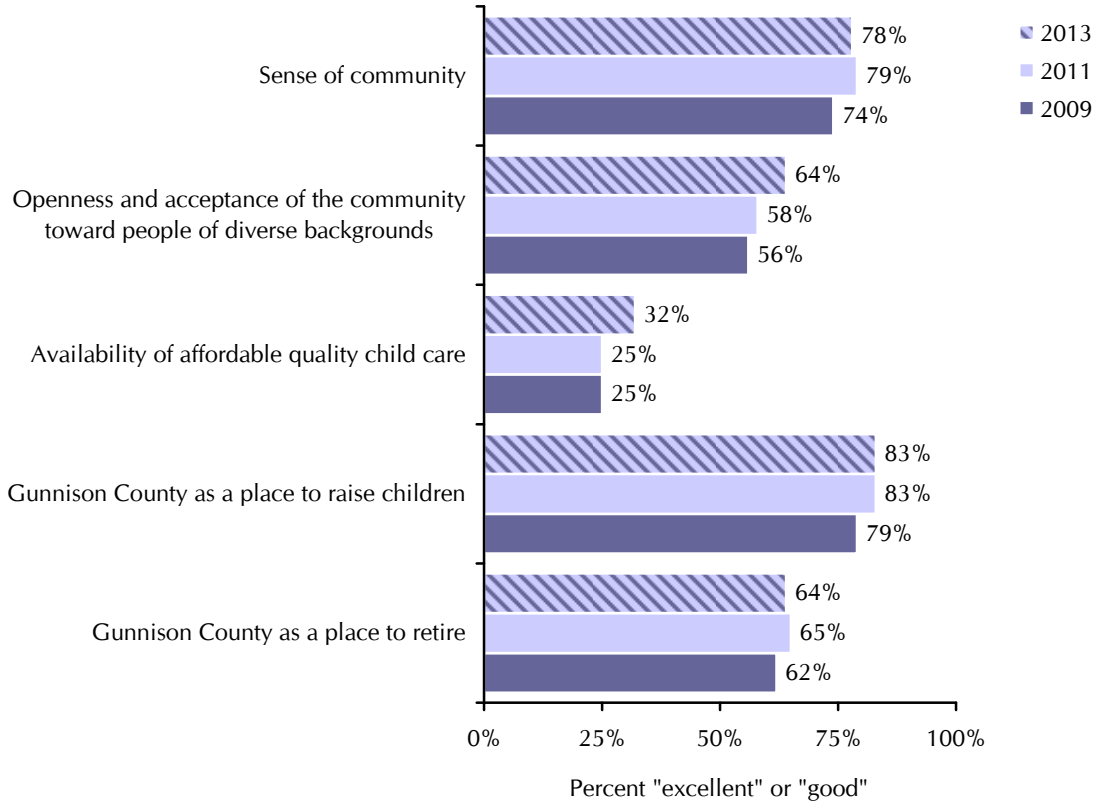

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FIGURE 66: COMMUNITY QUALITY AND INCLUSIVENESS BENCHMARKS

	National comparison	Populations under 40,000 in the Western region comparison
Sense of community	Much above	Much above
Openness and acceptance of the community toward people of diverse backgrounds	Similar	Similar
Availability of affordable quality child care	Much below	Below
Gunnison County as a place to raise children	Above	Similar
Gunnison County as a place to retire	Similar	Below

Services to more vulnerable populations (e.g., seniors, youth or low-income residents) ranged from 59% to 71% with ratings of "excellent" or "good." Ratings of services to youth and low-income people were above the benchmarks, while ratings of services to seniors were similar.

FIGURE 67: RATINGS OF QUALITY OF SERVICES PROVIDED FOR POPULATION SUBGROUPS BY YEAR

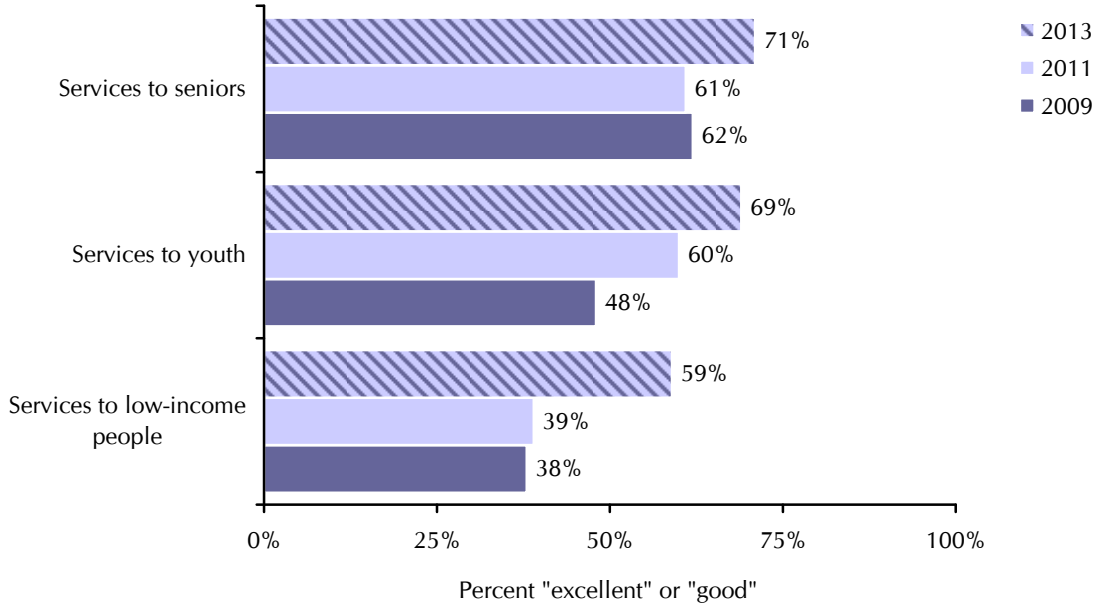

FIGURE 68: SERVICES PROVIDED FOR POPULATION SUBGROUPS BENCHMARKS

	National comparison	Populations under 40,000 in the Western region comparison
Services to seniors	Similar	Similar
Services to youth	Above	Above
Services to low-income people	Above	Much above

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Civic Engagement

Community leaders cannot run a jurisdiction alone and a jurisdiction cannot run effectively if residents remain strangers with little to connect them. Elected officials and staff require the assistance of local residents whether that assistance comes in tacit approval or eager help; and commonality of purpose among the electorate facilitates policies and programs that appeal to most and causes discord among few. Furthermore, when neighbors help neighbors, the cost to the community to provide services to residents in need declines. When residents are civically engaged, they have taken the opportunity to participate in making the community more livable for all. The extent to which local government provides opportunities to become informed and engaged and the extent to which residents take those opportunities is an indicator of the connection between government and populace. By understanding residents' level of connection to, knowledge of and participation in local government, the County can find better opportunities to communicate and educate citizens about its mission, services, accomplishments and plans. Communities with strong civic engagement may be more likely to see the benefits of programs intended to improve the quality of life of all residents and therefore would be more likely to support those new policies or programs.

Civic Activity

Respondents were asked about the perceived community volunteering opportunities and their participation as citizens of Gunnison County. Survey participants rated the volunteer opportunities in Gunnison County favorably. Opportunities to attend or participate in community matters were rated less favorably.

Ratings of civic engagement opportunities were above ratings from comparison jurisdictions where these questions were asked. These ratings have remained stable over time.

Figure 69: Ratings of Civic Engagement Opportunities by Year

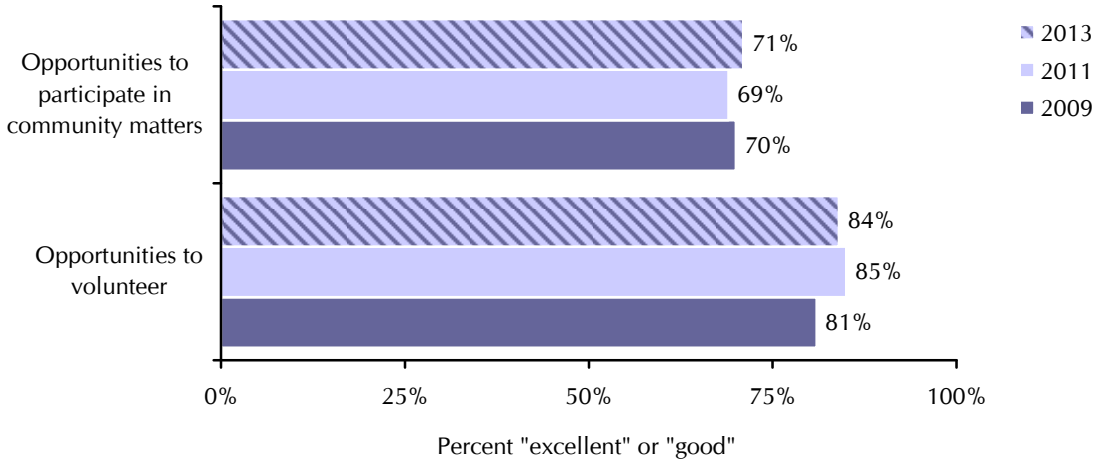

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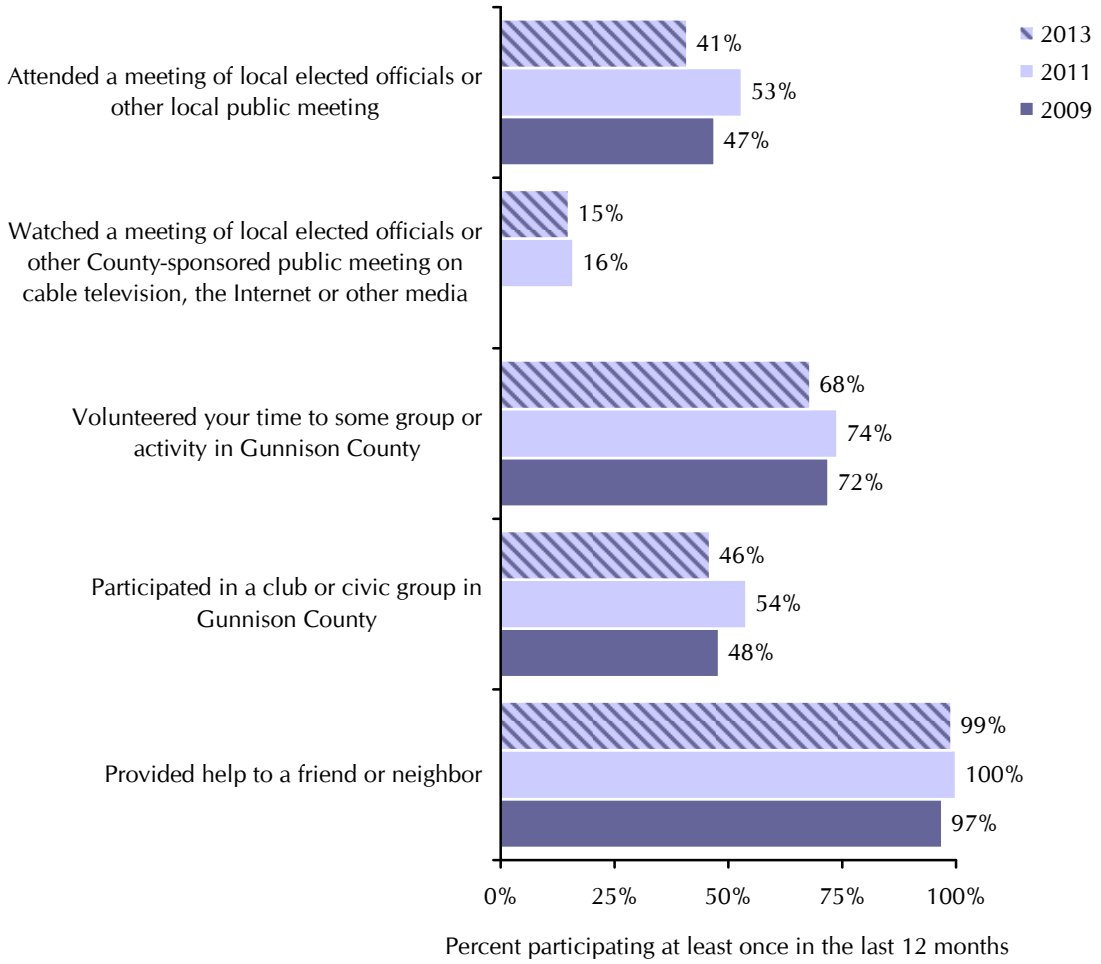
FIGURE 70: CIVIC ENGAGEMENT OPPORTUNITIES BENCHMARKS

	National comparison	Populations under 40,000 in the Western region comparison
Opportunities to participate in community matters	Above	Above
Opportunities to volunteer	Much above	Much above

Most of the participants in this survey had not attended a public meeting or participated in a club in the 12 months prior to the survey, but the vast majority had helped a friend. The participation rates of these civic behaviors were compared to the rates in other jurisdictions. The number who had attended a public meeting, volunteered, helped a friend and participated in a club showed higher rates of involvement. Those who watched a meeting of local elected officials on television or the Internet showed lower rates.

FIGURE 71: PARTICIPATION IN CIVIC ENGAGEMENT OPPORTUNITIES BY YEAR[1]



[1] Over the past few years, local governments have adopted communication strategies that embrace the Internet and new media. In 2010, the question, "Watched a meeting of local elected officials or other local public meeting on cable television" was revised to include "the Internet or other media" to better reflect this trend.

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FIGURE 72: PARTICIPATION IN CIVIC ENGAGEMENT OPPORTUNITIES BENCHMARKS

	National comparison	Populations under 40,000 in the Western region comparison
Attended a meeting of local elected officials or other local public meeting	Much more	Much more
Watched a meeting of local elected officials or other County-sponsored public meeting on cable television, the Internet	Much less	Much less
Volunteered your time to some group or activity in Gunnison County	Much more	Much more
Participated in a club or civic group in Gunnison County	Much more	Much more
Provided help to a friend or neighbor	More	More

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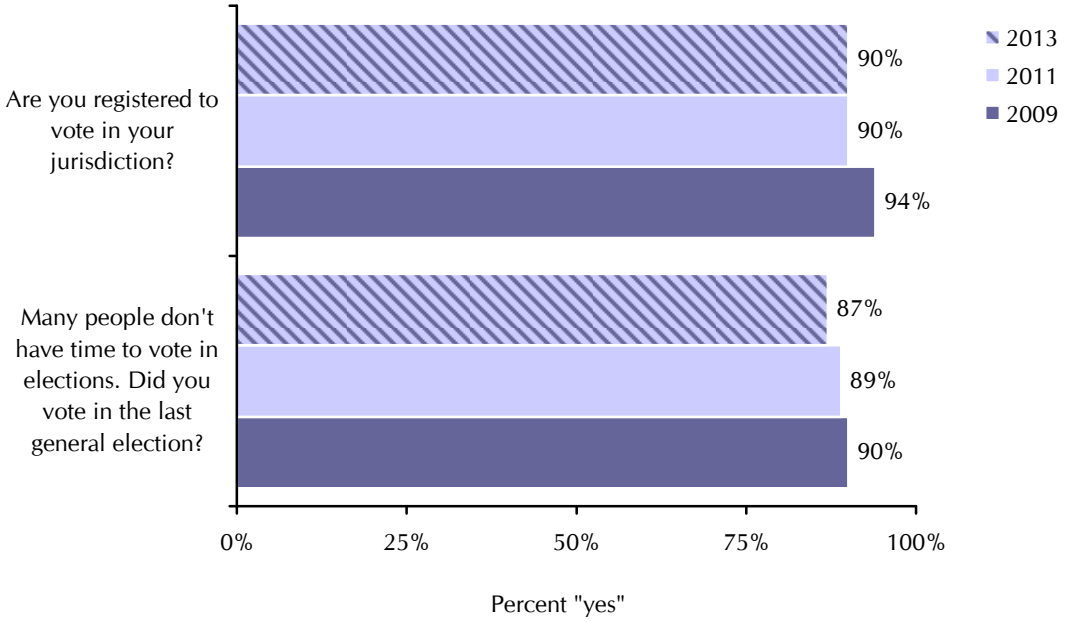
Gunnison County residents showed the largest amount of civic engagement in the area of electoral participation. Ninety percent reported they were registered to vote and 87% indicated they had voted in the last general election. This rate of self-reported voting was higher than comparison communities.

FIGURE 73: REPORTED VOTING BEHAVIOR BY YEAR



Note: In addition to the removal of "don't know" responses, those who said "ineligible to vote" also have been omitted form this calculation. The full frequencies appear in Appendix A.

FIGURE 74: VOTING BEHAVIOR BENCHMARKS

	National comparison	Populations under 40,000 in the Western region comparison
Registered to vote	More	More
Voted in last general election	Much more	More

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Information and Awareness

Those completing the survey were asked about their use and perceptions of various information sources and local government media services. When asked whether they had visited the Gunnison County Web site in the previous 12 months, 67% reported they had done so at least once. Public information services were rated similarly compared to benchmark data.

FIGURE 75: USE OF INFORMATION SOURCES BY YEAR

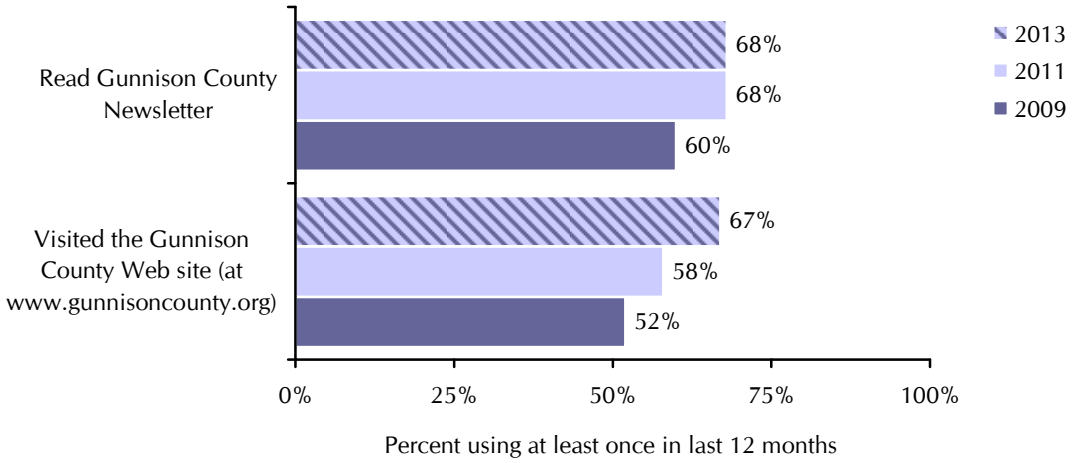

FIGURE 76: USE OF INFORMATION SOURCES BENCHMARKS

	National comparison	Populations under 40,000 in the Western region comparison
Read Gunnison County Newsletter	Much less	Much less
Visited the Gunnison County Web site	More	More

FIGURE 77: RATINGS OF LOCAL GOVERNMENT MEDIA SERVICES AND INFORMATION DISSEMINATION BY YEAR

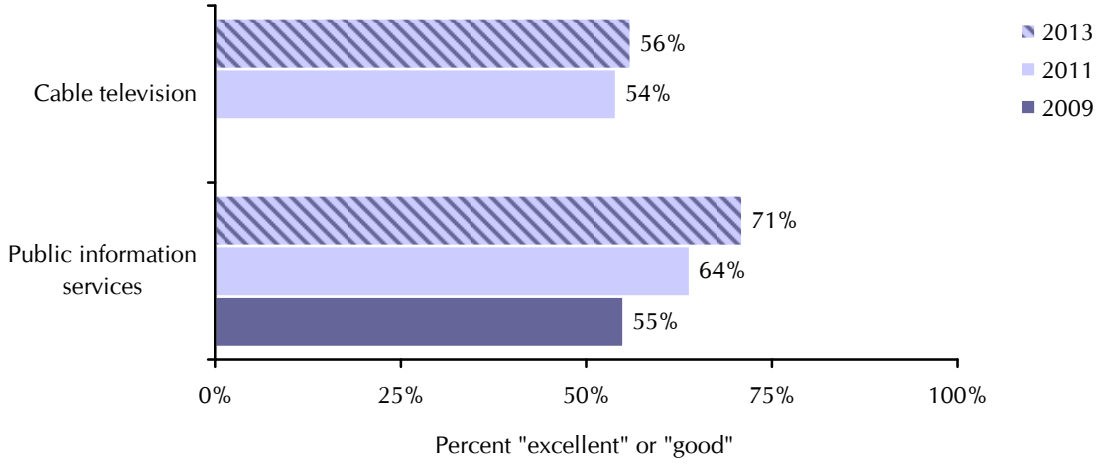

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FIGURE 78: LOCAL GOVERNMENT MEDIA SERVICES AND INFORMATION DISSEMINATION BENCHMARKS

	National comparison	Populations under 40,000 in the Western region comparison
Cable television	Similar	Similar
Public information services	Similar	Similar

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Social Engagement

Opportunities to participate in social events and activities were rated as "excellent" or "good" by 78% of respondents, while a slightly higher proportion rated opportunities to participate in religious or spiritual events and activities as "excellent" or "good." Ratings of social engagement opportunities in Gunnison County have remained stable over time.

FIGURE 79: RATINGS OF SOCIAL ENGAGEMENT OPPORTUNITIES BY YEAR

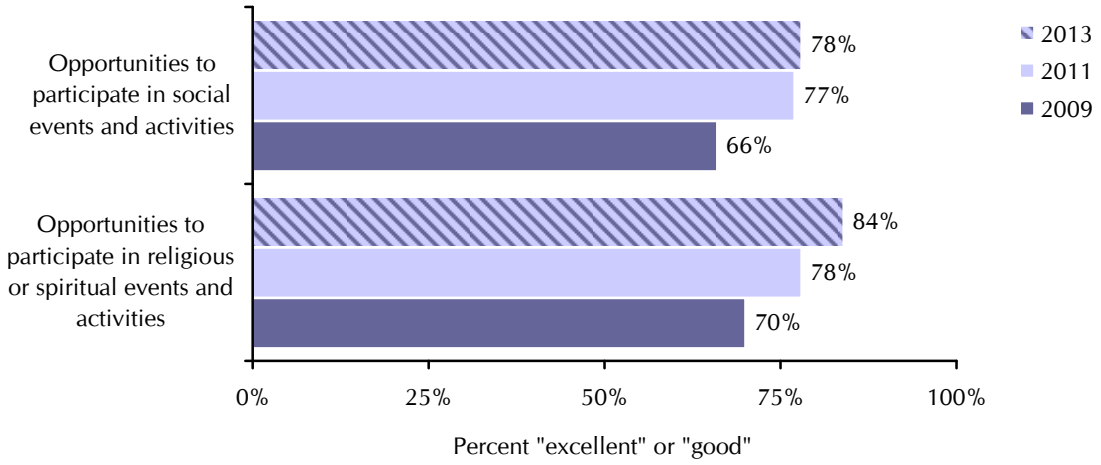

FIGURE 80: SOCIAL ENGAGEMENT OPPORTUNITIES BENCHMARKS

	National comparison	Populations under 40,000 in the Western region comparison
Opportunities to participate in social events and activities	Much above	Much above
Opportunities to participate in religious or spiritual events and activities	Similar	Above

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Residents in Gunnison County reported a strong amount of neighborliness. Half of respondents indicated talking or visiting with their neighbors at least several times a week. This amount of contact with neighbors was more than the amount of contact reported in other communities.

FIGURE 81: CONTACT WITH IMMEDIATE NEIGHBORS BY YEAR

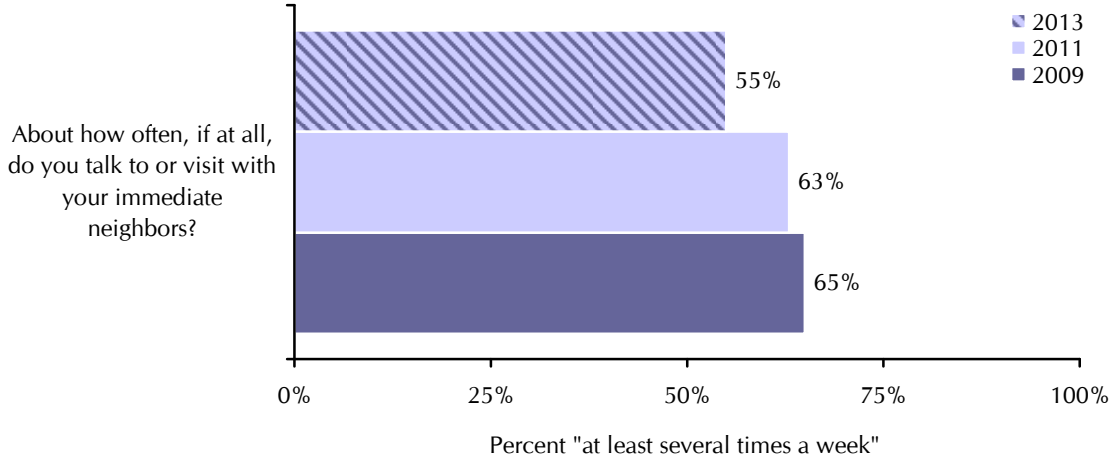

FIGURE 82: CONTACT WITH IMMEDIATE NEIGHBORS BENCHMARKS

	National comparison	Populations under 40,000 in the Western region comparison
Has contact with neighbors at least several times per week	More	More

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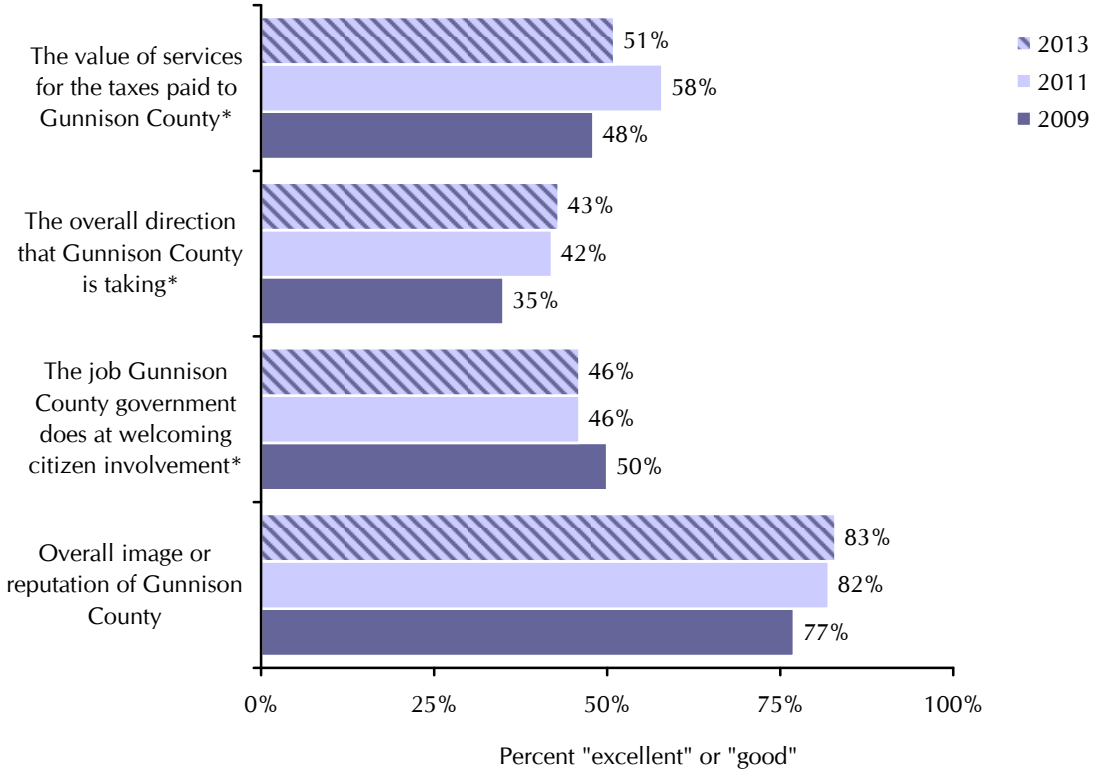
Public Trust

When local government leaders are trusted, an environment of cooperation is more likely to surround all decisions they make. Cooperation leads to easier communication between leaders and residents and increases the likelihood that high value policies and programs will be implemented to improve the quality of life of the entire community. Trust can be measured in residents' opinions about the overall direction Gunnison County is taking, their perspectives about the service value their taxes purchase and the openness of government to citizen participation. In addition, resident opinion about services provided by Gunnison County could be compared their opinion about services provided by the state and federal governments. If residents find nothing to admire in the services delivered by any level of government, their opinions about Gunnison County may be colored by their dislike of what all levels of government provide.

Half of respondents felt that the value of services for taxes paid was "excellent" or "good." When asked to rate the job Gunnison County does at welcoming citizens involvement, 46% rated it as "excellent" or "good." Of these four ratings, one was above the benchmark and three were below the benchmark.

Figure 83: Public Trust Ratings by Year[2]



[2] For jurisdictions that have conducted The NCS prior to 2008, a change in the wording of response options may cause a decline in the percent of residents who offer a positive perspective on public trust. It is well to factor in the possible change due to question wording this way: if you show an increase, you may have found even more improvement with the same question wording; if you show no change, you may have shown a slight increase with the same question wording; if you show a decrease, community sentiment is probably about stable.

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FIGURE 84: PUBLIC TRUST BENCHMARKS

	National comparison	Populations under 40,000 in the Western region comparison
The value of services for the taxes paid to Gunnison County	Below	Below
The overall direction that Gunnison County is taking	Much below	Much below
The job Gunnison County government does at welcoming citizen involvement	Below	Below
Overall image or reputation of Gunnison County	Much above	Much above

On average, residents of Gunnison County gave the highest evaluations to their own local government and the lowest average rating to the Federal government. The overall quality of services delivered by Gunnison County was rated as "excellent" or "good" by 73% of survey participants. Gunnison County's rating was similar to the benchmark when compared to other communities in the nation. Ratings of overall County services have remained stable compared to 2011.

FIGURE 85: RATINGS OF SERVICES PROVIDED BY LOCAL, STATE AND FEDERAL GOVERNMENTS BY YEAR

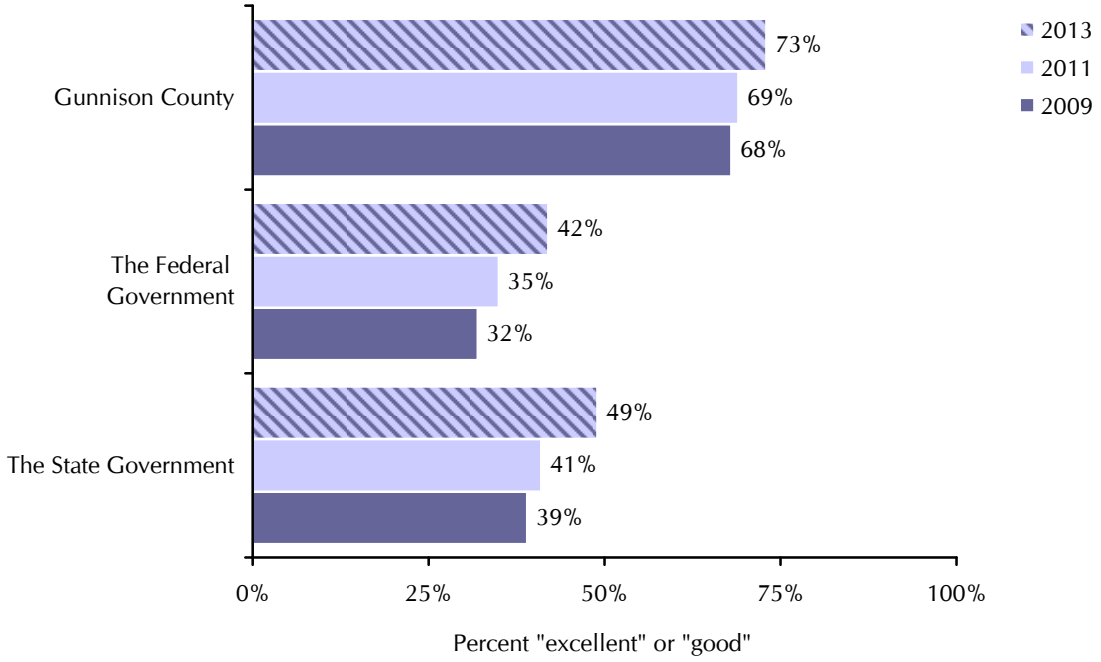

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FIGURE 86: SERVICES PROVIDED BY LOCAL, STATE AND FEDERAL GOVERNMENTS BENCHMARKS

	National comparison	Populations under 40,000 in the Western region comparison
Services provided by Gunnison County	Similar	Similar
Services provided by the Federal Government	Similar	Similar
Services provided by the State Government	Above	Above

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Gunnison County Employees

The employees of Gunnison County who interact with the public create the first impression that most residents have of Gunnison County. Front line staff who provide information, assist with bill paying, collect trash, create service schedules, fight fires and crime and even give traffic tickets are the collective face of Gunnison County. As such, it is important to know about residents' experience talking with that "face." When employees appear to be knowledgeable, responsive and courteous, residents are more likely to feel that any needs or problems may be solved through positive and productive interactions with Gunnison County staff.

Those completing the survey were asked if they had been in contact with a County employee either in person, over the phone or via email in the last 12 months; the 70% who reported that they had been in contact (a percent that was above the benchmark comparison) were then asked to indicate overall how satisfied they were with the employee in their most recent contact. County employees were rated highly; 80% of respondents rated their overall impression as "excellent" or "good." Most employee ratings were similar to the national benchmark and were similar to the last survey year.

FIGURE 87: PROPORTION OF RESPONDENTS WHO HAD CONTACT WITH COUNTY EMPLOYEES IN PREVIOUS 12 MONTHS BY YEAR

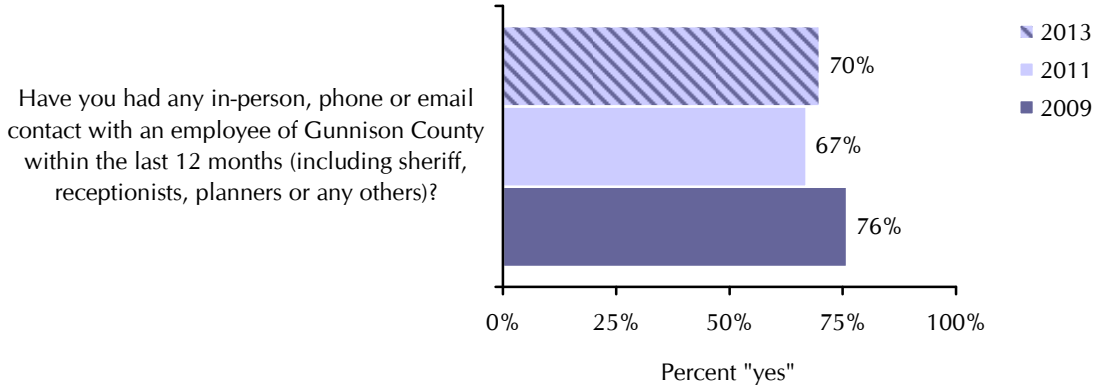

FIGURE 88: CONTACT WITH COUNTY EMPLOYEES BENCHMARKS

	National comparison	Populations under 40,000 in the Western region comparison
Had contact with county employee(s) in last 12 months	Much more	Much more

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FIGURE 89: RATINGS OF COUNTY EMPLOYEES (AMONG THOSE WHO HAD CONTACT) BY YEAR

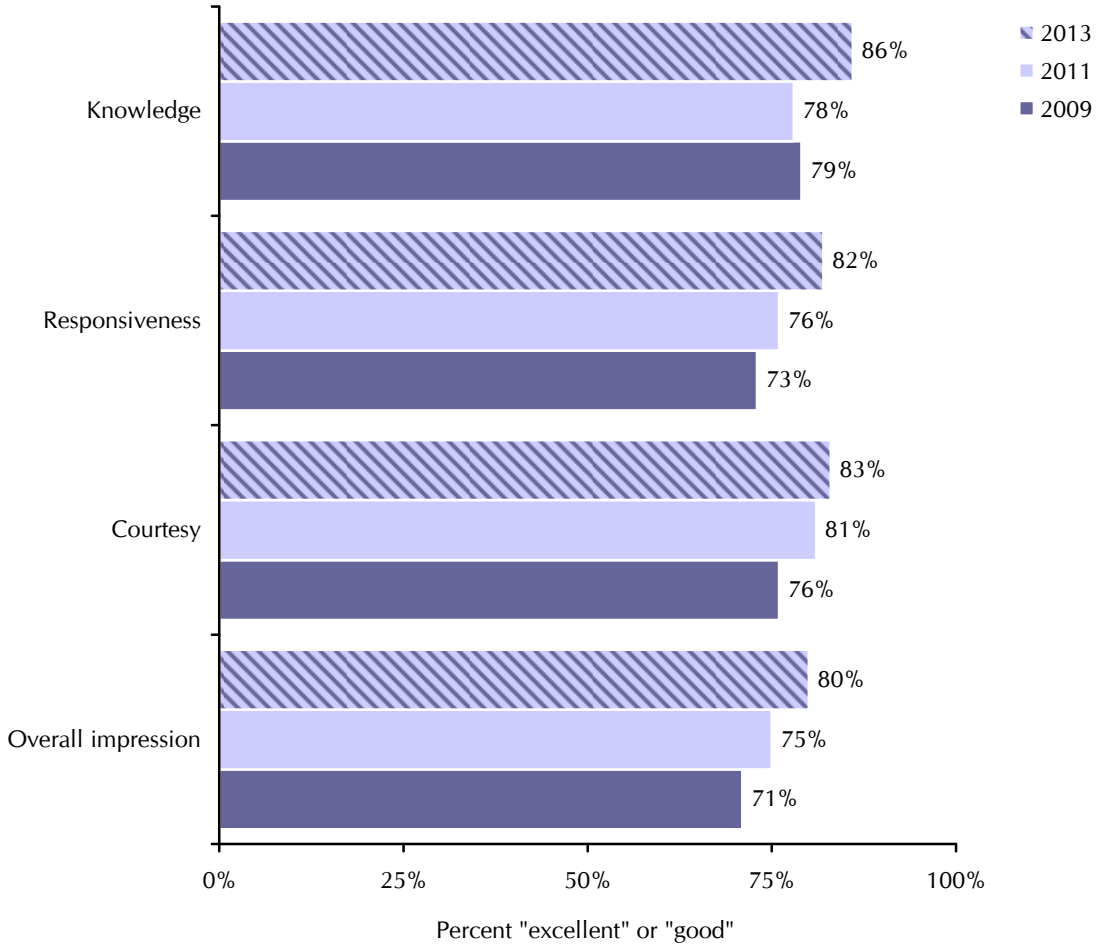

FIGURE 90: RATINGS OF COUNTY EMPLOYEES (AMONG THOSE WHO HAD CONTACT) BENCHMARKS

	National comparison	Populations under 40,000 in the Western region comparison
Knowledge	Similar	Similar
Responsiveness	Similar	Similar
Courtesy	Similar	Similar
Overall impression	Similar	Similar

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From Data to Action

Resident Priorities

Knowing where to focus limited resources to improve residents' opinions of local government requires information that targets the services that are most important to residents. However, when residents are asked what services are most important, they rarely stray beyond core services – those directed to save lives and improve safety.

In market research, identifying the most important characteristics of a transaction or product is called Key Driver Analysis (KDA). The key drivers that are identified from that analysis do not come from asking customers to self-report which service or product characteristic most influenced their decision to buy or return, but rather from statistical analyses of the predictors of their behavior. When customers are asked to name the most important characteristics of a good or service, responses often are expected or misleading – just as they can be in the context of a citizen survey. For example, air travelers often claim that safety is the primary consideration in their choice of an airline, yet key driver analysis reveals that frequent flier perks or in-flight entertainment predicts their buying decisions.

In local government core services – like fire protection – invariably land at the top of the list created when residents are asked about the most important local government services. And core services are important. But by using KDA, our approach digs deeper to identify the less obvious, but more influential services that are most related to residents' ratings of overall quality of local government services. Because services focused directly on life and safety remain essential to quality government, it is suggested that core services should remain the focus of continuous monitoring and improvement where necessary – but monitoring core services or asking residents to identify important services is not enough.

A KDA was conducted for Gunnison County by examining the relationships between ratings of each service and ratings of Gunnison County's overall services. Those Key Driver services that correlated most highly with residents' perceptions about overall County service quality have been identified. By targeting improvements in key services, Gunnison County can focus on the services that have the greatest likelihood of influencing residents' opinions about overall service quality. Because a strong correlation is not the same as a cause, there is no guarantee that improving ratings on key drivers necessarily will improve overall ratings. What is certain from these analyses is that key drivers are good predictors of overall resident opinion and that the key drivers presented may be useful focus areas to consider for enhancement of overall service ratings.

Services found to be most strongly correlated with ratings of overall service quality from the Gunnison County Key Driver Analysis were:

- Recreation centers or facilities
- Public information services
- Economic development
- Code enforcement

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Gunnison County Action Chart

The 2013 Gunnison County Action Chart™ on the following page combines three dimensions of performance:

- Comparison to resident evaluations from other communities. When a comparison is available, the background color of each service box indicates whether the service is above the national benchmark (green), similar to the benchmark (yellow) or below the benchmark (red).
- Identification of key services. A black key icon (🔑) next to a service box indicates it as a key driver for the County.
- Trendline icons (up and down arrows), indicating whether the current ratings are higher or lower than the previous survey.

Twenty-six services were included in the KDA for Gunnison County. Of these, 13 were above the benchmark, three were below the benchmark and 10 were similar to the benchmark. Ratings for six services were trending up while 21 remained similar to the previous survey.

Considering all performance data included in the Action Chart, a jurisdiction typically will want to consider improvements to any key driver services that are trending down or that are not at least similar to the benchmark. In Gunnison County, code enforcement and economic development, and public information services was similar to the benchmark. More detail about interpreting results can be found in the next section.

Services with a high percent of respondents answering "don't know" were excluded from the analysis and were considered services that would be less influential. See *Appendix A: Complete Survey Frequencies*, Frequencies Including "Don't Know" Responses for the percent "don't know" for each service.

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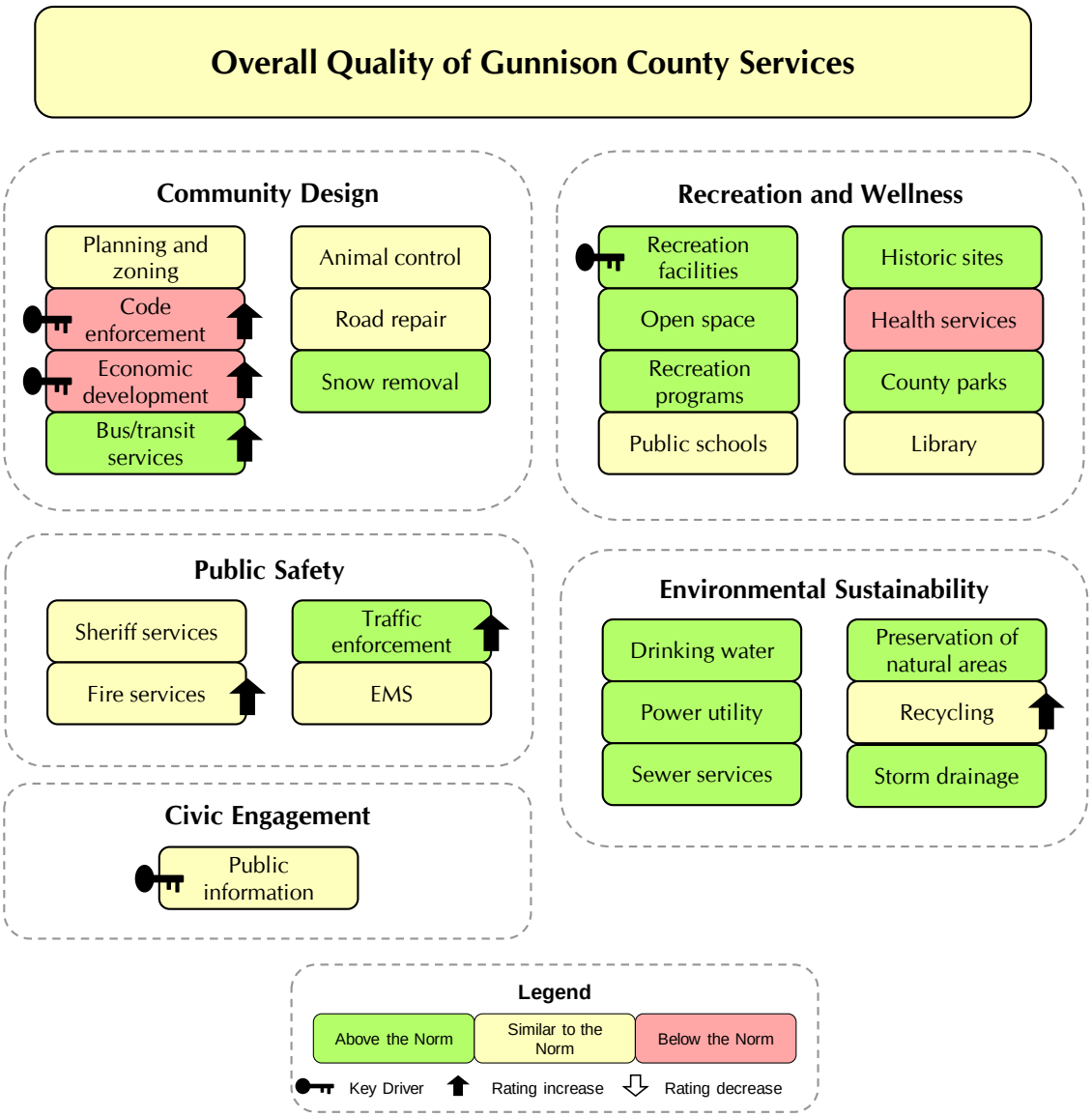
FIGURE 91: GUNNISON COUNTY ACTION CHART™



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Using Your Action Chart™

The key drivers derived for Gunnison County provide a list of those services that are uniquely related to overall service quality. Those key drivers are marked with the symbol of a key in the action chart. Because key driver results are based on a relatively small number of responses, the relationships or correlations that define the key drivers are subject to more variability than is seen when key drivers are derived from a large national dataset of resident responses. To benefit Gunnison County, NRC lists the key drivers derived from tens of thousands of resident responses from across the country. This national list is updated periodically so that you can compare your key drivers to the key drivers from the entire NRC dataset. Where your locally derived key drivers overlap national key drivers, it makes sense to focus even more strongly on your keys. Similarly, when your local key drivers overlap your core services, there is stronger argument to make for attending to your key drivers that overlap with core services.

As staff review key drivers, not all drivers may resonate as likely links to residents' perspectives about overall service quality. For example, in Gunnison County, planning and zoning and sheriff services may be obvious links to overall service delivery (and each is a key driver from our national database), since it could be easy for staff to see how residents' view of overall service delivery could be colored by how well they perceive police and land use planning to be delivered. But animal control could be a surprise. Before rejecting a key driver that does not pass the first test of conventional wisdom, consider whether residents' opinions about overall service quality could reasonably be influenced by this unexpected driver. For example, in the case of animal control, was there a visible case of violation prior to the survey data collection? Do Gunnison County residents have different expectations for animal control than what current policy provides? Are the rare instances of violation serious enough to cause a word of mouth campaign about service delivery?

If, after deeper review, the "suspect" driver still does not square with your understanding of the services that could influence residents' perspectives about overall service quality (and if that driver is not a core service or a key driver from NRC's national research), put action in that area on hold and wait to see if it appears as a key driver the next time the survey is conducted.

In the following table, we have listed your key drivers, core services and the national key drivers and we have indicated (in bold typeface and with the symbol "•"), the Gunnison County key drivers that overlap core services or the nationally derived keys. In general, key drivers below the benchmark may be targeted for improvement. Additionally, we have indicated (with the symbol "○") those services that neither are local nor national key drivers nor are they core services. It is these services that could be considered first for resource reductions.

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FIGURE 92: KEY DRIVERS COMPARED

Service	Gunnison County Key Driver	National Key Driver	Core Service
Sheriff services		✓	✓
Fire services			✓
Ambulance and emergency medical services			✓
° Traffic enforcement			
Road repair			✓
° Snow removal			
° Bus or transit services			
° Recycling			
Storm drainage			✓
Drinking water			✓
Sewer services			✓
Power (electric and/or gas) utility			✓
° County parks			
° Recreation programs or classes			
Recreation centers or facilities	✓		
° Gunnison County open space			
° Availability of historic sites			
° Land use planning and zoning		✓	
• Code enforcement	✓		✓
° Animal control			
• Economic development	✓	✓	
Health services			✓
° Public library			
• Public information services	✓	✓	
° Public schools			
° Preservation of natural areas			

• Key driver overlaps with national and or core services
° Service may be targeted for reductions it is not a key driver or core service

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Custom Questions

"Don't know" responses have been removed from the following questions, when applicable.

Custom Question 1					
Please indicate how easy or difficult it is for you to use or access the following services:	Very easy	Somewhat easy	Somewhat difficult	Very difficult	Total
Senior services (such as referral information, Medicare counseling, senior transportation)	8%	33%	9%	1%	100%
Public health services (such as immunizations and flu clinics, family planning, WIC)	28%	56%	8%	2%	100%
Early childhood services (such as childcare, information and referral, events)	14%	31%	15%	2%	100%
Youth and family (such as information and referral, family support, juvenile justice)	11%	28%	10%	4%	100%
Public benefits (such as public health insurance and food assistance)	16%	35%	16%	4%	100%

Custom Question 2					
Please rate the following:	Excellent	Good	Fair	Poor	Total
The accuracy and consistency of property records in the County Assessor's office (online and in-office)	26%	48%	20%	6%	100%
The responsiveness, courtesy and guidance I receive from the County Assessor's office	29%	46%	18%	7%	100%
The ease in finding information on the County Assessor's office portion of the Gunnison County Web site	26%	51%	16%	7%	100%
The accuracy and consistency of indexed records in the County Clerk's office (online and in-office)	18%	53%	25%	5%	100%
The responsiveness, courtesy and guidance I receive from the County Clerk's office	32%	51%	12%	5%	100%
The ease in finding information on the County Clerk's office portion of the Gunnison County Web site	23%	44%	27%	5%	100%
The accuracy and consistency of property tax records in the County Treasurer's office (online and in-office)	26%	47%	23%	4%	100%
The responsiveness, courtesy and guidance I receive from the County Treasurer's office	31%	48%	19%	2%	100%
The ease in finding information on the County Treasurer's office portion of the Gunnison County Web site	26%	44%	26%	4%	100%

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Appendix A: Complete Survey Frequencies

Frequencies Excluding "Don't Know" Responses

Question 1: Quality of Life					
Please rate each of the following aspects of quality of life in Gunnison County:	Excellent	Good	Fair	Poor	Total
Gunnison County as a place to live	46%	45%	7%	2%	100%
Your neighborhood as a place to live	43%	41%	13%	3%	100%
Gunnison County as a place to raise children	39%	44%	16%	1%	100%
Gunnison County as a place to work	10%	30%	37%	23%	100%
Gunnison County as a place to retire	28%	36%	24%	12%	100%
The overall quality of life in Gunnison County	34%	51%	13%	2%	100%

Question 2: Community Characteristics					
Please rate each of the following characteristics as they relate to Gunnison County as a whole:	Excellent	Good	Fair	Poor	Total
Sense of community	27%	51%	19%	3%	100%
Openness and acceptance of the community toward people of diverse backgrounds	13%	52%	27%	9%	100%
Overall appearance of Gunnison County	30%	47%	20%	3%	100%
Cleanliness of Gunnison County	28%	51%	17%	3%	100%
Overall quality of new development in Gunnison County	9%	30%	39%	21%	100%
Variety of housing options	6%	33%	43%	17%	100%
Overall quality of business and service establishments in Gunnison County	9%	45%	36%	10%	100%
Shopping opportunities	3%	20%	40%	37%	100%
Opportunities to attend cultural activities	15%	42%	33%	10%	100%
Recreational opportunities	69%	20%	8%	2%	100%
Employment opportunities	4%	12%	48%	36%	100%
Educational opportunities	22%	55%	20%	4%	100%
Opportunities to participate in social events and activities	20%	58%	20%	2%	100%
Opportunities to participate in religious or spiritual events and activities	26%	58%	14%	2%	100%
Opportunities to volunteer	35%	49%	13%	3%	100%
Opportunities to participate in community matters	22%	49%	24%	5%	100%
Ease of car travel in Gunnison County	33%	50%	14%	3%	100%
Ease of bus travel in Gunnison County	17%	47%	25%	11%	100%
Ease of bicycle travel in Gunnison County	41%	47%	10%	2%	100%
Ease of walking in Gunnison County	40%	49%	9%	2%	100%
Availability of paths and walking trails	31%	52%	13%	4%	100%
Traffic flow on major streets	22%	60%	14%	5%	100%

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Question 2: Community Characteristics					
Please rate each of the following characteristics as they relate to Gunnison County as a whole:	Excellent	Good	Fair	Poor	Total
Amount of public parking	16%	55%	21%	8%	100%
Availability of affordable quality housing	7%	20%	43%	29%	100%
Availability of affordable quality child care	8%	24%	44%	24%	100%
Availability of affordable quality health care	9%	35%	33%	23%	100%
Availability of affordable quality food	14%	42%	33%	11%	100%
Availability of preventive health services	12%	49%	30%	9%	100%
Air quality	65%	31%	3%	1%	100%
Quality of overall natural environment in Gunnison County	67%	26%	6%	1%	100%
Overall image or reputation of Gunnison County	33%	49%	14%	3%	100%

Question 3: Growth						
Please rate the speed of growth in the following categories in Gunnison County over the past 2 years:	Much too slow	Somewhat too slow	Right amount	Somewhat too fast	Much too fast	Total
Population growth	6%	25%	58%	5%	6%	100%
Retail growth (stores, restaurants, etc.)	21%	40%	33%	5%	2%	100%
Jobs growth	45%	43%	9%	2%	1%	100%

Question 4: Code Enforcement	
To what degree, if at all, are run down buildings, weed lots or junk vehicles a problem in Gunnison County?	Percent of respondents
Not a problem	16%
Minor problem	43%
Moderate problem	32%
Major problem	9%
Total	100%

Question 5: Community Safety						
Please rate how safe or unsafe you feel from the following in Gunnison County:	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Total
Violent crime (e.g., rape, assault, robbery)	57%	29%	8%	4%	2%	100%
Property crimes (e.g., burglary, theft)	32%	42%	16%	9%	1%	100%
Environmental hazards, including toxic waste	60%	25%	9%	5%	0%	100%

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Question 6: Personal Safety						
Please rate how safe or unsafe you feel:	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Total
In your neighborhood during the day	87%	9%	2%	1%	1%	100%
In your neighborhood after dark	56%	32%	8%	4%	1%	100%
In Gunnison County's downtown area(s) during the day	84%	12%	3%	0%	1%	100%
In Gunnison County's downtown area(s) after dark	46%	38%	10%	5%	1%	100%

Question 7: Contact with Sheriff's Department			
Have you had any in-person or phone contact with an employee of the Gunnison County Sheriff's Department within the last 12 months?	No	Yes	Total
Have you had any in-person or phone contact with an employee of the Gunnison County Sheriff's Department within the last 12 months?	61%	39%	100%

Question 8: Ratings of Contact with Sheriff's Department					
What was your overall impression of your most recent contact with the Gunnison County Sheriff's Department?	Excellent	Good	Fair	Poor	Total
What was your overall impression of your most recent contact with the Gunnison County Sheriff's Department?	41%	41%	9%	9%	100%

Question 9: Crime Victim	
During the past twelve months, were you or anyone in your household the victim of any crime?	Percent of respondents
No	87%
Yes	13%
Total	100%

Question 10: Crime Reporting	
If yes, was this crime (these crimes) reported to the police?	Percent of respondents
No	15%
Yes	85%
Total	100%

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Question 11: Resident Behaviors						
In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Gunnison County?	Never	Once or twice	3 to 12 times	13 to 26 times	More than 26 times	Total
Used Gunnison County public libraries or their services	26%	22%	27%	13%	13%	100%
Participated in a recreation program or activity	22%	28%	20%	15%	16%	100%
Visited a neighborhood park or County park	6%	21%	36%	20%	17%	100%
Ridden a local bus within Gunnison County	56%	21%	13%	3%	8%	100%
Attended a meeting of local elected officials or other local public meeting	59%	28%	10%	3%	0%	100%
Watched a meeting of local elected officials or other County-sponsored public meeting on cable television, the Internet or other media	85%	11%	3%	1%	0%	100%
Read Gunnison County Newsletter	32%	30%	24%	8%	6%	100%
Visited the Gunnison County Web site (at www.gunnisoncounty.org)	33%	34%	16%	9%	8%	100%
Recycled used paper, cans or bottles from your home	15%	6%	19%	15%	46%	100%
Volunteered your time to some group or activity in Gunnison County	32%	26%	23%	8%	12%	100%
Participated in religious or spiritual activities in Gunnison County	56%	11%	12%	7%	15%	100%
Participated in a club or civic group in Gunnison County	54%	23%	12%	6%	5%	100%
Provided help to a friend or neighbor	1%	11%	37%	32%	19%	100%

Question 12: Neighborliness	
About how often, if at all, do you talk to or visit with your immediate neighbors (people who live in the 10 or 20 households that are closest to you)?	Percent of respondents
Just about everyday	19%
Several times a week	36%
Several times a month	28%
Less than several times a month	17%
Total	100%

Question 13: Service Quality					
Please rate the quality of each of the following services in Gunnison County:	Excellent	Good	Fair	Poor	Total
Sheriff services	31%	51%	15%	4%	100%
Fire services	47%	48%	5%	1%	100%
Ambulance or emergency medical services	45%	49%	5%	1%	100%
Crime prevention	20%	54%	19%	6%	100%

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Question 13: Service Quality					
Please rate the quality of each of the following services in Gunnison County:	Excellent	Good	Fair	Poor	Total
Fire prevention and education	27%	52%	18%	3%	100%
Municipal courts	11%	57%	29%	4%	100%
Traffic enforcement on County road and highways	16%	60%	18%	7%	100%
Road repair	6%	48%	31%	14%	100%
Snow removal on County road and highways	35%	48%	15%	3%	100%
Bus or transit services	19%	56%	21%	4%	100%
Recycling	23%	54%	17%	7%	100%
Storm drainage	15%	66%	17%	2%	100%
Drinking water	38%	49%	11%	3%	100%
Sewer services	30%	58%	9%	2%	100%
Power (electric and/or gas) utility	31%	54%	13%	2%	100%
County parks	44%	46%	8%	1%	100%
Recreation programs or classes	32%	59%	8%	2%	100%
Recreation centers or facilities	44%	47%	7%	2%	100%
Gunnison County open space	46%	45%	8%	1%	100%
Nature programs or classes	28%	50%	20%	2%	100%
Availability of historic sites	20%	54%	22%	3%	100%
Land use, planning and zoning	10%	34%	34%	22%	100%
Code enforcement (weeds, abandoned buildings, etc.)	6%	39%	31%	23%	100%
Animal control	10%	49%	29%	12%	100%
Economic development	4%	28%	35%	33%	100%
Health services	10%	50%	30%	10%	100%
Services to seniors	11%	60%	24%	5%	100%
Services to youth	16%	53%	24%	6%	100%
Services to low-income people	11%	48%	32%	9%	100%
Public library services	32%	53%	13%	2%	100%
Public information services	15%	56%	23%	6%	100%
Public schools	25%	49%	20%	6%	100%
Cable television	12%	44%	30%	14%	100%
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	18%	49%	28%	5%	100%
Preservation of natural areas such as open space, farmlands and greenbelts	28%	52%	17%	3%	100%
Mental health services	13%	46%	26%	15%	100%
Drug and alcohol services	12%	39%	34%	15%	100%
Adult protective services	11%	44%	38%	6%	100%
Agricultural/farm advisor	20%	56%	19%	5%	100%

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Question 14: Government Services Overall					
Overall, how would you rate the quality of the services provided by each of the following?	Excellent	Good	Fair	Poor	Total
Gunnison County	15%	59%	23%	4%	100%
The Federal Government	5%	37%	32%	26%	100%
The State Government	8%	41%	36%	15%	100%

Question 15: Recommendation and Longevity					
Please indicate how likely or unlikely you are to do each of the following:	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Total
Recommend living in Gunnison County to someone who asks	45%	41%	8%	7%	100%
Remain in Gunnison County for the next five years	56%	29%	8%	7%	100%

Question 16: Impact of the Economy	
What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:	Percent of respondents
Very positive	3%
Somewhat positive	11%
Neutral	50%
Somewhat negative	28%
Very negative	7%
Total	100%

Question 17: Contact with County Employees	
Have you had any in-person, phone or email contact with an employee of Gunnison County within the last 12 months (including sheriff, receptionists, planners or any others)?	Percent of respondents
No	30%
Yes	70%
Total	100%

Question 18: County Employees					
What was your impression of the employee(s) of Gunnison County in your most recent contact?	Excellent	Good	Fair	Poor	Total
Knowledge	40%	46%	12%	2%	100%
Responsiveness	40%	42%	13%	5%	100%
Courtesy	45%	38%	11%	6%	100%
Overall impression	39%	41%	15%	5%	100%

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Question 19: Government Performance					
Please rate the following categories of Gunnison County government performance:	Excellent	Good	Fair	Poor	Total
The value of services for the taxes paid to Gunnison County	8%	42%	33%	17%	100%
The overall direction that Gunnison County is taking	5%	39%	30%	27%	100%
The job Gunnison County government does at welcoming citizen involvement	7%	39%	35%	18%	100%

Question 20: Custom Question 1					
Please indicate how easy or difficult it is for you to use or access the following services:	Very easy	Somewhat easy	Somewhat difficult	Very difficult	Total
Senior services (such as referral information, Medicare counseling, senior transportation)	8%	33%	9%	1%	100%
Public health services (such as immunizations and flu clinics, family planning, WIC)	28%	56%	8%	2%	100%
Early childhood services (such as childcare, information and referral, events)	14%	31%	15%	2%	100%
Youth and family (such as information and referral, family support, juvenile justice)	11%	28%	10%	4%	100%
Public benefits (such as public health insurance and food assistance)	16%	35%	16%	4%	100%

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Question 21: Custom Question 2					
Please rate the following:	Excellent	Good	Fair	Poor	Total
The accuracy and consistency of property records in the County Assessor's office (online and in-office)	26%	48%	20%	6%	100%
The responsiveness, courtesy and guidance I receive from the County Assessor's office	29%	46%	18%	7%	100%
The ease in finding information on the County Assessor's office portion of the Gunnison County Web site	26%	51%	16%	7%	100%
The accuracy and consistency of indexed records in the County Clerk's office (online and in-office)	18%	53%	25%	5%	100%
The responsiveness, courtesy and guidance I receive from the County Clerk's office	32%	51%	12%	5%	100%
The ease in finding information on the County Clerk's office portion of the Gunnison County Web site	23%	44%	27%	5%	100%
The accuracy and consistency of property tax records in the County Treasurer's office (online and in-office)	26%	47%	23%	4%	100%
The responsiveness, courtesy and guidance I receive from the County Treasurer's office	31%	48%	19%	2%	100%
The ease in finding information on the County Treasurer's office portion of the Gunnison County Web site	26%	44%	26%	4%	100%

Question D1: Employment Status	
Are you currently employed for pay?	Percent of respondents
No	23%
Yes, full-time	59%
Yes, part-time	18%
Total	100%

Question D2: Mode of Transportation Used for Commute	
During a typical week, how many days do you commute to work (for the longest distance of your commute) in each of the ways listed below?	Percent of days mode used
Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) by myself	51%
Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) with other children or adults	12%
Bus, rail, subway or other public transportation	2%
Walk	10%
Bicycle	19%
Work at home	6%
Other	1%

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Question D3: Length of Residency	
How many years have you lived in Gunnison County?	Percent of respondents
Less than 2 years	9%
2 to 5 years	17%
6 to 10 years	15%
11 to 20 years	24%
More than 20 years	35%
Total	100%

Question D4: Housing Unit Type	
Which best describes the building you live in?	Percent of respondents
One family house detached from any other houses	59%
House attached to one or more houses (e.g., a duplex or townhome)	9%
Building with two or more apartments or condominiums	24%
Mobile home	6%
Other	3%
Total	100%

Question D5: Housing Tenure (Rent/Own)	
Is this house, apartment or mobile home...	Percent of respondents
Rented for cash or occupied without cash payment	40%
Owned by you or someone in this house with a mortgage or free and clear	60%
Total	100%

Question D6: Monthly Housing Cost	
About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners" association (HOA) fees)?	Percent of respondents
Less than $300 per month	8%
$300 to $599 per month	21%
$600 to $999 per month	34%
$1,000 to $1,499 per month	22%
$1,500 to $2,499 per month	12%
$2,500 or more per month	3%
Total	100%

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Question D7: Presence of Children in Household	
Do any children 17 or under live in your household?	Percent of respondents
No	71%
Yes	29%
Total	100%

Question D8: Presence of Older Adults in Household	
Are you or any other members of your household aged 65 or older?	Percent of respondents
No	82%
Yes	18%
Total	100%

Question D9: Household Income	
How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)	Percent of respondents
Less than $24,999	23%
$25,000 to $49,999	31%
$50,000 to $99,999	34%
$100,000 to $149,999	9%
$150,000 or more	2%
Total	100%

Question D10: Ethnicity	
Are you Spanish, Hispanic or Latino?	Percent of respondents
No, not Spanish, Hispanic or Latino	98%
Yes, I consider myself to be Spanish, Hispanic or Latino	2%
Total	100%

Question D11: Race	
What is your race? (Mark one or more races to indicate what race(s) you consider yourself to be.)	Percent of respondents
American Indian or Alaskan Native	3%
Asian, Asian Indian or Pacific Islander	0%
Black or African American	0%
White	95%
Other	4%

Total may exceed 100% as respondents could select more than one option.

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Question D12: Age	
In which category is your age?	Percent of respondents
18 to 24 years	12%
25 to 34 years	26%
35 to 44 years	17%
45 to 54 years	16%
55 to 64 years	15%
65 to 74 years	8%
75 years or older	5%
Total	100%

Question D13: Gender	
What is your sex?	Percent of respondents
Female	46%
Male	54%
Total	100%

Question D14: Registered to Vote	
Are you registered to vote in your jurisdiction?	Percent of respondents
No	10%
Yes	89%
Ineligible to vote	0%
Total	100%

Question D15: Voted in Last General Election	
Many people don't have time to vote in elections. Did you vote in the last general election?	Percent of respondents
No	13%
Yes	87%
Ineligible to vote	0%
Total	100%

Question D16: Has Cell Phone	
Do you have a cell phone?	Percent of respondents
No	7%
Yes	93%
Total	100%

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Question D17: Has Land Line	
Do you have a land line at home?	Percent of respondents
No	50%
Yes	50%
Total	100%

Question D18: Primary Phone	
If you have both a cell phone and a land line, which do you consider your primary telephone number?	Percent of respondents
Cell	30%
Land line	51%
Both	19%
Total	100%

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Frequencies Including "Don't Know" Responses

These tables contain the percentage of respondents for each response category as well as the "n" or total number of respondents for each category, next to the percentage.

Question 1: Quality of Life												
Please rate each of the following aspects of quality of life in Gunnison County:	Excellent		Good		Fair		Poor		Don't know		Total	
Gunnison County as a place to live	46%	133	45%	129	7%	21	2%	5	0%	0	100%	288
Your neighborhood as a place to live	43%	122	41%	118	13%	36	3%	10	0%	0	100%	286
Gunnison County as a place to raise children	33%	95	38%	108	13%	38	1%	3	15%	42	100%	286
Gunnison County as a place to work	9%	27	28%	81	35%	99	22%	61	6%	16	100%	285
Gunnison County as a place to retire	22%	62	28%	79	19%	53	9%	26	23%	65	100%	285
The overall quality of life in Gunnison County	34%	96	51%	148	13%	38	2%	5	0%	0	100%	287

Question 2: Community Characteristics												
Please rate each of the following characteristics as they relate to Gunnison County as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
Sense of community	27%	76	51%	144	18%	53	3%	9	1%	2	100%	284
Openness and acceptance of the community toward people of diverse backgrounds	12%	35	50%	140	26%	73	8%	24	4%	10	100%	282
Overall appearance of Gunnison County	30%	87	47%	134	20%	57	3%	7	0%	0	100%	285
Cleanliness of Gunnison County	28%	81	51%	146	17%	49	3%	8	0%	1	100%	285
Overall quality of new development in Gunnison County	9%	24	28%	79	36%	102	20%	55	8%	21	100%	282
Variety of housing options	6%	17	32%	92	42%	120	16%	47	3%	9	100%	285
Overall quality of business and service establishments in Gunnison County	9%	24	45%	128	36%	102	10%	29	0%	1	100%	285
Shopping opportunities	3%	7	20%	58	40%	114	37%	106	0%	0	100%	285
Opportunities to attend cultural activities	14%	40	39%	111	31%	87	9%	25	7%	21	100%	284
Recreational opportunities	68%	196	20%	58	8%	23	2%	7	1%	3	100%	286

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Question 2: Community Characteristics												
Please rate each of the following characteristics as they relate to Gunnison County as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
Employment opportunities	4%	12	12%	34	46%	131	34%	99	4%	12	100%	287
Educational opportunities	21%	60	54%	154	20%	56	4%	10	2%	5	100%	285
Opportunities to participate in social events and activities	19%	55	56%	160	19%	55	2%	7	3%	9	100%	286
Opportunities to participate in religious or spiritual events and activities	20%	57	44%	125	11%	30	1%	4	24%	69	100%	285
Opportunities to volunteer	33%	94	46%	132	12%	35	3%	7	5%	15	100%	283
Opportunities to participate in community matters	20%	56	44%	125	22%	63	5%	13	10%	27	100%	284
Ease of car travel in Gunnison County	33%	94	49%	140	13%	38	3%	9	1%	3	100%	285
Ease of bus travel in Gunnison County	13%	37	37%	106	20%	57	9%	25	21%	60	100%	284
Ease of bicycle travel in Gunnison County	39%	110	45%	128	10%	28	2%	5	5%	15	100%	285
Ease of walking in Gunnison County	39%	111	48%	138	9%	25	2%	7	2%	6	100%	286
Availability of paths and walking trails	30%	85	50%	143	13%	37	4%	11	3%	10	100%	286
Traffic flow on major streets	21%	61	59%	169	14%	39	5%	14	1%	2	100%	285
Amount of public parking	16%	46	54%	154	21%	59	8%	22	1%	2	100%	283
Availability of affordable quality housing	6%	18	18%	50	38%	108	26%	73	13%	37	100%	286
Availability of affordable quality child care	4%	11	12%	35	22%	63	12%	35	50%	140	100%	283
Availability of affordable quality health care	7%	21	31%	87	28%	81	20%	57	14%	39	100%	286
Availability of affordable quality food	14%	39	41%	118	33%	94	11%	33	1%	3	100%	286
Availability of preventive health services	10%	30	42%	119	25%	72	8%	22	15%	42	100%	285
Air quality	65%	185	31%	90	3%	8	1%	4	0%	0	100%	286
Quality of overall natural environment in Gunnison County	67%	192	26%	76	6%	16	1%	3	0%	1	100%	286
Overall image or reputation of Gunnison County	33%	94	48%	138	13%	38	3%	9	2%	5	100%	285

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Question 3: Growth														
Please rate the speed of growth in the following categories in Gunnison County over the past 2 years:	Much too slow		Somewhat too slow		Right amount		Somewhat too fast		Much too fast		Don't know		Total	
Population growth	5%	14	21%	60	50%	142	5%	13	5%	15	13%	37	100%	282
Retail growth (stores, restaurants, etc.)	20%	56	38%	107	31%	89	4%	13	2%	5	6%	16	100%	285
Jobs growth	39%	109	38%	107	8%	23	2%	5	1%	2	13%	36	100%	281

Question 4: Code Enforcement		
To what degree, if at all, are run down buildings, weed lots or junk vehicles a problem in Gunnison County?	Percent of respondents	Count
Not a problem	15%	43
Minor problem	41%	117
Moderate problem	31%	89
Major problem	9%	26
Don't know	3%	9
Total	100%	284

Question 5: Community Safety														
Please rate how safe or unsafe you feel from the following in Gunnison County:	Very safe		Somewhat safe		Neither safe nor unsafe		Somewhat unsafe		Very unsafe		Don't know		Total	
Violent crime (e.g., rape, assault, robbery)	56%	158	29%	82	8%	22	4%	12	2%	6	1%	3	100%	282
Property crimes (e.g., burglary, theft)	32%	89	41%	117	16%	46	9%	24	1%	4	1%	3	100%	282
Environmental hazards, including toxic waste	59%	165	24%	69	8%	24	5%	15	0%	1	3%	9	100%	282

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Question 6: Personal Safety														
Please rate how safe or unsafe you feel:	Very safe		Somewhat safe		Neither safe nor unsafe		Somewhat unsafe		Very unsafe		Don't know		Total	
In your neighborhood during the day	87%	250	9%	25	2%	7	1%	3	1%	2	0%	0	100%	287
In your neighborhood after dark	56%	160	32%	92	8%	22	4%	10	1%	2	0%	0	100%	287
In Gunnison County's downtown area(s) during the day	83%	237	12%	34	3%	10	0%	1	1%	2	1%	2	100%	285
In Gunnison County's downtown area(s) after dark	44%	127	37%	106	10%	29	5%	15	1%	2	3%	7	100%	286

Question 7: Contact with Sheriff's Department								
Have you had any in-person or phone contact with an employee of the Gunnison County Sheriff's Department within the last 12 months?	No		Yes		Don't know		Total	
Have you had any in-person or phone contact with an employee of the Gunnison County Sheriff's Department within the last 12 months?	60%	172	39%	110	1%	2	100%	284

Question 8: Ratings of Contact with Sheriff's Department												
What was your overall impression of your most recent contact with the Gunnison County Sheriff's Department?	Excellent		Good		Fair		Poor		Don't know		Total	
What was your overall impression of your most recent contact with the Gunnison County Sheriff's Department?	41%	45	41%	45	9%	10	9%	10	0%	0	100%	110

Question 9: Crime Victim		
During the past twelve months, were you or anyone in your household the victim of any crime?	Percent of respondents	Count
No	86%	239
Yes	13%	37
Don't know	1%	4
Total	100%	280

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Question 10: Crime Reporting		
If yes, was this crime (these crimes) reported to the police?	Percent of respondents	Count
No	15%	6
Yes	85%	31
Don't know	0%	0
Total	100%	36

Question 11: Resident Behaviors												
In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Gunnison County?	Never		Once or twice		3 to 12 times		13 to 26 times		More than 26 times		Total	
Used Gunnison County public libraries or their services	26%	76	22%	62	27%	76	13%	37	13%	37	100%	288
Participated in a recreation program or activity	22%	64	28%	78	20%	56	15%	42	16%	45	100%	284
Visited a neighborhood park or County park	6%	18	21%	60	36%	103	20%	56	17%	48	100%	285
Ridden a local bus within Gunnison County	56%	157	21%	58	13%	37	3%	9	8%	21	100%	282
Attended a meeting of local elected officials or other local public meeting	59%	170	28%	80	10%	28	3%	8	0%	0	100%	287
Watched a meeting of local elected officials or other County-sponsored public meeting on cable television, the Internet or other media	85%	245	11%	33	3%	8	1%	2	0%	0	100%	287
Read Gunnison County Newsletter	32%	89	30%	82	24%	67	8%	21	6%	16	100%	276
Visited the Gunnison County Web site (at www.gunnisoncounty.org)	33%	95	34%	98	16%	47	9%	25	8%	22	100%	286
Recycled used paper, cans or bottles from your home	15%	42	6%	18	19%	53	15%	43	46%	130	100%	285
Volunteered your time to some group or activity in Gunnison County	32%	90	26%	73	23%	65	8%	24	12%	33	100%	285
Participated in religious or spiritual activities in Gunnison County	56%	158	11%	30	12%	34	7%	19	15%	43	100%	284
Participated in a club or civic group in Gunnison County	54%	152	23%	66	12%	34	6%	17	5%	14	100%	283
Provided help to a friend or neighbor	1%	4	11%	31	37%	107	32%	91	19%	54	100%	288

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Question 12: Neighborliness		
About how often, if at all, do you talk to or visit with your immediate neighbors (people who live in the 10 or 20 households that are closest to you)?	Percent of respondents	Count
Just about everyday	19%	55
Several times a week	36%	102
Several times a month	28%	80
Less than several times a month	17%	48
Total	100%	285

Question 13: Service Quality												
Please rate the quality of each of the following services in Gunnison County:	Excellent		Good		Fair		Poor		Don't know		Total	
Sheriff services	25%	71	41%	116	12%	33	3%	9	18%	52	100%	281
Fire services	38%	105	39%	106	4%	10	1%	2	19%	53	100%	276
Ambulance or emergency medical services	36%	101	39%	110	4%	11	1%	2	20%	56	100%	280
Crime prevention	15%	43	41%	115	15%	41	5%	13	24%	68	100%	280
Fire prevention and education	20%	57	39%	108	13%	36	2%	5	26%	74	100%	280
Municipal courts	6%	17	32%	90	16%	46	2%	6	44%	122	100%	280
Traffic enforcement on County road and highways	14%	39	51%	145	15%	43	6%	16	14%	40	100%	282
Road repair	6%	18	47%	133	30%	85	14%	39	3%	7	100%	282
Snow removal on County road and highways	33%	94	45%	127	14%	40	2%	7	6%	18	100%	284
Bus or transit services	14%	39	40%	113	15%	42	3%	9	27%	77	100%	279
Recycling	21%	60	50%	141	15%	44	6%	18	7%	21	100%	284
Storm drainage	13%	36	56%	155	14%	40	2%	5	15%	43	100%	279
Drinking water	35%	99	46%	129	10%	28	3%	8	7%	20	100%	283
Sewer services	26%	72	50%	140	8%	22	2%	6	15%	42	100%	283
Power (electric and/or gas) utility	30%	86	53%	151	12%	35	2%	6	2%	5	100%	283
County parks	41%	116	43%	120	8%	22	1%	3	7%	21	100%	282

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Question 13: Service Quality												
Please rate the quality of each of the following services in Gunnison County:	Excellent		Good		Fair		Poor		Don't know		Total	
Recreation programs or classes	25%	71	46%	130	6%	18	1%	4	21%	60	100%	282
Recreation centers or facilities	39%	109	41%	114	6%	17	2%	5	12%	35	100%	280
Gunnison County open space	42%	118	41%	114	7%	20	1%	3	9%	26	100%	281
Nature programs or classes	18%	51	32%	91	13%	37	1%	3	35%	99	100%	282
Availability of historic sites	15%	43	42%	118	17%	48	3%	7	23%	64	100%	280
Land use, planning and zoning	8%	23	27%	75	26%	74	18%	49	21%	60	100%	282
Code enforcement (weeds, abandoned buildings, etc.)	5%	14	31%	87	25%	70	18%	52	21%	58	100%	282
Animal control	9%	25	42%	118	24%	68	10%	27	16%	44	100%	282
Economic development	3%	8	23%	65	29%	82	28%	77	17%	48	100%	281
Health services	9%	24	45%	128	27%	76	9%	26	10%	29	100%	283
Services to seniors	7%	19	36%	102	14%	40	3%	9	40%	112	100%	282
Services to youth	11%	31	36%	100	17%	46	4%	12	32%	89	100%	277
Services to low-income people	7%	18	28%	77	18%	51	5%	15	42%	118	100%	280
Public library services	27%	74	44%	124	11%	31	2%	4	17%	46	100%	279
Public information services	12%	32	43%	122	18%	51	4%	12	22%	63	100%	280
Public schools	18%	51	36%	100	15%	42	4%	12	27%	77	100%	282
Cable television	7%	18	25%	70	17%	48	8%	22	44%	124	100%	282
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	11%	31	29%	82	17%	47	3%	9	40%	112	100%	281
Preservation of natural areas such as open space, farmlands and greenbelts	24%	68	46%	128	15%	42	2%	6	13%	36	100%	281
Mental health services	7%	21	26%	74	15%	42	8%	24	43%	121	100%	281
Drug and alcohol services	6%	16	19%	54	17%	47	7%	20	51%	144	100%	282
Adult protective services	4%	12	17%	47	15%	41	2%	7	62%	172	100%	280
Agricultural/farm advisor	7%	20	20%	56	7%	19	2%	5	64%	180	100%	280

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Question 14: Government Services Overall												
Overall, how would you rate the quality of the services provided by each of the following?	Excellent		Good		Fair		Poor		Don't know		Total	
Gunnison County	14%	39	55%	155	21%	60	3%	10	7%	19	100%	283
The Federal Government	4%	11	33%	92	28%	79	23%	64	13%	36	100%	281
The State Government	7%	19	36%	102	32%	90	13%	37	12%	34	100%	282

Question 15: Recommendation and Longevity												
Please indicate how likely or unlikely you are to do each of the following:	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know		Total	
Recommend living in Gunnison County to someone who asks	44%	127	40%	115	8%	22	7%	19	1%	3	100%	285
Remain in Gunnison County for the next five years	55%	157	29%	82	8%	22	7%	19	2%	6	100%	286

Question 16: Impact of the Economy		
What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:	Percent of respondents	Count
Very positive	3%	9
Somewhat positive	11%	33
Neutral	50%	143
Somewhat negative	28%	79
Very negative	7%	20
Total	100%	284

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Question 17: Contact with County Employees		
Have you had any in-person, phone or email contact with an employee of Gunnison County within the last 12 months (including sheriff, receptionists, planners or any others)?	Percent of respondents	Count
No	30%	86
Yes	70%	197
Total	100%	283

Question 18: County Employees												
What was your impression of the employee(s) of Gunnison County in your most recent contact?	Excellent		Good		Fair		Poor		Don't know		Total	
Knowledge	40%	76	46%	88	12%	22	2%	5	0%	0	100%	191
Responsiveness	40%	77	42%	80	13%	24	5%	10	0%	0	100%	191
Courtesy	45%	86	38%	72	11%	22	6%	11	0%	0	100%	191
Overall impression	39%	75	41%	77	15%	28	5%	10	0%	0	100%	190

Question 19: Government Performance												
Please rate the following categories of Gunnison County government performance:	Excellent		Good		Fair		Poor		Don't know		Total	
The value of services for the taxes paid to Gunnison County	8%	15	39%	75	30%	58	16%	30	7%	13	100%	190
The overall direction that Gunnison County is taking	5%	9	37%	69	28%	53	26%	49	5%	9	100%	189
The job Gunnison County government does at welcoming citizen involvement	6%	12	34%	65	31%	58	16%	30	12%	23	100%	188

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Question 20: Custom Question 1														
Please indicate how easy or difficult it is for you to use or access the following services:	Very easy		Somewhat easy		Somewhat difficult		Very difficult		Not applicable		Don't know		Total	
Senior services (such as referral information, Medicare counseling, senior transportation)	3%	6	12%	24	3%	6	0%	1	18%	35	63%	122	100%	195
Public health services (such as immunizations and flu clinics, family planning, WIC)	19%	36	37%	71	5%	11	1%	3	4%	7	34%	64	100%	192
Early childhood services (such as childcare, information and referral, events)	6%	12	14%	27	7%	13	1%	2	17%	33	55%	105	100%	192
Youth and family (such as information and referral, family support, juvenile justice)	4%	8	11%	22	4%	8	2%	3	19%	36	60%	115	100%	193
Public benefits (such as public health insurance and food assistance)	6%	12	14%	26	6%	12	2%	3	11%	22	61%	116	100%	191

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Question 21: Custom Question 2												
Please rate the following:	Excellent		Good		Fair		Poor		Don't know		Total	
The accuracy and consistency of property records in the County Assessor's office (online and in-office)	15%	30	28%	54	11%	22	4%	7	42%	82	100%	196
The responsiveness, courtesy and guidance I receive from the County Assessor's office	17%	34	28%	54	11%	22	4%	8	40%	78	100%	195
The ease in finding information on the County Assessor's office portion of the Gunnison County Web site	14%	26	27%	52	9%	17	4%	7	47%	92	100%	194
The accuracy and consistency of indexed records in the County Clerk's office (online and in-office)	8%	15	22%	44	11%	21	2%	4	57%	112	100%	195
The responsiveness, courtesy and guidance I receive from the County Clerk's office	22%	43	35%	68	8%	16	3%	6	32%	62	100%	196
The ease in finding information on the County Clerk's office portion of the Gunnison County Web site	9%	18	18%	34	11%	21	2%	4	60%	117	100%	195
The accuracy and consistency of property tax records in the County Treasurer's office (online and in-office)	13%	26	24%	47	12%	23	2%	4	49%	95	100%	195
The responsiveness, courtesy and guidance I receive from the County Treasurer's office	16%	31	25%	48	10%	19	1%	2	49%	96	100%	195
The ease in finding information on the County Treasurer's office portion of the Gunnison County Web site	9%	17	15%	29	9%	17	1%	3	66%	128	100%	194

Question D1: Employment Status		
Are you currently employed for pay?	Percent of respondents	Count
No	23%	65
Yes, full-time	59%	169
Yes, part-time	18%	53
Total	100%	287

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Question D2: Mode of Transportation Used for Commute	
During a typical week, how many days do you commute to work (for the longest distance of your commute) in each of the ways listed below?	Percent of days mode used
Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) by myself	51%
Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) with other children or adults	12%
Bus, rail, subway or other public transportation	2%
Walk	10%
Bicycle	19%
Work at home	6%
Other	1%

Question D3: Length of Residency		
How many years have you lived in Gunnison County?	Percent of respondents	Count
Less than 2 years	9%	26
2 to 5 years	17%	49
6 to 10 years	15%	43
11 to 20 years	24%	67
More than 20 years	35%	98
Total	100%	284

Question D4: Housing Unit Type		
Which best describes the building you live in?	Percent of respondents	Count
One family house detached from any other houses	59%	170
House attached to one or more houses (e.g., a duplex or townhome)	9%	25
Building with two or more apartments or condominiums	24%	69
Mobile home	6%	17
Other	3%	8
Total	100%	289

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Question D5: Housing Tenure (Rent/Own)		
Is this house, apartment or mobile home...	Percent of respondents	Count
Rented for cash or occupied without cash payment	40%	113
Owned by you or someone in this house with a mortgage or free and clear	60%	170
Total	100%	283

Question D6: Monthly Housing Cost		
About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners" association (HOA) fees)?	Percent of respondents	Count
Less than $300 per month	8%	21
$300 to $599 per month	21%	60
$600 to $999 per month	34%	94
$1,000 to $1,499 per month	22%	63
$1,500 to $2,499 per month	12%	33
$2,500 or more per month	3%	9
Total	100%	280

Question D7: Presence of Children in Household		
Do any children 17 or under live in your household?	Percent of respondents	Count
No	71%	204
Yes	29%	82
Total	100%	286

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Question D8: Presence of Older Adults in Household		
Are you or any other members of your household aged 65 or older?	Percent of respondents	Count
No	82%	237
Yes	18%	51
Total	100%	288

Question D9: Household Income		
How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)	Percent of respondents	Count
Less than $24,999	23%	65
$25,000 to $49,999	31%	88
$50,000 to $99,999	34%	97
$100,000 to $149,999	9%	26
$150,000 or more	2%	6
Total	100%	282

Question D10: Ethnicity		
Are you Spanish, Hispanic or Latino?	Percent of respondents	Count
No, not Spanish, Hispanic or Latino	98%	279
Yes, I consider myself to be Spanish, Hispanic or Latino	2%	6
Total	100%	285

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Question D11: Race		
What is your race? (Mark one or more races to indicate what race(s) you consider yourself to be.)	Percent of respondents	Count
American Indian or Alaskan Native	3%	8
Asian, Asian Indian or Pacific Islander	0%	0
Black or African American	0%	0
White	95%	272
Other	4%	13

Total may exceed 100% as respondents could select more than one option.

Question D12: Age		
In which category is your age?	Percent of respondents	Count
18 to 24 years	12%	35
25 to 34 years	26%	75
35 to 44 years	17%	48
45 to 54 years	16%	47
55 to 64 years	15%	42
65 to 74 years	8%	24
75 years or older	5%	15
Total	100%	288

Question D13: Gender		
What is your sex?	Percent of respondents	Count
Female	46%	132
Male	54%	154
Total	100%	286

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Question D14: Registered to Vote		
Are you registered to vote in your jurisdiction?	Percent of respondents	Count
No	10%	29
Yes	89%	255
Ineligible to vote	0%	1
Don't know	1%	3
Total	100%	288

Question D15: Voted in Last General Election		
Many people don't have time to vote in elections. Did you vote in the last general election?	Percent of respondents	Count
No	13%	37
Yes	87%	251
Ineligible to vote	0%	1
Don't know	0%	0
Total	100%	288

Question D16: Has Cell Phone		
Do you have a cell phone?	Percent of respondents	Count
No	7%	20
Yes	93%	267
Total	100%	287

Question D17: Has Land Line		
Do you have a land line at home?	Percent of respondents	Count
No	50%	145
Yes	50%	143
Total	100%	288

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Question D18: Primary Phone		
If you have both a cell phone and a land line, which do you consider your primary telephone number?	Percent of respondents	Count
Cell	30%	37
Land line	51%	64
Both	19%	23
Total	100%	124

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Appendix B: Survey Methodology

The National Citizen Survey™ (The NCS™) was developed to provide local jurisdictions an accurate, affordable and easy way to assess and interpret resident opinion about important community issues. While standardization of question wording and survey methods provide the rigor to assure valid results, each jurisdiction has enough flexibility to construct a customized version of The NCS™ that asks residents about key local services and important local issues.

Results offer insight into residents' perspectives about local government performance and as such provide important benchmarks for jurisdictions working on performance measurement. The NCS™ is designed to help with budget, land use and strategic planning as well as to communicate with local residents. The NCS™ permits questions to test support for local policies and answers to its questions also speak to community trust and involvement in community-building activities as well as to resident demographic characteristics.

Survey Validity

The question of survey validity has two parts: 1) how can a jurisdiction be confident that the results from those who completed the questionnaire are representative of the results that would have been obtained had the survey been administered to the entire population? and 2) how closely do the perspectives recorded on the survey reflect what residents really believe or do?

To answer the first question, the best survey research practices were used for the resources spent to ensure that the results from the survey respondents reflect the opinions of residents in the entire jurisdiction. These practices include:

- Using a mail-out/mail-back methodology, which typically gets a higher response rate than phone for the same dollars spent. A higher response rate lessens the worry that those who did not respond are different than those who did respond.
- Selecting households at random within the jurisdiction to receive the survey. A random selection ensures that the households selected to receive the survey are similar to the entire population. A non-random sample may only include households from one geographic area, or from households of only one type.
- Over-sampling multi-family housing units to improve response from hard-to-reach, lower income, or younger apartment dwellers.
- Selecting the respondent within the household using an unbiased sampling procedure; in this case, the "birthday method." The cover letter included an instruction requesting that the respondent in the household be the adult (18 years old or older) who most recently had a birthday, irrespective of year of birth.
- Contacting potential respondents three times to encourage response from people who may have different opinions or habits than those who would respond with only a single prompt.
- Soliciting response on jurisdiction letterhead signed by the highest ranking elected official or staff member, thus appealing to the recipients' sense of civic responsibility.
- Providing a self-addressed, postage-paid return envelope.
- Offering the survey in Spanish when appropriate and requested by County officials.
- Using the most recent available information about the characteristics of jurisdiction residents to weight the data to reflect the demographics of the population.

The answer to the second question about how closely the perspectives recorded on the survey reflect what residents really believe or do is more complex. Resident responses to surveys are influenced by a variety of factors. For questions about service quality, residents' expectations for

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service quality play a role as well as the "objective" quality of the service provided, the way the resident perceives the entire community (that is, the context in which the service is provided), the scale on which the resident is asked to record his or her opinion and, of course, the opinion, itself, that a resident holds about the service. Similarly a resident's report of certain behaviors is colored by what he or she believes is the socially desirable response (e.g., reporting tolerant behaviors toward "oppressed groups," likelihood of voting a tax increase for services to poor people, use of alternative modes of travel to work besides the single occupancy vehicle), his or her memory of the actual behavior (if it is not a question speculating about future actions, like a vote), his or her confidence that he or she can be honest without suffering any negative consequences (thus the need for anonymity) as well as the actual behavior itself.

How closely survey results come to recording the way a person really feels or behaves often is measured by the coincidence of reported behavior with observed current behavior (e.g., driving habits), reported intentions to behave with observed future behavior (e.g., voting choices) or reported opinions about current community quality with objective characteristics of the community (e.g., feelings of safety correlated with rates of crime). There is a body of scientific literature that has investigated the relationship between reported behaviors and actual behaviors. Well-conducted surveys, by and large, do capture true respondent behaviors or intentions to act with great accuracy. Predictions of voting outcomes tend to be quite accurate using survey research, as do reported behaviors that are not about highly sensitive issues (e.g., family abuse or other illegal or morally sanctioned activities). For self-reports about highly sensitive issues, statistical adjustments can be made to correct for the respondents' tendency to report what they think the "correct" response should be.

Research on the correlation of resident opinion about service quality and "objective" ratings of service quality tend to be ambiguous, some showing stronger relationships than others. NRC's own research has demonstrated that residents who report the lowest ratings of street repair live in communities with objectively worse street conditions than those who report high ratings of street repair (based on road quality, delay in street repair, number of road repair employees). Similarly, the lowest rated fire services appear to be "objectively" worse than the highest rated fire services (expenditures per capita, response time, "professional" status of firefighters, breadth of services and training provided). Whether or not some research confirms the relationship between what residents think about a community and what can be seen "objectively" in a community, NRC has argued that resident opinion is a perspective that cannot be ignored by government administrators. NRC principals have written, "If you collect trash three times a day but residents think that your trash haul is lousy, you still have a problem."

Survey Sampling

"Sampling" refers to the method by which survey recipients were chosen. All households within Gunnison County were eligible to participate in the survey; 1,200 were selected to receive the survey. These 1,200 households were randomly selected from a comprehensive list of all housing units within Gunnison County boundaries. The basis of the list of all housing units was a United States Postal Service listing of housing units within zip codes. Since some of the zip codes that serve Gunnison County households may also serve addresses that lie outside of the jurisdiction, the exact geographic location of each housing unit was compared to jurisdiction boundaries, using the most current municipal boundary file (updated on a quarterly basis), and addresses located outside of Gunnison County boundaries were removed from consideration.

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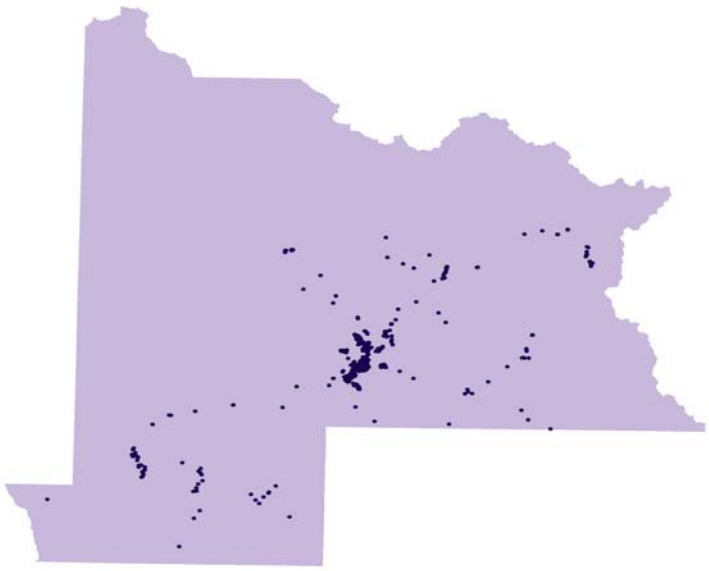
To choose the 1,200 survey recipients, a systematic sampling method was applied to the list of households known to be within Gunnison County. Systematic sampling is a procedure whereby a complete list of all possible items is culled, selecting every Nth one until the appropriate amount of items is selected. Multi-family housing units were over sampled as residents of this type of housing typically respond at lower rates to surveys than do those in single-family housing units.

FIGURE 93: LOCATION OF SURVEY RECIPIENTS



An individual within each household was selected using the birthday method. The birthday method selects a person within the household by asking the "person whose birthday has most recently passed" to complete the questionnaire. The underlying assumption in this method is that day of birth has no relationship to the way people respond to surveys. This instruction was contained in the cover letter accompanying the questionnaire.

In response to the growing number of the cell-phone population (so-called "cord cutters"), which includes a large proportion of young adults, questions about cell phones and land lines are included on The NCS™ questionnaire. As of the middle of 2010 (the most recent estimates available as of the end of 2010), 26.6% of U.S. households had a cell phone but no landline.[3] Among younger adults (age 18-34), 53.7% of households were "cell-only." Based on survey results, Gunnison County has a "cord cutter" population greater than the nationwide 2010 estimates.

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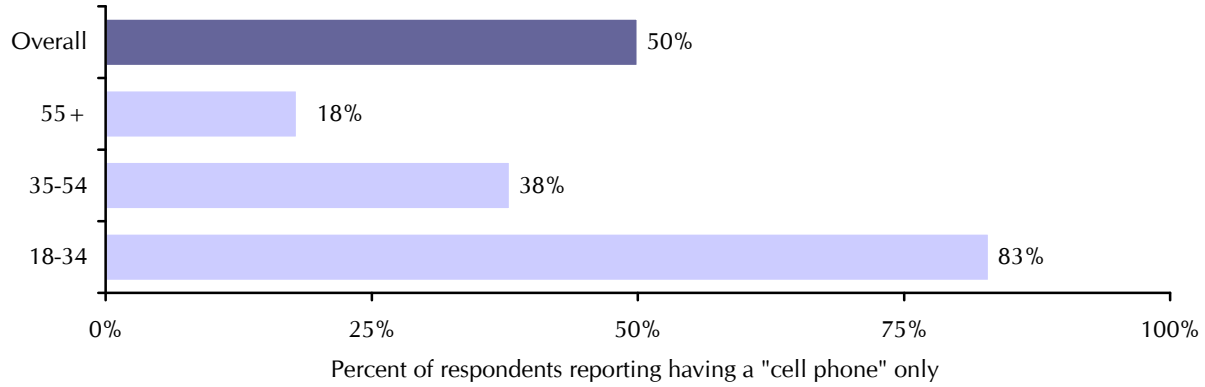
[3] http://www.cdc.gov/nchs/data/nhis/earlyrelease/wireless201012.pdf

FIGURE 94: PREVALENCE OF CELL-PHONE ONLY RESPONDENTS IN GUNNISON COUNTY



SURVEY ADMINISTRATION

Selected households received three mailings, one week apart, beginning August 2013. The first mailing was a prenotification postcard announcing the upcoming survey. The next mailing contained a letter from the Chairperson of the Gunnison County Board of County Commissioners inviting the household to participate, a questionnaire and a postage-paid return envelope. The final mailing contained a reminder letter, another survey and a postage-paid return envelope. The second cover letter asked those who had not completed the survey to do so and those who have already done so to refrain from turning in another survey. Completed surveys were collected over the following five weeks.

SURVEY RESPONSE RATE AND CONFIDENCE INTERVALS

It is customary to describe the precision of estimates made from surveys by a "level of confidence" and accompanying "confidence interval" (or margin of error). A traditional level of confidence, and the one used here, is 95%. The 95% confidence interval can be any size and quantifies the sampling error or imprecision of the survey results because some residents' opinions are relied on to estimate all residents' opinions. The confidence interval for Gunnison County survey is no greater than plus or minus six percentage points around any given percent reported for the entire sample (289 completed surveys).

A 95% confidence interval indicates that for every 100 random samples of this many residents, 95 of the confidence intervals created will include the "true" population response. This theory is applied in practice to mean that the "true" perspective of the target population lies within the confidence interval created for a single survey. For example, if 75% of residents rate a service as "excellent" or "good," then the 4% margin of error (for the 95% confidence interval) indicates that the range of likely responses for the entire jurisdiction is between 71% and 79%. This source of error is called sampling error. In addition to sampling error, other sources of error may affect any survey, including the non-response of residents with opinions different from survey responders. Though standardized on The NCS, on other surveys, differences in question wording, order, translation and data entry, as examples, can lead to somewhat varying results.

For subgroups of responses, the margin of error increases because the sample size for the subgroup is smaller. For subgroups of approximately 100 respondents, the margin of error is plus or minus 10 percentage points.

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Survey Processing (Data Entry)

Completed surveys received by NRC were assigned a unique identification number. Additionally, each survey was reviewed and "cleaned" as necessary. For example, a question may have asked a respondent to pick two items out of a list of five, but the respondent checked three; NRC staff would choose randomly two of the three selected items to be coded in the dataset.

Once all surveys were assigned a unique identification number, they were entered into an electronic dataset. This dataset was subject to a data entry protocol of "key and verify," in which survey data were entered twice into an electronic dataset and then compared. Discrepancies were evaluated against the original survey form and corrected. Range checks as well as other forms of quality control were also performed.

Survey Data Weighting

The demographic characteristics of the survey sample were compared to those found in the 2010 Census estimates and other population norms for adults in Gunnison County. Survey results were weighted using the population norms to reflect the appropriate percent of those residents. Other discrepancies between the whole population and the sample were also aided by the weighting due to the intercorrelation of many socioeconomic characteristics.

The variables used for weighting were housing unit type, housing tenure and sex and age. This decision was based on:

- The disparity between the survey respondent characteristics and the population norms for these variables
- The saliency of these variables in detecting differences of opinion among subgroups
- The historical use of the variables and the desirability of consistently representing different groups over the years

The primary objective of weighting survey data is to make the survey sample reflective of the larger population of the community. This is done by: 1) reviewing the sample demographics and comparing them to the population norms from the most recent Census or other sources and 2) comparing the responses to different questions for demographic subgroups. The demographic characteristics that are least similar to the Census and yield the most different results are the best candidates for data weighting. A third criterion sometimes used is the importance that the community places on a specific variable. For example, if a jurisdiction feels that accurate race representation is key to staff and public acceptance of the study results, additional consideration will be given in the weighting process to adjusting the race variable.

A special software program using mathematical algorithms is used to calculate the appropriate weights. Data weighting can adjust up to 5 demographic variables. Several different weighting "schemes" may be tested to ensure the best fit for the data.

The process actually begins at the point of sampling. Knowing that residents in single family dwellings are more likely to respond to a mail survey, NRC oversamples residents of multi-family dwellings to ensure their proper representation in the sample data. Rather than giving all residents an equal chance of receiving the survey, this is systematic, stratified sampling, which gives each resident of the jurisdiction a known chance of receiving the survey (and apartment dwellers, for example, a greater chance than single family home dwellers). As a consequence, results must be weighted to recapture the proper representation of apartment dwellers.

The results of the weighting scheme are presented in the following table.

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Gunnison County Citizen Survey Weighting Table			
Characteristic	Population Norm[4]	Unweighted Data	Weighted Data
Housing			
Rent home	40%	29%	40%
Own home	60%	71%	60%
Detached unit	65%	66%	65%
Attached unit	35%	34%	35%
Race and Ethnicity			
White	93%	94%	93%
Not white	7%	6%	7%
Not Hispanic	93%	98%	98%
Hispanic	7%	2%	2%
White alone, not Hispanic	91%	94%	92%
Hispanic and/or other race	9%	6%	8%
Sex and Age			
Female	45%	49%	46%
Male	55%	51%	54%
18-34 years of age	40%	17%	39%
35-54 years of age	33%	30%	33%
55+ years of age	26%	54%	28%
Females 18-34	17%	8%	17%
Females 35-54	16%	15%	16%
Females 55+	13%	26%	14%
Males 18-34	23%	8%	22%
Males 35-54	18%	15%	18%
Males 55+	14%	27%	14%

[4] Source: 2005-2009 American Community Survey

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Survey Data Analysis and Reporting

The survey dataset was analyzed using the Statistical Package for the Social Sciences (SPSS). Frequency distributions were presented in the body of the report.

Use of the "Excellent, Good, Fair, Poor" Response Scale

The scale on which respondents are asked to record their opinions about service and community quality is "excellent," "good," "fair" or "poor" (EGFP). This scale has important advantages over other scale possibilities (very good to very bad; very satisfied to very dissatisfied; strongly agree to strongly disagree, as examples). EGFP is used by the plurality of jurisdictions conducting citizen surveys across the U.S. The advantage of familiarity was one that NRC did not want to dismiss when crafting The National Citizen Survey™ questionnaire, because elected officials, staff and residents already are acquainted with opinion surveys measured this way. EGFP also has the advantage of offering three positive options, rather than only two, over which a resident can offer an opinion. While symmetrical scales often are the right choice in other measurement tasks, NRC has found that ratings of almost every local government service in almost every jurisdiction tend, on average, to be positive (that is, above the scale midpoint). Therefore, to permit finer distinctions among positively rated services, EGFP offers three options across which to spread those ratings. EGFP is more neutral because it requires no positive statement of service quality to judge (as agree-disagree scales require) and, finally, EGFP intends to measure absolute quality of service delivery or community quality (unlike satisfaction scales which ignore residents' perceptions of quality in favor of their report on the acceptability of the level of service offered).

"Don't Know" Responses

On many of the questions in the survey respondents may answer "don't know." The proportion of respondents giving this reply is shown in the full set of responses included in *Appendix A*. However, these responses have been removed from the analyses presented in the body of the report. In other words, the tables and graphs display the responses from respondents who had an opinion about a specific item.

Benchmark Comparisons

NRC has been leading the strategic use of surveys for local governments since 1991, when the principals of the company wrote the first edition of what became the classic text on citizen surveying. In *Citizen Surveys: how to do them, how to use them, what they mean*, published by ICMA, not only were the principles for quality survey methods articulated, but both the idea of benchmark data for citizen opinion and the method for gathering benchmark data were pioneered. The argument for benchmarks was called "In Search of Standards." "What has been missing from a local government's analysis of its survey results is the context that school administrators can supply when they tell parents how an 80 percent score on the social studies test compares to test results from other school systems..."

NRC's database of comparative resident opinion is comprised of resident perspectives gathered in citizen surveys from approximately 500 jurisdictions whose residents evaluated local government services. Conducted with typically no fewer than 400 residents in each jurisdiction, opinions are intended to represent over 30 million Americans. NRC has innovated a method for quantitatively integrating the results of surveys that are conducted by NRC with those that others have conducted. The integration methods have been thoroughly described not only in the Citizen Surveys book, but also in *Public Administration Review*, *Journal of Policy Analysis* and *Management*. Scholars who specialize in the analysis of citizen surveys regularly have relied on this work (e.g., Kelly, J. &

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Swindell, D. (2002). Service quality variation across urban space: First steps towards a model of citizen satisfaction. *Journal of Urban Affairs*, 24, 271-288.; Van Ryzin, G., Muzzio, D., Immerwahr, S., Gulick, L. & Martinez, E. (2004). Drivers and consequences of citizen satisfaction: An application of the American Customer Satisfaction Index Model to New York City, *Public Administration Review*, 64, 331- 341). The method described in those publications is refined regularly and statistically tested on a growing number of citizen surveys in NRC's proprietary databases. NRC's work on calculating national benchmarks for resident opinions about service delivery and quality of life won the Samuel C. May award for research excellence from the Western Governmental Research Association.

The comparison evaluations are from the most recent survey completed in each jurisdiction; most communities conduct surveys every year or in alternating years. NRC adds the latest results quickly upon survey completion, keeping the benchmark data fresh and relevant.

The Role of Comparisons

Benchmark comparisons are used for performance measurement. Jurisdictions use the comparative information to help interpret their own citizen survey results, to create or revise community plans, to evaluate the success of policy or budget decisions and to measure local government performance. Taking the pulse of the community has little meaning without knowing what pulse rate is too high and what is too low. When surveys of service satisfaction turn up "good" citizen evaluations, jurisdictions need to know how others rate their services to understand if "good" is good enough. Furthermore, in the absence of national or peer community comparisons, a jurisdiction is left with comparing its fire protection rating to its street maintenance rating. That comparison is unfair. Streets always lose to fire. More important and harder questions need to be asked; for example, how do residents' ratings of fire service compare to opinions about fire service in other communities?

A police department that provides the fastest and most efficient service – one that closes most of its cases, solves most of its crimes and keeps the crime rate low – still has a problem to fix if the residents in the community it intends to protect believe services are not very good compared to ratings given by residents to their own objectively "worse" departments. The benchmark data can help that police department – or any department – to understand how well citizens think it is doing. Without the comparative data, it would be like bowling in a tournament without knowing what the other teams are scoring. NRC recommends that citizen opinion be used in conjunction with other sources of data about budget, personnel and politics to help managers know how to respond to comparative results.

Jurisdictions in the benchmark database are distributed geographically across the country and range from small to large in population size. Most commonly, comparisons are made to the entire database. Comparisons may also be made to subsets of jurisdictions (for example, within a given region or population category). Despite the differences in jurisdiction characteristics, all are in the business of providing local government services to residents. Though individual jurisdiction circumstances, resources and practices vary, the objective in every community is to provide services that are so timely, tailored and effective that residents conclude the services are of the highest quality. High ratings in any jurisdiction, like SAT scores in any teen household, bring pride and a sense of accomplishment.

Comparison of Gunnison County to the Benchmark Database

Gunnison County chose to have comparisons made to the entire database and a subset of similar jurisdictions from the database (populations under 40,000 in the Western region). A benchmark

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comparison (the average rating from all the comparison jurisdictions where a similar question was asked) has been provided when a similar question on the Gunnison County survey was included in NRC's database and there were at least five jurisdictions in which the question was asked. For most questions compared to the entire dataset, there were more than 100 jurisdictions included in the benchmark comparison.

Where comparisons for quality ratings were available, Gunnison County's results were generally noted as being "above" the benchmark, "below" the benchmark or "similar" to the benchmark. For some questions – those related to resident behavior, circumstance or to a local problem – the comparison to the benchmark is designated as "more," "similar" or "less" (for example, the percent of crime victims, residents visiting a park or residents identifying code enforcement as a problem.) In instances where ratings are considerably higher or lower than the benchmark, these ratings have been further demarcated by the attribute of "much," (for example, "much less" or "much above"). These labels come from a statistical comparison of Gunnison County's rating to the benchmark where a rating is considered "similar" if it is within the margin of error; "above," "below," "more" or "less" if the difference between your jurisdiction's rating and the benchmark is greater than but less than twice the margin of error; and "much above," "much below," "much more" or "much less" if the difference between your jurisdiction's rating and the benchmark is more than twice the margin of error.

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Appendix C: Survey Materials

The following pages contain copies of the survey materials sent to randomly selected households within Gunnison County.

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