



JEFFERSON COUNTY, CO 2010



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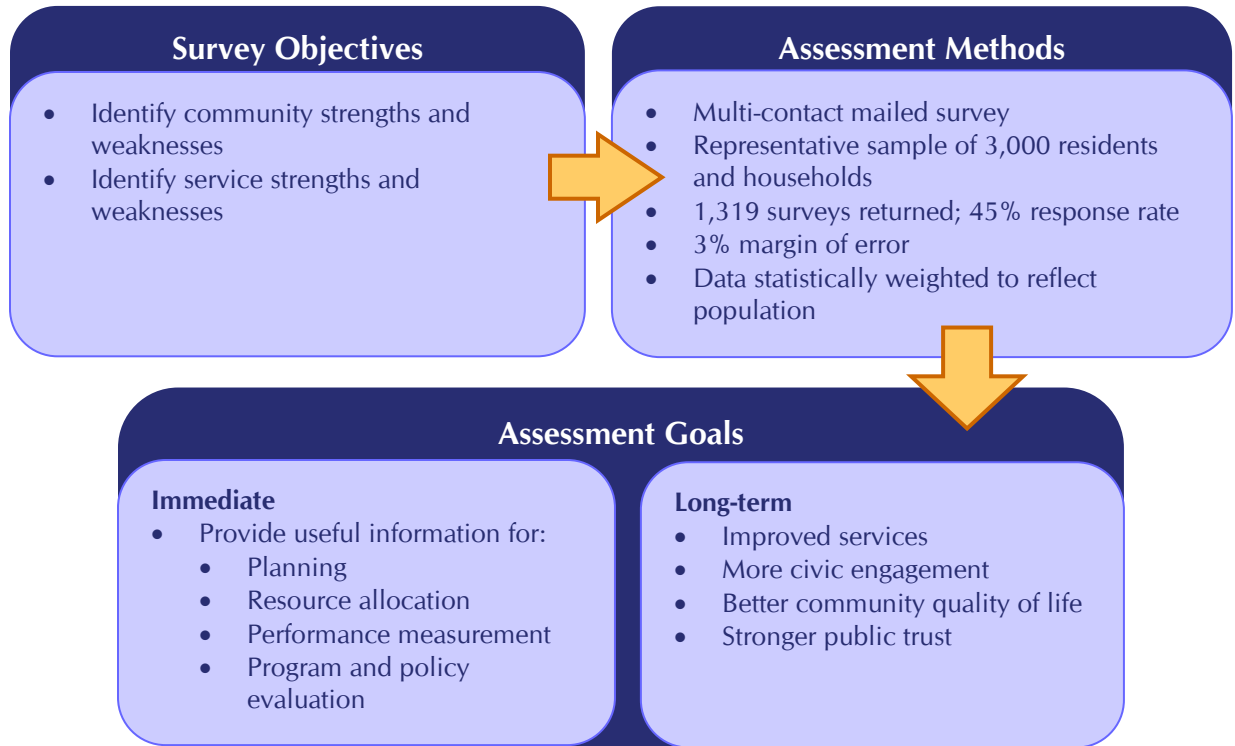
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SURVEY BACKGROUND

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.

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 1,319 completed surveys were obtained, providing an overall response rate of 45%. Typically, the response rates obtained on citizen surveys range from 25% to 40%.

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

UNDERSTANDING THE RESULTS

As shown in Figure 2, this report is based around respondents' reports 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

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 confidence level, and the one used here, is 95%. The 95% confidence interval can be any size and quantifies the sampling error or imprecision of the estimates made from the survey results. The confidence interval for the Jefferson County survey is no greater than plus or minus three percentage points around any given percent reported for the entire sample (1,319 completed surveys). A 95% confidence interval indicates that for every 100 random samples of this many residents, the population response to that question would be within the stated interval 95 times. For example, if 75% of residents rate a service as "excellent" or "good," then the 5% margin of error (for the 95% confidence interval) indicates that the range of likely responses for the entire jurisdiction is between 70% and 80%

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 Jefferson County, but from Jefferson 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 four 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. Jefferson County chose to have comparisons made to the entire database and a subset of similar jurisdictions from the database (populations 300,000 or more). 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 Jefferson 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 were available, Jefferson County results were noted as being “above” the benchmark, “below” the benchmark or “similar to” the benchmark. This evaluation of “above,” “below” or “similar to” comes from a statistical comparison of Jefferson 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.

EXECUTIVE SUMMARY

This report of results for Jefferson County's 2010 survey 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 experience a good quality of life in Jefferson County and believe the county is a good place to live. The overall quality of life in Jefferson County was rated as "excellent" or "good" by 95% of respondents. Almost all report they plan on staying in Jefferson 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 recreational opportunities, quality of the overall natural environment and the overall image/reputation of Jefferson County. The three characteristics receiving the least positive ratings were the availability of affordable quality child care, ease of bus travel in Jefferson County and employment opportunities.

Ratings of community characteristics were compared to the benchmark database. Of the 15 characteristics for which comparisons were available, ten were above the benchmark comparison, three were similar to the benchmark comparison and two were below.

Residents in unincorporated Jefferson County were civically engaged. While only 31% had attended a meeting of local elected public officials or other local public meeting in the previous 12 months, 97% had provided help to a friend or neighbor. About half had volunteered their time to some group or activity in Jefferson County, which was higher than the benchmark.

In general, survey respondents demonstrated trust in local government. A majority rated the overall direction being taken by Jefferson County as "good" or "excellent." This was similar to the benchmark. Those residents who had interacted with an employee of Jefferson County in the previous 12 months gave high marks to those employees. About eight in ten rated their overall impression of employees as "excellent" or "good."

On average, residents of unincorporated Jefferson County gave favorable ratings to a majority of local government services. County services rated were able to be compared to the benchmark database. Of the 22 services for which comparisons were available, 15 were above the benchmark comparison, four were similar to the benchmark comparison and three were below.

A Key Driver Analysis was conducted for Jefferson County which examined the relationships between ratings of each service and ratings of Jefferson 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, Jefferson 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:

- Sheriff services
- Land use, planning and zoning
- Storm drainage
- Services to youth
- Public health services
- Animal control
- Jefferson County open space

Of these services, those deserving the most attention may be those that have experienced declining ratings over time or those that were below or similar to the benchmark comparisons: public health services. For sheriff services, land use, planning and zoning, storm drainage, services to youth, animal control and open space services, Jefferson County is above the benchmark and should continue to ensure high quality performance.

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 Jefferson County – not only direct questions about quality of life overall and in neighborhoods, but questions to measure residents’ commitment to Jefferson County. Residents were asked whether they planned to move soon or if they would recommend Jefferson County to others. Intentions to stay and willingness to make recommendations provide evidence that Jefferson County offers services and amenities that work.

Almost all of unincorporated Jefferson County residents gave high ratings to their neighborhoods and the community as a place to live. Further, most reported they would recommend the community to others and plan to stay for the next five years.

FIGURE 3: RATINGS OF OVERALL COMMUNITY QUALITY

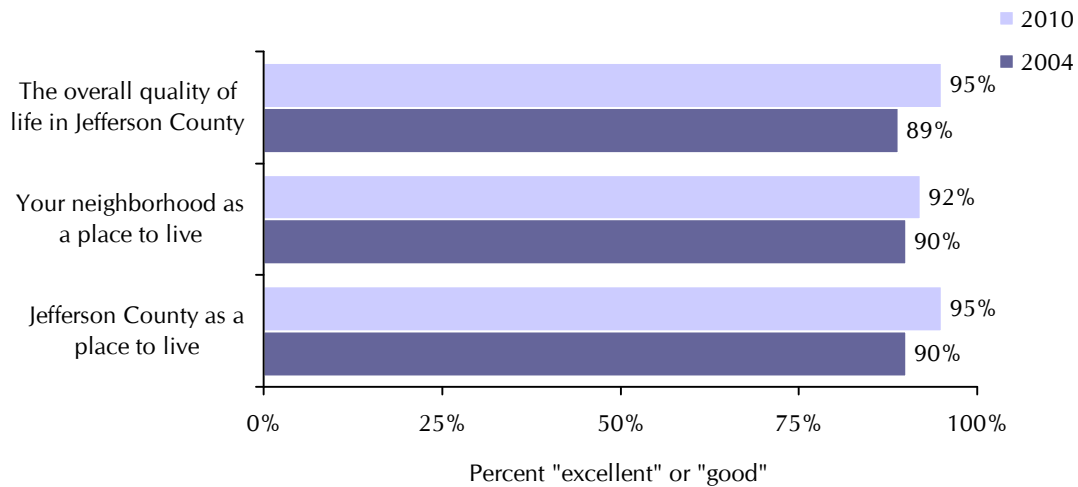


FIGURE 4: LIKELIHOOD OF REMAINING IN COMMUNITY AND RECOMMENDING COMMUNITY

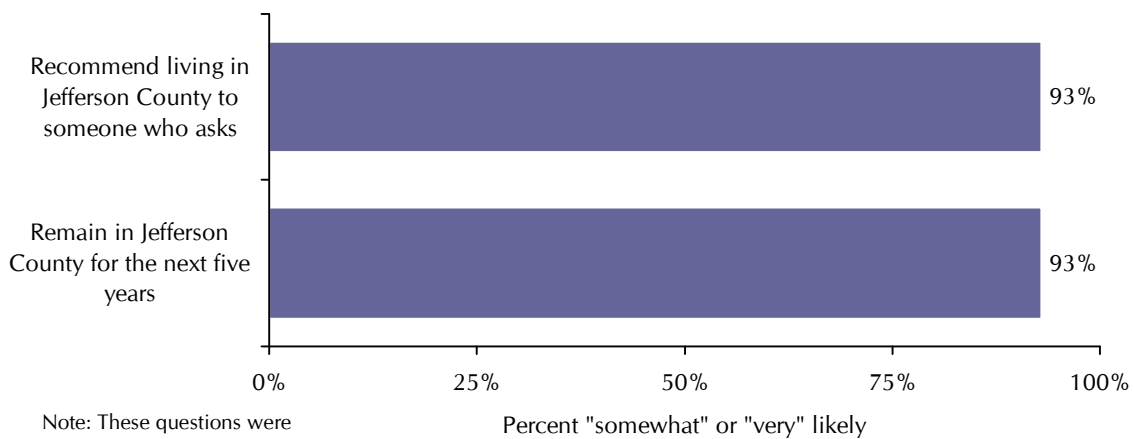


FIGURE 5: OVERALL COMMUNITY QUALITY BENCHMARKS

	National comparison	Population 300,000 or more
The overall quality of life in Jefferson County	Above	Above
Your neighborhood as a place to live	Above	Above
Jefferson County as a place to live	Above	Above
Remain in Jefferson County for the next five years	Above	Above
Recommend living in Jefferson County to someone who asks	Above	Above

Overall community quality was compared to survey data from previous years. Average ratings were computed for the previous years' data to make comparison easier. Trends from 2004 to 2010 were generally stable.

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 five aspects of mobility to rate on a scale of “excellent,” “good,” “fair” and “poor.” Ease of car travel in Jefferson County was given the most positive rating, followed by ease of walking in Jefferson County. These ratings tended to vary when compared to the benchmarks. The rating for ease of car travel in Jefferson County was higher than the past survey.

FIGURE 6: RATINGS OF TRANSPORTATION IN COMMUNITY BY YEAR

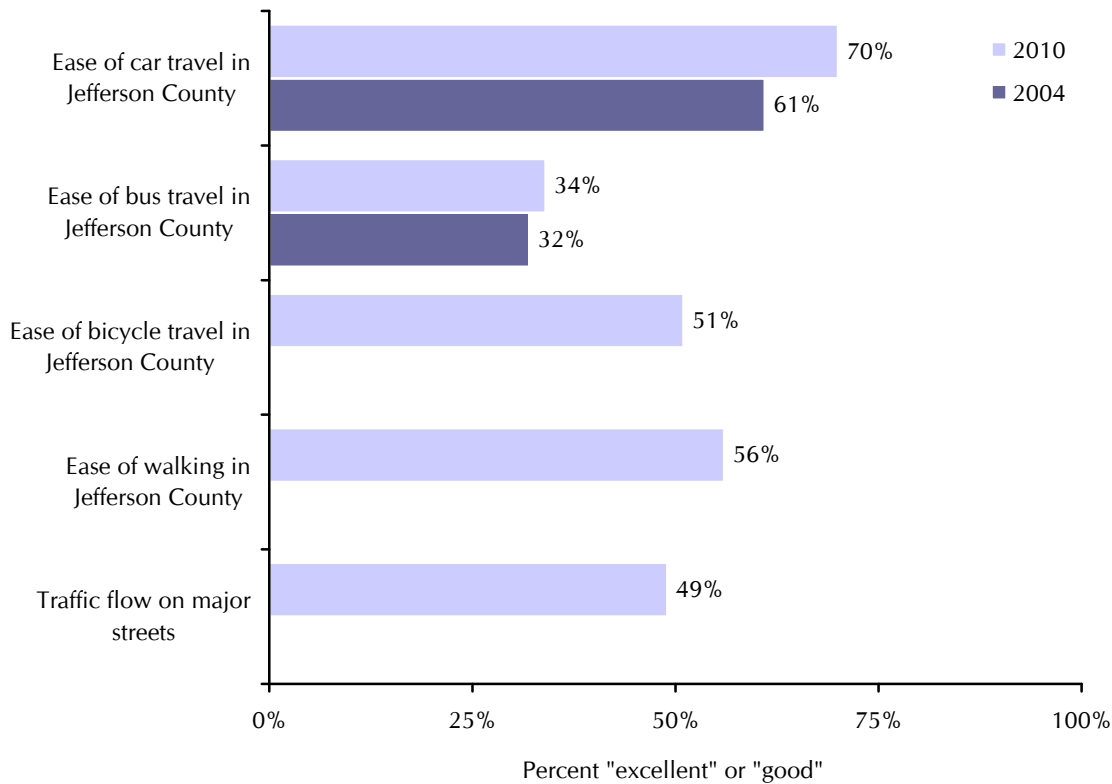


FIGURE 7: COMMUNITY TRANSPORTATION BENCHMARKS BY YEAR

	National comparison	Population 300,000 or more
Ease of bus travel in Jefferson County	Below	Below
Ease of car travel in Jefferson County	Above	Above
Ease of walking in Jefferson County	Below	Above
Ease of bicycle travel in Jefferson County	Above	Above
Traffic flow on County roads	Above	Above

Three transportation services were rated in Jefferson County. As compared to most communities across America, ratings tended to be a mix of positive and negative. Snow removal on County roads and highways was above the national and custom benchmarks, bus or transit services were below the benchmarks, and road repair was similar to the national benchmark and above the custom comparison.

FIGURE 8: RATINGS OF TRANSPORTATION AND PARKING SERVICES BY YEAR

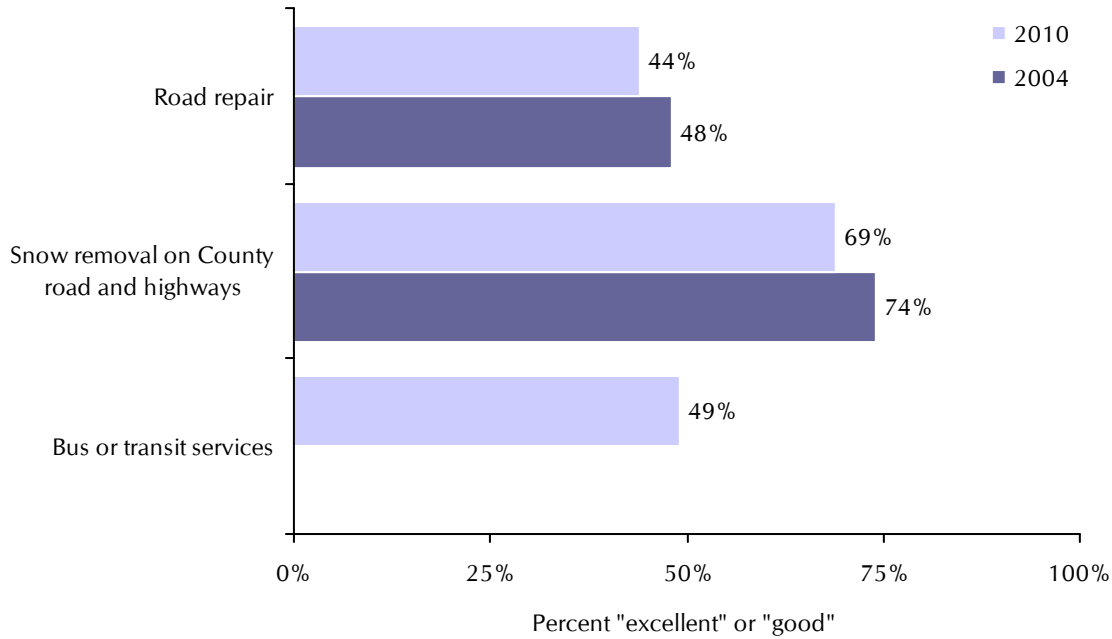


FIGURE 9: TRANSPORTATION AND PARKING SERVICES BENCHMARKS

	National comparison	Population 300,000 or more
Road repair	Similar	Above
Snow removal on County roads and highways	Above	Above
Bus or transit services	Below	Below

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, 4% of work commute trips were made by transit and 2% were made by bicycle or by foot.

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

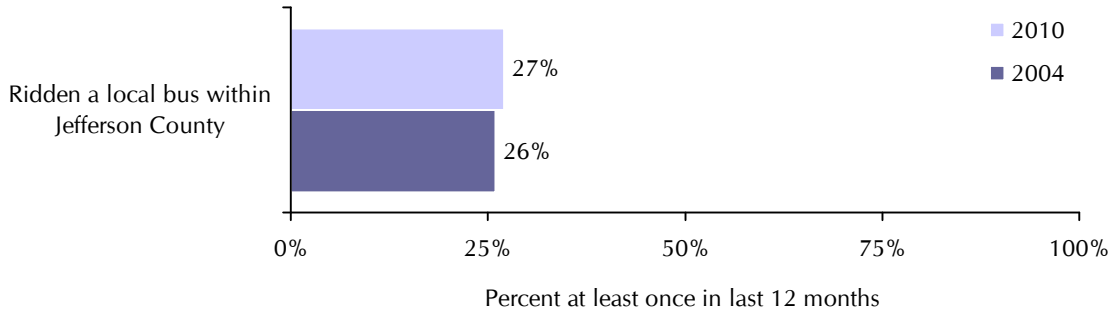
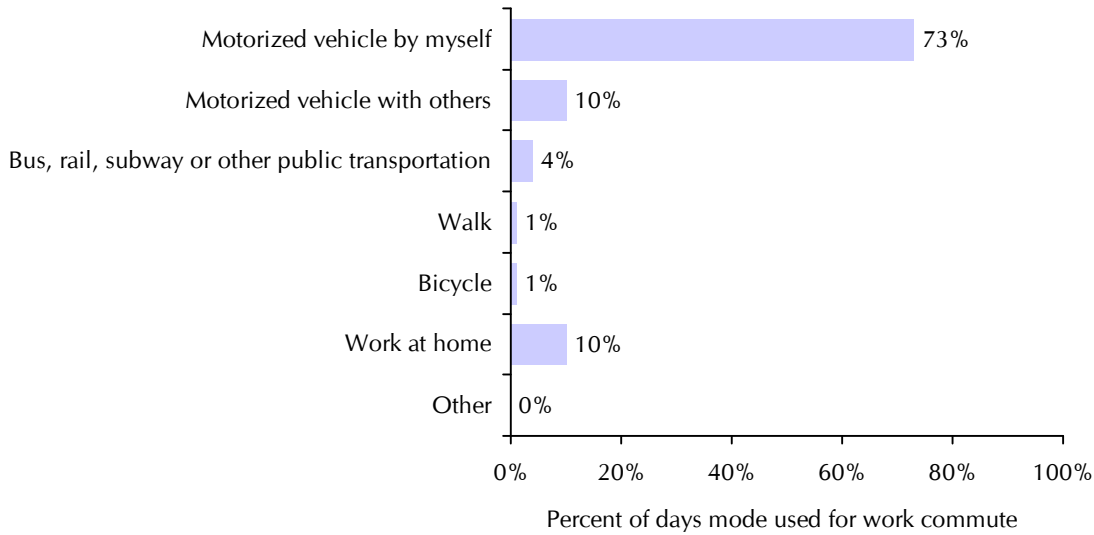


FIGURE 11: FREQUENCY OF BUS USE BENCHMARKS

	National comparison	Population 300,000 or more
Ridden a local bus within Jefferson County	More	Less

FIGURE 12: MODE OF TRAVEL USED FOR WORK COMMUTE



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 unincorporated Jefferson 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 46% of respondents. The rating of perceived affordable housing availability was better in Jefferson County than the ratings, on average, in comparison jurisdictions.

FIGURE 13: RATINGS OF HOUSING IN COMMUNITY BY YEAR

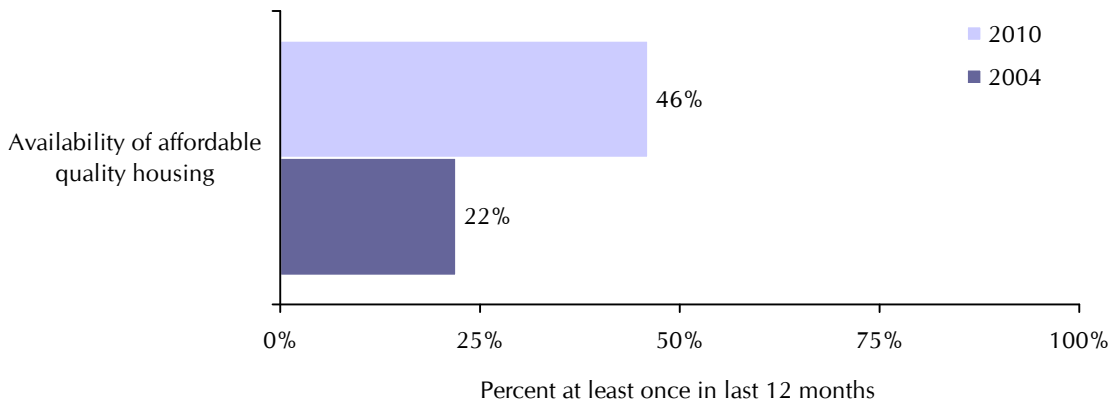
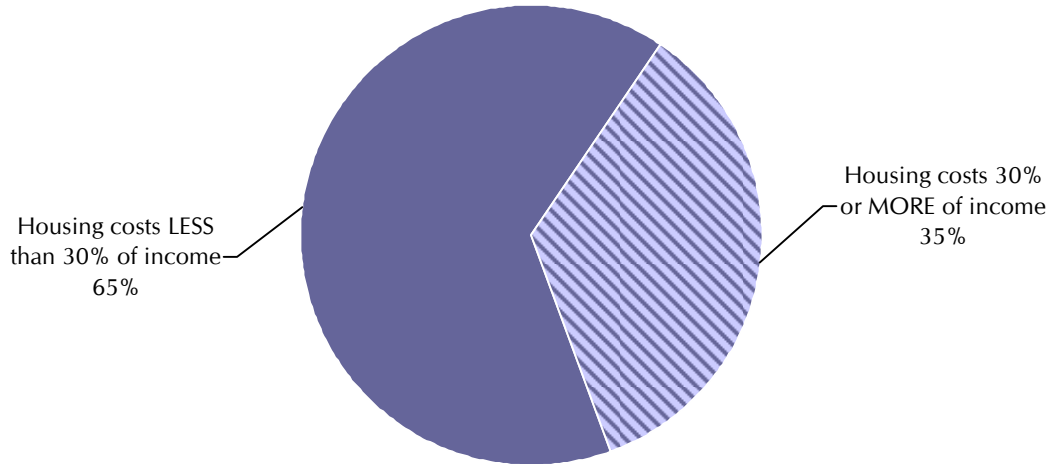


FIGURE 14: HOUSING CHARACTERISTICS BENCHMARKS

	National comparison	Population 300,000 or more
Availability of affordable quality housing	Above	Above

To augment the perceptions of affordable housing in Jefferson 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 in unincorporated Jefferson County experiencing housing cost stress. About 35% of survey participants were found to pay housing costs of more than 30% of their monthly household income.

FIGURE 15: PROPORTION OF RESPONDENTS WHOSE HOUSING COSTS ARE "AFFORDABLE"



Note: This question was not asked in previous surveys.

FIGURE 16: HOUSING COSTS BENCHMARKS

	National comparison	Population 300,000 or more
Experiencing housing costs stress (housing costs 30% or more of income)	Less	Less

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 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.

When rating to what extent run down buildings, weed lots or junk vehicles were a problem in Jefferson County, 5% thought they were a "major" or "moderate" problem. The services of land use, planning and zoning, code enforcement and animal control were rated above the benchmarks. Ratings showed a varied pattern when compared to past years.

FIGURE 17: RATINGS OF POPULATION GROWTH BY YEAR

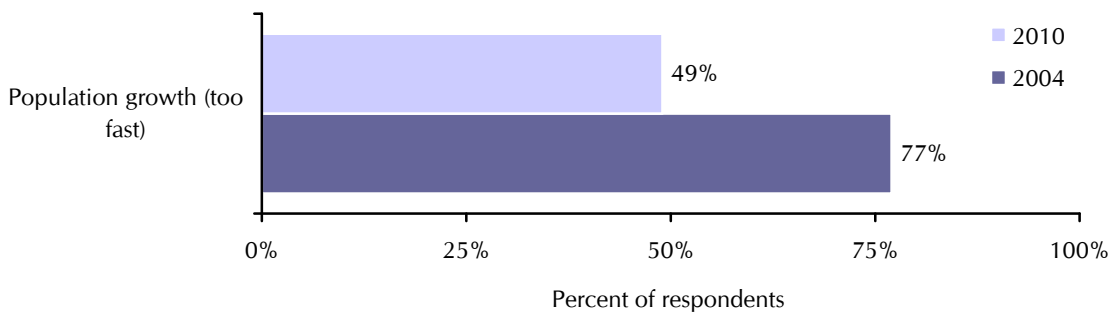


FIGURE 18: POPULATION GROWTH BENCHMARKS

	National comparison	Population 300,000 or more
Population growth seen as too fast	More	Less

FIGURE 19: RATINGS OF NUISANCE PROBLEMS BY YEAR

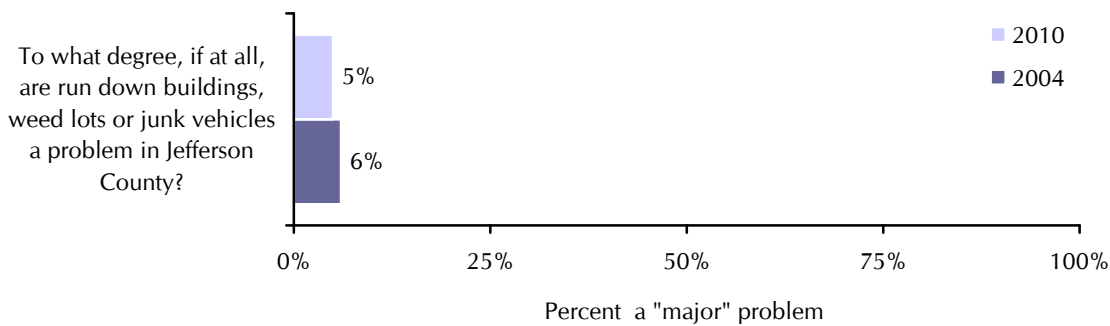


FIGURE 20: NUISANCE PROBLEMS BENCHMARKS

	National comparison	Population 300,000 or more
To what degree, if at all, are run down buildings, weed lots or junk vehicles a problem in Jefferson County?	Less	Less

FIGURE 21: RATINGS OF PLANNING AND COMMUNITY CODE ENFORCEMENT SERVICES BY YEAR

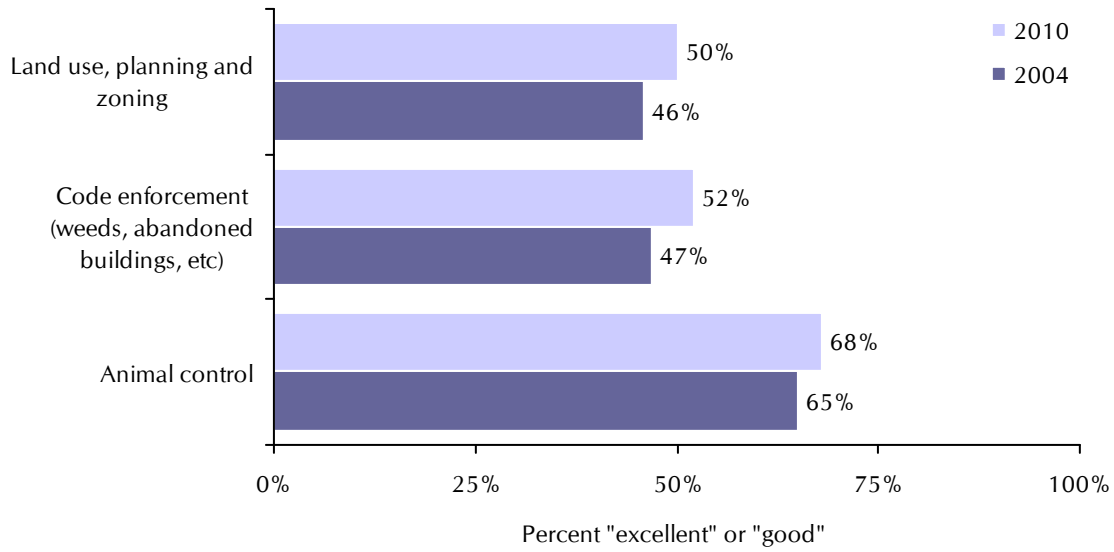


FIGURE 22: PLANNING AND COMMUNITY CODE ENFORCEMENT SERVICES BENCHMARKS

	National comparison	Population 300,000 or more
Land use, planning and zoning	Above	Above
Code enforcement (weeds, abandoned buildings, etc)	Above	Above
Animal control	Above	Above

ECONOMIC SUSTAINABILITY

The health of the economy may color how residents perceive their environment and all the services that local government delivers. In particular, a strong or weak local economy will shape what residents think about job and shopping opportunities. Just as residents have an idea about the speed of local population growth, they have a sense of how fast job and shopping opportunities are growing.

Survey respondents were asked to rate a number of community features related to economic opportunity and growth. Jefferson County as a place to work was rated “excellent” or “good” by 72% of respondents and was above both benchmarks. Employment opportunities was rated less favorably, however this rating was above both benchmarks, and higher when compared to the previous survey.

FIGURE 23: RATINGS OF ECONOMIC SUSTAINABILITY AND OPPORTUNITIES BY YEAR

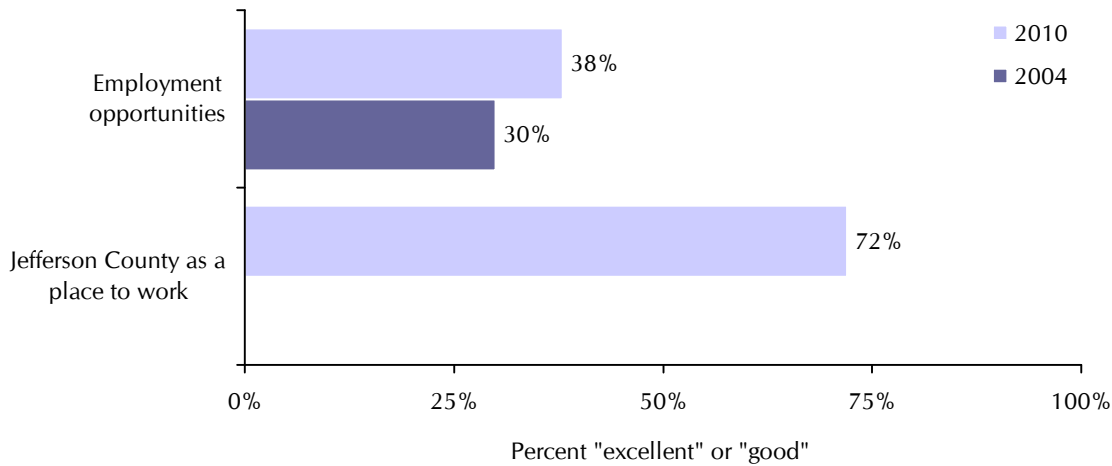


FIGURE 24: ECONOMIC SUSTAINABILITY AND OPPORTUNITIES BENCHMARKS

	National comparison	Population 300,000 or more
Employment opportunities	Above	Above
Jefferson County as a place to work	Above	Above

When asked to evaluate the rate of job growth in Jefferson County, 78% responded that it was “too slow,” while 19% reported retail growth as “too slow.” Less residents in unincorporated Jefferson County compared to other jurisdictions believed that retail growth was too slow and more residents believed that job growth was too slow.

FIGURE 25: RATINGS OF RETAIL AND JOB GROWTH BY YEAR

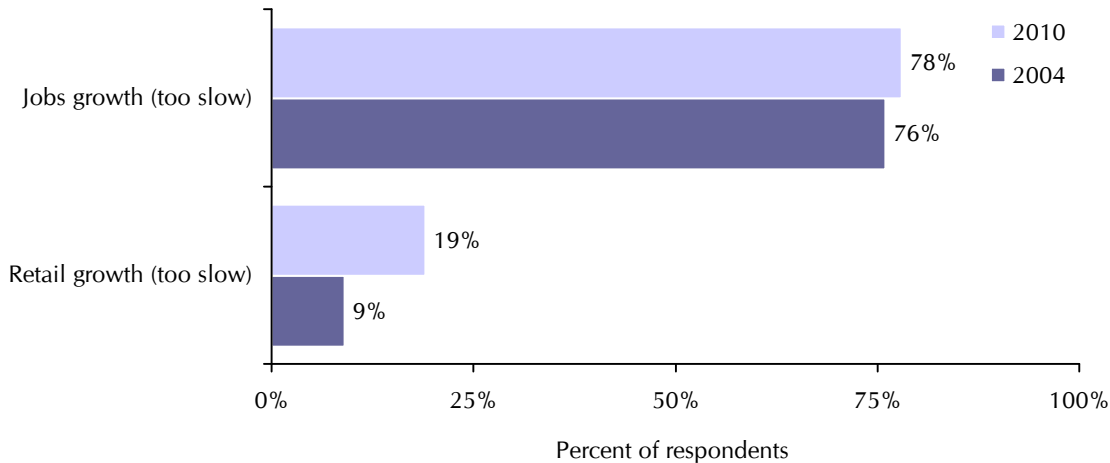


FIGURE 26: RETAIL AND JOB GROWTH BENCHMARKS

	National comparison	Population 300,000 or more
Retail growth seen as too slow	Less	Less
Jobs growth seen as too slow	More	More

FIGURE 27: RATINGS OF ECONOMIC DEVELOPMENT SERVICES BY YEAR

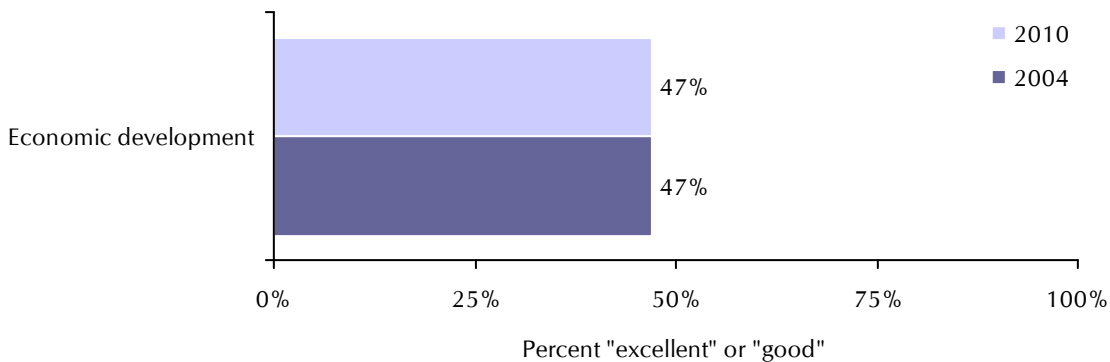


FIGURE 28: ECONOMIC DEVELOPMENT SERVICES BENCHMARKS

	National comparison	Population 300,000 or more
Economic development	Similar	Above

Residents were asked to reflect on their economic prospects in the near term. Thirteen percent of unincorporated Jefferson 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 29: RATINGS OF PERSONAL ECONOMIC FUTURE BY YEAR

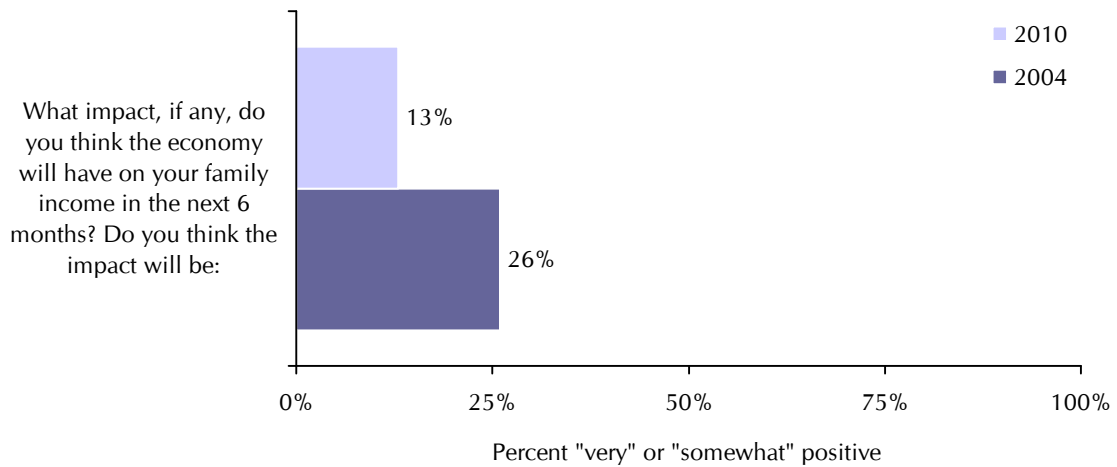


FIGURE 30: PERSONAL ECONOMIC FUTURE BENCHMARKS

	National comparison	Population 300,000 or more
Positive impact of economy on household income	Below	Below

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 Jefferson County. About 86% percent of those completing the questionnaire said they felt “very” or “somewhat” safe from violent crimes and 80% felt “very” or “somewhat” safe from environmental hazards. Daytime sense of safety was better than nighttime safety and neighborhoods felt safer than in commercial areas.

FIGURE 31: RATINGS OF COMMUNITY AND PERSONAL PUBLIC SAFETY BY YEAR

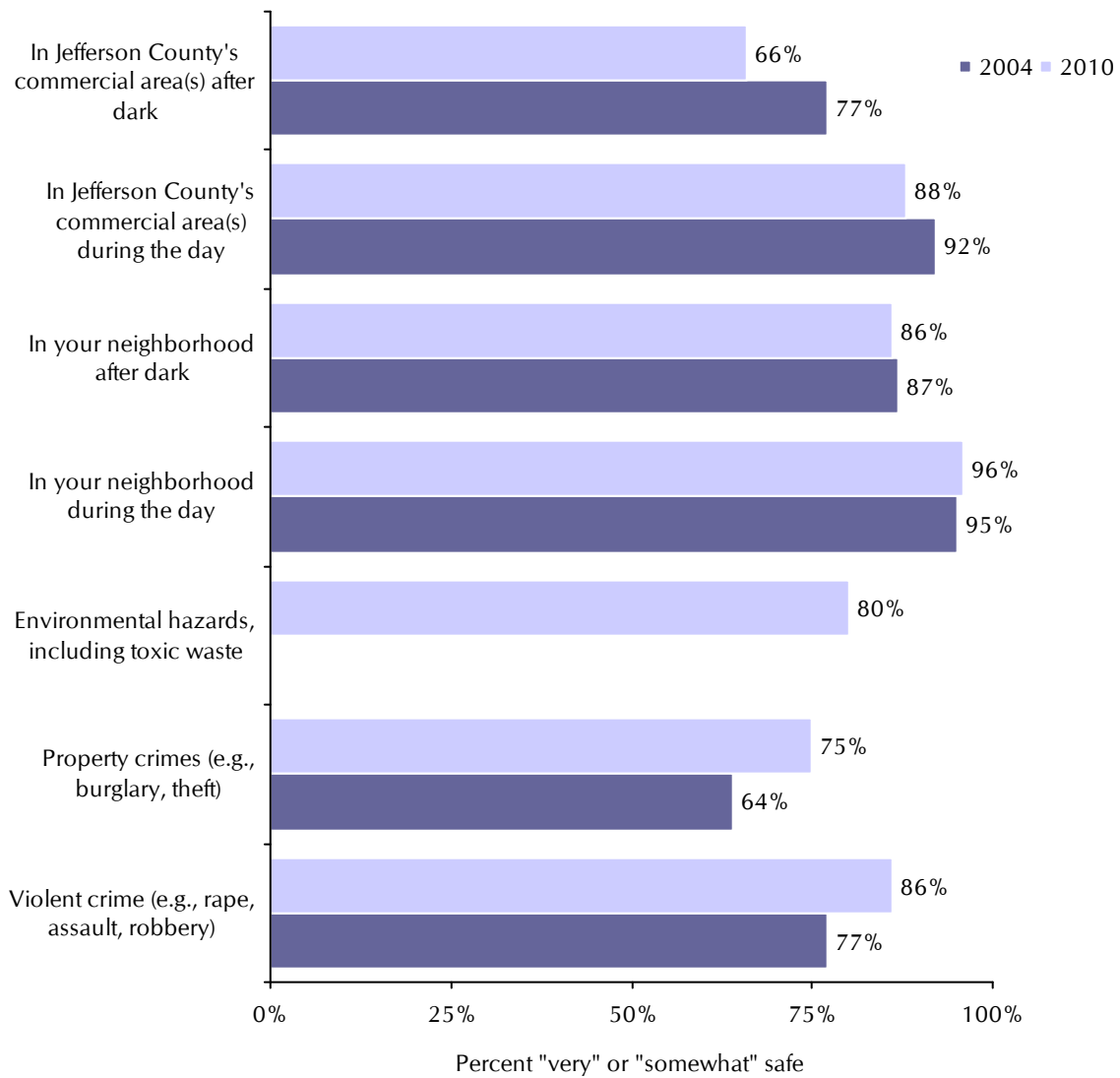


FIGURE 32: COMMUNITY AND PERSONAL PUBLIC SAFETY BENCHMARKS

	National comparison	Population 300,000 or more
Safety in your neighborhood during the day	Above	Above
Safety in your neighborhood after dark	Above	Above
Safety in Jefferson County's commercial areas during the day	Similar	Above
Safety in Jefferson County's commercial areas after dark	Above	Above
Safety from violent crime (e.g., rape, assault, robbery)	Above	Above
Safety from property crimes (e.g., burglary, theft)	Above	Above
Environmental hazards, including toxic waste	Above	Above

As assessed by the survey, 10% 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, 77% had reported it to police. Compared to other jurisdictions fewer unincorporated Jefferson County residents had been victims of crime in the 12 months preceding the survey and more residents had reported their most recent crime victimization to the police.

FIGURE 33: CRIME VICTIMIZATION AND REPORTING BY YEAR

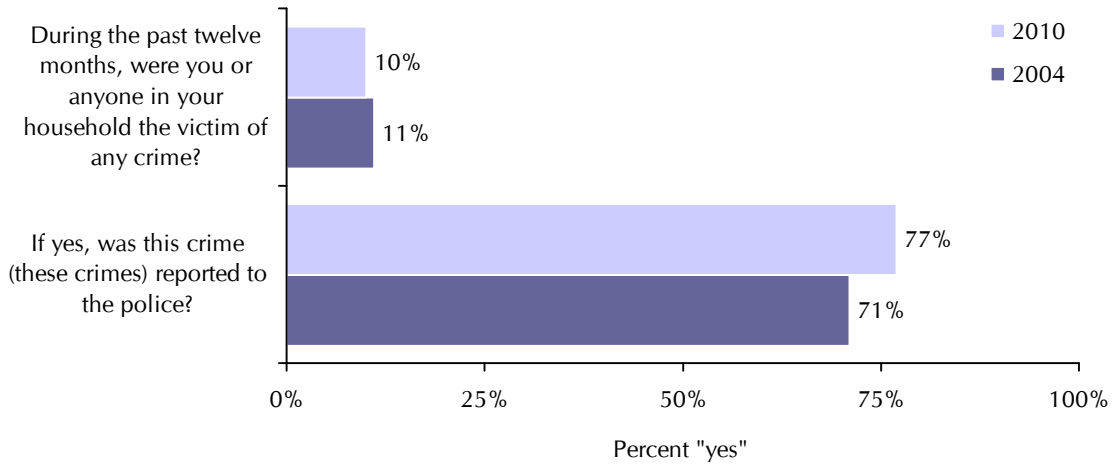


FIGURE 34: CRIME VICTIMIZATION AND REPORTING BENCHMARKS

	National comparison	Population 300,000 or more
Victim of crime	Less	Less
Reported crimes	Similar	More

Residents rated five County public safety services; of these, four were rated above the national and custom benchmark comparisons. Emergency preparedness was rated similar to the national benchmark comparison and was above the custom comparison. Fire prevention and education and sheriff services received the highest ratings, while traffic enforcement and emergency preparedness received the lowest ratings.

FIGURE 35: RATINGS OF PUBLIC SAFETY SERVICES BY YEAR

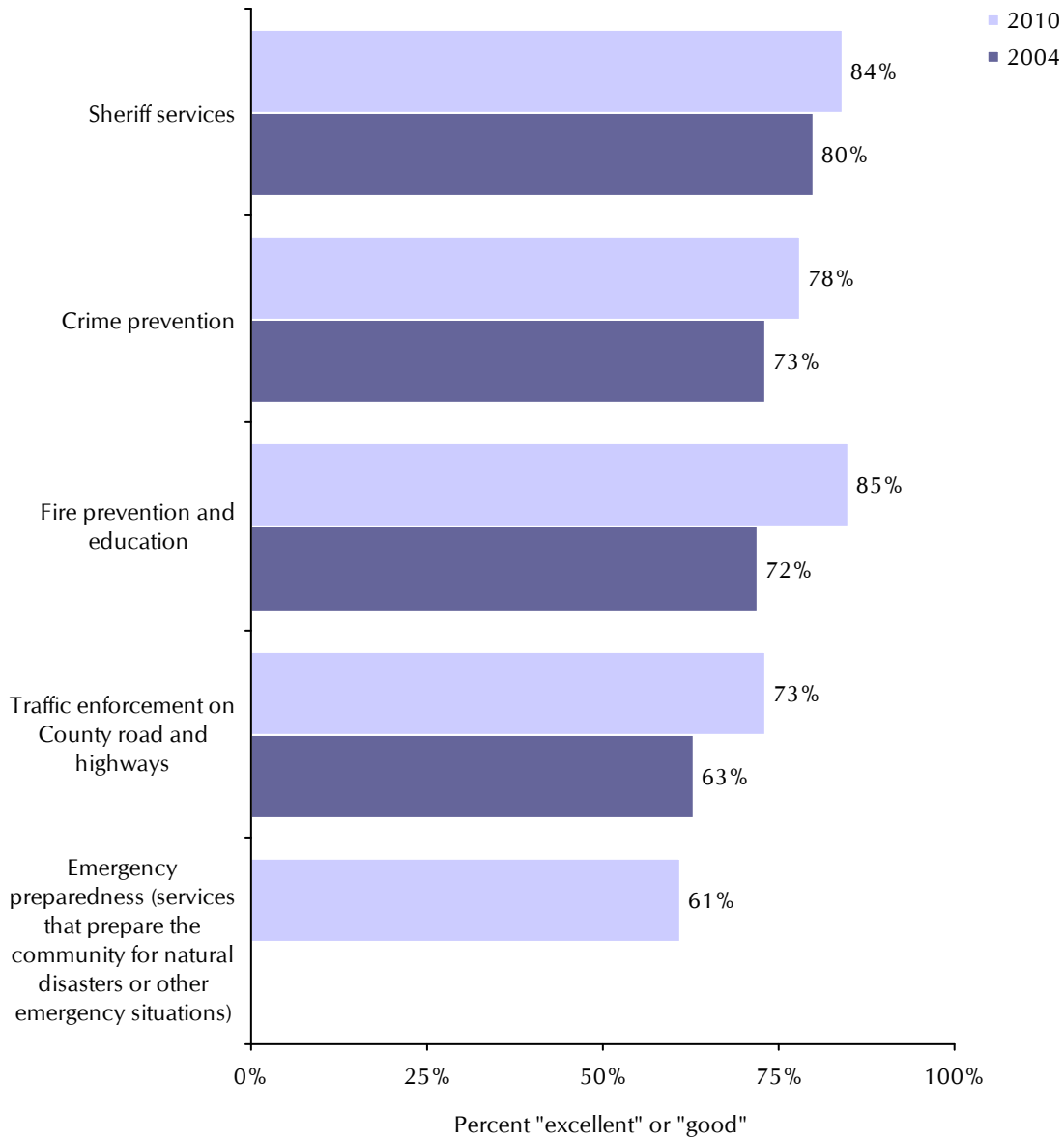


FIGURE 36: PUBLIC SAFETY SERVICES BENCHMARKS

	National comparison	Population 300,000 or more
Sheriff services	Above	Above
Crime prevention	Above	Above
Fire prevention and education	Above	Above
Traffic enforcement on County roads and highways	Above	Above
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	Similar	Above

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 unincorporated Jefferson 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 84% of survey respondents and it was above the benchmarks.

FIGURE 37: RATINGS OF THE COMMUNITY'S NATURAL ENVIRONMENT

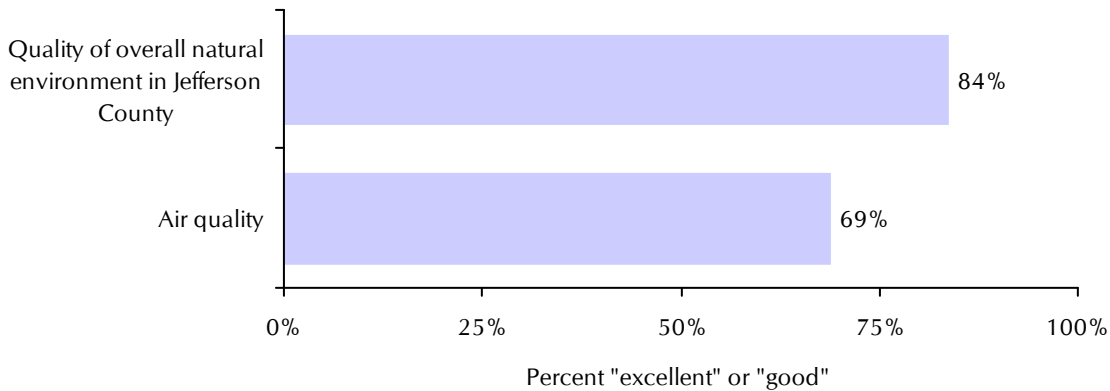


FIGURE 38: COMMUNITY ENVIRONMENT BENCHMARKS

	National comparison	Population 300,000 or more
Quality of overall natural environment in Jefferson County	Above	Above
Air quality	Similar	Above

Resident recycling was about the same as recycling reported in comparison communities.

FIGURE 39: FREQUENCY OF RECYCLING IN LAST 12 MONTHS BY YEAR

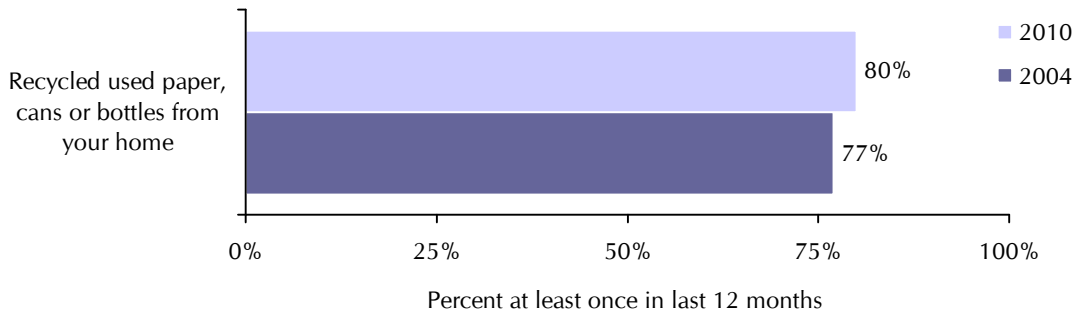


FIGURE 40: FREQUENCY OF RECYCLING BENCHMARKS

	National comparison	Population 300,000 or more
Recycled used paper, cans or bottles from your home	Similar	Similar

Of the three utility services rated by those completing the questionnaire, two were higher than the benchmark comparisons and one was similar to the benchmark comparisons.

FIGURE 41: RATINGS OF UTILITY SERVICES BY YEAR

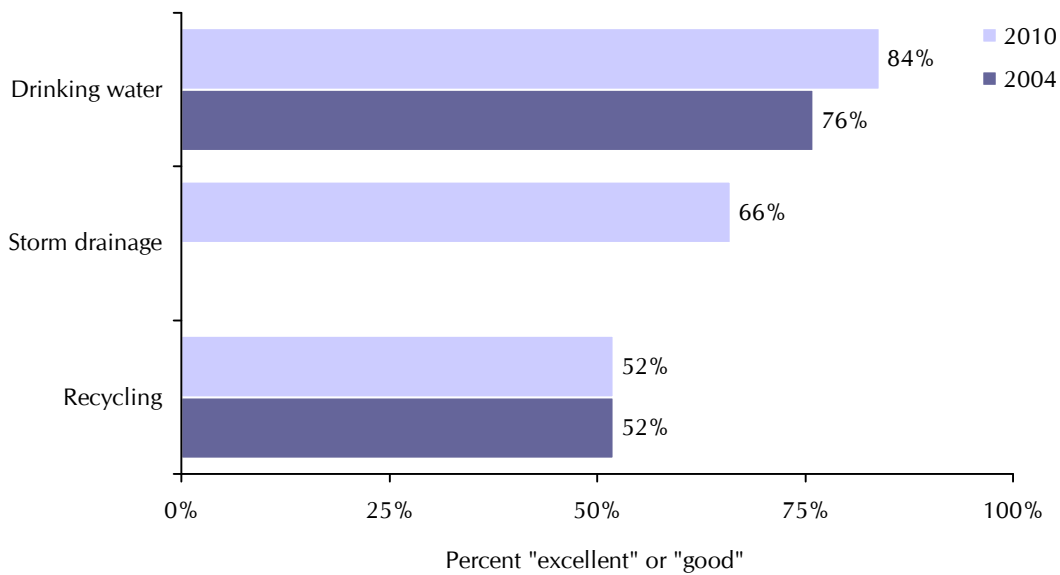


FIGURE 42: UTILITY SERVICES BENCHMARKS

	National comparison	Population 300,000 or more
Drinking water	Above	Above
Storm drainage	Above	Above
Recycling	Below	Below

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 Jefferson County were rated positively as were open space and nature programs or classes. Each of these ratings was above the benchmarks. Parks and recreation ratings have stayed constant over time.

Resident use of County parks and recreation facilities tells its own story about the attractiveness and accessibility of those services. The percent of residents who used Jefferson County recreation centers was greater than the percent of users in comparison jurisdictions. Similarly, recreation program use in Jefferson County was higher than use in comparison jurisdictions.

FIGURE 43: RATINGS OF COMMUNITY RECREATIONAL OPPORTUNITIES BY YEAR

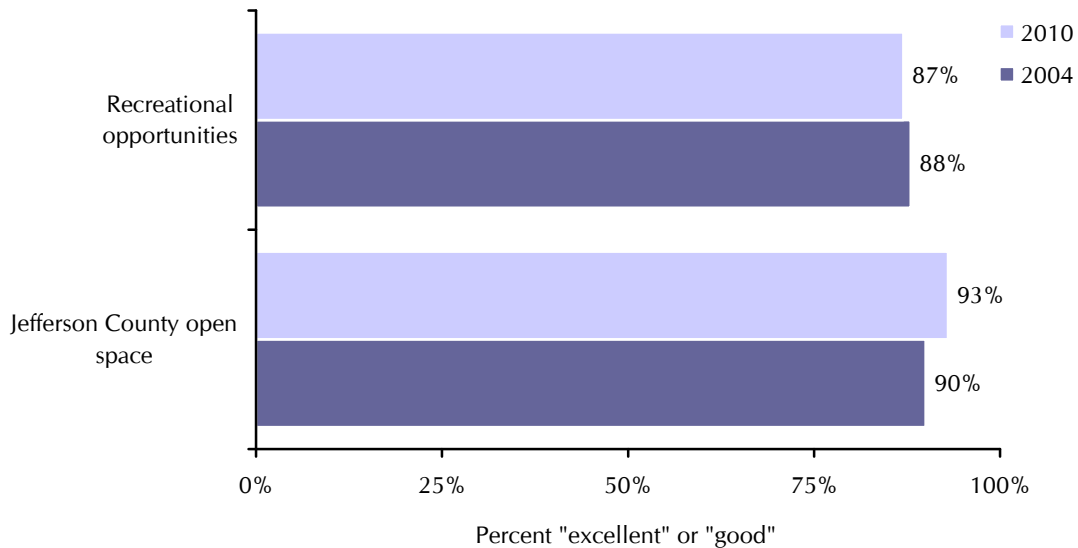


FIGURE 44: COMMUNITY RECREATIONAL OPPORTUNITIES BENCHMARKS

	National comparison	Population 300,000 or more
Recreational opportunities	Above	Above
Jefferson County open space	Above	Above

FIGURE 45: PARTICIPATION IN PARKS AND RECREATION OPPORTUNITIES BY YEAR

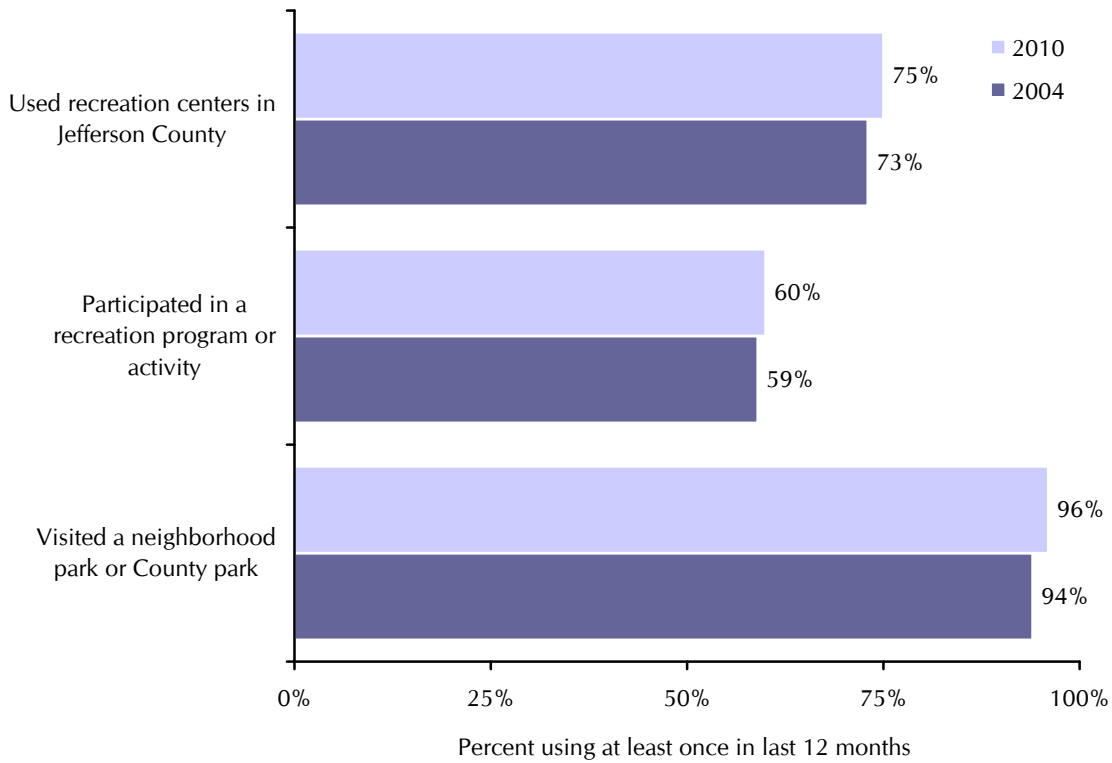


FIGURE 46: PARTICIPATION IN PARKS AND RECREATION OPPORTUNITIES BENCHMARKS

	National comparison	Population 300,000 or more
Used recreation centers in Jefferson County	More	More
Participated in a recreation program or activity	More	More
Visited a neighborhood park or County park	More	More

FIGURE 47: RATINGS OF PARKS AND RECREATION SERVICES

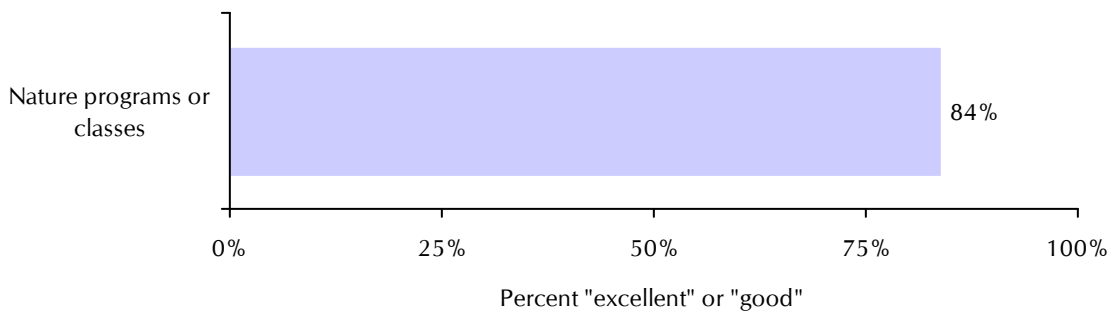


FIGURE 48: PARKS AND RECREATION SERVICES BENCHMARKS

	National comparison	Population 300,000 or more
Nature programs or classes	Above	Above

Culture, Arts and Education

A full service community does not address only the life and safety of its residents. Like an individual who simply goes to the office and returns home, a community that pays attention only to the life sustaining basics becomes insular, dreary and uninspiring to business and individuals. 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.

About 81% of unincorporated Jefferson County residents used a County library at least once in the 12 months preceding the survey. This participation rate for library use was above the comparison jurisdictions.

FIGURE 49: PARTICIPATION IN CULTURAL AND EDUCATIONAL OPPORTUNITIES BY YEAR

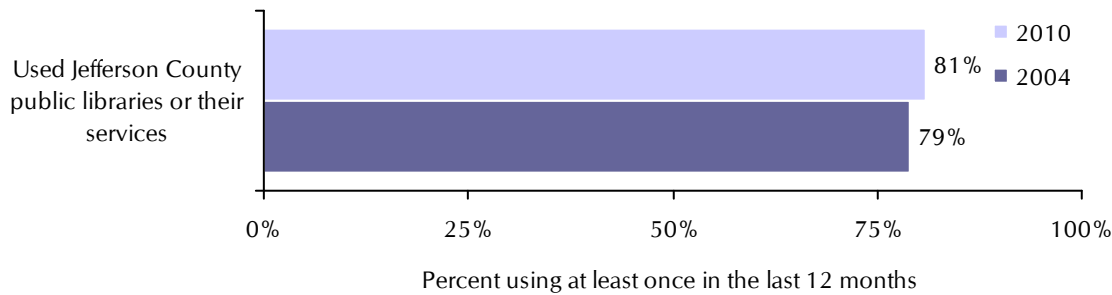


FIGURE 50: PARTICIPATION IN CULTURAL AND EDUCATIONAL OPPORTUNITIES BENCHMARKS

	National comparison	Population 300,000 or more
Used Jefferson County public libraries or their services	More	More

FIGURE 51: PERCEPTION OF CULTURAL AND EDUCATIONAL SERVICES BY YEAR

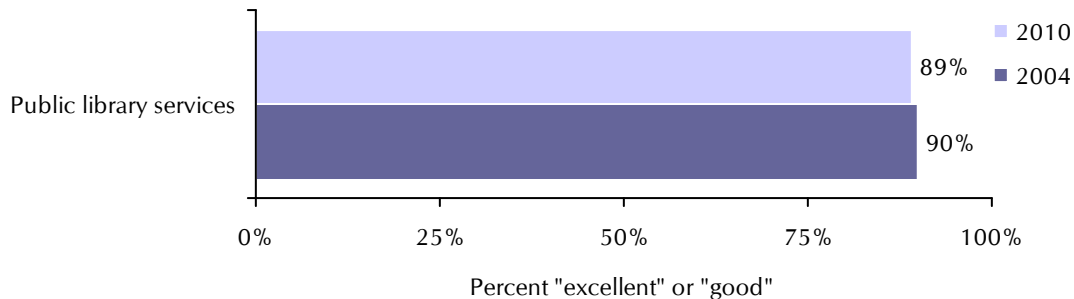


FIGURE 52: CULTURAL AND EDUCATIONAL SERVICES BENCHMARKS

	National comparison	Population 300,000 or more
Public library services	Above	Above

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 unincorporated Jefferson County were asked to rate the community’s health services as well as the availability of health care and preventive health care services. The availability of preventive health services were rated most positively for Jefferson County.

Among unincorporated Jefferson County residents, 59% rated affordable quality health care as “excellent” or “good.” Those ratings were above the ratings of comparison communities.

FIGURE 53: RATINGS OF COMMUNITY HEALTH AND WELLNESS ACCESS AND OPPORTUNITIES BY YEAR

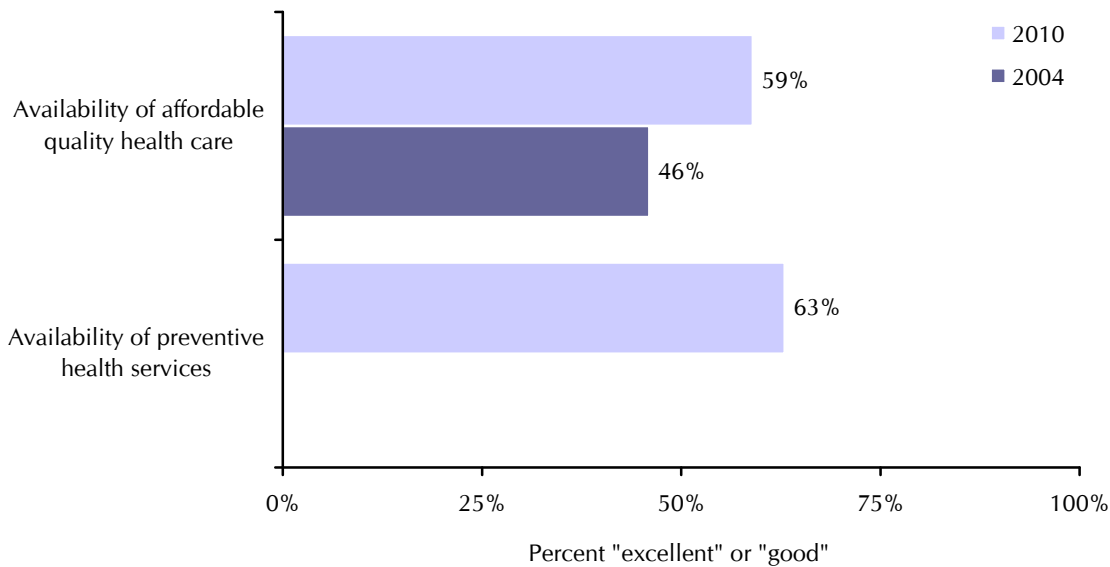


FIGURE 54: COMMUNITY HEALTH AND WELLNESS ACCESS AND OPPORTUNITIES BENCHMARKS

	National comparison	Population 300,000 or more
Availability of affordable quality health care	Above	Above
Availability of preventive health services	Above	Above

Of the two health related services offered in Jefferson County, one was above both benchmarks and one was similar to the national benchmark and above the custom benchmark.

FIGURE 55: RATINGS OF HEALTH AND WELLNESS SERVICES BY YEAR

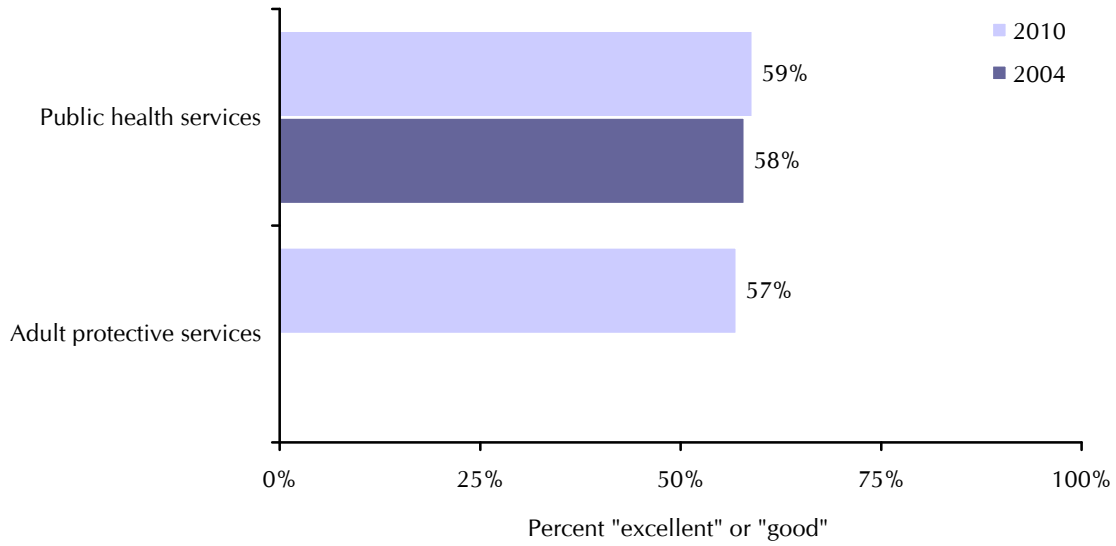


FIGURE 56: HEALTH AND WELLNESS SERVICES BENCHMARKS

	National comparison	Population 300,000 or more
Public health services	Similar	Above
Adult protective services	Above	Above

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 Jefferson 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.

Almost all residents rated Jefferson County as an excellent or good place to raise kids and a high percentage rated it as an “excellent” or “good” place to retire. Most residents felt that the local sense of community was “excellent” or “good.” Availability of affordable quality child care was rated the lowest by residents but was similar to the national comparison and higher than the custom benchmark.

FIGURE 57: RATINGS OF COMMUNITY QUALITY AND INCLUSIVENESS BY YEAR

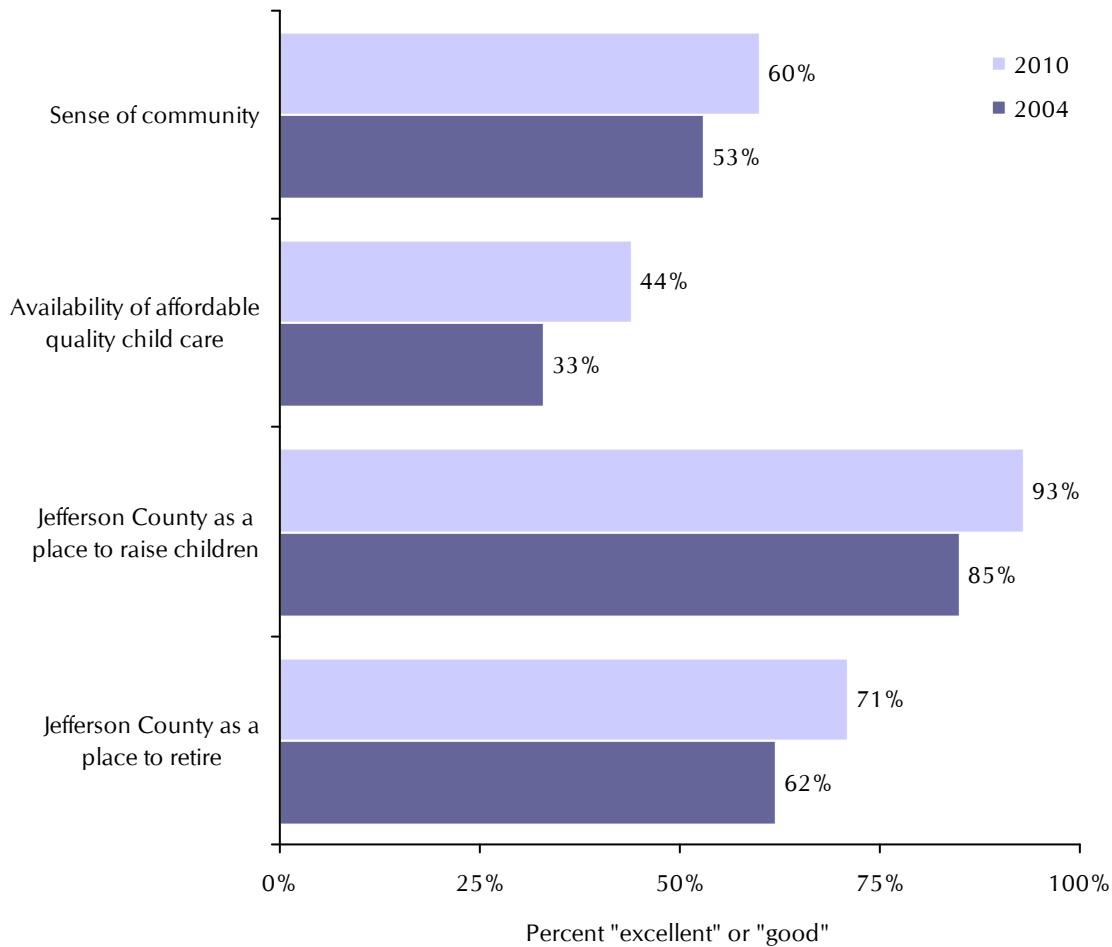


FIGURE 58: COMMUNITY QUALITY AND INCLUSIVENESS BENCHMARKS

	National comparison	Population 300,000 or more
Sense of community	Similar	Above
Availability of affordable quality child care	Similar	Above
Jefferson County as a place to raise children	Above	Above
Jefferson County as a place to retire	Above	Above

Services to more vulnerable populations (e.g., seniors, youth or low-income residents) ranged from 48% to 65% with ratings of “excellent” or “good.” Services to youth and services to low-income people were above both benchmarks and higher than years past. Services to seniors was the below the national benchmark and above the custom benchmark, and was similar to previous surveys.

FIGURE 59: RATINGS OF QUALITY OF SERVICES PROVIDED FOR POPULATION SUBGROUPS BY YEAR

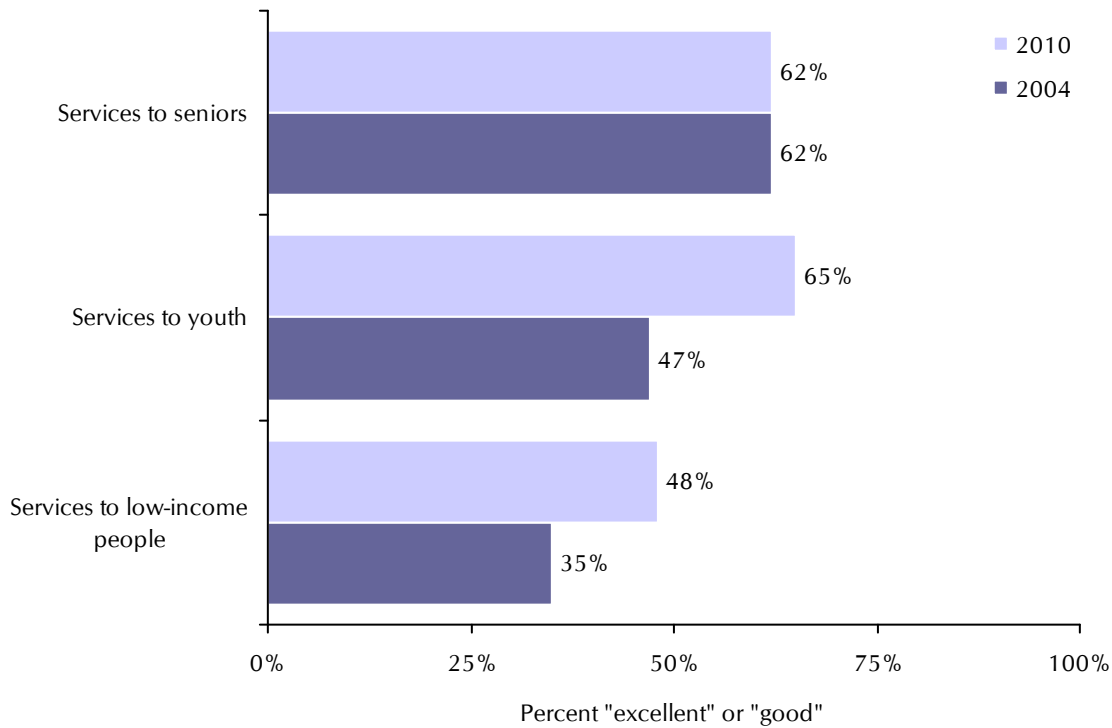


FIGURE 60: SERVICES PROVIDED FOR POPULATION SUBGROUPS BENCHMARKS

	National comparison	Population 300,000 or more
Services to seniors	Below	Above
Services to youth	Above	Above
Services to low-income people	Above	Above

CIVIC ENGAGEMENT

Government leaders, elected or hired, 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

Most of the participants in this survey had not attended a public meeting or volunteered time to a group 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. Those who had provided help to a friend or neighbor or attended a meeting of local elected officials or other local public meeting showed higher rates of involvement. Volunteerism showed higher rates when compared to the nation and similar rates when compared to custom comparison communities. Those who had watched a meeting of local elected officials or other local public meeting on cable television showed lower rates of community engagement.

FIGURE 61: PARTICIPATION IN CIVIC ENGAGEMENT OPPORTUNITIES BY YEAR

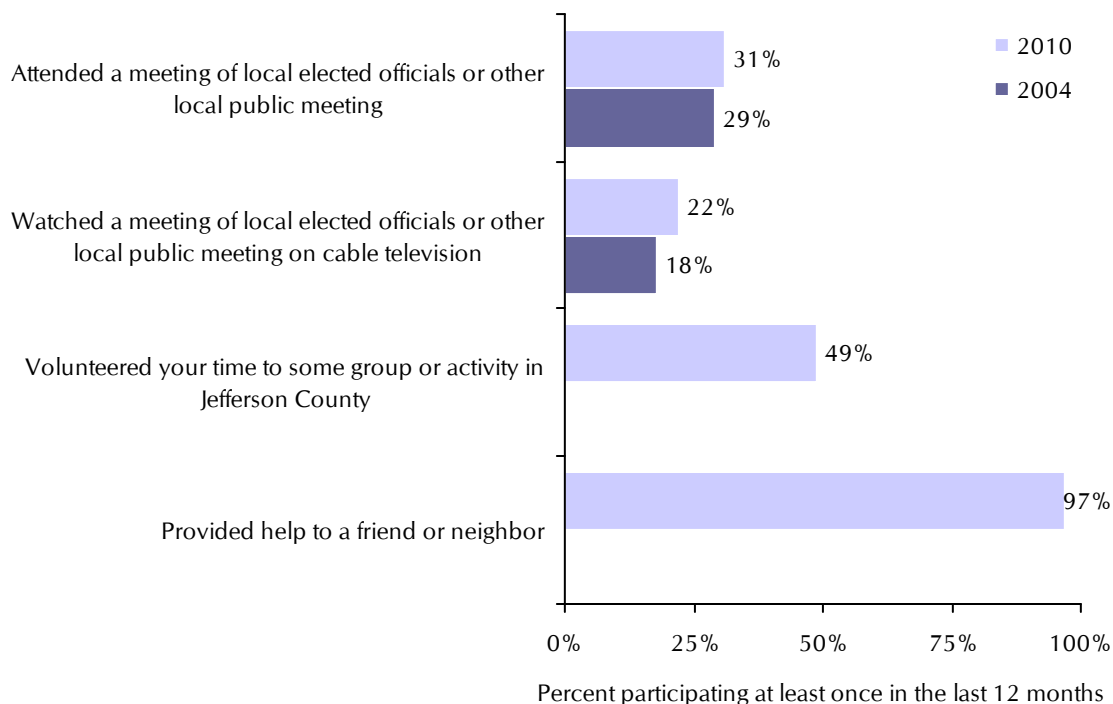
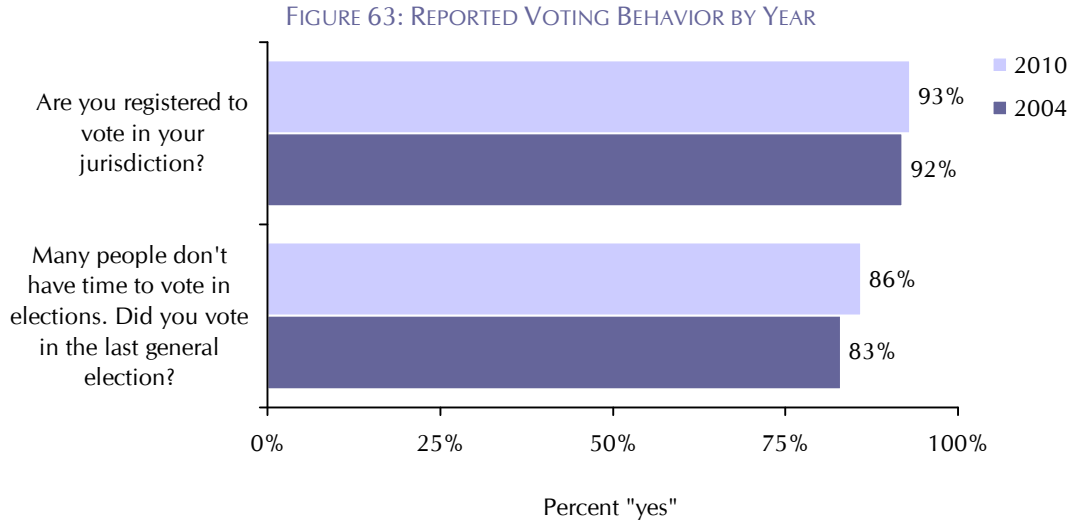


FIGURE 62: PARTICIPATION IN CIVIC ENGAGEMENT OPPORTUNITIES BENCHMARKS

	National comparison	Population 300,000 or more
Attended a meeting of local elected officials or other local public meeting	More	More
Watched a meeting of local elected officials or other local public meeting on cable television	Less	Less
Volunteered your time to some group or activity in Jefferson County	More	Similar
Provided help to a friend or neighbor	More	More

Unincorporated Jefferson County residents showed the largest amount of civic engagement in the area of electoral participation. Ninety-three percent reported they were registered to vote and 86% indicated they had voted in the last general election. This rate of self-reported voting was higher than that of comparison communities.



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

FIGURE 64: VOTING BEHAVIOR BENCHMARKS

	National comparison	Population 300,000 or more
Registered to vote	More	More
Voted in last general election	More	More

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 Jefferson County Web site in the previous 12 months, 71% reported they had done so at least once.

FIGURE 65: USE OF INFORMATION SOURCES

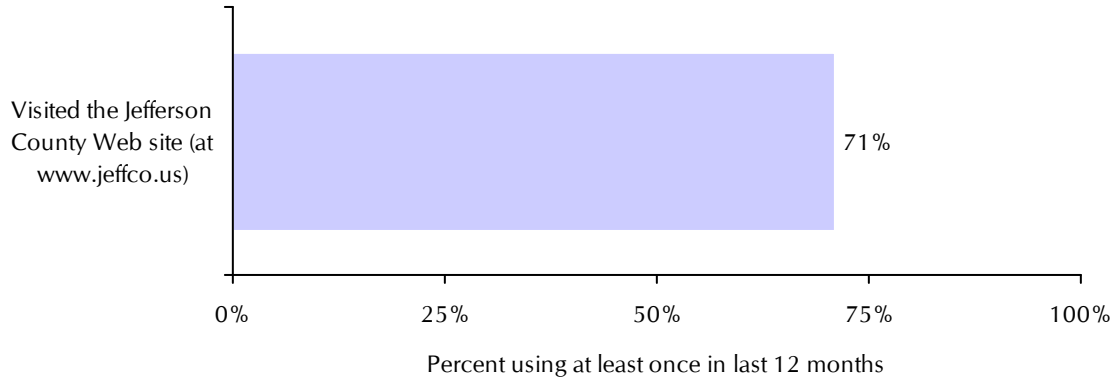


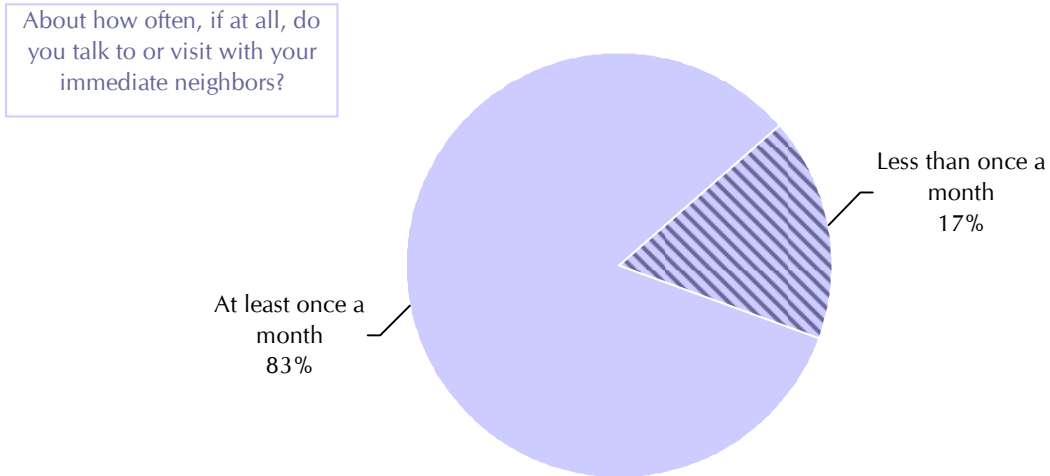
FIGURE 66: USE OF INFORMATION SOURCES BENCHMARKS

	National comparison	Population 300,000 or more
Visited the Jefferson County Web site	More	More

Social Engagement

Residents in unincorporated Jefferson County reported a fair amount of neighborliness. More than 83% indicated talking or visiting with their neighbors several times a week or more frequently. This amount of contact with neighbors was about the same as the amount of contact reported in other communities.

FIGURE 67: CONTACT WITH IMMEDIATE NEIGHBORS



Note: This question was not asked in previous surveys.

FIGURE 68: CONTACT WITH IMMEDIATE NEIGHBORS BENCHMARKS

	National comparison	Population 300,000 or more
Has contact with neighbors at least once per month	Similar	Similar

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 Jefferson 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 Jefferson County could be compared to 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 Jefferson County may be colored by their dislike of what all levels of government provide.

A majority of respondents felt that the value of services for taxes paid was "excellent" or "good." When asked to rate the job Jefferson County does at listening to citizens, 37% rated it as "excellent" or "good."

FIGURE 69: PUBLIC TRUST RATINGS BY YEAR

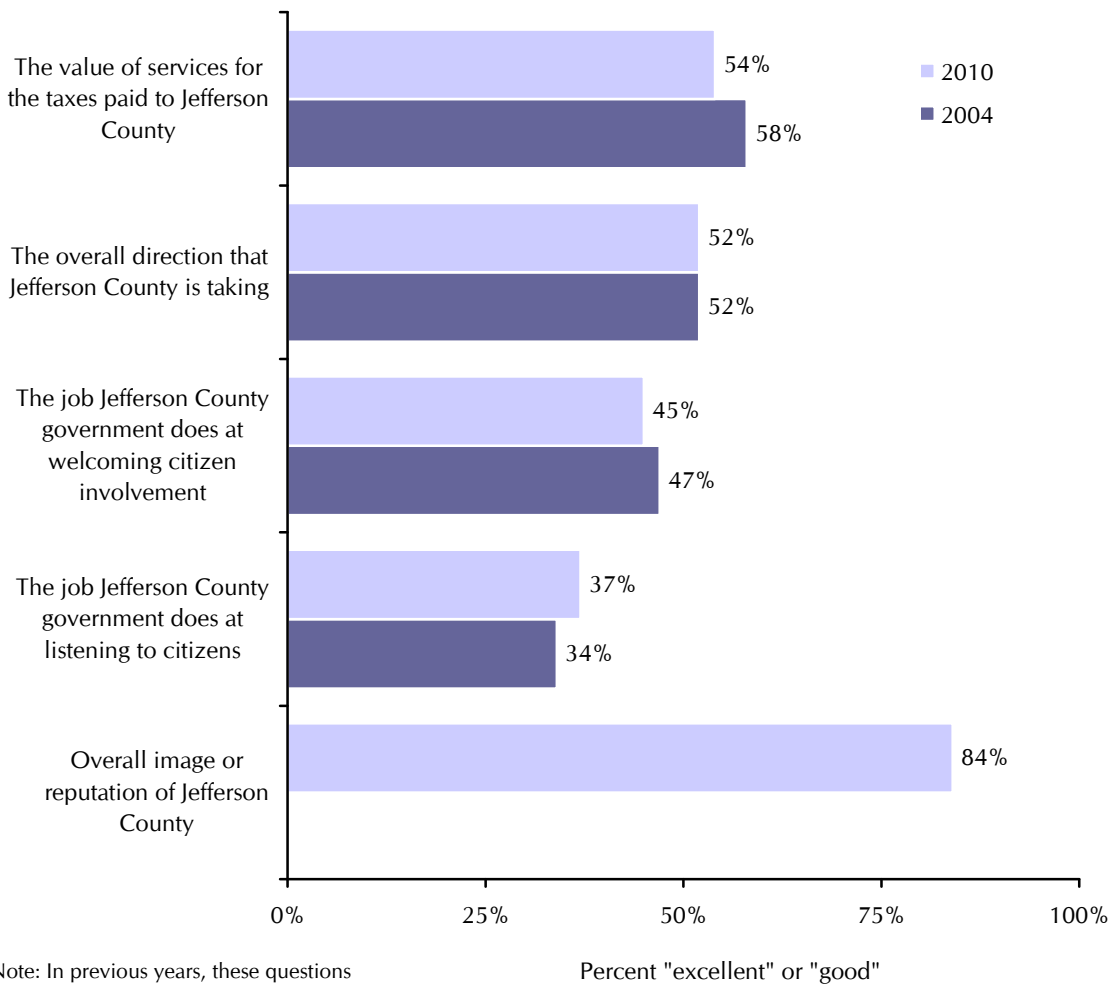


FIGURE 70: PUBLIC TRUST BENCHMARKS

	National comparison	Population 300,000 or more
The value of services for the taxes paid to Jefferson County	Above	Above
The overall direction that Jefferson County is taking	Similar	Above
The job Jefferson County government does at welcoming citizen involvement	Below	Above
The job Jefferson County government does at listening to citizens	Below	Above
Overall image or reputation of Jefferson County	Above	Above

On average, residents of unincorporated Jefferson County gave the highest evaluations to their own local government and the lowest average rating to federal government. The overall quality of services delivered by Jefferson County was rated as “excellent” or “good” by 78% of survey participants. Jefferson County’s rating was above the benchmark when compared to other communities. Ratings of overall County services have remained stable since the 2004 survey.

FIGURE 71: RATINGS OF SERVICES PROVIDED BY LOCAL, STATE AND FEDERAL GOVERNMENTS BY YEAR

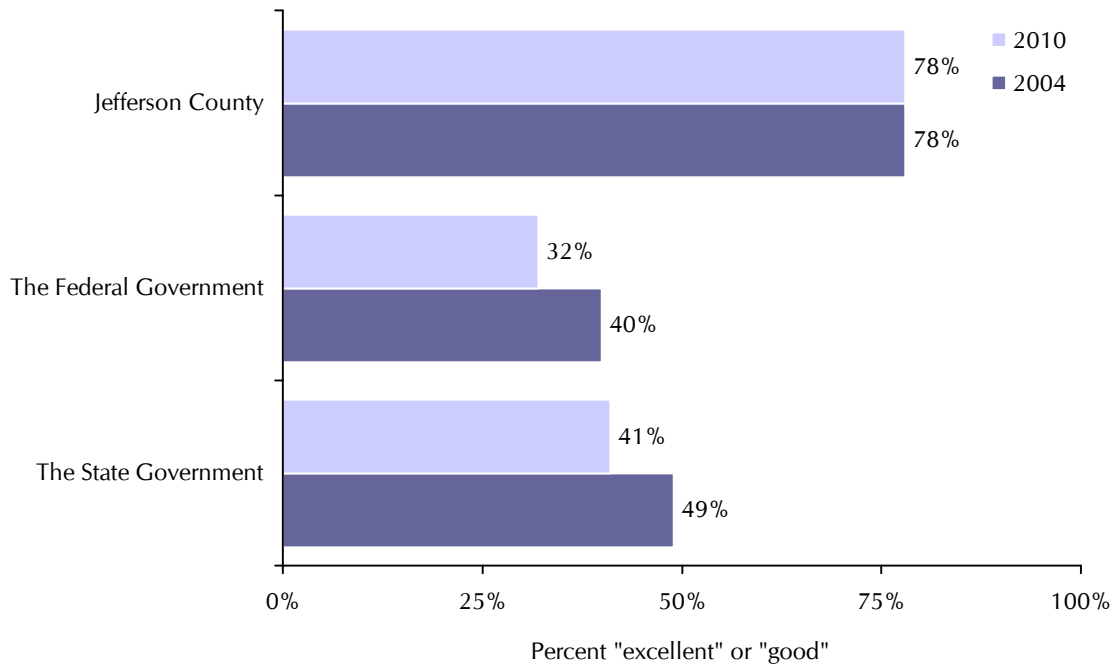


FIGURE 72: SERVICES PROVIDED BY LOCAL, STATE AND FEDERAL GOVERNMENTS BENCHMARKS

	National comparison	Population 300,000 or more
Services provided by Jefferson County	Above	Above
Services provided by the Federal Government	Below	Below
Services provided by the State Government	Similar	Similar

Jefferson County Employees

The employees of Jefferson County who interact with the public create the first impression that most residents have of Jefferson County. Front line staff who provide information, assist with bill paying, create service schedules, fight fires and crime and even give traffic tickets are the collective face of Jefferson 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 Jefferson County staff.

Those completing the survey were asked if they had been in contact with a County employee either in person or over the phone in the last 12 months; the 60% who reported that they had been in contact (a percent that is 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." Employee ratings were higher than the benchmarks and were higher than the past survey.

FIGURE 73: PROPORTION OF RESPONDENTS WHO HAD CONTACT WITH COUNTY EMPLOYEES IN PREVIOUS 12 MONTHS BY YEAR

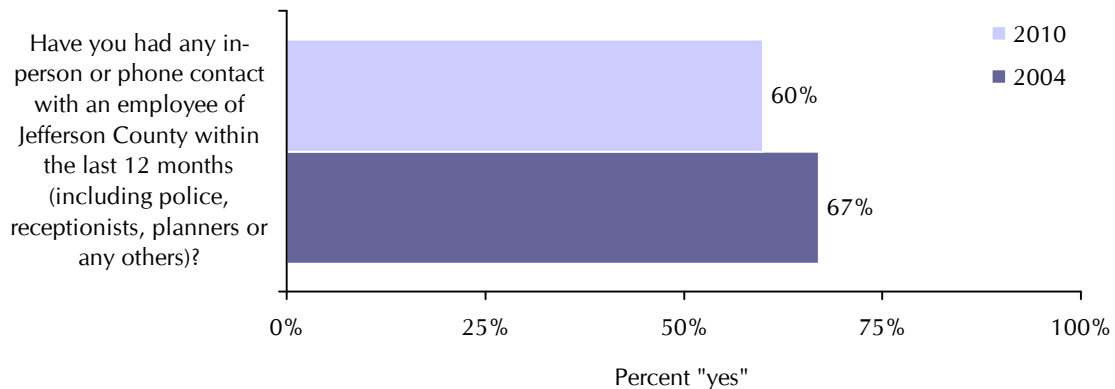


FIGURE 74: CONTACT WITH COUNTY EMPLOYEES BENCHMARKS

	National comparison	Population 300,000 or more
Had contact with county employee(s) in last 12 months	More	More

FIGURE 75: RATINGS OF COUNTY EMPLOYEES (AMONG THOSE WHO HAD CONTACT) BY YEAR

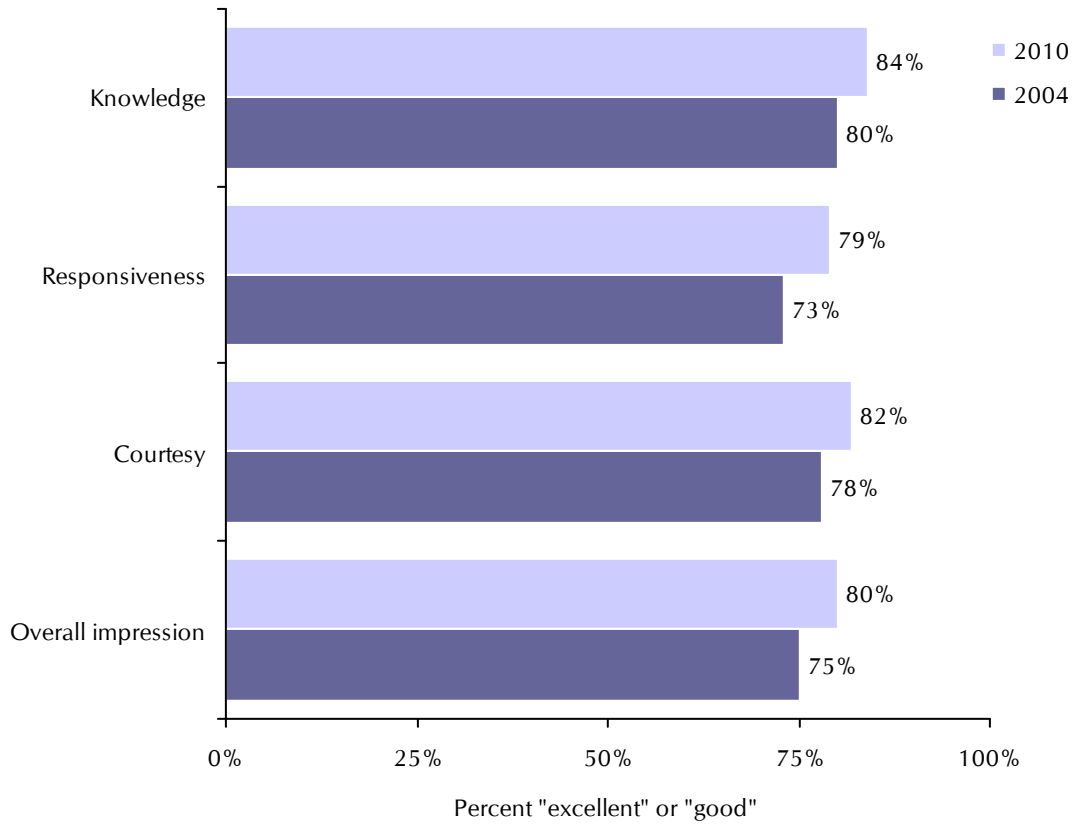


FIGURE 76: RATINGS OF COUNTY EMPLOYEES (AMONG THOSE WHO HAD CONTACT) BENCHMARKS

	National comparison	Population 300,000 or more
Knowledge	Above	Above
Responsiveness	Similar	Above
Courtesy	Above	Above
Overall impression	Above	Above

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. 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 Key Driver Analysis, 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 Key Driver Analysis (KDA) was conducted for Jefferson County by examining the relationships between ratings of each service and ratings of Jefferson 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, Jefferson County can focus on the services that have the greatest likelihood of influencing residents' opinions about overall service quality.

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

- Sheriff services
- Land use, planning and zoning
- Storm drainage
- Services to youth
- Public health services
- Animal control
- Jefferson County open space

JEFFERSON COUNTY ACTION CHART

The 2010 Jefferson County Action Chart™ on the following page combines three dimensions of performance:

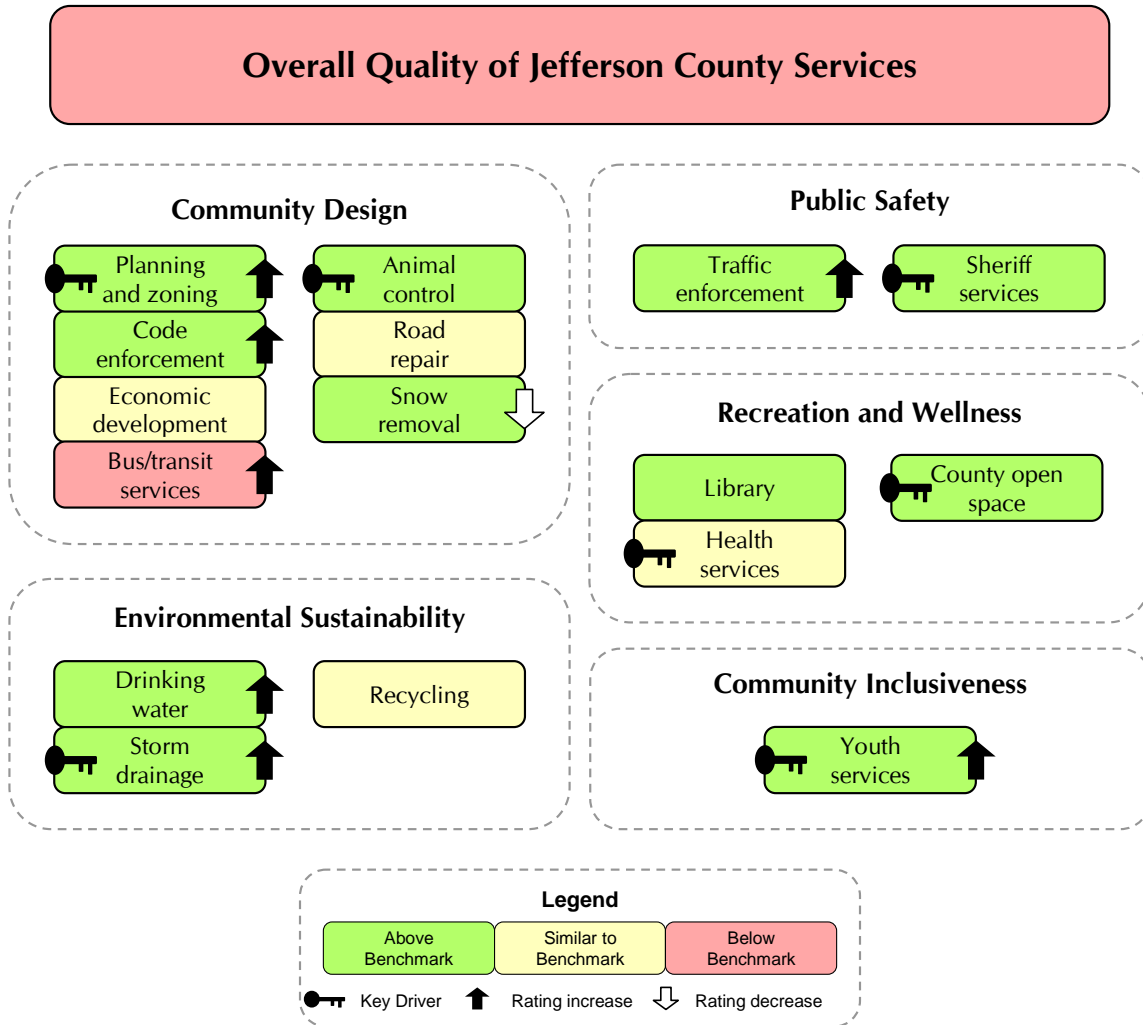
- Comparison to resident evaluations from other communities. When a comparison is available, the background color of each service box indicates whether the service is above the benchmark (green), similar to the benchmark (yellow) or below the benchmark (red).
- Identification of key services. A black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

Sixteen services were included in the KDA for Jefferson County. Of these, eleven were above the benchmark, one was below the benchmark and four were similar to the benchmark. Ratings for seven services were trending up and one was trending down, while eight remained similar to the previous survey. A key icon (🔑) indicates the seven key drivers.

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 the case of Jefferson County, no key drivers were below the benchmark or trending lower in the current survey. Therefore, Jefferson County may wish to seek improvements to public health services, as these key drivers received ratings similar to other benchmark jurisdictions. 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.

FIGURE 77: JEFFERSON COUNTY ACTION CHART™



Using Your Action Chart™

The key drivers derived for Jefferson County provide a list of those services that are uniquely related to overall service quality. Those key drivers are marked by key symbols 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 Jefferson 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 data set. 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. In the following table, we have listed your key drivers, core services and the national key drivers and we have indicated, with shaded rows, Jefferson County key drivers that overlap core services or the nationally derived keys.

FIGURE 78: KEY DRIVERS COMPARED

Service	Jefferson County Key Drivers	National Key Drivers	Core Services
Animal control	✓		
Bus or transit services			
Code enforcement			✓
Economic development		✓	
Land use planning and zoning	✓	✓	
Road repair			✓
Snow removal			
Drinking water			✓
Garbage collection			✓
Open space	✓		
Recycling			
Sewer			✓
Storm drainage	✓		✓
Water			✓
EMS			✓
Fire			✓
Sheriff services	✓	✓	✓
Traffic enforcement			
Health services	✓		
Public library			
Public schools		✓	
Public information services		✓	
Services to youth	✓		

POLICY QUESTIONS

“Don’t know” responses have been removed from the following questions, when applicable.

Question 18a: Policy Question 1	
If service levels had to be reduced in the future due to budget shortfalls, which of the following services would you be most willing to reduce? (Please select only one)	Percent of respondents
Building new roads to ease traffic	57%
Library services	22%
Law enforcement services	7%
Social Services for seniors, children and families in need	6%
Public health-related services	6%
Road maintenance and snowplowing	2%
Total	100%

Question 18b: Policy Question 2	
If service levels had to be reduced in the future due to budget shortfalls, which of the following services would you be least willing to reduce? (Please select only one)	Percent of respondents
Law enforcement services	44%
Road maintenance and snowplowing	21%
Social Services for seniors, children and families in need	19%
Library services	7%
Public health-related services	7%
Building new roads to ease traffic	3%
Total	100%

Question 18c: Policy Question 3	
To what extent would you support or oppose a property tax increase to increase law enforcement services (e.g., responses to calls for assistance) in unincorporated Jeffco?	Percent of respondents
Strongly support	15%
Somewhat support	31%
Somewhat oppose	26%
Strongly oppose	29%
Total	100%

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 Jefferson County:	Excellent	Good	Fair	Poor	Total
Jefferson County as a place to live	41%	54%	4%	0%	100%
Your neighborhood as a place to live	50%	42%	7%	2%	100%
Jefferson County as a place to raise children	34%	59%	6%	1%	100%
Jefferson County as a place to work	21%	51%	21%	6%	100%
Jefferson County as a place to retire	23%	48%	22%	7%	100%
The overall quality of life in Jefferson County	29%	67%	4%	1%	100%

Question 2: Community Characteristics					
Please rate each of the following characteristics as they relate to Jefferson County as a whole:	Excellent	Good	Fair	Poor	Total
Sense of community	11%	49%	35%	5%	100%
Recreational opportunities	46%	41%	12%	2%	100%
Employment opportunities	7%	32%	47%	15%	100%
Ease of car travel in Jefferson County	12%	57%	27%	4%	100%
Ease of bus travel in Jefferson County	6%	28%	40%	26%	100%
Ease of bicycle travel in Jefferson County	13%	38%	34%	15%	100%
Ease of walking in Jefferson County	13%	43%	31%	13%	100%
Traffic flow on major streets	6%	42%	41%	10%	100%
Availability of affordable quality housing	4%	42%	41%	14%	100%
Availability of affordable quality child care	4%	40%	39%	18%	100%
Availability of affordable quality health care	9%	50%	27%	13%	100%
Availability of preventive health services	12%	51%	29%	8%	100%
Air quality	13%	56%	26%	6%	100%
Quality of overall natural environment in Jefferson County	29%	55%	15%	1%	100%
Overall image or reputation of Jefferson County	18%	66%	15%	2%	100%

Question 3: Growth						
Please rate the speed of growth in the following categories in Jefferson County over the past 2 years:	Much too slow	Somewhat too slow	Right amount	Somewhat too fast	Much too fast	Total
Population growth	0%	4%	48%	33%	16%	100%
Retail growth (stores, restaurants, etc.)	3%	16%	49%	20%	12%	100%
Jobs growth	22%	56%	18%	3%	1%	100%

Question 4: Code Enforcement	
To what degree, if at all, are run down buildings, weed lots or junk vehicles a problem in Jefferson County?	Percent of respondents
Not a problem	18%
Minor problem	47%
Moderate problem	29%
Major problem	5%
Total	100%

Question 5: Community Safety						
Please rate how safe or unsafe you feel from the following in Jefferson County:	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Total
Violent crime (e.g., rape, assault, robbery)	38%	48%	10%	3%	1%	100%
Property crimes (e.g., burglary, theft)	18%	57%	14%	10%	1%	100%
Environmental hazards, including toxic waste	38%	42%	16%	5%	0%	100%

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	73%	23%	3%	0%	0%	100%
In your neighborhood after dark	43%	43%	10%	4%	0%	100%
In Jefferson County's commercial area(s) during the day	47%	40%	10%	2%	0%	100%
In Jefferson County's commercial area(s) after dark	15%	50%	23%	10%	2%	100%

Question 7: Crime Victim	
During the past twelve months, were you or anyone in your household the victim of any crime?	Percent of respondents
No	90%
Yes	10%
Total	100%

Question 8: Crime Reporting	
If yes, was this crime (these crimes) reported to the police?	Percent of respondents
No	23%
Yes	77%
Total	100%

Question 9: 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 Jefferson County?	Never	Once or twice	3 to 12 times	13 to 26 times	More than 26 times	Total
Used Jefferson County public libraries or their services	19%	23%	32%	13%	14%	100%
Used recreation centers in Jefferson County	25%	19%	25%	15%	16%	100%
Participated in a recreation program or activity	40%	23%	18%	9%	9%	100%
Visited a neighborhood park or County park	4%	13%	31%	24%	27%	100%
Ridden a local bus within Jefferson County	73%	14%	7%	3%	4%	100%
Attended a meeting of local elected officials or other local public meeting	69%	23%	7%	1%	1%	100%
Watched a meeting of local elected officials or other local public meeting on cable television or on the internet	78%	14%	7%	1%	0%	100%
Visited the Jefferson County Web site (at www.jeffco.us)	29%	30%	30%	7%	5%	100%
Recycled used paper, cans or bottles from your home	20%	8%	12%	13%	47%	100%
Volunteered your time to some group or activity in Jefferson County	51%	20%	14%	6%	8%	100%
Provided help to a friend or neighbor	3%	20%	47%	19%	12%	100%

Question 10: 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	15%
Several times a week	28%
Several times a month	31%
Once a month	9%
Several times a year	11%
Once a year or less	5%
Never	1%
Total	100%

Question 11: Service Quality					
Please rate the quality of each of the following services in Jefferson County:	Excellent	Good	Fair	Poor	Total
Sheriff services	23%	61%	12%	4%	100%
Crime prevention	14%	64%	19%	3%	100%
Fire prevention and education	24%	62%	13%	2%	100%
Traffic enforcement on County road and highways	15%	58%	21%	6%	100%
Road repair	6%	38%	42%	14%	100%
Snow removal on County road and highways	20%	49%	24%	7%	100%
Bus or transit services	5%	44%	31%	20%	100%
Recycling	16%	37%	26%	22%	100%
Storm drainage	10%	56%	27%	7%	100%
Drinking water	29%	55%	12%	4%	100%
Jefferson County open space	56%	37%	6%	1%	100%
Nature programs or classes	31%	54%	14%	2%	100%
Land use, planning and zoning	8%	43%	37%	13%	100%
Code enforcement (weeds, abandoned buildings, etc)	6%	47%	33%	14%	100%
Animal control	9%	59%	23%	9%	100%
Economic development	2%	45%	40%	13%	100%
Public health services	7%	53%	35%	5%	100%
Services to seniors	9%	53%	32%	7%	100%
Services to youth	9%	56%	26%	8%	100%
Services to low-income people	5%	43%	35%	18%	100%
Public library services	38%	51%	10%	0%	100%
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	10%	51%	31%	8%	100%
Adult protective services	6%	52%	37%	6%	100%

Question 12: Government Services Overall					
Overall, how would you rate the quality of the services provided by each of the following?	Excellent	Good	Fair	Poor	Total
Jefferson County	12%	66%	20%	2%	100%
The Federal Government	2%	30%	40%	28%	100%
The State Government	2%	38%	44%	15%	100%

Question 13: Contact with County Employees	
Have you had any in-person or phone contact with an employee of Jefferson County within the last 12 months (including police, receptionists, planners or any others)?	Percent of respondents
No	40%
Yes	60%
Total	100%

Question 14: County Employees					
What was your impression of the employee(s) of Jefferson County in your most recent contact?	Excellent	Good	Fair	Poor	Total
Knowledge	31%	54%	12%	3%	100%
Responsiveness	29%	50%	13%	7%	100%
Courtesy	40%	42%	13%	5%	100%
Overall impression	29%	51%	15%	5%	100%

Question 15: Government Performance					
Please rate the following categories of Jefferson County government performance:	Excellent	Good	Fair	Poor	Total
The value of services for the taxes paid to Jefferson County	8%	47%	36%	9%	100%
The overall direction that Jefferson County is taking	5%	46%	38%	10%	100%
The job Jefferson County government does at welcoming citizen involvement	3%	42%	39%	16%	100%
The job Jefferson County government does at listening to citizens	2%	35%	43%	21%	100%

Question 16: 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 Jefferson County to someone who asks	52%	41%	5%	2%	100%
Remain in Jefferson County for the next five years	70%	23%	4%	4%	100%

Question 17: 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	2%
Somewhat positive	11%
Neutral	40%
Somewhat negative	36%
Very negative	11%
Total	100%

Question 18a: Policy Question 1	
If service levels had to be reduced in the future due to budget shortfalls, which of the following services would you be most willing to reduce? (Please select only one)	Percent of respondents
Law enforcement services	7%
Library services	22%
Social Services for seniors, children and families in need	6%
Public health-related services	6%
Road maintenance and snowplowing	2%
Building new roads to ease traffic	57%
Total	100%

Question 18b: Policy Question 2	
If service levels had to be reduced in the future due to budget shortfalls, which of the following services would you be least willing to reduce? (Please select only one)	Percent of respondents
Law enforcement services	44%
Library services	7%
Social Services for seniors, children and families in need	19%
Public health-related services	7%
Road maintenance and snowplowing	21%
Building new roads to ease traffic	3%
Total	100%

Question 18c: Policy Question 3	
To what extent would you support or oppose a property tax increase to increase law enforcement services (e.g., responses to calls for assistance) in unincorporated Jeffco?	Percent of respondents
Strongly support	15%
Somewhat support	31%
Somewhat oppose	26%
Strongly oppose	29%
Total	100%

Question D1: Employment Status	
Are you currently employed for pay?	Percent of respondents
No	23%
Yes, full-time	68%
Yes, part-time	9%
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	73%
Motorized vehicle (e.g., car, truck, van, motorcycle, etc...) with other children or adults	10%
Bus, rail, subway or other public transportation	4%
Walk	1%
Bicycle	1%
Work at home	10%
Other	0%

Question D3: Length of Residency	
How many years have you lived in Jefferson County?	Percent of respondents
Less than 2 years	9%
2 to 5 years	16%
6 to 10 years	15%
11 to 20 years	25%
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	83%
House attached to one or more houses (e.g., a duplex or townhome)	10%
Building with two or more apartments or condominiums	7%
Mobile home	0%
Other	1%
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	18%
Owned by you or someone in this house with a mortgage or free and clear	82%
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	3%
\$300 to \$599 per month	6%
\$600 to \$999 per month	12%
\$1,000 to \$1,499 per month	26%
\$1,500 to \$2,499 per month	36%
\$2,500 or more per month	17%
Total	100%

Question D7: Presence of Children in Household	
Do any children 17 or under live in your household?	Percent of respondents
No	58%
Yes	42%
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	85%
Yes	15%
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	7%
\$25,000 to \$49,999	15%
\$50,000 to \$99,999	36%
\$100,000 to \$149,000	23%
\$150,000 or more	18%
Total	100%

Question D10: Ethnicity	
Are you Spanish, Hispanic or Latino?	Percent of respondents
No, not Spanish, Hispanic or Latino	94%
Yes, I consider myself to be Spanish, Hispanic or Latino	6%
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	2%
Asian, Asian Indian or Pacific Islander	2%
Black or African American	0%
White	94%
Other	5%

Question D12: Age	
In which category is your age?	Percent of respondents
18 to 24 years	4%
25 to 34 years	17%
35 to 44 years	20%
45 to 54 years	38%
55 to 64 years	11%
65 to 74 years	6%
75 years or older	4%
Total	100%

Question D13: Gender	
What is your sex?	Percent of respondents
Female	49%
Male	51%
Total	100%

Question D14: Registered to Vote	
Are you registered to vote in your jurisdiction?	Percent of respondents
No	7%
Yes	92%
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	85%
Ineligible to vote	1%
Total	100%

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 Jefferson County:	Excellent		Good		Fair		Poor		Don't know		Total	
	Jefferson County as a place to live	41%	529	54%	700	4%	57	0%	6	0%	5	100%
Your neighborhood as a place to live	50%	651	42%	540	7%	88	2%	21	0%	0	100%	1,301
Jefferson County as a place to raise children	29%	382	52%	669	5%	65	1%	13	13%	166	100%	1,295
Jefferson County as a place to work	16%	211	40%	514	17%	215	5%	61	22%	289	100%	1,290
Jefferson County as a place to retire	18%	227	36%	470	17%	217	5%	70	24%	312	100%	1,296
The overall quality of life in Jefferson County	29%	374	66%	863	4%	52	1%	8	0%	5	100%	1,303

Question 2: Community Characteristics												
Please rate each of the following characteristics as they relate to Jefferson County as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
	Sense of community	11%	139	48%	617	34%	439	5%	61	3%	44	100%
Recreational opportunities	45%	581	40%	515	11%	147	2%	23	2%	31	100%	1,296
Employment opportunities	5%	67	25%	316	37%	471	11%	146	22%	286	100%	1,286
Ease of car travel in Jefferson County	12%	159	57%	740	26%	344	4%	46	1%	14	100%	1,303
Ease of bus travel in Jefferson County	4%	48	16%	210	24%	303	16%	202	40%	517	100%	1,281
Ease of bicycle travel in Jefferson County	10%	130	30%	386	27%	351	12%	153	21%	277	100%	1,296
Ease of walking in Jefferson County	12%	156	41%	528	29%	375	12%	160	5%	63	100%	1,282
Traffic flow on major streets	6%	81	42%	547	41%	534	10%	130	1%	13	100%	1,305
Availability of affordable quality housing	3%	44	36%	471	35%	461	12%	153	13%	171	100%	1,301
Availability of affordable quality child care	1%	17	14%	184	14%	178	6%	82	64%	823	100%	1,284
Availability of affordable quality health care	7%	93	40%	521	22%	280	11%	139	21%	269	100%	1,301
Availability of preventive health services	9%	122	40%	514	22%	288	6%	82	23%	293	100%	1,298
Air quality	12%	159	55%	710	25%	323	6%	73	2%	29	100%	1,294
Quality of overall natural environment in Jefferson County	29%	376	55%	712	14%	188	1%	17	1%	12	100%	1,305
Overall image or reputation of Jefferson County	18%	230	64%	839	14%	188	2%	22	2%	31	100%	1,309

Question 3: Growth														
Please rate the speed of growth in the following categories in Jefferson 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	0%	1	3%	37	39%	505	27%	350	13%	165	18%	234	100%
Retail growth (stores, restaurants, etc.)	3%	35	15%	191	44%	566	18%	230	11%	141	10%	133	100%	1,296
Jobs growth	15%	188	36%	469	12%	152	2%	21	1%	7	35%	455	100%	1,292

Question 4: Code Enforcement		
To what degree, if at all, are run down buildings, weed lots or junk vehicles a problem in Jefferson County?	Percent of respondents	Count
Not a problem	17%	213
Minor problem	44%	557
Moderate problem	27%	344
Major problem	5%	65
Don't know	8%	100
Total	100%	1,278

Question 5: Community Safety														
Please rate how safe or unsafe you feel from the following in Jefferson County:	Very safe		Somewhat safe		Neither safe nor unsafe		Somewhat unsafe		Very unsafe		Don't know		Total	
	Violent crime (e.g., rape, assault, robbery)	37%	485	48%	619	10%	134	2%	32	1%	7	2%	22	100%
Property crimes (e.g., burglary, theft)	18%	232	56%	726	14%	182	9%	121	1%	11	2%	26	100%	1,299
Environmental hazards, including toxic waste	35%	458	39%	505	15%	189	4%	55	0%	4	7%	84	100%	1,295

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	73%	954	23%	303	3%	43	0%	6	0%	1	0%	0	100%
In your neighborhood after dark	43%	565	43%	563	10%	125	4%	49	0%	3	0%	0	100%	1,305
In Jefferson County's downtown area(s) during the day	45%	590	39%	503	9%	123	2%	31	0%	1	4%	58	100%	1,306
In Jefferson County's downtown area(s) after dark	14%	187	47%	611	21%	274	9%	123	2%	20	7%	91	100%	1,306

Question 7: Crime Victim		
During the past twelve months, were you or anyone in your household the victim of any crime?	Percent of respondents	Count
No	90%	1,167
Yes	9%	123
Don't know	0%	6
Total	100%	1,296

Question 8: Crime Reporting		
If yes, was this crime (these crimes) reported to the police?	Percent of respondents	Count
No	23%	28
Yes	77%	94
Don't know	0%	0
Total	100%	122

Question 9: 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 Jefferson County?	Never		Once or twice		3 to 12 times		13 to 26 times		More than 26 times		Total	
Used Jefferson County public libraries or their services	19%	247	23%	297	32%	417	13%	165	14%	178	100%	1,304
Used recreation centers in Jefferson County	25%	327	19%	245	25%	324	15%	198	16%	202	100%	1,295
Participated in a recreation program or activity	40%	516	23%	293	18%	237	9%	120	9%	122	100%	1,288
Visited a neighborhood park or County park	4%	55	13%	171	31%	401	24%	313	27%	348	100%	1,288
Ridden a local bus within Jefferson County	73%	935	14%	175	7%	85	3%	36	4%	48	100%	1,279
Attended a meeting of local elected officials or other local public meeting	69%	890	23%	298	7%	86	1%	7	1%	8	100%	1,290
Watched a meeting of local elected officials or other local public meeting on cable television or on the internet	78%	1,002	14%	181	7%	87	1%	17	0%	6	100%	1,293
Visited the Jefferson County Web site (at www.jeffco.us)	29%	366	30%	379	30%	390	7%	86	5%	62	100%	1,283
Recycled used paper, cans or bottles from your home	20%	256	8%	102	12%	148	13%	171	47%	602	100%	1,279
Volunteered your time to some group or activity in Jefferson County	51%	663	20%	255	14%	187	6%	80	8%	109	100%	1,294
Provided help to a friend or neighbor	3%	35	20%	257	47%	606	19%	243	12%	159	100%	1,301

Question 10: 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	15%	197
Several times a week	28%	363
Several times a month	31%	400
Once a month	9%	115
Several times a year	11%	143
Once a year or less	5%	64
Never	1%	19
Total	100%	1,303

Question 11: Service Quality												
Please rate the quality of each of the following services in Jefferson County:	Excellent		Good		Fair		Poor		Don't know		Total	
	Sheriff services	20%	259	53%	678	11%	137	3%	44	13%	167	100%
Crime prevention	11%	144	53%	678	16%	206	2%	26	18%	225	100%	1,279
Fire prevention and education	20%	248	51%	647	11%	137	2%	20	17%	217	100%	1,269
Traffic enforcement on County road and highways	14%	184	54%	685	20%	254	5%	68	7%	88	100%	1,279
Road repair	6%	78	37%	470	41%	518	14%	180	2%	29	100%	1,274
Snow removal on County road and highways	20%	255	49%	618	24%	301	7%	86	1%	14	100%	1,275
Bus or transit services	3%	33	24%	308	17%	212	11%	142	45%	566	100%	1,260
Recycling	13%	161	30%	379	21%	269	18%	227	19%	242	100%	1,279
Storm drainage	8%	103	47%	594	23%	287	6%	78	16%	206	100%	1,268
Drinking water	26%	336	50%	637	11%	140	3%	43	9%	119	100%	1,275
Jefferson County open space	54%	687	36%	458	6%	78	1%	11	3%	43	100%	1,276
Nature programs or classes	15%	194	27%	336	7%	86	1%	12	50%	634	100%	1,263
Land use, planning and zoning	5%	69	31%	391	26%	336	9%	116	28%	357	100%	1,268
Code enforcement (weeds, abandoned buildings, etc)	4%	50	33%	423	23%	298	10%	130	29%	375	100%	1,276
Animal control	7%	90	46%	593	18%	231	7%	93	21%	274	100%	1,280

Question 11: Service Quality												
Please rate the quality of each of the following services in Jefferson County:	Excellent		Good		Fair		Poor		Don't know		Total	
	Economic development	1%	14	31%	396	28%	352	9%	114	31%	391	100%
Public health services	4%	45	29%	367	19%	247	3%	37	45%	574	100%	1,270
Services to seniors	3%	36	17%	222	10%	132	2%	28	67%	858	100%	1,275
Services to youth	5%	59	29%	364	13%	171	4%	52	49%	627	100%	1,274
Services to low-income people	1%	18	13%	163	11%	133	5%	67	69%	865	100%	1,245
Public library services	33%	417	44%	558	9%	113	0%	3	13%	168	100%	1,260
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	5%	59	24%	302	15%	186	4%	47	53%	677	100%	1,270
Adult protective services	1%	16	12%	145	8%	104	1%	17	78%	978	100%	1,259

Question 12: 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	
	Jefferson County	12%	151	64%	814	19%	243	2%	27	3%	44	100%
The Federal Government	2%	28	28%	352	37%	473	26%	328	7%	87	100%	1,268
The State Government	2%	27	35%	450	41%	517	14%	182	8%	98	100%	1,273

Question 13: Contact with County Employees		
Have you had any in-person or phone contact with an employee of Jefferson County within the last 12 months (including police, receptionists, planners or any others)?	Percent of respondents	Count
No	40%	506
Yes	60%	755
Total	100%	1,261

Question 14: County Employees												
What was your impression of the employee(s) of Jefferson County in your most recent contact?	Excellent		Good		Fair		Poor		Don't know		Total	
	Knowledge	31%	230	53%	399	12%	91	3%	25	0%	3	100%
Responsiveness	29%	217	50%	374	13%	100	7%	53	0%	1	100%	746
Courtesy	40%	297	42%	316	13%	97	5%	36	0%	0	100%	746
Overall impression	29%	217	51%	380	15%	109	5%	41	0%	0	100%	747

Question 15: Government Performance												
Please rate the following categories of Jefferson County government performance:	Excellent		Good		Fair		Poor		Don't know		Total	
	The value of services for the taxes paid to Jefferson County	7%	92	42%	549	33%	427	8%	108	10%	126	100%
The overall direction that Jefferson County is taking	4%	57	37%	486	31%	402	8%	107	19%	247	100%	1,298
The job Jefferson County government does at welcoming citizen involvement	2%	26	27%	354	25%	323	10%	132	36%	464	100%	1,299
The job Jefferson County government does at listening to citizens	1%	17	23%	293	28%	358	13%	172	35%	459	100%	1,299

Question 16: 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 Jefferson County to someone who asks	52%	674	41%	530	5%	66	1%	20	1%	14	100%
Remain in Jefferson County for the next five years	69%	900	23%	295	3%	46	4%	50	1%	17	100%	1,307

Question 17: 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	2%	26
Somewhat positive	11%	145
Neutral	40%	520
Somewhat negative	36%	471
Very negative	11%	138
Total	100%	1,299

Question 18a: Policy Question 1		
If service levels had to be reduced in the future due to budget shortfalls, which of the following services would you be most willing to reduce? (Please select only one)	Percent of respondents	Count
Law enforcement services	7%	86
Library services	22%	256
Social Services for seniors, children and families in need	6%	74
Public health-related services	6%	68
Road maintenance and snowplowing	2%	20
Building new roads to ease traffic	57%	669
Total	100%	1,172

Question 18b: Policy Question 2		
If service levels had to be reduced in the future due to budget shortfalls, which of the following services would you be least willing to reduce? (Please select only one)	Percent of respondents	Count
Law enforcement services	44%	525
Library services	7%	83
Social Services for seniors, children and families in need	19%	234
Public health-related services	7%	80
Road maintenance and snowplowing	21%	250
Building new roads to ease traffic	3%	32
Total	100%	1,203

Question 18c: Policy Question 3		
To what extent would you support or oppose a property tax increase to increase law enforcement services (e.g., responses to calls for assistance) in unincorporated Jeffco?	Percent of respondents	Count
Strongly support	14%	177
Somewhat support	29%	372
Somewhat oppose	24%	316
Strongly oppose	27%	345
Don't know	7%	87
Total	100%	1,297

Question D1: Employment Status		
Are you currently employed for pay?	Percent of respondents	Count
No	23%	294
Yes, full-time	68%	882
Yes, part-time	9%	114
Total	100%	1,290

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	73%
Motorized vehicle (e.g., car, truck, van, motorcycle, etc...) with other children or adults	10%
Bus, rail, subway or other public transportation	4%
Walk	1%
Bicycle	1%
Work at home	10%
Other	0%

Question D3: Length of Residency		
How many years have you lived in Jefferson County?	Percent of respondents	Count
Less than 2 years	9%	117
2 to 5 years	16%	214
6 to 10 years	15%	189
11 to 20 years	25%	330
More than 20 years	35%	451
Total	100%	1,301

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	83%	1,077
House attached to one or more houses (e.g., a duplex or townhome)	10%	126
Building with two or more apartments or condominiums	7%	91
Mobile home	0%	0
Other	1%	8
Total	100%	1,301

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	18%	226
Owned by you or someone in this house with a mortgage or free and clear	82%	1,053
Total	100%	1,279

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	3%	34
\$300 to \$599 per month	6%	76
\$600 to \$999 per month	12%	147
\$1,000 to \$1,499 per month	26%	330
\$1,500 to \$2,499 per month	36%	458
\$2,500 or more per month	17%	219
Total	100%	1,264

Question D7: Presence of Children in Household		
Do any children 17 or under live in your household?	Percent of respondents	Count
No	58%	756
Yes	42%	541
Total	100%	1,296

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	85%	1,098
Yes	15%	193
Total	100%	1,291

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	7%	92
\$25,000 to \$49,999	15%	192
\$50,000 to \$99,999	36%	446
\$100,000 to \$149,000	23%	289
\$150,000 or more	18%	227
Total	100%	1,246

Question D10: Ethnicity		
Are you Spanish, Hispanic or Latino?	Percent of respondents	Count
No, not Spanish, Hispanic or Latino	94%	1,211
Yes, I consider myself to be Spanish, Hispanic or Latino	6%	76
Total	100%	1,287

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	2%	20
Asian, Asian Indian or Pacific Islander	2%	20
Black or African American	0%	6
White	94%	1,201
Other	5%	62
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	4%	48
25 to 34 years	17%	225
35 to 44 years	20%	259
45 to 54 years	38%	490
55 to 64 years	11%	143
65 to 74 years	6%	81
75 years or older	4%	49
Total	100%	1,294

Question D13: Gender		
What is your sex?	Percent of respondents	Count
Female	49%	625
Male	51%	653
Total	100%	1,278

Question D14: Registered to Vote		
Are you registered to vote in your jurisdiction?	Percent of respondents	Count
No	7%	94
Yes	92%	1,194
Ineligible to vote	0%	3
Don't know	1%	11
Total	100%	1,302

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%	174
Yes	85%	1,107
Ineligible to vote	1%	17
Don't know	0%	5
Total	100%	1,303

APPENDIX B: SURVEY METHODOLOGY

The National Citizen Survey™ 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 National Citizen Survey™ 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 National Citizen Survey™ is designed to help with budget, land use and strategic planning as well as to communicate with local residents. The National Citizen Survey™ 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

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 unincorporated Jefferson County were eligible to participate in the survey; 3,000 were selected to receive the survey. These 3,000 households were randomly selected from a comprehensive list of all housing units within unincorporated Jefferson County boundaries, distributed equally among six geographic subareas. 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 Jefferson 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 Jefferson County boundaries were removed from consideration.

To choose the 3,000 survey recipients, a systematic sampling method was applied to the list of households known to be within unincorporated Jefferson 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.

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.

SURVEY ADMINISTRATION

Selected households received three mailings, one week apart, beginning January 19, 2010. The first mailing was a prenotification postcard announcing in English and Spanish the upcoming survey. The next mailing contained a letter from the county commissioners inviting the household to participate, a questionnaire and a postage-paid return envelope. The letter included a paragraph written in Spanish, which invited the household to participate and provided instructions for requesting the survey in Spanish. 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, and also included a paragraph written in Spanish, for those who would like to request the survey in Spanish. Completed surveys were collected over the following five weeks.

SURVEY RESPONSE RATE AND CONFIDENCE INTERVALS

Ninety-six of the postcards were returned as undeliverable because they either had incorrect addresses or were received by vacant housing units. Of the 2,904 households receiving the survey mailings, 1,319 completed the survey, providing a response rate of 45%. In general, response rates obtained on local government resident surveys range from 25% to 40%.

In theory, in 95 cases out of 100, the results based on the number of responses obtained will differ by no more than three percentage points in either direction from what would have been obtained had responses been collected from all Jefferson County adults. This difference from the presumed population finding is referred to as the sampling error (or the “margin of error” or 95% confidence interval”). For subgroups of responses, the margin of sampling error is larger. In addition to sampling error, the practical difficulties of conducting any survey of the public may introduce other sources of error. For example, the failure of some of the selected adults to participate in the sample or the difficulty of including all sectors of the population, such as residents of some institutions or group residences, may lead to somewhat different results.

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 that may affect sample findings. 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.

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 2000 Census estimates for adults in unincorporated Jefferson County. Sample results were weighted using the population norms to reflect the appropriate percent of those residents in each county’s population. 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 tenure, gender, age and geographic subarea (commissioner district, mountain or plains). 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 proportion of residents in each of the six geographic subareas
- 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. A limitation of data weighting is that only 2-3 demographic variables can be adjusted in a single study. Several different weighting “schemes” are 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 table on the following page.

Unincorporated Jefferson County Citizen Survey Weighting Table			
Characteristic	Population Norm ¹	Unweighted Data	Weighted Data
Housing			
Rent home	18%	7%	18%
Own home	82%	93%	82%
Detached unit	78%	90%	83%
Attached unit	22%	10%	17%
Race and Ethnicity			
White alone, not Hispanic	94%	92%	
Hispanic and/or other race	6%	8%	
White	96%	%	92%
Non-white	4%	%	8%
Hispanic	3%	%	6%
Not Hispanic	97%	%	94%
Sex and Age			
Female	50%	49%	49%
Male	50%	51%	51%
18-34 years of age	23%	7%	21%
35-54 years of age	56%	37%	58%
55+ years of age	21%	56%	21%
Females 18-34	12%	4%	12%
Females 35-54	28%	19%	27%
Females 55+	10%	26%	10%
Males 18-34	12%	3%	9%
Males 35-54	28%	18%	31%
Males 55+	11%	30%	10%
Commissioner Districts			
District 1, Mountains	4%	16%	4%
District 1, Plains	8%	19%	9%
District 2, Mountains	7%	18%	8%
District 2, Plains	8%	16%	9%
District 3, Mountains	23%	15%	25%
District 3, Plains	50%	16%	46%

¹ The population norms for housing, race, ethnicity, sex and age are derived from 2000 Census data. The population norm for Jefferson County's Commissioner Districts is based on information from Jefferson County as provided by the Denver Regional Council of Governments 2007 population estimates.

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 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. &

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 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, 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 Jefferson County to the Benchmark Database

Jefferson County chose to have comparisons made to the entire database and a subset of similar jurisdictions from the database (populations 300,000 or more). 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 Jefferson 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 are available, Jefferson County results are noted as being “above” the benchmark, “below” the benchmark or “similar to” the benchmark. This evaluation of “above,” “below” or “similar to” comes from a statistical comparison of Jefferson County’s rating to the benchmark (the rating from all the comparison jurisdictions where a similar question was asked).

APPENDIX C: SURVEY MATERIALS

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

Dear Jefferson County Resident,

Your household has been randomly selected to participate in a citizen survey about Jefferson County. You will receive a copy of the survey next week in the mail with instructions for completing and returning it. Please be assured that your answers will be kept anonymous. Thank you in advance for helping us with this important project!

Sincerely,



Faye Griffin County Commissioner District No. 1
J. Kevin McCasky County Commissioner District No. 2
Kathy Hartman County Commissioner District No. 3

Estimado residente de la condado Jefferson,

Su hogar ha sido seleccionado para participar en una encuesta anónima de ciudadanos sobre la condado de Jefferson. Usted recibira una copia de la encuesta la próxima semana por correo con instrucciones en completar y regresar la encuesta. Gracias de antemano por su ayuda con este proyecto importante!

Atentamente,

Dear Jefferson County Resident,

Your household has been randomly selected to participate in a citizen survey about Jefferson County. You will receive a copy of the survey next week in the mail with instructions for completing and returning it. Please be assured that your answers will be kept anonymous. Thank you in advance for helping us with this important project!

Sincerely,



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J. Kevin McCasky County Commissioner District No. 2
Kathy Hartman County Commissioner District No. 3

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J. Kevin McCasky County Commissioner District No. 2
Kathy Hartman County Commissioner District No. 3

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Sincerely,



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Kathy Hartman County Commissioner District No. 3

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Atentamente,



Jefferson County
100 Jefferson County Parkway
Golden, Colorado 80419

Presorted
First Class Mail
US Postage
PAID
Boulder, CO
Permit NO. 94



Jefferson County
100 Jefferson County Parkway
Golden, Colorado 80419

Presorted
First Class Mail
US Postage
PAID
Boulder, CO
Permit NO. 94



Jefferson County
100 Jefferson County Parkway
Golden, Colorado 80419

Presorted
First Class Mail
US Postage
PAID
Boulder, CO
Permit NO. 94



Jefferson County
100 Jefferson County Parkway
Golden, Colorado 80419

Presorted
First Class Mail
US Postage
PAID
Boulder, CO
Permit NO. 94



Board of County Commissioners

Faye Griffin

District No. 1

J. Kevin McCasky

District No. 2

Kathy Hartman

District No. 3

January 2010

Dear Jefferson County Resident:

Jefferson County wants to know what you think about our community and county government. You have been randomly selected to participate in Jefferson County's 2010 Citizen Survey.

Please take a few minutes to fill out the enclosed Citizen Survey. Your feedback will help the County set benchmarks for tracking the quality of services provided to residents. Your answers will help Jefferson County Commissioners make decisions that affect our community. You should find the questions interesting and we will definitely find your answers useful. Please participate!

To get a representative sample of Jefferson County residents, the adult (anyone 18 years or older) in your household who most recently had a birthday should complete this survey. Year of birth of the adult does not matter.

Please have the appropriate member of the household spend a few minutes to answer all the questions and return the survey in the enclosed postage-paid envelope. **Your responses will remain completely anonymous.**

Your participation in this survey is very important – especially since your household is one of only a small number of households being surveyed. If you have any questions about the Citizen Survey please call (303) 271-8521.

Please help us shape the future of Jefferson County. Thank you for your time and participation.

Sincerely,

Faye Griffin
County Commissioner
District No. 1

J. Kevin McCasky
County Commissioner
District No. 2

Kathy Hartman
County Commissioner
District No. 3



Board of County Commissioners

Faye Griffin

District No. 1

J. Kevin McCasky

District No. 2

Kathy Hartman

District No. 3

January 2010

Dear Jefferson County Resident:

About one week ago, you should have received a copy of the enclosed survey. **If you completed it and sent it back, we thank you for your time and ask you to discard this survey. Please do not respond twice.** If you have not had a chance to complete the survey, we would appreciate your response. Jefferson County wants to know what you think about our community and county government. You have been randomly selected to participate in Jefferson County's Citizen Survey.

Please take a few minutes to fill out the enclosed Citizen Survey. Your feedback will help the County set benchmarks for tracking the quality of services provided to residents. Your answers will help the County Commissioners make decisions that affect our community. You should find the questions interesting and we will definitely find your answers useful. Please participate!

To get a representative sample of Jefferson County residents, the adult (anyone 18 years or older) in your household who most recently had a birthday should complete this survey. Year of birth of the adult does not matter.

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Please help us shape the future of Jefferson County. Thank you for your time and participation.

Sincerely,

Faye Griffin
County Commissioner
District No. 1

J. Kevin McCasky
County Commissioner
District No. 2

Kathy Hartman
County Commissioner
District No. 3

En este documento del Condado le de a usted una oportunidad importante para decirnos lo que piensa de los servicios del Condado y su opinión de la calidad de vida aquí en del Condado de Jefferson y Se seleccionó su hogar al azar para participar en esta encuesta. Si usted no puede hacer la encuesta incluida en inglés por favor llámenos al número (303) 271-8521 para pedir una copia de la encuesta en español. Todos sus respuestas se quedarán completamente anónimos. ¡Deseamos sus opiniones! Favor de entregar la encuesta en el sobre adjunto, lo cuál está con franqueo pagado. Muchas gracias.

Jefferson County 2010 Citizen Survey

Please complete this questionnaire if you are the adult (age 18 or older) in the household who most recently had a birthday. The adult's year of birth does not matter. Please select the response (by circling the number or checking the box) that most closely represents your opinion for each question. Your responses are anonymous and will be reported in group form only.

1. Please rate each of the following aspects of quality of life in Jefferson County:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Jefferson County as a place to live.....	1	2	3	4	5
Your neighborhood as a place to live.....	1	2	3	4	5
Jefferson County as a place to raise children	1	2	3	4	5
Jefferson County as a place to work	1	2	3	4	5
Jefferson County as a place to retire	1	2	3	4	5
The overall quality of life in Jefferson County.....	1	2	3	4	5

2. Please rate each of the following characteristics as they relate to Jefferson County as a whole:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Sense of community.....	1	2	3	4	5
Recreational opportunities	1	2	3	4	5
Employment opportunities	1	2	3	4	5
Ease of car travel in Jefferson County	1	2	3	4	5
Ease of bus travel in Jefferson County.....	1	2	3	4	5
Ease of bicycle travel in Jefferson County.....	1	2	3	4	5
Ease of walking in Jefferson County.....	1	2	3	4	5
Traffic flow on major streets.....	1	2	3	4	5
Availability of affordable quality housing.....	1	2	3	4	5
Availability of affordable quality child care	1	2	3	4	5
Availability of affordable quality health care	1	2	3	4	5
Availability of preventive health services	1	2	3	4	5
Air quality	1	2	3	4	5
Quality of overall natural environment in Jefferson County	1	2	3	4	5
Overall image or reputation of Jefferson County.....	1	2	3	4	5

3. Please rate the speed of growth in the following categories in Jefferson County over the past 2 years:

	<i>Much too slow</i>	<i>Somewhat too slow</i>	<i>Right amount</i>	<i>Somewhat too fast</i>	<i>Much too fast</i>	<i>Don't know</i>
Population growth	1	2	3	4	5	6
Retail growth (stores, restaurants, etc.).....	1	2	3	4	5	6
Jobs growth.....	1	2	3	4	5	6

4. To what degree, if at all, are run down buildings, weed lots or junk vehicles a problem in Jefferson County?

- Not a problem
 Minor problem
 Moderate problem
 Major problem
 Don't know

5. Please rate how safe or unsafe you feel from the following in Jefferson County:

	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Don't know
Violent crime (e.g., rape, assault, robbery)	1	2	3	4	5	6
Property crimes (e.g., burglary, theft).....	1	2	3	4	5	6
Environmental hazards, including toxic waste.....	1	2	3	4	5	6

6. Please rate how safe or unsafe you feel:

	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Don't know
In your neighborhood during the day.....	1	2	3	4	5	6
In your neighborhood after dark.....	1	2	3	4	5	6
In Jefferson County's commercial areas during the day...	1	2	3	4	5	6
In Jefferson County's commercial areas after dark	1	2	3	4	5	6

7. During the past twelve months, were you or anyone in your household the victim of any crime?

- No → Go to Question 9
 Yes → Go to Question 8
 Don't know → Go to Question 9

8. If yes, was this crime (these crimes) reported to the police?

- No
 Yes
 Don't know

9. In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Jefferson County?

	Never	Once or twice	3 to 12 times	13 to 26 times	More than 26 times
Used Jefferson County public libraries or their services	1	2	3	4	5
Used recreation centers in Jefferson County	1	2	3	4	5
Participated in a recreation program or activity	1	2	3	4	5
Visited a neighborhood park or County park	1	2	3	4	5
Ridden a local bus within Jefferson County	1	2	3	4	5
Attended a meeting of local elected officials or other local public meeting	1	2	3	4	5
Watched a meeting of local elected officials or other local public meeting on cable television or on the Internet	1	2	3	4	5
Visited the Jefferson County Web site (at www.jeffco.us)	1	2	3	4	5
Recycled used paper, cans or bottles from your home.....	1	2	3	4	5
Volunteered your time to some group or activity in Jefferson County	1	2	3	4	5
Provided help to a friend or neighbor	1	2	3	4	5

10. 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)?

- Just about every day
 Several times a week
 Several times a month
 Once a month
 Several times a year
 Once a year or less
 Never

Jefferson County 2010 Citizen Survey

11. Please rate the quality of each of the following services in Jefferson County:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Sheriff services	1	2	3	4	5
Crime prevention	1	2	3	4	5
Fire prevention and education	1	2	3	4	5
Traffic enforcement on County roads and highways	1	2	3	4	5
Road repair	1	2	3	4	5
Snow removal on County roads and highways	1	2	3	4	5
Bus or transit services.....	1	2	3	4	5
Recycling.....	1	2	3	4	5
Storm drainage.....	1	2	3	4	5
Drinking water.....	1	2	3	4	5
Jefferson County Open Space	1	2	3	4	5
Nature programs or classes	1	2	3	4	5
Land use, planning and zoning	1	2	3	4	5
Code enforcement (weeds, abandoned buildings, etc.)	1	2	3	4	5
Animal control	1	2	3	4	5
Economic development	1	2	3	4	5
Public health services	1	2	3	4	5
Services to seniors.....	1	2	3	4	5
Services to youth.....	1	2	3	4	5
Services to low-income people	1	2	3	4	5
Public library services	1	2	3	4	5
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	1	2	3	4	5
Adult protective services	1	2	3	4	5

12. Overall, how would you rate the quality of the services provided by each of the following?

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Jefferson County	1	2	3	4	5
The Federal Government	1	2	3	4	5
The State Government	1	2	3	4	5

13. Have you had any in-person or phone contact with an employee of Jefferson County within the last 12 months (including sheriff, receptionists, planners or any others)?

- No → Go to Question 15
 Yes → Go to Question 14

14. What was your impression of the employee(s) of Jefferson County in your most recent contact? (Rate each characteristic below.)

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Knowledge.....	1	2	3	4	5
Responsiveness.....	1	2	3	4	5
Courtesy	1	2	3	4	5
Overall impression.....	1	2	3	4	5

15. Please rate the following categories of Jefferson County government performance:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
The value of services for the taxes paid to Jefferson County.....	1	2	3	4	5
The overall direction that Jefferson County is taking.....	1	2	3	4	5
The job Jefferson County government does at welcoming citizen involvement.....	1	2	3	4	5
The job Jefferson County government does at listening to citizens	1	2	3	4	5

16. Please indicate how likely or unlikely you are to do each of the following:

	<i>Very likely</i>	<i>Somewhat likely</i>	<i>Somewhat unlikely</i>	<i>Very unlikely</i>	<i>Don't know</i>
Recommend living in Jefferson County to someone who asks	1	2	3	4	5
Remain in Jefferson County for the next five years.....	1	2	3	4	5

17. 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:

- Very positive
 Somewhat positive
 Neutral
 Somewhat negative
 Very negative

18. Please check the response that comes closest to your opinion for each of the following questions:

a. If service levels had to be reduced in the future due to budget shortfalls, which of the following services would you be most willing to reduce? (Please select only one)

- Law enforcement services
- Library services
- Social Services for seniors, children and families in need
- Public health-related services
- Road maintenance and snowplowing
- Building new roads to ease traffic

b. If service levels had to be reduced in the future due to budget shortfalls, which of the following services would you be least willing to reduce? (Please select only one)

- Law enforcement services
- Library services
- Social Services for seniors, children and families in need
- Public health-related services
- Road maintenance and snowplowing
- Building new roads to ease traffic

c. Residents in unincorporated Jeffco receive law enforcement services from the Jeffco Sheriff. Those who live in cities and towns receive law enforcement from their local police departments. To what extent would you support or oppose a property tax increase to increase law enforcement services (e.g., responses to calls for assistance) in unincorporated Jeffco?

- Strongly support
 Somewhat support
 Somewhat oppose
 Strongly oppose
 Don't know

d. What do you think will be the two biggest issues facing Jefferson County over the next five years?

Jefferson County 2010 Citizen Survey

Our last questions are about you and your household. Again, all of your responses to this survey are completely anonymous and will be reported in group form only.

D1. Are you currently employed for pay?

- No → Go to Question D3
- Yes, full time → Go to Question D2
- Yes, part time → Go to Question D2

D2. 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? (Enter the total number of days, using whole numbers.)

- Motorized vehicle (e.g., car, truck, van, motorcycle, etc...) by myself days
- Motorized vehicle (e.g., car, truck, van, motorcycle, etc...) with other children or adults days
- Bus, Rail or other public transportation days
- Walk days
- Bicycle days
- Work at home days
- Other days

D3. How many years have you lived in Jefferson County?

- Less than 2 years 11-20 years
- 2-5 years More than 20 years
- 6-10 years

D4. Which best describes the building you live in?

- One family house detached from any other houses
- House attached to one or more houses (e.g., a duplex or townhome)
- Building with two or more apartments or condominiums
- Mobile home
- Other

D5. Is this house, apartment or mobile home...

- Rented for cash or occupied without cash payment?
- Owned by you or someone in this house with a mortgage or free and clear?

D6. 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)?

- Less than \$300 per month
- \$300 to \$599 per month
- \$600 to \$999 per month
- \$1,000 to \$1,499 per month
- \$1,500 to \$2,499 per month
- \$2,500 or more per month

D7. Do any children 17 or under live in your household?

- No Yes

D8. Are you or any other members of your household aged 65 or older?

- No Yes

D9. 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.)

- Less than \$24,999
- \$25,000 to \$49,999
- \$50,000 to \$99,999
- \$100,000 to \$149,999
- \$150,000 or more

Please respond to both question D10 and D11:

D10. Are you Spanish, Hispanic or Latino?

- No, not Spanish, Hispanic or Latino
- Yes, I consider myself to be Spanish, Hispanic or Latino

D11. What is your race? (Mark one or more races to indicate what race you consider yourself to be)

- American Indian or Alaskan Native
- Asian, Asian Indian or Pacific Islander
- Black or African American
- White
- Other

D12. In which category is your age?

- 18-24 years 55-64 years
- 25-34 years 65-74 years
- 35-44 years 75 years or older
- 45-54 years

D13. What is your sex?

- Female
- Male

D14. Are you registered to vote in your jurisdiction?

- No
- Yes
- Ineligible to vote
- Don't know

D15. Many people don't have time to vote in elections. Did you vote in the last general election?

- No
- Yes
- Ineligible to vote
- Don't know

Thank you for completing this survey. Please return the completed survey in the postage paid envelope to:
National Research Center, Inc., PO Box 549, Belle Mead, NJ 08502



Board of County Commissioners

Faye Griffin

District No. 1

J. Kevin McCasky

District No. 2

Kathy Hartman

District No. 3

Enero 2010

Estimado residente del Condado de Jefferson:

El Condado de Jefferson desea saber qué piensa usted sobre la comunidad y el gobierno municipal. **Su hogar es uno de algunos hogares seleccionados al azar para participar en la Encuesta de los Ciudadanos del Condado de Jefferson 2010.**

Por favor tome unos pocos minutos para llenar la Encuesta de los Ciudadanos adjunta. Sus respuestas ayudarán a que el Concejo de la Condado tome decisiones para mejorar la entrega de los servicios a nuestra comunidad. Encontrará que las preguntas son interesantes y nosotros definitivamente encontraremos que sus respuestas son útiles. ¡Por favor participe!

Para obtener una muestra representativa de los residentes del Condado de Jefferson, solicitamos que el adulto mas de 18 años que haya tenido su cumpleaños más recientemente llena la encuesta. La edad del adulto no importa. Al seleccionar de ésta forma a la persona que debe llenar la encuesta, se asegura que la encuesta en los hogares de la ciudad mejorara la exactitud de los resultados. Por favor tenga usted la seguridad de que sus respuestas se mantendrán anónimas.

Por favor, pase unos minutos contestando todas las preguntas y devuelva la encuesta en el sobre adjunto con el franqueo pagado. Si tiene alguna pregunta acerca de la Encuesta de los Ciudadanos por favor llámenos al (303) 271-8521.

Su participación en esta encuesta es muy importante especialmente porque su hogar es uno del pequeño numero que está siendo encuestado. Por favor, ayúdenos a darle forma al futuro de Jefferson County. Gracias por su tiempo y participación.

Sinceramente,

Faye Griffin
County Commissioner
District No. 1

J. Kevin McCasky
County Commissioner
District No. 2

Kathy Hartman
County Commissioner
District No. 3

Encuesta de los Ciudadanos del Condado de Jefferson 2010

Por favor complete este cuestionario si usted es el adulto (18 años o más) de su casa que más recientemente haya celebrado su cumpleaños. El año de nacimiento del adulto no importa. Por favor encierre en un círculo la respuesta que mejor representa su opinión en cada pregunta. Sus respuestas son anónimas y solo serán reportadas en forma general.

1. Por favor clasifique cada uno de los siguientes aspectos de la calidad de vida en el Condado Jefferson:

	<i>Excelente</i>	<i>Bueno</i>	<i>Pasable</i>	<i>Pobre</i>	<i>No sé</i>
Condado de Jefferson como lugar para vivir.....	1	2	3	4	5
Su vecindario como lugar para vivir.....	1	2	3	4	5
Condado de Jefferson como lugar para criar niños	1	2	3	4	5
Condado de Jefferson como lugar para trabajar	1	2	3	4	5
Condado de Jefferson como lugar para jubilarse	1	2	3	4	5
La calidad de vida general en el Condado de Jefferson.....	1	2	3	4	5

2. Por favor evalúe la forma en que cada una de las siguientes características se relaciona en general con el Condado de Jefferson:

	<i>Excelente</i>	<i>Bueno</i>	<i>Pasable</i>	<i>Pobre</i>	<i>No sé</i>
Sentido de cooperación comunitaria.....	1	2	3	4	5
Oportunidades de recreación.....	1	2	3	4	5
Oportunidades para empleo	1	2	3	4	5
Facilidad para andar en auto	1	2	3	4	5
Facilidad para andar en autobus.....	1	2	3	4	5
Facilidad para andar en bicicleta.....	1	2	3	4	5
Facilidad para caminar.....	1	2	3	4	5
Flujo de tráfico sobre las calles principales	1	2	3	4	5
Viviendas a precios accesibles	1	2	3	4	5
Guarderías infantiles a precios accesibles.....	1	2	3	4	5
Asistencia médica a precios accesibles.....	1	2	3	4	5
Servicios preventivos de salud	1	2	3	4	5
Calidad del medio ambiente (aire)	1	2	3	4	5
Calidad del ambiente natural general en el Condado de Jefferson.....	1	2	3	4	5
Imagen o reputación general del Condado Jefferson.....	1	2	3	4	5

3. Por favor evalúe la rapidez aumento de crecimiento durante los últimos 2 años en las siguientes categorías:

	<i>demasiado lento</i>	<i>un poco lento</i>	<i>cantidad apropiada</i>	<i>un poco rápido</i>	<i>muy rápido</i>	<i>no sé</i>
Crecimiento aumento de la población	1	2	3	4	5	6
Crecimiento del comercio (tiendas, restaurantes, etc.)....	1	2	3	4	5	6
Aumento de oportunidad de empleo	1	2	3	4	5	6

4. ¿Hasta qué grado son problema los edificios en ruinas, lotes de yerbajo o vehículos chatarra en el Condado de Jefferson?

No son problema Problema menor Problema moderado Problema mayor No sé

5. Por favor clasifique qué tan seguro o inseguro se siente usted de lo siguiente en el Condado de Jefferson:

	<i>muy seguro</i>	<i>más o menos seguro</i>	<i>ni seguro ni inseguro</i>	<i>más o menos inseguro</i>	<i>muy inseguro</i>	<i>no sé</i>
Crímenes violentos (Ej. violación, ataque, robo).....	1	2	3	4	5	6
Delitos contra su propiedad (Ej. asalto, robo)	1	2	3	4	5	6
Peligros ambientales, incluyendo desecho tóxico.....	1	2	3	4	5	6

Encuesta de los Ciudadanos del Condado de Jefferson 2010

11. ¿Cómo evalúa la calidad de cada uno de los siguientes servicios en el Condado de Jefferson?

	<i>Excelente</i>	<i>Bueno</i>	<i>Pasable</i>	<i>Pobre</i>	<i>No sé</i>
Servicios del Alguacil de Policía	1	2	3	4	5
Prevención de Crímenes	1	2	3	4	5
Educación y Prevención contra Incendios	1	2	3	4	5
Imposición de leyes de tráfico sobre carreteras y autopistas del Condado	1	2	3	4	5
Reparación de carreteras	1	2	3	4	5
Eliminación de nieve sobre carreteras y autopistas del Condado	1	2	3	4	5
Servicios de Autobús / Transporte	1	2	3	4	5
Reciclaje	1	2	3	4	5
Drenajes	1	2	3	4	5
Agua potable	1	2	3	4	5
Espacios Abiertos	1	2	3	4	5
Clases o Programas de la Naturaleza	1	2	3	4	5
Uso, Planificación y Zonificación de Terreno	1	2	3	4	5
Imposición de las Ordenanzas (yerbajo, edificios abandonados, etc.)	1	2	3	4	5
Control de Animales	1	2	3	4	5
Desarrollo Económico	1	2	3	4	5
Servicios de Salud Pública	1	2	3	4	5
Servicios para Personas Mayores (de la tercera edad, ciudadanos de oro, "seniors")	1	2	3	4	5
Servicios para la juventud	1	2	3	4	5
Servicios para Personas de Bajos Recursos	1	2	3	4	5
Servicios de Bibliotecas Públicas.....	1	2	3	4	5
Preparación de emergencia (servicios que preparan a la comunidad para desastres u otras situaciones de emergencia)	1	2	3	4	5
Servicios de Protección de Adultos	1	2	3	4	5

12. En general, ¿cómo evalúa usted los servicios de...

	<i>Excelente</i>	<i>Bueno</i>	<i>Pasable</i>	<i>Pobre</i>	<i>No sé</i>
el Condado de Jefferson	1	2	3	4	5
el Gobierno Federal	1	2	3	4	5
el Gobierno Estatal.....	1	2	3	4	5

13. ¿Ha tenido contacto personal o por teléfono con algún empleado del Condado de Jefferson durante los últimos 12 meses (incluyendo policías, recepcionistas, planificadores u otros)?

No → Vaya a la pregunta #15 Sí → Vaya a la pregunta #14

14. ¿Cuál fue su impresión de los empleados del Condado de Jefferson en su más reciente contacto? (Evalúe cada característica abajo.)

	<i>Excelente</i>	<i>Bueno</i>	<i>Pasable</i>	<i>Pobre</i>	<i>No sé</i>
Conocimiento	1	2	3	4	5
Responsivo	1	2	3	4	5
Cortesía	1	2	3	4	5
Impresión General	1	2	3	4	5

15. Por favor clasifique las siguientes categorías del a función desempeño gubernamental del Condado de Jefferson:

	<i>Excelente</i>	<i>Bueno</i>	<i>Pasable</i>	<i>Pobre</i>	<i>No sé</i>
El valor de servicios para impuestos pagados al Condado de Jefferson	1	2	3	4	5
La dirección general que está tomando el Condado Jefferson	1	2	3	4	5
El esfuerzo del gobierno del Condado de Jefferson para incluir la participación ciudadana.....	1	2	3	4	5
El esfuerzo del gobierno del Condado de Jefferson para escuchar a los ciudadanos	1	2	3	4	5

16. Por favor indique qué tan probable o improbable es usted de hacer cada uno de los siguientes:

	Muy Probable	Algo probable	Algo improbable	Muy improbable	No sé
Recomendarle vivir en el Condado de Jefferson a alguien que pregunta	1	2	3	4	5
Permanecer en el Condado de Jefferson para los próximos cinco años	1	2	3	4	5

17. ¿Qué impacto, si existe, piensa usted que la economía tendrá en los ingresos de su familia en los próximos 6 meses? Usted piensa que el impacto será:

- Muy positivo
 Más o menos positivo
 Neutral
 Más o menos negativo
 Muy negativo

18. Por favor marque la respuesta que represente mejor su opinión en cada una de las siguientes preguntas:

- a. Si los niveles de servicio tuvieran que reducirse en el futuro debido a déficits de presupuestos, ¿cuál de los siguientes servicios estaría más dispuesto usted a reducir? (Por favor seleccione solo uno)**
- Servicios de ejecución de ley
 - Servicios de biblioteca
 - Servicios Sociales para tercera edad, niños y familias necesitadas
 - Servicios públicos relacionados con la salud pública
 - Mantenimiento y quitando nieves de carreteras
 - Construir nuevas carreteras para facilitar el tráfico
- b. Si los niveles de servicio tuvieran que reducirse en el futuro debido a déficits de presupuestos, ¿cuál de los siguientes servicios estaría menos dispuesto a reducir? (Por favor seleccione solo uno)**
- Servicios de ejecución de ley
 - Servicios de biblioteca
 - Servicios Sociales para tercera edad, niños y familias necesitadas
 - Servicios públicos relacionados con la salud
 - Mantenimiento y quitando nieves de carreteras
 - Construir nuevas carreteras para facilitar el tráfico
- c. Los residentes del Condado de Jefferson no incorporado reciben servicios de ejecución de ley del Alguacil de Policía de Jeffco. Aquellos que viven en ciudades y pueblos reciben ejecución de ley de sus departamentos locales de policía. ¿Hasta qué punto apoyaría o se opondría un aumento en impuesto de propiedad para aumentar los servicios de ejecución de ley? (Ej., contestaciones a llamadas para auxilio) del Condado de Jefferson no incorporado?**
- Fuertemente apoyaría
 Algo apoyaría
 Algo me opondría
 Fuertemente me opondría
 No sé
- d. ¿Qué cree usted serán los dos asuntos más grandes confrontando a el Condado de Jefferson los próximos 5 años?**

Encuesta de los Ciudadanos del Condado de Jefferson 2010

Nuestras últimas preguntas son acerca de usted y su hogar. De nuevo, todas las respuestas son anónimas y serán reportadas en forma general.

D1. ¿Actualmente está empleado con sueldo?

- No → Vaya a Pregunta D3
- Sí, tiempo completo → Vaya a Pregunta D2
- Sí, medio tiempo → Vaya a Pregunta D2

D2. Durante una semana típica, ¿cuántos días hace un recorrido a el trabajo (para la mayor distancia que recorre) de cada manera en la lista de abajo? (Ponga el número total de días, usando números enteros.)

- Vehículo motorizado (Ej. auto, camión, motocicleta, etc...) solo días
- Vehículo motorizado (Ej., auto, camión, motocicleta, etc...) con otros niños o adultos días
- Autobús, Vía férrea, Metro u otro transporte público días
- Caminar días
- Bicicleta días
- Trabajar en el hogar días
- Otro días

D3. ¿Cuántos años tiene usted viviendo en Jefferson?

- Menos de 2 años 11-20 años
- 2-5 años Más de 20 años
- 6-10 años

D4. ¿Cuál de las siguientes opciones describe mejor la vivienda (edificio) en la que reside?

- Casa familiar separada de cualquier otra casa
- Casa unida a una o más casas (Ej. doble, casa de ayuntamiento)
- Edificio con 2 o más apartamentos o condominios
- Casa rodante / trailer
- Otro

D5. ¿Es esta casa, apartamento o casa rodante / casa mobible es...

- Alquilada o la ocupa sin pago?
- Propia, o alguno de su familia la paga con hipoteca o ya está paga?

D6. ¿Como cuánto es su costo mensual de vivienda para el lugar donde vive (incluyendo renta, pago de hipoteca, impuesto de propiedad, seguro de propiedad y tarifas de asociación de propietarios (HOA))?

- Menos de \$300 por mes
- \$300 a \$599 por mes
- \$600 a \$999 por mes
- \$1,000 a \$1,499 por mes
- \$1,500 a \$2,499 por mes
- \$2,500 o más por mes

D7. ¿Algún niño de 17 años o menos viven en su hogar?

- No Sí

D8. ¿Tiene usted o cualquiera de los miembros de su familia 65 años o más?

- No Sí

D9. Cuánto cree usted que será el ingreso de su familia antes de impuestos para este año? (Por favor incluya en su ingreso total todo el ingreso de todas las personas de su casa.)

- Menos de \$24,999
- \$25,000 a \$49,999
- \$50,000 a \$99,999
- \$100,000 a \$149,999
- \$150,000 o más

Por favor responda a ambas preguntas D10 y D11:

D10. ¿Es usted Español, Hispano o Latino?

- No, no soy Español, Hispano ni Latino
- Sí, me considero Español, Hispano o Latino

D11. ¿Cuál es su raza? (Marque uno o más grupos que indiquen lo que usted se considera.)

- Indio Americano o nativo de Alaska
- Asiático o de las Islas del Pacífico
- Negro, Afro-americano
- Blanco / Caucásico
- Otro

D12. ¿En qué categoría está su edad?

- 18-24 años 55-64 años
- 25-34 años 65-74 años
- 35-44 años 75 años o más
- 45-54 años

D13. ¿Cuál es su sexo?

- Femenino
- Masculino

D14. ¿Está registrado para votar en su jurisdicción?

- No
- Sí
- Inelegible
- No sé

D15. Muchas personas no tienen tiempo para votar en las elecciones. ¿Recuerda usted haber votado en la última elección general?

- No
- Sí
- Inelegible
- No sé

Gracias por completar esta encuesta. Por favor regrese la encuesta en el sobre prepagado a:
National Research Center, Inc., PO Box 549, Belle Mead, NJ 08502



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