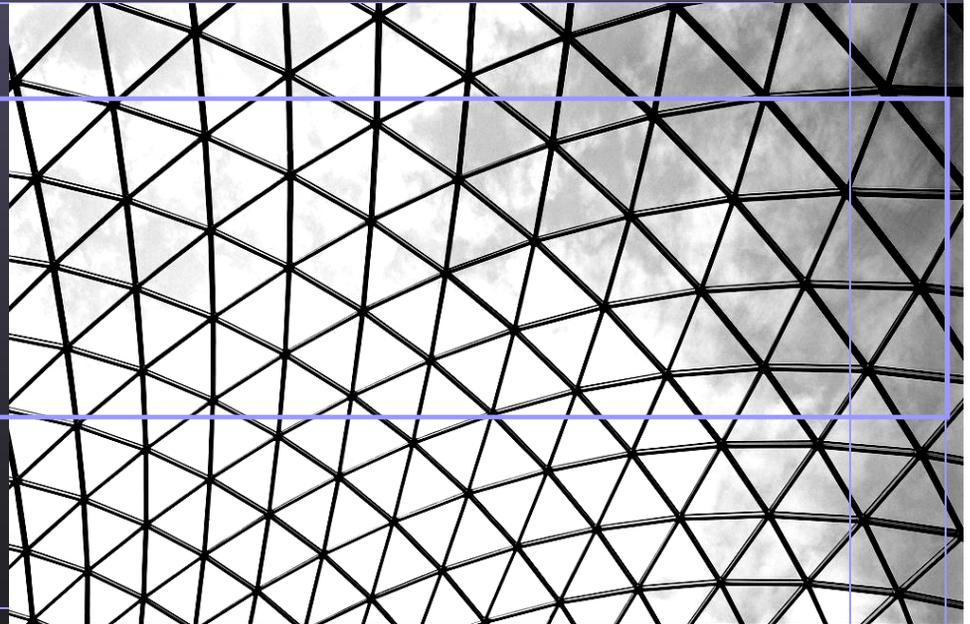




The National Citizen Survey™

Jefferson County, Colorado

Summary of Findings
April 6, 2010



The National Citizen Survey™ (The NCS) Background

- ▶ ICMA/NRC initiative
 - ▲ Turnkey omnibus citizen survey service
 - ▲ Benchmark comparisons
 - ▲ Over 200 participants in The NCS in over 40 states
 - ▲ Over 500 jurisdictions in full database



Study Background and Methods

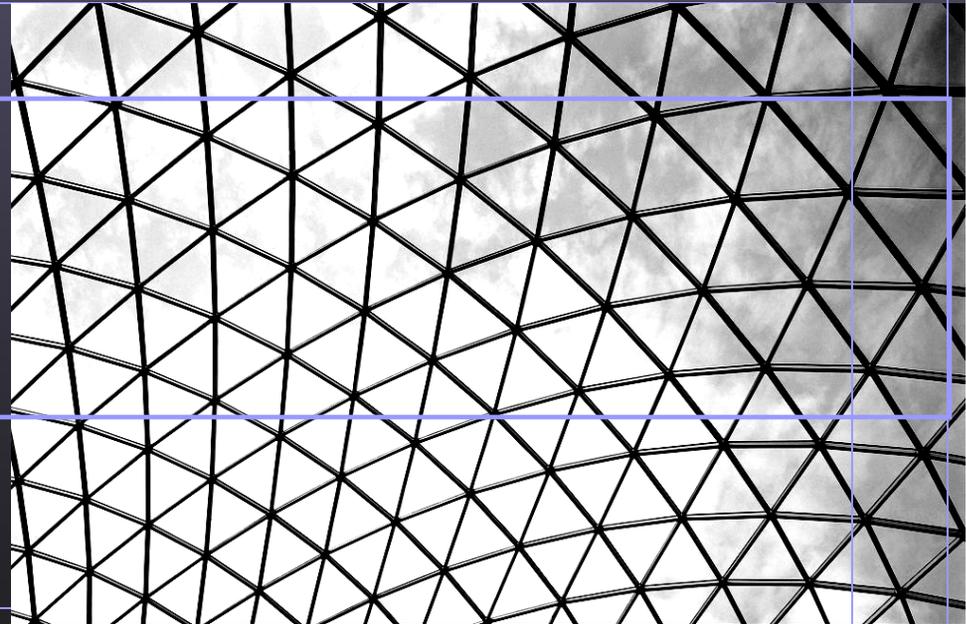
2010 Survey:

- ▶ Multi-contact mailed survey
- ▶ Representative sample of 3,000 residents in and households in unincorporated Jefferson County
 - ▲ 1,319 surveys returned; 45% response rate
- ▶ 3% margin of error
- ▶ Data statistically weighted to reflect population



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Community Ratings



Overall Quality of Community

Jefferson County as a place to live



95%

Overall Quality of life in Jefferson County



95%

Neighborhood as a place to live



92%

Above national and custom benchmarks

Percent "excellent" or "good"

Would recommend living in Jefferson County to someone who asks



Remain in Jefferson County for the next five years



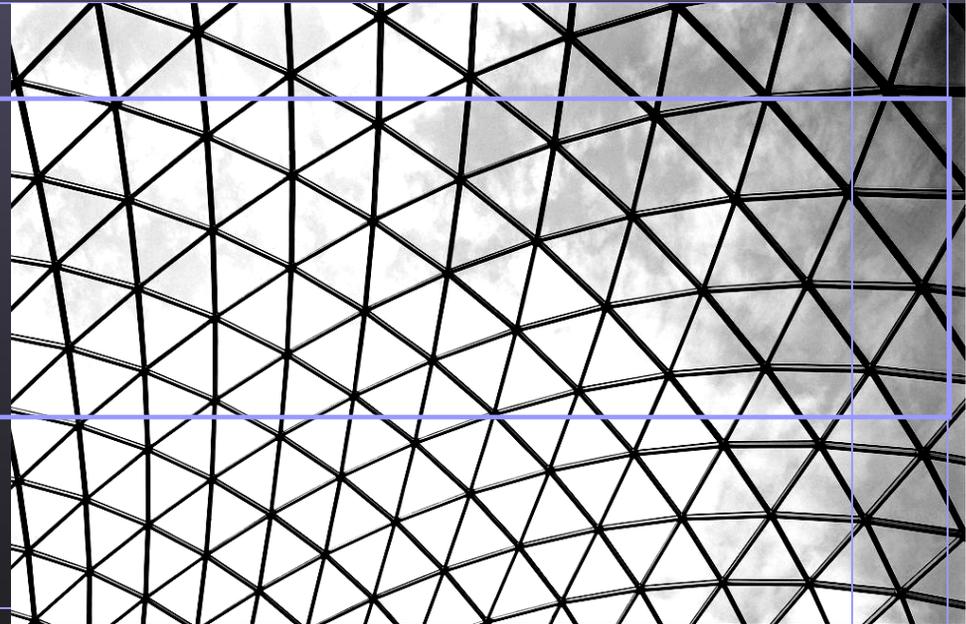
= national benchmark comparison
 = custom benchmark comparison (populations 300,000 or more)

= No by year comparison
 = Compared to 2004

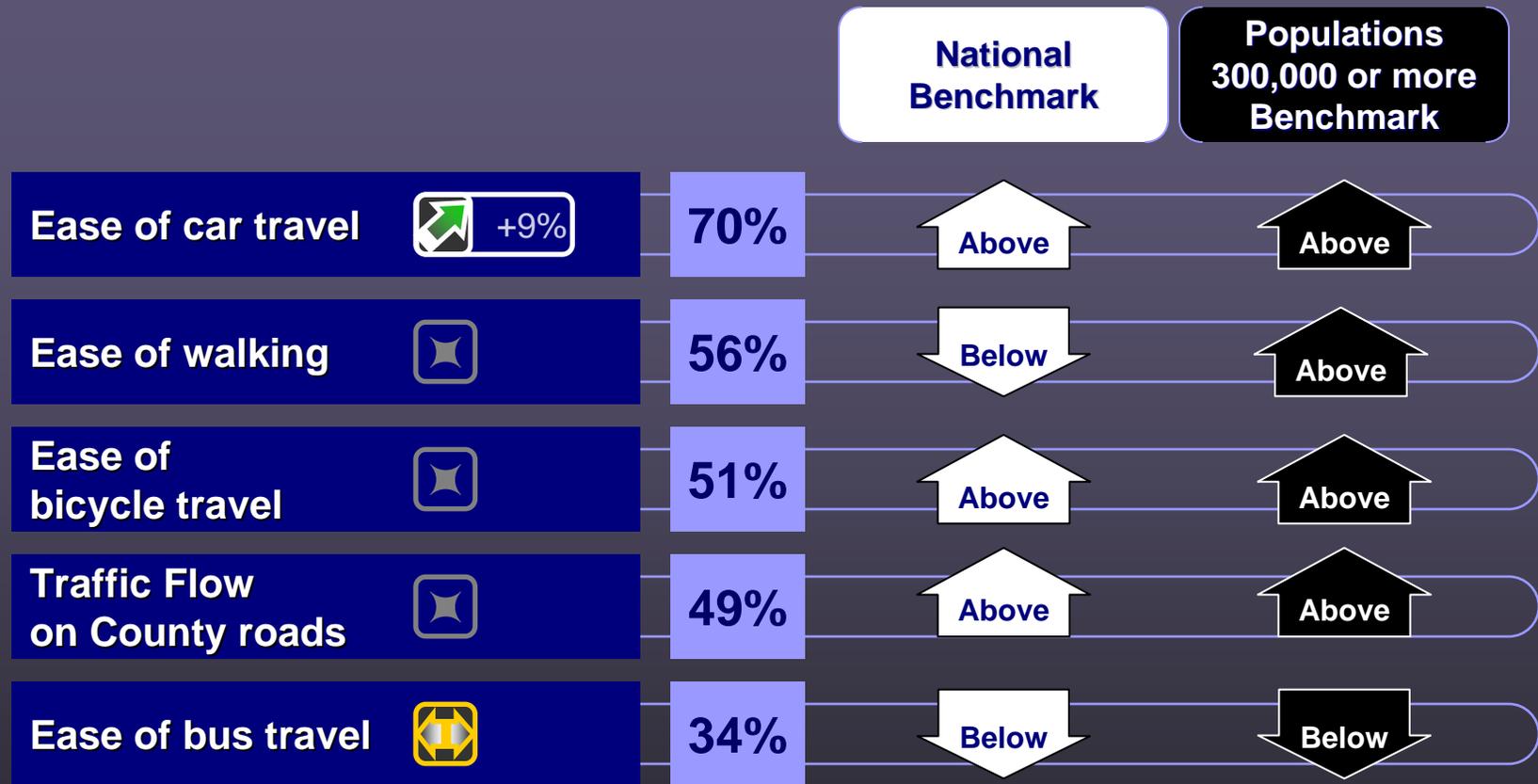


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Community Design



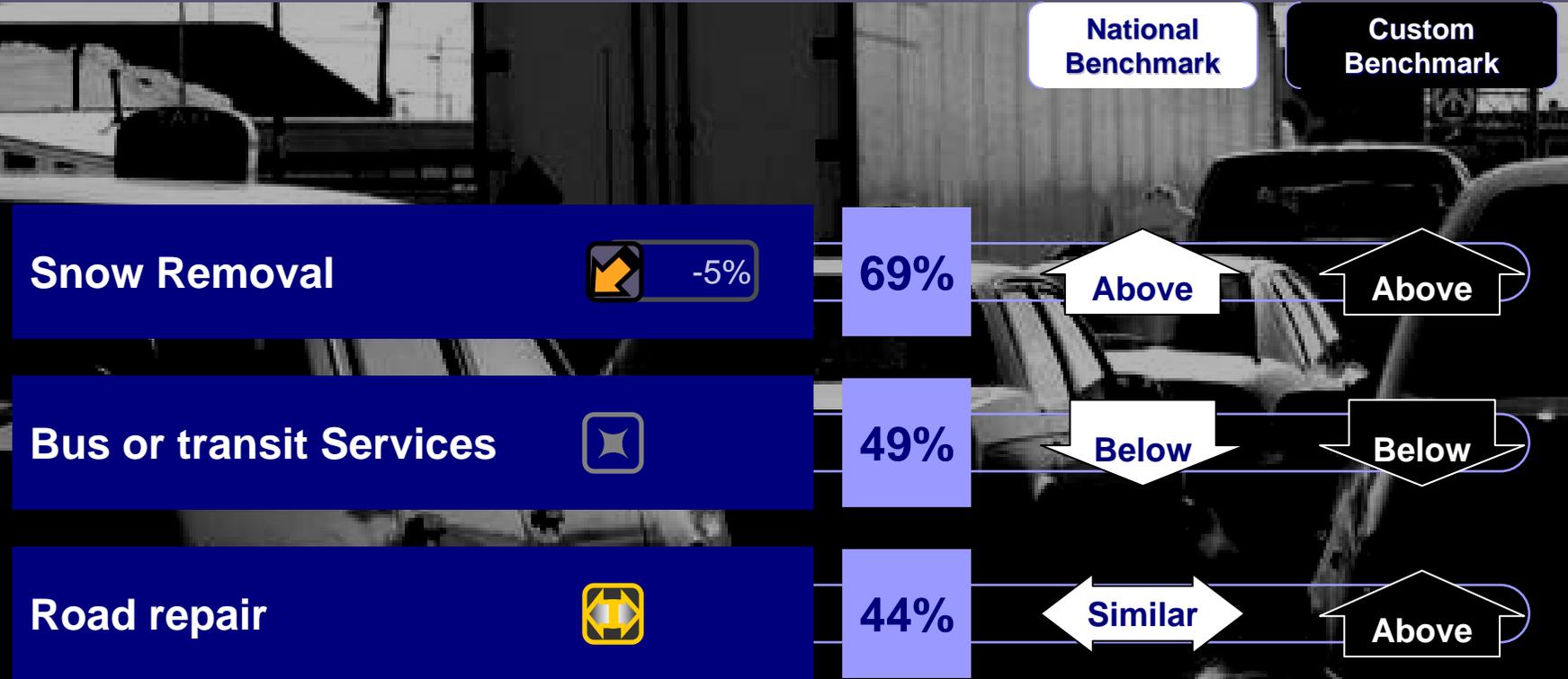
Transportation



Percent "excellent" or "good"

= Compared to 2004
 = No by year comparison

Transportation Services

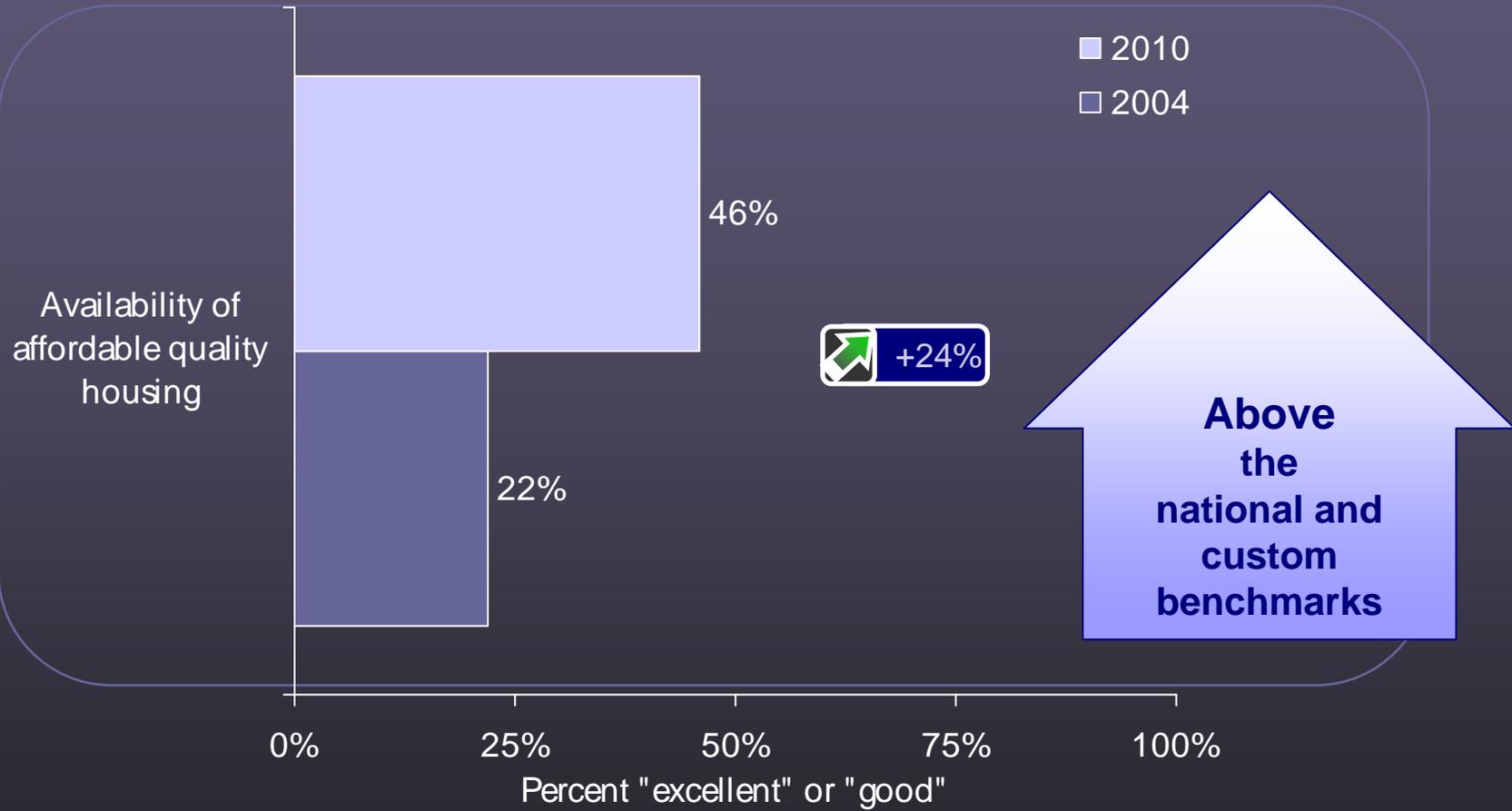


= No by year comparison

= Compared to 2004

Percent "excellent" or "good"

Housing



Land Use and Zoning

Animal Control



68%

Code enforcement



52%

Land use, planning and zoning



50%

Above the national and custom benchmarks

49% felt that population growth was too fast



More Less

5% felt that run down buildings, weed lots or junk vehicles were a "major" problem



Less Less

= Compared to 2004

= national benchmark comparison

Percent "excellent" or "good"

= custom benchmark comparison (populations 300,000 or more)

Economic Sustainability

Jefferson County as a place to work*



72%

Employment opportunities*



38%



Economic development*

Economy will have a “very” or “somewhat” positive impact on your family income in the next 6 months



47%



13%

*Percent “excellent” or “good”

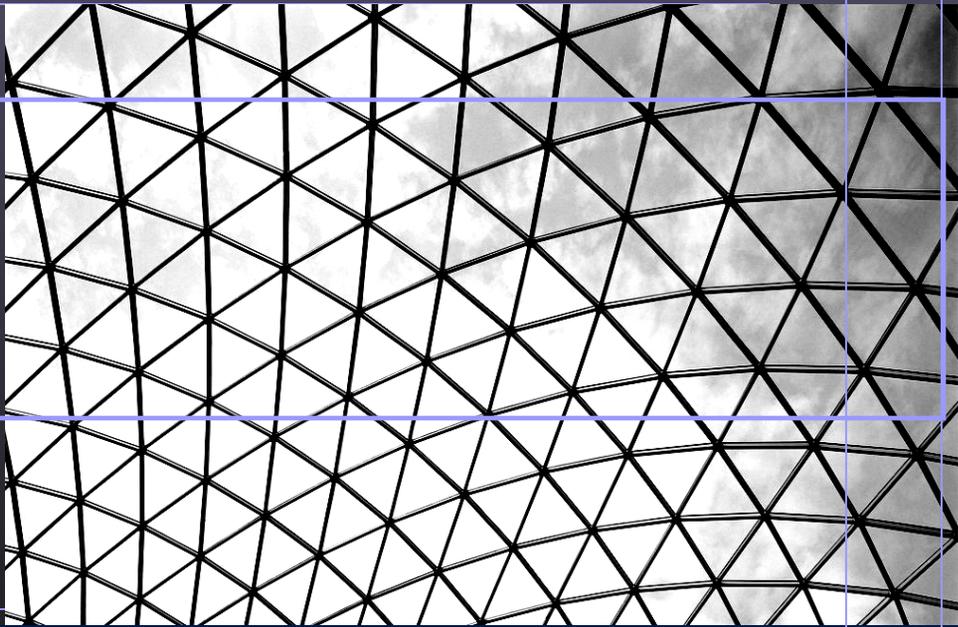
= No by year comparison

= Compared to 2004



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Public Safety



Public Safety

Neighborhood Commercial areas

During the day



After dark

96% ↑ ↑

86% ↑ ↑

88% ↔ ↑

66% ↑ ↑
-11%

From Environmental Hazards 80%

From Violent Crime 86% +9%

From Property Crime 75% +11%

Felt "very" or "somewhat" safe

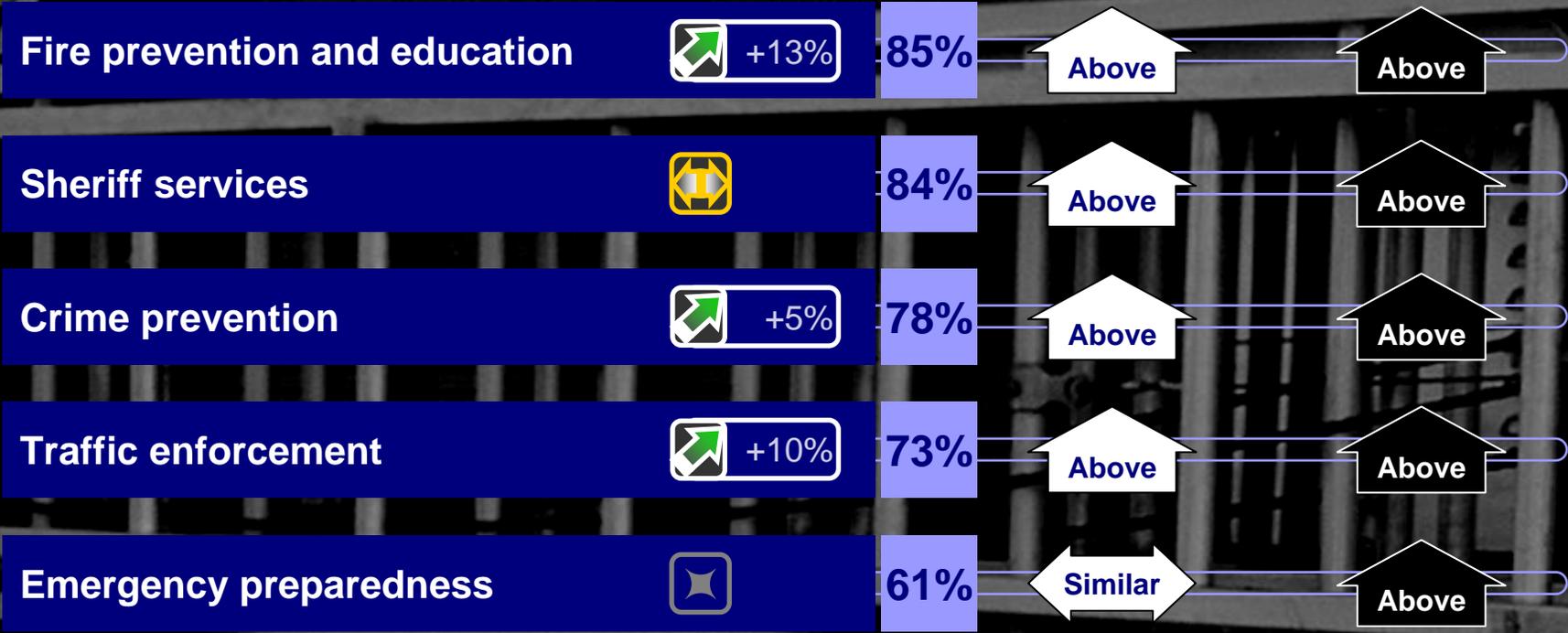
↔ = national benchmark comparison
 ↔ = custom benchmark comparison (populations 300,000 or more)

☐ = No by year comparison
 🚗 🚚 📈 = Compared to 2004

Safety Services

National Benchmark

Custom Benchmark





 = Compared to 2004
 
 = No by year comparison

Percent "excellent" or "good"

Environmental Sustainability

National Benchmark

Custom Benchmark

Quality of overall natural environment



84%

Above

Above

Air quality



69%

Similar

Above

80%

Recycled used paper, cans or bottles from home at least once in the prior 12 months

Similar to national and custom benchmark

= Compared to 2004

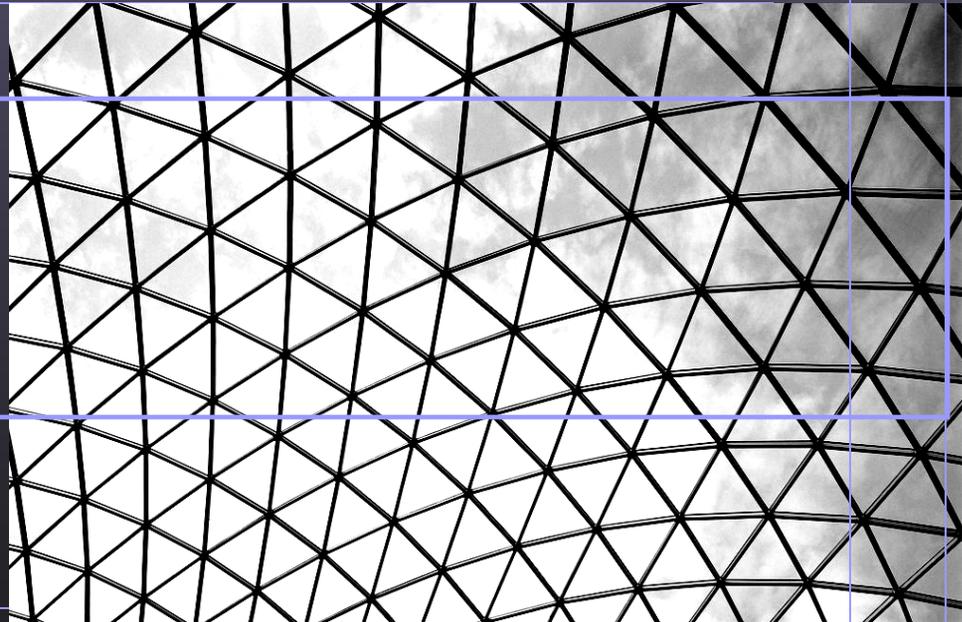
= No by year comparison

Percent "excellent" or "good"



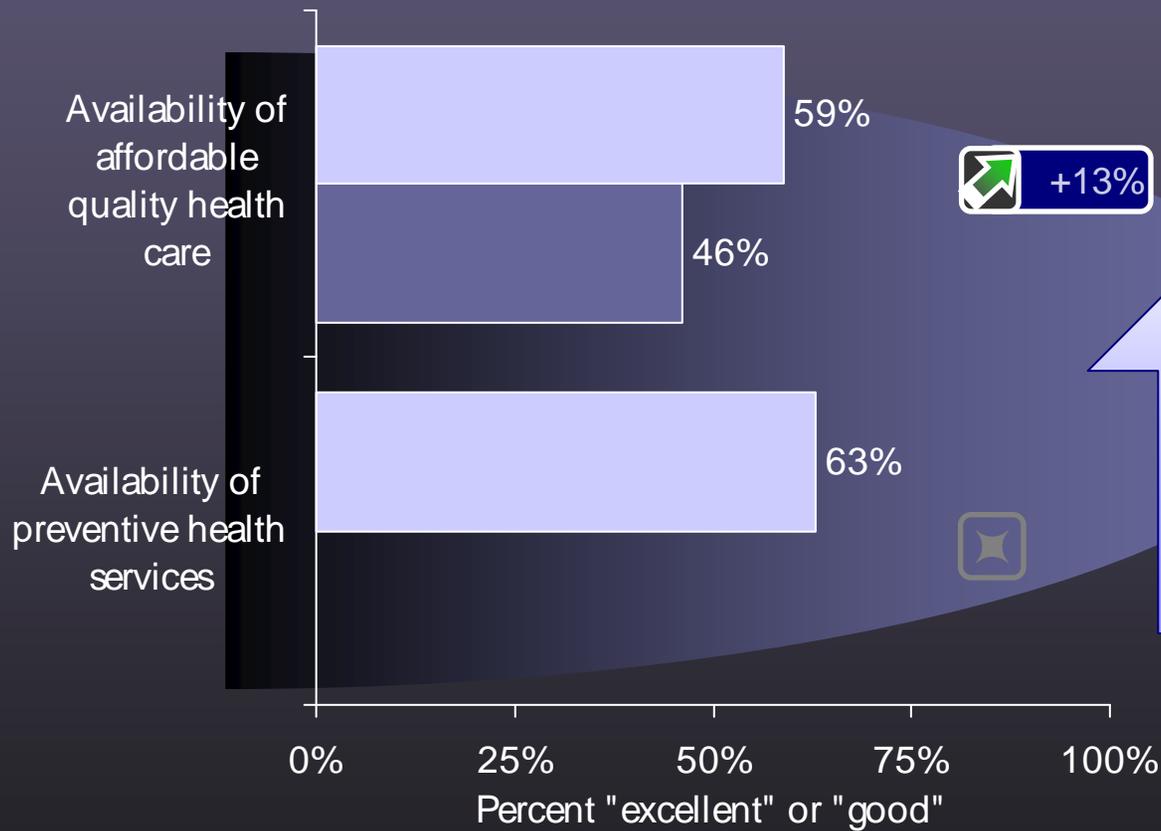
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Recreation and Wellness



Health and Wellness

■ 2010
■ 2004



Above the national and custom benchmarks

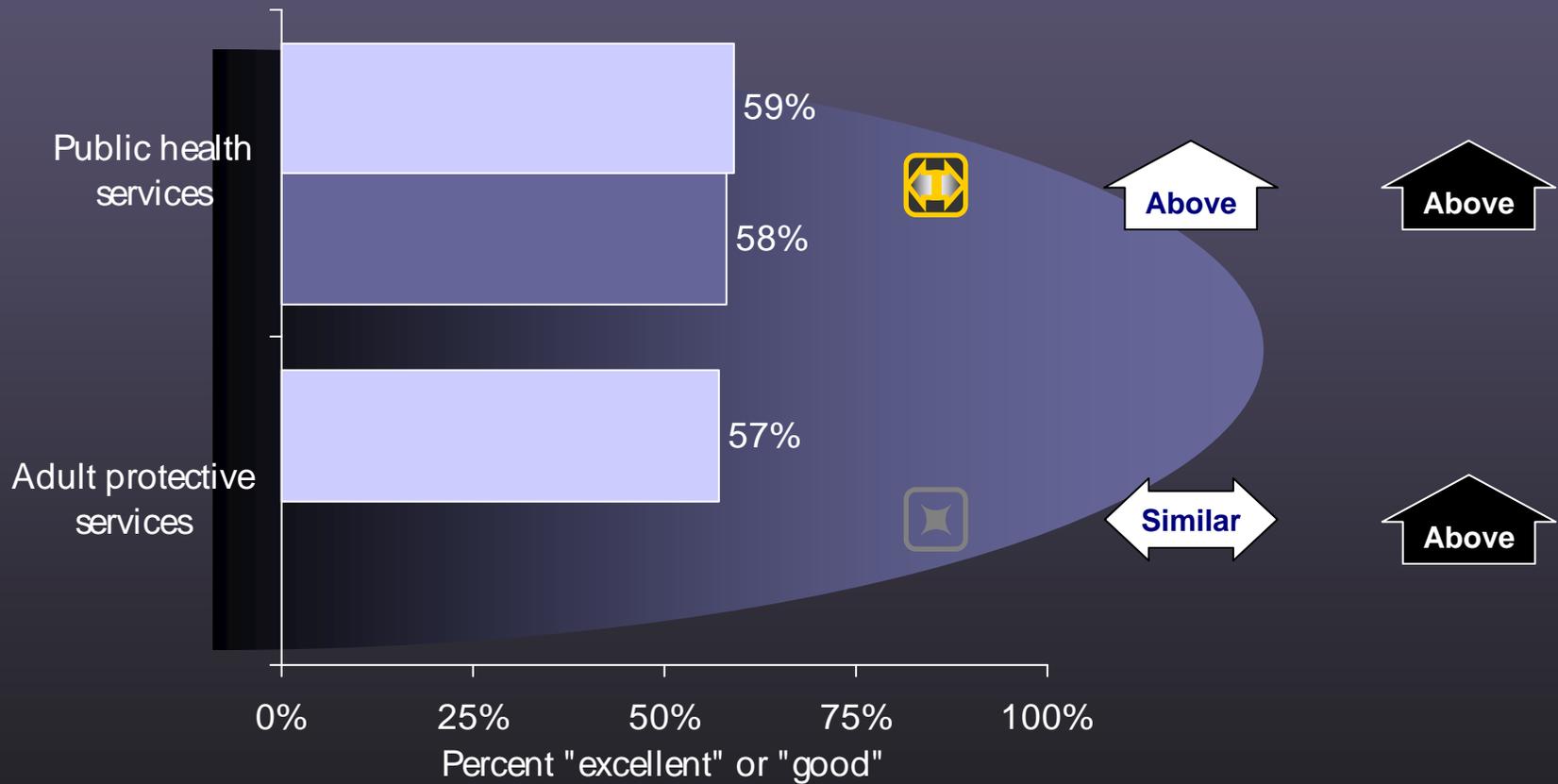


Health and Wellness

■ 2010
■ 2004

National Benchmark

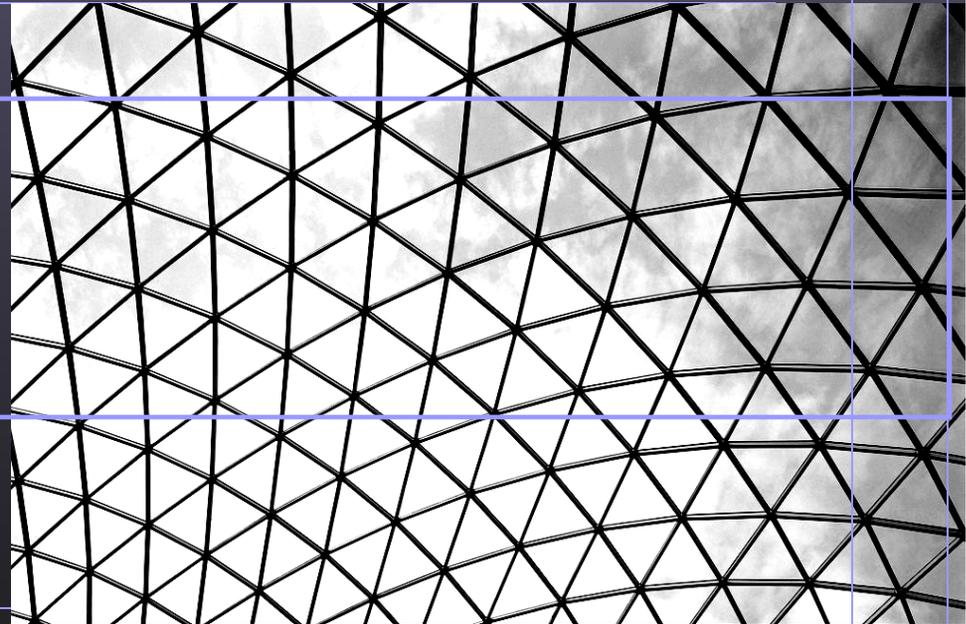
Custom Benchmark





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Community and Civic Engagement



Community Inclusiveness

National Benchmark

Custom Benchmark

Jefferson County as a place to raise children	+8%	93%	Above	Above
Jefferson County as a place to retire	+9%	71%	Above	Above
Sense of community	+7%	60%	Similar	Above
Availability of affordable quality child care	+11%	44%	Similar	Above

Percent "excellent" or "good"

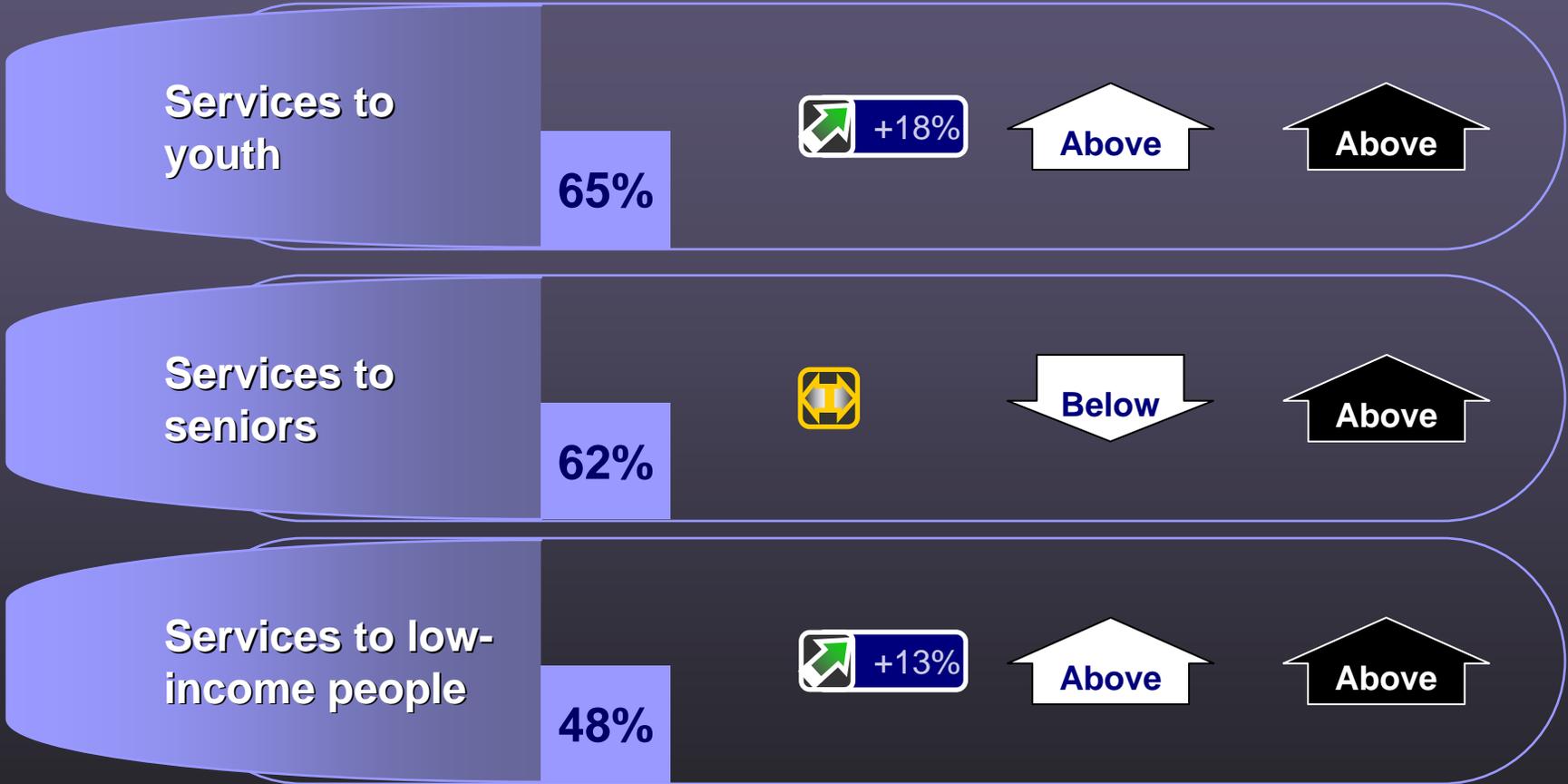
= No by year comparison

= Compared to 2004

Services to Population Subgroups

National Benchmark

Custom Benchmark



Percent "excellent" or "good"

= Compared to 2004

Civic Activity

In the last 12 months...

National Benchmark

Custom Benchmark

97% had provided help to a friend or neighbor



More

More

71% had visited the County Web site



More

More

49% had volunteered their time to some group or activity in Jefferson County



More

Similar

31% of respondents had attended a meeting of local elected officials or other local public meeting



More

More

22% of respondents had watched a meeting of local elected officials or other local public meeting on cable television



Less

Less

Percent "excellent" or "good"

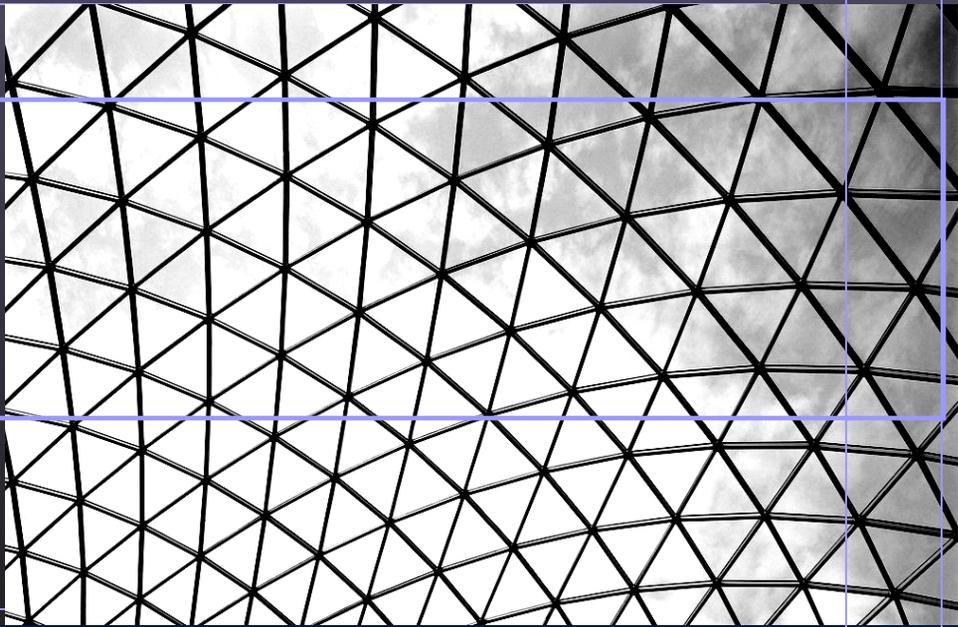
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Jefferson County Government



Public Trust



			National Benchmark	Custom Benchmark
Overall image or reputation of Jefferson County		84%	Above	Above
Value of services for the taxes paid to Jefferson County		54%	Above	Above
The overall direction that Jefferson County is taking		52%	Similar	Above
Job Jefferson County government does at welcoming citizen involvement		45%	Below	Above
Job Jefferson County government does at listening to citizens		37%	Below	Above

Percent "excellent" or "good"

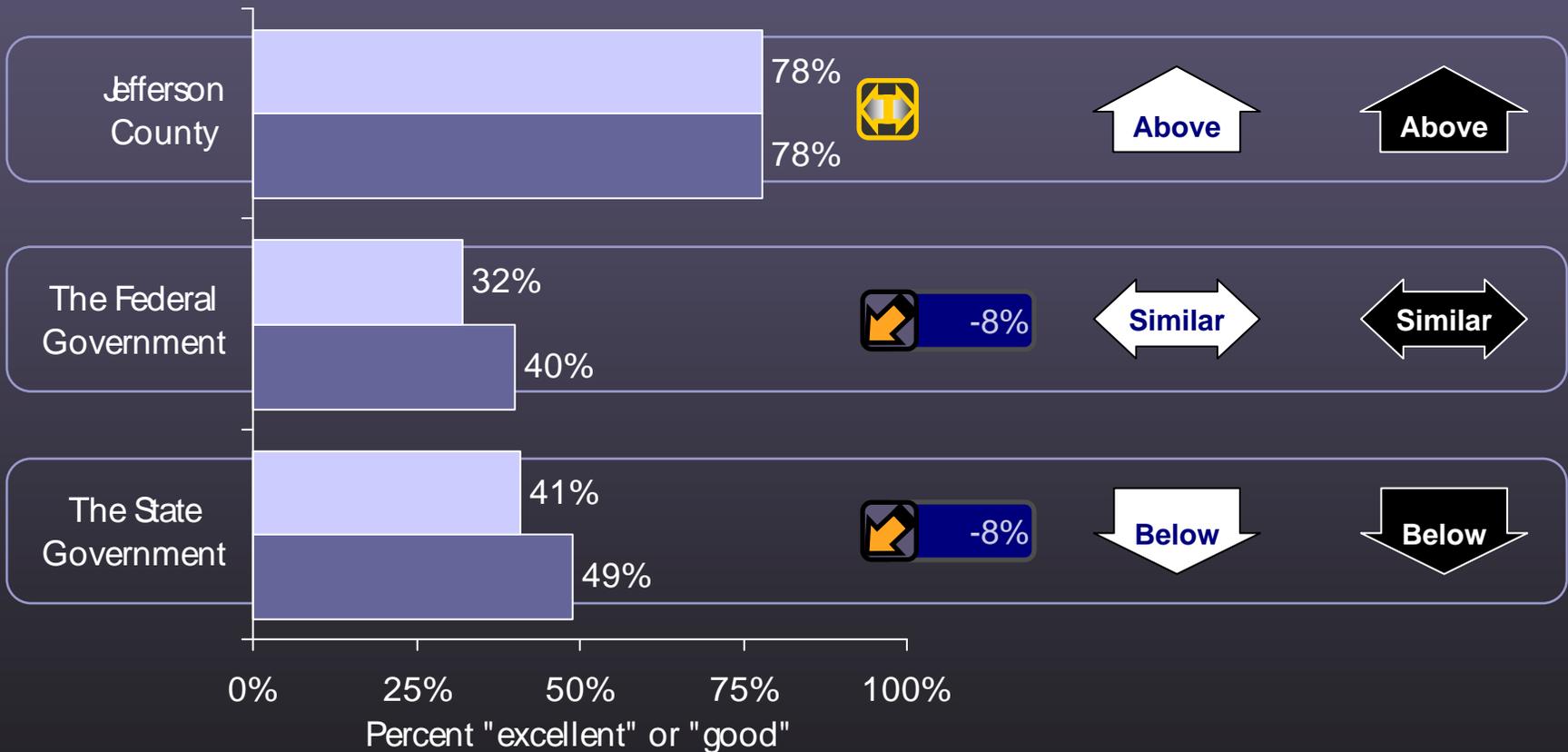
= Compared to 2004

Public Trust

■ 2010
 ■ 2004

National Benchmark

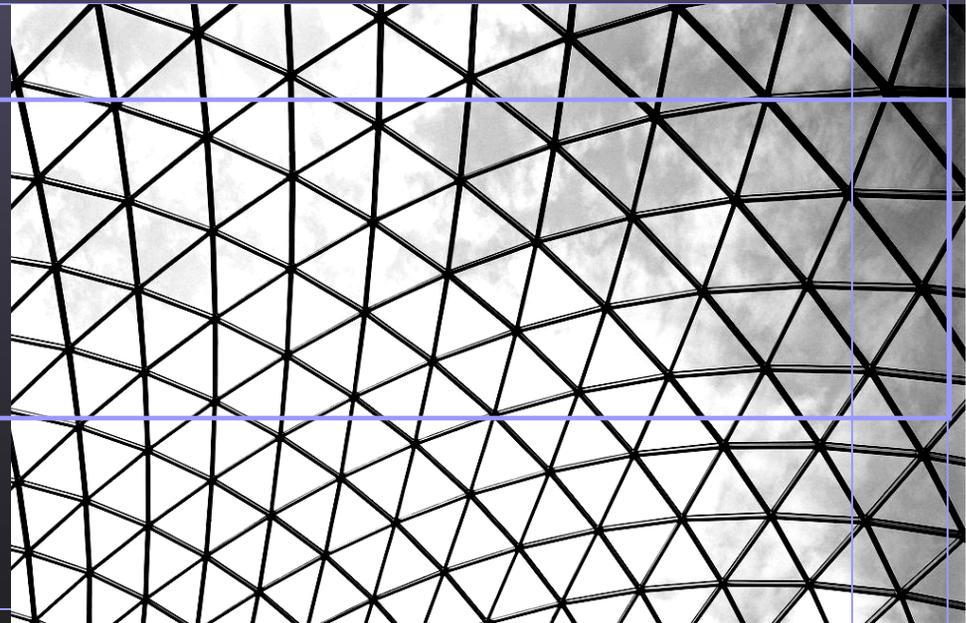
Custom Benchmark





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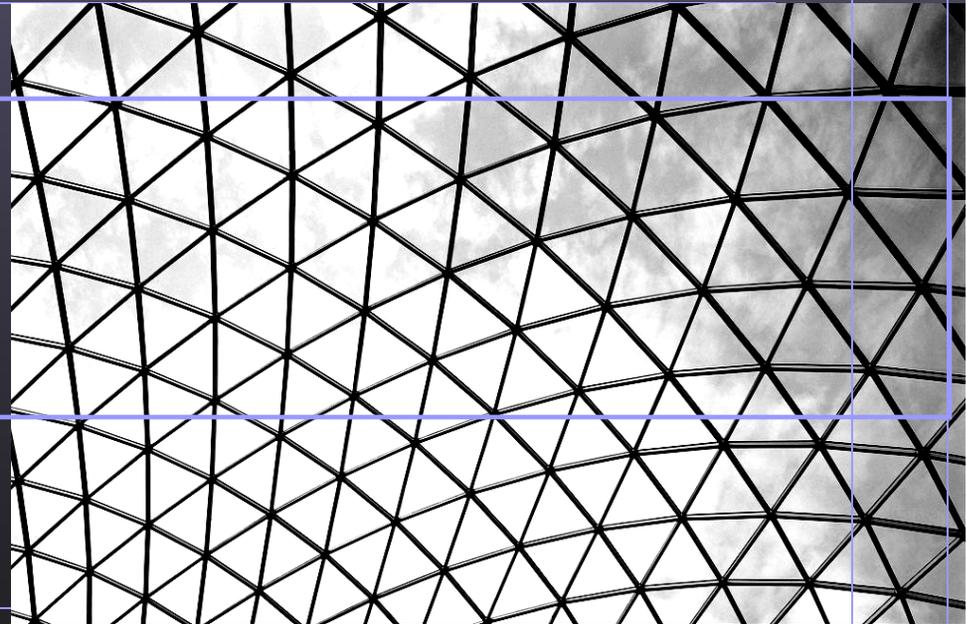
From Data to Action





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Custom Questions



Subgroup Comparisons

Geographic comparisons

The survey was sent to households in unincorporated areas of Jefferson County

- ▶ District 1 – Mountains
- ▶ District 1 – Plains
- ▶ District 2 – Mountains
- ▶ District 2 – Plains
- ▶ District 3 – Mountains
- ▶ District 3 – Plains

Demographic comparisons

- ▶ Length of residency in Jefferson County
- ▶ Annual household income
- ▶ Age of respondent
- ▶ Gender of respondent

Policy questions



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%

Conclusions



Highlights

Public safety

Parks, Open Space and libraries

County employees

Opportunities

Services to seniors, youth, and low-income

Citizen engagement



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Thank you!

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