

# 2014 Pitkin County Community Survey

*...helping organizations make better decisions since 1982*

## Final Report

**Submitted to Pitkin County, Colorado by:**

ETC Institute  
725 W. Frontier Circle,  
Olathe, Kansas  
66061

**March 2014**



# Contents

<b>Executive Summary</b> .....	i
<b>Section 1: Charts and Graphs</b> .....	1
<b>Section 2: Importance-Satisfaction Analysis</b> .....	31
<b>Section 3: Tabular Data</b> .....	47
<b>Section 4: Survey Instrument</b> .....	77
<b>Appendix A: GIS Maps</b> .....	A-1
<b>Appendix B: Benchmarking Analysis</b> .....	B-1

---

# Pitkin County 2014 Community Survey Executive Summary Report

---

## Overview and Methodology

ETC Institute administered a community survey for Pitkin County during February 2014. The survey was administered as part of the County's on-going effort to assess satisfaction with county services and to gather input from the public about priorities for improvement.

This main report contains:

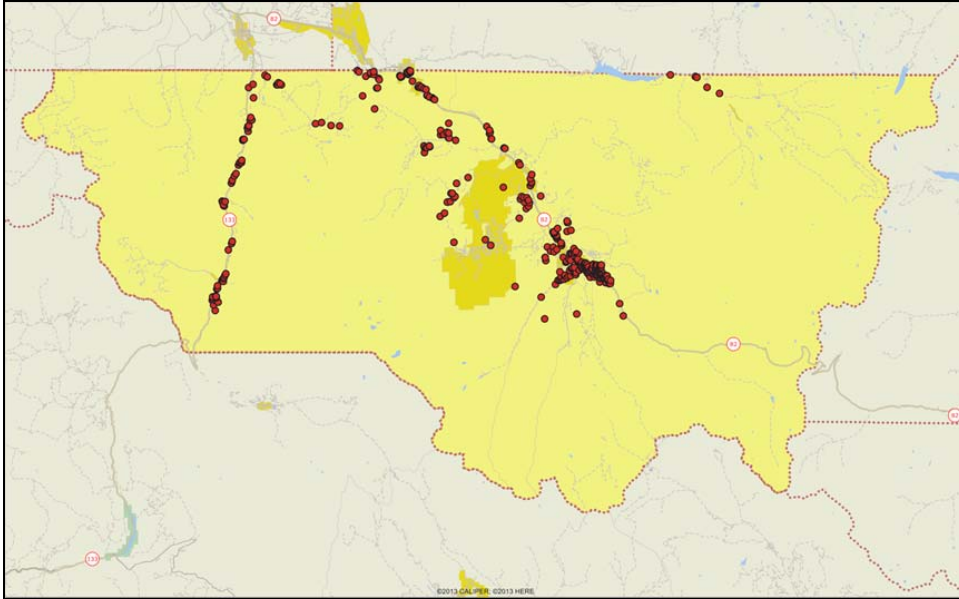
- an executive summary of the methodology for administering the survey and major findings
- charts showing the overall results of the survey
- Importance-satisfaction analysis that can help the County set priorities for improvement
- tabular data that shows the overall results for each question on the survey
- a copy of the survey instrument

GIS maps that show the results of selected questions on the survey and benchmarking data that show how the results for Pitkin County compare to other communities are published in separate appendices.

**Methodology.** A seven-page survey was mailed to a random sample of households in Pitkin County. The mailed version of the survey included a postage-paid return envelope, a cover letter explaining the purpose of the survey and a link to the online version of the survey ([www.pitkincountysurvey.com](http://www.pitkincountysurvey.com)).

Approximately seven days after the surveys were mailed, residents who received the survey were contacted by phone. Those who indicated that they had not returned the survey or completed it online were given the option of completing it by phone. Of the households that received a survey, 525 completed it. The results for the random sample of 525 households have a 95% level of confidence with a precision of at least +/- 4.3%.

**Location of Respondents.** To better understand how well services are being delivered in different parts of the County, the home address of respondents to the survey were geocoded. The dots on the map below show the distribution of survey respondents based on the location of their home.



**Don't Knows.** The percentage of “don't know” responses has been excluded from many of the graphs in this report to assess satisfaction with residents who had used County services and to facilitate valid comparisons with other communities in the benchmarking analysis (to be added). Since the number of “don't know” responses often reflects the utilization and awareness of County services, the percentage of “don't know” responses has been included in the tabular data in Section 3 of this report. When the “don't know” responses have been excluded, the text of this report will indicate that the responses have been excluded with the phrase “who had an opinion.”

## Major Findings

### **Residents Gave High Ratings to the County as a Place to Live**

- Nearly all (96%) of the residents surveyed, who had an opinion, rated the County as either “excellent” or “good” in regards to the County as a place to live.
- When asked about the overall quality of life, ninety-five percent (95%) of the residents surveyed, who had an opinion, rated the county as either “excellent” or “good”.

## **Pitkin County is Setting the Standard for the Overall Quality of County Services**

More than three-fourths (76%) of the residents surveyed, who had an opinion, rated the County as either “excellent” or “good” in regards to the quality of services provided. Only 6% rated the overall quality of services as “below average or poor”. Overall satisfaction with county services rated significantly above the national average (76% in Pitkin County vs. 57% U.S. Average)

## **Pitkin County is Setting the Standard for the Value Residents Receive for the Taxes and Fees They Pay for County Services**

Sixty-three (63%) of the residents surveyed, who had an opinion, rated the value they receive for their county taxes and fees as either “excellent” or “good”. Only 13% rated the value as “below average or poor”. Overall satisfaction with the value residents receive for the county taxes and fees rated significantly above the national average (63% in Pitkin County vs. 45% U.S. Average)

## **Satisfaction with Most County Services Has Increased Since 2004**

Satisfaction ratings increased in 20 of the 22 areas that were assessed in both 2004 and 2014, and none of the decreases were statistically significant. The most notable increases in satisfaction from 2004 to 2014 are listed below.

- Quality of local Sheriff’s Office protection (+36%)
- Availability of parking (+35%)
- Overall satisfaction with Aspen/Pitkin County Airport (+29%)
- Economic sustainability (+24%)
- Ease of finding information on [www.aspenpitkin.com](http://www.aspenpitkin.com) (+23%)
- Ease of access to information about County operations (+19%)
- Health & Human Services provided by local non-profits (+15%)
- Senior Services (+15%)
- Overall sense of community (+21%)
- Availability of mass transit (+11%)
- As a County that is moving in the right direction (+8%)
- Wildlife protection (+7%)

## Satisfaction with Specific County Services and Initiatives

- **Landfill and Recycling Services.** Sixty-nine percent (69%) of the residents surveyed, who had an opinion, were “very satisfied” and “satisfied” with the quality of recycling drop off centers; 65% of the residents surveyed, who had an opinion, were “very satisfied” and “satisfied” with compost products for sale, 65% were satisfied with Use-It-Again Lot at the Landfill and 65% were satisfied with yard waste disposal.
- **Personal Safety.** The highest levels of satisfaction with personal safety issues, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents who had an opinion, were: ambulance/emergency medical services in the county, (95%), walking in the neighborhood (94%), in parks, open spaces and trails (94%), and in commercial/business areas (91%).
- **Public Safety.** The highest levels of satisfaction with public safety services, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents who had an opinion, were: Quality of Mountain Rescue Services, (94%), professionalism of Sheriff’s Office employees (89%), quality of local Sheriff’s Office protection (87%), how quickly Deputy Sheriff’s Office responds to 911 emergencies (81%), and the quality of Pitkin Alert System (80%).
- **Transportation.** The highest levels of satisfaction with transportation in Pitkin County, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents, who had an opinion, were: availability of mass transit (84%), ease of traveling by bicycle in Pitkin County (82%), and satisfaction with the RFTA/BRT bus system (80%).
- **Public Communication and Outreach.** The highest levels of satisfaction with the county’s communication and outreach services, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents, who had an opinion, were: opportunities to participate in local government (64%), and ease of finding information on [www.aspenpitkin.com](http://www.aspenpitkin.com) (63%).
- **Health in the Community.** The highest levels of satisfaction with maintenance and public works in Pitkin County, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents who had an opinion, were: air quality (79%), Health & Human services provided by local non-profits (75%), and Community Health Services (74%).
- **Living in Pitkin County.** The highest levels of satisfaction with various aspects of living in Pitkin County, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents who had an opinion, were: availability of employment (44%), and availability of affordable housing for purchase (37%).

- **Clerk and Recorder Services.** The highest levels of satisfaction with clerk and recorder services, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents, who had an opinion, were: the voting process (89%), and the vehicle registration process (85%).
- **Aspen/Pitkin County Airport.** The highest levels of satisfaction with the Aspen/Pitkin County Airport, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents who had an opinion, were: cleanliness of facilities (80%), Overall satisfaction with airport (79%), and Aspen Airport terminal (78%).
- **Special Events.** The highest levels of satisfaction with the various aspects of Special Events in Pitkin County, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents who had an opinion, were: organization and coordination of X Games (78%), number of large scale, televised events (76%), and economic benefits of the X Games (72%).

## Opportunities for Improvement

In order to help the County identify investment priorities for the next two years, ETC Institute conducted an Importance-Satisfaction (I-S) analysis. This analysis examined the importance that residents placed on each County service and the level of satisfaction with each service. By identifying services of high importance and low satisfaction, the analysis identified which services will have the most impact on overall satisfaction with County services over the next two years. If the County wants to improve its overall satisfaction rating, the County should prioritize investments in services with the highest Importance Satisfaction (I-S) ratings. Based on the results of the Importance-Satisfaction (I-S) Analysis, ETC Institute recommends that the County emphasize the following areas over the next two year. Each of these areas listed below were identified as a “high priority” or “very high priority” (see Section 2 of this report):

- The process for obtaining permits for construction or renovation
- Economic sustainability
- How well the county is managing growth
- The condition of County roadways
- Availability of parking
- Electronic recycling
- Recycling drop-off centers
- Disposal of household hazardous waste
- The County’s protection of families from domestic violence
- The County’s response to mental health issues

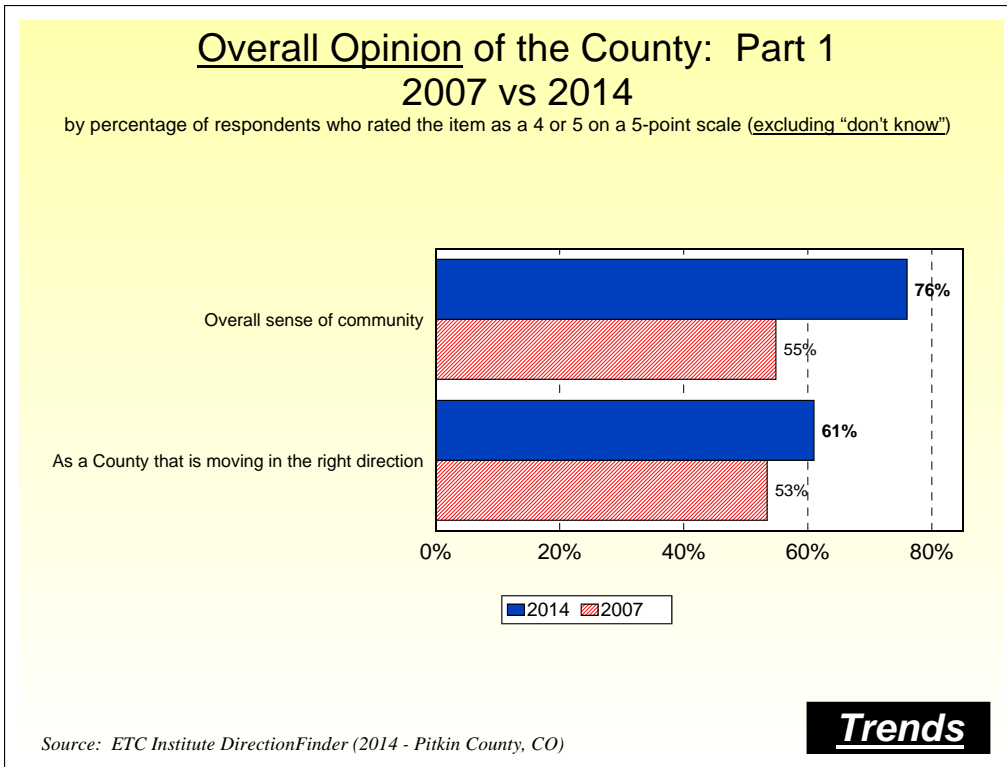
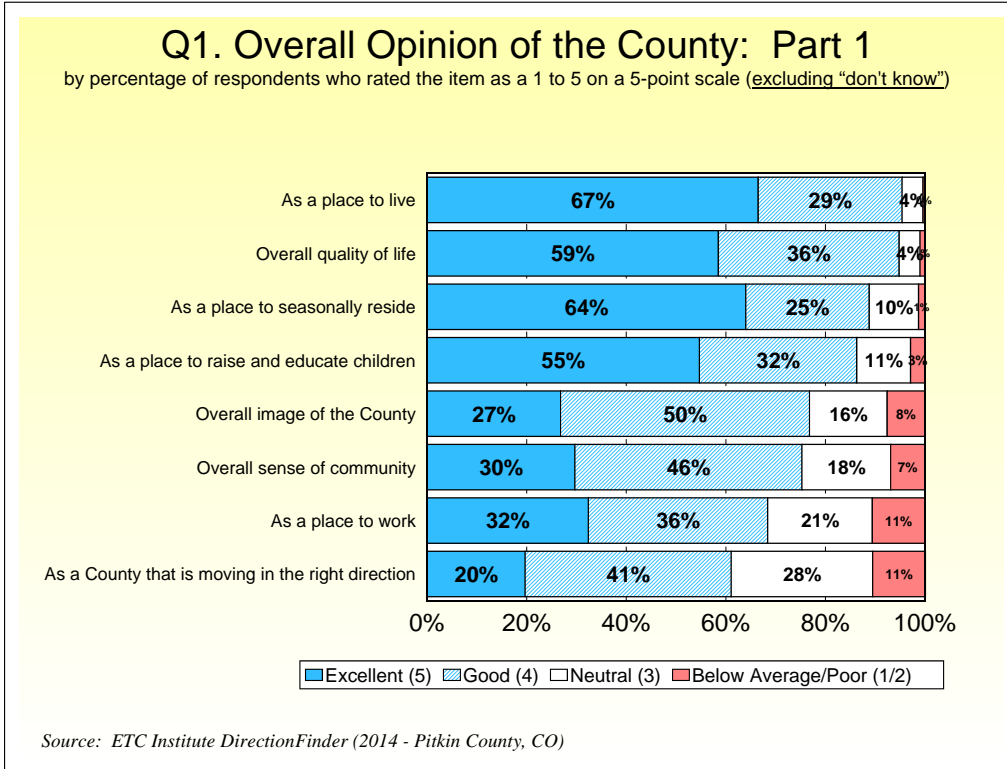
## Other Findings

Some of the other major findings from the survey are listed below:

- 53% of those surveyed use the County trail system at least once per week. More than one-fourth (28%) use the trail system 2 to 5 times per week.
- 75% of those surveyed indicated they receive either some benefit (26%) or great benefit (49%) for the open space and trails portion of their property tax dollar.

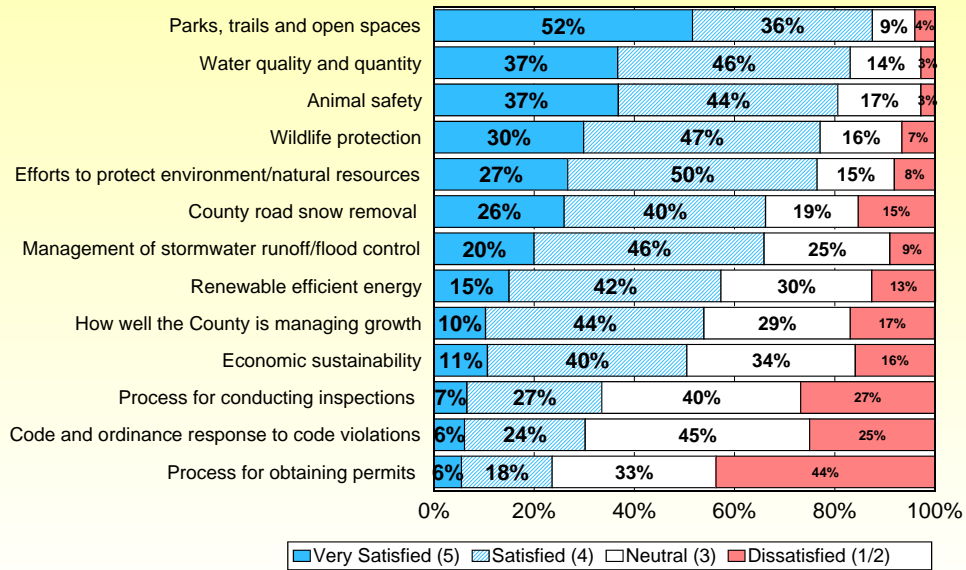
*Section 1:*  
***Charts and Graphs***

---



## Q2. Satisfaction With County Services and Initiatives

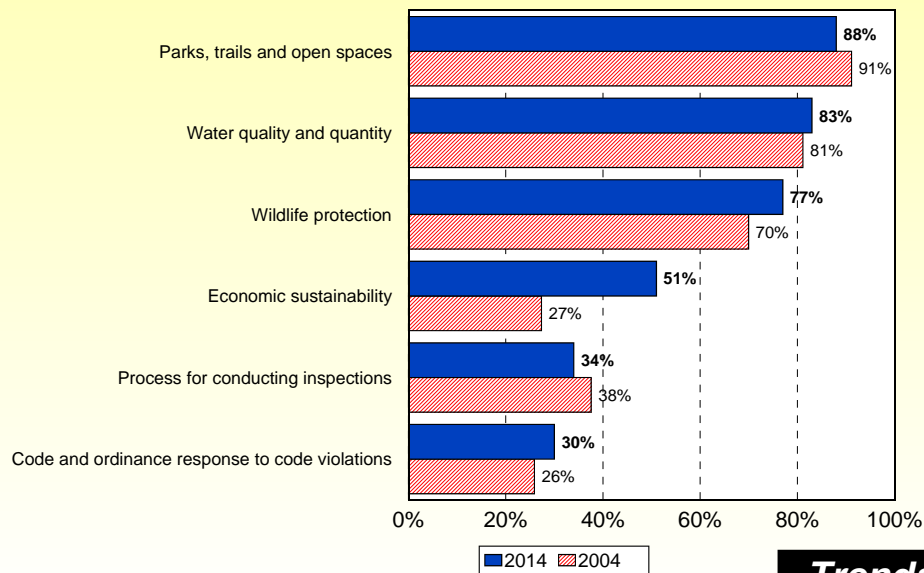
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "don't know")



Source: ETC Institute DirectionFinder (2014 - Pitkin County, CO)

## Satisfaction With County Services and Initiatives 2004 vs 2014

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding "don't know")

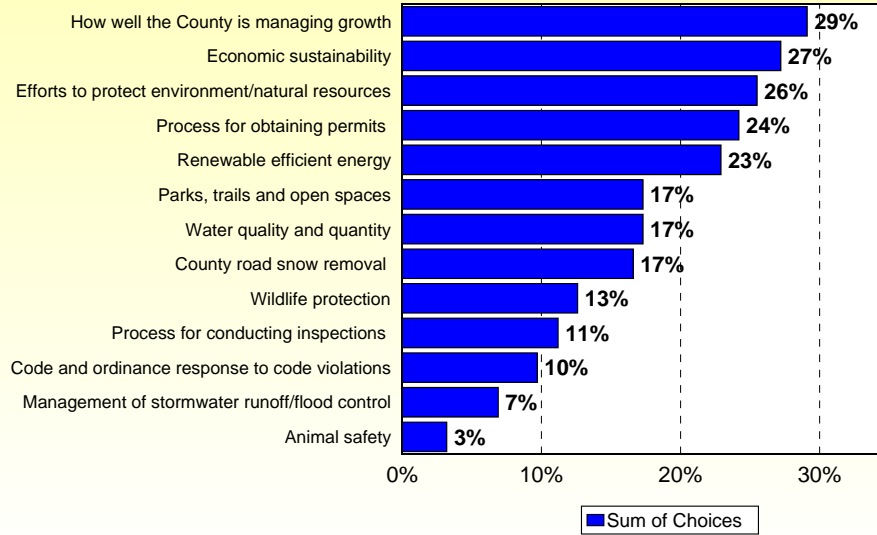


Source: ETC Institute DirectionFinder (2014 - Pitkin County, CO)

**Trends**

### Q3. County Services and Initiatives That Should Receive the Most Emphasis Over the Next Two Years

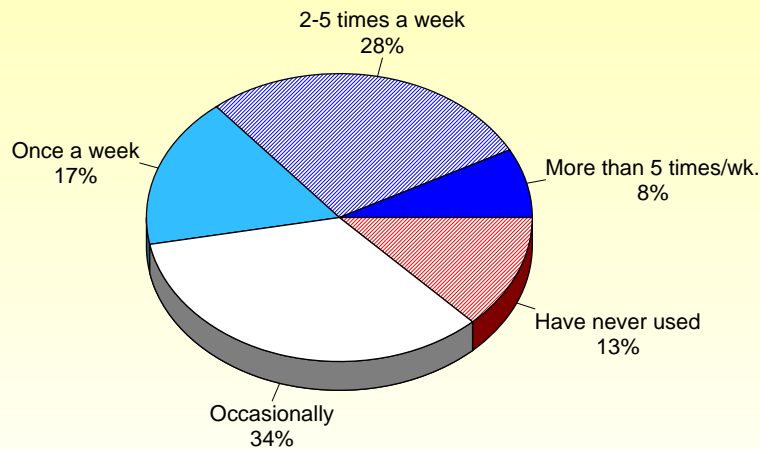
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute DirectionFinder (2014 - Pitkin County, CO)

### Q4. How often do you use the County trail system?

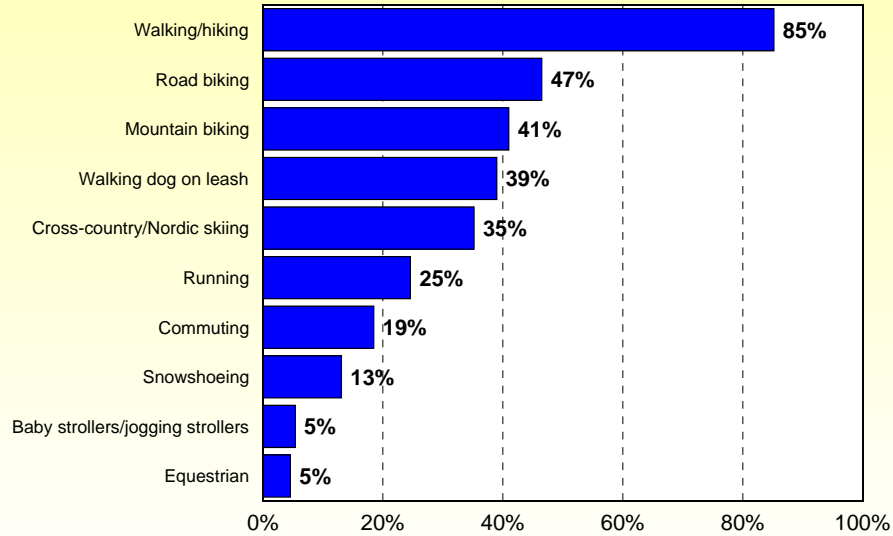
by percentage of respondents (excluding "don't know")



Source: ETC Institute DirectionFinder (2014 - Pitkin County, CO)

### Q4a. Types of Activity for Which the Trails Are Used

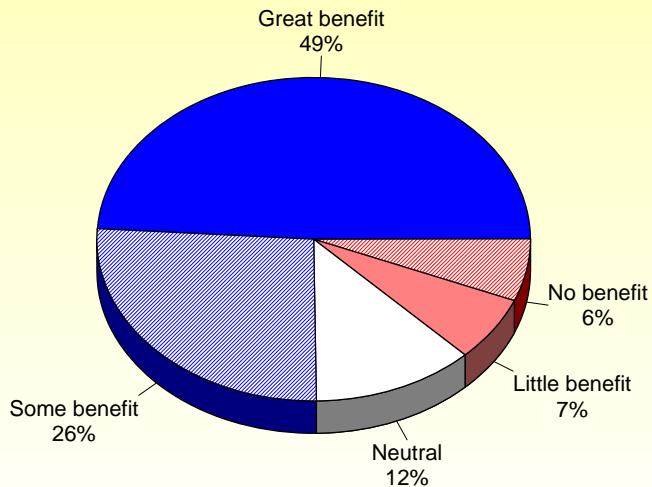
by percentage of respondents who indicated in Question 4 that they use trails  
(multiple selections could be made)



Source: ETC Institute DirectionFinder (2014 - Pitkin County, CO)

### Q5. Level of Benefit Received for Open Space and Trails Portion of Property Tax Dollar

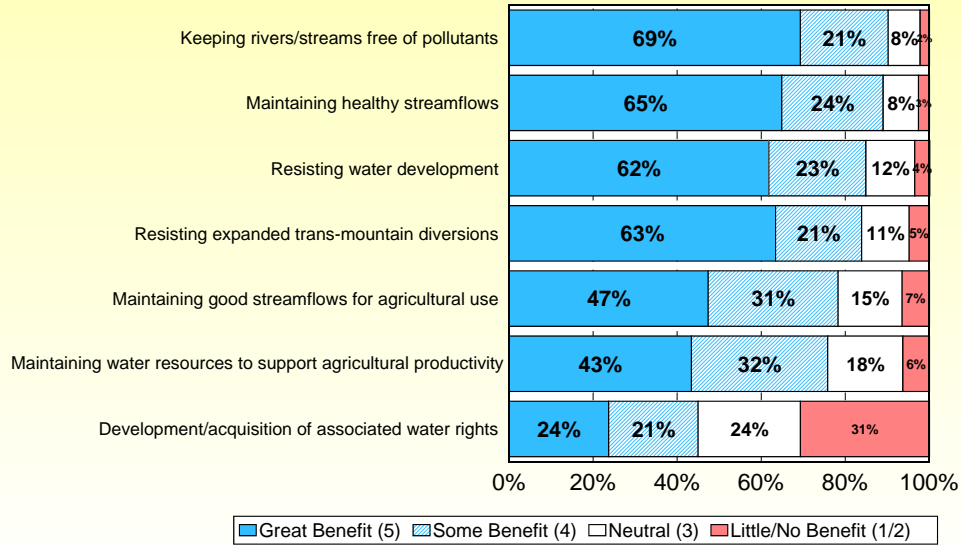
by percentage of residents (excluding "don't know")



Source: ETC Institute DirectionFinder (2014 - Pitkin County, CO)

### Q6. Level of Benefit Received for Various Water Resources

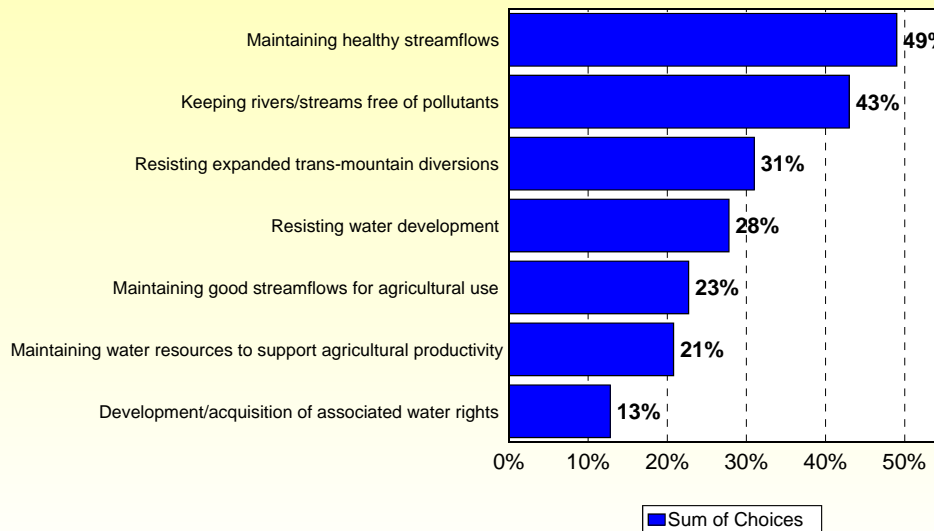
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "don't know")



Source: ETC Institute DirectionFinder (2014 - Pitkin County, CO)

### Q7. Water Resource Issues That Should Receive the Most Emphasis Over the Next Two Years

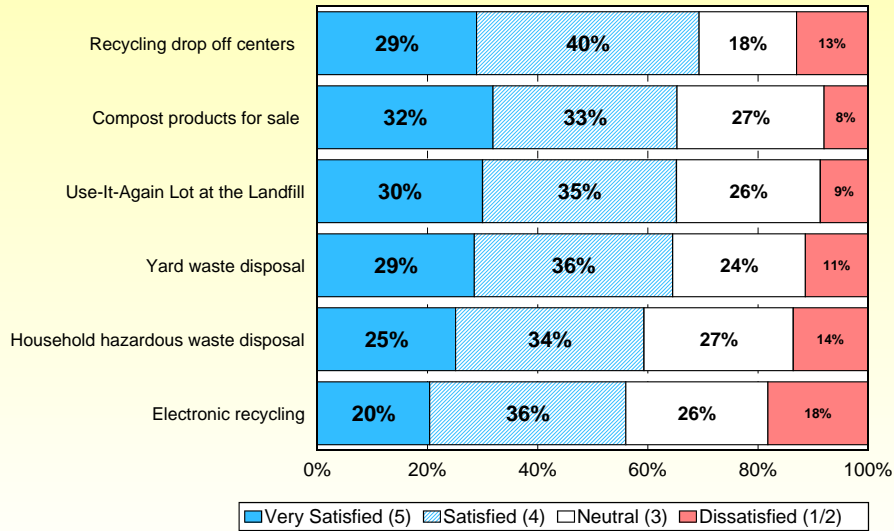
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute DirectionFinder (2014 - Pitkin County, CO)

### Q8. Satisfaction with Landfill and Recycling Services

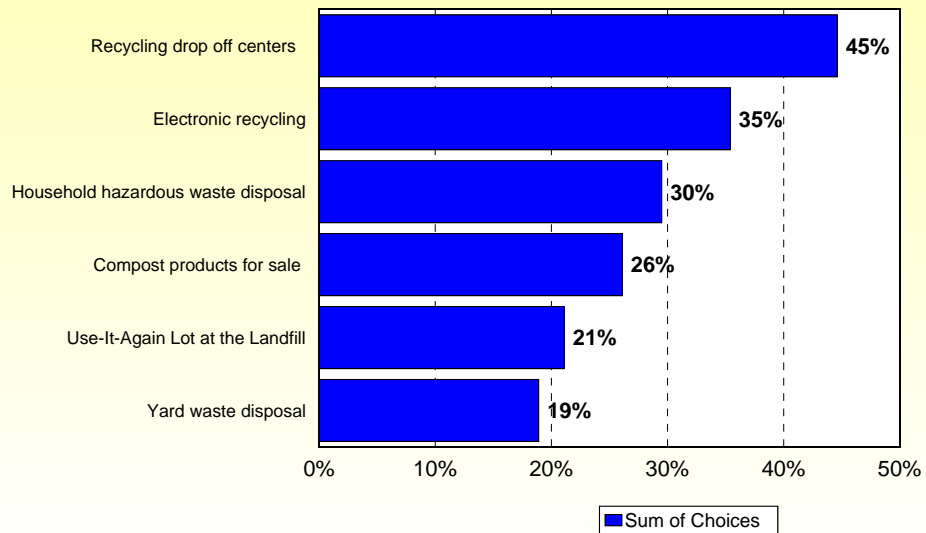
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "don't know")



Source: ETC Institute DirectionFinder (2014 - Pitkin County, CO)

### Q9. Landfill and Recycling Services That Should Receive the Most Emphasis Over the Next Two Years

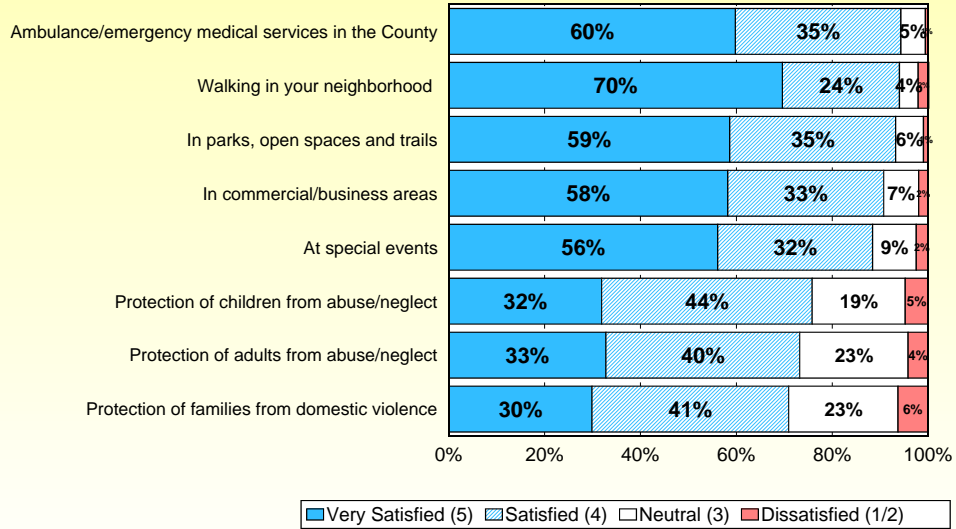
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute DirectionFinder (2014 - Pitkin County, CO)

### Q10. Satisfaction with Personal Safety Issues

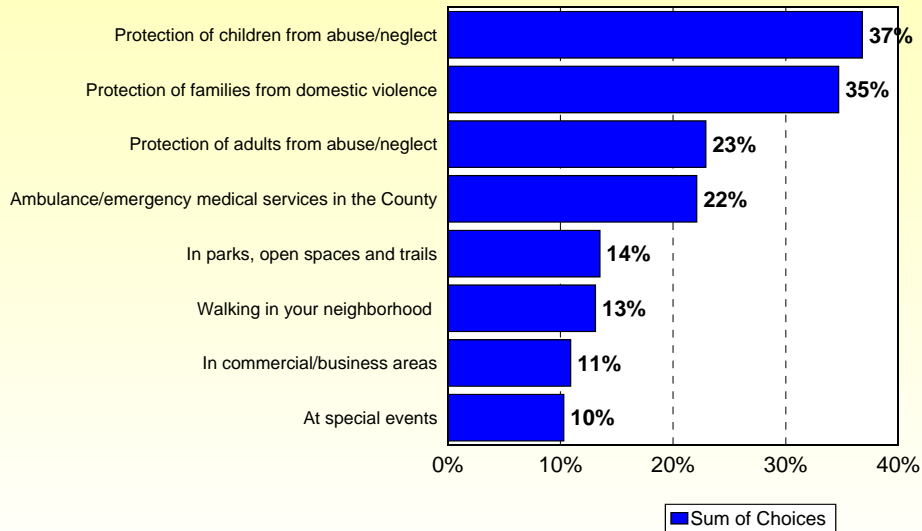
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "don't know")



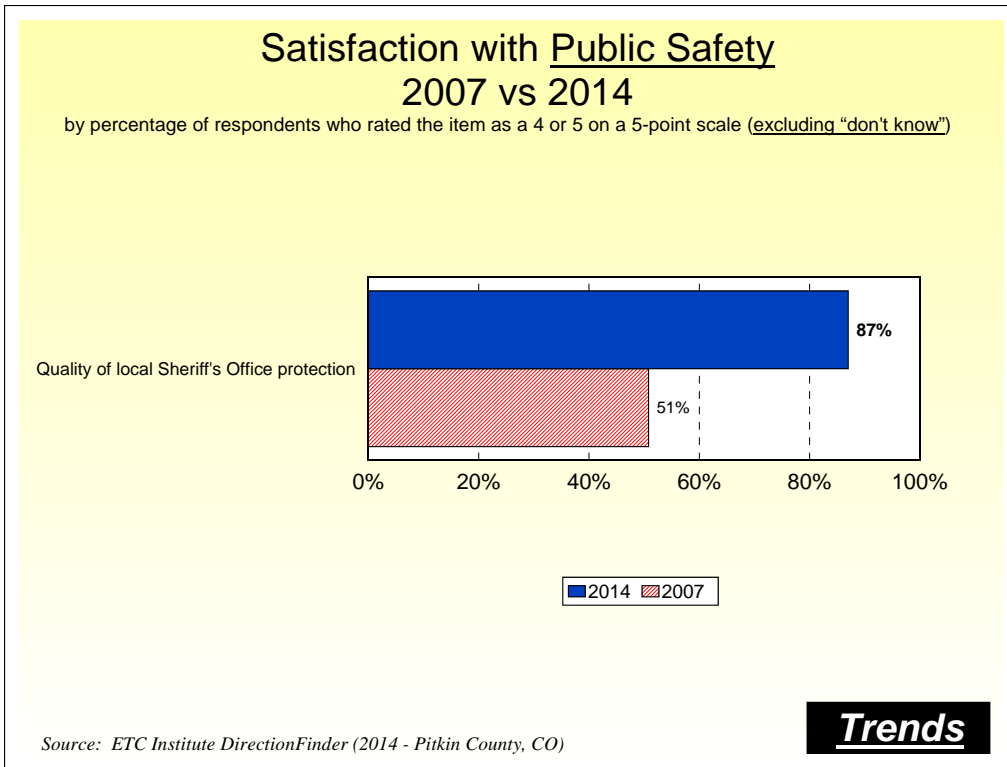
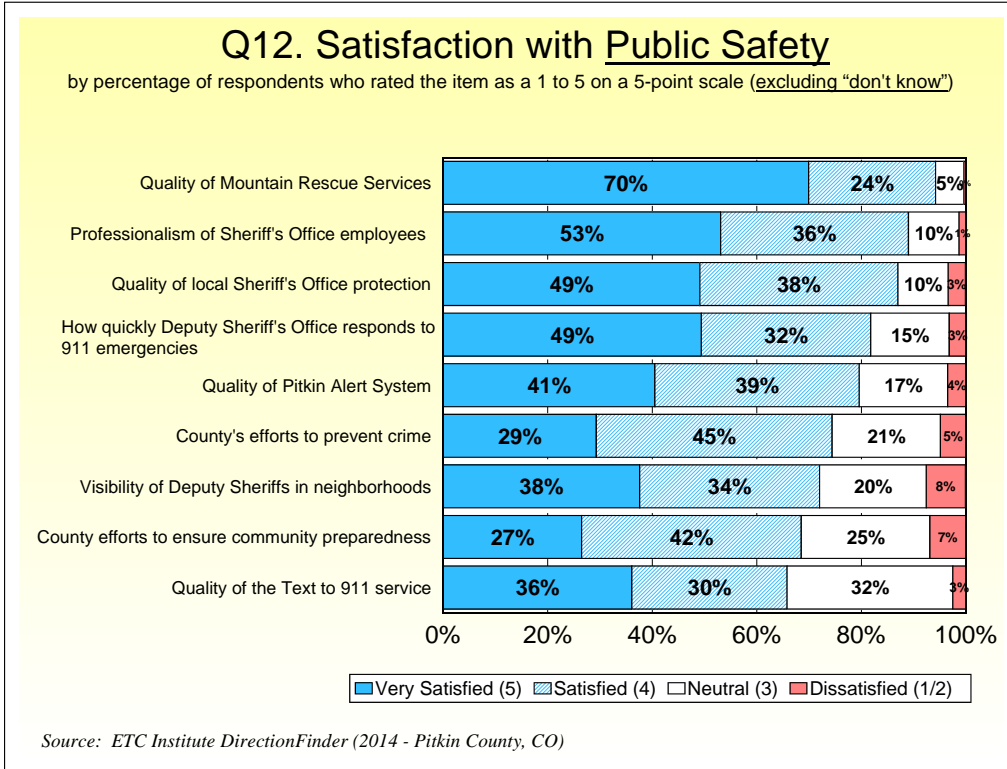
Source: ETC Institute DirectionFinder (2014 - Pitkin County, CO)

### Q11. Personal Safety Issues That Should Receive the Most Emphasis Over the Next Two Years

by percentage of respondents who selected the item as one of their top three choices

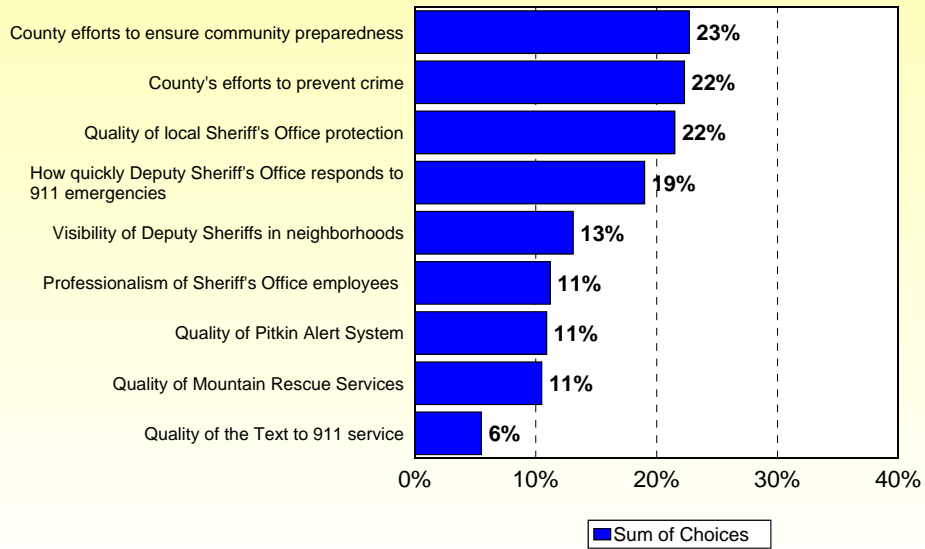


Source: ETC Institute DirectionFinder (2014 - Pitkin County, CO)



### Q13. Public Safety Issues That Should Receive the Most Emphasis Over the Next Two Years

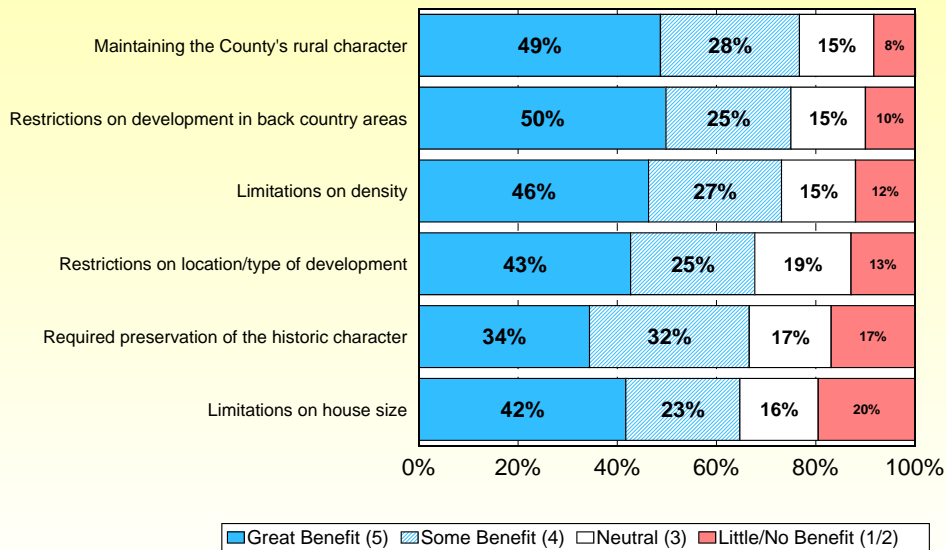
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute DirectionFinder (2014 - Pitkin County, CO)

### Q14. Level of Benefit Received for Zoning Limitations

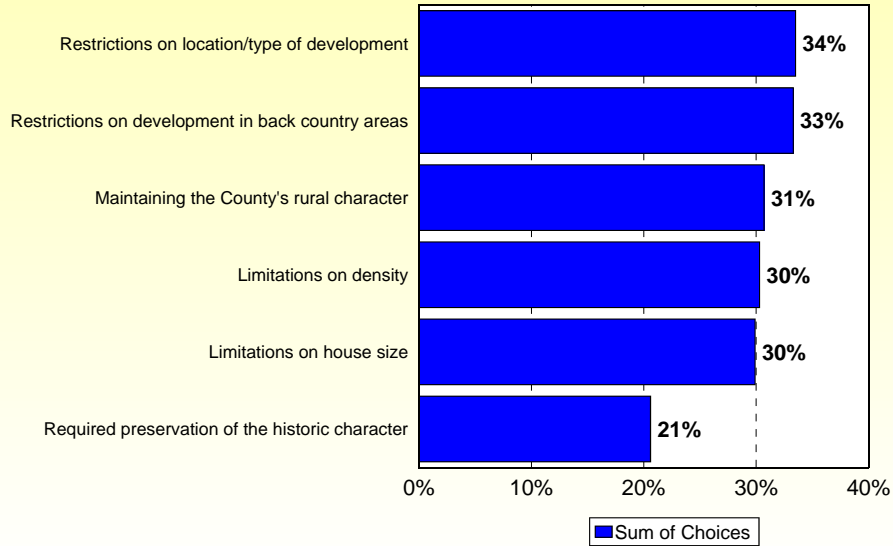
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "don't know")



Source: ETC Institute DirectionFinder (2014 - Pitkin County, CO)

### Q15. Zoning Issues That Should Receive the Most Emphasis Over the Next Two Years

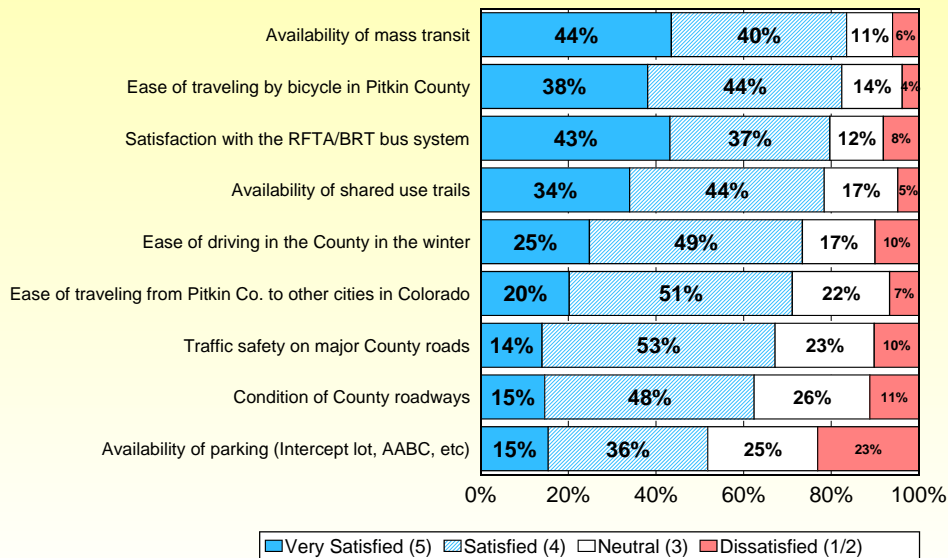
by percentage of respondents who selected the item as one of their top three choices



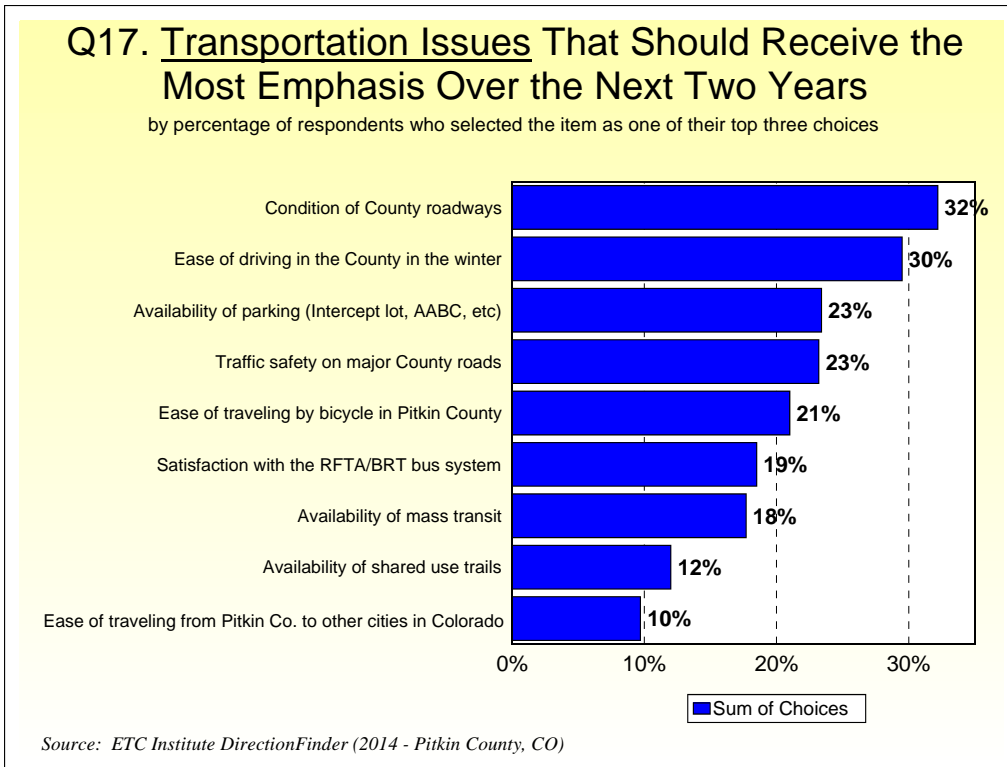
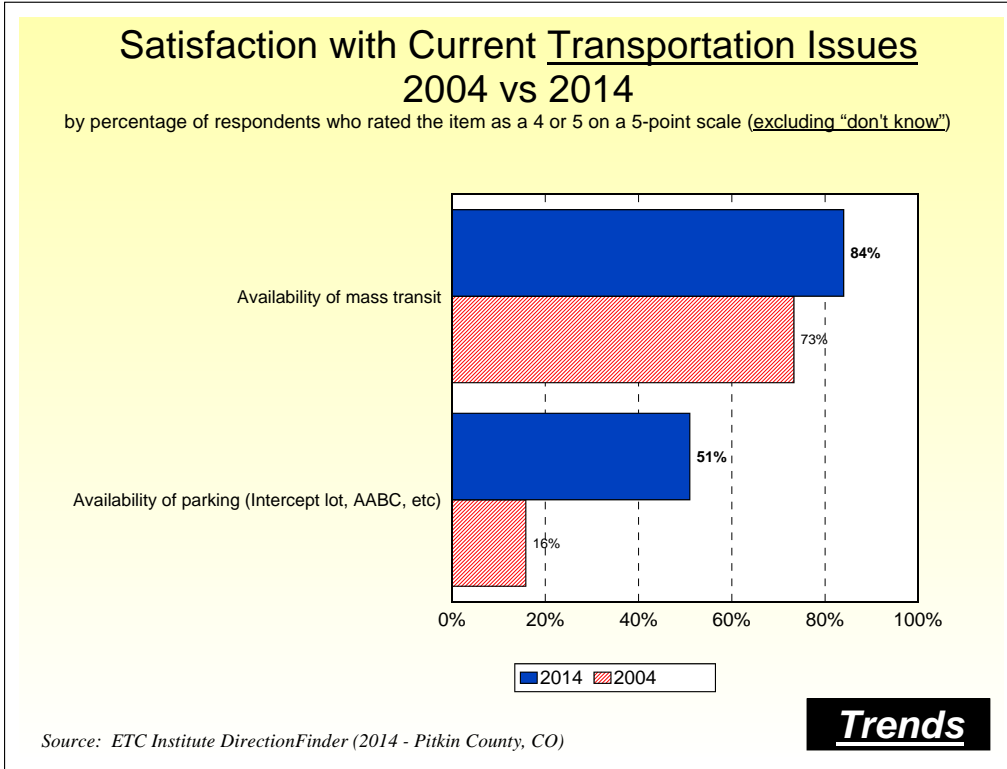
Source: ETC Institute DirectionFinder (2014 - Pitkin County, CO)

### Q16. Satisfaction with Current Transportation Issues

by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "don't know")

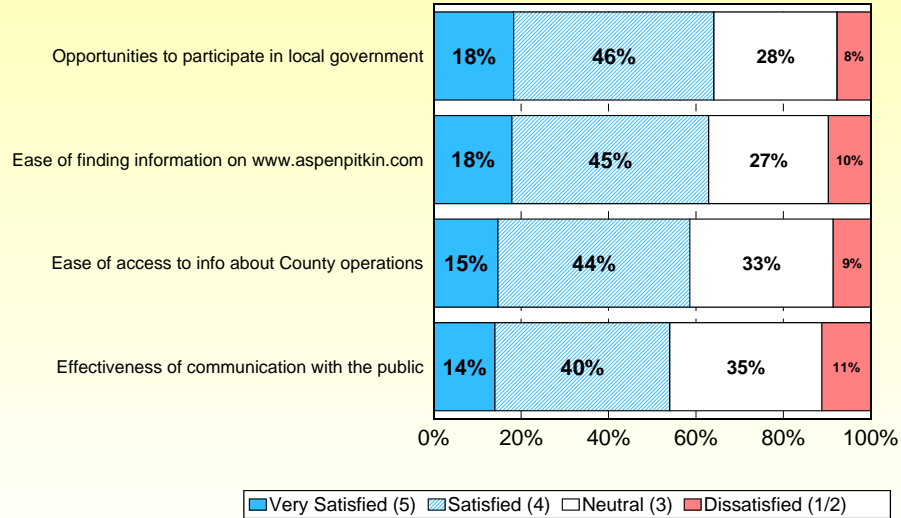


Source: ETC Institute DirectionFinder (2014 - Pitkin County, CO)



### Q18. Satisfaction with Public Communication and Outreach

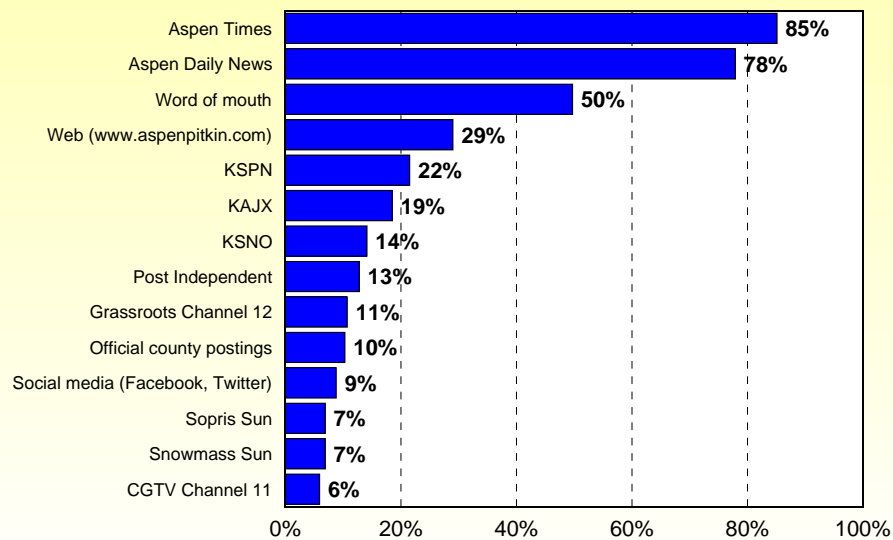
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "don't know")



Source: ETC Institute DirectionFinder (2014 - Pitkin County, CO)

### Q19. How Residents Find Out About County Government Events and Issues

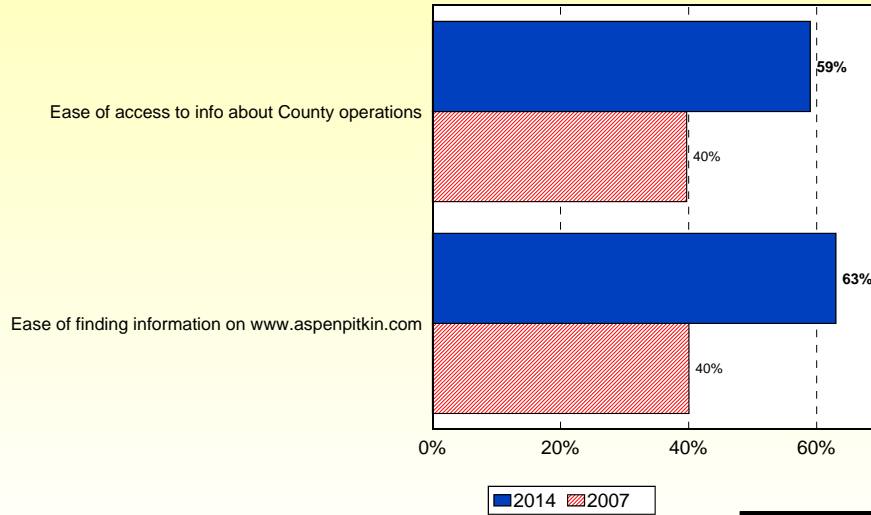
by percentage of respondents (multiple selections could be made)



Source: ETC Institute DirectionFinder (2014 - Pitkin County, CO)

### Satisfaction with Public Communication and Outreach 2007 vs 2014

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding "don't know")

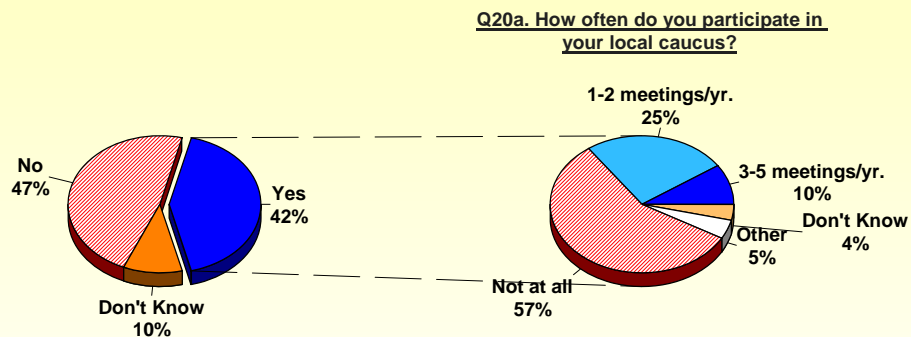


Source: ETC Institute DirectionFinder (2014 - Pitkin County, CO)

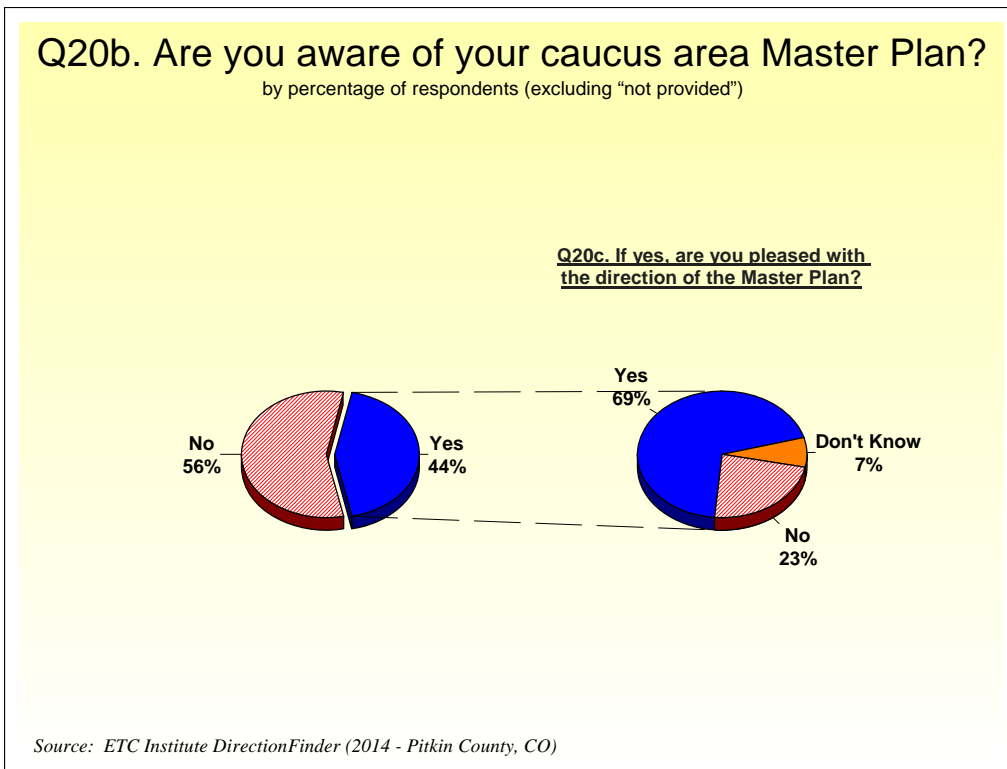
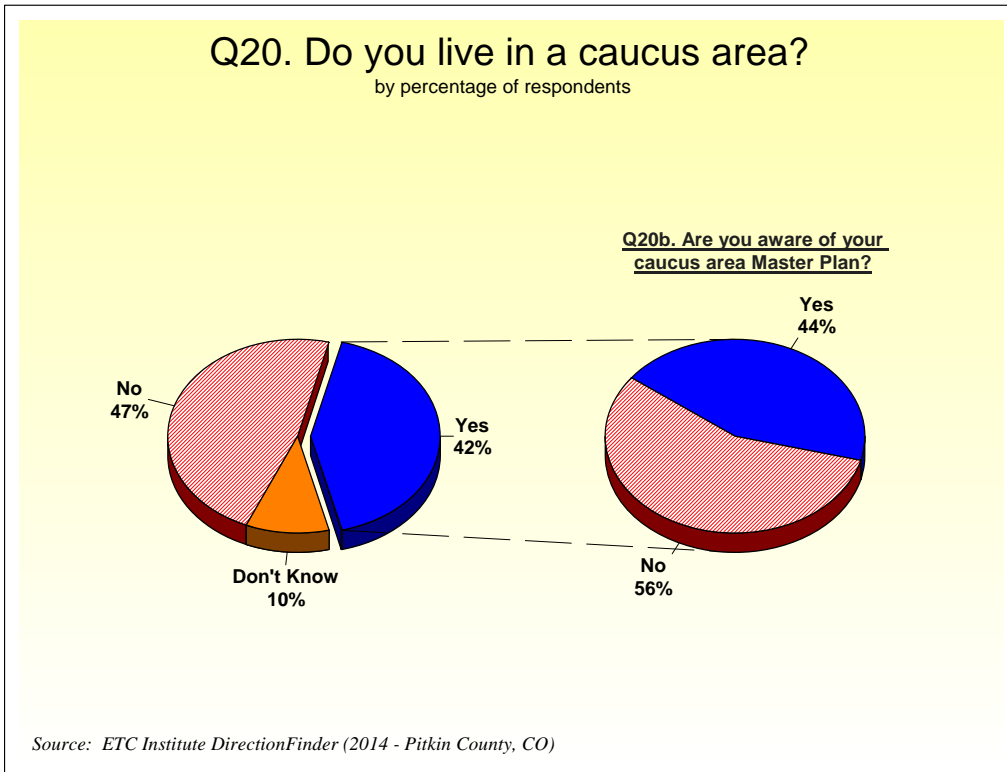


### Q20. Do you live in a caucus area?

by percentage of respondents

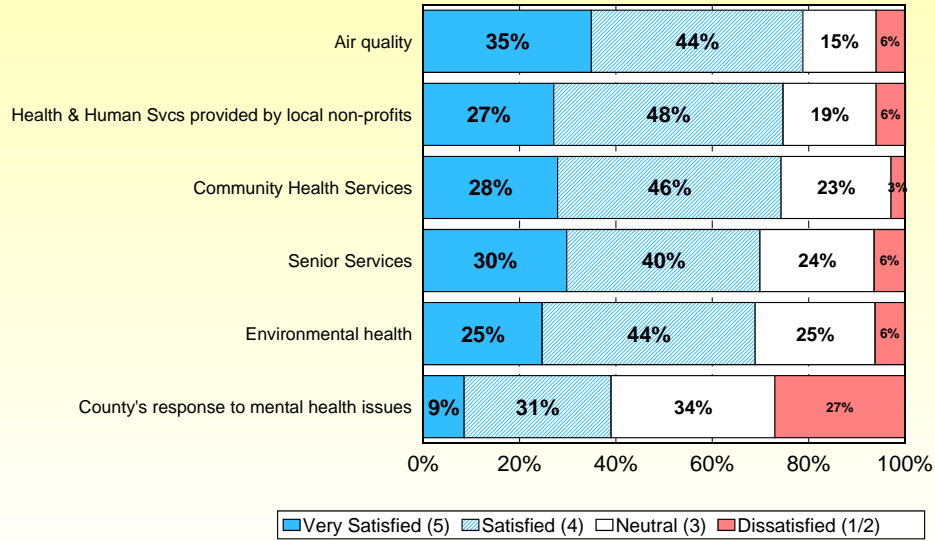


Source: ETC Institute DirectionFinder (2014 - Pitkin County, CO)



### Q21. Satisfaction with Various Aspects of Health in the Community

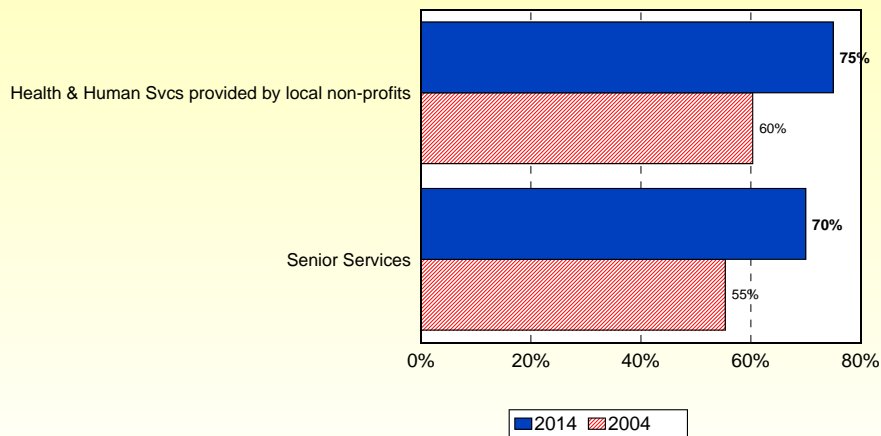
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "don't know")



Source: ETC Institute DirectionFinder (2014 - Pitkin County, CO)

### Satisfaction with Various Aspects of Health 2004 vs 2014

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding "don't know")

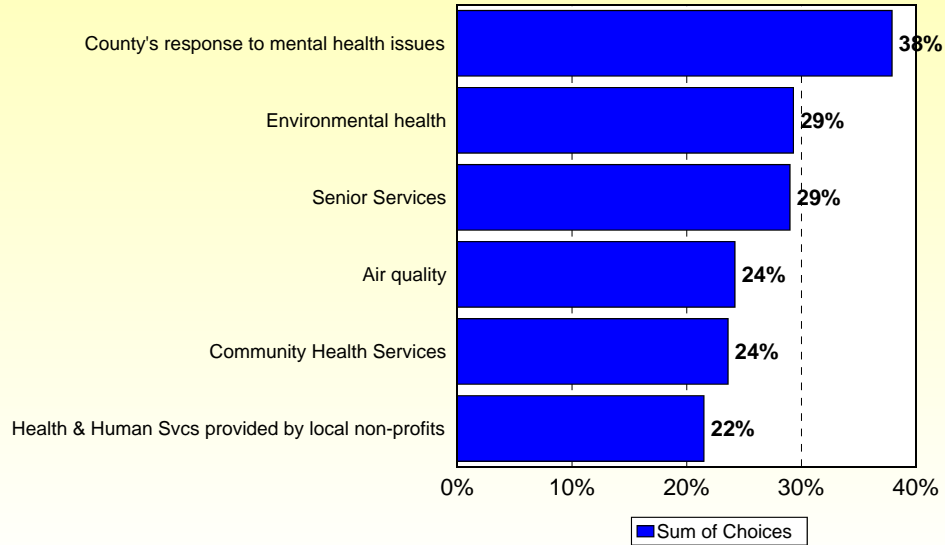


Source: ETC Institute DirectionFinder (2014 - Pitkin County, CO)



### Q22. Health-Related Items That Should Receive the Most Emphasis Over the Next Two Years

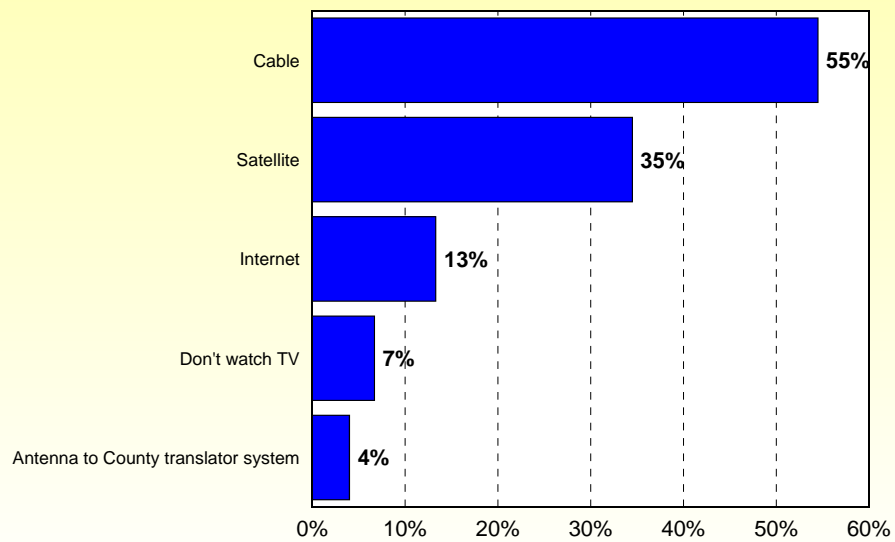
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute DirectionFinder (2014 - Pitkin County, CO)

### Q23. How do you receive TV service now?

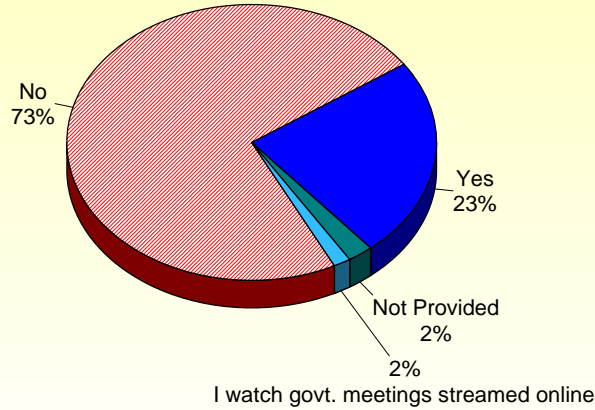
by percentage of respondents (multiple selections could be made)



Source: ETC Institute DirectionFinder (2014 - Pitkin County, CO)

### Q24. Do you watch CGTV/Community Government Television in addition to other programming?

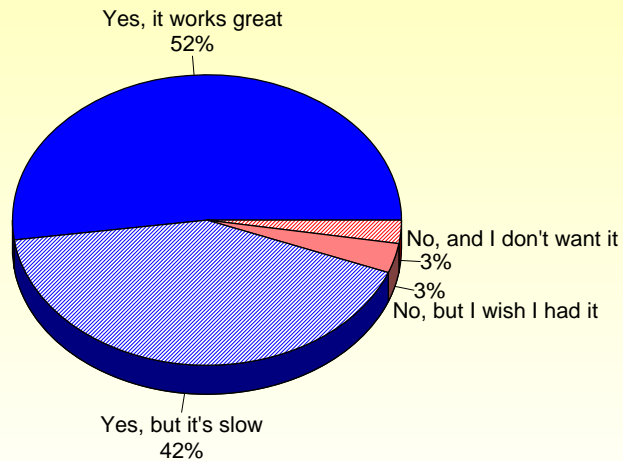
by percentage of respondents



Source: ETC Institute DirectionFinder (2014 - Pitkin County, CO)

### Q25. Do you currently have internet service in your home?

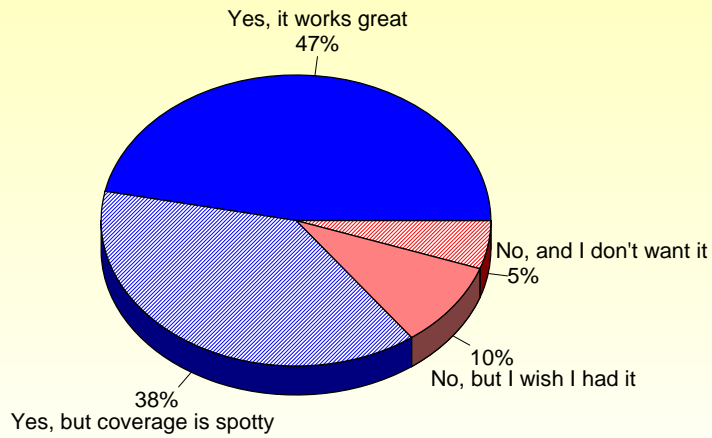
by percentage of respondents (excluding "not provided")



Source: ETC Institute DirectionFinder (2014 - Pitkin County, CO)

### Q26. Do you currently have cellular service in your home?

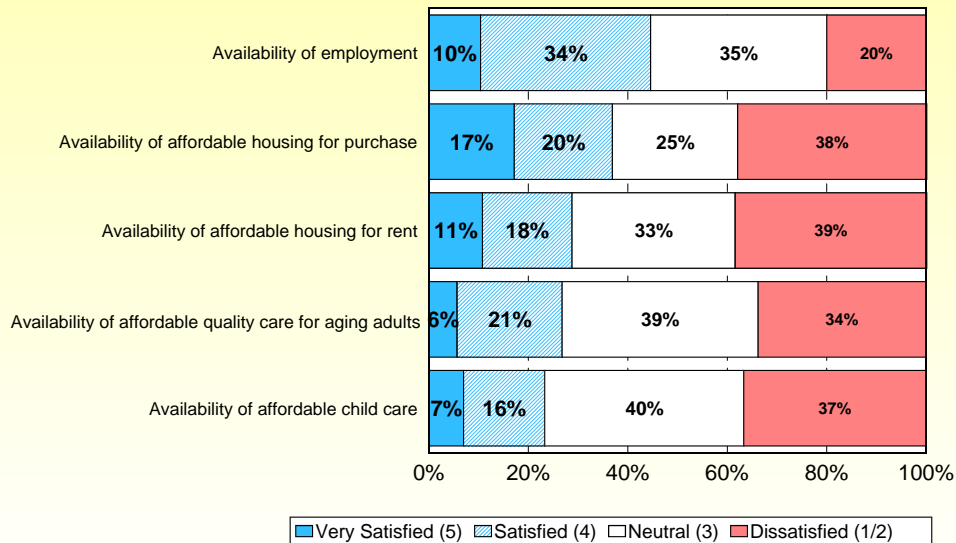
by percentage of respondents (excluding "not provided")



Source: ETC Institute DirectionFinder (2014 - Pitkin County, CO)

### Q27. Satisfaction with Various Aspects of Living in Pitkin County

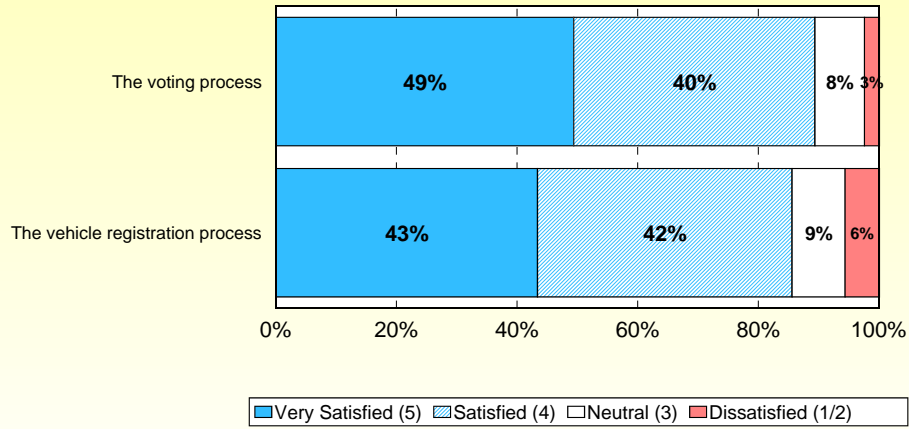
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "don't know")



Source: ETC Institute DirectionFinder (2014 - Pitkin County, CO)

### Q28. Satisfaction with Clerk and Recorder Services

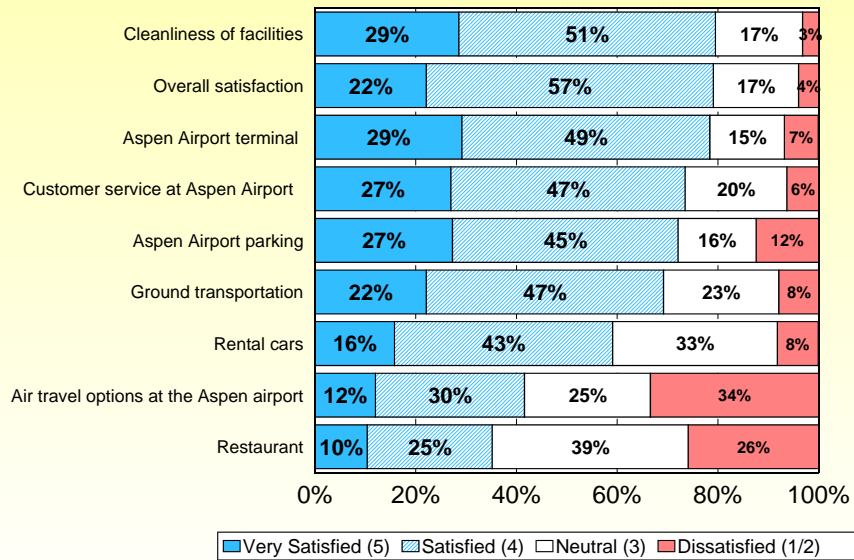
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "don't know")



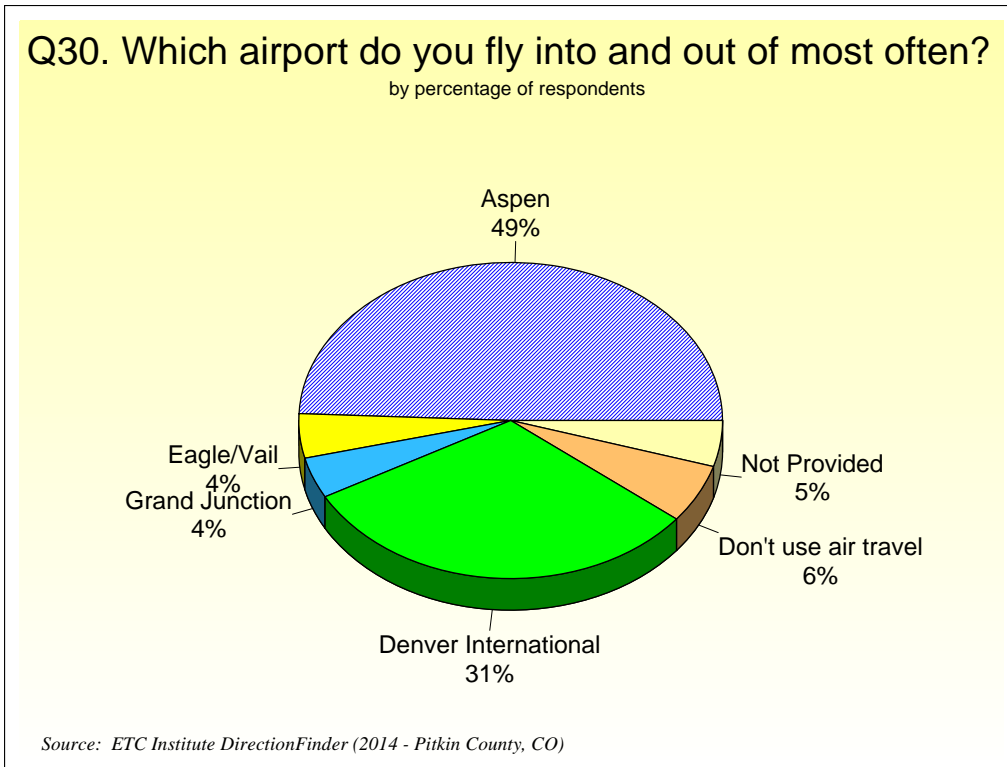
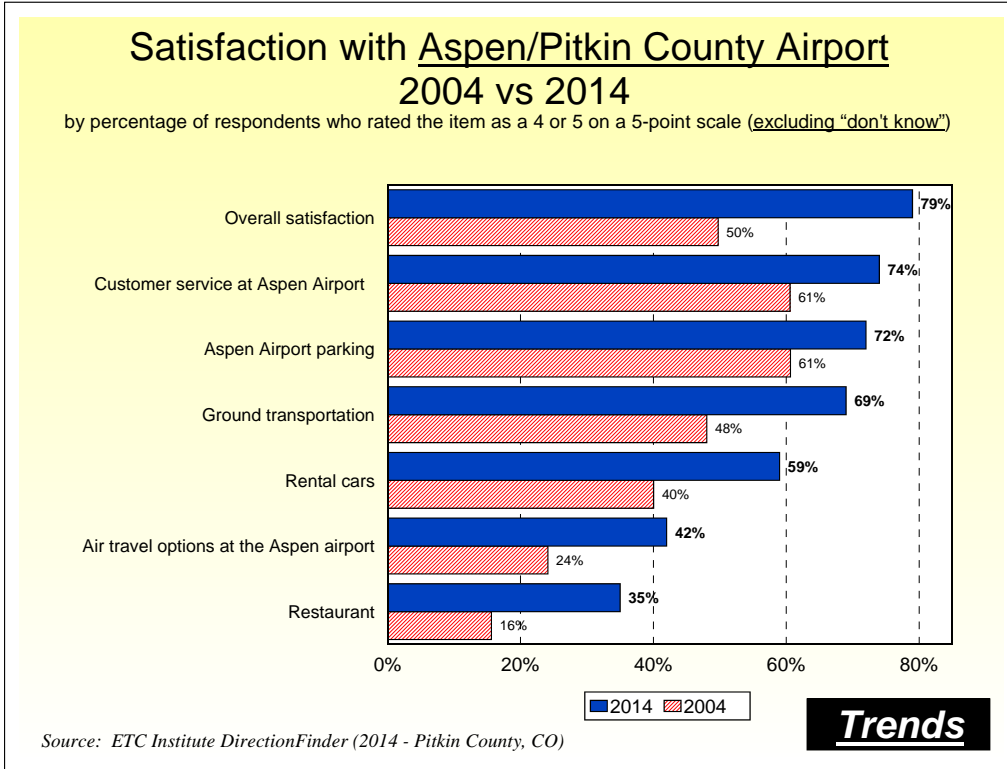
Source: ETC Institute DirectionFinder (2014 - Pitkin County, CO)

### Q29. Satisfaction with Aspen/Pitkin County Airport

by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "don't know")

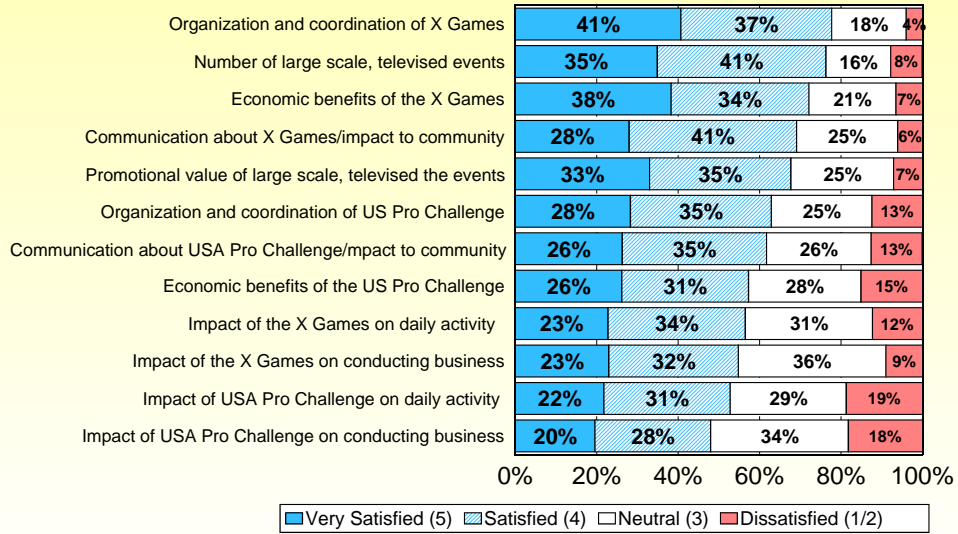


Source: ETC Institute DirectionFinder (2014 - Pitkin County, CO)



### Q31. Satisfaction With Various Aspects of Special Events in Pitkin County

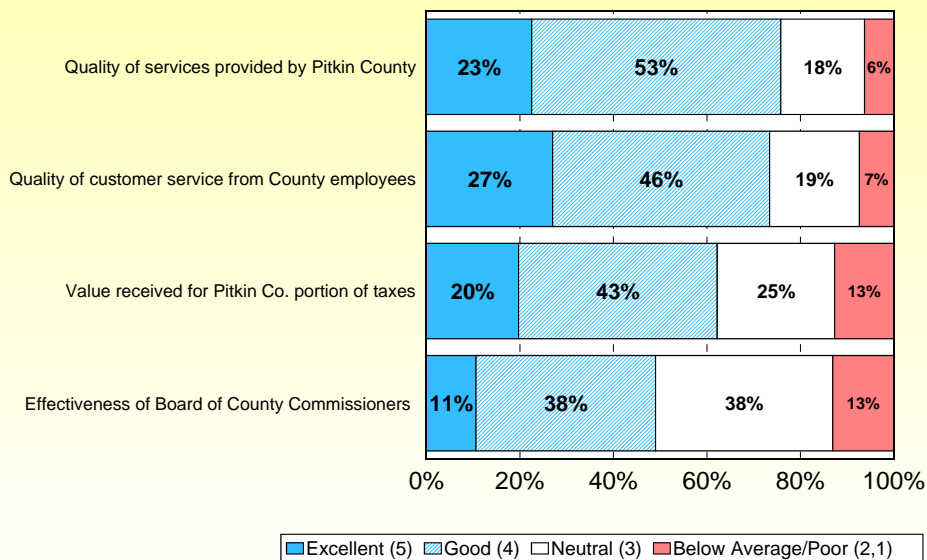
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "don't know")



Source: ETC Institute DirectionFinder (2014 - Pitkin County, CO)

### Q32. Overall Opinion of the County: Part 2

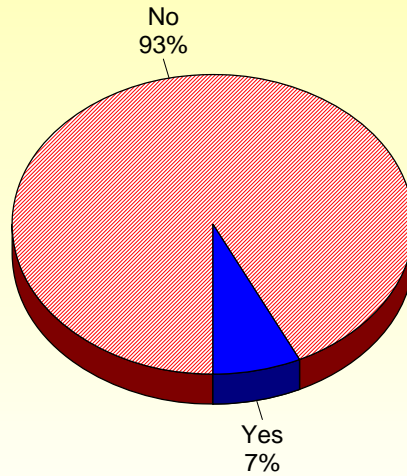
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "don't know")



Source: ETC Institute DirectionFinder (2014 - Pitkin County, CO)

### Q34. Are you a second homeowner in Pitkin County?

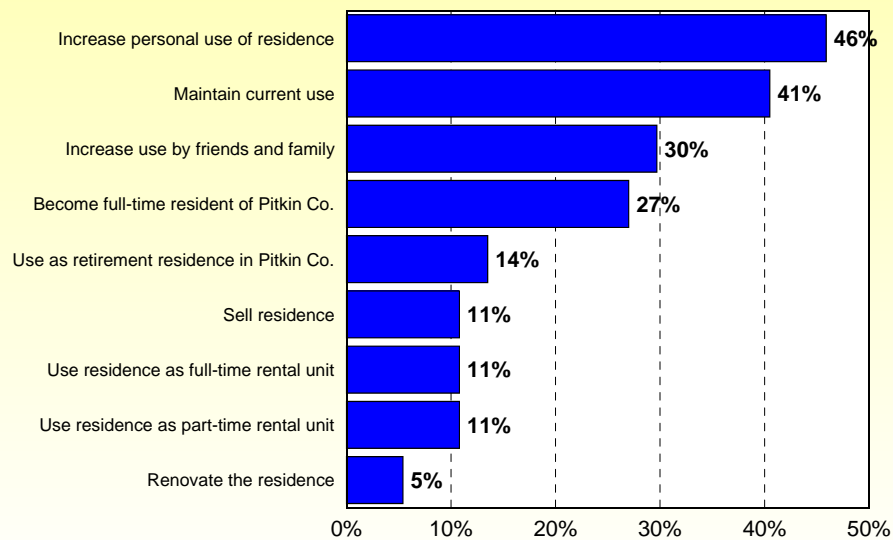
by percentage of respondents



Source: ETC Institute DirectionFinder (2014 - Pitkin County, CO)

### Q34a. Which of the following most accurately reflects your intended future use of your second home?

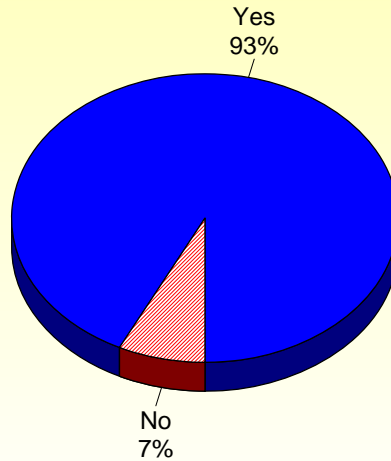
by percentage of respondents who answered "yes" to Question 34 (multiple selections could be made)



Source: ETC Institute DirectionFinder (2014 - Pitkin County, CO)

### Q35. Are you a full-time resident?

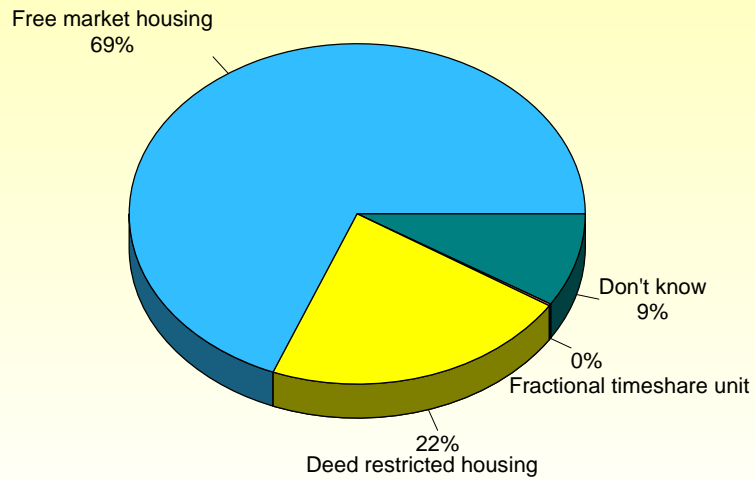
by percentage of respondents (excluding "not provided")



Source: ETC Institute DirectionFinder (2014 - Pitkin County, CO)

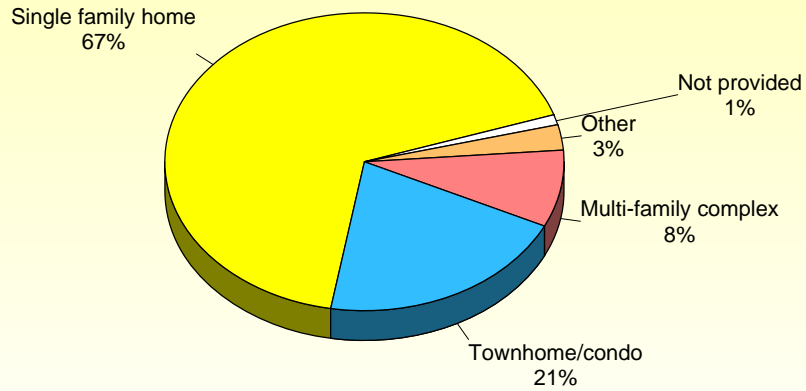
### Q36. What is your residence in Pitkin County?

by percentage of respondents



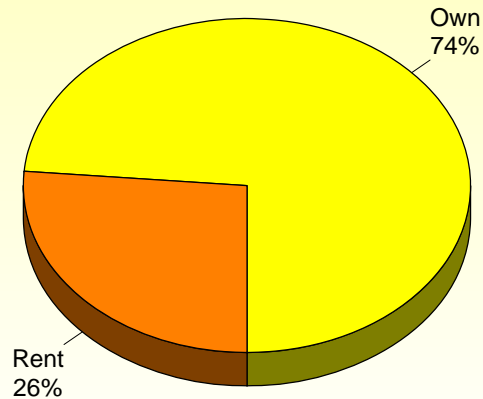
Source: ETC Institute DirectionFinder (2014 - Pitkin County, CO)

### Q37. In what type of residence do you live? by percentage of respondents



Source: ETC Institute DirectionFinder (2014 - Pitkin County, CO)

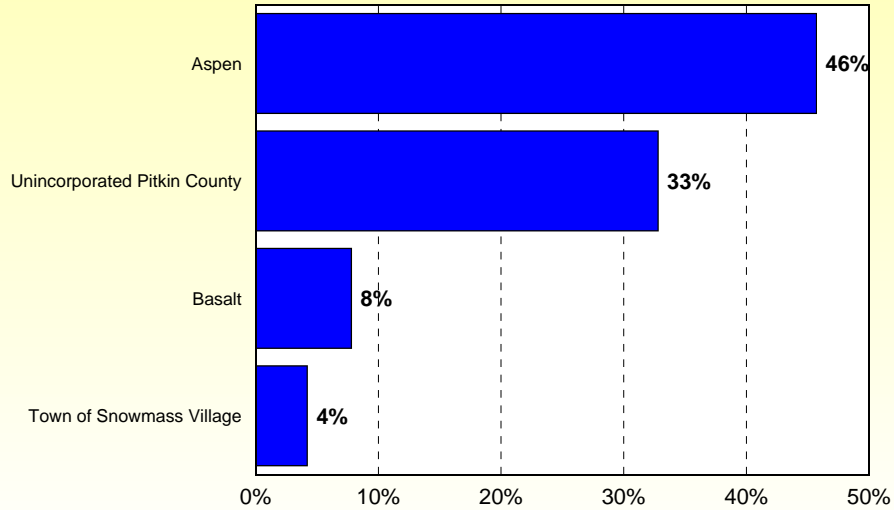
### Q38. Do you own or rent your current residence? by percentage of respondents



Source: ETC Institute DirectionFinder (2014 - Pitkin County, CO)

### Q39. In which of these areas do you live or own property?

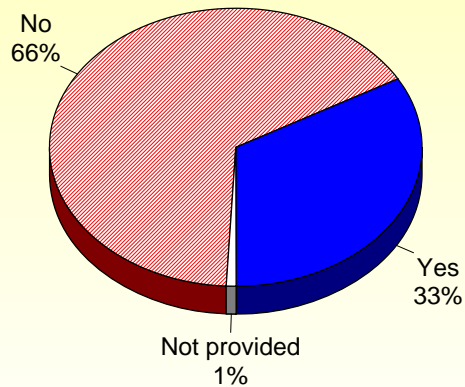
by percentage of respondents (multiple selections could be made)



Source: ETC Institute DirectionFinder (2014 - Pitkin County, CO)

### Q40. Are you a business owner in Pitkin County?

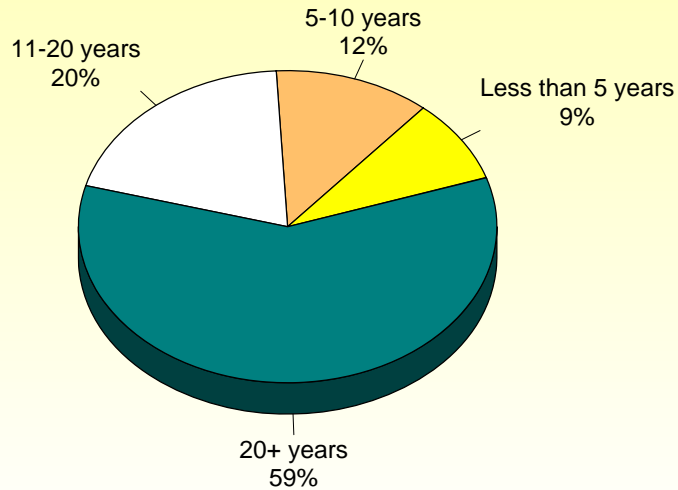
by percentage of respondents



Source: ETC Institute DirectionFinder (2014 - Pitkin County, CO)

### Q41. Approximately how many years have you lived in Pitkin County?

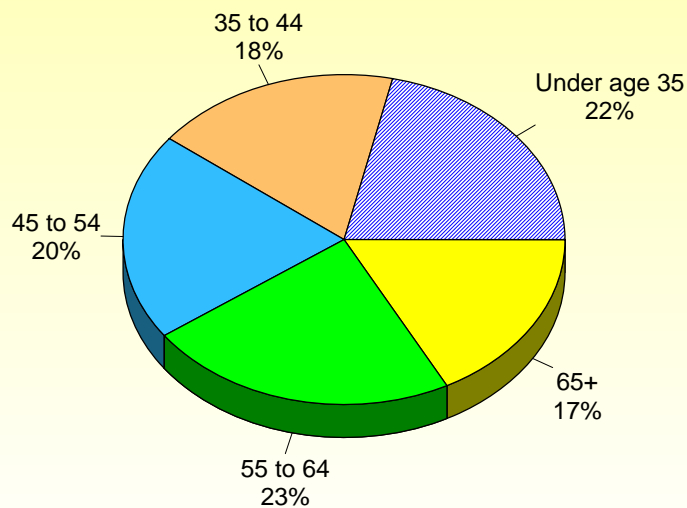
by percentage of respondents



Source: ETC Institute DirectionFinder (2014 - Pitkin County, CO)

### Q42. What is your age?

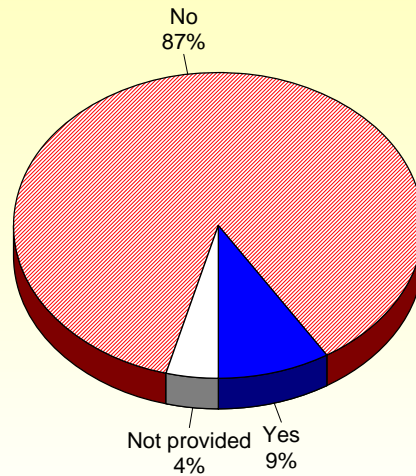
by percentage of residents



Source: ETC Institute DirectionFinder (2014 - Pitkin County, CO)

### Q43. Are you or other members of your household of Hispanic or Latino ancestry?

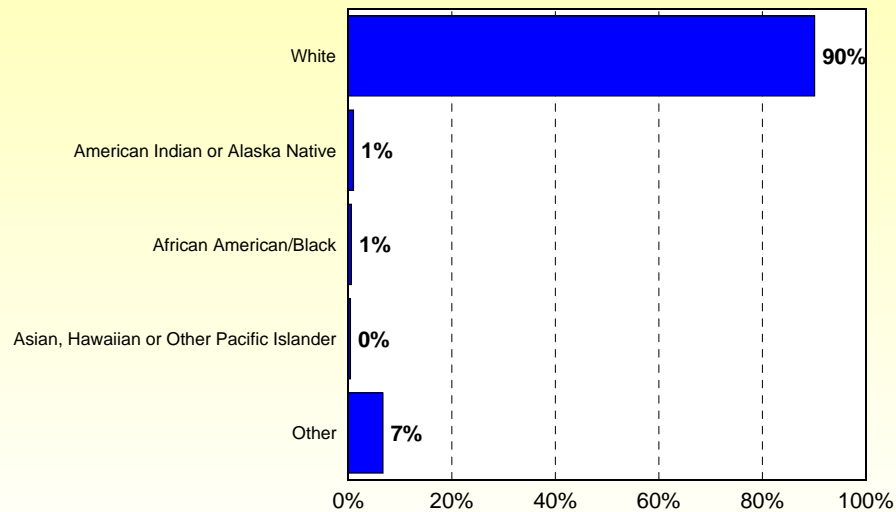
by percentage of respondents



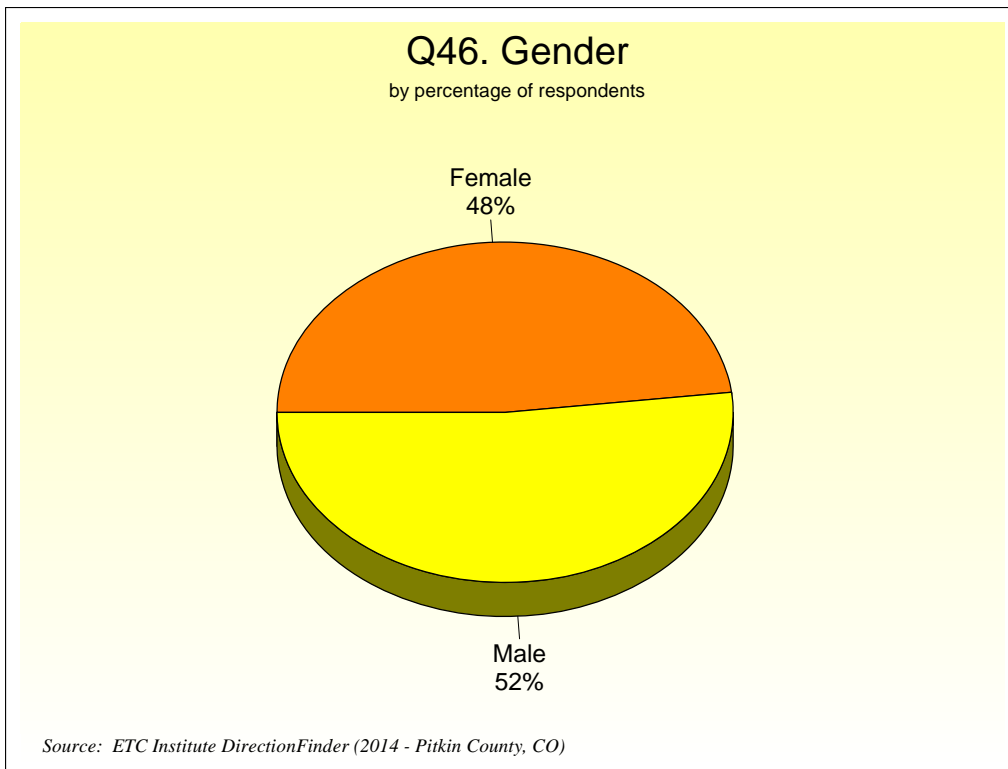
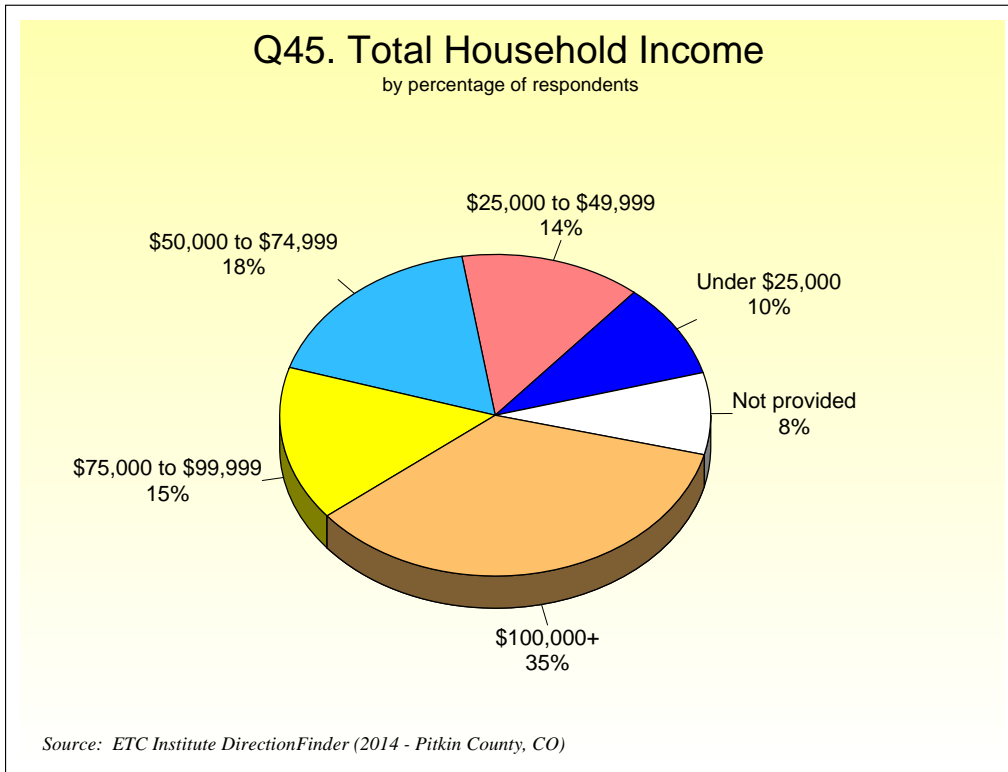
Source: ETC Institute DirectionFinder (2014 - Pitkin County, CO)

### Q44. Which of the following best describes your race?

by percentage of respondents (multiple selections could be made)

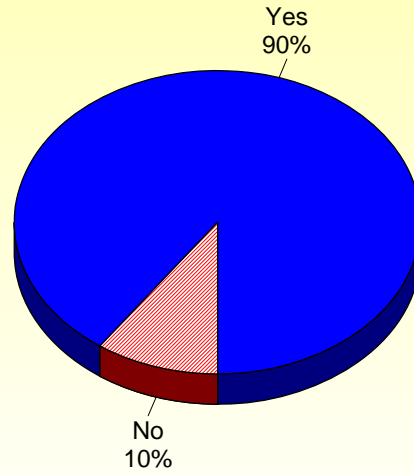


Source: ETC Institute DirectionFinder (2014 - Pitkin County, CO)



### Q47. Are you a registered voter?

by percentage of respondents (excluding "not provided")



Source: ETC Institute DirectionFinder (2014 - Pitkin County, CO)

*Section 2:*  
***Importance-Satisfaction  
Analysis***

---



---

## Importance-Satisfaction Analysis

Pitkin County, CO

---

### Overview

Today, County officials have limited resources which need to be targeted to activities that are of the most benefit to their citizens. Two of the most important criteria for decision making are (1) to target resources toward services of the highest importance to citizens; and (2) to target resources toward those services where citizens are the least satisfied.

The Importance-Satisfaction (IS) rating is a unique tool that allows public officials to better understand both of these highly important decision making criteria for each of the services they are providing. The Importance-Satisfaction rating is based on the concept that cities will maximize overall citizen satisfaction by emphasizing improvements in those service categories where the level of satisfaction is relatively low and the perceived importance of the service is relatively high.

### Methodology

The rating is calculated by summing the percentage of responses for items selected as the first, second, and third most important services for the County to emphasize over the next two years. This sum is then multiplied by 1 minus the percentage of respondents that indicated they were positively satisfied with the County's performance in the related area (the sum of the ratings of 4 and 5 on a 5-point scale excluding "don't know" responses). "Don't know" responses are excluded from the calculation to ensure that the satisfaction ratings among service categories are comparable.  $[IS = \text{Importance} \times (1 - \text{Satisfaction})]$ .

**Example of the Calculation.** Respondents were asked to identify the services and initiatives they thought were the most important for the County to provide. Approximately twenty-four percent (24.2%) of residents selected "process for obtaining permits for construction or renovation" as one of the most important major services to provide.

With regard to satisfaction, approximately twenty-four percent (23.6%) of the residents surveyed rated their overall satisfaction with “process for obtaining permits for construction or renovation” as a “4” or a “5” on a 5-point scale (where “5” means “very satisfied”). The I-S rating for “process for obtaining permits for construction or renovation” was calculated by multiplying the sum of the most important percentages by 1 minus the sum of the satisfaction percentages. In this example, 24.2% was multiplied by 76.4% (1-0.236). This calculation yielded an I-S rating of 0.1849, which ranked first out of thirteen County services and initiatives.

The maximum rating is 1.00 and would be achieved when 100% of the respondents select an item as one of their top three choices to emphasize over the next two years and 0% indicate that they are positively satisfied with the delivery of the service.

The lowest rating is 0.00 and could be achieved under either one of the following two situations:

- if 100% of the respondents were positively satisfied with the delivery of the service
- if none (0%) of the respondents selected the service as one of the three most important areas for the County to emphasize over the next two years.

## Interpreting the Ratings

Ratings that are greater than or equal to 0.20 identify areas that should receive significantly more emphasis over the next two years. Ratings from .10 to .20 identify service areas that should receive increased emphasis. Ratings less than .10 should continue to receive the current level of emphasis.

- Definitely Increase Emphasis ( $IS \geq 0.20$ )
- Increase Current Emphasis ( $0.10 \leq IS < 0.20$ )
- Maintain Current Emphasis ( $IS < 0.10$ )

The results for Pitkin County are provided on the following pages.

## Importance-Satisfaction Rating Pitkin County, CO County Services and Initiatives

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b><i>High Priority (IS .10-.20)</i></b>						
Process for obtaining permits for construction or renovation	24%	4	24%	13	0.1849	1
Economic sustainability	27%	2	51%	10	0.1346	2
How well the County is managing growth	29%	1	54%	9	0.1342	3
<b><i>Medium Priority (IS &lt;.10)</i></b>						
Renewable efficient energy	23%	5	57%	8	0.0978	4
Process for conducting inspections for construction or renovation	11%	10	34%	11	0.0745	5
Code and ordinance response to code development violations	10%	11	30%	12	0.0677	6
County's efforts to protect the environment and natural resources	26%	3	77%	5	0.0599	7
County road snow removal	17%	8	66%	6	0.0561	8
Water quality and quantity	17%	7	83%	2	0.0292	9
Wildlife protection	13%	9	77%	4	0.0289	10
Management of stormwater runoff/flood control in the County	7%	12	66%	7	0.0235	11
Parks, trails and open spaces	17%	6	88%	1	0.0216	12
Animal safety	3%	13	81%	3	0.0062	13

**Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)**

**Most Important %:**

The "Most Important" percentage represents the sum of the first, second, and third most important responses for each item. Respondents were asked to identify the items they thought should receive the most emphasis over the next two years.

**Satisfaction %:**

The "Satisfaction" percentage represents the sum of the ratings "4" and "5" excluding 'don't knows.' Respondents ranked their level of satisfaction with the each of the items on a scale of 1 to 5 with "5" being very satisfied and "1" being very dissatisfied.

# Importance-Satisfaction Rating

## Pitkin County, CO

### Landfill and Recycling

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b><u>High Priority (IS .10-.20)</u></b>						
Electronic Recycling	35%	2	56%	6	0.1558	1
Recycling drop off centers	45%	1	69%	1	0.1369	2
Household Hazardous Waste disposal	30%	3	59%	5	0.1201	3
<b><u>Medium Priority (IS &lt;.10)</u></b>						
Compost products for sale	26%	4	65%	2	0.0906	4
Use-It-Again Lot at the Landfill	21%	5	65%	3	0.0734	5
Yard waste disposal	19%	6	65%	4	0.0671	6

**Note:** The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

**Most Important %:**

The "Most Important" percentage represents the sum of the first, second, and third most important responses for each item. Respondents were asked to identify the items they thought should receive the most emphasis over the next two years.

**Satisfaction %:**

The "Satisfaction" percentage represents the sum of the ratings "4" and "5" excluding 'don't knows.' Respondents ranked their level of satisfaction with the each of the items on a scale of 1 to 5 with "5" being very satisfied and "1" being very dissatisfied.

# Importance-Satisfaction Rating

## Pitkin County, CO

### Sense of Personal Safety

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b><u>High Priority (IS .10-.20)</u></b>						
The County's protection of families from domestic violence	35%	2	71%	8	0.1010	1
<b><u>Medium Priority (IS &lt;.10)</u></b>						
The County's protection of children from abuse or neglect	37%	1	76%	6	0.0891	2
The County's protection of adults from abuse or neglect	23%	3	73%	7	0.0614	3
At special events	10%	8	88%	5	0.0119	4
Ambulance/emergency medical services in the County	22%	4	95%	1	0.0111	5
In commercial/business areas	11%	7	91%	4	0.0101	6
In parks, open spaces and trails	14%	5	94%	3	0.0081	7
Walking in your neighborhood	13%	6	94%	2	0.0079	8

**Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)**

**Most Important %:**

The "Most Important" percentage represents the sum of the first, second, and third most important responses for each item. Respondents were asked to identify the items they thought should receive the most emphasis over the next two years.

**Satisfaction %:**

The "Satisfaction" percentage represents the sum of the ratings "4" and "5" excluding 'don't knows.' Respondents ranked their level of satisfaction with the each of the items on a scale of 1 to 5 with "5" being very satisfied and "1" being very dissatisfied.

# Importance-Satisfaction Rating

## Pitkin County, CO

### Public Safety

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b><i>Medium Priority (IS &lt; .10)</i></b>						
County efforts to ensure community preparedness for a natural disaster/crisis	23%	1	69%	8	0.0715	1
The County's efforts to prevent crime	22%	2	74%	6	0.0571	2
The visibility of Deputy Sheriffs in neighborhoods	13%	5	72%	7	0.0367	3
How quickly Deputy Sheriff's Office responds to 911 emergencies	19%	4	81%	4	0.0346	4
Overall quality of local Sheriff's Office protection	22%	3	87%	3	0.0280	5
Overall quality of Pitkin Alert System	11%	7	80%	5	0.0222	6
Overall quality of the Text to 911 service	6%	9	66%	9	0.0188	7
Professionalism of Sheriff's Office employees responding to emergencies	11%	6	89%	2	0.0123	8
Overall quality of Mountain Rescue Services	11%	8	94%	1	0.0061	9

**Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)**

**Most Important %:**

The "Most Important" percentage represents the sum of the first, second, and third most important responses for each item. Respondents were asked to identify the items they thought should receive the most emphasis over the next two years.

**Satisfaction %:**

The "Satisfaction" percentage represents the sum of the ratings "4" and "5" excluding 'don't knows.' Respondents ranked their level of satisfaction with the each of the items on a scale of 1 to 5 with "5" being very satisfied and "1" being very dissatisfied.

# Importance-Satisfaction Rating

## Pitkin County, CO

### Transportation

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b><i>High Priority (IS .10-.20)</i></b>						
Condition of County roadways	32%	1	63%	8	0.1191	1
Availability of parking	23%	3	51%	9	0.1147	2
<b><i>Medium Priority (IS &lt;.10)</i></b>						
Ease of driving in the County in the winter	30%	2	74%	5	0.0767	3
Traffic safety on major County roads	23%	4	67%	7	0.0761	4
Satisfaction with the RFTA/BRT bus system	19%	6	80%	3	0.0376	5
Ease of traveling by bicycle in Pitkin County	21%	5	82%	2	0.0370	6
Availability of mass transit	18%	7	84%	1	0.0292	7
Ease of traveling from Pitkin County to other cities in Colorado	10%	9	71%	6	0.0280	8
Availability of shared use trails	12%	8	78%	4	0.0259	9

**Note:** The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

**Most Important %:**

The "Most Important" percentage represents the sum of the first, second, and third most important responses for each item. Respondents were asked to identify the items they thought should receive the most emphasis over the next two years.

**Satisfaction %:**

The "Satisfaction" percentage represents the sum of the ratings "4" and "5" excluding 'don't knows.' Respondents ranked their level of satisfaction with the each of the items on a scale of 1 to 5 with "5" being very satisfied and "1" being very dissatisfied.

# Importance-Satisfaction Rating

## Pitkin County, CO

### Health

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b><u>Very High Priority (IS &gt;.20)</u></b>						
County's response to mental health issues	38%	1	40%	6	0.2274	1
<b><u>Medium Priority (IS &lt;.10)</u></b>						
Environmental Health	29%	2	69%	5	0.0911	2
Senior Services	29%	3	70%	4	0.0873	3
Community Health Services	24%	5	74%	3	0.0607	4
Health and Human Services provided by local non-profits	22%	6	75%	2	0.0544	5
Air quality	24%	4	79%	1	0.0513	6

**Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)**

**Most Important %:**

The "Most Important" percentage represents the sum of the first, second, and third most important responses for each item. Respondents were asked to identify the items they thought should receive the most emphasis over the next two years.

**Satisfaction %:**

The "Satisfaction" percentage represents the sum of the ratings "4" and "5" excluding 'don't knows.' Respondents ranked their level of satisfaction with the each of the items on a scale of 1 to 5 with "5" being very satisfied and "1" being very dissatisfied.

## Importance-Satisfaction Matrix Analysis

The Importance-Satisfaction rating is based on the concept that public agencies will maximize overall customer satisfaction by emphasizing improvements in those areas where the level of satisfaction is relatively low and the perceived importance of the service is relatively high. ETC Institute developed an Importance-Satisfaction Matrix to display the perceived importance of major services that were assessed on the survey against the perceived quality of service delivery. The two axes on the matrix represent Satisfaction (vertical) and relative Importance (horizontal).

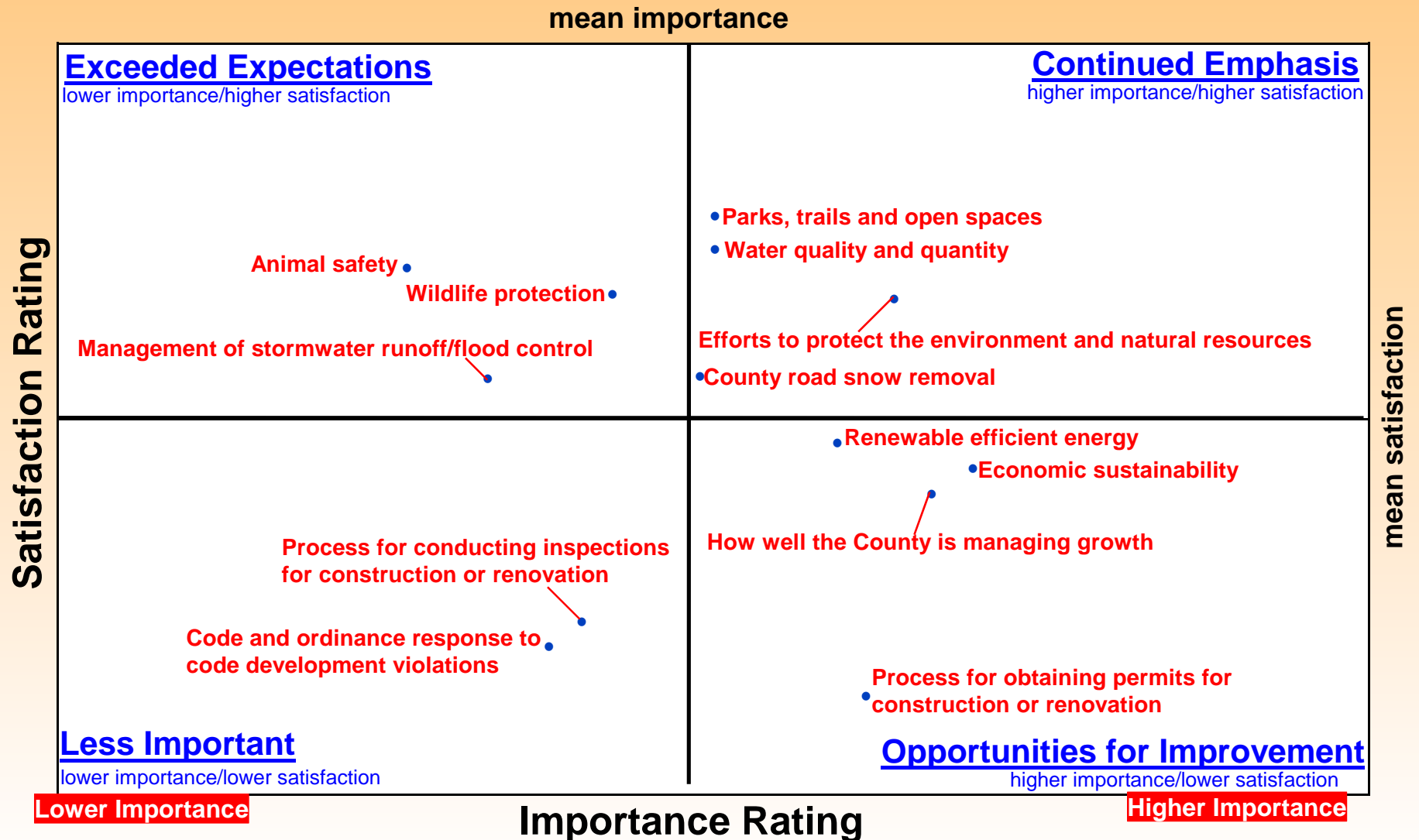
The I-S (Importance-Satisfaction) matrix should be interpreted as follows.

- **Continued Emphasis (above average importance and above average satisfaction).** This area shows where the County is meeting customer expectations. Items in this area have a significant impact on the customer's overall level of satisfaction. The County should maintain (or slightly increase) emphasis on items in this area.
- **Exceeding Expectations (below average importance and above average satisfaction).** This area shows where the County is performing significantly better than customers expect the County to perform. Items in this area do not significantly affect the overall level of satisfaction that residents have with County services. The County should maintain (or slightly decrease) emphasis on items in this area.
- **Opportunities for Improvement (above average importance and below average satisfaction).** This area shows where the County is not performing as well as residents expect the County to perform. This area has a significant impact on customer satisfaction, and the County should DEFINITELY increase emphasis on items in this area.
- **Less Important (below average importance and below average satisfaction).** This area shows where the County is not performing well relative to the County's performance in other areas; however, this area is generally considered to be less important to residents. This area does not significantly affect overall satisfaction with County services because the items are less important to residents. The agency should maintain current levels of emphasis on items in this area.

Matrices showing the results for Pitkin County are provided on the following pages.

# 2014 Pitkin County DirectionFinder Importance-Satisfaction Assessment Matrix -County Services and Initiatives-

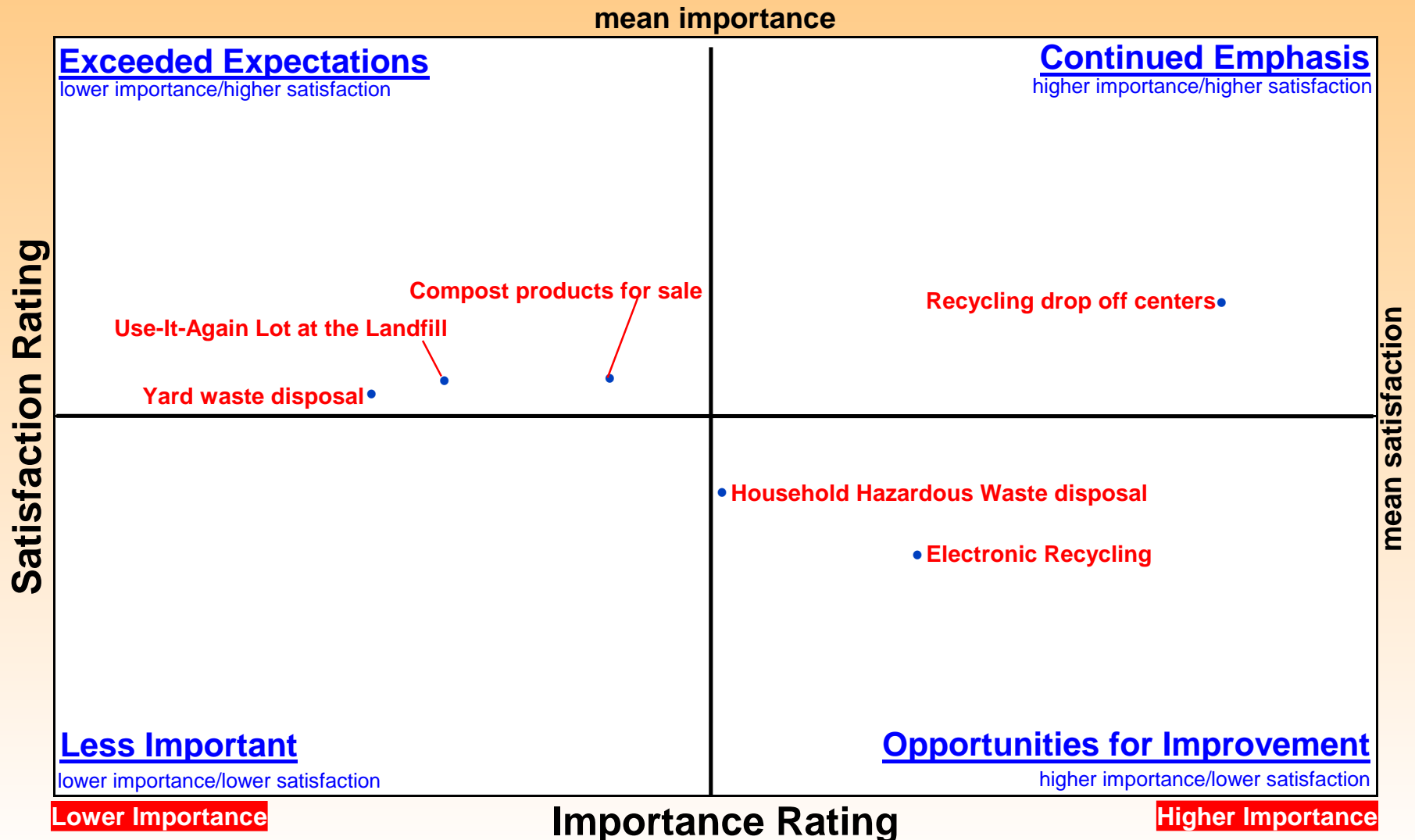
(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)



# 2014 Pitkin County DirectionFinder Importance-Satisfaction Assessment Matrix

## -Landfill and Recycling-

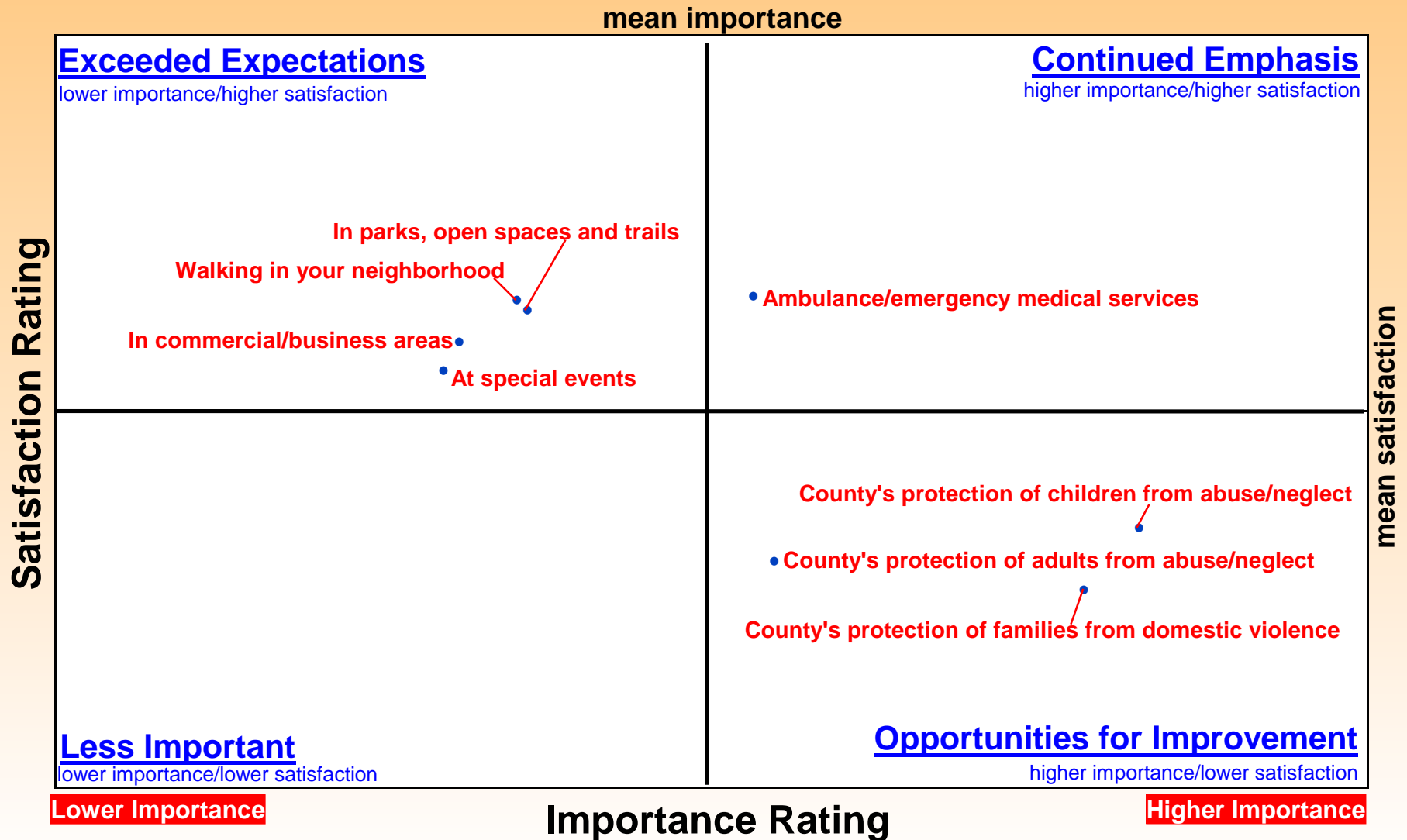
(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)



# 2014 Pitkin County DirectionFinder Importance-Satisfaction Assessment Matrix

## -Sense of Personal Safety-

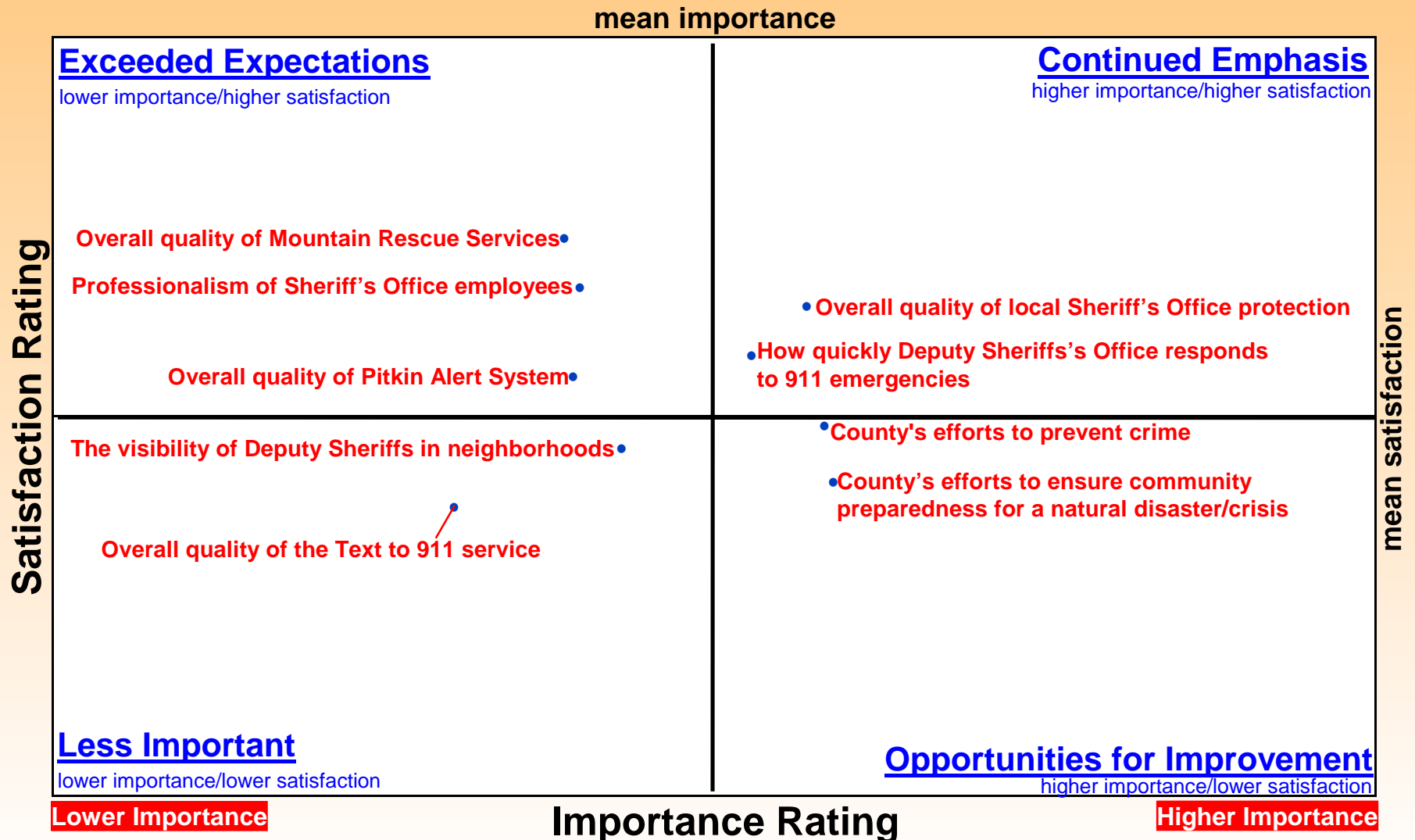
(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)



# 2014 Pitkin County DirectionFinder Importance-Satisfaction Assessment Matrix

## -Public Safety-

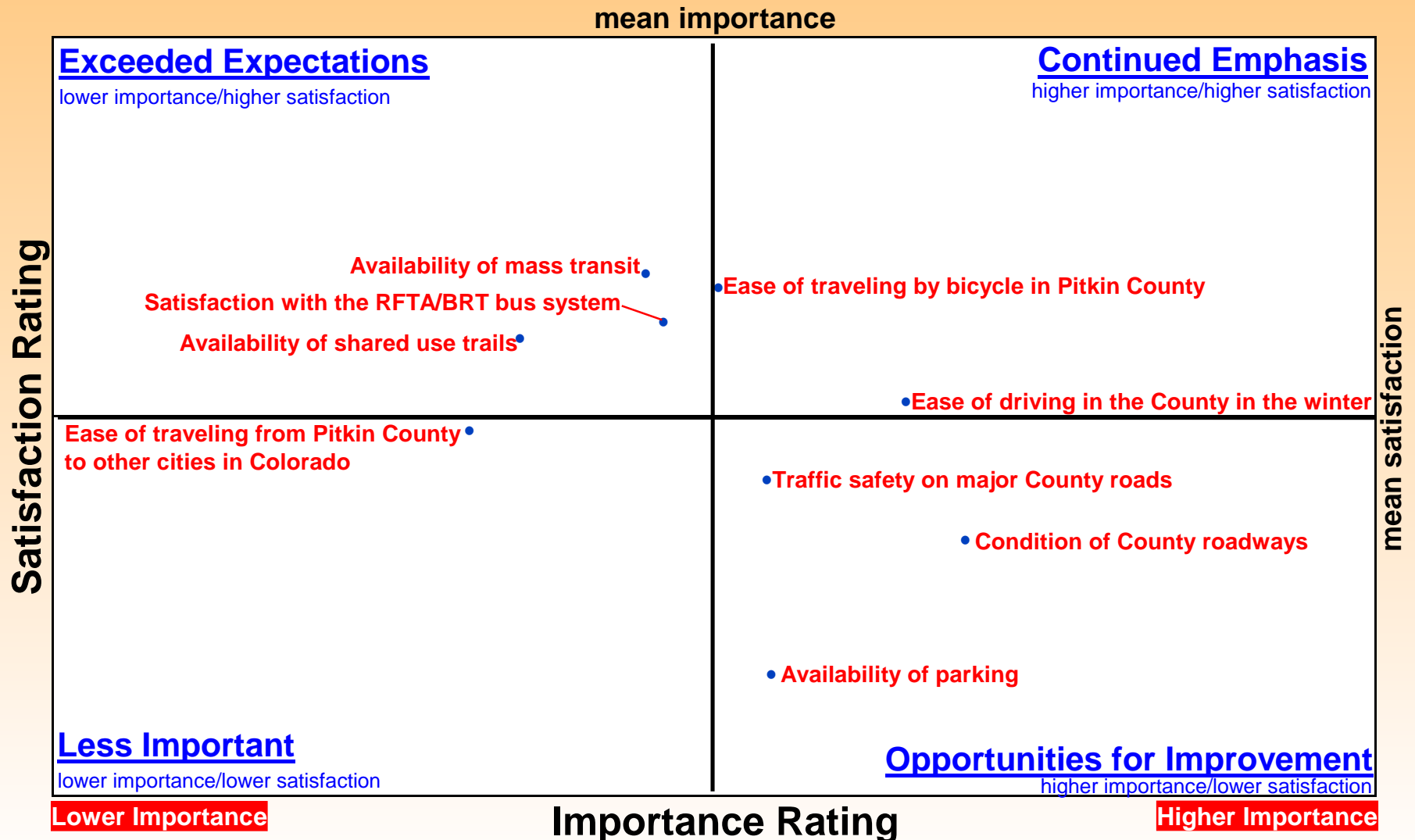
(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)



# 2014 Pitkin County DirectionFinder Importance-Satisfaction Assessment Matrix

## -Transportation-

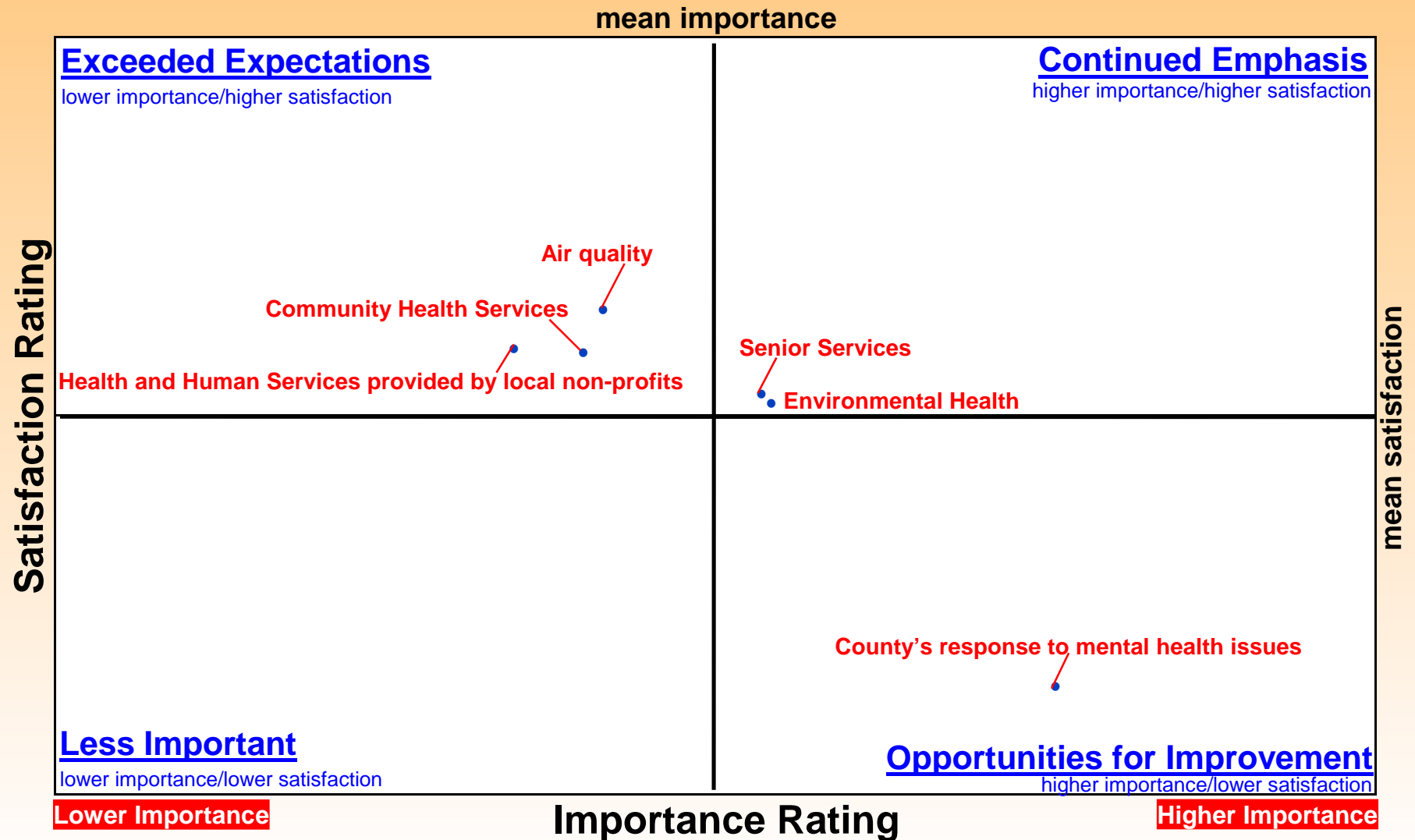
(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)



# 2014 Pitkin County DirectionFinder Importance-Satisfaction Assessment Matrix

## -Health-

(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)



*Section 3:*  
***Tabular Data***

---

2014 Pitkin County Community Survey: Final Report

**Q1. OVERALL OPINION OF THE COUNTY: Using a scale of 1 to 5, where 5 means "Excellent" and 1 means "Poor," please rate Pitkin County with regard to the following:**

(N=525)

	Excellent	Good	Neutral	Below Average	Poor	Don't Know
Q1a. As a place to live	65.7%	28.6%	4.2%	0.2%	0.2%	1.1%
Q1b. As a place to raise & educate children	47.4%	27.4%	9.3%	1.5%	1.0%	13.3%
Q1c. As a place to work	30.3%	33.7%	19.6%	6.5%	3.4%	6.5%
Q1d. As a place to seasonally reside	46.7%	18.1%	7.2%	0.6%	0.4%	27.0%
Q1e. Overall quality of life	58.1%	36.0%	4.2%	0.6%	0.4%	0.8%
Q1f. Overall sense of community	29.3%	45.0%	17.5%	4.8%	2.1%	1.3%
Q1g. As a County that is moving in right direction	18.5%	38.9%	26.7%	6.3%	3.6%	6.1%
Q1h. Overall image of County	26.4%	49.1%	15.3%	5.7%	1.7%	1.7%

**WITHOUT DON'T KNOW**

**Q1. OVERALL OPINION OF THE COUNTY: Using a scale of 1 to 5, where 5 means "Excellent" and 1 means "Poor," please rate Pitkin County with regard to the following: (without "don't know")**

(N=525)

	Excellent	Good	Neutral	Below Average	Poor
Q1a. As a place to live	66.5%	28.9%	4.2%	0.2%	0.2%
Q1b. As a place to raise & educate children	54.7%	31.6%	10.8%	1.8%	1.1%
Q1c. As a place to work	32.4%	36.0%	21.0%	6.9%	3.7%
Q1d. As a place to seasonally reside	64.0%	24.8%	9.9%	0.8%	0.5%
Q1e. Overall quality of life	58.5%	36.3%	4.2%	0.6%	0.4%
Q1f. Overall sense of community	29.7%	45.6%	17.8%	4.8%	2.1%
Q1g. As a County that is moving in right direction	19.7%	41.4%	28.4%	6.7%	3.9%
Q1h. Overall image of County	26.8%	50.0%	15.6%	5.8%	1.8%

**Q2. COUNTY SERVICES AND INITIATIVES: Pitkin County strives to conserve natural resources and the environment, maintain and enhance County assets, provide ease of mobility, and encourage/regulate a well-planned/livable environment. Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with each of the following:**

(N=525)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q2a. How well County is managing growth	9.7%	41.0%	27.4%	12.6%	3.2%	6.1%
Q2b. County's efforts to protect environment & natural resources	25.8%	48.1%	14.9%	5.7%	2.1%	3.4%
Q2c. Wildlife protection (through codes, ordinances & open space purchases)	28.4%	44.8%	15.4%	4.0%	2.3%	5.1%
Q2d. Animal safety (animal shelter, animal safety officer services)	33.3%	39.6%	15.0%	2.1%	0.4%	9.5%
Q2e. Parks, trails & open spaces	50.8%	35.3%	8.4%	2.3%	1.7%	1.5%
Q2f. Water quality & quantity	35.0%	44.4%	13.5%	1.7%	1.0%	4.4%
Q2g. Management of stormwater runoff/flood control in County	15.8%	36.2%	19.8%	5.1%	1.9%	21.1%
Q2h. Renewable efficient energy	13.1%	37.0%	26.3%	5.9%	5.1%	12.6%
Q2i. Economic sustainability	9.5%	35.4%	29.9%	9.3%	4.8%	11.0%
Q2j. County road snow removal	25.1%	38.9%	17.9%	9.3%	5.5%	3.2%
Q2k. Process for obtaining permits for construction or renovation	4.0%	13.1%	23.8%	18.3%	13.5%	27.2%
Q2l. Process for conducting inspections for construction or renovation	4.4%	17.9%	26.5%	10.1%	7.8%	33.2%
Q2m. Code & ordinance response to code development violations	3.8%	15.1%	28.1%	8.2%	7.5%	37.3%

**WITHOUT DON'T KNOW**

**Q2. COUNTY SERVICES AND INITIATIVES: Pitkin County strives to conserve natural resources and the environment, maintain and enhance County assets, provide ease of mobility, and encourage/regulate a well-planned/livable environment. Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with each of the following: (without "don't know")**

(N=525)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q2a. How well County is managing growth	10.3%	43.6%	29.2%	13.4%	3.4%
Q2b. County's efforts to protect environment & natural resources	26.7%	49.8%	15.4%	5.9%	2.2%
Q2c. Wildlife protection (through codes, ordinances & open space purchases)	29.9%	47.2%	16.3%	4.2%	2.4%
Q2d. Animal safety (animal shelter, animal safety officer services)	36.8%	43.8%	16.6%	2.3%	0.4%
Q2e. Parks, trails & open spaces	51.6%	35.9%	8.5%	2.3%	1.7%
Q2f. Water quality & quantity	36.7%	46.4%	14.1%	1.8%	1.0%
Q2g. Management of stormwater runoff/flood control in County	20.0%	45.9%	25.1%	6.5%	2.4%
Q2h. Renewable efficient energy	15.0%	42.3%	30.1%	6.8%	5.9%
Q2i. Economic sustainability	10.7%	39.8%	33.6%	10.5%	5.4%
Q2j. County road snow removal	26.0%	40.2%	18.5%	9.6%	5.7%
Q2k. Process for obtaining permits for construction or renovation	5.5%	18.1%	32.7%	25.1%	18.6%
Q2l. Process for conducting inspections for construction or renovation	6.6%	26.9%	39.7%	15.1%	11.7%
Q2m. Code & ordinance response to code development violations	6.1%	24.1%	44.8%	13.1%	11.9%

**Q3. Which THREE of the items in Question #2 do you think should receive the most emphasis from County leaders over the next TWO years? (Sum of Top 3 Choices)**

<u>Q3. Sum of Top 3 choices</u>	<u>Number</u>	<u>Percent</u>
How well County is managing growth	153	29.1
County's efforts to protect environment & natural resources	134	25.5
Wildlife protection (through codes, ordinances & open space purchases)	66	12.6
Animal safety (animal shelter, animal safety officer services)	17	3.2
Parks, trails & open spaces	91	17.3
Water quality & quantity	91	17.3
Management of stormwater runoff/flood control in County	36	6.9
Renewable efficient energy	120	22.9
Economic sustainability	143	27.2
County road snow removal	87	16.6
Process for obtaining permits for construction or renovation	127	24.2
Process for conducting inspections for construction or renovation	59	11.2
Code & ordinance response to code development violations	51	9.7
None chosen	122	23.2

**Q4. How often do you use the County trail system?**

<u>Q4. How often do you use County trail system</u>	<u>Number</u>	<u>Percent</u>
Have never used	40	7.6 %
Use occasionally	147	28.0 %
Use once a week	88	16.8 %
Use 2-5 times a week	178	33.9 %
Use 5+ times a week	67	12.8 %
Don't know	5	1.0 %
Total	525	100.0 %

**Q4a. What types of activity do you use the trails for?**

<u>Q4a. What types of activity do you use trails for</u>	<u>Number</u>	<u>Percent</u>
Baby strollers/Jogging strollers	26	5.4 %
Commuting	89	18.5 %
Cross Country/Nordic Skiing	169	35.2 %
Road Biking	223	46.5 %
Mountain Biking	197	41.0 %
Equestrian	22	4.6 %
Running	118	24.6 %
Snowshoeing	63	13.1 %
Walking/hiking	409	85.2 %
Walking dog on leash	187	39.0 %
Other	12	2.5 %
Total	1515	

**Q5. What level of benefit do you receive for the Open Space and Trails portion of your property tax dollar (10.2%) for preserving/conserving open space, wildlife habitat, and agricultural landscapes, in addition to providing recreational trails? Using a scale of 1 to 5, where 5 means "Great Benefit" and 1 means "No Benefit," please rate your level of benefit: (without "don't know")**

(N=525)

	Great Benefit	Some Benefit	Neutral	Little Benefit	No Benefit
Q5a. Level of benefit	49.0%	26.2%	12.1%	6.6%	6.1%

**Q6. WATER ISSUES: Pitkin County is a "head waters" community, subject to trans-mountain diversions. Preservation and protection of the quantity and quality of the County's remaining water resources has been a priority in the following initiatives. For each of the items listed, please indicate if it is a benefit:**

(N=525)

	Great Benefit	Some Benefit	Neutral	Little Benefit	No Benefit	Don't Know
Q6a. Maintaining healthy streamflows in our rivers & streams for aesthetic purposes, recreation, & to support our fish & wildlife	62.1%	23.0%	8.0%	1.5%	1.0%	4.4%
Q6b. Maintaining good streamflows in our rivers & streams for agricultural use & irrigation of open space	43.2%	28.2%	13.9%	3.6%	2.3%	8.8%
Q6c. Keeping our rivers & streams free of pollutants, such as sediment & run-off from septic systems	65.7%	19.8%	7.2%	1.0%	1.1%	5.1%
Q6d. Resisting water development that would be detrimental to stream health	56.0%	21.0%	10.5%	2.1%	1.1%	9.3%
Q6e. Resisting expanded trans-mountain diversions of local water resources	54.7%	17.7%	9.7%	1.3%	2.9%	13.7%
Q6f. Development & acquisition of associated water rights for a water park on Roaring Fork River near Basalt for recreational use	20.6%	18.5%	21.1%	9.3%	17.3%	13.1%
Q6g. Maintaining water resources to support local agricultural productivity	39.5%	29.5%	16.3%	2.1%	3.6%	9.0%

**WITHOUT DON'T KNOW**

**Q6. WATER ISSUES: Pitkin County is a "head waters" community, subject to trans-mountain diversions. Preservation and protection of the quantity and quality of the County's remaining water resources has been a priority in the following initiatives. For each of the items listed, please indicate if it is a benefit to you on a scale of 1 to 5, where 5 means "Great Benefit" and 1 means "No Benefit." (without "don't know")**

(N=525)

	Great Benefit	Some Benefit	Neutral	Little Benefit	No Benefit
Q6a. Maintaining healthy streamflows in our rivers & streams for aesthetic purposes, recreation, & to support our fish & wildlife	64.9%	24.1%	8.4%	1.6%	1.0%
Q6b. Maintaining good streamflows in our rivers & streams for agricultural use & irrigation of open space	47.4%	30.9%	15.2%	4.0%	2.5%
Q6c. Keeping our rivers & streams free of pollutants, such as sediment & run-off from septic systems	69.3%	20.9%	7.6%	1.0%	1.2%
Q6d. Resisting water development that would be detrimental to stream health	61.8%	23.1%	11.6%	2.3%	1.3%
Q6e. Resisting expanded trans-mountain diversions of local water resources	63.4%	20.5%	11.3%	1.5%	3.3%
Q6f. Development & acquisition of associated water rights for a water park on Roaring Fork River near Basalt for recreational use	23.7%	21.3%	24.3%	10.7%	20.0%
Q6g. Maintaining water resources to support local agricultural productivity	43.4%	32.4%	17.9%	2.3%	4.0%

**Q7. Which THREE of the items listed in Question #6 do you think should receive the most emphasis from County leaders over the next TWO years? (Sum of Top 3 Choices)**

Q7. Sum of Top 3 Choices	Number	Percent
Maintaining healthy streamflows for aesthetic purposes, recreation, & to support our fish & wildlife	257	49.0
Maintaining good streamflows for agricultural use & irrigation of open space	119	22.7
Keeping our rivers & streams free of pollutants, such as sediment & run-off from septic systems	226	43.0
Resisting water development that would be detrimental to stream health	146	27.8
Resisting expanded trans-mountain diversions of local water resources	163	31.0
Development & acquisition of associated water rights for a water park on Roaring Fork River near Basalt for recreational use	67	12.8
Maintaining water resources to support local agricultural productivity	109	20.8
None chosen	51	9.7

**Q8. LANDFILL AND RECYCLING: In addition to burying waste, the Solid Waste Center/Landfill provides diversion/recycling programs. For each of the items listed, please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."**

(N=525)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q8a. Electronic recycling	14.3%	25.0%	18.2%	8.8%	4.0%	29.6%
Q8b. Recycling drop off centers	25.6%	35.8%	15.7%	7.6%	3.8%	11.5%
Q8c. Use-It-Again Lot at landfill	17.8%	20.8%	15.5%	3.3%	1.9%	40.7%
Q8d. Household hazardous waste disposal	16.3%	22.2%	17.6%	5.7%	3.1%	35.2%
Q8e. Yard waste disposal	21.1%	26.6%	17.8%	5.4%	3.1%	26.1%
Q8f. Compost products for sale	20.1%	21.0%	16.8%	3.3%	1.7%	37.1%

**WITHOUT DON'T KNOW**

**Q8. LANDFILL AND RECYCLING: In addition to burying waste, the Solid Waste Center/Landfill provides diversion/recycling programs. For each of the items listed, please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")**

(N=525)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q8a. Electronic recycling	20.4%	35.6%	25.8%	12.5%	5.7%
Q8b. Recycling drop off centers	28.9%	40.4%	17.7%	8.6%	4.3%
Q8c. Use-It-Again Lot at landfill	30.0%	35.2%	26.1%	5.5%	3.2%
Q8d. Household hazardous waste disposal	25.1%	34.2%	27.1%	8.8%	4.7%
Q8e. Yard waste disposal	28.5%	36.0%	24.1%	7.3%	4.1%
Q8f. Compost products for sale	31.9%	33.4%	26.7%	5.2%	2.7%

**Q9. Which THREE of the items listed in Question #8 do you think should receive the most emphasis from County leaders over the next TWO years? (Sum of Top 3 Choices)**

Q9. Sum of Top 3 choices	Number	Percent
Electronic recycling	186	35.4
Recycling drop off centers	234	44.6
Use-It-Again Lot at landfill	111	21.1
Household hazardous waste disposal	155	29.5
Yard waste disposal	99	18.9
Compost products for sale	137	26.1
None chosen	81	15.4

**Q10. SENSE OF PERSONAL SAFETY: A sense of personal safety is among the County's most important strategic goals. Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with each of the following.**

(N=525)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q10a. Ambulance/emergency medical services in County	51.8%	29.9%	4.4%	0.4%	0.2%	13.3%
Q10b. Walking in your neighborhood	68.6%	24.0%	3.8%	1.3%	0.8%	1.5%
Q10c. In commercial/business areas	56.2%	31.4%	7.0%	1.7%	0.2%	3.4%
Q10d. At special events	52.7%	30.3%	8.6%	1.1%	1.1%	6.1%
Q10e. In parks, open spaces & trails	57.3%	33.9%	5.7%	0.8%	0.2%	2.1%
Q10f. County's protection of adults from abuse or neglect	20.8%	25.5%	14.3%	1.9%	0.8%	36.8%
Q10g. County's protection of children from abuse or neglect	20.4%	28.0%	12.4%	2.1%	1.0%	36.2%
Q10h. County's protection of families from domestic violence	18.6%	25.5%	14.2%	2.7%	1.1%	37.9%

**WITHOUT DON'T KNOW**

**Q10. SENSE OF PERSONAL SAFETY: A sense of personal safety is among the County's most important strategic goals. Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with each of the following. (without "don't know")**

(N=525)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q10a. Ambulance/emergency medical services in County	59.8%	34.5%	5.1%	0.4%	0.2%
Q10b. Walking in your neighborhood	69.6%	24.4%	3.9%	1.4%	0.8%
Q10c. In commercial/business areas	58.2%	32.5%	7.3%	1.8%	0.2%
Q10d. At special events	56.1%	32.3%	9.1%	1.2%	1.2%
Q10e. In parks, open spaces & trails	58.6%	34.6%	5.8%	0.8%	0.2%
Q10f. County's protection of adults from abuse or neglect	32.8%	40.4%	22.6%	3.0%	1.2%
Q10g. County's protection of children from abuse or neglect	31.9%	43.9%	19.4%	3.3%	1.5%
Q10h. County's protection of families from domestic violence	29.9%	41.0%	22.8%	4.3%	1.9%

**Q11. Which THREE of the items listed in Question #10 do you think should receive the most emphasis from County leaders over the next TWO years? (Sum of Top 3 Choices)**

Q11. Sum of Top 3 choices	Number	Percent
Ambulance/emergency medical services in County	116	22.1
Walking in your neighborhood	69	13.1
In commercial/business areas	57	10.9
At special events	54	10.3
In parks, open spaces & trails	71	13.5
County's protection of adults from abuse or neglect	120	22.9
County's protection of children from abuse or neglect	193	36.8
County's protection of families from domestic violence	182	34.7
None chosen	104	19.8

**Q12. PUBLIC SAFETY: The philosophy of the Pitkin County Sheriff's Office is to assist the community in the mutual pursuit of a peaceful, safe, and healthy environment. Please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."**

(N=525)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q12a. Overall quality of local Sheriff's Office protection	44.6%	34.5%	8.8%	2.1%	1.0%	9.1%
Q12b. Professionalism of Sheriff's Office employees responding to emergencies	44.0%	29.7%	8.0%	0.8%	0.4%	17.1%
Q12c. How quickly Deputy Sheriff's Office responds to 911 emergencies	32.0%	21.0%	9.7%	1.3%	0.8%	35.2%
Q12d. Visibility of Deputy Sheriffs in neighborhoods	33.4%	30.5%	18.1%	4.2%	2.5%	11.3%
Q12e. Overall quality of Pitkin Alert System	28.8%	27.8%	12.0%	1.3%	1.1%	29.0%
Q12f. Overall quality of Mountain Rescue Services	59.4%	20.6%	4.6%	0.2%	0.2%	15.1%
Q12g. County efforts to ensure community preparedness for a natural disaster/crisis	18.9%	29.9%	17.5%	3.4%	1.5%	28.8%
Q12h. County's efforts to prevent crime	24.0%	37.0%	17.0%	2.5%	1.5%	18.1%
Q12i. Overall quality of Text to 911 service	14.0%	11.5%	12.2%	0.6%	0.4%	61.4%

**WITHOUT DON'T KNOW**

**Q12. PUBLIC SAFETY: The philosophy of the Pitkin County Sheriff's Office is to assist the community in the mutual pursuit of a peaceful, safe, and healthy environment. Please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")**

(N=525)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q12a. Overall quality of local Sheriff's Office protection	49.1%	37.9%	9.6%	2.3%	1.0%
Q12b. Professionalism of Sheriff's Office employees responding to emergencies	53.1%	35.9%	9.7%	0.9%	0.5%
Q12c. How quickly Deputy Sheriff's Office responds to 911 emergencies	49.4%	32.4%	15.0%	2.1%	1.2%
Q12d. Visibility of Deputy Sheriffs in neighborhoods	37.6%	34.4%	20.4%	4.7%	2.8%
Q12e. Overall quality of Pitkin Alert System	40.5%	39.1%	16.9%	1.9%	1.6%
Q12f. Overall quality of Mountain Rescue Services	69.9%	24.3%	5.4%	0.2%	0.2%
Q12g. County efforts to ensure community preparedness for a natural disaster/crisis	26.5%	42.0%	24.6%	4.8%	2.1%
Q12h. County's efforts to prevent crime	29.3%	45.1%	20.7%	3.0%	1.9%
Q12i. Overall quality of Text to 911 service	36.1%	29.7%	31.7%	1.5%	1.0%

**Q13. Which THREE of the items listed in Question #12 do you think should receive the most emphasis from County leaders over the next TWO years? (Sum of Top 3 Choices)**

<u>Q13. Sum of Top 3 choices</u>	<u>Number</u>	<u>Percent</u>
Overall quality of local Sheriff's Office protection	113	21.5
Professionalism of Sheriff's Office employees responding to emergencies	59	11.2
How quickly Deputy Sheriff's Office responds to 911 emergencies	100	19.0
Visibility of Deputy Sheriffs in neighborhoods	69	13.1
Overall quality of Pitkin Alert System	57	10.9
Overall quality of Mountain Rescue Services	55	10.5
County efforts to ensure community preparedness for a natural disaster/crisis	119	22.7
County's efforts to prevent crime	117	22.3
Overall quality of Text to 911 service	29	5.5
None chosen	84	16.0

**Q14. LAND USE: Pitkin County (outside of municipal jurisdictions) places limits on what property owners can do on their property. These zoning limitations are put in place for a community benefit. For each of the items listed, please indicate if it is a benefit to you on a scale of 1 to 5, where 5 means "Great Benefit" and 1 means "No Benefit."**

(N=525)

	<u>Great Benefit</u>	<u>Some Benefit</u>	<u>Neutral</u>	<u>Little Benefit</u>	<u>No Benefit</u>	<u>Don't Know</u>
Q14a. Required preservation of historic character of residential areas	32.6%	30.5%	15.6%	8.4%	7.6%	5.3%
Q14b. Limitations on density	42.6%	24.6%	13.7%	5.5%	5.5%	8.0%
Q14c. Limitations on house size	38.7%	21.4%	14.7%	7.8%	10.3%	7.1%
Q14d. Restrictions on location & type of development in rural areas	39.1%	22.9%	17.7%	5.3%	6.5%	8.4%
Q14e. Restrictions on development in back country areas	44.9%	22.8%	13.6%	4.6%	4.4%	9.8%
Q14f. Maintaining County's rural character	46.2%	26.5%	14.2%	4.0%	3.8%	5.2%

**WITHOUT DON'T KNOW**

**Q14. LAND USE: Pitkin County (outside of municipal jurisdictions) places limits on what property owners can do on their property. These zoning limitations are put in place for a community benefit. For each of the items listed, please indicate if it is a benefit to you on a scale of 1 to 5, where 5 means "Great Benefit" and 1 means "No Benefit." (without "don't know")**

(N=525)

	Great Benefit	Some Benefit	Neutral	Little Benefit	No Benefit
Q14a. Required preservation of historic character of residential areas	34.4%	32.2%	16.5%	8.9%	8.0%
Q14b. Limitations on density	46.3%	26.8%	14.9%	6.0%	6.0%
Q14c. Limitations on house size	41.7%	23.0%	15.8%	8.4%	11.1%
Q14d. Restrictions on location & type of development in rural areas	42.7%	25.0%	19.4%	5.8%	7.1%
Q14e. Restrictions on development in back country areas	49.8%	25.2%	15.0%	5.1%	4.9%
Q14f. Maintaining County's rural character	48.7%	28.0%	15.0%	4.3%	4.1%

**Q15. Which THREE of the items listed in Question #14 do you think should receive the most emphasis from County leaders over the next TWO years? (Sum of Top 3 Choices)**

Q15. Sum of Top 3 choices	Number	Percent
Required preservation of historic character of residential areas	108	20.6
Limitations on density	159	30.3
Limitations on house size	157	29.9
Restrictions on location & type of development in rural areas	176	33.5
Restrictions on development in back country areas	175	33.3
Maintaining County's rural character	161	30.7
None chosen	87	16.6

**Q16. PERCEPTIONS OF CURRENT TRANSPORTATION ISSUES: Pitkin County maintains 264 miles of County-owned roads and 24 bridges. It also owns and maintains over 70 miles of shared use trails. For each of the items listed, please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."**

(N=525)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q16a. Ease of driving in County in winter	24.2%	47.4%	16.2%	7.8%	1.9%	2.5%
Q16b. Ease of traveling from Pitkin County to other cities in Colorado	19.2%	48.6%	21.1%	5.0%	1.5%	4.6%
Q16c. Availability of shared use trails	29.4%	38.4%	14.5%	2.7%	1.5%	13.5%
Q16d. Availability of parking (Intercept lot, AABC, etc.)	13.9%	33.0%	22.7%	11.4%	9.5%	9.5%
Q16e. Traffic safety on major County roads	13.0%	49.3%	21.0%	7.0%	2.5%	7.2%
Q16f. Condition of County roadways	14.1%	46.4%	25.6%	9.2%	1.7%	3.1%
Q16g. Availability of mass transit	41.8%	38.4%	10.1%	3.6%	2.1%	4.0%
Q16h. Satisfaction with RFTA/BRT bus system	39.6%	33.5%	11.2%	4.6%	2.9%	8.2%
Q16i. Ease of traveling by bicycle in Pitkin County	33.8%	39.3%	12.2%	2.1%	1.3%	11.3%

**WITHOUT DON'T KNOW**

**Q16. PERCEPTIONS OF CURRENT TRANSPORTATION ISSUES: Pitkin County maintains 264 miles of County-owned roads and 24 bridges. It also owns and maintains over 70 miles of shared use trails. For each of the items listed, please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")**

(N=525)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q16a. Ease of driving in County in winter	24.8%	48.6%	16.6%	8.0%	2.0%
Q16b. Ease of traveling from Pitkin County to other cities in Colorado	20.2%	50.9%	22.2%	5.2%	1.6%
Q16c. Availability of shared use trails	34.0%	44.4%	16.8%	3.1%	1.8%
Q16d. Availability of parking (Intercept lot, AABC, etc.)	15.4%	36.4%	25.1%	12.6%	10.5%
Q16e. Traffic safety on major County roads	14.0%	53.2%	22.6%	7.6%	2.7%
Q16f. Condition of County roadways	14.6%	47.8%	26.4%	9.4%	1.8%
Q16g. Availability of mass transit	43.5%	40.0%	10.5%	3.8%	2.2%
Q16h. Satisfaction with RFTA/BRT bus system	43.2%	36.5%	12.2%	5.0%	3.1%
Q16i. Ease of traveling by bicycle in Pitkin County	38.1%	44.3%	13.8%	2.4%	1.5%

**Q17. Which THREE of the items listed in Question #16 do you think should receive the most emphasis from County leaders over the next TWO years? (Sum of Top 3 Choices)**

Q17. Sum of Top 3 choices	Number	Percent
Ease of driving in County in winter	155	29.5
Ease of traveling from Pitkin County to other cities in Colorado	51	9.7
Availability of shared use trails	63	12.0
Availability of parking (Intercept lot, AABC, etc.)	123	23.4
Traffic safety on major County roads	122	23.2
Condition of County roadways	169	32.2
Availability of mass transit	93	17.7
Satisfaction with RFTA/BRT bus system	97	18.5
Ease of traveling by bicycle in Pitkin County	110	21.0
None chosen	74	14.1

**Q18. PUBLIC COMMUNICATION AND OUTREACH: Community engagement and transparency are a core focus of the Community Relations Department. For each of the items listed, please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."**

(N=525)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q18a. Ease of access to information about County operations	11.6%	34.7%	25.9%	4.8%	2.1%	21.0%
Q18b. Opportunities to participate in local government	14.9%	37.2%	22.9%	5.0%	1.3%	18.7%
Q18c. Ease of finding information you want on www.aspenpitkin.com	14.1%	35.5%	21.6%	6.3%	1.3%	21.2%
Q18d. Effectiveness of County communication with public	11.8%	33.8%	29.4%	7.8%	1.7%	15.5%

**WITHOUT DON'T KNOW**

**Q18. PUBLIC COMMUNICATION AND OUTREACH: Community engagement and transparency are a core focus of the Community Relations Department. For each of the items listed, please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")**

(N=525)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q18a. Ease of access to information about County operations	14.7%	43.9%	32.8%	6.0%	2.7%
Q18b. Opportunities to participate in local government	18.3%	45.8%	28.2%	6.1%	1.6%
Q18c. Ease of finding information you want on www.aspenpitkin.com	17.9%	45.0%	27.4%	8.0%	1.7%
Q18d. Effectiveness of County communication with public	14.0%	40.0%	34.8%	9.3%	2.0%

**Q19. How do you find out about County government events and issues?**

Q19. How do you find out about County government events & issues

	Number	Percent
Aspen Times	447	85.1 %
Aspen Daily News	409	77.9 %
Post Independent	67	12.8 %
Sopris Sun	36	6.9 %
Snowmass Sun	36	6.9 %
KSNO	74	14.1 %
KSPN	113	21.5 %
KAJX	97	18.5 %
Social media (Facebook, Twitter)	46	8.8 %
Web (www.aspenpitkin.com)	152	29.0 %
Grassroots Channel 12	56	10.7 %
CGTV Channel 11	31	5.9 %
Official County postings	54	10.3 %
Word of mouth	261	49.7 %
Other	14	2.7 %
None chosen	57	10.9 %
Total	1950	

**Q20. Do you live in a caucus area?**

Q20. Do you live in a caucus area	Number	Percent
Yes	221	42.4 %
No	247	47.4 %
Don't know	53	10.2 %
Total	521	100.0 %

**Q20a. (If YES to Question 20) How often do you participate in your local caucus?**

Q20a. How often do you participate in your local caucus	Number	Percent
Not at all	126	57.0 %
1-2 meetings a year	56	25.3 %
3-5 meetings a year	21	9.5 %
Other	10	4.5 %
Don't know	8	3.6 %
Total	221	100.0 %

**Q20b. (If YES to Question 20) Are you aware of your caucus area Master Plan?**

Q20b. Are you aware of your caucus area Master Plan	Number	Percent
Yes	96	43.6 %
No	124	56.4 %
Total	220	100.0 %

**Q20c. If "Yes to Question 20b", are you pleased with the direction of the Master Plan?**

Q20c. Are you pleased with direction of Master Plan	Number	Percent
Yes	66	69.5 %
No	22	23.2 %
Don't Know	7	7.4 %
Total	95	100.0 %

**Q21. A HEALTHY COMMUNITY: Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with each of the following:**

(N=525)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q21a. Health & Human Services provided by local non-profits	20.6%	36.2%	14.7%	3.2%	1.3%	24.0%
Q21b. Senior Services	20.4%	27.4%	16.2%	3.8%	0.6%	31.6%
Q21c. County's response to mental health issues	5.5%	19.8%	22.1%	12.4%	5.2%	34.9%
Q21d. Air Quality	32.4%	40.8%	14.1%	4.2%	1.3%	7.2%
Q21e. Environmental Health	20.8%	37.1%	21.0%	3.8%	1.3%	16.0%
Q21f. Community Health Services	21.0%	34.9%	17.1%	1.7%	0.4%	25.0%

**WITHOUT DON'T KNOW**

**Q21. A HEALTHY COMMUNITY: Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with each of the following: (without "don't know")**

(N=525)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q21a. Health & Human Services provided by local non-profits	27.1%	47.6%	19.3%	4.3%	1.8%
Q21b. Senior Services	29.8%	40.1%	23.7%	5.6%	0.8%
Q21c. County's response to mental health issues	8.5%	30.5%	34.0%	19.1%	7.9%
Q21d. Air Quality	34.9%	43.9%	15.2%	4.5%	1.4%
Q21e. Environmental Health	24.7%	44.2%	24.9%	4.5%	1.6%
Q21f. Community Health Services	27.9%	46.4%	22.8%	2.3%	0.5%

**Q22. Which THREE of the items listed in Question 21 do you think should receive the most emphasis from County leaders over the next TWO years? (Sum of Top 3 Choices)**

Q22. Sum of Top 3 Choices	Number	Percent
Health & Human Services provided by local non-profits	113	21.5
Senior Services	152	29.0
County's response to mental health issues	199	37.9
Air Quality	127	24.2
Environmental Health	154	29.3
Community Health Services	124	23.6
None chosen	96	18.3

**Q23. How do you receive TV service now?**

Q23. How do you receive TV service now	Number	Percent
Cable	286	54.5 %
Satellite	181	34.5 %
Antenna to County translator system	21	4.0 %
Internet	70	13.3 %
Don't watch TV	35	6.7 %
Not provided	4	0.8 %
Total	597	

**Q24. Do you watch CGTV/Community Government Television which includes Pitkin County Commissioner, Aspen City Council and Snowmass Town Council meetings, in addition to other programming?**

Q24. Do you watch CGTV/Community Government Television	Number	Percent
Yes	123	23.4 %
No	382	72.8 %
I watch government meetings streamed online	8	1.5 %
Not provided	12	2.3 %
Total	525	100.0 %

**Q25. Do you currently have internet service in your home?**

Q25. Do you have internet service in your home	Number	Percent
Yes, it works great	271	51.6 %
Yes, but it's slow & I'd like faster service	219	41.7 %
No, but I wish I had it	17	3.2 %
No, & I don't want it	13	2.5 %
Not provided	5	1.0 %
Total	525	100.0 %

**Q26. Do you currently have cellular service in your home?**

Q26. Do you have cellular service in your home	Number	Percent
Yes, it works great	242	46.1 %
Yes, but coverage is spotty	197	37.5 %
No, but I wish I had it	50	9.5 %
No, & I don't want it	27	5.1 %
Not provided	9	1.7 %
Total	525	100.0 %

**Q27. Living in Pitkin County: Affordable and quality health care and housing are among the County's goals in sustaining a prosperous economy. Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with each of the following.**

(N=525)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q27a. Availability of affordable housing for purchase	14.3%	16.4%	21.0%	21.3%	10.3%	16.8%
Q27b. Availability of affordable housing for rent	8.2%	13.7%	25.0%	19.8%	9.5%	23.8%
Q27c. Availability of affordable child care	3.6%	8.4%	20.6%	13.1%	5.7%	48.6%
Q27d. Availability of affordable quality care for aging adults	3.0%	11.2%	21.0%	11.8%	6.1%	46.9%
Q27e. Availability of employment	8.8%	28.9%	29.9%	11.1%	5.7%	15.5%

**WITHOUT DON'T KNOW**

**Q27. Living in Pitkin County: Affordable and quality health care and housing are among the County's goals in sustaining a prosperous economy. Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with each of the following. (without "don't know")**

(N=525)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q27a. Availability of affordable housing for purchase	17.2%	19.7%	25.2%	25.6%	12.4%
Q27b. Availability of affordable housing for rent	10.8%	18.0%	32.8%	26.0%	12.5%
Q27c. Availability of affordable child care	7.0%	16.3%	40.0%	25.6%	11.1%
Q27d. Availability of affordable quality care for aging adults	5.7%	21.1%	39.4%	22.2%	11.5%
Q27e. Availability of employment	10.4%	34.2%	35.4%	13.2%	6.8%

**Q28. CLERK AND RECORDER SERVICES: The Clerk and Recorder manages elections, motor vehicle registration and licensing, among other services. Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with each of the following.**

(N=525)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q28a. Vehicle registration process	40.6%	39.4%	8.2%	3.0%	2.3%	6.5%
Q28b. Voting process	45.0%	36.4%	7.4%	1.9%	0.4%	9.0%

**WITHOUT DON'T KNOW**

**Q28. CLERK AND RECORDER SERVICES: The Clerk and Recorder manages elections, motor vehicle registration and licensing, among other services. Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with each of the following. (without "don't know")**

(N=525)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q28a. Vehicle registration process	43.4%	42.2%	8.8%	3.3%	2.4%
Q28b. Voting process	49.4%	40.0%	8.2%	2.1%	0.4%

**Q29. QUALITIES OF THE ASPEN/PITKIN COUNTY AIRPORT: The County owned and operated airport strives to provide safe, efficient and environmentally responsible services. For each of the items listed, please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."**

(N=525)

	Very Satisfied	Satisfied	Neutral	Very Dissatisfied	Dissatisfied	Don't Know
Q29a. Aspen Airport parking	23.4%	38.5%	13.3%	8.6%	2.1%	14.1%
Q29b. Aspen Airport terminal	26.3%	44.2%	13.3%	5.5%	0.6%	10.1%
Q29c. Customer service at Aspen Airport	23.5%	40.5%	17.6%	4.0%	1.5%	13.0%
Q29d. Air travel options at Aspen Airport	10.5%	26.0%	21.9%	23.7%	5.7%	12.2%
Q29e. Rental cars	8.6%	23.4%	17.7%	3.6%	0.8%	45.9%
Q29f. Ground transportation	15.8%	33.7%	16.4%	4.2%	1.5%	28.4%
Q29g. Restaurant	7.6%	18.1%	28.4%	11.4%	7.4%	27.0%
Q29h. Cleanliness of facilities	25.6%	45.4%	15.5%	2.5%	0.4%	10.7%
Q29i. Overall satisfaction	19.8%	51.2%	15.2%	2.9%	0.8%	10.2%

**WITHOUT DON'T KNOW**

**Q29. QUALITIES OF THE ASPEN/PITKIN COUNTY AIRPORT: The County owned and operated airport strives to provide safe, efficient and environmentally responsible services. For each of the items listed, please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")**

(N=525)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q29a. Aspen Airport parking	27.3%	44.8%	15.5%	10.0%	2.4%
Q29b. Aspen Airport terminal	29.2%	49.2%	14.8%	6.1%	0.6%
Q29c. Customer service at Aspen Airport	27.0%	46.5%	20.2%	4.6%	1.8%
Q29d. Air travel options at Aspen Airport	12.0%	29.6%	25.0%	27.0%	6.5%
Q29e. Rental cars	15.8%	43.3%	32.7%	6.7%	1.4%
Q29f. Ground transportation	22.1%	47.1%	22.9%	5.9%	2.1%
Q29g. Restaurant	10.4%	24.8%	38.9%	15.7%	10.2%
Q29h. Cleanliness of facilities	28.6%	50.9%	17.3%	2.8%	0.4%
Q29i. Overall satisfaction	22.1%	57.0%	16.9%	3.2%	0.9%

**Q30. Which airport do you fly into and out of most often?**

Q30. Which airport do you fly into & out of most often	Number	Percent
Aspen	259	49.3 %
Eagle/Vail	23	4.4 %
Grand Junction	22	4.2 %
Denver International	165	31.4 %
Don't use air travel	32	6.1 %
Not provided	24	4.6 %
Total	525	100.0 %

**Q31. SPECIAL EVENTS: All major events in Pitkin County must be permitted and approved by the Community Development Department. Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with each of the following.**

(N=525)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q31a. Number of large scale, televised events (USA Pro Challenge/X Games)	31.9%	37.8%	14.5%	5.2%	1.9%	8.8%
Q31b. Impact of X Games on your daily activity	21.1%	31.2%	29.0%	8.0%	3.4%	7.2%
Q31c. Impact of USA Pro Challenge on your daily activity	19.8%	28.2%	25.9%	9.9%	7.0%	9.1%
Q31d. Impact of X Games on conducting your business	18.9%	26.1%	29.7%	4.0%	3.4%	17.9%
Q31e. Impact of USA Pro Challenge on conducting your business	15.9%	22.9%	27.3%	7.5%	7.3%	19.1%
Q31f. Importance of promotional value of large scale, televised events to community	30.0%	31.5%	22.9%	4.2%	2.3%	9.2%
Q31g. Communication about X Games & its potential impact to community	25.1%	37.0%	22.3%	4.2%	1.3%	10.1%
Q31h. Communication about USA Pro Challenge & its potential impact to community	23.2%	31.2%	22.7%	7.4%	3.6%	11.8%
Q31i. Organization & coordination of X Games	35.6%	32.4%	16.0%	2.5%	1.1%	12.4%
Q31j. Organization & coordination of US Pro Challenge	23.9%	29.2%	20.8%	6.3%	4.2%	15.6%
Q31k. Economic benefits of X Games	32.5%	28.7%	18.2%	3.1%	2.5%	15.1%
Q31l. Economic benefits of US Pro Challenge	21.4%	25.4%	22.5%	6.9%	5.5%	18.3%

**WITHOUT DON'T KNOW**

**Q31. SPECIAL EVENTS: All major events in Pitkin County must be permitted and approved by the Community Development Department. Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with each of the following. (without "don't know")**

(N=525)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q31a. Number of large scale, televised events (USA Pro Challenge/X Games)	34.9%	41.4%	15.9%	5.6%	2.1%
Q31b. Impact of X Games on your daily activity	22.8%	33.7%	31.2%	8.6%	3.7%
Q31c. Impact of USA Pro Challenge on your daily activity	21.8%	31.0%	28.5%	10.9%	7.8%
Q31d. Impact of X Games on conducting your business	23.0%	31.8%	36.2%	4.9%	4.2%
Q31e. Impact of USA Pro Challenge on conducting your business	19.6%	28.4%	33.8%	9.2%	9.0%
Q31f. Importance of promotional value of large scale, televised events to community	33.0%	34.7%	25.2%	4.6%	2.5%
Q31g. Communication about X Games & its potential impact to community	28.0%	41.1%	24.8%	4.7%	1.5%
Q31h. Communication about USA Pro Challenge & its potential impact to community	26.3%	35.4%	25.7%	8.4%	4.1%
Q31i. Organization & coordination of X Games	40.7%	37.0%	18.3%	2.8%	1.3%
Q31j. Organization & coordination of US Pro Challenge	28.3%	34.6%	24.7%	7.5%	5.0%
Q31k. Economic benefits of X Games	38.3%	33.8%	21.4%	3.6%	2.9%
Q31l. Economic benefits of US Pro Challenge	26.2%	31.1%	27.6%	8.4%	6.8%

**Q32. OVERALL OPINION OF THE COUNTY: Using a scale of 1 to 5, where 5 means "Excellent" and 1 means "Poor", please rate Pitkin County with regard to the following:**

(N=525)

	Excellent	Good	Neutral	Below Average	Poor	Don't Know
Q32a. Value you receive for Pitkin County portion of your taxes	18.1%	39.0%	23.0%	6.5%	5.1%	8.2%
Q32b. Overall quality of services provided by Pitkin County	21.7%	51.4%	17.3%	4.6%	1.5%	3.4%
Q32c. Overall quality of customer service you receive from County employees	25.5%	43.8%	18.1%	5.5%	1.5%	5.5%
Q32d. Effectiveness of 5-member Board of County Commissioners	8.8%	31.8%	31.4%	6.3%	4.6%	17.1%

**WITHOUT DON'T KNOW**

**Q32. OVERALL OPINION OF THE COUNTY: Using a scale of 1 to 5, where 5 means "Excellent" and 1 means "Poor", please rate Pitkin County with regard to the following: (without "don't know")**

(N=525)

	Excellent	Good	Neutral	Below Average	Poor
Q32a. Value you receive for Pitkin County portion of your taxes	19.7%	42.5%	25.1%	7.1%	5.6%
Q32b. Overall quality of services provided by Pitkin County	22.5%	53.3%	17.9%	4.7%	1.6%
Q32c. Overall quality of customer service you receive from County employees	27.0%	46.4%	19.2%	5.8%	1.6%
Q32d. Effectiveness of 5-member Board of County Commissioners	10.6%	38.4%	37.9%	7.6%	5.5%

**Q34. Are you a second homeowner in Pitkin County?**

Q34. Are you a second homeowner in Pitkin County	Number	Percent
Yes	37	7.0 %
No	488	93.0 %
Total	525	100.0 %

**Q34a. (If YES to Question 34) Which of the following statements most accurately reflects your intended future use of your Pitkin County second home?**

Q34a. Your intended future use of your Pitkin County second home	Number	Percent
Increase my personal use of residence	17	45.9 %
Increase use by friends & family	11	29.7 %
Maintain current use	15	40.5 %
Sell residence	4	10.8 %
Use residence as a full time rental unit	4	10.8 %
Use residence as a part time rental unit	4	10.8 %
Retire to Pitkin County & use as a retirement residence	5	13.5 %
Renovate residence	2	5.4 %
Become a full time resident of Pitkin County	10	27.0 %
None chosen	1	2.7 %
Total	73	

**Q35. Are you a full-time resident?**

Q35. Are you a full-time resident	Number	Percent
Yes	487	92.8 %
No	38	7.2 %
Total	525	100.0 %

**Q36. What is your residence in Pitkin County?**

Q36. What is your residence in Pitkin County	Number	Percent
Free market housing	363	69.1 %
Deed restricted housing	115	21.9 %
Fractional timeshare unit	1	0.2 %
Don't know	46	8.8 %
Total	525	100.0 %

**Q37. In what type of residence do you live?**

Q37. In what type of residence do you live	Number	Percent
Single family home	354	67.4 %
Townhome or condominium	108	20.6 %
Multi-family complex	43	8.2 %
Other	14	2.7 %
Not provided	6	1.1 %
Total	525	100.0 %

**Q38. Do you own or rent your current residence?**

Q38. Do you own or rent your current residence	Number	Percent
Own	387	73.7 %
Rent	138	26.3 %
Total	525	100.0 %

**Q39. In which of these areas do you live or own property?**

Q39. In which areas do you live or own property	Number	Percent
Aspen	240	45.7 %
Town of Snowmass Village	22	4.2 %
Basalt	41	7.8 %
Unincorporated Pitkin County	172	32.8 %
Other	37	7.0 %
Not provided	21	4.0 %
Total	533	

**Q40. Are you a business owner in Pitkin County?**

Q40. Are you a business owner in Pitkin County	Number	Percent
Yes	174	33.1 %
No	347	66.1 %
Not provided	4	0.8 %
Total	525	100.0 %

**Q41. Approximately how many years have you lived in Pitkin County?**

Q41. How many years have you lived in Pitkin County	Number	Percent
Less than 5 years	46	8.8 %
5-10 years	63	12.0 %
11-20 years	105	20.0 %
20+ years	310	59.0 %
Not provided	1	0.2 %
Total	525	100.0 %

**Q42. What is your age?**

<u>Q42. Your age</u>	<u>Number</u>	<u>Percent</u>
25 to 34	113	21.5 %
35 to 44	94	17.9 %
45 to 54	106	20.2 %
55 to 64	119	22.7 %
65+	91	17.3 %
<u>Not provided</u>	<u>2</u>	<u>0.4 %</u>
Total	525	100.0 %

**Q43. Are you or other members of your household of Hispanic or Latino ancestry?**

<u>Q43. Hispanic or Latino ancestry</u>	<u>Number</u>	<u>Percent</u>
Yes	46	8.8 %
No	458	87.2 %
<u>Not provided</u>	<u>21</u>	<u>4.0 %</u>
Total	525	100.0 %

**Q44. Which of the following best describes your race?**

<u>Q44. Your race</u>	<u>Number</u>	<u>Percent</u>
African American/Black	3	0.6 %
American Indian or Alaska Native	5	1.0 %
Asian, Hawaiian or Other Pacific Islander	2	0.4 %
White	473	90.1 %
Other	35	6.7 %
<u>Not provided</u>	<u>14</u>	<u>2.7 %</u>
Total	532	

**Q45. Would you say your total household income is:**

<u>Q45. Your total household income</u>	<u>Number</u>	<u>Percent</u>
Under \$25K	51	9.7 %
\$25K to \$49,999	71	13.5 %
\$50K to \$74,999	94	17.9 %
\$75K to \$99,999	81	15.4 %
\$100K+	186	35.4 %
<u>Not provided</u>	<u>42</u>	<u>8.0 %</u>
Total	525	100.0 %

**Q46. Your gender:**

<u>Q46. Your gender</u>	<u>Number</u>	<u>Percent</u>
Male	272	51.8 %
Female	253	48.2 %
Total	525	100.0 %

**Q47. Are you a registered voter?**

<u>Q47. Are you a registered voter</u>	<u>Number</u>	<u>Percent</u>
Yes	472	89.9 %
No	51	9.7 %
Not provided	2	0.4 %
Total	525	100.0 %

**Zip code**

<u>Zip code</u>	<u>Number</u>	<u>Percent</u>
81512	1	0.2 %
81611	277	52.8 %
81612	35	6.7 %
81615	10	1.9 %
81621	53	10.1 %
81623	78	14.9 %
81642	5	1.0 %
81654	55	10.5 %
81656	5	1.0 %
99999	6	1.1 %
Total	525	100.0 %

*Section 4:*  
***Survey Instrument***

---



530 E. Main Street, 3rd Floor  
Aspen, Colorado 81611  
phone (970) 920-5200  
fax (970) 920-5198

Dear Fellow Pitkin County Resident,

You have been selected randomly to participate in the 2014 Pitkin County Community Survey. Your honest answers to the following questions are very important to Pitkin County! Your answers will help us take an important measurement of "how we're doing" and help us understand what county programs are working well, and which ones need more attention to meet our community's expectations. We will use your feedback from this survey to help us make important decisions about how we operate now and into the future.

Pitkin County Government receives approximately 22% of the property taxes and 25% of the sales taxes collected each year in the County. Your participation in this survey will help county officials see to it that these funds are providing the best value possible and to ensure a safe, healthy, vibrant and sustainable community. We greatly appreciate your taking time to complete this survey. You'll need approximately 20-30 minutes to answer every question.

A postage-paid return envelope has been provided for your convenience, or you may complete the survey online at [www.pitkincountysurvey.com](http://www.pitkincountysurvey.com). If you would prefer to take the survey over the phone please call toll free 1-800-801-5368.

If you have any questions please call Pitkin County Community Relations Coordinator Pat Bingham at 970-920-5204.

Thank you for your help on this collaborative effort to help make Pitkin County an even better place to live, work, play, visit and raise a family.

Very truly yours,

A blue ink signature of Jon Peacock, consisting of stylized initials and a long horizontal stroke.

Jon Peacock  
County Manager



## FLOURISHING NATURAL AND BUILT ENVIRONMENT

**5. What level of benefit do you receive for the Open Space and Trails portion of your property tax dollar (10.2%) for preserving/conserving open space, wildlife habitat, and agricultural landscapes, in addition to providing recreational trails? Using a scale of 1 to 5, where 5 means "Great Benefit" and 1 means "No Benefit," please rate your level of benefit.**

		Great Benefit	Some Benefit	Neutral	Little Benefit	No Benefit	Don't Know
A.	Level of benefit	5	4	3	2	1	9

**6. WATER ISSUES: Pitkin County is a "head waters" community, subject to trans-mountain diversions. Preservation and protection of the quantity and quality of the County's remaining water resources has been a priority in the following initiatives. For each of the items listed, please indicate if it is a benefit to you on a scale of 1 to 5, where 5 means "Great Benefit" and 1 means "No Benefit."**

		Great Benefit	Some Benefit	Neutral	Little Benefit	No Benefit	Don't Know
A.	Maintaining healthy streamflows in our rivers and streams for aesthetic purposes, recreation, and to support our fish and wildlife	5	4	3	2	1	9
B.	Maintaining good streamflows in our rivers and streams for agricultural use and irrigation of open space	5	4	3	2	1	9
C.	Keeping our rivers and streams free of pollutants, such as sediment and run-off from septic systems	5	4	3	2	1	9
D.	Resisting water development that would be detrimental to stream health	5	4	3	2	1	9
E.	Resisting expanded trans-mountain diversions of local water resources	5	4	3	2	1	9
F.	Development and acquisition of associated water rights for a water park on the Roaring Fork River near Basalt for recreational use	5	4	3	2	1	9
G.	Maintaining water resources to support local agricultural productivity	5	4	3	2	1	9

**7. Which THREE of these items do you think should receive the most emphasis from County leaders over the next TWO years? [Write in the letters below using the letters from the list in Question 6 above.]**

           1<sup>st</sup>
           2<sup>nd</sup>
           3<sup>rd</sup>

**8. LANDFILL AND RECYCLING: In addition to burying waste, the Solid Waste Center/Landfill provides diversion/recycling programs.**

**For each of the items listed, please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."**

		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A.	Electronic Recycling	5	4	3	2	1	9
B.	Recycling drop off centers	5	4	3	2	1	9
C.	Use-It-Again Lot at the Landfill	5	4	3	2	1	9
D.	Household Hazardous Waste disposal	5	4	3	2	1	9
E.	Yard waste disposal	5	4	3	2	1	9
F.	Compost products for sale (compost, top soil, potting soil, gravel, and landscape boulders)	5	4	3	2	1	9

**9. Which THREE of these items do you think should receive the most emphasis from County leaders over the next TWO years? [Write in the letters below using the letters from the list in Question 8 above.]**

           1<sup>st</sup>
           2<sup>nd</sup>
           3<sup>rd</sup>

## LIVABLE AND SUPPORTIVE COMMUNITY

**10. SENSE OF PERSONAL SAFETY:** A sense of personal safety is among the County's most important strategic goals.

Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with each of the following.

		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A.	Ambulance/emergency medical services in the County	5	4	3	2	1	9
B.	Walking in your neighborhood	5	4	3	2	1	9
C.	In commercial/business areas	5	4	3	2	1	9
D.	At special events	5	4	3	2	1	9
E.	In parks, open spaces and trails	5	4	3	2	1	9
F.	The County's protection of adults from abuse or neglect	5	4	3	2	1	9
G.	The County's protection of children from abuse or neglect	5	4	3	2	1	9
H.	The County's protection of families from domestic violence	5	4	3	2	1	9

**11. Which THREE of these items do you think should receive the most emphasis from County leaders over the next TWO years? [Write in the letters below using the letters from the list in Question 10 above.]**

\_\_\_\_\_ 1<sup>st</sup>      \_\_\_\_\_ 2<sup>nd</sup>      \_\_\_\_\_ 3<sup>rd</sup>

**12. PUBLIC SAFETY:** The philosophy of the Pitkin County Sheriff's Office is to assist the community in the mutual pursuit of a peaceful, safe, and healthy environment.

Please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A.	Overall quality of local Sheriff's Office protection	5	4	3	2	1	9
B.	Professionalism of Sheriff's Office employees responding to emergencies	5	4	3	2	1	9
C.	How quickly Deputy Sheriff's Office responds to 911 emergencies	5	4	3	2	1	9
D.	The visibility of Deputy Sheriffs in neighborhoods	5	4	3	2	1	9
E.	Overall quality of Pitkin Alert System	5	4	3	2	1	9
F.	Overall quality of Mountain Rescue Services	5	4	3	2	1	9
G.	County efforts to ensure community preparedness for a natural disaster/crisis	5	4	3	2	1	9
H.	The County's efforts to prevent crime	5	4	3	2	1	9
I.	Overall quality of the Text to 911 service	5	4	3	2	1	9

**13. Which THREE of the items listed above do you think should receive the most emphasis from County leaders over the next TWO years? [Write in the letters below using the letters from the list in Question 12 above.]**

\_\_\_\_\_ 1<sup>st</sup>      \_\_\_\_\_ 2<sup>nd</sup>      \_\_\_\_\_ 3<sup>rd</sup>

**14. LAND USE:** Pitkin County (outside of municipal jurisdictions) places limits on what property owners can do on their property. These zoning limitations are put in place for a community benefit. For each of the items listed, please indicate if it is a benefit to you on a scale of 1 to 5, where 5 means "Great Benefit" and 1 means "No Benefit."

		Great Benefit	Some Benefit	Neutral	Little Benefit	No Benefit	Don't Know
A.	Required preservation of the historic character of residential areas in Pitkin County	5	4	3	2	1	9
B.	Limitations on density	5	4	3	2	1	9
C.	Limitations on house size	5	4	3	2	1	9
D.	Restrictions on location and type of development in rural areas of Pitkin County	5	4	3	2	1	9
E.	Restrictions on development in back country areas	5	4	3	2	1	9
F.	Maintaining the County's rural character	5	4	3	2	1	9

**15. Which THREE of the items listed above do you think should receive the most emphasis from County leaders over the next TWO years? [Write in the letters below using the letters from the list in Question 14 above.]**

\_\_\_\_\_ 1<sup>st</sup>      \_\_\_\_\_ 2<sup>nd</sup>      \_\_\_\_\_ 3<sup>rd</sup>

## LIVABLE AND SUPPORTIVE COMMUNITY

**16. PERCEPTIONS OF CURRENT TRANSPORTATION ISSUES:** Pitkin County maintains 264 miles of county-owned roads and 24 bridges. It also owns and maintains over 70 miles of shared use trails.

For each of the items listed, please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A.	Ease of driving in the County in the winter	5	4	3	2	1	9
B.	Ease of traveling from Pitkin County to other cities in Colorado	5	4	3	2	1	9
C.	Availability of shared use trails	5	4	3	2	1	9
D.	Availability of parking (Intercept lot, AABC, etc.)	5	4	3	2	1	9
E.	Traffic safety on major County roads (Maroon and Castle Creek roads, McLain Flats, Watson Divide, Snowmass Creek Road, etc.)	5	4	3	2	1	9
F.	Condition of County roadways	5	4	3	2	1	9
G.	Availability of mass transit	5	4	3	2	1	9
H.	Satisfaction with the RFTA/BRT bus system	5	4	3	2	1	9
I.	Ease of traveling by bicycle in Pitkin County	5	4	3	2	1	9

**17. Which THREE of the items listed above do you think should receive the most emphasis from County leaders over the next TWO years? [Write in the letters below using the letters from the list in Question 16 above.]**

\_\_\_\_\_ 1<sup>st</sup>      \_\_\_\_\_ 2<sup>nd</sup>      \_\_\_\_\_ 3<sup>rd</sup>

**18. PUBLIC COMMUNICATION AND OUTREACH:** Community engagement and transparency are a core focus of the Community Relations Department.

For each of the items listed, please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A.	Ease of access to information about County operations	5	4	3	2	1	9
B.	Opportunities to participate in local government (advisory boards, volunteering)	5	4	3	2	1	9
C.	Ease of finding the information you want on <a href="http://www.aspenpitkin.com">www.aspenpitkin.com</a>	5	4	3	2	1	9
D.	Effectiveness of County communication with the public	5	4	3	2	1	9

**19. How do you find out about county government events and issues?** (please check all that apply)

- |                             |   |                                     |
|-----------------------------|---|-------------------------------------|
| _____ (01) Aspen Times      | _____ (06) KSNO   | _____ (11) Grassroots Channel 12    |
| _____ (02) Aspen Daily News | _____ (07) KSPN   | _____ (12) CGTV Channel 11          |
| _____ (03) Post Independent | _____ (08) KAJX   | _____ (13) Official county postings |
| _____ (04) Sopris Sun       | _____ (09) Social media (Facebook, Twitter)                                     | _____ (14) Word of Mouth            |
| _____ (05) Snowmass Sun     | _____ (10) Web ( <a href="http://www.aspenpitkin.com">www.aspenpitkin.com</a> ) | _____ (15) Other _____              |

**NEIGHBORHOOD CAUCUS SYSTEM:** There are nine active neighborhood caucus groups spanning Pitkin County from Aspen to the Crystal River Valley.

**20. Do you live in a caucus area?**

\_\_\_\_\_(1) Yes (go to Q20a-c)      \_\_\_\_\_(2) No (go to Q21)

**20a. How often do you participate in your local caucus?**

\_\_\_\_\_(1) Not at all      \_\_\_\_\_(3) 3-5 meetings a year  
 \_\_\_\_\_(2) 1-2 meetings a year      \_\_\_\_\_(4) Other \_\_\_\_\_

**20b. Are you aware of your caucus area Master Plan?**

\_\_\_\_\_(1) Yes (to to Q20c)      \_\_\_\_\_(2) No (go to Q21)

**20c. If "Yes", are you pleased with the direction of the Master Plan?**

\_\_\_\_\_(1) Yes      \_\_\_\_\_(2) No



## PROSPEROUS ECONOMY

**29. QUALITIES OF THE ASPEN/PITKIN COUNTY AIRPORT:** The County owned and operated airport strives to provide safe, efficient and environmentally responsible services.  
For each of the items listed, please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A.	Aspen Airport parking	5	4	3	2	1	9
B.	Aspen Airport terminal	5	4	3	2	1	9
C.	Customer service at Aspen Airport	5	4	3	2	1	9
D.	Air travel options at the Aspen airport	5	4	3	2	1	9
E.	Rental cars	5	4	3	2	1	9
F.	Ground transportation	5	4	3	2	1	9
G.	Restaurant	5	4	3	2	1	9
H.	Cleanliness of facilities	5	4	3	2	1	9
I.	Overall satisfaction	5	4	3	2	1	9

**30. Which airport do you fly into and out of most often?**

(1) Aspen                       (3) Grand Junction                       (5) I don't use air travel  
 (2) Eagle/Vail                       (4) Denver International

**31. SPECIAL EVENTS:** All major events in Pitkin County must be permitted and approved by the Community Development Department.

Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with each of the following.

		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A.	The number of large scale, televised events (USA Pro Challenge/X Games)	5	4	3	2	1	9
B.	Impact of the X Games on your daily activity	5	4	3	2	1	9
C.	Impact of the USA Pro Challenge on your daily activity	5	4	3	2	1	9
D.	Impact of the X Games on conducting your business	5	4	3	2	1	9
E.	Impact of the USA Pro Challenge on conducting your business	5	4	3	2	1	9
F.	Importance of promotional value of large scale, televised events to the community	5	4	3	2	1	9
G.	Communication about the X Games and its potential impact to the community	5	4	3	2	1	9
H.	Communication about the USA Pro Challenge and its potential impact to the community	5	4	3	2	1	9
I.	Organization and coordination of the X Games	5	4	3	2	1	9
J.	Organization and coordination of the US Pro Challenge	5	4	3	2	1	9
K.	Economic benefits of the X Games	5	4	3	2	1	9
L.	Economic benefits of the US Pro Challenge	5	4	3	2	1	9

**32. OVERALL OPINION OF THE COUNTY: PART 2**

Using a scale of 1 to 5, where 5 means "Excellent" and 1 means "Poor", please rate Pitkin County with regard to the following:

		Excellent	Good	Neutral	Below Average	Poor	Don't Know
A.	Value you receive for the Pitkin County Portion of your taxes (Pitkin County's portion is 23% of your tax dollar. Schools and other governments receive 73% of your tax dollar.).	5	4	3	2	1	9
B.	Overall quality of services provided by Pitkin County	5	4	3	2	1	9
C.	Overall quality of customer service you receive from County employees	5	4	3	2	1	9
D.	Effectiveness of the 5-member Board of County Commissioners	5	4	3	2	1	9

**33. Do you have any comments or suggestions regarding any County-provided services?** \_\_\_\_\_

**DEMOGRAPHICS**

34. Are you a second homeowner in Pitkin County? \_\_\_(1) Yes (Go to Q34a) \_\_\_(2) No (Go to Q35)

34a. Which of the following statements most accurately reflects your intended future use of your Pitkin County second home? (Please check all that apply)

- \_\_\_ (01) Increase my personal use of the residence
- \_\_\_ (02) Increase use by friends and family
- \_\_\_ (03) Maintain current use
- \_\_\_ (04) Decrease current use
- \_\_\_ (05) Sell residence
- \_\_\_ (06) Use the residence as a full time rental unit
- \_\_\_ (07) Use the residence as a part time rental unit
- \_\_\_ (08) Retire to Pitkin County and use as a retirement residence
- \_\_\_ (09) Renovate the residence
- \_\_\_ (10) Become a full time resident of Pitkin County
- \_\_\_ (11) Other \_\_\_\_\_

35. Are you a full-time resident? \_\_\_(1) Yes \_\_\_(2) No

36. What is your residence in Pitkin County?

- \_\_\_ (1) Free market housing
- \_\_\_ (2) Deed restricted housing
- \_\_\_ (3) Fractional timeshare unit

37. In what type of residence do you live?

- \_\_\_ (1) Single family home
- \_\_\_ (2) Townhome or Condominium
- \_\_\_ (3) Multi-family complex
- \_\_\_ (4) Other \_\_\_\_\_

38. Do you own or rent your current residence? \_\_\_(1) Own \_\_\_(2) Rent

39. In which of these areas do you live or own property? (check all that apply)

- \_\_\_ (1) Aspen
- \_\_\_ (2) Town of Snowmass Village
- \_\_\_ (3) Basalt
- \_\_\_ (4) Unincorporated Pitkin County
- \_\_\_ (5) Other \_\_\_\_\_

40. Are you a business owner in Pitkin County? \_\_\_(1) Yes \_\_\_(2) No

41. Approximately how many years have you lived in Pitkin County?

- \_\_\_ (1) Less than 5 years
- \_\_\_ (2) 5-10 years
- \_\_\_ (3) 11-20 years
- \_\_\_ (4) More than 20 years

42. What is your age?

- \_\_\_ (1) Under 25
- \_\_\_ (2) 25 to 34
- \_\_\_ (3) 35 to 44
- \_\_\_ (4) 45 to 54
- \_\_\_ (5) 55 to 64
- \_\_\_ (6) 65+

43. Are you or other members of your household of Hispanic or Latino ancestry? \_\_\_(1) Yes \_\_\_(2) No

44. Which of the following best describes your race?

- \_\_\_ (1) African American/Black
- \_\_\_ (2) American Indian or Alaska Native
- \_\_\_ (3) Asian, Hawaiian or Other Pacific Islander
- \_\_\_ (4) White
- \_\_\_ (5) Other: \_\_\_\_\_

45. Would you say your total household income is:

- \_\_\_ (1) Under \$25,000
- \_\_\_ (2) \$25,000 to \$49,999
- \_\_\_ (3) \$50,000 to \$74,999
- \_\_\_ (4) \$75,000 to \$99,999
- \_\_\_ (5) \$100,000 or more

46. Your gender: \_\_\_ (1) Male \_\_\_ (2) Female

47. Are you a registered voter? \_\_\_(1) Yes \_\_\_(2) No

**This concludes the survey. Thank you for your time!**

Please return your completed survey in the enclosed postage paid envelope addressed to:  
ETC Institute, 725 W. Frontier Circle, Olathe, KS 66061

Your responses will remain completely confidential. The information to the right will ONLY be used to help identify which areas of the County are having problems with County services. If your address is not correct, please provide the correct information. Thank you.

# 2014 Pitkin County Community Survey *Appendix A – GIS Maps*

*...helping organizations make better decisions since 1982*

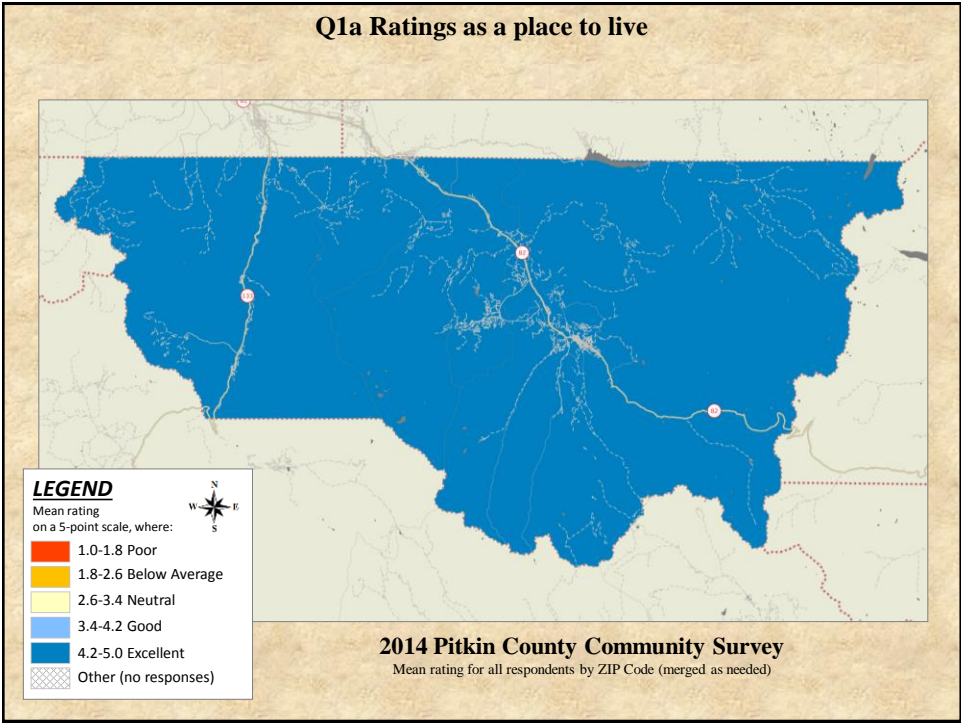
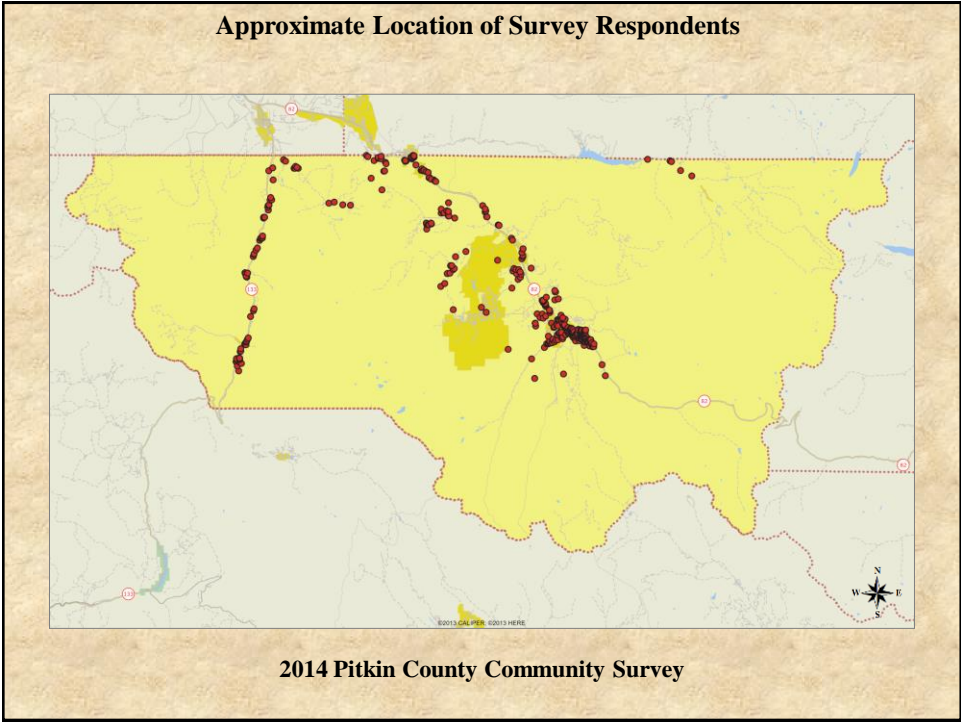
Final Report

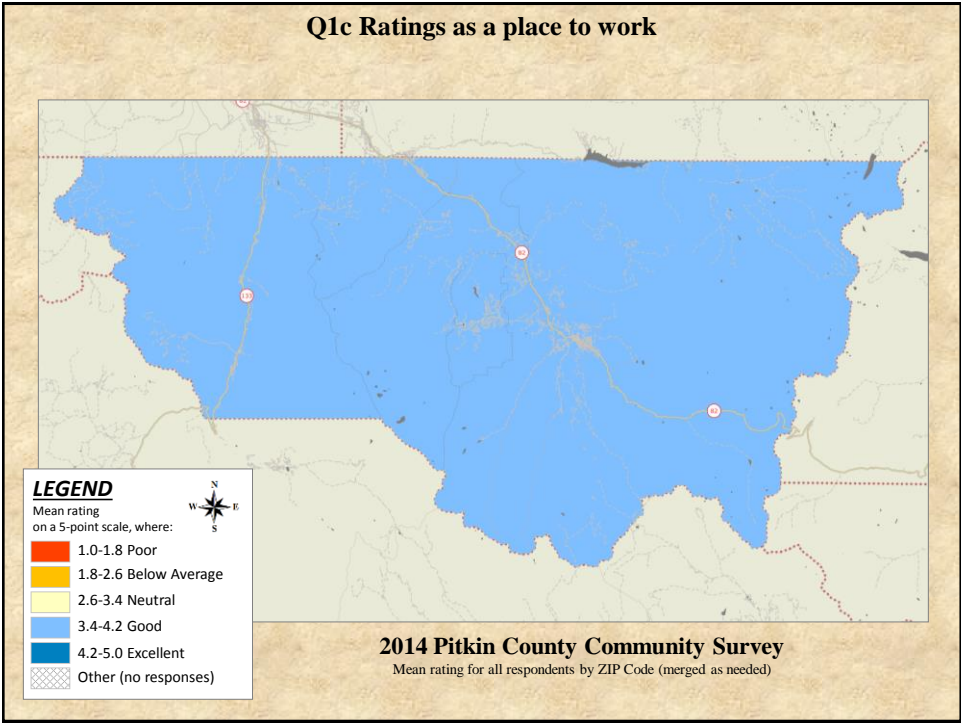
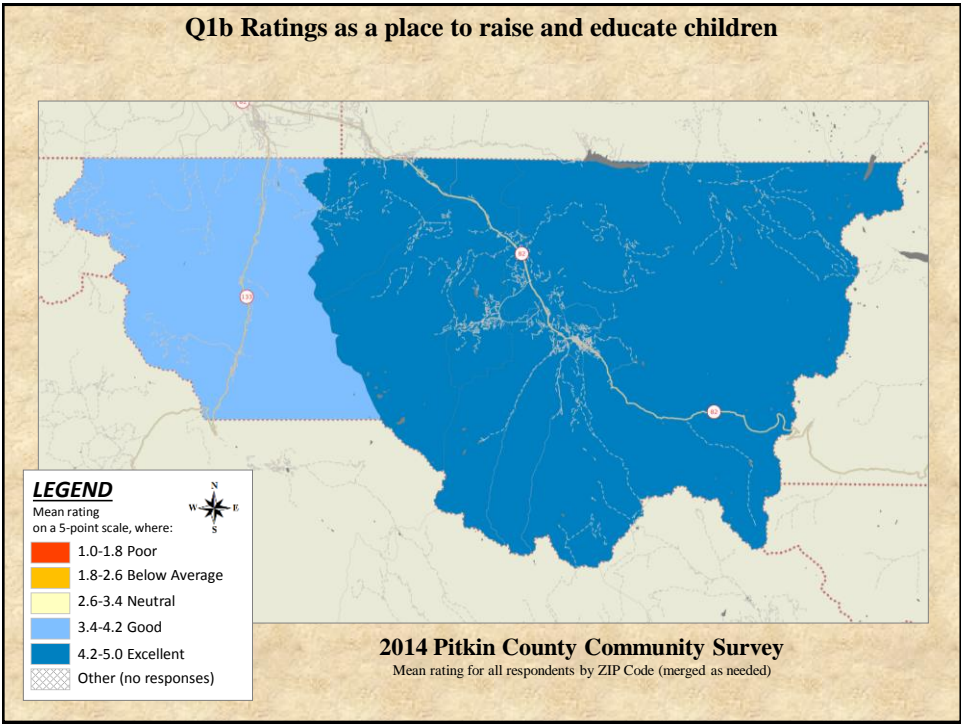
**Submitted to Pitkin County, Colorado by:**

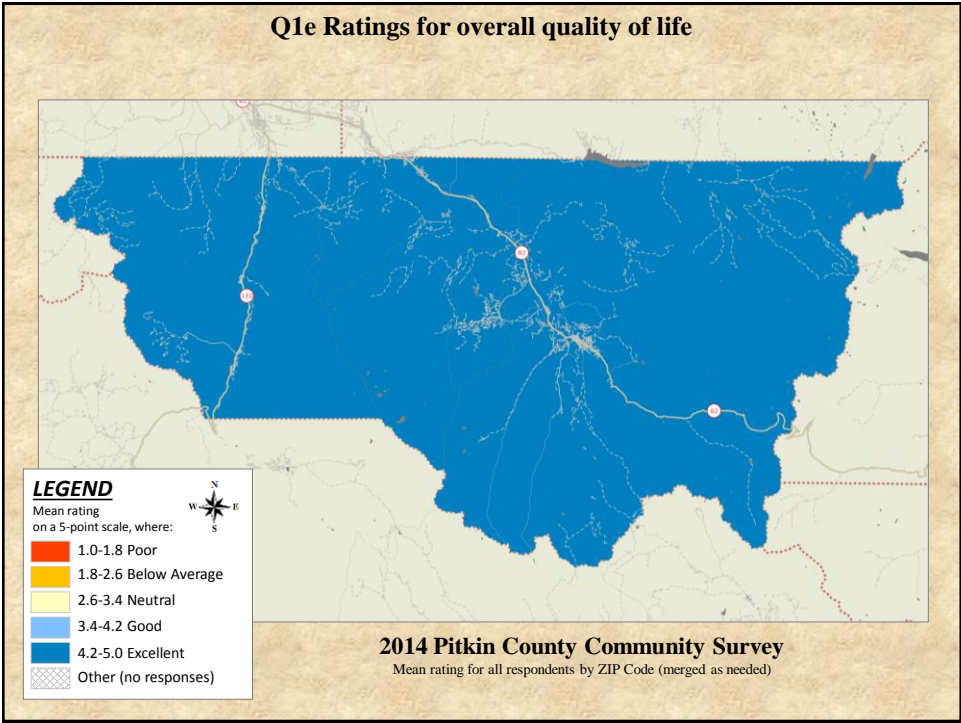
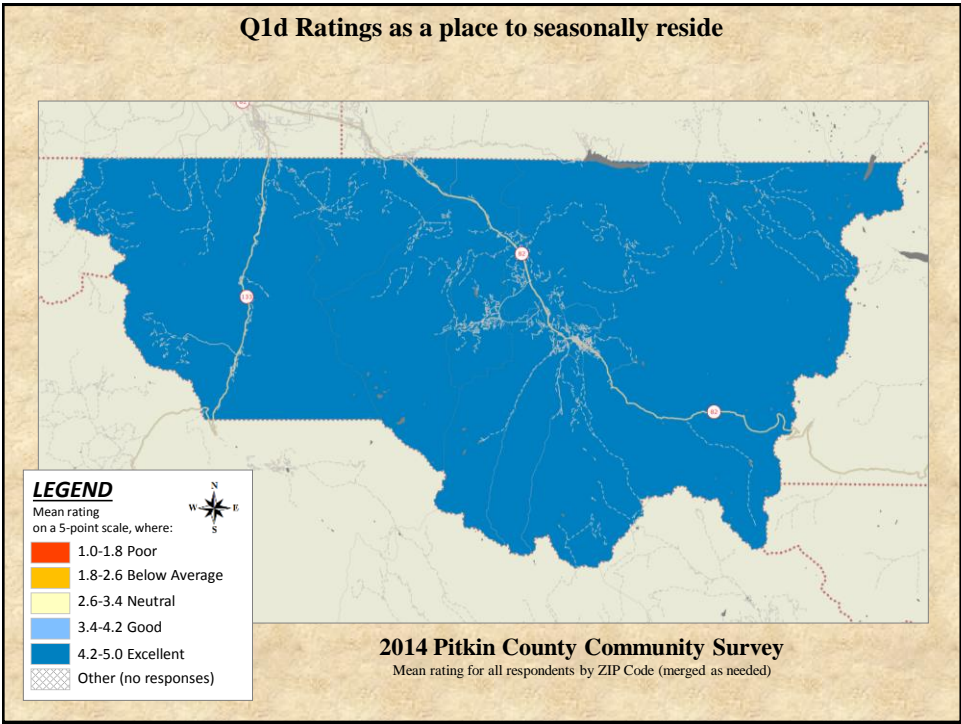
ETC Institute  
725 W. Frontier Circle,  
Olathe, Kansas  
66061

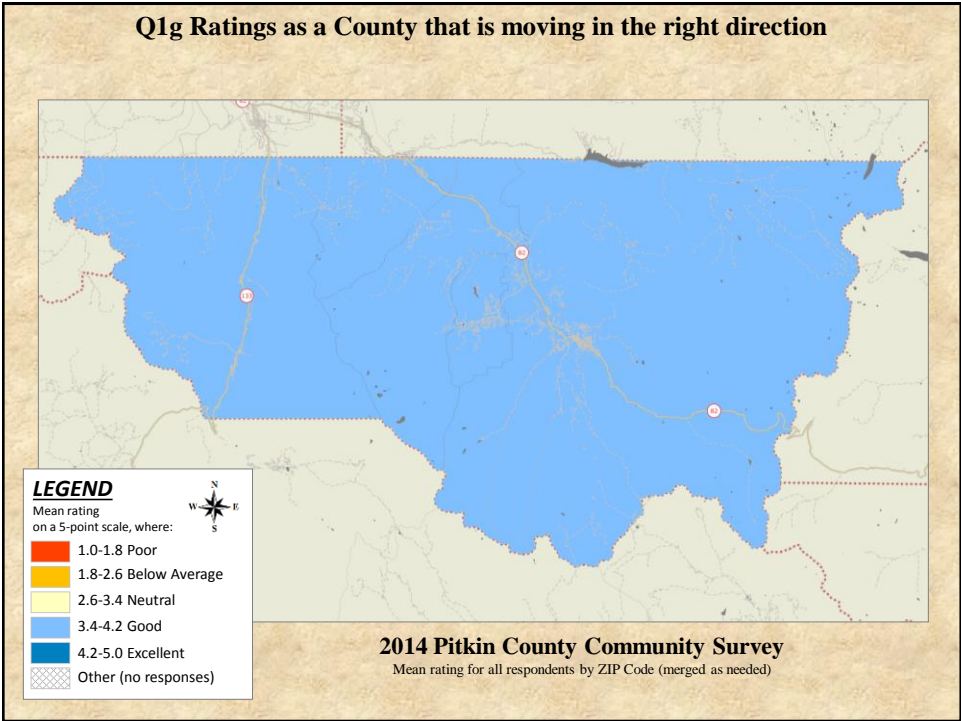
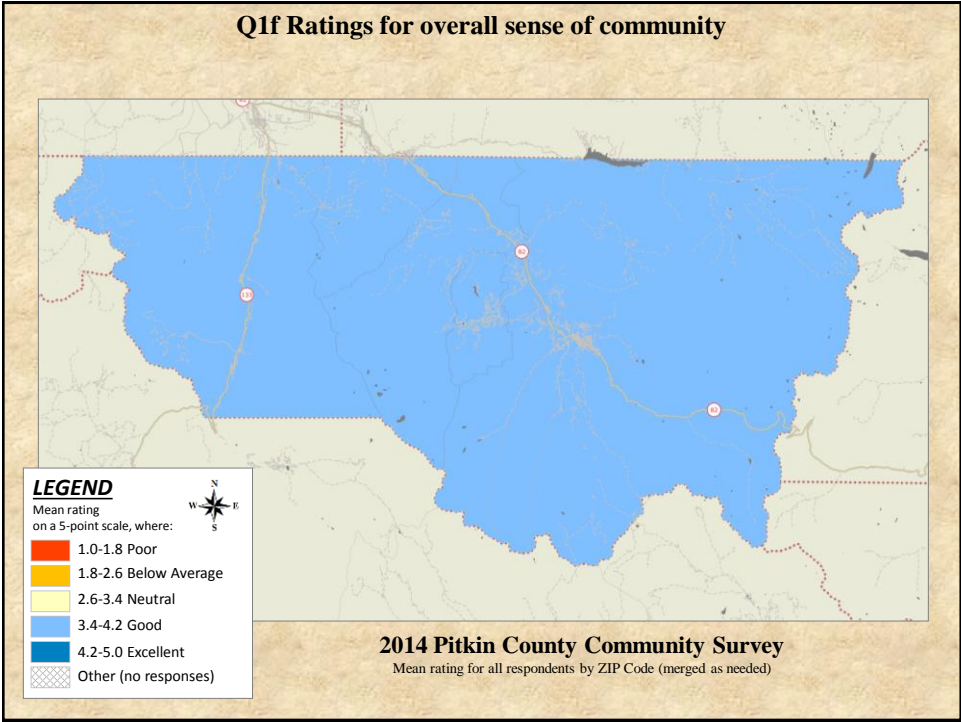


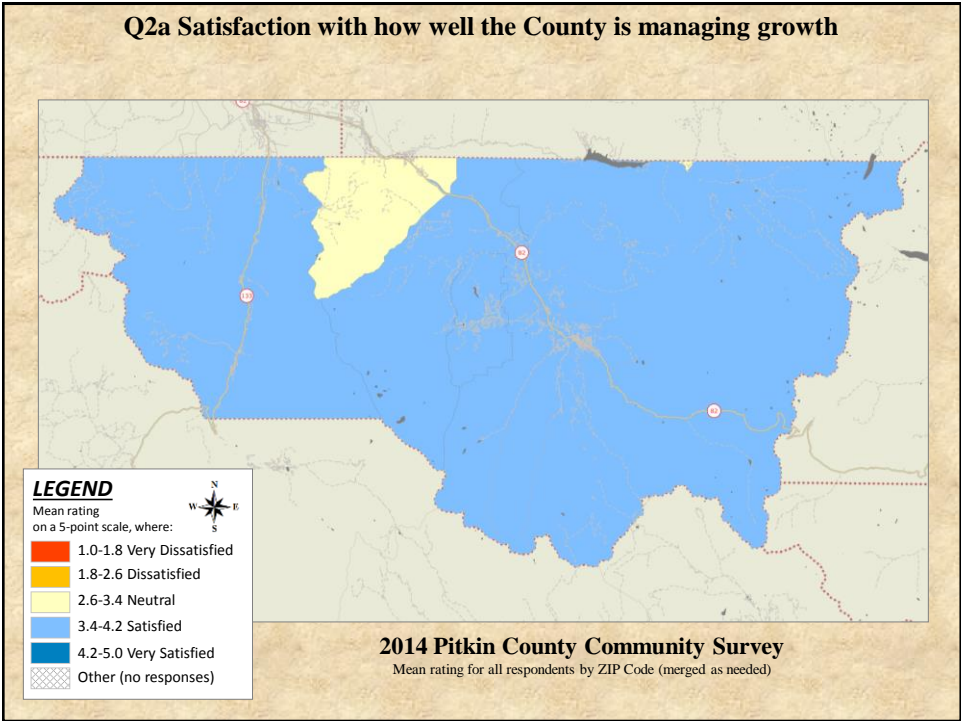
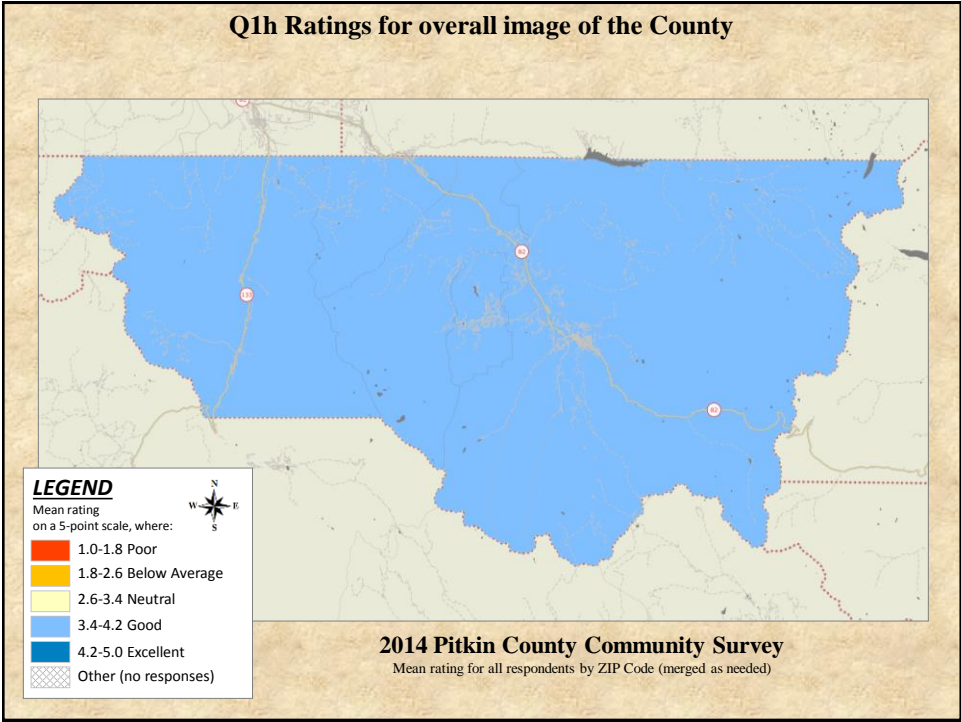
**March 2014**

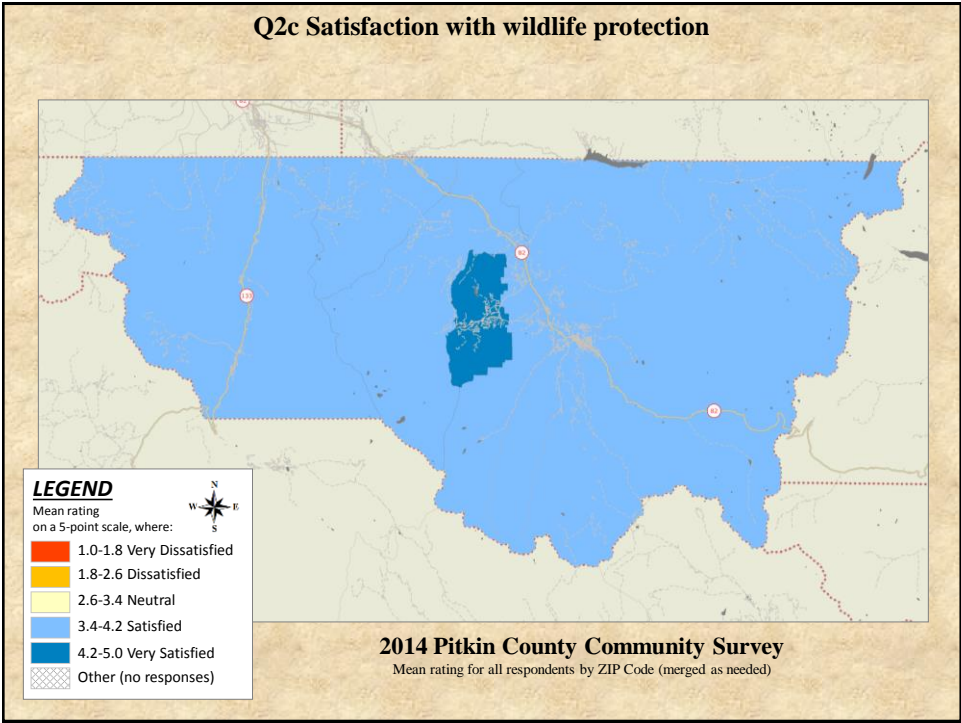
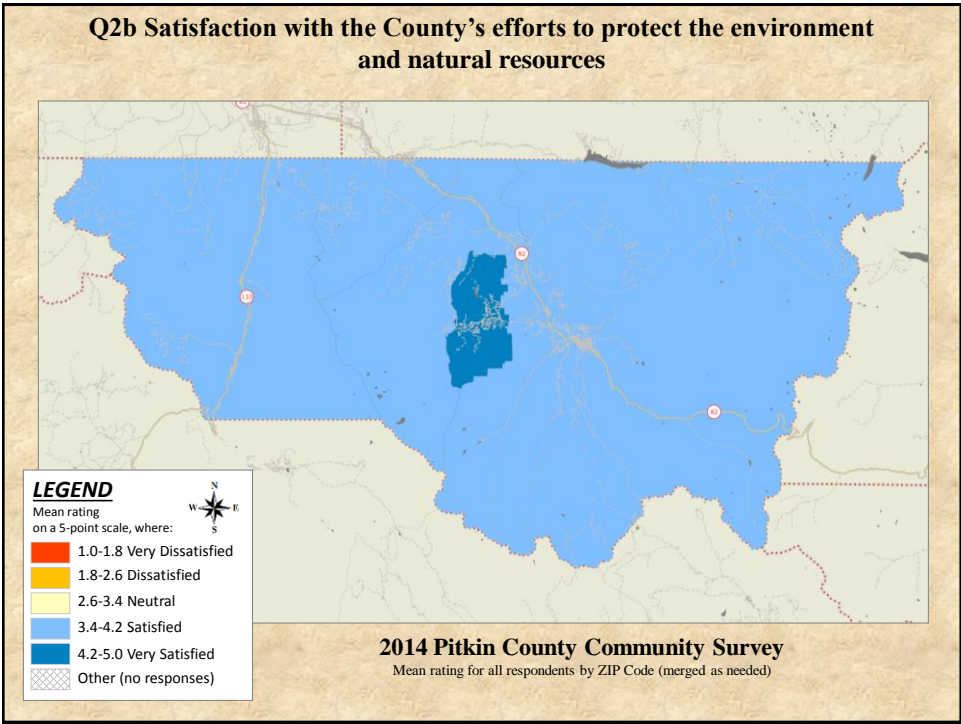


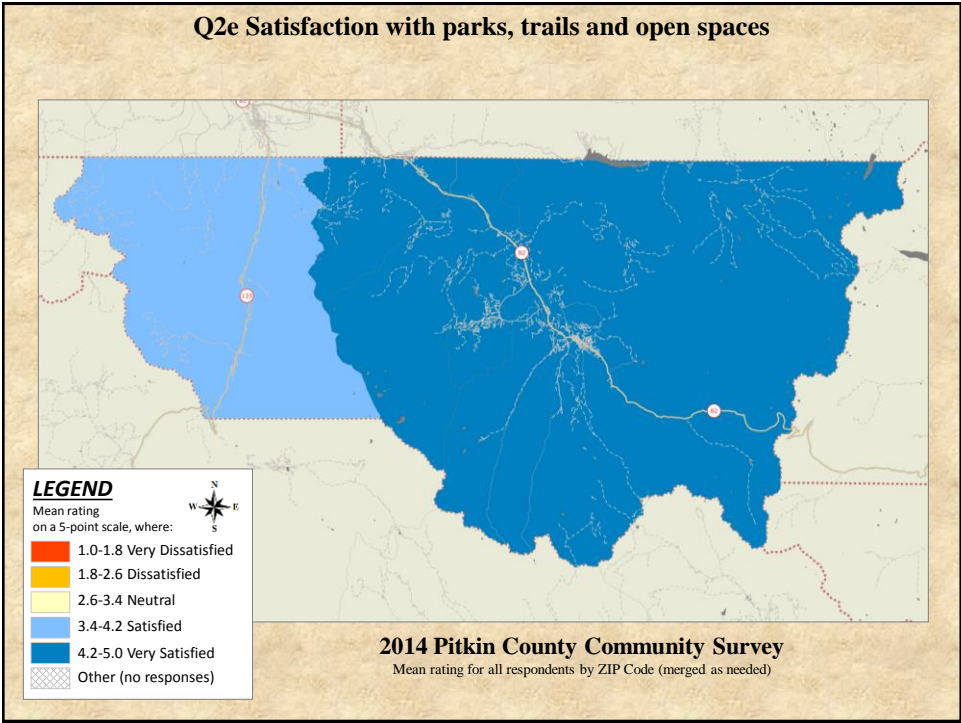
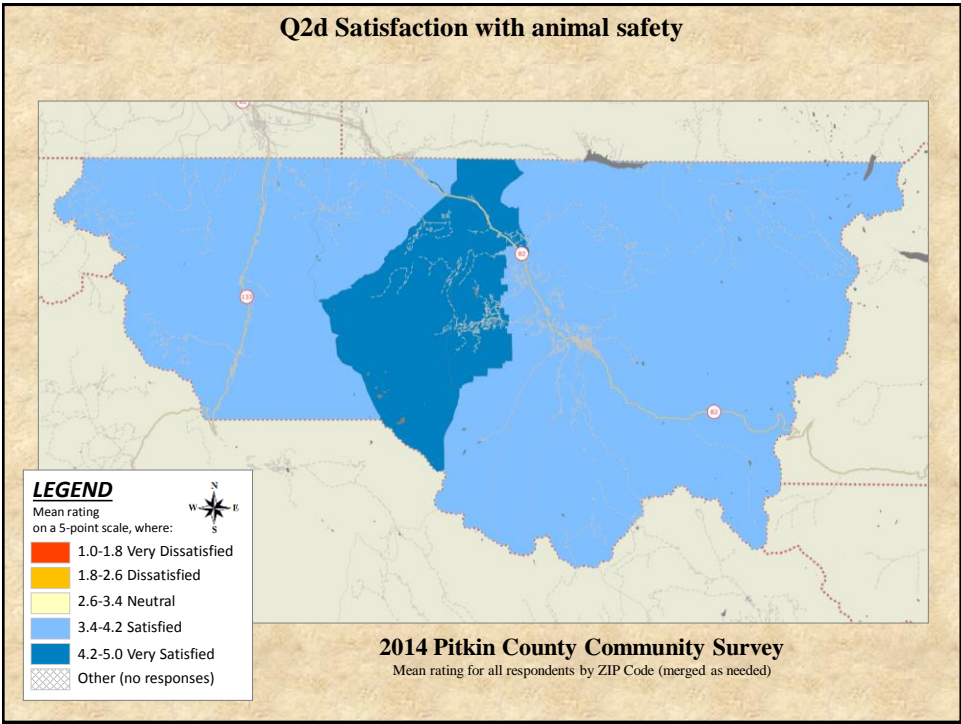


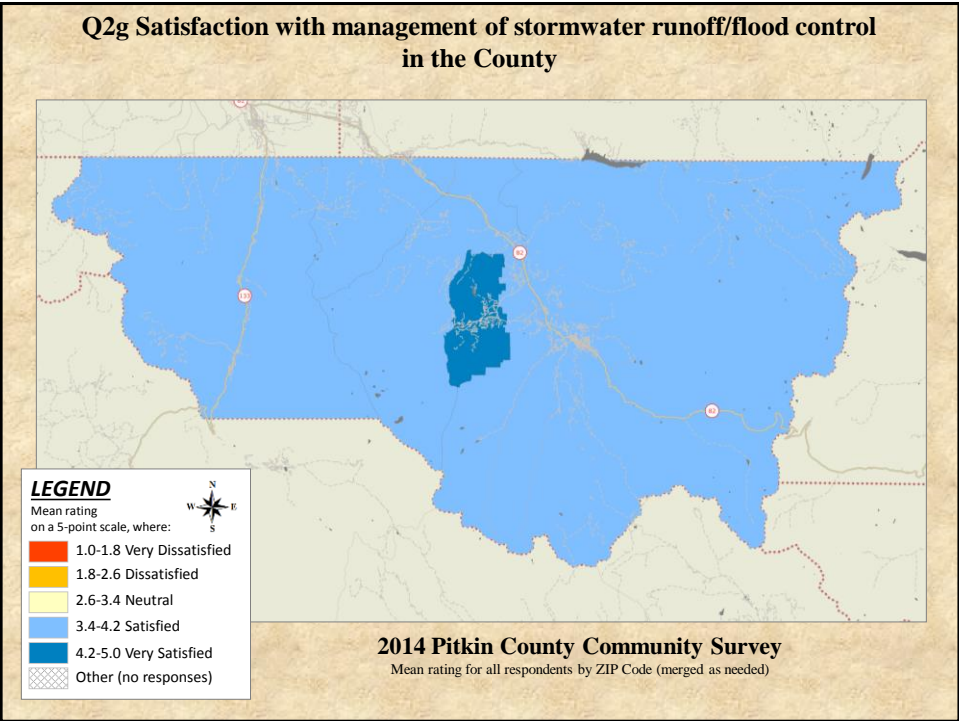
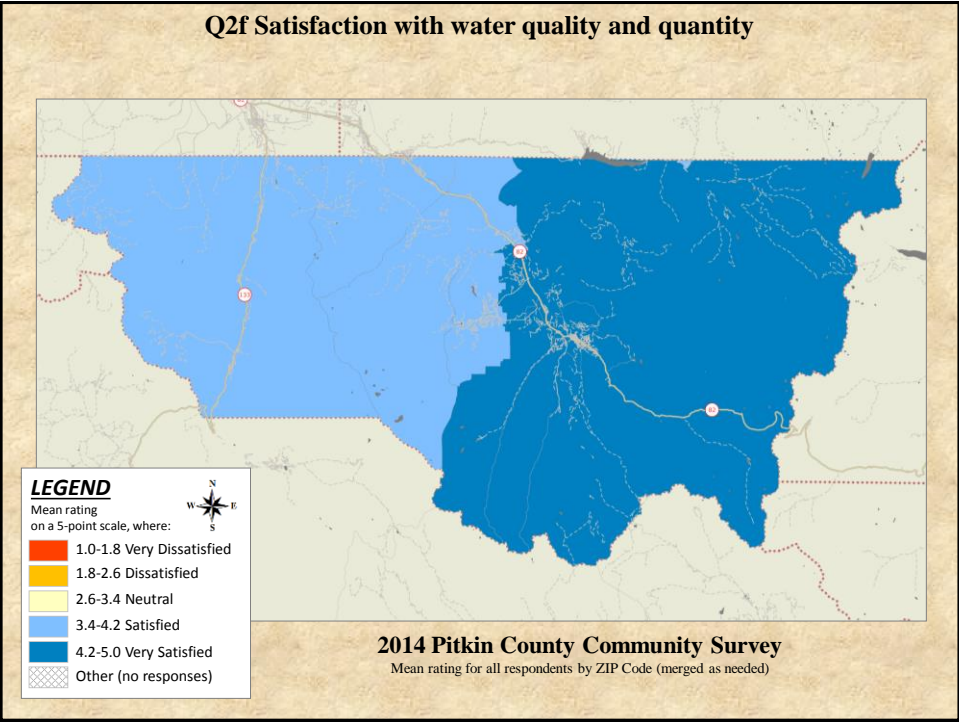


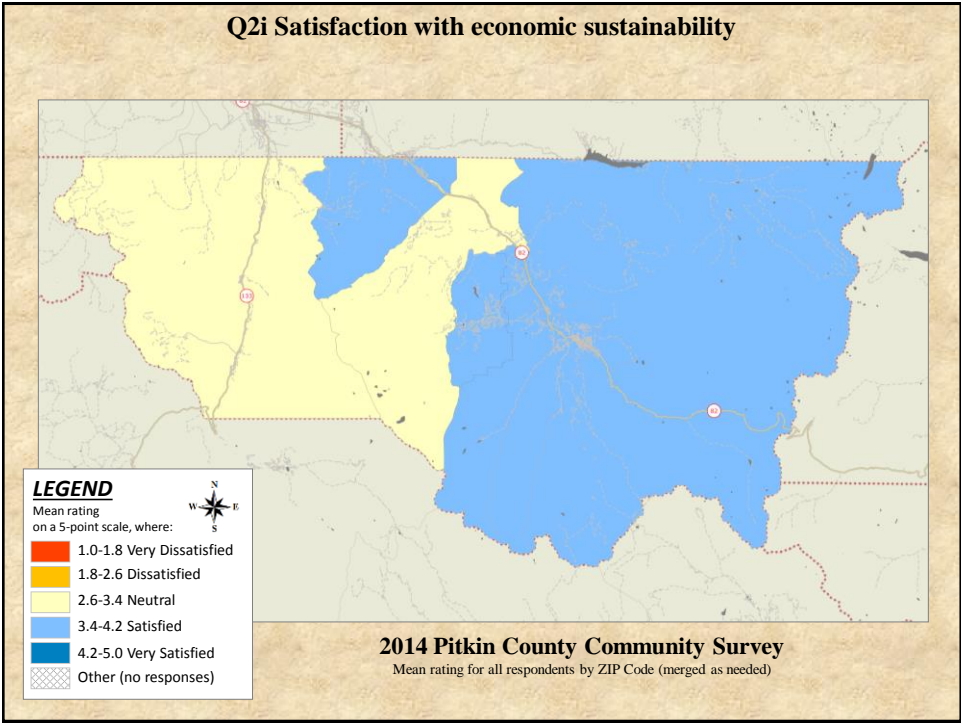
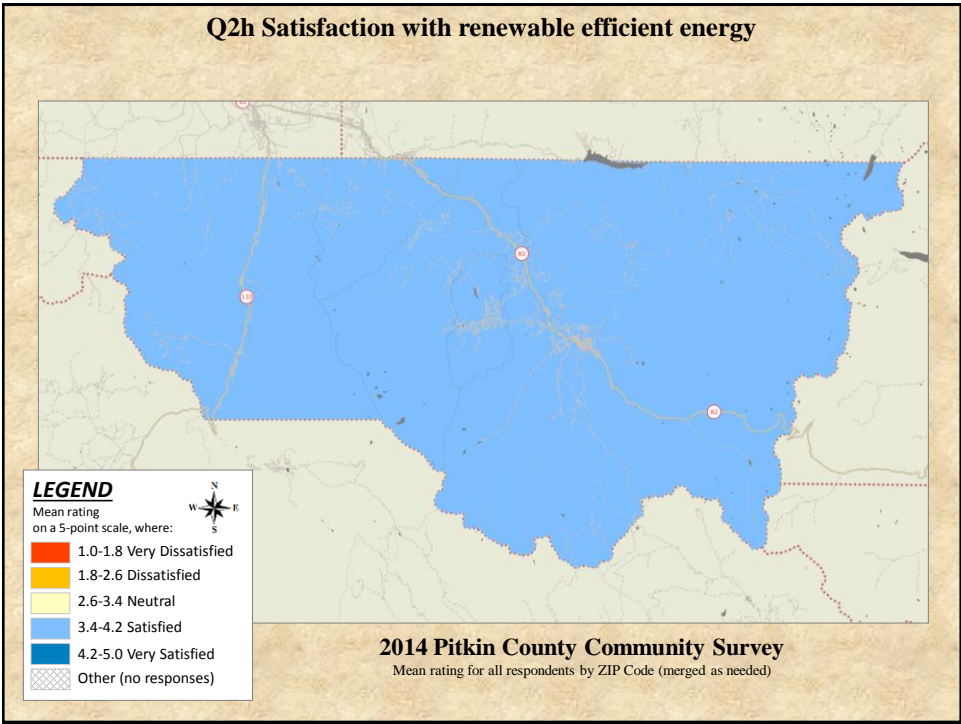


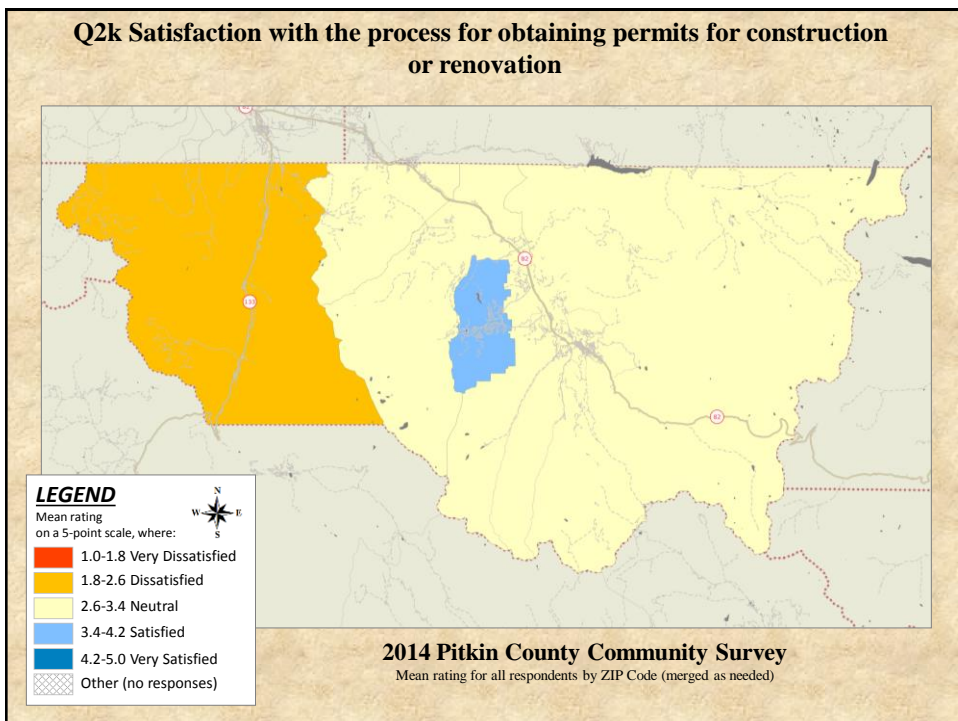
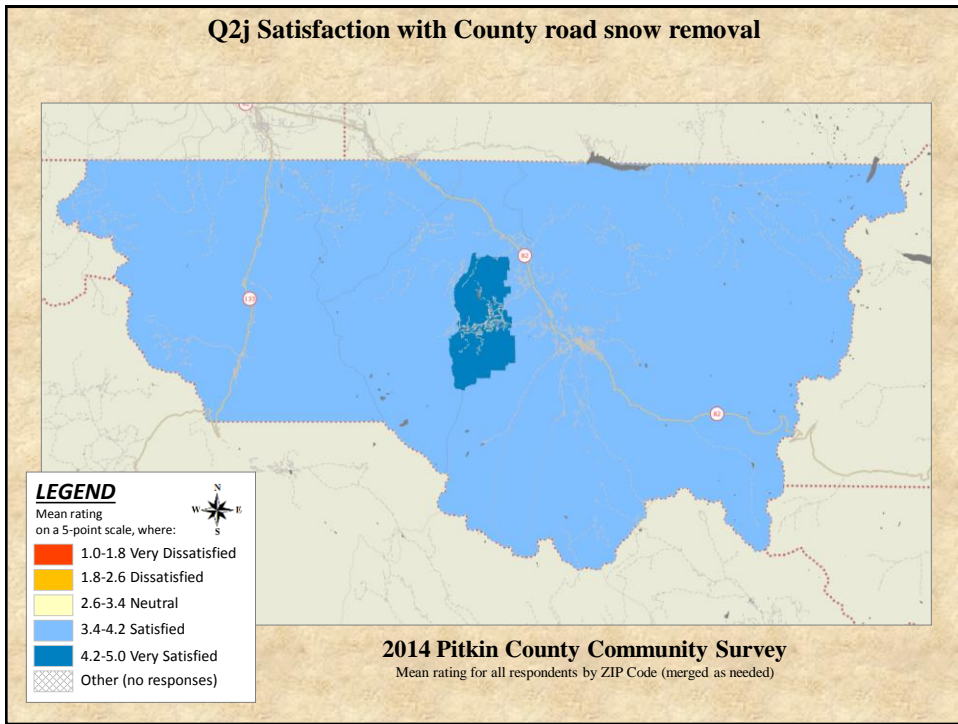


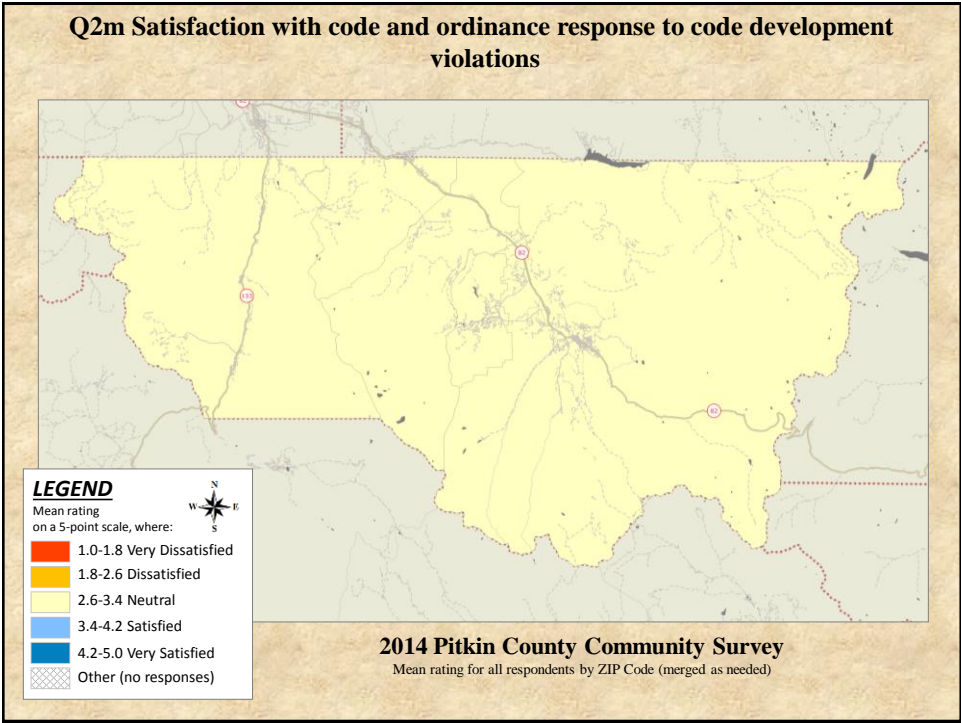
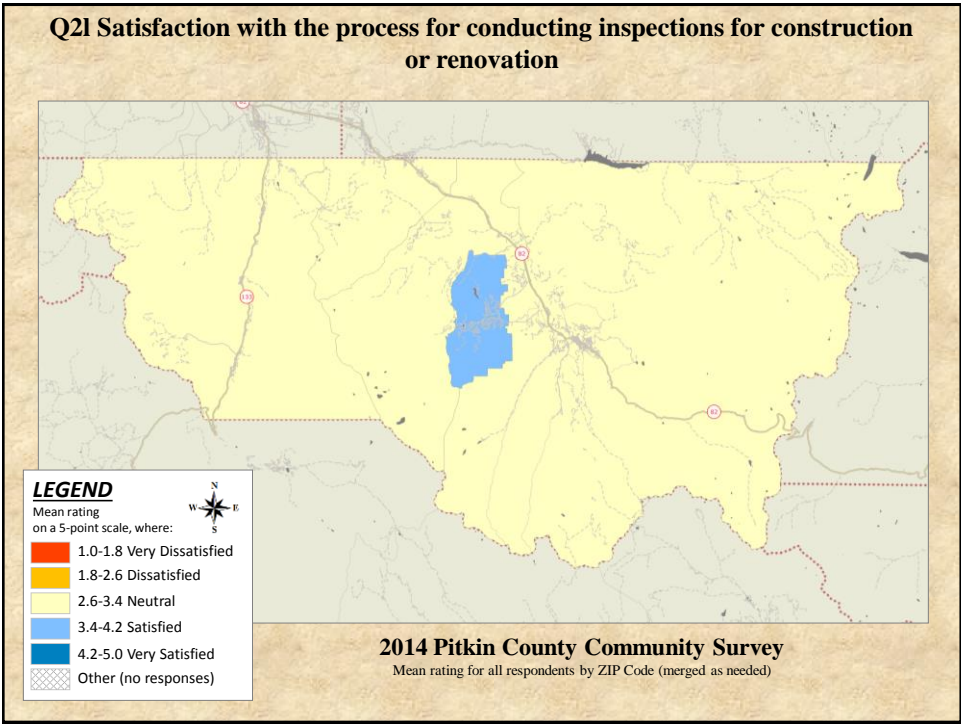


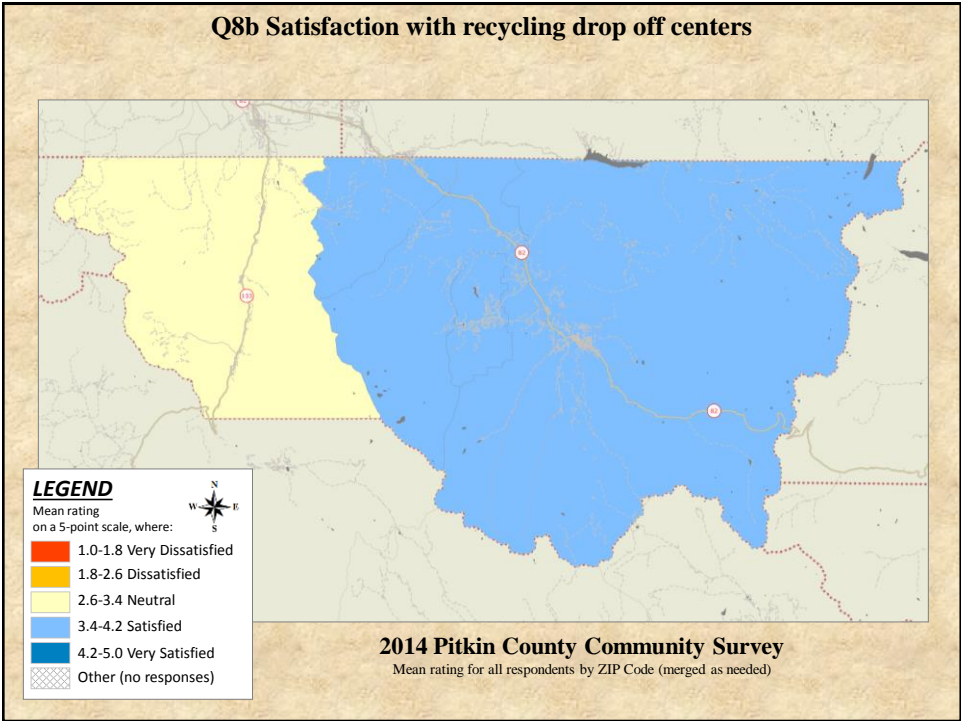
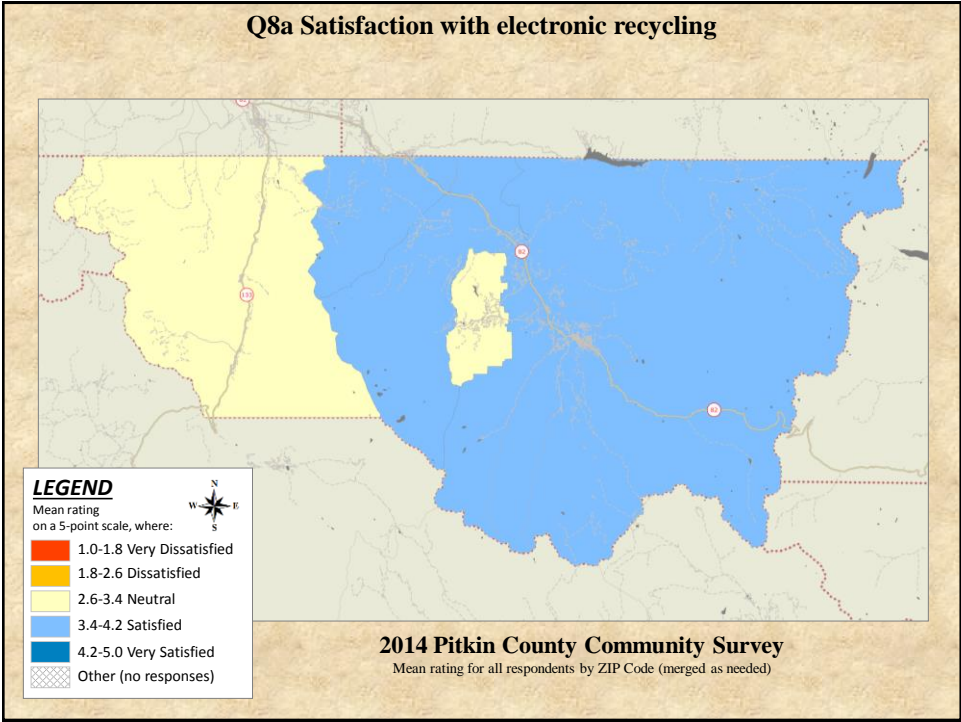


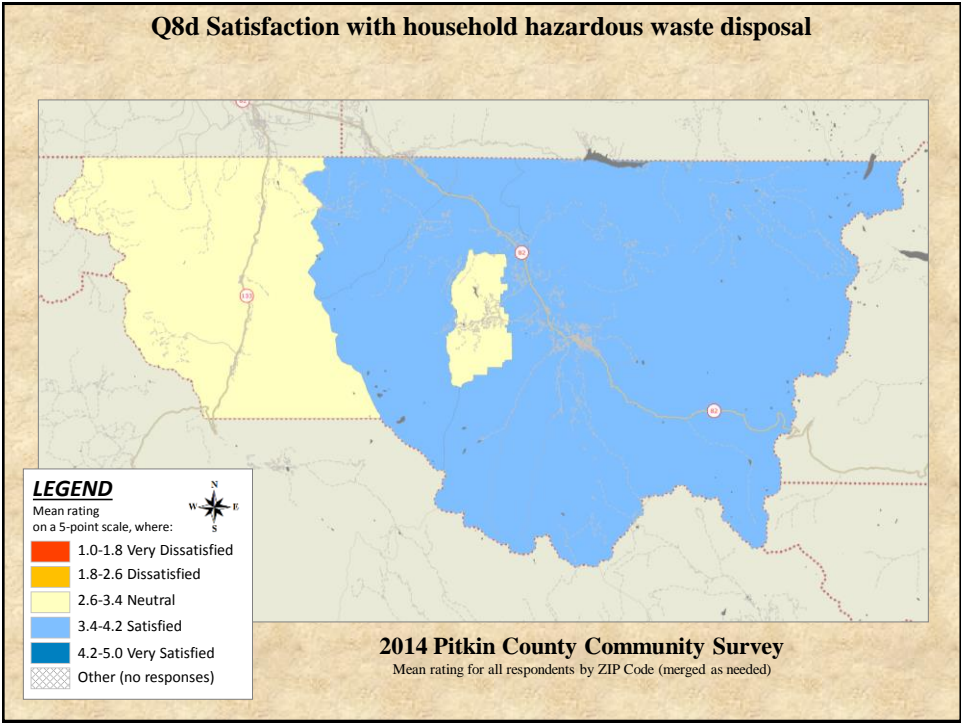
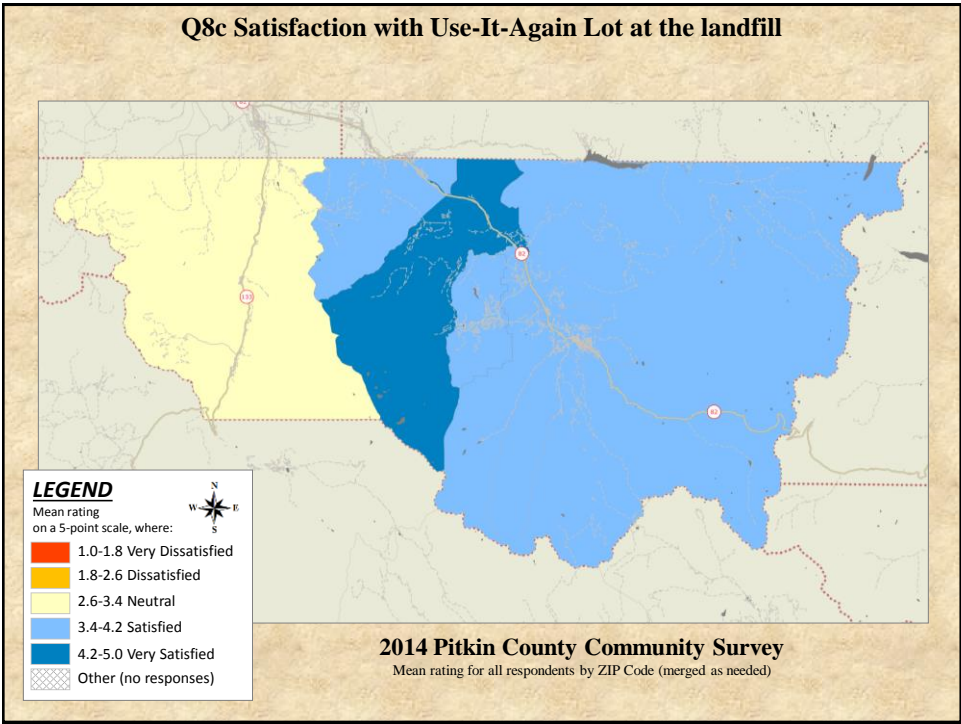


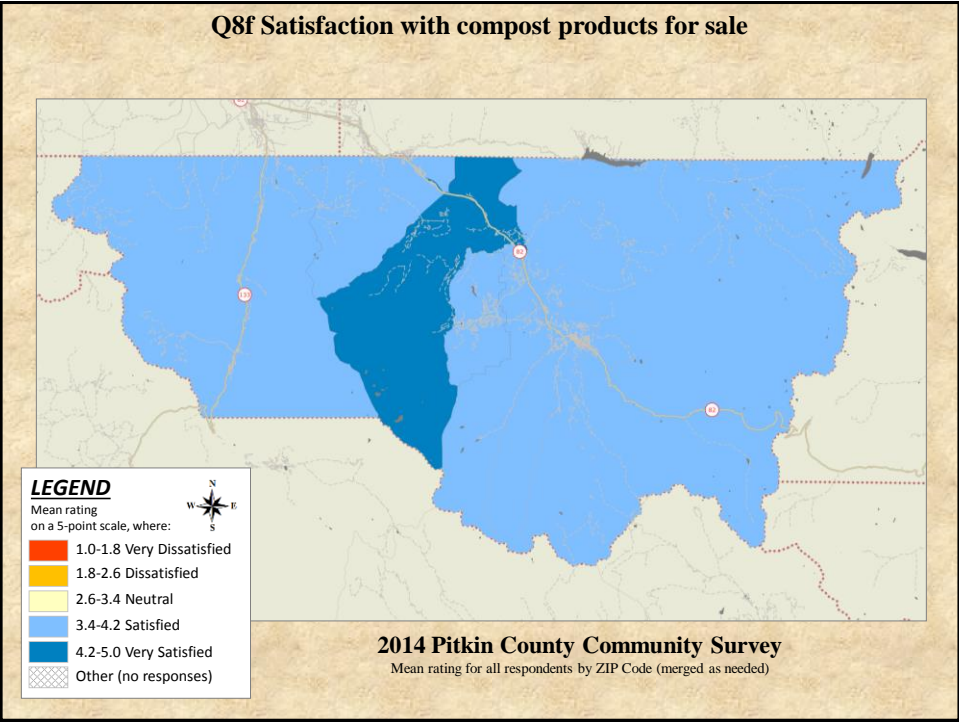
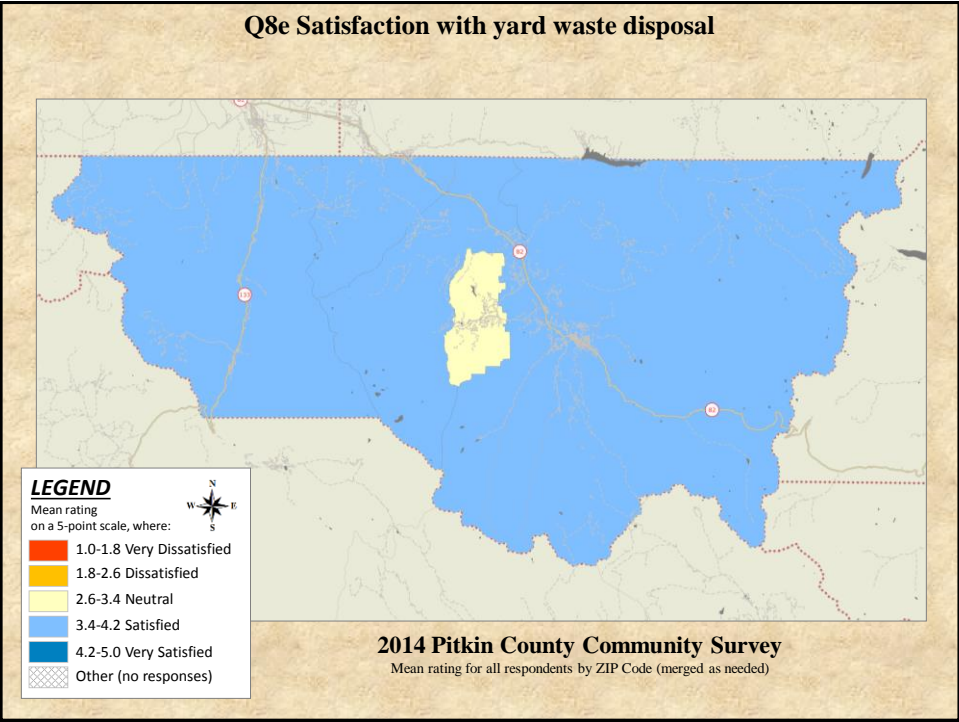


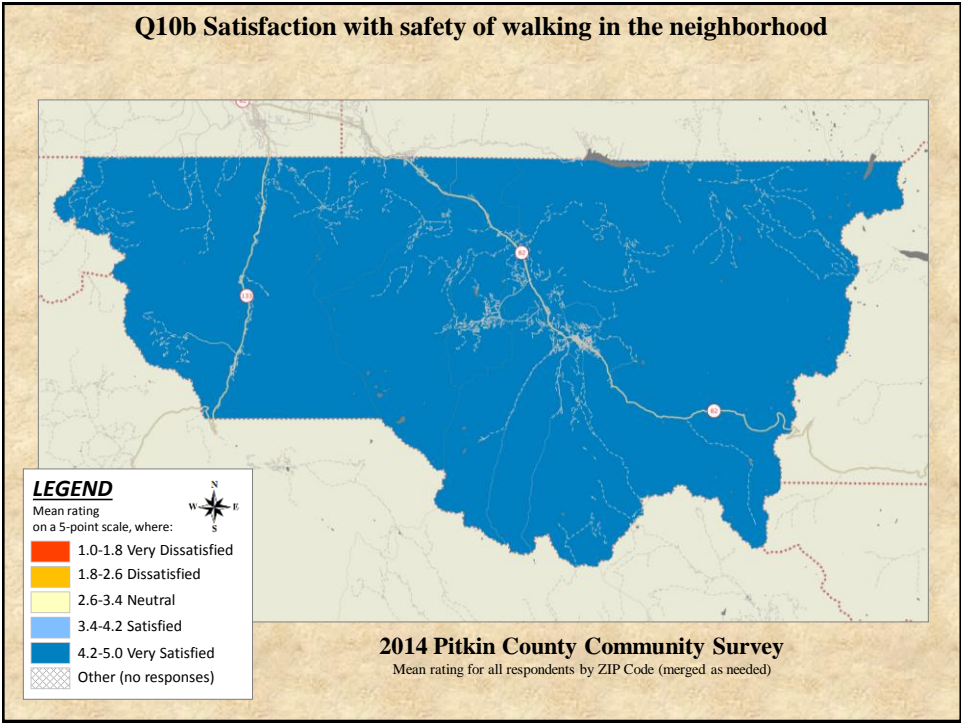
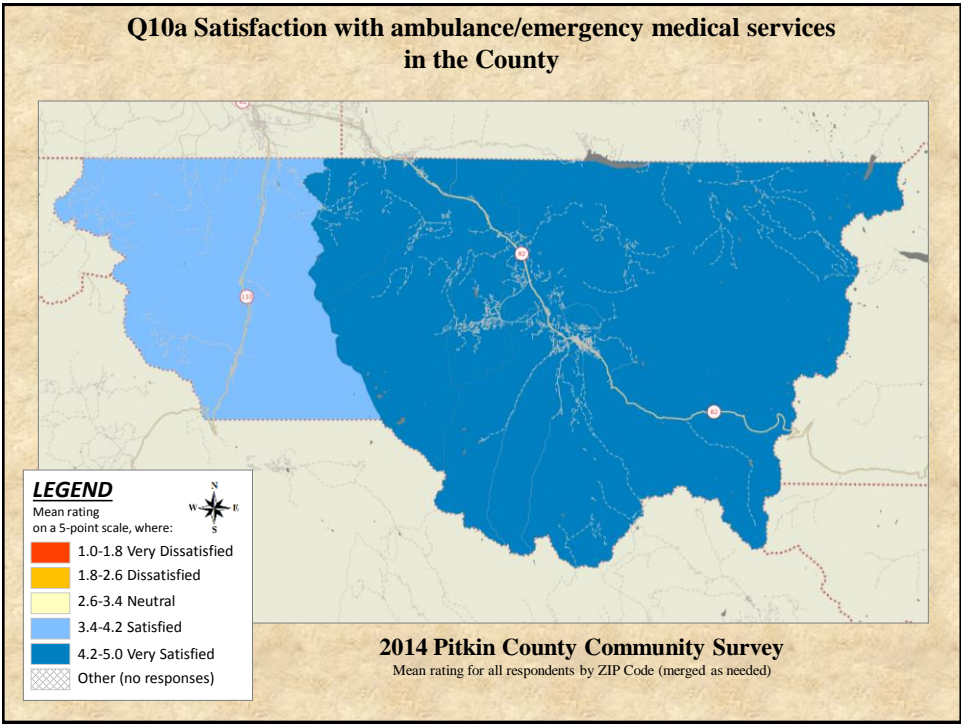


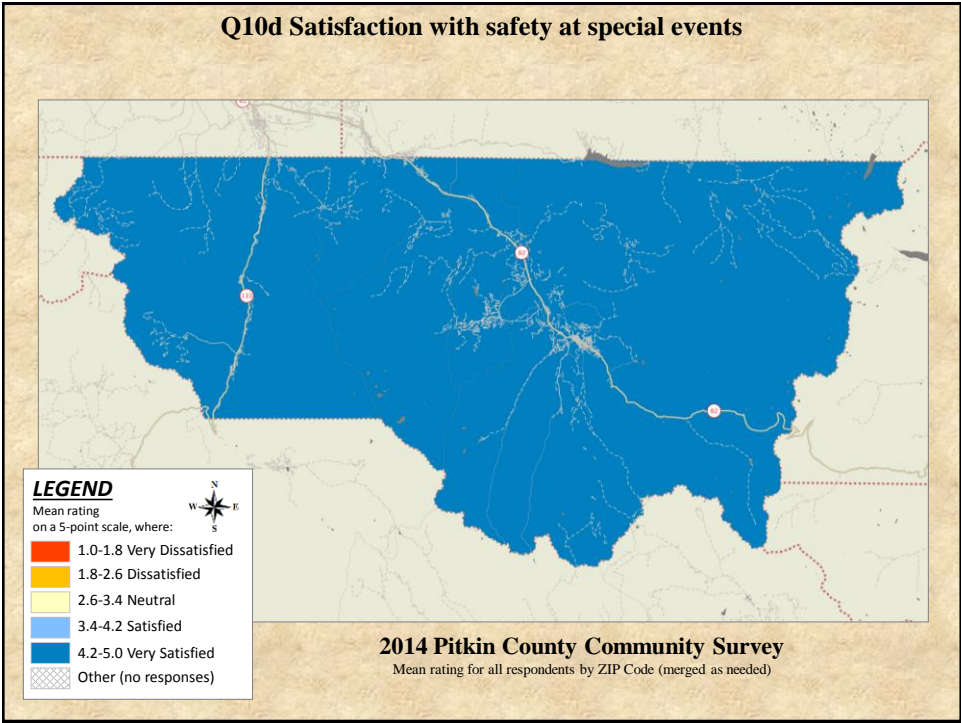
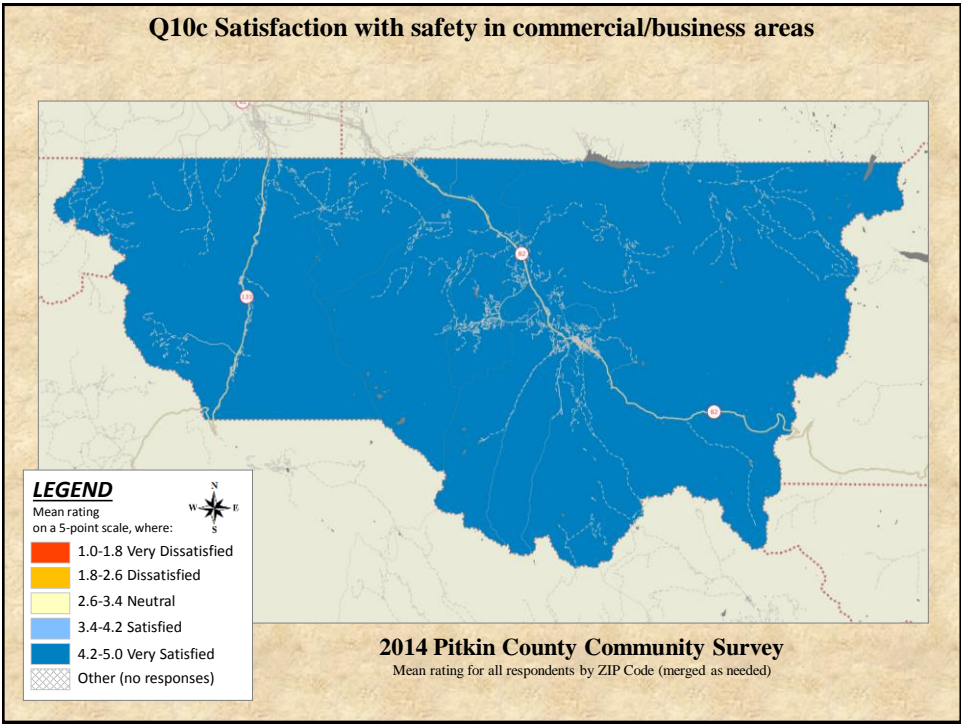


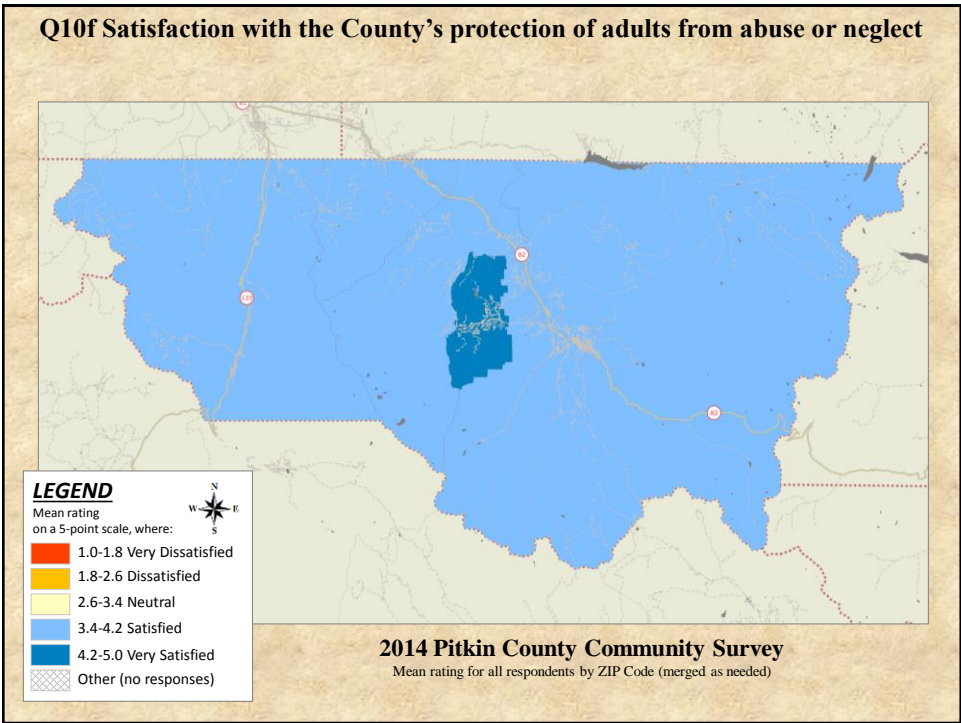
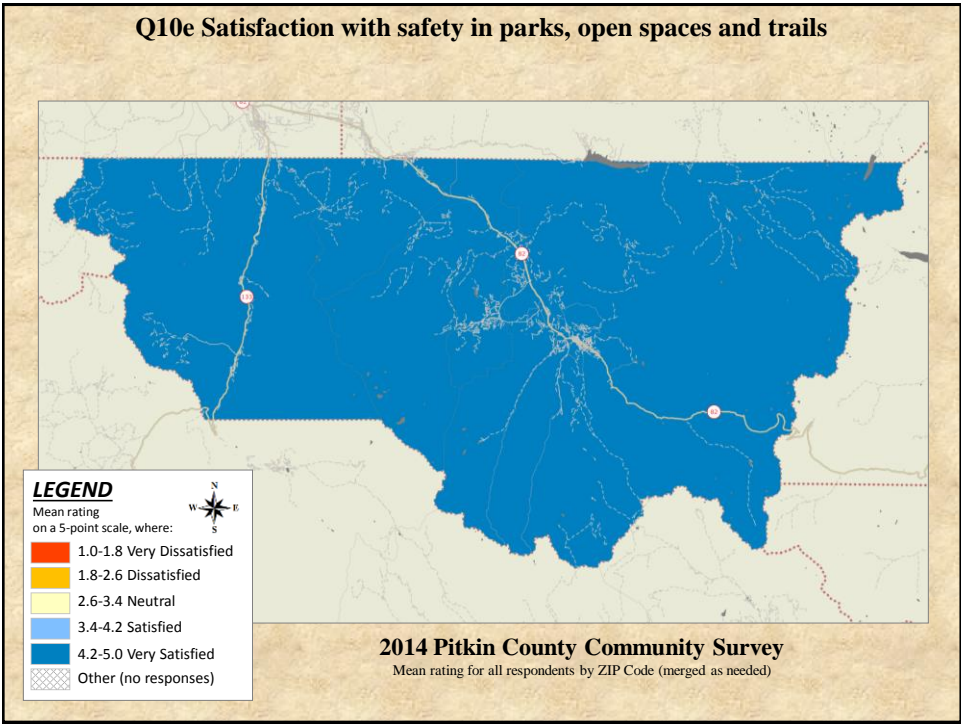


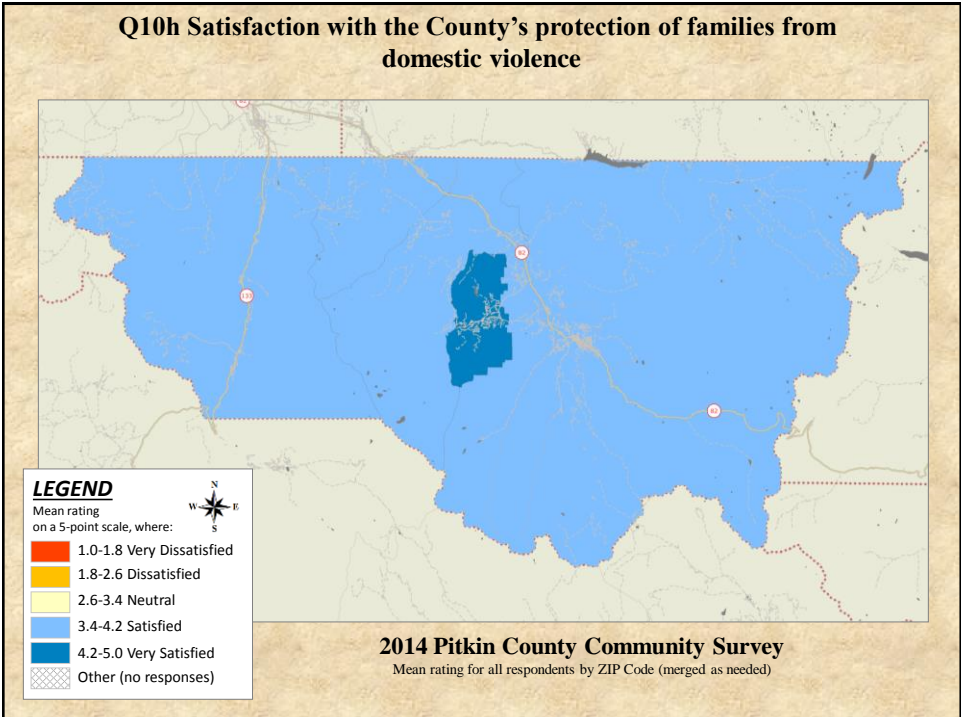
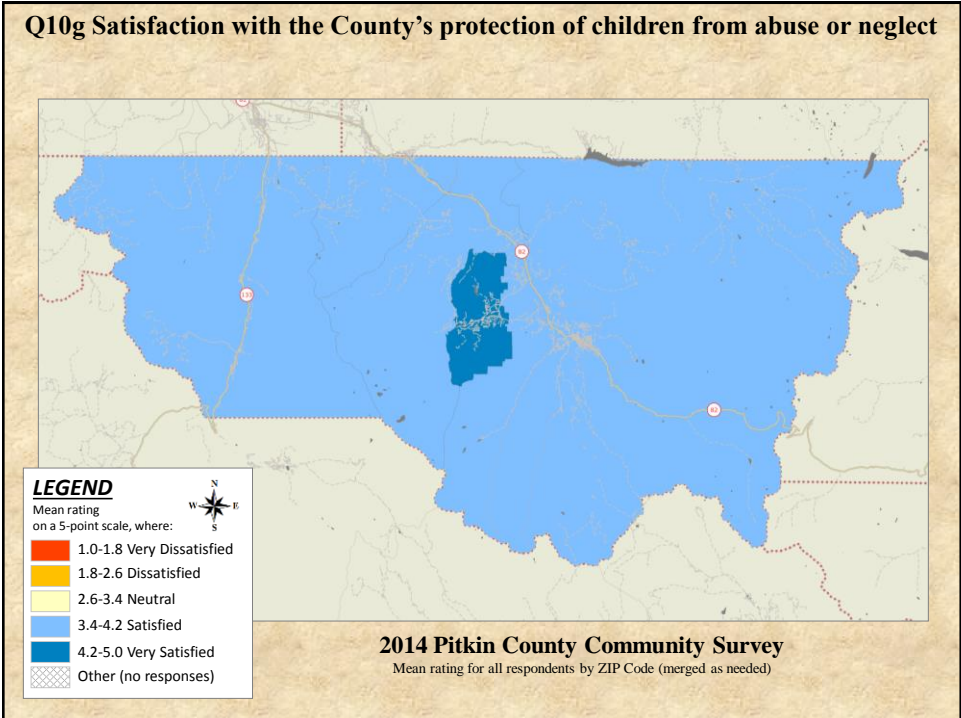


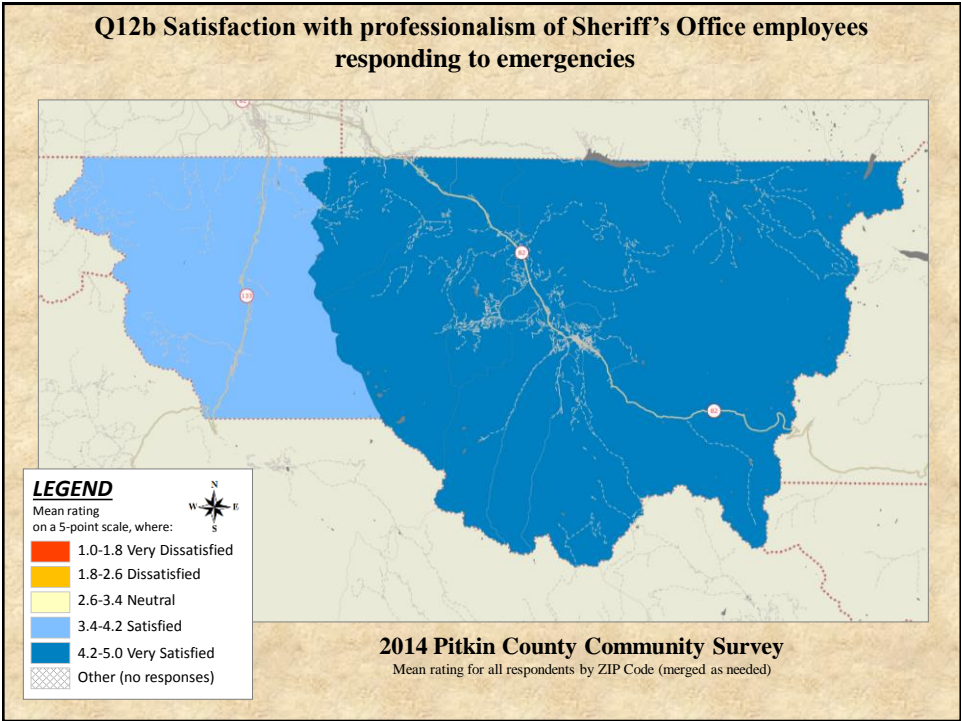
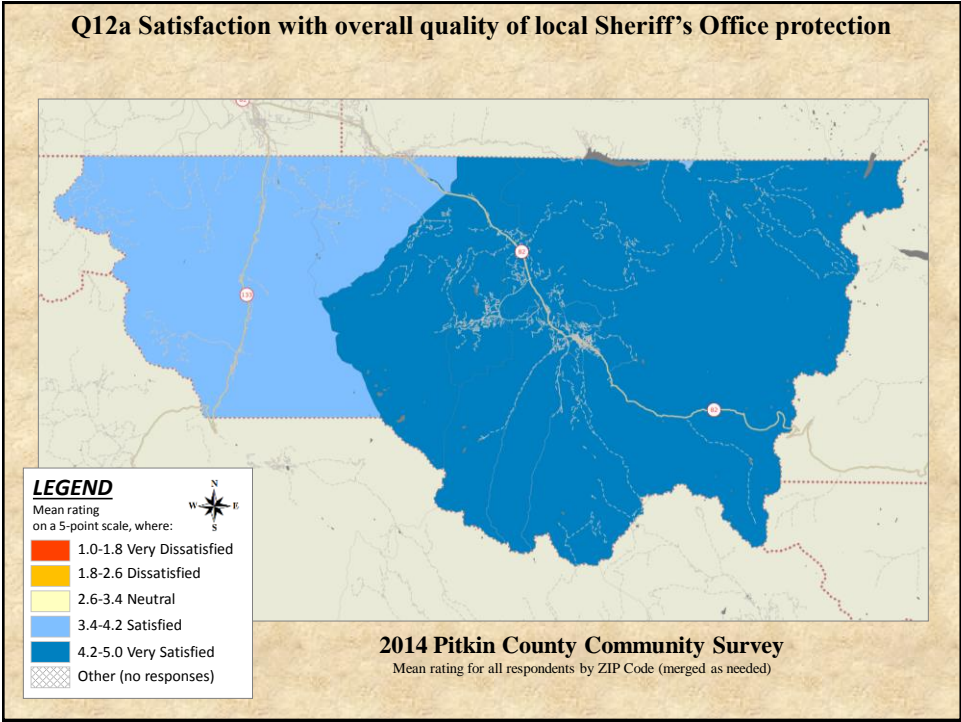


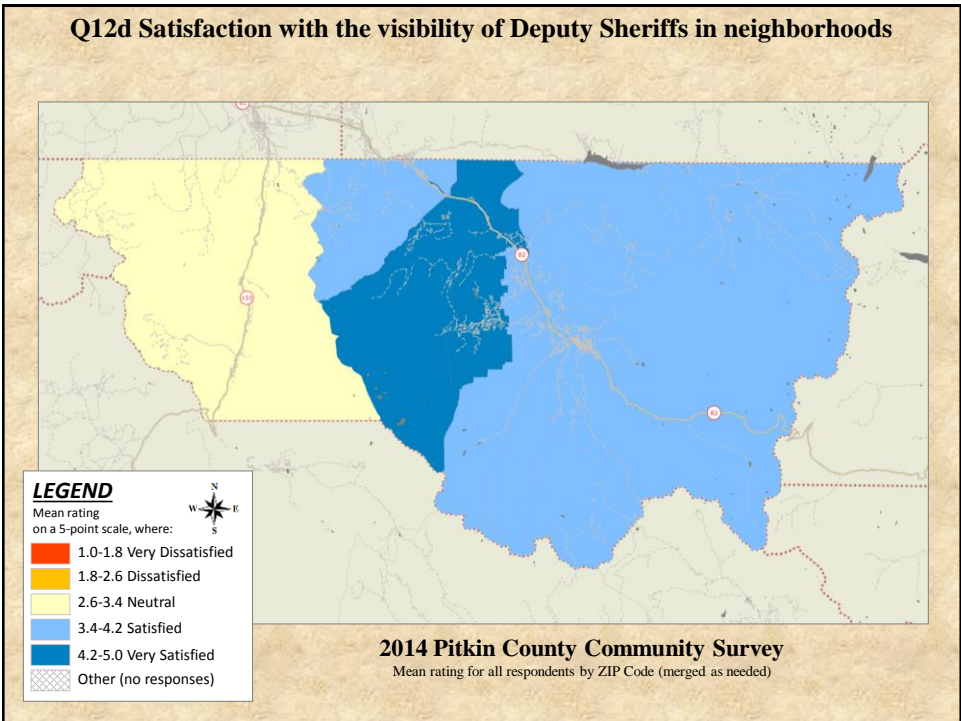
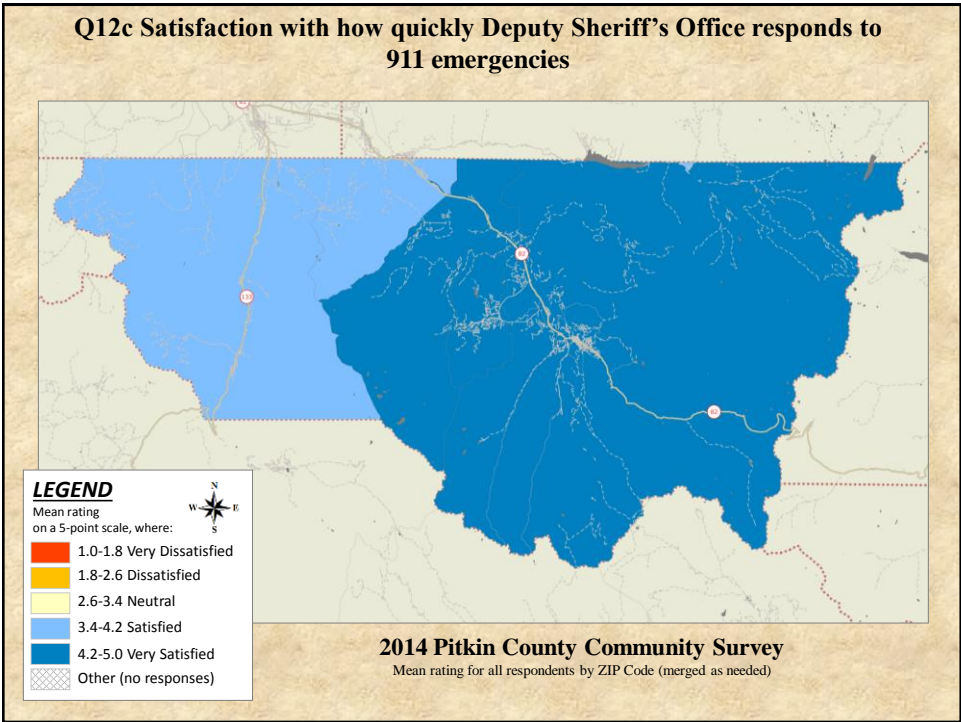


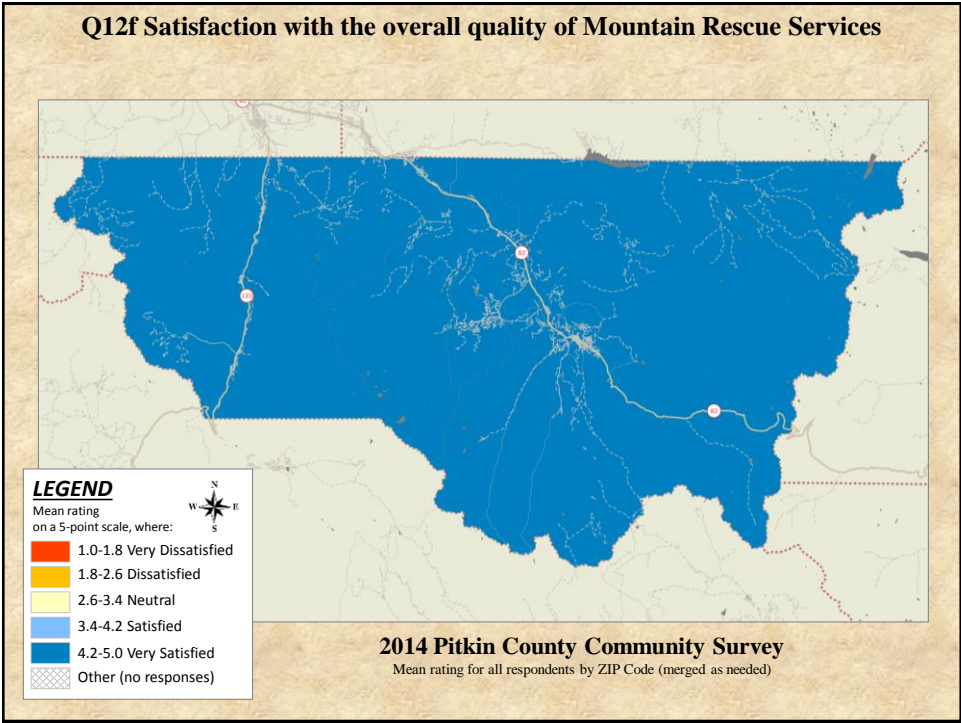
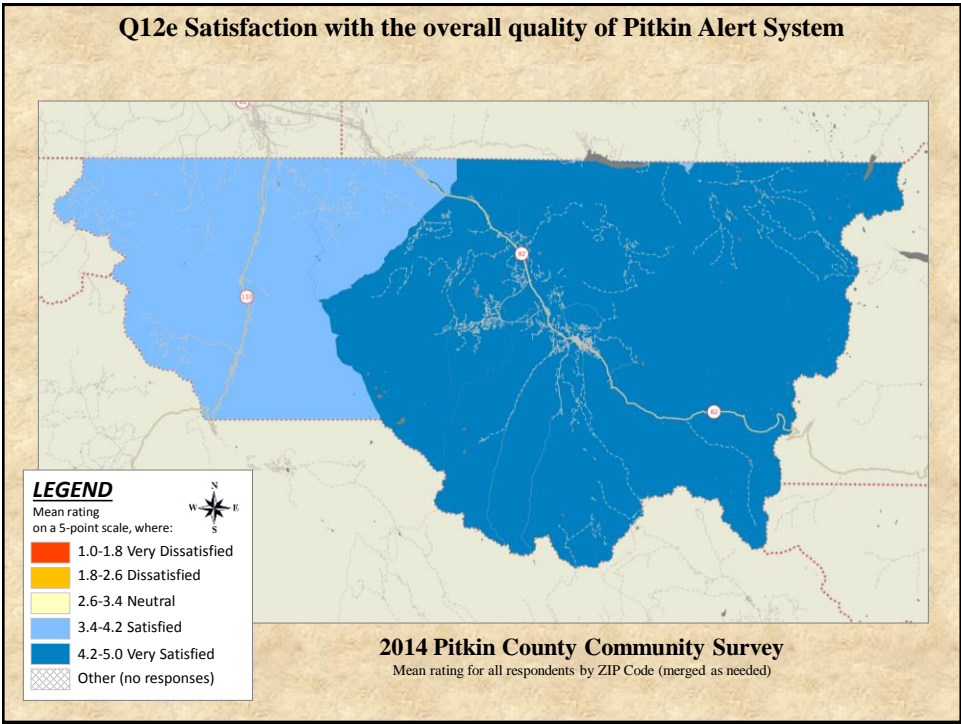


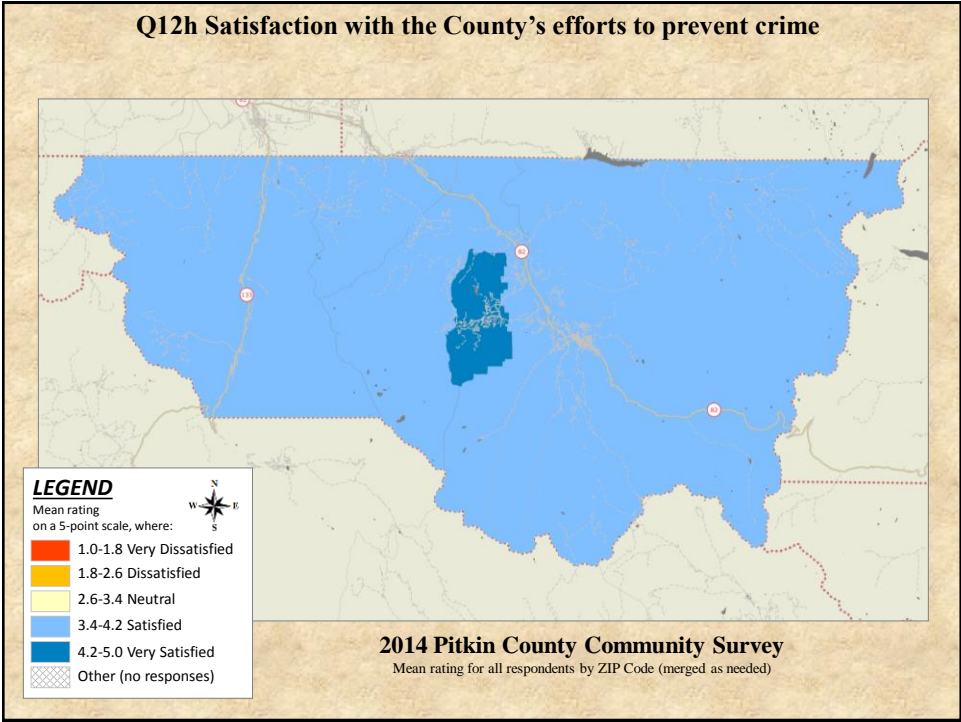
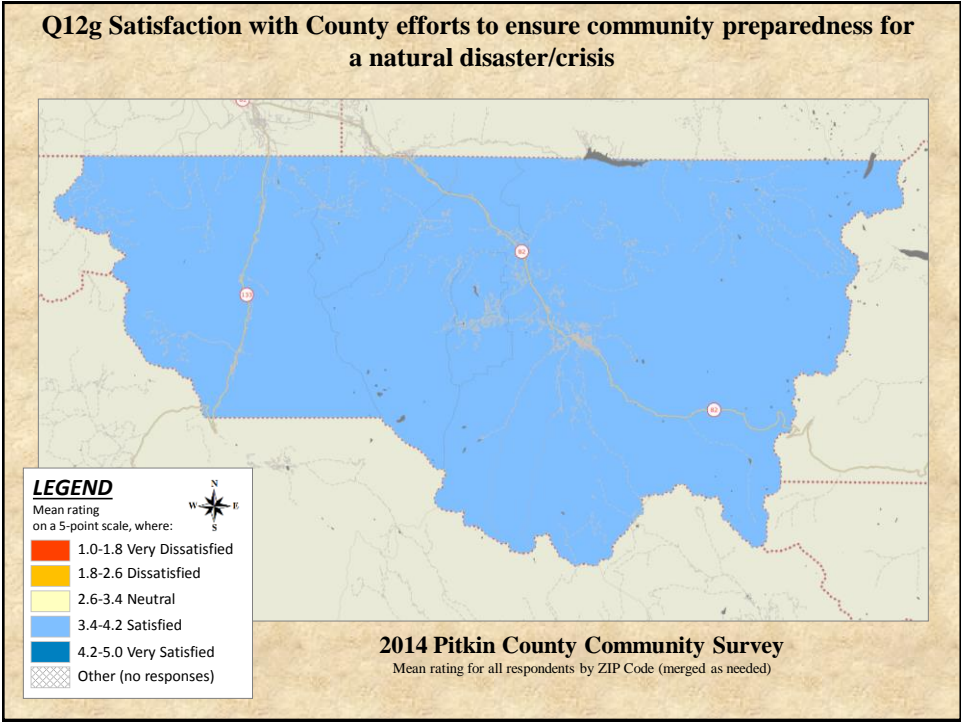


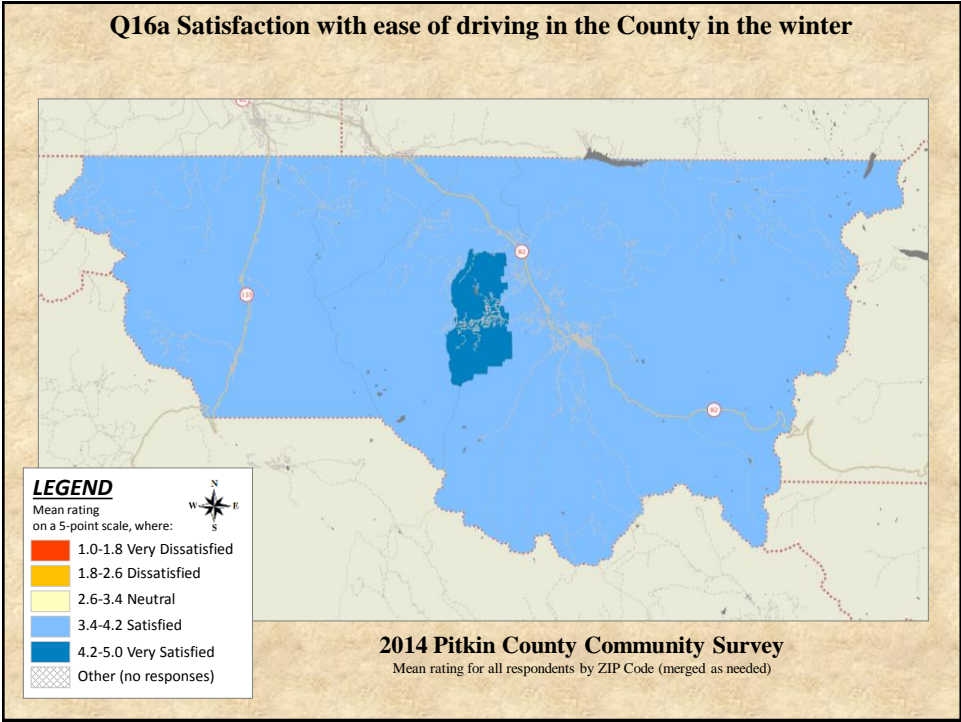
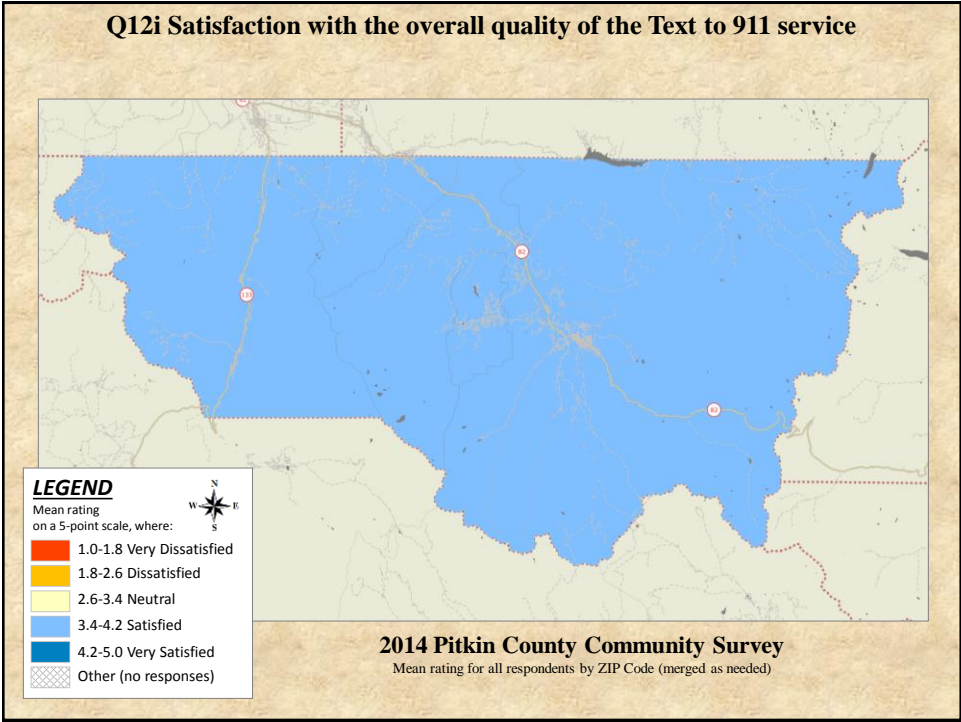


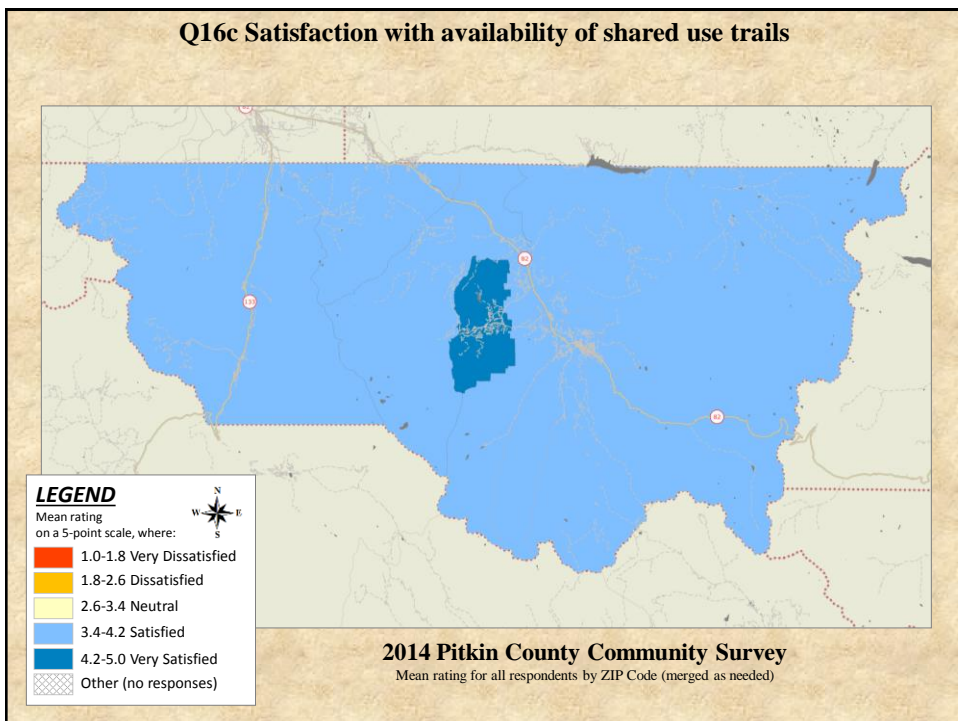
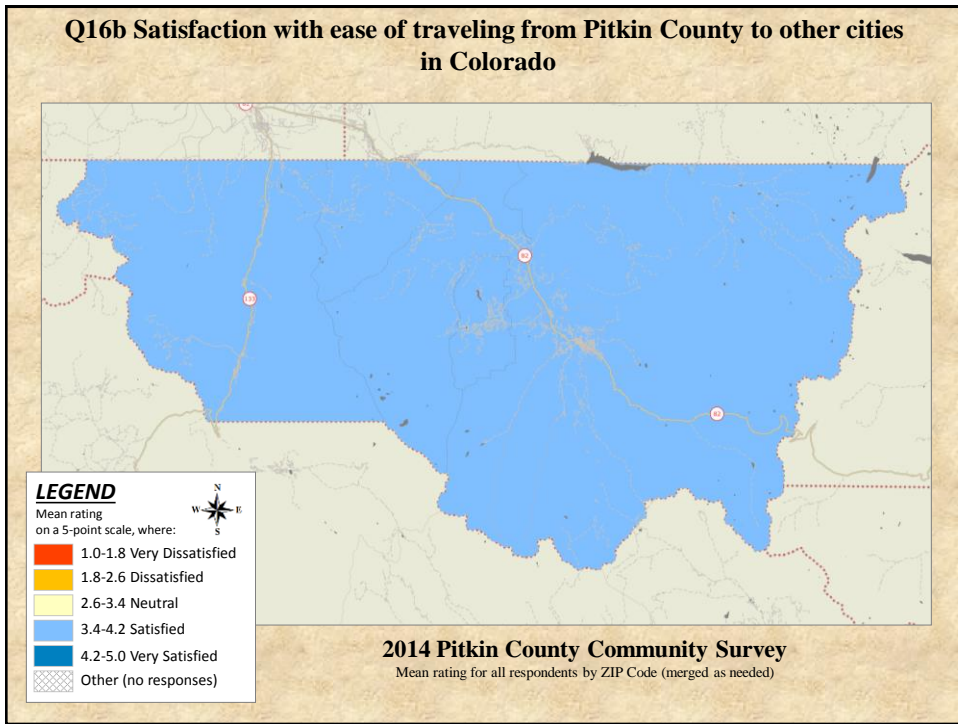


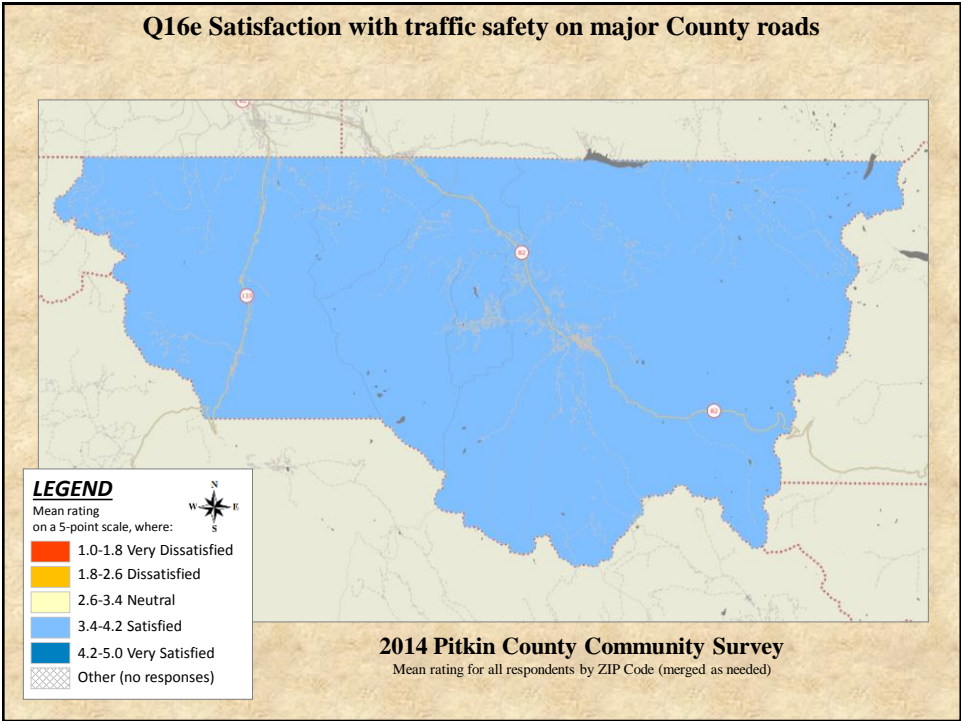
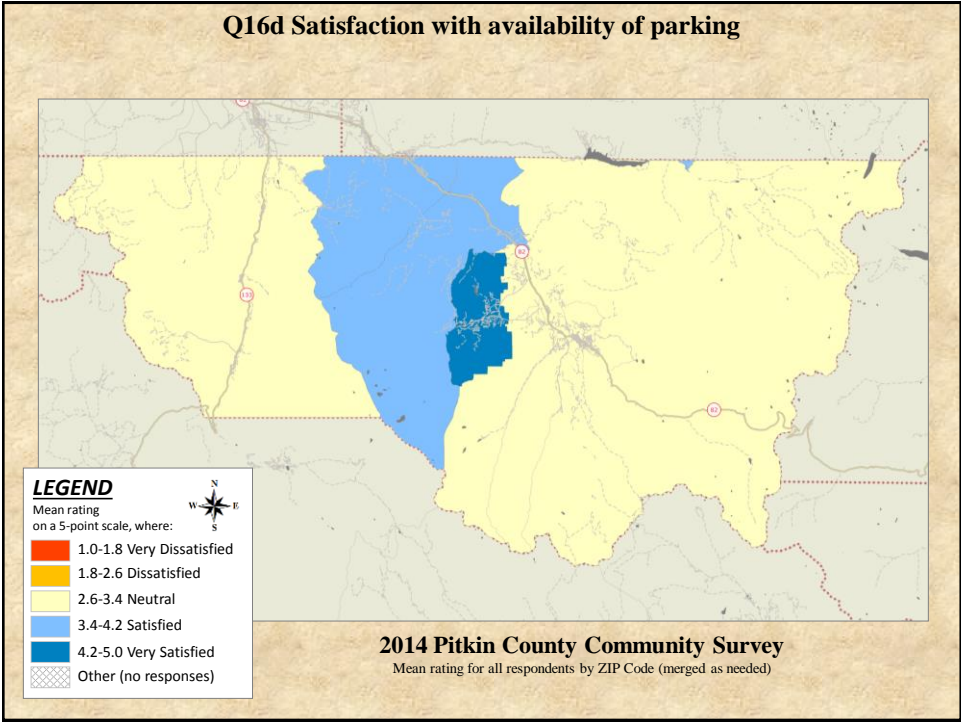


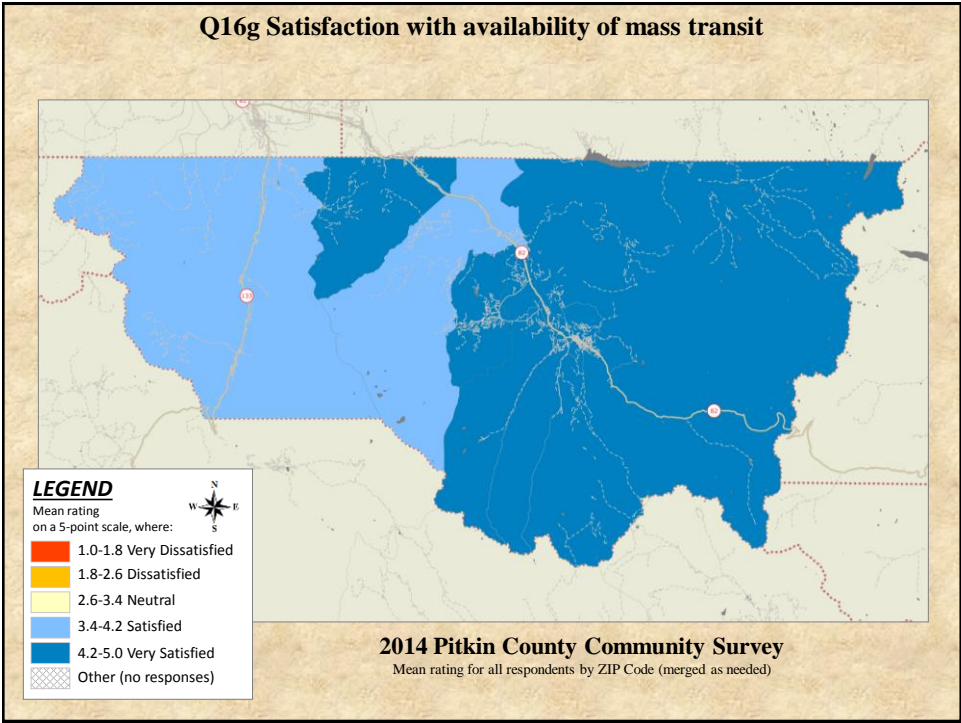
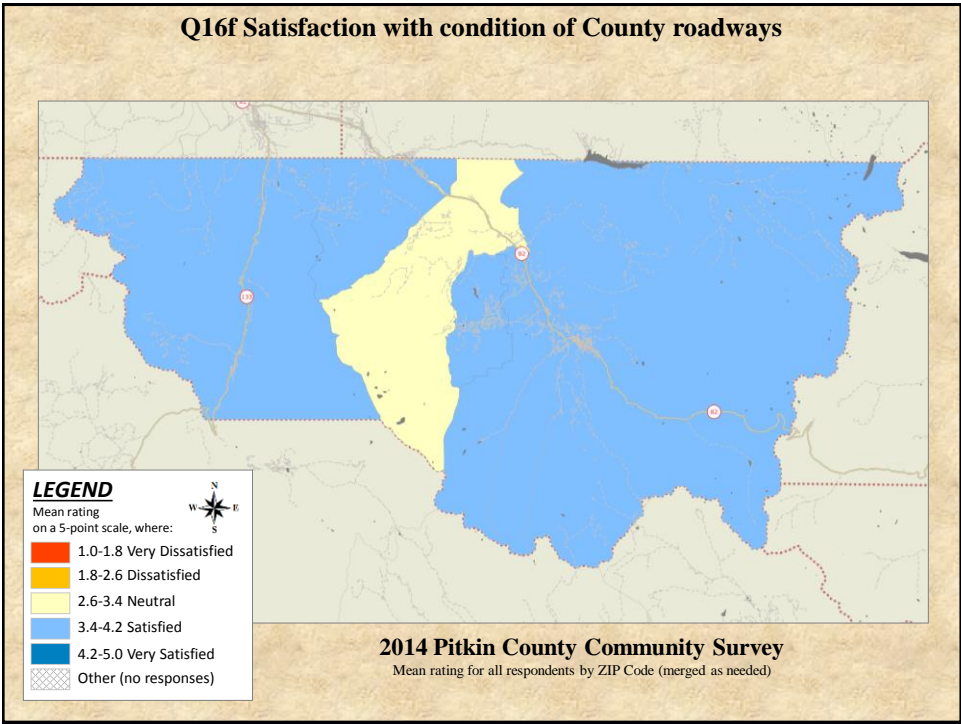


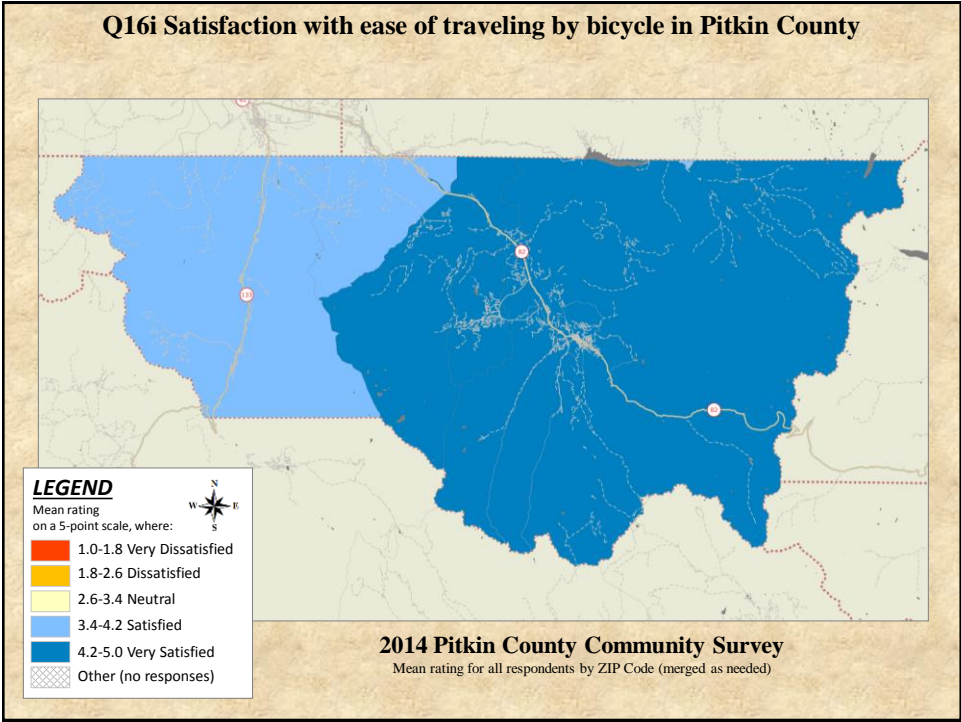
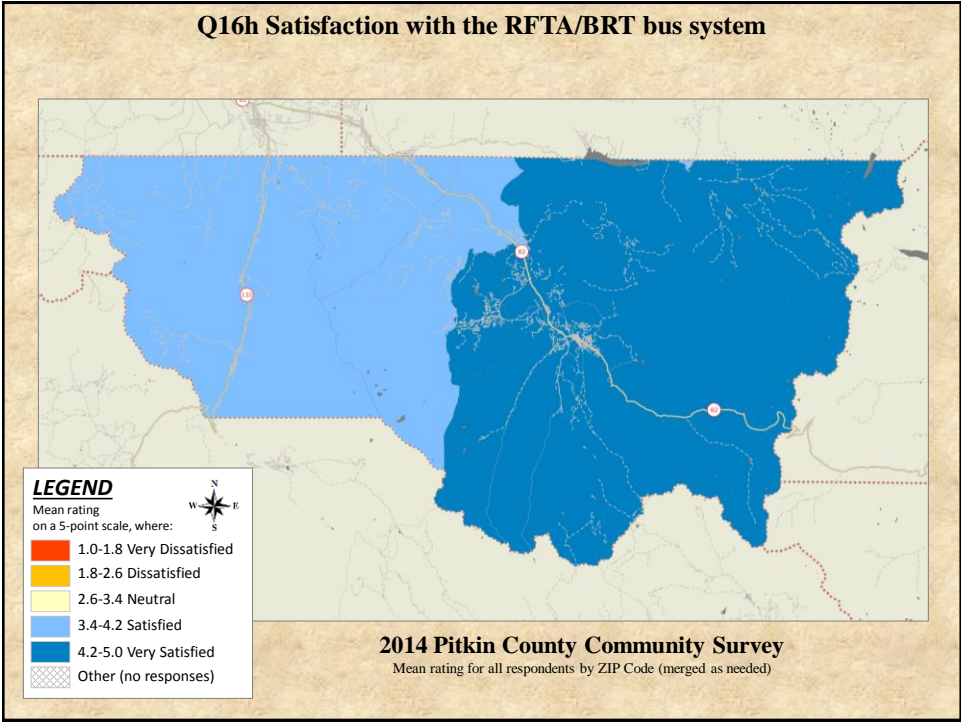


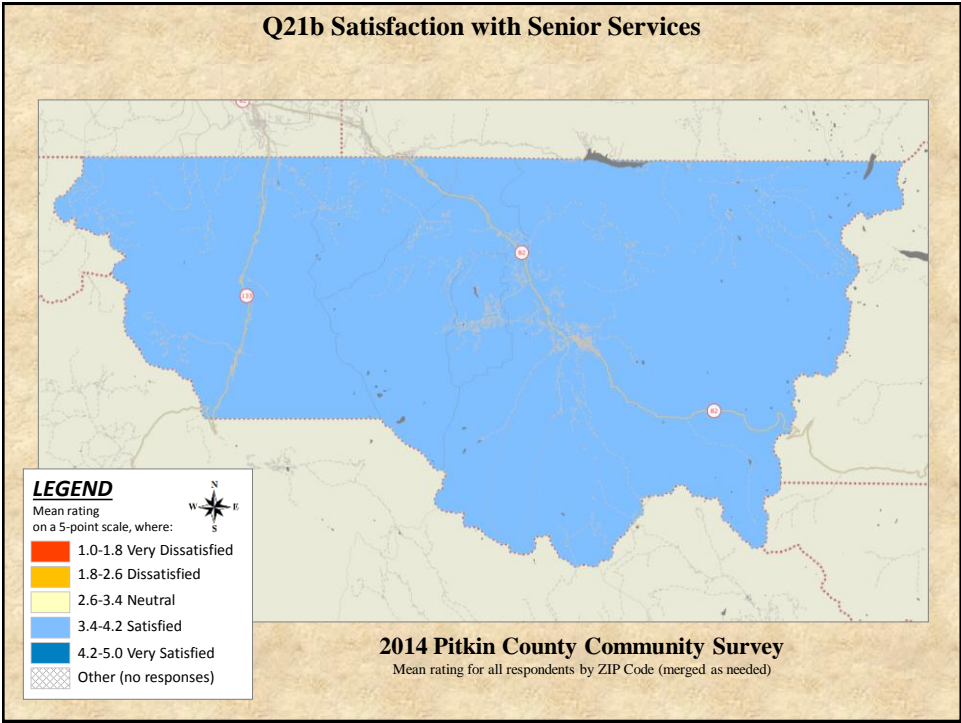
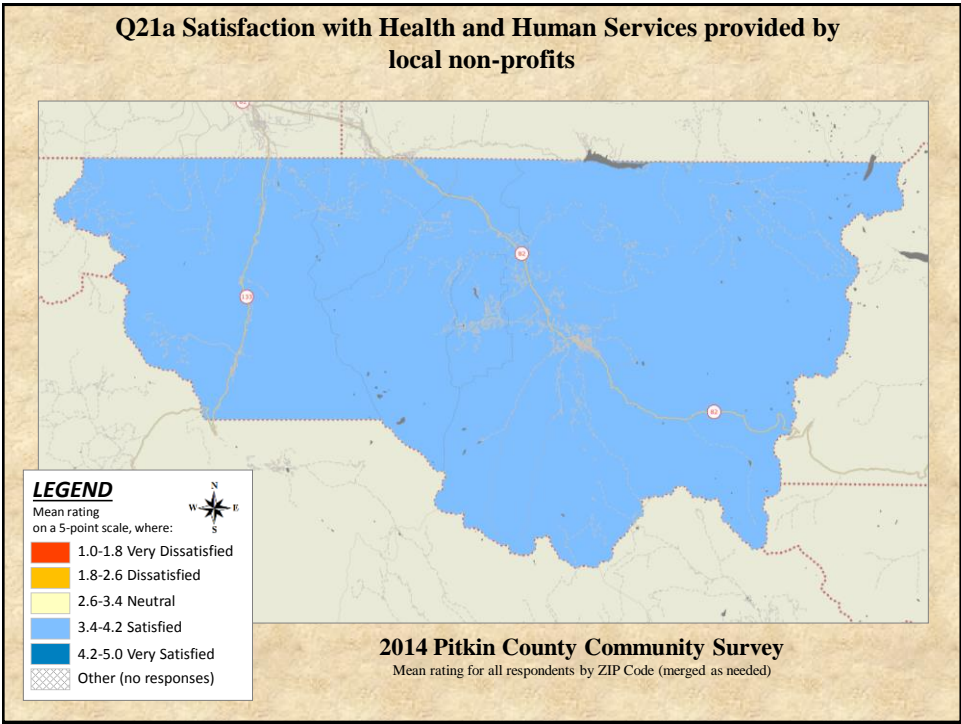


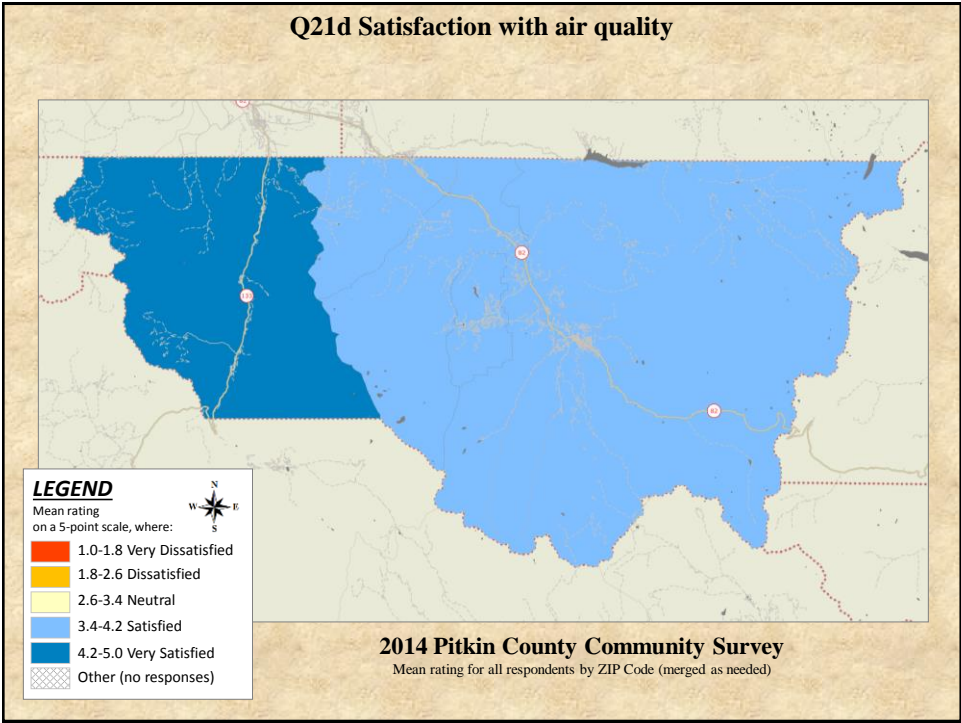
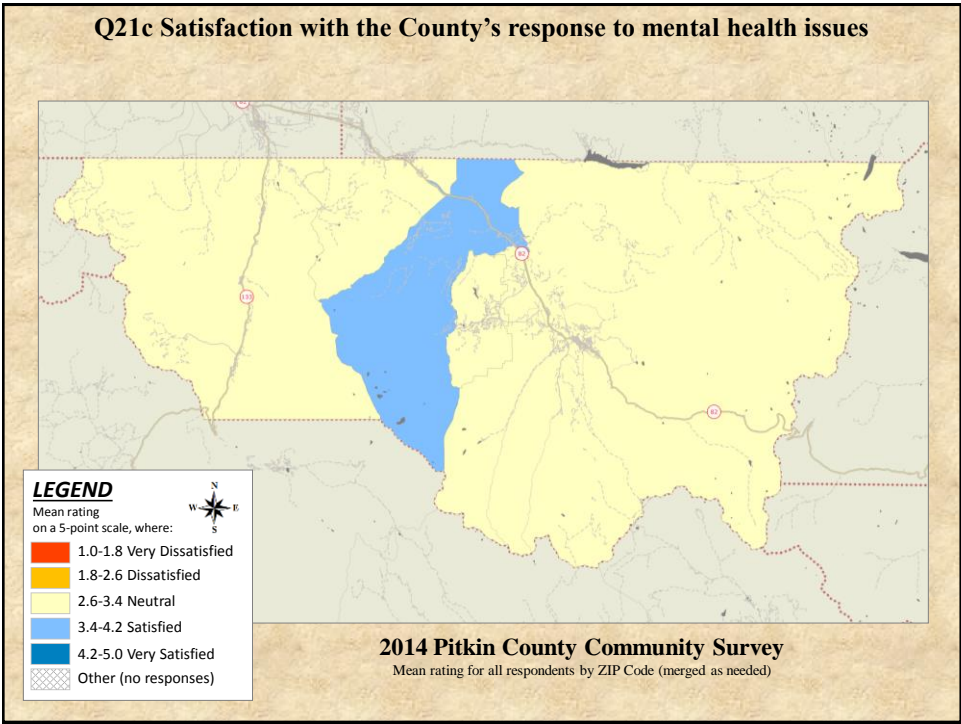


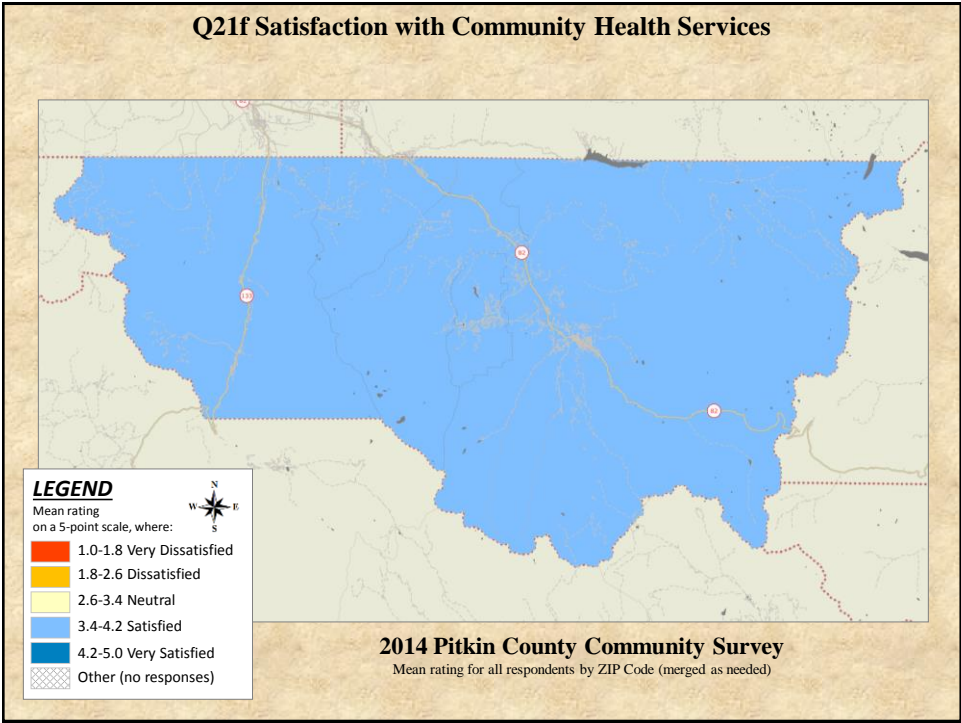
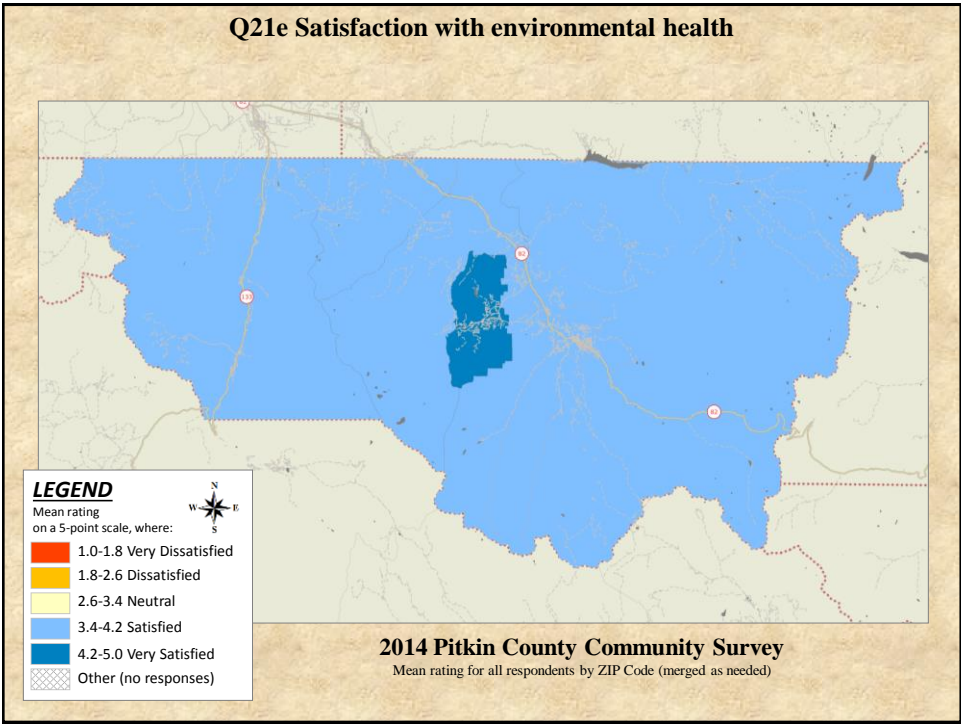


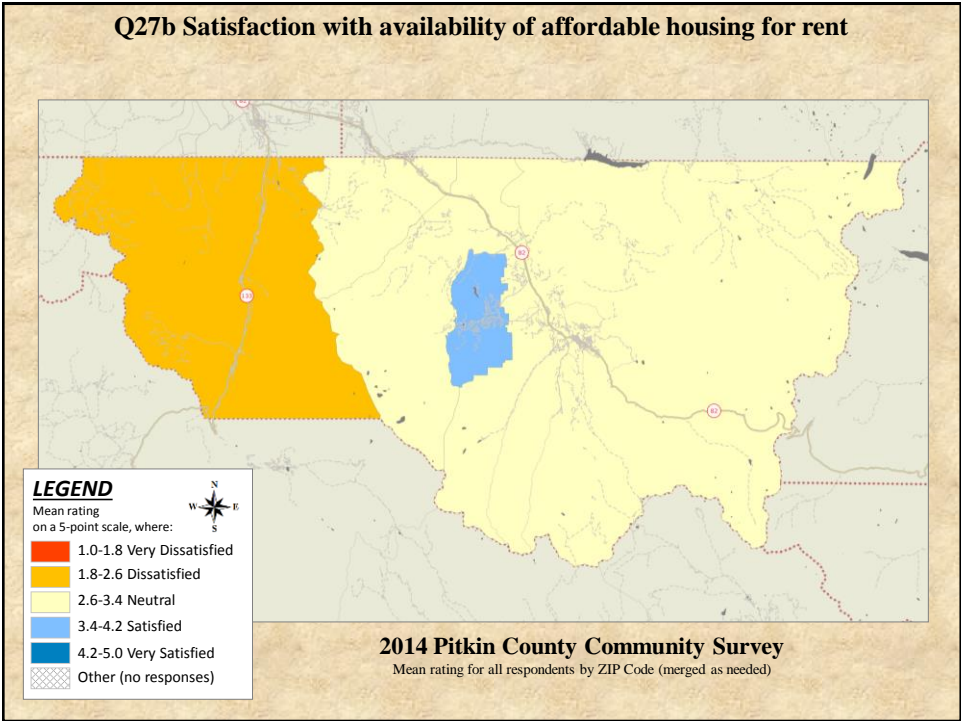
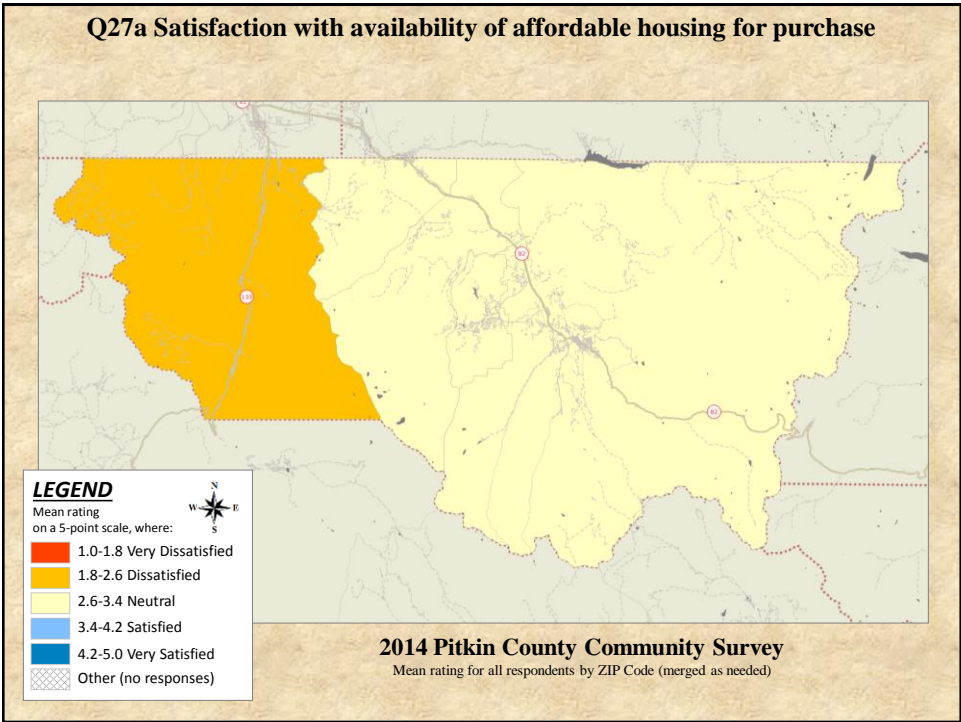


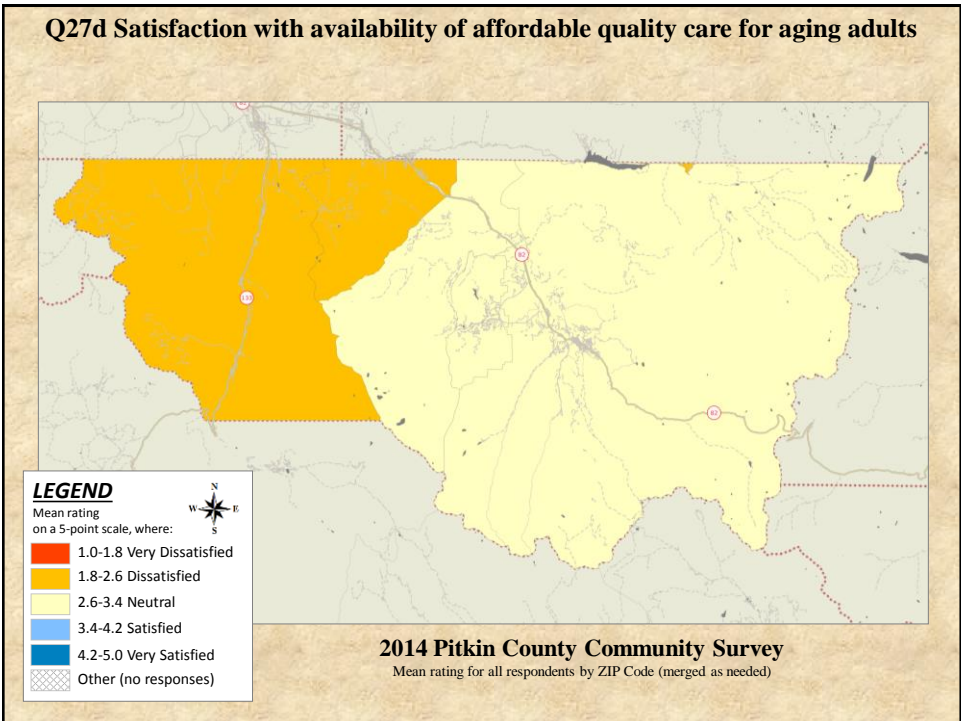
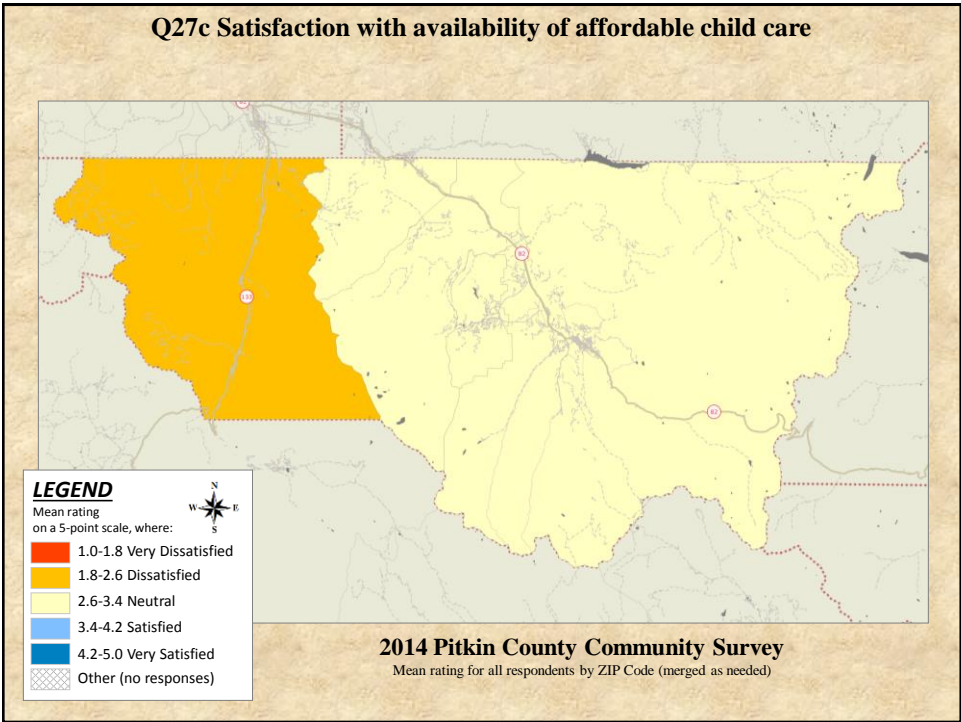


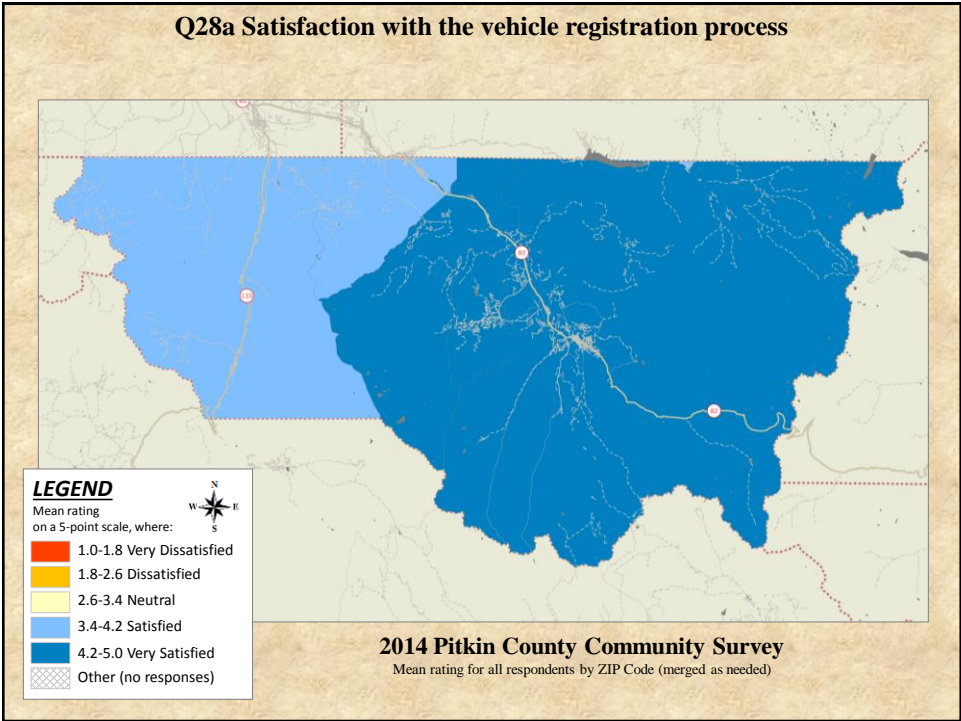
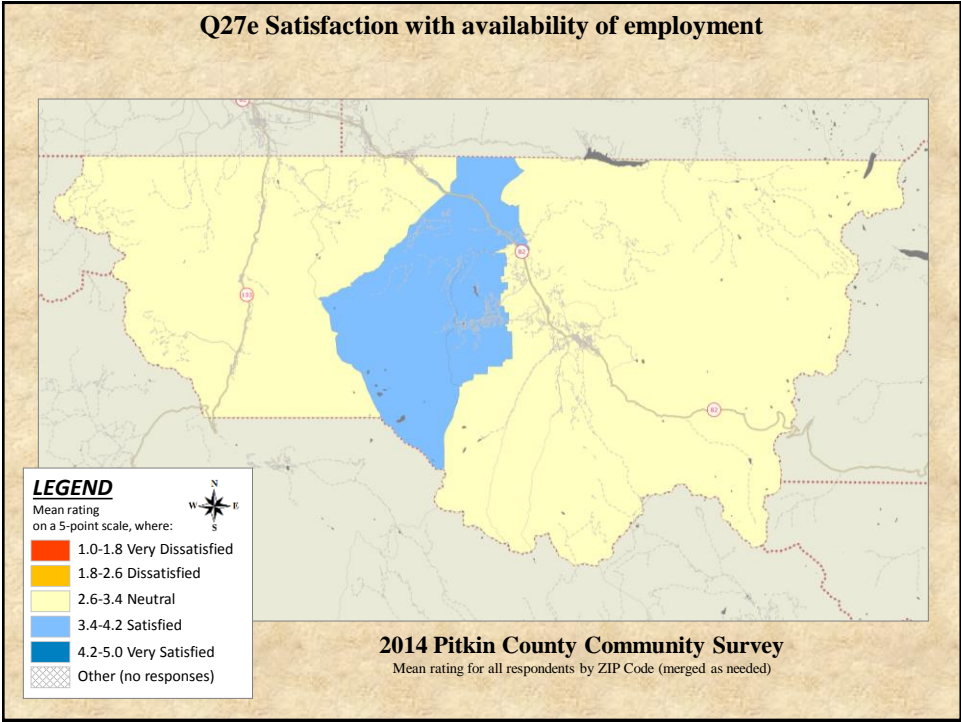


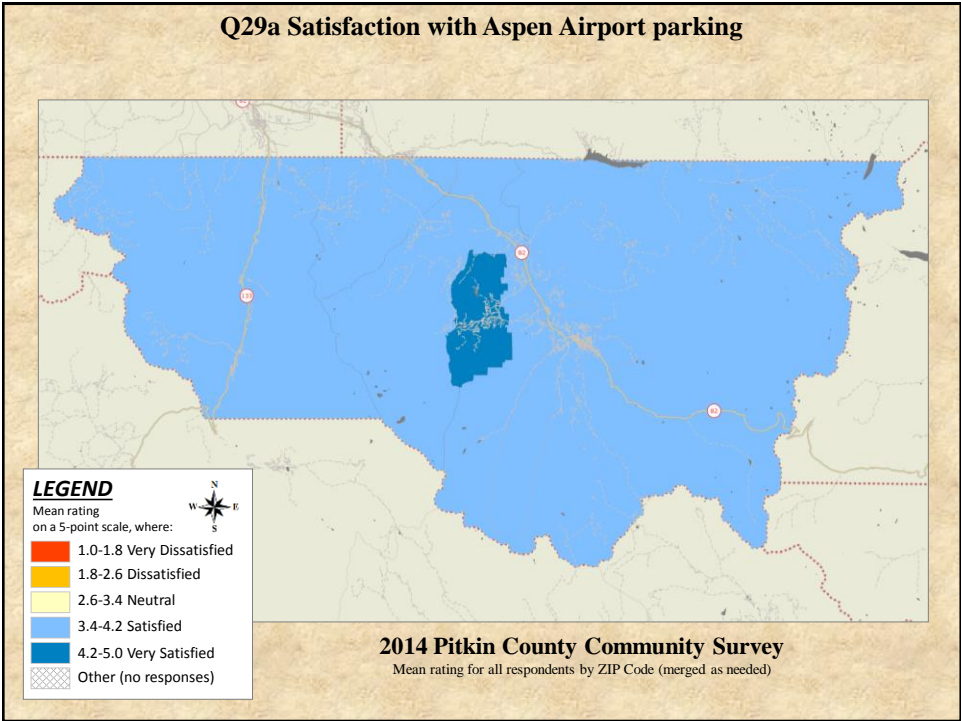
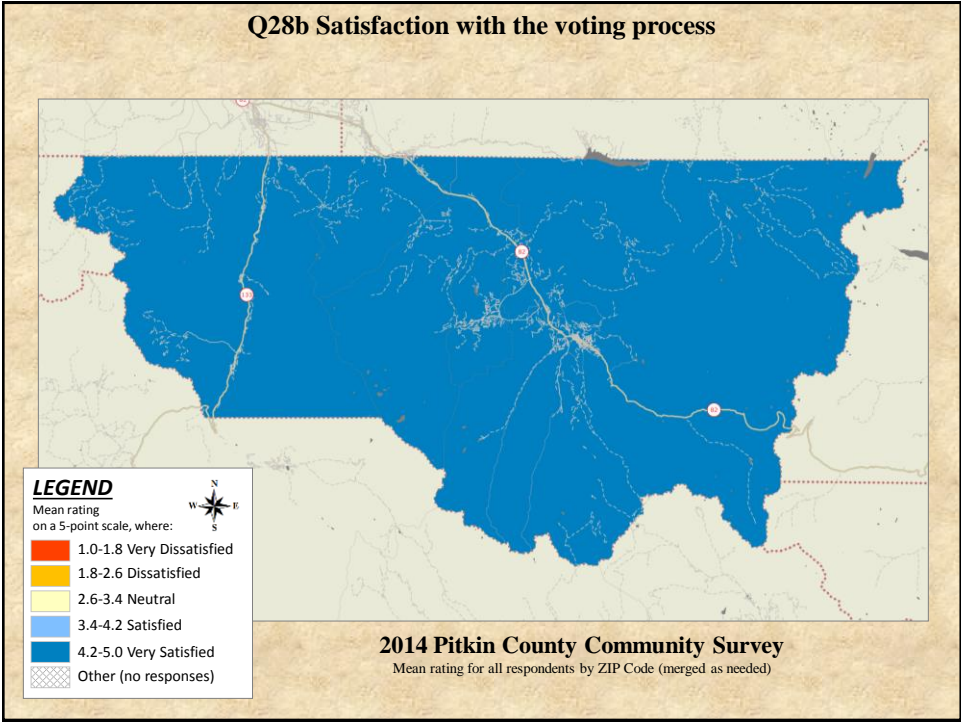


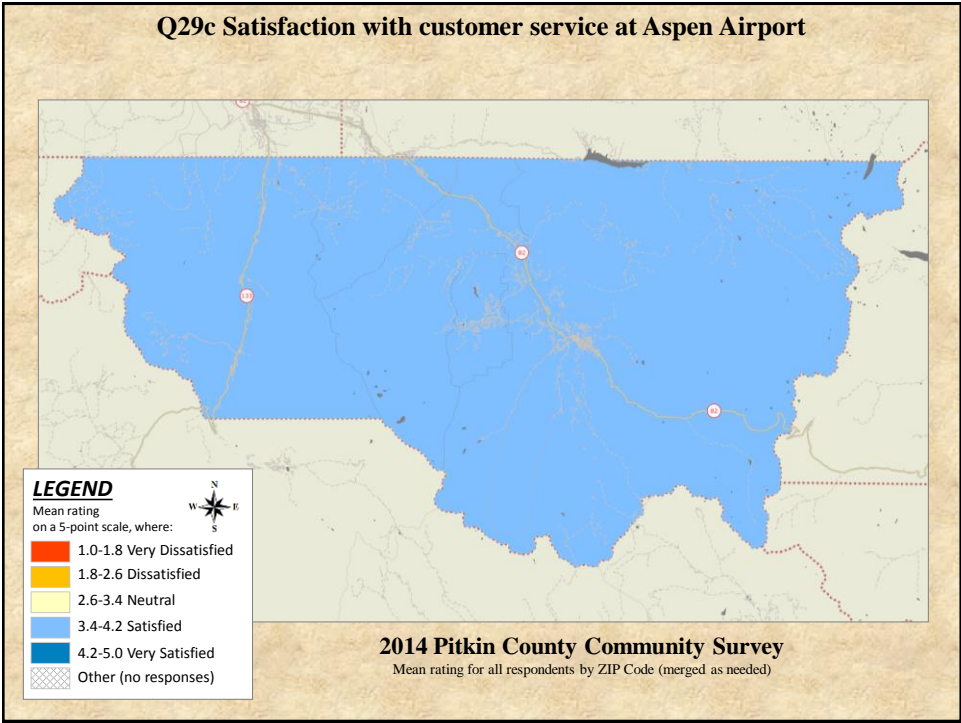
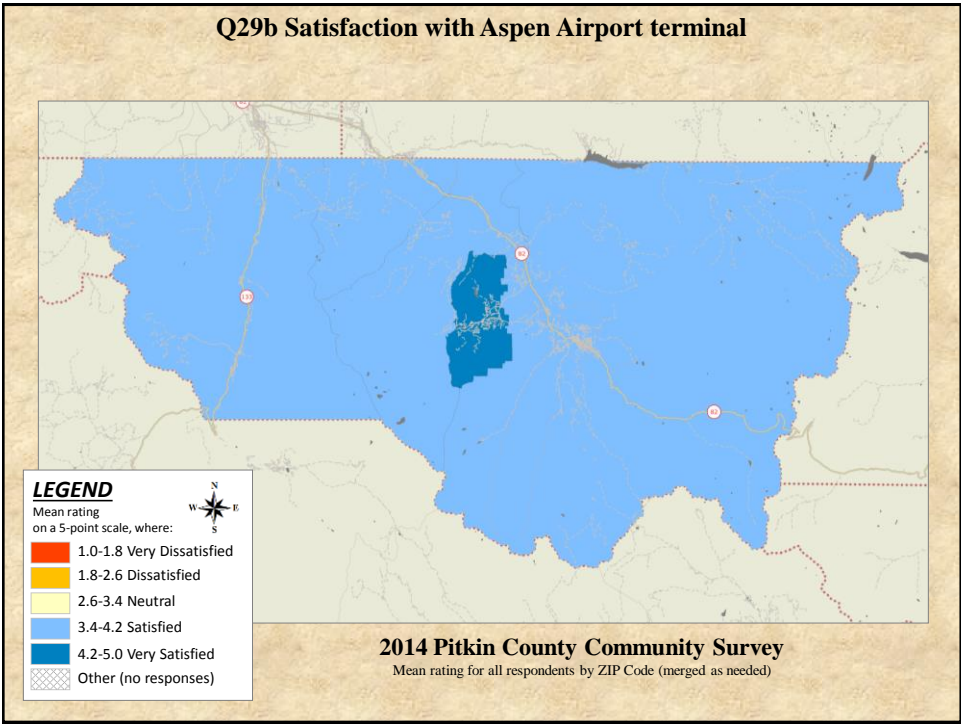


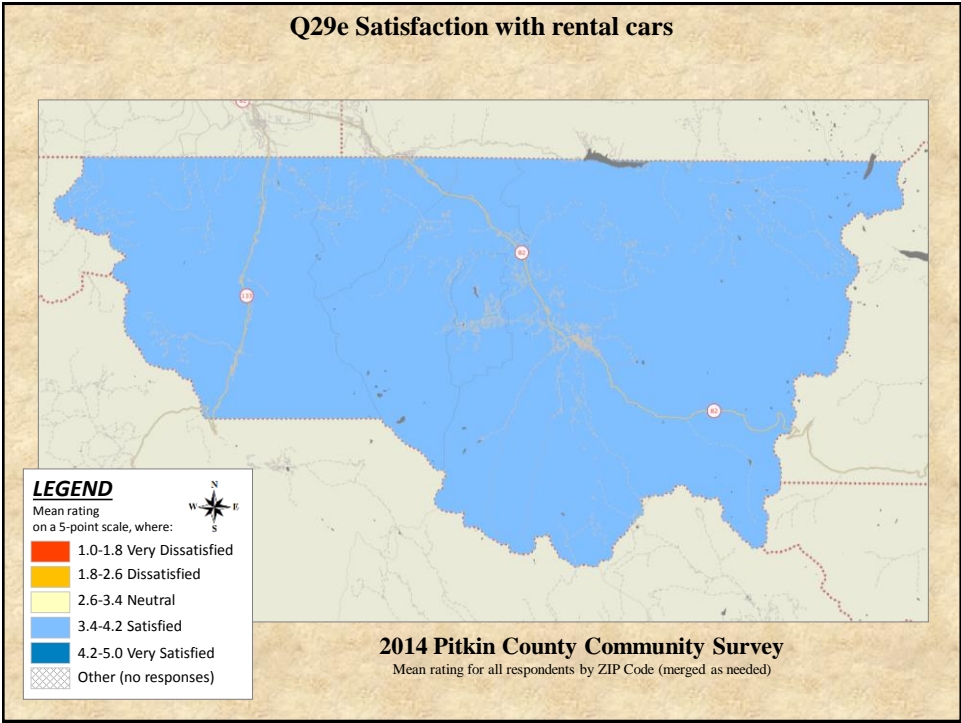
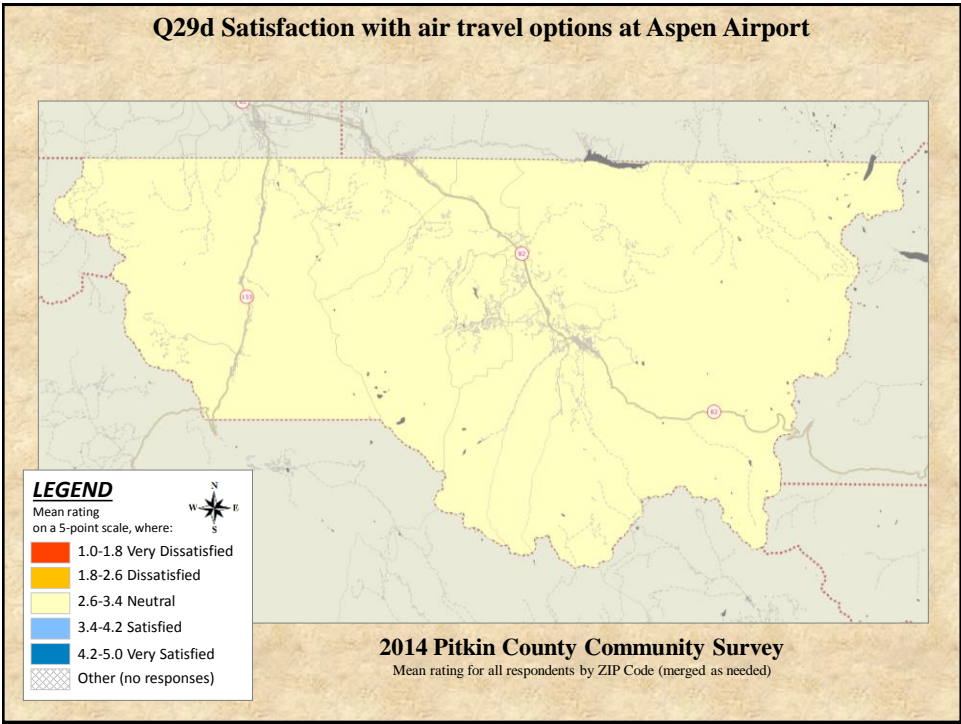


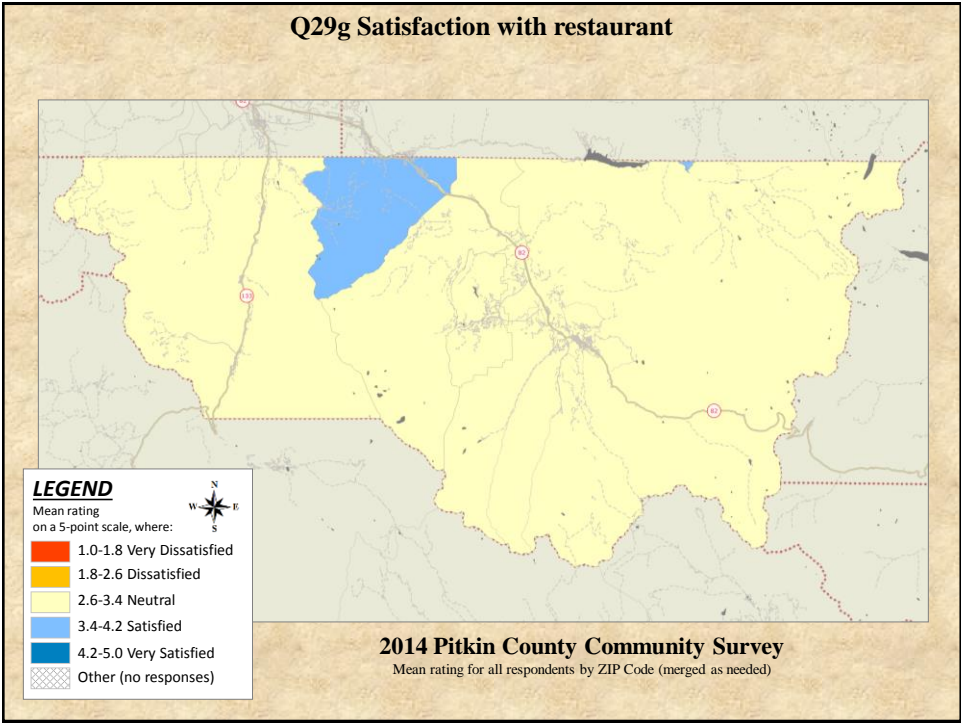
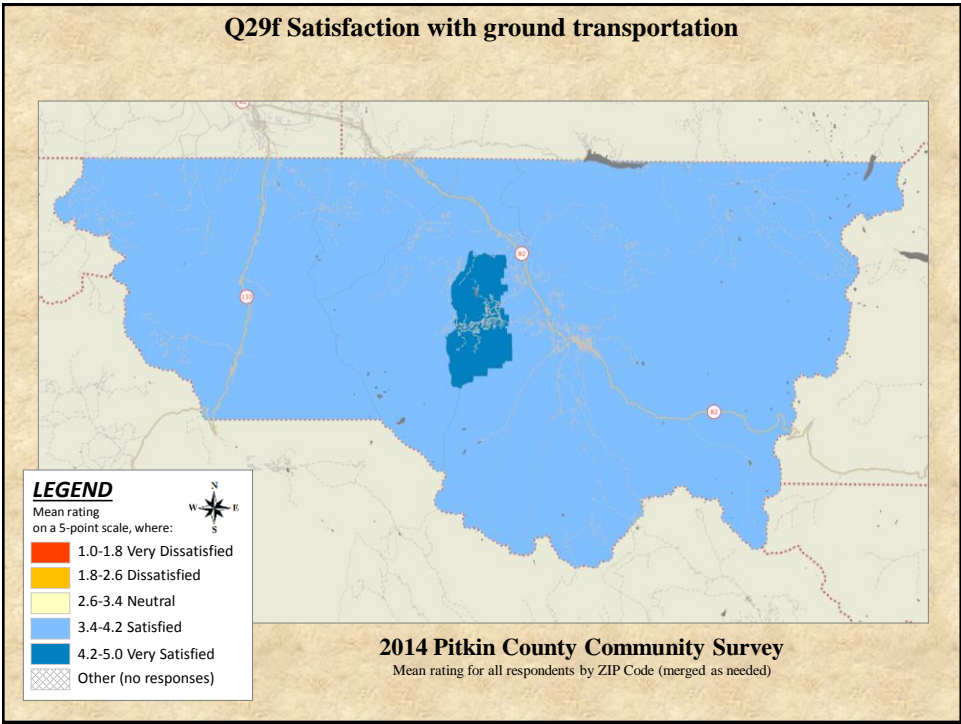


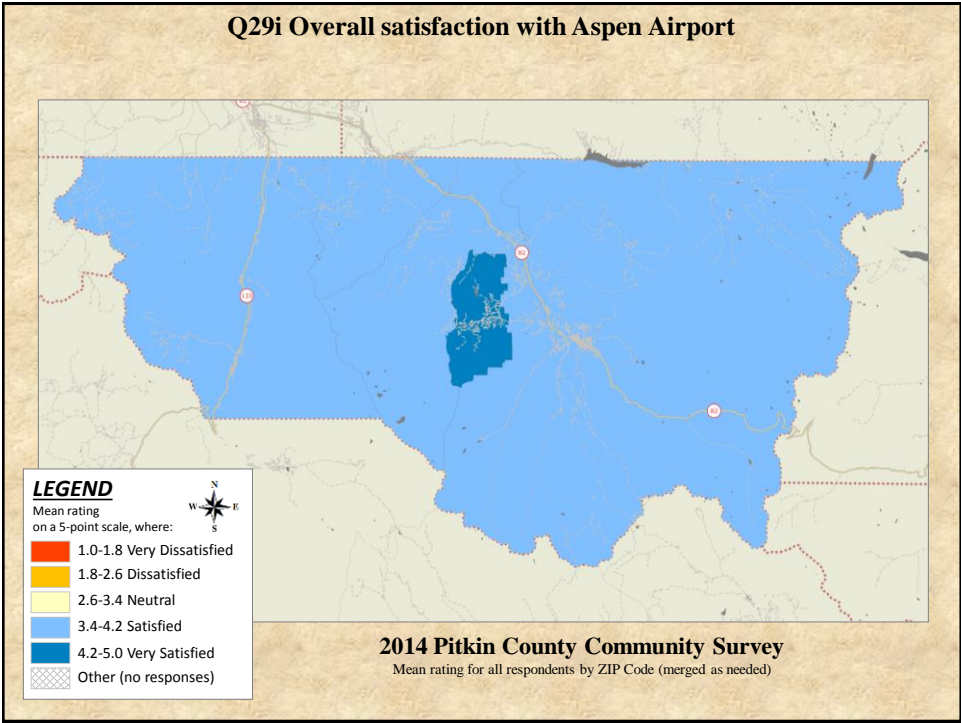
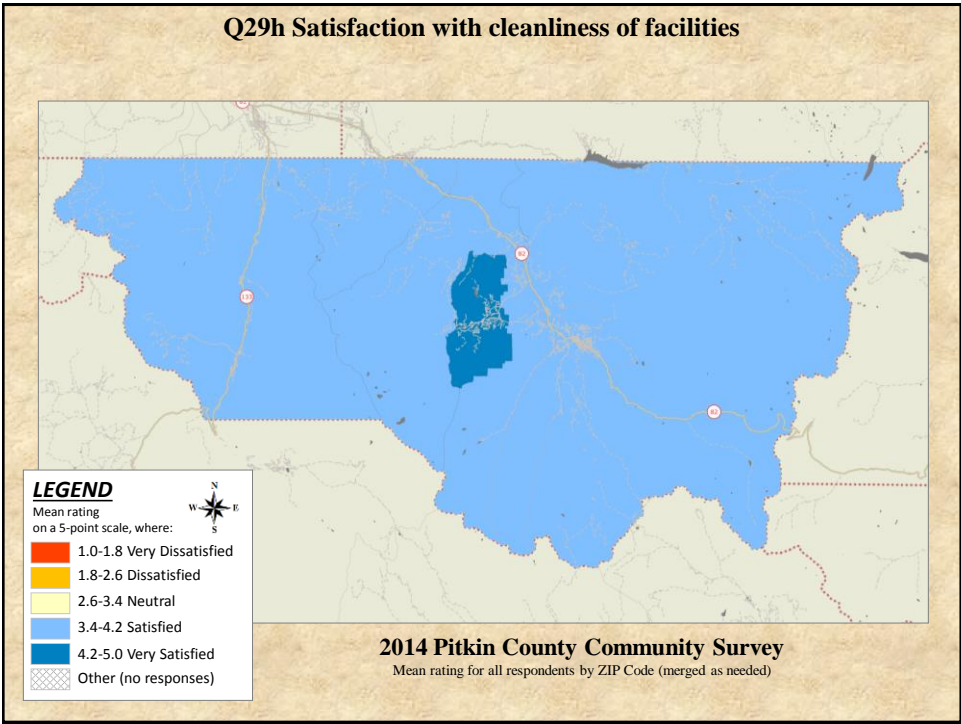


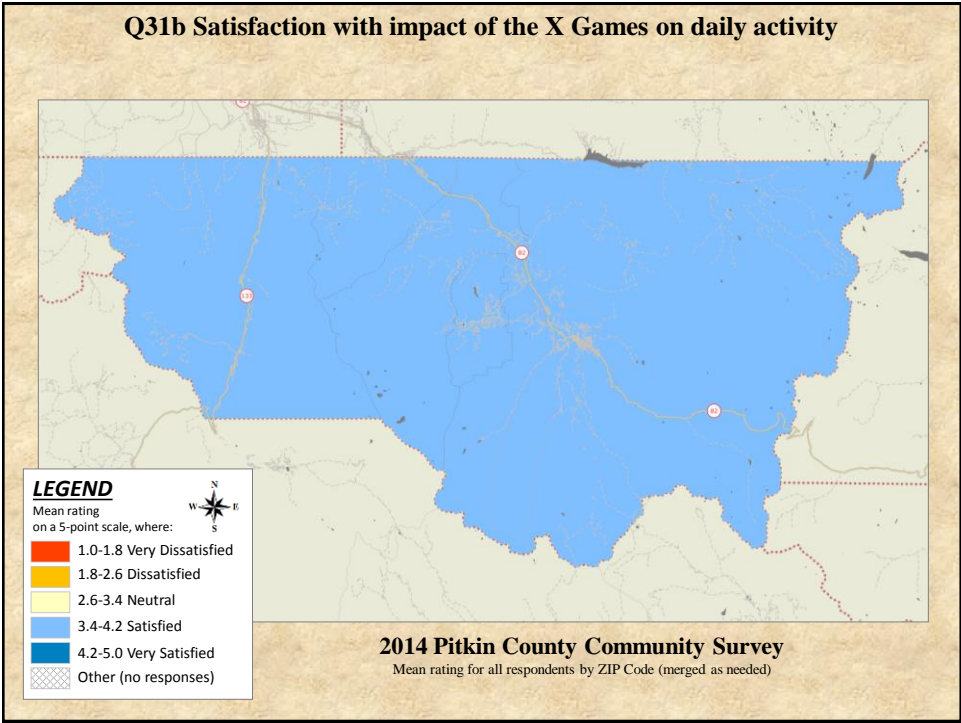
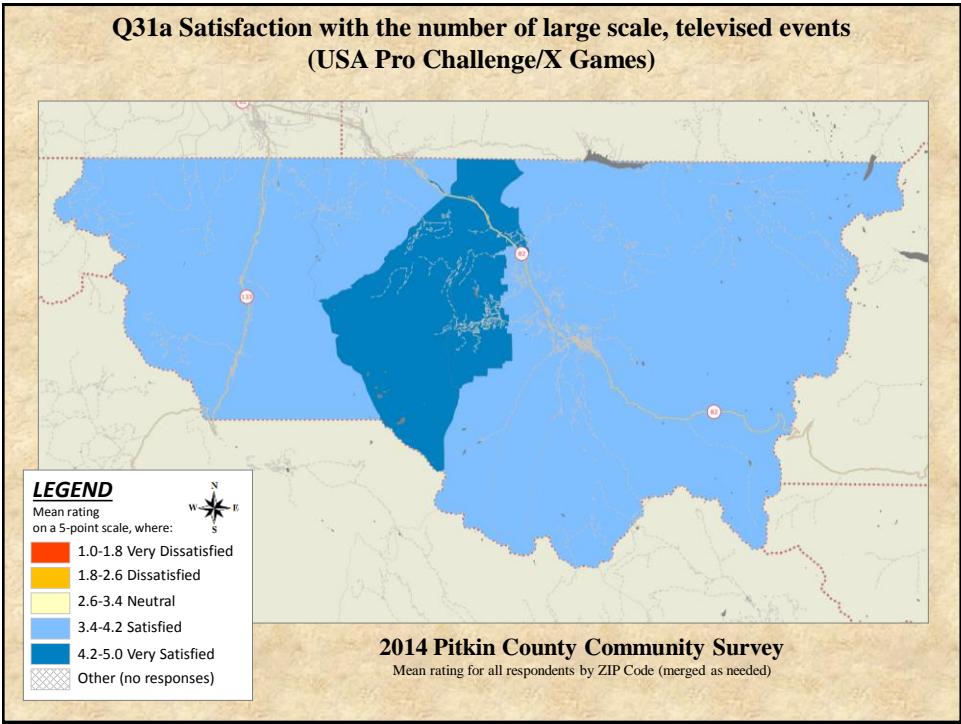


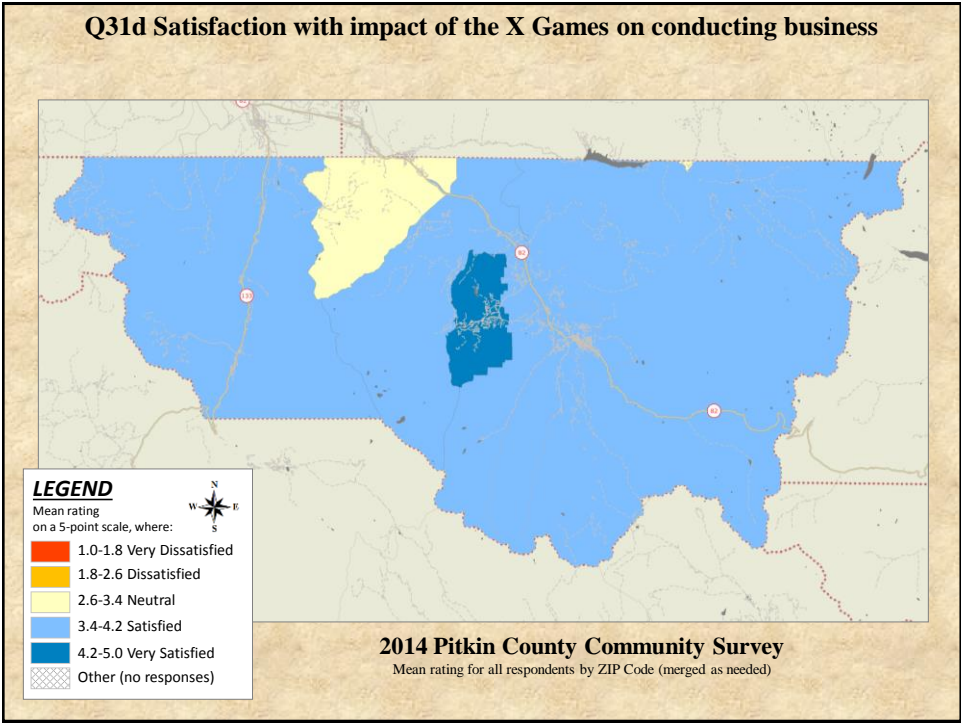
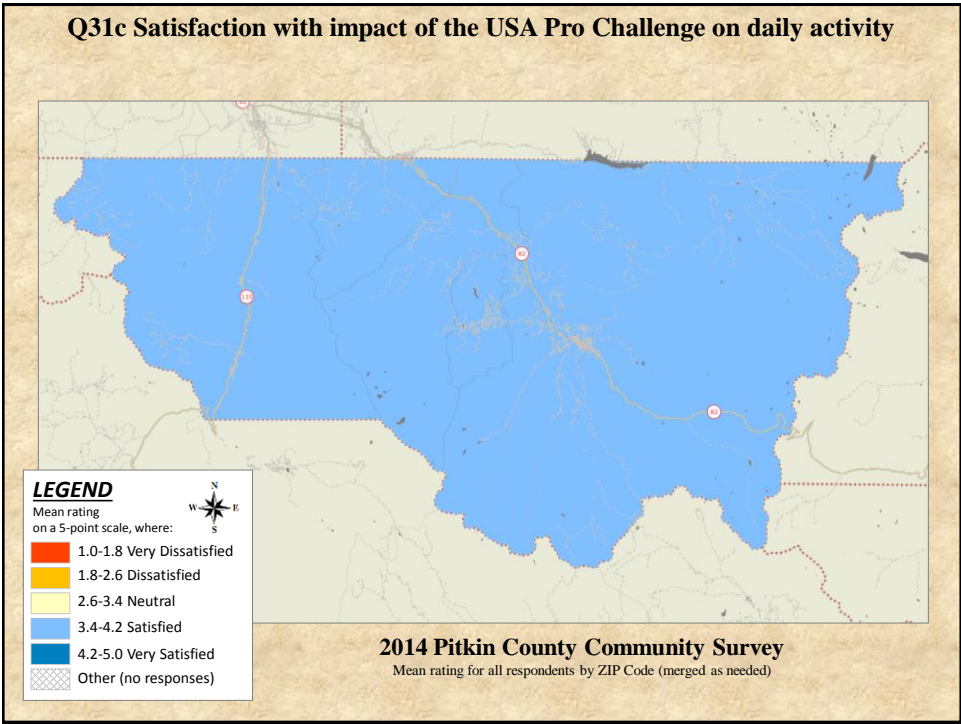


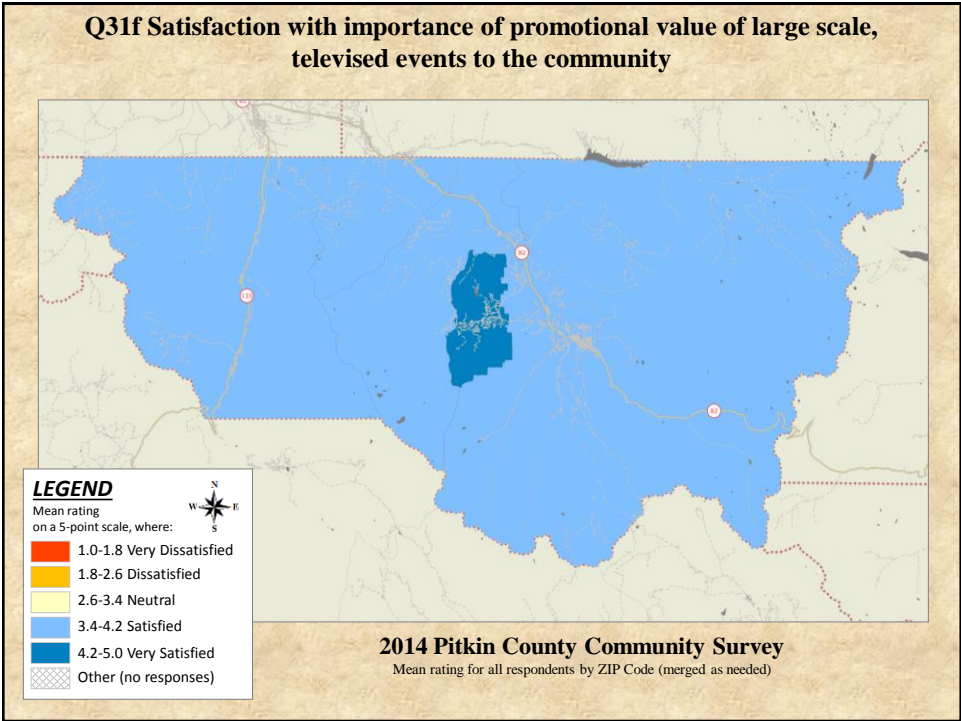
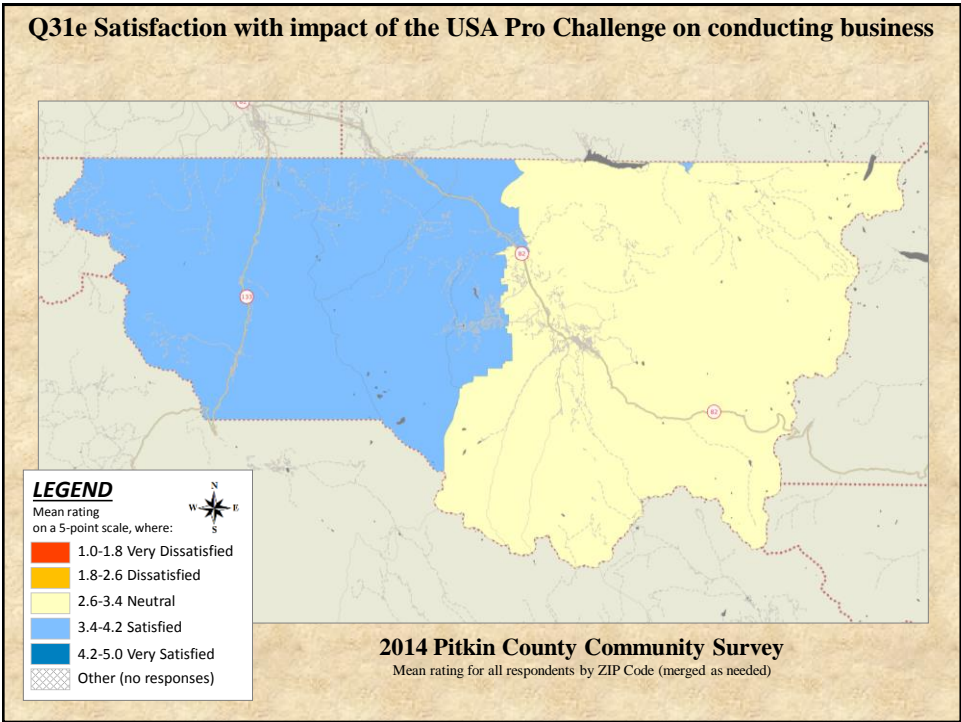


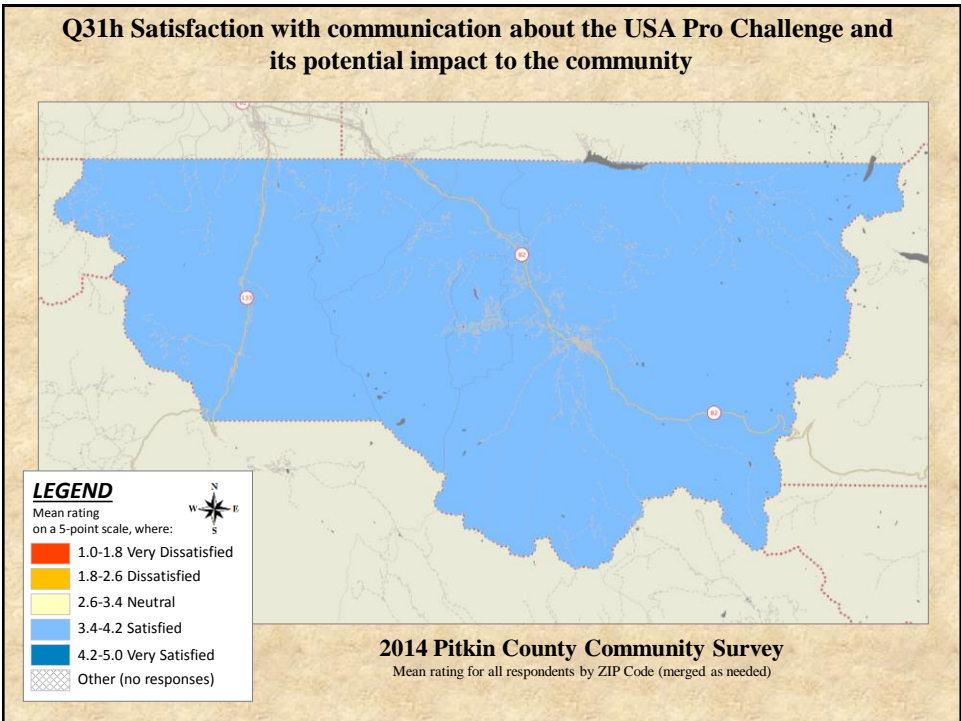
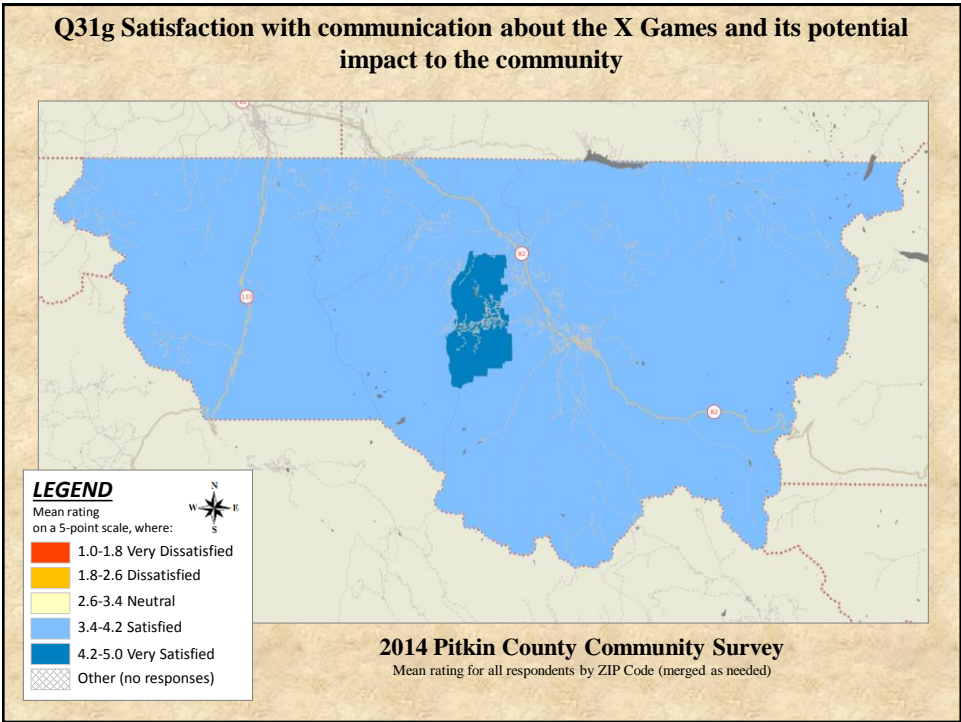


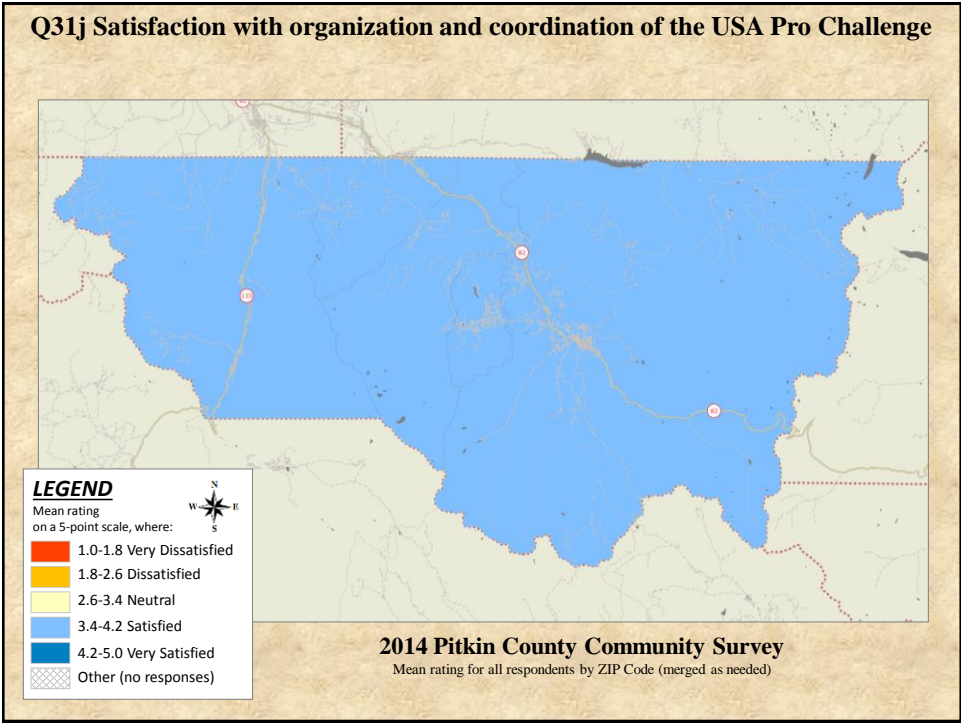
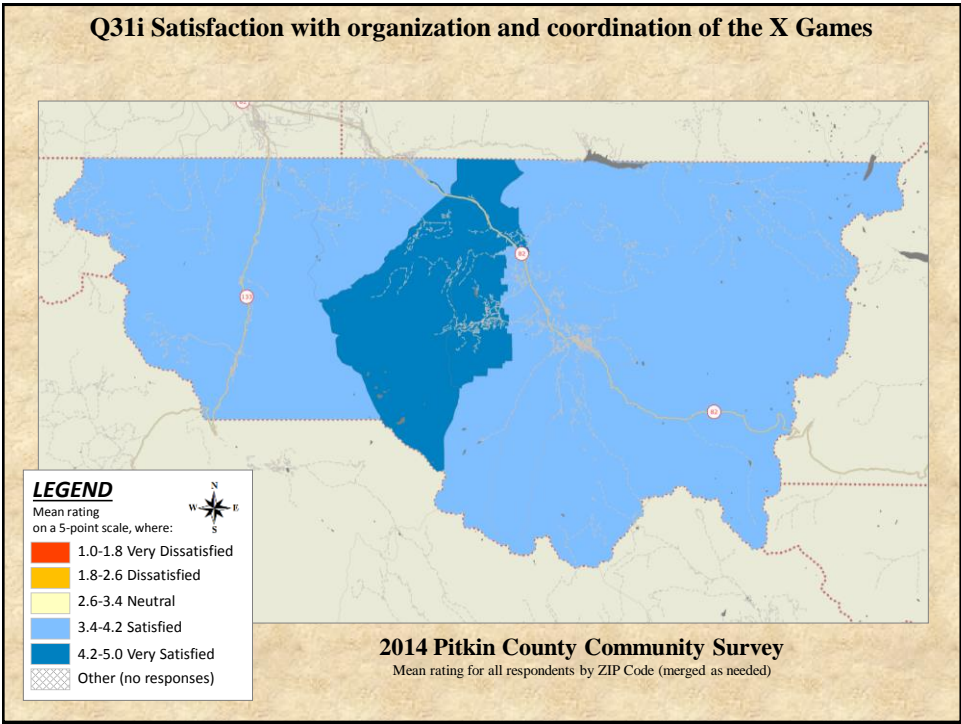


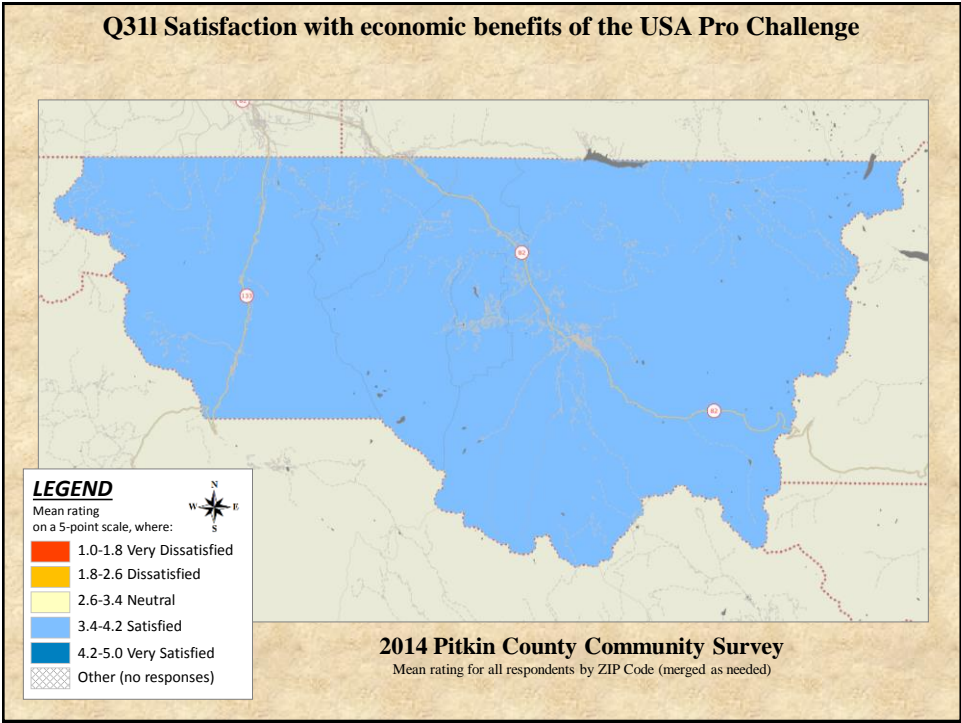
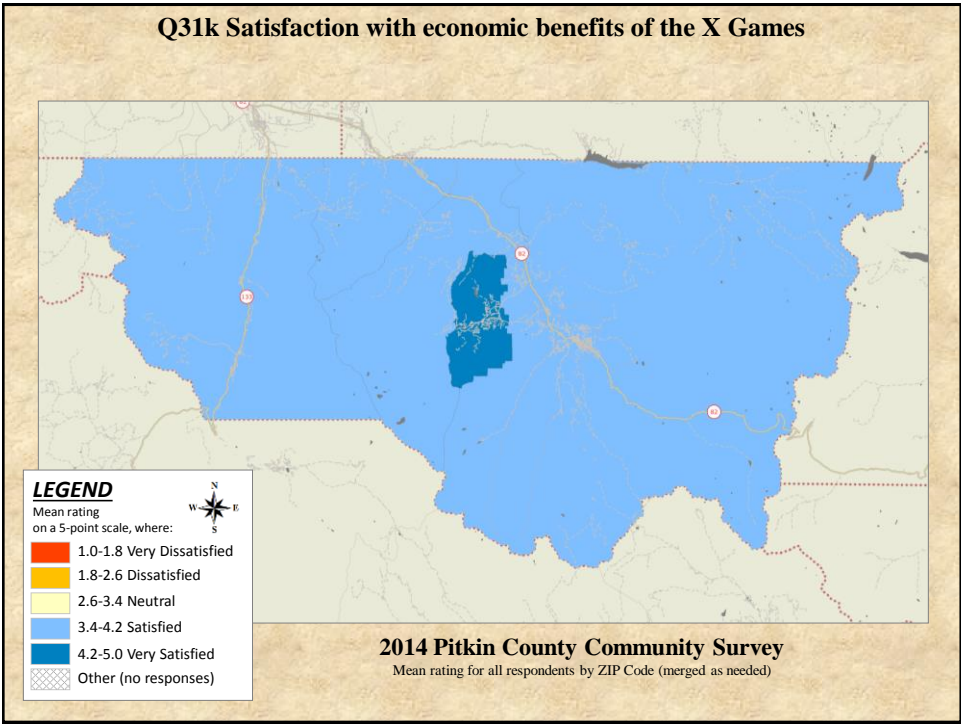


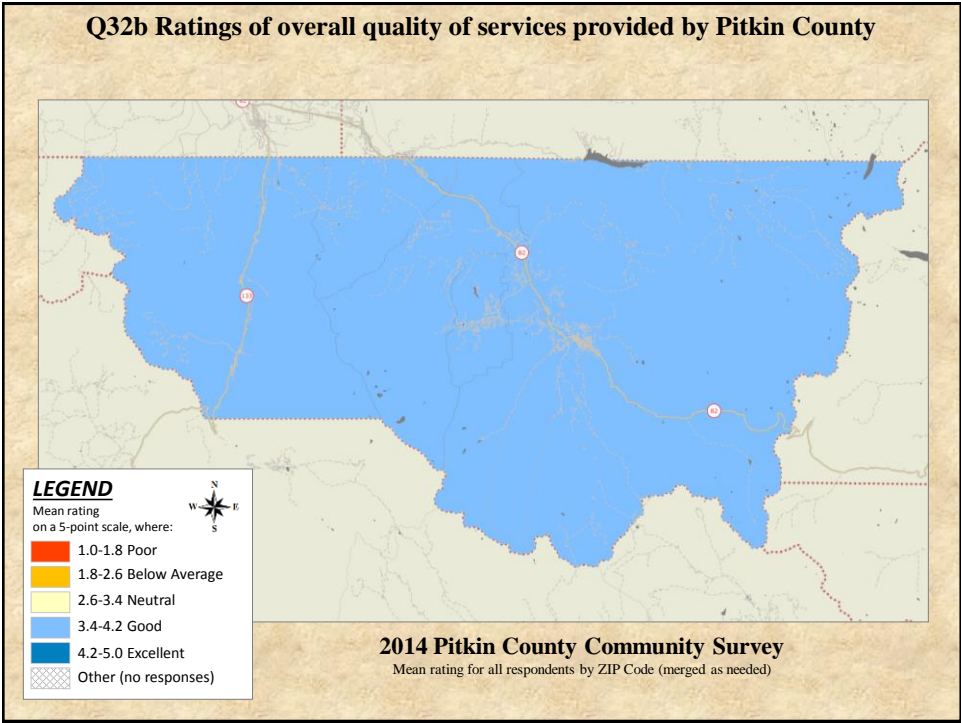
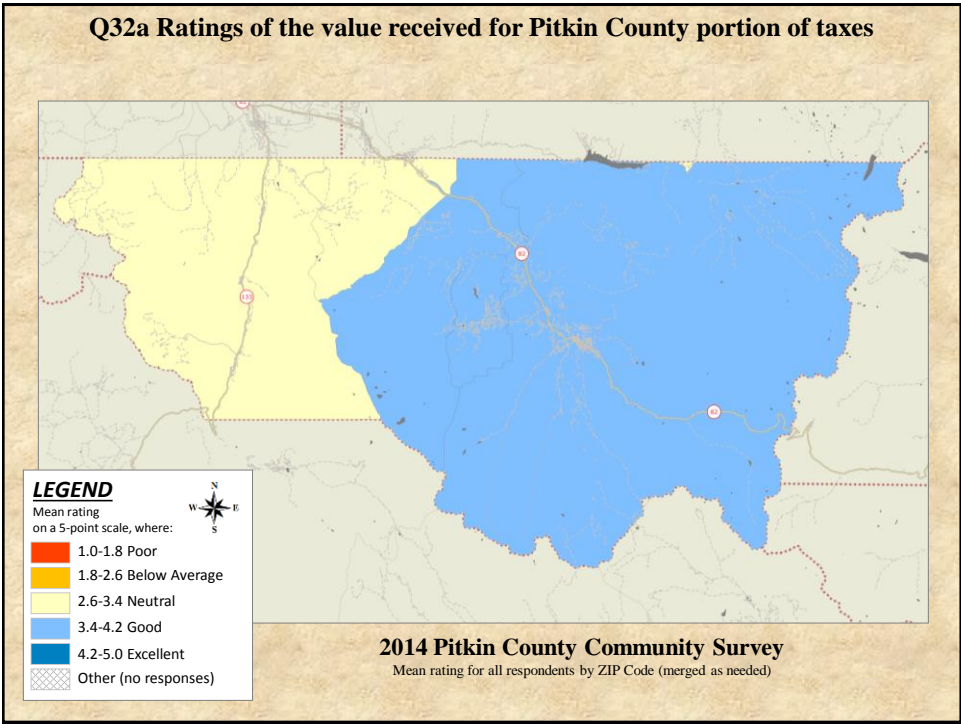


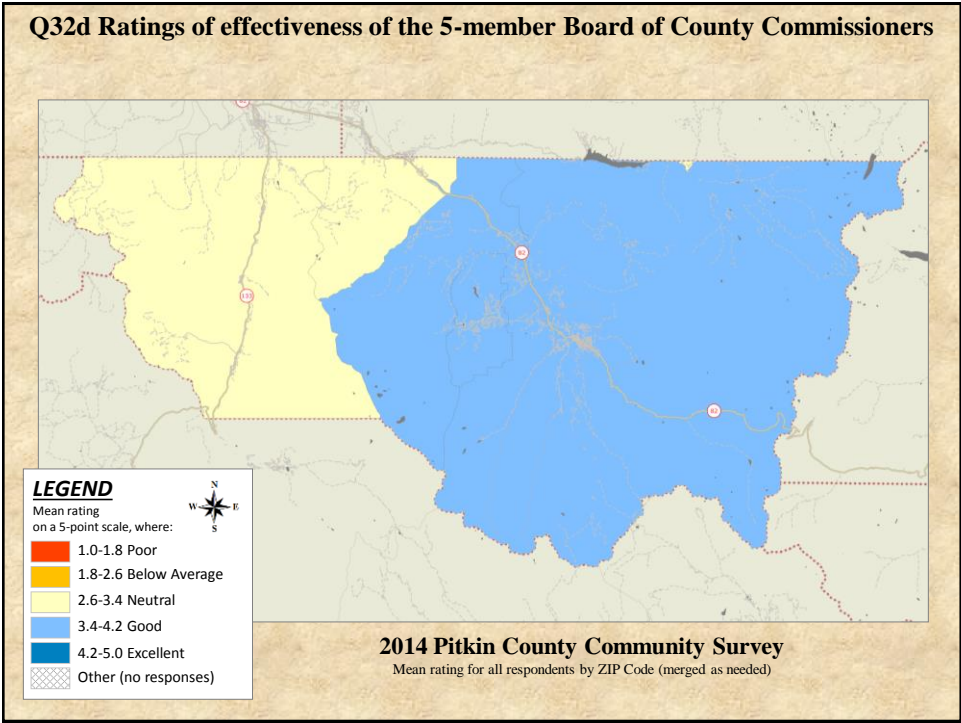
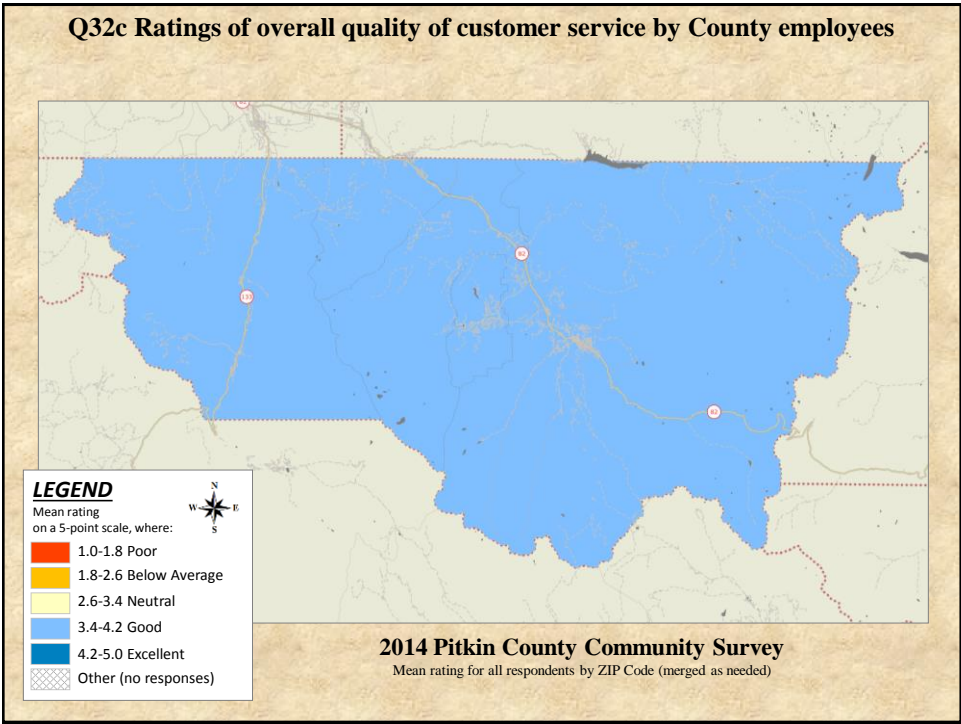












# 2014 Pitkin County Community Survey *Appendix B – Benchmarking Analysis*

*...helping organizations make better decisions since 1982*

Final Report

**Submitted to Pitkin County, Colorado by:**

ETC Institute  
725 W. Frontier Circle,  
Olathe, Kansas  
66061



**March 2014**



## **DirectionFinder® Survey**

### **Year 2013 Benchmarking Summary Report**

ETC Institute's *DirectionFinder*® program was originally developed in 1999 to help community leaders across the United States use statistically valid community survey data as a tool for making better decisions. Since November 1999, the survey has been administered in more than 210 cities and counties in 43 states. Most participating communities conduct the survey on an annual or biennial basis.

This report contains benchmarking data from a national survey that was administered by ETC Institute during the summer of 2012 to a random sample of more than 3,500 residents in the continental United States. The states included in the Mountain Region are:

- Montana
- Idaho
- Wyoming
- Colorado
- Utah
- Nevada
- Arizona
- New Mexico

### **Interpreting the Charts**

The charts on the following pages provide comparisons for several items that were rated on the survey. The percentages shown reflect the sum of the positive ratings given by respondents excluding “don’t knows.” The charts are briefly described below:

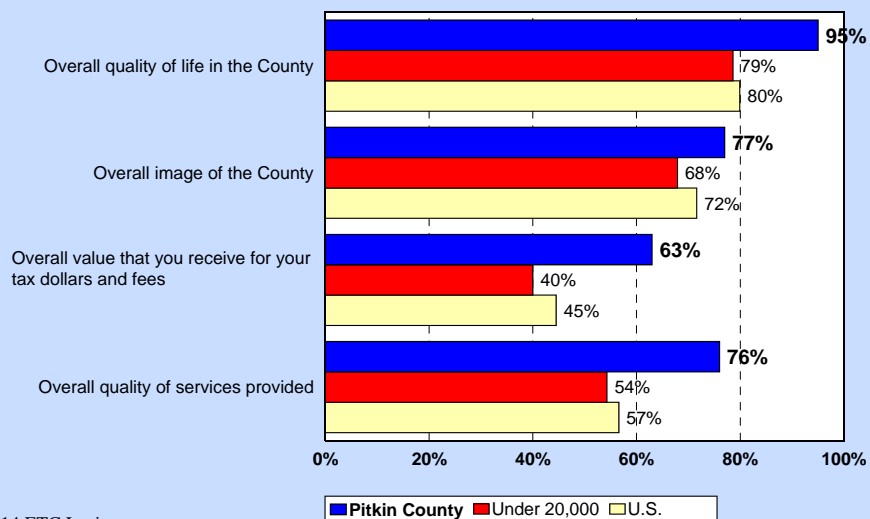
- The blue bar shows the results for Pitkin County, the red bar shows the results for cities with populations of less than 20,000, and the tan bar shows the results of the national survey.

# National Benchmarks

**Note: The benchmarking data contained in this report is protected intellectual property. Any reproduction of the benchmarking information in this report by persons or organizations not directly affiliated with Pitkin County, Colorado is not authorized without written consent from ETC Institute.**

## Satisfaction with Issues that Influence Perceptions of the County - Pitkin County vs. Communities Under 20,000 vs. the U.S.

by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding "don't know")



Source: 2014 ETC Institute

